Discover inspiring & trend driven innovations for the utmost reliability with superior performance.

Elevate your artistry.

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IN EVERYTHING WE DO, WE KEEP THE STYLIST FIRST
Discover Kenra Color

KENRA COLOR BY KENRA PROFESSIONAL

Why Kenra Color?
Kenra Color was developed with both the professional stylist and their clients in mind. This high-performance haircolor line produces consistent, reliable results that stylists can count on to provide true-to-tone haircolor solutions on every client, every time.

Performance
Kenra Color provides vibrant, long-lasting color and outstanding coverage and color saturation ensuring full gray coverage. Our gentle formulation leaves your hair with improved condition and manageability, and intense shine. Whether you are just starting your career or you are an experienced colorist, we’re confident Kenra Color will give you the versatility to create Simply Stunning Results.

Ease of Use and Superior Education
Our education platform outlines our Five Steps to Color Formulation ensuring our system is straightforward and easy for you to use.

Artistic Influence
Ease meets artistry through Elements of Design, Kenra Color’s signature guide to haircolor application. It supports the Five Steps or Less approach to haircolor application and unites inspiration and formulation with technical application.

Value
Professional haircolor services remain the largest and most powerful category for growth. Kenra Color provides unparalleled value and will positively impact your bottom line while providing an incredible value for your client.

Versatility
Kenra Color provides all the tools needed to be as technical or as creative as you want offering a newfound freedom to create customary looks for each and every one of your clients. Kenra Color is truly a color palette with no boundaries.

What is Kenra Color?
Kenra Color incorporates Balancing Complex 5, a proprietary blend of five essential haircolor attributes.

1. Vibrant, long-lasting color
2. Intense shine
3. Improved condition and manageability
4. Gentle formulation
5. Outstanding coverage and color saturation

Kenra Color Portfolio
- **Permanent Coloring Cremes** in a gentle, low-ammonia formulation are available in a wide array of warm and cool tones that deliver vibrant, long-lasting results and outstanding coverage and color saturation including full gray coverage.

- **Demi-permanent Coloring Cremes**, formulated without ammonia, provide an extremely gentle formulation for improved condition and manageability with intense shine. This line includes our four Rapid Toners, designed to process and tone in 5 minutes or less.

- **A Permanent Blonding** Category including a variety of offerings such as: Kenra Color Permanent Lightener, our High Lift Series and the extremely versatile Blonding Creme.

- **Permanent Color Boosters** available in three shades designed to increase color vibrancy.

Kenra Color by Kenra Professional

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Haircolor Fundamentals

PIGMENT TYPES

Direct Dyes – These are color pigments that can actually be seen. They do not require an oxidative agent (hydrogen peroxide). Direct dye pigments are typically larger and remain on the outer portion of the hair shaft. They can have a staining effect on the hair.

Indirect Dyes – These are also called oxidative or intermediate dyes. They require an oxidative agent such as hydrogen peroxide to develop the pigments. The pigments oxidize within the cortex of the hair shaft.

<table>
<thead>
<tr>
<th>Haircolor Categories</th>
<th>Oxidative agent</th>
<th>Color penetration</th>
<th>Ammonia</th>
<th>Chemical hair change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent</td>
<td>Direct + indirect</td>
<td>Fully penetrates the cortex. After the color is oxidized, the cuticle closes and the color stays inside which gives the hair its new color.</td>
<td>Usually contains some amount of ammonia.</td>
<td>Permanently alters the hair shaft and can cause movement or lift of natural melanin and deposit in one process.</td>
</tr>
<tr>
<td>Demi-permanent</td>
<td>Direct + indirect</td>
<td>Penetrates the cuticle and multiple layers of the cortex.</td>
<td>None</td>
<td>Can be a combination of direct and indirect pigments and is deposit only.</td>
</tr>
<tr>
<td>Semi-permanent</td>
<td>Direct</td>
<td>Coats the cuticle and penetrates the outer layer of the cortex.</td>
<td>None</td>
<td>Uses large, direct dyes and does not alter natural pigment.</td>
</tr>
</tbody>
</table>

