

# COLOR TOUCH USAGE GUIDELINES

## AMMONIA-FREE DEMI-PERMANENT COLOR FOR INTENSE VIBRANCY AND SHINE



### First-time Application

Ideal for coloring on the same depth, darkening or up to 50% grey blending

Apply to dry or pre-shampooed hair. Apply the chosen formula immediately from roots to ends.



With Climazon

### Root Touch-up

Apply the chosen formula to roots, then ends.



With Climazon



### Up to 70% Grey Coverage

Intense results without the commitment of a permanent color

Apply to dry hair. For touch-ups start at the roots.



With Climazon



### Transformative Toning

Apply the chosen formula to pre-shampooed towel-dried hair.



With Climazon



### Special Mix

#### When to use Special Mix

**Pure:** Over natural or pre-lightened hair  
Eg. 20g Special Mix + 40g 1.9%/4%

**Pastelization:** Dilute any shade  
Eg. 20g COLOR TOUCH shade + 10g 0/00 + 60g 1.9%/4%

**Boost:** Intensify and shade  
Eg. 20g COLOR TOUCH shade + 10g 0/56 + 60g 1.9%/4%

**Correct:** Neutralize unwanted warmth  
40g COLOR TOUCH shade + 5g 0/68 + 90g 1.9%/4%

When to use... 1.9%

Same depth or darkening. Transformative Toning. Suitable for most color services. After perm/straightening treatment. Soft grey blending.

4%

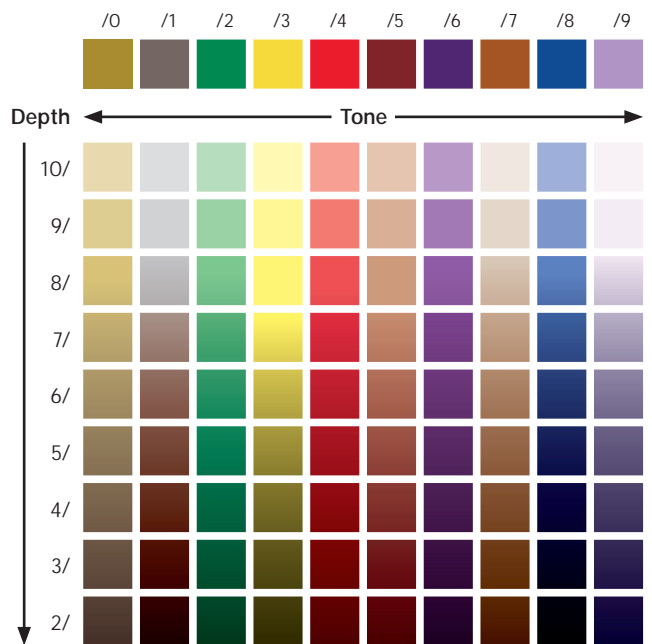
For increased color vibrancy. Intense Grey blending. Coloring coarse hair types

## Numbering System

**Depth** indicates dark or light.

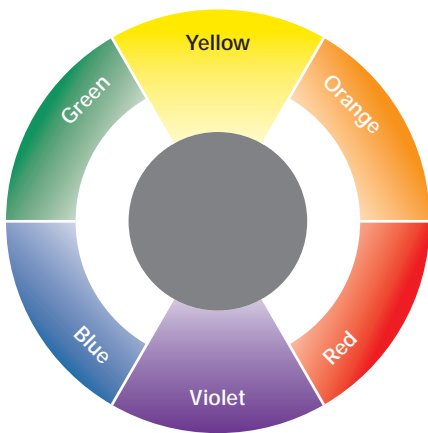
**Tone** indicates the tonal character of the shade. Here we can see the depth or base of a color from 2/ - 10/ and the tone from /0 - /9.

At the lighter depth the tones are brighter, as the depth gets darker the tone becomes more subtle.



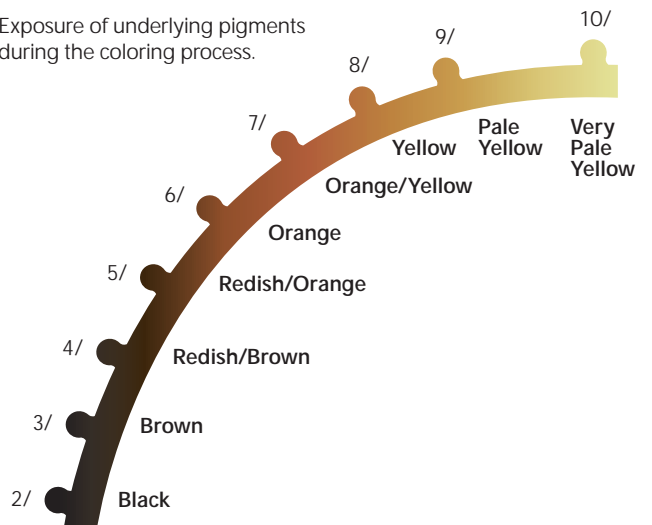
## Complementary Color

Opposite colors neutralise one another.



## Lightening Curve

Exposure of underlying pigments during the coloring process.



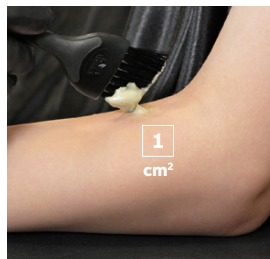
## Allergy Alert Test

Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an allergy test 48 hours before any color service.



### Step 01

Mix 5g of the color you decided on during consultation with 5g dedicated developer.



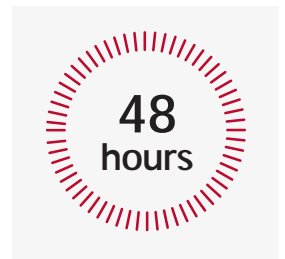
### Step 02

Apply the color in to 1cm<sup>2</sup> directly below the crook of the elbow.



### Step 03

Leave the color uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



### Step 04

Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the color product must not be applied. The client must seek medical advice before coloring their hair again. If your client has ever experienced an allergic reaction to hair colorants you should not color.

