A.S.P®
EXPERT HAIRCARE

ELIXIR®

INTELLIGENT COLOUR SYSTEM

GPS-TECnology™

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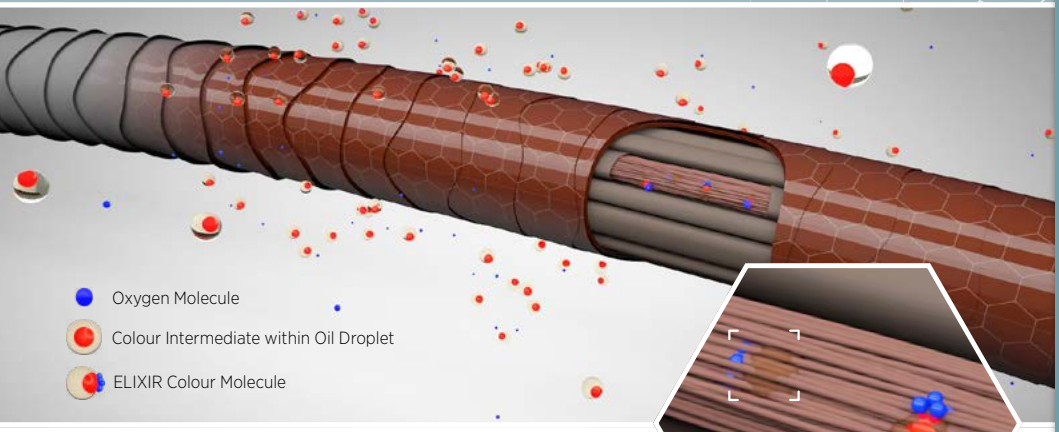
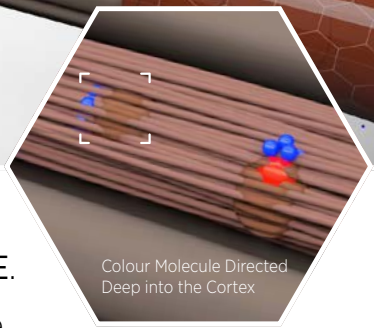
WHAT MAKES ELIXIR® THE BEST?

GPS-TECnology™

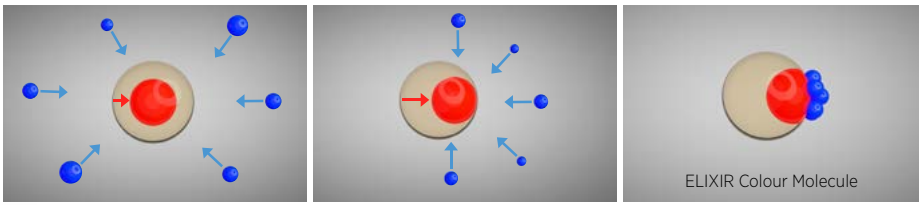




NEXT GENERATION TECHNOLOGY. ULTIMATE COLOUR PERFORMANCE.

GPS-TECnology™ precisely directs colour to the optimum location in the cortex, giving ELIXIR incredible coverage and lasting power.

Oxygen is encapsulated more efficiently and driven deep into the hair shaft, while the colour is carried in reduced oil droplets, ensuring greater colour penetration, and rich, intense colour.



Oxygen Molecule Colour Intermediate within Oil Droplet TEC GPS

GPS strongly attracts the oxygen to the oil/water boundary, while at the same time TEC forces the colour intermediate, within the oil droplet, towards the oxygen. This allows them to react more completely, ensuring the most efficient activation of the colour molecule. In addition, this increased control of free radicals results in greatly reduced cuticle damage.

EXPERIENCE A **KINDER, MORE EFFECTIVE COLOUR DEPOSIT** THAN EVER BEFORE.

NATURALLY DERIVED

ELIXIR® formulations contain more than 90% naturally derived ingredients, obtained from sustainable and renewable sources.

ULTIMATE CONDITION & SHINE

Conditioning formula with Shea Butter and Argan Oil adds protection, suppleness and incredible shine for beautiful, healthier-looking hair. The nourishing formulation also improves colour intensity and luminosity whilst delivering even longer-lasting results.

UNLIMITED COLOUR POSSIBILITIES

Create bespoke colour for your clients by blending ELIXIR® shades with ELIXIR® Intensives.
If you can imagine it, you can create it. See page 30 for details.

ADVANCED ANTI-FADE TECHNOLOGY

One of the main causes of colour fade (or change) is exposure to air and light. Oxygen in the air creates creeping oxidation. Light contains ultra-violet radiation, which can cause fading by 'bleaching' the colour out of the hair.

ELIXIR® combats colour fade in a number of ways. GPS-TECnology™ safely transports ELIXIR® colour pigments deep into every fibre of the cortex without causing damage to the cuticle layer.
The pH level also steadily reduces throughout the process to lock colour in. This safer, deeper and more efficient colour deposit combined with an anti-fade action produces super long-lasting colour results.

ELIXIR® also contains UV filters which reduce the effects of harmful rays and special buffers to control creeping oxidation.

ULTRA-LOW AMMONIA

ELIXIR® makes the impossible, possible. When mixed, ELIXIR® contains as little as 0.2% ammonia, combining the higher performance and predictability of ammonia based permanent hair colour with the improved health and condition provided by such low levels of ammonia. Before ELIXIR®, such ultra-low levels were unheard of in ammonia based permanent hair colours. When mixed, the low ammonia levels of ELIXIR® reduce further due to dilution with ASP® Crème Developer.
See table below:

SHADES	AMMONIA LEVELS UNMIXED	AMMONIA LEVELS MIXED WITH CRÈME DEVELOPER
REGULAR SHADES (1 - 10)	0.5% - 2.3% (HIGHEST IN 10.)	0.2% - 0.9%
HIGH LIFT	3.2%	1.06%
GOTHIC GREYS	0.5% – 0.8%	0.2% – 0.3%
b:RED®	3.0%	1.5%
b:BROWN®	3.0%	1.5%
INTENSIVES	2.5%	1.0%
ELIXIR® METALLIC TONERS	0.5%	0.16%
ELIXIR® TONERS COOL	2.3	0.77%
ELIXIR® TONERS WARM	0.5	0.16%

EMULSION CREAM BASE

ELIXIR has an advanced emulsion cream base (Oil + Water + Dye). This allows far easier mixing, greater adhesion and more efficient colour penetration, resulting in maximum coverage and longer-lasting results.

UV FILTER

ELIXIR® contains UV filters for longer lasting hair colour that resists fade.

REDUCING pH

The unique, reducing pH of ELIXIR® results in incredibly long-lasting hair colour. Buffering agents in the emulsion cream base counter the negative effects of strong alkalinity and control the pH level during processing.

ELIXIR® LASTS

100ml tube with a 1:1½ mix means ELIXIR® provides an incredible amount of working product.

EASY MIXING & APPLICATION

ELIXIR® mixes quickly and easily to a smooth cream consistency. When applied, ELIXIR® provides excellent adhesion to the hair, minimising colour-slip.

IMPORTANT Always ensure you measure the correct quantities of ELIXIR® and ASP® Crème Developer. For perfect results use the ASP® Electronic Balance.

PRODUCED BY PROFESSIONALS FOR PROFESSIONALS

ELIXIR® has been formulated to meet the colouring demands of the professional hairdresser and the high expectations of their clients. ELIXIR® has been researched and developed to exacting standards by ASP® chemists, headed by Dott. Nicola Summer at the ASP® Laboratory in Bologna, Italy.

HEALTH & SAFETY

ELIXIR® uses the safest possible ingredients to meet the strict Health and Safety guidelines of the hairdressing industry.

IMPORTANT For professional use only.

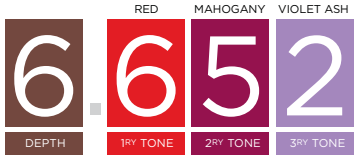
It is recommended to always wear protective gloves when using any chemical product. Colour products can occasionally cause an allergic reaction and a prior skin test is always advisable when permanent hair colour (or tone-on-tone colour) is to be used. Do not use to dye eyelashes or eyebrows. Rinse immediately if product comes into contact with the eyes. If irritation persists, seek medical advice.

ELIXIR® NUMBER PROFILE

The ELIXIR® numbering system follows the International Colour Code (I.C.C.) allowing the colourist to identify the depth of a shade. This is a universal standard.

In the I.C.C. the number before the point indicates the depth - how light or dark a colour is.
The number after the point indicates the primary tone that is added to the shade. The second number indicates the secondary tone which subdues or enhances the primary tone. The third number (where applicable) is the tertiary tone which again can enhance or subdue the other tones.
The numbers before, and those after the point, therefore allow the colourist to fully describe the shade.

EXAMPLE: When using the shade 6.652 - 6. is the depth, .6 is the primary tone, .5 is the secondary tone and .2 would be described as the tertiary tone.



ELIXIR® DEPTHS	ELIXIR® BASIC TONES
12 VERY LIGHT EXTRA BLONDE	0 NATURAL
10 EXTRA LIGHT BLONDE	1 GREEN ASH
9 VERY LIGHT BLONDE	2 VIOLET ASH
8 LIGHT BLONDE	3 GOLD
7 MEDIUM BLONDE	4 COPPER
6 DARK BLONDE	5 MAHOGANY
5 LIGHT BROWN	6 RED
4 MEDIUM BROWN	7 BLUE ASH
3 DARK BROWN	
2 VERY DARK BROWN	
1 BLACK	

EXAMPLES:

- Base 8. + Copper 4 + Gold 3 = Light Copper Golden Blonde

- Base 10. + Gold 3 + Violet 2 = Extra Light Sandy Beige Blonde

- Base 6. + Natural 0 + Gold 3 + Red 6 = Dark Natural Gold Red Blonde (Dark Chocolate)

NB: If the tone number is duplicated this indicates that the shade has increased intensity. For instance: -

= Intensified red tone

= Intensified copper tone

CLIENT CONSULTATION

CLIENT PROFILING & COLOUR DIAGNOSIS

NOTE We recommend an ASP Colour Passport Consultation before every colour service, please go to page 60 to see the ASP Colour Passport Guidelines.

CLIENT PROFILING

- Assess client's skin tone & eye colour.
- Consider the client's personality type and fashion style.
- Take into consideration the client's lifestyle.
- Evaluate the client's commitment level to colour: all-over colouring or partial colouring.
- Always perform a skin test at least 48 hours before applying colour, see ASP Colour Passport for more information.

COLOUR DIAGNOSIS

- Determine natural depth.
- Choose target shade.
- Assess type of white hair, normal or resistant
- Determine if hair has had any previous chemical services.
- Examine condition and porosity.
- Select developer strength (see page 12)
- Observe the correct mix and processing time.

REGULAR SHADES (1. - 10.)

104
SHADES

REDUCING
pH
MORE COVERAGE
LESS DAMAGE

45 MIN
PROCESSING

MORE THAN
90%
NATURALLY
DERIVED

ULTRA-LOW
AMMONIA
0.2%*
*When mixed with ASP Creme Developer

100%
WHITE HAIR COVERAGE

MIX RATIO
1:1½

ELIXIR® REGULAR SHADES (1. - 9.)

WHITE HAIR COVERAGE

ELIXIR® Regular Fashion Shades (Levels 1-9) will cover up to 70% white hair.

When using ELIXIR® one or more of the following rules may be applied for 100% coverage on grey/white and very resistant grey/white hair without losing the intensity of your chosen fashion shade:

USING NATURAL SHADES (.0) FOR GREY/WHITE HAIR COVERAGE

These special shades are developed for covering white hair. When grey/white hair is present, the .0 helps to increase the covering capability whilst retaining the tone of the chosen shade.
The ELIXIR® Natural (.0) shades can be added to any shade including Reds or Coppers in concentrations of 25% to guarantee coverage of white hair whilst retaining the desired tone, e.g. ¾ of target shade to ¼ of corresponding Natural (.0) shade. These .0 shades may be used alone for a Natural result if required.
EXAMPLE: 45g of 6.66 + 15g 6.0 + 90g of chosen ASP® Crème Developer.

USING COOL NATURALS (.01)

A superb range of cool natural shades for 100% coverage on white hair.
Can be added to ELIXIR® .0 Naturals to create cooler results.
Or mixed with ELIXIR® fashion shades. For 100% white hair coverage - ¼ .01 + ¾ any fashion shade.

USING .0X SHADES FOR VERY RESISTANT WHITE HAIR

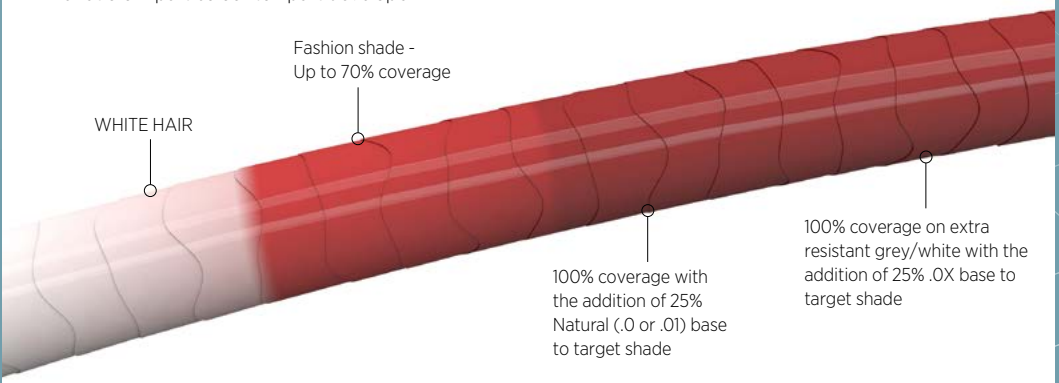
This range has been specially developed to deal with the most difficult grey coverage problems on extra resistant and difficult to cover white hair. .0X shades combine all of the normal characteristics of regular ELIXIR® but with more intense pigments to achieve greater colour deposit.
The ELIXIR® Extra Grey Coverage (.0X) shades can be added to any shade including Reds or Coppers in concentrations of 25% to guarantee coverage of white hair whilst retaining the desired tone, e.g. ¾ of target shade to ¼ of corresponding Extra Grey Coverage (.0X) shade.
EXAMPLE: 45g of 6.66 + 15g 6.0X + 90g of chosen ASP® Crème Developer.
NOTE If used .0X shades on hair that is not extra resistant, you may achieve darker results.

