



**#myidentity**  
evolve together © Gay-ITAC

# EDUCATION MANUAL

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*#Hairbestie*  
Haircolor Theory

# #Hairbestie Haircolor Theory


## Haircolor Fundamentals

#Hairbesties, knowing Haircolor Fundamentals is the starting point to being successful using #myidentity. Let's get started!

### 4 Haircolor Categories

	Temporary Haircolor	Semi-Perm Haircolor	Demi-Perm Haircolor	Permanent Haircolor
Color Penetration	Coats cuticle layer	Coats cuticle & penetrates outer layer of cortex	Penetrates cuticle & slightly penetrates the cortex	Fully penetrates the cortex
Oxidative Agent	Not mixed with Developer	Not mixed with Developer	Mixed with low volume Developer (e.g. 6V)	Mixed with 10 Volume (3%), 20 Volume (6%), 30 Volume (9%) and/or 40 Volume (12%) Developer
Chemical Change to the Hair	Does not alter natural pigment	Does not alter natural pigment	Deposit only	Permanently alters natural pigments
Uses	Spontaneous change	Vibrant, stand-out color that fades gradually and washes to original tone	Gray Blending Color Refresh	Full gray coverage Can lighten the hair

like to stand up  
for our #Herbie  
community.  
like to educate, motivate  
and inspire.  
I want to do something  
that's different, some  
thing that's missing in  
today's industry  
- and that's guidance,  
friendship,  
and being real.



@GUY-TANG  
#myidentity  
demi-permanent  
NET WT. 58 g | 2 oz

#myidentity  
**Silvery  
SMOKE  
6SS**

#myidentity  
**RAY  
GOLD  
9RG**

#myidentity  
**NATURAL  
ICE  
6NI**

#myidentity  
**6V**  
demi-permanent  
developer  
@GUY-TANG  
473 mL | 16 fl oz

#myidentity  
powder lightener  
@GUY-TANG  
799 g | 28.2 oz

#myidentity  
crème lightener  
@GUY-TANG  
285 g | 10 oz

#myidentity  
@GUY-TANG  
permane  
NET WT. 58 g

#myidentity  
**Dusty  
LAVENDER  
10DL**

#myidentity  
**RAY  
RED  
6RR**

#myidentity  
**20V**  
permanent  
developer  
@GUY-TANG  
473 mL | 16 fl oz

**Notes:**

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**Notes:**

**The Law of Color**

#Hairbesties, haircolor follows the Law of Color, a system of understanding relationships between color.

The Law of Color is something that never changes. #Hairbesties, mastering this will give you the artistic freedom to create brilliant, unique haircolor individualized for every client. The most important concept from the Law of Color that we can apply to haircoloring is that cool tones neutralize warm tones and warm tones neutralize cool tones. It's easy to identify warm and cool colors if you understand the Law of Color.

**Primary Colors**

Independent colors, which cannot be achieved by mixing other colors. These three colors make up all other colors (Blue, Red and Yellow)

Primary Color	Tone
Blue	Cool
Red	Warm
Yellow	Warm

**Secondary Colors**

A mix of two Primary Colors in equal proportions creates a Secondary Color.

Secondary Color	Primary + Primary	Tone
Green	Blue + Yellow	Coollest Secondary Color
Violet	Red + Blue	Cool Secondary Color
Orange	Yellow + Red	Warm Secondary Color

**Tertiary Colors**

A mix of a Primary Color and Secondary Color in equal proportions creates a Tertiary Color.

Tertiary Color	Primary + Secondary	Tone
Yellow-Green	Yellow + Green	Cool
Blue-Green	Blue + Green	Cool
Blue-Violet	Blue + Violet	Cool
Red-Violet	Red + Violet	Cool
Red-Orange	Red + Orange	Warm
Yellow-Orange	Yellow + Orange	Warm

## The Color Wheel

#Hairbesties, the Universal Law of Color tells us that every color you can imagine are created by mixing the 3 Primary Colors: Blue, Red, Yellow.

### Using the Color Wheel

#Hairbesties, by mixing all primary colors together, you create different variations of brown.

- To enhance or create a new color, work around the Color Wheel
- To neutralize or "cancel out" a color, use its direct opposite on the Color Wheel.  
This will create a neutral, dark gray or brown color.

A basic rule of haircolor is that cool tones neutralize warm tones and vice versa, warm tones neutralize cool tones. For example, blue neutralizes orange tones. This occurs by combining a primary blue and opposing secondary orange, which is composed of two Primaries (Red + Yellow). In doing so, you are mixing all 3 primaries together – creating your neutral form of dark gray or brown.



P = Primary   S = Secondary   T = Tertiary

### Notes:

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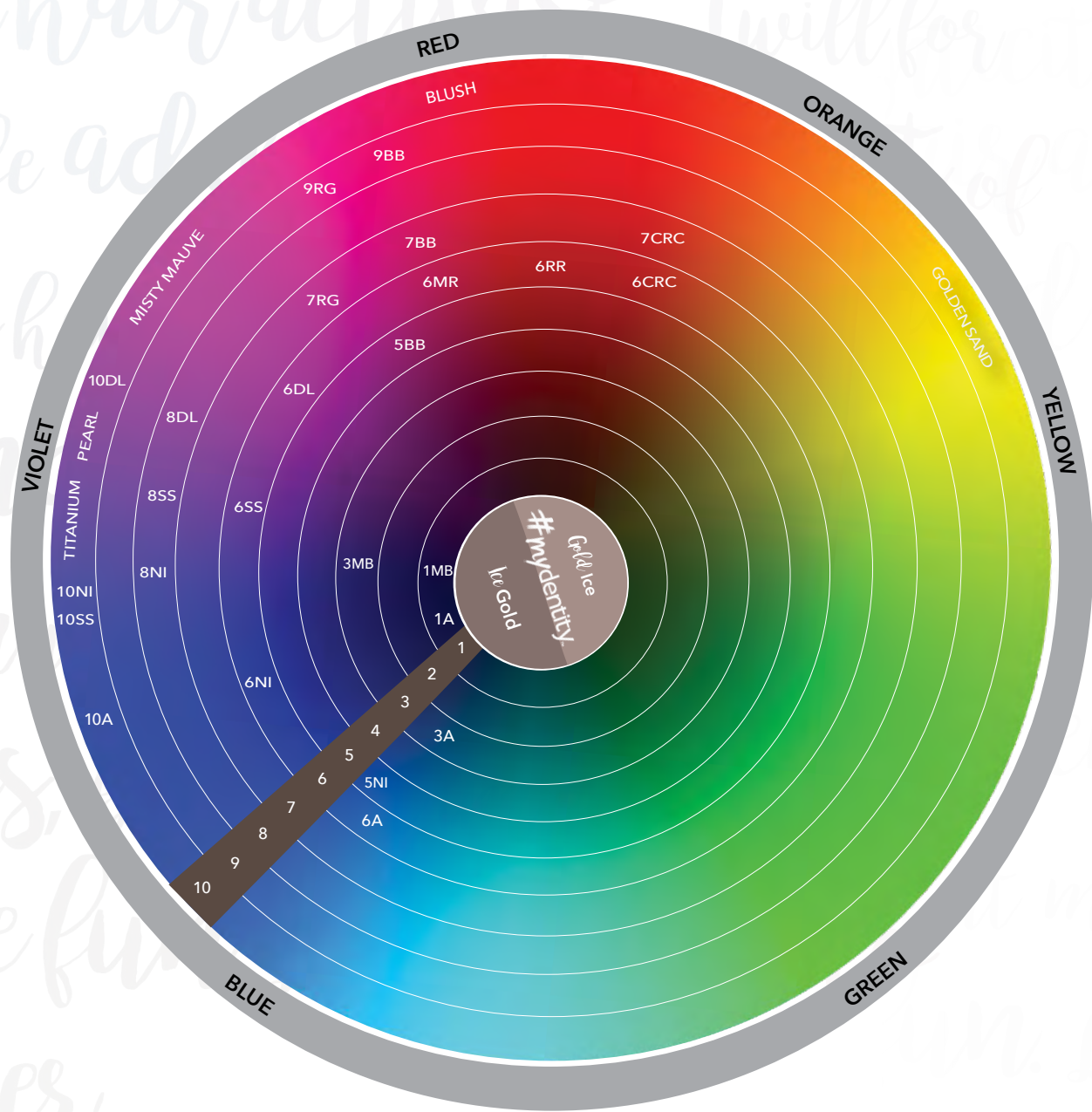
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# The #mydentity Color Wheel

