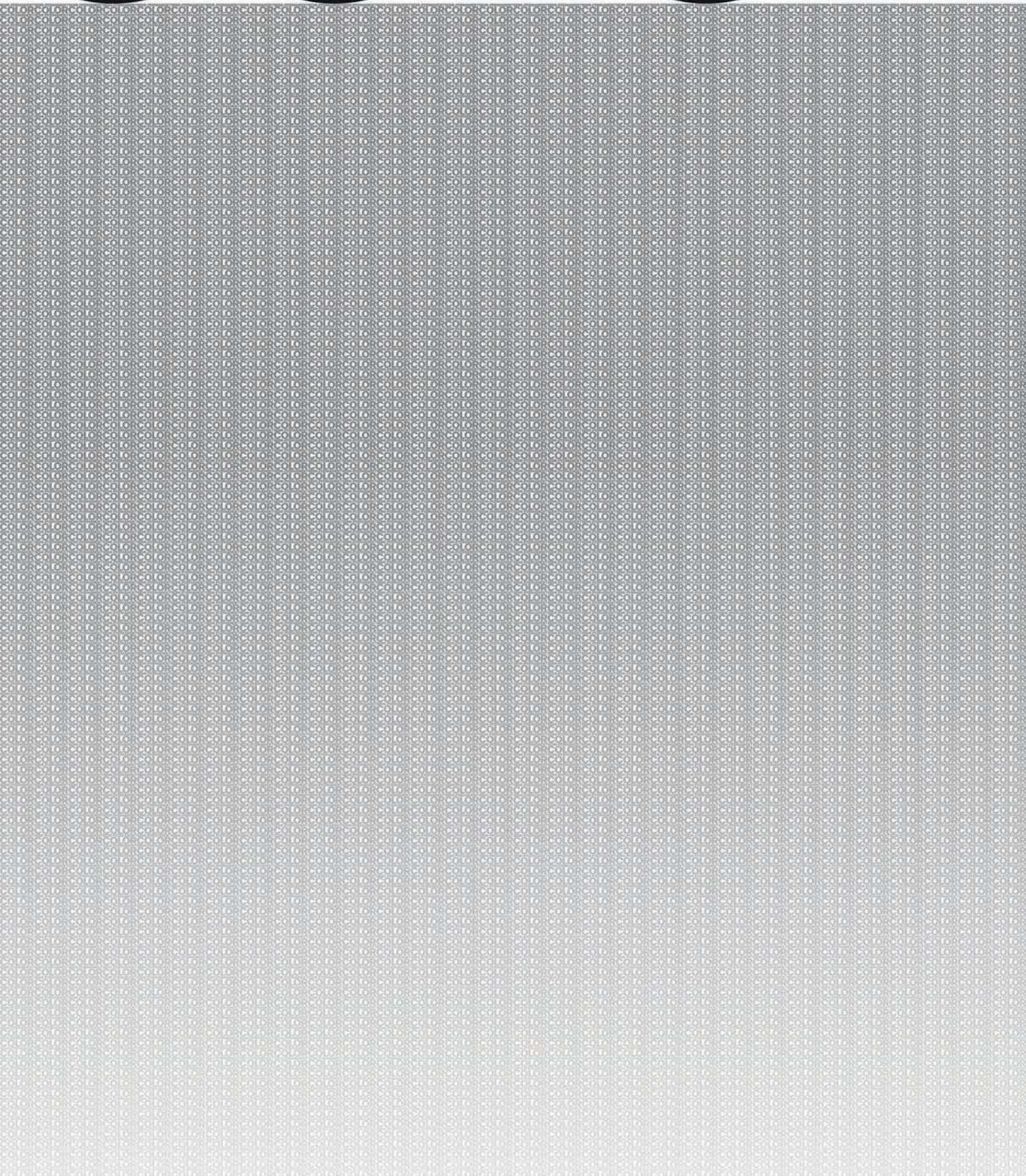


SEMI-PERMANENT COLOR



All colors 60ml*

ZERO-LIFT GLOSS TONER WITH BONDER

| VIOLET | ASH VIOLET | ASH | NATURAL ASH | NATURAL | NATURAL GOLD | GOLD VIOLET | GOLD | GOLD COPPER |
|---------------|----------------|---------------|----------------|---------------|----------------|----------------|--------------|---------------|
| 10-2 19542 | 10-12 19544 | 10-1 19540 | 10-01 19541 | 10-0 19539 | 10-03 19543 | 10-32 19545 | | |
| 9-2 19532 | 9-12 19537 | 9-1 19530 | 9-01 19531 | 9-0 19529 | 9-03 19533 | 9-32 19538 | 9-3 19534 | |
| | | | 8-01 19524 | 8-0 19523 | | 8-32 19526 | | 8-34 19527 |
| | | 7-1 19517 | 7-01 19518 | 7-0 19516 | | | 7-3 19519 | |
| 6-2 19510 | | | 6-01 19509 | 6-0 19508 | | | | 6-34 19512 |
| | | 5-1 19503 | | 5-0 19502 | | | 5-3 19504 | |
| 4-2 19499 | | | | 4-0 19498 | | | | |
| 3-2 19495 | | | | 3-0 19494 | | | | |
| | | 1-1 19493 | | | | | | |



BONDER INSIDE

Unlike most other toners on the market, Danger Jones toners contain a bonder which protects & strengthens the hair.

NON-DRYING

Unlike other liquid toners which can dry hair, Danger Jones toners leave the hair feeling healthy & hydrated.

INTENSE PIGMENT

Intensely pigmented for the most vibrant possible results, while limiting translucency.

CREAMIER CONSISTENCY

Creamy consistency provides maximum control during application & seamless blending of colors with no hard lines.

DANGER JONES

| COPPER | COPPER RED | RED RED | RED MAHOAGANY | MAHOAGANY VIOLET | MATTE | BROWN | BOOSTERS | CLEAR |
|--------------|---------------|---------------|---------------|------------------|--------------|--------------|--------------|--------------|
| | | | | | | | | 0-0 19492 |
| 9-4 19535 | | | | | | 9-8 19536 | | |
| | 8-46 19528 | | | | 8-7 19525 | | | |
| 7-4 19520 | | 7-66 19522 | | | | 7-8 19521 | | |
| | 6-46 19513 | 6-66 19515 | | 6-52 19514 | 6-7 19511 | | -66 19491 | |
| | | | 5-65 19507 | 5-52 19506 | | 5-8 19505 | | |
| 4-4 19500 | | 4-66 19501 | | | | | -44 19490 | |
| | | | 3-65 19497 | | | 3-8 19496 | | |

Gloss Toner Color Chart
19547



1:1 mixing ratio | Process for 10 minutes

the essentials collection   

DANGER JONES

A BETTER WAY TO DO COLOR

Vibrant Shades. Beautiful Fade. Easy Application. Long-Lasting.

NO AMMONIA • NO PPD • NO MEA • NO PARABENS

Over the last few years, the hair color industry is fraught with companies primarily focused on cutting costs. Their formulations & packaging are cheapened, & the fun & intrigue about color fades away.

Danger Jones is not about cutting costs. They are about increasing quality with their premium formulations & elevated packaging. The foundation of the brand was built upon building an artist community in the color industry.

A connected community creates color like nothing seen before. Coloring should be a fun form of artistic expression, & there is a better way to do it with Danger Jones.



CRUELTY-FREE



VEGAN



GLUTEN-FREE



FREQUENTLY ASKED QUESTIONS

WHAT MAKES DANGER JONES SEMI-PERMANENT DIFFERENT FROM OTHER BRANDS? Consistency & vibrancy: the unique creamy viscosity makes it easier to apply & saturate the hair. This means you use less product to get full coverage. All colors are highly pigmented which gives them a bold vibrancy to them.

DO I NEED TO USE A DEVELOPER/ACTIVATOR TO MIX THE COLORS? No. Danger Jones semi-permanent colors are used straight out of the tubes & applied directly to clean, dry hair.

HOW DO I USE THE "CLEAR"? You can use Clear in three ways: First, to add shine, dilute, or to blend from a bright color into blonde or lighter ends. When using to dilute deeper colors, start with Clear & then slowly add in the deeper color to pastelize. Second, to give shine & condition on all hair colors & textures. Thirdly, use Clear by itself to create a color melt transition from a deeper color into blonde or lighter ends.

CAN I MIX A BOND BUILDER INTO DANGER JONES SEMI-PERMANENT COLORS? Yes, you can add a liquid bond builder to the semi-permanent colors. Follow the mixing instructions of the bond builder.

CAN YOU MIX DANGER JONES SEMI-PERMANENT COLORS TOGETHER? Yes. All the colors are intermixable for customized color results. Be creative!

CAN I APPLY SEMI-PERMANENT COLORS TO WET HAIR? Yes, the semi-permanent colors can be applied to damp hair. However, keep in mind this may significantly decrease the brightness & color longevity.

HOW LONG SHOULD I WAIT TO WASH MY HAIR AFTER MY HAIR HAS BEEN COLORED? For maximum longevity, it is recommended to wait 2-4 days after a semi-permanent color service before shampooing.

WHAT HAPPENS IF I LEAVE SEMI-PERMANENT COLORS ON LONGER THAN 35 MINUTES? Nothing negative happens. It simply may start to dry & create a soft shell, making it slightly harder to rinse out of the hair.

HOW LONG CAN I EXPECT MY SEMI-PERMANENT COLOR TO LAST? People ask how long do they last, but it is better to ask "how long do they fade?"...because they're designed to fade. What makes these colors different is they fade into lighter pastel versions of themselves. Lighter tones can last up to 20 washes. Deeper tones can last up to 40 washes. This, of course, all depends on application & home care.

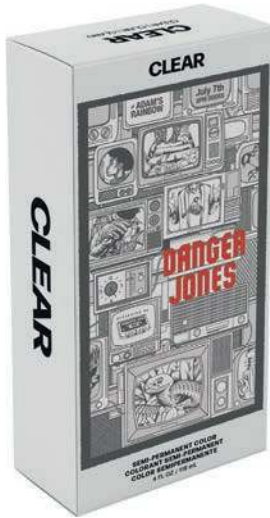
HOW CAN I EXTEND THE LIFE OF MY COLOR? Shampoo no more than twice a week using cool water & color-safe shampoo & conditioner. Shampoo your scalp/roots only & let the shampoo rinse over the rest of your hair. Dry shampoo is also recommended between washes. Avoid using hot water, chlorinated pools/hot tubs, ocean/lake water, & direct sunlight for extended periods of time. If you use well water, a shower filter will also prevent any mineral deposits in hair which can alter your color.

