



# GOLD PREMIUM HAIR COLORS

TECHNICAL MANUAL



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# GOLD PREMIUM HAIR COLOR

## DEDICATION TO PROFESSIONAL EXCELLENCE

Passion, determination and commitment to research. A close relationship with the hairdresser and constant attention to consumer needs have inspired this unique formulation. An innovative natural complex of botanical ingredients rich in precious nutritive elements revitalizes the hair as it colors restoring its natural softness and silkiness. Deeply moisturizing ingredients ensure maximum color perfection while respecting the skin and hair. Nutrients fuel the

hair with deep care after coloring, restructuring it from the inside and sealing it with a protective layer on the outside.

Our clean formulas are free of ammonia, PPD, resorcinol and parabens and are vegan. We are passionate trend-setters who remain committed to perfection turning the very best ideas into a beautiful reality.



“colors are  
the beauty  
of nature.”



# TECHNOLOGY

## SYNERGISTIC NATURAL COMPLEX

A synergistic complex of botanical ingredients rich in precious nutritive elements revitalizes the hair. Hair is left moisturized, soft, and silky with radiant color depth.

## LIQUID CRYSTAL TECHNOLOGY

A special liquid crystal system entraps the dyes protecting them from premature oxidation. The liquid crystals help deliver intact pigments deep inside the cortex for vibrant, intense and long-lasting color with a perfectly balanced homogeneous result.

## ENVIRONMENTALLY FRIENDLY

The highly concentrated liquid crystal system protects the pigments never letting dyes go unreacted. The perfectly balanced formula is environmentally conscious never letting excess dyes wash down the drain and into the eco system.

# THE INFLUENCE OF MELANIN RESIDUE ON THE COLOR RESULT

Whenever you alter the color of the hair through lightening, decoloring or stripping, it's important to consider the melanin residue, also known as the underlying pigment, which is the result of the lightening process.

There are two factors that determine the melanin residue (underlying pigment):

1. starting base
2. volume of the oxidant/developer used

The melanin residue (underlying pigment) may influence the color result by accentuating, neutralizing or dulling the desired reflections.

NATURAL LEVEL	UNDERTONE EXPOSED WHEN LIFTING
10 Very Light Blonde	Pale Yellow
9 Light Blonde	Yellow
8 Medium Blonde	Yellow / Orange
7 Dark Blonde	Orange
6 Light Brown	Orange / Red
5 Medium Brown	Red / Orange
4 Dark Brown	Red
3 Black / Brown	Medium Red
2 Dark Black / Brown	Dark Red
1 Black	None Exposed

NEUTRALIZING BASE	ENHANCING BASE
Violet	Yellow
Violet	Yellow
Blue / Violet	Yellow / Orange
Blue	Orange
Blue / Green	Orange / Red
Blue / Green	Orange / Red
Green	Red
Green	Red
Green	Red
None	None



# THE STRUCTURE OF HAIR



A STRAND OF HAIR CONSISTS OF 3 SECTIONS, EACH WITH A SPECIFIC FUNCTION:

- CUTICLE  
This is the outer coating and it is in turn formed by 4 to 12 transparent layers which partially overlap each other. It has protective functions and its condition is indicative of the hair's state of health.
- CORTEX  
This is the intermediate layer composed of millions of fibers and microfibrils, which is responsible for the mechanical, physical and chemical properties of the hair. It is in this layer that all the chemical changes in the hair are carried out, including cosmetic coloring.
- MEDULLA  
This is the innermost layer, which has no real influence on the hair.

## THE NATURAL COLOR OF HAIR

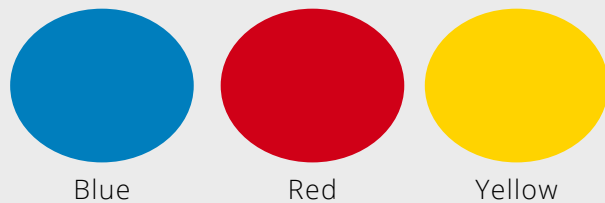
The natural color is determined by the melanin, which develops in the dermal papilla and is deposited in the cortex. It is determined by three different types of melanin:

- EUMELANIN  
Black and brown - colored pigments which determine the tone height of the color.
- PHEOMELANIN  
Red/yellow - colored pigments which determine the intensity of the color.
- TRICOSIDERIN  
The pigment that determines the intensity of the copper/red reflection.

# COLOR THEORY

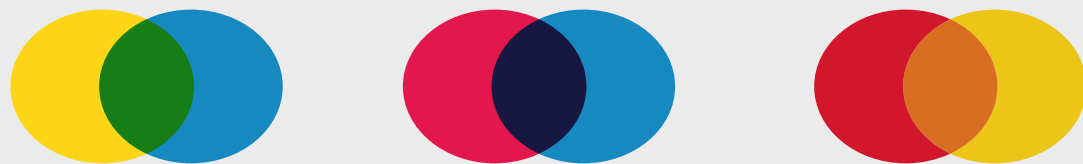
## PRIMARY COLORS (PURE)

There are three Primary colors:



## SECONDARY COLORS (COMPOSED)

Secondary colors are formed by mixing equal parts of two primary colors.



YELLOW mixed with BLUE, in equal parts, creates the secondary color GREEN.

RED mixed with BLUE, in equal parts, creates the secondary color VIOLET.

RED mixed with YELLOW, in equal parts, creates the secondary color ORANGE.

