

MANUAL

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CONTENTS	PAGE
1. Hair Color and artease®colors	3
2. artease®colors – Answers to All Questions	4-5
3. The System	6
4. Numbering System	7
5. The Color Chart	8-12
6. artease®activator	12
7. Directions	
7.1 Mixing artease®colors	13
7.2 Application	14
7.3 Development Time	14
7.4 Rinsing	15
7.5 Follow-Up Care	15
7.6 artease®cream BLEACH	16
7.7 artease®powder BLEACH	17
7.8 artease®color BLEACH	17
8. Guidelines	18
8.1 Covering Gray/White Hair	19
8.2 Pre-Pigmentation	19
8.3 Virgin Application	20
8.4 Tone on Tone and Darker Levels	21
8.5 Lightening 1 to 4 Levels	21
8.6 Lightening 4 or More Levels	22
8.7 Lightening with Ultra Lights	23
8.8 Lightening Options	24
8.9 Lighten Color Treated Hair	24
8.10 New Color Nuance	25
8.11 Lightening Summary	26
8.12 Darken Color Treated Hair	27-28
Notes	29-32

1. HAIR COLOR AND ARTEASE®COLORS

Inspiration – Individuality – Creativity

Freedom, constant change, lust for life, the desire of wellness and beauty are the inspirations of the development of artease®colors.

Over the last 40 years I have worked with all “the best colors money can buy,” but I was always still faced with the same challenges: Reds fade, blondes get brassy, gray coverage is not satisfactory. It was time to collaborate with other colorists, chemists and laboratories to find answers and solutions.

artease®colors distributes only products of the highest quality and to the latest technical standards, to meet the demands of the professional hairdresser and colorist as well as their clientele.

artease®colors' responsibility is to transmit fundamentally sound information concerning quality, result, health and safety. The information in this book is based on these principles.

-Gerd Hoher
President/Founder

2. ANSWERS TO ALL QUESTIONS

artease®colors is an exceptional product of the highest quality.

artease®colors meets the highest expectations thanks to its unique Three-Wheat-Protein formulation. The three proteins differ in size making the color and lightening processes exceptionally gentle to the hair. Silica oils and fatty glycols complete the main care agent complex. This enables artease®colors to penetrate the hair structure more effectively resulting in healthy beautiful hair. Even chemically sensitized hair has a soft, satin sheen.

artease®colors guarantees brilliant and natural looking colors, thanks to the high quality and purity of its ingredients. The color consists of 92% natural extracts. A combination of selected Kuppler* pigments (99% unoxidized) cover gray/white hair up to 100%. The color result is long lasting and predictable.

The ammonia content is one of the lowest of all the color products available. Thanks to a great palette of brilliant and true Natural Series, artease®colors is a multi-faceted product. Our Natural Series' do not have a "green" sheen.

artease®colors is a permanent and demi-permanent cream hair color of the highest quality with the latest technological developments that satisfies the highest demands:

- artease®colors consists of: 68 shades + 6 Ultra Lights + 3 Special Toners + 1 Lightener (000) + 5 Concentrates + 6 Reflex Additives (Mixtones) + 3 Boosters
- Extremely mild and gentle
- Even color results
- 100% gray coverage
- Predictable and long lasting

Natural-Hair Lightening with artease®colors

- 3 levels lift with artease®colors Natural Series or Fashion Series
- 4 levels lift with Ultra Lights Series (12/0, 12/00, 12/1, 12/11, 12/31, 12/7)
- 5 levels lift with Ultra Lights Series plus Lightener (000)

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

2. ANSWERS TO ALL QUESTIONS

Mixing and Application artease®colors

Mixing artease®colors is very simple. Add one part artease®colors with equal parts artease®activator resulting in a creamy, easy to apply hair color that delivers healthy, silky-shiny hair.

- One tube of artease®colors contains 60ml of color
- artease®colors delivers a predictable, even color result when mixed with the exact amount of artease®activator
- Scale is recommended for measuring

Mixing Ratio:

1:1 (1 part artease®colors + 1 part artease®activator 7vol/1.9%, 10vol/3%, 20vol/6%, 30vol/9% or 40vol/12%)

Mixing Ratio:

Ultra Lights 1:2 (1 part artease®colors Ultra Lights + 2 parts artease®activator 30vol/9% or 40vol/12%)

Mixing Ratio:

Lightener (000) 1:1:2 (1 part artease®colors Ultra Lights + 1 part 000 + 2 parts 40vol/12% artease®activator) this achieves an additional 1 to 1½ levels of lift.