DANGER JONES

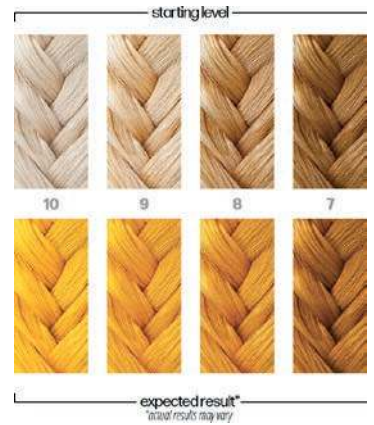
All colors 118ml*

See page 195 for accompanying DANGER JONES Bleach, Developers & Color Removers

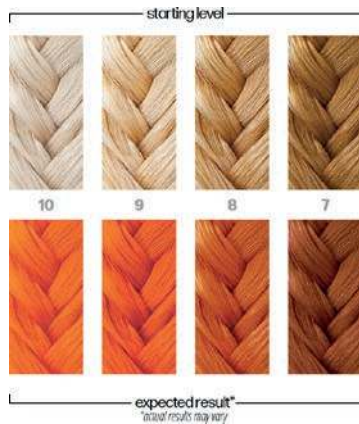
CLEAR | Pastelize the depth of any shade to create limitless tones. 19135



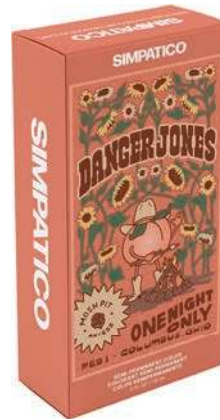
STARRIDER | Yellow 19148



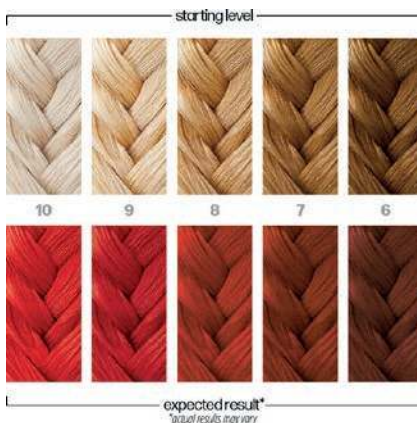
BURNOUT | Orange 19133



SIMPATICO | Light Peach 19146

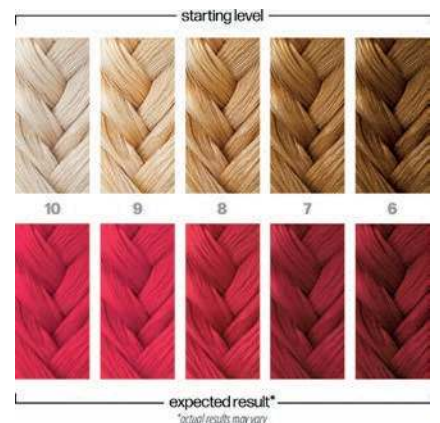


DIABLO | Red 19136



CHECKMATE | Hot Red 20159

NEW



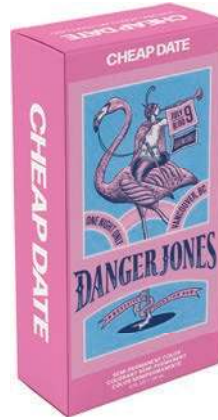
DANGER JONES

All colors 118ml*

HUSTLER | Pink
19139



CHEAP DATE | Light Pink
19134



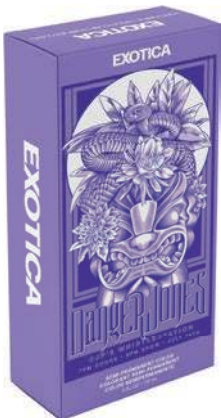
HYSTERIA | Berry
19140



MASQUERADE | Purple
19142



EXOTICA | Light Purple
19138



LIBERTINE | Violet
19141



DANGER JONES

All colors 118ml*

RANSOM | Light Teal
20160

NEW



SOLITUDE | Blue
19147



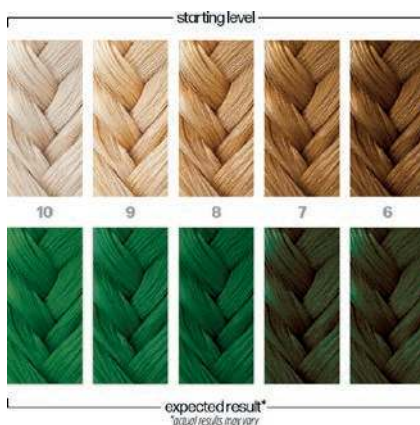
POOLSIDE | Light Blue
19145



OBLIVION | Teal
19143



EMPIRE | Green
19137



PAVEMENT | Grey
19144



DANGER JONES

NEW

ARTISTIC TONER



HOW TO USE

In a non-metallic bowl, mix 1:2 to 1:3 (toner: developer) with Danger Jones Deluxe Cream Developer 5 Vol. (1.5%). Process for 5-20 min. Shampoo/rinse thoroughly.

CAN ARTISTIC TONERS BE MIXED TO CREATE DIFFERENT COLORS?

Yes, you can mix them to make different tones.

WHY DO THE INSTRUCTIONS GIVE A RANGE FOR THE MIXING RATIO?

The standard mixing ratio is 1:2 (toner to developer). If you prefer a softer deposit, you can change the ratio to 1:3. You're in control!

DO THEY NEED TO BE SHAMPOOED OUT AFTER PROCESSING?

Yes. They're oxidative, so you should shampoo them out thoroughly.

CAN I USE A DIFFERENT DEVELOPER WITH THESE TONERS?

No. They were designed to be mixed with Danger Jones Deluxe Cream Developer 5 Volume (1.5%) for optimal consistency, application & deposit.

CAN I APPLY ARTISTIC TONERS ON TOP OF SEMI-PERMANENTS?

No. Artistic Toners have an alkaline pH, whereas Danger Jones Semi-Permanents have an acidic pH. If you want to use Semi-Permanent color, use the Artistic Toners first, shampoo, & then apply the Semi-Permanent color.

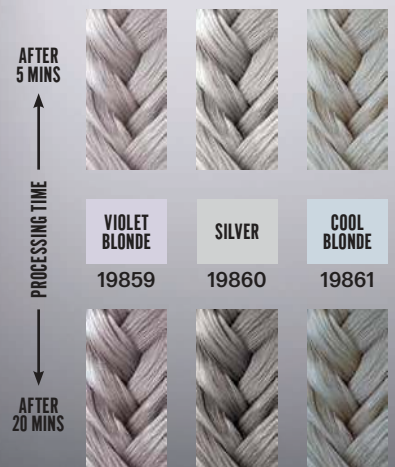
WHAT'S AN ARTISTIC TONER?

Danger Jones Artistic Toners are progressive, which means that the longer you let them process, the deeper the tone will be. Because they're alkaline, they'll lift the hair while toning, which will eliminate any underlying warmth, unevenness, or banding from the lightening process. Their alkaline pH also increases color longevity. You'll want to reach for an Artistic Toner during bleach & tone color services, as well as grey blending techniques.

HOW ARE THEY DIFFERENT FROM GLOSS TONERS?

Danger Jones Gloss Toners are non-progressive & stop processing after just 10 minutes. They're acidic, so they won't lift the hair, which allows you to maintain dimension after highlighting the hair. You'll want to reach for a Gloss Toner for glossing, lowlighting, shadow rooting, dimensional color, & grey blending techniques.

*All colors 90ml



GEMLITES COLORWASH®

for traditional color shades

WHAT IS IT?

- An innovative line of patented color depositing, sulfate & paraben-free, acid balanced, vegan shampoos called Colorwash & conditioners called Colorditioners. Both under the brand names of Gem Lites & Viral: 11 shades in Gem Lites Colorwash, 11 Viral Colorwash, 11 shades for Gem Lites Colorditioner with BondFix, & 11 shades for Viral Colorditioner with BondFix.
- Maintains & boosts hair color brilliance. Stops color fade & extends all hair color services.
- BondFix is a Plex-based strengthening conditioner created to rebuild hydrogen, ionic & disulfide bonds to create healthier & shinier hair. Confirmed independent testing to make hair 3x stronger in just one use!
- Pioneering new salon color category called Colorposit...much like permanent, semi & demi-permanent color have been over the years.
- This premium product collection is unique & nothing similar works like it.

WHY SHOULD A SALON USE IT?

Four artistic & income reasons:

1. Allow hairdressers to do better color!...use at the sink to adjust, refine, define, tone & personalize each color look. unlimited color adjustments after all color services. Replenish color after relaxers & perms, adjust faded, uneven, unwanted color, or even tone foil highlights or balayage.
2. Create happier & more loyal clients!...clients can use Colorwash every other day at home to keep their color salon fresh, bright & shiny to look & feel better 365 days a year.
3. Build new client referrals with better looking "on the street" color clients between salon visits.
4. Make more money... Charge for Colorwash & Colorditioner services to build service income & simply recommend to use at home to build retail income.

WHY SHOULD SALON CLIENTS USE IT?

- To enjoy salon fresh color every day to look & feel better & receive more compliments!
- To solve the ongoing experience of "color fade" by replacing & replenishing lost color with every other shampoo or conditioner by "colorpositing" Gem Lites or Viral Colorwash or Colorditioner.
- Think of it as "color insurance" to preserve the client's investment by protecting from color fade. Keep hair color looking fresh, vibrant & healthy 365 days a year!
- Protects against color fade from regular use of shampoos & conditioners.
- Protects against sun & environmental damage.
- Protects against heat damage from flat irons & curling irons.

BOOST + MAINTAIN TRADITIONAL SHADES

Gem Lites Colorwash - 244ml
Cool to sunny blondes - 4 shades

| | Faded Yellow | Platinum Blonde | Pale Blonde | Lightest Blonde | | |
|--------------------|--------------|-----------------|-------------|-----------------|--|--|
| Faded Color | | | | | | |
| Refreshed | | | | | | |

Flawless Diamond
Anti Yellow Whitener
14112

| | Faded Pale blonde | Platinum Blonde | Faded Blonde | Platinum Blonde | Pale Blonde | Lightest Blonde | Faded Caramel blonde | Platinum Blonde | Pale Blonde | Light Blonde | Medium Blonde | | |
|--------------------|-------------------|-----------------|--------------|-----------------|-------------|-----------------|----------------------|-----------------|-------------|--------------|---------------|--|--|
| Faded Color | | | | | | | | | | | | | |
| Refreshed | | | | | | | | | | | | | |

Citrine
Pale
Blonde
Glo
14113

Sunstone
Blonde
14114

Cognac
Quartz
Caramel
Blonde
14115

Reds - 3 shades



Warm to Cool Browns - 3 shades



MAINTENANCE

Shinewash

Use as the alternating shampoo for Gem Lites® Colorwash® to manage vibrancy of haircolor tones.

