



CALURA

Permanent Shine Hair Colour

Exothermic Technology



Coloration permanente lustrante

Technologie exothermique

Mixing ratio 1:1

PROCESSING TIME		
Toning	3-10 minutes	10 vol. (3%) / Demi Effect (2.6%)
Tone on tone or darker	30 minutes	20 vol. (6%)
Colour balancing*	30 minutes	20 vol. (6%)
	20 minutes	Demi Effect (2.6%)
White hair coverage	30-45 minutes	20 vol. (6%)
White blending (up to 30%)	30-35 minutes	10 vol. (3%) / Demi Effect (2.6%)
1 level of lift	35 minutes	20 vol. (6%)
2 levels of lift	40 minutes	20 vol. (6%)
3 levels of lift	45 minutes	30 vol. (9%)
4 levels of lift	50 minutes	40 vol. (12%)
5 levels of lift	60 minutes	40 vol. (12%)

* For maximum longevity use 20 volume (6%) developer.

Tip: Porosity varies from person to person, use table as a guideline only. For 44/KK, 55/RR, 444/KKK, 556/RRV and 66/VV the processing time is 40 minutes.

White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 30 vol. (9%) developer, 45 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage, intermix with a shade from one of the following white hair coverage series:

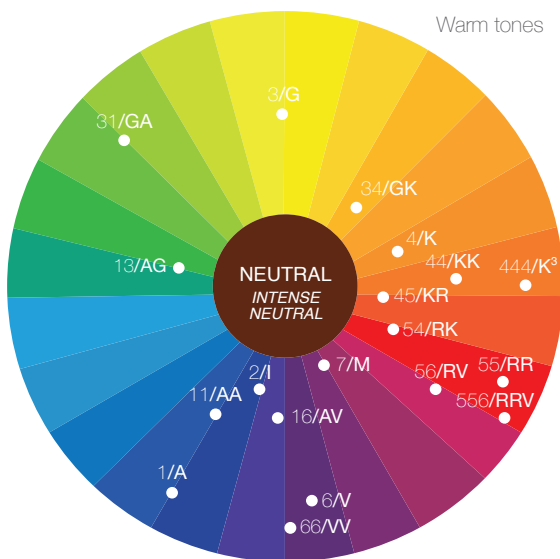
SERIES	STONE DIRECTION	
Neutral	Neutral	● 100% white coverage series
Intense Neutral	Intense Neutral	
18/AB	Cool	
318/GAB	Cool natural	
8/B	Warm	
34/GK	Warmest	
11/AA	Cool ash	● 25% white coverage series
13/AG	Neutral / Natural	
31/GA	Cool beige	

Pure Blondes: Mixing 1:2

- Recommended 30 vol. (9%) developer or 40 vol. (12%) developer.
- Recommended on natural levels 6 and lighter.
- Processing time is up to 60 minutes.

After all colour services, follow with Calura Moisture Balance Cleanser and Colour Lock for maximum longevity.

Colour wheel



Cool tones

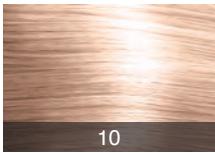
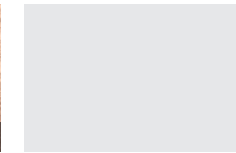