Demi-Permanent



## Notes:

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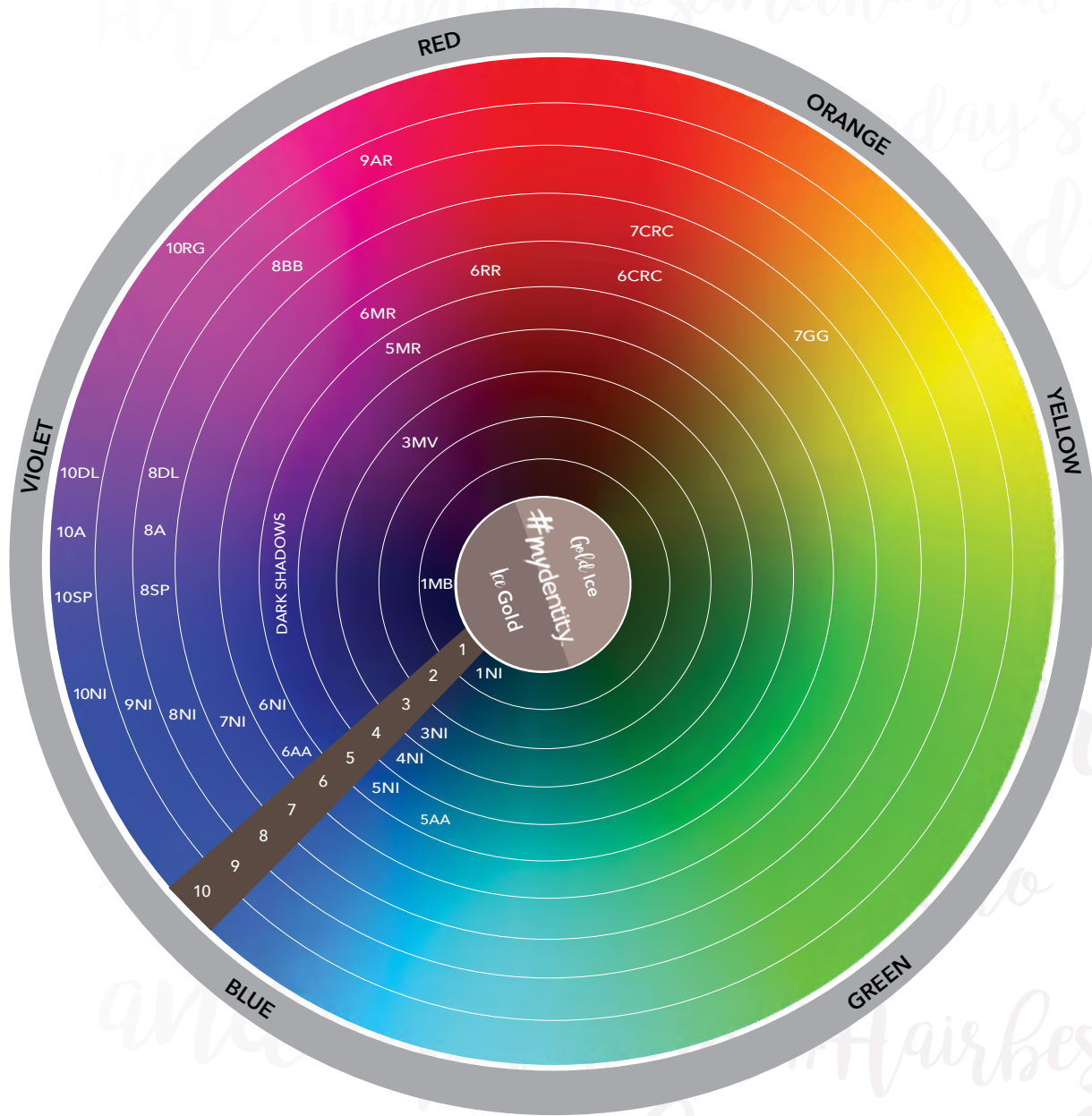
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# The #myidentity Color Wheel

Permanent



Notes:

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This is  
#mydentity

## My Story:

Growing up, I struggled every day with my identity. I didn't know who I was, what I wanted to do in life, or what my purpose was. It wasn't until hair – that I found my purpose, my direction – and it truly saved my life. I found my identity (#mydentity). It was to make a difference, change the world doing hair. But more than that, it was to be a friend, a #hairbestie, and inspire other stylists just like me to find their #mydentity,

because I had such a hard time finding mine. I created #mydentity because I wanted to customize colors we all dream of – colors that are missing from today's haircolor. I want to create a line that brings back the fun & excitement in our industry. But most of all, I want to create a community that empowers our #hairbestie family and enables all of us to find our #mydentity – because when you know who you are, you have the courage to do anything you dream of.

Category	Description	# Shades
#mydentity Permanent Haircolor	Pre-blended Shades   Full Coverage	32
#mydentity Demi-Permanent Haircolor	Pre-blended Shades   True Acidic-Based	39
#mydentity Demi-Permanent X-PRESS Toner	5 Minute Toners	5
#mydentity Direct Dye VIBRANT PASTEL	Pigment-Empowered Pastels	5
#mydentity Dual Booster COLOR MAX	Impact Color Effects	4
#mydentity #Big9 Crème Lightener	On/Off-Scalp Lightening	1
#mydentity #Magnum8 Powder Lightener	Dust-Free   On/Off-Scalp Lightening	1
#mydentity Developers	Range of 6V-40V	5

#Hairbesties, in the following sections, I'm sharing everything you need to know to be successful with #mydentity – from technical education, to signature

techniques, and all my secret formula tips in between. I can't wait to see what you create using #mydentity!



