

ELEVENTM
AUSTRALIA

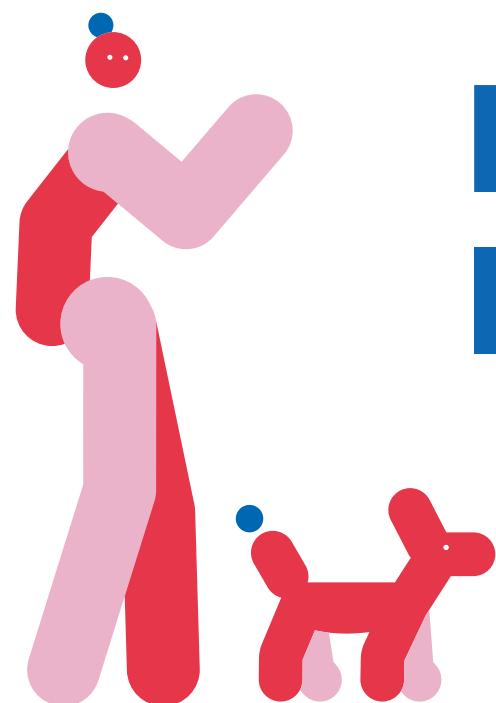
COLOUR

ELEVEN AUSTRALIA COLOUR TECHNICAL GUIDE

VERSION: 1.1

TABLE OF CONTENTS

01 – 02	HI I'M DIGI	55 – 56	PERMANENT CREAM COLOUR
03 – 04	OUR DIGITAL WORLD	57 – 58	PERMANENT CREAM COLOUR INTERNATIONAL NUMBER AND LETTER SYSTEM
05 – 06	ICONS	59	HERO INGREDIENTS
07 – 08	ELEVEN AUSTRALIA COLOUR INTRODUCTION	60 – 62	COLOUR CHART, COLOUR CIRCLE COMPLIMENTARY COLOURS
09 – 10	HERO INGREDIENTS	63 – 72	PERMANENT CREAM COLOUR SHADES
11 – 12	SALON TOOLS	73 – 74	CREAM DEVELOPERS
13 – 14	COLOUR CONSULTATION FORMS	73 – 82	TECHNICAL DNA AND CONSULTATION
15 – 18	TECHNICAL SERVICE PRODUCTS	83 – 84	PRE-PIGMENTATION APPROACH
19 – 20	SKIN TEST RECOMMENDATIONS AND WARNINGS	85 – 88	PERMANENT CREAM COLOUR FREQUENTLY ASKED QUESTIONS
21 – 22	DEMI-PERMANENT LIQUID COLOUR	89 – 90	LIGHTENING POWDERS
23 – 24	DEMI-PERMANENT LIQUID COLOUR INTERNATIONAL NUMBER AND LETTER SYSTEM	91 – 96	HERO INGREDIENTS
25 – 32	DEMI-PERMANENT LIQUID COLOUR SHADES	97 – 102	LIGHTENING POWDERS
33 – 36	ACTIVATORS	103 – 104	LIGHTENING POWDERS FREQUENTLY ASKED QUESTIONS
27 – 39	COLOUR CHART, COLOUR CIRCLE OUR COLOUR SERVICE MENU	105 – 109	WORDS WE LOVE – OUR PHRASE INDEX
40	11 STEP IN-SALON APPLICATION GUIDE		
41 – 42	GUIDELINES, RECOMMENDATIONS AND COLOUR APPLICATION FOR DEMI-PERMANENT LIQUID COLOUR		
43 – 44	HOW TO: USE CLEAR		
45 – 50	HOW TO: COLOUR CORRECT		
51 – 54	DEMI-PERMANENT LIQUID COLOUR FREQUENTLY ASKED QUESTIONS		

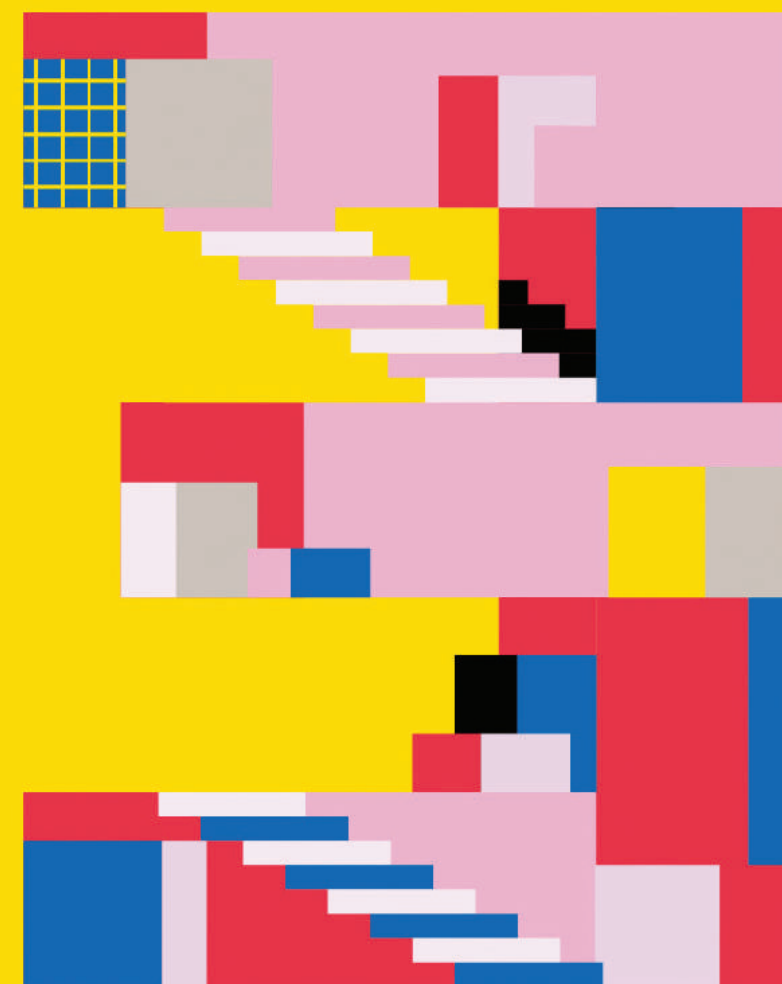


Hi, I'm DiGi!

Hi, I'm DiGi, your 24/7 virtual colour assistant and this is the exciting **'ELEVEN AUSTRALIA COLOUR WORLD'** – let me take you through a fresh approach to colour and the endless possibilities that can be explored. The following guide is your 'go-to' for everything you need to know about **ELEVEN Australia COLOUR – introducing our DEMI-PERMANENT LIQUID COLOUR, PERMANENT CREAM COLOUR AND OUR LIGHTENING POWDERS.**

All the things you need to create seamless naturals, bright fashion statements, cool tones and soft pastel hues. It's my job to get the right information into the hands of every colourist around the world. Inspired by Siri, Alexa and Google, I am your information resource bringing you the latest updates on new shades, new technologies, colourist tips and new formulas to try.

If you have a question or need more information about anything to do with ELEVEN Australia COLOUR, you can reach me via our website at **elevenaustralia.com** OR via **Facebook Messenger @ Eleven Australia Colour – DiGi 24/7. The best part is, I speak every language and I can't wait to connect with you!**
Enjoy discovering more!

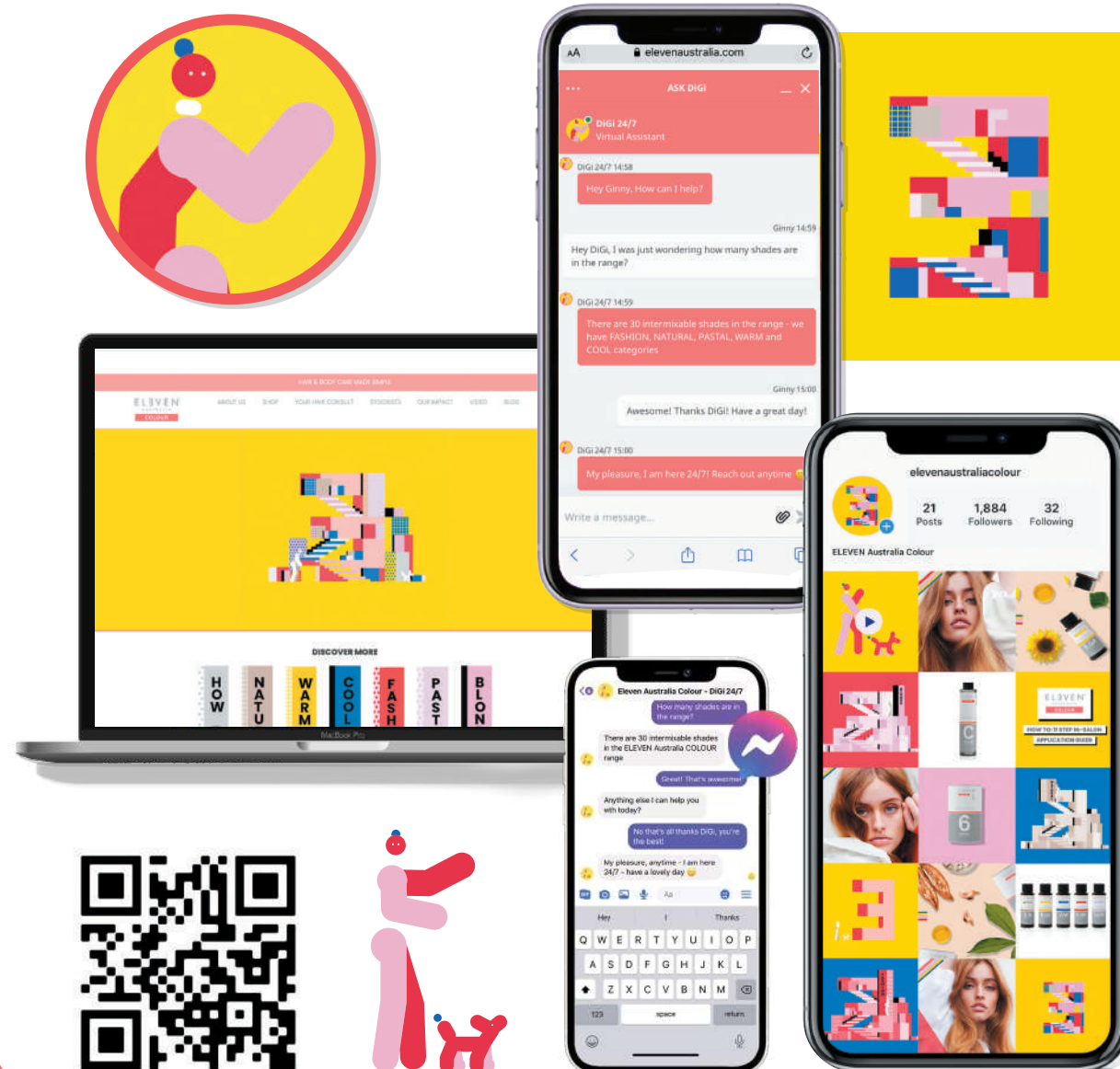


OUR DIGITAL WORLD

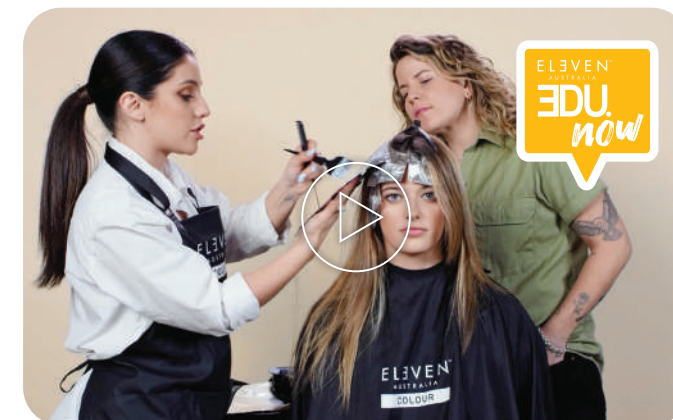
In a time where everything is 'instant', the latest trends can be over before they've even started, and saying 'the future is digital' is not only obvious, but already happening!