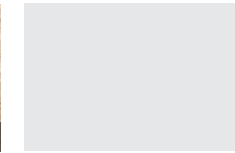
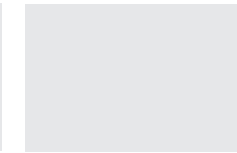
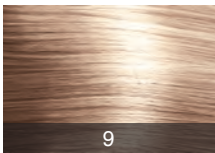
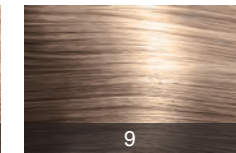
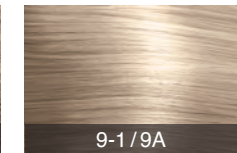
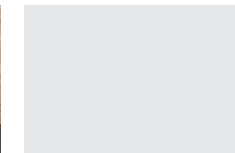
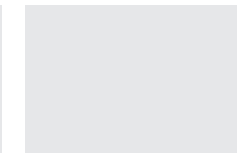
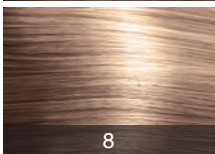
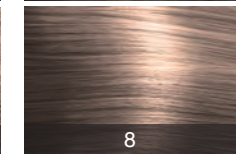
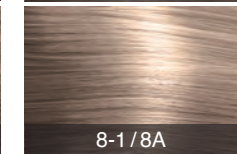
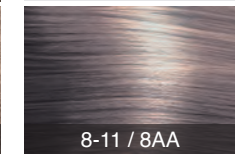
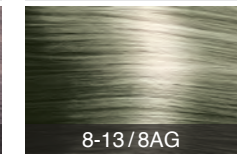
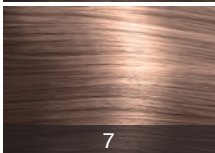
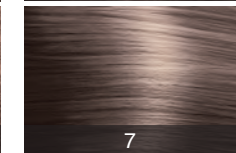
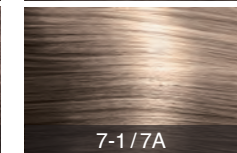
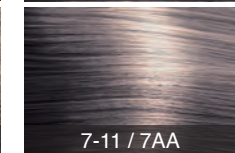
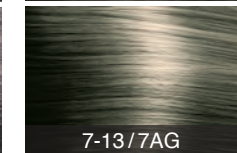
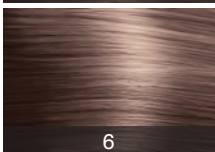
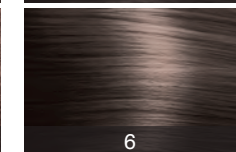
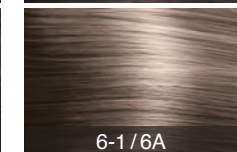
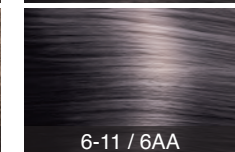
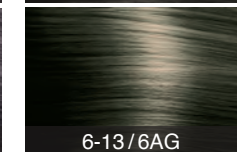
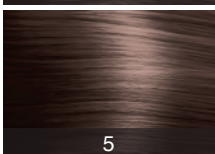
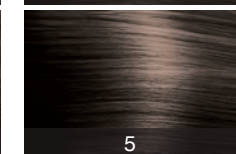
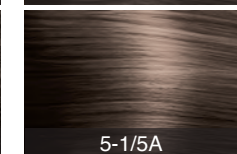
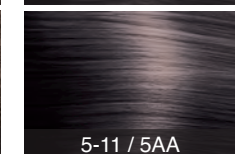
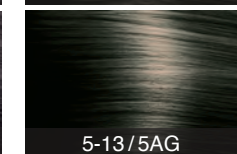
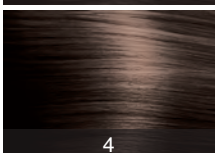
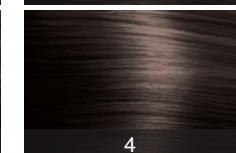
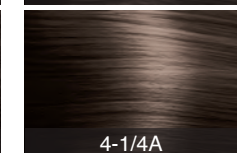
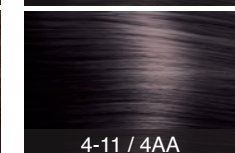
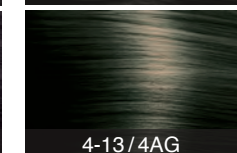
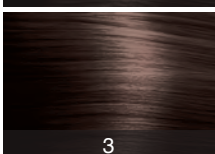
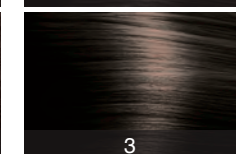
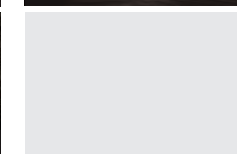
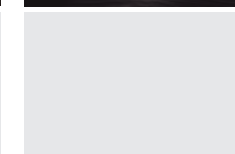
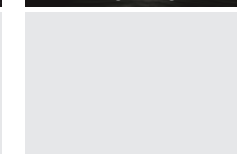
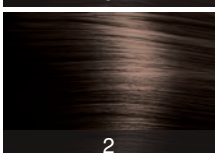
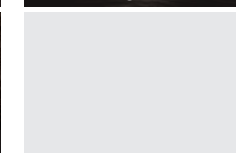
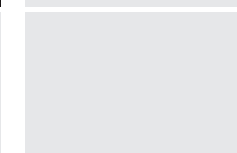
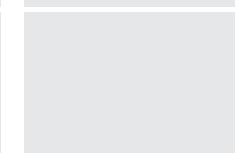
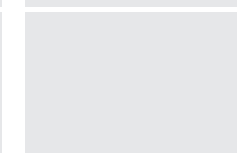
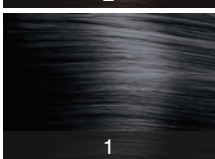
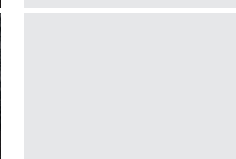
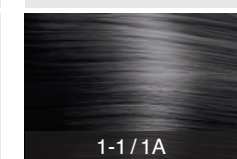
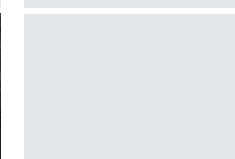
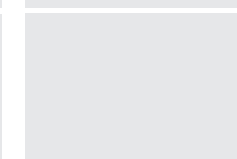
*8/B Brown
*32/Gl Beige
*318/GAB Cool Brown
*18/AB Ash Brown