# This is #myidentity

I created #myidentity because I wanted to customize colors we all dream of — colors that are missing from today's haircolor. I want to create a line that brings back the fun & excitement in our industry. But most

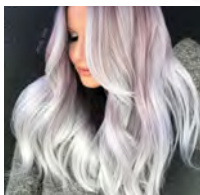
of all, I want to create a community that empowers our #hairbestie family, and enables all of us to find our #myidentity — because when you know who you are, you have the courage to do anything you dream of.



## Customized Colors We All Dream Of

What inspired me to create my signature collection? My #hairbesties! This collection

features an assortment of pre-blended, completely customized color designed with ultimate creativity in mind! I wanted to create shades that, not only, enable you to easily recreate the hottest haircolor trends of the season, but also, natural, wearable, salon-sellable looks. I can't wait to see what you create using #myidentity!



## Exclusive Keratin & Argan Seed Oil Blend

#Hairbesties, it's a process to achieve fashion colors,

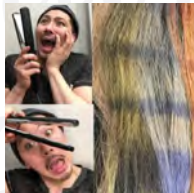
we have to pre-lighten — often to a pale level 10. Let's face it, our client's hair goes through a lot! That's why I incorporated an exclusive Keratin & Argan Seed Oil Blend in our Direct Dyes — to ensure your client's hair is protected & conditioned. YASSS 🙌🙌 #Hairbesties! I can't wait to see what you think of our Vibrant Pastels!



## My Favorite Lavender Fragrance

#Hairbesties, we want our clients to experience more than just another haircolor service. That's

why I added my favorite Lavender Fragrance! You guys, it smells so good. 🌸👃🌸 I can't wait to see what you think!

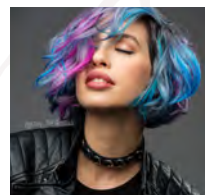


## Heat Protection up to 450°F

#Hairbesties, our clients complain about fashion colors not lasting all the time. And, remember my

YouTube video about one of the main reasons — thermal styling! That's why it was so important for me to include a special ingredient to protect the beautiful colors you create! #Hairbesties, my secret ingredient is Miru-Style X-HP™\*. I'm so excited about this — it will protect your clients' hair from any type of thermal styling — even up to 🔥 450°F!! 🔥

\*versus other major professional haircolor brands; from Croda International Plc



## Haircolor with 2x the Shine

Please, we want it to shine like Mariah!! That's why I added VibraRiche™\* technology - sounds

fancy, huh? But it gives 2x the shine!!!

\*versus other major professional haircolor brands; from Croda International Plc

## Shades & Tones

Shade Family	Features	Primary Tone	Secondary Tone
Natural Ice <b>NI</b>	Offers maximum gray coverage with a cool, natural result. The NI Series gives balanced control and is great for intermixing with other #myidentity shades when a natural result is desired.	Brown	Blue-Violet
Ash <b>A</b>	How to keep our cool, #hairbestie! The Permanent Ash Series gives control over warmth while lifting. They are also great for mixing into any of the #myidentity shades when a cool tone is desired.	Gray	Violet-Blue
Ash Ash <b>AA</b>	When lifting the natural level 2-3 levels lighter, the double Ash Series gives you the most control for the coolest result possible!	Gray	Gray-Blue
Brown Beige <b>BB</b>	I am obsessed with the BB Series, #hairbesties! With the Permanent BB Shades, you get the coolest chocolate tones on lower levels and creamy mocha tones on lighter levels while lifting & depositing.	Beige	Gray-Red-Violet
Ice Gold <b>IG</b>	OMG #Hairbesties!! I love a cool, gold tone! This Ice Gold Series offers a hybrid tonality that gives an iridescent, cool reflection to a soft, gold tonality. Great for toning blondes and low-lighting.	Iridescent Violet	Gold
Gold Ice <b>GI</b>	Gold Ice is perfect when a warm tone with a soft, iridescent cast is desired. Turn to the GI Series for subtle warmth combined with unique control.	Gold	Iridescent Violet
Gold Gold <b>GG</b>	#Hairbesties, when we need that gold, we turn to the GG Series!	Gold	Gold
Copper Red Copper <b>CRC</b>	The CRC Series offers pure, fiery copper tones with extreme vibrancy! Mix with the NI Series for warm, brown, copper-red tones, or with the GG Series for bright, warm copper tones.	Copper	Red-Copper
Rose Red <b>RR</b>	The RR Series gives the purist form of ruby tones. I love mixing it with the CRC Series to create different variations of fiery tones! You can also mix with the BB or NI Series' to create more natural, chocolate cherry colors.	Red	Red

### Notes:

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## Shades & Tones

Shade Family	Features	Primary Tone	Secondary Tone
<b>Midnight Rose MR</b>	I love the Midnight Rose Series to create a rich, deep cool-red color! It is also great for intermixing with Dusty Lavender or Rose colors for a different creative direction in tonality. I can't wait to see what you create!	Red	Violet
<b>Midnight Violet MV</b>	This is the deepest, richest cool-violet tone and is great for mixing with the Dusty Lavender series to get variation in smoky, violet tones. The MV Series can also be mixed with Midnight Rose to achieve a cooler end result.	Violet	Blue
<b>Midnight Blue MB</b>	Create the blue-black color you dream of! The MB Series can also be intermixed with any of the Silver Smoke or Dusty Lavender shades for endless color combinations. I can't wait to see what you create!	Blue	Black
<b>Dusty Lavender DL</b>	Dusty Lavender is beautiful alone but can also be mixed with the Rose Gold series for cool, lilac tones or with the Silver Smoke series for unique smoky, pearl tones.	Violet	Gray
<b>Rose Gold RG</b>	Get the Rose Gold color of your dreams! These shades can be mixed with the Dusty Lavender series to get many different rose reflections.	Red-Violet	Beige-Gray
<b>Amber Rose AR</b>	Amber Rose is perfect for when you want to lift that natural level 8-9 to a warm rose blonde or use on pre-lifted hair to achieve a cool, animated rose result.	Red-Violet	Gold
<b>Silver Pearl SP</b>	Silver Pearl is great when lifting dark hair to a smoky icy caramel color when highlighting. Can be used on pre-lightened hair for icy pearl/silver results.	Gray	Blue-Violet
<b>Silver Smoke SS</b>	Achieve the silver hair of your dreams! You can also use Silver Smoke to control warmth on natural hair when you desire maximum control of any brass. Offers a subtle iridescent violet to control yellow in the hair without the fear of the silver turning blue or green.	Gray	Gray-Violet
<b>Dark Shadows</b>	Use to smoke out any of the Permanent Shades and add depth. Allow color to process for the full time when mixing with any Permanent Color Shade so the dyes have time to fully develop.	Gray	Charcoal-Blue
<b>Crystal Clear</b>	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #myidentity Demi-Permanent shades to soften or sheer out any color for unlimited creative color control. Also, it adds Shine when used alone, mixing 1:2 ratio.	Clear	Clear

