



CALURA

Permanent Shine Hair Colour

Exothermic Technology

.....
Coloration permanente lustrante

Technologie exothermique

Mixing ratio 1:1

PROCESSING TIME		
Toning	3-10 minutes	10 vol. (3%) / Demi Effect (2.6%)
Tone on tone or darker	30 minutes	20 vol. (6%)
Colour balancing*	30 minutes	20 vol. (6%)
	20 minutes	Demi Effect (2.6%)
White hair coverage	30-45 minutes	20 vol. (6%)
White blending (up to 30%)	30-35 minutes	10 vol. (3%) / Demi Effect (2.6%)
1 level of lift	35 minutes	20 vol. (6%)
2 levels of lift	40 minutes	20 vol. (6%)
3 levels of lift	45 minutes	30 vol. (9%)
4 levels of lift	50 minutes	40 vol. (12%)
5 levels of lift	60 minutes	40 vol. (12%)

* For maximum longevity use 20 volume (6%) developer.

Tip: Porosity varies from person to person, use table as a guideline only. For 44/KK, 55/RR, 444/KKK, 556/RRV and 66/VV the processing time is 40 minutes.

White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 30 vol. (9%) developer, 45 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage, intermix with a shade from one of the following white hair coverage series:

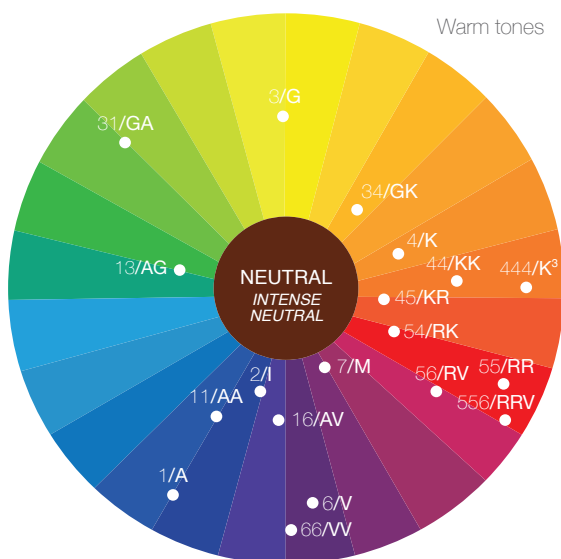
SERIES	TONE DIRECTION	
Neutral	Neutral	100% white coverage series
Intense Neutral	Intense Neutral	
18/AB	Cool	
318/GAB	Cool natural	
8/B	Warm	
34/GK	Warmest	
11/AA	Cool ash	25% white coverage series
13/AG	Neutral / Natural	
31/GA	Cool beige	

Pure Blondes: Mixing 1:2

- Recommended 30 vol. (9%) developer or 40 vol. (12%) developer.
- Recommended on natural levels 6 and lighter.
- Processing time is up to 60 minutes.

After all colour services, follow with Calura Moisture Balance Cleanser and Colour Lock for maximum longevity.