CLEANSING PRIOR TO APPLICATION

If the client has resistant white/grey hair or product build-up, cleansing prior to application will help the colour to penetrate. It is advisable to use a deep cleansing shampoo or purifying cleanser. It is not necessary to completely dry the hair - towel dried is sufficient.

INTENSE MIX

To increase coverage on coarse, very difficult to cover white hair, it is recommended that you mix ELIXIR® in a ratio of 1 part colour to 1 part developer.



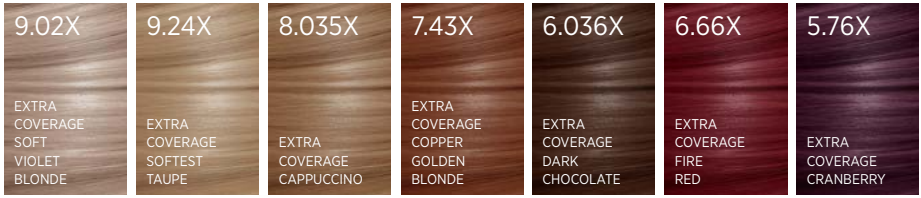
NOTE When a lot of white hair is present your chosen shade my appear lighter to prevent this always apply 1 shade darker than your chosen shade.
EXAMPLE: **Target Shade** 6.036 + 3% ASP® Crème Developer. **Shade Applied** 45g 5.036 + 15g .0, .01 or .0X depending on hair type and required result + Chosen ASP® Crème Developer.

EXTRA PROCESSING TIME

Process for an extra 5 minutes for resistant grey/white hair.

EXTRA COVERAGE FASHION SHADES

With the addition of Vitamin F to boost shine and moisturise coarse stubborn white/grey hair.
These are 7 new pre-blended colours for grey coverage on difficult to cover extra resistant white/grey hair, X shades combine all of the normal characteristics of regular ELIXIR® shades but with more intense pigments to achieve greater colour deposit.
NOTE If used on hair that is not resistant, you may achieve darker results.
NOTE No need to mix with .0X shades to achieve coverage on extra resistant hair it's already included. Choose your shade and just add your chosen developer.



The colours indicated in this shade guide are a representation only.

ELIXIR® COOL & SULTRY SHADES

GREEN ASH .1 Green Ash is formulated with green/grey pigment to neutralise unwanted red when lightening, without the risk of creating a green hue.
Green Ash .1 can be used without lift if cold/ash results are required - a root stretch for example.
If there is a high % of white hair present, mix equal parts of .1 with the corresponding base shade (.0).
EXAMPLE 30g 7.1 + 30g 7.0 + 90g 3% ASP® Crème Developer .

VIOLET ASH .2 Violet Ash .2 is formulated to neutralise unwanted yellow when lightening.
On lighter bases, or when no lift is required, they must be diluted as follows to avoid violet tones:
1/4 of .2 + 3/4 of the corresponding base shade (.0).
EXAMPLE 15g 9.2 + 45g 9.0 + 90g 3% ASP® Crème Developer.

If there is a high % of white hair present, mix as follows:
1/4 of .2 + 3/4 of the corresponding base shade (.0).
EXAMPLE 15g 9.2 + 45g 9.0 + 90g 3% ASP® Crème Developer.

BLUE ASH .7 Blue Ash .7 is formulated to neutralise unwanted orange when lightening.

On lighter bases, or when no lift is required, they must be diluted as follows to avoid blue tones:
Mix equal parts of .7 with the corresponding base shade (.0). EXAMPLE 30g 7.7 + 30g 7.0 + 90g of 3% ASP® Crème Developer.

If a less cool result is required - mix 1/4 .7 + 3/4 of the corresponding base shade (.0).
EXAMPLE 15g 7.7 + 45g 7.0 + 90g 3% ASP® Crème Developer.

If a high percentage of white hair is present, mix as follows: mix 1/4 .7 + 3/4 of the corresponding base shade (.0). EXAMPLE 15g 8.7 + 45g 8.0 + 90g 3% ASP Crème Developer

REGULAR SHADES - LEVEL 10.

These shades are formulated to be used when lightening. For this reason they are NOT suitable to use on white hair, when full coverage is required.

GCM - GRAPHITE COOL MIXER

This mixer shade can be used with base 7 and below shades when staying the same level or going darker to create cooler tones with your mix.
It can be added in a maximum amount of up to 50% of your mix to achieve cooler hues
NOTE It is not for use alone, and not for use when lightening.

1.

2.

3.

EXAMPLE
1. 40g 6.036 + 20g GCM + 90g 3% ASP® Crème Developer will achieve a dark bitter chocolate rather than a dark warm chocolate.
2. 40g 7.43 + 20g GCM + 90g 3% ASP® Crème Developer will achieve a cooler more muted copper.
3. 40g 6.666 + 20g GCM + 90g 3% ASP® Crème Developer will achieve a cooler deeper red.

COPPER & PURPLE COLOUR COCKTAILS

Create rich and vibrant copper and purple shades with ELIXIR®. Examples below are on both a base 6 and pre-lightened hair.

The colours indicated in this shade guide are a representation only.

1. BASE 6: 10g 8.44 + 10g b:RED Copper + 30g 3% ASP® Crème Developer.
PRE-LIGHTENED: 10g 8.44 + 10g b:RED Copper + 40g ASP® Converter.

2. BASE 6: 5g b:RED Magenta + 5g 7.76 + 5g 0.7 Intensives + 22.5g 6% ASP® Crème Developer.
PRE-LIGHTENED: 5g b:RED Magenta + 5g 7.76 + 5g 0.7 Intensives + 30g ASP® Converter.

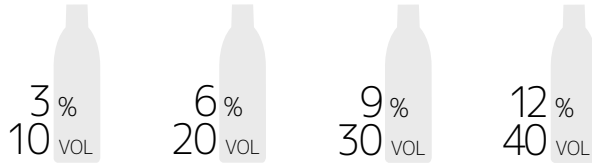
3. BASE 6: 5g 6.7 + 5g b:RED Magenta + 15g 6% ASP® Crème Developer.
PRE-LIGHTENED: 5g 6.7 + 5g b:RED Magenta + 20g ASP® Converter.

4. BASE 6: 10g 4.22 + 5g b:RED Magenta + 5g 0.2 Intensives + 6% 30g ASP® Crème Developer.
PRE-LIGHTENED: 10g 4.22 + 5g b:RED Magenta + 5g 0.2 Intensives + 40g ASP® Converter.

NOTE: Higher developer strength may be used depending on your natural base shade.

ASP® CRÈME DEVELOPER

ASP® Crème Developer is a highly stable hydrogen peroxide solution available in 4 strengths: -



Using ASP® Crème Developer ensures easy mixing, the correct colour result and long lasting colour. Using other peroxides or developers can result in weak colour results and colour fade. ASP® can only ensure results when ASP® Crème Developer is used. The pH range for all the developers is 2.5 to 3.5.

- For covering white hair, increasing colour depth and darkening: use 3% (10vol)
- For up to 2 Levels of lift and covering white hair when lift is also required use 6% (20vol)
- For up to 3 levels of lift and covering white hair when lift is also required use 9% (30vol)
- For up to 4 levels of lift use 12% (40vol)

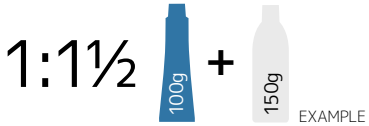
IMPORTANT The correct developer choice is based on the levels of lift required. When no lift is required always use 3% (10vol) or Converter.

PREPARATION

If the client has excessive styling product build-up on the hair or root re-touch products or has extremely greasy hair, cleansing prior to application will help the colour to penetrate. It is advisable to use a deep cleansing shampoo or purifying cleanser. It is not necessary to completely dry the hair - towel dried is sufficient.

MIXING ELIXIR® REGULAR SHADES (1. - 10.)

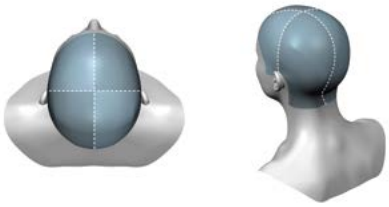
Mix ELIXIR® Regular Shades (1. - 10.) in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 part colour to 1.5 (1½) parts developer.
EXAMPLE: 100g/3.52oz of ELIXIR® + 150g/5.29oz of ASP® Crème Developer.
We recommend the average amount for a re-touch application is 60g ELIXIR® colour to 90g chosen ASP® Crème Developer.



ELIXIR® CRÈME	CRÈME DEVELOPER	TOTAL MIX QUANTITIES
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

APPLICATION METHOD

When using ELIXIR® the correct quantity of product must be applied to the hair.
Too little product will mean insufficient lift, low colour deposit or poor coverage resulting in fade. Applying the correct quantity ensures the product will penetrate the hair shaft, reach the keratin chains and produce the lifting and deposit action. Applications can be made on dry or pre-washed, towel dried hair.



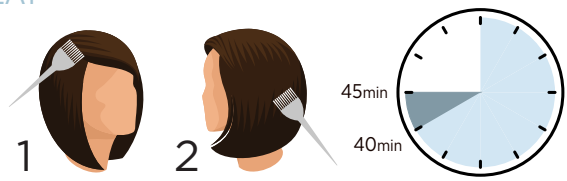
Divide hair into 4 sections: from centre of forehead to nape of the neck, and from ear to ear.
Start from area where the percentage of white hair is highest. Apply product to thin sections taking care not to overlap previously coloured hair. When application is completed, the product must be clearly visible on the hair.

IMPORTANT Insufficient product and/or bad application are common causes of poor results.

APPLICATION & DEVELOPMENT

REGROWTH: Re-Touch Application

WITHOUT HEAT



Mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to mid-lengths and ends.

1 Apply to the regrowth only. Process for 40 minutes.

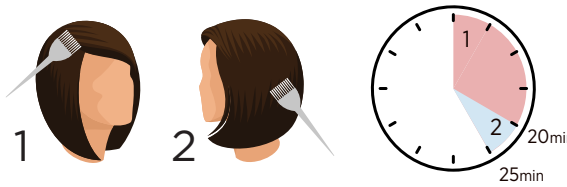
2 Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes. This timing is flexible according to the amount of fade. A reduced or extended development time may be required.

Do not cover during processing.

TOTAL PROCESSING TIME: 45 MINUTES

Converter can also be used to refresh mid-lengths and ends see page 45.

WITH GENTLE HEAT (40 - 42°C / 104 - 108°F)



Mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to mid- lengths and ends.

1 Apply to the regrowth only. Process for 20 minutes.

2 Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes WITHOUT HEAT. Do not cover during processing.

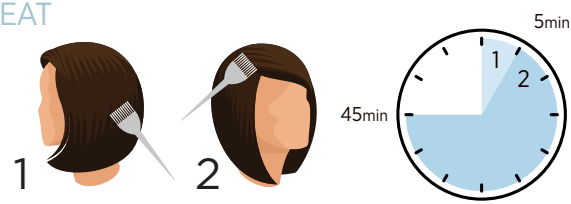
TOTAL PROCESSING TIME: 25 MINUTES

Converter can also be used to refresh mid-lengths and ends see page 45.

VIRGIN HAIR: First Time Application when Darkening

Always mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to the root area.

WITHOUT HEAT

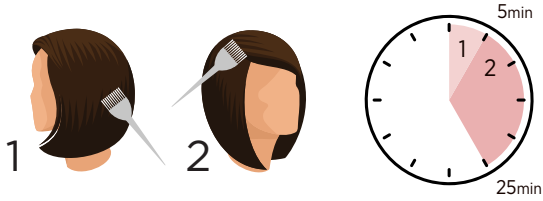


1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.
Do not cover during processing.

2 Apply to the root area and process for a further 40 minutes.

TOTAL PROCESSING TIME: 45 MINUTES

WITH GENTLE HEAT (40 - 42°C / 104 - 108°F)



1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

2 Apply to the root area and process for a further 20 minutes.
Do not cover during processing.

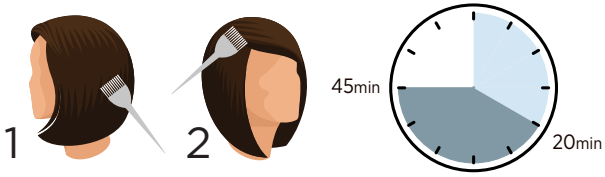
TOTAL PROCESSING TIME: 25 MINUTES

VIRGIN HAIR: First Time Application when Lightening

Always mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to the root area.

This method should be used with any shade where the objective is to lighten the natural colour.

WITHOUT HEAT



1 Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 20 minutes.

