

# SEMI-PERMANENT COLOR



# 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.



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



starting level				
10	9	8	7	
expected result* <small>*actual results may vary</small>				

**STARRIDER** | Yellow  
19148



starting level				
10	9	8	7	
expected result* <small>*actual results may vary</small>				

**BURNOUT** | Orange  
19133



starting level				
10	9	8	7	
expected result* <small>*actual results may vary</small>				

**SIMPATICO** | Light Peach  
19146



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**DIABLO** | Red  
19136



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**HUSTLER** | Pink  
19139



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**CHEAP DATE** | Light Pink  
19134



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**HYSTERIA** | Berry  
19140



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**MASQUERADE** | Purple  
19142



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**EXOTICA** | Light Purple  
19138



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**LIBERTINE** | Violet  
19141



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**SOLITUDE** | Blue  
19147



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**POOLSIDE** | Light Blue  
19145



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**OBLIVION** | Teal  
19143



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**EMPIRE** | Green  
19137



starting level				
10	9	8	7	6
expected result* <small>*actual results may vary</small>				

**PAVEMENT** | Grey  
19144

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   

# GEM LITES 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		
<b>Faded Color</b>						
<b>Refreshed</b>						
	<b>Before</b>					
	<b>After</b>					

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		
<b>Faded Color</b>													
<b>Refreshed</b>													
	<b>Before</b>												
	<b>After</b>												

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



**Secret Fix Anti-Tangler Styler**

Adjusts to texture & porosity of all hair types. Ideal for use after using a Celeb Luxury color depositing shampoo or conditioner.

Provides humidity & frizz control for increased manageability. Leaves hair with smooth, satin feel. Provides heat protection from styling tools.  
100ml  
14124



**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](http://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**




UNWANTED YELLOW



1-2 MINS

**Silvery Diamond**  
Eliminates Unwanted Yellow  
**15005**




UNWANTED YELLOW



1-2 MINS

**Sunstone**  
Blonde  
**15006**




FADED BLONDE



1-2 MINS

**Sandy Opal**  
Sandy Blonde (new neutral)  
**15007**



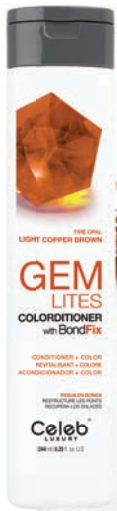

FADED SANDY BLONDE



1-2 MINS

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

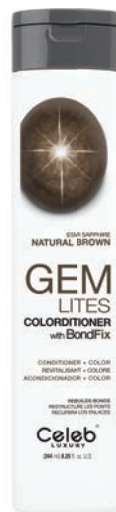


FADED RED

1-2 MINS



Star Sapphire  
Natural Brown (new neutral)  
15012

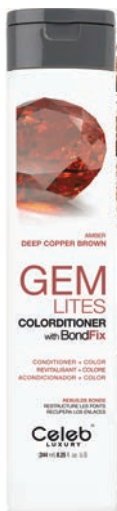


FADED NATURAL BROWN

1-2 MINS



Amber  
Copper Brown  
15010

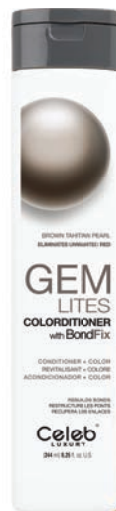


FADED COPPER BROWN

1-2 MINS

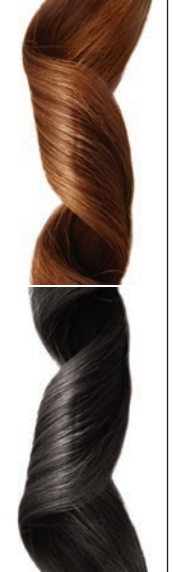


Brown Tahitian Pearl  
Eliminates Unwanted Red  
15013



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
10	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
9	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
8	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
7	SANDY OPAL	SILVERY DIAMOND	SUNSTONE	FIRE OPAL	RUBY
6	COCOA QUARTZ			AMBER FIRE OPAL	RUBY

	NATURAL	ASH	GOLD	COPPER	RED
5	COCOA QUARTZ	BROWN TAHITIAN PEARL		AMBER FIRE OPAL	RUBY
4	STAR SAPPHIRE	BROWN TAHITIAN PEARL		AMBER	RUBY
3	STAR SAPPHIRE	BROWN TAHITIAN PEARL			RUBY
2	STAR SAPPHIRE	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.

