

MYCOLOR  
PROFESSIONAL HAIR COLOR

TECHNICAL MANUAL



VISIONHAIRE  
RESEARCH LABORATORIES

## 1. MYCOLOR PROFESSIONAL HAIR COLOR

An oxidation color cream for the hair.

A synergistic coloring system characterized by a complex of precious substances that guarantee perfect, stable and bright results and gentle action with extraordinary color-fastness in total respect for the structure of the hair.

**MYCOLOR** has a perfect formula that combines three important technologies:

**1.2 COLOR TECHNOLOGY** – a combination of latest-generation coloring substances of high purity (over 99% pure) and absolute reliability that provide:

- **Exact tones;**
- **Total coverage of gray hair**
- **Stability over time;**
- **A wide range of tones**

**1.3 CHEMICAL TECHNOLOGY** – balanced synergy between active elements: colorants, **ammonium hydroxide** (ammonia) and **oxygen** combined in a perfect formula, acting in total respect for the hair and guaranteeing the maximum integrity of its structure while providing intense, brilliant colors

- **Total respect for the hair**
- **Colors that are stable and durable over time**
- **Uniform colors**
- **Brilliant and vivacious colors;**

### 1.3.1 Ammonium hydroxide (ammonia)

Ammonium hydroxide is ammonia gas used in a water solution.

The **ammonia content of MYCOLOR** is one of the lowest on the market; it protects the hair fiber, which immediately appears healthier and shinier. The essential characteristic of the ammonia is that, due to its extreme volatility, it leaves no trace of its presence at the end of the chemical process. Given its slow, progressive action, the ammonia's catalyzing function is the foundation of coloring and bleaching applications.

### 1.3.2 Oxidizing cream OXICREAM

This is a **concentration of oxygen atoms in a gaseous state contained in a creamy solution.**

**OXICREAM** oxidizing cream is “**stabilized**” and its pH is in the acid range (between 2.5 and 3.5).

Its formula is enriched with very fine waxes that protect the structure of the hair during the product's chemical action, improving color results and guaranteeing uniformity of color and brilliance.

**OXICREAM** oxidizing cream is available in four formulations chosen based on the objective to be achieved:

Choosing from volumes of 10, 20, 30 or 40 means adding different quantities of active oxygen atoms to the mixture. The oxygen allows MY COLOR coloring cream to perform the following actions:

- **COLORING ACTION:** when the colorants come in contact with the oxygen, they create color.

MYCOLOR



TINTURA IN CREMA  
MY COLOR  
PROFESSIONAL  
CREMA COLORANTE  
PERMANENTE  
AL BURRO DI KARITÉ

CREAM HAIR DYE  
MY COLOR  
PROFESSIONAL  
PERMANENT COLOURING  
CREAM MADE  
OF KARITÉ BUTTER

VISIONHAIRE  
COSMETIC RESEARCH LABORATORIES

➤ **LIGHTENING ACTION:** the ammonium hydroxide (ammonia) in the product is a catalyst for the oxygenated water. Upon contact with the ammonia, **OXICREAM** quickly releases its oxygen atoms, which act on the natural melanin in the hair, lightening it.

| OXYGEN VOLUMES            | % OF OXYGEN FOR OXIDATION | % OF OXYGEN FOR LIGHTENING |
|---------------------------|---------------------------|----------------------------|
| 10 VOLUMES<br>(3%) 1:1,5  | 100%                      | COLORING ONLY              |
| 20 VOLUMES<br>(6%) 1:1,5  | 75%                       | 25%                        |
| 30 VOLUMES<br>(9%) 1:1,5  | 50%                       | 50%                        |
| 40 VOLUMES<br>(12%) 1:1,5 | 35%                       | 65%                        |
| 40 VOLUMES<br>(12%) 1:2   | 20%                       | 80% *                      |

\* GREATER QUANTITY OF OXYGEN



#### 1.4 NATURAL EXTRACT TECHNOLOGY

The base consists of a complex of highly-selective substances including **Shea-tree Butter**, which gives the color a moisturizing and protective action with **sunscreen**, **Jojoba Oil** extracted from **Simmondsia**, an excellent emollient and lubricating and penetrating highly-substantive cationic polymer that completes the treatment, protecting the hair and leaving it strong and shiny **Magnesium Sulfate** an inorganic substance that provides deep penetration and color-fastness

#### 2. COLORING WITH MYCOLOR: ANALYSIS

This study analyzes the way to obtain ideal results through a reasoned evaluation of the coloring treatment.