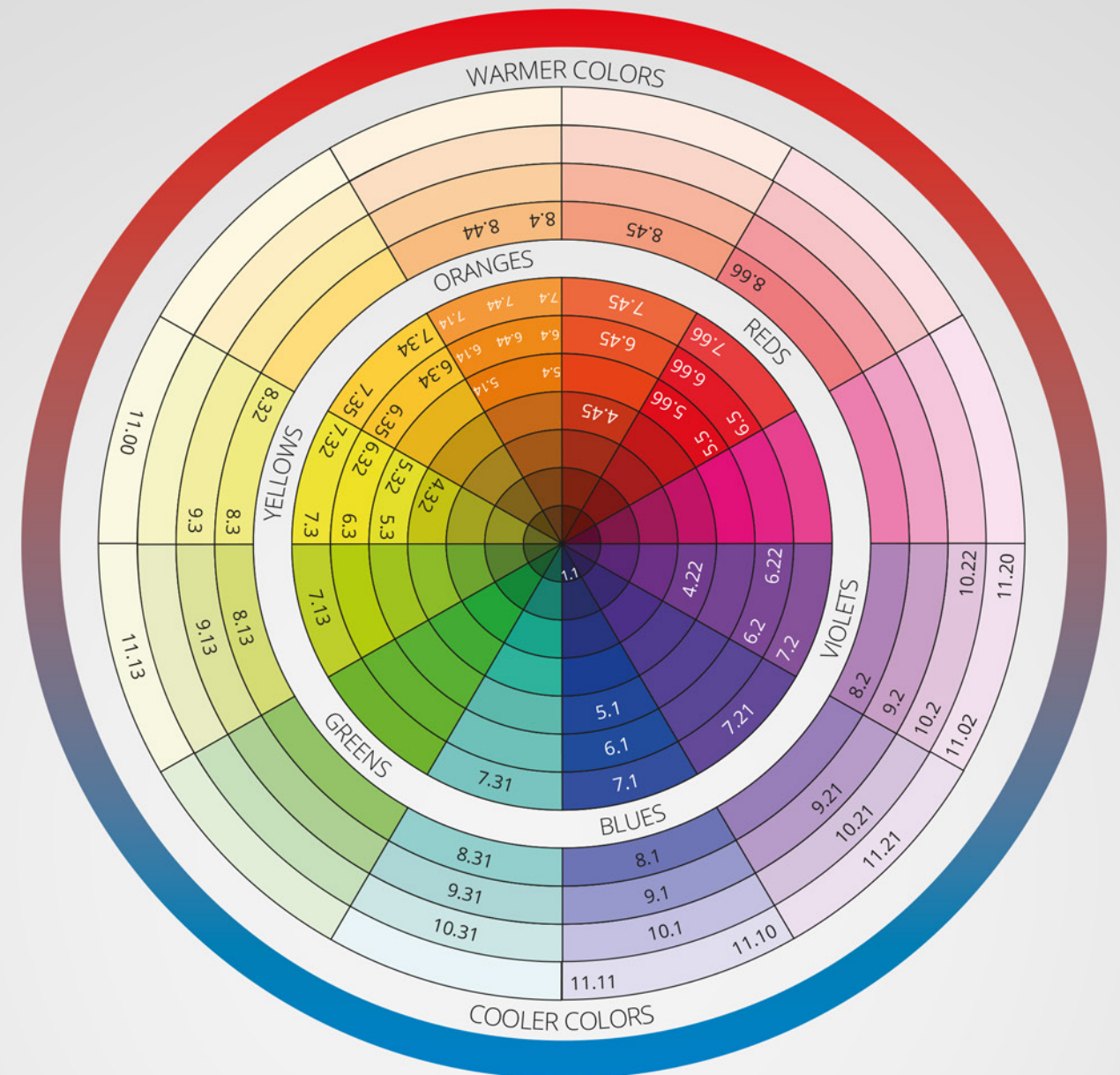
## OPPOSITE COLORS

In the chromatic circle, opposite colors when mixed together will neutralize each other:

- blue complements the orange
- yellow complements the violet
- red complements the green

Every color can neutralize its color complementary. This color rule applies to cosmetic color as well, for example when correcting and/or neutralizing unwanted tones.

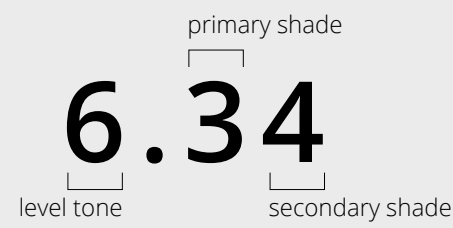
## WARMER COLORS



## COOLER COLORS



# NUMBERING SYSTEM



## HOW TO READ THE NUMBERS

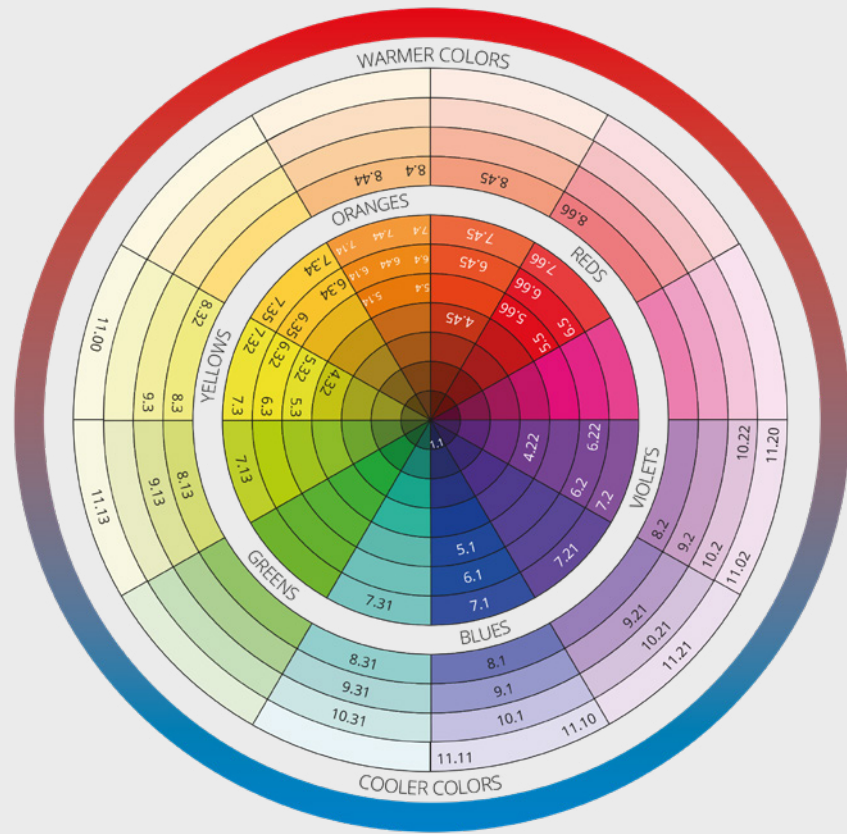
Every shade has a number (a code). The number before the dot shows the color level and the number after the dot shows the shade/tone of the color. It's possible to have two numbers after the dot: the first one is the primary shade (70%) and the second one is secondary shade (30%) which is softer and less intensive.

COLOR LEVEL		TONE VALUES	
1	Black		Neutral
3	Dark Brown	0	Neutral
4	Medium Brown	1	Ash (blue base)
5	Light Brown	2	Violet (violet base)
6	Dark Blonde	3	Golden (yellow base)
7	Medium Blonde	4	Cooper (orange base)
8	Light Blonde	5	Mahogany (red-violet base)
9	Pale Blonde	6	Red (red base)
10	Ultra Light Blonde	7	Matte (green base)
11	Super Ultra Light Blonde		



# COLOR VALUE FOR GOLD PREMIUM HAIR COLORS

PRIMARY TONE VALUE	SECONDARY TONE VALUE							
	0	1	2	3	4	5	6	7
0	○	●.01	○	○	○	○	○	○
1	●.1 Ash	●.11	○	●.13	●.14	○	○	○
2	●.2 Violet	●.21	●.22	○	○	○	○	○
3	●.3 Gold	●.31	●.32	○	●.34	●.35	○	○
4	●.4 Cooper	○	○	○	●.44	●.45	○	○
5	●.5 Mahogany	○	○	○	○	○	○	○
6	●.6 Red	○	○	○	○	○	●.66	○
7	●.7 Matte	○	○	○	○	○	○	○



# THE COLOR CHART

Each shade is developed through perfectly balanced formulas, customizing each base so that when combined with the desired tone, the color result is perfect.

## THE NATURAL SERIES

### NATURAL

**1, 3, 4, 5, 6, 7, 8, 9, 10**

Use alone or intermix with fashion or intense natural shades to create excellent grey coverage results.

Result: 100% grey coverage with natural results.

### INTENSE NATURAL

**5.00, 6-00, 7.00, 8.00, 9.00**

Use alone or intermix with fashion or natural shades to create excellent grey coverage results.

Result: 100% grey coverage with intense natural results.

## FASHION SERIES

### ASH

**1.1**

Use when covering grey hair intermix with proper Natural series shade.

