




Color Resource Guide



tressa®



**Since being founded in 1969, Tressa has never strayed from its original vision:
to exclusively support salon professionals with the highest quality products and education on the market.**

We deliver every day on this promise because we are one of the few companies in this industry who develop and manufacture our own products. Because we directly maintain control of what we create, we can offer the best in color, color care, waves and care and styling, while also focusing on you, the professional stylist.

Offering permanent color, deposit-only color, a lift and tone system, powder lightener as well as color support and maintenance products, Tressa has everything you need to gain confidence and increase your salon profits.

Within this Color Resource Guide, you will acquire knowledge about all of Tressa's integrated color systems and find the answers to your color questions. We pride ourselves on giving you the best tools and education to ensure your clients will experience beautiful, vibrant, healthy hair — every time!

Chapter 1: p4

Hair & Hair Color Basics

- p4 Hair Structure
- p4 Physical Properties
- p5 Types of Hair Color

Chapter 2: p6

The Law of Color

- p6 Color Wheel
- p6 Level System
- p6 Residual Pigment Contribution (RPC)

Chapter 3: p8

Colourage Translucent Permanent Gel Color

- p8 Colourage Features and Benefits
- p9 Colourage Tonal Series
- p10 Color Additives

Chapter 4: p11

Formulating Colourage

- p11 The Client Consultation
- p11 5 Steps to Formulating
- p14 Mixing Guidelines
- p14 Application Methods
- p15 Timing

Chapter 5: p16

Gray Coverage

- p16 Resistant Gray Hair: Pre-Softening Technique
- p16 Formulating Gray Hair
- p17 Timing

Chapter 6: p18

Blonding to Perfection

- p18 High Lift Blondes
- p18 Colourage Blonding Booster
- p19 Pre-Lightening
- p19 LITeUP Dual Moisturizing Powder
- p20 Virgin Bleach Application & Bleach Retouch Application
- p20 Toners

Chapter 7: p22

Special Salon Services

- p22 Color Wash
- p22 Color Refresher
- p22 Glossing

Chapter 8: p23

Corrective Color

- p23 Principles of Corrective Color
- p23 Steps to Corrective Color
- p24 Common Corrective Color Problems & Solutions

Chapter 9: p30

Irresistible Deposit-Only Color

- p30 How Irresistible Works
- p30 Irresistible Tonal Series
- p30 Formulating, Mixing & Application
- p31 Irresistible as Filler
- p31 Irresistible as Toner

Chapter 10: p32

LITEWORX Lift & Tone System

- p32 How LITEWORX Works
- p32 The LITEWORX System Components
- p32 Formulating, Mixing & Processing
- p33 Removing Oxidized Color with LITEWORX

Chapter 11: p34

Watercolors Color Maintenance Shampoo

- p34 How Watercolors Works
- p34 Watercolors Chart
- p35 Toning Effects of Watercolors Chart

Glossary of Color Terminology p 36

Colourage Color Conversion Chart p 39



Chapter 1: Hair & Hair Color Basics

To become an expert in color and to have confidence providing the color services your clientele desires, you must first understand hair and hair color basics.

Hair Structure

There are three main sections to the hair shaft, each with their own importance.

Cuticle

This is the scale or shingle-like protective covering of the hair shaft is hydrophobic (water-repelling). You can demonstrate the hydrophobic properties and/or porosity of the hair by placing one strand of clean, dry hair in a glass of water (also called a water test). If the cuticle is intact, the hair floats on the surface; if not, it will rapidly sink below the surface. If the hair sinks, do not proceed with a chemical service at this time. Permanent hair color products must penetrate the cuticle to change the hair color.

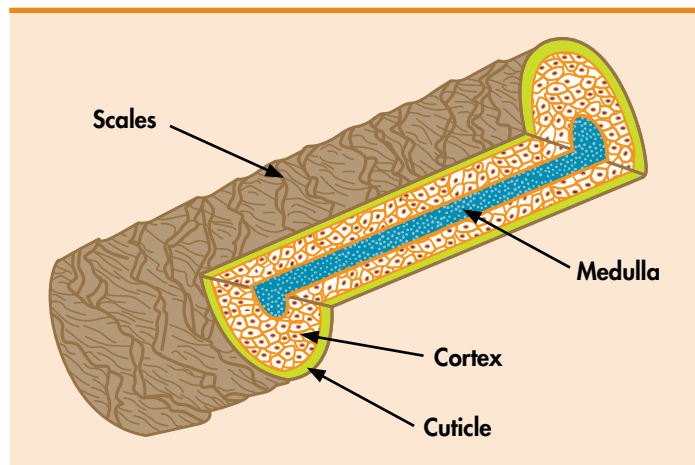
Cortex

The primary structural segment of the hair shaft that contains the protein chains. These long, high-molecular weight chains give hair its strength and elasticity. The cortex is hydrophilic (water-loving) and readily absorbs water. The pigment within the cortex determines the natural color of the hair. Permanent changes are made in the cortex during perm and color services.

Medulla

The hollow central core of the hair shaft. The medulla is like a small, hollow tunnel in the center of the hair. The medulla may not continue down the entire hair shaft and it may not be present in all hair types.

Hair Structure Illustration



Physical Properties

Physical properties of the hair are extremely important and can affect your color formula.

Texture

When we speak of hair texture, we are referring to the actual diameter or thickness of an individual hair strand (coarse hair has a thicker diameter than fine hair). The texture of the hair can affect your choice of developer strength. Fine hair will lighten more readily than coarse hair.

Density

This refers to the number of individual hairs on the head. The average head has approximately 100,000 to 150,000 hairs. Normal hair loss is approximately 50 to 100 hairs daily. The density of the hair will affect the application of your color product. The denser the hair is, the smaller the section of hair that can be colored at one time.

Elasticity

One of the prime indicators of the hair's condition is elasticity. Elasticity is affected by chemicals, excessive heat, sun, etc., and refers to the hair's ability to return to its normal length after having been stretched. Elasticity is only evident on wet hair. The healthier the hair is, the better the ability to return to its normal length after stretching.

Tensile Strength

The condition of the cortex layer of the hair determines its tensile strength. The tensile strength is affected by chemicals and heat and is determined by the amount of stress hair can withstand without breaking. The healthier the hair, the more stress it can withstand. Note: Elasticity and tensile strength should be used to determine how aggressive a service the hair can handle.

Porosity

Previous treatment of the hair shaft determines the condition and/or the porosity of the hair. The more cuticle damage to the hair shaft, the more porous the hair. Before beginning any chemical service, you must determine the porosity so you can better understand how the hair is going to respond. When coloring hair, the protective cuticle layer must be lifted to allow the color to penetrate the cortex. This promotes longevity and more natural-looking color. If the cuticle has been damaged by excessive lightening or too harsh or too frequent chemical services, precautionary measures must be taken to ensure natural-looking color. Overly porous hair may not hold color well because of the damage done to the cuticle. A water test on clean, dry hair will determine whether to proceed with a chemical service. If the cuticle is too damaged, the hair will not retain color. Porosity is

a key factor when coloring hair. Porous hair attracts cool tones and rejects warm tones. Healthy hair does the opposite; it attracts warm tones and rejects cool tones. Adjusting color formulas for porosity is covered in detail in Chapter 8.

Pigment

Melanin is the natural hair color pigment in the cortex. As a result of the melanin's molecular weight, it cannot be significantly altered except by intense oxidation or concentrated alkaline solutions. Natural hair color differs from person to person, and from hair to hair on the same head. It may also differ from one area of the hair strand to another. The distribution of natural pigment (melanin) inside the hair and the amount of natural pigment determines the color of each strand. When discussing natural pigment, it is important to understand that there are two basic types of pigment: granular and diffuse. Granular pigment varies from light brown to black and responds more strongly to oxidants than diffuse pigment. Diffuse pigment varies from pale yellow to brownish red. It is much easier to remove the darker natural tones (granular) than to remove the lighter reddish tones (diffuse) during a bleaching or color-lifting service.

Types of Hair Color

The definitions below will help you to better understand the hair color products available on the market.

Temporary Hair Color

- Only coats the cuticle layer
- Not mixed with developer
- Lasts approximately one shampoo
- Does not alter the natural pigment
- Examples include color-enriching shampoos, hair color sprays, color styling mousses and color intensifiers

Semi-Permanent Hair Color

- Coats the cuticle and penetrates the outer layer of the cortex
- Not mixed with developer
- Lasts approximately four to five shampoos
- Uses large, direct dyes
- Using heat will help lift the cuticle, lodging the large dyes under the cuticle
- Can add tones to existing shades, dye gray fibers to a natural shade and help rid gray or white hair of yellowish tones
- Does not alter natural pigment

Deposit-Only Hair Color

- Penetrates the cuticle and multiple layers of the cortex
- Mixed with low volume developer
- Fades slowly over time with little to no line of demarcation
- Excellent gray coverage
- Uses a combination of coupling dyes and direct dyes
- Does not lighten natural pigment

Permanent Hair Color

- Fully penetrates the cortex
- Mixed with any volume developer
- Can not be readily washed out
- Full gray coverage
- Permanently alters natural pigment
- Can lighten hair

Bleaches

- Lightens natural hair color
- Can be used to prepare hair for the application of a toner, or to decolorize unnatural pigment for corrective work
- Decolorizes the natural pigment through oxidation
- Results depend on the natural hair color and whether pigments are granular (darker) or diffuse (lighter)

There are also other less common types of hair color of which you should be aware. Henna and Metallic Dyes are rarely used, but if already on a client's hair they may alter your color service results.

Henna

Henna is a vegetable dye that dates back thousands of years. The active ingredient in henna is obtained from the leaves and stems of the henna plant. The leaves and stems are crushed to a fine powder and added to hot water, forming a paste that is then applied to the hair for 30 to 60 minutes. Henna is rarely used because it produces unpredictable, unbecoming shades. It is not compatible with professional chemical services because it coats and builds up on the hair shaft.

Metallic Dyes

Metallic dyes are used today in over-the-counter products. The daily application results in the gradual coloration of gray hair. The most commonly used metallic dyes on the market today are solutions of lead acetate. It is generally thought that this color is a formation of a metallic sulfide at the expense of the keratin sulfur on the outer layers of the hair. Metallic dyes are incompatible with professional chemical services.



Chapter 2: The Law of Color

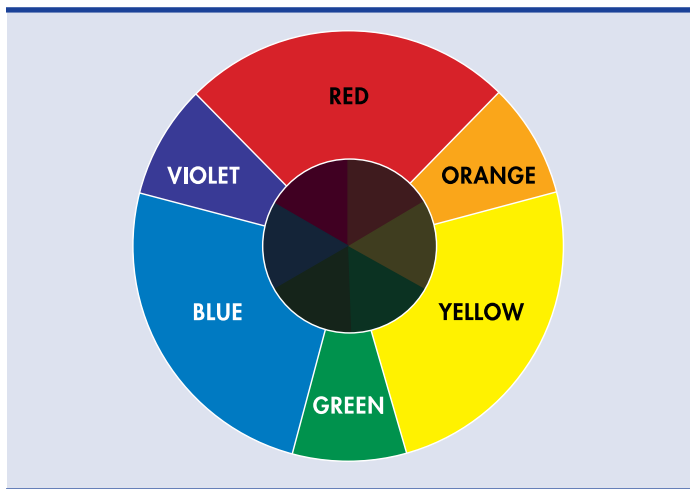
To produce natural-looking colors, the hair must have all three primary colors (red, yellow and blue) present in varying degrees. When hair is minus a primary, a secondary color (green, violet and orange) is created. To correct this, you need to replace the missing primary color. This is extremely important in corrective color services.

Color Wheel

The Color Wheel has a cool side and a warm side. Colors that are opposite one another on the wheel are complementary to each other. When two complementary colors are mixed together, they neutralize or cancel each other. This is the single most important factor of the color wheel.

Look at your Color Wheel. You'll see that red neutralizes green; therefore to rid hair of unwanted green tones, you add red to your color formula. The resulting color will be a natural brown. The Color Wheel can help you choose the appropriate tonal series to use.

Color Wheel



Understanding the Color Wheel is the key to successful, predictable hair color. This Law of Color never changes. Knowing this makes formulating easier and results more predictable.

Level System

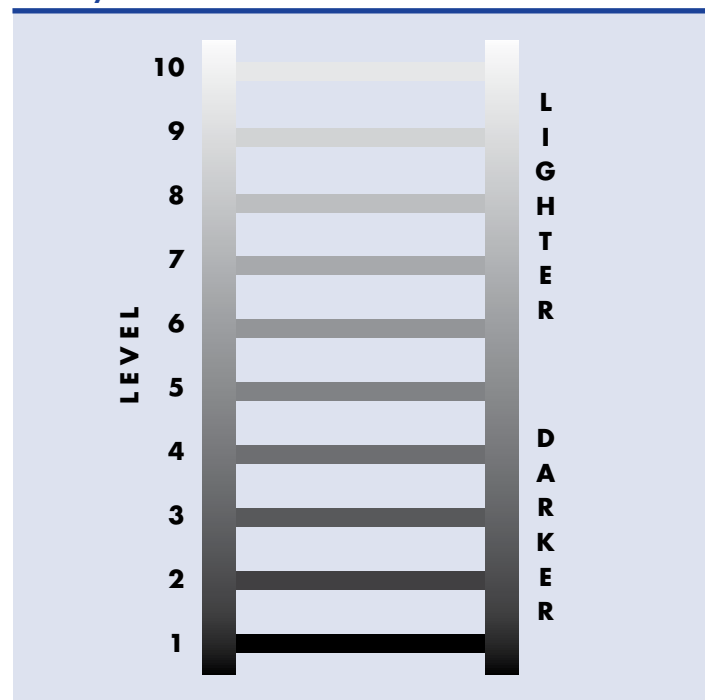
The level of a color indicates whether it is light, medium or dark. Levels are measured numerically for better understanding. This system is referred to as the Level System.

