

## VIVITONE PERMANENT CREAM COLOR

True color and 100% grey coverage! Vivitone Permanent Cream Color is developed with a nutritive complex of aloe vera, keratin protein and sunflower extracts deliver therapeutic and rejuvenating properties that strengthens, hydrate and protects hair. Enrich your hair with long-lasting beautiful vivid color, stunning shine and silky smoothness.

Available in 75 Shades, 6 High Lifts and 4 Correctors

### BENEFITS

- Conditioning
- Low Ammonia content
- High pigment saturation
- 100% Grey coverage
- Longer lasting
- Cream formula
- Economical use

### THE LAWS OF COLOR

- Direct opposites at the same level control or neutralize each other with a brown or beige result.
- Any color on top of any color will create a darker color.
- Color will not lighten color.

### FORMULATION

#### Lifting

Deposit/tone on tone/toner  
Lift 1-2 Levels  
Lift 2-3 Levels  
Lift 3-4 Levels  
Lift 4 Levels or more for HL

#### Mixing

1 part color + 2 parts Demi/10 Volume  
1 part color + 2 parts 20 Volume  
1 part color + 2 parts 30 Volume  
1 part color + 2 parts 40 Volume  
1 part HL color + 2 parts 40 Volume

#### Timing\*

20 Minutes  
30 Minutes  
40 Minutes  
50 Minutes  
50 Minutes

\*VIVITONE COLOR IS NON-PROGRESSIVE. FOR BEST RESULTS FOLLOW RECOMMENDED TIMING.

### RECOMMENDED USE FOR GREY COVERAGE

Grey%	Amount Natural Series	Amount Target Color	Amount Oxy Activator
Up to 25%	¼ oz. (7ml)	¾ oz. (22ml)	2 oz. (60ml)
26% to 50%	½ oz. (15ml)	½ oz. (15ml)	2 oz. (60ml)
51% to 100%	¾ oz. (22ml)	¼ oz. (7ml)	2 oz. (60ml)

### MIXING RATIO

1 part color + 2 parts Oxy-activator (developer).

### PROCESSING COLOR

In order to achieve accurate and peak performance certain evaluations and considerations must be made prior to formulating.

#### Determine

- Natural level
- % of grey hair
- Hair texture and porosity
- Target level

#### Formulation

- Choose desired color/toner
- Choose the level of developer
- Mix 1 part of Vivitone color to 2 parts of Oxy-activator (developer)

#### Application

- Desire where to apply first
- Processing times
- Apply on dry and clean hair

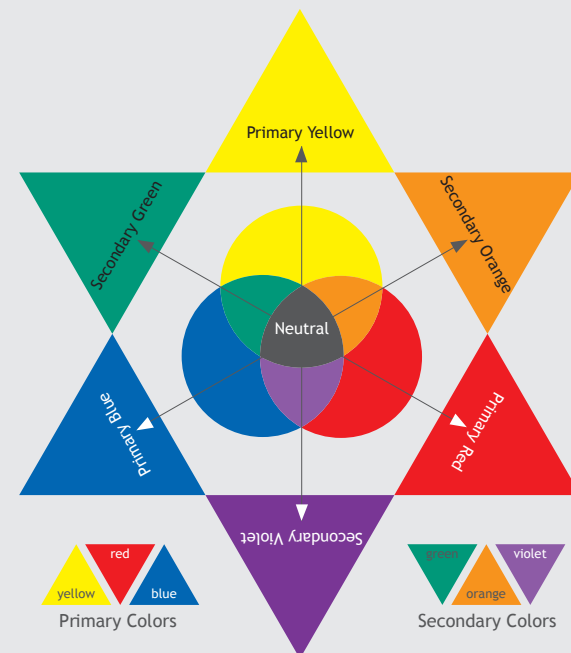
### BASE COLOR Series

#### Series

Natural  
Natural Natural  
Natural Ash  
Ash  
Ash Ash  
Golden Beige  
Gold  
Warm Brown  
Special Chocolate  
Golden Copper  
Copper  
Intense Copper  
Red Copper  
Mahogany  
Auburn  
Red  
Intense Red  
Red Violet  
Violet

#### Base Color

Neutral  
Double-Neutral  
Neutral-Violet  
Violet-Blue  
Double-Violet-Blue  
Gold-Violet  
Gold  
Neutral-Red  
Gold-Red  
Gold-Orange  
Orange-Gold  
Orange-Red  
Red-Orange  
Red-Violet  
Red-Gold  
Red  
Red-Red  
Red-Violet  
Violet






# VIVITONÉ

## PROFESSIONAL COLOR SYSTEM

**PERMANENT CREAM COLOR**  
with A.B.S.P. Complex  
Gentle • Long Lasting • Shine

Permanente Crème Colorante  
Crema de Color Permanente

Natural	Natural Natural	Ash	Ash Ash	Gold	Special Chocolate	Copper	Red Copper	Auburn	Red Violet	High Lift	Correctors
 10N	 8NN	 9A	 8AA	 9G	 7SC	 7C	 8RC	 6Au	 7RV	 109HL	 Gold
 9N	 7NN	 8A	 7AA	 8G	 6SC	 6C	 7RC	 4Au	 6RV	 104HL	 Red
 8N	 6NN	 7A	 6AA	 7G	 5SC	 5C	 6RC	Red	 5RV	 103HL	 Blue
 7N	 5NN	 6A	Golden Beige	 6G	 4SC	 4C	Mahogany	 6R	Violet	 102HL	 Violet
 6N	Natural Ash	 5A	 9GB	 5G	Warm Brown	 Intense Copper	 7M	 5R	 7V	 101HL	
 5N	 9NA	 4A	 8GB	Golden Copper	 6WB	 8IC	 6M	 4R	 5V	 100HL	
 4N	 8NA	 1A	 7GB	 8GC	 5WB	 7IC	 5M	Intense Red	 3V		
 3N	 7NA		 6GB	 7GC	 4WB	 6IC	 4M	 7IR			
 1N	 6NA		 5GB	 6GC	 3WB			 5IR			