Delicate cleansing with rich, hi-lather. Extra-gentle for color-treated hair. Adds nourishment for luxuriously-smooth texture & body.

244ml
14122



Bonditioner

Use as a pre-wash before cleansing. Conditions, moisturizes, nourishes & primes hair before cleansing. Best for hair that is dry, damaged, extremely porous or over-stressed.

Provides weightless moisturization from the inside out. Extra-gentle for color-treated hair.

244ml
14123



Tips & Tricks

- Simply choose "gem" color on the front of the Gem Lites Colorwash bottle that is closest to desired color.
- Continuous use adds & replenishes color, preventing hair color from looking washed out or faded between color services.
- When your existing color formula is used over ends that are not washed out or faded, you get better color results. When you put color over good color, you get even better color!
- Use a generous amount of Gem Lites Colorwash in salon to ensure sufficient color.
- Distribute Colorwash product through hair before lathering.
- Use multiple applications of Gem Lites Colorwash for more color.
- Use Citrine pale blonde glo to dilute Gem Lites Colorwash colors.
- For copper or red that has lost depth, wash first with Brown Diamond Sunbrown Colorwash, followed by desired tone. This will replenish the lost depth & prevent hair from looking hollow.

- Only use coppers or reds on blonde hair if extremely bright tones are desired.
- Only use Brown Tahitian pearl brassy red eliminator Colorwash on blonde hair if grey hair is desired.
- Leaving Colorwash product on the hair will not achieve more intense results.
- Multiple applications will achieve brighter or deeper results.
- Use Gem Lites Colorwash to neutralize chlorine green or well-water orange (visit www.celebluxury.com for directions).
- Blend hair color to extensions.
- A strand test is recommended to determine color results.
- When hair has ends that are lighter or very washed out, permed or straightened, it will take on more tone.

COLOR CORRECTORS



FLAWLESS DIAMOND®
ANTI-YELLOW WHITENER

COLOR TOO
YELLOW



HAIR TOO YELLOW



consecutive washes
without alternating



BROWN TAHITIAN PEARL®
BRASSY RED ELIMINATOR

COLOR TOO
BRASSY



BRASSY HAIR



consecutive washes
without alternating

GEM LITES

COLOR DEPOSITING SHAMPOO



Manage your color expectations.
Maintain It. Refresh It.



01. GET STARTED

Choose the GEM on the bottle that is closest to haircolor or refer to Color Reference Guide on the back for desired tone.



02. APPLICATION

For best results apply product thoroughly on damp hair.



03. MASSAGE

Work into hair until lather lightens in color.



04. RINSE

Rinse thoroughly until water runs clear.



05. INTENSITY

Repeat steps 1-4 for more intense color.



06. THE ROUTINE

Follow with BondFix Strengthening Conditioner for 3x stronger and healthier hair.

COLOR LEVEL REFERENCE GUIDE TO MAINTAIN+REFRESH

| | NATURAL | ASH | GOLD | COPPER | RED |
|----|---------------|------------------|---------------|------------|------|
| 10 | CITRINE | FLAWLESS DIAMOND | SUNSTONE | | |
| 9 | CITRINE | FLAWLESS DIAMOND | SUNSTONE | | |
| 8 | CITRINE | FLAWLESS DIAMOND | SUNSTONE | TOURMALINE | |
| | | | COGNAC QUARTZ | | |
| 7 | | | SUNSTONE | TOURMALINE | RUBY |
| | | | COGNAC QUARTZ | FIRE OPAL | |
| 6 | BROWN DIAMOND | | COGNAC QUARTZ | AMBER | RUBY |
| | | | | FIRE OPAL | |

| | NATURAL | ASH | GOLD | COPPER | RED |
|---|----------------------|----------------------|------|-----------|------|
| 5 | BROWN DIAMOND | BROWN TAHITIAN PEARL | | AMBER | RUBY |
| | | | | FIRE OPAL | |
| 4 | | BROWN TAHITIAN PEARL | | AMBER | RUBY |
| 3 | | BROWN TAHITIAN PEARL | | | RUBY |
| 2 | | BROWN TAHITIAN PEARL | | | |
| 1 | BROWN TAHITIAN PEARL | BROWN TAHITIAN PEARL | | | |

For hair that is already color treated. Results may vary depending on porosity and/or condition of hair.

FRESH COLOR - ALWAYS! SALONS & CONSUMERS ARE OBSESSED! INTRODUCING GEM LITES® COLORDITIONER with BONDFIX. CONDITIONER + COLOR WITH BUILT-IN BOND REBUILDER

Boost & Maintain Traditional Color

- For colored, lightened, highlighted or fragile hair
 - Use at basin to tone, adjust, refine & personalize color
 - Maintain client color at home
 - Stops hair color washout & fade
 - 8-10 Applications in one bottle
 - Use less product get more value
 - Color with less damage & breakage
- 244ml

GEM LITES

BLONDES

Flawless Diamond
Eliminates Unwanted Yellow
15004



Silvery Diamond
Eliminates Unwanted Yellow
15005



Sunstone
Blonde
15006



Sandy Opal
Sandy Blonde (new neutral)
15007



REDS

Fire Opal
Copper
15008



FADED COPPER

1-2 MINS



BROWNS

Cocoa Quartz
Light Brown (new neutral)
15011



FADED LIGHT BROWN

1-2 MINS



Ruby
Red
15009

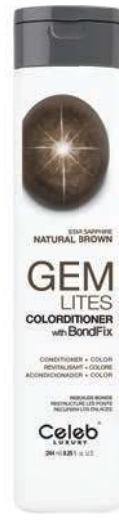


FADED RED

1-2 MINS



Star Sapphire
Natural Brown (new neutral)
15012

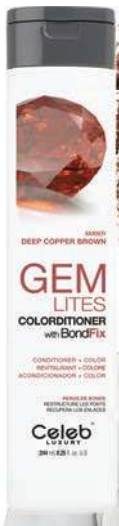


FADED NATURAL BROWN

1-2 MINS



Amber
Copper Brown
15010



FADED COPPER BROWN

1-2 MINS



Brown Tahitian Pearl
Eliminates Unwanted Red
15013



UNWANTED RED

1-2 MINS



GEM LITES

COLORDITIONER WITH BondFix



Hybrid Color Deposit Conditioner with Built-In Bond Repair.
Manage your Color Expectations.
Maintain It. Refresh It.



01. GET STARTED

Choose the GEM on the bottle that is closest to hair color or refer to Color Level Reference Guide for desired tone.



02. APPLICATION

For best results apply product thoroughly on clean damp hair.



03. MASSAGE

Work throughout the hair for even distribution.



04. WAIT

To Maintain Color 2-5 min. To Refresh Color 5 min.



05. RINSE

Rinse thoroughly until water runs clear.



06. INTENSITY

Repeat steps 1-4 for more color intensity.

COLOR LEVEL REFERENCE GUIDE TO MAINTAIN+REFRESH

| | NATURAL | ASH | GOLD | COPPER | RED | | NATURAL | ASH | GOLD | COPPER | RED |
|----|--------------|-------------------------------------|----------|--------------------|------|---|----------------------|----------------------|------|--------------------|------|
| 10 | SANDY OPAL | FLAWLESS DIAMOND SILVERY DIAMOND | SUNSTONE | | | 5 | COCOA QUARTZ | BROWN TAHITIAN PEARL | | AMBER FIRE OPAL | RUBY |
| 9 | SANDY OPAL | FLAWLESS DIAMOND SILVERY DIAMOND | SUNSTONE | | | 4 | STAR SAPPHIRE | BROWN TAHITIAN PEARL | | AMBER | RUBY |
| 8 | SANDY OPAL | FLAWLESS DIAMOND SILVERY DIAMOND | SUNSTONE | | | 3 | STAR SAPPHIRE | BROWN TAHITIAN PEARL | | | RUBY |
| 7 | SANDY OPAL | SILVERY DIAMOND | SUNSTONE | FIRE OPAL | RUBY | 2 | STAR SAPPHIRE | BROWN TAHITIAN PEARL | | | |
| 6 | COCOA QUARTZ | | | AMBER FIRE OPAL | RUBY | 1 | BROWN TAHITIAN PEARL | BROWN TAHITIAN PEARL | | | |

For hair that is already color treated. Results may vary depending on porosity and/or condition of hair.

VIRAL® COLORWASH®

BOLD TONES

7 extreme colors & 3 pastels & 3 clear

For personality color shades. Instant, creative, cost-effective with no mess.

For all hair color, foil highlights & balayage bold color on pre-lightened hair or jewel-tones on deeper colors.

Viral Colorwash with patent-pending, cleanse + colorposit technology

- Now real bold color + hi-lather cleanse + hi-condition results.
- Instantly adds bold, power color to hair while gently cleansing.
- Stops hair color from visible washout & fade between salon visits.

CREATE. BOOST + MAINTAIN VIVID COLOR

Viral Extreme Colorwash® - 244ml

Graphite
18556

| | Platinum Blonde | Pale Yellow | Pale Blonde |
|--------------|-----------------|-------------|-------------|
| YOUR COLOR | | | |
| COLOR RESULT | | | |




Extreme Silver
14125

| | Platinum Blonde | Pale Yellow | Pale Blonde |
|--------|-----------------|-------------|-------------|
| Before | | | |
| After | | | |




Extreme Yellow
14126

| | Platinum Blonde | Pale Yellow | Light Blonde | Medium Blonde |
|--------|-----------------|-------------|--------------|---------------|
| Before | | | | |
| After | | | | |




Extreme Teal
14127

| | Platinum Blonde | Pale Yellow | Light Blonde | Medium Blonde |
|--------|-----------------|-------------|--------------|---------------|
| Before | | | | |
| After | | | | |




Extreme Blue
14128

| | Platinum Blonde | Pale Yellow | Light Blonde | Medium Blonde |
|--------|-----------------|-------------|--------------|---------------|
| Before | | | | |
| After | | | | |




Extreme Purple
14129

| | Platinum Blonde | Pale Yellow | Light Blonde | Medium Blonde |
|--------|-----------------|-------------|--------------|---------------|
| Before | | | | |
| After | | | | |




Extreme Red
14130



Extreme Hot Pink
14131



Pastel Baby Blue
14132



Pastel Lavender
14133



Pastel Light Pink
14134



Rose Gold
16673



VIRAL

COLOR DEPOSITING SHAMPOO



Manage your color expectations.
Maintain it. Refresh it. Create It.