# SHADE ASSORTMENT

## Natural Series — Fashion Series

	NATURAL ICE	ASH	ASH ASH	BROWN BEIGE	ICE GOLD	GOLD ICE	GOLD GOLD	COOPER RED COOPER	ROSE RED
	NI	A	AA	BB	IG	GI	GG	CRC	RR
<b>10</b> ULTRA LIGHT BLONDE									
<b>9</b> LIGHT BLONDE									
<b>8</b> BLONDE									
<b>7</b> MEDIUM BLONDE									
<b>6</b> DARK BLONDE									
<b>5</b> LIGHT BROWN									
<b>4</b> MEDIUM BROWN									
<b>3</b> DARK BROWN									
<b>1</b> BLACK									


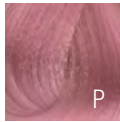
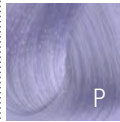
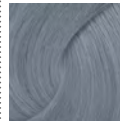

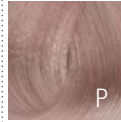
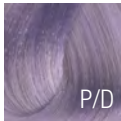
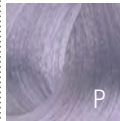
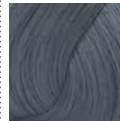
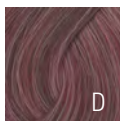

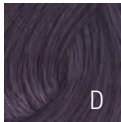
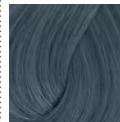
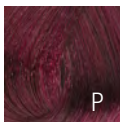
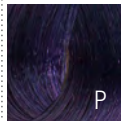

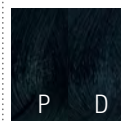
DARK SHADOWS	CRYSTAL CLEAR



P=Permanent  
D=Demi-Permanent



# Fashion Series — Signature Shades

MIDNIGHT ROSE	MIDNIGHT VIOLET	MIDNIGHT BLUE	DUSTY LAVENDER	ROSE GOLD	AMBER ROSE	SILVER PEARL	SILVER SMOKE
MR	MV	MB	DL	RG	AR	SP	SS
			 P/D	 P		 P	
				 D	 P		
			 P/D			 P	
				 D			
 P D			 D				
 P							
	 P	 D					
		 P D					

**DIRECT DYE SHADES**

				
MINT OF STEEL	LAVENDER LUST	PINK DIAMOND	ARCTIC BLUE	CHARCOAL

**X-PRESS TONERS**

				
TITANIUM	PEARL	MISTY MAUVE	GOLDEN SAND	BLUSH

**DUAL BOOSTER SHADES**

			
AQUA BLUE	ULTRA VIOLET	PINK GLOW	MAX TURQUOISE

\*Swatches may alter tonality due to printing.



*Formulating*  
with #mydentity











**Notes:**

**#mydentity Demi-Permanent**

#Hairbesties, all Demi-Permanent haircolor crèmes feature break-through Miru-Style X-HP™ delivering x-treme heat protection – up to 450°F – to radically reduce the damaging effects of thermal styling & advanced VibraRiche™ technology for haircolor with 2x the shine.

What's more, #hairbesties – our Demi-Permanent color crèmes are formulated without ammonia and are truly acid-based (average pH of 6.9).

Why you'll love this:

- Beautifully closes the cuticle
- Creates amazing shine – #Hairbesties, THAT SHINE THO!
- Naturally glazes the hair to glass-like finishes
- Blends gray beautifully away

**Instructions for Use:**



**1:2**



**Mixing Ratio:** One part #mydentity Demi-Permanent with two parts #mydentity Demi-Permanent Developer 6V (1:2)



**Processing Time:**  
25 minutes

**#Hairbesties, for more opaque coverage mix 1:1**



**1:1**



**Mixing Ratio:** One part #mydentity Demi-Permanent with one part #mydentity Demi-Permanent Developer 6V (1:1)



**Processing Time:**  
25 minutes



**#Hairbestie Tips for Maximum Color Retention:**

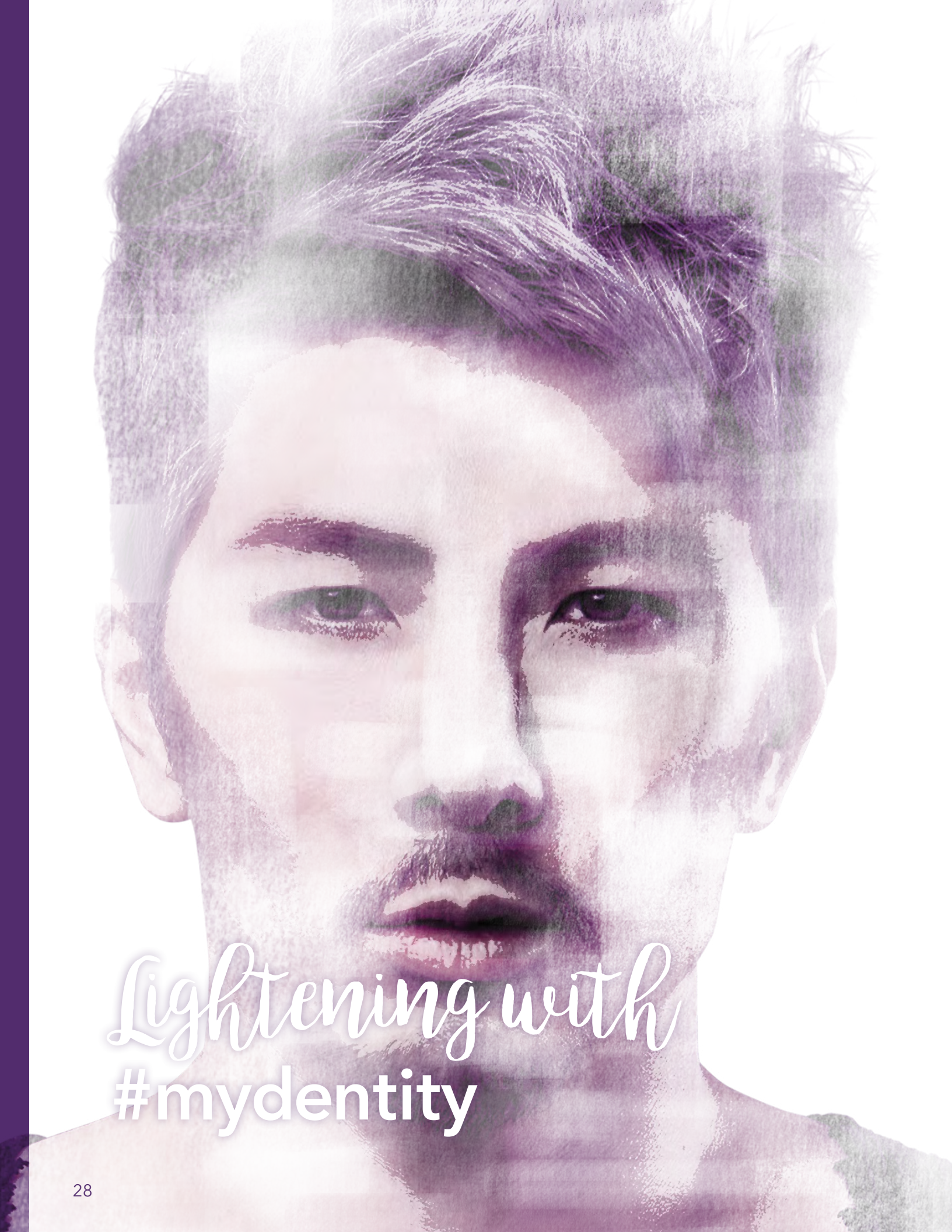
1. Pre-toning with #mydentity X-PRESS Toners give you additional dye-load for added color longevity.
2. Apply to dry hair.
3. Mix 1:1 with #mydentity Demi-Permanent Developer.
4. For maximum color retention, always process for the full 25 minutes.