Natural levels

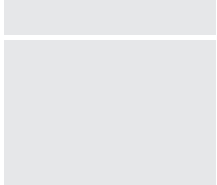
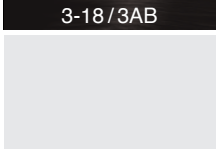
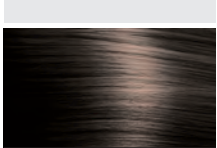
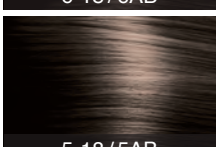
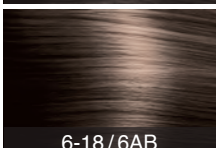
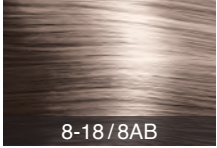
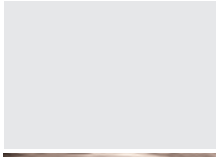
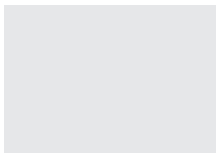
10- Very pale blonde
9- Very light blonde
8- Light blonde
7- Medium blonde
6- Dark blonde
5- Light brown
4- Medium brown
3- Dark brown
2- Very dark brown
1- Black

Underlying pigments

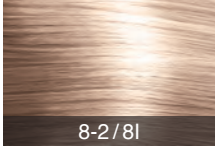
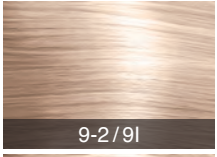
Extra pale yellow
Pale yellow
Yellow
Yellow-orange
Orange
Orange-red
Red-orange
Red
Red-brown
Dark red-brown

<p>Neutral Neutre</p> <p>● 100%</p>	<p>Intense Neutral Neutre intense</p> <p>● 100%</p>	<p>Ash Cendré</p> <p>1 / A</p>	<p>Intense Ash Cendré intense</p> <p>11 / AA</p> <p>◐ 25%</p>	<p>Matte Mat</p> <p>13 / AG</p> <p>◑ 25%</p>
 <p>10</p>		 <p>10-1 / 10A</p>		
 <p>9</p>	 <p>9</p>	 <p>9-1 / 9A</p>		
 <p>8</p>	 <p>8</p>	 <p>8-1 / 8A</p>	 <p>8-11 / 8AA</p>	 <p>8-13 / 8AG</p>
 <p>7</p>	 <p>7</p>	 <p>7-1 / 7A</p>	 <p>7-11 / 7AA</p>	 <p>7-13 / 7AG</p>
 <p>6</p>	 <p>6</p>	 <p>6-1 / 6A</p>	 <p>6-11 / 6AA</p>	 <p>6-13 / 6AG</p>
 <p>5</p>	 <p>5</p>	 <p>5-1 / 5A</p>	 <p>5-11 / 5AA</p>	 <p>5-13 / 5AG</p>
 <p>4</p>	 <p>4</p>	 <p>4-1 / 4A</p>	 <p>4-11 / 4AA</p>	 <p>4-13 / 4AG</p>
 <p>3</p>	 <p>3</p>			
 <p>2</p>				
 <p>1</p>		 <p>1-1 / 1A</p>		

