

## 3

## STEP CONSULTATION

Step guide for colour selection, application and timing of Couture Silk™ colour

## 1. WHAT DOES MY GUEST HAVE

- Natural depth (regrowth)
- Existing depth (mids & ends)
- % of grey hair & quality of hair

## 2. WHAT DOES MY GUEST WANT

- Stay the same depth
- Go lighter or darker
- Tone/Reflect (Natural, Cooler or Warmer)

## 3. WHAT DO I USE

- Product & Developer
- Technique & Timing

## MIXING &amp; PROCESSING

RATIO	DEVELOPER	PROCESSING TIME
1-10 SERIES		
1 + 1.5	3%, 6%, 9% or 12%	30 mins no heat // 15-20 mins gentle heat
1 + 2	1.5% or 2% Colour Convert	Visual up to 15-20 mins
12 SERIES		
1 + 2 or 1 + 3	9% or 12%	35-55 mins no heat // 20-30 mins gentle heat
TONING See Technical Manual Advanced Toning Guide		
1 + 2	1.5% or 2% Colour Convert	Visual up to 20 mins // NO HEAT

## DEVELOPER SELECTION

1.5% - 5 Volume 2% Colour Convert	Tone on Tone colouring // Colour balancing (porous hair) Darkening // Toning - Maximum Deposit
3% - 10 Volume	Tone on Tone colouring // Optimum grey coverage - Toning
6% - 20 Volume	1 - 2 Levels of lift - Increased tonal intensity // Grey coverage
9% - 30 Volume	2 - 3 Levels of lift // Use with Alpine Blondes 3 - 4 levels of lift
12% - 40 Volume	3 - 4 Levels of lift // Use with Alpine Blondes 4 - 5 levels of lift

## GREY COVERAGE

% OF GREY	COLOUR SELECTION
0% - 70%	Select & apply target colour
70% - 100%	3 parts target colour + 1 part Natural, Natural Ash or Extra Natural

## NATURAL GREY COVERAGE 4 WAYS

Use 3% LH Developer unless hair is resistant. See Extra Coverage on Resistant Grey Hair Options

- NATURALS (1.0 - 10.0)**  
Naturals (.0) gives 100% blended grey coverage
- EXTRA NATURALS (44.0 - 99.0)**  
Extra Naturals contain extra pigment - ideal for coarse hair  
Extra Naturals create 100% block coverage resulting in a natural depth
- NATURAL ASH (5.01 - 9.01)**  
Cooler results. Natural ash gives 100% blended coverage or will enhance cooler
- ASH BLUE VIOLET (6.18 - 10.18)**  
Cool grey coverage or intense cool results add 25% - 75% to naturals, extra naturals or natural ash series. 100% block coverage add to extra naturals

## EXTRA COVERAGE ON RESISTANT GREY HAIR OPTIONS

- Option 1** Extend processing time by a 5 -10 minutes (no heat)
- Option 2** Mix 1 + 1, reduced developer (reduced reflect result)  
6% LH Developer for extremely resistant hair (1:1)
- Option 3** Pre-pigmentation 1 + 1 with Couture Silk 1 depth lighter than target colour and water

## NOTE:

When colouring a high percentage of grey with a cool reflect colour, i.e. .1, .2, .11, .21 & .221 etc, ensure the addition of 25% - 50% Natural or Extra Natural is used in the mix to avoid over tone and guarantee coverage

## MIXING & PROCESSING

Mixing Ratio 1:2  
2.8% LH Demi Permanent Activating Crème or 1.5% LH Developer

HAIR TYPE	PROCESS WITHOUT HEAT
Normal/Standard	20 minutes
Coarse Hair /Grey Coverage	Up to 30 minutes
Porous/damaged hair after chemical treatment or colour balancing	Up to 15 minutes
Toning	Visual up to 20 minutes

## TONING OPTIONS

The perfect choice for toning pre-lightened hair using the depths 9 and 10

### POPULAR TONERS:

8.12, 9.046, 9.21, 9.1, 10.042, 10.01, 10.2, 10.21

1. Apply to damp towel dried hair
2. Mixing Ratio 1:2
3. Use either 2.8% LH Demi Permanent Activating Crème OR 1.5% LH Developer
4. Process visually up to 20 minutes and rinse

## COUTURE SILK™ .000 CLEAR

% of .000 CLEAR	RATIO	RESULT
25%	3 parts colour + 1 part .000 Clear	1 level lighter
50%	2 parts colour + 2 part .000 Clear	2 levels lighter
75%	1 part colour + 3 part .000 Clear	Pastel toning

## .002 SILVER

Add to any Couture Silk™ colour to neutralise or enhance the tone  
.002 Silver - Maximum 10% added

## COUTURE SILK™ ROUGE

RATIO	MIX COLOUR & DEVELOPER	PROCESS
1 + 1	20g/0.7oz Rouge + 20g/0.7oz LH Developer	30-35 mins No Heat 15 mins Gentle Heat

### NOTE:

12% Developer may result in a lighter, less reflective colour

LEVELS OF LIFT	LH DEVELOPER	The best underlying pigment for creating a vibrant red result is depth 5 (red/orange), except for Magenta, which is best used on depths 6 and above. Please consider when selecting developer.
4 - 5	12%	
3 - 4	9%	
2 - 3	6%	
1 - 2	3%	
		NOTE: The end result will depend on previous colour history and whether the hair is natural or coloured.

