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#Hair Restie Haircolor Theory

#Hairbestie Haircolor Theory

Haircolor Fundamentals

#Hairbesties, knowing Haircolor Fundamentals is the starting point to being successful using #mydentity. 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



Notes:	The Law of Col	or	
MAN	#Hairbesties, haircolo		or, a system of understanding
fe ad	give you the artistic from every client. The most to haircoloring is that	eedom to create brilliant important concept from cool tones neutralize wa	nges. #Hairbesties, mastering this will an include the color individualized for the Law of Color that we can apply rm tones and warm tones neutralize colors if you understand the Law of
	Primary Colors		
ighair.		which cannot be achieved ake up all other colors (B	d by mixing other colors. lue, Red and Yellow)
	Primary Color	· Tone	e
MAN A	Blue	Coo	ı lagikk
THE M	Red	Warr	m
	V 11	Warr	n
munity	Secondary Colors A mix of two Primary	cedi	ons creates a Secondary Color.
Munit	Secondary Colors A mix of two Primary	Colors in equal proportio	0100
munity Ex lu	Secondary Colors A mix of two Primary Secondary Color	Colors in equal proportion Primary + Primary	Tone
Munity PS, fu	Secondary Colors A mix of two Primary Secondary Color Green	Colors in equal proportion Primary + Primary Blue + Yellow	Tone Coolest Secondary Color
PS, Bu	Secondary Colors A mix of two Primary Secondary Color	Colors in equal proportion Primary + Primary	Tone
Munity ES, Bu	Secondary Colors A mix of two Primary Secondary Color Green Violet	Primary + Primary Blue + Yellow Red + Blue	Tone Coolest Secondary Color Cool Secondary Color
ES, Bu	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors	Primary + Primary Blue + Yellow Red + Blue Yellow + Red	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color
Munity Especial Especial	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Co	Primary + Primary Blue + Yellow Red + Blue Yellow + Red	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color
Porton Constitution of the	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Cocreates a Tertiary Color	Primary + Primary Blue + Yellow Red + Blue Yellow + Red	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color
ES, Bu	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Cocreates a Tertiary Color Tertiary Color	Primary + Primary Blue + Yellow Red + Blue Yellow + Red	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color in equal proportions Tone
Porton Contraction of the Contra	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Cocreates a Tertiary Color Yellow-Green	Primary + Primary Blue + Yellow Red + Blue Yellow + Red lor and Secondary Color or. Primary + Secondar Yellow + Green	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color in equal proportions Tone Cool
Munity Port	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Cocreates a Tertiary Color Yellow-Green Blue-Green	Primary + Primary Blue + Yellow Red + Blue Yellow + Red lor and Secondary Color or. Primary + Secondar Yellow + Green Blue + Green	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color in equal proportions Tone Cool Cool
Popularity Popula	Secondary Colors A mix of two Primary Secondary Color Green Violet Orange Tertiary Colors A mix of a Primary Cocreates a Tertiary Color Yellow-Green Blue-Green Blue-Violet	Primary + Primary Blue + Yellow Red + Blue Yellow + Red Ior and Secondary Color or. Primary + Secondar Yellow + Green Blue + Green Blue + Violet	Tone Coolest Secondary Color Cool Secondary Color Warm Secondary Color in equal proportions Tone Cool Cool Cool

The Color Wheel

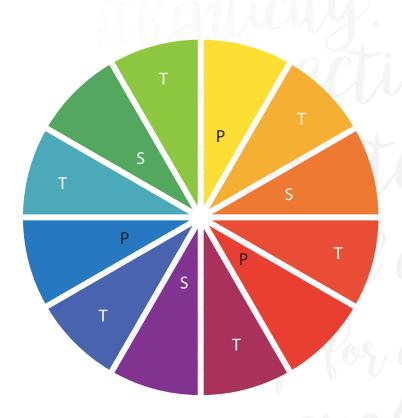
#Hairbesties, the Universal Law of Color tells us that every color you can imagine are created by mixing the 3 Primary Colors: Blue, Red, Yellow.

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.

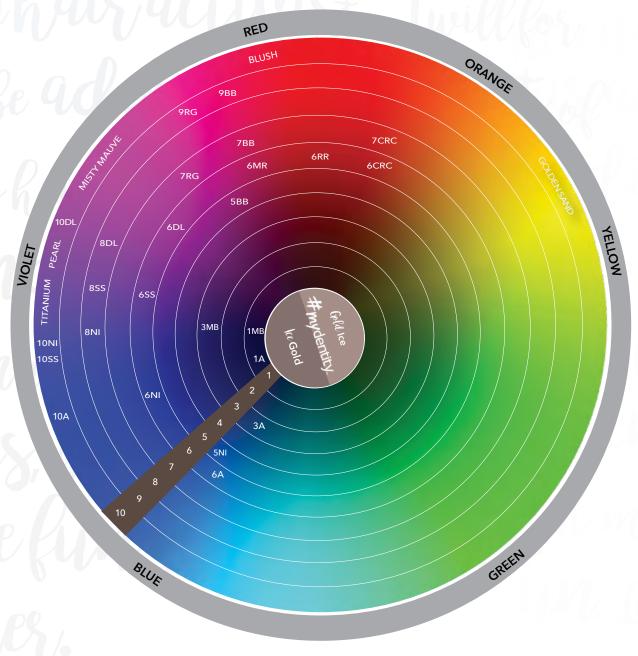
A basic rule of haircolor is that cool tones neutralize warms tones and vice versa, warm tones neutralize cool tones. For example, blue neutralizes orange tones. This occurs by combining a primary blue and opposing secondary orange, which is composed of two Primaries (Red + Yellow). In doing so, you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