Notes

Kenra Color

THE LAW OF COLOR

Primary Colors – Three colors that make up all other colors (yellow, red, blue).
Secondary colors – A mix of two primary colors (orange, violet, green).
Tertiary colors – A mix of a primary color and a secondary color (yellow orange, red orange, red violet, blue violet, blue green, yellow green).
Complementary colors – Colors found opposite of each other on the color wheel. In haircolor, they have several important functions:
- Neutralize any unwanted tones
- Compliments when placed side by side

Kenra Color Shade Identifier
The Kenra Color shade identifier is easy to read and follows a standard numerical and alphabetical identification system.

Example: 5RV
Number = Level Identification: 5
First Letter = Dominant Color Reflection: Red (R)
Second Letter = Secondary Color Reflection: Violet (V)

Kenra Color Level System
The Kenra Color Level System denotes the degree of darkness or lightness of the hair. It ranges from 1-10 with 1 representing the darkest form of brown (referred to as Black) and 10 indicating the lightest (referred to as Extra Light Blonde).

Underlying Pigment
Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted. Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

<table>
<thead>
<tr>
<th>Level</th>
<th>Underlying Pigment</th>
<th>Neutralizing Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Extra Light Blonde</td>
<td>Pale Yellow</td>
<td>Pale Violet</td>
</tr>
<tr>
<td>09 Light Blonde</td>
<td>Yellow Gold</td>
<td>Violet</td>
</tr>
<tr>
<td>08 Blonde</td>
<td>Light Gold</td>
<td>Violet Blue</td>
</tr>
<tr>
<td>07 Medium Blonde</td>
<td>Gold</td>
<td>Blue Violet</td>
</tr>
<tr>
<td>06 Dark Blonde</td>
<td>Gold Orange</td>
<td>Dark Blue Violet</td>
</tr>
<tr>
<td>05 Light Brown</td>
<td>Orange</td>
<td>Blue</td>
</tr>
<tr>
<td>04 Medium Brown</td>
<td>Dark Orange</td>
<td>Blue Green</td>
</tr>
<tr>
<td>03 Dark Brown</td>
<td>Red Orange</td>
<td>Green Blue</td>
</tr>
<tr>
<td>01 Black</td>
<td>Darkest Red Orange</td>
<td>Green</td>
</tr>
</tbody>
</table>

Note: This system does not observe level two because levels below three are difficult to differentiate to the human eye.
SHADE AND TONE

Kenra Color offers a variety of shade families in a balanced collection of warm and cool tones to meet the needs of any client. Each shade series allows for ease of mixing and delivers intense shine and maximum coverage.