A level is simply a measurement of light to dark. Since color and light are perceived differently by the human eye, a level

can only be considered a guide. It is important to remove "color" as a factor when determining the natural hair color level. Try to look at it as if you were only seeing shades of black, gray or white.

Since there is no universal measurement of a level, one manufacturer's color level system can vary from another. They will be comparable though, since there is only so much variation between light and dark. Think of the level system as a ladder. You can either go up the ladder (lighter) or down the ladder (darker). Our level system is from 1, being the darkest, to 10, being the lightest.

Level System



Residual Pigment Contribution (RPC)

When doing single process hair color, the natural hair color goes through various lifting stages. This is because part of the chemical process of hair color is to break down the natural pigment (melanin) in the hair and remove it from the cortex. The amount of natural pigment left in the hair at the desired level is referred to as Residual Pigment Contribution or RPC and is different at each level.

This is essential information. Study it and refer to it when formulating your colors. It is important to note that this chart also has variance. For instance, if a natural level 4 head of



hair is being taken to a level 7 and that particular hair has mostly red pigment, the RPC may be closer to red/orange than orange. Within our Color System we have formulated with these variables in mind.

Remember, whenever we speak of Residual Pigment Contribution (RPC) we are addressing the natural pigment left in the hair, after lifting, at the desired level. RPC is not a factor unless you are lightening. Tonal results are always a combination of what pigment is in the hair naturally (RPC) and what tonal series is used in the formula.

RPC can also be used when filling hair that has been over lightened. To return to the natural color, a filler is used to replace pigment that was lightened out of the natural hair color. This will allow you to create the level and tonal value desired.

Once you determine the RPC, then you can work with the Color Wheel to determine the tonal series needed to achieve the desired color results.

RPC Chart

Destination Level	RPC
Level 10	Pale Yellow/Yellow
Level 9	Yellow/Orange
Level 8	Orange/Yellow
Level 7	Orange
Level 6	Red/Orange
Level 5	Red
Level 4	Red
Level 3	Red Brown
Level 2	Red Brown
Level 1	Red Brown



Chapter 3: Colourage Translucent Permanent Gel Color

Colourage Translucent Permanent Gel Color has 61 shades (included in 10 tonal series) plus 4 Concentrates, Blonding Booster and Clear. With the richest shades and most natural tones, you'll find Colourage is the only permanent color line you'll ever need. Whether you're just starting out in color or you're an experience colorist, we're confident that Colourage Color will give you the versatility to create the most jaw-dropping color!

Colourage is a translucent color, as opposed to an opaque color. Translucent colors produce the most natural-looking results because they create multiple tones and have

wonderful light-reflecting qualities, which increases the shine and therefore results in healthier looking hair. Opaque color products result in solid color, which is less natural-looking and has less light-reflecting qualities.

Colourage has an Oleic Acid base that helps prevent the natural oil from being disturbed during the color service. It also adds other conditioning benefits, which create beautiful shine from one retouch to the next. Its low ammonia content of 0.8% to 1% when mixed allows you to pair a color service with any other chemical service while still maintaining a healthy, shiny head of hair.

Colourage Features and Benefits

Feature	Benefits	Feature	Benefits
Gel Color	<ul style="list-style-type: none"> • Fast and easy mixing • Stays where you put it • Easy spreadability 	Shelf Life	<ul style="list-style-type: none"> • Antioxidants and chelating agents prevent metallic contamination and ensure shelf life of 2 years
Translucent Color	<ul style="list-style-type: none"> • Beautiful, natural-looking shades • Never flat or muddy-looking • Promises incredible shine and condition 	Colourage Developer & Processing Cream	<ul style="list-style-type: none"> • Choice of Colourage Developer or Processing Cream for maximum versatility • Colourage Developer has a smooth, velvety consistency and is recommended for bottle application • Processing Cream has a thick, gel-like consistency and is recommended for bowl and brush application
Wax Free, Low Ammonia	<ul style="list-style-type: none"> • Perm and color in the same day • Superior gray coverage • Minimum fading 		<ul style="list-style-type: none"> • Ready to use in five volume strengths: 5, 10, 20, 30 & 40
Versatile	<ul style="list-style-type: none"> • Can be used as permanent color, deposit-only color, toner and filler • Apply with applicator bottle or bowl and brush 	Economical	<ul style="list-style-type: none"> • Uses a 2 to 1 ratio (2 parts developer or processor to 1 part color) • Just one 2 ounce tube provides 6 ounces of mixed gel color
Shade Selection	<ul style="list-style-type: none"> • 61 Shades (included in 10 Tonal Series), plus 4 Concentrates, Clear and Blonding Booster • Less inventory saves money • Able to achieve any color desired 		
Coupling Dyes	<ul style="list-style-type: none"> • Uniquely formulated for minimum fading in all shades • Vibrant reds that last 		



Colourage Tonal Series

Each color is identified in the Colourage system by the level and the tonal series. The number refers to the level, for example; (7) = Dark Blonde. The letter refers to the tonal value of the color, for example; (N) = Natural (see the Colourage Levels Chart below). This is helpful when describing colors to clients. For example, 7N is called Natural Dark Blonde.

Colourage Levels

10	Very Light Blonde	5	Medium Brown
9	Light Blonde	4	Dark Brown
8	Medium Blonde	3	Darkest Brown
7	Dark Blonde	2	Black
6	Light Brown	1	Blue Black

Tonal Series Description

N - Natural Series

The Natural Series is a brown base color and is used as a color guide. This series creates natural or neutral looking colors. This Series includes: 1N, 2N, 3N, 4N, 5N, 6N, 7N, 8N, 9N and 10N.

A - Ash Series

The Ash Series has a brown base with calibrated (measured) predominate blue/violet tones to neutralize unwanted warmth. This Series includes: 4A, 5A, 6A, 7A, 8A, 9A and 10A.

AA - Ash Ash Series

The double Ash Series has a brown/blue base to neutralize extreme warmth. This Series includes: 5AA, 6AA, 7AA and 8AA.

G - Gold Series

The Gold Series has a predominately brown base with a gold tone. This Series is great used alone for covering gray or added to the red series to enhance a red tone. The Gold Series includes: 4G, 5G, 6G, 7G, 8G, 9G and 10G.

B - Beige Series

The Beige Series has a brown base with a predominant pink tone and creates beautiful champagne blondes. This Series includes: 7B, 8B, 10B and 10NB.

CG - Copper Gold Series

The Copper Gold Series has a brown base with copper gold tones. This Series includes: 7CG, 8CG, 9CG and 10CG.

RB - Red Brown Series

The Red Brown Series has a brown base with red/blue tones. This Series includes: 4RB and 5RB.

R - Red Series

The Red Series has a brown base with calibrated predominant red tones. This Series includes: 2R, 3R, 4R, 5R, 6R, 7R, 8R and 9R.

Specialty Red Series

The Specialty Red Series contains even more intense, true red tones than the red series. This Series includes: 4RA, 4RM, 5NM, 5NC, 6NC, 6RV, 6RO, 6RR and 7RC.

Super Ultra Light Blonde Series

The Super Ultra Light Blonde Series has predominate toning for clients that want to be the lightest blonde possible in a single process. They give maximum lift and deposit of tone to create the most translucent blondes. The color results will be lighter and clearer without a lot of residual RPC. This Series includes: 11A, 12N, 12G, 12A, 12AB and 12AG.

For best results with these shades follow the chart below:

Natural Level	Desired Level	High Lift Shade
5 or 6	9 - 10	12AB or 12AG
6	10	11A, 12A, 12N, 12G or 12AG
7 & up	10	11A, 12A, 12N, 12G or 12AG

Helpful Hints:

When mixing our color, you may notice that it doesn't always oxidize to its base tone. The color is working, so don't panic. We use colorless intermediates that change color tone in the hair, versus in the bowl or bottle. In some of the reds, because of the addition of direct dyes, you may see a red color tone. Either way, once the color is mixed it is ready and working.



Color Additives

Concentrates

Concentrates can be added to a formula to correct or adjust tonal values. They can also be used to make color more or less intense. The Colourage concentrates are:

Red (Level 5)

Red can be used to produce brighter, more intense reds. It can also be used to adjust color formulas for porosity, cancel green and as a filler.

Yellow (Level 7)

Yellow is the lightest and brightest of the warm concentrates. Whenever yellow is added to a formula, it will not only appear more golden, but also lighter. Yellow will enhance gray coverage.

Violet (Level 8)

Violet is the lightest of the cool concentrates. It can be used to neutralize yellow and cool lighter blonde colors. Violet can be added to the Natural, Ash and Beige Series levels 7 through 10 to help neutralize excess warmth.

Blue (Level 4)

Blue will control unwanted orange tones. It can be added to levels 1 through 6 in the Ash or Natural Series to help control unwanted warm tones. Never use blue in lighter shades where yellow is predominant. To do so would produce green!

Mixing Concentrates

- Add $\frac{1}{8}$ oz. concentrate to every 1 oz. of color
- If more is needed, add another $\frac{1}{8}$ oz. to every 1 oz. color
- Remember to add 2 parts developer for every 1 part concentrate in your formula
- To adjust tonal value, extra developer is not necessary

EXAMPLE

- $1\frac{3}{4}$ oz. of 10A + $\frac{1}{4}$ oz. of Violet Concentrate
- Add 4oz. of chosen developer

Helpful Hints:

- Remember, these are concentrated and a little goes a long way.
- When adding the concentrates to adjust the tonal value of color for refreshment of the shaft and ends, extra developer is not necessary.

Blonding Booster – Not just for Blondes

Blonding booster may be added to Colourage Color to give added vibrancy to the final tonal result. Blonding Booster clears the way by adding up to $\frac{1}{2}$ to 1 level of additional lift, therefore allowing more of the tonal value of the color to be exposed.

You can add Blonding Booster to give a clearer result for your blondes, a brighter result for your reds or a richer result for your browns. When adding Blonding Booster to your color formula, the amount should not exceed up to $\frac{1}{2}$ oz. for every 1 oz. of color. Add the same amount of developer to your formula as you do Blonding Booster (see the example below).

EXAMPLE

- 1 oz. Colourage Color + $\frac{1}{2}$ oz. Blonding Booster
- Add $2\frac{1}{2}$ oz. of chosen developer

Blonding Booster should not be used with the Super Ultra Light Blonde Series or when depositing color and no lift is required. In addition, on higher percentages of resistant gray hair (over 50%) for complete tonal coverage do not use Blonding Booster so that maximum color is deposited on hair.

Colourage Clear

This versatile product can be added into your color for pull through and to add extra shine and condition to any color formula. Please see Chapter 7: Glossing for more services utilizing Colourage Clear.



Chapter 4: Formulating Colourage

The Client Consultation

More than any other factor, with the exception of the service itself, the Client Consultation is the most important step in successful hair coloring. Tressa has a 3-step plan that guarantees a satisfied client: 1) inquire, 2) inform, and 3) perform.

Step 1: Inquire: Listen to Understand

- Let the client talk about themselves
- Consultation should take place in a quiet place
- Sit face-to-face and maintain direct eye contact
- Make notes about skin tone and condition of the hair
- Ask the questions "what do you like about your hair?" and "what don't you like about your hair?"
- Understand the color and look your client desires

Step 2: Inform: Give Your Professional Opinion

- Is the color desired possible
- Would the color complement client's skin tone
- Do features need softening
- Which technique do you feel is right
- How much time is needed to achieve the result
- How frequently will the client need to repeat the color service
- What products are needed to support the color service
- Answer your client's questions and be sure you're both on the same page
- Tip: Use your Colourage Swatch Book to communicate and preview color selection

Step 3: Perform: Prepare to Create Color Formula

- A Skin Patch Test is recommended 48 hours prior to color application (see page 14)

5 Steps to Formulating

Step 1: Determine the Client's Natural Level

Using the Natural Series in the Colourage Swatch Book, determine the natural level and percentage of gray. Check for natural level at the scalp and nape area of the hair. Take a subsection of the client's hair and push it up, then insert the swatch into hair (check the level above and below to confirm natural level).

Helpful Hints:

- If client's natural level falls between two levels and you are lifting the hair to a lighter level, formulate from the darker level.

Helpful Hints (cont.):

- If you are going darker use the lighter level so hair doesn't appear too dark.
- If you do not read the natural level correctly, your entire formula will be wrong and the final color result will not meet client's expectations.

Step 2: Determine the Client's Desired Level & Tone

Communication is the key when selecting the client's desired color result. Use the Colourage Swatch Book to give your client a preview of the final level and color result before you begin the color service. Place selected swatch over client's hair, next to eyes and below the chin.

Helpful Hints:

4 Primary results you can achieve with color:

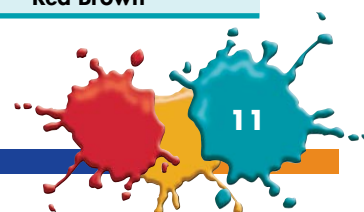
1. Lighten the natural hair color
2. Darken the natural hair color
3. Match the natural hair color
4. Change the tone of the natural hair color

Step 3: Determine the Client's Residual Pigment Contribution (RPC)

If lightening the hair, reference the RPC Chart to determine the RPC at the desired level. Decide if you want to enhance or neutralize the RPC.