ELEVEN Australia COLOUR EDU. is about getting information and inspiration into the hands of our colourists and clients across our digital platforms instantly!

Not only can you chat with DiGi 24/7 for colour advice in real time, you can also discover more across our social channels. ELEVEN Australia IGTV is home to our easy to follow step by step guide, as well as insightful colour demonstrations by our leading EDU team, giving you a birds-eye view into colour consultations and applicaiton, just like you would see in salon.



SOCIAL CHANNELS



-  elevenaustralia.com
-  elevenaustraliacolour
-  elevenaustraliacolour
-  elevenaustraliacolour
-  Eleven Australia Colour - DiGi 24/7

OUR ICONS AND VALUES

THE ELEVEN AUSTRALIA COLOUR PORTFOLIO

Our **ICONS** are references to easily identify the outstanding quality and consideration taken to ensure the creditability of the brand messaging, and performance on our **ADVANCED PROFESSIONAL COLOUR RANGE**.

OUR ICONS ARE REFERENCES FOR YOU TO **EASILY IDENTIFY** THE **OUTSTANDING QUALITY** AND CONSIDERATION TAKEN TO CREATE **OUR ADVANCED PROFESSIONAL COLOUR RANGE**, **PROTECTING BOTH OUR STYLISTS AND THE ENVIRONMENT**



Recyclable Aluminium Tube:

Each ELEVEN Australia Permanent Cream Colour Tube is made from 100% recycled materials and is also 100% recyclable.



GLUTEN FREE: ELEVEN Australia COLOUR is gluten free reducing skin sensitivities or irritations.



Recyclable and Recycled Packaging:

Each ELEVEN Australia Permanent Cream Colour cardboard box is made from 100% recycled paper and is 100% recyclable.



NATURALLY DERIVED INGREDIENTS: They help reduce irritation to the skin and scalp and are more gentle over time. ELEVEN Australia COLOUR contains a high level of naturally derived ingredients across the entire range.



Recyclable and Recycled Packaging:

Each ELEVEN Australia Permanent Cream Colour cardboard box is made from 100% recycled paper and is 100% recyclable.



CRUELTY FREE: Products and their ingredients have not been tested on animals.



Recycled and Recyclable Plastic Cap:

Each ELEVEN Australia Permanent Cream Colour plastic cap is made from 100% recycled materials and is also 100% recyclable.



PPD FREE: Due to the advanced and modern technology behind the formula, ELEVEN Australia COLOUR is proudly PPD free.



Resorcinol Free: Using the latest technology, our ELEVEN Australia Permanent Cream Colour formulation is resorcinol free.



AMMONIA FREE: Ammonia free allows us to have a non chemical smell as no harsh gases or fumes are being released. This allows for a more pleasant colour service for both hairdresser and client.



Silicone Free: Due to our high level of naturally derived ingredients and the use of Organic Sunflower Oil, our Permanent Cream Colour is free from all silicones



BOND REPAIRING COMPLEX: Is a technology developed from two ingredients, Creatine to rebuild and strengthen the hair from within and Hydrolysed Pea Protein to add moisture and protect the outside layer.



VEGAN: No ingredient from animal origin is included in any ELEVEN Australia COLOUR formula.



SULPHATE FREE: Our sulphate free formulas are used to help maintain the natural oils on the scalp and hair and leave the hair with more moisture.



PARABEN FREE: Some parabens can cause irritation therefore all ELEVEN Australia COLOUR is paraben free.



KEEPING WITH THE SIMPLICITY OF THE BRAND **ELEVEN AUSTRALIA** HAS DEVELOPED **A UNIQUELY HIGH PERFORMING COLOUR PORTFOLIO** THAT IS **STREAMLINED AND EASY TO USE** THAT DELIVERS AND **PREFORMS ALL SALON COLOUR SERVICES** IN A **RELIABLE, MODERN, RESULT DRIVEN WAY.**



OUR HERO INGREDIENTS

The **ELEVEN Australia Colour Portfolio** is formulated with **naturally derived ingredients**.



HYDROLYSED PEA PROTEIN

Hydrolysed Pea Protein is a high moisture retentive biopolymer with an amino acid composition similar to that of hydrolysed keratin. It revitalises hair strength lost by environmental damage and increases hair elasticity to prevent breakage.



HYDRDOLYSED QUINOA

A natural protein for hair colour retention, condition and protection. Quinoa is considered a complete protein containing seventeen amino acids, including all eight essential amino acids. It's cationic (positively charged) amino acids have an affinity to the hair and act to penetrate and bind the hair. Anionic (negatively charged) amino acids create a scaffold around the hair to protect it. Together these proteins shield the hair strand, improve combability on wet and dry hair and enhance shine.



ORGANIC SUNFLOWER OIL

A natural oil that has deep moisturising properties to improve the manageability and appearance of dry, damaged hair. Light in texture, it helps add moisture without leaving residue so hair doesn't feel heavy or greasy. It adds instant shine and softness to hair.

OUR SALON TOOLS

ELEVEN AUSTRALIA COLOUR



ELEVEN Australia COLOUR – COLOUR CAPE

- Kimono style cape with sleeves allowing easier movement for the client
- Multiple neck fastening sizes for comfort and sizing variations
- Complete back coverage
- Nylon / Polyester blend
- Luxe shine finish
- Gentle cold wash, hang dry



ELEVEN AUSTRALIA COLOUR – COLOUR APRON

- Polyester/PU Apron
- Waterproof material
- Chemical Proof material
- Detachable neck strap for ease of cleaning and care
- Fully adjustable neck strap to optimize comfort
- Front pocket for accessible storage
- Wash in cold water and hang dry



ELEVEN Australia COLOUR – WIDE TOOTH COLOUR COMB

- Durable and light weight comb
- Smooth teeth massage head, improve scalp health and enhance elasticity of hair
- Stimulates the scalp
- Easy to clean
- Anti Static effect on hair
- Perfect for colour as the wide teeth will not stretch or pull on the hair strand
- Detangles the hair
- Use with the ELEVEN Australia COLOUR POROSITY EQUALISER and COLOUR LOCK SPRAY



ELEVEN Australia COLOUR – BOWL

- Easy to clean, double lined durable plastic
- Stackable
- Weighted base for stability
- Ergonomic handle for ease of mixing and application
- Slip resistant rubber base



ELEVEN Australia COLOUR – COLOUR APPLICATOR BOTTLE

- Pliable reusable bottle
- Clear measurement markings for accuracy
- Refined grip
- Fine tip nozzle with an ergonomic grip for clean and accurate liquid colour application
- Quick colour application
- Easy to clean



ELEVEN Australia COLOUR – WHISK

- Ergonomic design for ease of mixing
- Easy to clean, durable plastic
- Lightweight for mixing



ELEVEN Australia COLOUR – COLOUR BRUSHES

- Nylon Bristles, contributes to high quality and refined application
- Soft and sharp bristle enables accuracy
- Ergonomically designed handle for optimal comfort and application
- Easy to clean
- Durable and 2 size options
- **WIDE COLOUR BRUSH**
Bristle Width: 3.3cm
Bristle Length: 5.5cm
Total Brush Length: 22cm
- **STANDARD COLOUR BRUSH**
Bristle Width: 2.3cm
Bristle Length: 3.8cm
Total Brush Length: 20.9cm

ELEVEN AUSTRALIA COLOUR



ELEVEN Australia COLOUR – SCALES

- Touch Panel
- Interchangeable unit conversions
- High precision sensor
- LED display



ELEVEN Australia COLOUR – TAIL COMB

- Durable and lightweight
- Pointed steel tip for refined sectioning
- Ergonomically designed for optimal comfort and use
- Carbon teeth and head
- Easy to clean

COLOUR CONSULTANT FORM

DEMI-PERMANENT LIQUID COLOUR

ELVEN™

AUSTRALIA

COLOUR

DEMI PERMANENT COLOUR CONSULT

CUSTOMER
NAME _____
DATE _____

1. EXISTING

NATURAL DEPTH

EXISTING COLOUR POROSITY

% WHITE HAIR

WHAT DO I HAVE:

- Natural depth and existing or artificial colour
- What is the length and porosity of the hair?
- How much white hair is present?
- What is the hair history? (other hair services)

WHAT IS THE HAIR TEXTURE:

☐ Fine

☐ Medium

☐ Coarse

2. THE AIM

THE AIM:

☐ Natural

☐ Warm

☐ Cool

☐ Stay the same depth

☐ Lighter

☐ Darker

TECHNIQUES:

☐ Highlights and tone

☐ Low-lights

☐ Highlights and low-lights

☐ Full head lightening

☐ Gloss toner

☐ Fashion colour

☐ Neutralise unwanted tone

☐ Colour refresher

☐ Tone on tone

☐ Global application

☐ White hair blending

☐ White hair coverage

3. PRODUCT & SERVICE

WHAT WILL I USE:

☐ Colour/Product

☐ Mixing ratio

☐ Technique/s

☐ Timing

NOTES

4. REVIEW

EXISTING

AIM

RESULTS

5. FUTURE PLAN

6. HOME RETAIL PLAN

COLOUR CONSULTANT FORM

PERMANENT CREAM COLOUR

ELVEN™

AUSTRALIA

COLOUR

PERMANENT COLOUR CONSULT

CUSTOMER
NAME _____
DATE _____

1. EXISTING

NATURAL DEPTH

EXISTING COLOUR POROSITY

% WHITE HAIR

WHAT DO I HAVE:

- Natural depth and existing or artificial colour
- What is the length and porosity of the hair?
- How much white hair is present?
- What is the hair history? (other hair services)

WHAT IS THE HAIR TEXTURE:

☐ Fine

☐ Medium

☐ Coarse

2. THE AIM

THE AIM:

☐ Natural

☐ Warm

☐ Cool

☐ Stay the same depth

☐ Lighter

☐ Darker

TECHNIQUES:

☐ Highlights and tone

☐ Low-lights

☐ Highlights and low-lights

☐ Full head lightening

☐ Gloss toner

☐ Fashion colour

☐ Neutralise unwanted tone

☐ Colour refresher

☐ Tone on tone

☐ Global application

☐ White hair blending

☐ White hair coverage

3. PRODUCT & SERVICE

WHAT WILL I USE:

☐ Colour/Product

☐ Mixing ratio

☐ Technique/s

☐ Timing

NOTES

4. REVIEW

EXISTING

AIM

RESULTS

5. FUTURE PLAN

6. HOME RETAIL PLAN

OUR TECHNICAL SERVICE PRODUCTS

CUSTOMISE COLOUR COMBINATIONS WITH WEFT BOOK



Increase your knowledge and customise your own portfolio of shades using the ELEVEN Australia COLOUR – WEFT BOOK to create unique shades for your salon clients. Get creative and optimise the colour palette available.