Colour wheel



Cool tones

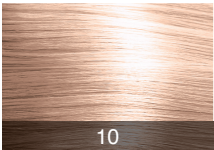
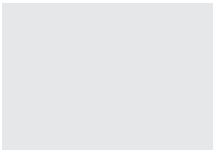
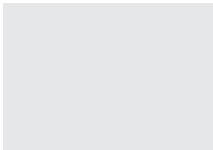
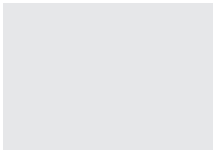
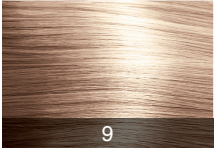
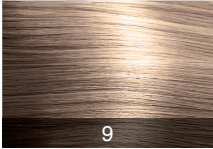
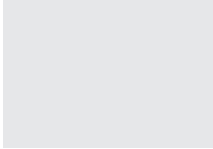
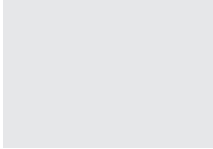
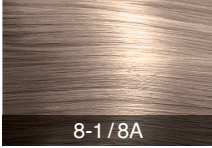
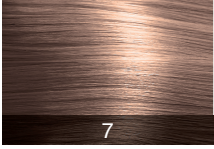
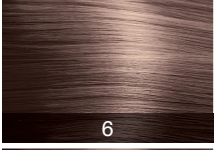
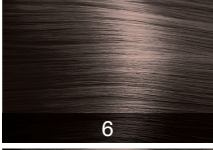
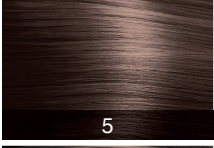
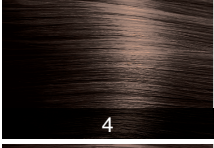
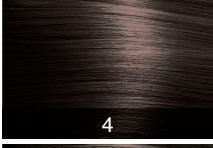
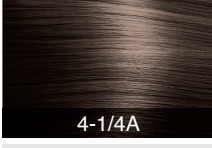
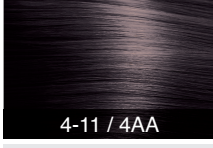
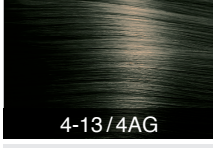
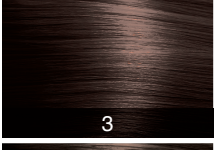
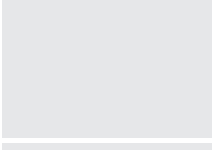
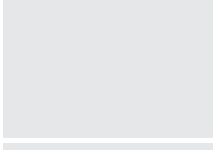
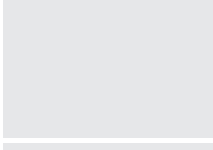
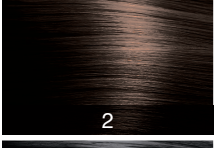
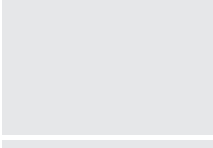
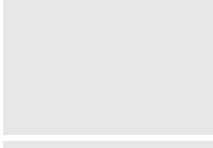
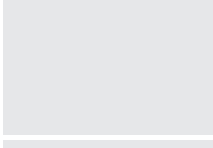
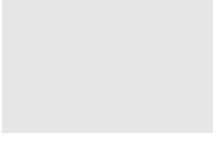
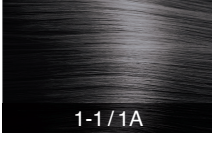
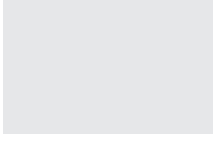
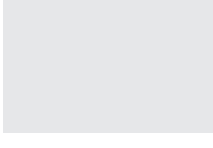
*18/AB Ash Brown
*318/GAB Cool Brown
*32/GI Beige
*36/GV Golden Beige
*8/B Brown

Natural levels

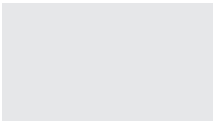
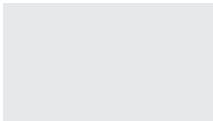
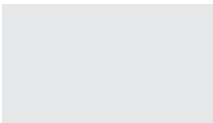
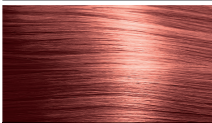
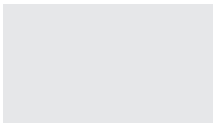
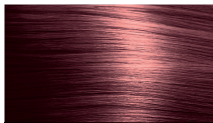
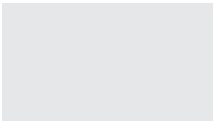
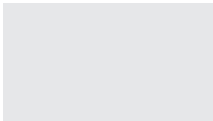
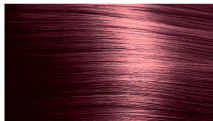
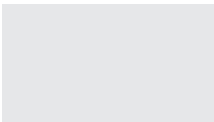
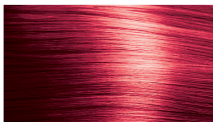
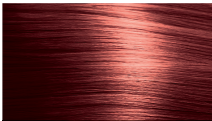
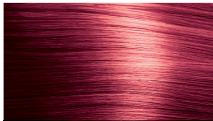
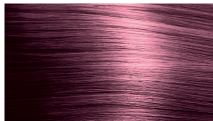
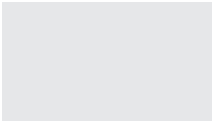
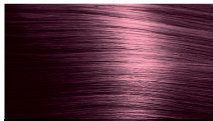
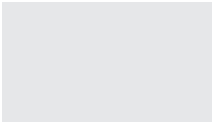
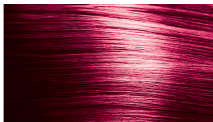
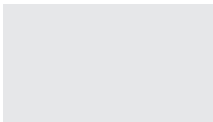
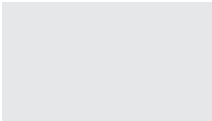
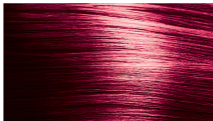
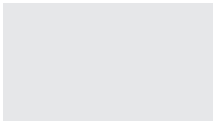
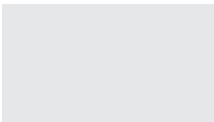
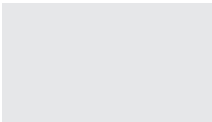
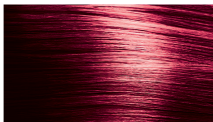
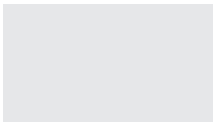
10- Very pale blonde
9- Very light blonde
8- Light blonde
7- Medium blonde
6- Dark blonde
5- Light brown
4- Medium brown
3- Dark brown
2- Very dark brown
1- Black

