

QUICK LOOK

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1. Assortment

artease™ colors

- 63 shades, 5 Ultra Lights, 3 Special Toners, 1 Lightener (000), 4 Concentrates, 5 Reflex Additives & 4 Boosters

artease™ peroxide & artease™ activator

-1.9% 7 vol artease™ activator, 3% 10 vol, 6% 20 vol, 9% 30 vol & 12% 40 vol artease™ peroxide

artease™ cream BLEACH

- For controlled lightening, high-lightening
- Up to 5 levels of lift

artease™ powder BLEACH

- For all lightening techniques
- Up to 8 levels of lift

artease™ color BLEACH

- One step lightening and pigmentation for high-lightening techniques

2. Main Ingredients

Care ingredients

- Three wheat protein
- Fatty glycols
- Very little perfume
- Evens porosity in hair structure
- High sheen
- Extremely mild and gentle

Color pigments

- Long lasting Kuppler* color pigments
- 100% gray/white coverage
- Long lasting

Ammonia

- Very low ammonia contents
- Fast dissipating
- Gentle expansion of hair – very little stress to hair
- artease™ colors has dual use – permanent and demi-permanent color

* Color affecting materials in oxidation-coloration. They connect themselves with the developer molecules and nuance thereby the color of the pigment.
They do not dissolve, like sugar or salt in liquids, but adhere and stretch out.

3. The System

3.1 Numbering System

The artease™ colors numbering system is identified by 3 - 4 numbers

The first number = Level
 The second number = Primary color direction
 The third number = Secondary color direction
 The fourth number = Intensity
 (Placed in front of the level number)



Names of series

/0 Natural	/00 Natural Plus	/1 Ash
/11 Intensive Ash	/3 Gold	/37 Gold-Brown
/4 Red	/43 Intensive Red-Gold	/44 Intensive Red
/45 Red Mahogany	/46 Red Violet	/47 Red Brown
/55 Intensive Mahogany	/6 Violet	/65 Violet Mahogany
/7 Brown	/73 Brown Gold	/75 Brown Mahogany
/77 Intensive Brown	/81 Silver	/88 Pearl
/89 Cendré		

3.2 Mixing Ratio

Permanent hair color: Optimal gray/white coverage and lightening.

All shades 1:1 with 3%-10 vol., 6%-20 vol., 9%-30 vol., 12 %- 40 vol. artease™ peroxide.

Demi-permanent hair color: To even the color from mid-length to ends. Tone on tone color change on natural and color treated hair.

All shades 1:2 with 1.9% - 7 vol., 3% artease™ activator - 10 vol. artease™ peroxide.

3.3 Application

Do not "paint" color onto hair. It is recommended to "overlay" color. Apply enough color. Use tint brushes with softer bristles

Important: Determine (in the consultation) how many silicone-based products have been used on hair (styling aids, conditioners etc.). If necessary, shampoo hair first, then apply color to damp, towel-dried hair.

3.4 Development Time

Development time	Result
30 minutes	100% gray coverage, tone on tone, darker
30-40 minutes	100% gray coverage, Lightening 1-2 levels
30-45 minutes	100% gray coverage, Lightening 2-3 levels
30-50 minutes	100% gray coverage, Lightening 3-4 levels
20 minutes	Demi-permanent coloring

3.5 Gray/White Coverage

% of gray/white	% added of Natural series for optimal coverage
0-30%	30% Natural series
30-50 %	30-50% Natural series
50-100%	50% Natural series

4. Special Shades

4.1 Ultra Lights

Ideal to lift up to four levels

Ultra Light Blonde 12/0

Ultra Light Ash Blonde 12/1

Ultra Light Ash Intensive Blonde 12/11

Ultra Light Golden Blonde 12/3

Ultra Light Blonde Brown 12/7

Mixing Ratio: Ultra Lights 1:2 with 9%-30 vol., 12%-40 vol. artease™ peroxide.

Development Time: 45-60 minutes – always check

4.2 Special Toners

Silver: 12/81 (primary pigment blue-ash).
Ideal to achieve silver tones on pre-lightened hair.

Pearl: 12/88 (primary pigment blue).
Ideal to achieve pearl tones on pre-lightened hair.

Cendre: 12/89 (primary pigment blue-gray).
Ideal to use for extra drabbing effect on pre-lightened hair.

Mixing Ratio: 1 part Special Toner to 1:1 to 1:3 7 vol., 3% artease™ **activator** or 10 vol. artease™ **peroxide**

Development Time: Varies depending upon intensity (5 minutes – 15 minutes)

Note: watch carefully!

4.3 Reflex Additives(Mixtones)

Can be added to every shade to enhance the nuance of the shade. The color appears brighter and has more brilliance.