**Shade Chart**

<table>
<thead>
<tr>
<th>Shade Series</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>N Natural</td>
<td>Combination of the three primary colors calibrated at the designated level to achieve full gray coverage (Permanent) and natural gray coverage up to 75% (Demi-permanent). The proper amount of the Natural Series should be added into any formulation to achieve gray coverage (see Gray Coverage chart on page 13).</td>
</tr>
<tr>
<td>NA Natural Ash</td>
<td>Calibrated at each level to optimize gray coverage and neutralize warmth. Covers and blends gray while controlling underlying pigment in a single process.</td>
</tr>
<tr>
<td>NB Natural Brown</td>
<td>Covers and blends gray with warm brown tones.</td>
</tr>
<tr>
<td>RN Red Natural</td>
<td>Red tones with gray coverage up to 75%.</td>
</tr>
<tr>
<td>CN Copper Natural</td>
<td>Copper tones with gray coverage up to 75%.</td>
</tr>
<tr>
<td>A Ash</td>
<td>Neutralizes unwanted warmth to produce a cooler end result. The Ash Series is formulated to neutralize underlying pigment.</td>
</tr>
<tr>
<td>AA Ash Ash</td>
<td>Increased ash pigments for added neutralization of unwanted warm tones.</td>
</tr>
<tr>
<td>VR Violet Red</td>
<td>Dominant violet tones supported by red undertones for cool vibrancy at darker levels.</td>
</tr>
<tr>
<td>V Violet</td>
<td>Pale violet tone to reduce or tone unwanted yellow.</td>
</tr>
<tr>
<td>PV Pearl Violet</td>
<td>Combination of blue violet and violet tones to neutralize unwanted yellow-gold tones.</td>
</tr>
<tr>
<td>B Brown/Beige</td>
<td>Warm reflective brown tones from levels 4-7 and beige tones for levels 8-10.</td>
</tr>
<tr>
<td>BC Brown Copper</td>
<td>Warm brown dominant tones supported by copper secondary reflection.</td>
</tr>
<tr>
<td>G Gold</td>
<td>Adds warmth to any color, increased light reflection and a natural gold tonality.</td>
</tr>
<tr>
<td>GB Gold Brown/Beige</td>
<td>Dominant gold tones with secondary brown undertones.</td>
</tr>
<tr>
<td>C Copper</td>
<td>Brilliant warm red/orange tones.</td>
</tr>
<tr>
<td>CG Copper Gold</td>
<td>Dominant reflective copper tones with secondary gold reflection.</td>
</tr>
<tr>
<td>R Red</td>
<td>True red tones for maximum vibrancy.</td>
</tr>
<tr>
<td>RR Red Red</td>
<td>Superior vibrancy and pure red end results.</td>
</tr>
<tr>
<td>RC Red Copper</td>
<td>Dominant red tones supported by copper undertones for vibrancy.</td>
</tr>
<tr>
<td>RB Red Brown</td>
<td>Dominant red tones supported by secondary reflection of brown.</td>
</tr>
<tr>
<td>RV Red Violet</td>
<td>Dominant red tones supported by cool violet undertones.</td>
</tr>
<tr>
<td>SM Silver Metallic</td>
<td>Cool blue tones supported by blue violet secondary reflection.</td>
</tr>
<tr>
<td>VM Violet Metallic</td>
<td>Cool violet tones supported by a metallic secondary reflection.</td>
</tr>
<tr>
<td>BrM Bronze Metallic</td>
<td>Warm Bronze tones supported by a cool metallic secondary reflection.</td>
</tr>
<tr>
<td>RoM Rose Metallic</td>
<td>Cool rosy tones supported by a metallic secondary reflection.</td>
</tr>
<tr>
<td>DF Diamond Frost</td>
<td>Clear gloss with a slight blue undertone.</td>
</tr>
<tr>
<td>Clear Clear Gloss</td>
<td>Adds shine without change in level or tone.</td>
</tr>
</tbody>
</table>

**Notes**
Permanent Color

KENRA COLOR PERMANENT PORTFOLIO

Gentle, low-ammonia color available in a wide array of multi-dimensional tones that deliver consistent, reliable results.

1. Features Balancing Complex 5
2. Formulated with low ammonia
3. Up to 100% gray coverage

Permanent Coloring Creme and Developer
Kenra Color Permanent Coloring Creme Developers were specially formulated for use with Kenra Color Permanent Coloring Cremes. Available in 10 Volume (3%), 20 Volume (6%), 30 Volume (9%), and 40 Volume (12%) strengths.

Permanent Color Mixing Ratio
One part Permanent Coloring Creme plus one part Developer (1:1)

Processing Time
30 Minutes

Processing Time for Gray Coverage
Up to 40 Minutes

Underlying Pigment
Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted.
Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

<table>
<thead>
<tr>
<th>Level</th>
<th>Underlying Pigment</th>
<th>Neutralizing Color</th>
</tr>
</thead>
<tbody>
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</tr>
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<td>Gold</td>
<td>Blue Violet</td>
</tr>
<tr>
<td>06 Dark Blonde</td>
<td>Gold Orange</td>
<td>Dark Blue/Violet</td>
</tr>
<tr>
<td>05 Light Brown</td>
<td>Orange</td>
<td>Blue</td>
</tr>
<tr>
<td>04 Medium Brown</td>
<td>Dark Orange</td>
<td>Blue Green</td>
</tr>
<tr>
<td>03 Dark Brown</td>
<td>Red Orange</td>
<td>Green Blue</td>
</tr>
<tr>
<td>01 Black</td>
<td>Darkest Red Orange</td>
<td>Green</td>
</tr>
</tbody>
</table>

*Based on texture, density, and porosity.