OUR TECHNICAL SERVICE PRODUCTS

BARRIER CREAM

DIRECTIONS OF USE:

Apply generously around the perimeter of the client's hairline and ears prior to the colour application.

BARRIER CREAM is a product made available as an optional step within the colouring service. It is applied directly to the skin surface to help maintain a physical barrier between the skin and hair, helping to prevent colour staining and any skin sensitivity.

The ELEVEN Australia COLOUR BARRIER CREAM will not prevent the colour from adhering to the hair.



BARRIER CREAM can be applied before and after LIGHTENING POWDER and toning services to assist with any sensitivity on the clients skin.



The ELEVEN Australia COLOUR BARRIER CREAM will not prevent the colour from adhering to the hair.



TECHNICAL SERVICE PRODUCTS

POROSITY EQUALISER SPRAY



DIRECTIONS FOR USE:

Before each colour service, apply evenly to hair and do not rinse. After a LIGHTENING POWDER service, apply to wet hair before toning.

BENEFITS

- Evens out and treats porous and damaged areas of the hair before the colour service.
- Highly recommended for overly porous or lightened hair.
- The unique formula is enriched with an Amino Acid blend and 95.6% naturally derived ingredients.
- Producing various benefits such as moisturising, strengthening hair structure, colour-protection and repairs surface damage to hair.



POROSITY EQUALISER SPRAY can be applied to clean dry hair, damp hair or in-between each colour application.



DIRECTIONS FOR USE:

After shampooing, rinse the hair until the water runs clear. Towel dry and spray COLOUR LOCK SPRAY evenly from roots to ends, do not rinse out and do not apply conditioner.

BENEFITS

- COLOUR LOCK SPRAY completes every ELEVEN Australia COLOUR service.
- Contains 92% naturally derived ingredients.
- Specifically designed to close the cuticle.
- Ensures maximum colour longevity, hydration and exceptional shine.

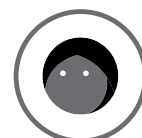


COLOUR LOCK SPRAY can be used after all salon toning or gloss services.



SKIN TEST RECOMENDATIONS

PRELIMINARY TEST INSTRUCTIONS



The formula may cause serious inflammation of the skin in some persons, and a preliminary test should always be carried out to determine whether a special sensitivity exists or not.



To test for a reaction, cleanse a small area of skin on the clients forearm or behind the ear with an alcohol wipe. Apply a small amount of the formula you will potentially use onto the cleansed area and leave to dry.



After 48 hours, rinse formula off skin gently with shampoo and warm water.



If no irritation or inflammation is apparent, it is usually assumed that no hypersensitivity to the dye exists.

The test should be carried out before each application.



On no account should the ELEVEN Australia COLOUR be used for colouring eyebrows or eyelashes as severe inflammation of the eye or even blindness may result.



*Note the above recommendations are ELEVEN Australia COLOUR Manufacturers recommendations. Please contact your Industry Authority or Distributor for any additional localised information or guidelines.

WARNINGS LIGHTENING POWDERS

ELEVEN AUSTRALIA COLOUR RANGE



DIRECTIONS OF USE: Always follow recommended mixing ratios. Use professional measuring scales to ensure accurate results. Place LIGHTENING POWDERS into a non-metallic bowl with the measured amount of ELEVEN Australia COLOUR CREAM DEVELOPER, mix with a colour BRUSH to obtain an even creamy consistency. The lightening mixture is to be applied to unwashed, dry hair. Continue to visually check the degree of lightening throughout the development time.



DO NOT USE ANY HEAT SOURCE: Maximum development time is 55 minutes. Once the desired degree of lightening has been achieved, rinse thoroughly with tepid water and shampoo with ELEVEN Australia REPAIR MY HAIR NOURISHING SHAMPOO, removing all residue of the lightening product from the hair. Rinse thoroughly and apply ELEVEN Australia COLOUR – COLOUR LOCK SPRAY.



RECOMMENDATIONS FOR LIGHTENING POWDERS:
Professional Standards Always wear protective gloves while applying and removing the LIGHTENING POWDERS. Do not use metallic tools.



WARNING: Contains persulfates. Follow the operating instructions. Irritant for eyes, skin and respiratory tract. Strongly alkaline. Harmful if swallowed. This product contains ingredients which may cause skin irritations and severe allergic reactions, including allergic respiratory reactions in case of inhalation. Do not use for bleaching eyelashes or eyebrows or any other part of the body apart from hair. Avoid contact with eyes and skin. Rinse eyes immediately with plenty of water if product comes into contact with them. In case of intense itching or burning sensation on the skin, rinse immediately away with lukewarm water. Do not use on irritated or damaged skin. Do not use on children. Keep out of reach of children. Keep away from heat, sparks and naked flames. May cause fire if it comes into contact with other chemicals, paper or other flammable materials. Use only in areas with adequate ventilation. For professional use only.

ELEVEN™
AUSTRALIA
COLOUR

DEMI-PERMANENT LIQUID COLOUR



OUR SHADES

DEMI-PERMANENT LIQUID COLOUR

INTERNATIONAL NUMBER AND LETTER SYSTEM

ELEVEN Australia COLOUR is identified by the International Numbering System. The 1-10 scale determines the depth, how light or dark hair is. The second number/letter identifies the tonal direction of the shade. All hair, whether natural or artificially coloured has a depth of colour, with the exception of natural white hair.

Shade Description	Shade Letter	Shade Number
Natural	N	.0
Natural Gold	NG	.03
Gold	G	.3
Gold Ash	GA	.31
Gold Intensive	GG	.33
Gold Mahogany	GM	.35
Ash	A	.1
Ash Intensive	AA	.11
Ash Violet	AV	.12
Ash Gold	AG	.13
Violet	V	.2
Violet Ash	VA	.21
Violet Intensive	VV	.22
Violet Mahogany	VM	.25
Copper	C	.4
Copper Gold	CG	.43
Copper Intensive	CC	.44
Red Intensive	RR	.66
Muted	MT	.7

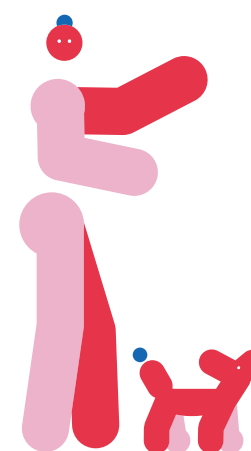


4.GM

- 1st Number** = Depth of Colour
- 1st Letter** = Major Colour Tone
- 2nd Letter** = Secondary Colour Tone

4.35

1st Number = Depth of Colour
2nd Number = Major Colour Tone
3rd Number = Secondary Colour Tone



DEPTH OF COLOUR
How light or dark the shade is.

MAJOR TONE
Dominant tonal direction of the shade.

SECONDARY TONE
Minor tonal direction
of the shade.

COLOUR COLLECTIONS

The ELEVEN Australia COLOUR range is easily identified into its tonal Colour Collections by the colour of the stripe.



NATURAL SHADES: The Natural Shades have a neutral tonal direction to optimise intense shine and to assist with white hair blending.

WARM SHADES: Soft golden natural tones that highlight shine and reflect light for the most delicate warm hues.

COOL SHADES: True cool tonal directions capable of a multitude of uses. It is one of the most versatile colour collections as it can be added to any of the other shades to add an element of coolness. Muted shades sit within the Cool Collection. They are designed to further neutralise unwanted warmth. The tonal direction is grey/green. The Muted shades can be used on their own or can be creatively mixed with any of the other shades to customise your formulation.

FASHION SHADES: When used on natural or pre-lightened hair expect vibrancy, especially from a natural depth of a 6 or higher with these intense fashion colours. From Violet to Red to Copper, these can be used alone or intermixed with other shades to enhance and customize your colour options.

PASTEL SHADES: Our blonde pastel shades are positioned at the depth of a 9 and 10 level. Designed to enable you to create blondes with soft pastel tonal direction. Add tone, gloss, colour and shine in a very controlled application without the fear of over toning or dropping the colour to a darker depth. Specifically designed blonde shades offer a variation in tone which is perfect for multi toning or zone toning. Blondes have never been easier or more dimensional. Use alone or can be intermixed with the other shades to creatively customise your own toning palette.

CLEAR: A pigment free formula for multiple options. Mixed with 2% (7vol) LIQUID ACTIVATOR for a pure gloss service, creating natural hair luminosity. Add it to any of the shades to reduce the colour intensity of the tone and depth of the shade. Mix it with the Pastel Collection to create a light colour wash effect for the lightest hue of pastel tone with ultimate shine and condition.

INTERMIXABLE COLOURS 60ML

Endless combinations of colours can be created from our 42 shades. Giving the hairstylist optimum colour choices for their clients as well as offering solutions to challenging hair colour.



NATURAL SHADES

The Natural Shades have a neutral tonal direction to optimise intense shine and to assist with white hair blending.