Result: excellent for black color with blue tone.

**5.1 - 6.1 - 7.1 - 8.1 - 9.1 - 10.1**

Mix with Natural series for 100% grey coverage.

Excellent to neutralize unwanted orange tone.

Result: excellent ash cool results.

### GOLDENS

**5.3 - 6.3 - 7.3**

Mix with Natural series for 100% grey coverage.

Result: creates excellent natural gold tone.

**7.31 - 8.31 - 9.31 - 10.31**

Mix with Natural series for 100% grey coverage.

Result: gives the richness of gold with a slightly cool touch.

### COOL BROWNS / BEIGE

**7.13 - 8.13 - 9.13**

Mix with Natural series for 100% grey coverage.

Result: excellent for creating soft beige tones.

**7.21 - 9.21 - 10.21**

Mix with Natural series for 100% grey coverage.

Result: excellent to neutralize unwanted yellow/orange tones.

**5.14 - 6.14 - 7.14**

Mix with Natural series for 100% grey coverage.

Result: provides an elegant natural brown.

### BROWNS

**4.32 - 5.32 - 6.32 - 7.32 - 8.32**

Mix with Natural series for 100% grey coverage.

Result: these give soft honeyed – brunette tones.

**6.35 - 7.35**

Mix with Natural series for 100% grey coverage. Result: rich and warm golden mahogany tones.

**6.34 - 7.34**

Mix with Natural series for 100% grey coverage. Result: excellent for warm golden copper tones.

### REDS / VIOLET

**5.66 - 6.66 - 7.66 - 8.66**

Mix with Natural series for 100% grey coverage. Result: superior vibrant, passionate and uncompromising pure reds.

**5.5 - 6.5**

Mix with Natural series for 100% grey coverage. Result: rich and robust, elegant – looking brunette tones.

**4.22 - 6.22 - 10.22**

Mix with Natural series for 100% grey coverage. Result: a true and intense cool – violet result.

**6.2 - 7.2 - 8.2 - 9.2 - 10.2**

Excellent to neutralize unwanted green / yellow tones.

Result: excellent natural cool results

### COPPERS

**5.4 - 6.4 - 7.4 - 8.4**

Mix with Natural series for 100% grey coverage. Result: these give rich auburn – copper tones.

**6.44 - 7.44 - 8.44**

Mix with Natural series for 100% grey coverage. Result: create vibrant and intense celtic coppers.

**4.45 - 6.45 - 7.45**

Mix with Natural series for 100% grey coverage. Result: rich bronze tones which evoke feelings of autumnal warmth.

**SUPER HIGH LIFTS**  
 11.00 11.02 11.10 11.11 11.13 11.20  
 11.21 000SSS

Features: Up to 4 levels of lift and up to 5 levels of lift when mixed in equal parts with 000SSS – Super High Lift Reinforcer (recommended from a natural level 7 medium blonde or lighter).

Use alone with 40V Gold Premium Peroxide. Follow mixing ratio 1:2 (30 g / 1 oz. of color with 60 ml / 2 oz. of 40V Processing time 50 to 55 minutes. Result: Great for highlighting, makes hair lighter and brighter giving clear pastel results.

**SUPER HIGH LIFT USED AS TONERS**  
 11.00 11.02 11.10 11.11 11.13 11.20  
 11.21 000SSS

For toning use alone with 3,3V Gold Premium Peroxide using a mixing 1:2 in dry or damp hair. On porous or bleached hair, use a 1:3 mixing ratio, applied on damp hair. Processing time 1 to 15 minutes.

Result: excellent to neutralize yellow, correct and personalize the color. Enhances tonality of the hair.

**000SSS**

Your best friend when bleaching or performing a high lift. Super High Lifting Reinforcer 000SSS can be mixed with all High Lift series shades to boost lightening ability by up to 1 level.

Maximum mixing ratio 1:1 (30 g / 1 oz. High lift shade + 30 g / 1 oz. 000SSS + 120 ml / 4 oz. 40V Gold Premium Peroxide.).

**WITH BLEACHING POWDER**

Can also be mixed with Gold bleaching Powder to provide a more rich and creamy texture. Maximum mixing ratio 1:5 ( 1 part 000SSS / 4 parts powder). It will not increase the bleaching effect – only provide a creamier texture.



# BOOSTER

Special shades, with very high tone intensity, suitable for varying, accentuating or neutralizing the result of a color.

- **0.77/Blue:** Used to balance orange and yellow tones.
- **0.66/Red:** Red Booster can be mixed with all Gold Hair Premium shades, with the exception of the High Lift series, to give greater intensity to the red tone value.
- **0.22/Violet:** Used to enhance the violet tones of the Pure Violets, Mahogany and Reds series. Ideal for neutralizing yellow tones
- **0.11/Ash:** The ideal grey tone for neutralizing red and orange tones and for boosting the grey tonal tendencies of the Ash, Natural Ash and Violet Ash series.
- **0.44/Orange:** Used to enhance copper tones.
- **0.02/Pink:** To be used creatively and to add pink reflection to blonde, red, violet and brown tones.

- **0.78/Green:** Used to balance red tones.
- **0.33/Yellow:** Used to accentuate the golden series.

**CREATING FORMULAS/ FASHION COLORS WITH BOOSTERS**

Boosters are pure tones without assigned depths. This means that each booster behaves according to it's color's personality. We can divide the boosters into 3 groups: dark, medium and light. Adjust the quantity of booster in the mixture according to the group in which the shade belongs.

- Ash Blue (00.11), Blue (0.77) and Violet (0.22) are dark.
- Pink (0.02) and Red (0.66) are medium.
- Orange (0.44) and Yellow (0.33) are light.

Boosters should comprise of a maximum of 50% of your formula.

TONE LEVEL 30g	GROUP 1 Blue/Ash/Violet/Green	GROUP 2 Pink/Red	GROUP 3 Yellow/Orange
10	1g	1g	3g
9	1g	3g	5g
8	1-2g	5g	5g
7	3g	8g	8g
6	4g / 8g *	10g	10g
5	5g / 10g	15g	15g
4	8g / 15g	20g	20g
3	10g / 15g	20g	20g
2	10g / 15g	20g	20g
1	10g / 15g	20g	20g

**Notes:** These substitutes are suggested minimums (added to 30g of color) to enhance corresponding shades in Gold Premium Hair Colors. Greater quantities can be used for a more intense result. Note that group 1 color can become dominant and effect lightening results when mixed with lighter color levels.

\* Indicates quantity for Violet.



# GOLD HAIR PEROXIDE

STABILIZED HYDROGEN PEROXIDE WITH A CREAMY CONSISTENCY

A 100% vegan and gentle formula without parabens, paraffins or mineral oils. Enriched with Elicos, that minimizes the alkalinity of the color when it comes in contact with the skin. It provides a creamy and luxurious texture for a wellness experience. The rich creamy mixture adheres perfectly to the hair fiber for an optimized coverage of grey hair.