2 Apply the remaining product to the roots and process for a further 25 minutes.
Do not cover during processing.

TOTAL PROCESSING TIME: 45 MINUTES

WITH GENTLE HEAT (40 - 42°C / 104 - 108°F)

1 Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 5 minutes.

2 Apply the remaining product to the roots and process for a further 20 minutes. Do not cover during processing.

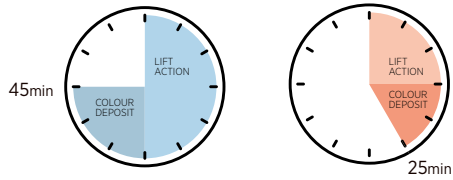
TOTAL PROCESSING TIME: 25 MINUTES

IMPORTANT Visual Processing for Re-Touch Application: It is not always necessary to refresh mid lengths and ends. However to avoid over-processing and colour build-up on mid-lengths and ends, after the colour has been applied check at regular intervals by removing a small amount of colour. If the colour deposit is as desired the colour can be removed. If more deposit is required, develop further until the desired result is achieved.
Always mix enough product to allow application to whole head, never remix fresh colour.
If the mid lengths and ends do not need refreshing please observe the total processing time.

UNDERSTANDING COLOUR DEVELOPMENT
REGULAR SHADES (1. - 10.)

When working with permanent hair colour it is important to use the recommended processing time. This will ensure the best possible colour result. If these are not used poor results may occur. The recommended processing time for ELIXIR® colour is 45 minutes without heat or 25 minutes with gentle heat.

During this time, two different actions are taking place: - Lift Action and Colour Deposit.



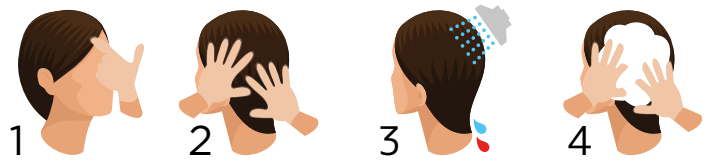
WHEN NOT USING HEAT the lift action is 30 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The full colour deposit happens in the final 15 minutes of development. During this period the colour fully develops and the molecules reach their optimum size.

TOTAL PROCESSING TIME: 45 MINUTES

WHEN USING GENTLE HEAT the lift action is 15 minutes and the colour deposit is the final 10 minutes.

TOTAL PROCESSING TIME: 25 MINUTES

REMOVING THE COLOUR REGULAR SHADES (1. - 10.)



1 At the end of the processing time, without adding water, emulsify the colour around the hairline to remove any stains.

2 Add a small amount of water and continue to emulsify the remaining colour.

3 Rinse until the water runs clear.

4 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

REGULAR SHADES ULTRA-LOW AMMONIA 1:1½	ESSENTIALLY NATURAL .0	COOL & SULTRY .1 GREEN ASH	 .2 VIOLET ASH	 .7 BLUE ASH	
10.0 EXTRA LIGHT NATURAL BLONDE	The shades below are for use on extra resistant grey/white hair. See QuickStart Guide for more info.	10.1 EXTRA LIGHT ASH BLONDE	10.2 EXTRA LIGHT PEARL BLONDE	10.21 EXTRA LIGHT COOL ASH BLONDE	10.32 EXTRA LIGHT SANDY BEIGE BLONDE
9.0 VERY LIGHT BLONDE	9.0X EXTRA COVERAGE VERY LIGHT BLONDE	9.01 COOL NATURAL VERY LIGHT BLONDE	9.1 VERY LIGHT ASH BLONDE	9.2 VERY LIGHT VIOLET BLONDE		9.23 VERY LIGHT PEARL BEIGE BLONDE
8.0 LIGHT BLONDE	8.0X EXTRA COVERAGE LIGHT BLONDE	8.01 COOL NATURAL LIGHT BLONDE		8.2 LIGHT VIOLET BLONDE	8.7 LIGHT BLUE ASH BLONDE	8.32 LIGHT SANDY BEIGE BLONDE
7.0 MEDIUM BLONDE	7.0X EXTRA COVERAGE MEDIUM BLONDE	7.01 COOL NATURAL MEDIUM BLONDE	7.1 MEDIUM ASH BLONDE		7.7 MEDIUM BLUE ASH BLONDE	7.23 MEDIUM PEARL BEIGE BLONDE
6.0 DARK BLONDE	6.0X EXTRA COVERAGE DARK BLONDE	6.01 COOL NATURAL DARK BLONDE		6.22 PLUM WINE	6.7 DARK BLUE ASH BLONDE	
5.0 LIGHT BROWN	5.0X EXTRA COVERAGE LIGHT BROWN	5.01 COOL NATURAL LIGHT BROWN				5.23 LIGHT PEARL BEIGE BROWN
4.0 MEDIUM BROWN	4.0X EXTRA COVERAGE MEDIUM BROWN	4.01 COOL NATURAL MEDIUM BROWN		4.22 DAMSON & BLACKBERRY		
3.0 DARK BROWN	3.0X EXTRA COVERAGE DARK BROWN					
2.0 VERY DARK BROWN	2.0X EXTRA COVERAGE VERY DARK BROWN					
1.0 BLACK		1.117 GOTHIC BLACK			1.7 BLUE BLACK	

SUN-KISSED & SOPHISTICATED
FASHION SHADES

WARM & RADIANT
FASHION SHADES

.3 GOLD			.4 COPPER		
		10.3 EXTRA LIGHT GOLDEN BLONDE			
9.24 SOFTEST TAUPE	9.035 CAFFE LATTE	9.3 VERY LIGHT GOLDEN BLONDE	9.34 SPIRITED		
8.24 LIGHTEST FAWN	8.035 CAPPUCCINO	8.3 LIGHT GOLDEN BLONDE	8.43 LIGHT COPPER GOLDEN BLONDE	8.35 LIGHT GOLDEN MAHOGANY BLONDE	8.44 WARM TOFFEE APPLE
	7.036 MILK CHOCOLATE	7.3 MEDIUM GOLDEN BLONDE	7.43 MEDIUM COPPER GOLDEN BLONDE	7.35 MEDIUM MAHOGANY GOLDEN BLONDE	7.4 MEDIUM COPPER BLONDE
6.24 ROEBUCK	6.036 DARK CHOCOLATE	6.3 DARK GOLDEN BLONDE		6.35 DARK GOLDEN MAHOGANY BLONDE	6.4 DARK COPPER BLONDE
	5.036 COFFEE	5.3 LIGHT GOLDEN BROWN		5.35 LIGHT GOLDEN MAHOGANY BROWN	5.44 CHOCOLATE ORANGE
4.24 RICH MINK	4.036 CAFE NOIR				
				3.352 PIMENTO	

ELIXIR NUMBERING SYSTEM

DEPTH	RED	MAHOGANY	VIOLET ASH
6	6	5	2
	1RY TONE	2RY TONE	3RY TONE

PROFUNDIDAD
PROFONDEUR
DIEPTE
ALTEZZA
TIEFE

TONO
TON
KLEUR
SÄVY

.5
MAHOGANY

VIBRANT & EXPRESSIVE
FASHION SHADES
.6
RED

9.145
APRICOT BLUSH

8.4
TIGER SPICE

9.026
STRAWBERRY BLONDE

8.444
ROCKET

8.465
PAPRIKA

8.443
HONEY ORANGE

8.644
ELECTRIC

7.5
MEDIUM MAHOGANY BLONDE

7.443
TANGO TWIST

7.646
REBEL

7.66
INTENSE CHERRY

7.76
LOGANBERRY

6.46
DARK RUBY RED

7.45
PECAN

6.666
INFERNO

6.66
FIRE RED

6.652
RED PEPPER

5.5
LIGHT MAHOGANY BLONDE

6.45
COPPER CHESTNUT

5.66
CLARET

5.62
RED BERRY

5.76
CRANBERRY

4.53
MEDIUM MAHOGANY GOLDEN BROWN

4.65
BEAUJOLAIS

3.76
JUNIPER BERRY

GCM
GRAPHITE COOL MIXER

Add GCM to your mix (up to 50%) to achieve cooler hues. Only for use on Base 7 & below - same depth or darkening. See technical manual for more info.

EXTRA LIGHTENING SHADES

UP TO **5** LEVELS OF LIFT

REDUCING **pH**

MORE COVERAGE
LESS DAMAGE

55 MIN
PROCESSING

MORE THAN **90%**
NATURALLY
DERIVED

ULTRA-LOW
AMMONIA
1.06%*
*When mixed with ASP Creme Developer

7
SHADES

MIX RATIO
1:2

ELIXIR® HIGH LIFT (12.) Extra Lightening Shades

ELIXIR® High Lift (12) offers up to 5 levels of pure lightening. Advanced breakthrough formula with GPS-TECnology™, Shea Butter and Argan Oil provides incredible lifting power and ensures beautiful, even results with amazing shine for radiant, healthier-looking hair.

The colours indicated in this shade guide are a representation only.

If one extra level of lift is required, 12.0s High Lift Booster may be added to any other ELIXIR® High Lift shade to enhance lifting performance.

IMPORTANT: For optimum results when using ELIXIR® High Lift, use on a natural base 6.0 or lighter. When using on very dark bases the level of lift is reduced.

MIXING High Lift (12.)

1 part ELIXIR® High Lift shade to 2 parts ASP® Crème Developer - 9% (30vol) or 12% (40vol)

NOTE When lightening, a larger quantity of product is required as very fine sections need to be taken to achieve the desired lift and tone.

Mix ELIXIR® High Lift shade in a non-metallic bowl with ASP® Crème Developer 9% (30vol) or 12% (40vol) to the ratio of 1 part colour to 2 parts developer.
EXAMPLE: 100g/3.52oz of ELIXIR® High Lift + 200g/7.05oz of ASP® Crème Developer.

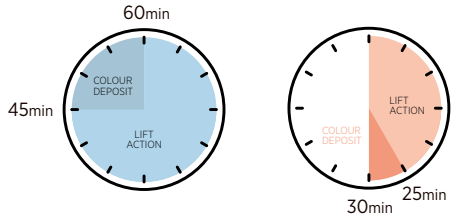
For up to 5 levels of lift with ELIXIR® High Lift use 12% (40vol), pH 2.5 to 3.5
For up to 4 levels of lift with ELIXIR® High Lift use 9% (30vol) pH 2.5 to 3.5

ELIXIR® 12 HIGH LIFT ARCTIC BLONDES	CRÈME DEVELOPER 9% / 12%	TOTAL MIX QUANTITIES
100g / 3.52oz +	200g / 7.05oz	300g / 10.58oz
75g / 2.65oz +	150g / 5.29oz	225g / 7.94oz
50g / 1.76oz +	100g / 3.52oz	150g / 5.29oz
25g / 0.88oz +	50g / 1.76oz	75g / 2.65oz

UNDERSTANDING COLOUR DEVELOPMENT
HIGH LIFT (12.)

When working with permanent hair colour it is important to use the recommended processing time. This will ensure the best possible colour result. If these are not used poor results may occur.
The recommended processing time for ELIXIR® High Lift is 55 minutes with no heat (60 minutes for maximum tone deposit) or 30 minutes with gentle heat.

During this time two different actions are taking place: Lift Action and Colour Deposit.



WHEN NOT USING HEAT the lift action is 45 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The colour deposit happens in the final 10 - 15 minutes. During this period the colour fully develops and the molecules reach their optimum size.

TOTAL PROCESSING TIME: 55 - 60 MINUTES.

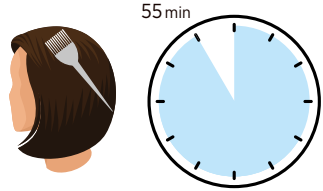
WHEN USING GENTLE HEAT the lift action is 25 minutes and the colour deposit is the final 5 minutes.

TOTAL PROCESSING TIME: 30 MINUTES

APPLICATION & DEVELOPMENT

REGROWTH: Re-Touch Application

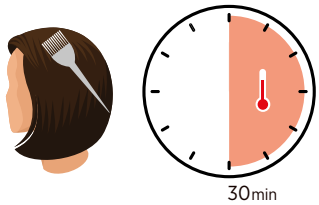
WITHOUT HEAT



Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends.
Do not cover during processing.

TOTAL PROCESSING TIME: 55 - 60 MINUTES

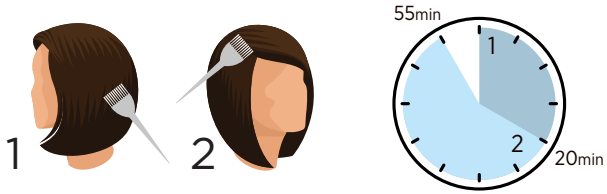
REGROWTH: Re-Touch Application
WITH GENTLE HEAT (40-42°C / 104-108°F)



Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends.
Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

VIRGIN HAIR (UP TO 25CM): First Time Application
WITHOUT HEAT



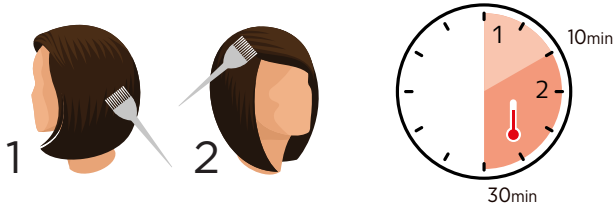
Mix enough product to allow application to whole head of hair.

1 Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Wait until the desired lift is reached (approx. 20 minutes).