P = Primary S = Secondary T = Tertiary

The #mydentity Color Wheel

Demi-Permanent



Notes:	
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The #mydentity Color Wheel Permanent



Notes:	munity, embrace diff
	CES, but most importantly,

Notes:		The #mydentity l	Level System
	<u>toeducal</u>	Level 1 being the darkest	tity Level System denotes the degree of dark to light. form of brown, which we call black, and Level 10 being n, which we call Ultra Light Blonde.
	mant lo		10 – Ultra Light Blonde
	That's w	1884	9 – Light Blonde
	vandan c	e, an Min	8 – Blonde
			7 – Medium Blonde
			6 – Dark Blonde
			5 – Light Brown
	A dic	CC	4 – Medium Brown
			3 – Dark Brown
			1 – Black
	TUP Co		
	ty, eW		
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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 #mydentity

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.



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 #mydentity!



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. ** L** 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^{TM*}. 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^{TM*} 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 NI	Offers maximum gray coverage with a cool, natural result. The NI Series gives balanced control and is great for intermixing with other #mydentity shades when a natural result is desired.	Brown	Blue-Violet
Ash A	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 #mydentity shades when a cool tone is desired.	Gray	Violet-Blue
Ash Ash AA	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 BB	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 IG	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 GI	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 GG	#Hairbesties, when we need that gold, we turn to the GG Series!	Gold	Gold
Copper Red Copper CRC	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 RR	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

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Shades & Tones

Shade Family	Features	Primary Tone	Secondary Tone
Midnight Rose MR	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
Midnight Violet MV	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
Midnight Blue MB	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
Dusty Lavender DL	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
Rose Gold RG	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
Amber Rose AR	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
Silver Pearl SP	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
Silver Smoke SS	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
Dark Shadows	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
Crystal Clear	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #mydentity 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

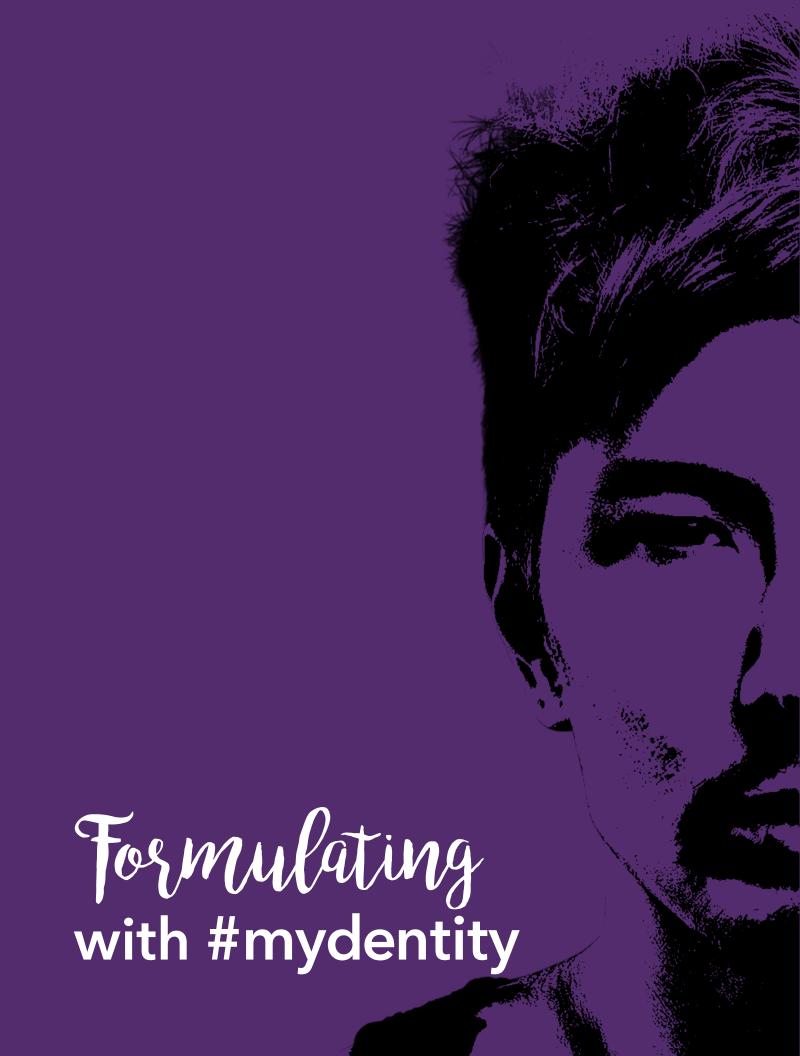
	NATURAL ICE	ASH	ASH ASH	BROWN BEIGE	ICE GOLD	GOLD ICE	GOLD GOLD	COOPER RED COOPER	ROSE RED	
	NI	Α	AA	ВВ	IG	GI	GG	CRC	RR	
10 ULTRA LIGHT BLONDE	P D	P D			Р					
9 LIGHT BLONDE	P			D)	D					
8 BLONDE	P D	P		Р		P				
7 MEDIUM BLONDE	Р			D		D	P	PD		
6 DARK BLONDE	P D	D	Р		D			P D	P D	
5 LIGHT BROWN	P D		Р	P D						
4 MEDIUM BROWN	Р									
3 DARK BROWN	Р	D								
1 Black	Р	D					ARK CR' DOWS CL	YSTAL LEAR		
							Р	D		