We examine the various data involved seeking, in the physical characteristics of the hair and the chemical substances used in the **MYCOLOR** formula, the right resources and, extracting from these parameters, the data for achieving the objective established.

These parameters are:

1. THE NATURAL COLOR OF THE HAIR (Melanin)
2. GRAY HAIR
3. MYCOLOR'S COLORING STRUCTURE
4. AMMONIA (Alkali)
5. OXICREAM OXIDIZING CREAM (Oxygenated water)
6. MYCOLOR'S LIGHTENING POWER

### 2.1 NATURAL HAIR COLOR

The natural color of hair is classified on a chromatic scale whose tones are numbered from 1 to 10, starting from **BLACK** (the darkest color) through to **PLATINUM** (the lightest color) in decreasing



order of the intensity of the color.

### 2.2 THE STRUCTURE OF MELANIN AND THE CHROMATIC SCALE OF NATURAL HAIR

Each natural tone has its own quantity of melanin that (concentrated in pigments) defines the color it represents; this means that, going from the intermediate color **light brown** towards **very light blond**, the **melanin decreases** becoming increasingly less concentrated, going **from dark blond** (red-orange), **to blond and light blond** (orange and yellow) and **finally arriving at platinum** (western colorings).

Starting, always from **light brown** towards **black**, the **melanin becomes denser**, color after color going **from brown** (red), **brown and black**, **doubling and even tripling its concentration** (oriental colorings).

| PRIMARY CHROMATIC SCALE | SCALE OF MELANIN CONCENTRATIONS |
|-------------------------|---------------------------------|
| BLACK                   | BLACK - BROWN                   |
| BROWN                   | BROWN                           |
| DARK CHESTNUT           | BROWN - RED                     |
| MEDIUM CHESTNUT         | RED                             |
| LIGHT CHESTNUT          | RED - ORANGE                    |
| DARK BLOND              | ORANGE                          |
| MEDIUM BLOND            | ORANGE - YELLOW                 |
| LIGHT BLOND             | YELLOW                          |
| VERY LIGHT BLOND        | STRAW YELLOW                    |
| PLATINUM                | VERY LIGHT YELLOW               |

} Oriental hair

} Western hair

What we have said thus far allows us to establish two key points:

- THE GREATER THE CONCENTRATION COLOR ➔ THE DARKER THE
- THE LESSER THE CONCENTRATION COLOR ➔ THE LIGHTER THE

## 2.2 GRAY HAIR

**Gray hair** is the complete absence of melanin pigment: this consequence is an appearance of the complete absence of color.

This total absence of color means that gray hair is unable to create any type of contrast with other cosmetic colors applied to it: for this reason, we can say that gray hair behaves like a neutral color and, thus, when it is colored, it assumes the tone that is applied to it so long as the mixture contains a part of the color of the natural series.

## 2.3 LET'S COMPARE THE TWO TYPES OF HAIR: NATURAL AND GRAY

**Natural hair is physically different from gray, so it has to be handled differently.**

- natural hair already has its own color
- This, unlike gray hair, creates a contrast with the cosmetic color applied.
- So, we can say that, when colored, **natural hair is not colored with respect to the tone applied, but the tonality already existing in the hair alters the result, if not neutralized.** To solve this problem, it is, therefore, necessary to use the appropriate techniques to put the hair in the ideal conditions to obtain the desired color.
- it is necessary to change the natural color to replace it with the cosmetic color; it is necessary to make it slightly lighter than the target color so that it doesn't contrast with it in the result
- gray hair, on the other hand, must be changed to make it as similar as possible to the color to be applied to it.

