

DANGER JONES

on level
SEMI-PERMANENT
HAIR COLOR

get started



*actual results may vary

10
9
8
7
6

red | **DIABLO**

10
9
8
7
6

orange | **BURNOUT**

10
9
8
7
6

yellow | **STARDRIDER**

10
9
8
7
6

green | **EMPIRE**

10
9
8
7
6

teal | **OBLIVION**

10
9
8
7
6

blue | **SOLITUDE**

10
9
8
7
6

violet | **LIBERTINE**

10
9
8
7
6

purple | **MASQUERADE**

10
9
8
7
6

berry | **HYSTERIA**

10
9
8
7
6

pink | **HUSTLER**

10
9
8
7
6

grey | **PAVEMENT**

10
9
8

light blue | **POOLSIDE**

10
9
8

light peach | **SIMPATCO**

10
9
8

light pink | **CHEAP DATE**

10
9
8

light purple | **EXOTICA**

10
9
8

silver | **CYCLONE**

10
9
8

rose gold | **ANTIQUE**

10
9
8

mauve | **BURLESQUE**

10
9
8

CLEAR
pastelize the depth
of any shade to
create limitless tones



PARABEN-FREE



VEGAN



GLUTEN-FREE



CRUELTY-FREE



Clear | Use to pastelize your formula. Start with **Clear** and gradually add any shade to customize its depth.

Canceling with the Color Wheel

When formulating semi-permanents, consider the undertones in your canvas and how they'll impact your results. Adding violet to your formula will cancel existing warmth in the hair.



yellow + blue = green



yellow + blue + violet = blue

What Makes These Different from Other Brands?

Consistency: Their consistency makes it easier to fully saturate the hair which leads to better results, and you use less product.

Vibrancy: Highly pigmented. Even pastel shades have guts.

When Can Clients Wash Their Hair After Coloring?

For maximum longevity, we recommend waiting two to four days before shampooing.

How Long Can I Expect the Color to Last?

All semis are designed to fade, so the real question is: "How do they *fade*?". Our colors fade beautifully into pastelized versions of themselves. Lighter tones tend to fade over 20 washes, while deeper tones fade over 40 washes (*depending on application and home care*).

Do I Need to Use Developer with Semi-Permanents?

No. Our semi-permanent colors are used straight out of the tubes and applied directly to clean, dry hair.

Do I Need to Pre-Lighten the Hair Before Using These?

We recommend pre-lightening the hair. The color chart on the back of the packaging will help you decide how light to lift, and which shades look best on different hair color levels. Note: Be sure to fully shampoo and rinse out all the bleach, as any residue left on the hair will compromise your results.

Can You Mix Different Colors Together?

Yes. All of our semi-permanents are intermixable for customized color results. Be creative!