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			COMONINOS.
P D			D				
				DIRE	CT DYE SH	ADES	
P							
P			MINT OF STEEL	DIRECT LAVENDER LUST		ARCTIC BLUE	CHARCOAL
Р				LAVENDER LUST	PINK	ARCTIC BLUE	CHARCOAL
Р	Р	D		LAVENDER LUST	PINK DIAMOND PRESS TOI	ARCTIC BLUE NERS	CHARCOAL
Р	Р	D P D		LAVENDER LUST	PINK DIAMOND	ARCTIC BLUE	CHARCOAL
P	Р		STEEL	LAVENDER LUST X-1	PINK DIAMOND PRESS TOI	ARCTIC BLUE NERS GOLDEN SAND	
P	Р		TITANIUM	LAVENDER LUST X-I PEARL DUAL	PINK DIAMOND PRESS TOI MISTY MAUVE BOOSTER	ARCTIC BLUE NERS GOLDEN SAND SHADES	



Formulation with #mydentity

What makes up Permanent Haircolor?

Permanent Haircolor can you insert the following:

#Hairbesties, remember there are 4 types of Professional Haircolor:

- Temporary Haircolor
- Semi-Permanent Haircolor
- Demi-Permanent Haircolor
- Permanent Haircolor

We'll review each of these 4 categories in the following sections. #Hairbesties, I'm sharing everything you need to know to be successful with #mydentity -- from technical education, to signature techniques & all my secret formula tips in between! I can't wait to see what you create using #mydentity!

What are we waiting for, let's get started with Permanent Haircolor!

Notes: Why You'll Love #mydentity Permanent Haircolor #Hairbesties, all 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. Alongside x-treme heat protection up to 450°F & 2x the shine, you'll also love that #mydentity Permanent Haircolor provides: Full gray coverage Long lasting results – up to 50 shampoos Pre-blended shades for independent use or inter-mixability allow you to re-create the most demanded haircolor trends Instructions for Use: Mixing Ratio: One part #mydentity Permanent with one part #mydentity Permanent Developer (1:1) **Processing Time:** 30 minutes – up to 40 minutes for gray coverage

#mydentity Developers

#Hairbesties, all Developers were specially formulated with my favorite lavender fragrance. Available in the following range for all your #mydentity haircolor needs:

Developer	%	Usage & Levels of Lift
Demi-Permanent 6V	1.8%	For deposit only
Permanent 10V	3%	Deposit or up to 1 level of lift
Permanent 20V	6%	1-2 levels of lift
Permanent 30V	9%	Up to 3 levels of lift
Permanent 40V	12%	Up to 4 levels of lift

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Steps To Formulation

1. Determine your client's Natural Level using the Natural Ice swatches located in your #mydentity Swatchbook. Compare these swatches against your client's regrowth & scalp area. Always remember you are looking for the level of the natural hair, not tonality.

#Hairbesties, if you see gray first, your client's hair is likely more than 50% gray. Follow the formulation instructions located in our Gray Coverage section.

- **2.** Determine your client's Desired Level. You can select the appropriate color shade using your swatchbook for a reference.
- **3.** Determine your client's Desired Tone. To formulate for this tone, first, you must determine the Natural Underlying Pigment at the desired level. Use our Natural Underlying Pigment (NUP) Chart as your guideline. The NUP will be to be neutralized to create your client's desired tone. This is where you use your Color Wheel to determine the correlating #mydentity Color base that will neutralize the NUP.
- **4.** Determine the proper volume of #mydentity Developer after deciding how many levels of lift are required to reach your client's Desired Level.

Natural Underlying Pigment (NUP)

Natural Underlying Pigment are the undertones exposed anytime natural hair-color is lifted. You may choose to neutralize the NUP by using your Color Wheel. #Hairbesties, always remember the final result of any haircolor service relies on the combination of the color selected & formulated by you and the contribution of underlying pigment.

Use this chart to help you determine what underlying pigment will be exposed at the level you are coloring to.