## 3 THE STRUCTURE OF MYCOLOR COLORS

The color tones of the line are formulated to provide brilliant, natural colors thanks to the maximum purity of the coloring substances used that, combined with exclusive pigments of the highest quality (over 99% natural), provide perfect **coverage** of gray hair and precise tones that guarantee that the color will **last longer**.

**Coloring Substances = Pigments**

- **The coloring substance is the Cosmetic Pigment.**
- **The various concentrations of the various cosmetic pigments in a coloring treatment determine:**
- **the level of color**
- **hair color highlights.**

The MYCOLOR line is available in 106 tones:

- **94 basic tones**
- **6 super - lighteners + 1 lightening reinforcer (000)**
- **5 intensifiers/correctors**

**All the tones can be mixed with each other to obtain an unlimited range of colors.**

### 3.1 THE ORDERING SYSTEM AND THE MYCOLOR COLOR CHART

It is very difficult to describe colors in words because we all imagine each single color in a different way.

For example, let's take red. Given its numberless variations, even if we tried to find the most exact description possible, we would never be entirely clear: not everyone understands "Titian red", "copper red" or "mahogany red" in the same way.

To better define the various shades of cosmetic colors it is important to have a simple, logical "system" that provides a perfect description of the level of color and its highlights. The system adopted by **VISIONHAIRE** to correctly indicate each color is extremely simple because it assigns an identification code to each element that forms it that eliminates any possibility of misunderstanding.

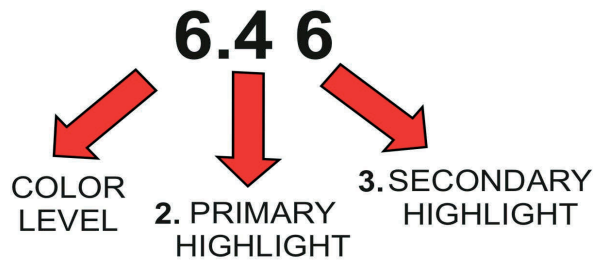
First of all, the system considers that each color can be broken down into:

1. level of color
2. dominant hair color highlights
3. any secondary hair color highlights.

#### THE COLORS

MYCOLOR's tones are divided into "SERIES" of defined colors:

Natural, Ash, Gold, Gold Copper, Copper Gold, Copper, Red, Mahogany, Plum, etc.



