

KEUNE[®]

THE ART OF HAIR COLORING



COLOR COURSE
MANUAL

COLOR

COLOR COURSE MANUAL

Published by Keune Haircosmetics

GENERAL INFORMATION

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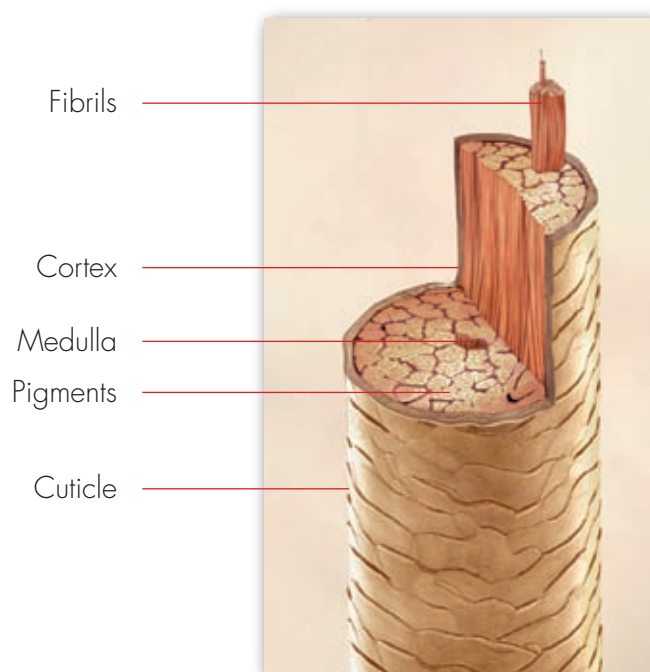
1. INTRODUCTION

Color is visible and personal, just like the choice of clothes, make-up, and jewelry. Working with Keune color products, in combination of the proper application techniques, is the basis of success. This book describes the principles of coloring and the application of Keune color products. This book gives information ranging from basic to advanced. It will give a solid theoretical background combined with practical tips.

2. THE HAIR

2.1 HAIR STRUCTURE

Hair consists of Keratin (a protein). The physical properties of natural hair pigmentation are genetically defined. The innermost section of the hair is the medulla. The middle section is known as the cortex. The cuticle is the outer layer of the hair shaft.



The cuticle consists of a layer of flat cells which are interlocked and form a protective membrane around the hair shaft. The cuticle has 4 to 8 overlaying cells. With grey hair these cells multiply. The single cells are connected by a sort of "cement". This cement resists influences from outside but breaks down when using chemical treatments. Healthy hair has a closed cuticle layer which makes the hair look shiny. Closed cuticles will give more light reflection and shine. The Silk Proteins in Keune Tinta Color encourage a closed cuticle layer.

The cortex consists of Keratin fibers which are closely bound together. This is the most important part of the hair and contains the natural pigment.

The medulla is the kernel of the hair. It is composed of loosely connected cells and is the most inconsistent part of the hair. It may be continuous or fragmented within the course of a single hair strand and is generally absent in finer hairs. The large empty spaces in the medulla may influence the sheen and color tones of the hair.

2. THE HAIR

2.2 NATURAL HAIR COLOR

The natural pigment called melanin is produced in the matrix cells that are found near the hair root. Natural pigmentation is genetically defined. Melanocytes are found in the hair root and they are responsible for the production of Melanin. This is the natural pigment present in hair. White hair does not contain any natural pigments.

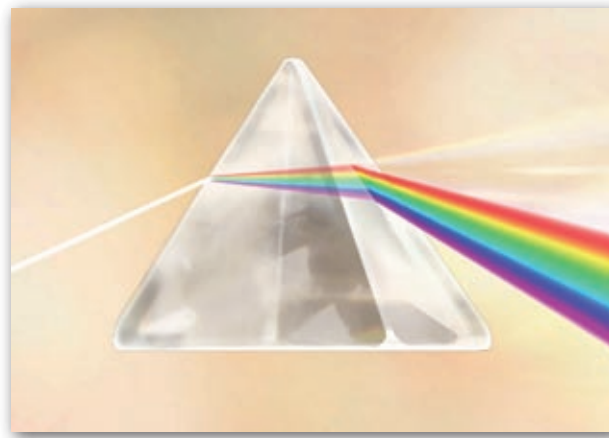
There are two different types of melanin (pigments): violet/brown pigments (Eumelanin), and red/orange pigments (Pheomelanin). The violet/brown pigment is a large molecule and is easy to lighten. The red/orange pigment is a small molecule and is difficult to lighten.

The quantity and combinations of the Melanin pigments define the natural hair color. Grey hair appears when melanocytes do not produce melanin any longer. Because of this the hair becomes colorless.

3. COLOR THEORY

3.1 COMPOSITION OF LIGHT

White light is composed of a large number different frequencies. Each frequency produces a distinctive color sensation. The different components of light can be made visible by dispersion of light. The rainbow is a good example of light dispersion. When a beam of white light passes through a refracting material (prism), each component is refracted differently. The white light is separated into different component colors.



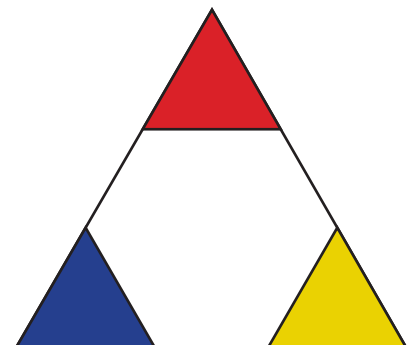
Color is a reflection of different light frequencies. Hair with a red color reflects only the red light frequencies. The other colors which are available on white light are absorbed. When all colors are absorbed, light ceases to exist and you see the opposite of light, which is dark.

3.2 COMPOSITION OF COLORS

Primary colors

Colors consist of 3 primary colors:

- Red
- Yellow
- Blue



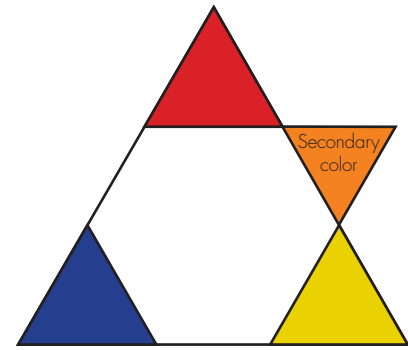
Primary colors Red, Yellow, Blue

3. COLOR THEORY

Secondary colors

The natural hair color is composed out of the 3 primary colors. Combinations of the 3 primary colors make 3 secondary colors:

- Red + Yellow = Orange
- Red + Blue = Violet
- Blue + Yellow = Green



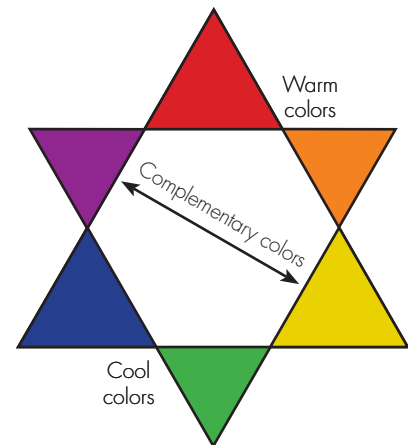
Secondary color:
Red + Yellow = Orange

Complementary Colors

The secondary and primary colors opposite to each other in the color wheel are the complementary colors. These are the colors which are used to neutralize colors. Complementary colors neutralize each other.

Red neutralizes Green
Yellow neutralizes Violet
Blue neutralizes Orange

Orange is the middle of the spectrum of warm colors.
Blue is the middle of the spectrum of cool colors.

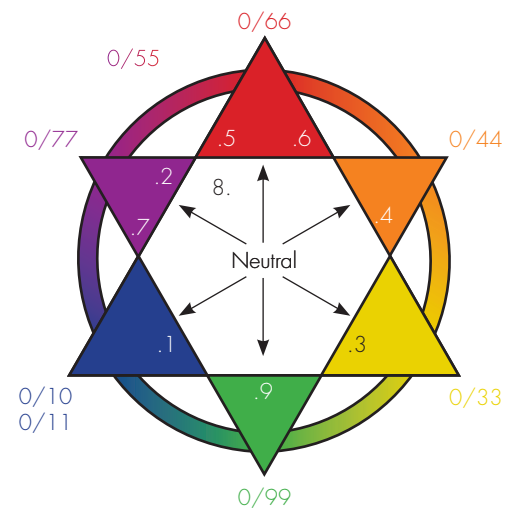


Color wheel

This knowledge is constantly used when we color hair, especially when deciding on the chosen color character.

The colors are described as follows:

Red = Red
Yellow = Gold
Blue = Ash Blue
Orange = Copper
Violet = Violet
Green = Anti - Red



4. VARIOUS HAIR COLOR PRODUCTS

4.1 SURVEY OF HAIR COLOR PRODUCTS

NATURAL COLORS		METALLIC COLORS	
Henna Chamomile		Salts of: Lead, Copper, Silver, Bismuth, Iron, Nickel	
		old coloring method	
SYNTHETIC COLORS			
TEMPORARY	SEMI PERMANENT		PERMANENT
non-oxidative	non-oxidative	oxidative	oxidative
Color Mousse	Color	Semi Color	Tinta Color / Cream Bleach / Magic Blonde

Demi Color

The notation "Demi Color" can be confusing. In the US oxidative semi permanent colors are usually described as Demi colors. In Australia Demi color is a mixture of Tinta Color and Semi Color Activator.

4.2 NATURAL COLORS

Henna, Chamomile

Characteristics

1. No oxidation (Hydrogen Peroxide), therefore no lightening of natural color
2. Vegetable origin
3. The pigment adheres to the hair and it forms a layer which makes the hair difficult to penetrate with chemical coloring products or perms

4.3 METALLIC COLORS

Characteristics

Metallic colors are pigments which, like Henna, make the hair impenetrable. Because of their chemical nature they react in the chemical process of future oxidative coloring. The colors also change the color intensity by the different development times. Chemical reaction can be caused, which seriously damages the structure of the hair. Because of the reaction of metallic pigments with Peroxide or Ammonia, it is difficult to treat the hair. They are obsolete and not used anymore by professional hairdressers. It is important to ask the customer if these products are used at home.

4. VARIOUS HAIR COLOR PRODUCTS

4.4 SYNTHETIC PIGMENTS

These are pigments which are now used in different coloring products. Synthetic pigments can be divided in two: oxidative pigments and non-oxidative pigments (oxidation is the working of oxygen on the pigments). Sometimes these two are mixed, depending on the desired result of the product.

4.5 TEMPORARY COLORS - KEUNE COLOR STYLING MOUSSE

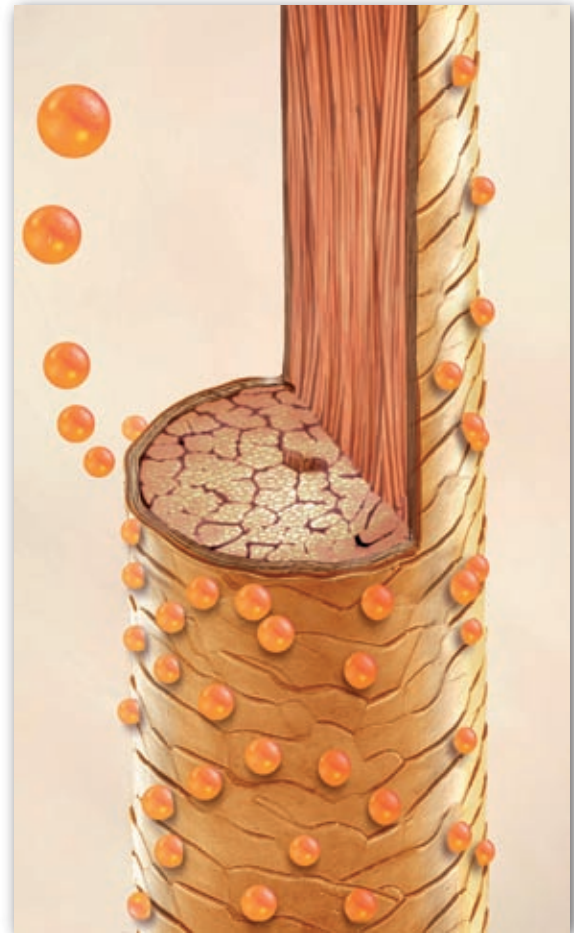
Temporary coloring - non-oxidative



Keune Color Styling mousse

Characteristics

- Large pigments
- Non-oxidative (direct) pigments
- Attaches only to the outside of the hair
- Holds for one to two shampoos
- Makes natural and colored hair vivid
- Blends the first grey hairs
- No processing time



Large direct pigments color the outside of the cuticle

4. VARIOUS HAIR COLOR PRODUCTS

4.6 OXIDATIVE SEMI PERMANENT COLORS-KEUNE SEMI COLOR

Characteristics

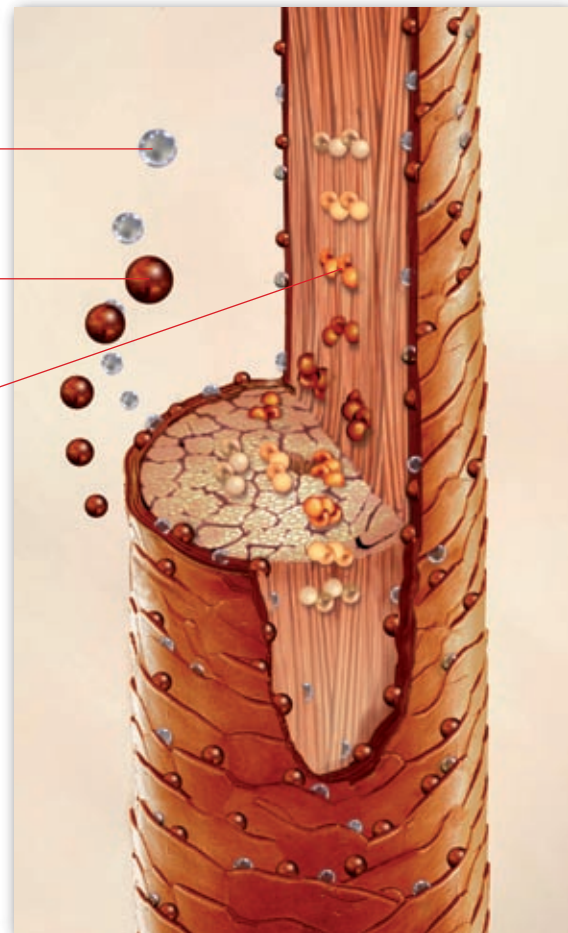
- Combination of oxidative and direct pigments
- Mixes with special Activator, low percentage hydrogen peroxide (1.5% mixed with Semi Color Activator and 2% with Semi Color Red Activator)
- Contains no Ammonia
- No visible regrowth
- Up to 70% grey coverage
- Holds for 6 to 10 shampoos
- Processing time 20 minutes



undeveloped colorless
oxidative pigments

direct (red) pigments

developed oxidative
pigments



A combination of oxidative and pigments
color of the cuticle and cortex.

