

HAIR PASSION™

HAIR PASSION PASTEL PLUS COLLECTION TECHNICAL GUIDE

HAIR PASSION is a new generation in permanent hair color. For the first time using our new generation color pigment technology, we have been able to achieve colors that have not been possible before. These new pigments along with our specially formulated Boosters allow us to achieve permanent results for today's fashion conscious clients. With Its **Keratin Infused SystemS (KISS)** it ensures that the hair is left restructured and in optimum condition.

HAIR PASSION mix: 1 Part color, 1.5 parts *BOOSTER* e.g. 50ml *HAIR PASSION COLOR*, 75ml *HAIR PASSION BOOSTER*.

Although **HAIR PASSION** is a new technology pigment, the general rules of color still apply.

- A Skin Test should be carried out 48 hours before every application of HAIR PASSION Color.
- The product is not intended for use on persons under the age of 16.

HAIR PASSION Pastel Plus Collection Numbering System

The number in front of the point = Depth

10	Pastel Blonde
9	Lightest Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown

The Number after the point = Tone/Reflection

.0	A blend of all Ash and Metallic Tones
.1	Metallic
.2	Violet
.3	Rose Gold
.6	Red
.8	Pink

The first number after the point = Major tone. Second number = Secondary tone. Third number = Minor tone.

E.g. 7.68

7.	= Medium Blonde (Depth)
.6	= Red (Major tone)
.-8	= Pink (Minor tone)

ACCELERATOR - PASSION Boosters

- 01X** Adding Color (all normal coloring).
- 02X** Extra Shine plus slight lift (See best results section).
- 03X** A conditioning accelerator which can be used when pre-lightening hair prior to using HAIR PASSION color.
- 04X** A conditioning accelerator which can be used when pre-lightening hair prior to using HAIR PASSION color to give extra lift.

Please be aware that the hair must be evenly pre-lightened as any variation will affect the result.

These PASSION Boosters are specially formulated to work in synergy with our new technology pigments.

HAIR PASSION™

STAGE 1 HAIR PASSION PASTEL PLUS COLOR PREPARATION

Color preparation is the most important stage of the coloring process.

Pre-lighten the hair to the level recommended ensuring an even result from roots to ends as not achieving this even pre-lightened level will affect the end color result.

The pre-lightened depth will be 8-10 which will naturally expose golden tones. The Hair Passion new technology is formulated to be applied to yellow tones. In this state the hair is in much better condition and can retain the color for longer and the cuticle layers can be closed locking in the pigments.

Lifting lighter than a level 10 is likely to result in color loss (fading) as the hair is more porous.

1. It is essential to analyse the hair for natural base, color, porosity and condition.
2. Pre-lighten the hair with bleach to the recommended level (see table).
3. Remove the bleach using shampoo. Do NOT use conditioner.
4. Dry the hair thoroughly.

SHADE	PRE-LIGHTEN TO DEPTH	PASSION BOOSTER
7.212	9	01X
8.212	9-10	01X
9.212	10	01X
7.313	9	01X
10.68	10	01X
11.68	10	01X
7.062	9	01X OR 02X
9.062	9	01X
6.16	8	01X OR 02X
7.16	9-10	01X
6.12	8-9	01X OR 02X
9.12	9-10	01X

STAGE 2 HAIR PASSION PASTEL PLUS COLOR APPLICATION

HAIR PASSION PRODUCTS_Keratin Infused Systems

Hair Passion Coloring Creme

Passion Booster 01X

Passion Booster 02X

HAIR PASSION COLOR APPLICATION

SHORT HAIR APPLICATION (Less than 10cm)

1. For optimum results apply the color ensuring it is evenly and generously applied throughout the hair.
2. Development time is 25 minutes as it is deposit only.

LONG/POROUS HAIR APPLICATION

1. **For optimum results apply the color to the ends first (porous area) then apply to the roots and mid lengths. Ensure it is evenly and generously applied through the hair.**
2. Development time is 25 minutes as it is deposit only.

LEVEL 11+ / VERY POROUS HAIR APPLICATION

Hair that has been bleached above a level 10 is very porous and it is more likely for the color to fade.

1. **For optimum results apply the color to the ends first (porous area) then apply to the roots and mid lengths. Ensure it is evenly and generously applied through the hair.**
2. Development time is 25 minutes as it is deposit only.
3. **POST COLOR RE-APPLY FOR FADED COLOR.** If you find the hair fades excessively due to porosity, re-apply the desired color as above for a longer lasting color.

STAGE 3 HAIR PASSION PASTEL PLUS COLOR LOCK

HAIR PASSION PRODUCTS

HAIR PASSION COLOR LOCK SHAMPOO

Low pH to compact the cuticles directly after the color process preventing color fade.

HAIR PASSION COLOR LOCK CONDITIONER

Low pH used directly after shampoo to seal the cuticle and lock in the color to ensure lasting results.

RINSE AND LOCK

1. At the backwash apply water and then massage the color thoroughly.
2. Rinse the color with water. Shampoo once using HAIR PASSION Color Lock Shampoo.
3. Apply HAIR PASSION Color Lock Conditioner. Leave for 5 minutes then rinse well.

Both the *HAIR PASSION Color Lock Shampoo* and *HAIR PASSION Color Lock Conditioner* must only be used after the color process and NOT as a general shampoo and conditioner.

STAGE 4 HAIR PASSION PASTEL PLUS COLOR HOME MAINTENANCE

HAIR PASSION HOME USE PRODUCTS- Keratin Infused Systems

Specially formulated for your clients to use at home we recommend HAIR PASSION COLOR SUPPORT PRODUCTS. With a low pH, paraben and sulphate free they are essential for color care and to maintain vibrancy.

HAIR PASSION COLOR SUPPORT SHAMPOO

The best choice shampoo for all color treated hair, HAIR PASSION COLOR SUPPORT SHAMPOO guarantees less tonal loss and color fading together with the added benefit of keratin protein to strengthen structurally weak hair. Apply a small amount lather and rinse, repeat if required.

HAIR PASSION COLOR SUPPORT CONDITIONER

The best choice conditioner for all color treated hair, HAIR PASSION COLOR SUPPORT CONDITIONER protects your hair from fading and tonal change to retain your beautiful new color. Keratin protein provides deep conditioning with the added benefit of strengthening structurally weak hair when used regularly. Apply to freshly shampooed hair and let it do its magic, rinse and style as usual.

HAIR PASSION ANTI-YELLOW SHAMPOO

The Perfect choice shampoo for Blondes or Metallic hair color, HAIR PASSION ANTI-YELLOW SHAMPOO has a specific color correcting formula to preserve cool platinum blondes and silver tones by killing brassy/yellow tones ensuring vibrancy and shine. Keratin protein protects against damage, and strengthens the hair. Apply a small amount and massage into wet hair. Allow the shampoo to absorb for 3 to 5 minutes then rinse. Repeat the process one or two times a week, alternating with HAIR PASSION COLOR SUPPORT SHAMPOO.

HAIR PASSION COLOR MASK is a color conditioner which contains Keratin to reconstruct damaged hair and refresh hair color, keeping it in optimum condition. HAIR PASSION COLOR MASK is a temporary hair color lasting 6 to 8 shampoos providing your clients with an easy way to add color and depth to natural or colored hair at home with the added benefits of being ammonia and peroxide free.

NOTE

It is important to note that with all hair color to some degree using direct heat e.g. curling and straightening irons can result in color fade and especially with metallics which have more delicate pigments. We recommend using the lowest heat setting possible with the HAIR PASSION Collections to prevent color loss.