3.0/3.N



5.0/5.N



6.0/6.N



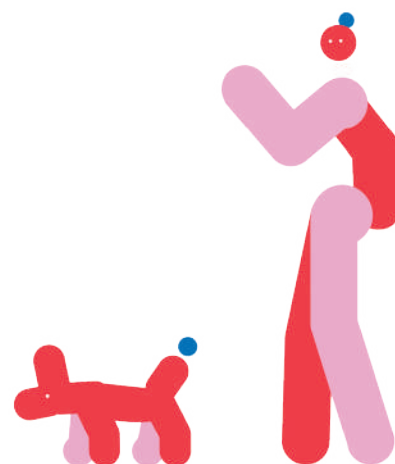
7.0/7.N



8.0/8.N



9.0/9.N



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

WARM SHADES

Soft golden natural tones that highlight shine and reflect light for the most delicate warm hues.



5.03/5.NG



7.03/7.NG



4.35/4.GM



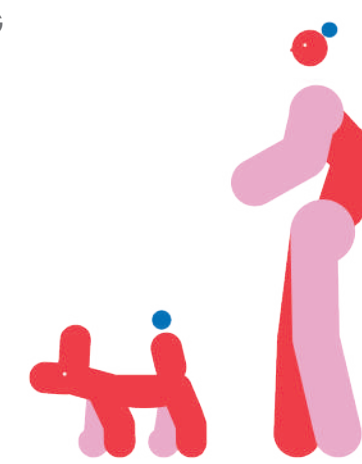
7.35/7.GM



6.43/6.CG



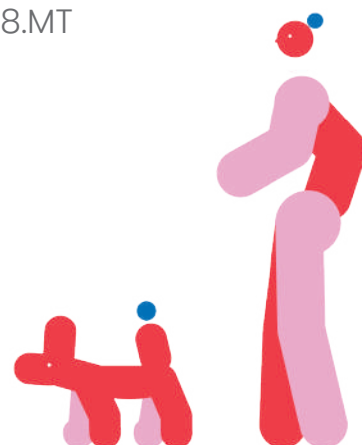
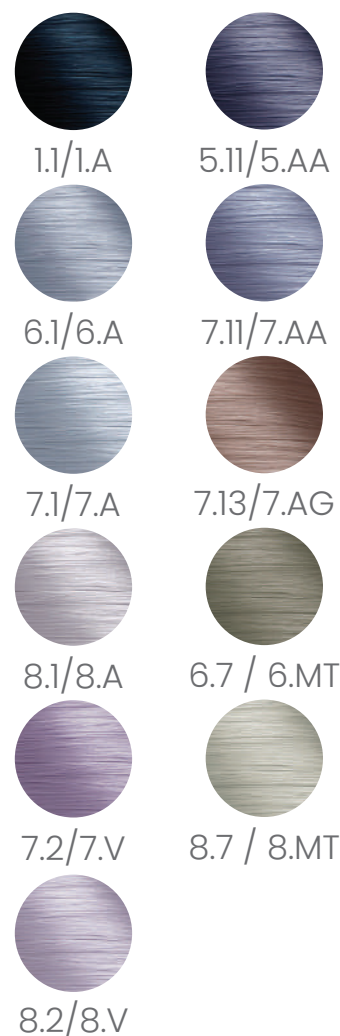
8.31/8.GA



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

COOL SHADES

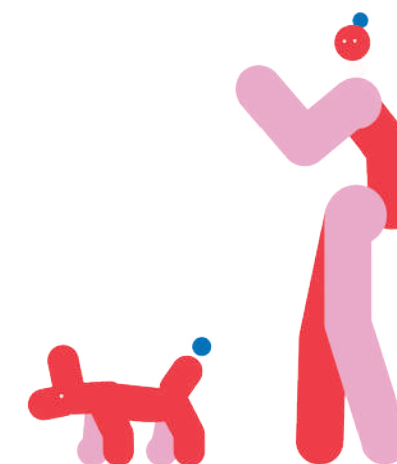
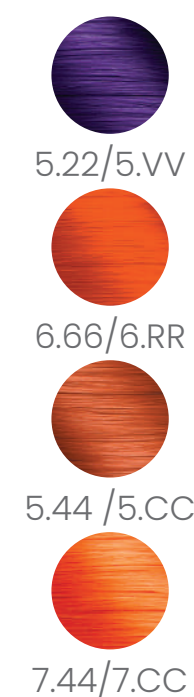
True cool tonal directions capable of a multitude of uses. It is one of the most versatile colour collections as it can be added to any of the other shades to add an element of coolness. Muted Shades sit within the Cool Collection. They are designed to further neutralise unwanted warmth. The tonal direction is grey/green. The Muted Shades can be used on their own or can be creatively mixed with any of the other shades to customise your formulation.



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

FASHION SHADES

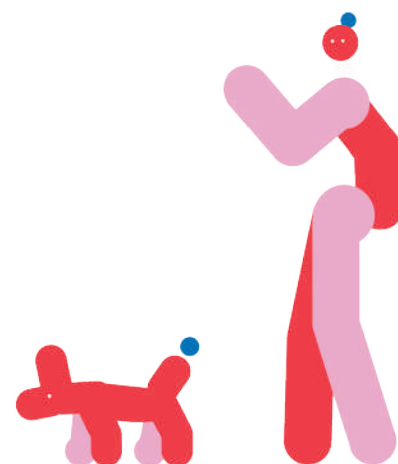
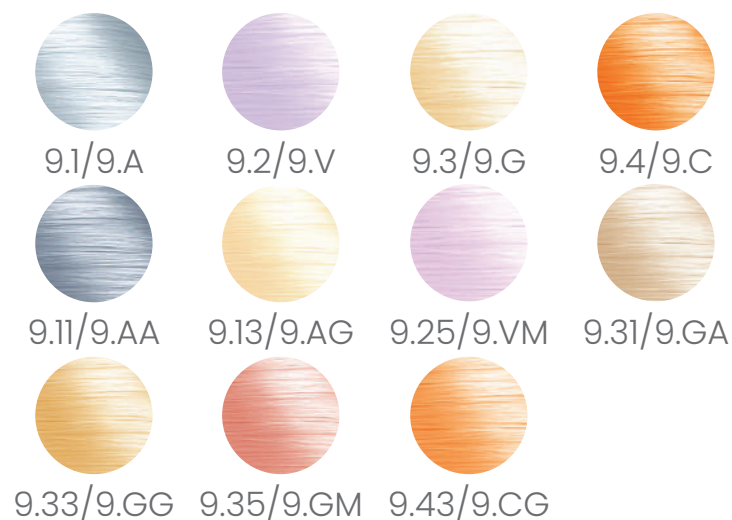
When used on natural or pre-lightened hair expect vibrancy, especially from a natural depth of a 6 or higher with these intense fashion colours. From Violet to Red to Copper these can be used alone or intermixed with other shades to enhance and customise your colour options.



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

PASTEL SHADES

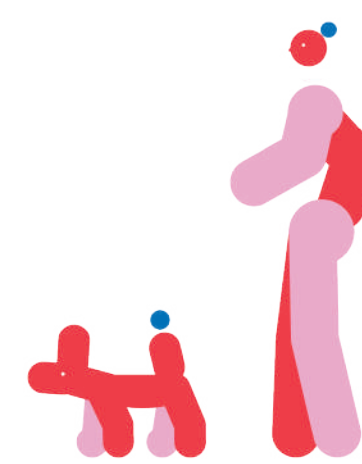
Our uniquely developed blonde pastel shades positioned at the depth of a 9 and 10 level are designed to enable you to create unique blondes with soft pastel tonal direction. Add tone, gloss, colour and shine in a very controlled application without over toning or adding depth to the hair.



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

CLEAR

A pigment free formula that has multiple uses. Mixed with 2% (7vol) LIQUID ACTIVATOR for a pure gloss service, creating natural hair luminosity. Add it to any of the 42 shades to reduce the colour intensity of the tone and depth of the shade. Mix it with the Pastel Collection to create a light colour wash effect for the lightest hue of pastel tone with ultimate shine and condition.



* The dots indicate tonal direction of the shade only and do not represent the exact colour.

OUR ACTIVATORS PREMIUM ACTIVATORS

There are two options available to mix with the DEMI-PERMANENT LIQUID COLOUR that allow for a multitude of colouring options and colouring services.



2% (7vol) LIQUID ACTIVATOR

BENEFITS

- Quick mixing
- Simple 1:1 formulation
- Ideal to apply with the applicator bottle
- Quick toning on highly porous hair
- Very fluid mix – easily distributed through the hair
- Will not effect (shift) the natural hair depth

IDEAL FOR COLOUR SERVICES

- Pastel toning
- Pure gloss
- White hair blending
- Fashion shades
- Refreshing existing colour
- Corrective colour



Both Activators are designed to be mixed with the DEMI-PERMANENT LIQUID COLOUR, equal parts 1:1. Always use scales to ensure accurate results. The mixed formulation can be applied directly onto the hair using the APPLICATOR BOTTLE or a BOWL and BRUSH.

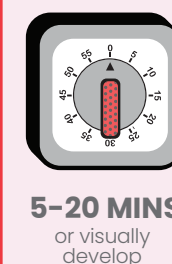
GUIDELINE, RECCOMENDATIONS AND COLOUR APPLICATION FOR DEMI-PERMANENT LIQUID COLOUR

WORKING WITH 2% (7 VOL) LIQUID ACTIVATOR

MIXING RATIO



TIMING



5-20 MINS
or visually develop

SERVICES

- Pure Gloss
- Sheer Tone
- Pastel Colouring
- Tone on Tone
- White Hair Blending
- Fashion Colouring
- Colour Refreshing
- Corrective Colour

11 STEPS COLOUR APPLICATION



1. Consult with your client.
2. Wash with ELEVEN Australia DEEP CLEAN SHAMPOO. Towel dry the hair and remove excess water.
3. Comb and wrap in a turban.
4. Apply ELEVEN Australia COLOUR POROSITY EQUALISER SPRAY.
5. Mix LIQUID COLOUR and ACTIVATOR 1:1.
6. Apply using either BOWL & BRUSH or APPLICATOR BOTTLE.
7. Time 5-20 mins or visually develop.
8. Emulsify and rinse.
9. Wash with ELEVEN Australia REPAIR MY HAIR NOURISHING SHAMPOO.
10. Towel dry, comb through and apply ELEVEN Australia COLOUR - COLOUR LOCK SPRAY.
11. Finish with ELEVEN Australia styling products.



ELEVEN Australia COLOUR - CLEAR LIQUID COLOUR can be mixed with 2% (7vol) LIQUID ACTIVATOR and used as a stand-alone gloss service giving hair luminosity and shine. CLEAR LIQUID COLOUR can be mixed with all shades to reduce the intensity of the finished result.

