

KeraLuminous®

Permanent Color

Keratin-Enhanced Color

FOR STRONGER, HEALTHIER HAIR



KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant, consistently predictable results. This classic, European cream color allows you to achieve vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

MIXING RATIO 1:1.5 1.7 oz. (50 ml) color to 2.6 oz. (75 ml) Keratin Complex® Developer.

PROCESSING TIME 35 minutes (Up to 45 minutes for resistant gray.)

APPLICATION Virgin Application

Option 1: Apply to midlengths and ends ½ inch away from the scalp; then apply to root area.

Option 2: First, apply color to the midlengths, only using a higher volume of developer than standard. Next, apply it to the root area. Apply it to the ends last.

RETOUCH Apply the appropriate color mixture to the regrowth area only. Saturate the top side of the parting. There is no need to apply the color to both sides.

REFRESH After the retouch, use the remaining 5 – 10 minutes to pull the color through the midlengths and ends with the appropriate KeraLuminous or KeraBrilliance formula.

BEST PRACTICES

1. Follow the manufacturer's guidelines.
2. Wear protective gloves during mixing and application.
3. Wear a smock/apron/cape to protect both yourself and the client.
4. Examine the client's scalp prior to application. Do not apply product if the scalp is sensitive, irritated or has any skin ailments.
5. Do not use over metallic dyes or henna.

PATCH TEST INSTRUCTIONS

Clean a small area behind the bend of the elbow. Mix a small amount of color and developer, and apply to the cleaned area. Wait 24 – 48 hours. If there are sensitivity issues and/or allergic reactions, DO NOT PROCEED.

POST-SERVICE The Keratin Complex keratin-enhanced aftercare products are specially formulated for color-treated hair and are safe for use after any Keratin Complex color service.

KERATINCOMPLEX®
Beautiful hair every day

Gray Coverage Application

1. Divide the hair into four sections.
2. Starting with the section containing the highest percentage of white hair, saturate the top side of the parting. There is no need to apply color to both sides.
3. After a retouch application, refresh ends, using KeraLuminous or KeraBrilliance.

KeraLuminous High-Lift Series

KeraLuminous High-Lift Series can lift natural hair color up to 4 levels with predictable control and optimal longevity. Use it on any hair type or texture that is level 6 or lighter.

Lift up to four levels is recommended for Levels 6 and above.

Lifting Performance with High-Lifts:

30 volume Keratin Complex Developer: 2 – 3 levels

40 volume Keratin Complex Developer: 3 – 4 levels

MIXING RATIO 1:2 1.7 oz. (50 ml) color to 3.4 oz. (100 ml) of Keratin Complex Developer.

PROCESSING TIME Up to 45 minutes

APPLICATION

Virgin: First, apply the color mixture to the midlengths only. Next, mix a fresh batch of color and apply it to the root area. Apply this second color batch to the ends last.

Retouch: Apply the appropriate High-Lift Series formula to the regrowth only.

KeraLuminous Concentrates Series

KeraLuminous Concentrates Series can be added to any formula to intensify, neutralize or modify any KeraLuminous shade.

Lifting Performance with High-Lifts:

30 volume Keratin Complex Developer: 2 – 3 levels

40 volume Keratin Complex Developer: 3 – 4 levels

MIXING RATIO

Mix up to ¼ tube of KeraLuminous Concentrates Series with 1.7 oz. (50 ml) of KeraLuminous Permanent Color, High Lift Series or KeraBrilliance Demi-Permanent Color.

Ex: 1.7 oz. (50 ml) KeraLuminous + ¼ tube KeraLuminous Concentrate with 2.6 oz. (75 ml) KC Developer

KeraLuminous Concentrates can also be used on virgin or pre-lightened hair to create rich fashion tones or pure pastels.

Ex: Pastel Lavender: .7 oz. (21 ml) KeraBrilliance Clear + .1 oz. (4 ml) .22/VV Concentrate with .8 oz. (25 ml) Keratin Complex Activator.

