



COLOURAGE

Translucent Permanent Gel Color

Everything you've asked for in a permanent hair color:

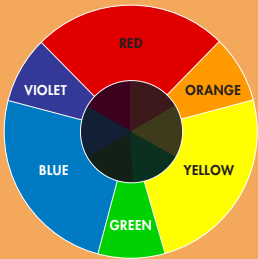
- 61 shades plus 4 Concentrates, Blonding Booster and Clear
- Easy-to-formulate system
- Gentle, low-ammonia formula
- Economical — Mix 2oz. developer with every 1oz. of color
- Two developer choices:
 - Processing Cream:** a thick, "stays-where-you-put-it" cream for bowl and brush applications
 - Colourage Developer:** great if you prefer bottle application

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 |

Law of Color

To produce natural-looking colors, hair must have all three primary colors.



RPC Chart

The Residual Pigment Contribution (RPC) is the amount of natural pigment left in the hair after lifting to the desired level. RPC is different at each level.

Destination	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

5 Easy Steps to Formulating

- Step 1:** Using the Natural Series in the Colourage Swatch Book, determine the natural level and percentage of gray.
- Step 2:** Determine the desired level and tone to be achieved.
- Step 3:** 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.
- Step 4:** Reference the Color Wheel and Tonal Series Base Chart to choose the shade needed for desired results.
- Step 5:** Using the guide below, determine the developer strength and timing to achieve the desired results.

Timing for Colourage

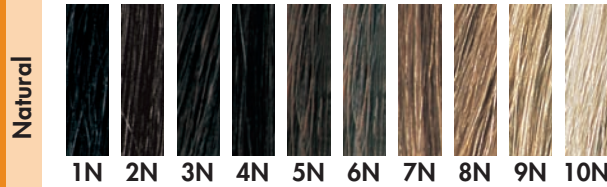
Best Results	Developer	Time
No lift/deposit	5 Vol.	15-20 min.
Same level/darker	10 Vol.	30 min.
1-2 levels of lift	20 Vol.	30 min.
3-4 levels of lift & all formulas using Blonding Booster	30 or 40 Vol.	45 min.
Resistant Gray	—	45 min.
Color Wash/Refreshers	5 or 10 Vol.	5-15 min.
Glossing	5 Vol.	10-15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

Colourage Tonal Series

- Natural Series:** Brown base and used as a color guide
- Ash Series:** Brown base with calibrated predominate blue/violet tones to neutralize unwanted warmth
- Ash Ash Series:** Brown/blue base; formulated to neutralize extreme warmth
- Gold Series:** Brown base with predominant gold tones
- Beige Series:** Brown base with predominant pink tones
- Copper Gold Series:** Brown base with predominant copper gold tones

- Red Brown Series:** Brown base with predominant red/blue tones
- Red Series:** Brown base with calibrated predominant red tones
- Specialty Red Series:** Contains more intense, true red tones than the Red Series
- Super Ultra Light Blondes Series:** Formulated for clients that want to be the lightest blonde possible in a single process. Maximum lift and deposit of tone to create the most translucent blondes

NATURAL



COOL SERIES



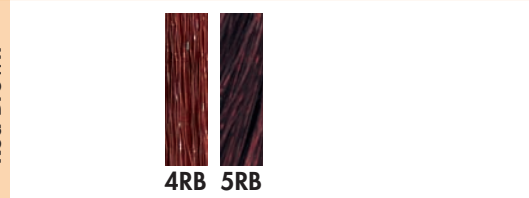
WARM SERIES



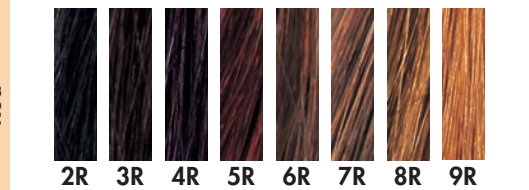
Copper Gold



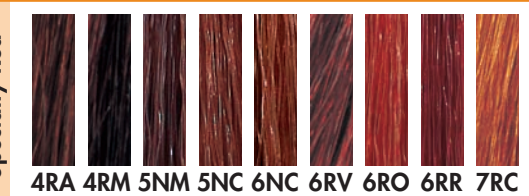
Red Brown



Red



Specialty Red



Super Ultra Light Blondes



See the chart below for best results with our high lift blond shades:

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



Mixing Concentrates:

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

Concentrates

Clear Add to color for pull through, extra shine and condition.

