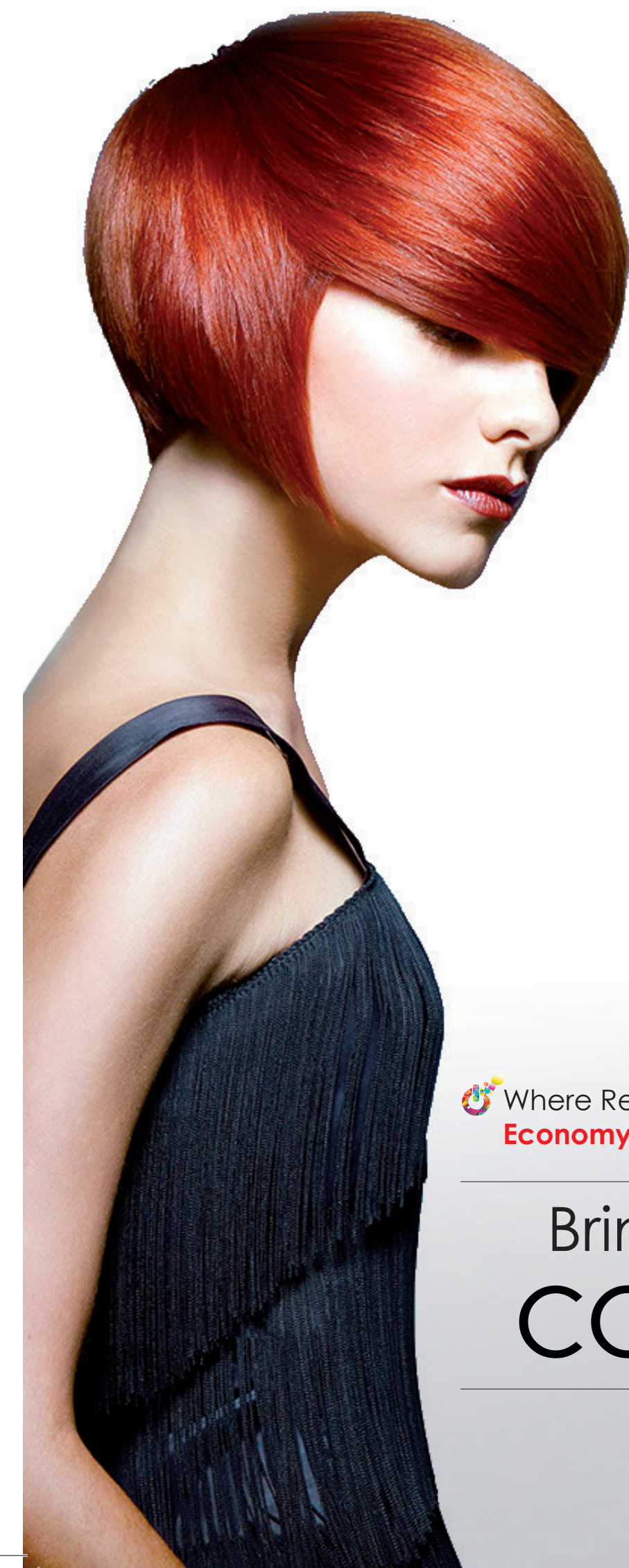




COLOR ON

PAMPER YOUR HAIR OILS MIX:
ARGAN • JOJOBA • OLIVE

HAIR COLOR
TECHNICAL MANUAL



 Where Results, Performance, Vibrancy and **Economy** all come to a head...

Bring It On With COLOR ON

Made in Italy

Color On bringing together the Italian lessons of design and workability, adding a new pampering oil edition mixing Argan Oil sourced from Morocco, Jojoba Oil from the USA and Olive Oil from Italy creates a new innovative collection consisting of 83 shades including naturals in a 100ml tube mixed with Color On oxidising emulsion cream peroxides.

Color On is a chemically balanced formula, which optimizes THE performance AND simultaneously IS ENVIROMENTAL FRIENDLY.

THANKS TO THE PERFECT MIXTURE OF OILS, CHOSEN TO HELP REBULD AND TREAT the hair leaving it softer and in better condition following each color application and service.

Consistency and reliability are demanded and rightfully so by all serious colorists.

Color On is manufactured in Italy in a state of the art facility, which is 100% computerised and completely robotic with no human intervention. This allows for precise formulas, mixtures and packaging, with guaranteed zero variation from tube to tube.

Color On Brings It On by creating the next generation of color drawing from the past, changing and expanding the boundaries and introducing the new and improved future of Color!