PROCESSING TIME	ACTIVATOR	MIXING	LIGHTENING
1-15 min.	3,3 vol	1:1,5 - 1:2	Tone/PastelTones
30-35 min.	10 vol	1: 1,5	1 Tone
30-35 min.	20 vol	1: 1,5	1-2 Tones
35- 40 min.	30 vol	1: 1,5	2-3 Tones
50- 55 min.	40 vol	1: 2	3-4 Tones

# MIXING

Gold Premium Hair Color must always be mixed using a mixing ratio of 1:1.5.  
 Example: The content of a tube of cream 97g / 3.42oz with 150ml / 5.072 oz of Peroxide.  
 The mixture obtained is more than adequate to color a whole head of medium-long hair.

## SUPER HIGH LIFT / TONERS

For the special Highlift (11) series the dilution ratio is 1:2.  
 Example: The content of a tube of cream 97g / 3.42 oz with 200ml / 6.76 oz  
 When using as a toner on very porous or bleached hair, use a dilution ratio 1:3.

## CHOOSING THE AMOUNT OF HYDROGEN PEROXIDE

Observing the mixing ratio allows the product to perform optimally. One of the most important functions of Gold Peroxide is that it lightens natural hair. The degree of lightening depends on the volume of hydrogen peroxide used.

## HOW TO READ THE TABLE

For example, when lifting from a natural 6 to a cosmetic 7 we see 10/20 in the table. This means use 10V Gold Premium Peroxide at the roots and 20V Gold Premium Peroxide at the processing time is 35 minutes. For the Highlift series the treatment time is 45-55 minutes. Treatment times are shorter if a source of heat is used. Use 25 minutes for Gold Premium Hair Color shades and 35-40 minutes for High Lift shades.

	1	2	3	4	5	6	7	8	9	10
1	10/20	10/20	20/30	30/40						
2	10	10/20	10/20	20/30	30/40					
3	10	10	10/20	10/20	20/30	30/40				
4	10	10	10	10/20	10/20	20/30	30/40			
5		10	10	10	10/20	10/20	20/30	30/40		
6			10	10	10	10/20	10/20	20/30	30/40	
7				10	10	10	10/20	10/20	20/30	30/40
8		5 PRE-PIGMENTATION			10	10	10	10/20	10/20	20/30
9					10	10	10	10/20	10/20	
10						10	10	10	10/20	



# NO AMMONIA AND 100% VEGAN BLEACHING POWDER FOR THE PROFESSIONAL COLOR SERVICE

## BLEACHING POWDER WITH A HIGHLY-EFFECTIVE LIGHTENING ABILITY

For versatile bleaching and costumers looking for ammonia-free products.

### LIGHTENING

- 7 tones in 50 minutes

### APPLICATION BASE

- All hair types
- Especially designed for on-scalp and full-head application
- Easy to apply, spread perfectly on the hair
- Thick and creamy texture, stable during the processing time
- Dust free

### TECHNOLOGY

Outstanding lightening and conditioning effect. This bleaching powder has been created to minimize any possible distress during the service. Thanks to the absence of ammonia and the perfect optimization of the formula including Sichuan Pepper, Capparis and Chamomile, incredible lightening performances can be reached without affecting hair or having scalp discomfort.

### RECOMMENDED USE

All technique.

## DIRECTIONS

1. We recommend a mixing ratio from 1:1 to 1:3
2. Apply the bleaching mixture on dry, unwashed hair. Check result regularly
3. When result is reached, rinse well and shampoo lightly to remove all traces of the bleaching powder

Dilution ratio from 1:1 to 1:3 according to the bleaching technique chosen.

BLEACHING TECHNIQUE	STREAKS		FULL HEAD BLEACHING
	HIGHLIGHTS	CAPS	
MIXING RATIO	from 1:1 to 1:3	from 1:5 to 1:2	1:2
RECOMMENDED ACTIVATOR	3%, 6%, 9%, 12%	3%, 6%, 9%, 12%	3%, 6%, 9%, 12%
LEAVE-IN TIME	Until you reach the bleach effect wanted; max 50 min.		

We highly recommend using Metamorphyc Salon System during the color service to achieve successful results.





# LET'S COLOR!

## PRELIMINARY TEST FOR SKIN SENSITIVITY

Hair coloring agents can cause serious allergic reactions and contain ingredients that can cause irritation to the skin. It is recommended that you always carry out a preliminary test for skin sensitivity by following the instructions on the packaging or inner leaflet of each product.

## THE DIAGNOSIS

It's important to achieve the desired result.

## TO MAKE A PROPER DIAGNOSIS IT IS IMPORTANT TO DETERMINE:

1. Determine client's color objective
2. Determine client's natural hair color level
3. Determine client's cosmetic hair color level
4. Determine client's grey hair percentage (%)
5. Determine if the color goal requires lifting, tone-on-tone or darkening processes

## FOR A TRULY PERFECT RESULT IT IS IMPORTANT TO EVALUATE:

6. The hair's state of health
7. Previous chemical treatments that may have altered the porosity of the hair

# COLORING GREY HAIR

Grey/white hair is the result of melanin loss. This lack of natural pigment gives the hair a dull and flat appearance. Performing a good coloring service on white hair does not only mean covering up the grey/white hair, but most importantly managing to obtain a natural, shiny and radiant result.

1. Mix the chosen fashion series shade with the correspondence shade in the Natural series. For grey coverage (15%-30%) 1 part natural + 2 parts fashion series color. (30%-60%) 1 part natural + 1 part desired color. (60%-100%) 2 parts natural + 1 part desired color.
2. Choose the volumes of Gold Premium Peroxide indicated according to the desired degree of lightening.
3. Very carefully apply the color with thin sections.
4. Leave to process 35 minutes. For resistant hair increase the processing time 5-10 minutes

## HOW TO DEAL WITH EXTREMELY RESISTENT GRAY HAIR WITH NATURAL SERIES

1. MIX always 1:1
2. Minimum 6% developer or higher
3. When working on levels higher than 7 with weaker pigmentation, mix half tone darker. Fx. working ion natural 8 – Mix half 7, half 8.
4. Add heat first 10-15 minutes.