2 Apply colour to the roots. Process until the desired lift is reached (35 - 40 minutes)
Do not cover during processing.

TOTAL PROCESSING TIME: 55 - 60 MINUTES

VIRGIN HAIR (up to 25cm): First Time Application
WITH GENTLE HEAT (40-42°C / 104-108°F)



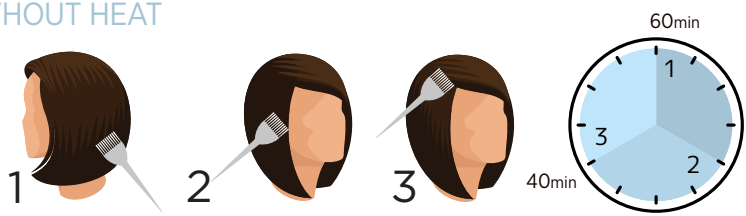
Mix enough product to allow application to whole head of hair.

1 Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Process for 10 minutes.

2 Apply colour to the roots. Process for 20 minutes. Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

VIRGIN HAIR (longer than 25cm): First Time Application
WITHOUT HEAT



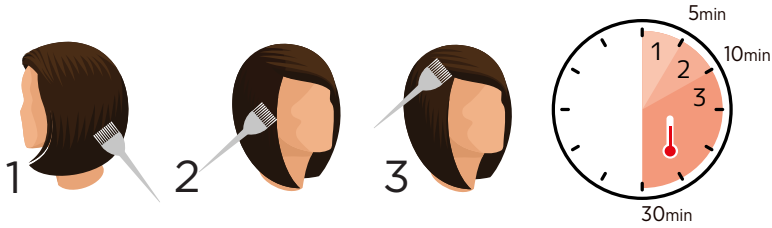
1 Apply colour first to the ends (5 - 6cm). Process for 20 minutes.

2 Re-mix fresh colour and then apply to the mid-lengths for 20 minutes.

3 Finally, re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes). Do not cover during processing.

TOTAL PROCESSING TIME: 60 MINUTES

VIRGIN HAIR (longer than 25cm): First Time Application
WITH GENTLE HEAT (40-42°C / 104-108°F)



1 Apply colour first to the ends (5 - 6cm). Process for 5 minutes.

2 Re-mix fresh colour and then apply to the mid-lengths for 5 minutes.

3 Finally, Re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes). Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

APPLICATION TO WHITE HAIR:

Where more than 25% white hair is present: 12.771, 12.1, 12.23, 12.2 or 12.27 should be mixed with 12.0 or 12.0s in equal amounts to prevent unwanted ash tones. EXAMPLE: 50g/1.76oz of 12.1 + 50g/ 1.76oz of 12.0s + 200g/7.05oz of ASP® Crème Developer. These shades do not cover white hair.

IMPORTANT When mixing colour using a tint brush, please use a clean brush for application to the hair. When using ELIXIR® High Lift take very fine sections of hair and apply twice as much product as usual.

Recommended quantities for a regrowth application are 100g chosen shade to 200g chosen ASP Crème Developer.

HIGH LIFT BOOSTER 12.0S

12.0s May be used to INCREASE the lift of ELIXIR® High Lift by up to 1 shade, by adding 25% of 12.0s, without affecting the tonal value.

EXAMPLE: 75g/2.65oz 12.1 + 25g/0.88oz 12.0s + 200g/7.05oz ASP® Crème Developer.

EXAMPLE: 12.0s Will give 1 - 2 levels of lift when used on its own with ASP® Crème Developer 9% (30vol) 1:2 mix.

EXAMPLE: 25g/0.88oz of 12.0s + 50g/1.76oz of ASP® Crème Developer 9% (30vol).

REMOVING THE COLOUR HIGH LIFT (12.)

1 At the end of the processing time add a small amount of water and emulsify the colour.

2 Rinse until the water runs clear.

3 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

NO LIFT ACTION, COLOUR DEPOSIT ONLY

NO LIFT
DEPOSIT ONLY

REDUCING **pH**
MORE COVERAGE
LESS DAMAGE

45 MIN
PROCESSING TIME

MORE THAN
90%
NATURALLY DERIVED

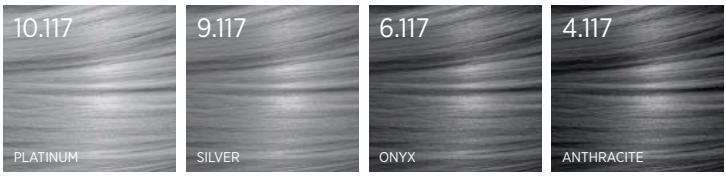
ULTRA-LOW AMMONIA
0.2%*
*When mixed with ASP Creme Developer

4
SHADES

MIX RATIO
1:1½

ELIXIR® GOTHIC GREYS No Lift Action, Colour Deposit Only

ELIXIR® Gothic Greys incorporates 4 Silver/grey deposit-only permanent shades.
Advanced breakthrough formula with GPS-TECnology™, Shea Butter and Argan Oil ensures beautiful, even results with incredible shine for healthier-looking hair.



The colours indicated in this shade guide are a representation only.

The grey shades are suitable for use on natural white or grey hair and on hair pre-lightened to very light blonde. They may also be mixed with ELIXIR® Naturals (.0) to create cool, natural colours.

IMPORTANT The grey shades are not recommended for use on yellow bases.

MIXING Gothic Greys

Mix ELIXIR® Gothic Greys in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 part colour to 1.5 (1½) parts developer. EXAMPLE 100g/3.52oz of ELIXIR® Gothic Greys Shade + 150g/5.29oz of ASP® Crème Developer.

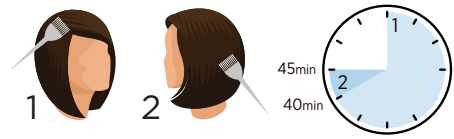
ELIXIR® Gothic Greys should be used with ASP® Crème Developer 3% (10vol) only or ASP® Converter may also be used to achieve a softer result (1:2 mix ratio).

ELIXIR® GOTHIC GREYS	CRÈME DEVELOPER 3%	TOTAL MIX QUANTITIES
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

APPLICATION & DEVELOPMENT

REGROWTH: Re-Touch Application & Development

WITHOUT HEAT



Mix enough product to allow application to whole head of hair.

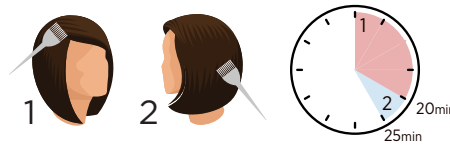
Do not mix fresh colour for the application to mid-lengths and ends.

1 Apply to the regrowth only. Process for 40 minutes.

2 Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes. This timing is flexible according to the amount of fade. A reduced or extended development time may be required. Do not cover during processing.

TOTAL PROCESSING TIME: 45 MINUTES

With Gentle Heat
(40 - 42°C / 104 - 108°F)



Mix enough product to allow application to whole head of hair.
Do not mix fresh colour for the application to mid-lengths and ends.

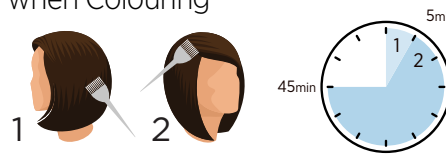
1 Apply to the regrowth only. Process for 20 minutes.

2 Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes WITHOUT HEAT. Do not cover during processing.

TOTAL PROCESSING TIME: 25 MINUTES

VIRGIN HAIR: First Time Application when Colouring on Same Depth & Darkening

WITHOUT HEAT



Mix enough product to allow application to whole head of hair.
Do not mix fresh colour for the application to the root area.

1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

2 Apply to the root area and process for a further 40 minutes. Do not cover during processing.

TOTAL PROCESSING TIME: 45 MINUTES

With Gentle Heat
(40 - 42°C / 104 - 108°F)

Mix enough product to allow application to whole head of hair.
Do not mix fresh colour for the application to the root area.

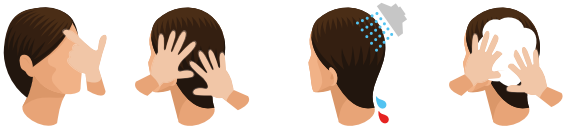
1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

2 Apply to the root area and process for a further 20 minutes. Do not cover during processing.

TOTAL PROCESSING TIME: 25 MINUTES

IMPORTANT it is not unusual for ELIXIR® Gothic Grey shades (4.117, 6.117, 9.117, 10.117) to change colour during the development process. This is normal for these shades. Always process for the full development time.

REMOVING THE COLOUR GOTHIC GREYS



1 At the end of the processing time, without adding water, emulsify the colour around the hairline to remove any stains.

2 Add a small amount of water and continue to emulsify the remaining colour.

3 Rinse until the water runs clear.

4 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

GOTHIC GREYS - HINTS & TIPS

Pre-lighten hair to a clean clear blonde (no yellow tones). Use ASP System Blonde Ammonia-Free Powder Lightener, Ultra-Lifting Powder Lightener, High-Performance Powder Lightener or Charcoal Powder Lightener with 3% or 6% ASP Crème Developer. Always use lower volume developers when lifting as you will achieve a cleaner blonde than with higher strength developers.

If you struggle to achieve a clean blonde you can tone with -
- 1 part ELIXIR® 10.21, T21, T21S or T2 to 2 parts Converter (visual development required).
- System Blonde Anti-Yellow Masque to neutralise unwanted yellow tones.
- Your chosen cool ELIXIR® Toners shade.

You can then apply your chosen Gothic Greys Shade (4.117 to 10.117) with 3% ASP® Crème Developer and process for full development time.

NB. Gothic Greys goes on a journey through the cool side of the colour star (Ie. blue, green, violet) before it reaches its final perfect tonal result of silver/grey.

Be brave and always leave for full development time - 45mins.

The addition of Expert Series Hair and Scalp Protector into the Gothic Greys Shades will equalise the porosity of the hair, strengthen and give you a longer lasting result. Gothic Greys can also be mixed with Converter to achieve a slightly softer result on a 1 part Gothic Greys shade to 2 part Converter mix ratio. Development time - 25mins.

To achieve 'salt and pepper' low lights, use 4.117 and/or 6.117 on natural white hair. Traditionally the method of achieving this result was by mixing natural shades with added ash tones. This often resulted in the colour result being too warm after several weeks in the hair. ELIXIR® Gothic Greys offers the ideal solution.

ASP® Converter is ideal for use with the ELIXIR® Gothic Greys but may result in a slightly less more subtle colour result. Mix: 1 part ELIXIR® Gothic Greys shade to 2 parts ASP® 2% Converter.

If you require a darker/deeper result mix the Gothic Grey shades with 1% Converter

ELIXIR® Gothic Greys is also intermixable with ELIXIR® Natural Shades (.0) to create very cold, "flatter" natural colours. These are often an ideal choice for male clients.

PERMANENT MIX TONES

4 WARM PIGMENTS

3 COOL PIGMENTS

60 ml

MORE THAN **90%** NATURALLY DERIVED

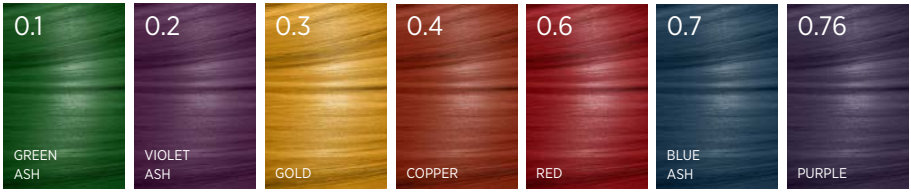
REDUCING **pH**

MORE COVERAGE
LESS DAMAGE

ELIXIR® INTENSIVES Permanent Mix Tones

Custom blend the perfect colour for your clients. The ELIXIR® Intensives incorporates 7 pure concentrated pigments which can be used to intensify or subdue any permanent or tone-on-tone hair colour, giving you the power to create one-off, bespoke colours. If you can imagine it, you can create it.

When an ELIXIR® Intensives shade is mixed with a permanent or tone-on-tone colour that uses developer, it becomes part of the host colour. This means that the added Intensives colour is as permanent as the host colour.



The colours indicated in this shade guide are a representation only.

WHEN TO USE ELIXIR® INTENSIVES

Intensives are used when the colourist wants to intensify the tone of a colour or subdue unwanted tones.

0.3 0.4 0.6 0.76

WARM Intensives add extra colour intensity and vibrancy to any shade

0.1 0.2 0.7

COOL Intensives subdue unwanted warm tones or for extra cool colour results

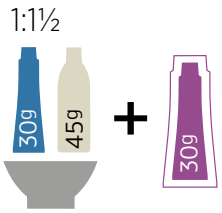
HOW TO USE ELIXIR® INTENSIVES

Intensives can be used in two different ways: -

THE ADD TECHNIQUE

Use when same depth colouring, darkening or when a more intense tone is required.

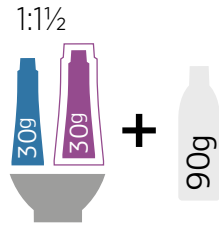
EXAMPLE: Mix 1 part ELIXIR® 7.4 (30g/1.06oz) with 1½ parts of your chosen ASP® Crème Developer (45g/1.59oz), then ADD 30g/1.06oz Intensives 0.4 COPPER



THE INCLUDE TECHNIQUE

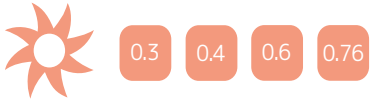
Use when you want to lighten or brighten the tone.

EXAMPLE: Mix 1 part colour (INCLUDE 30g/1.06oz Intensives 0.4 COPPER with 30g/1.06oz ELIXIR® 7.4) with 1½ parts of your chosen ASP® Crème Developer (90g/3.17oz).



IMPORTANT When using COOL Intensives colours with blonde shades, add in small quantities up to 10%.