## COUTURE SILK™ ILLUMINATES

COUTURE SILK™ ILLUMINATES/ROUGE	COUTURE SILK™ PERMANENT USAGE	COUTURE SILK™ DEMI USAGE
.1 Ash	10 - 50%	10 - 50%
.2 Pearl Violet	10 - 50%	10 - 50%
.221 Extra Violet Purple	10 - 50%	10 - 50%
.3 Gold	10 - 50%	10 - 50%
.4 Rouge - Copper (Dual)	Up to 25% (maximum)	Up to 10% (maximum)
.6 Rouge - Red (Dual)	Up to 25% (maximum)	Up to 10% (maximum)
.7 Matt Ash (Green)	10 - 50%	10 - 50%

### NOTE:

Dual use Couture Silk™ Rouge/Couture Silk™ Illuminates .4 and .6  
Add more Couture Silk™ Rouge to your mix to customise colour

## GOING DARKER/COLOURING BACK

When going 2 or more shades darker a FILLER is required to replace the pigment that was removed when hair was lightened.

### METHOD

1. Spray Couture Care All Purpose 6 in 1
2. Apply filler to lightened areas + blow dry into hair
3. Mix and apply target colour
4. Process for full development time

COUTURE SILK™ PERMANENT COLOUR	TARGET DEPTH	COUTURE SILK™ DEMI PERMANENT COLOUR	POROUS HAIR TYPES
	10		2 parts 10.0 + 1 part 10.3 + Colour Convert (1:2)
1 part 10.3 + 1 part water	9	1 part 8.3 + 1 part .000 Clear + 2 parts water	Equal parts 10.0 + 10.3 + Colour Convert (1:2)
1 part 9.3 + 1 part water	8	2 parts 8.3 + 1 part .000 Clear + 3 parts water	2 parts 10.3 + 1 part 10.2 + Colour Convert (1:2)
1 part 8.3 + 1 part water	7	1 part 8.3 + 1 part water	3 parts 9.3 + 1 part 8.43 + Colour Convert (1:2)
1 part 7.43 + 1 part water	6	2 parts 7.4 + 1 part 7.3 + 3 parts water	1 part 8.43 + 1 part 8.3 + Colour Convert (1:2)
1 part 6.4 + 1 part water	5	1 part 6.4 + 1 part water	1 part 7.4 + 1 part 7.46 + Colour Convert (1:2)
1 part 5.4 + 1 part water	4	1 part 5.4 + 1 part water	6.4 + Colour Convert (1:2)
1 part 4.6 + 1 part water	3	1 part 5.4 + 1 part water	Equal parts 5.4 + 5.5 + Colour Convert (1:2)
1 part 3.66 + 1 part water	2	1 part 3.66 + 1 part water	
1 part 3.66 + 1 part water	1	1 part 3.66 + 1 part water	

## COLOUR CORRECTION LIQUEUR & VELVETS

Permanent colours that contain built in FILLER. Highly suitable for low lighting, colouring back in a single step.  
Create natural Liqueur or cooler Velvet colours on pre-lightened hair or as a full colour.

Liqueur Collection 4.036, 5.036, 7.036, 8.035 & 9.035

Velvet Collection 5.021, 6.021, 7.021, 8.021 & 9.021

MIX	DEVELOPER	PROCESS
1:1.5 - 1 part Liqueur/Velvet + 1.5 parts LH Developer	Natural Hair - 3% LH Developer Porous Hair - 1.5% LH Developer	30 No Heat or 15 mins Gentle Heat

## ALPINE BLONDA 7 & 9

Heat NOT recommended • OFF SCALP application • 10 - 50 mins Processing

PRODUCT	MIXING RATIO	DEVELOPER
Alpine Blonda 7	1 Part Powder + 2 Parts LH Developer	3%, 6%, 9% & 12%
Alpine Blonda 9	1 Part Powder + 2 Parts LH Developer	3%, 6%, 9% & 12%

\*12% LH Developer is recommended on Levels 1 - 3 only

DO NOT MIX 1:1

## ALPINE BLONDING ON SCALP LIGHTENING

Ideal for foils, highlights, balayage and freehand. Up to 7 levels of lift.