## HOW TO DEAL WITH EXTREMELY RESISTENT GREY HAIR WITH INTENSE NATURAL SERIES

1. Minimum 6% developer or higher

## APPLYING COLOR CORRECTLY FOR BEST RESULT:

### 1. ROOTS

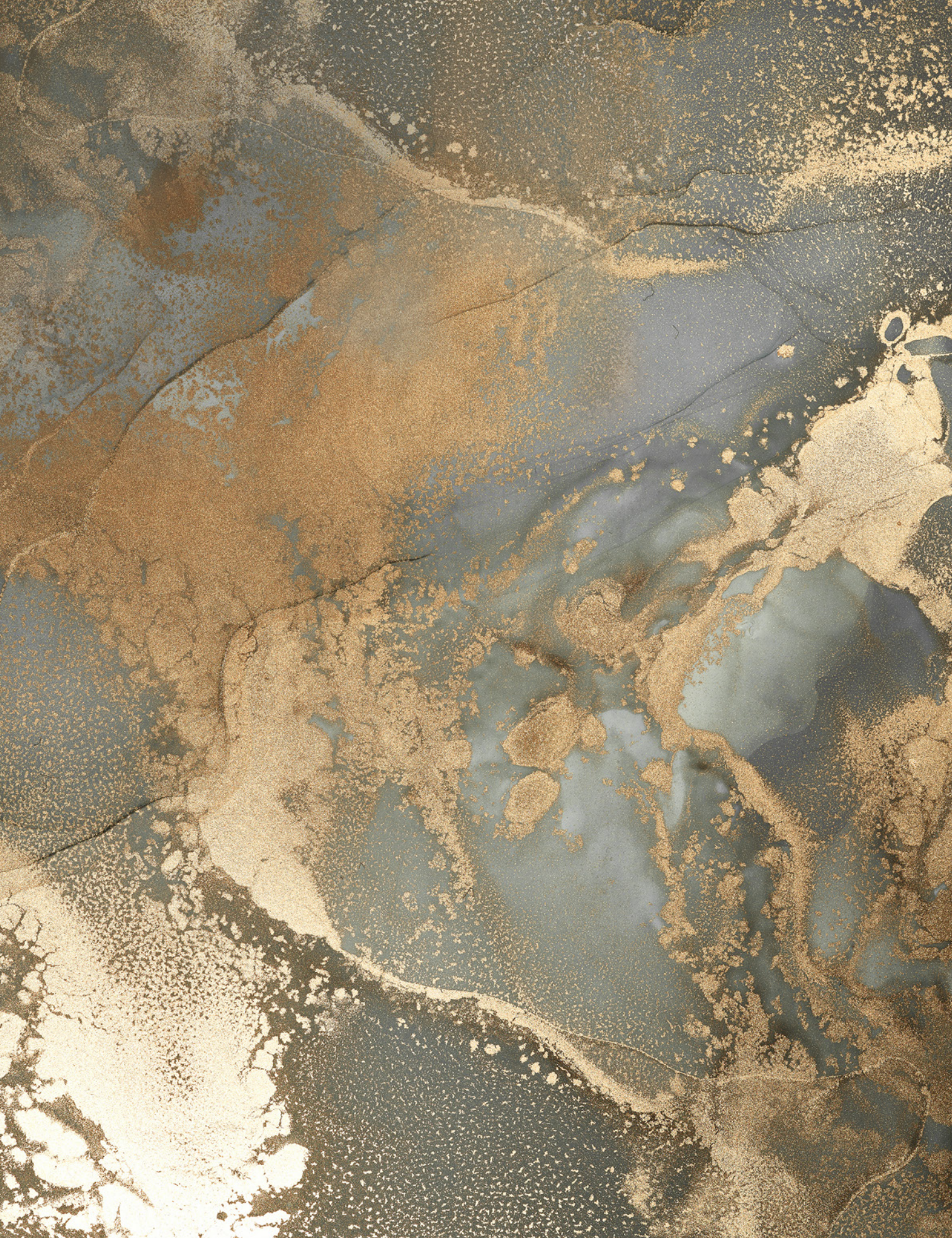
Divide the hair up into sections and create a line that starts from the forehead down to the nape of the neck and another from ear to ear. If the aim of the color service is maximum grey coverage then the application needs to start from the front sections of the head and finish at the back ones. If covering the grey hair is not the main objective of the color service, then the application needs to start from the back sections and finish at the front ones. Apply the product by opening up thin lines between the hairs, starting from the upper central line and descending down to the ear. Open up thin, parallel lines of about 1 cm thick. On the back area of the head it is applied following the same rules but the lines are opened at an angle.

### 2. LENGTHS AND ENDS

- If the fading of lengths and ends is off by 1 tone from the target color, emulsify the color applied on the roots onto the lengths and ends for the last 3-5 minutes of the product being left to work.
- For up to 2 levels fade apply to dry ends, 5-10 min.
- For more than 2 levels apply to dry ends for 10- 15 min.







## FIRST ALL-OVER COLOR ON NATURAL HAIR

The purpose of this technique is to give even color results on natural hair, to avoid excessive lightening at the root area which is caused by the natural heat from the head.

### HOW TO PROCEED FOR 1 OR MORE LEVELS OF LIFT

1. Divide the head into four sections with partings that run from ear to ear, and from the center of the forehead to the nape, passing through the crown.
2. Apply the color starting from the rear right section.
3. Apply the color to the lengths and ends of all 4 sections.
4. Apply the color to the root of all sections. Choose the volume of Gold Premium Peroxide according to the desired degree of lightening.

5. Proceed with the same method on the remaining sections.
6. Process for 35 minutes.
7. At the end of the treatment time, work the color to form an emulsion, rinse well and shampoo.

### HOW TO PROCEED FOR TONE ON TONE OR DARKENING THE HAIR

1. Apply the mixture (color and 10 Vol. Gold Premium Peroxide) from the roots to the ends in a single application, with a processing time of 35 minutes.

# RE-PIGMENTATION

## WHAT IT IS

It is the technical treatment that allows you to reconstruct both cosmetic and natural color. It is a preventive coloring that has the purpose of reconstructing the color in a stable and durable way. It is necessary whenever we need to darken a color by more than three tones.

## WHEN IT IS NECESSARY

Every time we need to make a color darker by more than three levels. Re-pigmentation is preventative coloring aimed at rebuilding color in a stable and lasting manner, avoiding grey-green casts.

## THE MIXTURE

1. It must always be performed with warm shades (golds, coppers and reds).
2. The level chosen will be one or two levels lighter than the target color.
3. Mix with 10 Vol. Gold Premium Peroxide.
4. The Gold Premium Hair Color: Gold Peroxide mixing ratio should be: 1:2 (1 part color + 2 parts Gold Peroxide) for porous hair; 1:3 (1 part color + 3 parts Gold Peroxide) for overly porous (bleached) hair;  
Apply the mixture carefully to the parts

to be darkened. Processing time: 10-15 minutes.

Rinse well and dry the hair thoroughly.

Prepare the new mixture using the target color. Apply on the base, lengths and ends.

## HOW TO PROCEED

Re-pigmentation is performed before the application of the target color. To darken very lightened hair, without regrowth, proceed as follows:

### 1. Diagnosis:

- Desired color: golden violet light brown (5.32);
- Hair color: golden very light blonde (9.3); in this case, there are 4 color levels to be recovered.