RPC Chart

Destination Level	RPC
Level 10	Pale Yellow/Yellow
Level 9	Yellow/Orange
Level 8	Orange/Yellow
Level 7	Orange
Level 6	Red/Orange
Level 5	Red
Level 4	Red
Level 3	Red Brown
Level 2	Red Brown
Level 1	Red Brown



Step 4: Determine the Tonal Value Desired

Use the Color Wheel to choose the appropriate tonal series for the desired results. The client is a natural level 5 and desires to be a level 7 with cool results. First, look at the RPC, which is orange at a level 7. Look at the Color Wheel and you will see that blue is opposite orange and therefore, will neutralize it. The base of 7A is blue. The Ash Series will neutralize unwanted warmth. Use the Colourage Swatch Book to assist in the proper tone of the final color. Refer to chart below that shows the coolness and warmth of the Colourage Tonal Series. Also below, the Tonal Series Mix Chart explains how each tonal series may be mixed with one another for optimum creativity. For example, for best results we recommend mixing the Ash Series with the Natural Series only.

Warm to Cool Chart

	Blue Concentrate	Violet Concentrate	Ash Ash Series	Ash Series	Natural Series	Gold Series	Beige Series	Yellow Concentrate	Copper Gold Series	Red Brown Series	Red Series	Specialty Red Series	Red Concentrate	
←	COOLER			NEUTRAL				WARMER						→

Tonal Series Mix Chart

NATURAL	ASH	ASH ASH	GOLD	BEIGE	COPPER GLD	RED BRN	RED	SPEC RED	ULT LIGHT
Gold	Natural	Natural	Natural	Natural Gold	Natural	Natural	Natural	Natural	Other Ultra Lights
Ash			Red		Gold	Gold	Gold	Gold	
Red			Beige		Red	Red	Copper Gold	Copper Gold	
Beige					Red Brown			Red	

Step 5: Determine Proper Strength Developer

Tressa offers two different types of developer for maximum versatility: Colourage Developer and Processing Cream. Colourage Developer is an ideal choice for bottle applications or for colorists who prefer a thinner mixing consistency. Processing Cream is a thicker, richer developer, ideal for brush, foil and other creative applications. Both developers are available in 5, 10, 20, 30 and 40 volume strengths for maximum versatility. The Level Finder Guide on the opposite page is an excellent reference to further identify the developer strength.

Helpful Hints:

- Cool (Ash) tones neutralize warm (red or gold) and warm tones neutralize cool tones
- When coloring gray hair with predominate cool tones, add warmth to the formula or the results may be too cool or ashy

Helpful Hints:

- For resistant hair level on level or darker, use 10 or 20 volume developer
- For superior coverage on over 50% gray hair, use 20 volume developer
- For an extra $\frac{1}{2}$ to 1 level of lift when creating very light blondes, use Colourage Blonding Booster with 30 volume developer
- When working with 5 volume developer in any service, be sure to choose a color 2 levels lighter than desired level to ensure proper results

Level Finder Guide

		DESIRED LEVEL									
		1	2	3	4	5	6	7	8	9	10
NATURAL LEVEL	1	1	2	3	4	5	X	X	X	X	X
	2	1	2	3	4	5	6	X	X	X	X
	3	1	2	3	4	5	6	7	X	X	X
	4	1	2	3	4	5	6	7	8	X	X
	5	1	2	3	4	5	6	7	8	9	X
	6	1	2	3	4	5	6	7	8	9	10
	7	1	2	3	4	5	6	7	8	9	10
	8	1	2	3	4	5	6	7	8	9	10
	9	1	2	3	4	5	6	7	8	9	10
	10	1	2	3	4	5	6	7	8	9	10

No lift/deposit: use 5 volume

◆ Level on level or darker: Use 10 volume

● 1-2 levels of lift or true tonal value:
Use 20 volume

▲ 3 levels of lift: Use 30 volume

■ 4 levels of lift: Use 40 volume

X Hair must be pre-bleached

Formulating Examples:

EXAMPLE 1

Natural Level = 4

Desired Level = 6 (Cool)

RPC = Red/Orange

Select 1 oz. 6A + 2oz.
20 volume developer

EXAMPLE 2

Natural Level = 6

Desired Level = 6 (Red)

RPC = only a factor when
lightening hair

Select 1oz. 6R + 2oz.
10 volume developer

EXAMPLE 3

Natural Level = 7

Desired Level = 10 (Golden)

RPC = Yellow

Select 1/2 oz. 10G or
1/2 oz. 10N + 2oz. 30
volume developer

EXAMPLE 4

Natural Level = 5

Desired Level = 8 (Cool)

RPC = Orange/Yellow

Select 1oz. 8A + 2oz.
30 volume developer

Mixing Guidelines

Checklist:

- Take a Hair Strand Test (see below), if changing or applying color to new client.
- Make sure client has had a Skin Patch Test (see below).
- Do not shampoo unless the hair has a buildup, which will interfere with the color. If you need to shampoo, use Remove-All Plus and do not over stimulate the scalp area. To dry, place client under cool dryer, prior to color application.
- Before you begin, make sure to have everything necessary for color application at your fingertips.
- Drape the client with a towel and cape. Section the hair for the selected procedure.
- Do not mix color until ready to apply.

Hair Strand Test Procedure for Colourage

We recommend this important test to ensure professional, consistent results.

- Mix 1 part color to 2 parts developer
- Apply mixture to entire hair strand and allow to process for 20 to 30 minutes
- Check frequently
- Remove color and dry to preview color

The hair strand test is also used to verify if you've chosen the correct color formula. After performing this test, you'll be able to assess whether your formula needs to balance too warm or too cool results or if you need to adjust your shade or developer strength.

Skin Patch Test Procedure

Some people are allergic or hypersensitive to certain drugs, foods, cosmetics, and/or chemicals in hair color. These individuals are considered predisposed. To establish whether your client may be predisposed to Colourage Color (or any of Tressa's color systems), do the following preliminary Patch Test 48 hours prior to application.

Check the scalp carefully for any abrasions, cuts, open sores, or sensitivity. Color should not be used if the scalp or adjacent areas show abnormal or diseased conditions.

- Clean a small area behind the ear or inside the elbow using soapy water. Let dry.
- Mix minimal amount of desired color formula per directions.
- Apply prepared color to previously cleaned area using a cotton-tipped applicator. Let dry.

- Leave area untouched for 48 hours. Examine after 48 hours. If negative, desired formulation can be applied immediately. If burning, itching, swelling, irritation or abnormal reaction occurs in or around the area at any time during the test period, the color must not be used.

CAUTION: Do not let color come in contact with the area in or around eyes. In case of accidental contact with eyes, immediately flush with a continuous flow of water for 15 minutes and consult a physician.

Mixing Colourage:

- Bowl and brush or bottle application
- 1oz. color + 2oz. of developer
- Use cap to pierce tube; use key to roll out color
- Mix to thick, gel-like consistency

Application Methods

There are three types of applications to be discussed in this section.

1) Virgin Application Going Lighter

- Section hair into T-parting. Begin applying color in the darkest area.
- Apply Colourage Color to dry hair, begin approximately $\frac{1}{2}$ " from scalp and apply out through the shaft and ends; taking $\frac{1}{4}$ " partings. If ends are over porous do not pull through at this time.
- Process 20 minutes.
- Remix fresh color. Apply to the scalp and work color through shaft and ends.
- Process 30 to 45 minutes.
- Rinse thoroughly, until water runs clear. Shampoo hair using Tressa Replenishing Shampoo.

2) Virgin Application Going Darker

- Section hair into T-parting. Begin application at the crown or the grayest area.
- Apply Colourage Color to dry hair, from scalp to ends; taking $\frac{1}{4}$ " partings. If ends are over porous, do not pull through at this time.
- Process 30 to 45 minutes.
- Rinse thoroughly, until water runs clear. Shampoo hair using Tressa Replenishing Shampoo.

3) Normal Retouch

- Section hair into a T-parting.
- Apply Colourage Color to new growth, taking 1/4" partings.
- Process 30 minutes.
- Refresh mid-lengths and ends for last 5 to 15 minutes (see below for using Colourage as a refreshment).
- Rinse thoroughly, until water runs clear. Shampoo hair using Tressa Replenishing Shampoo.

Using Colourage as a No-Lift/Deposit-Only Color

Tressa's unique formulation of Colourage Color allows you yet another option: no lift/deposit-only color. This unique service can be used in a variety of ways including to refresh color on the mid-lengths and ends. It can also be used to blend gray, enhance the natural color, or to introduce clients to color. This color service does not lift natural color, it only deposits color which makes it a great option for color refreshment.

All 61 Colourage shades (with the exception of the Super Ultra Light Blonde Series) can be used as deposit-only color by mixing with 5 volume developer and modifying the processing time to 15 to 20 minutes. Application of no lift/deposit services is the same as a virgin application going darker. Remember, when working with 5 volume developer, choose a color two levels lighter than that desired to ensure proper level results.

Helpful Hints:

- Average re-growth is a 1/2" or less. If lightening or changing tonal value and the re-growth area exceeds a 1/2", you must do a virgin application.
- Use only Colourage Developer or Processing Cream with Tressa Colourage Color. This ensures the proper consistency for predictable results.
- Discard all unused, mixed product.
- Always wear protective gloves.
- Protect the client's skin from possible staining by using Tressa's Protage Skin Protectant.
- Do not apply color to eyelashes or brows, to do so could result in blindness.

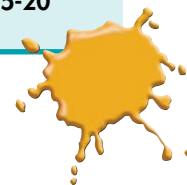
Helpful Hints (cont.):

- Do not use Colourage Color if scalp has open sores, abrasions, or scalp disorder.
- Do not mix your color until you are ready to apply. Be sure to apply thoroughly and quickly.
- When working with formulas containing 30 or 40 volume developer and highlighting or encountering longer application time, remix fresh color every 15 to 20 minutes.
- Always perform a Patch Test and a Strand Test 48 hours prior to any color service (see page 14).

Timing

For best results, the following times are recommended for Colourage Color:

Best Results For	Developer	Time/Min.
No lift/deposit	5 Vol.	15-20
Same level/darker	10 Vol.	30
1-2 levels of lift	20 Vol.	30
3-4 levels of lift and all formulas using Blonding Booster	30 or 40 Vol.	45
Resistant Gray	—	45
Color Wash/Refreshers	5 or 10 Vol.	5-15
Glossing	5 Vol.	10-15
Filler	5 Vol.	5-15
Toner	5 or 10 Vol.	5-20



Chapter 5: Gray Coverage

The ability to cover gray hair and still give it a natural-looking appearance is one of the greatest attributes of Tressa's Colourage Color. Gray hair has an absence of natural color, especially red and yellow. The percentage of warmth in your finished shade will be reduced by the same percentage of gray present in the natural color. Therefore, when coloring gray hair you must first determine the percentage of gray. To determine that percentage, look at the client's hair. If you see the natural color first, gray will be under 50%. If you see gray first, gray will be over 50%. The color formula should contain the same percentage of natural or gold series as the percentage of gray in the hair. The rest of the formula should be used for the tonal value desired.

GRAY FORMULA

% of Gray = % of Natural or Gold Series;
Remaining Formula = Tonal Value Desired

This method of formulating for gray hair will achieve natural or cooler looking results. When desiring brighter or warmer results, the percentage of the Natural or Gold Series should not exceed half of the formula. Add the Gold Series when desiring brighter or warmer tonal results.

Helpful Hints:

- Use Natural and Gold Series; never use Ash Series.
- On high percentages of gray hair, the Natural Series will give warmer looking color.
- Gold Series will give you a brighter, warmer looking color.
- On high percentages of gray hair the color formula may appear lighter; you may want to add some of the darker level.
- For developer: if up to 50% gray, use 10 volume; if 50% or over, use 20 volume

Helpful Hints (cont.):

- 30 and 40 volume will not cover gray but will give a blended effect.
- If client wants 100% gray coverage and the same color from scalp to ends, it is recommended that you lift them no more than 2 levels.
- When lifting more than 4 levels, it is necessary to pre-lighten.

Resistant Gray Hair: Pre-Softening Technique

1. Place client in a draft free area of salon.
2. Apply color to the grayest area first; re-apply color around hairline if hair should pop out of color.
3. Process for a full 45 minutes.

Pre-Softening Technique:

For extreme resistant gray hair, pre-soften the hair utilizing the following method:

- Choose color from Gold Series 2 levels lighter than desired level
- Mix with 20 volume developer
- Apply to the resistant area
- Process 15 minutes
- Towel blot off excess color
- Apply desired color to entire head and process for 45 minutes

Formulating Gray Hair

Utilize the 5 Steps to Formulating (see Chapter 4):

Step 1: Determine the clients Natural Level and % of gray

Step 2: Determine the clients Desired Level and Tone

Step 3: Determine the clients Residual Pigment Contribution (RPC)

Step 4: Determine the Tonal Value Desired

Step 5: Determine proper strength developer

Note: For coverage of gray under 50%, use 10 volume developer. For coverage of gray over 50%, use 20 volume developer.

