

INFLUENCE HAIR CARE 2022

# COLOR CATALOG

COLOR







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## DESCRIPTION

This semi-permanent color has natural macadamia nut oil extract purified. It protects your hair while delivering brilliant tones. Artistic semi-color gives endless opportunities for creative coloring.

**SIZES:** 7.07oz

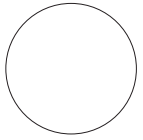
**MIX: POUR COLOR INTO BOWL, NO DEVELOPER NEEDED**



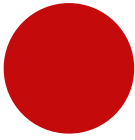
## PROCESS

Up to 20 minutes on dry or wet hair.

- Infused with Macadamia Oil
- Ammonia/ peroxide free
- Safe to use same day as relaxer
- Vibrant, long lasting
- Fashion colors
- For a more vibrant color use on prelightened hair



WHITE



RED ALERT



PURPLE RAIN



SO SLIVER



MAGENTA



BLUE MAGIC



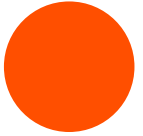
YELLOW PASSION



PLUM



EMERALD GREEN



TANGERINE

**BASE COLOR: YELLOW**



SUNBURST

**BASE COLOR: YELLOW - ORANGE**



NUTMEG

**BASE COLOR: RED - ORANGE**

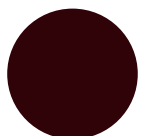


HONEY BROWN

**BASE COLOR: RED**



CINNAMON BROWN



DARK BROWN

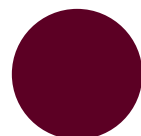
**BASE COLOR: RED**



AUTUMN LEAF

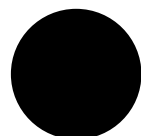


CANDY APPLE



RED WINE

**BASE COLOR: VIOLET**



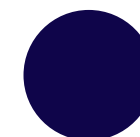
JET BLACK

**NATURAL O/N**



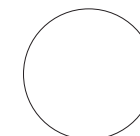
NATURAL BLACK

**BASE COLOR: BLUE**



BLUE MOON

**NO BASE COLOR**



WHITE



## DESCRIPTION

Be creative and customize your own colors with easy-to-use gels. Available in 12 shades, this conditioning formula is gentle enough to use after relaxer. It enhances dull, lifeless hair and leaves your hair with a vibrant sheen and rich, long-lasting color

**SIZES:** 8oz



## PROCESS

Leave on for 20-25 minutes. For maximum penetration, place the client under the dryer for 30 minutes. No heat required.

- Semi-Permanent
- Vibrant Sheen
- Safe to Use After Relaxer





## DESCRIPTION

This innovative, dual action, ammonia free formula serves as a permanent and Demi Permanent hair color. The Macadamia oil gives your hair color a richer tone and stay true color results. It is excellent at covering gray hair and lasts much longer.

**SIZES:** 2oz



## PROCESS

Up to 60 minutes, without heat.

- Ammonia Free
- Infused with Macadamia Oil
- Demi permanent and permanent all in one tube
- Excellent gray coverage



**NATURAL 0/N****10-0  
10N**

VERY PALE BLONDE

**8-0  
8N**

LIGHT BLONDE

**5-0  
5N**

LIGHT BROWN

**4-0  
4N**

MEDIUM BROWN

**3-0  
3N**

DARK BROWN

**1-0  
1N**

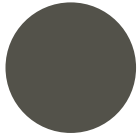
BLACK

**INTENSE GOLD 33/GG****9-33  
9GG**VERY LIGHT INTENSE  
GOLDEN BLONDE**MAHOGANY 7/M****6-7  
6M**DARK MAHOGANY  
BLONDE**ASH 1/A****10-1  
10A**

VERY PALE ASH BLONDE

**8-1  
8A**

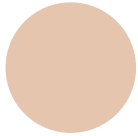
LIGHT ASH BLONDE

**6-1  
6A**

DARK ASH BLONDE

**4-1  
4A**

MEDIUM ASH BROWN

**GOLD 3/G****10-3  
10G**VERY PALE GOLDEN  
BLONDE**8-3  
8G**

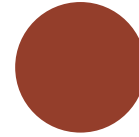
LIGHT GOLDEN BLONDE

**6-3  
6G**

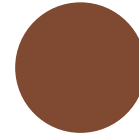
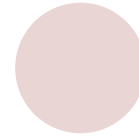
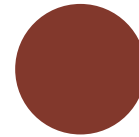
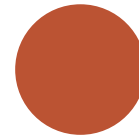
DARK GOLDEN BLONDE

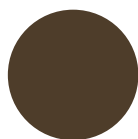
**4-3  
4G**MEDIUM GOLDEN  
BROWN**COPPER 4/C****8-4  
8C**

LIGHT COPPER BLONDE

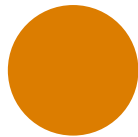
**6-4  
6C**

DARK COPPER BLONDE

**COPPER GOLD 43/CG****5-43  
5CG**LIGHT COPPER GOLDEN  
BLONDE**9-43  
9CG**VERY LIGHT COPPER  
GOLDEN BLONDE**INTENSE COPPER 44/CC****6-44  
6CC**DARK INTENSE COPPER  
BLONDE**8-44  
8CC**LIGHT INTENSE COPPER  
BLONDE

**BROWN 8/B****5-8  
5B**

MEDIUM CHOCOLATE



YELLOW



RED



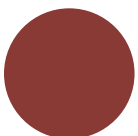
VIOLET



BLUE



GREEN

**COPPER MAHOGANY 47/CM****5-47  
5CM**LIGHT COPPER  
MAHOGANY BROWN**RED COPPER 54/RC****5-54  
5RC**LIGHT RED COPPER  
BROWN**INTENSE RED 55/RR****7-55  
7RR**MEDIUM INTENSE RED  
BLONDE**MAHOGANY 7/M****6-554  
6RRC**DARK INTENSE RED  
COPPER BLONDE**VIOLET 6/V****5-6  
5V**

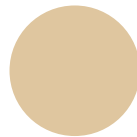
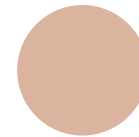
LIGHT VIOLET BROWN

**FORTIFYING TONER****T-01  
T-NA**

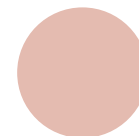
NATURAL ASH

**BC**

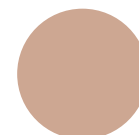
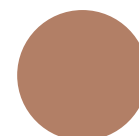
BLONDING CREAM

**CLEAR****SPECIAL BLONDE****11-0  
11N**SPECIAL NATURAL  
BLONDE**11-1  
11A**

SPECIAL ASH BLONDE

**11-31  
11GA**SPECIAL GOLDEN ASH  
BLONDE**ULTRA BLONDE****12-1  
12A**

ULTRA ASH BLONDE

**12-0  
12N**ULTRA NATURAL  
BLONDE**12-33  
12GG**ULTRA LIGHT INTENSE  
GOLDEN BLONDE

Note: The SPECIAL BLONDE series shades are not target colors. They should be used for maximum lift and tonal control.



## **FORTIFYING TONER**

- The toners must be applied to pre-lightened hair, level 9-10
- Apply the toner on clean, dry hair
- Processing time is between 10-15 minutes.
- BC (blonding crème) Use to pre lighten hair at a ratio of 1:2 (1 part blonding crème and 2 parts developer)
- To obtain an extra level of lift, BC can be mixed with our 11 and 12 series at a ratio of 1+1+2 (1 part color, 1 part BC and 2 parts developer)

## **SPECIAL BLONDE**

- The SPECIAL BLONDE series shades should not be used on natural hair darker than level 6
- The SPECIAL BLONDE series shades must be mixed with 30 or 40 volume Macadamia Oil developer.
- The processing time is between 45-60 minutes.
- When adding blonding cream, you can substitute up to 50% of the shade with the Blonding Cream to obtain up to an extra level of lift

## **ULTRA BLONDE**

- The ULTRA BLONDE series shades offer maximum lift and toning in a single process, achieving the lightest possible blondes without pre-lightening.
- The ULTRA BLONDE series shades can be used on level 5. Optimal results on level 6 and lighter.
- The processing time is between 60-75 minutes. However, must be processed 75 minutes for maximum lift.
- Do not apply on pre-lightened hair.
- Always cover hair with a plastic cap.
- Apply color generously for optimal lift.
- To obtain up to an extra level of lift, you can substitute up to 50% of the shade with the Blonding Cream Violet (BCV).



## DESCRIPTION

Achieve long-lasting color with Inflúence Professional Crème Developer. Its creamy consistency allows for even coverage and effortless bowl-and-brush application. It is also perfect for use with all powder and liquid lighteners.

### 8V - 20V - 30V - 40V

For demi use the 8V Developer

For permanent use the 20V, 30V, or 40V

**SIZES:** 32oz

## PROCESS

Up to 30 minutes. For maximum gray coverage, or for high lift blondes, process up to 45 minutes.

- Protective Conditioners
- Creamy Consistency





## DESCRIPTION

Create optimal highlights, streaks, and special lightening effects with this Professional Powder Lightener. Its dust-free formula is rich with active, hair-protecting ingredients delivering a quality lightening process. It is great for lifting natural and artificial hair color.

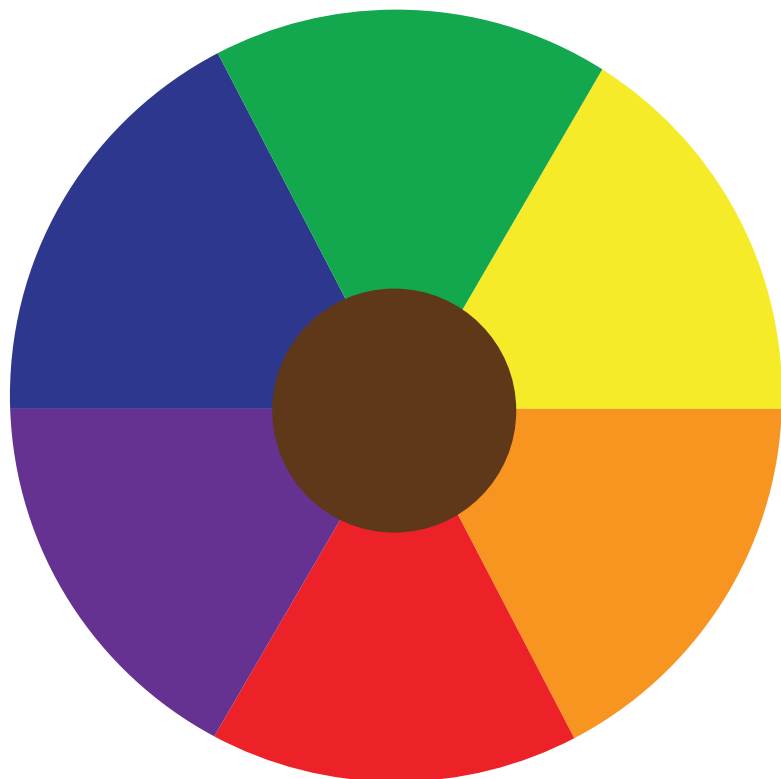
**SIZES:** 18oz



## PROCESS

**DO NOT EXCEED 50 MINUTES.** No heat required. Mix one heaped spoon of Influence Professional Powder Lightener with 2 oz. of Influence Professional Creme Developer of choice.

- Safe on relaxed hair up to 30V
- Great for cap highlighting, foiling, balayage, pre-lightening hair
- Dust free, ultra fast, odorless, gentle

**NATURAL LEVELS****UNDERLYING PIGMENTS**

<b>DARK RED BROWN</b>	<b>1: BLACK</b>
<b>RED BROWN</b>	<b>2: VERY DARK BROWN</b>
<b>RED</b>	<b>3: DARK BROWN</b>
<b>RED ORANGE</b>	<b>4: MEDIUM BROWN</b>
<b>ORANGE RED</b>	<b>5: LIGHT BROWN</b>
<b>ORANGE</b>	<b>6: DARK BLONDE</b>
<b>YELLOW ORANGE</b>	<b>7: MEDIUM BLONDE</b>
<b>YELLOW</b>	<b>8: LIGHT BLONDE</b>
<b>PALE YELLOW</b>	<b>9: VERY LIGHT BLONDE</b>
<b>EXTRA PALE YELLOW</b>	<b>10: EXTRA PALE BLONDE</b>

**UNDERLYING PIGMENTS**

It is important to consider the underlying pigments when lifting natural hair color. Color lifting exposes the underlying pigments which must either be neutralized or balanced to obtain the desired result.

**NATURAL LEVELS & CONTRIBUTING PIGMENTS**

The contributing pigment is the underlying warmth of every natural hair color level. The hair's contributing pigment is exposed during lightening and affects the final color result. The existing contributing pigment can either be enhanced or neutralized, depending on the result desired and the formulation used.



DESIRED LEVEL — NATURAL LEVEL <hr/> NEW DIFFERENCE	NEW DIFFERENCE + DESIRED LEVEL <hr/> FORMULA
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DL 6 - NL 2 = ND4
ND4 + DL 6 = 10 - PART 1 OF YOUR FORMULA

GREY HAIR PERCENTAGE	NATURAL TONE	TARGET TONE	DEVELOPER
30% - 50%	1	2	20VOL (6%)
50% - 100%	1	1	20VOL (6%)

#### COLOR FORMULATIONS PART 1:

- You can make 2N by mixing equal parts of 1N and 3N
- You can make 6N by mixing 1 1/2 parts of 5N and 1/2 of 8N
- You can make 7N by mixing 1 1/2 parts of 8N and 1/2 part 5N
- You can make 9N by mixing equal parts of 8N and 10N
- You can make 10v by 1 part 20v and 1 part Influence Multiplex Conditioner

#### COLOR FORMULATION PART 2:

- Select your tone
- Do you want to cancel or enhance tones?
- To cancel unwanted tones choose a color opposite of the tone you want to cancel on the color wheel

Influence