Mix artease®colors with artease®activator for consistent, perfect color results.

Natural-Hair Lightening with artease®colors

- Base colors - up to 3 levels of lift
- Ultra Lights (12/0, 12/00, 12/1, 12/11, 12/31, 12/7) - up to 4 levels lift
- Ultra Lights plus Lightener (000) - up to 5 levels lift

Bleach and Lightner Assortment

- artease®cream BLEACH - 4 to 6 levels lift
- artease®powder BLEACH - up to 8 levels lift
- artease®color BLEACH in the following colors:
 - ✓ Copper Orange

3. THE SYSTEM

artease®colors system is the result of stringent quality controls.

The well-balanced combination of artease®colors ingredients makes formulating, mixing and application simple, creating a product that does not run or drip.

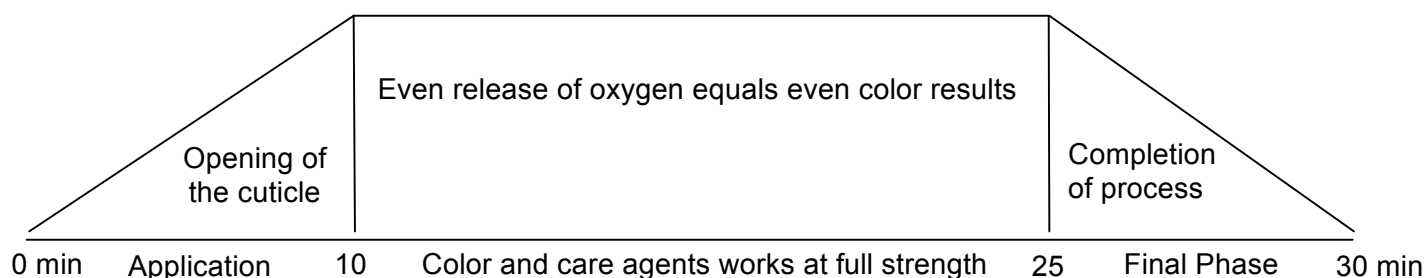
This multi-dimensional professional product meets all the requirements of today's salons concerning reliability, client satisfaction and profit.

The exact combination and mixing of artease®colors and artease®activator, initiates a series of processes that are fundamental for great hair color.

Protecting cream color base and care ingredients in artease®activator creates awesome, silky shine.

How Hair Color Works

1. Ammonium hydroxide initiates the opening of the cuticle (surface of hair).
2. Absorption of the color molecule in the hair.
3. Release of oxygen initiates:
 - Diffusion, lightening of natural melanin
 - Oxidation and color deposit
4. The even release of oxygen ensures even color results.
5. Color diminishes in strength, care agents seal in color.

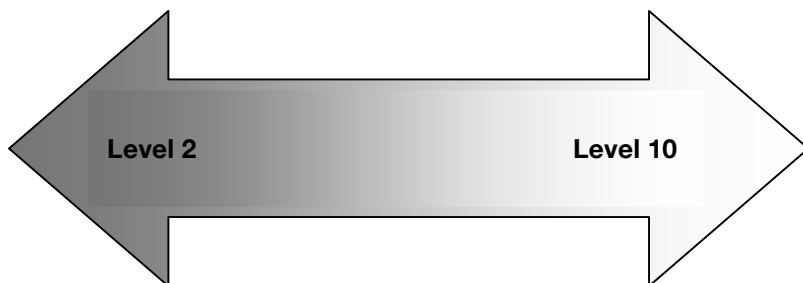


Using artease®colors together with artease®activator equals 100% satisfaction!

4. THE NUMBERING SYSTEM

artease®colors shades are identified through a number system.