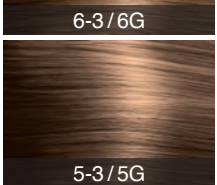
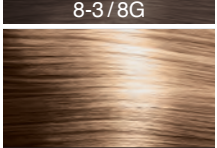
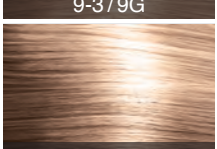
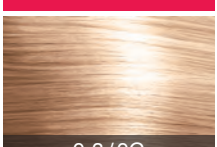
Ash Brown
Cendré brun
18/AB
● 100%



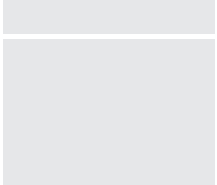
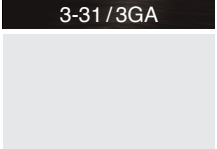
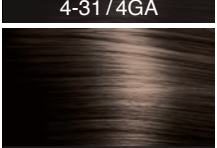
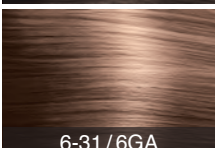
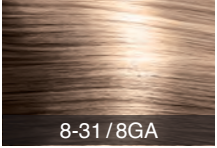
Iridescent
Irisé
2/I
● 100%



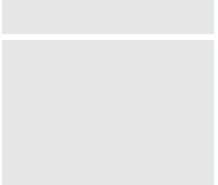
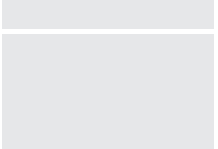
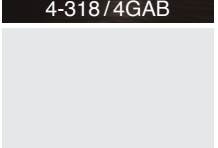
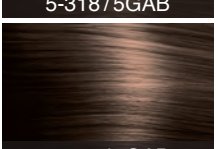
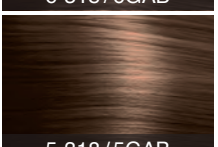
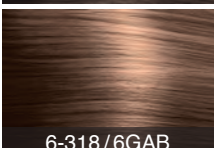
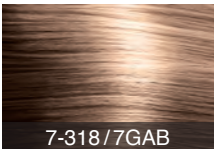
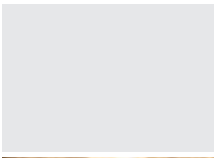
Gold
Doré
3/G



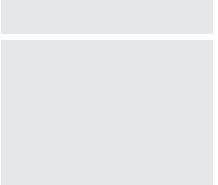
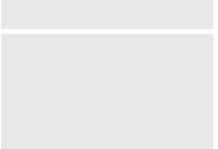
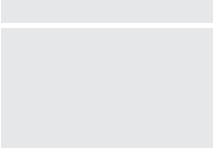
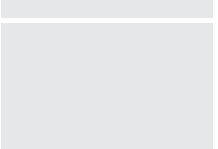
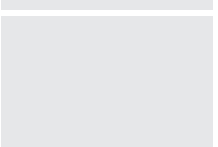
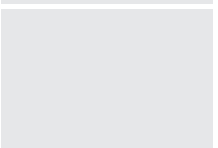
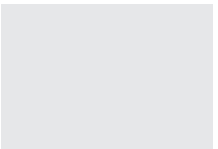
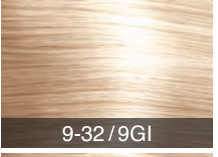
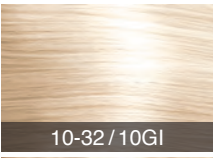
Cool Beige
Beige froid
31/GA
◐ 25%



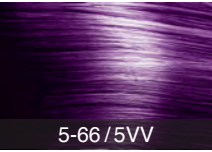


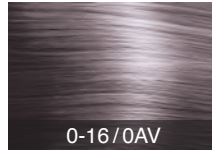
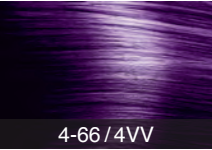