Level	Level Description	Natural Underlying Pigment	Neutralizing Pigment
10	Ultra Light Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Gold	Blue Violet
7	Medium Blonde	Light Orange	Blue
6	Dark Blonde	Dark Orange	Blue Green
5	Light Brown	Red Orange	Green
4	Medium Brown	Red	Yellow Green
3	Dark Brown	Red Brown	N/A

Formulation Chart

Desired Level

	1	3	4	5	6	7	8	9	10
1	1	PL							
3	1	3	4	5	PL	PL	PL	PL	PL
4	1	3	4	5	6	PL	PL	PL	PL
5	1	3	4	5	6	7	8	PL	PL
6	1	3	4	5	6	7	8	9	PL 40
7	1	3	4	5	6	7	8	9	10
8	1	3	4	5	6	7	8	9	10
9	1	3	4	5	6	7	8	9	10
10	1	3	4	5	6	7	8	9	10



A: Level

B: Volume of #mydentity Developer

PL: Pre-lighten to achieve this level of lift & have control

over Natural Underlying

#Hairbesties, you can use this level finder as a quick tool when you're formulating with #mydentity color. It will help you select the correct level of #mydentity color and volume of #mydentity Developer. This chart should not be used if the natural hair has been previously colored on or hair contains more than 50% gray. Refer to our Gray Coverage section for help on formulating for gray hair.

#Hairbesties, remember density, texture and porosity will always affect lifting capabilities and your final color result.

#Hairbestie Tip: If you are going lighter, use caution when lifting natural pigment more than one level. If you want to minimize any warmth, choose a shade from our Natural Ice, Ash or Ash Ash shade families.

- Step 1: Find your client's Natural Level on the left side of the chart.
- **Step 2:** Find your client's Desired Level on the top of the chart.
- **Step 3:** #Hairbestie, your #mydentity formula is where these two lines meet.
- **Step 4:** Select the Shade Family you would like to use, or tweak your formula to control any brassiness.

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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:



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



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.

#mydentity Demi-Permanent X-PRESS Toners

#Hairbesties, I LOVE our 5 minute X-PRESS Toners! These are great for quick toning or pre-toning to increase the longevity of any delicate shade (like Rose Gold). Mute out, enhance, control – yasssssssss, #Hairbesties, who's excited??!

Our 5 minute X-PRESS Toners are available in the following shades:

Shade	Features	Primary Tone	Secondary Tone
Titanium	Delivers the most control while giving cool results with a soft, silver cast.	Silver	Iridescent Violet
Pearl	A soft, violet cast to help control excess gold.	Gray	Violet
Golden Sand	Achieve the most rich, gold ever when toning.	Gold	Gold
Misty Mauve	Offers a unique, cool control with a touch of mauve.	Gray	Violet-Red
Blush	Attain the most delicate, soft, pink-blush tone.	Beige	Rose

Instructions for Use:



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



Processing Time: Up to 5 minutes on damp hair until desired shade is achieved

#Hairbestie Tip:

Pre-toning with X-PRESS Toner gives you additional dye-load providing for added color longevity.

Formulation Example:

Pre-tone with X-PRESS Toner Blush prior to any Rose Gold Formulation. This gives you extra color longevity, a softness to the color tone plus a glaze-like finish to your end result.

Notes: #mydentit	y Dual Booster COLOR MAX
shades "Dual B	OLOR MAX for impact color effects. #Hairbesties, I named these ooster" because you can use in two ways - for direct application or tost, correct or neutralize any of your #mydentity formulations.
Our Dual Boost	er COLOR MAX are available in the following shades:
Shade	Features
Aqua Blue	Aqua Blue is great for concealing excess warmth when mixing into your color formulation when battling brass.
Ultra Violet	I love using Ultra Violet to increase the vibrancy of any Dusty Lavender formulation!
Pink Glow	Pink Glow is great for amplifying your Rose Gold looks or adding pink tones to any of your #mydentity formation.
Turquoise	Turquoise is great to control excess warmth in lower levels.
Instruction Direct Applica	
• Apply dire	ectly onto pre-lightened hair
A-3.1	estie Tip: these can be mixed with Permanent or Demi-Permanent oer 6V-40V to reach your desired consistency
	ocessing Time: minutes
Customize, Be	oost, Correct or Neutralize any #mydentity shade:
	te desired amount of Dual Booster up to 50% to enhance any ty Permanent or Demi-Permanent formulation.
• Process a	ccording to your Permanent or Demi-Permanent formulation.
-	
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identity.	
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State of the state	
	VI/I/V™I/YI/X IYV

#mydentity Direct Dye VIRBANT PASTEL

#Hairbesties, I incorporated an exclusive Keratin & Argan Seed Oil Blend to improve the overall integrity of the hair while providing maximum color retention and vibrancy up to 25 shampoos. All shades fade true to tone.