**Each Color On tube is 100ml in size and with a standard mix ratio of 1:1,5
100ml color + 150ml
of Emulsion Crème Peroxide**



LEVEL & REFLEX

A NEWTON DISK

COLOR ON - THE BASICS -

The Naturals Series consists of 10 intensive shades
1.00, 2.00, 3.00, 4.00, 5.00, 6.00, 7.00, 8.00, 9.00, 10.00

58X INTERACTIVE REFLECT SERIES SHADES

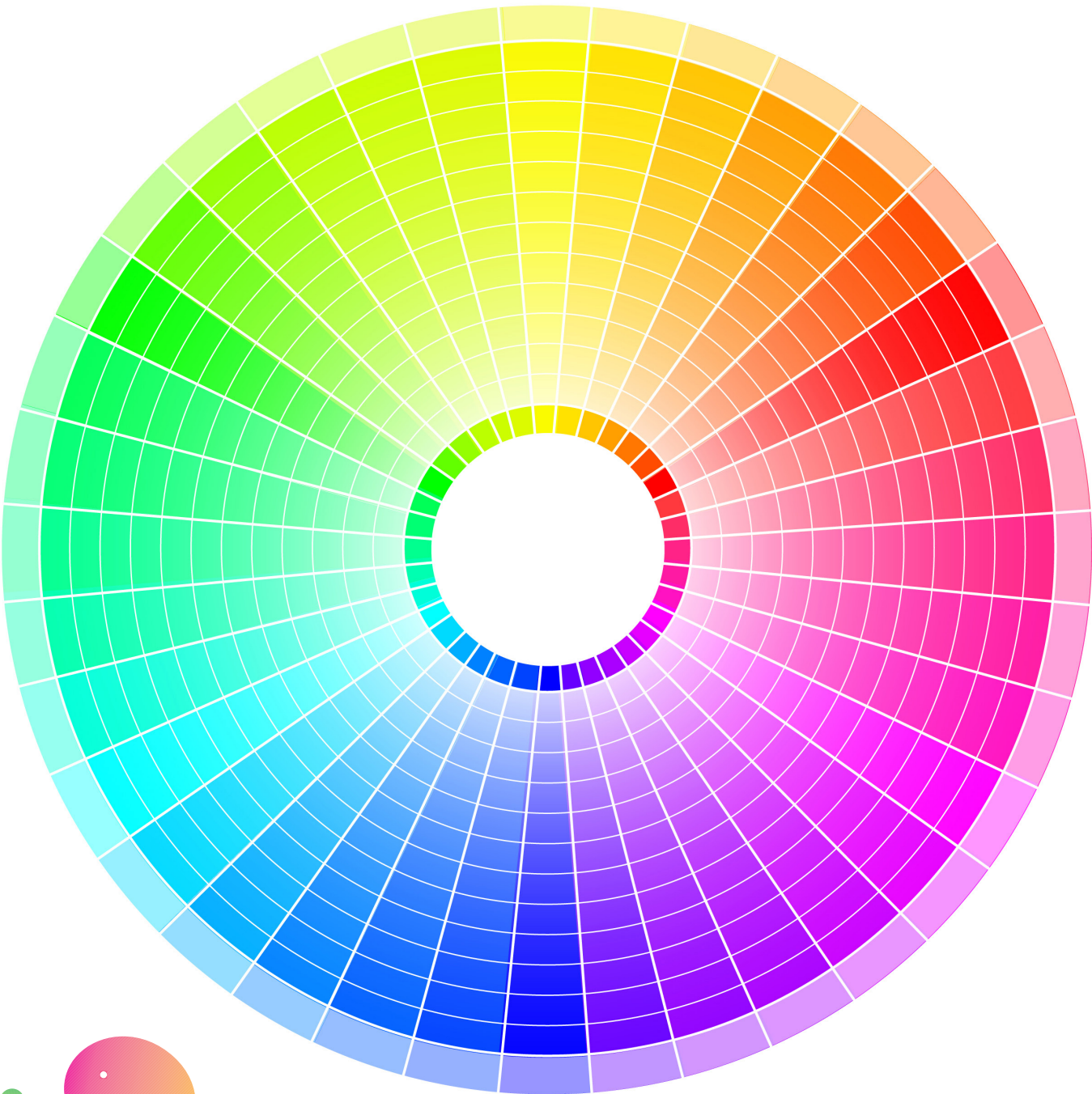
Ash	.1
Intensive Ash	.11
Ash Pearl	.12
Violet	.2
Tobacco	.23
Gold	.3
Beige	.32
Gold Copper	.34
Copper	.4
Mahogany	.5
Red	.6
Chocolate	.77
Matt	.9