OUR ACTIVATORS PREMIUM ACTIVATORS



4% (13vol) CREAM ACTIVATOR

BENEFITS

- Quick mixing
- Simple 1:1 formulation
- Precision application
- Adheres to the hair therefore ideal for white hair blending
- May slightly effect (shift) the natural hair depth

IDEAL FOR COLOUR SERVICES

- Increases the effectiveness of white hair blending
- Increases the longevity of the colour
- Increases the effectiveness of intensifying fashion shades
- Colour Correction



Both Activators are designed to be mixed with the DEMI-PERMANENT LIQUID COLOUR, equal parts 1:1. Always use scales to ensure accurate results. The mixed formulation can be applied directly onto the hair using the APPLICATOR BOTTLE or a BOWL and BRUSH.

GUIDELINE, RECCOMENDATIONS AND COLOUR APPLICATION FOR DEMI-PERMANENT LIQUID COLOUR

WORKING WITH 4% (13 VOL) CREAM ACTIVATOR

MIXING RATIO



TIMING



SERVICES

- Intensifying Colour
- Vibrant Fashion Colour
- Intensifying white hair blending
- Corrective Colour
- Colour Longevity

11 STEPS COLOUR APPLICATION



1. Consult with your client.
2. Wash with ELEVEN Australia DEEP CLEAN SHAMPOO. Towel dry the hair and remove excess water.
3. Comb and wrap in a turban.
4. Apply ELEVEN Australia COLOUR POROSITY EQUALISER SPRAY.
5. Mix LIQUID COLOUR and ACTIVATOR 1:1.
6. Apply using either BOWL & BRUSH or APPLICATOR BOTTLE.
7. Time 20-35 mins or visually develop.
8. Emulsify and rinse.
9. Wash with ELEVEN Australia REPAIR MY HAIR NOURISHING SHAMPOO.
10. Towel dry, comb through and apply ELEVEN Australia COLOUR - COLOUR LOCK SPRAY.
11. Finish with ELEVEN Australia styling products.



When working on highly resistant or white hair or hair using vibrant or intensive shades, apply colour to the hair, cover and place under a pre-warmed heat source for up to 20 minutes. Allow to develop further at room temperature for 15 minutes and remove as recommended.

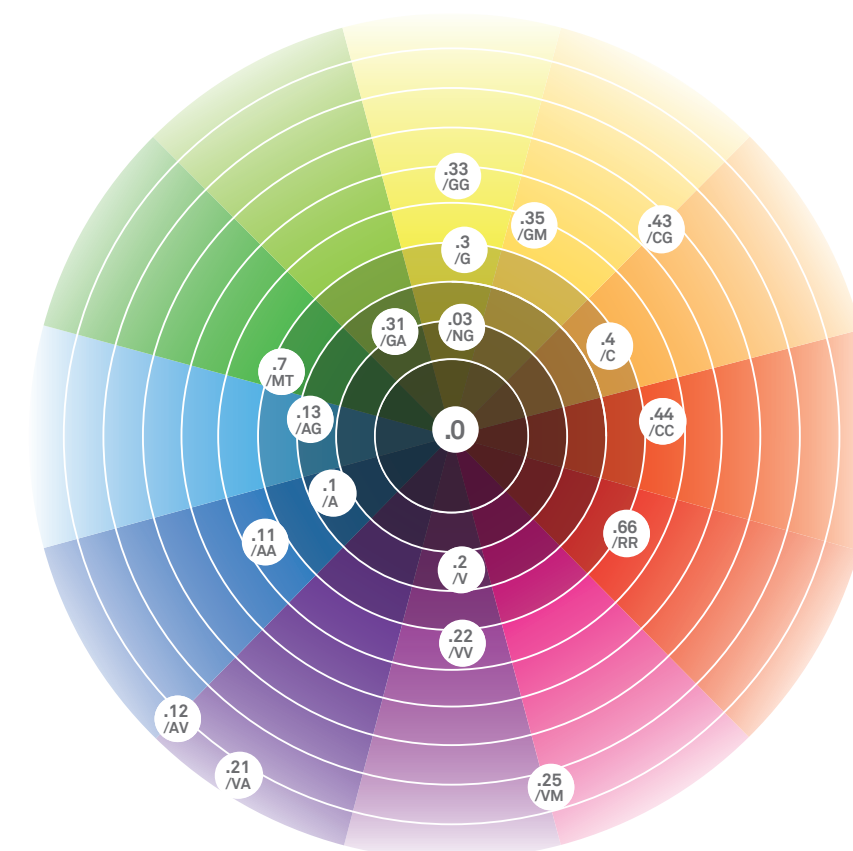
OUR COLOUR CHART

DEMI-PERMANENT LIQUID COLOUR



OUR COLOUR CIRCLE

DEMI-PERMANENT LIQUID COLOUR



WHY THIS IS IMPORTANT WHEN COLOURING HAIR

We use the Colour Circle to understand the theory behind colour and how to confidently neutralise or enhance tones. This is achieved by selecting counteracting shades with the direct opposite tonal value and depth. You can also enhance or intensify a shade by selecting a similar, or more vibrant tonal direction.



There are endless opportunities and colour combinations to use and explore. Use the ELEVEN Australia COLOUR – COLOUR CIRCLE and COLOUR CHART to assist with your colour selection. Have FUN!

COLOUR SERVICE MENU

PURE GLOSS: Use CLEAR and 2% (7vol) LIQUID ACTIVATOR as a pure gloss service to add shine to natural or existing coloured hair.

SHEER TONE: Mix a percentage of CLEAR with the selected DEMI-PERMANENT LIQUID COLOUR to reduce the shade intensity and therefore create a more sheer tone on the hair.

PASTEL COLOURING: Apply a DEMI-PERMANENT LIQUID COLOUR after a powder lightening service to create soft pastel tone to pre-lightened hair, or for soft pastel neutralization.

TONE ON TONE: Select the colour at the same depth as the natural or existing depth. For example, if you are working with a depth of a 7, you could select any other shade that sits on a depth of a 7 that has a different tonal value, e.g. 7.13/7AG as a Tone on Tone option.

WHITE HAIR BLENDING: This will create a multi-dimensional result between the natural and white hair. Both hair types equally take on the colour.

FASHION COLOURING: Select a colour with intense tones. The major and secondary tones have the same number or letter. This will intensify the overtone to maximize shade character.

For example: ● .11/AA ● .22/VV ● .33/GG ● .44/CC ● .66/RR

To further increase intensity, pre-lighten the natural or existing colour first.

COLOUR REFRESHING: When a permanent colour has been applied to the new growth, the DEMI-PERMANENT LIQUID COLOUR can be applied to the mid-lengths and ends to colour balance or refresh the existing colour.

CORRECTIVE COLOUR: To add warmth that has been removed from lightening back into the hair. To break up solid existing colour with low lights. To enhance existing coloured hair. To neutralise unwanted warmth.

COLOUR MARBLING: Is applying two or more shades without any hard or defined sectioning or lines. Allowing the colours and tones to merge together to create a marbled effect.

ZONE COLOURING Typically dividing the hair into three sections.

1. The new growth.
2. From the new growth to the mid lengths.
3. From the mid lengths through to the ends.

Apply three different tones and/or depths to create beautiful depth, light and shade, and multi-dimensional tones.

DEMI-PERMANENT LIQUID COLOUR

ELEVEN[™]
AUSTRALIA
COLOUR

HOW TO: 11 STEP IN-SALON APPLICATION GUIDE

STEP 1: Use the ELEVEN Australia COLOUR Chart to consult with your salon client. Prepare your client for the service with the ELEVEN Australia COLOUR Cape.

STEP 2: Wash the hair with ELEVEN Australia DEEP CLEAN SHAMPOO. Towel dry the hair and remove excess water.

STEP 4: Apply ELEVEN Australia COLOUR POROSITY EQUALISER SPRAY, focusing on the more porous areas of the hair and comb through.

STEP 3: Comb through hair using the ELEVEN Australia COLOUR WIDE TOOTH COMB, and turban wrap the hair.

STEP 5: Using scales add equal parts (1:1) of the selected ELEVEN Australia COLOUR shade and the ELEVEN Australia COLOUR Activator 2% (7vol) or 4% (13vol).

STEP 6: Apply using either the ELEVEN Australia COLOUR BOWL and BRUSH or the ELEVEN Australia COLOUR APPLICATOR BOTTLE.

STEP 7: Timing is gauged on the type of colour service and desired result. Depending on hair texture, condition, and porosity, development time may vary from 5 - 35 mins, therefore is based on visual assessment.

STEP 9: Wash hair with ELEVEN Australia REPAIR MY HAIR NOURISHING SHAMPOO. Rinse thoroughly until the water runs clear, leaving no colour residue on the scalp. Do not use conditioner.

STEP 8: Once the desired result is achieved, rinse the hair with warm water and emulsify the colour.

STEP 10: Towel dry the hair. Apply ELEVEN Australia COLOUR - COLOUR LOCK SPRAY. Do not rinse. Comb the hair through with the ELEVEN Australia COLOUR WIDE TOOTH COMB.

STEP 11: Finish the client service with your most loved ELEVEN Australia product and style hair.

Hi I'm DiGi, your 24/7 ELEVEN AUSTRALIA virtual colour assistant



Need some colour advice or have a question about ELEVEN Australia COLOUR? - Ask DiGi 24/7

elevenaustralia.com elevenaustralia.com elevenaustralia.com elevenaustralia.com

GUIDELINE, RECCOMENDATIONS
AND COLOUR APPLICATION FOR
DEMI-PERMANENT LIQUID COLOUR

HOW TO MAXIMISE WHITE HAIR BLENDING

For maximum blending of white hair add Natural Shades
to your selected colour to increase blending on white hair




% OF WHITE HAIR	NATURAL SHADE	SELECTED COLOUR	ACTIVATOR
UP TO 25%	15ML (½ OZ.)	45ML (1½ OZ.)	2% (7VOL) OR 4% (13VOL) 60ML (2 OZ.)
25 – 50%	30ML (1 OZ.)	30ML (1 OZ.)	2% (7VOL) OR 4% (13VOL) 60ML (2 OZ.)
50 – 75%	45ML (1 ½ OZ.)	15ML (½ OZ.)	4% (13 VOL) 60ML (2 OZ.)
75 – 100%	50ML (1 ¾ OZ.)	10ML (¼ OZ.)	4% (13VOL) 60ML (2 OZ.)



When working with resistant white hair, apply the colour using the mixing ratio's above. Cover and place under pre-warmed heat source for up to 20 mins. Allow to develop further at room temperature for 15 mins. Remove as recommended.

VISUALISATION OF COLOUR

Always consider the natural and existing colour you are working on as you may need
to consider additional steps to the colour service. See examples below.

EXISTING HAIR	DEPTH OF HAIR	SELECTED COLOUR
PRE LIGHTENED	8 	6.RR – 6 .66 
NATURAL	6 	6.RR – 6 .66 
PRE COLOURED	6 	6.RR – 6 .66 
NATURAL	3 	6.RR – 6 .66 

Even though the same colour was used on each example, the results vary depending
on the base you are starting from.