# 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

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




**Extreme Hot Pink**  
14131

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




**Pastel Baby Blue**  
14132

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




**Pastel Lavender**  
14133

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




**Pastel Light Pink**  
14134

	Platinum Blonde	Pale yellow	Pale Blonde
Before			
After			




**Rose Gold**  
16673

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




# 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.

EVENLY PRE-LIGHTENED PLATINUM HAIR	SILVER	LIGHT PINK	LAVENDER	BABY BLUE	YELLOW
	TEAL	RED	HOT PINK	PURPLE	BLUE

A HINT OF COLOR - LESS COLOR INTENSITY.

LIGHT BLONDE TO MEDIUM BLONDE	SILVER	LIGHT PINK	LAVENDER	BABY BLUE	YELLOW
	TEAL	RED	HOT PINK	PURPLE	BLUE

DARK BLONDE TO MEDIUM BROWN	YELLOW	TEAL	RED	HOT PINK	PURPLE	BLUE
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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, fragile 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

Platinum Blonde

YOUR COLOR

COLOR RESULT





Turquoise  
14143

PRE-LIGHTENED PLATINUM

2 MINUTES

5 MINUTES





Lilac  
14144

PRE-LIGHTENED PLATINUM

2 MINUTES

5 MINUTES





Coral  
14145

PRE-LIGHTENED PLATINUM

2 MINUTES

5 MINUTES





Rose Gold  
14146

PRE-LIGHTENED PLATINUM

2 MINUTES

5 MINUTES





Silver  
14147

PRE-LIGHTENED PLATINUM

2 MINUTES

5 MINUTES





# 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. MESSAGE

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



**PASTELS**  
355ml



**NATURALS**  
355ml



NATURALS  
355ml



Platinum  
16219



Honey  
16220



Copper  
16221



Red  
16222



Mocha  
16223

Hair Color Swatch Book  
16342



## KERACHROMA™ Custom Cocktails

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

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



Purple  
16231



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  
1 Litre  
16224  
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.

*Icy 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. Contains no ammonia, parabens, mineral oil or gluten. 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 reflects to cosmetic or natural color; Cover the first greys; Respect natural color without altering it; Restore the natural pH of the hair; Smooth hair by sealing the cuticles. Does not contain 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 neutralise 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



<b>INTENSE ASH</b>	<b>2.11</b>	<b>PEARL</b>	<b>8.12</b>	<b>INTENSE VIOLET</b>	<b>8.22</b>	<b>INTENSE VIOLET</b>	<b>10.22</b>		
	<b>10.03</b>	<b>VIOLET</b>	<b>6.2</b>	<b>INTENSE RED</b>	<b>6.66</b>	<b>INTENSE COPPER</b>	<b>7.44</b>	<b>CLEAR</b>	<b>CLEAR</b>
	<b>18471</b>		<b>18470</b>		<b>18469</b>		<b>18468</b>		<b>18462</b>