| MYCOLOR<br>professional hair color |                | COLOR LEVEL                  |                         |                  |             |              |            |                |                 |               |       |       |                   |  | INTENSIFIERS |
|------------------------------------|----------------|------------------------------|-------------------------|------------------|-------------|--------------|------------|----------------|-----------------|---------------|-------|-------|-------------------|--|--------------|
| COLOR CODE                         | SPECIAL MECHES | ULTRA LIGHT Super Lighteners | VERY LIGHT BL. PLATINUM | VERY LIGHT BLOND | LIGHT BLOND | MEDIUM BLOND | DARK BLOND | LIGHT CHESTNUT | MEDIUM CHESTNUT | DARK CHESTNUT | BROWN | BLACK |                   |  |              |
| NATURAL                            | =              | 900                          | 10                      | 9                | 8           | 7            | 6          | 5              | 4               | 3             | 2     | 1     |                   |  |              |
| NATURAL INTENSE                    | .0             |                              |                         | 9.0              | 8.0         | 7.0          | 6.0        | 5.0            |                 |               |       |       |                   |  |              |
| NATURALE WARM                      | .03            |                              |                         | 9.03             | 8.03        | 7.03         | 6.03       | 5.03           |                 |               |       |       |                   |  |              |
| ASH                                | .1             | 90.01                        | 901                     | 9.1              | 8.1         | 7.1          | 6.1        | 5.1            |                 |               |       | 1.10  |                   |  |              |
| IRIDESCENT                         | .2             | 90.02                        | 902                     | 9.2              | 8.2         | 7.2          |            |                |                 |               |       |       |                   |  |              |
| BEIGE                              | .31            |                              | 913                     | 10.31            | 9.31        | 8.1          | 7.31       |                |                 |               |       |       |                   |  |              |
| GOLD                               | .3             |                              | 903                     |                  | 9.3         | 8.3          | 7.3        | 6.3            | 5.3             |               |       |       |                   |  |              |
| INTENSE GOLD                       | .33            |                              |                         |                  |             | 8.33         | 7.33       |                |                 |               |       |       | 0.34 copper gold  |  |              |
| BROWN                              | .32            | 90.32                        |                         |                  |             | 8.32         | 7.32       | 6.32           | 5.32            |               |       |       |                   |  |              |
| TOBACCO                            | .34            |                              | 934                     |                  | 9.34        | 8.34         | 7.34       | 6.34           | 5.34            |               |       |       |                   |  |              |
| INTENSE GOLD COPPER                | .334           |                              |                         |                  | 9.334       | 7.334        |            |                |                 |               |       |       |                   |  |              |
| NATURAL BROWN                      | .07            |                              |                         |                  |             |              |            |                | 5.07            |               |       |       |                   |  |              |
| TROPICALS                          | .35            |                              |                         |                  |             |              | 7.35       | 6.35           | 5.35            |               |       |       |                   |  |              |
| NATURAL COPPER                     | .04            |                              |                         |                  |             |              |            | 6.04           |                 |               |       |       |                   |  |              |
| COPPER                             | .4             |                              |                         |                  | 9.4         | 8.4          | 7.4        | 6.4            | 5.4             |               |       |       | 0.44 copper       |  |              |
| INTENSE COPPER                     | .44            |                              |                         |                  |             | 8.44         |            |                |                 |               |       |       |                   |  |              |
| BRONZE                             | .45            |                              |                         |                  |             | 8.45         | 7.45       | 6.45           |                 | 4.45          |       |       |                   |  |              |
| RED COPPER                         | .46            |                              |                         |                  |             | 8.46         | 7.46       | 6.46           |                 |               |       |       |                   |  |              |
| TITIAN                             | .64            |                              |                         |                  |             |              | 7.64       | 6.64           | 5.64            |               |       |       | 0.66 red          |  |              |
| RED                                | .6             |                              |                         |                  |             | 8.6          | 7.6        | 6.6            | 5.6             |               |       |       |                   |  |              |
| INTENSE RED                        | .66            |                              |                         |                  |             | 8.66         | 7.66       | 6.66           | 5.66            |               |       |       |                   |  |              |
| SCARLET                            | .62            |                              |                         |                  |             |              |            |                | 5.62            | 4.62          |       |       |                   |  |              |
| MAHOGANY                           | .5             |                              |                         |                  |             |              | 7.5        | 6.5            | 5.5             |               |       |       | 0.65 mahogany red |  |              |
| COCOA                              | .53            |                              |                         |                  |             |              | 7.53       | 6.53           | 5.53            |               |       |       |                   |  |              |
| VIOLET                             | .20            |                              |                         |                  |             |              |            | 6.20           | 5.20            | 4.20          |       |       | 0.77 violet       |  |              |

000  
lightening  
reinforcer



### THE OXIDIZING CREAM OXICREAM (The oxygenated water)

As we said above, **OXICREAM** oxidizing cream generates highly-stabilized oxygen with a pH that ranges from 2.5 to 3.5. This value guarantees the stability of the product over time.

**OXICREAM** oxidizing cream is available in our formulations chosen based on the objective to be achieved:

### Choosing the oxidizing cream

| OXIDIZING CREAM                                  | ACTION ON THE HAIR   |
|--|--|
| 10-volume formula (3%) 1:1.5                     | For covering gray hair and tone-on-tone coloring of darker tones |
| 20-volume formula (6%) 1:1.5                     | For covering gray hair and lightening 1 tone                     |
| 30-volume formula (9%) 1:1.5                     | For covering gray hair and lightening 2 tones                    |
| 40-volume formula (12%) 1:1.5                    | For covering gray hair and lightening 3 tones                    |
| <b>SUPER-LIGHTENERS</b><br>40-volume formula 1:2 | For lightening more than 4 tones                                 |

**OXICREAM** oxidizing cream allows MYCOLOR colorant to perform the following actions:

**4.1 - COLORING ACTION:** when the colorants come in contact with the oxygen, they create color

**4.2 - LIGHTENING ACTION:** in this case, the ammonium hydroxide (ammonia) in the product is a catalyst for the oxygenated water.