Timing

Non-resistant gray hair: 30 to 45 minutes

Resistant gray hair: 45 minutes

Gray Formula Examples

EXAMPLE 1

Natural Level = 3, 30% gray

Desired Level = 5 Red (warm)

RPC = Red

**Select 1oz. 5R + 2oz.
20 volume developer**

EXAMPLE 2

Natural Level = 6, 50% gray

Desired Level = 8 Gold (warm)

RPC = Orange/Yellow

**Select 1oz. 8G + 2oz.
20 volume developer**

EXAMPLE 3

Natural Level = 7, 75% gray

Desired Level = 10 Gold (warm)

RPC = Yellow

**Select 1oz. 10G or
1oz. 10N + 2oz.
30 volume developer**

EXAMPLE 4

Natural Level = 7, 50%gray

Desired Level = 9 Red (warm)

RPC = Yellow/Orange

**Select = 1oz. 9R + 2oz.
20 volume developer**

Note: This formula will result in a blending of the gray.

EXAMPLE 5

Natural Level = 4, 50% gray

Desired Level = 6 (cool to neutral)

RPC = Red/Orange

**Select 1/2 oz. 6A +
1/2oz. 6N + 2oz.
20 volume developer**

EXAMPLE 6

Natural Level = 7, 40%

Desired Level = 7 (cool)

RPC = only a factor when
lightening hair

**Select 1oz. 7A + 2oz.
10 volume developer**

EXAMPLE 7

Natural Level = 5, 80% gray

Desired Level = 9 Natural

RPC = Yellow/Orange

**Select 1oz. 9N + 2oz.
40 volume developer**

EXAMPLE 8

Natural Level = 5, 50% gray

Desired Level = 7 (cool to neutral)

RPC = Orange

**Select 1/2 oz. 7A +
1/2 oz. 7N + 20 volume
developer**

Note: This formula will result in a highlighted effect on the gray hair. It is best to pre-lighten & tone hair with the 9N.

Chapter 6: Blonding to Perfection

Tressa Colourage Color has an array of blonde colors, from gold to beige to the coolest, palest blondes achievable.

High Lift Blondes

Colourage has 6 high lift blonde shades to give you maximum lift and deposit of tone to create the most translucent blondes in a single process. They are: 11A, 12N, 12G, 12A, 12AB, and 12AG (refer to the Colourage Swatch Book).

For best results follow this chart:

Natural Level	Desired Level	High Lift Shade
5 or 6	9 – 10	12AB or 12AG
6	10	11A, 12A, 12N, 12G or 12AG
7 & up	10	

Helpful Hints:

- Ultra Lights, in the Ash Series, have a violet predominant tone. This neutralizes the RPC encountered, which is Pale Yellow/Yellow.
- The Ultra Light Ash Blonde (11A) has more toning quality than the Super Ultra Light Ash Blonde (12A). If controlling the tone is most important, choose the Ultra Light Ash Blonde (11A). If lighter is better and tone is not of such concern, the Super Ultra Light Ash Blonde (12A) is recommended. In addition, 12AB or 12AG may be added for more blue or green base toning.
- When working with high lift blondes use 40 volume developer.
- When working with any high lift color, the formula used at the scalp should not be pulled through the shaft and ends for refreshment. You will need to remix a different color formula, with 10 volume developer. Since this area is already lightened, deposit is all that is necessary. Match the level and tonal value of the scalp area to choose your refreshment color.
- Make adjustments for tonal value due to porosity. Strand Test (see page 14) for appropriate timing. This timing will be similar to a toner, 5 to 20 minutes. A Strand Test should be done while the re-growth color is processing.

Helpful Hints (cont.):

- When working with formulas containing 30 or 40 volume developer and highlighting or encountering longer application time, remix fresh color every 15 to 20 minutes.
- Processing time will be a full 45 minutes for high lift or higher volume developer color services. This will ensure maximum lift, as well as maximum deposit or tone.
- Strand Test upon completion of your application to the re-growth area. If the hair has not faded, do not pull color through.

Colourage Blonding Booster

There are times when your desired blonde shade needs a boost to achieve the lift you want. Colourage Blonding Booster can be mixed with Colourage Color when creating very light blondes to achieve an extra 1/2 to 1 level of lift (with the exception of the Super Ultra Light Blonde Series). When you add the Blonding Booster to your formula, you accelerate the lightening action and lessen the deposit of the color. This achieves a lighter color result. Keep in mind, unwanted warmth will not be controlled with the addition of Blonding Booster. Blonding Booster is best used when extra lift is required. When adding Blonding Booster to your formula, add the same amount of developer to your formula as you do Blonding Booster.

Helpful Hints:

- When highlighting or encountering longer application time, remix the formula every 15 to 20 minutes. Remix the formula with 10 volume developer. Strand Test for appropriate time (5 to 20 minutes).
- When using Blonding Booster in the formula, do not pull it through the shaft and ends for refreshment. Choose your refreshment color by matching the level and tonal value of the scalp area.
- Remember to adjust the new formula for porosity and check for proper timing of the shaft and ends.
- Strand Test upon completion of your application to the re-growth area. If the hair has not faded, do not pull color through.

EXAMPLE MIXTURE

Mix: 1 oz. 10A + 1/2 oz. Blonding Booster
+ 2 1/2 oz. 30 volume developer

Pre-Lightening

Many clients require pre-lightening to achieve the light results they desire. Anytime more than 4 levels of lift are needed, a bleach service is required. Single-process color services are not designed to lift more than 4 levels. Lightener will allow you to lift 5 to 7 levels. Clients that have a dark natural level may require bleaching to control the level of the color and the tonal value results. Clients who are "salt and pepper gray" sometimes require pre-lightening to become as light as they desire.

Tressa offers two types of lightener to pre-lighten: LITeNUP Dual Moisturizing Powder and LITEWORX Lift and Tone System. LITEWORX is recommended for highlighting only, not as an all-over bleach (see Chapter 10).

Prior to a pre-lightening service, there are two questions that need to be answered:

1. What is the natural level?
2. What is the desired level and tonal value?

Tressa has designed the Stages of Blonding Chart (shown below) to eliminate the guesswork from lightening services. There are seven phases used to determine the level you have reached. This chart illustrates the color level achievable for toning at each phase of pre-lightening.

Stages of Blonding

Stage of Blonding	Color Level Achievable for Toning
Pale Yellow/Yellow	Level 10
Yellow/Orange	Level 9
Orange/Yellow	Level 8
Orange	Level 7
Red/Orange	Level 6
Red	Level 5
Red	Level 4
Red Brown	Level 3
Red Brown	Level 2
Red Brown	Level 1

It is important to recognize that the phase you lighten to is directly related to the level you are able to successfully tone.

EXAMPLE

Natural Level = 4 Dark Brown
Desired Level = 10 Beige Blonde

Pre-lighten to pale yellow and tone with Colourage10B using 5 or 10 volume developer.

A Patch Test is recommended 48 hours prior to a color application (see page 14).

LITeNUP Dual Moisturizing Powder

Tressa's LITeNUP Dual Moisturizing Powder is a fast acting, on and off the scalp lightener/bleach that protects while it lightens and gives you predictable results every time. This high performance, de-dusted powder contains Aloe so it is gentle to the hair and scalp and conditions while it lifts, making it a perfect product with which to perform all your pre-lightening services. We recommend using Processing Cream which has a creamy consistency that stays where you put it and will not dry out.

Mixing:

2 scoops of LITeNUP Powder + 3oz. Tressa Processing Cream

On-Scalp:

Use only 10 or 20 volume Processing Cream. Do not place under dryer heat.

Off-Scalp:

Use 10, 20, 30 or 40 volume Processing Cream. Do not place under dryer heat.

NOTE: If you prefer to use Colourage Developer instead of Processing Cream, the mixing ratio is 2 scoops LITeNUP Powder to 2oz. Colourage Developer.

Application:**On-Scalp:**

Do not pre-shampoo hair for on-scalp applications. Do a strand test. Wait 24 hours before applying the lightening service.

Off-Scalp:

May utilize foils, caps or specialized techniques designed for off-scalp. Do a strand test. Wait 24 hours before applying the lightening service.



Timing:

Depends on the natural level you are starting with and the desired level of lightness you wish to achieve, as well as the condition of the hair. Check hair frequently until desired level of lift is achieved.

Removal:

Rinse hair thoroughly with tepid water and shampoo with Tressa's Replenishing Shampoo. Follow up with Tressa's Replenishing Conditioner.

NOTE: You may use Colourage Color or Irresistible Deposit-Only Color to tone (see following Toning Charts).

CAUTION: Do not apply if scalp is broken or irritated. Keep mixture away from face, eyes and neck. Do not use on eyelashes, eyebrows, facial hair or any other body hair. In case of accidental contact with eyes, immediately flush with water for 15 minutes and consult a physician. Keep out of reach of children. Store in a cool dry place. Do not use metal mixing bowls, stirrers, or brushes. Always tightly seal package after use.

Virgin Bleach Application & Bleach Retouch Application

Virgin Bleach Application

1. Part hair into four sections; apply lightener $\frac{1}{2}$ " from the scalp around each parting
2. Begin application in the darkest area, take $\frac{1}{4}$ " partings and apply lightener $\frac{1}{2}$ " away from scalp through the mid-lengths and ends, complete all four sections. Note: Apply cotton strips between each parting.
3. Allow to lighten half the final stage of lightening
4. Remove cotton strips. Remove excess lightener from ends
5. Remix lightener and apply to scalp and again over mid-lengths and ends
6. Process 30 to 55 minutes; check frequently. If hair is extremely porous it may not take the full 30 to 55 minutes
7. At the appropriate lightening level, rinse hair with cool water thoroughly; shampoo with Replenishing Shampoo
8. Towel dry and prepare for toner

FORMULA EXAMPLE

Natural Level = 5 Medium Brown

Desired Level = 10 Very Light Blonde

Process mid-length and ends to a gold tone then apply the lightener to the scalp and through mid-lengths and ends

Refer to the Stages of Blonding Chart on page 19.

Bleach Retouch Application

1. Part hair into four sections; apply lightener around each of four partings, do not overlap onto previously lightened hair
2. Begin application in the darkest area; take $\frac{1}{4}$ " partings and apply lightener to re-growth only
3. Process for 30 to 55 minutes, check progress frequently
4. Once lightening is achieved, rinse with cool water and towel dry; prepare for toner

Toners

Tressa offers three options for toners. You may select Colourage Color which will give a more sheer tonal result. You may also choose Irresistible Color which will give a more opaque tonal result. A third option for temporary toning can be achieved with Watercolors Color Maintenance Shampoos (see page 35). See toning charts below and on the next page for toning with Colourage and Irresistible.

Colourage Color Toning Chart

Underlying Pigment	Natural	Cool	Warm	Natural Red
10 Pale Yellow – Yellow	9N or 9V	9A, 10A or 11A	9G, 10G 10B or 10NB	10CG
9 Yellow – Orange	9N or 9V	9A	9G, 10B or 10NB	9CG or 9R
8 Orange – Yellow	8N or 8A	8A	8G or 8B	8CG or 8R
7 Orange	7N or 7A	7A	8G or 7B	7CG, 7R or 7RC
6 Red – Orange	6N or 6A	6A	6G	7CG, 6R, 6NC, 6RV, 6RO or 6RR
5 Red	5N or 5A	5A	5G	5R, 5NM or 5NC
4 Red	3N or 4A	4A	4G	4RB, 4RA or 4RM
3 Red – Brown	3N	4A	4G	4RB, 4RA or 4RM

See Mixing, Application and Timing on the next page.

Selecting Toner Formula: Determine the underlying pigment at the level you wish to tone. Refer to chart on the previous page.

Mixing: 1oz. color + 2oz. Colourage Developer (5 or 10 volume)

Application: Apply to damp hair from scalp to ends

Timing: Strand Test every 5 to 15 minutes

Irresistible Deposit-Only Color Toning Chart

Underlying Pigment	Natural	Cool	Warm	Natural Red
10 Pale Yellow – Yellow	9V	9A	9G	9CR + Clear
9 Yellow – Orange	9V + Clear	9A + Clear	9G + Clear	9CR + Clear
8 Orange – Yellow	9V	9A	9G	9CR
7 Orange	9N + Clear	8A	8G	6RO + Clear
6 Red – Orange	6N + Clear	6A + 8A	6G + 8G	6RO + Clear
5 Red	6N	6A	6G	6RO
4 Red	5N	5A	4G + 6G	5R + Clear
3 Red – Brown	4N	4A	4G	5R + Clear

Selecting Toner Formula: Determine the underlying pigment at the level you wish to tone. Refer to the chart above.

Mixing: 1oz. Color + 2oz. Irresistible Processor

Application: Apply to damp hair from scalp to ends

Timing: Strand Test toner every 5 up to 15 minutes

Helpful Hints:

- Do not shampoo prior to pre-lightening
- Do not stimulate the scalp prior to pre-lightening
- Pre-lighten when a client wants to exceed 4 levels of lift
- Pre-lightened and toned client should have a retouch every 3 to 5 weeks
- Do not pull toner over previously toned hair after a retouch
- If in doubt regarding toner formula, do a strand test
- Use only cool water to rinse lightener from hair
- Do not overlap lightener when doing a retouch



Chapter 7: Special Salon Services

These services can be used to introduce clients to hair color or to restore faded color to tinted hair. It can also be used to refresh color after a permanent wave or add depth and richness to enhance natural color. These services deposit tone and/or add shine and condition to the hair, providing minimal to no lift.

Color Wash

This service is designed to deposit color and enhance or change color tones. When choosing the color formula, choose 1 to 2 levels lighter from the desired results. This will prevent the results from becoming darker than expected. Example: If a level 6 result is desired, choose a level 7 or 8 color.

The choice between 5 and 10 volume developer depends on the results you desire. For maximum deposit, choose 5 volume and a color choice 2 levels lighter than desired. If a brighter or a truer tonal value is desired, choose 10 volume and a color choice that is 1 level lighter than desired. When using this service to introduce clients to hair color, choose 10 volume developer.