Remember:
Kenra Color does not recommend the use of a dryer, steamer or accelerator drops for processing.
Permanent Color

Gray Coverage
Gray hair is typically more resistant to coloration because it has a harder cuticle layer. It is often thought to be very healthy and void of all natural pigment, but in reality, gray hair is the lightest form of the three primary colors and requires increased pigmentation for coverage. Kenra Color Permanent Natural Series provides the essential balance of pigments to ensure even color saturation and maximum pigment uptake and should be incorporated into all gray coverage formulations for full gray coverage. Mixing ratio remains at one part Permanent Coloring Creme plus one part Developer (1:1); however, suggested processing time is up to 40 minutes.

<table>
<thead>
<tr>
<th>% of Gray</th>
<th>% of Natural Series</th>
<th>% of Desired Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>50-100%*</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*When hair is 80% gray or more, 20 Volume Developer is recommended.

High Lift
Kenra Color High Lift Series provides the ability to create superior single process blondes achieving 4-5 levels of lift with maximum neutralization of underlying pigment.

<table>
<thead>
<tr>
<th>Shade</th>
<th>Used on Natural Level</th>
<th>Developer Volume</th>
<th>Timing</th>
<th>End Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural</td>
<td>Level 6</td>
<td>30 or 40</td>
<td>45 Minutes</td>
<td>Natural Blonde</td>
</tr>
<tr>
<td>Pearl Ash</td>
<td>Level 6</td>
<td>30 or 40</td>
<td>45 Minutes</td>
<td>Cooler Blonde</td>
</tr>
<tr>
<td>Ash</td>
<td>Levels 5 or 6</td>
<td>30 or 40</td>
<td>45 Minutes</td>
<td>Coolest Blonde</td>
</tr>
</tbody>
</table>

Blonding Creme
Kenra Blonding Creme can be used by itself to add subtle dimension or added into a formulation to provide additional lift. It is developed with the same base as the Kenra Color High Lift Series, without any neutralizing pigment.

<table>
<thead>
<tr>
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<th>% of Natural Series</th>
<th>% of Desired Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>50-100%*</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*When hair is 80% gray or more, 20 Volume Developer is recommended.

Color Boosters
Color Boosters are designed to create custom, signature color shades. For increased color vibrancy, color boosters can be added into any of your Kenra Color Permanent formulations up to ¼ of your color portion.

<table>
<thead>
<tr>
<th>Booster</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>Blue enhancement to level 5 and below</td>
</tr>
<tr>
<td>Violet</td>
<td>Violet reflection to level 6 and below</td>
</tr>
<tr>
<td>Red</td>
<td>Enhanced red reflection to levels 7 and below</td>
</tr>
</tbody>
</table>

Blonding Creme Mixing Ratio Formula
For ⅛ - 1 Level of Lift
1 oz. Permanent Coloring Creme
1 oz. Permanent Developer
¼ oz. Blonding Creme (up to ¼ of color portion)

Natural Highlighting
1 oz. Blonding Creme
2 oz. Permanent Developer

ASh
4A

REMEMBER:
The final result of any haircolor service relies on a blend of the color selected by the stylist and the contribution of underlying pigment.
Lighteners

KENRA COLOR LIGHTENER COLLECTION

Kenra Color offers two lightener options to meet the needs of stylists and clients alike. Each dust-free lightener powder can remove natural or artificial pigments, both indirect and direct, to help eliminate unwanted tones such as ash or red and have a lifting strength of up to 7 levels in a single application. Extremely versatile, each lightener can be applied both on and off the scalp with Kenra Color Permanent Developer 10 – 30 Volumes. Each mixture’s creamy consistency retains moisture and is drip-free for ease of use.