Mixing Ratio: 1 part Mixtone, 5 parts color

Case study: 10g 0/66 + 50g 3/6 + 60ml 6%-20 vol., 9%-30 vol., 12%-40 vol. (or 120ml 1.9%-7 vol., or 3%-10 vol., for demi-permanent color)

Important: Mixtones require peroxide and have to be included in the formulation

4.4 Boosters

Enhances the nuance, and can be added to every shade. Fashion Shades appear deeper and richer.

Mixing ratio: 1 part Booster, 5 parts Fashion Shade.

Case study: 10g 034 + 50g 9/3 + 50ml 6%-20 vol., 9%-30 vol., or 12%-40 vol. (demi-color add 100ml 1.9%-7 vol., or 3%-10 vol.)

Important: No additional peroxide needs to be added.

4.5 Concentrates (Correctors)

Used to correct unwanted color results and are predominantly mixed with Natural shades

001 > corrects copper and red color directions

003 > corrects violet color directions

004 > corrects green color directions

006 > corrects golden color directions

Mixing Ratio: 1 part Corrector, 5 parts Natural shade

Case study: 10g 003 + 50g 9/0 + 60ml 1.9%-7 vol., or 3%-10 vol

Important: Correctors require peroxide and have to be included in the formulation

4.6 Lightener (000)

Has the highest ammonia content of all arteasecolors.

Lightener 000 can be added to any shade. The shade will be between ½ to one levels lighter.

Mixing Ratio: 1 part 000, 1 part fashion or Natural shade

Case Study: 30 g 000 + 30g 12/0 + 120 ml 9%-30 vol. or 12%-40 vol.

Note: For “soft” diffusion of natural hair, mix 1 part 000 + 2 parts artease™ peroxide, 6%-20 vol., or 9%-30 vol. This gives a natural lightening effect.

5. Bleaches

5.1 artease™ cream BLEACH

Controlled lightening
Up to 5 levels of lift
Excellent for high-lightening techniques

Mixing Ratio: 1:2 with artease™ activator 1.9%-7 vol., artease™ peroxide, 3%-10 vol., 6%-20 vol., 9%-30 vol.

Development time: is 30-45 minutes. No heat!

5.2 artease™ powder BLEACH

artease™ powder BLEACH is suitable for all lightening techniques (highlights, overall blonding, and lightening).
Up to 8 levels of lift

Mixing Ratio: is variable, from 1:1 to 1:2

Note: artease™ activator 1.9%-7 vol. is for a very gentle bleaching process. Bleaching action is very fast. A little goes a long way. No heat!

Special ingredients: Silica – protects and nourishes the scalp.

5.3 artease™ color BLEACH

Is available in the following nuances: Fire Red, Copper-Red, Copper-Blond and Copper-Orange.

- One step lightening and pigmentation
- For high-lights and dimensional color only
- Recommended for dark or black tinted hair
- Not recommended for natural, gray/white or bleached hair
- Up to 6 levels of lift

Mixing Ratio: 1:2

Note: Extreme brilliance and long lasting when mixed with artease™ activator 1.9%-7 vol.
development time: 5 - 20 minutes

Note: Check frequently, no heat!

6. artease™ activator & artease™ peroxide

- Highly stabilized peroxide. Ph factor 2.5 to 3.5.
- Enriched with high quality waxes
- Shiny, vibrant and balanced hair color is the result

Mixing Ratio	artease™ peroxide	Degree of Lift
artease™ colors 1:1	artease™ activator 1.9%-7 vol. 3%-10 vol.	Tone on tone
artease™ colors 1:1	6%-20 vol.	1 level
artease™ colors 1:1	9%-30 vol.	2 levels
artease™ colors 1:1	12%-40 vol.	3 levels
artease™ colors Ultra Lights 1:2	12%-40 vol.	4 levels + 1*

7. Rinsing

Rinsing of color is of great importance and should be done with great care, in order to avoid:

- Unwanted staining of hair (highlights, dimensional coloring)
- Color residue on scalp and hair
- Scalp, skin irritations

The following steps are recommended:

1. Gently emulsify color and remove from hairline. Do not massage scalp vigorously. artease™ colors contains cleansing agents that help to remove the color from hairline and scalp. Do not add water at this point, this would dilute the effectiveness of the cleansing agent. It would become more difficult to clean hairline and scalp.
2. As soon as color residue is removed from hairline and scalp, add water and emulsify. Rinse till water runs clear.
3. If desired, follow with a light second shampoo. Rinse and towel dry. Use a shampoo for color treated hair.

8. Follow-Up Care

artease™ colors always recommends using color specific shampoos and conditioners. A combination of moisturizing conditioners and protein-based conditioner will extend the life of the hair color. It ensures the integrity of the hair structure.