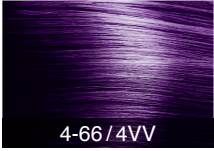
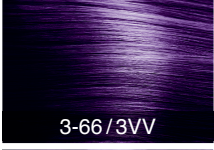
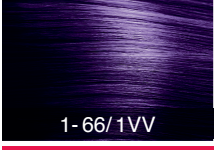
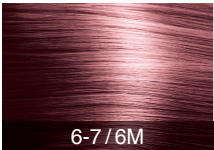
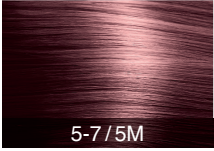
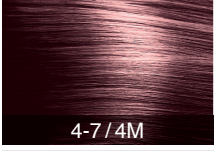
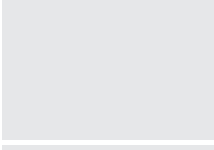
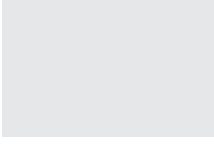
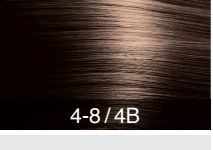
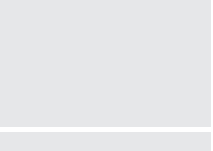
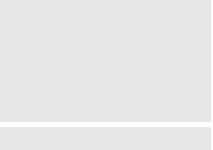
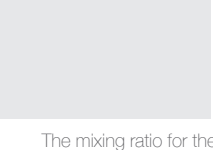
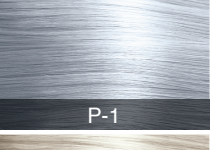
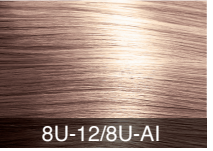
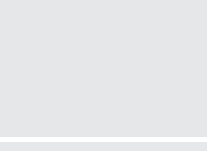
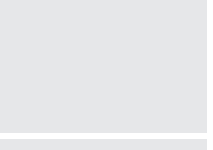
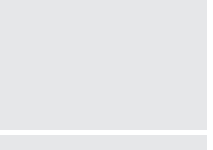
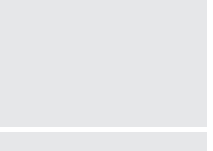
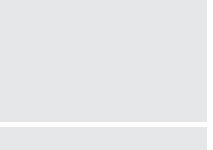
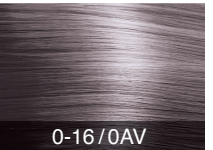
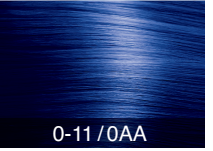
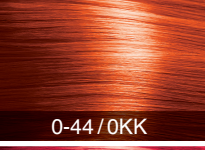
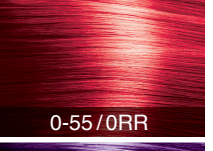
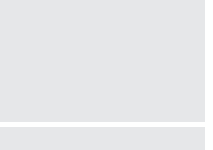
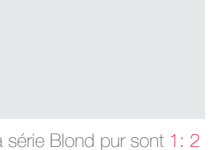
Underlying pigments

Extra pale yellow
Pale yellow
Yellow
Yellow-orange
Orange
Orange-red
Red-orange
Red
Red-brown
Dark red-brown

Neutral Neutre	Intense Neutral Neutre intense	Ash Cendré 1 / A	Intense Ash Cendré intense 11 / AA	Matte Mat 13 / AG
● 100%	● 100%		◐ 25%	◐ 25%
				
