KeraLuminous®
Permanent Color

Keratin-Enhanced Color For Stronger, Healthier Hair

MIXING & APPLICATION
Quick Guide

- Maintain meticulous records with each client visit, so that you can duplicate the look or work toward a future color change in increments

- In general, for a color retouch, use 1½ oz. of product (color plus developer). For coarse and/or resistant hair types, use an additional ½ oz. of product plus developer

- The higher volume of the developer, the more oxygen is present; therefore, the more levels of lift you can achieve. The lower the volume of the developer, the less lift occurs during the chemical reaction

  Use 10 volume for 1 level of lift, depositing and toning

  Use 20 volume for up to 2 levels of lift and for optimal gray coverage

  Use 30 volume for up to 3 levels of lift

  Use 40 volume for up to 4 levels of lift when using KeraLuminous High Lift Permanent Color

- To mix colors accurately and efficiently, it is important to use a digital scale. By not measuring accurately, you will likely deliver inconsistent results that end up taking more time to correct

- Take the time to keep a thorough record of each client's unique formulas, and update the record after every service

Mixing more developer than recommended:
> Will produce a lighter and warmer result
> Will provide less coverage of white hair
> Will increase fading

Mixing less developer than recommended:
> Will produce a darker, flatter result
> Will provide inconsistent coverage of white hair
> Will increase fading

Application Best Practices

- Begin applying the formula as soon as it is mixed—don't let it sit

- Start with 4 equal sections. Work clockwise, beginning with the front-left quadrant and ending with the back-left quadrant. For good saturation, always use fine, ¼-inch horizontal partings and apply the color, working from top of the quadrant to the bottom

- There is no need to apply the color to both sides of the parting. If you were to do so, you'd end up with too much product at the regrowth that would push upward with each subsequent parting. This could result in oversaturation, which leads to banding

- After completing the application, cross check all your work in the opposite direction of the application. To do this, return to where you started in the left-front quadrant. Take ½-inch vertical partings and look for areas that were not covered evenly or areas with too much color. Make certain the application is consistent. Then repeat the procedure with all the remaining quadrants

- KeraLuminous has a rich, ultra-nourishing, "stay-put" texture. As a result, it needs to breath and should not be matted down. Because it does not expand with the natural heat from the scalp, place it exactly where you want it, and it will adhere well. Do not use as much as you would use with a looser color mixture

- When performing a retouch application, avoid overlapping beyond the regrowth or pushing the color beyond the line of demarcation. Doing so will result in dark banding or over-depositing

- It is crucial to rinse and shampoo well—twice

  First, take a small amount of shampoo and emulsify it around the hairline to prevent skin staining. Then, proceed with the shampoo and rinse.

  Next, shampoo and rinse again to thoroughly remove the color and cleanse the scalp. Follow with a color-protecting conditioner.

KERATINCOMPLEX®
Beautiful hair every day

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