<table>
<thead>
<tr>
<th>Developer Choices</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Volume (3%)</td>
<td>On or off the scalp</td>
</tr>
<tr>
<td>20 Volume (6%)</td>
<td>On or off the scalp</td>
</tr>
<tr>
<td>30 Volume (9%)</td>
<td>Off the scalp</td>
</tr>
</tbody>
</table>

Lightener Collection Mixing Ratio

One level scoop plus one part Developer (up to 1:3)

Processing Time

Check result regularly during processing.
Do not exceed 60 minutes.

Notes
Demi-Permanent Color

KENRA COLOR DEMI-PERMANENT PORTFOLIO

Provides multiple service options allowing for maximum creativity and profitability.

1. Features Balancing Complex 5
2. Formulated without ammonia
3. Natural gray coverage up to 75%

Kenra Color Demi-permanent Coloring Creme Activator was specially formulated for use with Kenra Color Demi-permanent Coloring Cremes.

**Rapid Toners**

Demi-permanent Rapid Toners are designed to process & tone in 5 minutes or less. These no ammonia, deposit-only colors have been formulated to enhance blonde levels 8, 9, and 10 or to be a multi-dimensional tone refresher for any hair color.

<table>
<thead>
<tr>
<th>Rapid Toner Shade</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beige</td>
<td>Toning on levels 9-10 with Violet reflection creates a neutral Beige end result</td>
</tr>
<tr>
<td>Violet Pearl</td>
<td>Toning on levels 8-10 with a Violet Pearl reflection</td>
</tr>
<tr>
<td>Silver Violet</td>
<td>Toning on levels 8-10 with a Silver Violet reflection</td>
</tr>
<tr>
<td>Green Blue</td>
<td>Toning on level 4-6 with Green Blue tones to neutralize unwanted warmth</td>
</tr>
</tbody>
</table>

**Gray Blending**
The Kenra Color Demi-permanent line delivers natural gray coverage up to 75% in a no ammonia formulation. This is the perfect suggestion for clients who do not want to commit to a permanent haircolor. Formulating with the Natural or Natural Ash Series ensures optimal gray coverage.

**Demi-Permanent Gray Blending Mixing Ratio**

Natural Series - One part combination of desired Demi-permanent Coloring Creme shade and Natural Series plus one part Demi-permanent Activator (1:1)

Natural Ash Series - One part desired Natural Ash Demi-permanent Coloring Creme shade plus one part Demi-permanent Activator (1:1)

Processing Time: Up to 25 Minutes
Application: Apply to dry hair

**Notes**

- **Rapid Toner Shade**
- **Effect**

- Beige: Toning on levels 9-10 with Violet reflection creates a neutral Beige end result
- Violet Pearl: Toning on levels 8-10 with a Violet Pearl reflection
- Silver Violet: Toning on levels 8-10 with a Silver Violet reflection
- Green Blue: Toning on level 4-6 with Green Blue tones to neutralize unwanted warmth

Note: Refer to “Underlying Pigment Chart” on page 7.
Creative Color

KENRA COLOR CREATIVE COLOR
Maximize your creativity with semi-permanent colors that allow you to create anything from vibrant custom shades to pastels and everything in between.
- True-to-tone results that last up to 20 shampoos
- Intense color deposit with a vibrant reflection
- Process with or without heat for customizable color longevity
- For more vibrant results, apply on pre-lightened hair and process under heat
- Formulated without ammonia
- Direct color pigments – no mixing with developer required

Directions:
1. Apply to dry, prelightened hair.
2. Process 20 minutes under heat for greatest longevity.
3. Shampoo and condition.

Artistic Formulations
Below are Artistic Formulations to create everything from pastels to vibrant, unique shades.