*Lightening with*  
**#mydentity**



#Big9 Crème Lightener	#Magnum8 Powder Lightener
 <p>#Hairbesties, this is the creamiest! I named it #Big9 because it lifts up to 9 levels in a single application! #ThatBig9Tho</p>	 <p>#Hairbesties, this is your ideal solution for fast-acting, on- and off-scalp lift, maximum control &amp; superior conditioning.</p>
Mixing & Timing	Mixing & Timing
 <p>1:1</p>  <p>1:1 1/2</p>	 <p>1:1</p>  <p>1:3</p>
For Global Consistency	1:1 – 1:3 for desired consistency
	 <p><b>#Hairbestie Tip:</b> I prefer 1:2 for the best consistency and 1:3 for color correction at the shampoo bowl</p>
Application	Application
<p>For on- and off-scalp Use:</p> <ul style="list-style-type: none"> <li>• On-scalp – up to 20V</li> <li>• Off-scalp – up to 40V</li> </ul>	<p>For on- and off-scalp Use:</p> <ul style="list-style-type: none"> <li>• On-scalp – up to 20V</li> <li>• Off-scalp – up to 40V</li> </ul>
Processing Time	Processing Time
 <p>20-45 minutes No Heat Required</p>	 <p>20-45 minutes No Heat Required</p>

#Hairbestie Tip: I love to mix #Magnum8 with #Big9 to create the most perfect, hybrid consistency!!









#mydentity  
@Guy-TANG™

Advanced  
Formulation  
#mydentity

## #Hairbestie Formulation Tips

Shade Family	#Hairbestie Formulation Tips	My Favorite Color Cocktails
Natural Ice <b>NI</b>	When retouching gray coverage, used desired Permanent NI shade at the regrowth and refresh mids & ends with Demi-Permanent color two levels lighter.	10NI + 9RG 7NI + 7GG
Ash <b>A</b>	For maximum control with longevity, always apply the color to dry hair and allow the full processing time.	8A + 6AA 10A + 10RG
Ash Ash <b>AA</b>	On a virgin application, mix desired color with 20V on the rootagé re-growth. For the mids to ends, mix desired color with 30V to achieve even lift & deposit; and, avoid "hot roots!" Process for the full time on dry hair.	6AA + 7NI 6AA + Turquoise Dual Booster
Brown Beige <b>BB</b>	To get the most natural result, mix 1-2 levels darker for your rootagé formula. This will help you achieve a subtle rooty feel.	9BB + 9RG 5BB + 6RR
Ice Gold <b>IG</b>	When creating a lived-in look use the Demi-Permanent 9IG on the base and add Crystal Clear to your formula for the mid-lengths through the ends. This creates a seamless, ombre feel.	9IG + 9RG 10IG + 10RG
Gold Ice <b>GI</b>	The GI Series is great for low-lighting or intermixing with the Rose Gold Series.	7GI + 9RG
Gold Gold <b>GG</b>	Great for mixing with the CRC Series to give a warmer variation in copper tones. Also, it is great when mixing with the NI Series to achieve a natural, gold tone in any base color.	7GG + 7CRC 7GG + 6CRC
Copper Red Copper <b>CRC</b>	After lifting with Permanent CRC, you can glaze the hair with the corresponding Demi-Permanent CRC Shade to give an extra pop of color & shine!	7CRC + 7GG 7CRC + 9AR 6CRC + 6RR 7CRC + 8GI
Rose Red <b>RR</b>	Include 1/4 NI into your RR rootagé formulation & mix with 10-20V. For the mid-lengths to ends, mix RR with 30V. This helps avoid hot roots, creating believable results when lifting darker hair levels.	6RR + Pink Glow 6RR + 6MR 6RR + 7GG

### Notes:

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## #Hairbestie Formulation Tips

Shade Family	#Hairbestie Formulation Tips	My Favorite Color Cocktails
Midnight Rose <b>MR</b>	I love to mix a few grams of Midnight Blue into the Midnight Rose shades -- this gives you unique Midnight Violet tones.	5MR + 3MV 6MR + Pink Glow 6MR + 3MB
Midnight Violet <b>MV</b>	I love using Permanent 10DL as a dilutor for 3MV -- this creates a lighter tone for any type of creative coloring!	3MV + 8DL + 10RG 3MV + 10DL 3MV + 5MR
Midnight Blue <b>MB</b>	For creative coloring in the Demi-Permanent range, you can mix Crystal Clear with a few grams of 3MB to achieve a light, indigo-blue tone.	3MB + Crystal Clear 3MB + 1MB 3MB + 6MR
Dusty Lavender <b>DL</b>	Demi-Permanent 6DL is great for a gloss on a natural level 6-7 to achieve an iridescent cool chocolate brown color.	8DL + 9RG 8DL + 7RG
Rose Gold <b>RG</b>	You can always pre- tone pre-lightened hair with #myidentity X-PRESS Toner Blush to have a filler before you apply Rose Gold onto dry hair for maximum longevity.	10RG + 10A 10RG + 8BB 10RG + 10IG Any RG + Pink Glow
Amber Rose <b>AR</b>	For a soft, airy color reflection, mix with our Rose Gold or Gold Ice Series'.	9AR + 10RG 9AR + 8GI
Silver Pearl <b>SP</b>	Mix Permanent 8SP with Dark Shadows for a gunmetal gray.	8SP + Dark Shadows 8SP + 8DL
Silver Smoke <b>SS</b>	Always process on dry hair for the full 25 minutes for maximum longevity in silver color.	8DL + 8SS 6SS + 8SS
<b>Dark Shadows</b>	Use to smoke out any of the Permanent Shades and add depth. Dark Shadows has a base sitting at level 5 with a deep charcoal smoke cast allowing it to perform unlike anything else. This shade is formulated with the lowest ammonia possible, making it the best choice for shadow rootagé.	Dark Shadows + 8SP
<b>Crystal Clear</b>	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #myidentity Demi-Permanent shades to soften or sheer out any color for unlimited creative color control. Also, it adds Shine when used alone, mixing 1:2 ratio.	Crystal Clear + Any X-PRESS Toner

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# Formulating For Gray Coverage

## Steps for Formulating for Gray Coverage:

1. Determine your client's Natural Level and Percentage of Gray. The key factor in superior gray coverage is to correctly determine how much gray is in the hair. Examine all areas of the regrowth or scalp area – your formulation will depend on what you observe throughout your client's regrowth area. If the Natural Level is seen first, your client is less than 50% gray. If gray is seen first, your client is 50% or more gray.
2. Determine the client's Desired Level.
3. Determine your client's Desired Tone.
4. Determine the percent of gray to assess how much of the Natural Ice series should be incorporated into the formulation. #Hairbesties, reference our gray coverage chart below.
5. Determine the proper volume Developer. I recommend 20V when hair is more than 75% gray.