HOW TO: USE CLEAR



CLEAR LIQUID COLOUR

ELEVEN Australia COLOUR CLEAR is a pigment free formula that can be used as a pure gloss service to add luminous shine to natural or existing coloured hair. CLEAR LIQUID COLOUR can also be mixed with any shade to reduce the intensity of the shade, depth of colour or to customize pastel tones to a level 10.

DiGi

TIPS

See the mixing guide for details on the ratio's to use when working with CLEAR LIQUID COLOUR



CLEAR LIQUID COLOUR SHADE REDUCTION GUIDE					
SHADE	5.N/5.0	6.RR/6.66	PASTEL 9.2/9V	MIXING RATIO	ACTIVATOR
MAXIMUM TONE REDUCTION				1:1 CLEAR 45ML (2 OZ.) + SELECTED SHADE 15ML (½ OZ.)	2% (7VOL) OR 4% (13VOL)
MEDIUM TONE REDUCTION				1:1 SELECTED SHADE 30ML (1 OZ.) + CLEAR 30ML (1 OZ.)	2% (7VOL) OR 4% (13VOL) 60ML (2 OZ.)
MINIMAL TONE REDUCTION				1:1 SELECTED SHADE 45ML (1 ½ OZ.) + CLEAR 15ML (½ OZ.)	2% (7VOL) OR 4% (13VOL) 60ML (2 OZ.)
GLOSS				1:1 60ML (2 OZ.)	2% (7VOL) 60ML (2 OZ.)

HOW TO: COLOUR CORRECT PRE-PIGMENTATION

There are three main options you can choose to work with when using the ELEVEN Australia COLOUR - DEMI-PERMANENT LIQUID COLOUR. Colouring back is recommended when the hair is being coloured back two depths or darker, or if the hair is extremely porous and there is a need to add an underlying pigment before applying the selected shade. It is easy to replace the missing warmth back into the hair that may have been removed through previous chemical services, or by the mechanical effect heat styling can have on hair.

Areas to consider in your consultation

- Condition of hair
- Porosity level throughout the hair
- How many depths you are colouring back (if its 2 or more depths there is a need to pre-pigment first)
- Longevity of the colour (how long does the client want the colour to last?)
- Technique – full head colour back or low-lights

The recommendations to fill or Pre-Pigment the hair.

1. Low-light foil technique
2. Back to Back DEMI-PERMANENT LIQUID COLOUR
3. DEMI-PERMANENT LIQUID COLOUR to fill the hair followed by PERMANENT CREAM COLOUR application



Be realistic in consultation with your client. When colouring back, technically we are adding back the warmth that has been removed from the hair. Visually the hair will look healthier and shiner if the target shade has warmth in it. If the colour is too cool it may appear flat, dull and more porous.

COLOURING BACK TO DEPTH



Colouring back
to depth of
1, 3,4



Colouring back
to depth of
4,5,6



Colouring back
to depth of
7,8

HOW TO: COLOUR CORRECT CONT. RECOMMENDATIONS TO FILL OR PRE-PIGMENT THE HAIR

1. LOW-LIGHT FOIL COLOUR BACK

Low-lights are dark pieces of colour that are woven into the hair to introduce more contrast, generally used to break up solid hair colour or to give solid colour more texture and dimension. Select a warm shade at the target depth and mix 1:1 with 4% (13vol) CREAM ACTIVATOR. Lightly spray the hair with the POROSITY EQUALISER SPRAY, either weave or slice out the section of hair to be coloured back, place in a foil and apply the colour. Develop for 20-35mins.



When you rinse out the foils, use lukewarm water and remove the darker shades from the foils first.

2. BACK TO BACK DEMI-PERMANENT LIQUID COLOUR

To ensure a deeper concentration of pigment into the hair and to gain a longer lasting more conditioning result, Back to Back colour is a great option. First, select the recommended filler shade for the depth of colour of your target shade. For example, if you are working on the depth of a 9 and the desired result was the depth of a 7, the recommended filler shade would be 9.GG/9.33 - mixing ratio of 1:1 with 2% (7vol) LIQUID ACTIVATOR. Apply POROSITY EQUALISER to clean dry hair and apply the filler shade to the lightened or porous areas only. Do not apply the filler shade to the natural growth. Develop for 20mins. Rinse and lightly wash the hair with REPAIR MY HAIR NOURISHING SHAMPOO, towel dry and apply POROSITY EQUALISER SPRAY and comb through. Apply the 2nd DEMI-PERMANENT LIQUID COLOUR 1:1 with 4% (13vol) CREAM ACTIVATOR and develop for 20 - 35 minutes.

For a NATURAL result, the colour selection would be 7.NG/7.03 for a FASHION result use 7.CC/7.44 for a NATURAL COOL use 7.N/7.0 + 7AG/7.13



Colour examples are recommendations only, always consider the porosity and length of the hair. Always visually assess the hair after the first application of colour.

3. DEMI-PERMANENT LIQUID COLOUR TO FILL THE HAIR FOLLOWED BY PERMANENT CREAM COLOUR APPLICATION

STEP 1: The lightened porous hair needs to be filled.

STEP 2: Select the filler to the depth of the target shade.

STEP 3: Mix 1:1 with 2% (7vol) LIQUID ACTIVATOR.

If the hair is highly porous, apply the filler shade to these areas and allow to process for 20mins, then rinse, wash and apply POROSITY EQUALISER SPRAY. Apply the permanent colour as per manufacturers instructions and finish with COLOUR LOCK SPRAY.

OR

If the hair is only slightly porous and in good condition, lightly spray the POROSITY EQUALISER on to dry hair, apply the filler shade to specific areas where filler is needed and then wipe off immediately. No development time is required. Once the hair has been towel dried and excess colour removed, apply the PERMANENT CREAM COLOUR as per manufacturers instructions. Finish with COLOUR LOCK SPRAY.



Visually assess the hair as it will always look healthier and shinier if the target shade has warmth in it. If the colour is too cool it may appear flat, dull and even more porous.

HOW TO: COLOUR CORRECT CONT.

COLOUR CORRECTION

DEPTH	NATURAL HAIR DEPTH		UNDERLYING EXPOSED PIGMENT	
10		LIGHTEST BLONDE		PALE YELLOW
9		VERY LIGHT BLONDE		YELLOW
8		LIGHT BLONDE		YELLOW GOLD
7		MEDIUM BLONDE		GOLD
6		DARK BLONDE		ORANGE-GOLD
5		LIGHT BROWN		ORANGE
4		MEDIUM BROWN		ORANGE-RED
3		DARK BROWN		RED
2		DARKEST BROWN		RED-BROWN
1		BLACK		DARK RED-BROWN



Visualise the warmth that needs to be replaced back into the hair when going two or more shades darker.

HOW TO: COLOUR CORRECT CONT.

COLOUR REMOVAL

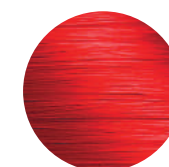
Colour will not remove colour. When there is existing artificial colour in the hair it must be shifted out for the hair to take on either a new lighter depth of colour or a new tonal direction. There are two key techniques used to achieve this.

MINOR COLOUR REMOVAL – Cleansing Bath

Mix 25g 7 LEVELS OF LIFT LIGHTENING POWDER + 75g 3% (10vol) CREAM DEVELOPER + 10g ELEVEN Australia SHAMPOO. Visually assess the shift, leave formula on hair between 5-25mins and rinse.

MAJOR COLOUR SHIFT - Full colour removal

This process is more difficult as it depends on the type of colour you are removing (semi, demi, permanent) and what depth you are shifting. We recommend using either 7 or 9 LEVELS OF LIFT LIGHTENING POWDER with 6% (20vol) CREAM DEVELOPER checking every 20 minutes, leaving on for a maximum of 50 minutes.



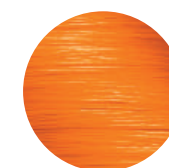
LEVELS 1 TO 4

- Red is the primary undertone



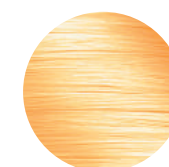
LEVELS 4 TO 5

- Red/orange is the primary undertone



LEVELS 5 TO 6

- Orange is the primary undertone



LEVELS 7 TO 8

- Yellow/gold is the primary undertone

LEVELS 9 TO 10

- Pale Yellow is the primary undertone

DEMI-PERMANENT LIQUID COLOUR

1. What is ELEVEN Australia COLOUR DEMI-PERMANENT LIQUID COLOUR?

It is a conditioning, ammonia free, high performing formulation infused with naturally derived ingredients. The colour is designed not to compromise the hairs internal structure as the oxidative colour only partly penetrates the hair fibre resulting in longer lasting colour, shine and optimal condition.

2. How many shades are in the ELEVEN Australia COLOUR DEMI-PERMANENT LIQUID COLOUR range?

42 x 60ml Shades + 1 x 250ml Clear which is a pigment free liquid.

3. Are all the DEMI-PERMANENT LIQUID COLOURS intermixable?

Yes, all shades can be intermixed, therefore offering a wide range of colour choices.

4. Is the DEMI-PERMANENT LIQUID COLOUR Alkaline or Acid?

Our colour is Alkaline – the driving force behind ELEVEN Australia COLOUR was to develop a modern formulation coupled with the latest technology to deliver high performance, high shine and maximum colour longevity with superior white hair blending. Performance was paramount as we are committed to always deliver products that benefits the hair, the client services and is easy to use for the hairstylist with trusted results.

5. Can I apply the DEMI-PERMANENT LIQUID COLOUR to wet or dry hair?

Yes, it can be applied to either wet or dry hair, so long as the hair is clean and free of product build up.

6. Will I achieve white hair coverage with the DEMI-PERMANENT LIQUID COLOUR?

Our DEMI-PERMANENT LIQUID COLOUR will not give 100% white hair coverage however it will give exceptional white hair blending. Selecting 4% (13vol) CREAM ACTIVATOR, using a heat source for up to 20 minutes, and then allowing it to cool down for up 15 minutes (maximum timing of 35 minutes) and adding NATURAL shades into the formula are all factors that will assist in achieving maximum white hair blending.

7. Do I need to alter my mixing ratio for porous hair?

No, always use the POROSITY EQUALISER SPRAY prior to the colour application and consider the development time. Porous hair will take less time to develop the colour. Visually check throughout the development time and potentially reduce the timing of the service.

8. What happens if I leave the DEMI-PERMANENT LIQUID COLOUR on for longer than recommended?

The longer extended development time of 35-40 minutes can be used for the blending of resistant white hair. If it is left on for longer, no further changes will happen to the hair.