7x Super Lightener Hi Lift Series Shades

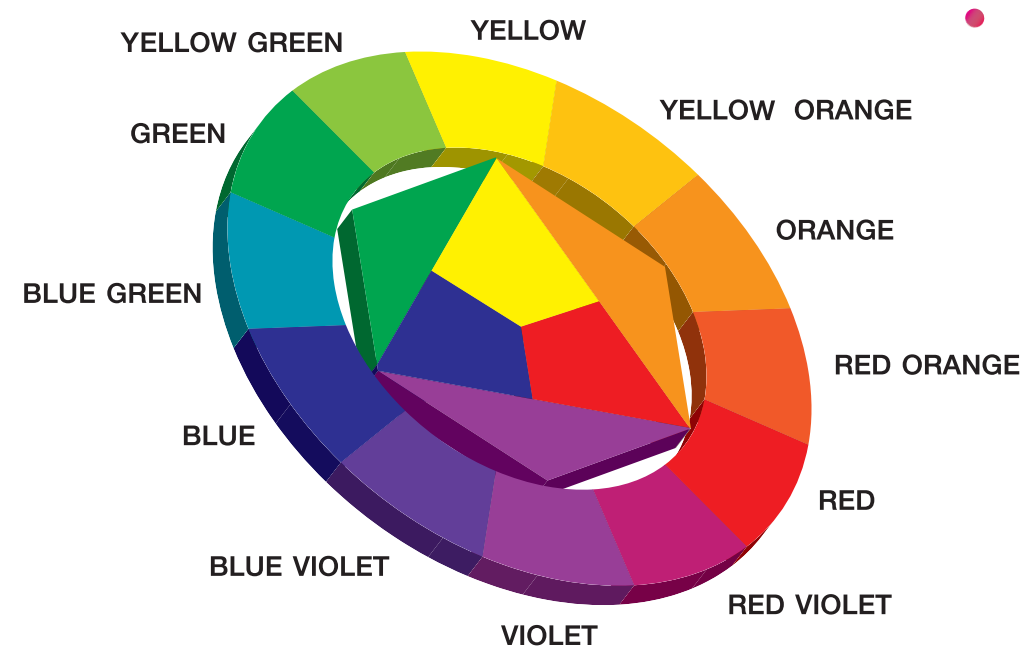
2x Booster Shades:- Red, Violet

6x Modifier Shades (Blue, Green, Clear, Silver, Dark Grey, Light Grey)

5x Oxidising Emulsion Cremes, 5, 10, 20, 30, 40 volume



COLOR RULES



There are 3 Primary colors: **RED - YELLOW - BLUE**
 And 3 Secondary colors: **VIOLET - ORANGE - GREEN**
 These are obtained by mixing 2 Primary Colors which then becomes the opposite of the third primary color as follows:

Secondary Color	Opposite/Neutralizer
Red + Blue = Violet	Yellow
Red + Yellow = Orange	Blue
Yellow + Blue = Green	Red

The union of All Primary and Secondary colors forms BLACK.
 For every color there is an opposite which neutralizes it as follows:

A Copper or Auburn shade (.4 or .6) neutralizes an Ash shade (.1) and vice versa.
 A Golden shade (.3) neutralizes a Violet shade (.2) and vice versa.
 A mixture of 50% Ash (.1) and 50% Golden (.3) neutralizes a Mahogany shade (.5)

Primary Colors



Secondary Colors



Tertiary Colors



RE-PIGMENTATION GUIDE

DESIRED SHADE	CHOOSE		
LEVEL 9	9.3	10	PALE YELLOW
LEVEL 8	9.3	9	YELLOW
LEVEL 7	8.34	8	YELLOW ORANGE
LEVEL 6	7.34	7	ORANGE YELLOW
LEVEL 5	6.4	6	ORANGE
LEVEL 4	5.4	5	ORANGE RED
LEVEL 3	5.6	4	RED ORANGE
LEVEL 2	5.6	3	RED
LEVEL 1	4.6	2	RED
		1	RED