### 2. Identify the shade best suited to rebuilding the color of the hair.

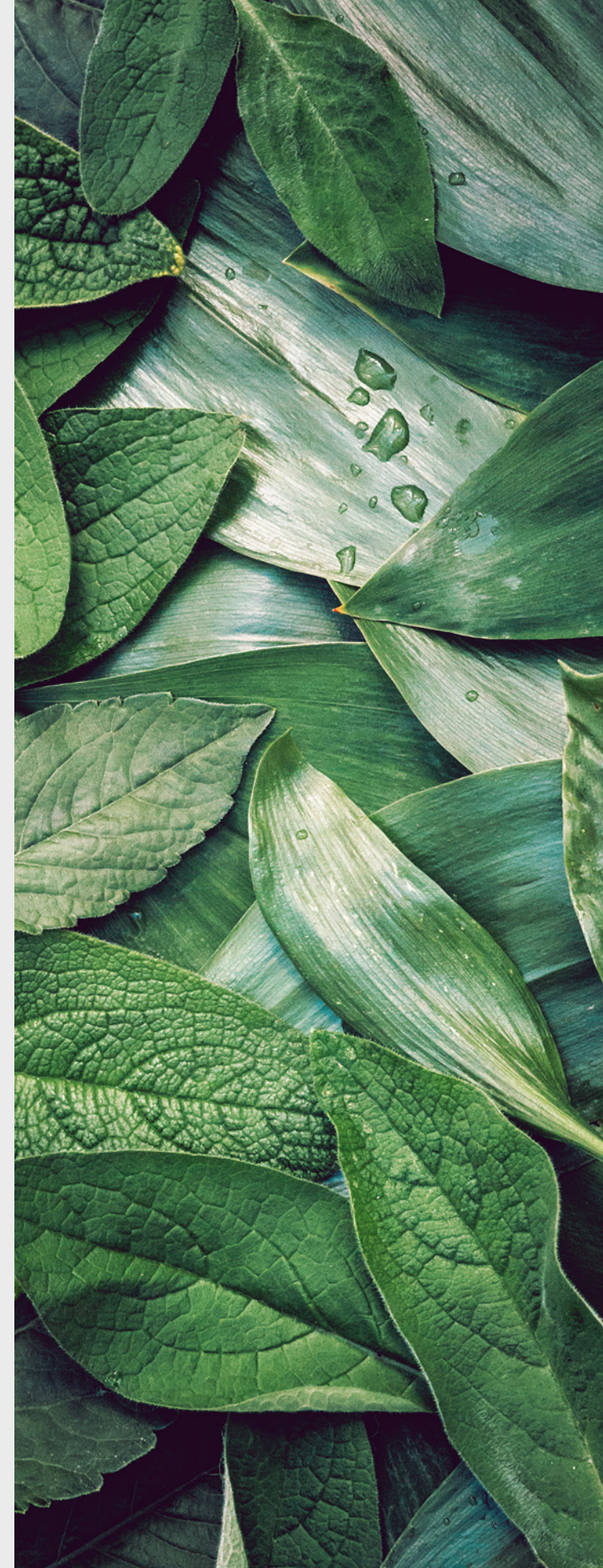
- As an example, the target color has a level 5 light brown, the color background to be rebuilt is orange. To perform re-pigmentation, the shade must be one or two levels lighter than the target color and the tonal tendency must be Copper. The color chosen will be 6.4 dark copper blonde, to be applied with a mixing ratio of 1:3 with 10 Vol. Gold Peroxide.

Re-building the orange in the hair makes it possible to obtain a base color similar to that of natural hair. This will make it possible to achieve the desired color successfully.

### 3. Application - The re-pigmentation mixture:

- 30 ml / 1 oz. of the dark copper blonde (6.4).
- 90 ml / 3 oz. of 10 Vol. Gold Peroxide.

Apply the mixture carefully to the parts to be darkened. Processing time: 10-15 minutes. Rinse well and towel dry the hair thoroughly. Prepare the new mixture using the target color 5 light brown. Apply on the base, lengths.





# PRE-PIGMENTATION

## WHAT IT IS

It is the preliminary treatment which prepares the stubborn white hair to receive the cosmetic color in order to obtain an even-looking result. With pre-pigmentation two important effects are obtained on the hair:

- etching of the hair structure (the alkalinity of the product opens its cuticles);
- deposit of coloring substances onto white hair which is particularly stubborn.

This is necessary where there is a strong concentration of stubborn white hair, normally located in the front area.

## THE MIXTURE

Pre-pigmentation is performed using color (not diluted with Peroxide) one level lighter than the desired result. The Gold Premium Hair Color shades best suited for pre-pigmentation are those with a warm tone (.3).

## HOW TO PROCEED

1. Once the area to be pre-pigmented has been identified, apply the product to the hair using the tip of the brush without touching the scalp.
2. Do not rinse.
3. This procedure must be performed at least 10 minutes before the application of the final color.

# STRIPPING THE HAIR

## WHAT IT IS

It is a treatment able to lighten a cosmetic color, which is necessary whenever we need to lighten a cosmetic color by one or more tones. The stripping has the ability to remove the cosmetic color, therefore allowing a new color to be reconstructed.

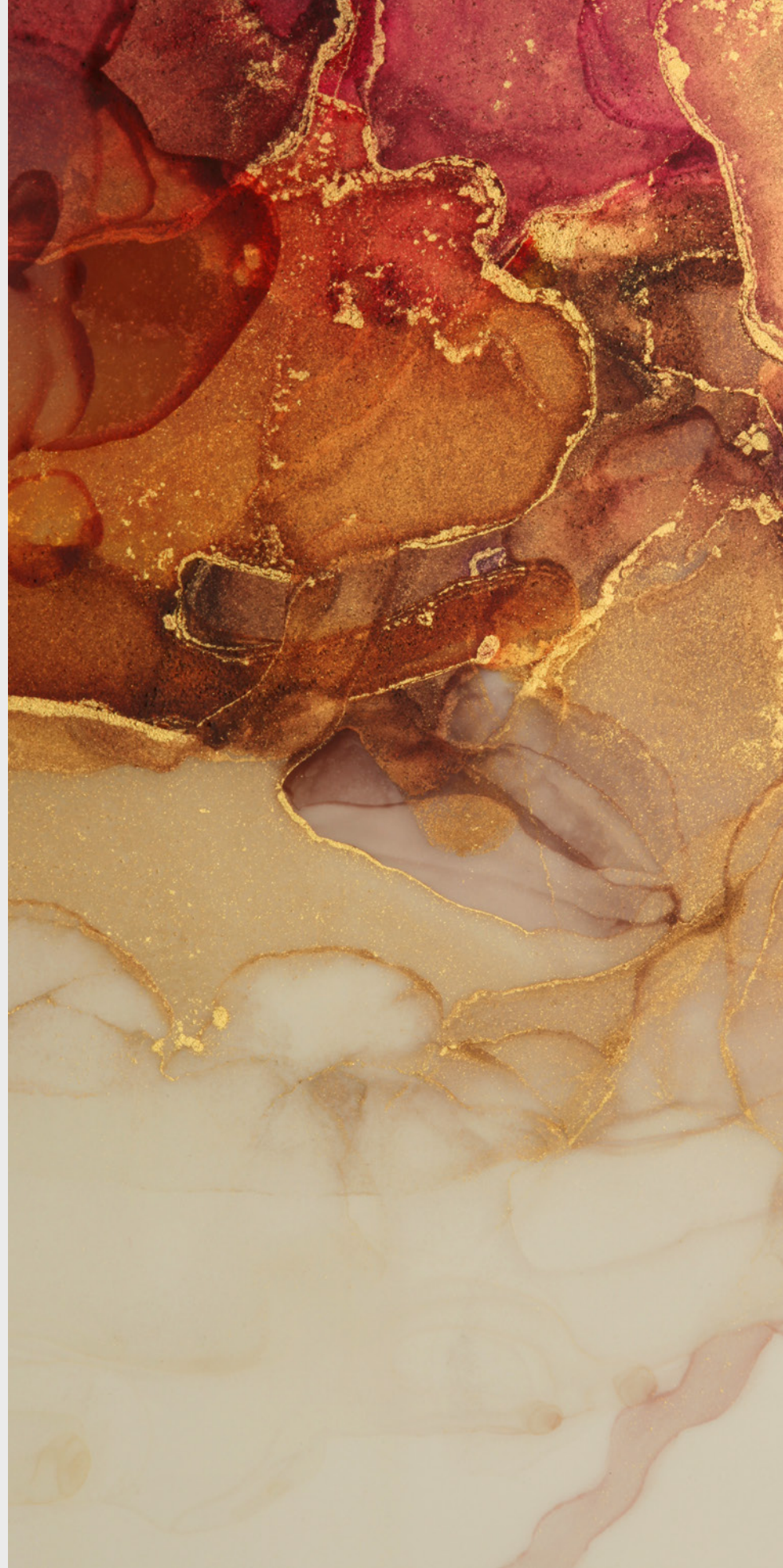
## MIX WITH BLEACH

1:2 (1 part bleaching powder and 2 parts oxidant/activator).