Mixing/Timing/Application

1. Shampoo lightly with Remove-All Plus and towel blot hair.
2. Mix 1oz. Colourage Color, 2oz. 5 or 10 volume developer and 1/2 oz. of Tressa Replenishing Shampoo.
3. Apply quickly and work thoroughly into hair.
4. Process 5 to 15 minutes. Check color development frequently.
5. Rinse and shampoo with Tressa Replenishing Shampoo.

Color Refresher

This formula is similar to the Color Wash formula, only the shampoo has been replaced with clear. You would choose a Color Refresher over a Color Wash if the client already has hair color in their hair. Use the Refresher service for the mid-lengths and ends of the hair. Follow the same recommendations as Color Washing.

Mixing/Timing/Application

1. Shampoo lightly with Remove-All Plus and towel blot hair.
2. Mix 1oz. Colourage Color, 2oz. 5 or 10 volume developer and 1/2 oz. Colourage Clear.

3. Apply quickly and work thoroughly into hair.
4. Process 5 to 15 minutes. Check color development frequently.
5. Rinse and shampoo with Tressa Replenishing Shampoo.

Helpful Hints:

- When used to cover gray and choosing a color formula that matches the client's natural color, a line of demarcation will only be seen as the gray starts to appear at the re-growth.
- If you choose a formula other than the client's natural hair color, more of a demarcation line will be seen as the new growth appears.

Glossing

Colourage Clear is the perfect choice to add incredible shine to natural hair color or color treated hair between color services. Clear is the base of our color without any free ammonia or pigment, and contains all the conditioning benefits. Glossing services add shine and condition only, so it becomes a service you can offer anyone who comes into the salon.

Mixing/Timing/Application

1. Shampoo lightly with Remove-All Plus and towel blot hair.
2. Mix 1oz. Colourage Clear with 2oz. 5 volume developer. Mix thoroughly. (We recommend using only 5 volume developer for this service.)
3. Apply quickly and work thoroughly into hair.
4. Process 10 to 15 minutes.
5. Rinse and shampoo with Tressa Replenishing Shampoo.

Chapter 8: Corrective Color

Corrective color services will put you at the top of the list as a successful professional colorist. Clients who have experienced hair color disasters tend to be very loyal to the person who has successfully solved their problems.

Keep in mind that corrective color may involve multiple services. On the following pages, you'll learn how to determine if and when you need multiple services and how to go about solving the most common corrective color problems. We'll start with understanding some key principles which will help you manage your time and ensure that you're giving your client the best solution.

Principles of Corrective Color

- Understand what the client wants. What is their desired level and tone?
- Diagnose the hair. Identify the current level, tone, and other important characteristics such as porosity for each different section of the hair from root to tip. This is critical in determining what service(s) you will need to do and on what sections of the hair to achieve the desired results.
- Make sure you factor in all Hair Characteristics and Tonal Adjustment Requirements (see this page).
- When choosing the color formula, it is always safer to go lighter or brighter. You can easily tone down a color or add depth. However, if you go darker or not bright enough, decolorizing will be necessary.
- If sections of the hair are too dark to begin with, decolorizing (pre-lightening) with bleach will be required. Remember that hair color will not remove hair color.
- In the box below, you'll see that there is a general progression of services to keep in mind:

General Progression of Services

Pre-lightening ► Fillers ► Color (adjusted) Formulas ► Toners

All of these steps may not be required, but this is the correct progression.

Steps to Corrective Color

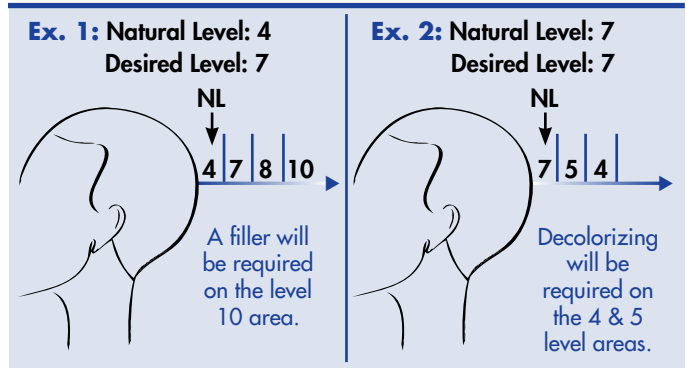
When working with a corrective color client, you will still formulate using the 5 Steps to Formulating. However, Step

1: Determining the Client's Natural Level will need to be expanded.

Step 1: Determine the Client's Natural Level and the Level of the Mid-shaft and Ends

Determining the different levels of the hair strand ensures that you're taking all color issues into consideration before you formulate. By doing this, you can actually pinpoint what needs to be done and where (see the following illustration).

Determining All Levels of the Hair



In addition to determining the levels along the hair shaft, you will also need to take the following points into consideration:

Hair Characteristics

Healthy Hair

- Holds red, orange and gold
- Needs ash to neutralize

Porous Hair

- Holds ash
- Needs red, orange or gold to neutralize

Tonal Adjustment Requirements

Color Fading Adjustments

- When coloring porous ends, faded areas will appear cooler or more ash; adjust color with warm tones prior to pulling color through mid-lengths and ends or refresh with Irresistible Deposit-Only Color
- If porous hair is faded within 2 levels of desired result, adjust formula

Fill Hair & Color Back

- Fill hair when its not holding desired hair color and it fades quickly or when hair has faded more than 2 levels prior to coloring back



Now that you've reviewed the Principles to Corrective Color and have completed Step 1 of Formulating, you may now continue with the remaining Steps to Formulating:

Step 2: Determine the Client's Desired Level & Tone

Step 3: Determine the Client's RPC

Step 4: Determine the Tonal Value Desired

Step 5: Determine Proper Strength Developer

For more in-depth explanation of the steps above, please see Chapter 4.

You are now ready to perform your corrective color service. Keep in mind, it is best to plan out each step of the service(s) before beginning.

Common Corrective Color Problems & Solutions

The following section shows typical color corrective problems. We have provided solutions and examples to these issues. As a professional you will need to adjust these examples to your specific corrective color client.

Problem 1: Banding

Bands are narrow darker or lighter sections along the length of the hair shaft. Banding occurs from improper application, incorrect formulation or too low volume of developer and when too much time has elapsed between retouch applications. Gold bands occur when new growth goes beyond the warm zone of the scalp. Clients should return every 3 to 4 weeks for a retouch. There are 2 possible solutions to banding:

Solution 1:

- To remove band, apply Colourage formula to new growth
- Apply same Colourage formula with Blonding Booster to band
- Process for 30 to 45 min; check for desired result
- Rinse thoroughly, cleanse lightly and condition

Solution 2:

- Begin with the LITeNUP Formula Example #1 following or Refer to Stages of Blonding Chart on page 19 to select proper formula
- Apply chosen formula where banding is noticeable, starting 1/8" out from both sides of the band(s)
- Always leave hairline for last as this hair normally processes faster
- Process at room temperature until color is evenly matched, up to a maximum of 50 minutes. Do not use heat.
- Shampoo lightly. Rinse thoroughly and condition.
- Towel blot so hair is damp, not dripping

LITeNUP FORMULA EXAMPLE

2 scoops of LITeNUP + 3oz. 10 vol. Processing Cream

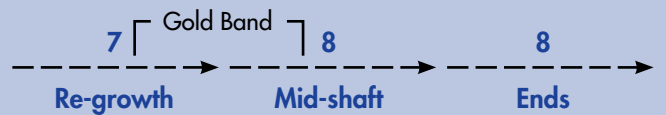
1. FORMULA EXAMPLE: Gold Band

Natural Level: 7 Dark Blonde

Tone to be Used: A

Level to be Used: 8

Developer to be Used: 10 vol.



Application/Mixing/Timing

- Mix 1oz. 8A + 2oz. 10 volume developer
- Apply formula to gold band
- Timing will depend on how dark the gold band

Note: If band is dark gold, you will want to use LITeNUP Dual Moisturizing Powder to pre-lighten band and tone with 1oz. Colourage 8A + 2oz. 10 volume developer

Problem 2: Bright Scalp

A bright scalp or "hot roots" is when the hair at the scalp is lighter or brighter in appearance than the rest of the head. This is the result of improper formulation, incorrect application or a high percentage of gray.

Solution:

- Assess the tonality at the scalp area and determine the difference between the scalp area and the ends
- Choose a neutral shade that is the same level as the ends. Mix with an equal amount of 10 or 20 volume developer.
- Apply this formula to the bright scalp area only
- Process until brightness is reduced. This can occur in as little as 10 minutes. Check frequently for desired results.
- Rinse thoroughly and shampoo

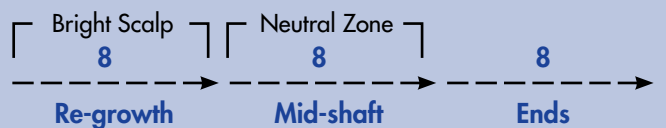
2. FORMULA EXAMPLE: Bright Scalp

Natural Level: 8 Medium Blonde

Tone to be Used: N

Level to be Used: 8

Developer to be Used: 10 vol.



Application/Mixing/Timing

- Mix 1oz. Colourage 8N + 2oz. 10 volume developer
- Apply to re-growth area
- Timing will depend on deposit needed to eliminate lightness, check every 5 minutes

Problem 3: Too Warm

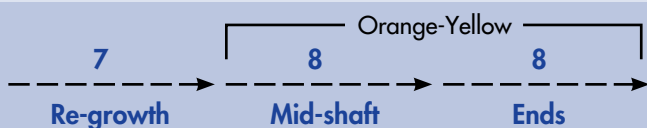
Hair may become brassy due to improper formulation. As the color fades, the natural Residual Pigment Contribution is revealed. Use the Color Wheel to choose appropriate tonal value needed. A Color Wash or Color Refresher can be used to neutralize the unwanted tone. Eliminating the off-tone is all that is needed.

Solution:

- Assess the level and tonality of the warmth
- Select a Natural or Ash Series shade that is one level lighter than the warmth in the hair and mix with 5 volume developer
- Shampoo and towel-dry hair. Apply the formula.
- Process 5 to 15 minutes. Check every 3 to 5 minutes for desired results.
- Rinse thoroughly and cleanse.

3. FORMULA EXAMPLE: Too Warm

Natural Level: 7 Dark Blonde **Tone to be Used:** A
Level to be Used: 8 **Developer to be Used:** 5 vol.



Application/Mixing/Timing

- Mix 1oz. Colourage 8A + 2oz. 5 volume developer
- Apply to shampooed, towel-dried hair
- Process 5 to 15 minutes. Check every 3 to 5 minutes for desired results

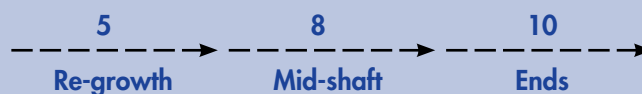
- Apply color formula from scalp to ends
- Process for 20 to 30 minutes. Check progress frequently.

Note: Avoid using the Ash Series for coloring back. If you fill the hair with Colourage, your final color must also be Colourage.

4. FORMULA EXAMPLE: Too Light

Step 1: Identify levels of color along hair shaft

Natural Level: 5 Medium Brown
Level on Mid-shaft: 8 Medium Blonde
Level on Ends: 10 Very Light Blonde



Step 2: Determine level and tone desired. Identify RPC missing in mid-shaft and ends.

Desired Level: 5 Medium Brown



Step 3: Choose proper Tressa filler (see formula below)

Level: 7
Tone: R
Developer: 5 volume

Step 4: Mix Tressa filler formula (see formula below)

Mixing Proportions: 1oz. color + 2oz. developer

Step 5: Tinting back procedure

1. Fill mid-shaft and ends (7R + 5 volume) on damp hair for 5 to 15 minutes
2. Towel blot excess filler off hair
3. Apply desired level formula (1oz 5N + 2oz. 10 volume). Process 30 minutes
4. Rinse desired color until water runs clear
5. Shampoo with Replenishing Shampoo
6. Apply Tressa Balancing Mist as your conditioner

Problem 4: Too Light

Hair may be fading too quickly or may be more than 2 levels lighter than desired level. When this happens, filling or coloring back is necessary.

Solution:

Follow steps 1 through 5 listed in the Formula Example #4 following, as well as performing the procedures below:

- Mist mid-lengths with porosity equalizer, such as Tressa's Balancing Mist
- Apply filler formula sparingly to porous lightened areas
- Process 15 minutes
- Remove filler formula with lukewarm water. Do not shampoo. Towel dry.
- Mix Colourage formula using 10 volume developer



Problem 5: Too Dark

If hair has processed too dark, then you need to decolorize (remove tint) from only the area of hair where the darkness lies. Decolorizing is the process of removing artificial color from the hair or removing unwanted tones. Since hair color will not remove hair color, the hair must be lightened to the underlying pigment stage of the desired result. If in doubt, refer to the Residual Pigment Contribution Chart on page 7.

If after decolorizing porosity has generated an off-color result, refer to Adjusting Your Color Formula for Porosity on page 27.

Solution: Decolorizing (Removal of Tint)

- Determine RPC stage of desired result
- Choose a mixing option below
- Apply to damp hair and only to the hair that needs decolorizing. Choose an application option below
- Check progress every 3 to 5 minutes.

Mixing Option 1: LITeUp Formula for Off-the-Scalp Removal

Follow the recommendations below for off-the-scalp removal using Tressa's LITeUP.