Tone Supreme Color Activator 6.5 Vol  
1 Litre  
**18472**



Tone Supreme Color Chart  
**18473**

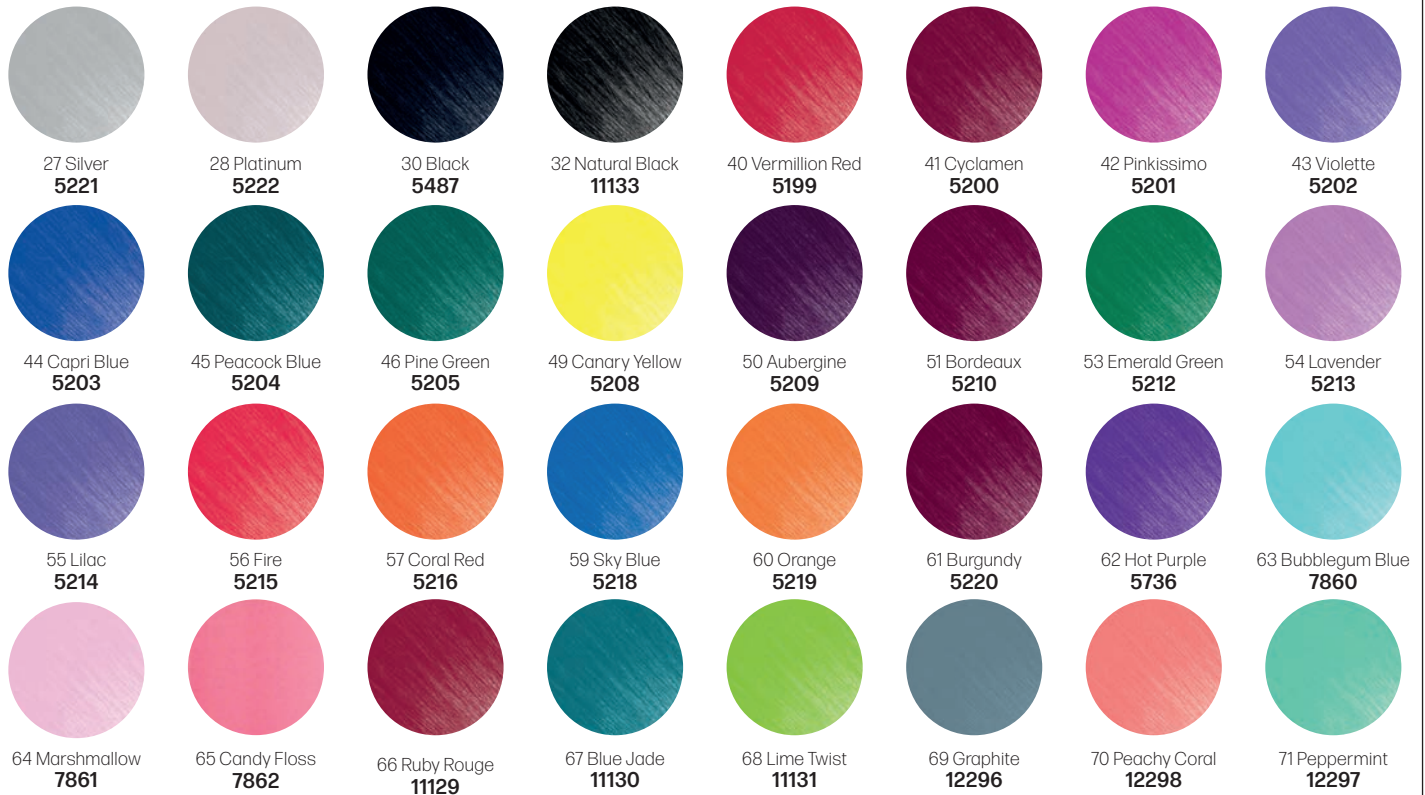


**MORE THAN JUST  
"CLEAR"!**

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



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

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



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

11127



Bleaching Kit

- Includes:
- Disposable gloves
- Mixing bowl
- Spotula
- 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



Bubblegum  
13828

Peachy Coral  
13829

Marshmallow  
13830

Lavender  
13831

Graphite  
14476



CRAZY COLOR POWER - POWER PIGMENT DROP

DEVELOPERS

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

NEW!



Pink  
19117

Purple  
19118

Blue  
19119

Yellow  
19120

Red  
19121

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

NEW!