Notes:

Our Direct Dye VIBRANT PASTELS are available in the following shades:

Shade	Features
Mint of Steel	Mint of Steel creates soft, mint tones. Add Arctic Blue to make variations of ocean tones or Lavender Lust to create a unique periwinkle color.
Lavender Lust	Lavender Lust creates a cool, soft lavender tone. Add Pink Diamond to enhance lilac and bright vibrancy. Add Arctic Blue and Charcoal to create a light indigo cast.
Pink Diamond	Pink Diamond creates a vibrant, yet soft pink tone. Create a mauve tone by adding Charcoal. Add Lavender Lust to cool and soften.
Arctic Blue	Creates a vibrant, cool blue tone. Smoke out by adding Charcoal or mix with Pink Diamond to make a custom deep lavender color.
Charcoal	Use Charcoal to smoke out any of the vibrant pastel shades. Mix with Arctic Blue to create denim tones or with Pink Diamond to create a custom mauve color. Also great for a shadow rootagé!

Instructions for Use:

Direct Application:

- #Hairbesties, remember these are Direct Dyes, so no Developer is needed.
- Do not mix with Developer

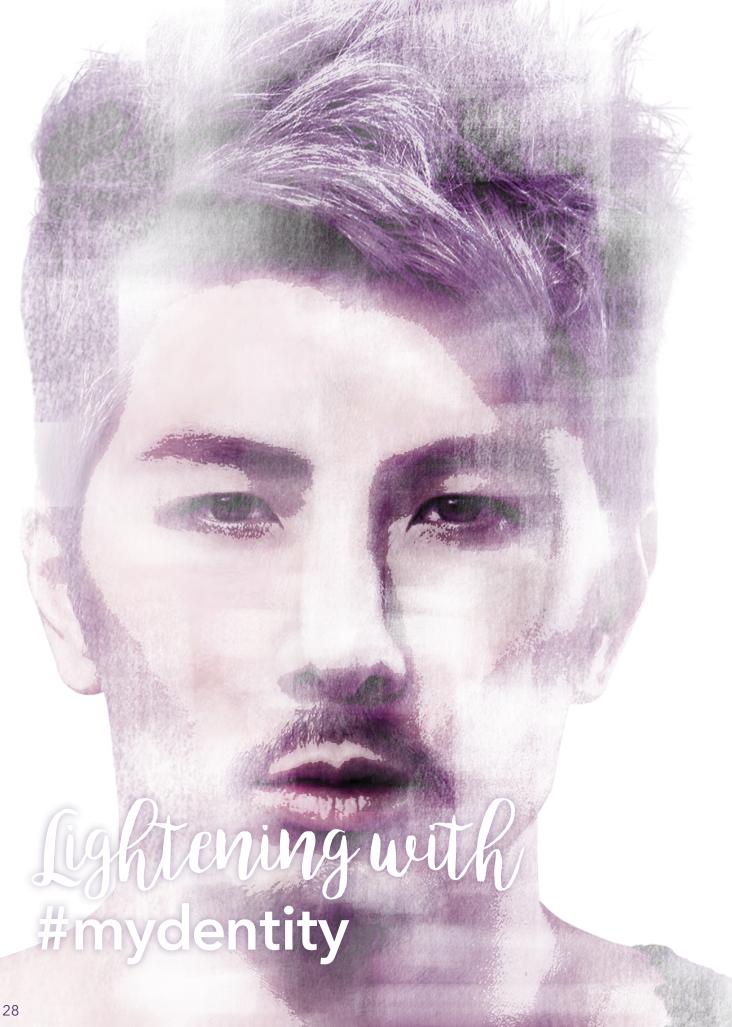


Processing Time:

20 minutes

#Hairbestie Tip: For maximum vibrancy & animation, pre-lighten the hair using #Big9 or #Magnum8 prior to application

(Note: See Pre-lightening Suggestions in our Lightener Section that follows)



Lightening with #mydentity

#Hairbesties, if you know anything about me, you know I've tried every lightener on the market. This category is so important to me because I use it in almost all of my formulations. That's why it took over a year of development – because I wanted our Lighteners to, not only, perform better but also protect the hair during the lightening process.

#Hairbesties, not sure which Lightener to choose? Get to know what I LOVE most about each!



#Hairbesties, this is the creamiest! I named it #Big9 because it lifts up to 9 levels in a single application! #ThatBig9Tho

Notes:

Why you'll love it!

- Lifts up to 9 levels in a single application
- Versatile formula for precise & global application techniques
- Delivers superior conditioning during the lifting process
- Protective crème base soothes the scalp & reduces sensitivity
- Moisturizing agents for optimal protection during & after the lifting process
- Unique consistency offers fluid spread-ability



#Hairbesties, this is your ideal solution for fastacting, on- and off-scalp lift, maximum control & superior conditioning.

Why you'll love it!