Upon contact with the ammonia, the oxygenated water quickly releases its oxygen atoms, which act on the natural melanin in the hair, lightening it.

### 5. MYCOLOR'S LIGHTENING POWER

The lightening power of **MYCOLOR** is designed to act on the melanin. MYCOLOR's greater or lesser coloring power comes from the combination of **OXICREAM** oxidizing cream and ammonia (ammonium hydroxide): by varying the oxygen volumes of 10, 20, 30 and 40, you obtain different lightening strengths and each one of these will eliminate the quantity of melanin within the power of the chemical combination selected (Oxygen Volumes and Ammonia); this means that it is always necessary to carefully assess the color of the hair (foundation color) and relate it to the result that you want to achieve to establish the color tones to lighten for the choice of the volumes of oxidizing cream to use.

In cases where the necessary lightening goes beyond the lightening power of MYCOLOR, you must first perform a preliminary bleaching.



## 6. THE MIXTURE

**MYCOLOR** is packaged in 100-ml tubes.

**The 106 tones (94 tones + 6 Super-lighteners + 1 Lightening reinforcer (000) + 5 intensifiers/correctors)**

are formulated for high coloring power.

Each one of the products color tones are correct and balanced when the quantities of **MYCOLOR** added to the **OXICREAM** oxidizing cream are those established by the chemical formula.

- The **MYCOLOR** coloring cream is mixed with the **OXICREAM** oxidizing cream at 10 (3%), 20 (6%), 30 (9%) and 40 (12%) volumes, depending on the type of service (depositing or lightening), in the ratio 1:1.5

**MYCOLOR** - 50 ml +  
**OXICREAM** - 75 ml

- **THE SUPER-LIGHTENERS** are mixed with the

**MYCOLOR** oxidizing cream at 40 (12%)  
volumes in the ratio 1:2

**SUPER-LIGHTENER** - 50 ml +  
**OXICREAM** - 100 ml



**MYCOLOR**, while simple to use, demands a precise working method that makes the product reliable and versatile and a truly professional tool.

### 6.1 How to apply it

- Divide the hair
- **MYCOLOR**, as a function of the mechanism that determines the creation of the cosmetic color, must be mixed and applied without delay to avoid the oxidation process (the expansion of the artificial pigments) occurring in the basin in which the mixture is prepared. During application, every gesture has a precise meaning; a few tips are sufficient for obtaining an excellent result:
  - Thin locks;
  - The cream must be applied carefully;
  - The brush must not touch the skin but just the hair;
  - The layer of product to be applied to the hair must be the quantity necessary as a function of the desired result;
  - Distribute the **MYCOLOR** cream on the part to be colored in an ideal layer;
  - For tone-on-tone coloring and darker tones, begin application from the grayer parts (front part);
  - For lightening colorations, begin application from the more resistant parts because the melanin is more concentrated (back part).



## 6.2 Setting time

An appropriate setting time is needed depending on the type of service you are performing. Follow the instructions in the table below:

| SETTING TIME  | TYPE OF RESULT:   |
|---------------|---|
| 25-30 minutes | Cover gray hair<br>Color tone-on-tone<br>Color darker tones |
| 30-40 minutes | Lighten from 1 to 2 tones<br>and cover gray hair            |
| 40-50 minutes | Lighten from 2 to 3 tones<br>and cover gray hair            |
| 50-55 minutes | Lighten from 3 to 4 tones and beyond<br>and cover gray hair |

The setting times can be reduced by 50% with the use of heat source  
In the case of the super-lighteners, we recommend that you avoid any source of heat so as not to cause irritation.

## 6.3 Washing:

Removing the color at the end of the setting time is an operation that requires a great deal of care and attention by the operator so as not to run into problems such as:

- Fixing the color in the area of the front hairline;
- Leaving color residues on the skin and hair;
- Causing annoying skin irritations.

The ideal washing that we indicate with **MYCOLOR** to eliminate any problems is based on three important moments:

- 1st Emulsify the color on the hair, taking care to remove it from the hairlines and avoiding massaging the skin so as not to cause irritation. In this step, it is important that you don't use water: To act on the color deposited in the areas of the hairlines and the skin, the washing part of the product must remain concentrated. Otherwise, using water immediately dilutes the washing activity and preventing a perfect detergent action. In this case, the color would remain fixed on the skin and would be difficult to remove.
- 2nd Begin to pour small quantities of water, while continuing to gently massage the skin and hair so that the self-washing power of the product can exercise its full effect. Rinse until the product is totally removed from the skin and hair.
- 3rd Use a towel to tamp dry the excess water and then apply the "after color" shampoo to remove alkaline and oxygen residues. Rinse and tamp dry.

## 6.4 Post-coloring treatment

After coloring, it is a good idea to use a "preventative/restorative" product to protect the hair and allow the hairstyling professional to effectively restore the physiological balance of the skin and hair.

The specific products of the **MYCOLOR** line: **after-color shampoo and balsam conditioner**, are those that meet the need to intervene to:

- Bring the skin and hair back to their natural pH (pH 4.5 - 5.5 );
- Eliminate alkaline residues or oxidation to reduce swelling of the structure;
- Prevent loss of the color;
- Protect against substances in the air.



## 7. COLOR SERVICE IN THE SALON:

### Coloring the hair can mean:

- coloring the hair **with a tone that is darker** than the starting color (color of the hair);
- coloring the hair **with the same color level** as the starting color;
- coloring the hair **to a lighter color** than the starting color.

### THE RULES for managing MYCOLOR.

To minimize errors and guarantee success coloring with **MY COLOR**, you **must learn the rules** and follow them during the entire coloring process.



- **ESTABLISH THE OBJECTIVE (the result);**
- **ESTABLISH THE COLOR OF THE HAIR (foundation color)**
- **ESTABLISH WHETHER THE HAIR IS NATURAL OR ALREADY DYED;**
- **ESTABLISH WHETHER YOU MUST LIGHTEN OR DARKEN WITH RESPECT TO THE FOUNDATION COLOR;**
- **DEFINE HOW MANY TONES IT IS NECESSARY TO LIGHTEN;**
- **DEFINE HOW MANY TONES IT IS NECESSARY TO DARKEN.**

The color of the hair (starting color) has significant importance and has a decisive influence on the final result, depending on the type of operation that you are getting ready to perform.

The most frequent coloring situations in the salon are:

- coverage of gray hair;
- changing the color of hair that has never been colored;
- changing the color of colored hair;
- changing the hair color highlights.

### 7.1 COVERAGE OF GRAY HAIR

#### MYCOLOR: the color series for covering gray hair!

The **MYCOLOR** line of colors has two series of tones specifically for covering gray hair:

- **the Natural series** is formulated to create the desired cosmetic tonalities (color level); therefore, the total coverage of gray hair. Its coloring is neutral and combines with all hair color highlights; so, it is ideal for all coloring whose objective is to cover the hair:
  - **maximum intensity of coverage**
  - **total respect for the desired hair color highlights**

the recommended mixture for optimizing the coverage of gray hair while protecting the highlights:

natural tone

50%

tone with highlights

50%



If you desire a result that favors the highlights, the percentages change in favor of the highlight, considering that the color result will be more transparent.

If you want more compact coverage, the percentages change in favor of the natural, considering that the result will appear duller than the tone applied.

### Clarification

The percentage of **MYCOLOR** of the **Natural** series added to the mixture is not the exclusive element for covering gray hair (because all the tones of the **MYCOLOR** line cover gray hair); but its presence is indispensable for **optimizing the exact definition of the color level on gray hair**. In fact, it is easy to verify that, if you apply a **tone with highlights to gray hair without using the natural series tones**, at the end of the oxidation process **the results on the two types of hair (gray and natural) will be different**.

## 7.2 HIGH CONCENTRATION OF GRAY HAIR IN FRONT

**Pre-pigmentation** is the technical term for the preliminary treatment of gray hair to prepare it for coloring. This operation is necessary on the gray hairline, where it is difficult to obtain a uniform cosmetic color.

**Pre-pigmentation has two important effects on the hair:**

- **mordanting the structure of the hair: the product's alkalinity opens the scales of the hair;**
- **depositing coloring substances on gray hair to modify the gray with a light coloration.**

### THE PROCEDURE

Use the **pure colorant** product (not diluted with oxygen) from 1 to 2 tones lighter than the established result, applying it on the parts of most exposed parts of the hair (hairline), and massaging it in the hair while avoiding touching the skin. Do not rinse. This operation must precede the application of the final color by at least 10 minutes.

**THE MYCOLOR TONES THAT ARE SUITABLE FOR PRE-PIGMENTATION ARE ALL THOSE WITH WARM HIGHLIGHTS (3, 33, 43, 46, 63, 64 and 66).**

## 7.3 CHANGING THE COLOR OF HAIR THAT HAS NEVER BEEN COLORED;

If you want to change the color of hair that has never been colored, in addition to assessing the two elements (**natural color and target color**), it is necessary to consider a third element: the **length** of the hair. This element should not be undervalued, especially when the result (objective) requires the lightening of the natural color; the reason has to do with the structure of long hair which, in its turn, creates two conditions that should not be overlooked:

1. **the loss of heat of due to the length.** At the skin, the temperature of the hair is about 32 degrees (root area); it gradually decreases with the length and can reach room temperature (18-20 degrees).

2. **the keratinization of long hair.** Hair primarily consists of keratin and, as the matrix (keratocytes) is formed and overlaps, the hair lengthens. During this process, keratinization occurs, which is the consolidation of the structure of the hair. So, if this structure is not modified by external elements, it will increasingly resist chemical products in the direction of the length and towards the ends.

These conditions lead to several difficult consequences. The product encounters non-uniform temperatures and a different structural resistance at the root and the ends that prevent it from acting as it should. As a consequence, the result may not be homogeneous (the root is always lighter than the ends). The paragraphs that follow will explain how to overcome this problem.

### 7.3.1 Tone-on-tone and darker tones

To color hair that has never been colored with **MYCOLOR** to a darker tone or tone-on-tone, the choice has to do with the desired tone and the oxygen-stabilized water at 10 or 20 volumes, as suggested by the **lightening indicator**.

After carefully mixing **MYCOLOR** with the oxidizing cream, you proceed by **applying the coloring cream to the hair of the roots and ends**. When finished distributing the product, let it sit for a setting time of 30 minutes. After this time, rinse and apply any post-color treatments.

### 7.3.2 Lightening natural, never colored, hair by one or more tones

When the cosmetic coloring must achieve a tone that is 1, 2 or 3 tones lighter than the hair's natural color, you can encounter "chemical-physical" problems created by the hair itself. In fact, in the case of hair that is more than five centimeters long, the roots can be lighter than the ends if the correct technique is not used.

**MYCOLOR** overcomes these difficulties easily by acting **on the lengths and points with an initial mixture** and using **oxygen with higher volumes than will be used afterwards on the roots**.

(For example, if the roots require using oxygen at 30 volumes, the lengths and the ends of that hair will require using 40 volumes).

### 7.3.3 Lightening natural, never colored, hair by more than four tones

If you need to achieve very light tones by lightening the hair more than four tones, it is, first of all, necessary to **decolor** the hair to achieve the ideal foundation color for the color to be created; you, then, recolor the hair with the corresponding cosmetic color, both in terms of color level and highlights, to the desired color.

## 8 CHANGING THE COLOR OF COLORED HAIR;

First of all, keep in mind that colors and oxidizing products like **MYCOLOR** cannot be used to **lighten (decolor)** hair that is already colored (*color cannot eliminate color!*).

To achieve a lighter color, you must first remove the preceding color. This type of intervention (technically called "**decoloring**") removes cosmetic tones and creates a lighter level than the cosmetic tone that will be applied. This allows you to achieve the established color as the final result. The new foundation color will allow achieving the target color.