4. VARIOUS HAIR COLOR PRODUCTS



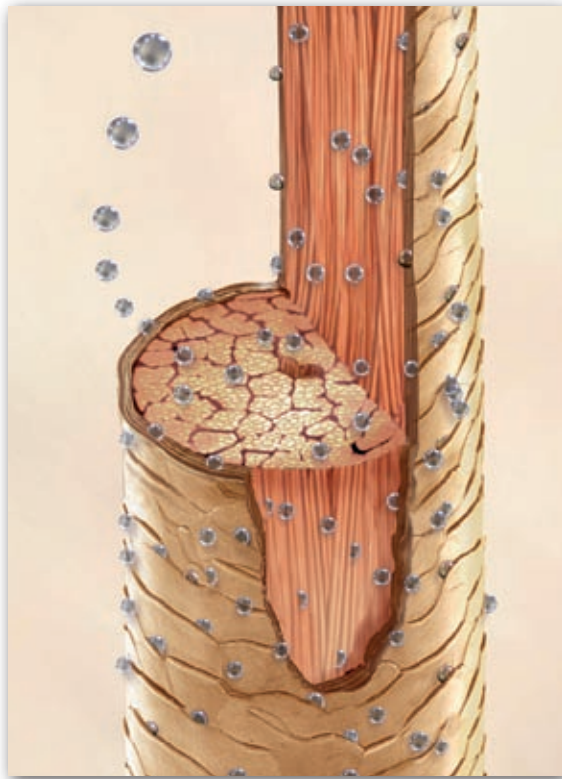
4.7 PERMANENT OXIDATIVE COLOR- KEUNE TINTA COLOR

Characteristics

- Small oxidative pigments
- Mixes with Tinta Cream Developer (Hydrogen Peroxide 3% (10 vol.) 6% (20 vol.), 9% (30 vol.), or 12% (40 vol.)
- After development of pigments in the cortex, the large developed pigments are locked into the hair
- 100% grey coverage
- Lightening of the natural pigment and coloring in one application
- Regrowth application
- Most specialized coloring for fashion and natural shades
- Processing time around 30 minutes



4. VARIOUS HAIR COLOR PRODUCTS

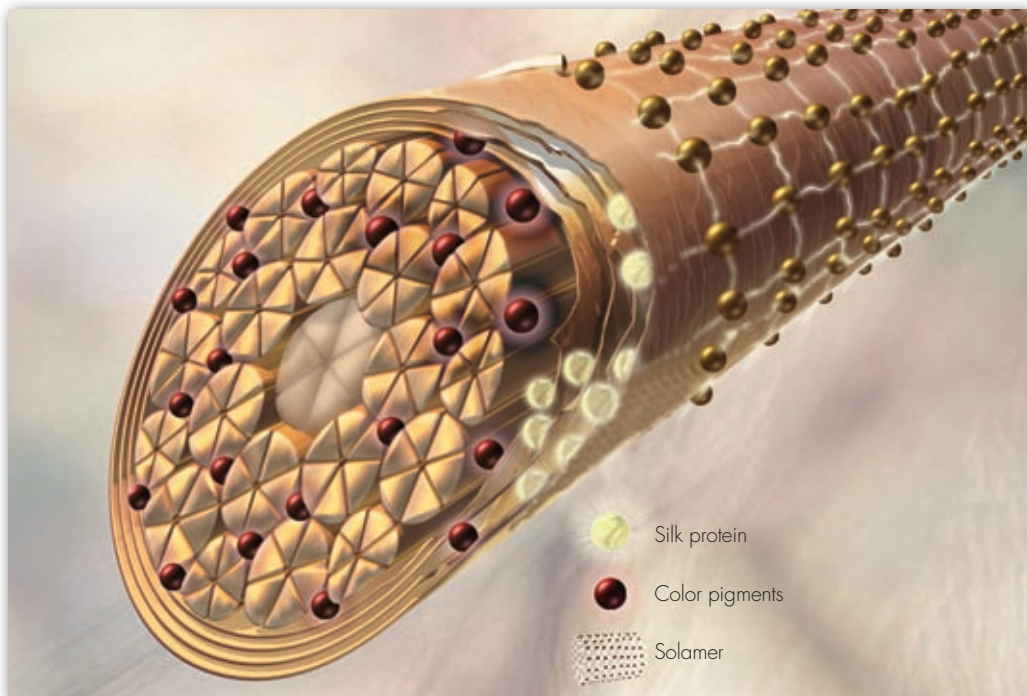


Colorless undeveloped pigments before oxidation.



Developed larger pigments in the cortex after oxidation.

The very small colorless undeveloped pigments penetrate from the cuticle deep into the cortex. After oxidation, larger colored molecules are formed giving the desired color.



Active ingredients in Tinta Color

5. KEUNE TINTA COLOR



5.1 KEUNE CREATES NEW DIMENSIONS IN COLORING

THE ART OF HAIR COLORING

Keune Tinta Color offers the hair colorist an infinite color palette. It provides unlimited options for creative minds in all color applications; color accents, highlights and lowlights. It leaves the hair with incredible shine and superb condition. Tinta Color gives 100% grey coverage. Shades range from natural tones to deep reds and sparkling blondes.

General information

Tinta Color is the permanent hair color which protects and conditions the hair during the process of coloring. It prevents porosity, giving the hair longer lasting color and shine. The grey coverage is 100%.

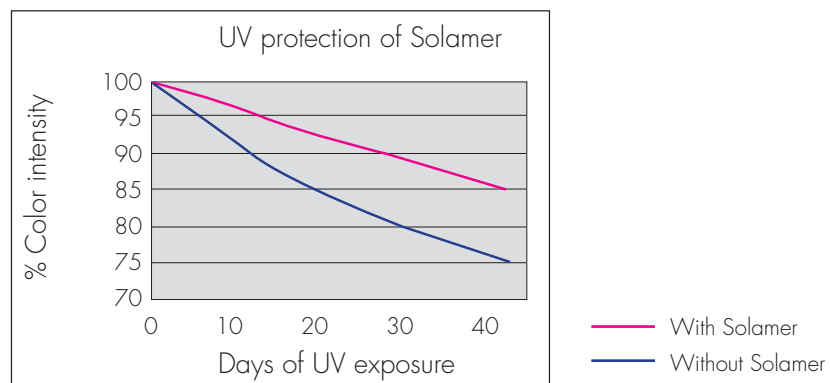
Tinta Color stands out for its durability and silky soft results. The method of application and the numbering system are the same as most hairdressers are familiar with. The attractive color chart makes it easy to change to Tinta Color.

Qualities

- Easy to mix
- Easy to apply
- Pleasant fragrance
- Does not stain on the scalp
- Solamer UV protector
- Silk protein
- LP 300
- Cocamide MEA

Solamer UV Protector

A UV protector is really unique in a hair color product. Solamer absorbs both UV-A and UV-B radiation, protects the hair from UV damage and color fading. Solamer also enhances the hair color. Hair colored with Tinta Color enriched with Solamer will have about 10% more color intensity 40 days following the treatment in comparison with an ordinary hair color.



5. KEUNE TINTA COLOR

LP 300 Color Stabilizer

LP 300 is a cosmetic color stabilizer originating from the textile industry. LP 300 has two major qualities.

1. Better pigmentation of the hair
2. Protects and conditions the hair structure during the color service.

The color stability (color authenticity) of textiles is now considerably better than it was a number of years ago. This is due to the use of color stabilizers. Tinta Color is the first hair color that contains a color stabilizer. The color stays vibrant for a longer period of time. The color stabilizer LP 300 prevents damage to the hair structure during the color treatment. The hair does not become porous, which is the case in hair color without these stabilizers.

An oxidative hair color works according to the principle of the enclosure of pigments into the hair structure. There are different processes that play a role during hair coloring:

Characteristics

- Ammonia causes the cuticles to open.
- The undeveloped pigments penetrate the hair structure.
- Due to the mixing of color (alkaline) and developer (Hydrogen Peroxide), oxygen will be split off. Because of this oxidation process, the pigments develop into larger molecules.
- Once pigments are developed they can not be rinsed out the hair, because of their larger size. The amount and composition of the pigments determine the color level, the coverage, and the color character.
- During the color process the natural hair color will be lightened. The release of oxygen and the amount of ammonia cause the lighting of the natural hair color.

Silk Protein Conditioner

Silk protein conditioner provides shine and manageability, repairing and smoothes damaged hair. Porous hair results in poor encapsulation of the pigments, especially red colors, which causes early fading. Silk Protein leaves the hair soft and shiny. The LP 300 and the Silk Protein make Tinta Color unique. Keune is the first to use color stabilizers in hair color. All colorists will immediately notice that Tinta Color mixes easier than other colors. The unique emulsion conditions the hair and is easy to apply to the hair. The product does not run from the brush. The good condition of the hair can be felt and seen immediately after rinsing.

Cocamide MEA

Cocamide MEA is the predominant ingredient in the base cream of Tinta Color and it makes Tinta Color unique. Cocamide MEA is an ingredient sourced from palm oil and it gives the creamy, pearlescent structure to the color while protecting the scalp. The ingredient contributes also to the caring properties of Tinta Color. It conditions the hair and gives your hair color an incredible shine.

5. KEUNE TINTA COLOR

5.2 KEUNE TINTA COLOR RANGE

Keune Tinta Color consists of a wide range of colors, including the Special Blonde Series, the Super Ash Blondes, the Matt Colors and the Mix Colors. Tinta Color contains Solamer (UV protector) and Silk Protein conditioner. Only the Tinta Cream Developer contains LP 300 color stabilizer. The shades are longer lasting due to the color stabilizer LP 300 and Solamer. There are eight Mix Colors offering an endless variety of color possibilities. All colors can be mixed with each other, with the exception of No 7.44. No 7.44 can only be mixed with the mix colors 0/33, 0/44, 0/55 and 0/66, 8/66 (see Chapter 14.4).



5. KEUNE TINTA COLOR



5.3 KEUNE TINTA CREAM DEVELOPER

Keune Tinta Cream Developer is the developer for Tinta Color. It has extra stability, so the Hydrogen Peroxide percentage will remain the same, even at high temperatures. Only Tinta Color, mixed with Tinta Cream Developer, will give the optimum result. Only Tinta Cream Developer contains the color stabilizer LP 300.

The main working component in Tinta Cream Developer is Hydrogen Peroxide. Hydrogen Peroxide is formed when water (H_2O) takes up an extra oxygen atom ($H_2O + O = H_2O_2$). The binding is not very stable and will easily split off oxygen in an alkaline environment. The split-off oxygen atoms develop the color pigments. When Tinta Cream Developer 6%-20 vol. is used, part of the natural pigments will be shattered. In this way the hair color is lightened. The Hydrogen Peroxide concentration determines the lightening power.

Tinta Cream Developer is available in 4 strengths:

Tinta Cream Developer 3%-10 vol.

Tinta Cream Developer 6%-20 vol.

Tinta Cream Developer 9%-30 vol.

Tinta Cream Developer 12%-40 vol.

All in both 1000 ml (33.8 FL.OZ.) and 60 ml (2.0 FL.OZ.).

Shaking before use will facilitate the pouring of the developer.



6. COLOR NUMBER SYSTEM

6.1 DIVISION OF COLOR GROUPS

For a better understanding of the colors on the chart, colors can be divided into different categories.

- Natural Colors
- Extra Coverage Natural Plus Shades
- Fashion Colors
- Intense Fashion Colors
- Matt Colors
- Mix Colors
- Tinta 1000 series - Special Blonde
- Tinta 1500 series - Super Ash Blonde
- Tinta 2000 - Super Blonde

6.2 NATURAL, FASHION, AND INTENSE FASHION COLORS

The first number indicates the color level. This level is the place of a natural or synthetic color on the scale of color level. The scale is numbered 1 through 10. Number 1 is the darkest color; number 10 is the lightest color.

Scale of color level:	1 - Black
	3 - Dark Brown
	4 - Medium Brown
	5 - Light Brown
	6 - Dark Blonde
	7 - Medium Blonde
	8 - Light Blonde
	9 - Very Light Blonde
	10 - Lightest Blonde

For several natural colors an extra coverage formulation has been developed especially for resistant and difficult to cover grey hair. This series has the following code: .00 - Plus.

6. COLOR NUMBER SYSTEM

The second number indicates the primary color character. Some colors have a third number. This indicates the secondary color character. A color character is the color which predominates the reflection.

Keune Tinta Color has the following color characters:

- .1 - Ash
- .2 - Pearl
- .3 - Gold
- .4 - Copper
- .5 - Mahogany
- .6 - Red
- .7 - Violet
- .8 - Brown
- .9 - Anti-Red (Green)

Exceptions are the following numbers for which there are fantasy names:

- .03 - Mocha
- .19 - Matt
- .23 - Cocoa
- .32 - Beige
- .35 - Choco
- .37 - Espresso
- .38 - Hazelnut
- .53 - Chestnut

EXAMPLE

A color with number **7.43**

- 7 • Medium Blonde (color level)
- .4 • Copper (primary color character)
- 3 • Gold (secondary color character)

The name for this color is: Medium Copper Golden Blonde

The names for the following color numbers are:

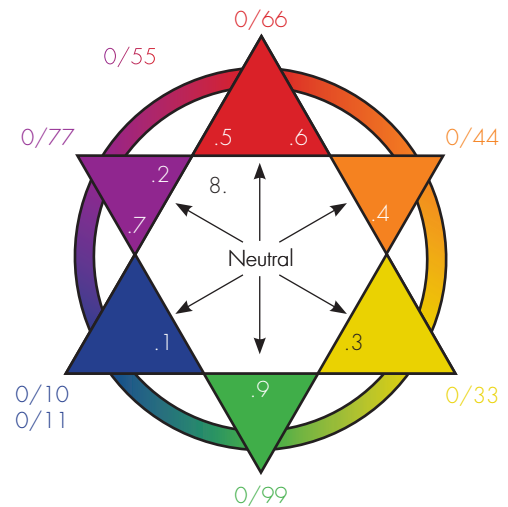
- 8.1 • Light Ash Blonde
- 5.3 • Light Golden Brown
- 8.52 • Light Mahogany Pearl Blonde
- 3.76 • Dark Violet Red Brown

6. COLOR NUMBER SYSTEM

6.3 MIX COLORS

Keune Tinta Color has 8 mix colors to accentuate or neutralize color characters.