- Lifts up to 8 levels in a single application
- Dust-free, violet powder
- Delivers superior conditioning during the lifting process
- Ideal when fast-acting lift is desired
- Unique consistency offers fluid spread-ability

		,

#Big9 Crème Lightener #Magnum8 Powder Lightener #Hairbesties, this is the creamiest! I named it #Big9 #Hairbesties, this is your ideal solution for fast-acting, because it lifts up to 9 levels in a single application! on- and off-scalp lift, maximum control & superior #ThatBig9Tho conditioning. **Mixing & Timing Mixing & Timing** For Precision Foil or For Global Consistency 1:1 – 1:3 for desired consistency Retouch Application #Hairbestie Tip: I prefer 1:2 for the best consistency and 1:3 for color correction at the shampoo bowl **Application Application** For on- and off-scalp Use: For on- and off-scalp Use: On-scalp – up to 20V On-scalp – up to 20V • Off-scalp – up to 40V • Off-scalp – up to 40V **Processing Time Processing Time**

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

20-45 minutes

No Heat Required

20-45 minutes

No Heat Required



Pre-Lightening Is Key

So many #Hairbesties ask me "How can we achieve beautiful color tones like Silver Pearl, Rose Gold or even the Vibrant Pastels?!" My answer is simple, you have to take the right steps in order to achieve these delicate tones and **pre-lightening is KEY**!

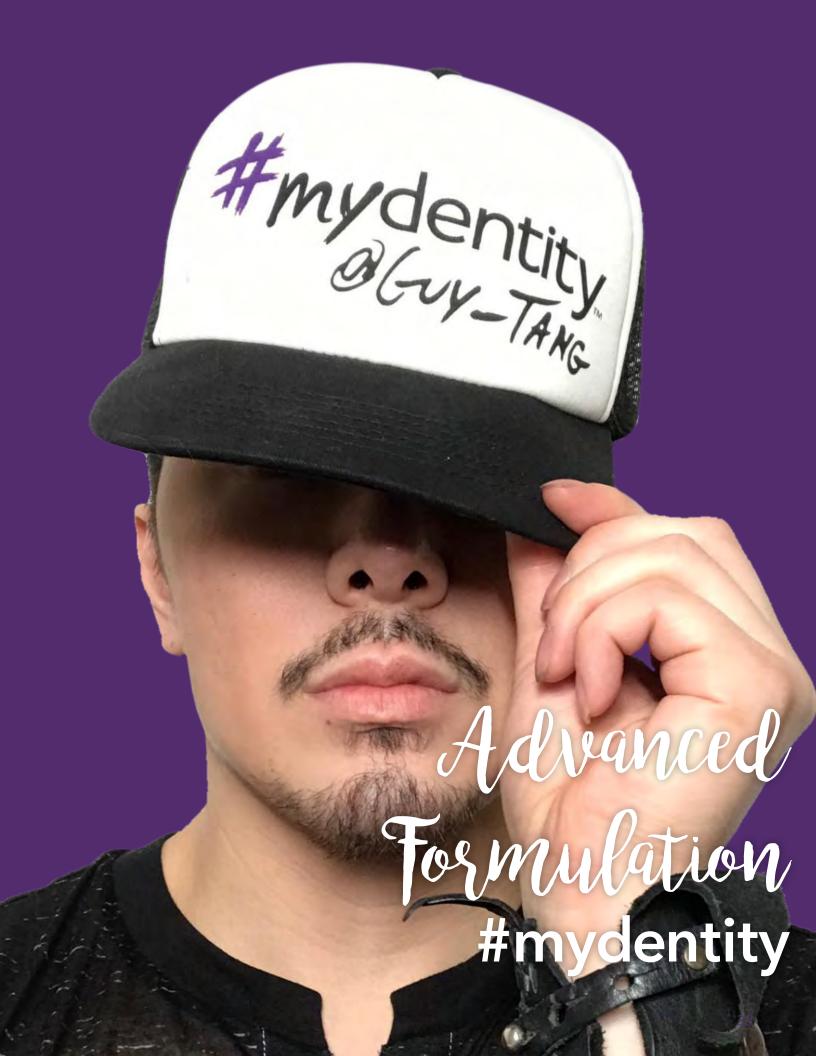
Notes:

Desired Shade Families	Pre-Lightenen To Ideal Level
Rose Red Midnight Rose Copper Red Copper	level 6-7
Dual Boosters	Level 7-10
Dusty Lavender Amber Rose	Level 9-10
Silver Smoke Silver Pearl Vibrant Pastels Rose Gold	Level 9-10

#Hairbesties, always remember if the hair is only lifted to yellow, then you will have to lift it lighter. Some hair cannot get light enough, so certain tones may not be attainable for all clients. Be sure you talk with your clients about this and that you are honest with them from the beginning. We don't want to over-promise an end-result that is simply unattainable.