TONER RECIPES

SILVER TONING

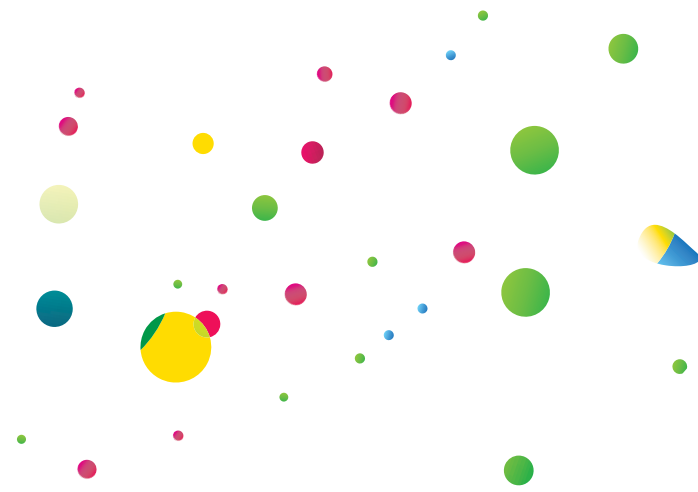
MIX 9.11 + SILVER (18G + 2G) + 5 VOL (40G)
 LEAVE FOR ABOUT 5 MINUTES CHECKING VISUALLY

PINK BEIGE TONING

MIX 9.32 + CLEAR (18G + 2G) + 5 VOL (40G)
 LEAVE FOR ABOUT 5 MINUTES CHECKING VISUALLY

VIOLET TONING

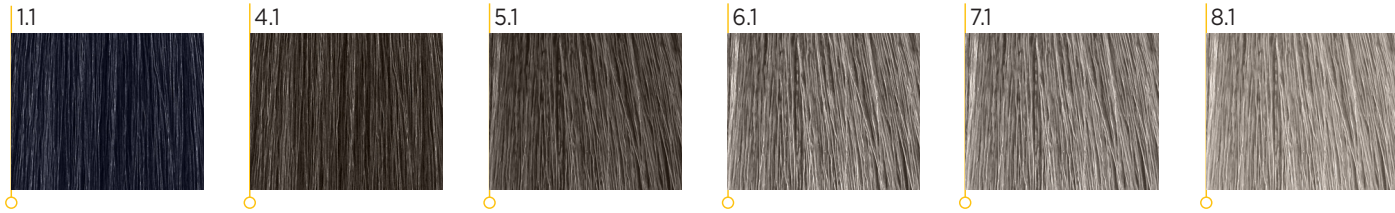
MIX 9.12 + 6.222 (18G + 2G) + 5 VOL (40G)
 LEAVE FOR ABOUT 5 MINUTES CHECKING VISUALLY