0/10	Blue
0/11	Ash Blue
0/33	Gold
0/44	Copper
0/55	Mahogany
0/66	Red
0/77	Violet
0/99	Anti-Red (Green)



6.4 KEUNE TINTA 1000 SERIES - SPECIAL BLONDE

Keune Tinta Color has 4 colors, which can lighten the natural hair color up to 3 to 4 levels. These colors should not be used on white, bleached and high percentage of grey hair because they have a neutralizing character for yellow pigment (on white hair the color result will turn out to be a blue tone).

The 1000 series Special Blonde consists of:

- 1000 - Natural Blonde
- 1001 - Ash Blonde
- 1012 - Ash Pearl Blonde
- 1032 - Beige Blonde

6.5 KEUNE TINTA 1500 - SUPER ASH BLONDE

The Keune Tinta 1500 series - Super Ash Blonde contains 3 ash colors which lightens **natural hair** up to 4 levels.

The 1500 series Super Ash Blonde consists of:

- 1511 - Super Ash Blonde
- 1517 - Super Ash - Violet Blonde
- 1519 - Super Matt Blonde

6. COLOR NUMBER SYSTEM

6.° KEUNE TINTA 2000 - SUPER BLONDE

Tinta 2000 - Super Blonde can lighten natural hair color 4 to 5 levels, without previously bleaching the hair. Tinta 2000 can be used as an on-the-scalp lightener or for streak and highlighting techniques.



6. COLOR NUMBER SYSTEM



6.7 KEUNE TINTA MATT COLORS

The matt effect of all 5 Tinta Color shades neutralizes the copper undertone that normally appears when dark hair types are lightened. Dark hair becomes naturally light. When using Matt Shades lightening dark hair results in natural and authentic browns and blondes.

Tinta Color Matt shades are suitable for:

- Latin American hair
- Asian hair
- Dark Southern European hair
- Middle Eastern hair
- Men

Tinta Color Matt shades series consists of:

- 5.19 Light Matt Brown
- 6.19 Dark Matt Blonde
- 7.19 Medium Matt Blonde
- 8.19 Light Matt Blonde
- 1519 Super Matt blonde



7. COMPOSITION OF KEUNE TINTA COLOR

Permanent colors are composed of natural, primary and secondary color character. Understanding the color composition will explain the behavior of the color when mixing formulas for white hair.

	Natural	Primary character	Secondary character
Natural Colors Natural Plus Shades	100%		
Fashion shades with primary color character	50%	50%	
Fashion shades with primary color character and secondary color character	50%	30%	20%
Intense fashion shades	25%	75%	
Mix colors		100%	

Table 1: this diagram gives an indication of the composition of Tinta Colors



Studio Tip

7.44 consists of 100% oxidative primary character.

Studio Tip

Addition of natural character to 7.44 changes the color into a mahogany character (see Chapter 14.4).

8. COLOR SCHEME OF KEUNE TINTA COLOR

	1-10	.00	.1	.2	.3	.32	.03 .23 .35 .37 .38 .53 .73	.4	.5	.6	.7	
Depth of color	Natural	Natural Plus	Ash	Pearl	Golden	Beige	Brown	Copper	Mahogany	Red	Violet	Addition Mix Colors
Super Blonde	2000											
Super Ash Blonde Serie			1511 1517 1519									+ 2 cm.
Special Blonde Color	1000		1001 1012			1032						+ 3 cm.
Lightest Blonde	10			10.21 10.25	10.31						10.7	+ 3 cm.
Very Light Blonde	9	9.00	9.1	9.2	9.3	9.32	9.53	9.43			9.7	+ 5 cm.
Light Blonde	8	8.00	8.1 8.17 8.19		8.3 8.34	8.32	8.38	8.4 8.45	8.52	8.66		+ 6 cm.
Medium Blonde	7	7.00	7.19	7.2	7.3	7.32	7.35 7.38 7.73	7.43 7.44 7.46RI	7.54	7.66		+ 8 cm.
Dark Blonde	6	6.00	6.1 6.19		6.3		6.03 6.37 6.38 6.53	6.4 6.46	6.5	6.6 6.64 6.66RI 6.67		+ 9 cm.
Light Brown	5		5.11 5.19		5.3		5.23 5.35	5.4 5.46RI	5.5 5.56RI	5.6 5.67	5.7	+ 11 cm.
Medium Brown	4		4.15		4.3		4.03 4.37 4.53	4.45	4.56	4.6	4.7RI	+ 13 cm.
Dark Brown	3										3.76	+ 15 cm
Black	1		1.1									
Mix Colors			0/10 0/11		0/33			0/44	0/55	0/66 0/99	0/77	



9. INSTRUCTION CARD OF KEUNE TINTA COLOR

KEUNE TINTA COLOR
QUICK REFERENCE

FORMULATION



For first application a sensitivity test is recommended. Consult with client to determine desired result.
100% grey coverage will be achieved with the Natural Shades. Follow the guideline to achieve grey coverage with Fashion Shades.

PERCENTAGE OF GREY	FASHION SHADE	NATURAL SHADE	DEVELOPER
100%	30 ml (1 fl.oz)	+ 30 ml (1 fl.oz)	60 ml (2 fl.oz)
60%	40 ml (1.4 fl.oz)	+ 20 ml (0.7 fl.oz)	60 ml (2 fl.oz)
30%	45 ml (1.5 fl.oz)	+ 15 ml (0.5 fl.oz)	60 ml (2 fl.oz)

To compensate for the loss of color character it is recommended to add mix colors (see Advanced Reference).

COLORING

TINTA COLOR	TINTA + DEVELOPER	DEVELOPER	LEVELS OF LIFT
COLORING PRE-LIGHTENED HAIR	1 + 1	3% - 10 VOL	0 - 1
SAME LEVEL/ DARKER/LIGHTENING 1-2 LEVELS	1 + 1	6% - 20 VOL	1 - 2
LIGHTENING	1 + 1	9% - 30 VOL	2 - 3
1000 SERIES	1 + 1	9/12% - 30/40 VOL	3 - 4
1500 SERIES	1 + 2	9/12% - 30/40 VOL	4
2000	1 + 1 + BOOSTER	12% - 40 VOL	4 - 5





FIRST COLORING

Apply to dry hair.

- Using a brush apply color evenly to lengths and ends, starting 1-2 cm (0.4 - 0.8 inch) from the scalp. Process for 10 min. (Process 1000 series, 1500 series and Tinta Color 2000 for 15 min.)
- Apply remaining color to base and process an additional 30 min. (Process 1000 series, 1500 series and Tinta Color 2000 an additional 35 min.)

Total processing time is 40 min. (Total processing time for 1000 shades, 1500 shades and Tinta Color 2000 is 50 min.)



① - 10 min.
② - 30 min.
total 40 min.


① - 15 min.
② - 35 min.
total 50 min.

REGROWTH COLORING

Apply to dry hair.

- Apply color to regrowth. Process for 20-25 min. (Process 1000 shades, 1500 shades and Tinta Color 2000 for 30-35 min.)
- Massage color through the ends and process an additional 5-10 min. Total processing time is 30 min. (Total processing time for 1000 series, 1500 series and Tinta Color 2000 is 40 min.)

Tinta 1000 and 1500 shades are not suitable for use on bleached or color treated hair.



① - 20-25 min.
② - 5-10 min.
total 30 min.



① - 30-35 min.
② - 5-10 min.
total 40 min.


RINSE + AFTER COLOR TREATMENT

Add a little warm water and massage color with the fingertips from the scalp and hair. Rinse thoroughly. Shampoo and condition with Tinta After Color Shampoo and Tinta After Color Balsam (1000 ml).

TINTA COLOR SAVER
For extra care apply Tinta Color Saver and work through the hair. Do not rinse.

HOME MAINTENANCE
For home maintenance use: Keune Design Color Care Shampoo
Keune Design Color Care Conditioner



9. INSTRUCTION CARD OF KEUNE TINTA COLOR

KEUNE TINTA COLOR

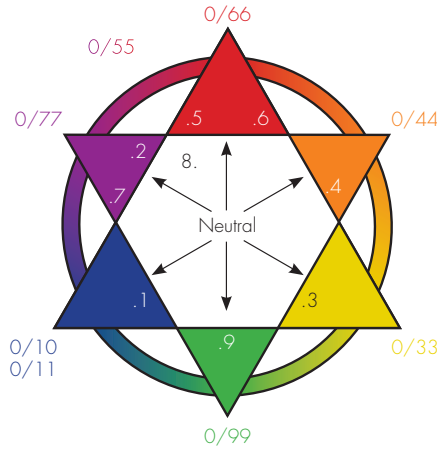
ADVANCED REFERENCE

USE OF MIX COLORS

For an average result, depending on the color level, add Mix Colors following this guideline.

COLOR LEVEL	CM	(INCH)
1500	2	(0.8)
1000	3	(1.2)
10	3	(1.2)
9	5	(2)
8	6	(2.4)
7	8	(3.1)
6	9	(3.5)
5	11	(4.3)
4	13	(5.1)
3	15	(5.9)

Do not use 0/10 according to this schedule. Tinta Color 0/10 is for extreme blue results. Do not use mix color in combination with Tinta Color 2000.



Use Mix Color to accentuate or neutralize.

ACCENTUATE	COLOR CHARACTER	NEUTRALIZE
0/11	1 - Ash	0/44
$\frac{2}{3}$ 0/77 + $\frac{1}{3}$ 0/66	2 - Pearl	0/33
0/33	3 - Gold	0/77
0/44	4 - Copper	0/11
0/55	5 - Mahogany	$\frac{2}{3}$ 0/99 + $\frac{1}{3}$ 0/33
0/66	6 - Red	0/99
0/77	7 - Violet	0/33
$\frac{3}{4}$ 0/55 + $\frac{1}{4}$ 0/33	8 - Brown	$\frac{1}{2}$ 0/99 + $\frac{1}{2}$ 0/33
0/99	9 - Anti Red (Green)	0/66

Studio Tip: Target is 7.3 on 100% grey hair. Solution: 30 ml (1 fl.oz) Tinta Color 7.3 and 30 ml (1 fl.oz) Tinta Color 7 mixed with 60 ml (2 fl.oz) Tinta Cream Developer plus 8 cm (3.1 inch) Tinta Color 0/33.

Studio Tip: Target is 5.5 on 60% grey hair. Solution: 40 ml (1.4 fl.oz) Tinta Color 5.5 and 20 ml (0.7 fl.oz) Tinta Color 5 mixed with 60 ml (2 fl.oz) Tinta Cream Developer plus 11 cm (4.3 inch) Tinta Color 0/55.

TINTA PRE-PIGMENTATION

When darkening lightened hair more than 2 levels, it is necessary to repigment the hair. Tinta Pre-pigmentation can also be used on faded lengths and ends. Use Tinta Pre-pigmentation Fluid for direct application or use the desired mixture of Tinta Mix Color 0/66.

COLOR LEVEL	TINTA PRE-PIGMENTATION FLUID
9 - 8	dilute 1 part to 9 parts of water
7 - 6	dilute 1 part to 2 parts of water
5 - 1	undiluted



DO NOT RINSE. Color will be very intense!

DESIRED COLOR LEVEL	MIXTURE
10 =	1 cm (0.4 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
9 =	2 cm (0.8 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
8 =	3 cm (1.2 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
7 =	6 cm (2.4 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
6 =	12 cm (4.7 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
5 =	14 cm (5.5 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
4 =	15 cm (5.9 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
3 =	16 cm (6.3 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
1 =	20 cm (7.9 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water

DO NOT RINSE. Dry the hair. Apply chosen shade mixed with 3% (10 vol.) Tinta Cream Developer and process as directed.

KEUNE RED BOOSTER

For more intense red shades use Keune Red Booster capsules. Add 1 or 2 capsules, depending on color level and desired intensity, when using any of the following shades: 7.66 - 6.6 - 6.64 - 6.67 - 5.6 - 5.67 and 4.6.

* Tinta Color 8.66 comes packaged with 2 capsules.

COLORING BLEACHED HAIR (PASTEL SHADES)

Mix 30 ml (1 fl.oz) color with 60 ml (2 fl.oz) of 3% (10 vol.) Tinta Cream Developer. Apply to base, lengths and ends. Process for a maximum of 20 min. depending on the desired intensity.



Choose from the following shades: 10.7 - 10.21 - 9.53 - 9.43 - 9.32 - 9.3 - 9.2 - 9.1

REMOVAL OF PERMANENT COLOR

To lighten permanent color, mix 1 scoop Cream Bleach or Magic Blonde with 25 ml (0.8 fl.oz) Keune Shampoo and 25 ml (0.8 fl.oz) of 9% (30 vol.) Tinta Cream Developer. Apply evenly with a color brush. Check the progress regularly.



Processing time is a maximum of 20 min. Can be applied to damp or dry hair.

E

10. HOW TO WORK WITH KEUNE TINTA COLOR

10.1 COLOR CHOICE

Determine the natural color level and the percentage of grey hair. Add, depending on the percentage of grey hair, a corresponding natural shade to the chosen color to ensure optimum grey coverage. (See page 29 for the mixing ratio.) Consult with the client about the color choice using the color chart. To give a good consultation it is important to take into account the customer's skin color, eye color, style of fashion, make-up, age and hairstyle.

10.2 MIXING RATIO

TINTA COLOR	TINTA + DEVELOPER	DEVELOPER	LEVELS OF LIFT
COLORING PRE-LIGHTENED HAIR	1 + 1	3% - 10 VOL	0 - 1
SAME LEVEL/ DARKER/LIGHTENING 1-2 LEVELS	1 + 1	6% - 20 VOL	1 - 2
LIGHTENING	1 + 1	9% - 30 VOL	2 - 3
1000 SERIES	1 + 1	9/12% - 30/40 VOL	3 - 4
1500 SERIES	1 + 2	9/12% - 30/40 VOL	4
2000	1 + 1 + BOOSTER	12% - 40 VOL	4 - 5

The mixing ratio for all colors is 1:1, with the exception of the Tinta 1500 Series Ash Blonde.