## HOW TO PROCEED

1. Divide the hair and apply the formula directly onto the sections to be lightened.
2. Start the application from the back part of the head, moving on to the sides and finally to the upper part.
3. Check the lightening constantly while it is being left to work.
4. Once you have reached the desired level of lightening, rinse thoroughly and apply shampoo.
5. Rinse and check the result obtained. If the result has excessive lightening, proceed with the re-pigmentation; if the lightening is even-looking then proceed with the target color.

\* The result is closely linked to the structure of the hair and to pre-existing color.



# COLOR STRIPPING WASH

## WHAT IT IS

It is a blend that is used to remove unwanted reflections from the hair (greenish, grayish, excess color, etc.). This step, which is important and necessary, prevents the mix of two contrasting colors (color on hair + color applied) from giving an unwanted result and is necessary if you want to change "ash" (cold) highlights to "golden/red" (warm) and vice versa. The color-stripping wash is carried out when the change of highlights is less than one level.

## MIX WITH BLEACH

- 25g - 0.88 Oz. Net Wt. of Gold bleaching powder
  - 75g - 2.65 Oz. Net Wt. of Gold Peroxide 10 volume (3%) • 10g - 0.35 Oz. Net Wt. of Gold Daily Purifying Shampoo.
- Leave to work: for 5 to 20 minutes

## HOW TO PROCEED

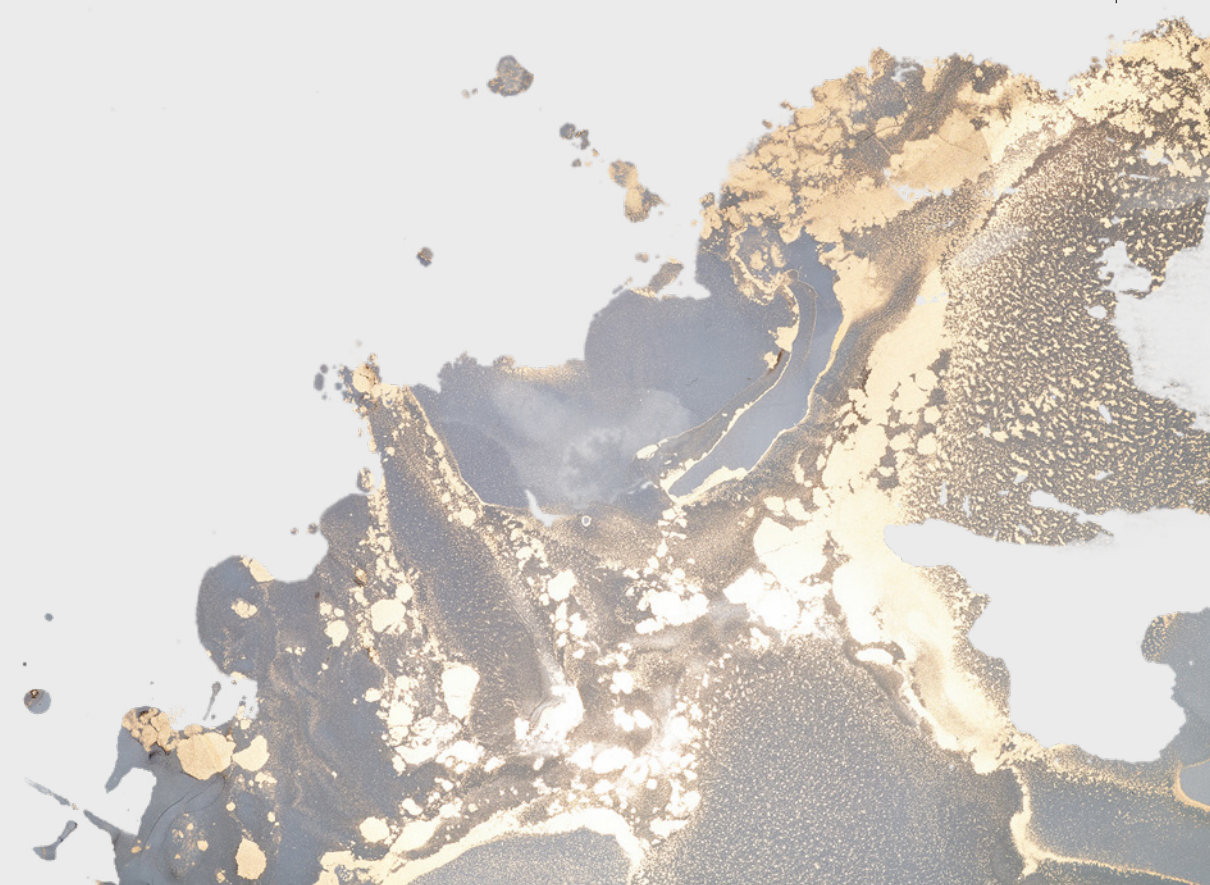
1. Apply the mixture onto the sections of hair with unwanted reflections, dampening the hair beforehand.
2. Comb the product through the hair (checking visually as you go).
3. Once the desired effect has been reached, rinse thoroughly with warm water and follow with shampoo.
4. Proceed with the application of the selected cosmetic color.

# ADDITIONAL INSTRUCTIONS FOR SUCCESSFUL RESULTS

TARGET	ADDITIONAL INSTRUCTIONS	ACTIVATOR	RESULT	MIXING RATIO	TIME	
Natural, Intense natural (optionally with booster)	Full grey coverage	70-100% of grey hair.  The more Booster you add, the less coverage you get.	3% Can not cover thick hair. Not recommended for intense natural.	tone on tone	1:1	35-50 min
		For very resistant grey hair:  Minimum 6% Developer or higher	6% Normal and thick hair.	1-2 levels of lift.		
		When working on levels higher than 7 with weaker pigmentation, mix half tone darker. E.g. working on natural 8 – Mix half 7, half 8.	9% Normal and thick hair, if the lift result is needed.	2-3 levels of lift.		
		Add heat first 10-15 minutes.				
Natural, Intense natural mixed with fashion series	Multi-Tonal, natural coverage and melange effect	15-30% of grey hair use	3%	tone on tone		35-45 min
		1 part of natural/ intense natural  :	6%	1-2 levels of lift.		
		2 part of fashion series	9%	2-3 levels of lift.		
		30-60% of grey hair use  1 part of natural/ intense natural  :  1 part of fashion series				