**CRAZY COLOR RAPID TONERS**



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

**COOL SHADES**

**SMOKE SCREEN™**

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

15662

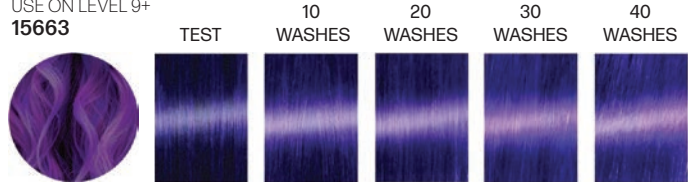


**LOVE POWER™ PURPLE**

MEDIUM PINK-BASED VIOLET

USE ON LEVEL 9+

15663

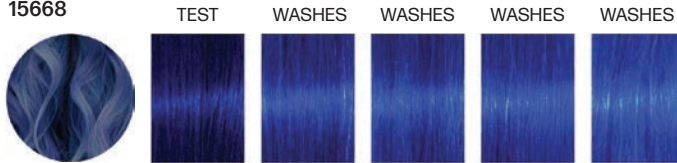


**CELESTINE™ BLUE**

DEEP ROYAL BLUE

USE ON LEVEL 6+

15668



**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.

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



High Voltage Tuft Color Chart 16166

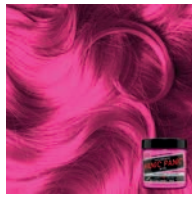
Sunshine 15799	Psychedelic Sunset 15784	Pillarbox Red 15777	Rock 'n Roll Red 15770	Vampire's Kiss 15786	Vampire Red 15763	Divine Wine 18274
Cleo Rose 15785	Mystic Heather 15788	Fuschia Shock 15776	Infra Red 15774	Purple Haze 15765	Electric Amethyst 15778	Violet Night 15790
Deep Purple Dream 15789	Plum Passion 15791	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 - Bat 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 118ml



Hot Hot Pink  
15762



Cotton Candy Pink  
15764



Electric Lizard  
15772



Wildfire  
15773



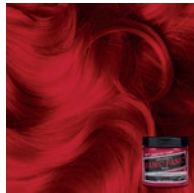
Siren's Song  
15775



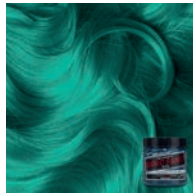
Pink Warrior  
18437



Electric Pink Pussycat  
18441



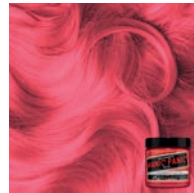
Red Passion  
15779



Mermaid  
15793



Electric Banana  
15794



Pretty Flamingo  
15795



Electric Tiger Lily  
15797

**HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR**

**CREAMTONES** - Perfect Pastels 118ml



Dreamside  
15801



Velvet Violet  
15802



Blue Angel  
15803



Sea Nymph  
15804

**HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR - SILVERTONES**  
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.



Cotton Candy Pink  
15754



Wildfire  
15755



Blue Angel  
15756



Silver Stiletto  
15758



Mystic Heather  
15759



Stardust  
15760

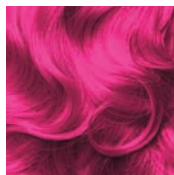
**AMPLIFIED™ FORMULA**  
**Semi-Permanent for 8-10 weeks**  
118ml

The Amplified™ formulation delivers semi-permanent color that lasts 30% longer than the High Voltage® Classic.

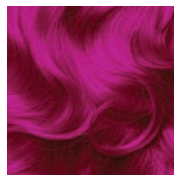
Amplified Tuft Color Chart  
16167



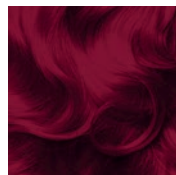
Virgin Snow Toner  
15820



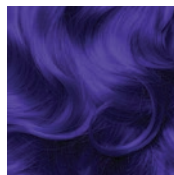
Cotton Candy Pink  
15815



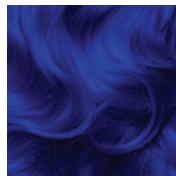
Hot Hot Pink  
15816



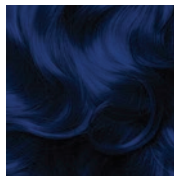
Vampire Red  
15819



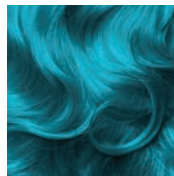
Ultra Violet  
15818



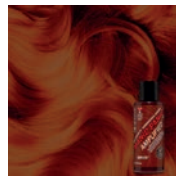
Rockabilly Blue  
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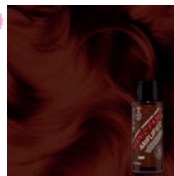
After Midnight  
15813