Mix 1 tube 60 ml (2 FL.OZ.) Keune Tinta Color with 60 ml (2 FL.OZ.) Keune Tinta Cream Developer. The viscosity of the cream makes it very easy to mix and to apply. For thick or Asian hair the ratio can be adjusted to a mixture of 60 ml (2 FL.OZ.) Tinta Color and 50 ml (1.7 FL.OZ.) of the Tinta Cream Developer. For extremely closed cuticle the mix is 60 ml (2 FL.OZ.) Tinta Color and 40 ml (1.4 FL.OZ.) of Tinta Cream Developer. **The mixing ratio for the 1500 series Ash Blonde is 1 part color: 2 parts developer.**

10. HOW TO WORK WITH KEUNE TINTA COLOR

10.3 THE PROPER CHOICE OF TINTA CREAM DEVELOPER

One of the ingredients of Keune Tinta Cream Developer is the **stabilizer LP 300**. LP 300 protects the structure of the hair and guarantees optimum color stability, especially for the red shades. Keune Tinta Cream Developer is available in 3%-10 vol., 6%-20 vol., 9%-30 vol., and 12%-40 vol.



- 3%-10 vol. : for application on bleached or highlighted hair, or on regrowth application for lengths or ends
- 6%-20 vol. : same color level or darker, 1-2 level lighter coloring
- 9%-30 vol. : 2 - 3 color levels lighter, 3 color levels lighter with Special Blonde series & Tinta 1500 series Super Ash Blonde, 3 - 4 color levels lighter with Tinta 2000
- 12%-40 vol. : 3 - 4 color levels lighter with Special Blonde series & Tinta 1500 Super Ash Blonde Series, 4 - 5 color levels lighter with Tinta 2000

10. HOW TO WORK WITH KEUNE TINTA COLOR



10.4 APPLICATION OF COLOR



Apply to dry hair. Only in case of extremely dirty or oily hair is shampooing necessary. The hair needs to be dry before applying the color.

A. Virgin hair coloring (first time coloring)

1. Apply the color with a color brush evenly to lengths and ends beginning 1 - 2 cm (0.4 - 0.8 inch) from the scalp. Process for 10 minutes. 1000 Series - Special Blonde shades / Tinta 1500 series Super Ash Blonde / Tinta 2000 / lighter coloring process for 15 minutes.
2. Apply remaining color to the base for an additional 30 minutes. 1000 Series - Special Blonde shades / Tinta 1500 series Super Ash Blonde / Tinta 2000 / lighter coloring process for 35 minutes.
3. Total processing time: same color level / darker coloring: 40 minutes. Total processing time 1000 Series - Special Blonde shades / Tinta 2000 / lighter coloring: 50 minutes.



B. Regrowth coloring

1. Apply the color to the regrowth. Process 20 - 25 minutes. 1000 Series - Special Blonde / Tinta 1500 series Super Ash Blonde / Tinta 2000 / lighter coloring: 30 - 35 minutes.
2. Massage the color through to the ends and process for an additional 5 - 10 minutes. Total processing time same color level / darker coloring: 30 minutes.
3. Total processing time 1000 Series - Special Blonde shades / Tinta 1500 series Super Ash Blonde / Tinta 2000 / lighter coloring: 40 minutes.



10.5 RINSING

Add a little warm water and massage the color with the fingertips from the scalp and hair. Rinse thoroughly. For the best results, shampoo the hair with Keune Tinta After Color Shampoo pH4 and condition with Keune Tinta After Color Balsam pH4.

11. GREY COVERAGE AND EQUALIZATION

Grey coverage and equalization are important factors in hair color service. Hair with a certain percentage of grey is a mix of pigmented hair and white hair.

Grey coverage is: The ability to evenly color white (non-pigmented) hair.
Equalization is: The ability to get the same color on pigmented and white (non-pigmented) hair.

When using Tinta Color, the natural pigments will be lightened by means of mixing with Tinta Cream Developer. At the same time the color pigments will penetrate the white and pigmented hair. In this way an uniform color result will be created. For optimum lightening, a proper choice of the correct percentage of Tinta Cream Developer is essential for an equalized result.



11.1 GREY COVERAGE USING FASHION SHADES

100% grey coverage will be achieved with the Natural Shades. Fashion shades can not be applied directly to grey hair. It is necessary to use a formula with a natural shade in the same color level. (Please note: do not use a natural shade in combination with No. 7.44). Follow the guidelines below to achieve grey coverage with Fashion Shades.

Percentage of grey	Fashion shade	Natural shade	Developer
100%	30 ml (1 FL.OZ.)	+ 30 ml (1 FL.OZ.)	60 ml (2 FL.OZ.)
60%	40 ml (1.4 FL.OZ.)	+ 20 ml (0.7 FL.OZ.)	60 ml (2 FL.OZ.)
30%	45 ml (1.5 FL.OZ.)	+ 15 ml (0.5 FL.OZ.)	60 ml (2 FL.OZ.)

By mixing fashion color with natural color, you will dilute part of the color character. To compensate for this loss of color character, add Mix Color to the mixture (see Chapter 13.1 for the amount of Mix Color).

Example 1: To accomplish a color result of No. 7.3 on 100% grey hair:

Use 30 ml (1 FL.OZ.) of Tinta Color 7.3
 and 30 ml (1 FL.OZ.) of Tinta Color 7
 with 60 ml (2 FL.OZ.) of Tinta Cream Developer.
 To compensate for the loss of color character, add 8 cm
 (3.2 inch) Mix Color No. 0/33 (see chapter 13.1)

Example 2: To accomplish a color result of No. 5.5 on 60% grey hair:

Use 40 ml (1.4 FL.OZ.) of Tinta Color 5.5
 and 20 ml (0.7 FL.OZ.) of Tinta Color 5
 with 60 ml (2 FL.OZ.) of Tinta Cream Developer
 To compensate for the loss of color character, add 11 cm
 (4.3 inch) Mix Color No. 0/55 (see chapter 13.1)

11. GREY COVERAGE AND EQUALIZATION

11.2 EXTRA COVERAGE NATURAL PLUS SHADES

For resistant and difficult to cover hair, there are 4 extra coverage Natural Plus Shades, that give a better coverage without the use of special techniques. These natural shades are slightly warmer and darker in order to achieve optimal coverage.

The Natural Plus series consists of the following colors:

- 6.00 - Dark Blonde - Plus
- 7.00 - Medium Blonde - Plus
- 8.00 - Light Blonde - Plus
- 9.00 - Very Light Blonde - Plus

11.3 GREY COVERAGE ON DIFFICULT TO COLOR RESISTANT HAIR

Resistant hair requires a special technique to achieve the optimum coverage and equalization. **Use the shifting technique: reduce the amount of Tinta Cream Developer and increase the strength,** for example: from 6%-20 vol. to 9%-30 vol. The alkalinity of the mixture will increase and the cuticle will open quicker to allow the pigments to penetrate better.

Example: Usual mixing ratio is 60 ml (2 FL.OZ.) Tinta Color + 60 ml (2 FL.OZ.) Tinta Cream Developer 6%-20 vol. The mixing ratio with the shifting technique will be 60 ml (2 FL.OZ.) Tinta Color + 40 ml (1.4 FL.OZ.) Tinta Cream Developer 9%-30 vol.

11.4 PRE-PIGMENTATION OF RESISTANT GREY HAIR

Sometimes it is difficult to get an even result on resistant grey hair. For optimum coverage, the hair can be pre-pigmented: use a natural shade 1 - 2 color levels lighter than the desired target color (e.g. pre-pigmentation of desired color 7.32 with natural shade 8). Apply the natural shade directly, without mixing with developer, on the resistant areas of the hair. Do not rinse! Apply the color formula as usual.

12. PRE-PIGMENTATION AND RECOLORING OF EXTREMELY FADED LENGTHS AND ENDS



12.1 PRE-PIGMENTATION OF EXTREMELY FADED LENGTHS AND ENDS

Bleached and extremely faded hair has a shortage of red pigment. When coloring this hair darker, the result will be a drab color in the lengths and ends. To avoid this problem the hair must be re-pigmented with red pigment. This can be done in the following ways:

1. Use Tinta Pre-Pigmentation Fluid
2. Make mixture with Tinta Color 0/66

Tinta Pre-Pigmentation Fluid

Dilute the Pre-pigmentation fluid according to the mixing ratio below with water depending on the color level. Apply the mixture with a sponge. Do not rinse. Blow dry and apply the color as usual.

Color level	Tinta Pre-Pigmentation Fluid
9 - 8	dilute 1 part to 9 parts of water
7 - 6	dilute 1 part to 2 parts of water
5 - 1	undiluted

Mixture with Tinta Color 0/66

Mix Tinta Color 0/66 with warm water as stated in the table below:

10	=	1cm (0.4 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
9	=	2cm (0.8 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
8	=	3cm (1.2 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
7	=	6cm (2.4 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
6	=	12cm (4.7 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
5	=	14cm (5.5 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
4	=	15cm (5.9 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
3	=	16cm (6.3 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water
1	=	20cm (7.9 inch)	Tinta Color 0/66 + 60 ml (2 FL.OZ) water

Apply to the faded areas of the hair. After the application of Pre-Pigmentation Fluid or Tinta Color 0/66 mixture, do not rinse, dry with a blow dryer. After this treatment, apply chosen color mixed with 3% (10 vol.) Tinta Cream Developer.



12. PRE-PIGMENTATION AND RECOLORING OF EXTREMELY FADED LENGTHS AND ENDS



12.2 RECOLORING OF LENGTHS AND ENDS

Depending on the degree of color fading of lengths and ends, different techniques are used for recoloring.

A. Slightly faded color in the lengths and ends

After the processing time for the regrowth (20 - 25 minutes), apply the remaining product to the lengths and ends. If necessary add max 5 cm (2 inch) (depending on the color level) Mix Color of the same character to the remaining product.

Process for an additional 5 - 10 minutes.

Example: Natural color No. 5, desired color No. 6.4.

Formula: Tinta Color 6.4 + Tinta Cream Developer 6%-20 vol. 1:1.
Apply to the regrowth and process for 20 - 25 minutes. Apply the remaining product to lengths and ends, processing 5 - 10 minutes.

B. 1 or 2 levels of fading in the lengths and ends

After applying the color to the regrowth, immediately continue to the lengths and ends applying the color with Tinta Cream Developer 3%-10 vol., using Mix Color of the corresponding character.

Example: Natural color No. 5, desired color No. 6.4.

Formula: Tinta Color 6.4 + Tinta Cream Developer 6%-20 vol. 1:1.
Apply to the regrowth. Continue, using a new mixture of Tinta Color 6.4 + Tinta Color Developer 3%-10 vol. 1:1. Add 9 cm (3.6 inch) Mix Color No. 0/44 and apply to the lengths and ends. Total processing: 30 minutes.

C. More than 2 levels fading of color in the lengths and ends

In this case start with prepigmentation.

Example: Natural color No. 5, lengths and ends lightened to a level 10, desired color No. 6.4. repigment the lengths and ends with 30 ml (1 FL.OZ.) Pre-Pigmentation Fluid + 60 ml (2 FL.OZ.) water, apply and dry.

Formula: Tinta Color 6.4 + Tinta Cream Developer 6%-20 vol. 1:1.
Apply to the regrowth. Continue, making a new mixture of Tinta Color 6.4 + Tinta Color Developer 3%-10 vol. 1:1.
Apply to the lengths and ends. Total processing: 30 minutes.

12. PRE-PIGMENTATION AND RECOLORING OF EXTREMELY FADED LENGTHS AND ENDS



12.3 DUAL COLOR SYSTEM

The friendliest method for re-coloring is the Dual Color System.

With the Dual Color System, Tinta is applied to the re-growth and Semi Color to the lengths and ends. This method gives a longer lasting result. The hair stays in a better condition.

Why dual color?

A customer returns every 6 weeks for a color service, the hair is 30 cm. long. The hair grows approximately 1cm per month. This means that every time this customer has a full coloring, the ends will be treated 20 times with permanent hair color. It means that after 20 treatments with ammonia the cuticle layer which opens every time, will be slightly damaged. This makes it easier for the pigments to be rinsed out from the hair. The damaged cuticle layer releases more pigment than a healthy closed cuticle layer. If a Semi Color (without ammonia) is used in this way, the length and ends will be treated only one time with ammonia. This means that the result will last longer and the hair will keep its natural shine.

Application

Tinta Color is applied to the re-growth. The processing time needed is 10 min. Then Semi Color is applied to the lengths and ends with processing time 20 minutes. Total processing time 30 min. Then rinse the hair and use the After Color program.

An example:

A customer 100% grey at the re-growth 2cm (0.8 inch)
Original color 6.3 length end ends are faded, wish 6.3.

For the re-growth grey coverage is needed with Tinta Color:

Mix:

- Tinta Color Developer 6%, 60 ml. (2 FL.OZ)
- Tinta Color 6, 30 ml (1 FL.OZ) to create a grey coverage
- Tinta Color 6.3, 30 ml (1 FL.OZ) to give the colored desired
- Tinta Color 0/33, 9 cm. (3.6 inch) to compensate the loss of color character

All quantities may be reduced up to 50% depending on the length of the re-growth.

12. PRE-PIGMENTATION AND RECOLORING OF EXTREMELY FADED LENGTHS AND ENDS

Tinta Color needs 10 minutes processing time. In the meanwhile the Semi Color for the lengths and ends can be prepared. The ends do not need any grey coverage as the color is only faded. For this the formula is:

- Semi Color Activator 60 g (2 FL.OZ)
- Semi Color 6.3 30 g (1 FL.OZ)

Processing time of 20 min. Rinse the hair and use the After Color program.

Advice of the Studio

Semi is developed for towel dried hair. When applied to dry hair the effect will be more intense. When applying the dual technique the lengths and ends might appear too dark. There are two different solutions:

1. Shampoo lengths and ends before beginning the Dual Color technique, this way the lengths and ends are damp and the desired result will be achieved.

Or:

2. For the lengths and ends mix 1/3 Clear in the formula to make the color optically lighter. For example:

- Semi activator 60 g (2 FL.OZ)
- Semi 6.3 20 g (0.4 FL.OZ)
- Semi clear 10 g (0.2 FL.OZ)

After taking either step the problem will be resolved and nothing stands in the way for a perfect color result.