TARGET	ADDITIONAL INSTRUCTIONS	ACTIVATOR	RESULT	MIXING RATIO	TIME	
	60-100% of grey hair use  2 part of natural/ intense natural : 1 part of fashion series					
Fashion series	Tone on tone, darkening  If the fading of lengths and ends is off by 1 tone from the target color, emulsify the color applied on the roots onto the lengths and ends for the last 3-5 minutes of the product being left to work.  For up to 2 levels fade apply to dry ends, 5-10 min.  For more than 2 levels apply to dry ends for 10-15 min.	1%, 3%	1% cooler effect  3% warmer effect	1:1.5	30 - 35 min	
	Lifting natural color	3%	1 level of lift		30-35 min	
		6%	1-2 level of lift			
		9%	2-3 level of lift		35-40 min	
		12%	3-4 level of lift	1:2	50-55 min	
	Toning	Possible on wet hair	1%, 3%	1:1.5 - 1:2	1-30 min	
High lifts	Lighting, natural color	Recommended from level 7	9%	2-3 level of lift	1:2	
			12%	3-4 level of lift	1:2	
			12%	5 level of lift (mixed 1:1 with 000SSS)	1:2	50-55 min
	Toning	Normal hair (dry or wet)		1:2		
		Damaged / Bleached hair (dry or wet)	1%	1:3	1-15 min	

TARGET	ADDITIONAL INSTRUCTIONS	ACTIVATOR	RESULT	MIXING RATIO	TIME	
000SSS	Bleaching	Sun - kissed effect - more rich and creamy texture of Bleaching Powder	6%	2 level of lifts (up to 3 with foil)	1:2	34-45 min
			9%	3 level of lifts (up to 4 with foil)		
	Lightening booster	Damaged / Bleached hair (dry or wet)	9%, 12%	Lightening effect up to level 1		50-55 min
		Normal hair (dry or wet)	1% - 9%	Lightening effect up to level 1		50 min
		Damaged / Bleached hair (dry or wet)	1% - 9%	Lightening effect up to level 1		



# METAMORPHYC SALON SYSTEM

## INTELLIGENT TECHNOLOGY PROVIDES SUPERB TREATMENT FOR SALON AND HOME

Intelligent technology combined with innovations in care and repair contribute to delivering the finest treatment systems for both the salon and at home. Our two-stage regeneration program, Healing Bond & Vitamin Miracle, redefines the concept of healthy hair. Protect and strengthen the internal structure of the hair during coloring processes to achieve spectacular regeneration. Keep the color in the hair fiber so that the shade lasts longer, and the hair remains protected and strong.

### HEALING BOND & VITAMIN MIRACLE

- protect and strengthen the internal structure of the hair during color treatments to achieve healthy, beautifully colored hair. Keep the pigments inside the hair so that the shade stays longer, and the hair layer stays strengthened
- use Healing Bond during lightening or coloring to protect the integrity of the hair fiber. Use Vitamin Miracle after rinsing the color

### WHEN USED HEALING BOND AS PLEX

Purpose: bleaching & color service

- when used during lightening and coloring, it protects the internal bonds in the hair
- creates new hydrogen and ionic connections in each hair layer
- makes the hair more resistant to physical and chemical damage
- improves the absorption of color, strengthens its intensity and increases durability

How to use:

- bleaching: 10g pr 30g of blech (without peroxide)
- color: 3g pr 30 g Color (without peroxide)

### WHEN USED VITAMIN MIRACLE AS PLEX

Purpose: After color service

- seals the hair and color
- improves moisture retention, shine & softness

How to use:

- after rinsing the color, apply 10-20 min
- finish with your favorite gold conditioner (optional)



# WHEN USED AS AN EXCLUSIVE SALON TREATMENT



## HEALING BOND

Purpose: Exclusive & Customized salon treatment

- Rebuilds the hair's inner structure, restoring strength, elasticity and flexibility.
- Penetrates deep into the cortex and creates new hydrogen and ionic connections in each layer
- Restores manageability to the hair

## VITAMIN MIRACLE

Purpose: Exclusive & Customized salon treatment

- Supplements keratin and inorganic ingredients in the hair that have been washed or degraded.
- Replenishes keratin deficits intelligently wherever the hair needs it most.
- Mimics the hair peptides ( building blocks)
- Thickens hair fibers

How to use:

- Light Damage: 5ml Gold Healing Bond mixed with 15ml Gold Vitamin Miracle.

- Medium Damage: 10ml Gold Healing Bond mixed with 15ml Gold Vitamin Miracle.

- Heavy Damage: 15ml Gold Healing Bond mixed with 15ml Gold Vitamin Miracle.

Applied directly on washed and towel-dried hair. Recommendation, Dream Shampoo. 15 - 20 min, heat is optional. Rinse out and use your favorite Gold conditioner (optional).

## EXTRAORDINARY SALON SERVICE & TREATMENT

For an exclusive experience and ultimate result, divide the treatment in 2 steps.

- Step 1: Apply Healing Bond in all hair for 20 min and rinse out.
- Step 2: Apply Vitamin Miracle in all hair for 20 min and rinse out.

Applied directly on washed and towel-dried hair. Recommendation, Dream Shampoo. Use of heat is optional.



# TRUE PIGMENTS

The Gold True Pigments System offers a completely new quality of conditioners. Discover the world of fabulous coloring treatment.

The Gold True Pigments System offers a completely new quality of color conditioners. It's time to discover the world of fabulous coloring treatments using the latest technology. Let yourself go wild and enrich the shade of your hair using our highly concentrated pigment-infused conditioners! Take it one step further and mix the pigments to achieve a perfect, personalized blend as intense as you need it. Color Conditioners allow you to have stunning hair color together with great care. Powerful ingredients like hydrolyzed quinoa, avocado and argan oil greatly enrich and nourish the hair.

# SALON COLOR SERVICE

## WHAT IT IS

Extraordinary in-salon semi permanent color service. Creativity becomes colorful.

## HOW TO USE AS COLOR SERVICE

- Mix to achieve the desired result
- Mixing ratio suggestion (any color : Clear Dimond/white) 1:1, 1:2 or 1:3.
- There are no limits for mixing ratio and combinations.
- Apply the desired amount directly on damp or dry hair, distribute homogeneously evenly.
- Leave for 5-20 minutes, depending of the color intensity you would like to achieve.
- Emulsify with water, then rinse thoroughly.
- Optional Vitamin Miracle 10-20min
- Style as desired.
- After each use the color will intensify.



# REFRESHING COLOR SERVICE

## WHAT IT IS

Amazing in-salon or at home service where the True Pigments are mixed with Metamorphyc Come True Conditioner. With softened pigments and increased conditioning, this is the perfect way to freshen up healthy color.

## HOW TO USE AS A REFRESHING COLOR SERVICE

- Mix color conditioners with Come True conditioner to achieve the desired result.
- Mixing ratio suggestion (color : come true conditioner) 1:1, 1:2 or 1:3.
- There are no limits for mixing ratio and combinations.
- Apply the desired amount directly on damp hair, distribute homogeneously.
- Leave for 5-20 minutes, depending of the color intensity you would like to achieve.
- Emulsify with water, then rinse thoroughly.
- Apply Vitamin Miracle 10-20min (optional)
- Style as desired.
- After each use the color will intensify.



# HOME SERVICE

## WHAT IT IS

A service for the clients to keep the intensity and shine of the color at home. You can sell the 300ml tube (or more) directly to your client. This way the color can be refreshed and look great between the salon visits.

# GOLD

PROFESSIONAL HAIRCARE