Artistic Formulations
Intense Violet: 4 parts Magenta + 2 parts Blue
Aqua: 1 part Blue + 3 parts Teal + 4 parts White
Sapphire: 5 parts Blue + 7 parts Violet
Maroon: 3 parts Magenta + 3 parts Red + 1 part Blue
Pastels: 10 parts White + 1 part Creative Color

Color Support

KENRA COLOR SUPPORT PRODUCTS

Porosity Equalizing Spray
Porosity Equalizing Spray ensures even pigment absorption on hair with uneven or high porosity. This gentle, lightweight formula also assists in conditioning and detangling the hair and is designed for use prior to a Kenra Color Permanent or Demi-permanent color service.

Porosity Equalizing Spray
Application
Spray in sections and comb through for even distribution.
For fine hair, select 1” sections. For medium hair, select ½” sections. For thick hair, select ¼” sections.

Services

Kenra Color makes it easier than ever to achieve Simply Stunning Results. Reference our technical application section for a synopsis of Kenra Color Permanent and Demi-permanent service options with related technical support.

5 EASY STEPS TO COLOR FORMULATION

Kenra Color streamlines the art of haircolor formulation with five easy steps that provide consistent, reliable results on every client, every time.

Step 1: Determine the natural level of the hair
- Analyze the client’s natural level by holding the Natural Series swatches against the client’s regrowth area and determine which one achieves a blend of the same level.
- Remember, you are only looking for the level of the natural hair, not the tonality.
- If the natural hair level falls between two levels, choose the lighter level when depositing color (going darker), or the darker level when lifting color (going lighter).

Step 2: Determine the desired level / desired tone
- Select the appropriate color shade utilizing your swatchbook for reference.

Step 3: Define levels of lift, deposit, or tonal change
- Use the developer / levels of lift chart to determine the Developer required to ensure proper lifting during the coloring process.

Step 4: Determine the percentage of gray
- Identify the correct percentage of gray to assess how much of the Kenra Color Natural Series should be incorporated into the formulation. Reference our gray coverage chart.
- When hair is 80% gray or more, a 20 Volume Developer is recommended.
- The recommended processing time is up to 40 minutes.

Step 5: Identify the underlying pigment
- Determine the underlying pigment at the desired level you are coloring to.
- Assess whether it will enhance the desired color shade and tone or if you will need to add a neutralizing color to the formulation to control the underlying pigment. Reference our underlying pigment chart.
## Services

### PERMANENT SERVICE OPTIONS

<table>
<thead>
<tr>
<th>Services</th>
<th>Formulation</th>
<th>Processing time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Permanent Coloring Creme and Developer</strong></td>
<td>Formulation: One part Permanent Coloring Creme plus one part Developer (1:1)</td>
<td>30 Minutes, up to 40 Minutes processing time for gray coverage</td>
</tr>
<tr>
<td><strong>Lightener</strong></td>
<td>Formulation: One level scoop plus one part Developer (up to 1:3)</td>
<td>Check result regularly during processing, do not exceed 60 minutes</td>
</tr>
<tr>
<td><strong>High Lift</strong></td>
<td>Formulation: One part Permanent Coloring Creme plus two parts Developer (1:2)</td>
<td>45 Minutes</td>
</tr>
<tr>
<td><strong>Blonding Creme</strong></td>
<td>Formulation: - For ½-1 Level of additional Lift, mix 1 oz. Permanent Coloring Creme, 1 oz. Permanent Developer and ¼ oz. Blonding Creme (up to ¼ of color portion). Processing time: 30-40 minutes based on formulation. - For Natural Highlighting, mix 1 oz. Blonding Creme and 2 oz. Permanent Developer. Processing time: 30 Minutes</td>
<td></td>
</tr>
<tr>
<td><strong>Color Boosters</strong></td>
<td>Formulation: For increased vibrancy, mix 1 oz. Permanent Coloring Creme, 1 oz. Permanent Developer and add up to ¼ oz. Color Booster. Processing time: 30 Minutes for increased vibrancy</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Use the appropriate Kenra shampoo and conditioner at the end of every Color Service to assist in color retention and help maintain the healthy condition of hair.

### DEMI-PERMANENT SERVICE OPTIONS

Kenra Color Demi-permanent provides you multiple service options allowing for maximum creativity and profitability.