Levels of Lift	Formula
1/2 to 1 Level	Mix 2 scoops LITeUP with 2 1/2 to 3oz. HOT water
1 to 2 Levels	Mix 2 scoops LITeUP with 2 1/2 to 3oz. 5 volume Processing Cream
3 to 4 Levels	Mix 2 scoops LITeUP with 3oz. 10 volume Processing Cream

Mixing Option 2: LITeUP Formula for On-the-Scalp Removal

Follow the recommendations below for on-the-scalp removal using Tressa's LITeUP.

Levels of Lift	Formula
1/2 to 2 Levels	Mix equal parts LITeUP and 5 volume Processing Cream
3 to 4 Levels	Mix equal parts LITeUP and 10 volume Processing Cream

Mixing Option 3: LITEWORX Formula for On or Off-the-Scalp Removal

Follow the recommendations below for on or off the-scalp removal using Tressa's LITEWORX.

Levels of Lift	Formula
1 to 2 Levels	1 to 2 scoops of LITEWORX Power Lifting Powder with 2oz. Processing Cream 10 or 20 volume. Mix until uniform consistency. Add 2oz. LITEWORX Conditioning Oil Lightener and mix until a uniform, creamy consistency.
3 to 4 Levels	3 to 4 scoops of LITEWORX Power Lifting Powder with 2oz. Processing Cream 10 or 20 volume. Mix until uniform consistency. Add 2oz. LITEWORX Conditioning Oil Lightener and mix until a uniform, creamy consistency.

Application Option 1: For Off-Scalp Color Removal

- Perform a Strand Test and select proper formula. Apply formula to darkest areas first. Pull color through ends to test for pull-through time.
- Section T-parting. Apply formula to damp hair. Apply color in the darkest area first. Check every 5 minutes.
- Process at room temperature.
- Follow the Stages of Blonding Chart (see page 19) to lift to the proper level.
- If one area has lifted to desired level and another area needs to continue, remove product using a damp towel.
- When desired color removal is achieved, shampoo with Tressa Clarifying Shampoo.
- Dry client under a cool dryer prior to proceeding with color application.

Application Option 2: For On-Scalp Color Removal

- Perform a Strand Test and select proper formula. Apply formula to darkest areas first. Pull color through ends to test for pull-through time.
- Section T-parting. Apply color in the darkest area.
- Apply formula to damp hair. Begin application approximately 1/2" from scalp and apply through the shaft and ends. If ends are over porous, do not pull through at this time.
- Process at room temperature, a total of 5 to 20 minutes.

- Check progress frequently. When shaft and ends have achieved approximately half the desired amount of lift, continue to next step.
- Remix fresh product. Apply to scalp and work color through the already saturated shaft and ends.
- When desired color removal is achieved, shampoo with Tressa Clarifying Shampoo.
- Dry client under a cool dryer prior to proceeding with color application.

Tips for Checking Progress

- Take a strand of hair and place it on a damp towel.
- Spray the strand of hair with water.
- Gently blot dry and refer to the Stages of Blonding Chart on page 19 to ensure proper level results.

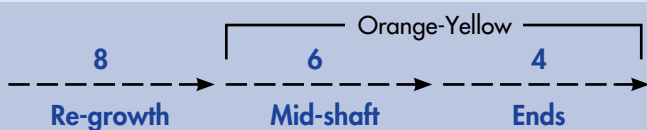
Tinting After Decolorizing

- To tint after decolorizing hair, use the desired color and adjust the color formula for porosity.
- Mix formula with 10 volume developer. For bright tonal results, mix with 20 volume developer.
- You may need to apply in sections, due to porosity. Example: Apply to the mid-shaft first and wait to pull the formula through the ends.
- Strand Test for timing and tonal value adjustments. The tint back formula should process approximately 30 minutes.

5. FORMULA EXAMPLE: Too Dark

Desired Level: 8 Medium Blonde

Lighten Residual Pigment to: 8



Decolorizing Procedure:

1. Apply your lightening formula on damp hair to mid-shaft and ends
2. Process 5 to 20 minutes or until you see orange/yellow in the mid-shaft and ends
3. Mix desired level formula (1oz. 8N + 2oz. 10 volume) apply to mid-shaft and ends. Feather the formula slightly over the line of demarcation between re-growth and mid-shaft.
4. Process desired level formula for 30 minutes

Adjusting Your Color Formula For Porosity

Controlling tonal value results may be difficult when color-treating porous hair. The scalp area is the color tone you wanted, but the ends have browned or cooled down. This is a result of the porous hair attracting cooler tones and rejecting warm tones.

Solution:

- Add a warmer color to the existing color formula before pulling the color through for refreshment. This will achieve even results from scalp to end (see Adjusting Tonal Series Breakdown below).
- Apply to the re-growth, and then add the adjustment color into the existing formula.
- Strand Test to check tonal results and timing.

Adjusting Tonal Series: Breakdown

Natural Series

- Add the same level of color from the Gold Series.
- Add an $\frac{1}{8}$ oz. for every mixed ounce remaining (add more if necessary). In extreme cases where remixing is necessary, use the same level color from the Gold Series and mix with 10 volume developer.

Ash Series or Ash Ash Series

- Add the same level of color from the Natural Series. In extreme cases of porosity remix a fresh formula using the same level color from the Natural Series and mix with 10 volume developer.

Gold Series

Using	Add
4G	Red Concentrate
5G	Red Concentrate
6G	8R
7G	8R
8G	8R
9G	8R
10G	8R

Beige Series

- Add the same level color from the Gold Series. In extreme cases, you may need to add 8R.



Copper Gold Series

Using	Add
7CG	Yellow Concentrate or 8R*
8CG	Yellow Concentrate or 8R*
9CG	Yellow Concentrate or 8R*
10CG	Yellow Concentrate

* Use Yellow Concentrate to enhance gold tones or 8R to enhance copper tones.

Red Brown Series

Using	Add
4RB	Red Concentrate
5RB	Red Concentrate

Red Series

Using	Add
2R	Red Concentrate
3R	Red Concentrate
4R	Red Concentrate
5R	Red Concentrate
6R	Red Concentrate
7R	Red Concentrate
8R	9R
9R	7RC

Specialty Red Series

Using	Add
4RA	Red Concentrate
4RM	Red Concentrate
5NM	Red Concentrate
5NC	Red Concentrate
6NC	Red Concentrate
6RV	Red Concentrate
6RO	Red Concentrate
6RR	Red Concentrate
7RC	7RC

Mixing & Application

- Start by adding $\frac{1}{8}$ oz. of the adjustment color for every mixed ounce of color left in the bowl or applicator.
- Strand Test the shaft and ends; make sure that it is enough of an adjustment.
- If Strand Test results look browner or cooler, add another $\frac{1}{8}$ oz. for every mixed ounce of color product remaining.

- When adding color for tonal value adjustments, do not add extra developer. The addition of the warmer pigment is all that is required.

Mixing & Application (Extreme Cases)

- Remixing a completely different formula for the shaft and ends may be necessary.
- When adjustment color becomes over half the formula, it's time to remix fresh color formula for shaft and ends.
- This would also be necessary if working with a developer higher than 20 volume at the scalp area.
- Remember to do a Strand Test.

Reasons to Use Fillers

- A filler (re-pigmentizing) is a formula designed to replace pigment that has been lightened out of the hair.
- Color results that are too light are caused by incorrectly determining the natural level, abuse from the sun, chemicals, or thermal abuse from styling
- Color is more than 2 levels lighter than the desired level
- It is necessary to replace this pigment for proper level and to aid in tonal value results.
- RPC chart is a great guide for determining what pigment needs to be replaced and why.

Mixing:

- 1oz. color mixed with 2oz. 5 volume developer
For extremely porous hair, use:
- 1oz. color mixed with 2oz. 5 volume developer and 2oz. distilled water

Colourage Filler Chart

Returning to Level	Filler Choice	If Overly Porous, Add
1	Red Concentrate	—
2	Red Concentrate	—
3	Red Concentrate	—
4	Red Concentrate	—
5	7R	$\frac{1}{8}$ oz. Red
6	8R	$\frac{1}{8}$ oz. Yellow
7	8R	$\frac{1}{8}$ oz. Yellow
8	Equal Parts 10G/8R	$\frac{1}{8}$ oz. Yellow
9	Equal Parts 10G/8R	$\frac{1}{8}$ oz. 8R
10	Not Necessary to Fill	—

NOTE: This is only a guide. Tressa recommends a Strand Test to determine proper filler choice. Adjustments may be necessary.

Problem 6: Too Cool

Excessive porosity can cause the hair, particularly the ends, to grab deeper and go drabber than desired, leaving color too cool.

Solution:

- You may need to remove some color to lighten drab ends slightly
- Apply bleaching formula to damp hair. Process for 2 to 10 minutes at room temperature until ends are a half level lighter than desired result
- Rinse thoroughly and cleanse
- Mix and apply desired Colourage formula to new growth, avoid coloring over the hair that was just treated with color removal product
- Process 30 to 35 minutes
- Pull color through ends and process for an additional 5 to 15 minutes, check frequently
- Rinse thoroughly and cleanser

6. FORMULA EXAMPLE: Too Cool

For Blondes (Levels 7-11): Use Gold (G) or Light Butterscotch Strawberry Blonde (CG)

Natural Level: 7 Dark Blonde (with cool cast)

Level to be Used: 8

Tone to be Used: CG

Developer to be Used: 10 volume



For Browns (Levels 4-6): Use Red (R)

Natural Level: 5 Medium Brown (with greenish cast)

Level to be Used: 6

Tone to be Used: R

Developer to be Used: 10 volume



Application Technique:

- Apply formula over cool or greenish cast area
- Process until you see color change

Chapter 9: Irresistible Deposit-Only Color

Irresistible Deposit-Only Color is the perfect product for a variety of clients. Because of its no lift, no ammonia color formula, Irresistible is the step between not coloring and using permanent color. With 30 beautiful shades, plus clear, Irresistible gives you 100% gray coverage, lustrous shine and condition all in one easy step.

Use Irresistible for:

- Covering gray
- Refreshing hair color after a perm
- Toning pre-lightened hair
- Filling overly porous hair
- Color correction
- Introducing clients to color
- Clients with no time to maintain permanent hair color
- Male clients

How Irresistible Works

Irresistible does not alter the natural pigment of the hair, but adds color to existing pigment. Irresistible is ammonia-free with a delayed oxidation system. This allows the color molecules to oxidize within the cuticle resulting in deeper penetration, better coverage and longer-lasting results.

This optimized color delivery system softens the cuticle layer resulting in truer, richer tones and the surfactant base transports color molecules faster into the hair shaft.

Irresistible Processor is formulated to be used only with Irresistible colors. This Processor is not a standard developer. Special ingredients in this processor allow Irresistible color to bond with the hair without altering its natural structure.

Irresistible Tonal Series

Natural Series

Natural Series gives you a neutral color without much warmth. This series includes: 2N, 4N, 5N, 6N, 7N, 8N and 9N.

Cool Series (Containing Ash and Violet)

Cool Series helps to neutralize unwanted warmth in hair. This series includes: 4A, 5A, 6A, 8A, 9A and 9V.

Warm Series

Warm Series gives extra warmth and improves gray coverage. This series includes: 4G, 6G, 7G, 8G and 9G.

Red Series (Containing Red Brown, Copper Gold, Copper Red, Red Orange, Red and Red Violet)

Red Series gives you natural, subtle or vibrant red color results. This series includes: 4RB, 6CG, 8CG, 6NR, 9CR, 4RO, 6RO, 5R, 4P and 5RV.

Specialty Series (Containing Slate, Silver and Clear)

Slate – Blue base color used on levels 1– 6 to assist in neutralizing warm tones.

Silver – Violet base color used on levels 7– 10 to assist in neutralizing warm tones.

Clear – Clear may be added to lessen or lighten color result. The more clear added, the lighter and less intense the color. Clear may also be used just for added shine (Mix 1 part Clear to 1 part Irresistible Processor).

Colourage Color Concentrates may be mixed with any Irresistible shade. They are available in Red, Yellow, Blue and Violet.

Formulating, Mixing & Application

Formulation

Step 1: Determine level of hair using the Natural Color Series. Check entire length of hair.

Step 2: Select Irresistible Color based on level and tone desired.

Mixing

Mix equal parts of Irresistible Color and Irresistible Processor in a plastic applicator bottle. Mix well. Irresistible Clear may be added if a lighter shade is desired. Irresistible Processor is recommended for processing Irresistible Color to ensure consistent results.

Application

Normal Hair: Apply to entire head. Process at room temperature for 20 minutes.

Resistant Hair: Apply to entire head. Cover with plastic cap and process under dryer up to 15 minutes, followed by a 5 minute cool-down at room temperature.

Used as a Refresher: Apply color to new growth only and process. Pull through ends as needed.

Finish: Rinse thoroughly with tepid water. Shampoo with Tressa Replenishing Shampoo.

Helpful Hints:

- Chemically treated hair may receive color quicker than non-treated hair. Always perform a Strand Test to determine proper timing.
- If client has color treated hair remember that tint on tint will go dark.



Irresistible as Filler

Irresistible has been formulated to assure beautiful color every time. However the condition of the client's hair or the color that is requested may require a filler. Filling simply means that you need to replace missing pigment prior to applying the final color formulation.

Filling the hair will replace the natural pigmentation, if you do not replace the natural pigment your color may result in drab, muddy results or the hair may fade more rapidly. Refer to Chapter 8: Corrective Color for more details.