On Scalp	1:1 up to 1:2 + 4.5% LH Alpine Developer Crème
Freehand	1:1.5 up to 1:2 + 4.5% or 7.5% LH Alpine Developer Crème
Foiling	1:2 + 4.5% or 7.5% LH Alpine Developer Crème

Visual processing up to 50 minutes & NO HEAT

1. Ratios may vary from 1:1 up to 1:2 depending on texture, porosity and existing damage
2. Fine/damaged hair: Mix 1:2 (same level of lift achieved but more gentle and steady speed to avoid damage/break hair)

## COUTURE SILK™ ALPINE BLONDE 12 SERIES

Alpine Blondes with built-in tone. Ability to lift up to 5 levels. On scalp blanding designed to lighten and neutralise

### MIXING & PROCESSING

NATURAL DEPTH 6 to 8	DEVELOPER (1:2)	PROCESSING TIME
20g/0.7oz Alpine Blonde	40g/1.4oz + 9% or 12% (Up to 4 levels of Lift)	35 - 55 minutes no heat 20 - 30 mins with gentle heat

NATURAL DEPTH 4 to 5	DEVELOPER (1:3)	PROCESSING TIME
20g/0.7oz Alpine Blonde	60g/1.4oz + 9% or 12% (Up to 5 levels of Lift)	35 - 55 minutes no heat 20 - 30 mins with gentle heat

DEPTH	ALPINE BLONDE	DEVELOPER & MIX	RESULT INDICATION
8	12.2, 12.12 or 12.1	9% or 12% (1 + 2)	10 Depth Natural Cool Blonde
7	12.2, 12.12 or 12.1	9% or 12% (1 + 2)	10 Depth Natural Blonde
6	12.1 or 12.11	9% or 12% (1 + 2)	9 - 10 Depth Natural Blonde
5	12.11	12% (1 + 2 or 1 + 3)	9 - 10 Depth Warm Blonde
4	12.11	12% (1 + 3)	8 - 9 Depth Warm Blonde

1. Ensure sufficient product is applied in fine sections
2. Lift and deposit achieved will depend largely on the hair's texture and porosity
3. Mix 1:2 for maximum toning plus lift
4. Mix 1:3 for maximum lift (levels 5 and below)
5. 3% or 6% LH Developer may be used for maximum toning and less lift \* Visually process after 30 mins
6. When choosing the correct colour, consider underlying pigment, natural depth, eye colour and skin tone
7. Illuminates may be added into mix by 10% for increased tonal value
8. High lift results generally will be a natural blonde to warm blonde result

## ALPINE BLONDE 12.0S BOOSTER

USE 12.0s to boost a level for extra lift with no interference to reflect  
Add 25% = 1 extra level of lift or 50% = 2 extra levels of lift

## TONING

Toning options with Couture Silk™ Permanent & Demi Permanent.  
If high degree of porosity is present use of Couture Silk™ Demi Permanent

Weakest				Strongest
.2 Violet Pearl	.21 Violet Pearl Ash	.1 Ash	.11 Extra Ash	.18 Ash Blue Violet

.117 Twilights can be used for toning. Consider underlying pigment

COLOUR	SUITABILITY	*STANDARD MIX	VISUAL PROCESS
Couture Silk™ 9 & 10 Levels	Pre-lightened to levels 9 & 10. Counteracts unwanted yellow, (.2) yellow/orange & orange tones (.01, .1, .11, .117, .18) add beige (.32)	1 Part Colour + 2 Parts 1.5% LH Developer OR 2% Colour Convert	Up to 20 mins
Couture Silk™ Toners	Frost, Rosé, Lilac, Suede & Champagne	1 Part Colour + 2 Parts 1.5% LH Developer OR 2% Colour Convert	Up to 20 mins
Couture Silk™ Demi Permanent	8.12, 9.046, 9.21, 10.01, 10.042, 10.21, 10.52, .000 Clear & .002 Silver	1 Part Colour + 2 Parts LH Demi Permanent Activating Creme OR 1.5% LH Developer OR 2% Colour Convert	Up to 20 mins

**\*Refer to Technical Manual Page 22**  
**Advanced Toning Guide (Options on Fine - Medium textured hair**  
**Natural Levels 1-6 & 7-10 mixing ratios)**

10.0	EXTRA LIGHT BLONDE	PALEST YELLOW
9.0	VERY LIGHT BLONDE	PALE YELLOW
8.0	LIGHT BLONDE	YELLOW
7.0	MEDIUM BLONDE	ORANGE/YELLOW
6.0	DARK BLONDE	ORANGE
5.0	LIGHT BROWN	ORANGE/RED
4.0	MEDIUM BROWN	RED/ORANGE
3.0	DARK BROWN	RED
2.0	VERY DARK BROWN	RED
1.0	BLACK	RED