#### Color Enhancing Service

Offer a color enhancing service to enhance any natural color tone or deepen an existing color tone. First determine the client’s natural level, and then choose the appropriate tone to accentuate, neutralize or deepen. Use the standard Kenra Color Demi-permanent mixing ratio and processing time.

**Color Enhancing Mixing Ratio**

- One part Demi-permanent Coloring Creme plus two parts Activator (1:2)
- Processing time: Up to 25 Minutes
- Application: Apply to towel-dried hair

**Tips:**
- On porous hair, spray the ends with Kenra Color Porosity Equalizing Spray.
- Demi-permanent Clear can be added to any formulation to dilute the deposit amount of the pigment while providing maximum shine.

#### Color Equalizing Service

A color equalizing service is used anytime a client requires a permanent retouch service on their new growth and needs a corresponding formula to be used on the mid-shaft to ends.

**Color Equalizing Mixing Ratio**

- 1 oz. Permanent Coloring Creme plus 1 oz. Developer
- 1 oz. Demi-permanent Coloring Creme plus 2 oz. Activator

**Note:** This service requires two separate formulations (Permanent and Demi-permanent)

**Processing Time**

- Application: Apply Permanent formula to new growth and process for 15 minutes. Then, apply Demi-permanent formula from mid-length to ends.

**Tips:**
- On porous hair, spray the ends with Kenra Color Porosity Equalizing Spray.
- Demi-permanent Clear can be added to any formulation to dilute the deposit amount of the pigment while providing maximum shine.

#### Gray Blending

The Kenra Color Demi-permanent line delivers natural gray coverage up to 75% in a no ammonia formulation. This is the perfect suggestion for clients who do not want to commit to a permanent haircolor. Formulating with the Natural, Natural Ash, or Natural Ultra Ash Series ensures optimal gray coverage.

**Gray Blending Mixing Ratio**

- Natural Series - One part combination of desired Demi-permanent Coloring Creme shade and Natural Series plus one part Demi-permanent Activator (1:1)
- Natural Ash Series - One part desired Natural Ash Demi-permanent Coloring Creme shade plus one part Demi-permanent Activator (1:1)

**Processing Time**

- Application: Apply to dry hair
**Sublines**

**SIMPLY BLONDE**

A collection of high-performance lighteners, toners, and ultra lifts that provide radiant, reliable results every time. Take the guesswork out of blonding with every tool you need for the most demanding of hair color clients. This easy-to-use collection provides precision application and simple formulating for optimal blonding.

**Simple:** easy-to-use tools & techniques for the most demanding of color clients.

**Reliable:** our signature Lift Control Tone performance provides radiant results, every time.

**Versatile:** the collection offers endless creativity, because every blonde is unique.

**Inspiring Loyalty:** be the stylist behind the blonde your client simply falls in love with.

---

**STUDIO STYLIST EXPRESS**

Kenra Color offers a range of Color Support Products to maximize your color experience and ensure Simply Stunning Results.

**The New Pace of Color: Permanent Color in 10 minutes**

- Fast, easy-to-use permanent color
- 12 shades in Neutral and fashion tones
- Lifts and covers up to 100% gray hair
- Processes in 10 minutes or less
- Great for building your express business
- Mixing ratio: 1:1 with 20V Studio Stylist Express Developer

**Service**

1. Touch up regrowth in between full color applications.
2. Add subtle accents to enhance a client’s natural hair color.
3. Apply a full color service to short hair clients for full coverage or gray blending.

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**Services**

**Clear Glossing**

Clear Glossing services add intense shine and increase manageability for previously colored, lightened or highlighted hair. Kenra Color Demi-permanent Clear Gloss features Balancing Complex 5; however, this deposit-only formulation is clear so it can be used on any hair type or color for maximum shine and improved condition.

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---

**Toning**

Toning Services are recommended to tone unwanted warmth for highlighted or previously lightened hair and can take as little as five minutes at the shampoo bowl. Shade selections are available in warm and cool options each ensuring maximum shine and condition on any pre-lightened hair.