10		10-1 / 10A		
				
9	9	9-1 / 9A		
				
8	8	8-1 / 8A	8-11 / 8AA	8-13 / 8AG
				
7	7	7-1 / 7A	7-11 / 7AA	7-13 / 7AG
				
6	6	6-1 / 6A	6-11 / 6AA	6-13 / 6AG
				
5	5	5-1 / 5A	5-11 / 5AA	5-13 / 5AG
				
4	4	4-1 / 4A	4-11 / 4AA	4-13 / 4AG
				
3	3			
				
2				
				
1		1-1 / 1A		

Ash Brown Cendré brun 18 / AB ● 100%	Iridescent Irisé 2 / I 	Cool Beige Beige froid 31 / GA ◐ 25%	Cool Brown Brun froid 318 / GAB ● 100%	Beige 32 / GI
	10-2 / 10I	10-31 / 10GA		10-32 / 10GI
	9-2 / 9I	9-31 / 9GA	9-318 / 9GAB	9-32 / 9GI
8-18 / 8AB	8-2 / 8I	8-31 / 8GA	8-318 / 8GAB	8-32 / 8GI
7-18 / 7AB	7-2 / 7I	7-31 / 7GA	7-318 / 7GAB	
6-18 / 6AB	Gold Doré 3 / G	6-31 / 6GA	6-318 / 6GAB	Golden Copper Doré cuivré 34 / GK ● 100%
5-18 / 5AB	9-3 / 9G	5-31 / 5GA	5-318 / 5GAB	9-34 / 9GK
	8-3 / 8G	4-31 / 4GA	4-318 / 4GAB	8-34 / 8GK
3-18 / 3AB	7-3 / 7G	3-31 / 3GA		7-34 / 7GK
	6-3 / 6G			6-34 / 6GK
	5-3 / 5G			5-34 / 5GK

Golden Beige Beige doré 36 / GV	Intense Copper Cuivré intense 44 / KK	Copper Red Cuivré rouge 45 / KR	Intense Red Rouge intense 55 / RR	Red Violet Rouge violet 56 / RV
 10-36 / 10GV		 7-45 / 7KR		 6-56 / 6RV
 9-36 / 9GV		 6-45 / 6KR		 5-56 / 5RV
 8-36 / 8GV		Red Copper Rouge cuivré 54 / RK		 4-56 / 4RV
 7-36 / 7GV	 7-44 / 7KK	 7-54 / 7RK	 7-55 / 7RR	Violet 6 / V
	 6-44 / 6KK	 6-54 / 6RK	 6-55 / 6RR	 6-6 / 6V
Copper Cuivré 4 / K	 5-44 / 5KK	 5-54 / 5RK	 5-55 / 5RR	 5-6 / 5V
 7-4 / 7K	Luxuriant Copper Cuivré luxuriant 444 / K ³		Red-Violet Rouge-violet Luxuriant 556 / RRV	 4-6 / 4V
 6-4 / 6K	 7-444 / 7K ³		 6-556 / 6RRV	
 5-4 / 5K	 6-444 / 6K ³		 5-556 / 5RRV	
	 5-444 / 5K ³		 4-556 / 4RRV	

Luxuriant Violet Violet luxuriant 66 / VV  5-66 / 5VV  4-66 / 4VV  3-66 / 3VV  1-66 / 1VV Mahogany Acajou 7 / M  6-7 / 6M  5-7 / 5M  4-7 / 4M  	Brown Brun 8 / B 100%  10-8 / 10B  9-8 / 9B  8-8 / 8B  7-8 / 7B  6-8 / 6B  5-8 / 5B  4-8 / 4B   	Pure Blonde Blond pur 12  12-1 / 12A  12-2 / 12I  12-16 / 12AV  12-6 / 12V  12-31 / 12GA Pastel P  P-1  P-12  P-32  P-82	8 ULTRA 8U 100%  8U NEUTRAL/NEUTRE  8U-12/8U-AI  8U-36/8U-GV  8U-3/8U-G      	MIX  0-16 / 0AV  0-11 / 0AA  0-33 / 0GG  0-44 / 0KK  0-55 / 0RR  0-66 / 0VV  CLEAR  BC  
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The mixing ratio for the Pure Blonde series is 1: 2 / Les proportions de mélange pour la série Blond pur sont 1: 2
 Shades are for visual reference only. Final results may vary. / Les nuances sont pour référence visuelle seulement. Les résultats peuvent varier.

Jan. 2023



Questions ?

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