Notes:	Formulating with #mydentity
addict	#Hairbesties, proper formulation is the foundation to creating any color. Always remember artificial color will not lift artificial color, and that the hair's density, texture, porosity, elasticity and tenacity will affect the haircolor process.
. I	Quick Reference to our Steps to Formulation
r. I will	 Determine your client's Natural Level using the Natural Ice swatches located in your #mydentity Swatchbook. Compare these swatches against your client's regrowth & scalp area. Always remember you are looking for the level of the natural hair, not tonality.
/ Uff for	#Hairbesties, if you see gray first, your client's hair is likely more than 50% gray. Follow the formulation instructions located in our Gray Coverage section that follows.
ot. Pinn	2. Determine your client's Desired Level. You can select the appropriate color shade using your swatchbook for a reference.
uy, wy	3. Determine your client's Desired Tone. To formulate for this tone, first, you must determine the Natural Underlying Pigment at the desired level. Use our Natural Underlying Pigment (NUP) Chart as your guideline. The NUP will be to be neutralized to create your client's desired tone. This is where you use your Color Wheel to determine the correlating #mydentity color base that will neutralize the NUP.
	4. Determine the proper volume of #mydentity Developer after deciding how many levels of lift are required to reach your client's Desired Level.
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#Hairbestie Formulation Tips

Shade Family	#Hairbestie Formulation Tips	My Favorite Color Cocktails
Natural Ice NI	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 A	For maximum control with longevity, always apply the color to dry hair and allow the full processing time.	8A + 6AA 10A + 10RG
Ash Ash AA	On a virgin application, mix desired color with 20V on the rootage 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 BB	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 IG	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 GI	The GI Series is great for low-lighting or intermixing with the Rose Gold Series.	7GI + 9RG
Gold Gold GG	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 CRC	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 RR	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:			

#Hairbestie Formulation Tips

Shade Family	#Hairbestie Formulation Tips	My Favorite Color Cocktails
Midnight Rose MR	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 MV	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 MB	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 DL	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 RG	You can always pre- tone pre-lightened hair with #mydentity 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 AR	For a soft, airy color reflection, mix with our Rose Gold or Gold Ice Series'.	9AR + 10RG 9AR + 8GI
Silver Pearl SP	Mix Permanent 8SP with Dark Shadows for a gunmetal gray.	8SP + Dark Shadows 8SP + 8DL
Silver Smoke SS	Always process on dry hair for the full 25 minutes for maximum longevity in silver color.	8DL + 8SS 6SS + 8SS
Dark Shadows	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
Crystal Clear	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #mydentity 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 see 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.

#mydentity 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.

Vibrant Reds & Gray Coverage

#Hairbesties, when you are formulating for gray coverage and the desired tone is a #mydentity Vibrant Red (e.g. RR, MR, CRC) incorporate the GG Series in place of the NI Series. The following chart will help you produce a balanced formula for gray coverage.

#mydentity Gray Guidelines for Vibrant Reds

% Gray	% GG	% Vibrant Red Shade
Up to 30%	25%	75%
30-75%	50%	50%
75-100%	75%	25%



FAQ

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

Never, both #mydentity Permanent and Demi-Permanent color were specifically formulated to work with #mydentity 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 #mydentity 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 #mydentity formulation.

Q: Can #mydentity colors be intermixed?

Of course – I can't wait to see your #mydentity 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 #mydentity Permanent shades using the 10V #mydentity Developer.

Q: Does #mydentity haircolor contain ammonia?

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

Q: Does #mydentity 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 #mydentity products manufactured?

All #mydentity 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 #mydentity 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 #mydentity Permanent haircolor; up to 50 shampoos for #mydentity Demi-Permanent haircolor; up to 25 shampoos for #mydentity Direct Dye

Q: How does the color fade?

With #mydentity, 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 longetity.

Q: Can I use Olaplex® with #mydentity?

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

Q: Are #mydentity products tested on animals?

Never.

Glossary

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 #mydentity 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.

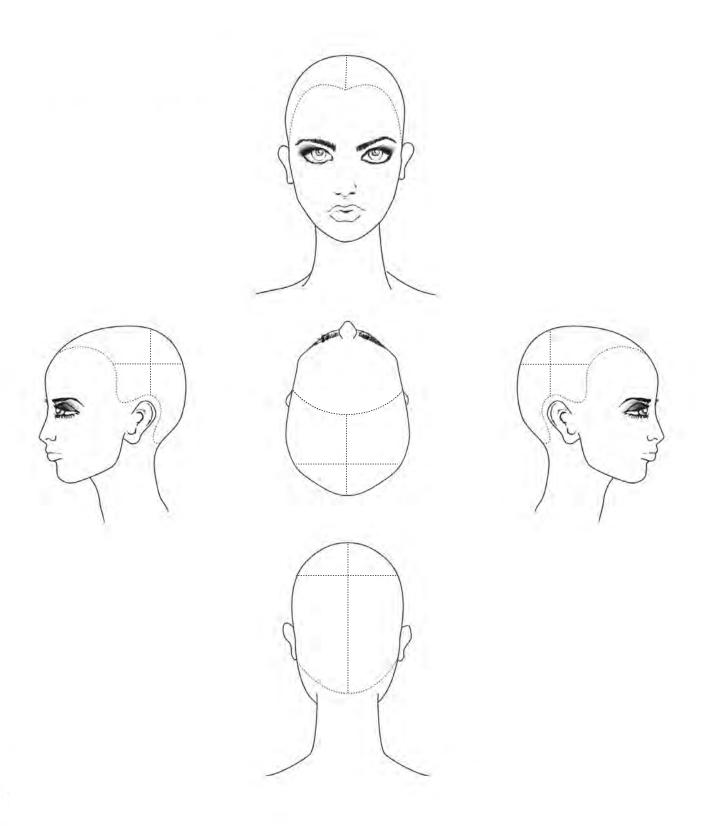
TEXTURE: The size or diameter of the hair shaft. Composed of three categories: fine, medium and coarse.

