

FRESH

COVER + GLOSS + TONE

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an all-in-one, multi-use color system,
that combines the best in
glossing, toning and gray coverage

COLOR ART
FRESH

COVER

Color balance and completely cover gray with perfectly pigmented shades

GLOSS

Refresh and rejuvenate hair with color that outshines the rest

TONE

Use to refine color, create fashion tones, enhance or neutralize existing tones on pre-lightened hair

demi-permanent liquid haircolor

coloración líquida demi-permanente • coloration liquide demi-permanente

PPD & ammonia-free

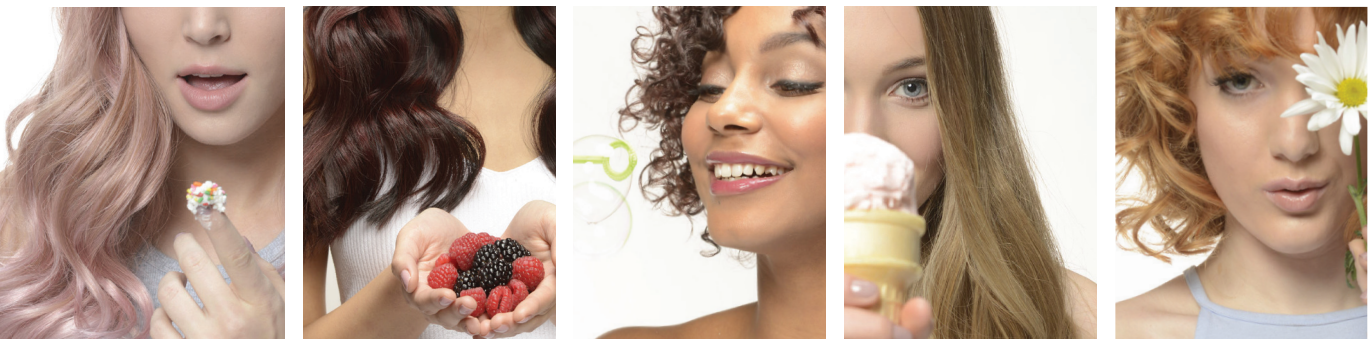
Scruples Inc., Dist. • Lakeville, MN 55044-9009 USA • 1.800.457.0016
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Scruples.

FRESH

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INFUSED WITH THE BEST IN ESSENTIAL, GOOD-FOR-YOU INGREDIENTS:



Lotus Flower Root

Native to regions of Asia and Australia, the lotus flower (also known as the sacred lotus) is harvested for many health purposes worldwide. Because of its unique makeup of vitamins, minerals and protein, the lotus flower root has countless beauty benefits. When used in haircolor, it enhances natural shine, conditions and infuses strength and elasticity into each strand.



Mango Butter

Though widely recognized as a tropical fragrance, mangos are also used for their nourishing and moisturizing properties. Mango butter helps protect hair from harmful environmental factors, provides intense hydration and leaves hair looking naturally radiant.



Lavender

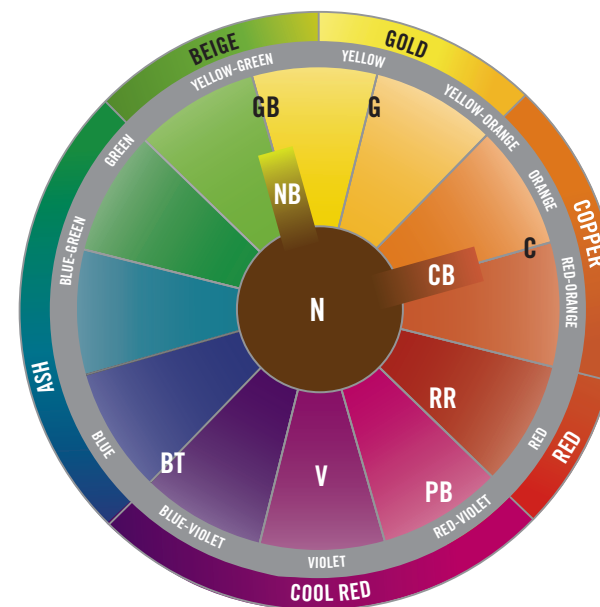
Growing on nearly every continent, lavender is known throughout many cultures for its distinct color, fragrance and benefits. Lavender aids in soothing the scalp and helps to remove product build-up. These clarifying properties help leave hair weightless while restoring movement, body and bounce.