**Rapid Toners**

In addition to Kenra Color Demi-permanent Toning services, Kenra Color also offers Demi-permanent Rapid Toners designed to process and tone in 5 minutes or less. These no ammonia, deposit-only colors have been formulated to enhance blonde levels 8, 9 and 10, or to be a multi-dimensional tone refresher for any haircolor.

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**Clear Glossing**

Clear Glossing services add intense shine and increase manageability for previously colored, lightened or highlighted hair. Kenra Color Demi-permanent Clear Gloss features Balancing Complex 5; however, this deposit-only formulation is clear so it can be used on any hair type or color for maximum shine and improved condition.

**Clear Glossing Service Mixing Ratio**

One part Demi-permanent Coloring Creme plus two parts Activator (1:2)

**Processing Time**

Up to 25 Minutes

**Application**

Apply glossing formula to freshly shampooed and conditioned towel-dried hair

---

**Toning**

Toning Services are recommended to tone unwanted warmth for highlighted or previously lightened hair and can take as little as five minutes at the shampoo bowl. Shade selections are available in warm and cool options each ensuring maximum shine and condition on any pre-lightened hair.

**Toning Service**

<table>
<thead>
<tr>
<th>Toning Service</th>
<th>Shade Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm Blonde Toning</td>
<td>10G / 8C / 8G</td>
</tr>
<tr>
<td>Cool / Pastel Blonde Toning</td>
<td>10A / 10V / 9PV</td>
</tr>
<tr>
<td>Natural Blonde Toning</td>
<td>8GB / 9GB</td>
</tr>
<tr>
<td>Beige / Blonde Toning</td>
<td>10B / 8B</td>
</tr>
</tbody>
</table>

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**Rapid Toners**

In addition to Kenra Color Demi-permanent Toning services, Kenra Color also offers Demi-permanent Rapid Toners designed to process and tone in 5 minutes or less. These no ammonia, deposit-only colors have been formulated to enhance blonde levels 8, 9 and 10, or to be a multi-dimensional tone refresher for any haircolor.

**Rapid Toners Mixing Ratio**

1 oz. Demi-permanent Rapid Toner Coloring Creme plus 2 oz. Demi-permanent Activator

**Processing Time**

5 Minutes or less

**Application**

Apply from scalp to ends to freshly shampooed and conditioned towel-dried hair

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**Clear Glossing**

Clear Glossing services add intense shine and increase manageability for previously colored, lightened or highlighted hair. Kenra Color Demi-permanent Clear Gloss features Balancing Complex 5; however, this deposit-only formulation is clear so it can be used on any hair type or color for maximum shine and improved condition.

**Clear Glossing Service Mixing Ratio**

One part Demi-permanent Coloring Creme plus two parts Activator (1:2)

**Processing Time**

Up to 25 Minutes

**Application**

Apply glossing formula to freshly shampooed and conditioned towel-dried hair
Three unique brands driven by the daily needs of stylists.

KENRA

Experience superior performance in every styling & haircare situation. From iconic Volume Spray 25 to the new Haircare Systems, Kenra delivers the perfect solution to complete your look with lasting benefits.

KENRA COLOR

Discover inspiring & trend driven innovations for the utmost reliability with superior performance. From the just-out-of-beauty-school novice to the master colorist, a full suite of education offerings help you elevate your artistry.

KENRA PLATINUM

Elevate your artistry with high-end formulas, fragrances, and packaging design – for unmatched styling & haircare. Stay on-trend with Kenra Platinum featuring the latest ingredients & exclusive technologies to create truly impressive looks.

ARTISTIC & EDUCATION

Kenra Professional’s Artistic & Education team is dedicated to staying innovative, replicable, and inspiring. Strong relationships and a commitment to artistry allow us to create effective tools for professionals to build their business behind the chair every day.
A color palette with no boundaries.

KENRA COLOR
Need more information? We are here to help.
(800) 930-7777
technicalsupport@kenra.com
kenracolor.com