2 Reasons to Fill:

1. Fill prior to a tint back; this occurs when you darken or are returning the hair to its natural color.
2. Fill when shafts and ends are not holding the desired color and fade quickly. Causes are extremely porous hair, high lift color, improper color or perm services and excessive damage from heat or styling products.

Irresistible Deposit-Only Color Filler Chart

Returning to Level	Filler Choice	If Overly Porous, Add
1	5R	1/8 oz. Red
2	5R	1/8 oz. Red
3	5R	1/8 oz. Red
4	5R	1/8 oz. Red
5	6RO	1/8 oz. Red
6	6RO	1/8 oz. Yellow
7	9CR	1/8 oz. Yellow
8	9CR	1/8 oz. Yellow
9	9CR	1/8 oz. Yellow
10	9CR	NA

Selecting Filler Formula: Determine the level to which you are filling. Refer to the chart above.

Mixing: 1oz. Color + 1oz. Irresistible Processor

Application: Apply to damp hair on all areas requiring a filler. Towel off filler or rinse. Apply desired level from scalp to ends.

Timing: Strand Test filler every 5 up to 20 minutes.

Irresistible as a Toner

Irresistible is the perfect toner for any double-process coloring service that is used following a pre-lightening service.

Irresistible Deposit-Only Color Toning Chart

Underlying Pigment	Natural	Cool	Warm	Natural Red
10 Pale Yellow – Yellow	9V	9A	9G	9CR + Clear
9 Yellow – Orange	9V + Clear	9A + Clear	9G + Clear	9CR + Clear
8 Orange – Yellow	9V	9A	9G	9CR
7 Orange	9N + Clear	8A	8G	6RO + Clear
6 Red – Orange	6N + Clear	6A + 8A	6G + 8G	6RO + Clear
5 Red	6N	6A	6G	6RO
4 Red	5N	5A	4G + 6G	5R + Clear
3 Red – Brown	4N	4A	4G	5R + Clear

Selecting Toner Formula: Determine the underlying pigment at the level you wish to tone. Refer to the chart above.

Mixing: 1 oz. Color + 1 oz. Irresistible Processor

Application: Apply to damp hair from scalp to ends.

Timing: Strand Test toner every 5 up to 20 minutes.



Chapter 10: LITEWORX Lift & Tone System

Harness the colors of the sun with this revolutionary Lift and Tone System. Now you can create fabulous, one-step highlight and lowlights with perfect tonal results and a shiny, silky finish in as little as 20 minutes!

10

How LITEWORX Works

The LITEWORX LTC Complex allows you to lift up to 7 levels while it tones and conditions in a single application. With a specially designed formula of wheat protein, oleic acid, chamomile extract and other powerful lifting, toning and conditioning ingredients, LITEWORX can create a full spectrum of beautiful shades in half the time of a double-process service.

The LITEWORX System Components

Conditioning Oil Lightener:

- Contains special shine and conditioning ingredients to protect and maintain the health of the hair
- Allows formula to remain moist during processing for maximum coverage and consistent results

Power Lifting Powder

- Provides optimum lift in minimal time
- Contains triple lifting agents that provide a power boost to allow up to 7 levels of lift

10 & 20 Volume Processing Creams

- Activates the toners
- Provides a rich, luxurious consistency for flawless applications
- Added conditioning agents leave hair in remarkable condition

Non-Ammonia Color Toners

- Delivers pure, luminous color with extra shine enhancers
- Seven toners combine to achieve 15 highlight and 8 lowlight shades:

4NG (Level 4 Natural Gold): Achieves natural golden brown results.

6R (Level 6 Red): Achieves rich red to copper blonde results.

6AN (Level 6 Ash Natural): Neutralizes warm tones for natural blonde results.

6AB (Level 6 Ash Blue): Neutralizes warm tones for ash blonde results.

8CG (Level 8 Copper Gold): Achieves warm, soft golden results.

10A (Level 10 Ash Natural): Neutralizes warm tones for lighter natural blonde results.

12V (Level 12 Ash Violet): Neutralizes warm tones for lighter ash blonde results.

Formulating, Mixing & Processing

Perform Skin Patch Test (see page 14) and Hair Strand Test (see below) prior to Using LITEWORX.

Hair Strand Test Procedure for LITEWORX

To insure professional results, a preliminary hair strand test is recommended. Mix a minimal amount of the exact formula to be used on the client. Apply to a small strand of hair beginning $\frac{1}{4}$ " away from scalp. Leave on until desired results are achieved. Shampoo and rinse thoroughly. Examine hair for condition. If breakage occurs, your client's hair is not in suitable condition for the service. Do not proceed. An unsatisfactory hair strand test may be an indication that the hair is over porous or there is a build up of product or minerals. You may put your client on a conditioning regimen and try another strand test at a later date, perhaps 1 to 2 weeks later.

Highlighting Formulation

Step 1: Determine client's Desired Highlight Color, using the LITEWORX Swatch Ring or the printed shade chart (contact Tressa or your Tressa Distributor for a LITEWORX Formulation/Shade Chart).

Step 2: Determine client's Natural or Tinted Level, using the LITEWORX Swatch Ring.

Step 3: Determine if the client desires a Medium or Maximum Lift (Medium Lift = 1–4 levels lighter; Maximum Lift = 5–7 levels lighter).

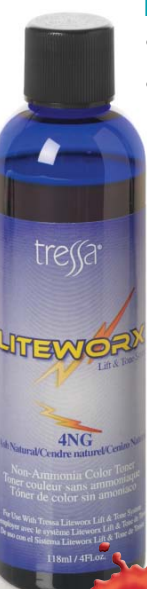
Step 4: Once highlight formula is chosen, move across the formulation chart to the Natural Starting Levels & Scoops of Power Lifting Powder area and determine how many scoops of Power Lifting Powder are needed for the desired level.

Step 5: Proceed to the Highlighting Mixing Procedure below.

Highlighting Mixing Procedure

Step 1: With the 5 gram scoop provided, measure the desired amount of LITEWORX Power Lifting Powder into a non-metallic mixing bowl.

Step 2: Measure the desired amount of LITEWORX Conditioning Oil Lightener into the measuring cup.



Step 3: Add the desired amount of LITEWORX Non-Ammonia Toner(s) to the measuring cup.

Step 4: Add the desired amount of Processing Cream 10 or 20 volume to the measuring cup.

Step 5: Pour contents of measuring cup into the mixing bowl and whip the ingredients into a smooth gel-like consistency.

Lowlighting Formulation

Step 1: Determine client's Desired Lowlight Color, using the LITEWORX Swatch Ring or the printed shade chart (contact Tressa or your Tressa Distributor for a LITEWORX Formulation/Shade Chart).

Step 2: Determine client's Natural or Tinted Level, using the LITEWORX Swatch Ring.

Step 3: Once lowlight formula is chosen, move across chart to the Natural Starting Level area and determine on which level(s) your chosen shade is best recommended.

Step 4: Proceed to Lowlighting Mixing Procedure below.

Lowlighting Mixing Procedure

Step 1: Add the desired amount of LITEWORX Non-Ammonia Toner(s) to the measuring cup.

Step 2: Add the desired amount of Processing Cream 10 volume to the measuring cup.

Step 3: Pour contents of measuring cup into a non-metallic mixing bowl and whip the ingredients into a smooth gel-like consistency.

Processing Highlights & Lowlights

Dryer: Preheat dryer on medium setting. Process for 5 to 20 minutes, or until desired results are achieved.

Room Temperature: Up to 45 minutes, check frequently.

NOTE: If processing exposed highlights (i.e. with a cap) with a dryer, a loose fitting processing cap should be used over the exposed highlights to prevent drying out.

Rinse hair and shampoo with Tressa Replenishing Shampoo. Follow with Tressa Clarifying Rinse or Tressa Replenishing Conditioner.



Helpful Hints:

- Hair characteristics make a difference! When highlighting over tinted hair, coarse resistant, dark tint or hard water deposit, add 1 additional scoop of LITEWORX Power Lifting Powder to the formula. Up to 8 total scoops of LITEWORX Power Lifting Powder may be used for maximum lightening power.
- Each scoop of Power Lifting Powder provides up to 1 1/2 to 2 levels of lift. Lowlight formulas are designed to deposit tone only with minimal to no lift.
- When more lift is desired, increase the amount of Power Lifting Powder. When less lift is desired, decrease it.
- When more color deposit is desired, decrease the volume of Processing Cream from 20 volume to 10 volume, or even 5 volume.
- For maximum color deposit, you may double the Color Toner amount in the formula.
- When using dryer heat and highlighting through a cap or painting, place a loose plastic cap over the exposed processing highlights in order to keep the product from drying out while under the dryer.

Removing Oxidized Color with LITEWORX

For lightening tinted hair 1 to 2 levels when results are too dark.

Mixing Procedure

Mix 2 scoops of LITEWORX Power Lifting Powder with 2oz. of Processing Cream (10 or 20 volume). Mix until blended. Add 2oz. of LITEWORX Conditioning Oil Lightener and mix to a uniform, creamy consistency.

Application & Processing

Apply to damp hair off-scalp. Process at room temperature, typically from 5 to 20 minutes. Check frequently. When desired removal is achieved, cleanse by shampooing with Tressa Clarifying Shampoo.

NOTE: If results are too warm, tone with a shade of Irresistible Deposit-Only Color or Colourage Color.

Chapter 11: Watercolors Color Maintenance Shampoos

Creative color services demand creative color maintenance. Give your clients the gift of beautiful hair color between salon visits with the ultimate color enhancing and maintenance shampoo.

How Watercolors Works

Watercolors is a sulfate-free shampoo that actually deposits a small amount of color while cleansing, keeping your clients' hair color vibrant and true-to-tone between appointments. The Watercolors rich, foaming lather nourishes every hair strand, keeping color-treated hair soft, shiny and conditioned.

Use Watercolors for:

- Customize tones right after a color service
- Maintain tone of pre-lightened hair
- Add temporary highlights with foil application
- Correct color that has been damaged by the sun
- Fill porous hair before a color service
- Gently deposit color on damaged hair
- Boost retail sales when recommended to every color client

The toning effects of Watercolors are only maintained with continued use. You may also alter the intensity of the tonal adjustment by increasing or decreasing usage.

Watercolors Chart

The chart below illustrates each Watercolors' base tone as well as what it does at each level.

Shade	Base	Level													
		1	2	3	4	5	6	7	8	9	10	Gray			
Violet Washe	Violet														Neutralizes gold or yellow tones
Wet Sand	Neutral Blonde w/ Light Brown														Enhances natural tones in light blondes
Golden Mist	Neutral Blonde w/ Light Gold														Enhances soft golden tones
Warm Spice	Light Brown w/ Copper Gold														Enhances strawberry blonde tones
Molten Bronze	Light Brown w/ Light Orange														Enhances auburn tones
Liquid Copper	Orange														Enhances copper or orange tones
Hazelnut	Light Brown w/ Blue Green														Neutralizes copper or orange tones
Cocoa	Brown														Enhances natural medium browns
Fluid Fire	Red														Enhances bright red tones
Crimson Splash	Red w/ Blue														Enhances deep red tones
Wet Brick	Dark Brown w/ Red/Orange														Enhances rich auburn tones
Mocha Drench	Dark Brown w/ Green														Neutralizes red or brassy tones



Toning Effects of Watercolors Chart

The chart below will assist you in selecting the proper Watercolors Shampoo for your toning needs.

Shade	When Applied to	Results
Violet Wash	Light/Medium Blonde – Gray	Adds sparkle to platinum blondes and silvers, while washing away golden tones.
Wet Sand	Light – Medium Blonde	Enhances natural tonal vibrancy with sandy shades of the beach.
Golden Mist	Light – Medium Blonde	Showers hair with a soft, golden brilliance.
Warm Spice	Strawberry Blonde	Spices up the warm, red-golden tones in strawberry blonde and butterscotch shades.
Molten Bronze	Light Brown – Auburn	Enhances subtle, polished, orange-red tones, bronzed to perfection.
Liquid Copper	Light Orange – Red	Helps brazen copper oranges flaunt their sunny warmth.
Hazelnut	Light Brown	Refreshes cool coffee shades in light brown hair while filtering out copper/orange tones.
Cocoa	Light – Medium Brown	Refreshes and maintains rich, natural medium brown shades.
Fluid Fire	Medium – Dark Red	Creates bright, passionate, fiery red-orange tones.
Crimson Splash	Deep Brunette – Medium Red	Infuses deep browns with crimson reds, creating sultry, black-cherry tones.
Wet Brick	Deep Brunette	Complements warm, brown hues with rich, terra cotta reds.
Mocha Drench	Deep Brunette	Saturates hair in chocolate cappuccino blends, while filtering out red or brassy hues.

Glossary of Color Terminology

A

Ammonia: (Ammonium Hydroxide) Refers to a solution of ammonia gas in water. This solution is commonly used in hair-lightening preparations and permanent hair color.

Analogous Colors: Colors that appear next to each other and share a common primary. Example: red orange/red violet; the common denominator is red.

Antioxidants: Ingredients used to prevent the oxidation of hair dye intermediates within the tube. Helps to ensure shelf life.

Application: The act of applying color.

Ash: Term describing hair color with no gold or red tones.

B

Base: The predominant primary or secondary tone in a color.

Bleach: A chemical mixture used to lighten hair.

Blending: The act of dispersing hair color through the entire hair strand by working color mixture through to the ends. This ensures uniformity in the finished color.

Blonding: The process of lightening hair to a desired blonde shade.

C

Calibrated: Measured amount.