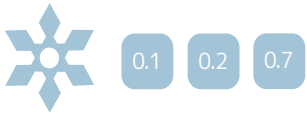
USING WARM INTENSIVES



Intensives tones 0.3, 0.4, 0.6, and 0.76 can be ADDED or INCLUDED in large quantities, if desired, to give bright or vibrant tones.

They can also be used on their own mixed with 3%(10vol) - 1 part Intensives to 1.5 (1½) parts ASP® Crème Developer or ASP® Converter - on previously coloured hair to introduce warm tonal effects.

USING COOL INTENSIVES



Intensives Ash tones 0.1, 0.2, 0.7 are designed to help eliminate warm tones (red, copper and gold) when lightening.

On some occasions the colourist may wish to use ELIXIR® High Lift (12.) or ELIXIR® 10. shades on dark bases to achieve light beige or cool blondes.

When the colourist uses a cool ELIXIR® shade (.1 Green Ash, .2 Violet Ash) with higher volumes of ASP® Crème Developer (9% (30vol) and 12% (40vol)), the ashening effect in the colour is not always strong enough to subdue the warmth generated from the natural colour when lifting occurs. Intensives provide the solution to this problem.

Intensives 0.1, when added to a .1 colour, e.g. 12.1, increase the ashening effect dramatically. This will enable the 12.1 to subdue more of the warm tones generated during lifting.

Similarly by adding 0.2 Violet to 12.2 or 10.2 the cooling of the gold tone is increased. 0.7 Blue Ash can also be used for cooling a High Lift shade.

Care should be exercised when using COOL Intensives tones with blonde shades, e.g. ELIXIR® High Lift (12.) or ELIXIR® 10. shades. A maximum of 10% Intensives in the mix is recommended.
Always use the INCLUDE method.

EXAMPLE: 100g/3.52oz of ELIXIR® 10. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 165g/5.82oz of ASP® Crème Developer.
EXAMPLE: 100g/3.52oz ELIXIR® High Lift 12. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 220g/7.76oz ASP® Crème Developer 9% (30vol) or 12% (40vol).

LIFT & COLOUR SYSTEM

1 STEP
LIFT & COLOUR

MORE THAN
90%
NATURALLY DERIVED

ULTRA-LOW AMMONIA
1.5%*
*When mixed with ASP Creme Developer

5
LEVELS OF LIFT

35 MIN
PROCESSING

5
SHADES

MIX RATIO
1:1

ELIXIR® b:RED® Lift & Colour System

ELIXIR® b:RED® is a lift & colour system that delivers intense red, copper and magenta results on natural and coloured hair, without pre-lightening. Advanced breakthrough formula with GPS-TECnology™, Shea Butter and Argan Oil provides incredible lifting power (up to 5 levels) and ensures beautiful, even results with amazing shine for radiant, healthier-looking hair.

ELIXIR® b:RED® comprises 5 vibrant shades, designed for use with all techniques:

The colours indicated in this shade guide are a representation only.

SHADE SELECTION

NATURAL DEPTH	b:RED® SHADE
6 OR DARKER	RED, RED VIOLET, RED COPPER, COPPER
6 OR LIGHTER	MAGENTA

ELIXIR® b:RED® is a very intense range of colours & should not be used on or with blonde or white hair as this may give unwanted results. Magenta is the exception, which must only be used on base 6 or lighter.

If this product is used on very dark, previously colour treated hair, the colour result will be less vibrant than on natural hair.

DEVELOPER SELECTION

ALL SHADES EXCEPT MAGENTA

- 3 % / 10 VOL — Base 6 & 5
- 6 % / 20 VOL — Base 5 & 4
- 9 % / 30 VOL — Base 1 to 4
- 12 % / 40 VOL — Maximum lightening on stubborn hair.

MAGENTA

- 3 % / 10 VOL — Base 9 & 10
- 6 % / 20 VOL — Base 8 & 9
- 9 % / 30 VOL — Base 7 & 8
- 12 % / 40 VOL — Base 6 & 7

IMPORTANT Please remember high %/volume strengths of developer will give more lift, but may reduce the intensity of the colour, & may also result in a quicker fade.

MIXING

Mix ELIXIR® b:RED® in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 part colour to 1 part developer (ALL shades). See table for examples:

ELIXIR® b:RED	Crème Developer	Total Mix Quantities
50g / 1.76oz +	50g / 1.76oz	100g / 3.52oz
25g / 0.88oz +	25g / 0.88oz	50g / 1.76oz

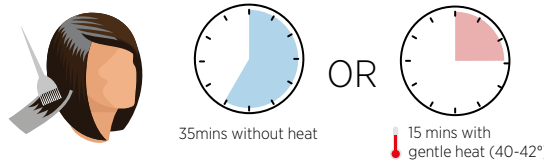
APPLICATION & DEVELOPMENT

OFF-SCALP APPLICATION

Apply the colour using your preferred method of off-scalp application - foil, cap or meche are ideal.

IMPORTANT When using ELIXIR® b:RED® on dark coloured hair the use of heat is recommended.

TOTAL PROCESSING TIME: 35 MINUTES OR 15 MINUTES WITH GENTLE HEAT.

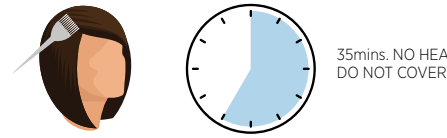


ON-SCALP APPLICATION

NOTE May cause scalp staining. Maximum developer strength - 6%.

REGROWTH APPLICATION

DO NOT COVER. DO NOT ADD HEAT.
To refresh mid-lengths and ends always use your corresponding b:RED Refresher.

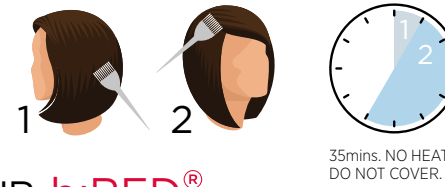


VIRGIN APPLICATION

DO NOT COVER. DO NOT ADD HEAT.

1 Apply to mid-lengths and ends for 5 minutes.

2 Apply to the root area for 30 minutes.



REMOVING THE COLOUR b:RED®

1 At the end of the processing time, rinse until the water runs clear.

2 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

REFRESH YOUR b:RED COLOUR IN AN EASY, ONE STEP APPLICATION.

b:RED Refresher is a simple and easy to use product designed to refresh red, copper or magenta highlights originally created using ASP b:RED. A reapplication of the original highlighting product with its strong lifting action will not fully reproduce the vibrant colour tones of the original. This is because they are being applied to hair which is already been lightened and does not need lightening again - it simply requires a new colour deposit.

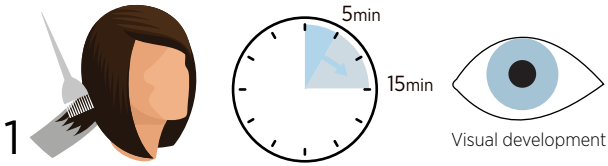
b:RED Refresher comes in 5 vibrant shades, Red, Red Violet, Red Copper, Copper and Magenta, matching the colours of ASP b:RED.

INSTRUCTIONS FOR USE

1 Apply to shampooed/towel dried hair.

2 Apply to the previously coloured hair/highlighted areas, with either a bowl and brush or straight from the tube and massage in gently to ensure even colour penetration.

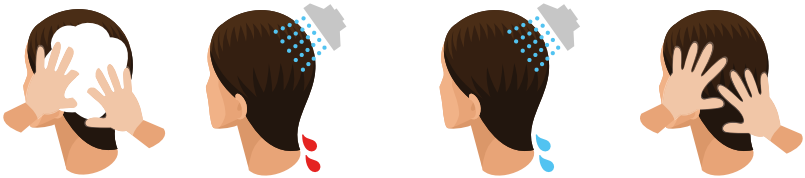
3 Allow to process, without heat for 5-15 minutes depending on result required.
A longer processing time can produce a darker result.



4 Rinse well and Shampoo, with ASP® MODE ColourCare Shampoo until the water runs clear.

5 Condition if necessary with ASP® MODE ColourCare Conditioner.

NOTE If b:RED Refresher is used to refresh old faded b:RED ends whilst b:RED is used to colour at the same time cleanse and condition after development with MODE ColourCare.



LIFT & COLOUR SYSTEM

1 STEP
LIFT & COLOUR

MORE THAN
90%
NATURALLY DERIVED

ULTRA-LOW AMMONIA
1.5%*
*When mixed with ASP Creme Developer

5
LEVELS OF LIFT

35 MIN
PROCESSING TIME

3
SHADES

MIX RATIO
1:1

ELIXIR® b:BROWN® Lift & Colour System

ELIXIR® b:BROWN® is a lift and colour system that delivers soft brunette results on natural and coloured hair without the need to pre-lighten. Perfect for all dark hair types.
Up to 5 levels of lift can be achieved.

The colours indicated in this shade guide are a representation only.

DEVELOPER SELECTION

FOR USE ON A BASE 6 OR BELOW.

3% 10 VOL — Base 6 & 5

6% 20 VOL — Base 5 & 4

9% 30 VOL — Base 1 to 4

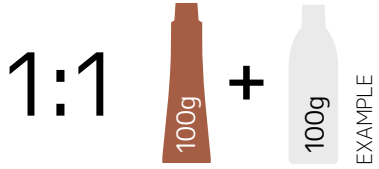
12% 40 VOL — Maximum lightening on stubborn hair.

Maximum 6% on scalp, DO NOT USE HEAT & DO NOT COVER.

IMPORTANT If the product is used on very dark, previously colour treated hair, the results will be less visual than on natural hair. Not for use on lighter bases or grey/white hair.

MIXING

Mix ELIXIR® b:BROWN® in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 PART colour to 1 PART developer (ALL shades).



ELIXIR® b:BROWN	Crème Developer	Total Mix Quantities
50g / 1.76oz +	50g / 1.76oz	100g / 3.52oz
25g / 0.88oz +	25g / 0.88oz	50g / 1.76oz

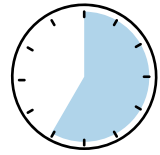
APPLICATION & DEVELOPMENT

OFF-SCALP APPLICATION

Apply the colour using your preferred method of off-scalp application - foil, cap or meche are ideal.

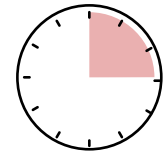
IMPORTANT When using ELIXIR® b:BROWN® on dark coloured hair the use of heat is recommended.

TOTAL PROCESSING TIME: 35 MINUTES OR 15 MINUTES WITH GENTLE HEAT.



35mins without heat

OR



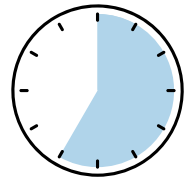
15 mins with gentle heat (40-42°).

ON-SCALP APPLICATION

Maximum developer strength - 6%, DO NOT USE HEAT & DO NOT COVER.

REGROWTH APPLICATION

DO NOT COVER. DO NOT ADD HEAT.



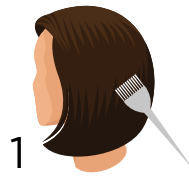
35mins. NO HEAT.
DO NOT COVER.

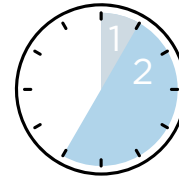
VIRGIN APPLICATION

DO NOT COVER. DO NOT ADD HEAT.

1 Apply to mid-lengths and ends for 5 minutes.

2 Apply to the root area for 30 minutes.





35mins. NO HEAT.
DO NOT COVER.

REMOVING THE COLOUR b:BROWN®

1 At the end of the processing time, rinse until the water runs clear.

2 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

NEUTRALISE UNWANTED WARMTH & GIVE WARM SOFT TONES

12

FULLY INTERMIXABLE SHADES

MORE THAN **90%** NATURALLY DERIVED

REDUCING **pH**

MORE COVERAGE LESS DAMAGE

ULTRA-LOW AMMONIA FROM **0.16%***

*When mixed with ASP Converter

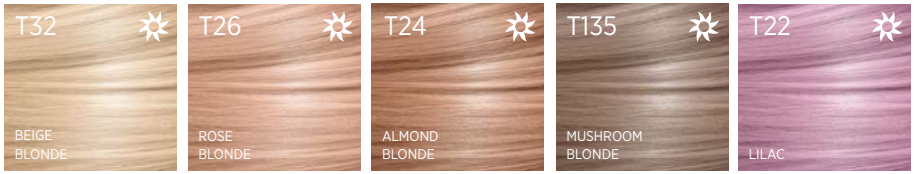
25 MIN PROCESSING

MIX RATIO **1:2**

8 SUPREME BLONDES DESIGNED TO NEUTRALISE UNWANTED WARMTH & GIVE WARM SOFT TONES

Designed to go on pre-lightened hair. Fully intermixable.

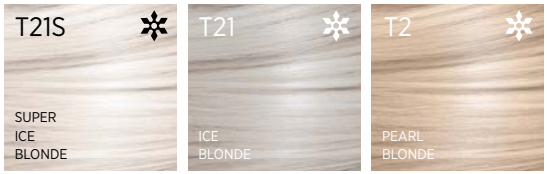
5 ENHANCE WARMTH TO GIVE SOFT DELICATE TONES



The colours indicated in this shade guide are a representation only.

NO LIFT ACTION, COLOUR DEPOSIT ONLY

3 NEUTRALISE WARM TONES TO GIVE COOL SUPREME BLONDES



MINIMAL LIFT

MIXING

1 part of your chosen ELIXIR Toner to
2 parts Converter (ie.30g T21 to 60g Converter)

1:2

EXAMPLE

APPLICATION & DEVELOPMENT

Apply to clean towel dried hair. If the hair is particularly porous Expert Series Hair and Scalp Protector can be added to the mix to equalise the porosity and ensure even results. Visual development is required with a maximum development time of 25 minutes. Visual development is necessary and the toner must be removed when your desired result is achieved. NO HEAT.