PBX

Protective Barrier Complex (PBX) surrounds and shields the dye molecule during application for seamless color saturation. PBX is comprised of four essential ingredients: hydrolyzed protein, silicone conditioner, mucopolysaccharides and a UV absorber. These ingredients work together to replenish moisture and add protein that helps maintain hair's elasticity, integrity and inner strength.

COLOR THEORY



Basic color theory

Natural hair color contains a balance of all three primary colors; haircolor must have this balance to achieve natural looking results.

- Darker colors contain more blue
- Mid-range colors contain more red
- Lighter colors contain more yellow

Neutralize underlying tone

Select the haircolor base directly across the color wheel from the underlying tone at the desired level to create a neutral balance.

Compliment underlying tone

Work around the color wheel instead of across. For example a level 7 Golden Red shade has orange underlying tones; colors on either side of orange will increase the intensity of the haircolor.

FAQ COLOR ART FRESH

What is the mixing ratio?

The mixing ratio is 1 : 1.

Can this color be processed with heat?

Heat can be used for some services. Please see directions for complete steps and guidelines for processing.

Can it be applied to wet and dry hair?

It is recommended to apply to clean, dry hair for most services. Please see directions for complete steps and guidelines for each service.

Can shades be combined?

Yes, although each of these shades are true to swatch and stunning on their own, all shades can be combined into custom blends unique to each individual service.

Does Color Art Fresh contain ammonia?

No, this system is PPD and ammonia-free.

DIRECTIONS



MIXING RATIO 1:1 PROPORCIÓN DE MEZCLA 1:1 • RAPPORT DU MÉLANGE 1:1

Color Art Fresh is an all-in-one, multi-use haircolor system, that combines the best in glossing, toning and gray coverage to instantly enhance one's natural radiance with gorgeous, glowing color and a fresh, flawless finish.

MIXING & PROCESSING CHART

TABLA PARA MEZCLAR Y PROCESAR • TABLEAU DE MÉLANGE ET DE TRAITEMENT

	MIX Mezcla • Mélange	PROCESS Proceso • Processus	TEMPERATURE Temperatura • Température
COVER Cobertura Couverture	2 oz. Color + 2 oz. Activator 2 oz. Color + 2 oz. Activador 57 g (2 oz.) Couleur + 57 g (2 oz.) Activateur		with heat + cap con calor + gorra avec chaleur + bonnet
GLOSS Lustre Lustre	1.5 oz. Color + .5 oz. Clear + 2 oz. Activator 1.5 oz. Color + .5 oz. Clara + 2 oz. Activador 43 g (1.5 oz.) Couleur + 14 g (0.5 oz.) Clairs + 57 g (2 oz.) Activateur		with heat + cap or room temperature con calor + gorra o temperatura ambiente avec chaleur + bonnet ou à température ambiante
TONE Tono Couleur	1 oz. Color + 1 oz. Clear + 2 oz. Activator 1 oz. Color + 1 oz. Clara + 2 oz. Activador 28 g (1 oz.) Couleur + 28 g (1 oz.) Clairs + 57 g (2 oz.) Activateur or For maximum toning with level 9 shades, use 2 oz. of color without clear Para una máxima tonificación con tonos de nivel 9, use 2 oz. de color sin base clara Pour une couleur optimale avec les teintés de niveau 9, utilisez 57 g (2 oz.) de couleur sans base claire	Up to • Hasta • Jusqu'à 	room temperature temperatura ambiente température ambiante
SHINE Brillo Éclat	2 oz. Clear + 2 oz. Activator 2 oz. Clara + 2 oz. Activador 57 g (2 oz.) Clairs + 57 g (2 oz.) Activateur		with heat + cap con calor + gorra avec chaleur + bonnet

The Color Art Fresh demi-permanent liquid color system contains:

- Over 30 perfectly pigmented liquid colors that can be used on their own or mixed to create custom blends
- Clear for pigment adjustments
- Warm and Cool Balancers for optimal gray coverage
- 7-Volume Activator

Gloss it up, tone it out, cover it all and outshine the rest!

