

NATURALS	NEUTRAL NATURALS	EXTREME INTENSE NATURALS	ASH SERIES	DEEP ASH SERIES	CHOCOLATE SERIES	GOLD SERIES	BEIGE SERIES	CHESTNUT SERIES	CHESTNUT SERIES	RED SERIES	VIOLET SERIES	LIGHTENERS	COLOUR MIX SERIES
1 Black			1B Bluish Black			5.3 Light Golden Brown		7.43 Golden Copper Blonde		5.6 Light Red Brown	4.62 Violet Red Brown	10 Natural Lightener	B Blue Accent Mix
3 Dark Brown						6.3 Dark Golden Blonde		7.45 Mahogany Copper Blonde	6.4 Dark Copper Blonde	5.65 Light Red Mahogany Brown	5.20 Intense Light Violet Brown	10.1 Ash Lightener	
4 Brown		4/ON Extreme Intense Brown				7.3 Golden Blonde		8.4 Light Copper Blonde	6.43 Dark Copper Golden Blonde		6.26 Dark Red Violet Blonde	10.2 Iridescent Lightener	P Pearl Accent Mix
5 Light Brown	5N Neutral Light Brown	5/ON Extreme Intense Light Brown	5.1 Light Ash Brown		5.85 Light Chocolate Mahogany Brown	7.31 Golden Ash Blonde	5.13 Light Ash Golden Brown	6.41 Dark Ash Copper Blonde			8.2 Light Violet Blonde	10.3 Golden Lightener	
6 Dark Blonde	6N Neutral Dark Brown	6/ON Extreme Intense Dark Blonde	6.1 Dark Ash Blonde		6.88 Deep Dark Chocolate Blonde	8.3 Light Golden Blonde	6.13 Dark Ash Golden Blonde	9.43 Very Light Copper Golden Blonde	7.4 Copper Blonde	6.6 Dark Red Blonde		SUPER LIGHTS	V Violet Accent Mix
7 Blonde	7N Neutral Blonde	7/ON Extreme Intense Blonde	7.1 Ash Blonde	7.11 Deep Ash Blonde	6.83 Dark Chocolate Golden Blonde	8.31 Light Golden Blonde		7.40 Intense Copper Blonde				11 Super Light Blonde	
8 Light Blonde	8N Neutral Light Blonde	8/ON Extreme Intense Light Blonde	8.1 Light Ash Blonde	8.11 Light Ash Blonde	8.83 Light Chocolate Golden Blonde	8.33 Deep Light Golden Blonde				6.66 Deep Dark Red Blonde		11.1 Super Light Ash Blonde	
9 Very Light Blonde	9N Neutral Very Light Blonde		9.1 Very Light Ash Blonde	9.11 Very Light Deep Ash Blonde		9.3 Very Light Golden Blonde				7.62 Red Iridescent Blonde		11.2 Super Light Iridescent Blonde	
 datelineimports.com.au						9.33 Very Light Deep Golden Blonde				7.64 Red Copper Blonde			
						9.34 Very Light Golden Copper Blonde				8.64 Light Red Copper Blonde			
										8.35 Light Golden Mahogany Blonde			

MIXING AND TIMING

FORMULA	RATIO	TIME
Standard formula	1 part colour to 1 part developer	40 minutes
Super lights	1 part colour to 2 part developer	45-60 minutes
Toning (general)	1 part colour to 2 parts developer	up to 30 minutes
Toning (deeper coverage)	1 part colour to 1 parts developer	up to 30 minutes

DEVELOPER GUIDE

1.9% (6 Vol) for use with toners and demi permanent colour
3% (10 Vol) lift natural hair up to 1 shade, deposit colour, grey coverage
6% (20 Vol) grey coverage, lift natural hair up to 2 levels
9% (30 Vol) lift natural hair up to 3 shades
12% (40 Vol) lift natural hair up to 4 shades

UNDERLYING PIGMENT

DESIRED LEVEL	DESCRIPTION	NATURAL UNDERLYING TONE
10	Lightest Blonde	Pale Yellow
9	Very Light Blonde	Pale Yellow
8	Light Blonde	Yellow
7	Medium Blonde	Yellow/Orange
6	Dark Blonde	Orange/Yellow
5	Light Brown	Orange
4	Medium Brown	Red/Orange
3	Dark Brown	Red/Orange
2	Darkest Brown	Red
1	Black	Red

FILLER FORMULA

When colouring hair darker than two levels to ensure the desired result is achieved you must pre-pigment the hair first.

Mix the following formulas with 3% (10 volume) peroxide and process for 15 minutes. After 15 minutes wipe off excess colour and apply desired formula. Process as directed.

MIXING RATIO: 1:1½

Please Note: Mixing ratios below are based on a 70g application.

LEVEL	DESCRIPTION	FORMULA
9	Very Light Blonde	9.3 52.5g (¾ of mix) + Yellow Colour Mix 17.5g (¼ of mix) + 3% (10 vol) 105g
8	Light Blonde	8.3 52.5g (¾ of mix) + 9.34 17.5g (¼ of mix) + 3% (10 vol) 105g
7	Medium Blonde	8.3 35g (½ of mix) + 9.34 35g (½ of mix) + 3% (10 vol) 105g
6	Dark Blonde	7.3 35g (½ of mix) + 7.43 35g (½ of mix) + 3% (10 vol) 105g
5	Light Brown	6.3 35g (½ of mix) + 6.43 35g (½ of mix) + 3% (10 vol) 105g
4	Medium Brown	6.43 70g (full mix) + 3% (10 vol) 105g
3	Dark Brown	4.43 35g (½ of mix) + 4.62 35g (½ of mix) + 3% (10 vol) 105g
2	Darkest Brown	4.43 35g (½ of mix) + 4.62 35g (½ of mix) + 3% (10 vol) 105g
1	Black	4.62 35g (½ of mix) + 4.43 17.5g (¼ of mix) + 4 17.5g (¼ of mix) + 3% (10 vol) 105g

FORMULATION GUIDELINES

After you have completed a thorough consultation and have determined the following:

- Natural Level
- Texture
- Porosity
- Percentage of Grey
- Target Shade
- Tonal Value

You may proceed with service.

BASE SHADES & GREY COVERAGE

LEVELS	BASE	MIXING INSTRUCTIONS	IMPORTANT
Naturals 1-10	Yellow/Brown Base	Use alone or intermix with all other shades.	n/a
Neutral Naturals 5N-9N	Blue Base	Can be used alone or intermixed with all ash, violet, beige shades. Able to counteract unwanted warm tones.	n/a
Extreme Intense Naturals (Double Intense Base Shades) 4/ON-8/ON	Blue Base	Ideal for full coverage on 50% or more grey hair. Ideal base with all ash shades. Able to counteract unwanted warm tones and can be intermixed with all other shades depending on desired result.	/ON should only be applied to natural hair. If you are refreshing previously coloured hair it is recommended to use the reflect shades only.