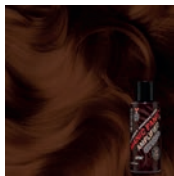
Atomic Turquoise  
15814



Supernaturals - Tiger's Eye  
19122



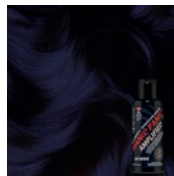
Supernaturals - Cobra  
19562



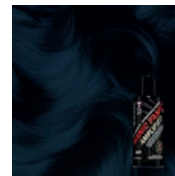
Supernaturals - Cattail  
19563



Supernaturals - Bat Outta Hell  
19564



Supernaturals - Blue Panther  
19565



Supernaturals - Raven  
19566



**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

**NEW!**



**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

**NEW!**



**NEW!**

**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.



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.

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

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

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



**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



Platinum Blonde  
14466

Violet  
14467

Cool Brown  
14468

Intense Copper  
14469

Purple Rouge  
14470

Warm Chestnut  
14471



Radiant Red  
14472

Hot Pink  
15921

Steel Grey  
16994

Café Latte  
Perfect for use on beige  
tones level 8 & up.  
18794

Vanilla Latte  
Prevents cooler shades  
from going brassy.  
18795



Color Strut Card  
16170

OSMO COLOUR BOMB - Incredible 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**

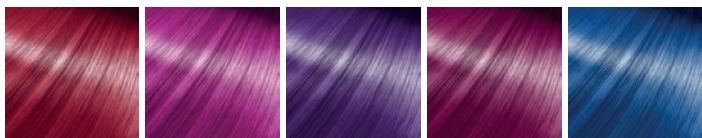


A semi-permanent hair color collection that will challenge your inner crazy to the limits. With 10 outrageously wild shades to choose from, Color Psycho knows no boundaries.

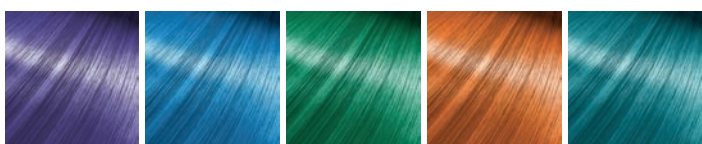
Do not mix with peroxide.

To ensure the color is as expected, test on a small swatch before application.

For best results, apply to pre-lightened/bleached hair. 150ml



Wild Rouge 11080    Wild Fuchsia 11081    Wild Purple 11082    Wild Cerise 11083    Wild Cobalt 11084



Wild Violet 11085    Wild Blue 11086    Wild Green 11363    Wild Orange 11364    Wild Teal 11365



Wild Claret 13822    Wild Silver 13823    Wild Yellow 13824    Wild Pink 13825    Wild Black 15979

Color Psycho The Wild One

Includes:

7 colors (rouge/fuchsia/purple/cerise/cobalt/violet/blue) & Color Tamer & 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



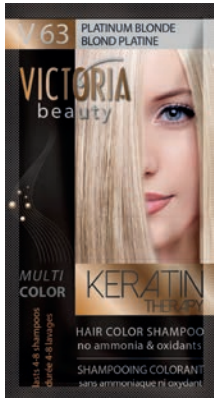
Blue Orange Tone Neutraliser 16352    Violet Yellow Tone Neutraliser 16353    Green Red Tone Neutraliser 16354    Red Green Tone Neutraliser 16355    Yellow Purple Tone Neutraliser 18386



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

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

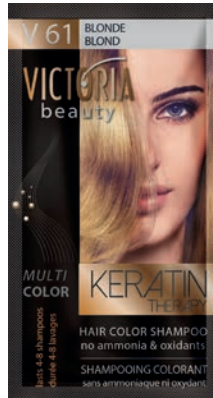
144 Piece Display Stand  
Includes 6 x 24 colors (total of 144 pieces) (not shown)  
**13294**