Clear & Booster

Blonding Booster When adding to color formula, amount should not exceed up to 1/2oz. for every 1oz. of color. Add same amount of developer as you do Blonding Booster.

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Client Consultation: A 3-Step Plan

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/condition of the hair

- Ask 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 Chosen Color Formula

- A Patch Test is recommended 48 hours prior to color application

Colourage Guidelines

Mixing Colourage

- 1oz. of Color + 2oz. of Developer
- Use cap to pierce tube; use key to roll out color
- Mix to thick, gel-like consistency

Strand Test

- Perform a strand test on new clients or those with a corrective color service
- Mix 1 part color to 2 parts developer
- Apply to entire strand; process 20-30 minutes
- Check frequently; remove color and dry to preview color

Gray Coverage

- Determine the percentage of gray: if you see natural color first, the client is less than 50% gray; if you see gray first, the client is more than 50% gray
- Percent of gray should equal percent of Natural or Gold Series; Remaining formula equals tonal value desired

Gray Tips

- Use Natural or Gold Series, never use Ash
- For developer: if up to 50% gray, use 10 Volume; if 50% or over, use 20 Volume
- 30 and 40 Vol. will not cover gray but will give a blended effect
- Process time: 30-45 minutes

Special Salon Services

Color Wash

- Deposit color, enhance or change tone
- Select formula: choose 1-2 levels lighter than desired results
- For maximum deposit, choose 5 Vol. and color 2 levels lighter than the desired level
- To brighten tone, choose 10 Vol. and color 1 level lighter than the desired level
- Refer to the Color Resource Guide for formulation

Color Refresher

- Same as Color Wash formula with exception that Clear replaces the shampoo
- Refer to the Color Resource Guide for formulation

Color Glossing

- Use to add shine and condition
- Clear (used in Glossing services) is the base of our color without any free ammonia or pigment
- Contains all conditioning benefits
- Refer to the Color Resource Guide for formulation

Blonding

High-Lift Blonding Colourage has six high-lift blonde shades created to give you maximum lift and deposit of tone (11A, 12N, 12G, 12A, 12AB, and 12AG). The color results will be lighter and clearer without Residual Pigment Contribution.

For best results, follow this chart:

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

Processing time will be a full 45 minutes for high-lift or higher-volume color services. This will ensure maximum lift, as well as maximum deposit of tone.

LITenUP™ Dual Moisturizing Powder

This timesaving bleach is specially formulated for all professional on and off-the-scalp bleaching techniques. LITenUP contains ammonium persulfate, sodium persulfate and potassium persulfate. These special ingredients help to break down the natural melanin, allowing for rapid lightening action. Chelating agents have been added to prevent any distortion

from minerals that may exist in the water. 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 with your LITenUP services.

Mixing of LITenUP Dual Moisturizing Powder:

- 2 scoops of LITenUP Powder + 3oz. Tressa Processing Cream
- **On-Scalp:** Use only 10 or 20 Vol. Processing Cream. Do not place under dryer heat.
- **Off-Scalp:** Use 10, 20, 30 or 40 Vol. Processing Cream. Do not place under dryer heat.
- NOTE: If you prefer to use Colourage Developer, the mixing ratio is 2 scoops LITenUP Powder to 2oz. Colourage Developer.

Colourage Color Toning Chart (Same note applies as under Filler Chart to the right)

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

Mixing of Toning Formula:

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

Corrective Color

When the color is more than 2 levels lighter than the desired level, a filler will be necessary. A filler (repigmentizing) is a formula designed to replace pigment that has been lightened out of the hair. It is necessary to replace this pigment for proper level and to aid in tonal-value results. If you turn the RPC Chart around, it then signifies the majority of pigment found in each level. Your RPC Chart is a great guide for determining what pigment needs to be replaced and why.

Tressa's Colourage Color is so versatile, it can be used as a filler. Once you've determined the level desired, use the guide below for filler formulas.

Returning to Level	Filler Choice	If Overly Porous, Add
1	Red Concentrate	—
2	Red Concentrate	—
3	Red Concentrate	—
4	Red Concentrate	—
5	7R	1/8oz. Red
6	8R	1/8oz. Yellow
7	8R	1/8oz. Yellow
8	Equal parts 10G/8R	1/8oz. Yellow
9	Equal parts 10G/8R	1/8oz. 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.

Mixing of Filler Formula:

- 1oz. color mixed with 2oz. 5 Volume Colourage Developer or Processing Cream

For extremely porous hair, use:

- 1oz. color mixed with 2oz. 5 Volume Colourage Developer or Processing Cream AND 2oz. distilled water