### #myidentity Gray Guidelines Chart

% Gray	%NI	% Fashion Shade
Up to 30%	25%	75%
30-75%	50%	50%
75-100%	75%	25%



### #Hairbestie Tips for Gray Coverage:

1. Lifting 2 or more levels is not recommended when attempting to lighten the Natural Level and cover gray at the same time. A cooler shade would be required if you want to neutralize unwanted underlying pigment. Cooler shades, such as Ash, do not have the ability to fully cover a high percentage of gray hair.
2. For Vibrant Reds & Gray Coverage, use the GG Series in place of the NI Series. See gray coverage chart for Vibrant Reds in the following section.
3. Always start your application in the most resistant gray area.
4. If your client has an area that is vastly different in percentage of gray, consider using two different formulas to achieve an even tonal and level end result.
5. For maximum gray coverage, always process for a full 45 minutes.



## FAQ

### **Q: Can I use a different brand's developer?**

Never, both #myidentity Permanent and Demi-Permanent color were specifically formulated to work with #myidentity Developer (Demi-Permanent 6V and Permanent 10V-40V). I cannot guarantee consistent results, or the fabulous Lavender Fragrance if another brand's developer is used.

### **Q: Do I need to use developer to activate the Direct Dyes?**

No, Developer is needed.

### **Q: Can I use the 10V Permanent Developer with Demi-Permanent color?**

No, you need to use the 6V Demi-Permanent Developer with the Demi-Permanent colors.

### **Q: Do I need to use developer to activate the Dual Boosters?**

No, Developer is needed. However, Dual Boosters can be mixed with Permanent or Demi-Permanent Developer (6-40V) to reach your desired consistency.

### **Q: Can #myidentity Dual Boosters be added into any of the color cremes?**

Yes, they were formulated with the ability to be mixed with any of the color cremes to create custom tones.

### **Q: Why are they called Dual Boosters?**

Because they can be used in 2 different ways – 1: Direct Application or 2: to Customize, Boost, Correct, or Neutralize any #myidentity formulation.

### **Q: Can #myidentity colors be intermixed?**

Of course – I can't wait to see your #myidentity creation!

### **Q: How do I use Dark Shadows?**

Dark Shadows is used to smoke out any shade or to create a shadow rootagé. Enhance any Permanent shade by adding into Permanent formulation, no extra Developer needed and process according to Permanent formulation. Example- 28g 8DL + 28g 20V + Desired amount of Dark Shadows. Or for direct application mix with 6-20V and process for 20 minutes.

### **Q: Can you tone with Permanent color shades?**

Yes, you can tone with the #myidentity Permanent shades using the 10V #myidentity Developer.

### **Q: Does #myidentity haircolor contain ammonia?**

The ammonia level of each shade is different, but the average is 2%.

### **Q: Does #myidentity haircolor products contain PPD/PPT**

Ingredients vary by product. If the shade contains PPD, it will be listed on the package.

### **Q: What lightener do you recommend for balayage?**

#Hairbesties, both of our lighteners - #Big9 or #Magnum8 – can be used for balayage techniques. You pick which one you prefer!

### **Q: Where are #myidentity products manufactured?**

All #myidentity color creams, developers, and lighteners are formulated and manufactured in the U.S.A.

### **Q: Will the Direct Dyes stain my skin, clothing, etc.?**

Yes, I recommend using gloves and a protective barrier creme around your client's hairline.

### **Q: How long does #myidentity color last?**

Like all color lines, there are a variety of factors that play into color longevity including what type of color you used, the specific application and process, the client's hair type (porosity, level, care, etc.). For most people, tones last: up to 50 shampoos for #myidentity Permanent haircolor; up to 50 shampoos for #myidentity Demi-Permanent haircolor; up to 25 shampoos for #myidentity Direct Dye

### **Q: How does the color fade?**

With #myidentity, color fades true to tone.

### **Q: What is your best advice to maintain color longevity?**

#Hairbesties, remember density, texture and porosity will always affect lifting capabilities, your final color result as well as color longevity. Be sure to assess your client's hair thoroughly prior to application. If you notice the hair is very porous – I recommend evening out the porosity with a quick conditioning before applying your color formulation. It is also important to apply to dry hair, weigh your color formulation to achieve the most accurate mixing ration and process for the full amount of time. Using a sulfate free shampoo will also help with color longevity.

### **Q: Can I use Olaplex® with #myidentity?**

Of course, Olaplex® can be mixed with all #myidentity color.

### **Q: Are #myidentity products tested on animals?**

Never.

**AMMONIA:** An alkalizer that swells the hairshaft, raises the pH and opens the cuticle to allow penetration of the haircolor molecules.

**CALIBRATED AMMONIA LEVEL SYSTEM:**

Every level of haircolor contains only the precise percentage of ammonia needed.

**COLOR BALANCING:** Customizing a formula (different from regrowth) to refresh faded midshaft and ends.

**COLOR WHEEL:** A standard visual tool used by colorists globally to enhance or refine tonality in haircolor.

**COMPLEMENTARY COLORS:** Colors that are directly opposite on the Color Wheel, and that refine each other.

**CORTEX:** The middle layer of the hair.

**CUTICLE:** The outermost layer of the hair.

**DECOLORIZING:** The process of removing natural pigment or artificial color from the hair.

**DEMI-PERMANENT HAIRCOLOR:** Deposit-only haircolor.

**DENSITY:** The quantity or number of hairs per square inch on the scalp.

**DESIRED LEVEL (DL):** The color level you wish to achieve.

**DEVELOPER:** A Hydrogen Peroxide derivative added to permanent and Demi-Permanent color as an oxidizing agent.

**ELASTICITY:** The ability of the hair to stretch and return to its natural state.

**HAIR ANALYSIS:** A study of the hair's characteristics.

**HAIR'S CHARACTERISTICS:** Texture, density, elasticity, porosity and tenacity.

**HAIR SHAFT:** The total hair, from scalp through ends.

**DUAL BOOSTER:** Impact pigment that can be used in two ways: for direct application or to customize, boost, correct or neutralize any of your #myidentity formulations.

**INTERMEDIATE DYES:** Oxidative dyes commonly referred to as "permanent dyes."

**LEVEL:** A measurement of depth from light to dark.

**MEA (MONOETHANOLAMINE):** A slower acting, odorless alkalizer used effectively in Demi-Permanent colors and base breakers.

**MEDULLA:** The innermost layer of the hair.

**MIDSHAFT:** The hair from two inches from the scalp.

**NATURAL LEVEL (NL):** The beginning level of hair that has not been color-treated (virgin hair).

**NATURAL UNDERLYING PIGMENT (NUP):** The exposed warm pigment present at the level where you interrupt your lifting process.

**NEUTRALIZE:** To counteract an unwanted tone.

**PERMANENT HAIRCOLOR:** Permanently alters natural melanin; has gray coverage ability.

**pH:** The scale of potential hydrogen used to measure the acidity or alkalinity of a substance.

**POROSITY:** The ability of the hair to absorb and hold moisture and liquid.

**PRELIMINARY PATCH TEST:** Determines whether a client has an allergy or a hypersensitivity.

**PRIMARY COLORS:** The three colors from which all colors are formed: yellow, red and blue.

**REGROWTH:** The area of hair closest to the scalp that has not been altered by chemical processes.

**REPIGMENTIZING:** The method of replacing the warm pigments back into previously lightened hair to support going two or more levels darker.

