



COLOR FAMILY Quick Guide

N NEUTRAL: This shade family provides true tonal balance, natural results and complete gray coverage. Use for gray blending at levels 9 and 10.

NN INTENSE NEUTRAL: This shade family is ideal for excellent coverage on resistant gray or high percentages of gray hair. These shades deliver more depth at each level because they contain a large dose of brown background color.

NA NATURAL ASH: This shade family is ideal for moderate control of unwanted warm underlying pigment when working at all levels. Natural Ash combines a gray background color with a soft blue tone for moderate control.

A ASH: This shade family creates a natural and slightly cool appearance, and provides exceptional control of warm underlying pigment. Ash shades are not recommended for gray coverage.

V VIOLET: This shade family creates deep violet results at darker levels, and a smoky-cool tone at lighter levels.

VG VIOLET-GOLD: This shade family creates a soft iridescent-gold reflect.

GN GREEN: This shade family creates a cool/ashy result and is ideal for optimal neutralization of unwanted red underlying pigment. Gn is not recommended for gray coverage.

NG NATURAL GOLD: This shade family creates soft, natural-looking golden warmth. The shades contain a brown-to-tan background color, which softens the gold reflect. NG is great for gray coverage and gray blending, especially when the target shade is warm.

G GOLD: This shade family is ideal for adding true gold reflect. The shades contain no brown-to-tan background color, so the dominant reflect is an intense gold.

GV GOLD VIOLET: This shade family creates a soft, cool-beige finish.

GM GOLD MAHOAGANY: This shade family is ideal for creating warm, chocolate browns at lower levels and rich, medium blondes at levels 6 and above.

C COPPER: This shade family is ideal for adding vibrant copper-red tones to the natural hair. The shades add copper reflect at level 5 and true copper tones at levels 6 – 9.

CG COPPER GOLD: This shade family is ideal for dramatic golden-red tones.

CRV COPPER MAHOAGANY This shade family creates rich, copper-mahogany brown at level 5 and copper-mahogany blonde results at levels 6 – 8. The shades perform a bit deeper at each level, due to the presence of mahogany (Rv). CRv is good for gray coverage when the hair is 25% gray or less and you want to see more tonal intensity.

R RED: This shade family is ideal for strong, true-red tones. The results are intense, red-auburn. R is not recommended as a stand-alone shade for gray coverage.

RV MAHOAGANY: This shade family creates rich, red-mahogany brown at level 4 and dark mahogany-blond at level 6. The shades perform a bit deeper at each level, due to the presence of mahogany (Rv). Rv Mahogany is good for gray coverage when the hair is 25% gray or less and if you want to see more tonal intensity.

HIGH LIFT: KeraLuminous High Lift Series has the ability to lift up to 4 levels with substantial control.

12.0/12N	softens undertones
12.1/12A	refines orange undertones
12.2/12V	refines yellow undertones
12.7/12Gn	refines red undertones

CONCENTRATES: KeraLuminous Concentrates can be added to any formula to intensify, neutralize or modify any shade. The following mixing ratio provides the proper balance of concentrate in any formula: Add up to ¼ tube of concentrate to any 1.7 oz. (50 ml) KeraLuminous, KeraBrilliance or High Lift Series color.

.11/AA	adds intense ash
.22/VV	adds intense violet
.33/GG	adds intense gold
.44/CC	adds intense copper
.66/RR	adds intense red
.77/Gn	adds intense green
.12/AV	adds intense, cool violet
.21/VA	adds light gray
.2/V	adds violet
.1/A	adds ash



Keratin-Enhanced Color For Stronger, Healthier Hair

SHADE FAMILIES Quick Guide

- For maximum control, it is best to stay within 2 levels of the client's natural color
- Keep the color lighter and brighter around the face. For instance, if you are using level 6 for the retouch, apply level 7 around the hairline
- When coloring sensitized hair, remember that it requires extra warmth due to its delicate, porous state. The rate of color absorption is influenced by the degree of sensitivity and the tone of the shade selected
 - Cool tones are more readily absorbed by sensitized hair
 - Warm tones deposit with more strength when applied to less sensitized hair
- Consider adding a concentrate to adjust the tone, in order to achieve the precise color the client wants
- To diminish red when covering gray, add N to the formula. When using levels 3 – 5, you may want to add a shade that is one level lighter to prevent the color from appearing too dark. For example: 4N + 5N.
- Remember that 7R is the reddest of all the shades. You can use a small amount of it in any brunette formula to create a unique red-auburn reflect
- Combine C and CG to boost the copper reflect of the copper-gold shade and create a bright ginger without an over-abundance of copper
- To warm up a cool red, add a small amount of level 6GRV or 7GRV to a level 4 or 5 brunette formula
- To cool down a warm red, add a small amount of Gn to the formula
- To add cool tones of berry, scarlet or wine, combine 5V with 4R or 5R

Mixing N and NN

- > In almost all situations, mix NN with another shade
- > Mix NN shades with GB, NG or NA to lighten the depth and adjust the tone
- > Use green concentrate with any N or NN shade to help neutralize warm underlying pigment
- > If the client does not want to see any red and wants to cover gray, add NA or N to the formula