OPTIMAL GRAY COVERAGE

COBERTURA ÓPTIMA DE CANAS • COUVERTURE OPTIMALE DES CHEVEUX GRIS

PERCENT GRAY Porcentaje de canas Pourcentage de gris	DESIRED TONE (SERIES) Tono deseado (series) Couleur souhaitée (série)	FORMULA Fórmula • Formule
Over 50% Más del 50% Plus de 50 %	Warm Cálido • Chaud (G, GB, C, CB)	2 oz. desired shade + 1/8 oz. Cool Balancer + 2 oz. Activator 2 oz. del tono deseado + 1/8 oz. de equilibrador frío + 2 oz. Activador 57 g (2 oz.) de la nuance souhaitée + 3.5 g (1/8 oz.) d'élément complémentaire froid + 57 g (2 oz.) Activateur
	Cool Frío • Froid (PB, V, BT, RR)	2 oz. desired shade + 1/8 oz. Warm Balancer + 2 oz. Activator 2 oz. del tono deseado + 1/8 oz. de equilibrador cálido + 2 oz. Activador 57 g (2 oz.) de la nuance souhaitée + 3.5 g (1/8 oz.) d'élément complémentaire chaud + 57 g (2 oz.) Activateur



PPD & ammonia-free

FORMULATION CHART

TABLA DE FÓRMULAS • TABLEAU DE FORMULATIONS

MIXING RATIO 1:1

PROPORCIÓN DE MEZCLA 1:1 • RAPPORT DU MÉLANGE 1:1



HAIR COLOR LEVEL
NIVEL DE COLOR DEL CABELLO • NIVEAU DE COULEUR DE CHEVEUX

	NATURAL NATURAL • NATUREL	NATURAL BEIGE BEIGE NATURAL • BEIGE NATUREL	GOLD BEIGE BEIGE DORADO • BEIGE DORÉ	GOLD DORADO • DORÉ	COPPER BROWN MARRÓN COBRIZO • CHÂTAIN CUIVRÉ	COPPER COBRIZO • CUIVRE	RED RED ROJO ROJO • ROUGE ROUGE	PINK BLUSH ROSA BLUSH • ROSE LÉGER	VIOLET VIOLETA • VIOLET	BLUE TITANIUM AZUL TITANIO • BLEU TITANE
9	 9N Oasis	 9NB Satinwood	 9GB Sugar Sand	 9G Macadamia		 9C Pumpkin		 9PB Petal	 9V Juniper Berry	 9BT Arctic Avalanche
8	 8N Driftwood		 8GB Coastal Sand							
7	 7N Tumbleweed	 7NB Light Oak		 7G Cashew			 7RR Cardinal	 7PB Bloom	 7V Huckleberry	 7BT Fresh Frost
6	 6N Cliffside			 6G Rye	 6CB Nutmeg	 6C Autumn				
5	 5N Backroads	 5NB Pinecone					 5RR Firefinch		 5V Elderberry	 5BT Freezing Rain
4				 4G Peppercorn	 4CB Clove					
3	 3N Night Sky	 3NB Northern Branch								
2				 2G Chia						
1	 1N Raven									 1BT Black Ice

Mixing Instructions & Directions:

Gray Coverage Mix: 2 oz. Color + 2 oz. Color Art Fresh Activator

Apply to clean, dry hair. Process with heat for 30 minutes. When processing with heat cover hair with a plastic cap. Remove cap and cool down for 5 minutes. Rinse and shampoo with Scruples preferred shampoo. Apply Scruples No H2O2 No Peroxide and rinse. Condition with Scruples preferred conditioner. Proceed with styling.
NOTE: In shades other than N or NB or for resistant gray, add 1/8 oz. of either warm or cool balancer to replace the missing pigments for complete gray coverage. No need to add additional activator.

Glossing Mix: 1.5 oz. Desired Color + .5 oz. Clear + 2 oz. Color Art Fresh Activator

Apply on clean, dry hair. Process at room temperature or with heat for 30 minutes. When processing with heat, cover hair with plastic cap. Remove cap and cool down for 5 minutes. Rinse and shampoo with Scruples preferred shampoo. Apply Scruples No H2O2 No Peroxide and rinse. Condition with Scruples preferred conditioner. Proceed with styling.
NOTE: When more or less color deposit is desired, adjust amount of clear used in formula.

Toning Mix: 1 oz. Color + 1 oz. Clear + 2 oz. Color Art Fresh Activator

Apply on clean, damp hair at the shampoo bowl immediately following lightening service. Process up to 15 minutes or until desired toning is achieved. Rinse and shampoo with Scruples preferred shampoo. Apply Scruples No H2O2 No Peroxide and rinse. Condition with Scruples preferred conditioner. Proceed with styling.