**RETOUCH:** To apply color on the regrowth area.

**SECONDARY COLORS:** A combination of two primary colors.

**TERTIARY COLORS:** A combination of primary and secondary colors.

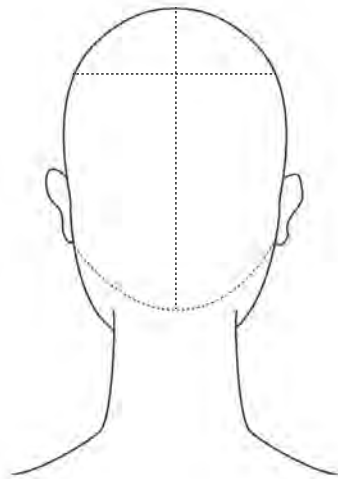
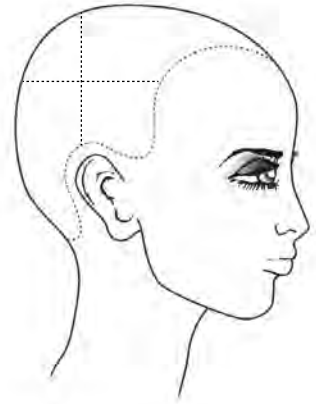
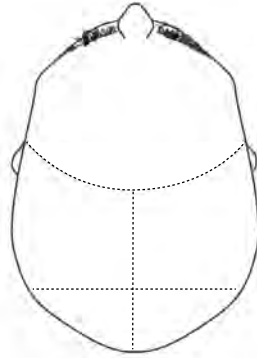
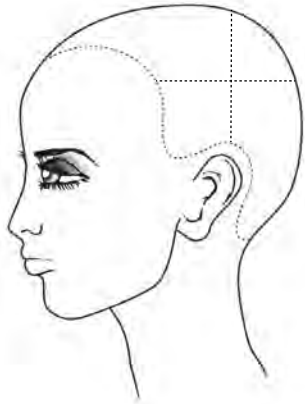
**TEXTURE:** The size or diameter of the hair shaft. Composed of three categories: fine, medium and coarse.