Chelating Agents: Removers of metallic ions and metallic contaminants

Color Wheel: A wheel consisting of the primary, secondary and tertiary colors used as a guide to assist the professional colorist in reaching a "color destination" or desired result.

Color Wash: A technique used to enhance or accent tonal value without significantly changing the base color.

Complementary Color: Colors opposite one another on the Color Wheel. Complementary colors neutralize each other.

Cool: Term used to describe tonal values of a color containing violet and blue tones.

Cortex: The primary structural segment of the hair shaft that

contains the protein chain. Natural pigments (melanin) are present in the cortex. Permanent color changes are made here.

Cuticle: The outermost layer of overlapping scales on the hair shaft (like shingles). The cuticle serves as a protective sheath and is "hydrophobic" (water-repelling).

D

Decolorize: To remove color from hair (natural or artificial).

Deposit-Only Color: A hair color activated by mixing the base with a developer. Deposit-Only Color contains direct and coupling dyes and has little to no line of demarcation. It will not lift or lighten hair.

Developer: Containing Hydrogen Peroxide, this oxidizing agent is used to activate permanent hair color.

Direct Dye: A molecule that has color. Direct dyes are used in semi-permanent and deposit-only color.

Discoloration: An off-color or unnatural shade.

Drab: In hair coloring, this term is used to describe ash or blue tones that neutralize red and gold tones.

F

Filler: A product used to replace pigment in lightened hair prior to corrective color service.

Formulation: A mixture of two or more ingredients. This mixture usually combines color and developer.

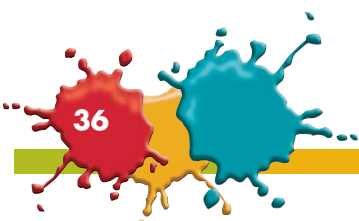
G

Gold Bands: Unwanted gold or brassy tones which occur when areas of hair are insufficiently lightened.

H

Hair Lightener: Products used to lighten hair, such as boosters, bleach, etc.

Hair Shaft: A versatile fiber that is made up of the cuticle, cortex and medulla.



Humectants: An agent or chemical in hair products that helps the hair retain water.

Hydrogen Peroxide: Oxidizing agent used to develop permanent hair color.

I

Insoluble: Not able to be dissolved in water.

Intermediates: Colorless dye molecules found in permanent hair color. When mixed with developer, the colorless molecules create permanent hair color changes in the hair shaft.

Intermix: The ability of one color to mix with another.

K

Keratin: An insoluble protein which makes up about 95% of the hair shaft.

L

Level: A degree of measurement of the darkness or lightness of a color. There are 10 levels in the Tressa Color System.

Lifting: Describes the process of removing pigment or lightening hair.

Light Absorption: The ability of the hair to absorb light. The darker the natural hair, the more light it will absorb.

Light Reflection: The ability of the hair to reflect light. The lighter the natural hair, the more light it will reflect.

Lightening: The process of removing natural pigment from the hair.

Line of Demarcation: A line of distinction between virgin re-growth and previously colored hair.

Low Lift: Less than one level of hair color lightening.

Lowlighting: The process of depositing darker color into selected strands of hair. The opposite of highlighting.

M

Melanin: The natural color pigment in hair.

N

Neutral Colors: The Colourage Natural Series is brown based and considered neutral. Neutral colors don't have a predominant tonal value.

O

Overlap: When the applied color goes beyond the re-growth area onto previously colored hair, often causing uneven results. This can cause breakage if done during a bleach service.

Oxidation: The reaction that occurs when permanent dyes are mixed with hydrogen peroxide. This reaction activates the color.

P

Patch Test: A recommended skin test given 48 hours prior to application of hair color to determine whether or not a client is allergic or hypersensitive to the product.

Permanent Hair Color: A dye that penetrates into the cortex layer of the hair shaft and remains there until the hair grows out.

Pigment: Coloring matter found in the cortex layer of the hair.

Porosity: The ability of hair to absorb water.

Powdered Bleach: A chemical used for on or off-the-scalp lightening, depending on the product.

PPD (Para-Phenylenediamine): A primary intermediate used in permanent hair color.

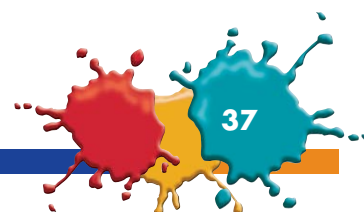
Pre-lightening: Usually the first of a two-step process, in which the natural pigment is lifted from the hair.

Pre-softening: A process done on resistant gray hair to allow better penetration of the hair color.

Primary: The three main colors of the color wheel from which all other colors are derived. These are yellow, red and blue.

R

Retouch: The application of color or lighteners to the new growth hair on previously colored hair.



RPC (Residual Pigment Contribution): The natural color left in the hair when it is lifted to the desired level.

S

Secondary Colors: Colors created by the mixing equal proportions of two primary colors. These are green, orange and violet.

Semi-permanent Hair Color: Natural-looking direct dye color that lasts through several shampoos.

Shade: A color of hair. A small but visible difference can be seen from one shade to the next.

Strand Test: Applying color formula to a small strand of hair until desired results are achieved. This test is used to check condition of hair and expected results of the color formula.

T

Temporary Hair Color: Hair color that is deposited on, not in, the hair shaft.

Tertiary Colors: The color result of combining primary and secondary colors. These are red-orange, yellow-orange, yellow-green, blue-green, blue-violet and red-violet.

Texture: The actual diameter of the hair strand. For example: fine, medium, coarse.

Tinting Back: A corrective color procedure that replaces missing pigment in the hair.

Tinted Hair: Hair that has been previously treated with any artificial color product.

Tonal Value: The warm or cool value of the color.

Toner: A color used after pre-lightening to deposit a tonal value.

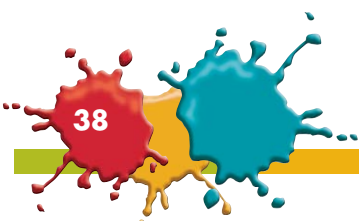
V

Virgin Hair: Hair that has not received chemical services.

Volume: In hair color, the concentration of hydrogen peroxide in a water solution. The higher the volume, the greater the concentration.

W

Warm: Term used to describe tonal values of a color containing neither blue or green tones.



Colourage Color Conversion Chart

This chart is a guide only. Conversions may differ slightly.

Colourage Shades	Matrix SoColor	Redken Color Gels	Redken Color Fusion	Wella Color Charm	Wella Koleston	Wella Color Perfect	Wella ColorBre Majirel	Framesi Logics	Goldwell Topchic	JPMs The Color
1N Blue Black	1	1NW	1AB	—	—	1N	1N	1/NP	1V	1N
2N Black	2	2NW	2N	O15/1N	2/O	2N	2N	2/NP	2A	2N
3N Darkest Brown	3	—	3N	211/2N	3/O	—	—	3/NP	3N	3N
4N Dark Brown	4	3NW	4N	311/3N	4/O	3N	3N	4/NP	4N	4N
5N Medium Brown	5 or 505	4NW	5N	411/4N	5/O	4N	4N	5/NP	5N	5N
6N Light Brown	6 or 506	5NW	6N	611/6N	6/O	5N	5N	6/NP	6N	6N
7N Dark Blonde	7 or 507	6NW	7N	711/7N	7/O	6N	6N	7/NP	7N	7N
8N Medium Blonde	8 or 508	7NW	8N	811/8N	8/O	7N	7N	8/NP	8N	8N
9N Light Blonde	9 or 509	8NW	9N	911/9N	9/O	8N	8N	9/NP	9N	9N
10N Very Light Blonde	10 or 510	9NW	10N	1001/10N	10/O	9N	9N	10/NP	10N	10N
4A Dark Ash Brown	4A	4NA	—	148/3A	—	—	3A	—	3V	—
5A Medium Ash Brown	5A	5N	—	237/4A	—	4A	4A	5/CP	4V	6NA
6A Light Ash Brown	6A	6N	—	632	6/O1	5A	5A	6/CP	5V	7NA
7A Dark Smoke Ash Blonde	7A	7N	—	462/6A	7/O1	6A	6A	7/CP	6V	8NA
8A Medium Smoke Ash Blonde	8A	8N	7Av	672/7A	8/O1	7A	7A	8/CP	7V	9NA
9A Light Smoke Ash Blonde	9A	9N	—	940/9A	9/O1	8A	8A	9/CP	8V	—
10A Very Light Smoke Ash Blonde	—	9NA	9Av	1030/10A	9/1	9A	9A	—	10V	—
5AA Medium Cool Ash Brown	5AA	5NA	4Ab	256/5A	5/1	—	—	5CC	3B	5A
6AA Light Cool Ash Brown	6AA	6NA	6Ab	336	6/1	—	—	—	4B	6A
7AA Dark Cool Ash Blonde	7AA	7NA	—	542	7/1	—	—	7CC	6B	7A
8AA Medium Cool Ash Blonde	—	8NA	8Ab	—	8/1	—	—	9CC	8B	8A
4G Dark Golden Brown	504W	—	—	257/4G	—	—	—	—	3G	—
5G Medium Golden Brown	5W or 5G	4NG	—	435/5G	5/3	4G	4G	—	4G	—
6G Light Golden Brown	6W or 506W	5NG	5Go	555/6G	6/3	5G	5G	6/BP	—	6G
7G Dark Golden Blonde	7W or 7G	6NG	7NG	7G	7/3	6G	6G	7/BP	6G	6G
8G Medium Golden Blonde	8W or 508W	7NG	7Go	8G	8/3	7G	7G	8/BP	8G	—
9G Light Golden Blonde	9G	8NG	—	9G	9/3	8G	8G	9/BP	—	8G
10G Very Light Golden Blonde	—	9NG	—	—	10/3	9G	—	—	10G	—
7B Blush Beige	—	—	6Gb	7NG	7/93	6WB	—	6G	—	6CB
8B Light Blush Beige	8B	—	8Gb	8NG	8/93	7WB	—	7G	—	8CB
10B Lightest Blush Beige	10B	—	9Gb	9NG	9/93	—	10GV	—	—	10CB
10NB Light Champagne Blonde	—	10NM	—	1070	10/16	—	11VG	11/B	—	10NB
7CG Dark Butterscotch Strawberry Blonde	7CG	—	7Cr	643/7WR	7/34	6RG	6Rg	7/SD	—	7KG
8CG Medium Butterscotch Strawberry Blonde	8RB	8WG	8Gr	8GR	8/34	7RG	7Rg	7 1/2/SD	8RO	8KG
9CG Light Butterscotch Strawberry Blonde	9CG	9RO	—	841	9/34	8RG	8Rg	8/SD	—	9G/N
10CG Light Blush Blonde	—	10WG	—	1036/10GV	—	—	—	11D	10RO	10CB
4RB Deep Red Wine	—	4R	3Rv	—	4/6	—	—	—	4RV	—
5RB Wine	5RR	5RV	4R	5WV	55/46	—	—	—	5VR	—
2R Dark Cool Red	—	—	2GR	—	—	—	—	—	2RV	—
3R Dark Warm Red	3RV	3RB	—	367/3RV	—	—	—	—	3RV	6KG or 4V
4R Eggplant	—	4RV	—	—	3/66	3RV	3RV	4/VB	—	4RV
5R Medium Hot Red	—	5RO	5R	633	55/44	6RR	—	—	4RO	—
6R Medium Cool Red	6RB	—	6R	—	6/4	—	—	—	—	—
7R Light Red Orange	7R	7R	—	810/7R	7/4	—	—	—	7R	—
8R Light Orange Red	—	8R	8Or	729	8/4	—	—	7/RP	—	8R
9R Strawberry Blonde	9CC	—	9Or	9WR	—	—	—	8/RP	—	—
4RA Dark Auburn	—	—	—	347	—	5RR	—	9/TRP	—	9KG
4RM Dark Mahogany	4RB	4RB	—	—	—	4RV	—	—	4R	—
5RM Medium Mahogany Brown	5RV or 503-R	5RB	5RV	356/4R	—	4RV	4RV	—	—	—
5NC Medium Chestnut Copper Brown	5CG or 503R	4WG	4Gr	5WR	5/46	4BR	—	4/VR	—	5K
6NC Light Chestnut Copper Brown	6R	6WG	5Cr	6GR	6/34	5BR	—	—	—	5NK
6RV Medium Red Violet	6RV	—	—	607/6RV	6/45	5RV	5RV	6/RP	—	6V
6RO Intense Copper	6RR or 507R	6RO	—	544/6RG	7/144	—	—	7/TRP	6RO	6RO
6RR Intense True Red	7RR	6R	—	6R	66/44	7RR	—	6/TRP	6R	6R
7RC Copper	—	7RO	6Or	—	—	—	—	8/TRP	—	7KR
11A Ultra Light Ash Blonde	11A	—	—	—	—	11A	11A	—	—	—
12N Super Ultra Light Natural Blonde	ULN	—	12N	1200/12N	12/1	S12/N	—	—	12N	11N
12G Super Ultra Light Golden Blonde	—	10NG	12Go	12NG	12/0	12G	12G	US/D	12G	11G
12A Super Ultra Light Ash Blonde	ULA	—	—	1210/12A	12/11	12A	12A	10C	12V	11A
12AB Super Ultra Light Ash Blonde	UL-PA	—	12Av	1120/12A/B	12/62	S12/CV	—	US/A	12B	—
12AG Super Ultra Light Ash Blonde	—	10N	12Ab	12P	12/89	S12/CA	—	US/C	11P	—
Blonding Booster	—	—	—	—	—	Blonding B.	—	—	—	B Cream



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