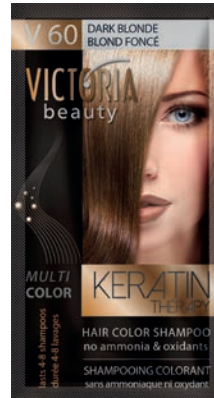
Platinum Blonde  
**13024**



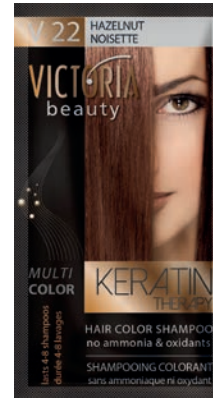
Light Blonde  
**13025**



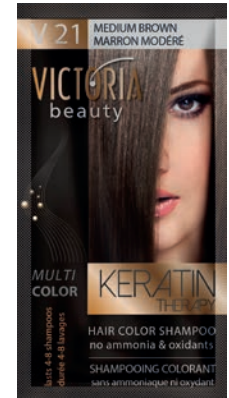
Blonde  
**13026**



Dark Blonde  
**13027**



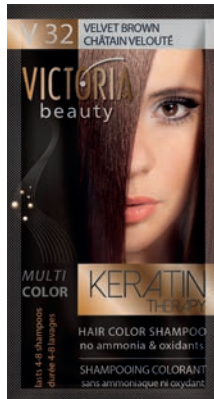
Hazelnut  
**13028**



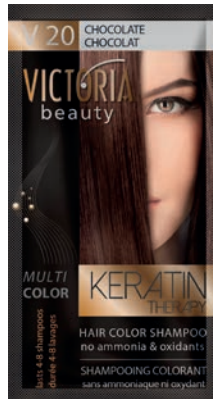
Medium Brown  
**13030**



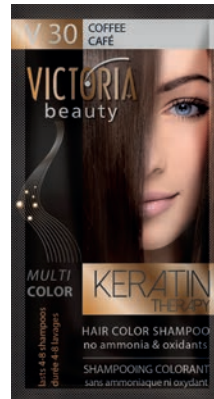
Chestnut  
**13031**



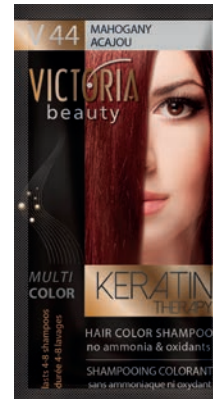
Velvet Brown  
**13032**



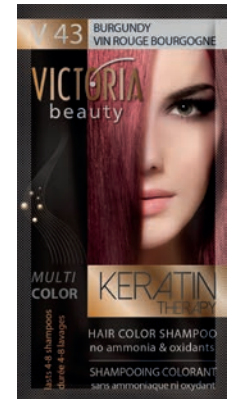
Chocolate  
**13041**



Coffee  
**13042**



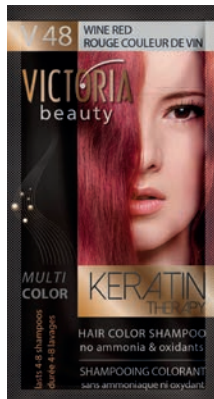
Mahogany  
**13043**



Burgundy  
**13044**



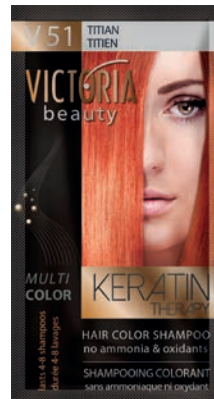
Intensive Red  
**13045**



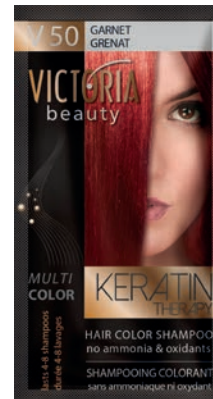
Wine Red  
**13054**



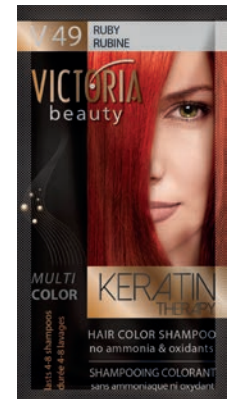
Copper  
**13055**



Titian  
**13064**



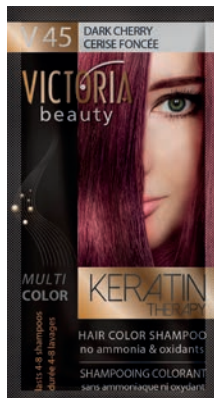
Garnet  
**13065**



Ruby  
**13093**



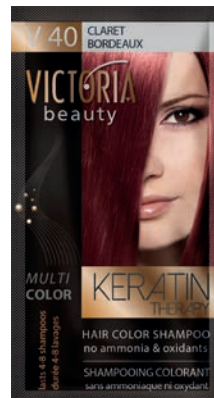
Cherry  
**13094**



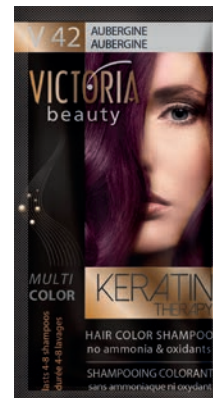
Dark Cherry  
**13095**



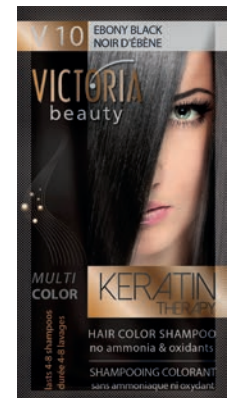
Wild Plum  
**13096**



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



Black  
17603



Brown  
17604



DALON CARE & BEAUTY

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



Brown  
Brown, blonde, light blonde or bleached hair.  
17999



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



Brown  
18010

**ROOT CONCEALERS**

**COLORSMASH - COLOR KISSED HAIRSPRAY**



**AGADIR ROOT CONCEALER**



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**

Temporary touch-up spray for grey coverage. 57g



Medium Brown  
**13996**



Light Brown  
**13997**

**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
- Adds tonal shades
- Covers roots, touch-up
- 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**