13. SPECIAL TECHNIQUES



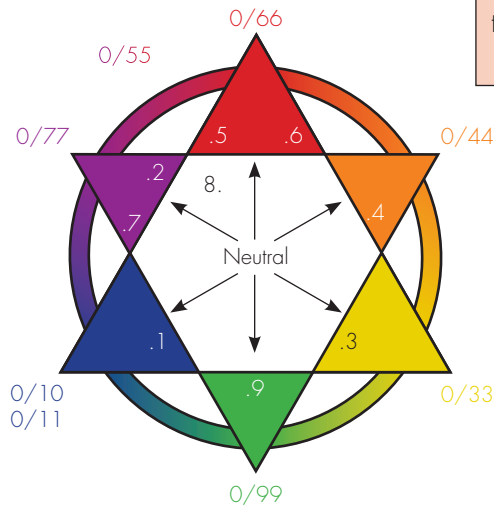
13.1 HOW TO USE MIX COLORS

Keune Tinta Color has 8 Mix Colors to accentuate or to neutralize a color character. See the color wheel below to find the mix colors which are neutralizing and accentuating. For extreme color results it is possible to use the Mix Colors directly (mix 1 + 1 with Keune Tinta Developer 3%-10 vol.). Mix Colors, if applied directly, are less stable by a lack of natural color.

No.	Color	Remarks
0/10	Blue	Suitable for extreme blue coloring
0/11	Ash Blue	Very suitable for neutralizing
0/33	Gold	
0/44	Copper	
0/55	Mahogany	
0/66	Red	
0/77	Violet	Very suitable for neutralizing gold pigments
0/99	Anti-Red (Green)	

Mix colors can be added to the formula according to the scheme below:

Color Level	cm.	inch.
1500	2	0.8
1000	3	1.2
10	3	1.2
9	5	2.0
8	6	2.4
7	8	3.2
6	9	3.6
5	11	4.4
4	13	5.2
3	15	5.9



Do not mix 0/10 according to this application guideline. Tinta Color 0/10 is for extreme blue color results. Do not use Mix Colors in combination with Tinta Color 2000. The oxidizing system will decompose the synthetic pigments.

Studio Tip

Count till 15 rule: A simple rule to estimate the cm. of mix color needed is to take the natural color number and add the number of cm. of mix color totaling 15. eg. color level = 6 add 9 cm. of mix color. $6+9=15$

Suitable for color level 5 through 9

13. SPECIAL TECHNIQUES

Accentuate	Color character	Neutralize
0/11	1 - Ash	0/44
$\frac{2}{3}$ 0/77 + $\frac{1}{3}$ 0/66	2 - Pearl	0/33
0/33	3 - Gold	0/77
0/44	4 - Copper	0/11
0/55	5 - Mahogany	$\frac{2}{3}$ 0/99 + $\frac{1}{3}$ 0/33
0/66	6 - Red	0/99
0/77	7 - Violet	0/33
$\frac{3}{4}$ 0/55 + $\frac{1}{4}$ 0/33	8 - Brown	$\frac{1}{2}$ 0/99 + $\frac{1}{2}$ 0/33
0/99	9 - Anti-Red (Green)	0/66

To accentuate:

The color choice is Tinta Color 6.4, the desire is to accentuate the copper tone. In this case add extra mix color 0/44 to the formula. With the amount of mix color added the accentuation can be regulated.

To create the best result, do not add too much Mix Color.

Example: for accentuation on level 6, add maximum 9cm (3.5 inch) mix color to 60 ml (2 FL.OZ.) Color cream.

To neutralize:

Example: On Tinta Color 6.4 as an end result, the desire is a more natural, less copper tone, In that case use Tinta Color 6.1 with 3 % Tinta Developer to neutralize.



13.2 COLORING OF BLEACHED HAIR/PASTEL SHADES

Before using this formulation, lighten the hair to a yellow / pale yellow stage. When the stage is too yellow / orange, the result will be too warm.

Choose one of the following shades: 9.1, 9.2, 9.3, 9.32, 9.43, 9.53, 9.7, 10.21, 10.25, 10.31 and 10.7. Neutralization of undesired yellow undertones can also be achieved by using Semi Color No. 10.2 and Silver.

Instructions for use

Mix 30 ml (1 FL.OZ.) Keune Tinta Color + 60 ml (2 FL.OZ.) Keune Tinta Cream Developer 3%-10 vol. Apply the color from the scalp to the ends. Process for a maximum of 20 minutes, depending on desired intensity.

Pastel Shades with Semi Color

To create pastel shades on level 10, decolorized hair, use 30 ml (1 FL.OZ.) Semi Color Clear + 5 ml of the desired fashion shade or desired Mix Color. Mix with 70 ml (2.4 FL.OZ.) Activator and process 1-10 minutes, depending on the desired intensity. Emulsify slightly and rinse thoroughly. Note: use only on level 10, decolorized hair.

13. SPECIAL TECHNIQUES

13.3 REMOVAL OF A PERMANENT COLOR

Removal of a permanent color when changing from a darker to a lighter permanent color. It is important to remember **that coloring products can never remove artificial pigments**. For more information, see Chapter 16, 'Decolorizing.'

13.4 INTENSIFY A FASHION SHADE ON DARK HAIR

To get an intense fashion color on dark hair (especially for red tones), bleach the hair to an orange / red stage before applying the desired color. **Remember the durability of the color will be less on bleached hair.**

13.5 KEUNE TINTA COLOR AS A COLOR BATH

To refresh a color between two color services or after a texture service, it is possible to use Keune Tinta Color as a color bath. Measure 30 ml (1 FL.OZ.) Keune Tinta Color + 60 ml (2 FL.OZ.) Keune Tinta Cream Developer 3%-10 vol. in a mixing bowl and mix until creamy. Apply to dry or damp hair from scalp to ends and process for 15 minutes. Rinse thoroughly.

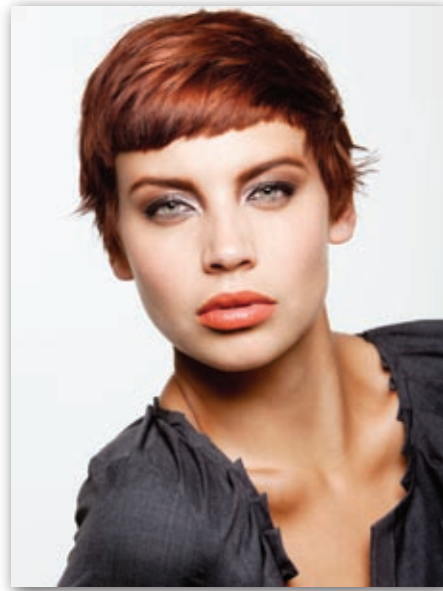
Studio Tip

It is preferable to refresh a color with Semi Color. Semi Color is a tone-on-tone color without ammonia.

14. REDS

Red colors are in great demand but they need careful treatment. To achieve the desired color tone and get the maximum durability are important factors for success.

14.1 RED PIGMENTS



There are two types of red pigments

1. Natural red pigment that is present in the natural hair color.
2. Synthetic red pigment that is present in the hair color product. Synthetic red pigment can be divided in oxidative and non-oxidative pigment.

Red pigments are small pigments and are difficult to break down. Due to the small size, the red pigment disappears quicker from the hair structure, especially if the hair is porous. The hair structure can be compared to a screen. Healthy hair is like a fine screen and porous hair is like a coarse screen. The more porous the hair (coarse screen) the more pigments will go through. A fine screen structure (i.e. healthy hair) will hold more red pigments. In hair the oxidative pigments developed are larger than non-oxidative red pigments. The oxidative red pigments developed offer a better durability. The non-oxidative pigments usually have a more intense color character.

14. REDS

14.2 CHOOSING A RED COLOR

Please consider the following points when applying red colors:

- Evaluation
- Hair structure
- Proper choice of Tinta Cream Developer
- Proper After Color maintenance

Evaluation

The natural color level determines the color choice and the technique used. For application on grey hair and grey coverage, see Chapter 11.1.

During consultation, it is important to be aware of differences between the regrowth and the lengths and ends. For pre-pigmentation and recoloring of length and ends, see Chapters 12.1, and 12.2.

Hair structure

A healthy structure is an important factor for the durability of the red color. The more porous the hair structure, the easier the red pigments are rinsed out of the hair. It is important not to stress the hair with thermal treatments, high percentages of peroxide, or long processing times.

Proper choice of Tinta Cream Developer

In order not to stress the hair choose a developer with the lowest possible peroxide. The technique chosen, and the evaluation determine the peroxide percentage.

Developer 3%-10 vol. For coloring on highlighted hair or for regrowth treatments on lengths and ends

Developer 6%-20 vol. For coloring on the same color level (tone-on-tone), darker coloring, or for 1 to 2 levels lighter

Developer 9%-30 vol. For 2 to 3 levels lighter.

Developer 12%-40 vol. For 3 to 4 levels lighter.

Proper After Color maintenance

Especially for red colors proper maintenance will increase the durability. The use of acidic products will decrease the durability. For the best maintenance, see Chapter 22.

Studio Tip

If the hair is extremely porous the color will fade quickly, even with pre-pigmentation. It is recommended to maintain the color with Keune Semi Color.

14. REDS

14.3 RED COLORS ON DARK HAIR

Natural dark hair has a high percentage of natural red pigments, which can be utilized during the color service. By lightening the natural color level to a reddish undertone and coloring the hair with a red color, the natural red pigments in the hair are accentuated. The hair color can be lightened in several ways to reach the desired supporting undertone. See Chapters 16 (Decolorizing), and 15.3 (Lightening natural color with Keune Tinta 2000 - Super Blonde). Take into account that decolorizing will increase the porosity of the hair and will decrease the durability of the hair color.

14.4 INTENSE RED SHADES

Extremely Intense Fashion Colors

In the Tinta Color range there are three different but extremely intense fashion colors:

7.44 - Medium intense Copper Blonde

8.66 - Light intense Red Blonde + 2 capsules Keune Red Booster

7.66 - Medium intense Red Blonde

7.44

This color is an oxidative color without natural pigments. It contains only character pigments to create color tone. If this color is mixed with a natural shade, the color character will change to a mahogany tone. For this reason 7.44 can only be mixed with the following "non-basic pigment" containing colors: 0/33, 0/44, 0/55, 0/66, and 8.66.

8.66

This color is also an oxidative color without natural pigments. The tinta color 8.66 contains two Keune Red Booster capsules to intensify the red color. Add the 2 enclosed capsules when using the 8.66.

Use of the Keune Red Booster

New revolutionary Color Infusion Technology for the professional colorist results when added to the Tinta Color red shades. The Keune Red Booster is a composition of intensifiers to enhance red colors. The Keune Red Booster will intensify the original red shades and create unlimited red intensity. Tinta Color mixed with the Keune Red Booster results in a vibrant intensive red color with super shine. Luminous red results can be accomplished even on dark levels.

For more intense red shades use Keune Red Booster capsules. Add 1 or 2 capsules, depending on color level and desired intensity, when using any of the following shades: 7.66 - 6.6 - 6.64 - 6.67 - 5.6 - 5.67 and 4.6.

Mixing example: Mix 1 tube (60ml) Tinta Color 7.66 + 2 capsules Red Booster (2x3 ml) + 60 ml Tinta Developer.



14. REDS

14.⁵ REMOVAL OF SYNTHETIC RED PIGMENTS

Synthetic red pigments are not easy to remove from the hair. A bleach wash or lightening might remove a part of the red pigments but a copper/yellow color will remain. It is almost impossible to remove this remaining color to a white result. **For neutralization of the copper/yellow tone use a violet shade.**

Frequent application of red colors (especially oxidative semi permanent pigments such as Semi Color) will cause the build-up of synthetic red pigments. The color will tend to turn brown. Applying a **bleach wash (see Chapter 16.3)** using water in place of Tinta Cream Developer can reverse this effect. Use 1 scoop of Cream Bleach or Magic Blonde + 25 ml (0.8 FL.OZ.) shampoo + 25 ml (0.8 FL.OZ.) water.

14.⁶ TINTA COLOR CONTRAST

Tinta Color Contrast produces striking intense colors with a beautiful healthy result and can be used on both natural and color treated hair. It preserves the integrity of the hair even with repeated applications. Special built-in conditioners leave the hair smooth and shiny.

Characteristics

- More intensity
- Better conditioning & shine
- Suitable for repeated treatments
- Applicable on natural and color treated hair
- Developed pigments
- Free of Ammonia

Important

Only for use on levels 1 to 5, black to brown, natural or colortreated hair.
Not suitable for gray hair.
Use only on pre lightened hair sections.
May stain fabric and plastic materials.
Wear suitable gloves.



14. REDS

Instructions for use

- Lighten the hair sections with Tinta 2000, Cream Bleach or Magic Blonde to a level 7 according to the chart below
- Rinse with water and shampoo with Tinta After Color Shampoo pH4
- Towel dry the hair
- Apply Tinta color Contrast to the pre-lightened hair sections. Avoid contact with the scalp
- Processing time: 10 minutes
- Rinse thoroughly with water and shampoo with Tinta After Color Shampoo pH4

When refreshing the color application, it is not necessary to lighten the hair again. Tinta Color contrast can be applied directly to the hair sections.

Color Base	1 Black	3 Dark Brown	4 Medium Brown	5 Light Brown
Level of lift	5	4	3	2

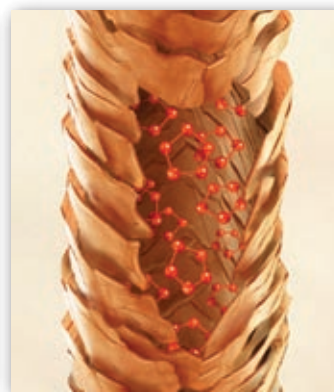
14.7 TINTA COLOR RED INFINITY

The range contains the new color pigment Red Infinity (RI). The Red Infinity pigments give the new red range its intensive and long lasting properties. Red Infinity is an oxidative red pigment that binds much better to the hair structure. Tinta Color together with Red Infinity is a huge step forward in the quality of fashion colors.

Regular intensive red pigments



Red pigments with RI technology

**Studio tip:**

Tinta Color 4.76RI
with
Semi Color Silver
foil technique
after lifting.

Tinta Color 7.46 RI	Medium Infinity Copper Red Blonde
Tinta Color 6.66 RI	Dark Infinity Red Blonde
Tinta Color 5.56 RI	Light Infinity Mahogany Red Brown
Tinta Color 5.46 RI	Light Infinity Copper Red Brown
Tinta Color 4.76 RI	Medium Infinity Violet Red Brown

15. BLONDES



15.1 LIGHTENING NATURAL COLOR WITH KEUNE TINTA 1000 SERIES SPECIAL BLONDE

The Special Blonde series lightens natural hair 3 to 4 levels. The series consist of 4 shades:

- 1000 Natural Blonde
- 1001 Ash Blonde
- 1012 Ash Pearl Blonde
- 1032 Beige Blonde



The Special Blonde series has blue pigments which neutralize the yellow/orange character that appears during the lightening of natural hair color.

Do not use the Special Blonde series on bleached or grey hair. When using Special Blonde series in these specific situations, the result can be too blue. (There is an exception for 1032 which has a minimal neutralizing effect.)

- 1000 Consists only of color correction pigment and no extra color character.
- 1001 Provides correction for orange undertones due to intense blue pigment.
- 1012 Consists of a combination of Pearl and Ash color characters, which give the hair a more natural blonde tone.
- 1032 This is the only color of the Special Blonde series that is suitable to blend grey hair without producing an ash result.

15. BLONDES

		Ash ←————→ Warm			
	Tinta Color	1001	1012	1000	1032
Color Level	Max. % grey hair	10%	10%	20%	50%
10					
9					
8					
7					
6					

Advised use of Special Blondes

Example: Color level 8 and 50% grey hair, the choice will be a 1032.

Mixing ratio

The mixing ratio for the Special Blonde series is 1 part Tinta Special Blonde and 1 part Tinta Cream Developer. Tinta Cream Developers 6%-20 vol. through 12%-40 vol. are suitable. The processing time for a first hair color service is about 50 minutes. For a regrowth service it is about 40 minutes.

Studio Tip

To refresh the lengths and ends of a regrowth service, emulsify Semi Color of the desired tone and level into the hair at the end of the treatment. This is the more gentle method.

15. BLONDES



15.2 LIGHTENING COLORS WITH KEUNE TINTA 1500 SERIES SUPER ASH BLONDE

Super Ash Blonde series will lighten the natural hair up to 4 levels, without using bleach or boosters.

The mixing ratio for this series is 1 part color: 2 parts 9 or 12% Tinta Developer.

The series has ash color characters to neutralize the warm undertones exposed during lightening.

The series consists of 3 colors:

1519 is the most intense neutralizing color, followed by 1517 and 1511. As with the 1000 series these colors can not be applied to hair with high grey percentages.

	Tinta Color	1511	1517	1519
Color Level	Max. % grey hair	10%	10%	10%
10				
9				
8				
7				
6				
5				
4				
3				

Advised use of Super Ash Blondes 

1519 is especially suitable for coloring Latin American, Asian and dark, southern European hair. The matt effect neutralizes the copper sheen that normally appears when these hair types are lightened. Dark hair becomes naturally light. 1519 is also suitable to achieve a very cool color result on lighter hair.

Studio Tip

When applied to warm natural hair, Blonde Enhancing Treatment can neutralize any unwanted yellow tones.



1.5. BLONDES

1.5.³ LIGHTENING NATURAL COLOR WITH
KEUNE TINTA 2000 SUPER BLONDE

Using Tinta Color 2000 the hair color can be lightened 4 to 5 shades on natural hair.

The product package contains:

- A tube of color
- 2 Booster sachets

Tinta Color 2000 has no neutralizing pigments. The end result can be yellow. A neutralizing color might be necessary after the initial application (see Studio Tip next page). Tinta Color 2000 is very suitable for highlighting. Do not mix Tinta Color 2000 with mix color.

Mixing ratio

The mixing ratio is 1 tube of Tinta Color 2000 with 60 ml (2 FL.OZ.) Tinta Cream Developer 12%-40 vol. and two booster sachets. For highlights use 30 ml (1 FL.OZ.) Tinta Color 2000 with 30 ml (1 FL.OZ.) Tinta Developer 12%-40 vol. with one booster sachet.

Important recommendations

Do not apply from scalp to ends on previously colored hair. Highlighting techniques are possible on colored hair.

Application

Apply to dry hair. Do not shampoo the hair before applying, especially when using an on-scalp application.

On-scalp application

Apply color with a color brush evenly to lengths and ends, starting 1-2 cm (0.4 - 0.8 inch) from the scalp. Process for 15 minutes. Apply remaining color to the base and process for an additional 35 minutes. Total processing time: 50 minutes. It is important to use sufficient quantities of the product to get an evenly lightened result. More processing time will be necessary to achieve the desired amount of lift.

Regrowth coloring

Apply color to regrowth. Process 30 - 35 minutes. Massage color through to the ends and process for an additional 5 - 10 minutes. Total processing time: 40 minutes.

15. BLONDES

Highlighting techniques

Highlighting techniques always begin in the nape to obtain a natural effect. Check the hair frequently until the desired lightness is achieved. The processing time can vary from 30 to 50 minutes, depending on the natural hair level.

Highlighting dark colors

The darker the natural hair color, the more red will be exposed. The result will leave a blonde shade with a slight yellow undertone. The undesired yellow undertones can be neutralized, see "Yellow corrections" below.

Studio Tip

When applying a tonality shade after the application of Tinta Color 2000, use of the pastel shades is recommended.

Use 30 ml (1 FL.OZ.) Tinta Color 2000 with 60 ml (2 FL.OZ.) Tinta Cream Developer 3%-10 vol. Use the following colors: 9.1, 9.2, 9.3, 9.32, 9.43, 9.53, 9.7, 10.7, 10.21, 10.25, 10.31 and 10.7. Also use Semi Color 10.2, Silver, 9.53, 9.32 and 9.43. Processing time: max. 20 minutes, depending on the desired intensity.

Yellow corrections

Since there is no corrective character in Tinta Color 2000, the result can be too yellow. Correction can be achieved as follows:

- a. Apply a mixture of 30 ml (1 FL.OZ.) Tinta Color 10.7 with 60 ml (2 FL.OZ.) Tinta Cream Developer 3%-10 vol. Processing time: 10 - 25 minutes.
- b. Use a mixture of 30 ml (1 FL.OZ.) Semi Color 10.2 or 10.7 with 60 ml (2 FL.OZ.) Activator. Processing time: 5 - 20 minutes.
- c. Apply Silver Reflex shampoo.
- d. Use Blonde Enhancing Treatment.

16. DECOLORIZING

16.1 DECOLORIZING, WHAT IS RELEASED

During the decolorizing process natural and artificial pigments are broken down. **Only rinsing the product out of the hair can stop this process. It is necessary to check the decolorizing process regularly because the processing time varies, depending on the desired result.** The maximum processing time is 50 minutes. The speed of decolorizing depends on the hair structure, hair diameter, hair type, and the natural level of the hair.

Underlying pigments after decolorizing

The following remaining colors are released during decolorizing:

Red					Orange		Yellow		
1	2	3	4	5	6	7	8	9	10

16.2 BLEACHING

Keune has 2 different decolorizing products:

1. Keune Cream Bleach: White, dust free powder bleach
2. Keune Magic Blonde: Blue, dust free powder Bleach



KEUNE CREAM BLEACH

This powder is unique because of the results and conditioning effects on the hair. Vegetable (Wheat) protein protects the hair structure. Tests in Keune's laboratory have proven that bleached hair treated with Keune Cream Bleach, is 50% stronger, which offers the hairdresser a wider choice of other chemical treatments such as coloring and perming. A perm in hair lightened with Keune Cream Bleach, will hold longer because of the stronger hair structure.

16. DECOLORIZING

Characteristics

- Dust free with a pleasant fragrance.
- Beautiful and very reliable results. An equal, bright, and pure decolorizer with short processing time.
- Contains a vegetable (Wheat) protein which protects and conditions the hair during the lightening process.
- Especially formulated for all techniques on and off-scalp.
- Can be mixed with Keune Tinta Cream Developer 3%-10 vol., 6%-20 vol., or 9% - 30 vol. 12% - 40 vol is technically possible but not advised. It doesn't give a more intensive effect in comparison with 9%.
- Processing time 50 minutes max.

Directions for use

Mixing: Measure approximately 2 scoops Keune Cream Bleach and add, Keune Tinta Cream Developer until the product reaches the desired consistency, depending on the chosen technique [70 ml (2 - 2.36 FL.OZ.) + 2 scoops Keune Cream Bleach].

Application: Always start applying at the nape to obtain a natural effect. Always check hair frequently until the desired lightness is achieved. The processing time can vary from 20 to 50 minutes, depending on the natural hair color, hair structure, chosen technique, and choice of Keune Tinta Cream Developer.

Rinsing: Rinse thoroughly with warm water and shampoo with Keune Tinta After Color Shampoo pH4.

KEUNE MAGIC BLONDE

Magic Blonde is the dust free powder Bleach that protects the hair and scalp during the bleaching process.

Characteristics

- Dust free
- LP 300 and α -Bisabolol protect the hair and scalp during the bleaching process
- Silk Protein conditions and gives the hair shine
- Suitable for on and off-scalp
- Can be mixed with Tinta Cream Developer 3, 6, or 9%.
- Improved, pleasant fragrance



Important recommendation

Use Keune Cream Bleach and Magic Blonde according to the directions. Asian hair differs from European hair on two accounts.

16. DECOLORIZING

16.³ BLEACH WASH

This method is normally used to remove a permanent or semi permanent hair color when changing from a darker to a lighter color.

Mixing:

- 1 scoop Cream Bleach / Magic Blonde
- 25 ml (0.8 FL.OZ.) Clarifying Shampoo
- 25 ml (0.8 FL.OZ.) Tinta Cream Developer 9% - 30 vol.

Mix until smooth and creamy. Apply with a color brush evenly to the hair, where needed. Check the progress regularly. Maximum application time 20 minutes. After reaching the desired result, rinse the hair thoroughly and shampoo with Tinta After Color Shampoo pH4. Depending on the color intensity and the desired result, a stronger formula can be used by using Tinta Cream Developer 9% - 30 vol, or a milder formula by using Tinta Cream Developer 6% - 20 vol, Tinta Cream Developer 3% - 10 vol or water instead of Tinta Cream Developer 9% - 30 vol



17. ASIAN HAIR

- A. Asian hair is thicker. The diameter is about 1 1/2 times as large as that of European hair.
- B. Asian hair contains a higher percentage of natural pigment (Melanin). Eumelanin is present in large amounts; this gives the hair a more blue/violet character.

These two factors change the way we normally lighten the hair color. Pigmentation can also work slower on extremely thick hair.

Because the hair is harder to lighten, it is recommended, especially for fashion colors, to work with a slightly higher percentage of Hydrogen Peroxide.

The amount of 60 ml (2 FL.OZ.) Tinta Developer 6% can be replaced by 30 ml (1 FL.OZ.) Developer 6% with 30 ml (1 FL.OZ.) Developer 9%.
60 ml (2 FL.OZ.) Tinta Developer 9% can be replaced by 30 ml (1 FL.OZ.) Developer 9% with 30 ml (1 FL.OZ.) Developer 12%.

If necessary to increase the strength of coverage the mixing ratio can be changed to:

60 ml (2 FL.OZ.) color + 50 ml (1.7 FL.OZ.) Tinta Developer 6% or 9%.

With extremely thick hair, change this to:

60 ml (2 FL.OZ.) color + 40 ml (1.4 FL.OZ.) Tinta Developer 9%.



17. ASIAN HAIR

The best way to stabilize the color on Asian hair is to try to avoid bleaching. Do not over-process the hair with heat sources, high Hydrogen Peroxide values, and long processing times. Bleaching and lightening always damages the hair structure. A damaged hair structure cannot hold the color pigments. The color will fade more rapidly. Give the hair extra protection by using Phyto Protein Spray before bleaching the hair.

Studio Tip

- Use Tinta Cream Developer 3% to develop the color on bleached hair or faded lengths and ends.
- Pre-pigment faded lengths and ends with Tinta Color 0/66 or use Pre-Pigmentation Fluid according to the procedure described in Chapter 12.1.
- To refresh the color between two color services or after a permanent wave service, use a Tinta Color Bath (see Chapter 13.5) or Keune Semi Color (see Chapter 19). This enables the time between color services to be prolonged, which will be better for the hair structure.
- Make use of the After Color program (see Chapter 21) to finish a color service and to maintain the hair color at home.

18. TINTA COLOR MATT SHADES

Tinta Color Matt Shades

The Tinta Color Matt Shades are very suitable for highlighting dark Latin American (Hispanic), Mediterranean, Asian or black hair.

The Tinta Color Matt Shades are also very suitable for men who usually choose to color their hair with a natural shade.

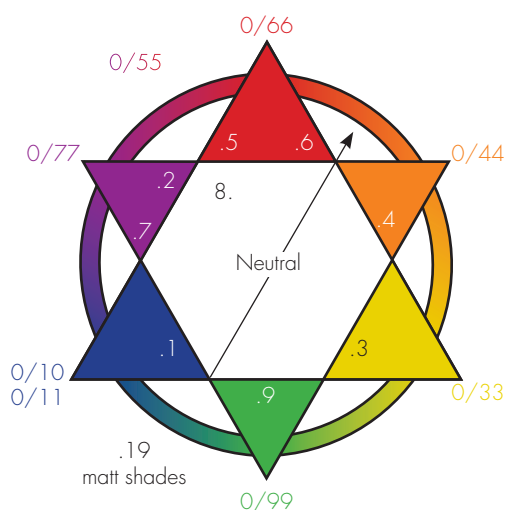
When lifting such dark hair, a lot of warm tones will appear. The cool character of the Tinta Color Matt Shades neutralizes the red and copper undertones, resulting in a more natural and authentic tone.

Dark hair becomes naturally light and the effect is vital and genuine.

Tinta Color Matt shades series consists of:

- 5.19 Light Matt Brown
- 6.19 Dark Matt Blonde
- 7.19 Medium Matt Blonde
- 8.19 Light Matt Blonde
- 1519 Super Matt Blonde

In the color wheel the .19 character is indicated. Here you can see that red and copper tones are neutralized.



Applying Tinta Color Matt Shades on natural hair

Tinta Color Matt Shades 5.19 - 6.19 - 7.19 - 8.19

- Max. 30% grey hair
- Standard processing time
- Standard mixing ratio

Tinta Color Matt Shade 1519

- Max. 10% grey hair
- Processing time 1500 series
- The mixing ratio is 1 part color: 2 parts Tinta Developer 9% or 12%

The color result on different color levels can be found in the Tinta Color Matt Shade Swatch Chart.

18. TINTA COLOR MATT SHADES

Applying Tinta Color Matt Shades on colored hair

For all Matt Shades except Tinta Color 1519, we offer a separate procedure for applying Matt Shades to colored hair:

- Step 1** Decolorize the colored hair with Cream Bleach or Magic Blonde to the desired color level.
- Step 2** Apply the mixture of 1 part Tinta Color Matt Shade with 2 parts Tinta Cream Developer 3%. Check the development of the shade during the process and rinse when the desired result has been reached.