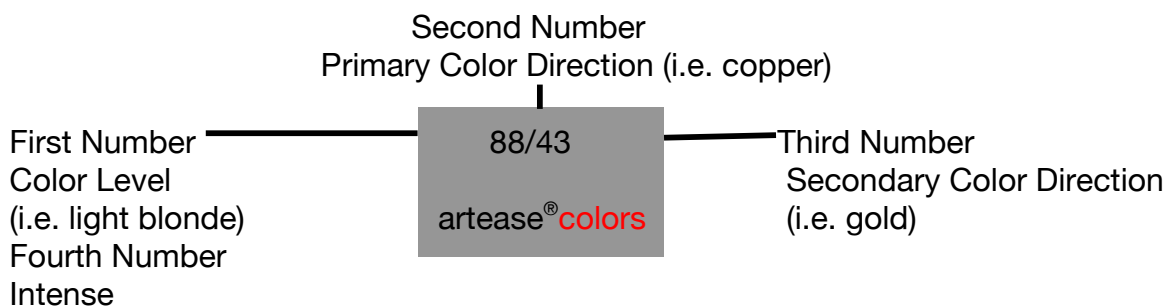
Level and Tone System



Level = the lightness or darkness of a color
All hair colors can be placed on a scale from 2 - 10
2 = black (darkest); 10 = ultra light blond (lightest)

The artease®colors numbering system is identified by 3 to 4 numbers

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



All colors are intermixable; this provides an endless variation of colors.

5. THE COLOR CHART

The color chart, aside from being an invaluable communication tool with clients, is the ultimate support for the hairdresser to achieve the best color results. It aids in selecting the level, tone, application, formulation and choice of activator strength to attain the desired color.

artease® colors has a neutral brown base

Color Direction

Natural Series:

Natural: /0 (primary pigment – neutral brown).

Ideal to achieve depth in levels and gray coverage.

Natural Plus: /00 (primary pigment – neutral brown).

Ideal to achieve depth in levels and gray coverage. Ideal for coarse hair.

Ash: /1 (primary pigment – green, blue).

Ideal to neutralize unwanted red-orange (copper) effects.

Ash Intense: /11 (primary pigment – green, gray).

Ideal to neutralize intensive gold-orange (yellow-yellow to red-orange) effects.

Fashion Series:

Gold: /3 (primary pigment – yellow).

Ideal to achieve natural gold tones.

Gold Brown: /37 (primary pigment – yellow, brown).

Ideal to achieve deep natural gold tones.

Copper: /4 (primary pigment – red-orange).

Ideal to achieve copper-red tones. To improve gray coverage, mix with Natural /0 Series.

Copper Gold: /43 (primary pigment – red, orange-yellow).

Ideal to achieve deep tones with red-gold reflex. To improve gray coverage with 88/43 mix with Natural /0, or /3 Series.

(Red) Copper Intense: /44 (primary pigment – red, orange-red).

Ideal to achieve very intensive copper tones with a lively red reflex.

5. THE COLOR CHART

(Red) Copper Mahogany: /45 (primary pigment – red).

Ideal to achieve cool reds. To improve gray coverage with 8/45 mix with Natural /0, or /3 Series.

(Red) Copper Violet: /46 (primary pigment – red, violet).

Ideal to achieve cool reds.

Copper Brown: /47 (primary pigment – red, brown).

Ideal to achieve cool natural reds.

Mahogany Intense: /55 (primary pigment – red, blue).

Ideal to achieve very intense mahogany tones with a lively reflex.

Violet: /6 (primary pigment - blue- red).

Ideal to achieve deep cool violets.

Violet Mahogany: /65 (primary pigment – violet, red).

Ideal to achieve deep violet tones.

Brown: /7 (primary pigment – brown).

Ideal to achieve natural beige-brown tones.

Brown Gold: /73 (primary pigment – brown-yellow).

Ideal to achieve natural gold brown tones.

Brown Mahogany: /75 (primary pigment – brown-red).

Ideal to achieve natural cool brown tones.

Brown Intense: /77 (primary pigment – brown-brown).

Ideal to achieve rich natural brown tones.

Blue: /8 (primary pigment – blue).

Ideal to achieve deepest black tones.

Ultra Lights:

Ideal to lift up to four levels.