9. What happens if I do not wash the DEMI-PERMANENT LIQUID COLOUR out of the hair?

The shampoo is used to ensure the complete removal of the pigments that have not been absorbed into the hair strand. If the hair is not washed or rinsed thoroughly, the residual colour may stain the client's scalp, skin, clothing, or other materials it comes into contact with.

10. How many washes on average does the DEMI-PERMANENT LIQUID COLOUR last?

This will depend on a few different factors. Firstly, the porosity of the client's hair – the higher the porosity the less likely the hair will hold colour. Secondly, the type of service selected and therefore the timing it is left on the hair. Lastly, the clients home hair care routine is something to also consider, what is the client using to wash their hair at home? With all things considered the average longevity is up to 20-25 washes.

11. Is it necessary to carry out a skin test prior to the Colouring service?

Follow the recommended guidelines and always seek advice from your local distributor.

12. Does the pH of the colour change if the DEMI-PERMANENT LIQUID COLOUR is applied to wet or dry hair?

No, the pH does not change.

13. How long is the shelf life of the DEMI-PERMANENT LIQUID COLOUR?

3 years if the product is unopened.

14. How long does the DEMI-PERMANENT LIQUID COLOUR last if it has been opened and partially used and then resealed?

It is recommended to reuse within 2-4 weeks. The liquid may appear darker, however this is normal.

15. What happens to the colour if the lid is left off?

The liquid colour should always have the lid tightly sealed when not in use. Not doing so will result in oxidation, affecting the performance of the product.

16. Can I add 'Plex' into the DEMI-PERMANENT LIQUID COLOUR?

No, it is not recommended that any 'plex' products are added into the liquid colour formula.

17. Can I use heat and what are the benefits of using heat with the DEMI-PERMANENT LIQUID COLOUR?

Yes, applying a heat source will aid in the colour molecules entering deeper into the hair, providing longer lasting and more vibrant fashion results, as well as a higher level of white hair blending. Always ensure that the heat maintains an even temperature and the colour is covered throughout the development time of up to 20 minutes. Allow a cooling down period of up to 15 minutes.

18. Can DEMI-PERMANENT LIQUID COLOUR be applied on the same day as a Permanent Wave, Chemical Straightening or Chemical Treatment?

Yes, select 2% (7vol) LIQUID ACTIVATOR, apply the POROSITY EQUALISER SPRAY prior to the colour application and visually develop the colour.

19. Where does the colour molecule sit?

The developed colour molecules sit just beyond the cuticle, however not as far as the cortex, hence why the colour is called Demi-Permanent.

20. How can I dilute the DEMI-PERMANENT LIQUID COLOUR?

Adding CLEAR to your formulation will reduce your shade intensity and therefore dilute the colour. See the guidelines and directions of use on page 49-50 for options and recommendations.

21. What happens if the colour takes on too much tone?

Use ELEVEN Australia DEEP CLEAN SHAMPOO on the over toned areas to remove excess tone deposit and work the shampoo in. Leave for 5 to 10 minutes. If the area is still over toned, Follow the instructions for the cleansing bath.

22. What is the tonal direction/make-up of the base colours?

Each colour within the Colour Collections has a specific tonal formulation. There is a lot of complexity to this answer, however generally speaking the overall base is neutral with a slightly grey direction.

23. Are there any rules when colouring back or pre-pigmenting the hair?

Yes, we offer recommendations for different hair qualities and results.



ELEVEN AUSTRALIA DEMI-PERMANENT LIQUID COLOUR FREQUENTLY ASKED QUESTIONS CONT.

ACTIVATORS AND DEVELOPERS

24. What is the pH of the DEMI-PERMANENT LIQUID COLOUR when mixed with the ACTIVATOR?

This is a very complex question, every single colour has a separate pH value and again will change when mixed with the ACTIVATOR. The working pH of the ELEVEN Australia LIQUID COLOUR sits between pH 8 –9.5.

25. How many applications on average are there in the 2% (7vol) LIQUID ACTIVATOR and the 4% (13vol) CREAM ACTIVATOR 990ml? Approximately 16.5 applications.

26. What is the shelf life of the LIQUID ACTIVATORS? 3 years unopened.

27. Can any other brand of Activators, Developers or Peroxides be mixed with the DEMI-PERMANENT LIQUID COLOUR?

No, it is not recommended to mix other products with ELEVEN Australia COLOUR. Each ACTIVATOR and DEVELOPER has been specifically formulated to work exclusively with the ELEVEN Australia COLOUR portfolio.

TECHNICAL SERVICE PRODUCTS

28. Does the longevity of the colour alter if the COLOUR LOCK SPRAY is not used?

The COLOUR LOCK SPRAY has been specially designed with naturally derived ingredients to assist the colour in lasting longer and providing the hair with a healthy, high shine finish. It is a professional product used to compliment the overall professional colour service for the client.

29. How many applications on average is there in the COLOUR LOCK SPRAY 250ml?

Approximately 25 applications.

30. How many applications on average is there in the POROSITY EQUALISER SPRAY 250ml?

Approximately 15 applications.

31. What are the benefits of the POROSITY EQUALISER SPRAY?

The spray has been specially designed to give more even and consistent results. Containing 95.6% naturally derived ingredients, it will assist in protecting the hair throughout each colour service.

32. Can I use the POROSITY EQUALISER SPRAY with other colour brands?

Always check individual manufactures instructions, technically yes – the spray can be used with all colouring services.

33. What is the pH level of the POROSITY EQUALISER SPRAY? It sits between pH 3.8 and pH 4.8.

34. What is the pH level of the COLOUR LOCK SPRAY? It sits between pH 4.3 and pH 5.0.

35. What is the shelf life of the Technical Service Products? 3 years unopened.

36. What is the fragrance of the Technical Service Products? Fresh Fruit Melon.

37. Is it necessary to apply BARRIER CREAM prior to the DEMI-PERMANENT LIQUID COLOUR?

The BARRIER CREAM has been added into the portfolio as an optional service product. It is available for use if there are clients who request it or have very dry or sensitive skin.

DEMI-PERMANENT LIQUID COLOUR

INGREDIENTS

38. What is the benefit of the colour being Ammonia Free?

The main benefit is that there are no harsh gases or fumes released. Therefore the colour service is a more pleasant experience for the client and the hair stylist applying the colour.

39. What ingredient replaces the Ammonia?

The ingredient is MEA.

40. How does MEA work?

It is a double action alkalising agent
1. It opens the hair cuticle so the under-developed small molecular size pigments can penetrate the hair strand.
2. It activates the 2% (7vol) and 4% (13vol) that transform the primary pigments in their reactive state. Primary dyes in the reactive form coupled with secondary pigment forms the coloured molecules.

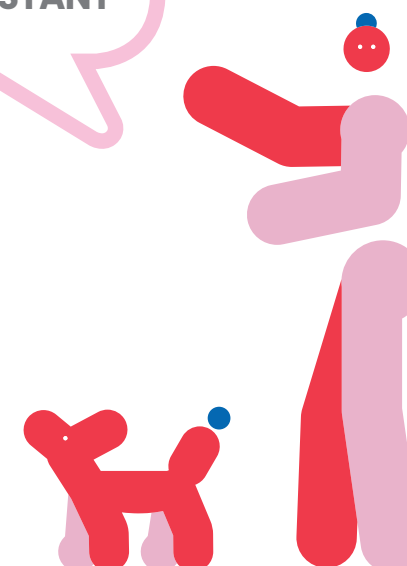
41. What is the fragrance of the DEMI-PERMANENT LIQUID COLOUR?

It is a combination of woody, fruit, and fresh aromas.

42. Does the DEMI-PERMANENT LIQUID COLOUR contain PPD?

No, the colour is PPD free.

HI I'M DiGi YOUR
24/7 VIRTUAL
ELEVEN AUSTRALIA
COLOUR ASSISTANT



EL3VEN™
AUSTRALIA

COLOUR

PERMANENT CREAM COLOUR



OUR SHADES

PERMANENT CREAM COLOUR

INTERNATIONAL NUMBER AND LETTER SYSTEM

ELEVEN Australia COLOUR is identified by the International Numbering System. The 1-10 scale determines the depth, how light or dark hair is. The second number/letter identifies the tonal direction of the shade. All hair, whether natural or artificially coloured has a depth of colour, with the exception of natural white hair.

Shade Description	Shade Letter	Shade Number
Natural	N	.0
Natural Intensive	NN	.00
Ash	A	.1
Ash Intensive	AA	.11
Ash Violet	AV	.12
Gold	G	.3
Gold Ash	GA	.31
Gold Violet	GV	.32
Gold Copper	GC	.34
Copper	C	.4
Copper Gold	CG	.43
Copper Intensive	CC	.44
Red Intensive	RR	.66
Mahogany Gold	MG	.53
Mahogany Red	MR	.56
Violet	V	.2
Violet Natural	VN	.20
Violet Ash	VA	.21

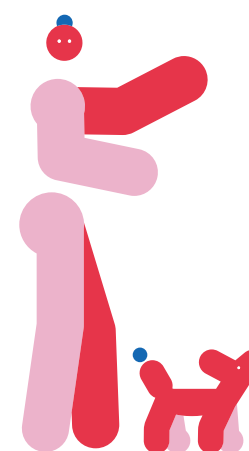


7.34

1st Number = Depth of Colour
2nd Number = Major Colour Tone
3rd Number = Secondary Colour Tone

7.GC

1st Number = Depth of Colour
2nd Letter = Major Colour Tone
3rd Letter = Secondary Colour Tone



DEPTH OF COLOUR
How light or dark the shade is.

MAJOR TONE
Dominant tonal direction of the shade.

SECONDARY TONE
Minor tonal direction
of the shade.

OUR HERO INGREDIENTS

PERMANENT CREAM COLOUR

ELEVEN Australia Colour **PERMANENT CREAM COLOUR** is formulated with naturally derived ingredients. Our colour formulas are **Vegan** and **Gluten Free** while all our packaging is both recyclable and made with recycled material.



HYDROLYSED PEA PROTEIN

Hydrolysed Pea Protein restore moisture and adds strength.



ORGANIC SUNFLOWER OIL

Organic Sunflower Seed Oil, is packed full of Vitamin E and Essential Fatty Acids prevents colour fade by adding a protective shield against UV exposure.



HYDROLYSED QUINOA

Hydrolysed Quinoa improves colour uptake for a more intensive result, enhances colour retention and adds shine.



ALPHA BISABOLOL

Alpha Bisabolol (made from Chamomile Oil) improves comfort during the colour service. Alpha Bisabolol is the main principle of Chamomile designed to improve comfort on the skin and scalp during the colour service.