Example: if the hair is colored with Tinta Color 4.03 and you want to have the matt result of a Tinta Color 6.19, you have to decolorize the hair with Cream Bleach or Magic Blonde to color level 6 (step 1). After that, you apply the mixture of 1 part Tinta Color 6.19 and 2 parts Tinta Cream Developer 3%.

Tinta Color Matt Shades Swatch Card

In the Tinta Color Matt Shades Swatch Card the color results of the 5 Tinta Color Matt Shades are shown on different color levels. The color levels 2 to 8 with the % Tinta Cream Developer are indicated. This technical Swatch Card is extremely useful for the hairdresser.

The size of the Swatch Card is 300 x 300 mm and the cover has the same lay out as the Tinta Color Technical Swatch Card. The swatches are the same size as in the Tinta Color Technical Swatch Card.

Attention: On the Tinta Color Matt Shades Swatch Card the color number 2 Brown Black is indicated. This is a non existing color but is indicated as a reference for the different color levels.



19. KEUNE SEMI COLOR

19.1 KEUNE SEMI COLOR

3-dimensional color concept

Semi Color is an exceptional ammonia free tone-on-tone color, formulated with the exclusive Silsoft technology. Extra shine, extra color and extra durability are unique qualities.

- **Extra shine:** Silsoft technology provides a guarantee for extra shine and conditioned hair
- **Extra Color:** An improved combination of pigments provides high intensity colors up to 70% grey coverage
- **Extra durability:** The new combination of pigments and Silsoft will give a longer lasting color. The gel formula provides a gentle mixture that is easy to apply

Application possibilities

Semi Color is the perfect color choice for:

- A first-time color service on natural hair, without affecting the integrity of the hair
- An intensive tone-on-tone color for optimal grey coverage, without changing the natural color of the hair
- Refreshing the lengths and ends in combination with Tinta Color on the re-growth

Grey coverage

Semi Color gives up to 70% grey coverage with the natural shades.

Directions for use

First-time color

Shampoo the hair with Clarifying Shampoo. Use 30g (1oz) Semi Color + 60 g (2oz) Activator (mixing ratio 1:2). Mix well in applicator, shaker or bowl. If desired, add Mix Color to intensify the color character. Apply the mixture to towel dried hair. Process for 20 minutes. Emulsify with water and rinse thoroughly. Shampoo and treat with Tinta After Color Shampoo pH4 and Tinta After Color Balsam pH4. To intensify red characters on color level 1-5, use Semi Color Red Activator.

Mix Color

Use Mix Color to intensify the chosen Semi Color color character.

Example: to intensify the copper character: mix 30g (1oz) Semi Color 5.4 with 2.5g (0.1oz) = 5 cm. Mix Color 0.44 and 60g (2oz) Activator. The amount of Mix Color depends on the desired color intensity. For more information see directions of use enclosed in the packaging of Semi Color.

Repeat Treatment

Use Semi Color + Activator (mixing ratio 1:2) Apply the color to the re-growth and process for 10 minutes. Distribute through the lengths and ends and process for an additional 10 minutes. Emulsify with water and rinse thoroughly. Shampoo and treat with Tinta After Color Shampoo pH4 and Tinta After Color Balsam pH4.

19. KEUNE SEMI COLOR

19.2 CHARACTERISTICS

Qualities

- Very extended range including Clear
- Tone-on-tone color with unlimited possibilities
- Up to 70% grey coverage
- Ammonia free for shiny and conditioned hair
- Gel-cream formula easy to mix and apply
- Long lasting-color intensity and shine
- Pleasant fragrance
- Very suitable for re pigmentation of faded length and ends (Dual treatment)

Studio Tip

Tip for creating Anthracite: to create Semi Color Anthracite use 3 parts 0/11 = 9 g (0.3oz), 4 parts 9.32 = 12 g (0.4oz) and 3 parts silver = 9 g (0.3oz). Mix with 60g (2oz) Semi Color Activator. Process for 20 minutes. Emulsify with water and rinse thoroughly. Shampoo and treat with Tinta After Color Shampoo and Tinta After Color Balsam pH4.

19.3 KEUNE SEMI COLOR ACTIVATOR & RED ACTIVATOR

Qualities

- Develops and stabilizes the color
- Red Activator intensifies red shades on natural dark hair (color level 1-5)

Semi Color Activator & Red Activator are the special developers used with Keune Semi Color. The Activator provides better stability and longer durability of the color.

The Red Activator is used to intensify red shades on natural dark hair, color level 1-5. For optimal results use only Semi Color Activator or Red Activator with Keune Semi Color.

Directions for use

Mix Semi Color with Semi Color Activator or Red Activator: mixing ratio 1:2. Example: 30g (1oz) Semi Color + 60g (2 oz) Semi Color Activator or Red Activator. Mix well in applicator, shaker or bowl. Apply with applicator or brush.

See Semi Color product description for additional options for use.



19. KEUNE SEMI COLOR

Directly following a texture service

Rinse the hair thoroughly on completion of the processing time. Neutralize as usual. When processing is complete, remove the perm rods without stretching the hair. Apply the selected color mixture directly on the hair. Processing time: 5 - 20 minutes, depending upon the desired color intensity.

On highlights

Gives a color character to highlights. Silver neutralizes undesired yellow characters. Apply the selected color on the hair and leave for 5 - 20 minutes.

Rinse

On completion of processing time, add a little warm water and massage the mixture with the fingertips from the scalp and hair. Rinse thoroughly. Shampooing or final conditioning treatment is optional.

Keune Color Styling Mousse is the mildest form of hair color.

19.4 KEUNE SEMI COLOR CLEAR

Neutral shade without color pigments

Qualities

- Provides unlimited color possibilities
- Creates pastel shades for level 10 hair and decolorized hair
- Suitable for glossing service

Semi Color Clear offers new dimensions to express creativity in coloring. It is a shade without color pigments in the Semi Color color assortment.

1. Unlimited color possibilities

For infinite color shades in the Semi Color assortment, add a small amount of Semi Color Clear to the chosen Semi Color shade. This way the chosen color shade becomes diluted and will be lighter and offers a variety of shades.

2. Pastel shades

To create pastel shades on level 10, decolorized hair, use 30g (1oz) Semi Color Clear + 5g (0.2oz) of the desired fashion tone or 5g (0.2oz) of the desired Mix Color. Mix with 70g (2.5oz) Activator and process 1-10 minutes, depending on the desired intensity. Emulsify lightly and rinse thoroughly. Note: use only on level 10, decolorized hair.

19. KEUNE SEMI COLOR

3. Glossing service

Semi Color Clear offers the opportunity of a separate salon service for extreme shine, without adding color pigments. Use 30g (1oz) Semi Color Clear + 60g (2oz) Activator. Process 20 minutes. Emulsify lightly and rinse thoroughly.

Tip for blonde hair

Semi Color Clear is suitable for toning blonde or bleached hair at level 9-10. Use 1.5g (0.5oz) Semi Color Clear with 1.5g (0.5oz) of the desired blonde shade + 60g (2oz) Activator. Process to the desired intensity. Blonde and bleached hair will have more shine and tonality.

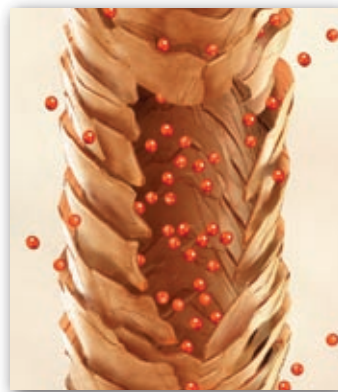
19.⁵ KEUNE SEMI COLOR RED INFINITY

The new range contains the new color pigment Red Infinity (RI).

The Red Infinity pigments give the new red shades their intensity and durability. Red Infinity is an oxidative red pigment that binds better to the hair structure. Semi Color combined with Red infinity is a major development in the quality of ammonia free fashion shades.

New RI technology guarantees more durable colors.

Normal red pigments



Red pigments with RI technology. More intense, more durable.



Semi Color 7.46 RI	Medium Infinity Copper Red Blonde
Semi Color 6.66 RI	Dark Infinity Red Blonde
Semi Color 5.56 RI	Light Infinity Mahogany Red Brown
Semi Color 5.46 RI	Light Infinity Copper Red Brown
Semi Color 4.76 RI	Medium Infinity Violet Red Brown

Use Keune Semi Color Activator or Red Activator.

For optimal results use only Semi Color Activator or Red Activator with the Keune Semi Color Red Infinity shades.

Qualities:

- Develops and stabilizes the color.
- Red Activator intensifies red shades only on natural dark hair. (color level 1-5)

KEUNE SEMI COLOR

3-DIMENSIONAL
COLOR



COMPLETE COLOR AND CARE PROGRAM:

SHAMPOO



Clarifying Shampoo.

MIX



60ml
ACTIVATOR



30ml
SEMI COLOR

PROCESSING TIME



20 minutes

RINSE



Tinta After Color Shampoo pH4



Tinta After Color Balsam
pH4

AT HOME MAINTENANCE

Keune Design Color Care Shampoo
Keune Design Color Care Conditioner



HOW TO APPLY SEMI COLOR AS A REPEAT TREATMENT

Apply the mixture to the re-growth only. Process for 10 min. Distribute through the lengths and ends and process for 10 min. Emulsify gently and rinse thoroughly.



FAQ's:

Can Semi Color be used with heat ?

Yes it is possible. This shortens the processing time, however, the color will fade sooner.

Can the processing time be reduced or increased ?

Depending on the porosity of the hair the processing time can be reduced. Reducing the processing time will reduce the color intensity. When increasing the processing time, the color will become more intense.

KEUNE
THE ART OF HAIR DESIGN

19. KEUNE SEMI COLOR

INSTRUCTION CARD

E



SEMI COLOR CLEAR:

Three ways to use Semi Color Clear:

- ① Use Semi Color Clear mixed with Semi Color Activator to add incredible shine and condition to the hair. Mixing ratio 1 part Semi Color Clear 2 parts Activator.
- ② Mix Semi Color Clear with Semi Color shades to create unlimited color possibilities.
- ③ Use Semi Color Clear and a Semi Color shade mixed with Semi Color Activator to create pastel shades. Always apply pastel shades to level 10, decolorized hair.
Mix 30g (1 oz) Semi Color Clear + 5g (0.2 oz) Semi Color + 70g (2.5 oz) Activator.
Processing time: 1-10 minutes, depending on the desired color intensity.



DUAL-SYSTEM:

Repeat service for permanent color.

For shine and healthy results!

- Apply Keune Tinta Color to the re-growth and process for 10 minutes (total processing time Tinta Color: 30 minutes).
- After 10 minutes apply Semi Color on lengths and ends.
- Remaining processing time: 20 minutes.
- Emulsify with water and rinse thoroughly.
- Shampoo with Keune Tinta After Color Shampoo pH4 and/or use Tinta After Color Balsam pH4 (optional).

THE CREATIVE WAY TO BEAUTIFUL HAIR WITH
SILSOFT TECHNOLOGY FOR:

- EXTRA SHINE
- EXTRA COLOR
- EXTRA DURABILITY

**Can Semi Color be applied after a perm or straightening process ?**

Yes, reduce the processing time to 15 minutes.

When to use Red Activator ?

This product is intended for intensifying red shades on natural dark hair (Color level 1 to 5).

Can Semi Color be applied to grey hair ?

Yes, Semi Color provides up to 70% grey coverage.

19. KEUNE SEMI COLOR

19.7 KEUNE SEMI COLOR SCHEME

BASE SHADE NO. →	1 BLACK	3 DARK BROWN	4 MEDIUM BROWN	5 LIGHT BROWN	6 DARK BLONDE	7 MEDIUM BLONDE	8 LIGHT BLONDE	9 VERY LIGHT BLONDE	10 LIGHTEST BLONDE	60-100% WHITE HAIR	
1											* D,R
3											* D,R
4											* D,R
5											* D,R
6											* D,R
7											* D,R
8											* D,R
9											* D,R
4.3											* D,R
4.37											* D,R
4.53											* D,R
4.6											* D,R
4.7											* D
4.76RI											* D
5.23											* D
5.35											* D,R
5.4											* D,R
5.46RI											* D,R
5.56RI											* D
5.67											* D
6.1											* D,R
6.3											* D,R
6.38											* D,R
6.45											* D,R
6.53											* D,R
6.64											* D,R
6.66RI											* D,R
7.2											* D,R
7.35											* D,R
7.43											* D,R
7.44											* D
7.46RI											* D
7.54											* D,R
8.17											* D,R
8.3											* D,R
8.38											* D,R
8.4											* D,R
8.66											* D,R
9.1											* D,R
9.32											* D,R
9.43											* D
9.53											* D,R
10.2											* D,R
10.31											* D,R
10.7											* D,R
SILVER											* D,R

0/11										
0/33										
0/44										
0/66										
0/77										
		5 g + 10 cm	3.5 g + 7 cm	2.5 g + 5 cm	1.5 g + 3 cm	1 g + 2 cm	0.5 g + 1 cm	0.5 g + 1 cm		



CONTAINS:
 * D = PHENYLENDIAMINES
 * R = RESORCIN

20. MATT AND COOL SHADES WHAT IS THE DIFFERENCE?

Studio Tip

Today's hair fashion is showing cooler shades. Cool and Matt Shades are used to create natural looking lighter results when lightening natural hair color. Both Cool and Matt Shades are available in Tinta Color. Cool Shades are also available in Semi Color. This Studio Tip will help determine the choice of Semi or Tinta Color and Cool or Matt Shades.

20.¹ TINTA COLOR MATT AND COOL SHADES: THE UNDERLYING PIGMENTS

To understand when to choose Matt Shades versus Cool Shades, it is necessary to understand the underlying pigment of all natural colors. When lifting a natural color 4 to a level 6 the result will be a warm underlying color. The result will be like a 6.43. When lifting from a natural color 6 to a level 8 the warm undertone will be more yellow like an 8.34. The underlying pigment is the color released when lightening natural hair. The underlying pigment ranges from red to orange to yellow. To counteract or neutralize underlying pigment exposed when lightening, it is necessary to choose a color opposite this shade on the color wheel. Red is neutralized with green, orange with blue and yellow with violet. Darker colors are neutralized with Matt Shades (blue/green) and the lighter colors are neutralized with Cool Shades (blue/violet).