Ultra Light Blonde 12/0

Ultra Light Blonde Plus 12/00

Ultra Light Ash Blonde 12/1

Ultra Light Ash Intensive Blonde 12/11

Ultra Light Blonde Golden Beige 12/31

Ultra Light Blonde Brown 12/7

5. THE COLOR CHART

Mixing Ratio:

Ultra Lights 1:2 with 30vol/9% or 40vol/12% artease[®]activator

Development Time: 45 - 60 minutes – always check progress

Special Toners:

Silver: 12/81 (primary pigment blue-ash).

Ideal to achieve silver tones on pre-lightened hair.

Pearl: 12/88 (primary pigment blue/violet).

Ideal to achieve pearl tones on pre-lightened hair.

Cendré: 12/89 (primary pigment blue-gray).

Ideal to use for extra drabbing effect on pre-lightened hair.

Mixing Ratio:

Special Toner 1:1 to 1:3 with 7vol/1.9% or 10vol/3% artease[®]activator

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

Reflex Additives (Mixtones):

Reflex Additives are shades used to enhance the color result with special intensity.

The amounts added to a given formulation depend on the desired intensity of the color result and are measured in centimeters, increments of inches or grams.

0/43 Red Gold - boosts the tones; gold, intensive gold, copper

0/45 Red Mahogany - intensifies red, violet-red, mahogany Series

0/65 Violet Mahogany – intensifies violet-red, mahogany Series

0/66 Violet - boosts and intensifies violet shades

0/81 Silver - counteracts yellow, or intensifies silver tones on light levels.

gives all shades a cool chrome reflection without making the colors darker

0/88 Blue - boosts and deepens natural levels from black to medium brown, neutralizes orange

Mixing Ratio:

1 part Reflex Additives (Mixtones) to 5 parts color

Important: Requires activator – needs to be included in formulation

Example: 45g/1 ½ oz artease[®]colors Fashion Series

15g/ ½ oz Reflex Additive

60g/2oz artease[®]activator

5. THE COLOR CHART

artease® colors 000:

artease® colors 000 pigment-less concentrate is a multifaceted tool with endless possibilities. Here are a few suggestions for use:

- To achieve up to 1 additional level of lift, when using artease® colors Ultra Light Series
- Correct any gold or brassy bands in bleached hair
- When high-lightening a blonde, use it as an alternate “color” to create a subtle natural blend
- On darker hair, weave it through to add soft dimensions, without creating unwanted brassiness
- Add 1/5th to your “fashion tone” color formulation to achieve 100% gray coverage. This eliminates the need to mix with the natural series

Formulation Ultra Lights

Mixing Ratio: 1:1:2

Example: 30g/1oz artease® colors 12/1
 30g/1oz artease® colors 000
 60g/2oz 40vol/12% artease® activator

Formulation to correct “banding”

Example: 30g/1oz artease® colors 000
 30g/1oz 10vol/3% artease® activator

Formulation for high lights or soft diffusion on dark hair

Example: 30g/1oz artease® colors 000
 30g/1oz 30vol/9% artease® activator

Formulation for improved gray coverage with fashion tones

Example: 30g/1oz artease® colors (selected shade)
 6g/1/5th oz = 1” ribbon artease® colors 000
 30g/1oz 10vol/3% artease® activator

6. artease®activator

Highly stabilized activator. Ph factor 2.5 to 3.5.

In contrast to most oxidation emulsions, artease®activator releases oxygen gradually and consistently making artease®activator extremely gentle to the hair structure.

Enriched with high quality waxes, artease®activator protects the hair structure during the chemical process, enhancing the quality of the color. Shiny, vibrant and balanced hair color is the result.

Depending on the desired color result, artease®activator is available in five strength levels.

7vol/1.9%; 10vol/3%; 20vol/6%; 30vol/9%; 40vol/12%

Use artease®activator

artease®activator	Degree of Lift
7vol/1.9%, 10vol/3%	for tone on tone
10vol/3%, 20vol/6%	for 100% gray coverage
20vol/6%	for 100% gray coverage & 1 level of lift
30vol/9%	for 2 levels of lift
40vol/12%	for 3 levels of lift

The following processes are the result of mixing artease®activator with artease®colors:

- Color development: the color intermediaries oxidize, color develops.
- Lightening: Ammonia and activator release oxygen. This causes a diffusion (lightening) of natural melanin in the hair.