**tone:** The warmth or coolness of a color.

**TONING:** The use of pastel based colors to enhance or neutralize pre-lightened hair.

**VIRGIN HAIR:** Hair that has never been chemically processed.

**WATER-SOLUBLE:** Capable of dissolving in water.

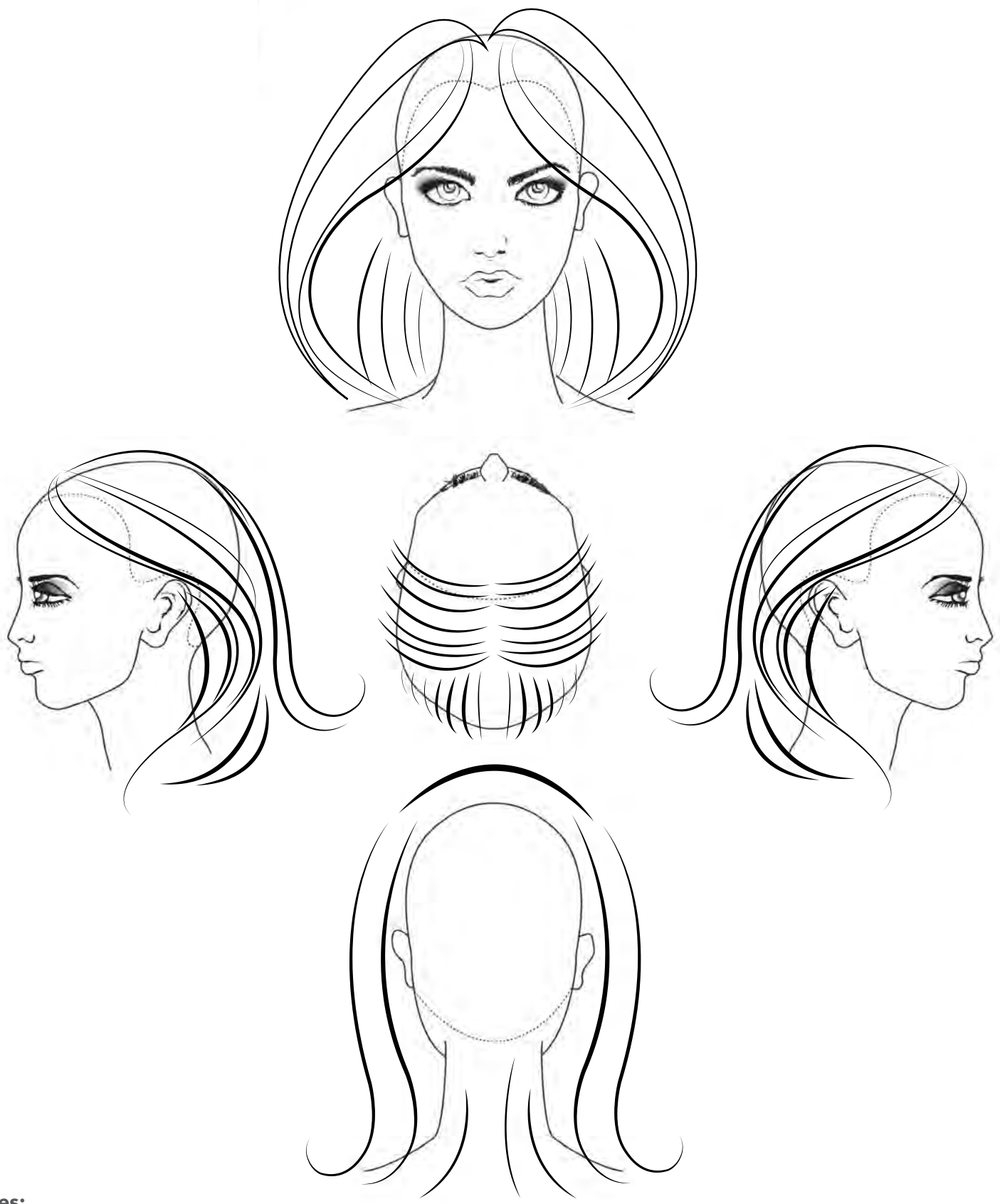


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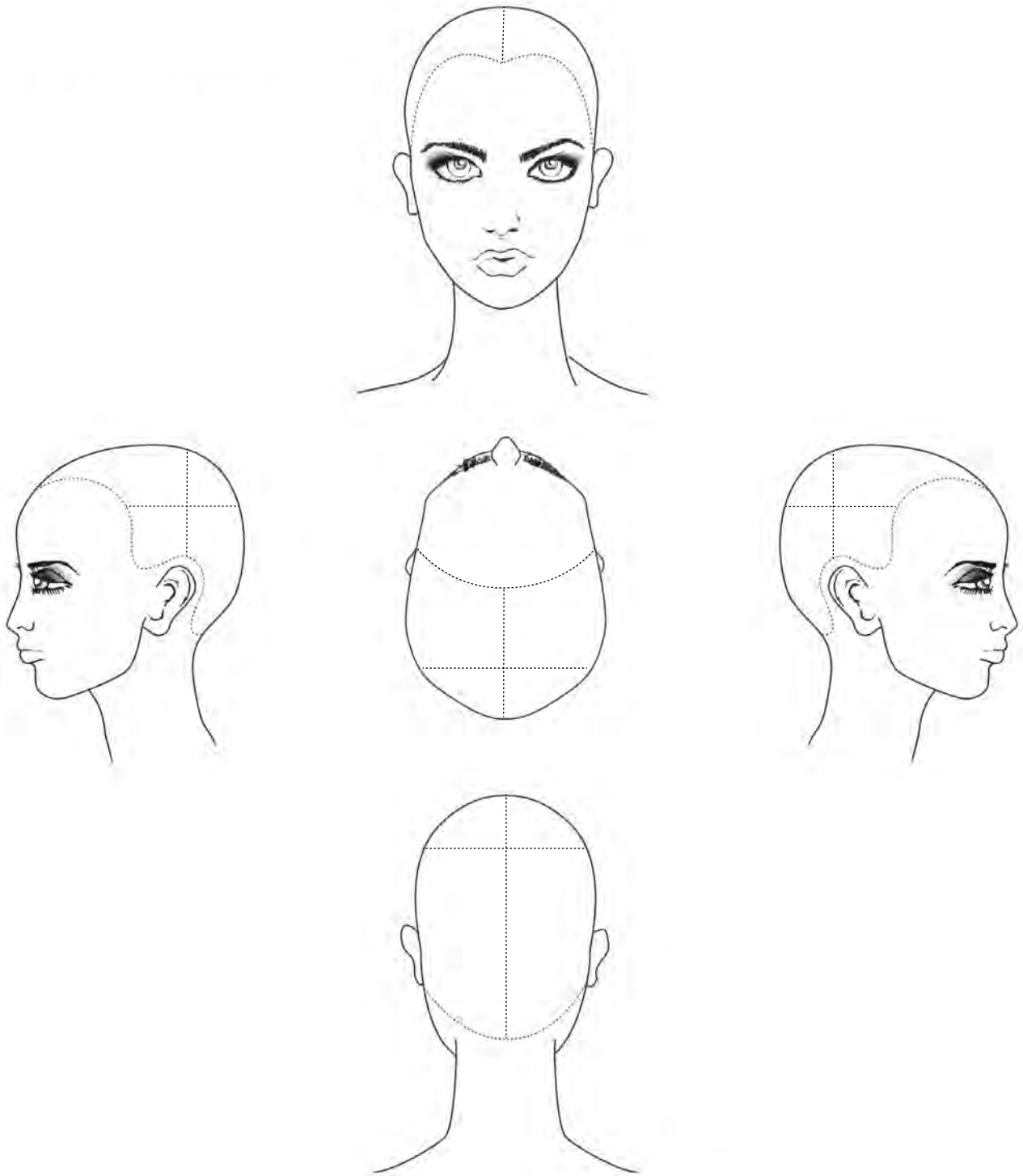




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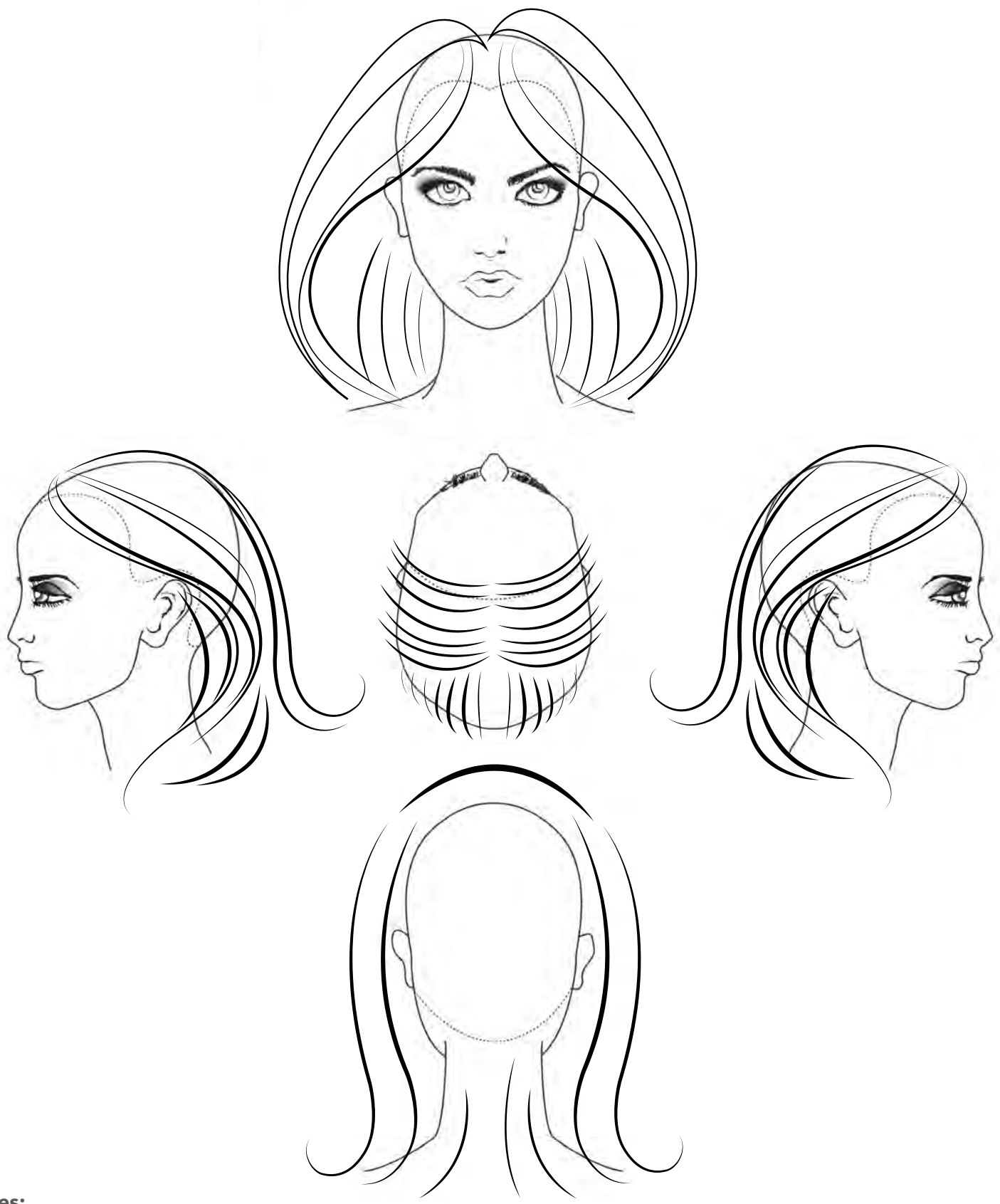
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**#myidentity**  
evolve together *@GUY-TANG*