01. GET STARTED

To choose your color, refer to swatch sheet on the back. Full color intensity: use on evenly pre-lightened, platinum hair. Add a hint of color: Less color intensity on light blonde to medium brown hair or highlights.



03. MASSAGE

Work into hair until lather lightens in color.



05. INTENSITY

Repeat steps 1-4 for more intense color.



02. APPLICATION

For best results apply product thoroughly on damp hair.



04. RINSE

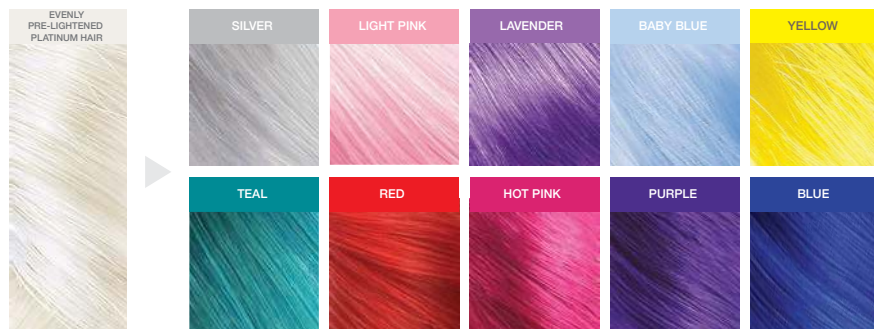
Rinse thoroughly until water runs clear.



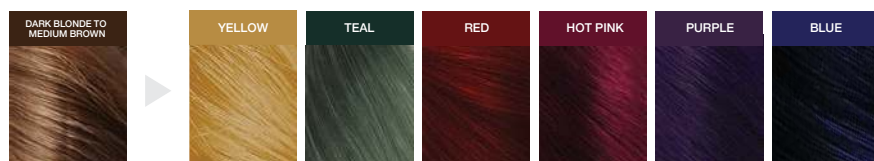
06. THE ROUTINE

Follow with BondFix Strengthening Conditioner for 3x stronger and healthier hair.

FULL COLOR INTENSITY.



A HINT OF COLOR - LESS COLOR INTENSITY.



For pre-lightened or color treated hair. Results may vary depending on porosity and/or condition of hair.

VIRAL® COLORWASH® & COLORDITIONER™
FOR BRUNETTES

RED & PURPLE

RED & BROWN BRUNETTE-SPECIFIC FORMULAS

- Deeply pigmented colors
- Brightest results on light browns
- More subtle jewel tones on medium to dark browns

Purple for Brunettes



Viral Colorwash
244ml
18684



Viral Colorditioner
244ml
18685



Red for Brunettes



Viral Colorwash
244ml
18632



Viral Colorditioner
244ml
18686



CELEB LUXURY® - MAINTENANCE

Viral Extreme Clear Moisturewash
Beyond hydrating sulfate-free shampoo, developed for bold colors, pre-lightened hair, foil highlights & virgin, dry, damaged hair.

Use as the alternating shampoo for Viral® Colorwash® to manage vibrancy of hair color tones.

Extra-gentle for color treated hair. Reduces tangles, protects against frizz & unmanageable hair. Restores hair to healthy, natural feel.

244ml
14135



Viral Extreme Dual-Use Blonditioner
Innovative, dual-use conditioning for before or after cleansing. Bondurance™ complex proprietary technology, penetrates into the hair, providing moisturization from the inside out.

Use as a pre-wash before cleansing: Best for hair that is dry, damaged, extremely porous or over-stressed.

Use after cleansing: For added nourishment, intense moisture & restorative conditioning without buildup to weigh hair down.

244ml
14136



BondFix™ Strengthening Conditioner
Rehydrate & strengthen bleached, lightened or dry hair. Strengthens & rebuilds bonds deep within the cortex of the hair fiber.

Durable deep conditioning, fast absorbent, non-coating, extreme detangling, reduces breakage. Protects against dry hair & prevents damage.

Significantly reduces porosity in processed hair, leaving hair 3 x stronger for up to 5 washes. Continued use at home leaves hair stronger & stronger.

1774ml
14798



VIRAL[®] STRENGTHENING COLORDITIONER WITH BONDFIX

1 application for 3 x STRONGER HAIR.
With continued use at home makes hair stronger & stronger.

BondFix REBUILDS, REGENERATES & REPAIRS BLEACHED,
LIGHTENED OR FRAGILE HAIR.

Viral Colorditioner with BondFix can be used as a color maintenance at-home product, conditioning tone booster, or conditioning color to achieve accurate, faster, more cost effective & creative results.

Viral Colorditioner products are designed to make all of your colors brighter, bolder, more vibrant & to take all of your creative color services to the next level.

12 shades - 244ml

WHY IT WORKS

BondFix - 3 x stronger hair:

- Rebuilds disulfide bonds, hydrogen & ionic bonds within the structure of the hair.
- Penetrates deep into hair fibers to heal & strengthen fragile, lightened hair from the inside out.
- Continual bond building with normal use.
- Bondurance: delivers durable conditioning, extreme detangling & reduces breakage for up to five washes.

WHAT IT DOES

- Colorposit: Deeper, more intense color with multiple applications, preventing hair from looking faded.
- SemiTemporary Color: the more often you use it, the less temporary it is.
- Toner: for foil highlights, special effects or balayage.
- Tone Booster: intensify or change the tone of lightened hair or any vivid or pastel color brand.

CREATE + MAINTAIN VIVID COLOR



Graphite
18557



Turquoise
14143



Lilac
14144



Coral
14145



Rose Gold
14146



Silver
14147



VIRAL

COLORDITIONER WITH BondFix

Celeb
LUXURY

Hybrid Color Deposit Conditioner with Built-In Bond Repair.
Manage your Color Expectations.
Maintain It. Refresh It. Create It.



01. GET STARTED

To choose your color, refer to swatch sheet on the back. Full color intensity: use on evenly pre-lightened, platinum hair. Add a hint of color: Less color intensity on light blonde to medium blonde hair or highlights.



03. MASSAGE

Work throughout the hair for even distribution.



05. RINSE

Rinse thoroughly until water runs clear.



02. APPLICATION

For best results apply product thoroughly on clean damp hair.



04. WAIT

To Maintain Color 2-5 min. To Refresh Color 5 min.
To Create Color 20 min on dry hair.



06. INTENSITY

Repeat steps 1-4 for more color intensity.

FULL COLOR INTENSITY.



A HINT OF COLOR - LESS COLOR INTENSITY.



For pre-lightened or color treated hair. Results may vary depending on porosity and/or condition of hair.

INTRODUCING COLOR + CLENDITIONER™ - A keratin-based sulfate & paraben-free conditioning cleanser that infuses hair strands with color with every wash. This versatile 3-in-1 product can be used on wet or dry hair to endlessly color, refresh & tone.

Color - Add stunning hues to find that old 'do! Hair that has been pre-lightened to a level 7 or higher. Can be left on for 3-20 minutes.

Refresh - Kick up that color in between salon services - Perfect for maintaining colors in between salon visits.

Fabulous as a toner, that's a right, a toner! Silver, Silver Blue, Honey & Platinum can all be used to tone unwanted pigments at the shampoo bowl.

To Achieve your desired tone... multiple applications may be necessary depending on the starting tone of the hair & the shade used.

Once you reach your desired tone... alternate with Clenditioner. Traditional shampoo will fade color.

To Remove Color + Clenditioner... we suggest using a clarifying shampoo or a direct dye remover for more stubborn tones.

Results may vary based on:

- The starting color of the hair
- Hair porosity
- If hair has been previously lightened

Hair at a level 7 or higher will have the best results. Virgin/grey hair may need more consecutive washes/longer processing time to achieve desired tone.

All formulas are vegan, gluten-free, sulfate-free, paraben-free & have not been tested on animals.

THE COLOR LINEUP

VIVIDS
355ml



Blue
16209

Teal
16210

Emerald
16211

Hot Pink
16212

Purple
16213

PASTELS
355ml



Silver Blue
16214

Rose Gold
16215

Light Pink
16216

Mint
16217

Lemon
17530

NATURALS
355ml



Silver
16218

Auburn
19371

Onyx
16685

Espresso
16686

NATURALS
355ml



Platinum
16219



Honey
16220



Mocha
16223

Hair Color Swatch Book
16342



KERACHROMA™ Custom Cocktails

Here are a few of our favorite Color + Clenditioner combos!

| | |
|--|---|
| <p>Mauve Quartz</p> <p>1 PUMP + 1 PUMP = </p> <p>Rose Gold + Mint</p> | <p>Chili Red</p> <p>2 PUMP + 1 PUMP = </p> <p>Copper + Red</p> |
| <p>Raspberry Cream</p> <p>1 PUMP + 1 PUMP = </p> <p>Hot Pink + Rose Gold</p> | <p>Rockin' Ruby</p> <p>1 PUMP + 2 PUMP = </p> <p>Purple + Rose Gold</p> |
| <p>Frosted Blonde</p> <p>2 PUMP + 1 PUMP = </p> <p>Silver + Platinum</p> | <p>Flamingo Pink</p> <p>2 PUMP + 1 PUMP = </p> <p>Hot Pink + Red</p> |
| <p>Magenta Punch</p> <p>1 PUMP + 1 PUMP = </p> <p>Hot Pink + Purple</p> | <p>Aqua Blue</p> <p>1 PUMP + 1 PUMP = </p> <p>Teal + Emerald</p> |
| <p>Iced Lavender</p> <p>1 PUMP + 3 PUMP + 3 PUMP = </p> <p>Purple + Silver + Clenditioner</p> | <p>Iced Mint</p> <p>2 PUMP + 2 PUMP + 2 PUMP = </p> <p>Silver + Platinum + Mint</p> |
| <p>Peachy Ginger</p> <p>1 PUMP + 3 PUMP + 3 PUMP = </p> <p>Copper + Light Pink + Clenditioner</p> | <p>Pink Panther</p> <p>1 PUMP + 3 PUMP + 1 PUMP = </p> <p>Hot Pink + Light Pink + Copper</p> |

For more tips and color inspiration check out #Keraworld on Instagram

1 Litre Back Bar Options



Rose Gold
16227



Light Pink
16229



Silver
16230



Platinum
16232



Honey
16233

DAILY USE PRODUCTS

Purify Plus Lite

Has all the properties as Purify Plus but is designed for fine to medium hair & contains a weightless volumizing agent.
207ml
16225



Purify Plus

A leave-in conditioner designed for medium to coarse textured hair.