7. DIRECTIONS

7.1 Mixing artease[®]colors

- Do not use metallic bowls, cups etc.
- Use scales or measuring glass for exact quantities
- Use immediately after mixing

Permanent color mixing ratio:

artease[®]colors 1 : 1
1 part artease[®]colors + 1 part artease[®]activator

Ultra Lights 1 : 2
1 part artease[®]colors Ultra Lights + 2 parts artease[®]activator

Ultra Lights Plus Lightener (000) 1 : 1 : 2
1 part artease[®]colors Ultra Lights + 1 part Lightener (000) + 2 parts
artease[®]activator

The entire artease[®]colors product line is very easy to use, but requires a disciplined work ethic. Rest assured artease[®]colors is dependable, versatile and professional.

Demi-Permanent color mixing ratio:

artease[®]colors 1 : 2
1 part artease[®]colors + 2 parts 7 vol. artease[®]activator or 2 parts 10 vol.
artease[®]activator

Semi-Permanent/Glossing color mixing ratio:

artease[®]colors 1 : 3
1 part artease[®]colors + 3 parts 7 vol. artease[®]activator

7. DIRECTIONS

7.2 Application

Pay special attention to the application:

- Section hair
- Use mixed color immediately, so that the oxidation can take place on the hair completely
- Take thin sections
- Apply thoroughly, make sure all hair is covered
- Exact measurements are essential
- On tone on tone as well as darker colors apply to most resistant hair first, i.e. temples, front hair line
- When lightening, bleaching, begin application where melanin concentration is greatest, i.e. nape, back of head

7.3 Development Time

Development time varies according to desired color result (see table).

Development time	Result
30 minutes	100% gray coverage, tone on tone, darker
30-45 minutes	Lightening 1-2 levels
45 minutes	Lightening 2-3 levels
45-60 minutes	Lightening 3-4 levels
20 minutes	Demi-permanent coloring

To avoid scalp irritation, heat is not recommended, when using Ultra Lights Series.

The effects of insufficient development time

- Color may fade quicker
- Coverage of gray hair may be too translucent
- Target level of lightening may not be achieved
- Underlying warmth may be left exposed when lightening or toning

7. DIRECTIONS

7.4 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 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.

7.5 Follow-Up Care

Choose color safe shampoo and conditioner, or color safe treatment. Do not use strong reconstructing “deep conditioners” right after color services.

7.6 artease[®]cream BLEACH:

For on and off scalp applications:

artease[®]cream BLEACH is a blonding paste with a specially developed shine protector for brilliant color results. The cream is enriched with re-structurizing protective oils suitable for all high-lightening techniques. artease[®]cream BLEACH is easy to use, and it comes in a special size, 500g (17.63 oz.).

7. DIRECTIONS

Up to 5 levels of lift

Directions:

Use a non-metallic bowl.

1 part artease® **cream** BLEACH

2 parts artease® **activator** 7vol/1.9%, 10vol/3%, 20vol/6%, 30vol/9%, 40vol/12%
(depending on desired lift)

Mix to a creamy consistency and apply with desired technique.

We do not recommend using 40vol/12% for on scalp applications

Before applying toners, gently shampoo and condition in order to neutralize the hair.

How to use	Mixing ratio	Development time
Depending on desired lift use: 7vol/1.9% 10vol/3% 20vol/6% 30vol/9% 40vol/12%	1 : 2	20 – 60 minutes Check frequently No heat!
Bleach-wash	25g artease® cream BLEACH 10g shampoo 50g artease® activator	5 – 10 minutes Check frequently

Caution: Avoid contact with eyes. If contact occurs, thoroughly rinse with water. Do not use to bleach eyelashes or eyebrows. Always close container lid after use. We do not recommend using artease® **cream** BLEACH mixed with 40vol/12% artease® **activator** for on scalp applications.

Keep out of reach of children.

7.7 artease® **powder** BLEACH:

Our powder bleach is suitable for all lightening techniques (highlights and overall blonding). Can be used on scalp with artease[®]**activator** 7vol/1.9%, 10vol/3% or 20vol/6%.