**A! ABSOLUTE COLOR2GO**

A semi-permanent hair stick which twists out for an easy application to the hair. Shampoos out. 10g



Black Brown  
**8708**



Light Brown  
**8711**

**CALA - GRAY HAIR & ROOT TOUCH UP STICK**



**L'ACTION PARIS**



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



Medium Brown  
**15396**



Dark Brown  
**15397**



Black  
**15398**

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**



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	Blue Black 8416	Eggplant 8417	Baby Pink 8418	Violet 8419
					
Magenta 8420	Coral Blue 8421	Pitch Black 8422	Tropical Green 8423	Hot Red 8426	Plume 8427
					
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			UV Shades		
					
Silverlook 8424	White 8434	UV Green 8437	UV Red 8438	UV Pink 8439	UV Turquoise 8440

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

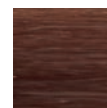


Natural Shade Semi-Permanent Dye

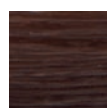
Easy-to-use gentle semi-permanent dye color when applied results in a deep, natural gloss color with translucent, shimmering tones. Free from ammonia or peroxide.  
70ml



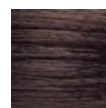
Blonde  
12342



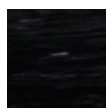
Brown  
12344



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



Mid Brown  
12351



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



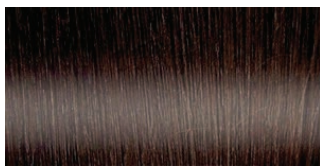
Blonde  
For golden blonde & blonde shades  
(level 8-9)  
**15675**



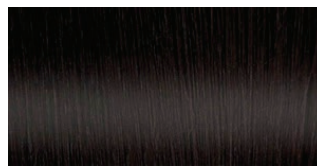
Dark Blonde  
(level 7-7.5)  
**15676**



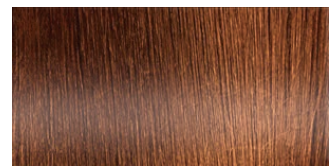
Light Brown  
(level 6-6.5)  
**15677**



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



Dark Brown/Black  
(level 1-3)  
**15679**



Red/Auburn  
**15680**

Root Touch Up Powder

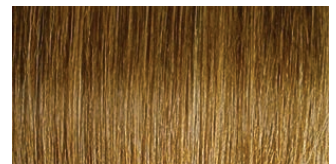
This soft, natural powder has all the qualities of the popular root concealer spray & MORE.

