

QUICK 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
Notes	19-20

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: 66 shades + 5 Ultra Lights + 3 Special Toners + 1 Lightener (000) + 5 Concentrates + 5 Reflex Additives (Mixtones) + 4 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, 12/1, 12/11, 12/3, 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.

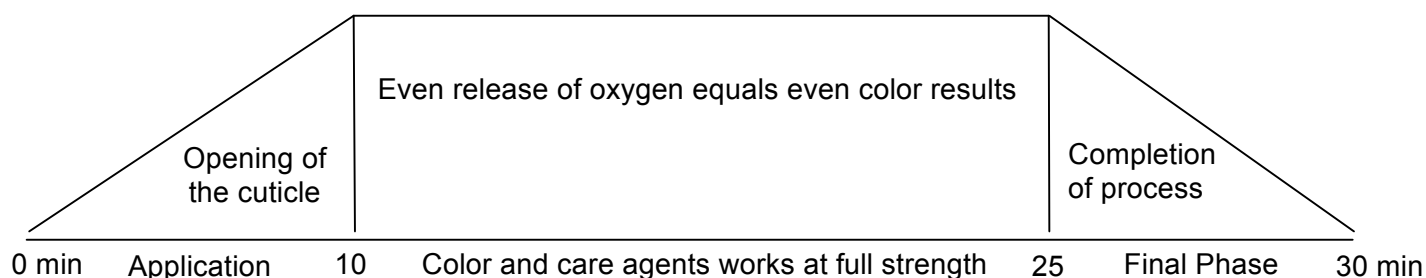
This multi-dimensional professional product meets all the requirements of today's salons concerning reliability, client satisfaction and profit.

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.

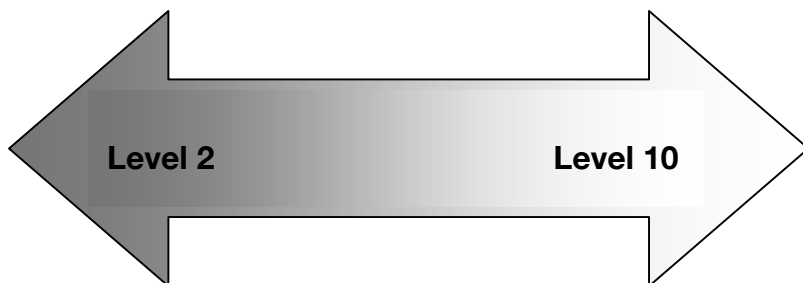


Using artease®colors together with artease®activator equals 100% satisfaction!

4. THE NUMBERING SYSTEM

artease®colors shades are identified through a number system.

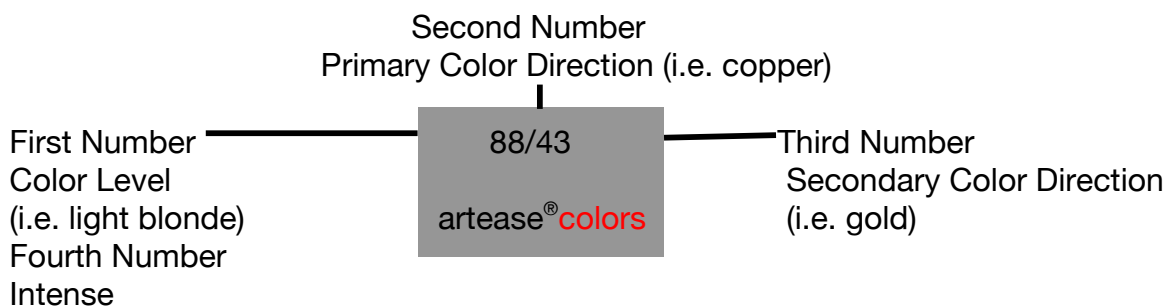
Level and Tone System



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 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

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

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

Boosters:

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

034 Golden Red

043 Red Gold

045 Red Mahogany

Mixing Ratio:

1 part Booster, 5 parts Fashion Series

Important: Boosters are direct dye - no additional activator necessary

Example: 60g/2oz artease[®]colors Fashion Series
15g/ ½ oz artease[®]colors Booster
60g/2oz artease[®]activator

Concentrates (Correctors):

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

Blue (001) Enhances blue in Natural Series from black to light chestnut browns neutralizes orange and weakens red

Green (002) Neutralizes unwanted red, orange tones

Yellow (003) Enhances golden and intensive golden shades

Red (004) Enhances red in the tones; red, mahogany and copper

Violet (006) Intensifies red and mahogany, neutralizes orange and yellow

Mixing Ratio:

1 part Concentrate, 5 parts artease[®]colors

Important: Requires activator – needs to be included in formulation

Example: 60g/2oz artease[®]colors
15g/ ½ oz artease[®]colors Concentrate
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 pigmentation
- 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!

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