7. DIRECTIONS

Up to 8 levels of lift.

artease[®]**powder** BLEACH is available in our refillable plastic container or our handy refill bag. Both are offered in 400g / 14.1 oz size.

Mixing Ratio:

Variable, from 1:1 to 1:2

Note: artease[®]**activator** 7vol/1.9% is for a very gentle bleaching process. Bleaching action is very fast. A little goes a long way. No heat!

7.8 artease[®]**color** BLEACH:

artease[®]**color** BLEACH is available in the following nuances:

1. Copper Orange

All are specially designed for:

- One step lightening and pigmenting
- High-lights and dimensional color
- Recommended for black/dark tinted hair or natural levels 1 to 4
- Not recommended for levels above 4, gray/white or bleached hair

Mixing Ratio:

1:2

Note: Extreme brilliance and long lasting when mixed with artease[®]**activator** 7vol/1.9%; 10vol/3%, 20vol/6%. artease[®]**color** BLEACH is a bleach product and needs to be checked frequently between 5-15 minutes.

NO HEAT!

8. GUIDELINES

To always have a successful color experience and avoid mistakes, it is essential to follow these guidelines.

6 Steps to Perfect Color Formulation

- Determine the natural level
- Determine the desired level
- Determine the color direction
- Determine the % of gray/white hair
- Determine the texture of the hair, i.e., fine, medium or coarse
- Determine if hair needs to be lightened or darkened

The following questions also need to be considered:

- What level and tone can be achieved in one color process, or are other methods needed i.e. bleaching, color removal, pre-pigmenting etc.?
- Is the condition of the hair suitable for the color desired?

The existing hair color (or lack of it) is the single most important factor, influencing the outcome of the color result, regardless of the method used.

Most common services are:

- Covering gray hair
- Change natural hair color
- Change color of previously colored hair
- Change color reflex

8. GUIDELINES

8.1 Covering Gray/White Hair

People change their hair color for various reasons. One of the main reasons is to maintain a youthful appearance and the desire to cover gray hair is paramount.

artease[®]colors Natural Series is specifically designed to cover gray/white hair to the desired level. By adding Fashion Series or Reflex Additives (Mixtones), desired reflections can be achieved.

For best results, it is necessary to:

- Determine the % of gray/white hair
- Determine the desired level and tone
- Mix Natural Series with the desired Fashion Series or Reflex Additive
- Determine activator strength

Depending on the desired result (gray blending or gray coverage) 7vol/1.9%, 10vol/3%, 20vol/6% is used.

Important:

If gray content is 50% or less – use 20vol/6%

If gray content is 60% - 100% - use **10vol/3%**

Mixing ratio of Natural Series and Fashion Series or Reflex Additive is determined by the % of gray hair. By adding more Fashion Series or Reflex Additive the color result will be brighter and the desired reflex more visible. Increase the amount of the Natural Series to achieve a deeper tone, regardless of level.

Attention: Consider % gray/white in temple and hairline areas. Formulation for these areas may differ from overall formulation.

8.2 Pre-Pigmentation

Pre-pigmentation can be used on very resistant gray/white hair. Pre-pigmentation has two predominant functions:

- Pre-softening of cuticle
- Color pigments are deposited on hair, resulting in a light stain

Take a small amount of color (do not add activator), one to two levels lighter than desired level, and apply to resistant hair. Avoid contact with skin. Let sit for 10 minutes, do not rinse out. Apply desired color formulation to hair.

8. GUIDELINES

artease®colors /3, /43, /46, /73, /75, and /77 are especially suitable for pre-pigmentation.

8.3 Virgin Application

Three steps are vital to consider when formulating color for the first time:

- Natural level
- Desired level
- Length of hair

The hair length is easily underestimated, especially when lightening hair. Different textures and hair structures need to be factored in:

- a. The surface temperature on the ends is lower. Temperature at the root area is approx. 96 degrees and decreases towards the ends, where the temperature is only approx. 68-72 degrees.
- b. Hair mostly consists of keratin. The keratin structure in mid length and ends is harder. As the basic substance, it is layered and forms the hair structure. This structure (if not influenced by outside forces) in the mid-length and ends, is much more resistant to effects of chemical products.