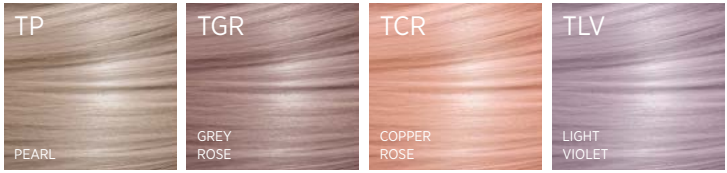
REMOVING THE COLOUR TONERS

1 Rinse until the water runs clear.

2 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

ELIXIR® TONERS For Metallic Effect

4 ELIXIR® Toners that give soft metallic effects, suitable for use on pre-lightened clean blonde hair (with no yellow tones). Fully intermixable.



The colours indicated in this shade guide are a representation only.

Metallic effect Toners are designed to go on to a pre-lightened clean white blonde base.

• If metallic effect Toners are not being applied immediately after pre-bleaching always wash the hair with a purifying shampoo to ensure there are no barriers on the hair.

• We recommend shampooing with Kitoko Purifying Cleanser or ASP MODE Deep Cleansing Shampoo to remove any product build-up rinse well, dry the hair then apply your metallic effect Toners shade generously.

• Apply metallic effect Toners to clean DRY hair or for softer results apply to clean towel dried hair.

• Always ensure you apply enough colour to ensure even results, you are applying to pre-bleached hair so it will absorb more colour. BE GENEROUS!

ALTERNATIVE MIXING FOR THE METALLIC EFFECT TONERS ONLY

1 PART chosen Metallic effect Toner to **1 PART** ASP® Converter - maximum colour deposit.

1 PART chosen Metallic effect Toner to **1½ PARTS** ASP® Converter - softer result.

1 PART chosen Metallic effect Toner to **2 PARTS** ASP® Converter - even softer result.

APPLICATION & DEVELOPMENT

Apply generously after pre-lightening to dry hair or for softer results apply to clean towel dried hair and massage. Remember when using metallic effect Toners, the hair will always be slightly more porous so therefore be accurate and generous with your colour application to ensure even colour results.

TOTAL PROCESSING TIME: 25 MINUTES **NO HEAT**
OR UP TO 45 MINUTES **NO HEAT** FOR DEEPER/RICHER RESULTS.

Add Hair and Scalp Protector in to your colour to equalise porosity and ensure an even colour result.

REMOVING THE COLOUR

1 At the end of the processing time add a small amount of water and emulsify the colour.

2 Rinse until the water runs clear.

3 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

CONVERTER

A UNIQUE CONVERSION CONCEPT WHICH CONVERTS ANY PERMANENT HAIR COLOUR CRÈME TO TONE ON TONE EFFECT

This unique product, changes any permanent hair colour into a tone on tone by stopping the action of ammonia therefore removing the lift action of the colour. Converter, when mixed with permanent hair colour, will blend up to 50% white hair. Even if you already have a range of tone on tone colour, Converter will expand your palette by enabling you to use other shades from your existing permanent range. Converter can be used to introduce colour to clients & refresh faded colour.

2% CONVERTER Great for use with lighter shades, toners and vibrant colours when wanting to achieve an elevated look.

1% CONVERTER Great for use when wanting to create deeper richer shades, when staying on the same depth or going darker and with toners when working on delicate or porous hair.

INSTRUCTIONS FOR USE

MIXING

1 PART permanent colour - 20g/0.67oz 2 PARTS ASP Converter - 40g/1.35oz

ELIXIR Toners: 1 PART chosen Toners to 2 PARTS Converter.

ELIXIR metallic effect Toners: 1 PART chosen metallic effect Toners to 1, 1 .5 or 2 PARTS Converter.

APPLICATION

Converter can be applied to wet or dry hair, when applied to clean washed towel dried hair it will gradually wash away, when applied to dry hair it will give a more permanent result.

First time: Apply from roots to ends.
Retouch: Apply to roots only for 15 - 20 minutes.
To refresh ends: Apply remaining product to ends for up to 5 minutes.

When using with ELIXIR Toners always apply to clean towel dried hair.
When using with metallic effect Toners apply to clean dry hair, or for softer results apply to clean towel dried hair.

PROCESS

Natural hair: 20 - 25 minutes with no heat.
N.B. Use a longer process time for deeper colour results and stronger coverage of white hair.

Chemically treated and porous hair (tinted/permed): 10 - 15 minutes.
Very porous or chemically treated, bleached or immediately after perming: 3 - 15 minutes (visual development). If using as a toner on bleached hair a strand test is recommended.

ELIXIR Toners: visual development (up to 25 minutes) see Toners page 43.
ELIXIR metallic effect Toners: development 25 to 45 minutes (timing depends on strength of result required) see metallic effect Toners page 44.

REMOVAL

After the processing is complete rinse well, shampoo & condition with ASP MODE ColourCare Shampoo & Conditioner. Rinse thoroughly.

Do not use heat to process colours mixed with Converter. Do not mix Converter with High Lift 12. shades.

VITAPLEX

A revolutionary biomimetic system that replicates & rebuilds the natural structure of the hair, allowing colour & lift without compromising the integrity of the hair.

WHY IS VITAPLEX DIFFERENT?

During the colouring or lightening process the amino acid chains in the hair may be damaged or degraded by the chemical process. The Biomimetic technology in RAV19 is able to mimic not only the 19 amino acids found in human hair but also the EXACT sequence & quantity in which they are naturally present within the hair restoring hair to a virgin like state.

Other plex products protect the bonds during the chemical process or focus on re-connecting the disulphide bonds. Vitaplex is unique by targeting the building blocks of the hair (Keratin molecule).

Vitaplex is Science mimicking nature.

Vitaplex has been developed specifically for the professional hairdresser & the key benefits to the regime are:

- No extra development time needed
- Easy application, no change in colouring routine
- Intensifies colour & boosts lift without the need for stronger developer
- Can be used as a stand-alone treatment to repair previously damaged hair
- Mimics and repairs the exact natural structure of the hair
- Repairs, strengthens & protects hair during the colouring & lightening process
- Strengthens the internal structure of the hair improving elasticity & preventing breakage.
- Hair looks & feels significantly healthier
- Compatible with all professional colour & lightening systems
- Reduces cuticle damage

The keratin molecule in human hair is made up of 19 amino acids. During an alkaline process, such as colouring or bleaching, these amino acids are damaged or destroyed, weakening the hair.

The BIOMIMETIC technology in RAV19 is able to mimic not only these 19 amino acids, but also the exact sequence & quantity in which they naturally present within hair.

Because they are an exact replica, they are able to directly replace the lost amino acids, repairing the hair structure & significantly improving strength & condition.

01 SERVICE		MIX RATIO	HAIR LENGTH SHORT	MEDIUM	LONG
COLOUR	COLOUR CREAM	10:1	60ml/g	90ml/g	120ml/g
	VITAPLEX 01		6ml/g	9ml/g	12ml/g
LIGHTENING	BLEACH*POWDER	5:1	60ml/g	100ml/g	140ml/g
	VITAPLEX 01		12ml/g	20ml/g	28ml/g
TREATMENT	WATER	10:1	100ml/g	150ml/g	200ml/g
	VITAPLEX 01		10ml/g	15ml/g	20ml/g
02 ANY SERVICE			20ml/g	40ml/g	60ml/g

COLOUR / LIGHTENING	After service, shampoo & rinse well. Towel dry, apply VITAPLEX 02, leave for 10mins & rinse.
TREATMENT	Apply VITAPLEX 02 directly onto VITAPLEX 01. Leave for 10mins & rinse.

INSTRUCTIONS FOR USE

01 **BOND PROTECTOR**

COLOUR Mix colour with correct quantity of developer.
Add 1ml/g of 01 BOND PROTECTOR for every 10g of unmixed colour used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

LIGHTENING Mix bleaching powder/cream with correct quantity of developer. Add 4ml/g of 01 BOND

PROTECTOR for every 20ml/scoop of bleach used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

TREATMENT Shampoo the hair with a purifying cleanser or deep cleansing shampoo, rinse and towel dry. Mix 1 part of 01 BOND PROTECTOR with 10 parts of water and apply to the hair (e.g. 15ml/g 01 BOND PROTECTOR to 150ml water for medium length hair). DO NOT RINSE. Leave on for 3 minutes, then towel dry.

02 **BOND RECONSTRUCTOR**

After colour, lightening or treatment, apply 02 BOND RECONSTRUCTOR (e.g. 40ml/g on medium length hair), leave on for 10 minutes and rinse.

03 **BOND PRESERVER**

Use once a week (or every second shampoo on previously very damaged hair). Shampoo the hair, towel dry & apply 03 BOND PRESERVER. Leave for 5 minutes then rinse well.

Use VITAPLEX Shampoo & Conditioner
to maintain the VITAPLEX effects.

COLOUR YOUR WAY

Colour Your Way is a creative colour thickener that allows you to customise the viscosity of colour and lightening products to suit your chosen application technique.

Colour Your Way thickens any formula with no impact on performance and significantly reduces colour bleed when using multiple tones*. Manipulate the shape of the hair & the placement of colour or bleach, to accommodate different techniques.

POWDER - MIXING

Sprinkle 1 to 2 scoops of Colour Your Way Powder into every 20g of mixed permanent / semi-permanent colour or bleach to give your desired consistency. Increase quantity to thicken the mix as desired. Performance will not be affected.

REMEMBER The listed measurements are a guide only. Adjust them in accordance with your desired consistency and application technique.

APPLICATION

When using Colour Your Way with: **Permanent colour or bleach** - Apply to dry hair using your chosen technique. **Semi-permanent colour** - Apply to washed towel dried hair using your chosen technique.

LIQUID - MIXING

Add 2ml - 4ml of Colour Your Way Liquid to every 20g of mixed colour or bleach to give desired consistency. NOT FOR USE WITH SEMI-PERMANENT COLOUR. Increase quantity to thicken the mix as desired. Performance will not be affected.

REMEMBER The listed measurements are a guide only. Adjust them in accordance with your desired consistency and application technique.

APPLICATION

When using Colour Your Way with: **Permanent colour** or bleach - Apply to dry hair using your chosen technique.

*Shades must be no more than 3 levels of depth apart. NOT RECOMMENDED when using extreme tonal differences, such as vibrant reds and blondes.

EXPERT SERIES

PRE-PIGMENTATION
THE FASTEST OPTION FOR COLOUR CORRECTION & RE-COLOURATION

Pre-Pigmentation Spray deposits pure pigment prior to colour correction & re-colouration of bleached, lightened or porous hair.

- For colour correction & re-coloration
- For bleached lightened and porous hair
- Deposits pure pigment
- Use on faded colour before refresh application to revive colour
- Equalises porosity for more even and intense colour results
- Neutralises unwanted tones
- Helps reduce colour fade
- Use with any brand of permanent or tone on tone colour

Pre-Pigmentation can be used with any brand of permanent, or tone-on-tone hair colour & is available in 3 colours:

RED for use before red, violet or mahogany shades or re-colouring back to base shades 1.0 to 5.0.
ORANGE for use before copper shades or re-colouring back to base shades 6.0 - 8.0.
YELLOW for use before gold shades or re-colouring back to base shades 9.0 - 10.0.

COLOUR BALANCING

If your client has 1 level of fade or less, simply apply your colour for the last 5 to 15 minutes of development. If your client has 2 or more shades of fade, apply your chosen Pre-Pigmentation shade as detailed below and then apply your target shade and leave for full development time.

APPLICATION

1 Apply sparingly to dry hair.

2 Massage in, concentrating on the most porous areas. DO NOT RINSE. Remove excess product with paper towel or dry in with a hair dryer. Overloading of Pre-Pigmentation can prevent penetration of colour pigment.

3 Apply chosen permanent or tone on tone shade, & process according to manufacturer's instructions. The table below indicates correct choice of Pre-Pigmentation colour depending on the target depth:

TARGET DEPTH	COLOUR
10, 9	YELLOW
8, 7, 6	ORANGE
5, 4, 3, 2, 1	RED

EXPERT SERIES

HAIR & SCALP PROTECTOR

- A protein, mineral and nutrient rich additive for colour and bleach. Also for use as pre-perm.
- RAV19, Fig, Oat, Karite, Vitamins E & F combine to repair revitalise, strengthen & protect the hair and scalp from damage during the chemical process.
- When added to colour, Hair and Scalp Protector also equalises the hairs porosity to give better penetration, even coverage and greater longevity.
- When added to bleach or used as a pre-perm, it conditions the hair, evens porosity & reduces scalp sensitivity & irritation.
- pH 4-5

APPLICATION

EASY TO USE AND APPLY IN ONE STEP

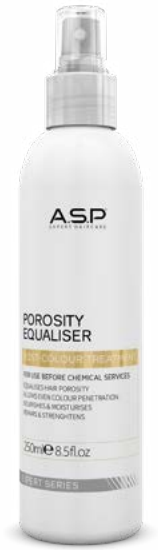
WHEN ADDED IN TO ANY PERMANENT, DEMI-PERMANENT COLOUR, OR BLEACH/LIGHTENER

1 pump of Expert Series Hair and Scalp Protector to 50g of unmixed colour plus your chosen ASP Crème Developer.