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



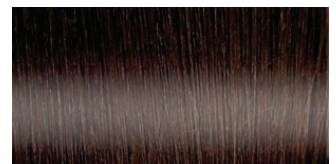
Blonde  
**18919**



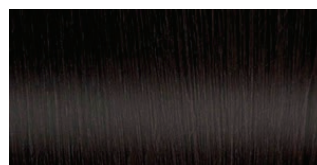
Dark Blonde  
**18920**



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**

**Bleach & Peroxide Kit**

Combining high lift bleach powder with peroxide to whiten hair in preparation of semi-permanent color.

**Includes:**

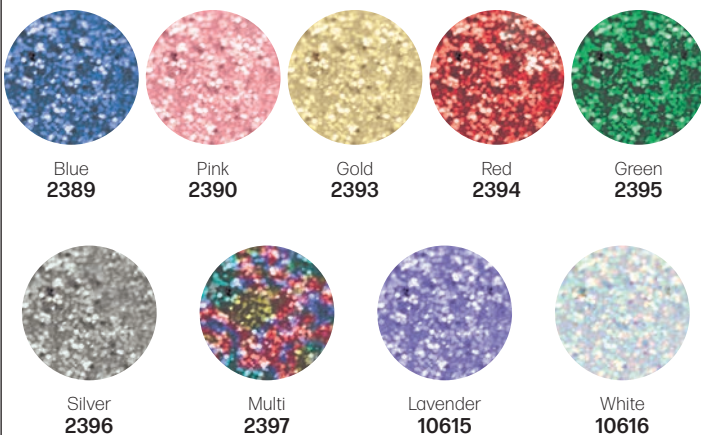
- 2 bleach sachets (25g each)
- Cream peroxide 30 vol. 9% 100ml
- Gloves
- Tint brush
- Instructions
- Mixing bowl
- Spatula

**12354**



**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



**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 stain light hair. 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



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.

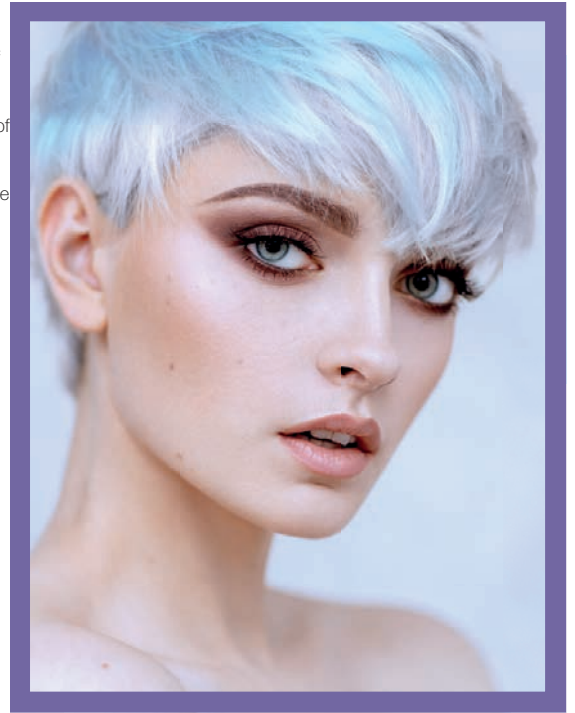
**Universal** - Colors are made to be blended with any other Superplex product.

**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.



Cherry Red  
To enhance red shades for a more intense color.  
**16978**

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  
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Purpledacious  
16620



Bluemanica  
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Pinktabulous  
16622



Mochanificent  
16623



Blondetastic  
16624



Diamondista  
16625



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



Greengarious  
16627



Lavenderapturous  
16628



Coralustrous  
16629