This can create problems, since the color product reacts differently to different temperatures and hair structures than it is designed to do. This results in an uneven color result – the root area is always lighter or brighter, the ends always darker or duller.

Taking these factors into consideration will assure the best results.

Various options of virgin application are available:

- Tone on tone or darker color
- Lighten 1 to 4 levels
- Lighten 4 or more levels with Ultra Lights + Lightener (000)
artease®cream BLEACH, artease®powder BLEACH

8. GUIDELINES

2) Application to re-growth area

Formulation Mixing ratio 1:1

Example: 30g/1oz artease®colors (selected shade)
 30g/1oz artease®activator 30vol/9%
 Development time 30-45 minutes

Mix artease®colors selected shade with artease®activator according to desired level of lift

8.6 Lightening 4 or More Levels

Lightening of 4 or more levels requires achieving the desired level of lightness first. Only then can the desired depth and color reflection be obtained. Operations involve pre-lightening and pastel toning.

artease®colors offer the following products:

- artease®cream BLEACH (up to 5 levels of lift)
- artease®powder BLEACH (up to 8 levels of lift)

First phase – pre-lightening

Formulation Mixing ratio: 1:2

Example: 1 part artease®powder BLEACH or
 1 part artease®cream BLEACH,
 2 parts artease®activator 7vol/ 1.9%, or 10vol/ 3%, or
 20vol/6%, or 30vol/9%

I.E. 60g/2oz (2 scoops) of artease®powder BLEACH +120g/4oz of artease®activator

Development time: 20-60 minutes, depending on desired lift.

To apply, follow these steps (short and medium length hair only steps 2 and 3)

1) Apply to ends: Development time 15 minutes

- 2) Apply to mid-length and ends: Development time 15-30 minutes
- 3) Apply to re-growth, mid-length and ends: Development time 20-30 minutes

Important: Lighten hair half a level lighter (melanin residue) than desired color.

Second Phase – Pastel Coloration

Carefully apply artease[®]colors Special Toners

Formulation Mixing ratio: 1:1 to 1:3

Example: 1oz artease[®]colors Special Toners

1oz – 3oz artease[®]activator 7vol/1.9%, or 10vol/3%

Depending upon the intensity of the color you are looking for; apply from base to ends.

Development time: 5-15 minutes, check frequently.

8.7 Lightening with Ultra Lights

artease[®]colors Ultra Lights is our one-step high-lift Series. If the natural level is not darker than a level 5, light brown (5/0), Ultra Lights can be applied to achieve up to 4 levels of lift (level 10).

If additional lift is needed, adding Lightener (000) can produce ½ to 1 level of extra lift.

However, the re-growth area should not be longer than 1 inch. If the re-growth is longer, even if the hair is lighter than level 5, pre-lightening is required to achieve 4 levels of lift.

Formulation

Mixing ratio: 1:2

Example up to 4 levels: 1oz artease[®]colors Ultra Lights,
2oz artease[®]activator, 40vol/12%

Example up to 5 levels: 1oz artease[®]colors Ultra Lights
½ oz Lightener 000
2 ½ oz artease[®]activator 40vol/12%

As an option - 30vol/9% can also be used in the formulation

8. GUIDELINES

8.8 Lightening Options

Level of Lift	Hair Structure	Technique	Activator	Mixing Ratio
1 -2	fine	artease®colors	20vol/6% or 30vol/9%	1 : 1
3	medium	artease®colors	40vol/12%	1 : 1
up to 4	medium	artease®colors Ultra Lights	40vol/12%	1 : 2
up to 5	medium	artease®colors Ultra Lights + Lightener (000)	40vol/12%	1: 1: 3
5	coarse	artease®cream BLEACH	30vol/12%	1 : 2
up to 8	coarse	artease®powder BLEACH	10vol/6% or 20vol/6% or 30vol/9%	1 : 2

8.9 Lighten Color Treated Hair

It is important to remember that color cannot lighten color.

To achieve a lighter color it is necessary to remove the existing color. The removal eliminates the level and tone. Always go 1 level lighter than target color.

Previously colored hair can be:

- a) lightened
- b) change tone (nuance)
- c) made darker (deeper colors)

Lighter color – requires de-coloration (i.e. remove existing color to reach desired result). Step one: De-coloration Step two: Toning.