Affinage decolorant



Bleaching Powder

### 8.1 CHANGING THE HIGHLIGHTS

This subject is always somewhat complex even for professionals. Let's discuss the steps trying to be as clear as possible.

Proceed as follows when you want to change the highlight of the hair with **MYCOLOR** without changing the color level of the foundation color:

first of all, you must establish the color that is already present in the hair and whether or not it will allow you to go directly from the existing situation to the desired one.

The answer will tell you the type of application to do:

**a) Direct distribution of the cosmetic color with the new highlight;**

**b) Distribution after a decoloring wash.**

a) Direct distribution

• If the highlight we call “warm” **can go directly from less intense to more intense** with just the application of the desired color:

- **from natural** to gold, copper, red or violet red
- **from gold** to copper, red or violet red
- **from copper** to red or violet red.

b) Distribution after a decoloring wash.

• **Going in the reverse direction is a different situation:** from more intense to less intense (from red to copper, to gold, etc.). This type of change always involves a preparatory step, with a **decoloring wash** that is needed to change the intensity of the existing highlight of the hair and replace it with a new one.



Stand-Up cream decolorant

**8.2 THE DECOLORING WASH** eliminates all the color interference on the hair:

- Changing the highlight from WARM to COLD and vice versa.
- To eliminate unwanted highlights from the hair.

**MANAGING THE DECOLORING**

| OBJECTIVE                             | TYPE OF DECOLORING   | SETTING TIME  | HOW TO PROCEED   |
|---------------------------------------|--|---------------|--|
| Too much color<br>Unwanted highlights | Decoloring Wash with con Stand Up + 10 ml of shampoo + 1:1.5 of Oxicream at 10 volumes | 5-10 minutes  | Apply at the sink like a shampoo                       |
| Lightening<br>1-2 tones               | Affinage decoloring powder + Oxicream at 10-20 volumes                                 | 15-30 minutes | Apply to the ends and lengths first and the roots last |
| Lightening<br>3-4 tones               | Decoloring powder + Affinage + Oxicream at 30-40 volumes                               | 20-30 minutes | Apply to the ends and lengths first and the roots last |

**9 DARKENING THE HAIR**

If you have to darken light cosmetic tones, it is indispensable to reconstruct the color first: by "**re-pigmentation**".

**The rules of re-pigmentation**

Re-pigmentation restores the cosmetic pigment to hair that has lost it due to natural or artificial causes (lightening, decoloring, super-lighteners, etc.).

Re-pigmentation is always done with warm tones (gold, copper and red): the intensity is assessed depending on the case.

The intensity of the gold, copper or red is related to the intensity of the desired color and the residual tone in the hair.

**RIPIGMENTATION - INDICATIVE TABLE FOR CHOOSING THE TONE TO USE**

| RISULTING COLOR                          | COLOR OF THE HAIR TO DARKER |             |                  |                    |
|--|-----------------------------|-------------|------------------|--------------------|
|  | BLOND                       | BLOND LIGHT | VERY LIGHT BLOND | PLATINUM DECOLORED |
| FROM BLACK (1)<br>TO MEDIUM CHESTNUT (4) | 5.34                        | 4.34        | 4.34             | 4.34               |
| 5 - LIGHT CHESTNUT                       | 6.34                        | 6.34        | 5.4              | 5.4                |
| 6 - DARK BLOND                           |                             | 6.34        | 6.34             | 6.34               |
| 7 - MEDIUM BLOND                         |                             |             | 7.34             | 7.34               |
| 8 - LIGHT BLOND                          |                             |             |                  | 8.34               |

To obtain results with **COPPER, RED** and **MAHOGANY** highlights, you must replace the tone indicated in the chart with the one that respects the result: Copper for Copper, Red for Red and Mahogany

**CONCLUSION**

This study has attempted to provide the best possible technical-professional information about oxidation color treatments and the characteristics and use of MYCOLOR. We wish to assure every hairstylist that MYCOLOR is a high-technology product that will certainly provide great professional satisfaction.





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PROFESSIONAL HAIR COLOR