1 pump of Expert Series Hair and Scalp Protector to 1 scoop/25g of unmixed bleach/lightener plus your chosen ASP Crème Developer.

FOR USE AS A PRE PERM

Put 1 to 2 pumps in to hand depending on length of hair, apply to clean washed towel dried hair comb through, then begin to wind.



EXPERT SERIES

POROSITY EQUALISER

FOR USE **PRIOR** TO ANY COLOUR OR BLEACH SERVICES

- Equalises the hairs porosity from roots to tips to allow even colour penetration, hair is nourished, moisturised, and strengthened.
- Packed with nutrients such as Baobab, Hibiscus, Oat Peptides, Panthenol, Allantoin, Shea Butter, Vitamins E & F
- Leave-in formulation
- pH 4.5 to 5.5

Spray the hair thoroughly **prior** to applying colour/bleach. Do not rinse out.

Can be used on cleansed towel dried hair, or on dry hair depending on your chosen colour service.

Always remember on-scalp bleaching must **NOT** be performed on freshly cleansed/washed hair.

EXPERT SERIES

pH REBALANCER

FOR USE **AFTER** ANY COLOURING OR BLEACHING SERVICES

Post Colour Treatment - Restores the hair's natural pH and locks down the cuticle to retain colour for longer. Removes swelling on the hair shaft from chemical services and over bleaching. Soothes the scalp and skin.

- Equalises the porosity and restores the natural acidity of the hair after chemical treatments
- Enhanced with extracts of Date, Urea, Shea Butter, Vitamins E & F
- Leave-in weightless formulation
- Hair is left feeling smooth, soft, shiny and manageable
- Colour-safe formula
- pH 4.5 to 5.5

Must **NOT** be used prior to colour applications as it locks down the cuticle and may affect colour penetration.

Shampoo and condition the hair towel dry and spray generously on the scalp and through the hair making sure all strands are covered, then comb through and proceed with styling. **Do not rinse out.**

EXPERT SERIES

ERASER

ERASER IS A REVOLUTIONARY, NON-BLEACHING COLOUR REMOVAL SYSTEM FOR UNWANTED OR INCORRECT PERMANENT AND TONE-ON-TONE HAIR COLOUR WITH VITAPLEX TECHNOLOGY.

Simple, safe and reliable, Eraser actively reduces the size of artificial hair colour molecules within the hair shaft, allowing them to be completely rinsed away, leaving the hair's natural pigment untouched.

Because no bleaching takes place, Eraser is a much safer and more controllable product than other 'bleach' based colour removal systems. Eraser will not lift natural hair (hair with no artificial pigment), thus making colour removal easier when regrowth is present.

Eraser will not damage hair that has been previously bleached, chemically relaxed or permed. The low pH, conditioning formula leaves the hair in better condition than when you started and ready for a fresh application of colour immediately.

THE ACTION OF PERMANENT HAIR COLOUR

An artificial dye is generated from small colourless molecules called 'intermediates'. When these intermediates come into contact with peroxide, they combine to make bigger colour molecules in a process called 'oxidation'. This action occurs inside the hair and, when the colour processing time is finished, the molecules have become large enough not to exit the hair.

To remove these 'large' molecules, we have to reduce them in size to allow them to 'exit' the hair shaft. Eraser has the ability to do this by using a unique sulphur compound which does not damage the hair and is only effective on the artificial colour molecules. Cationic conditioners in Part 1 and Part 2 ensure that the hair condition is actually improved during the process.

Now contains Vitaplex technology RAV19 to repair and strengthen the inner structure of the hair. Colour removal efficiency is improved and the cuticle protected for increased shine.

THE ACTION OF ERASER

A unique feature of Eraser is the carrier with the reducing agent, which is one of the most efficient available.

Eraser is designed with a creamy base which enables the ingredients to penetrate deeper in to the hair, making the formula very effective at reducing the colour molecules.

THE ACTION OF POST ERASER

Post Eraser contains a unique chelating cleansing system. This will remove 100% of the free intermediates and prevent the re-oxidisation that causes darkening. Post Eraser also moisturises the hair & restores the natural pH, leaving it in excellent condition.

CONDITION

Due to its very low pH (3) the cationic conditioners and Vitaplex technology, Eraser leaves the hair soft, smooth and shiny.

INSTRUCTIONS

Use in a well ventilated area.

STEP 1

Mix equal parts of Eraser Part 1 and Part 2, i.e. 50ml : 50ml, in a non-metallic bowl or applicator bottle. This is enough working product for 1 application on short hair. Blend the mixture together for at least 1 minute (this will activate the product) and use immediately. Always apply to dry hair, avoiding the scalp, to the area requiring colour removal and cover with a plastic cap.

PROCESS AS FOLLOWS:

- Removing pale shades or unwanted tones: 5 - 15 minutes without heat.
- For removal of dark, old or intense colour: 15 minutes with gentle heat (40-42°C / 104-108°F).
- Check the hair frequently until desired result is obtained.

STEP 2

When desired result is achieved, rinse well for 5 minutes for short hair. (Increase time for long hair) and shampoo 4 times with a deep cleansing/clarifying shampoo).

STEP 3

Post Eraser contains chelating agents to help remove the reduced artificial molecules more efficiently and prevent re-oxidisation. It will also indicate if all artificial molecules have been removed.
Post Eraser moisturises and returns hair to correct pH.

For short hair mix 50ml of Post Eraser with 40ml of water and 10ml of 6%(20vol) ASP® Crème Developer. Mix in a non-metallic bowl or applicator bottle. Blend and apply to hair as a shampoo. Massage gently for 2-3 minutes and then rinse well.

N.B. If the hair appears to have darkened after applying Post Eraser, this is an indication that there may be colour molecules still remaining within the hair. If this occurs please repeat Eraser process. Remember to apply Part 1 and Part 2 to dry hair.

To achieve your chosen shade select a colour 1 shade lighter than the target shade, e.g. if target colour is 7.0, use 8.0. + 6%(20vol) ASP® Crème Developer. When re-colouring after an Eraser process, staying on the same level or to darken, 6%(20vol) ASP® Crème Developer should ALWAYS be used.
When using a lifting product following an Eraser process, follow the manufacturer's instructions.

CAUTION

DO NOT ALLOW THE PRODUCT TO COME INTO CONTACT WITH THE EYES.

USE SUITABLE GLOVES.

DO NOT APPLY TO SCALP.

DO NOT APPLY TO EYEBROWS OR LASHES.

APPLY THE PRODUCT IN A WELL VENTILATED PLACE. DO NOT USE ON HAIR TREATED WITH HENNA, METALLIC SALTS OR TRUE SEMI PERMANENT COLOURS.

ON NO ACCOUNT MIX ERASER WITH PEROXIDE, EXCEPT POST ERASER.

QUESTION AND ANSWER

Q. Do I have to re-colour the hair after using Eraser?
A. NO

Q. How many times can I use Eraser?
A. As many times as required to achieve desired result.

Q. Do I have to apply Post Eraser after every application of Eraser Part 1 and Part 2?
A. YES, it will help to remove the reduced artificial colour molecules more efficiently, condition and restore hair's natural pH.

Q. Can I use a tone on tone to re-colour?
A. NO. It will give you a darker than desired result.

Q. Can I use permanent colour with Converter to re-colour?
A. NO, it will give you a darker than desired result as Converter is a low strength developer.

Q. Can I create highlights after using Eraser?
A. YES

Q. Can I apply an on scalp bleach application after the Eraser process?
A. NO. This is due to increased scalp sensitivity.

Q. Why has the hair gone dark again after colour application?
A. There will still be colour molecules present within the hair which have re oxidised taking the hair darker again, in these cases Eraser has NOT been applied enough times to efficiently remove the old colour.

UNDERSTANDING COLOUR

COLOUR TYPES

There are FOUR basic hair colour product categories.

1) TEMPORARY
2) SEMI-PERMANENT
3) TONE ON TONE
4) PERMANENT

In order to choose the correct colour type we need to understand their individual properties and limitations.

1) ACTION OF TEMPORARY COLOUR

- Works on cuticle only
- Lasts one shampoo
- System Blonde Anti-Yellow Mousse

2) ACTION OF SEMI-PERMANENT COLOUR

- Works on the outer layers of the cortex behind the cuticle
- Lasts 6-10 shampoos
- ASP Colour Dynamics
- ASP HotShotz
- ASP System Blonde Anti-Yellow Masque
- ASP System Blonde Anti-Orange Masque

3) ACTION OF TONE ON TONE COLOUR

- No lift
- No ammonia
- Enhance or deepen tone
- White hair coverage
- Up to 100%
- Long lasting
- Works in the cortex
- ASP PureTone

4) ACTION OF PERMANENT COLOUR

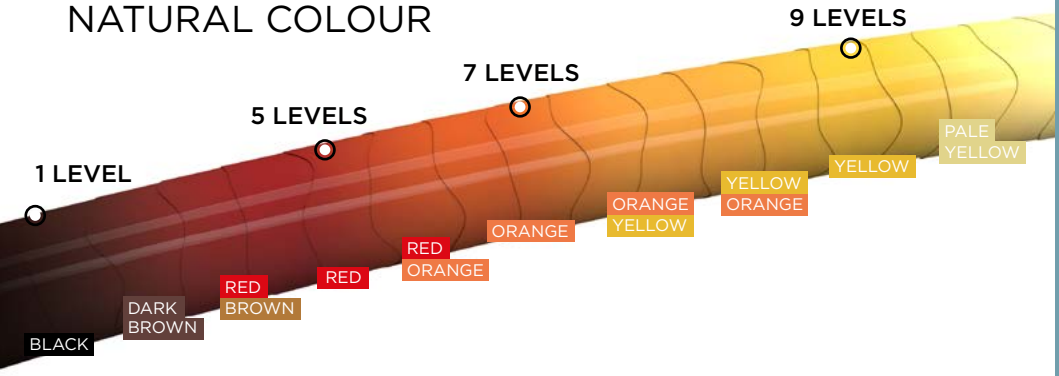
- Unlimited colour possibilities
- Permanent colour 100% coverage on white hair
- Lighter colour than base can be achieved
- ASP ELIXIR hair colour

STAGES OF LIFT

When lightening natural hair colour, the pigment will go through the following colour changes.

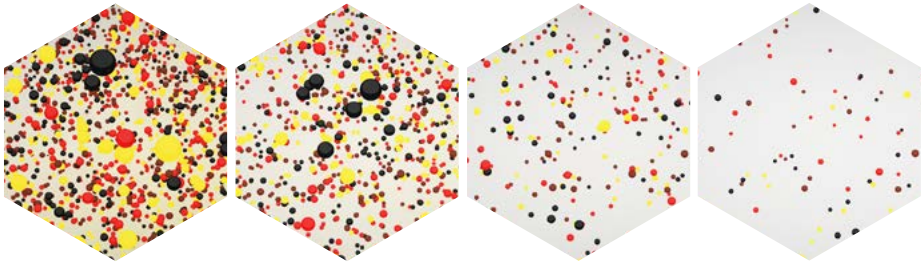
When lightening you may need to alter your chosen shade to neutralise or enhance the hairs natural underlying pigment.

NATURAL COLOUR



COLOUR PIGMENT IN HAIR

BLACK BROWN & RED YELLOW



DARK
BLACK / BROWN

MEDIUM DARK
BROWN

MEDIUM
RED / COPPER

LIGHT
BLONDE

NATURAL COLOUR

BLACK BROWN OXIDISES EASILY (EUMELANIN)

RED YELLOW OXIDISES SLOWLY (PHEOMELANIN)

ELIXIR® COLOUR STAR

Opposite colours will neutralise, or counteract each other.

GREEN neutralises RED

VIOLET neutralises YELLOW

BLUE neutralises ORANGE

All colours come from the three primary colours.

PRIMARY COLOURS

RED BLUE YELLOW

SECONDARY COLOURS

Secondary colours are mixes of two primary colours.