Helps detangle & smooth fly-aways, helps evade fading on recently colored hair.

Can also be used as a primer before any color service & makes for a great cutting lotion.

Locks in color with better retention, vibrancy & shine with Krystal Color Complex™.
207ml
16226



Preserve Plus Color Enhancing Anti-Humidity Treatment

Preserves & ignites color for a renewed look. Full frizz & humidity protection treatment without the product buildup. Once blown out, this leave-in leaves hair weightless & incredibly smooth.

A feather-light treatment with a heat-activated polymer base that repels water & improves the appearance of all color. Infused with keratin & coconut oil to keep shine levels sublime & hair silky-smooth. Results last up to 3 washes.

Simply spray to clean, damp hair & blow dry for best results.
207ml
16687



Clenditioner™

An everyday 2-in-1 non-lathering cleansing conditioner that cleanses the hair & scalp. Its Krystal Color Complex™ neutralizes harmful minerals found in tap & well water & prevents hard water discoloration in colored or non-colored hair. The low pH (level 4) & keratin base helps close the cuticle to lock in color & moisture.

355ml **16224**
1 Litre **16228**



Kerachroma Toning Drops

Turn any shampoo, conditioner or cream-based styling product into a toner!

Enhance pigments or neutralize unwanted tones while adding a boost of pigment & shine.

Add to any Color + Clenditioner to create endless custom cocktails.
60ml



Violet
16234

Gold
16235

Kerachroma Toning Drops

Turn any Shampoo, Conditioner, or Cream based styling products into a Toner! These new drops can be rinsed out or left in the hair!

Enhance pigments or neutralize unwanted tones while adding a boost of pigment and shine!



Giddy for Golden Tones?



Keratin infused to rebuild hair from the inside out. Packed with coconut and castor oils to provide hydration, strength and moisture while sealing damaged cuticles.

Add to any Color + Conditioner to create endless custom cocktails!

Violet and Golden Drop Toning Guide

| COLOR TO START | MAKE IT SUBTLE | | BRING IT DEEP | | TAKE IT TO THE MAX | |
|---------------------------|----------------|-----------|---------------|-----------|--------------------|-----------|
| | Leave in | Rinse Off | Leave in | Rinse Off | Leave in | Rinse Off |
| PLATINUM | 1 | 1 | 1-2 | 1-3 | 1-3 | 2-4 |
| LIGHT BLONDE | 1-2 | 1-3 | 1-2 | 3-5 | 1-3 | 4-6 |
| MEDIUM BLONDE | 2-3 | 2-4 | 3-5 | 3-6 | 3-6 | 5-8 |
| DARK BLONDE | 3-4 | 3-5 | 5-8 | 5-8 | 5-9 | 7-10 |
| BROWN WITH BLONDE STREAKS | 4-6 | 4-6 | 5-8 | 6-10 | 5-9 | 7-10 |

Use 1-3 drops for subtle toning results or 4-10 for deeper toning. Ideal for cream based products, mix with product of your choice in the palm of your hand before applying to hair.

Lay Blondes Got You Hot?



For more tips and color inspiration check out #Keraworld on Instagram

Conditioning Illuminating Color Gel

Demi-permanent gel coloring system with system with acid pH.

Natural & fantasy colors fully respecting the natural base & hair fiber for conditioning & illuminating results.

An exclusive formula enhanced with caviar extract & fermented radish root to:

- Tone bleached or lightened hair.
- Revive & add reflections to cosmetic or natural color.
- Cover the first instances of grey.
- Respect natural color without altering it.
- Restore the natural pH of the hair.
- Smooth hair by sealing the cuticles.

Formulated without:

- Ammonia
- Parabens
- Mineral oil
- Gluten

1. Mixing ratio: 1:1 with specific activator (E.g 50g of color + 50g activator). We recommend using the specific applicator bottle.
2. Application: On wet hair, to enhance or revive shades. Application time from 5 to 20 minutes depending on hair porosity. On dry hair: to neutralize or intensify the desired shade. Application time 20 minutes.
3. Rinsing: Having reached the application time, rinse & wash with shampoo & Caviar Supreme post color conditioner.

Clear: Mixing ratio 1:1 with specific activator to illuminate shades. In mixture with all shades of the color chart: to modulate the tone, dilute shade intensity & to customize the final result.

NOTE: Mix Tone Supreme Color Gel only & exclusively with the specific activator. 60ml



| | | | | | | | | | |
|--------------------|--|---|--|--|--|--|--|--------------|---|
| INTENSE ASH | 2.11 Very Dark Brown Intense Ash 18471 | 10.11 Platinum Blonde Intense Ash 18465 | PEARL | 8.12 Light Blonde Ash Violet 18467 | INTENSE VIOLET | 8.22 Light Blonde Intense Violet 18466 | 10.22 Platinum Blonde Intense Violet 18464 | | |
| GOLD | 10.03 Platinum Blonde Gold 18463 | VIOLET | 6.2 Dark Blonde Violet 18470 | INTENSE RED | 6.66 Dark Blonde Intense Red 18469 | INTENSE COPPER | 7.44 Medium Blonde Intense Copper 18468 | CLEAR | CLEAR Clear 18462 |

Tone Supreme Color Activator 6.5 Vol
1 Litre
18472



Tone Supreme Color Chart
18473



MORE THAN JUST "CLEAR"!

WITH TONE SUPREME CLEAR YOU CAN CREATE INCREDIBLE HAIR COLOR EFFECTS. Not only does TONE SUPREME CLEAR add gloss to natural reflections, mixing it with other colors can give different intensities to hair color to create infinite shades.

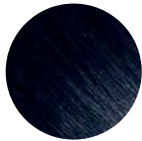
Use without any addition of any other substance. For exotic, vibrant colors, hair must be porous, bleached or tinted before application.
100ml



27 Silver
5221



28 Platinum
5222



30 Black
5487



32 Natural Black
11133



40 Vermillion Red
5199



41 Cyclamen
5200



42 Pinkissimo
5201



43 Violette
5202



44 Capri Blue
5203



45 Peacock Blue
5204



46 Pine Green
5205



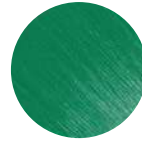
49 Canary Yellow
5208



50 Aubergine
5209



51 Bordeaux
5210



53 Emerald Green
5212



54 Lavender
5213



55 Lilac
5214



56 Fire
5215



57 Coral Red
5216



59 Sky Blue
5218



60 Orange
5219



61 Burgundy
5220



62 Hot Purple
5736



63 Bubblegum Blue
7860



64 Marshmallow
7861



65 Candy Floss
7862



66 Ruby Rouge
11129



67 Blue Jade
11130



68 Lime Twist
11131



69 Graphite
12296



70 Peachy Coral
12298



71 Peppermint
12297



31 Neutral Mix

Use this in any of the vibrant colors to create a pastel shade.

250ml
11132



Shelf Swatch Strip
6558



Metallics
Formulated with quartz for metallic reflections, shine & strong pigment.
100ml



Sapphire
13833



Ice Mauve
13834



Rose Gold
13835



Slate
13836



Quad Collection
Includes 1 of each.
13832

Go Neon! 4 UV Reactive Shades
100ml



Anarchy UV
14477



Caution UV
14478



Rebel UV
14479



Toxic UV
14480

CRAZY COLOR KITS & DISPLAYS



A4 Color Swatch Chart
26 Shades
5223



Color Chart Paper
26 Shades
5224



A5 Mini Color Swatch Chart
26 Shades
11138



Crazy Color Starter Palette Kit
Contains 6 of the most popular Crazy Color shades:
- 1 x Fire
- 1 x Capri Blue
- 1 x Pinkissimo
- 1 x Hot Purple
- 1 x Cyclamen
- 1 x Emerald Green
PLUS: 1 x 250ml Neutral mix
PLUS: 1 x Paper Color Chart
11136



Shop Merchandising Unit
2 shelves. Holds 78 Crazy Color bottles per shelf, with 28 color swatches.
11127



Bleaching Kit
Includes:
- Disposable gloves
- Mixing bowl
- Spatula
- Tint brush
- 2 x dust-free bleach sachets (25g)
- 1 x 100ml 30 Vol. peroxide
- Instruction leaflet
11126



CRAZY COLOR PASTEL SPRAY



Add a fun twist of color to any shade of blonde hair. A vibrant selection of ready-to-use, temporary hair color sprays with built-in color pigment. Easy-to-use & safe, these sprays are ammonia & peroxide-free, ensuring no damage is caused to hair. Temporary formula lasts up to 3 washes & is perfect for special occasions or events. Built-in color pigment to add a fun twist to blonde hair. Imparts pastel color shades. Spray in, blowdry, go. 250ml



CRAZY COLOR POWER - POWER PIGMENT DROP



5 Pure & ultra-concentrated pigments. Pigments that can be added to any salon service. Allows you to create endless color combinations. Other uses for POWER Pigments include:
PREPIG - Whisk one pump of POWER Pigments in lukewarm water & spray onto hair for color correction.
OXIDATIVE - Add 1-3 pumps of POWER Pigments to oxidative color mix to intensify, add radiance & deepen tones.
STYLING - Mix 1 pump of POWER Pigments with wax, corruptor & sculpting paste to create colored styling & hold.
LEAVE-IN - Mix 1 pump of POWER Pigments with leave-in conditioner to create custom leave-in spray color.
30ml



DEVELOPERS



Cream Developers
Moisturizing formulas that optimize color & bleaching powder. Can be combined with Crazy Color Rapid Toners or permanent hair color for saturated results with shine.
1 Litre
6 Volume 19453
20 Volume 19454
30 Volume 19455



Intensely nourishing rapid toners: formulated to create tonal results on blonde shades in just 5 minutes while also moisturizing & maintaining the health of the hair. Works in 5 minutes or can be left for up to 20 for a deeper pigmented result. Use exclusively with the new Crazy Color Cream Developer 6 Volume. 100ml



Toffee Pop 19456 Ice Queen 19457 Candy Pink 19458 Platinum Punk 19459 Aquamarine Riot 19460 Lavender Daze 19461 Blazing Copper 19462 Peach Sorbet 19463

CRAZY COLOR HAIR CARE

Colour Remover Wipes
Quickly removes any stray hair dye from skin. Gentle yet super effective at removing all permanent & semi-permanent colors from skin. Formulated using a blend of ingredients to soothe & moisturize your skin.