TONE: The warmth or coolness of a color.

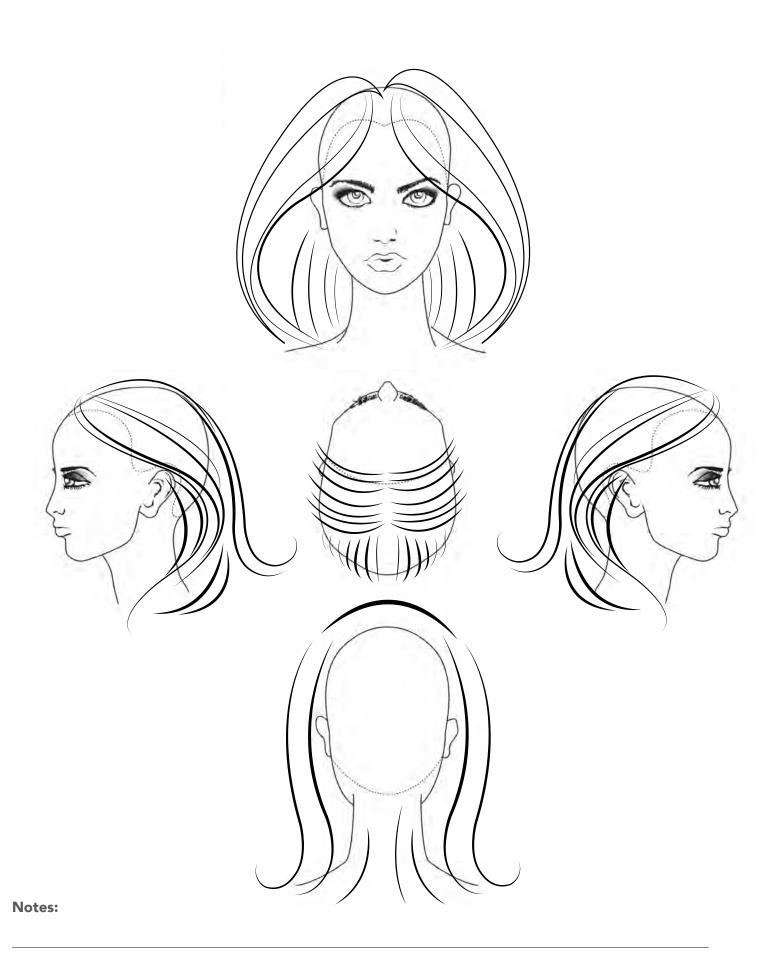
TONING: The use of pastel based colors to enhance or neutralize prelightened hair.

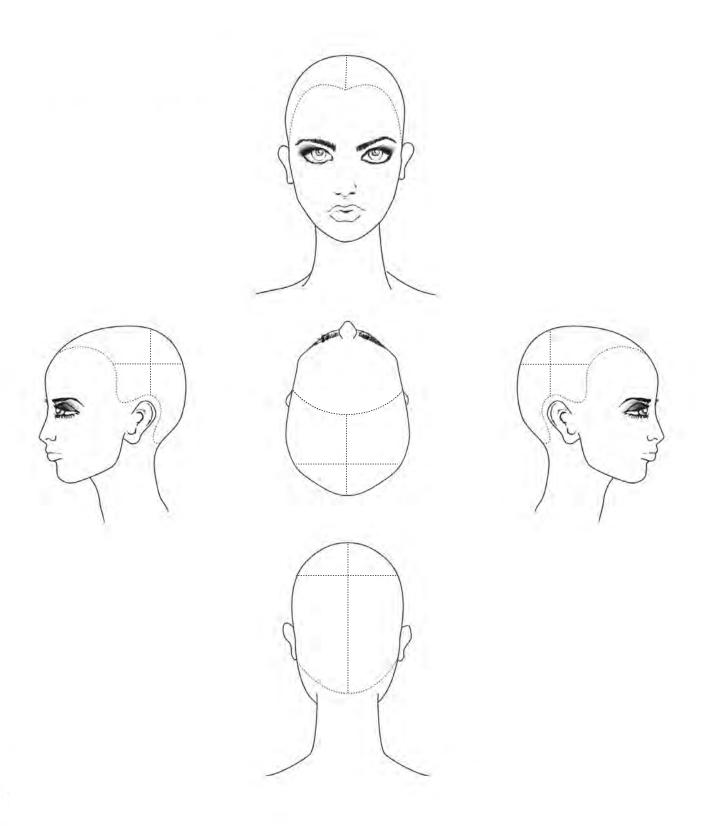
VIRGIN HAIR: Hair that has never been chemically processed.

WATER-SOLUBLE: Capable of dissolving in water.



Notes:





Notes:

