

Influence

Color Brochure

Artistic Semi-Permanent - Creme
Artistic Semi-Permanent - Gel
42 Shades

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Professional Creme Developer

Achieve long-lasting color with Influence Professional Creme 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.

For demi use the 8V. Developer
For permanent use the 20V, 30V, or 40V



Powder Lightener

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.

Process - up to 50 minutes, No heat required

- Safe on relaxed hair up to 30v
- Great for cap highlighting, foiling, balayage, pre-lightening hair
- On or Off the Scalp
- Gentle, dust free, ultra fast

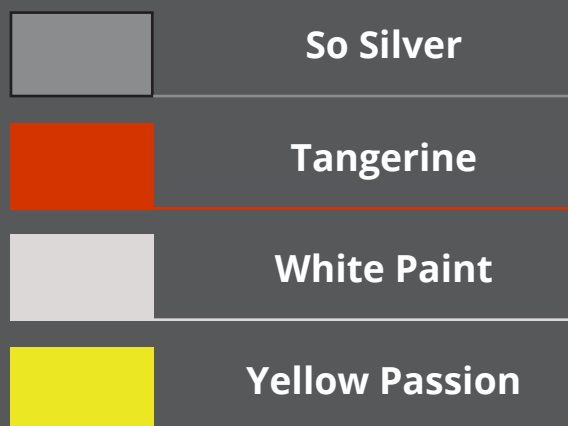
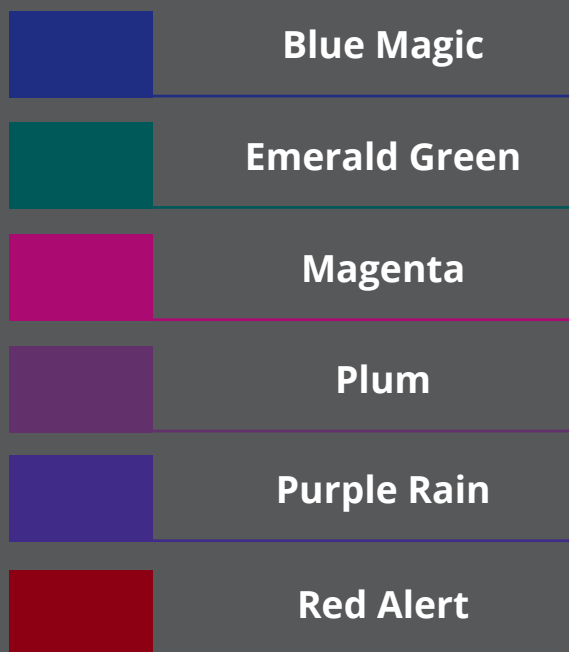
Mixing Ratio

1 scoop of
Lightener

2oz. of
Influence
Creme
Developer
(of choice)

Artistic Semi-Permanent - Creme

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.



Mix

Pour color into bowl, no developer needed

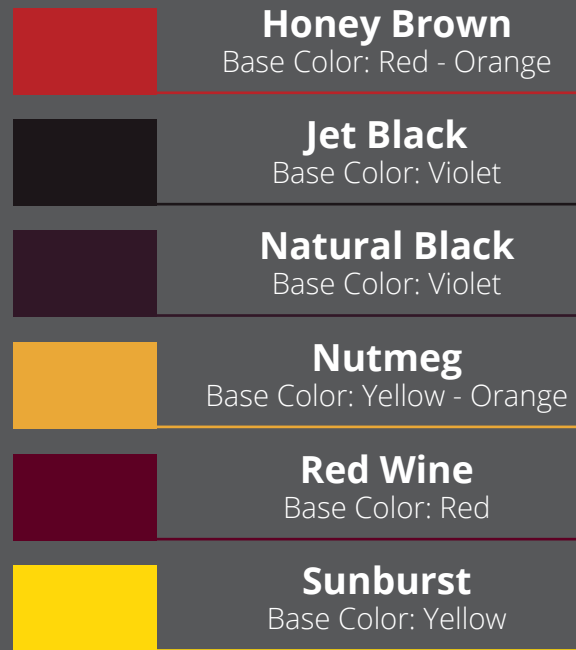
Process - 20 minutes on dry or wet hair

- 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



Artistic Semi-Permanent - Gel

Be creative and customize your own colors with easy-to-use gels. Available in 14 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.



Process - up to ? minutes, No heat required

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



42 Shades

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.

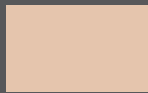



NATURAL 0/N

	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



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 brown
	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

Process - up to 60 minutes, without heat

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

COPPER MAHOAGANY 47/CM



RED COPPER 54/RC



INTENSE GOLD 33/GG



INTENSE RED 55/RR



INTENSE RED COPPER 554/RRC



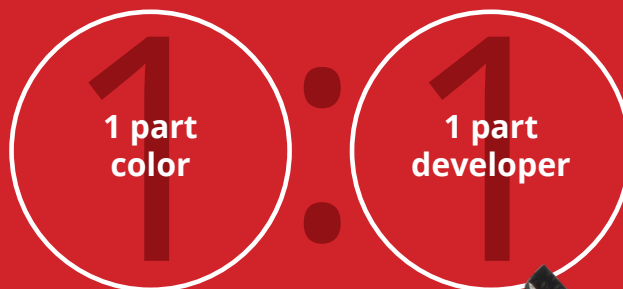
VIOLET 6/V



MAHOAGANY 7/M



Mixing Ratio






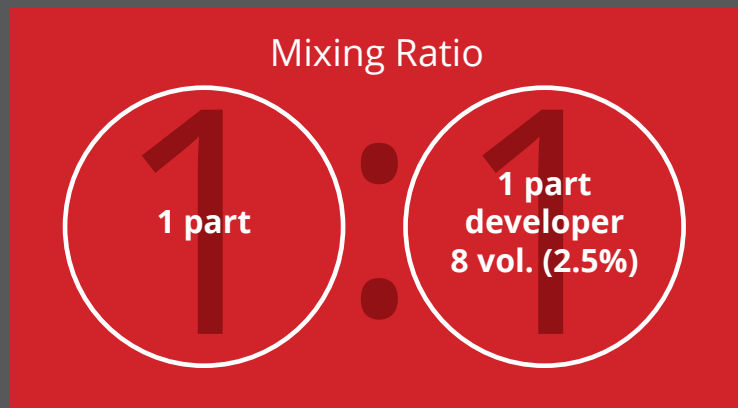
BROWN 8/B



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)

	T-01 T-NA	natural ash
	BC	blonding cream
	Clear	



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

	11-0 11N	special natural blonde
	11-1 11A	special ash blonde
	11-31 11GA	special golden ash blonde



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).

	12-1 12A	ultra ash blonde
	12-0 12N	ultra natural blonde
	12-33 12GG	ultra light intense golden blonde

Mixing Ratio



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



Color Chart

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.



UNDERLYING PIGMENTS	NATURAL LEVELS
dark red-brown	1-black
red-brown	2-very dark brown
red	3-dark brown
red-orange	4-medium brown
orange-red	5-light brown
orange	6-dark blonde
yellow-orange	7-medium blonde
yellow	8-light blonde
pale yellow	9-very light blonde
extra pale yellow	10-very pale blonde

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.

- You can make 2N by mixing equal parts of 1N and 3N
- You can make 6N by mixing 1 ½ parts of 5N and ½ of 8N
- You can make 7N by mixing 1 ½ parts of 8N and ½ 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 formulations Part 1:

Desired Level — Natural Level	New Difference + Desired Level
_____	_____
New Difference	Formula

$$DL\ 6 - NL\ 2 = ND4$$

$$ND4 + DL\ 6 = 10 - \text{part 1 of your formula}$$

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

Grey Coverage Table

Grey Hair Percentage	Natural Tone	Target Tone	Developer
30%-50%	1	2	20vol (6%)
50% - 100%	1	1	20vol (6%)





Influence Hair Care

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