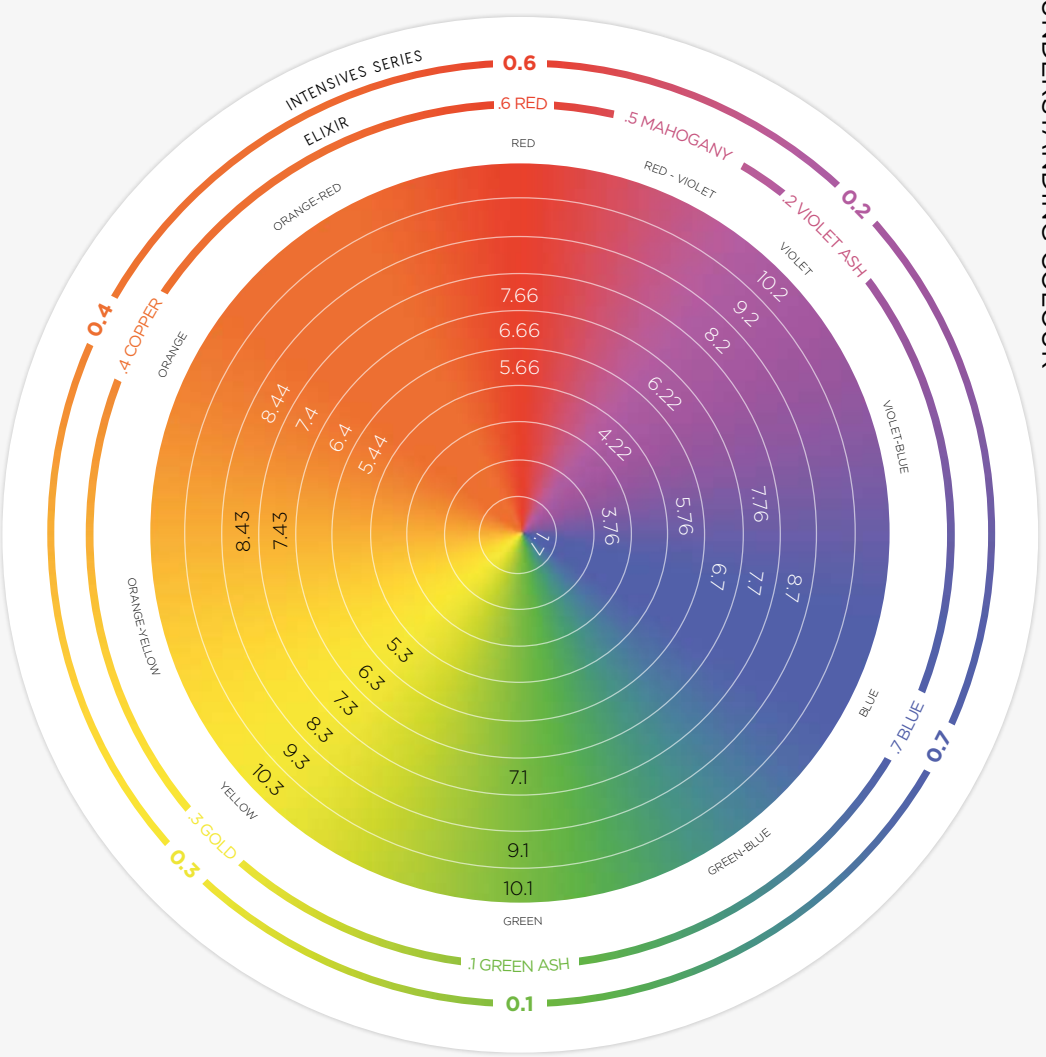
ORANGE GREEN VIOLET

COUNTERACTING COLOURS

Colours that cancel one another out.

COLOUR	OPPOSITE
RED	GREEN
BLUE	ORANGE
YELLOW	VIOLET

ASP COLOUR WHEEL



> Each ring of the colour wheel represents a level of depth.
> Darker colours are closest to the centre of the colour wheel.
> Light colours are furthest from the centre of the colour wheel.
> ASP Intensives are marked on the outside of the colour wheel.

0.76 Intensives 0.76 is not shown on the colour wheel above as it cannot be accurately positioned.

SKIN TESTING INFORMATION
EVALUATION & COMPATIBILITY GUIDELINES

HAIR COLOURING
IMPORTANT GUIDANCE FOR HAIRDRESSERS

Please read this entire document to ensure you fully comply/understand the ASP Colour Passport rules and guidelines. You must also ensure you fully complete and sign the salon copy and client copy of the Colour Passport.

COLOUR SAFETY

ASP offers you products that are developed and formulated to the highest standards of performance and safety. A consultation with your client is an opportunity to present your expert knowledge as a professional hairdresser, introduce your clients to your colour portfolio and also to explain the relevant safety aspects. Start each colour service with a consultation using the ASP Colour Passport Guidelines. This will help you to decide whether you can proceed with your chosen colour service, and also whether you need to carry out a Skin Test. Reactions, such as an allergy, cannot be ruled out in individual cases, however, a true allergic reaction is extremely rare. We recommend you keep a record of your clients' colour services.

Your client must be skin tested to receive their first ASP Colour Passport. Should your client wish to alter their usual colour choice, you must perform a new Skin Test. The ASP Colour Passport can be valid for a maximum of 12 months.

PROFESSIONAL CONSULTATION USING THE ASP COLOUR PASSPORT GUIDELINES

COLOUR PASSPORT CONSULTATION

It is important to always carry out a full ASP Colour Passport Consultation before each colour service, to ensure the chosen service is suitable for your client. Every colour client should receive an initial ASP Colour Passport Skin Test prior to receiving their first colour service in your salon. To decide if a further Skin Test is required prior to a follow-up colour service in your salon, you must ask the questions that appear on the ASP Colour Passport Consultation and make a note of the results. However, it is extremely important that you always bear in mind that no test or protocol can provide a 100% guarantee that your client will avoid any future allergic reactions.

COLOUR PASSPORT SKIN TEST

Following the ASP Colour Passport Consultation, it may be necessary for you to perform a Skin Test. The guidelines on how to perform a Skin Test are available in this manual and in the ASP Colour Passport booklet. Also in this manual you will find some useful Q&As to help you when performing your client's colour consultation/service.

Ensure you perform the ASP Colour Passport Skin Test using the shade/product you intend to use on your client. Should your regular client wish to alter their colour you must perform a new Skin Test and renew your ASP Colour Passport.

Hair colourants are not intended for use on persons under the age of 16.

If a Skin Test is required, it must be performed 48 hours before your colour service.

CONSULTATION QUESTIONS

Your client must be skin tested to receive their first ASP Colour Passport. The ASP Colour Passport can be valid for a maximum of 12 months.

If your client wishes to alter their colour you must perform a new skin test and issue a new Colour Passport.

1. Has your client ever had an allergic reaction to hair colourant products?	NO ↓	YES →
2. Has your client ever had a reaction to a temporary 'black henna' tattoo, or any other type of skin tattoo or permanent make-up?	NO ↓	YES →
3. Does your client currently have a rash on their face or an irritated and damaged scalp?	NO ↓	YES →
4. Is your client UNDER the age of 16?	NO ↓	YES →
5. Is this the first time your client has coloured their hair?	NO ↓	YES →
6. Is this the first time they have visited your salon as a colour client, or are they changing shade?	NO ↓	YES →
7. Has it been more than 12 months since your client's last ASP Colour Passport Skin Test?	NO ↓	YES →
8. Has your client had any type of allergic reaction since their last colouration?	NO ↓	YES →
9. Has your client had a temporary black henna tattoo in the last 5 years?	NO ↓	YES →
You can proceed with the colour service.	GO	

STOP!

DO NOT PROCEED WITH COLOUR SERVICE if your client answered **'YES'** to any of questions 1-4.

WARNING!

If your client has answered **'YES'** to any of questions 5-9 **YOU MUST CARRY OUT A SKIN TEST AS DETAILED ON THE FOLLOWING PAGE.**

WARNING! If your client has answered **YES** to any of questions 1 to 4 **YOU MUST NOT PROCEED WITH YOUR CHOSEN COLOUR SERVICE ON YOUR CLIENT'S HAIR.**

If your client has answered **YES** to any of questions 5 to 9 a **SKIN TEST MUST BE PERFORMED 48 HOURS BEFORE THE COLOUR SERVICE.**

If your client has answered **NO** to all of the above questions, you may commence the colour service without the need to perform a Skin Test. We recommend you keep a record of your clients' colour services.

HOW TO PERFORM A SKIN TEST

To receive an ASP Colour Passport your client must be skin tested. This test should be performed 48hours before the colour service.

IMPORTANT This test represents an important precaution. However, be aware that even if an ASP Colour Passport Skin Test has been carried out the client may still experience an allergic reaction.

SKIN TEST METHOD FOR ASP® ELIXIR REGULAR SHADES, HIGH LIFT, GOTHIC GREYS, b:RED, b:BROWN & TONERS

- Apply a small amount of your chosen shade and chosen ASP® Crème Developer on the inside of the client's forearm, with a cotton bud, and leave uncovered.

Leave for 45 minutes - ASP® ELIXIR® Regular Shades, Gothic Grey & metallic effect Toners

Leave for 35 minutes - b:RED, b:BROWN

Leave for 25 minutes - ASP® ELIXIR® Toners

Leave for 55 minutes - ASP® ELIXIR® High Lift shades

- After correct timing depending on chosen colour, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and DO NOT carry out the colour service. If any reaction occurs during the following 48 hours, DO NOT carry out the colour service.

SKIN TEST METHOD FOR COLOUR DYNAMICS, HOTSHOTZ, & b:RED REFRESHER

These colours go directly on to the skin, no mixing required.

- Apply a small amount of your chosen shade on the inside of the client's forearm, with a cotton bud, and leave uncovered.
- Leave for 25 minutes.
- After 25 minutes, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and DO NOT carry out the colour service. If any reaction occurs during the following 48 hours, DO NOT carry out the colour service.

SKIN TEST METHOD FOR ASP® KITOKO BOTANICAL COLOUR

- Mix a small amount of your chosen shade with boiling water, allow to cool to body temperature and apply on the inside of the client's forearm, with a cotton bud, and leave uncovered.
- Leave for 45 minutes
- After 45 minutes, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and DO NOT carry out the colour service. If any reaction occurs during the following 48 hours, DO NOT carry out the colour service.

SKIN TEST METHOD FOR ASP® PURETONE

- Apply a small amount of your chosen shade and chosen activator on the inside of the clients forearm, with a cotton bud, and leave uncovered.
- Leave for 25 minutes
- After 25 minutes, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and DO NOT carry out the colour service. If any reaction occurs during the following 48 hours, DO NOT carry out the colour service.

ALWAYS REFER TO THE INSTRUCTIONS FOR USE FOR YOUR CHOSEN COLOUR.
IF IN DOUBT PLEASE CALL OUR TECHNICAL HELP LINE ON 01794 527111

PROFESSIONAL COLOURING ADVICE

Before commencing any colour service, always ensure that you read the instructions for use provided with the product. Follow these instructions carefully. Always ensure that your client's clothes are suitably protected. Always ensure that you are wearing any necessary personal protective equipment such as an apron and gloves. Disposable gloves must be worn during the colour preparation, application and removal.

If, during the colour service your client experiences:

- Any stinging or burning and/or a rash, rinse immediately and discontinue use as this may be an indication

of a more serious reaction. Do not colour their hair again and advise the client to consult a doctor or seek medical advice.

- Rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/ face rinse immediately and have the client seek immediate medical attention.
- If after colouring or on the following days the client experiences problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping have the client seek immediate medical attention.

FREQUENTLY ASKED QUESTIONS

Q Why do I have to perform an ASP Colour Passport Consultation with my client before every colour application? **A** To ensure nothing has changed between visits (see consultation guidelines on page 61).

Q Why should I perform the ASP Colour Passport Skin Test on my regular clients once a year, even when they have a regular colour appointment? **A** Allergies may develop over time so performing an ASP Colour Passport Skin Test at least once a year and keeping a full history of previous colour applications will help to identify if your client is developing an allergy.

Q When do I need to perform the ASP Colour Passport Skin Test? **A** YOU MUST perform the ASP Colour Passport Skin Test if the client does not have a Colour Passport, is new to your salon or changing their colour service/shade or If the client has reported any adverse reactions. Otherwise, for regular returning clients who have the same colour service and shade, you only need to perform the ASP Colour Passport Skin Test every 12 months.

Q What colour/shade should I use to perform the ASP Colour Passport Skin Test? **A** Always use the product/shade that you intend to use, plus your chosen ASP® Crème Developer, if required, following the instructions for your chosen product. If your client changes their mind about the shade they would like, you must perform a fresh ASP Colour Passport Skin Test with that shade.

Q My client receives a bleach/lightening service, do I need to perform the ASP Colour Passport Skin Test? **A** No, an ASP Colour Passport Skin Test is not required for bleaching. However, should you wish to use a toner or another shade after the bleaching/lightening service, an ASP Colour Passport Skin Test must be performed.

Q Why do I have to perform the ASP Colour Passport Skin Test 48 hours prior to my client's appointment? **A** A reaction can take up to 48 hours to develop, therefore, by performing the test 48 hours prior to the appointment, this should allow sufficient time for any reaction to be identified.

Q Do I need to cleanse the Skin Test area with surgical spirit etc. before I perform the test? **A** No, we do not recommend this.

Q Once the test is carried out, do I need to cover the area with a plaster etc.? **A** No, we do not recommend this. The test area on the inside elbow or behind the ear should be left uncovered for the correct timing for your chosen product, then gently removed with lukewarm water.

Q Can I carry on colouring my client's hair if she is pregnant or breast feeding? **A** Scientifically, there is no reason why you shouldn't be able to colour your client's hair during pregnancy. The safety of hair colourant use during pregnancy is taken into account at the product development stage. However, you must remember that during pregnancy and breast feeding the body may react more sensitively to external influences. In this instance, we would strongly advise that the ASP Colour Passport Skin Test be performed each time you colour the client's hair. Please ask your client to seek medical advice if they have any concerns.

Q What difference does it make if my client has had a temporary tattoo in the past? **A** If your client has suffered a reaction to a temporary 'black henna' tattoo in the past then you should not colour their hair. If the client has had a temporary tattoo and they did not experience a reaction at the time, they may have been sensitised by the ingredients used, so always perform an ASP Colour Passport Skin Test in these cases.

Q What should I do if my client informs me that they have previously reacted to an ASP Colour Passport Allergy Skin Test? **A** DO NOT APPLY ANY COLOUR, this includes any colourant from another manufacturer. Ask your client to seek medical advice.

Q Does a skin test have to be done precisely 48 hours prior to application? **A** We would always advise you stay as close to this 48 hour period as possible, however if this is not possible a client may be skin tested a maximum of 5 days before your colour application and provided the client has no illness, allergies and nothing changes during this 5 day period you can proceed with your colour application.

Q What if I don't know what shade I'm going to use? **A** If using ASP® ELIXIR®, 3.352 plus chosen developer can be used to perform a skin test. If using ASP® PURETONE, Apricot plus chosen Activator can be used to perform a skin test. If using either of the above methods this does NOT validate your ASP Colour Passport and must be performed 48 hours prior to every application.