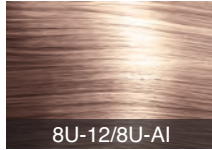

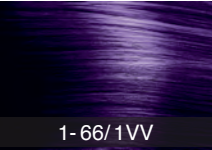
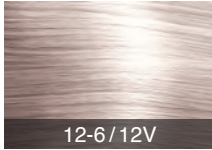
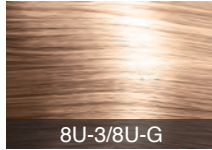
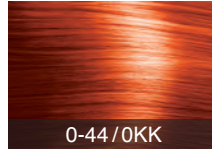
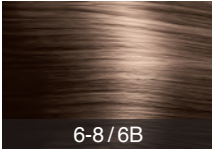
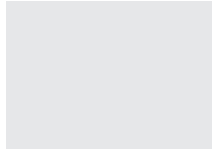
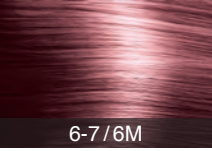
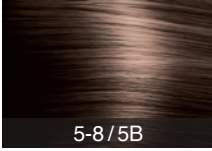
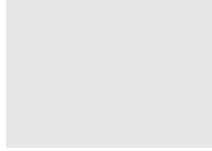
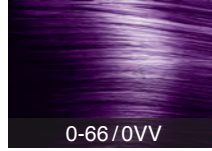
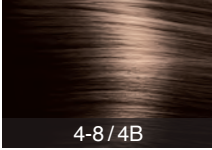

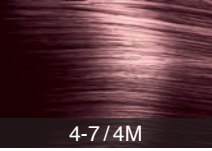
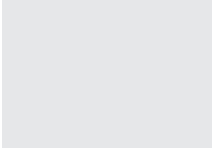

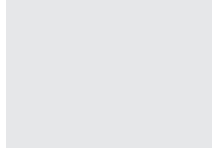
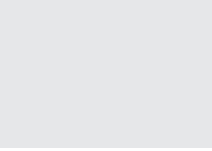
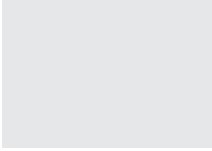

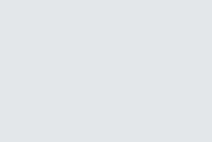

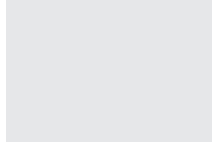
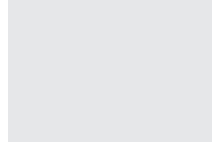
Cool Brown
Brun froid
318/GAB
● 100%



Beige
32/GI
● 100%



Golden Copper Doré cuivré 34 / GK ● 100%	Intense Copper Cuivré intense 44 / KK	Copper Red Cuivré rouge 45 / KR	Intense Red Rouge intense 55 / RR	Red Violet Rouge violet 56 / RV
9-34 / 9GK		7-45 / 7KR		6-56 / 6RV
8-34 / 8GK		6-45 / 6KR		5-56 / 5RV
7-34 / 7GK		Red Copper Rouge cuivré 54 / RK		4-56 / 4RV
6-34 / 6GK	7-44 / 7KK	7-54 / 7RK	7-55 / 7RR	Violet 6 / V
5-34 / 5GK	6-44 / 6KK	6-54 / 6RK	6-55 / 6RR	6-6 / 6V
Copper Cuivré 4 / K	5-44 / 5KK	5-54 / 5RK	5-55 / 5RR	5-6 / 5V
7-4 / 7K	Luxuriant Copper Cuivré luxuriant 444 / K ³		Red-Violet Rouge-violet Luxuriant 556 / RRV	4-6 / 4V
6-4 / 6K	7-444 / 7K ³		6-556 / 6RRV	
5-4 / 5K	6-444 / 6K ³		5-556 / 5RRV	
	5-444 / 5K ³		4-556 / 4RRV	

Luxuriant Violet Violet luxuriant 66/VV	Brown Brun 8/B ● 100%	Pure Blonde Blond pur 12	8 ULTRA 8U ● 100%	MIX
 5-66/5VV	 10-8/10B	 12-1/12A	 8U NEUTRAL/NEUTRE	 0-16/0AV
 4-66/4VV	 9-8/9B	 12-2/12I	 8U-12/8U-AI	 0-11/0AA
 3-66/3VV	 8-8/8B	 12-16/12AV	 8U-36/8U-GV	 0-33/0GG
 1-66/1VV	 7-8/7B	 12-6/12V	 8U-3/8U-G	 0-44/0KK
Mahogany Acajou 7/M	 6-8/6B	 12-31/12GA		 0-55/0RR
 6-7/6M	 5-8/5B	Pastel P		 0-66/0VV
 5-7/5M	 4-8/4B	 P-1		 CLEAR
 4-7/4M		 P-12		 BC
		 P-32		
		 P-82		

The mixing ratio for the Pure Blonde series is 1:2 / Les proportions de mélange pour la série Blond pur sont 1:2
 Shades are for visual reference only. Final results may vary. / Les nuances sont pour référence visuelle seulement. Les résultats peuvent varier.