Color level	Natural color	Underlying Pigments	Opposite Color	
10	Lightest Blonde	Yellow	Violet	Cool
9	Very Light Blonde	Yellow	Violet	
8	Light Blonde	Yellow	Violet	
7	Medium Blonde	Orange	Blue	
6	Dark Blonde	Orange	Blue	
5	Light Brown	Orange/red	Blue/ash green	Matt
4	Medium Brown	Red	Green	
3	Dark Brown	Red	Green	
2	Brown/Black	Red	Green	
1	Black	Red	Green	

Keune Matt and Cool Shades result in a more natural and cool effect on darker and lighter hair and help neutralize underlying pigments that are exposed when the hair is lightened. The Keune Matt Shades are especially designed to lighten natural dark hair to a lighter level with a natural color character. The Cool Shades are designed to achieve a more natural effect on natural level 6 and lighter.

20. MATT AND COOL SHADES WHAT IS THE DIFFERENCE?



20.2 TINTA COLOR MATT SHADES

The Tinta Color Matt Shades are very suitable for lightening dark Hispanic, Mediterranean, Asian or black hair. The Tinta Color Matt Shades are a perfect choice for men and woman who usually choose to color their hair with a natural shade.

The technology behind the matt shades

Dark hair has a different lightening process than lighter hair. On level 1-5 red pigment is exposed during the lightening process. On level 6-7 the exposed pigment is copper. In order to achieve the desire of a natural effect when lightening dark levels of hair, it is necessary to neutralize the underlying pigments with green and ash shades. The Tinta Matt Shades are the choice for perfect results!

These shades are found only in the Tinta Color range. Underlying pigments are exposed during the lifting stages of a permanent color. Only permanent oxidative colors lift hair during the process.

Tinta Color Matt Shades series consists of:

- 5.19 Light Matt Brown
- 6.19 Dark Matt Blonde
- 7.19 Medium Matt Blonde
- 8.19 Light Matt Blonde
- 1519 Super Matt Blonde

As shown on color wheel, the .19 character neutralizes the red and orange tones.

Note: Keune Matt Shades will achieve a natural effect on the hair. As with all Tinta shades, the end result will have maximum shine.

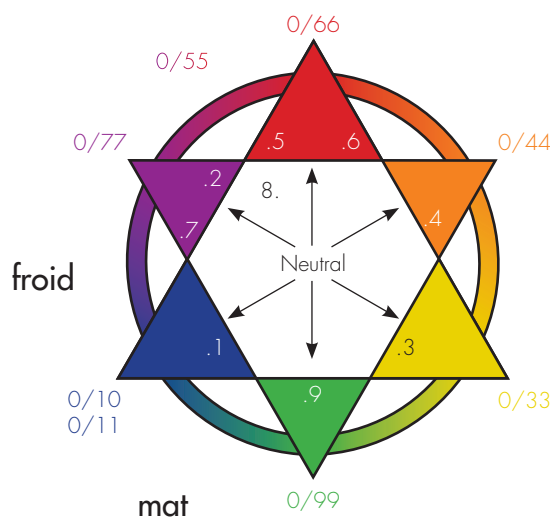
20. MATT AND COOL SHADES WHAT IS THE DIFFERENCE?



20.³ TINTA AND SEMI COLOR COOL SHADES

The Tinta and Semi Color Cool Shades are also suitable for neutralizing hair color. These cool shades have a blue / violet character that neutralizes the copper and yellow undertones exposed during lightening. Ash neutralizes copper and violet neutralizes the yellow undertones. Pearl results in beige effect when neutralizing yellow undertones and a pearl effect when used on white hair.

To achieve lightest blonde shades on darker hair, it is necessary to lighten the natural color with a decolorizer.



Tinta Color Cool shades

- 1.1 Blue Black
- 4.7 Medium Violet Brown
- 5.7 Light Violet Brown
- 6.1 Dark Ash Blonde
- 7.2 Medium Pearl Blonde
- 8.1 Light Ash Blonde
- 8.17 Light Ash Violet Blonde
- 9.1 Very Light Ash Blonde
- 9.2 Very Light Pearl Blonde
- 9.7 Very Light Violet Blonde
- 10.21 Lightest Pearl Ash Blonde
- 10.7 Lightest Violet Blonde

Semi Color Cool shades

- 6.1 Dark Ash Blonde
- 7.2 Medium Pearl Blonde
- 8.17 Light Ash Violet Blonde
- 9.1 Very Light Ash Blonde
- 10.7 Lightest Violet Blonde
- 10.2 Lightest Pearl Blonde
- 4.7 Medium Violet Brown
- Silver

Semi Color is a tone on tone color that cannot lift natural or artificial pigment. It can be used to neutralize or create a cool result. This color system is developed around the law of color and the effects of the underlying pigments to the lightening process.

20. MATT AND COOL SHADES WHAT IS THE DIFFERENCE?

The choice of color always depends on the natural hair color and the desired end result.

The following are examples:

Example 1:

Client's natural level 3
Target is level 6-7

The formula is:

Tinta Color 1519	30 ml (1 FL.OZ)
Tinta Cream Developer 12% (40 Vol.)	60 ml (2 FL.OZ)

Example 2:

Client is natural level 5
Target is level 10 with a cool result.

The formula is:

Step 1

Lighten the hair with Keune Cream Bleach mixed with 9% (30 Vol.) Developer. Once hair has been lightened to a level 10, rinse the hair.

Step 2

To neutralize any unwanted yellow undertones, apply Semi Color in the chosen shade. The use of Semi Color ensures that the integrity of the hair is preserved.

Formula: Semi Color 10.7	30 ml (1 FL.OZ)
Semi Color Activator	60 ml (2 FL.OZ)

The deposit differs with each type of hair and may not require the full recommended processing time. Check regularly. When desired tonality has been reached rinse the hair.

Finish all Keune color applications by shampooing and treating with the Colored Hair products.



21. KEUNE COLOR MAN

**Color Man reduces grey hair
for a natural look in only 5 minutes**

Qualities:

- 5 minutes processing time
- Ammonia free
- Natural look
- Easy to apply
- Long-lasting result



Men want to look as young as they feel. Most men would like to have their original hair color, but don't want their hair to look artificially colored and do not have time for a 30 minute hair color service. Keune Color Man is a new formula for a natural grey reduction, not too warm and not too cool, in just 5 minutes!

Keune Color Man is ammonia free cream gel and very gentle to the hair. Special conditioners, including Cocamide MEA, help protect the hair during the color service. A unique complex enhances condition, manageability and thickens the hair.

6 mixable, subtle and long lasting shades

Directions for use

Mix Color Man with Color Man Activator. Mixing ratio 1 : 1, 30 g Color Man + 30 g Color Man Activator. Mix well in applicator bottle, shaker or bowl.

First application:

Apply the mixture like a shampoo to dry hair, evenly from roots to ends. Processing time: 5 min. Emulsify gently and rinse thoroughly.

Repeat treatment:

Apply the mixture to the roots and next to the lengths and ends. Total processing time 5 min. Emulsify gently and rinse thoroughly.

If desired, wash the hair with Keune Tinta After Color Shampoo

Note: for a more intense and stronger result allow to develop for max. 10 minutes.

Important:

- Color Man cannot be mixed with other coloring products
- Do not use Color Man on highlighted hair
- Color Man can be used on mustaches and beards
- Processing time may not exceed 10 minutes, incl. application time

22. KEUNE COLOR STYLING MOUSSE

Coloring and styling in one treatment. Color Mousse contains Pro vitamin B5 to hydrate the hair during blow-drying.

The Color Styling Mousse range consists of:

- 4 Natural shades to refresh and blend the first grey hairs
- 4 Fashion shades for a fashionable color result
- Silver and Pearl grey for refreshing grey hair

Keune Color Styling Mousse is especially suitable to refresh a color between permanent color services. Use a wide-tooth comb or fingers to apply Keune Color Styling Mousse.

The color will remain for 1 - 2 shampoos, depending on the porosity of the hair.



Characteristics

- Hydrates and nourishes the hair during blow-drying
- Gives the hair a light hold making it easy to style
- Jojoba oil conditions the hair

Colors

1	- Black Velvet
4	- Natural Brown
6	- Dark Blond
7	- Natural Blonde
9.3	- Sherry Blonde
7.4	- Warm Copper
6.5	- Mahogany
5.6	- Flame Red
5.7	- Aubergine
Silver	
Pearl grey	

Color level

1-3
3-5
5-7
6-9
7-9
6-8
4-7
3-6
3-6
Grey hair
Grey hair

Directions for use

Shake well before using. Cover the palm of your hand with mousse and apply to the hair. Comb through towel-dried hair. Do not rinse!

23. AFTER COLOR PROGRAM

23.1 TINTA AFTER COLOR SHAMPOO PROGRAM

After the development of pigmentation and rinsing it is necessary to stop the oxidation process and give the hair the proper after-color treatment

There are two steps in the after color treatment:

1. A treatment after the color process to stop the oxidation and neutralize the hair
2. A home maintenance suitable for daily use

23.2 TINTA AFTER COLOR SHAMPOO PH4 1000 ML (33.8 FL.OZ.)

This shampoo stops the oxidation process and neutralizes the hair.

Characteristics

- a. Tinta After Color Shampoo contains natural citric acid, which closes the cuticle and leaves the hair manageable. The pH value is 4.
- b. Vitamin E stops the oxidation process following the color service.
- c. Silk Protein gives the hair softness and shine.
- d. Tinta After Color Shampoo removes the residue of pigment from the hair and scalp.
- e. Tinta After Color Shampoo contains solamer UV protector which provides protection to the hair structure and hair color. It also enhances the color.
- f. LP300 color stabilizer
- g. Professional use only

Keune Tinta After Color Shampoo pH4 1000 ml (33.8 FL.OZ.) is neutralization following a permanent color service.



23. AFTER COLOR PROGRAM

23.3 TINTA AFTER COLOR BALSAM 1 000 ML (33.8 FL.OZ.)

This conditioner stops the oxidation process and neutralizes the hair.

Characteristics

- Silk Proteins interact with the hair. This leaves the hair soft and shiny and improves manageability
- Cation-active materials interact with the hair to condition and make it easier to detangle
- Tinta After Color Balsam contains solamer UV protector which provides protection to the hair structure and hair color. It also enhances the color.
- LP300 color stabilizer

Keune Tinta After Color Balsam 1000 ml (33.8 FL.OZ.) is a neutralizing conditioner that should be used after a color service.



23.4 KEUNE COLORED HAIR RANGE

Ultimate care for brilliant color

The Keune Colored Hair range is a complete line of care products to protect color treated hair. The products are enriched with the Triple Color Protection System for ultimate results. The Sunflower Seed Extract is an anti oxidant that protects the hair and prevents UV damage.

The moisturizing products are perfect home care for color treated hair and recommended for daily use to enhance the color and provide beautiful shine. The products have a fresh, crisp floral fragrance infused with green fruit extracts.



23. AFTER COLOR PROGRAM

23.⁵ SHAMPOO COLORED HAIR 250 ML (8.5 FL.OZ.)

This product is used to rinse the hair and maintain the hair color at home.

Following the service in a salon it is necessary to use a product at home to prevent the color from fading, a product for daily use.



Characteristics

- A combination of a mild detergent, pH 6 and LP 300 prevent the hair from fading. Keune is the first to use the color stabilizer LP 300 in an after color treatment. It protects the hair color from fading due to frequent shampooing
- Silk Protein and cation-active polymers leave the hair soft and easy to manage
- Shampoo Colored Hair contains Solamer UV protector which provides protection to the hair structure and hair color. It also enhances the color.
- Sunflower Seed Extract
- The product is suitable for daily use

Directions for use

Apply to wet hair and work into a lather. Rinse thoroughly and repeat if necessary.

23.⁶ CONDITIONER COLORED HAIR 200 ML (6.8 FL.OZ.)

For use at home, a milder color conditioner is preferred to prevent the build-up of a conditioning agent in the hair.



Characteristics

- The conditioning component is a combination of cation-active polymers and Shea Butter. It prevents the build-up in the hair
- Shea Butter regulates the moisture balance and acts as a natural UV filter
- Conditioner Colored Hair contains Solamer UV protector which provides protection to the hair structure and hair color. It also enhances the color
- LP 300 has been added to this product to prevent the hair color from fading due to frequent shampooing. Keune is the first to use this color stabilizer in the color product
- Silk Protein and cation-active polymers leave the hair soft and easy to detangle
- Sunflower Seed Extract

23. AFTER COLOR PROGRAM

23.7 TREATMENT COLORED HAIR 200 ML (6.8 FL.OZ.)

For use at home, an intensive color protecting mask for long lasting color intensity. Contains special vegetable and wheat proteins for strengthening and moisturizing the hair. It is an instant treatment with a short processing time. It is a lightweight, rinse-out product.

Directions for use

Apply to towel dried hair. Leave in for 3 minutes. Rinse thoroughly.

Characteristics

- a. The infusion of silk, wheat and vegetable proteins strengthen, moisturize and condition the hair
- b. Solamer
- c. LP 300 has been added to this product to prevent the hair color from fading due to frequent shampooing. Keune is the first to use this color stabilizer in the color product
- d. Silk Protein and cation-active polymers leave the hair soft and easy to detangle
- e. Sunflower Seed Extract



22.8 BLOND ENHANCING TREATMENT 200 ML (6.7 OZ.)

Blond stays blonde Blond Enhancing Treatment is a treatment to neutralize yellow. Made for highlighted, bleached and natural light colored hair. It neutralizes yellow tones and it has excellent conditioning qualities. Phyto keratin (Corn, Wheat and Soy Proteins) gives the hair volume and radiant shine. Provitamin B5 moisturizes the hair and leaves the hair silky soft. Blonde Enhancing Treatment is suitable for home maintenance and it can be used on a daily basis.



23. AFTER COLOR PROGRAM



23.º TINTA COLOR SAVER

Tinta Color Saver is a serum that provides longer lasting hair color and optimum care

Qualities

- Gives perfection to the color treatment
- Protects the hair from UV damage
- Reduces color fading
- Provides optimum shine and leaves the hair soft
- Contains Vitamin C and Sunflower seed extract

Gives perfection to the color treatment. Provides optimum care, shine and long lasting color.

The Tinta Color Saver comes packaged in a 10 ml two-phase ampoule. The two liquids are combined to give instant conditioning and protection. Each ampoule is one application. The red oil contains a high concentration of conditioning ingredients that add shine, gives the hair softness and makes it easy to detangle. The yellow liquid contains sunflower seed extracts and stabilized Vitamin C. It protects the hair and reduces color fadage due to the self-protecting ability of plant cells.

Directions for use

Use Tinta Color Saver following every Tinta Color application. Rinse the color and shampoo with Tinta After Color Shampoo pH 4. Open the ampoule and press through. Mix the oil and extract by shaking the bottle. Massage gently into the hair. Do not rinse!