INTENSIVE NATURAL
SERIES



ASH
SERIES



INTENSIVE ASH
SERIES



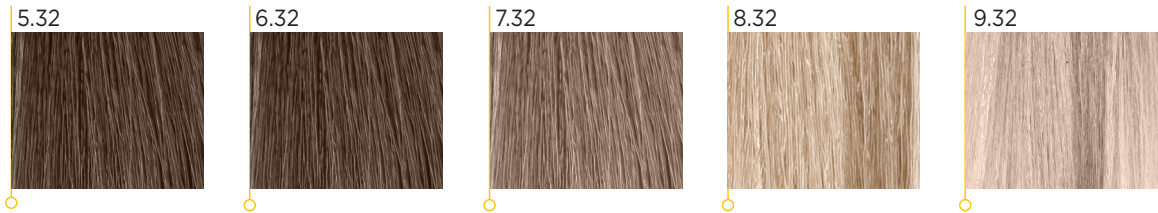
ASH PEARL
SERIES



MATT
SERIES



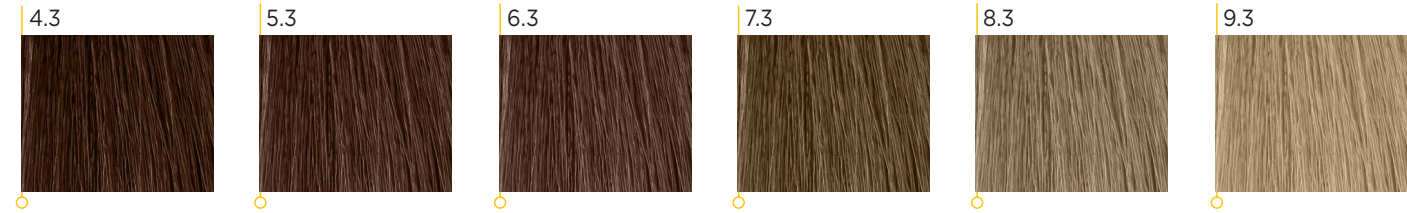
BEIGE
SERIES



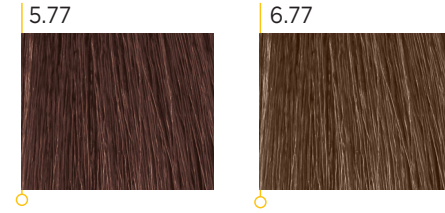
TOBACCO
SERIES



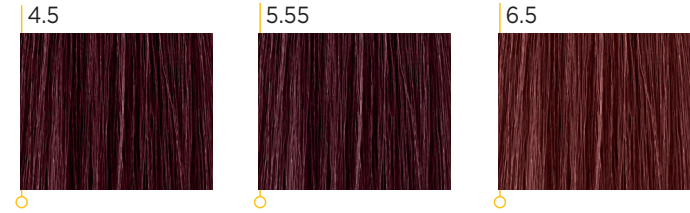
GOLDEN
SERIES



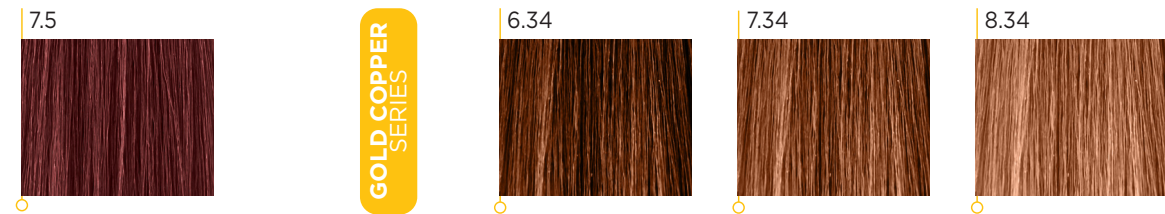
CHOCOLATE
SERIES



MAHOGANY
SERIES



GOLD COPPER
SERIES



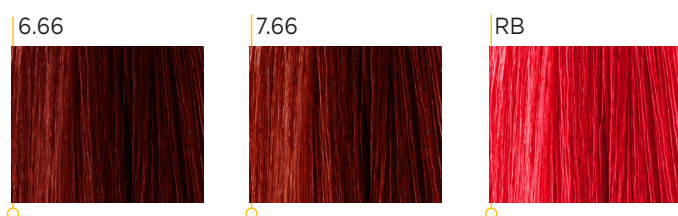
COPPER
SERIES



RED
SERIES



COLOR ON



PEROXIDE CHOICE



WHAT HAPPENS WHEN DIFFERENT DILUTIONS ARE MIXED?

CORRECT DILUTION= PERFECT RESULTS IN

Coverage
Tone
Naturalness
Reflection
Brightness
Shine

OVER DILUTION (TOO MUCH PEROXIDE)= DIFFERENT RESULTS

Translucent Coverage
Lighter Tone
Quicker Fading
Less Intense Reflection
Product Waste

APPLICATION: ALWAYS APPLY ON DRY HAIR!

Virgin hair apply the product on the lengths and ends of the hair for 25 to 30 minutes, then prepare a fresh mixture of hair color and apply on to the roots for 25 to 30 minutes.

For a re-growth application apply the color only to the re-growth area process for 25 to 30 minutes then emulsify through to the ends for the last 5 to 10 minutes or use a dual application applying the permanent color mixture to the re-growth area only and then mixing and applying a semi/demi permanent using 5 Volume from the mid lengths to ends.

The Super Lightener HiLift series will lighten 3 to 4 levels using 30 or 40 volume, a mix ratio of 1:3 (100 ml of color + 300 ml cream peroxide) and processing time of 40 to 45 minutes but may be left on for up to 60 minutes with constant checking.

All Super Lightener HiLift shades when mixed with the Modifier Clear Booster in equal parts will achieve an extra 1/2 to 1 level of lift.

Color On will give 100% coverage on white hair however you must take the following into account: always carry out a preliminary analysis to ascertain the level of white hair.

Use 20 Volume (6%) Peroxide

Standard mix ratio is 1:1,5 (50ml color + 75ml cream peroxide)

Processing time is 45 minutes

IN CASE OF VERY RESISTANT HAIR IT IS POSSIBLE TO PROCEED AS FOLLOWS:

1. REDUCE THE STANDARD MIX RATIO FROM 1:1,5 TO 1:1 (50ML COLOR + 50ML CREAM PEROXIDE)
2. ADD A NATURAL SHADE TO THE MIXTURE
3. PRE PIGMENTATION



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GASS COSMETIC SRL
Milano - Viale Cirene, 7
MADE IN ITALY