Apply wipe to areas of skin where there is dye staining. Only gentle pressure is needed for results. These wipes are fully biodegradable & the packaging fully recyclable.
30 Wipes
19150

Ultra Violet Anti Yellow Shampoo
Same great formula, brand new look. 100% sulfate-free treatment shampoo specifically formulated for use on super-lightened, grey or bleached hair.

Super-strength ultraviolet pigments to help banish unwanted yellow or brassy tones. Vegan & cruelty-free.
250ml 14149
1000ml 16564



Vibrant Shampoo
Designed to maintain vibrant hair color & is the perfect partner to Crazy Color semi-permanent hair color cream. Salt & sulfate-free formula.

Helps to preserve the boldness & vibrancy of Crazy Color. Infused with protein blend. Frequent use will help to seal & smooth the hair shaft for optimum color vibrancy.
250ml



Red 13281 Blue 13282 Purple 13283 Pink 13284

Rainbow Care Deep Conditioner
helps maintain strength, shine, & suppleness of all hair colors.
250ml
13285



One Step Color Remover Back to Base - Take clients from roaring rainbows & pretty pastels back to their original blonde base. In just 30 minutes or less, this creamy, non-drip formula will remove existing direct dyes & take hair back to its pre-lightened blonde state.

Key ingredients: Kaolin Clay, the earth's natural cleanser that gently removes impurities without stripping natural oils. **Must be used on 5, 10 or 20 volume peroxide. Will not work on permanent color.**
45g
14482



Anti Bleed Spray
Prolong & protect color with a low pH formula that prevents color bleeding from the hair.

Apply after semi-permanent color service to lock in color & drastically reduce color leeching & bleeding. Color is left shiny & radiant for much longer. Color is protected for up to 10 extra washes with extended use.

Salt & sulfate-free. Vegan & cruelty-free. Soybean oil enhances shine. Can be used as a leave-in treatment to protect hair & color from environmental exposures.
250ml
16565



Hold Up Color Extending Shampoo
Specially formulated shampoo for colored hair. Revives color for longer lasting results. Salt & sulfate-free & vegan friendly. Suitable for all shades.
250ml
16147



REVOLUTIONARY SEMI-PERMANENT GEL HAIR COLOR FORMULA - 90ml

- Semi-translucent gel formula for a stained glass-like application
- Gentle acidic formula - helps to close the hair's cuticle
- Gel base aids in color placement accuracy
- Apply this color to damp hair - NOT SOAKING WET

Formulated to identify & bond with hair fibers. The color molecule mimics the hair fiber resulting in:

- Maximum color longevity of up to 40+ washes
 - True fade-on-tone results
 - Even distribution of color molecules, higher deposit & absorption of the dye
- From the leader in creative color since 1977, the long-awaited revolutionary formula

created exclusively for professionals!

NO DEVELOPER REQUIRED

- High quality ingredients
- 100% vegan, cruelty-free formula
- No ammonia, no resorcinol, no parabens, no phthalates, no PPD's, no gluten
- Vegan Lactic Acid: conditions, moisturizes & strengthens hair to prevent breakage
- Castor Seed Oil: smooths split ends & improves moisture retention to create shiny, healthier looking hair

NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.

COOL SHADES

SMOKE SCREEN™

VIOLET BASED GREY - Can be used alone or mixed to create smoky, metallic shades.

15662



WARM SHADES

SOLAR YELLOW™

MEDIUM TRUE YELLOW

USE ON LEVEL 8+

15664



RED VELVET™

BRIGHT CHERRY RED

USE ON LEVEL 7+

15659

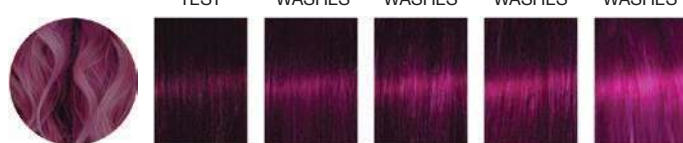


DIVINE WINE™

MEDIUM PINK-BASED RED

USE ON LEVEL 7+

15660



PRO-PASTEL-IZER®

Mixer for lightening or Pastel-izing® any of the Manic Panic professional shades

15670



SEMI-PERMANENT GEL HAIR COLOR RING

16168



HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR CREAM 118ml

All the colors you know & love in the High Voltage® Classic Cream formula, plus the revolutionary Mixer Pastel-izer®. Classic colors give you rich, bold color that lasts 4-6 weeks. Fades gradually with each shampoo. Conditions as it colors. Hair must ideally be lifted to a level 10 blonde to achieve the best results.

New Supernatural Shades let you wear deep shades of browns for a few weeks without the need for drastic color removal. Dark, natural shades without the commitment. **NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.**

CRUELTY-FREE. TESTED ON CELEBRITIES, NOT ANIMALS.™



High Voltage Tuft Color Chart 16166



Sunshine 15799



Psychedelic Sunset 15784



Pillarbox Red 15777



Rock 'n Roll Red 15770



Vampire's Kiss 15786



Vampire Red 15763



Divine Wine 18274



Cleo Rose 15785



Mystic Heather 15788



Fuschia Shock 15776



Infra Red 15774



Purple Haze 15765



Electric Amethyst 15778



Violet Night 15790



Deep Purple Dream 15789



Ultra Violet 15761



Shocking Blue 15769



Rockabilly Blue 15767



Blue Moon 15783



Lie Locks 15781



After Midnight 15768



Bad Boy Blue 15787



Atomic Turquoise 15766



Venus Envy 15792



Enchanted Forest 15780



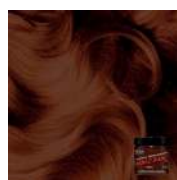
Amethyst Ashes 18439



Alien Grey 18440



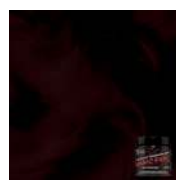
Supernaturals - Tiger's Eye 19561



Supernaturals - Cobra 19124



Supernaturals - Cattail 19125



Supernaturals - Bot Outta Hell 19126



Supernaturals - Blue Panther 19123



Supernaturals - Raven 15782

**HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR
GLOWTONES - these colors Glow under Black UV Light.**

NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.
118ml



Hot Hot Pink
15762



Cotton Candy Pink
15764



Electric Lizard
15772



Wildfire
15773



Siren's Song
15775



Pink Warrior
18437



Electric Pink Pussycat
18441



Mermaid
15793



Electric Banana
15794



Pretty Flamingo
15795



Electric Tiger Lily
15797

**HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR
CREAMTONES - Perfect Pastels**

NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.
118ml



Dreamside
15801



Velvet Violet
15802



Blue Angel
15803



Sea Nymph
15804

HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR - SILVERTONES

NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.
118ml



Blue Steel
15771



Silver Stiletto
15796

**MANIC® MIXER PASTEL-IZER®
118ml**

GUILT-FREE GLAMOUR!® Blend the award-winning Manic® Mixer/Pastel-izer with any color to achieve a lighter, pastel tint that is totally on-trend.

This product works best when you use a whole jar of Pastel-izer® with just a few drops of your desired color.
15798



AMPLIFIED™ HAIR COLOR SPRAY
100ml

No bleaching required, works on all types of hair. Use as a root touch up or to refresh your creative color. Sprays in & washes out. **NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.**



Cotton Candy Pink
15754



Wildfire
15755



Blue Angel
15756



Silver Stiletto
15758



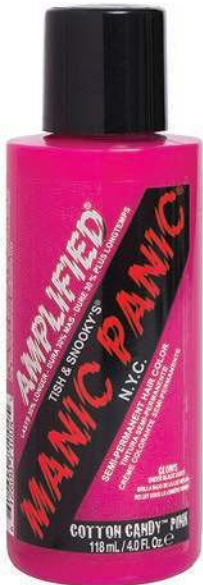
Mystic Heather
15759



Stardust
15760

AMPLIFIED™ FORMULA
Semi-Permanent for 8-10 weeks
118ml

The Amplified™ formulation delivers semi-permanent color that lasts 30% longer than the High Voltage® Classic. **NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.**



Virgin Snow Toner
15820



Cotton Candy Pink
15815



Hot Hot Pink
15816



Vampire Red
15819



Ultra Violet
15818



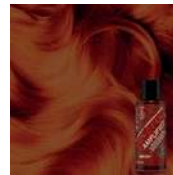
Rockabilly Blue
15817



After Midnight
15813



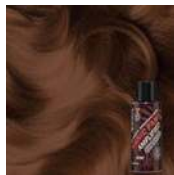
Atomic Turquoise
15814



Supernaturals - Tiger's Eye
19122



Supernaturals - Cobra
19562



Supernaturals - Cattail
19563



Supernaturals - Bat Outta Hell
19564



Supernaturals - Blue Panther
19565



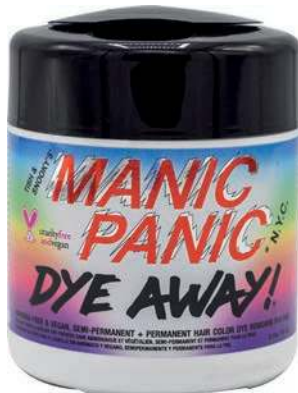
Supernaturals - Raven
19566

Amplified Tuft
Color Chart
16167



DYE AWAY® WIPES

These gentle, ammonia-free wipes easily remove semi-permanent & permanent hair color from skin ensuring color stays on the hair, not the face. 50 pack
19252



DRY SHAMPOO - HAIR FRESHENER

Formulated to help you preserve any Manic Panic semi-permanent shade. Fight the fade with gentle, natural ingredients including rice flour. Not only is this Dry Shampoo as gentle as their dye, but it smells like fresh citrus.

Use in-between washes to keep hair looking fresh, colorful, voluminous & smelling amazing. Aerosol-free pump bottle.
20g
19253



LOVE COLOR™ COLOR DEPOSITING CONDITIONER
236ml

Color while you condition. Deposits color onto hair & leaves hair looking & feeling vibrant, nourished & refreshed. Ideal color refreshers for vivid Manic Panic shades. Color stays bold & brilliant between services. Hair looks & feels healthy & silky thanks to nourishing ingredients quinoa, vegetable proteins, shea butter & luminescine. Paraben & sulfate-free. **NB: Always perform a patch test 24 hours before using this product, as instructed on the packaging.**



Rock Me Red
19237



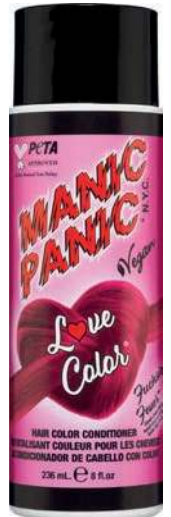
Green Venus
19238



Blue Valentine
19239



Red Desire
19240



Fuchsia Fever
19241



Pink Passion
19242



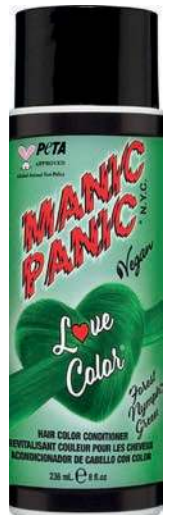
Teal Temptress
19243



Yellow Heart
19244



Purple Rose
19245



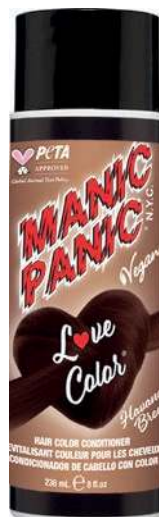
Nymph Green
19246



Orange Crush
19247



Copper Kitty
19248



Havana Brown
19249



Black Kat
19250



Burmese Brown
19251

Direct dye/semi-permanent colors suitable for all hair types, both natural & colored.

The Neutral mask (13785) can be mixed with any of the other colors, giving unlimited color combinations & pastel levels.

These masks nourish & polish the hair, giving intense & shiny shades. Limitless shade & lightness possibilities.

For amazing shine & brightness, use Neutral on its own. 250ml



Red
13775



Violet
13776



Copper
13777



Silver
13778



Gold
13779



Beige
13780



Green
13781



Blue
13782



Chocolato
13783



Black
13784



Neutral
13785



Pink
13786

CDC Color Mask, Gold

An exotic mix of colors, shades & vitamins that allows you to customize, enhance the color & give incredible shine to hair.

The molecular structure of the pigments allows maximum penetration & adhesion to hair. Also contains sun filters to protect color. Color Mask revives, intensifies & adds depth to natural, colored & streaked hair.

Restores intense tones to dull & lifeless hair. Lasts for 3 to 5 washes.

300ml
6805



CDC Color Masks
Color Chart
13787



Re-energize your salon color & help fight the fade with this intensive color conditioning cream. With a superfast 3-minute processing time, hair color is refreshed & vibrancy restored. Intensely nourishing, infused with avocado oil to nourish & protect hair, linseed oil to help protect against color fade. The perfect in-salon extension treatment to a wash & blowdry. 225ml

NEW



Pearl Blonde
20031

NEW



Cool Violet
20032

NEW



Mushroom
20033

NEW



Cherry Red
20034

NEW



Toffee
20035

NEW



Chestnut
19976

NEW



Vanilla
19977



Intense Copper
14469



Radiant Red
14472



Hot Pink
15921



Steel Grey
16994



Café Latte
18794



Platinum Blonde
14466



Color Strut Card
16170

OSMO COLOUR BOMB - Explosive color!



Four on-trend shades to give the ultimate in vibrant color. Colour Bomb has been formulated by salon professionals to give outstanding results every time.

- Contains:
- 1 x Pre-Lightening Kit (1 x 100ml 30 vol peroxide, 35g bleach, mixing bowl, tint brush & glove)
 - 100ml semi-permanent color
 - Easy-to-follow instructions

- Brilliant Blue **9983**
- Passion Red **9984**
- Shocking Pink **9985**



Refill Colour Bomb Kit, Shocking Pink
Contains:

- 1 x 100ml semi-permanent color
- Tint brush
- Glove
- Easy-to-follow instructions

9989



OSMO COLOR PSYCHO COLOR CREAM



Color Psycho The Wild One Starter Kit
Includes:

- 7 x 150ml colors (Rouge, Fuchsia, Purple, Cerise, Cobalt, Violet & Blue)
- 1 x Color Tamer, 250ml
- 1 x A5 Color Chart (16169)

11079



Color Tamer
Tame wild shades into submission & create unique pastel effects. Blend Color Tamer with your chosen Color Psycho® shade in a mixing bowl to create your unique pastel effect. Vary the mixing ratio to reach the desired color.
250ml
11087

A5 Color Chart
16169



Color Psycho Starter Kit
Semi-Permanent Hair Color Cream will challenge your inner crazy to the limits! With 7 outrageously wild shades, this colorful starter kit contains everything you need to create limitless, intermixable shade options.

- Includes:
- 1 x Wild Black, 150ml
 - 1 x Wild Green, 150ml
 - 1 x Wild Cobalt, 150ml
 - 1 x Wild Rouge, 150ml
 - 1 x Wild Fuschia, 150ml
 - 1 x Wild Orange, 150ml
 - 1 x Wild Yellow, 150ml
 - 1 x Color Tamer, 250ml
 - 1 x Color Chart (16169)
 - 1 x Psycho's Guide
- 15928**

OSMO IKON BLONDE ELEVATION



Colour Additive

Neutralising solutions with highly concentrated pure pigment to counteract all blonding lifting techniques. Ensure every client enjoys the best & cleanest lightening results. Depending on the level of the hair & its underlying tone (red, yellow or orange), the colorist will select the best Colour Additive to counteract it. Cocktailed with the lightening powder & developer to develop the tonal effect you want.

How to use: Each additive is designed to be mixed with Violet Lightening Powder & OSMO IKON Developer in the ratio: 3 pump additive to 10g powder & 30ml developer.

Tip: Colour Additives can be used to create very vibrant color without the need for specialized colored bleach. Add the additive to any bleach formula for bright color results. Recommended to use more than 3 pumps of additive to intensify the color results.
50ml



- Blue Orange Tone Neutraliser **16352**
- Violet Yellow Tone Neutraliser **16353**
- Green Red Tone Neutraliser **16354**
- Red Green Tone Neutraliser **16355**
- Yellow Purple Tone Neutraliser **18386**



Colour Additive Kit, 4 Colors
Includes Blue, Violet, Green & Red Colour Additives.
16356

Hair Color Shampoo
 No ammonia & oxidants. Lasts 4-8 shampoos.
 40ml

144 Piece Display Stand
 Includes 6 x 24 colors (total of 144 pieces) (not shown)
13294



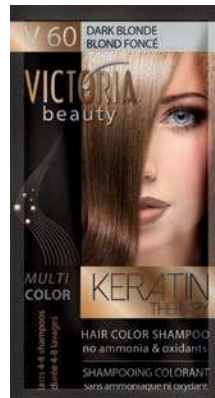
Platinum Blonde
13024



Light Blonde
13025



Blonde
13026



Dark Blonde
13027



Hazelnut
13028



Medium Brown
13030



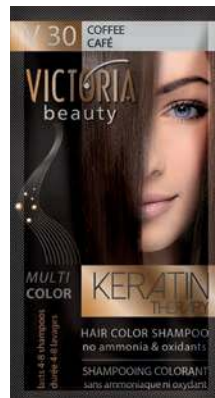
Chestnut
13031



Velvet Brown
13032



Chocolate
13041



Coffee
13042



Mahogany
13043



Burgundy
13044



Intensive Red
13045



Wine Red
13054



Copper
13055



Titan
13064



Garnet
13065



Ruby
13093



Cherry
13094



Dark Cherry
13095



Wild Plum
13096



Claret
13098



Aubergine
13099



Ebony Black
13100

Victoria Beauty Hair Mask
Hair mask sachet that instantly improves hair look & feel. Hydrates the hair so any color looks as vibrant & shiny as possible. The perfect companion sachet for the Victoria Beauty Keratin Therapy Hair Color Shampoo.

10ml
13523



Semi-Permanent Hair Color
Color without ammonia or peroxide. Apply directly to hair without any oxidant mixture on pre-lightened hair for best results. Color effects gradually fade after 8-10 shampoos. Also suitable for facial hair.
125ml
Brown
17604



Quality hair care at an affordable price. Cultivated & produced in Greece. Thorough research & development has created several ranges of problem-solving products for hair, face & body care. Only the highest quality raw materials are used in manufacturing, & continuous research of new ingredients, quality & innovation evolve with the hair care industry. All natural extracts are cultivated in Greece to maintain quality control & efficacy. All products are dermatologically tested to ensure maximum gentleness.

Color Hair Mask

Refreshes semi-permanent color with a gentle mask formula. Infused with Abyssinian oil & shea butter to increase hair elasticity & brightness, making color look much more vibrant. Nourishes, moisturizes & strengthens the hair with conditioning agents. Limits the formation of frizz & static. Leave on hair for 5-10 minutes to refresh, or for 20-25 minutes for more intense results. Color lasts for 2-4 washes.
300ml



Copper
Copper, blonde, light blonde or bleached hair.
17998



Pink
Light blonde or bleached hair.
18000



Black
Black, blonde, light blonde or bleached hair.
18003



Coral
Coral, light blonde or bleached hair.
18004

Hair Color Stick

Color stick for covering areas of grey, roots or uncolored areas of hair. Simply stroke stick over hair from scalp outwards. Repeat as necessary with up & down movements. Infused with castor oil for a seamless, natural color result. Shampoos out.
4.5g



Red Brown
18008



Light Brown
18009

ROOT CONCEALERS

COLORSMASH - COLOR KISSED HAIRSPRAY



L'ACTION PARIS



Specially formulated & nutrient enriched dye. Delivers translucent color which envelops the hair but does not penetrate the cuticle. Gives the look & feel of permanent vibrant color without the commitment or damage. Washes out easily & can be removed in up to 3 washes. Once dry, will not stain hands, clothing or bedding. Made in USA. 130ml



Indigo
13070



Pink
13071



Violet
13072

Semi-Permanent Touch-Up
Covers grey hair & discolored roots. Little by little hair adopts the dye, making it last longer at each new application.
6ml
Black **7644**
Dark Brown **7645**



Hair Cover Stick
Covers grey hair & discolored roots. Apply directly to the areas concerned. The result is a natural look. Water resistant. Removes with shampoo.

4g
Black **7639**
Dark Brown **7640**
Medium Brown **7641**
Auburn **7643**



HAIR FLASH COLOR - MAKE-UP FOR YOUR HAIR



The best solution for the in-between stage between salon visits. The only instant hair care & temporary make-up for your hair. Made in the USA, 90ml

- Immediate coloring effect
- Covers roots, touch-up
- Adds tonal shades
- Illuminates hair in seconds
- Protects & nourishes
- Washable



Dark Brown
12559



Light Blond
13106



Golden Blond
13107



Copper Red
13108



Light Brown
13109



Men's Brown
13146

CALA - GRAY HAIR & ROOT TOUCH UP STICK



Blends color evenly. Long-lasting, water-resistant. Will not clump hair. 6g



Medium Brown
15396



Black
15398



Dark Brown
15397

Semi-Permanent Hair Colour Rinse

To achieve exotic, vibrant, semi-permanent colors hair must be porous, pre-lightened or processed (such as bleached, tinted, permed or straightened) before application. 70ml



Color Swatch Book
8436



Purple 8413 Shocking Pink 8414 Eggplant 8417 Coral Blue 8421 Pitch Black 8422 Tropical Green 8423



Hot Red 8426 Rouge 8428 Royal Blue 8429 African Green 8430 Foxy Red 8431 Ultra Blue 8432



Yellow 8433 Dawn 8435 Azure Blue 10611 Soft Blue 10612 Soft Cerise 10613 Lime 13813



Oceana 13814 Lavender 13815 Rose Pink 13816 Heather 13817 Cerise 13818

Semi-Permanent Toners



Silverlook 8424 White 8434

UV Shades



UV Green 8437 UV Red 8438 UV Pink 8439

Temporary Hair Color Spray

Ideal for quick all over hair color treatment. Can be applied with ease & washed out with shampoo. 110ml



Silver 8442 Gold 8441



Natural Shade Semi-Permanent Dye

Easy-to-use gentle semi-permanent color when applied results in a deep, natural gloss color with translucent, shimmering tones. Free from ammonia or peroxide. 70ml



Blonde 12342 Brown 12344 Mid Brown 12345



Dark Brown 12346 Black 12347

Hair Chalk

Easy application of chalk with less mess. A sponge is attached on the inside of the lid which clamps hair onto the color. Applicator included - clamp hair between lid & color & pull through tress. Apply to dry hair. Washes out with shampoo. 3.5g



Neon Green 10618 Neon Orange 10620



Neon Red 10622 Neon Yellow 10624

Every Day Hair Mascara

Colors hair quickly & easily. Easily washed out. 20g



Blonde 12348



Mid Blonde 12349

Root Touch Up Spray

An elegant & efficient solution to cover grey re-growth between your salon visits.

Instantly covers grey roots & re-growth with a quick spray. Made with natural microfiber mineral colorants with Vitamin E, Chamomile & Green Tea extracts to leave hair feeling soft & healthy. No ammonia or harsh chemicals & dyes. Roots do not have to be prepared or treated before color. Easy to use with a patented airbrush nozzle that expertly distributes light & natural color in seconds. Soft feel & salon-quality colors. Waterproof formula, sweat-proof, swim-proof & lasts all day. Easily washes out with shampoo. 40-50 applications per bottle. Shake well before each use.
43g



Blonde
For golden blonde & blonde shades
(level 8-9)
15675



Dark Blonde
(level 7-7.5)
15676



Light Brown
(level 6-6.5)
15677



Medium/Dark Brown
(level 4-5-5)
15678



Dark Brown/Black
(level 1-3)
15679



Red/Auburn
15680

Root Touch Up Powder

This soft, natural powder has all the qualities of the popular root concealer spray & MORE.

Cover gray roots & brows, fill in thinning areas along the temple, & extend blonde highlights between salon visits. The unique, innovative sponge applicator quickly covers areas with a weightless & silky-smooth feeling. Made in the USA. Water & sweat-resistant formula lasts all day. Offers 100+ applications. Comes with narrow & extra wide applicator brush for quick coverage. Available in six shades with a natural sheen.
3.5g



Blonde
18919



Dark Blonde
18920



Light Brown
18921



Dark Brown
18922



Black
18923



Auburn
18924

Yummy Colour Semi-Permanent Hair Colour Creme

A gentle & conditioning, ammonia-free hair dye that is formulated to give you maximum color that washes out without losing its color tone. Why just have one color when you can have strips of color? The 4 color strips set has 4 different hair dyes so that you can take your hair color game to the next level. The vegan formula is cruelty-free & will last up to 15 washes on pre-lightened hair, or 5-10 washes on hair not pre-lightened.

Contains 4 sachets (10ml), a patch test sachet & gloves.



Vivid
4 contrasting shades
Contains 1 sachet of each: Shock Pink, Coral Blue, Violet & Magenta
15641



Pink Ombre
4 pink based shades
Contains 1 sachet of each: Shock Pink, Baby Pink, Cerise & Magenta
15642



Pastel
4 pastel shades
Contains 1 sachet of each: Heather, Baby Pink, Pastel Blue & Lavender
15643



Violet Ombre
4 violet & purple based shades
Contains 1 sachet of each: Plume, Violet, Soft Violet & Lavender
15644

Glitter Spray

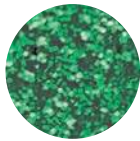
Washes out with either shampoo or water. Spray into hair from approximately 10 inches. Use multiple colors to create different effects & styles.
75ml



Pink
2390



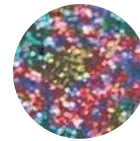
Red
2394



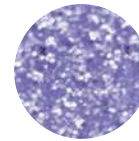
Green
2395



Silver
2396



Multi
2397



Lavender
10615



White
10616

COLORME - Professional Temporary Hair Colour

Accessorize your hair!

This means full, vibrant cover over dark hair, even level 1 hair, without bleaching. Color will not bleed nor stain level 9 hair, nor bleed during shampooing. Easy to apply, color smashing can be done in minutes.

HOW TO USE:

Using gloves, hold the hair & apply color liberally with provided wand. Once applied to the hair, blow dry. They brush through until hair feels soft & natural.

REMOVAL:

Shampoo out. On processed or light hair, color may require 2 or 3 shampoos. A single tube will provide about 15-20 "streaks" to medium length hair. Once dry, hair can touch other hair or clothing & will not bleed or rub off.
7.5ml



STANDS ARE AVAILABLE



Fuschia Phenom
8351



Teal Virtue
8352



Violet Desire
8353



Red Rush
8354



Blueberry
8355



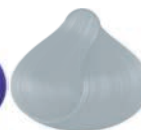
Orchid
8356



Tangerine
8357



Violet Night
8359



Silver Shimmer
8360



Gold
8361



Copper
8362



Caramel
11108



Emerald
11109



Raspberry
11110



Melanzane
11111



Coral
11112



Lavender
11113



Chocolate
11114



Turquoise
11115



Rose
11116

ULTRA-CONCENTRATED PURE PIGMENTS

Liquid color that can be blended with any Superplex products for a color boost & reparative treatment. A range of 6 color pigments that can be mixed together for infinite color blends.

The Insta-color sensation that mixes creativity & technique in a versatile system to freely express all the shades of your own personality & mood, without any compromise.

Offers a unique & versatile system that allows stylists to customize hair color to any customer's desire, & integrate it in every single salon service. These pigments create an incredible opportunity for salons to express color creativity in infinite ways. Create made-to-order formulas with the exact color for each client, combining the pigment with any other carrier product.

Now, each client can bring home the hairdresser's creativity. Build the relationship with each client as they help design the color mix that perfectly suits them.

Color lasts 1-8 washes depending on service, processing time & the amount of pigment used.

Universal - Colors are made to be blended with any other Superplex product.

Versatile - Pigments can be mixed together to get the perfect color the stylist is looking for.

Innovative - Every client can have a personalized look to their exact taste or requirement.

Key benefits:

- Blend with any Superplex shampoo, conditioner, mask or styling product.
- Intensify color, maintain a shade, correct color, create a custom cocktail - the choice is yours.
- Revives color vibrancy & shine.
- Avoids color drifting.
- Plumps the hair with more bounce & volume.
- Keratin & Polyamino Sugar Condensate strengthens & repairs hair.



Blue
To neutralize undesired yellow-orange tones or shades.
16979



Violet
To neutralize undesired yellow tones or shades, for an excellent cool blonde.
16980



Green
To neutralize undesired red/orange red tones or shades, for a perfect cool brown.
16981



Orange
To enhance copper shades for a brighter color.
16982



Gold
To enhance golden shades for a more brilliant color.
16983

Customized Keratin Bonder Step 2 Conditioner

A customized combination conditioner for Uniblend Pure Pigments. Features 200ml of the Keratin Bonder Step 2 Conditioner as a base, ready for the addition of any customized pigment blend.

Combines color with the repairing & nourishing properties of Superplex's conditioner for stunning color & healthy hair.

Includes a space for the name of the consumer, giving the client a personalized touch. Mix up a custom color cocktail for each client after a color service for maintenance & refreshing at home.

200ml
16984



Cleanse, Color & Condition - then Chill.

Three crucial steps in the hair color refreshing process combined into one, without sacrificing any color vibrancy, silkiness or cleanliness.

Add striking colors, maintain vibrancy & improve shine with this color-depositing shampoo that greatly saves time & effort by combining three products into one formula.

Use it every day for full-throttle hair that never loses its edge, or only when you need some color touch-ups.

Not only does this shampoo deposit color, it helps strengthen, repair & protect the hair so color really pops. Cleanse away impurities & buildup getting in the way of amazing color.

After depositing color, the hair is conditioned & left shiny, with a protective barrier that prolongs color.
250ml

Key Ingredients:

- Keratin Amino Acids - for better moisture delivery deep into the hair structure to repair damage, improve shine & increase volume.
- Verbascum Flower Extract - natural emollient & astringent that removes tangles for better styling, & softens the hair for a better feel.
- Hydrolyzed Quinoa - packed with amino acids for maximum protein & color delivery, leaving the hair much more vibrant & better conditioned.

How it Works:

1. Cationic amino acids & intense color pigments anchor to the cuticle for maximum deposit & vibrancy.
2. Anionic amino acids create a scaffold around the hair to protect the strands & color. This creates a protective barrier that will make color last longer, while improving shine.
3. Helps to replenish lost moisture to retain hair color for beautiful hair.



Tealistic
16618



Redilicious
16619



Purplelacious
16620



Bluemanic
16621



Pinktabulous
16622



Mochanificent
16623



Blondetastic
16624



Greengarious
16627



Coolicious
Get the yellow out. For blonde/silver hair.
16626



Lavenderapturous
16628



Coralustrous
16629