8. GUIDELINES

De-coloration

Choose from:

artease® **cream** BLEACH (gentle, cream, up to 5 levels of lift)

artease® **powder** BLEACH, excellent for de-colorization (up to 8 levels of lift)

Please follow these steps (short and medium length hair step 1.2 and 1.3 only):

- 1) Apply to ends: development time 15 minutes
- 2) Apply to mid-length and ends: development time 15 minutes
- 3) Apply to base, mid-length and ends: development time 20-30 minutes

Important: Lighten hair at least half level lighter (melanin residue) than desired color.

Toning

Select artease® **colors** shade

Formulation

Mixing ratio: 1:1 to 1:3

Example:

1oz artease® **colors** selected shade

1oz – 3oz artease® **activator** 7vol/1.9%, or 10vol/3%

Depending upon the intensity of the color you are looking for; apply from base to ends.

Development time: 5-15 minutes, check frequently.

Note: Use mixing ratio 1:2 or 1:3 if hair has been chemically sensitized. This mixing ratio reduces the pigment concentration and counteracts the increased absorption level of the hair.

8.10 New Color Nuance

A change of shade poses a challenge to the most professional colorists. If the color reflection should change, without influencing the color depth, it is important to determine if a color can be applied directly, or if de-colorization (i.e. bleach-wash) is necessary.

Application after bleach-wash, (de-colorization).

If a less intensive tone is desired (from red to copper, to gold, to natural) use a bleach-wash to remove unwanted reflections of deeply deposited color pigments.

8. GUIDELINES

Formulation Mixing ratio: 1:2 + 10g/1/3oz shampoo

Example: 30g/1oz (1 scoop) artease® **powder** BLEACH
 60g/2oz artease® **activator** (7vol/1.9%)
 10g/ 1/3oz shampoo

Application:

- Apply to parts that need to be changed
- Emulsify and comb through (work carefully, observe development time)
- If undesired reflection is removed, rinse carefully and condition hair
- Apply the desired shade

Development time: 5-10 minutes, check frequently.

8.11 Lightening Summary

Target	Method	Development time	Application
Remove too much color, unwanted reflection	Bleach-wash	5-10 minutes	Emulsify
1 to 2 levels lighter	Powder Bleach or Cream Bleach+ Activator 7vol/1.9%	10-30 minutes	Apply to mid-length and ends first, then to re-growth
3 to 4 levels lighter	Powder Bleach + Activator 10vol/3% or 20vol/6%	20-30 minutes	Apply to mid-length and ends first, then to re-growth

8.12 Darken Color Treated Hair

If light colored hair is to be darkened, additional color needs to be deposited. Different methods are available, depending on the condition of the hair and how many levels darker are desired. This determines if a 1 step deposit or pre-pigmentation (filling) and deposit is necessary. Synthetic color pigments that have faded, either through natural or chemical (sun/bleaching) influences, need to be replaced.

8. GUIDELINES

Guidelines for 1 step deposit

It is recommended to select warm tones (gold, copper, red). Choose desired level, no more than 4 levels darker.

Guidelines for pre-pigmentation (filling)

It is recommended to select warm tones (gold, copper, red) usually 1 or 2 levels lighter than target color. The intensity varies case by case, that is influenced by the weakness of the hair, and the existing hair color pigments. Choose desired level, for more than 4 levels darker.

When depositing up to 4 levels darker, no filler is necessary.

With more than 4 levels darker, select the correct color deposit to achieve natural results.

Suggested fillers mixed 1:2 to 1:3 with artease® **activator** 7vol/1.9%

Desired Level	Current Level	
	Very Light Blonde	Platinum
Medium Brown (4)	5/37	5/4
Light Brown (5)	6/3	6/4
Dark Blonde (6)	7/3	7/37
Medium Blonde (7)	8/3	8/73
Light Blonde (8)		9/3

To achieve results with red, copper and mahogany reflections, substitute the tones listed in the table above with /4, /46, or /47.

Mixing ratio:

1:1 to 1:3

Apply desired color formulation with artease® **activator** 7vol/1.9%,

Development time: 10 – 20 minutes

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