OUR COLOUR CHART

PERMANENT CREAM COLOUR

The **COLOUR CHART** is used as a shade guide for the tonal direction and depth of each colour. Depending on the **CREAM DEVELOPER** selected, hair texture, the condition/porosity and the natural depth you are working on, results will be varied. We use the **COLOUR CHART** as a guide not as expected end result.



OUR COLOUR CIRCLE

PERMANENT CREAM COLOUR

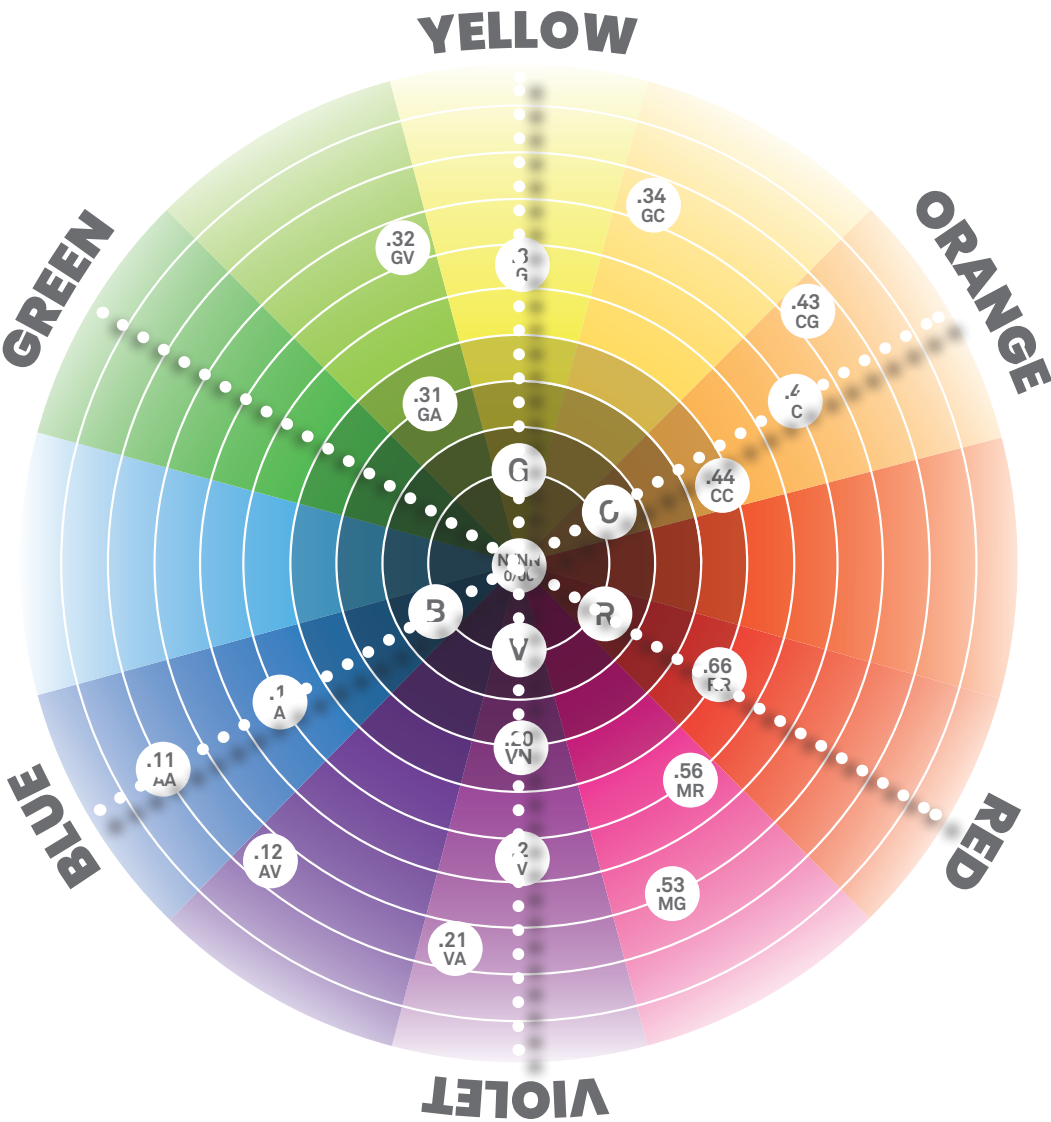
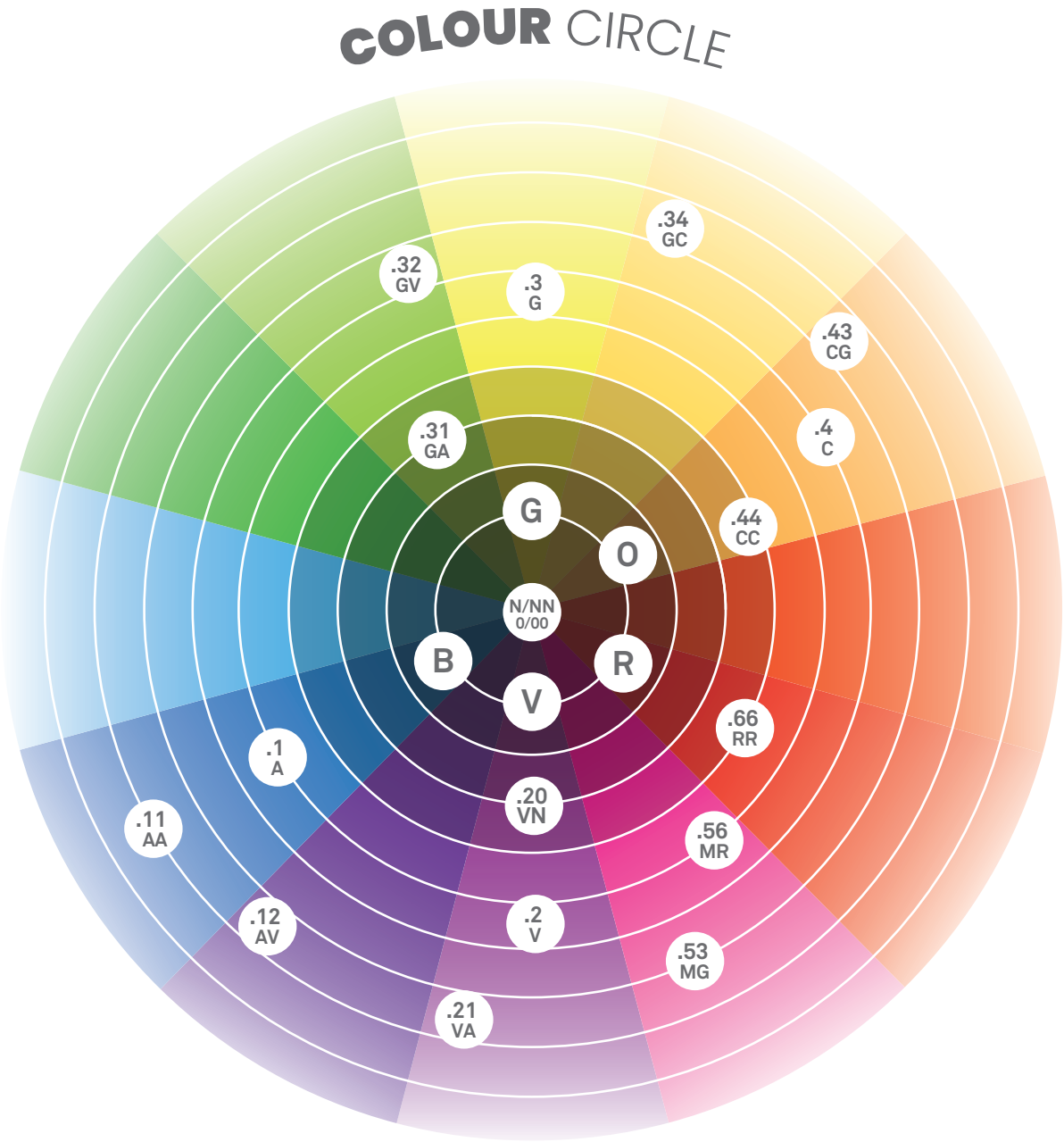
The **COLOUR CIRCLE** is designed to understand the theory behind colour and how to confidently neutralise or enhance tones. This is achieved by selecting counteracting shades with the direct opposite tonal value and depth. Also, to enhance or intensify a shade by selecting a similar, or more vibrant tonal direction.

OUR COMPLIMENTARY COLOURS

PERMANENT CREAM COLOUR

Are created by adding colour together that are opposite each other on the colour circle. They neutralise one another when mixed at the same **depth and tone**.

- YELLOW > VIOLET
- BLUE > ORANGE
- RED > GREEN



OUR COLLECTIONS NATURAL SHADES

- Specially developed to give up to 100% white hair coverage.
- The Natural Shades have a neutral tonal direction, naturally looking shades and tones.
- The Natural Intensive shade .00 / NN will appear cooler.
- .0 / N is selected as your foundation to cover white hair up to a level 9.
- .00 / NN is selected for maximum white hair coverage.
- Naturals are designed to mix with other Fashion shades to increase the white hair coverage.



GLOBAL COLOUR 5.0 / 5.N + 5.3I / 5.GA + 6% / (20vol)

NATURAL								
1.0 1.N	3.0 3.N	4.0 4.N	5.0 5.N	6.0 6.N	7.0 7.N	8.0 8.N	9.0 9.N	10.0 10.N
5.00 5.NN	6.00 6.NN	7.00 7.NN	8.00 8.NN					

OUR COLLECTIONS COOL SHADES

- True cool tonal directions capable of a multitude of uses.
- Fashion colouring, neutralisation, lightening, white hair blending, and pastel toning.
- One of the most versatile colour collections and is designed to be mixed into any of the other shades to add coolness, for neutralisation.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .00 / NN



GLOBAL COLOUR 7.1I / 7.AA + 12% / (40vol)

COOL								
5.1 5.A	6.1 6.A	7.1 7.A	8.1 8.A	9.1 9.A	2.1I 2.AA	6.1I 6.AA	7.1I 7.AA	9.1I 9.AA

OUR COLLECTIONS

GOLD SHADES

- Soft golden natural tones with beautiful warm hues.
- To achieve up to 100% coverage on white hair mix in with the .0 / N or maximum coverage .00 / NN



OUR COLLECTIONS

BEIGE SHADES

- Soft sandy biscuit tones are positioned between warm and cool and therefore gives a subtle and soft neutral tonal value.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .0 / N and .00 / NN



OUR COLLECTIONS
GOLD COPPER SHADES

- Warm golden copper tones that highlight shine and reflect light to give the most delicate rich golden soft copper tonal values and hues.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .00 / NN



GLOBAL COLOUR 7.34 / 7.GC+ 6% (20vol)
Highlights 9.34 / 9.GC + 9% (30vol)

GOLD COPPER

5.34
5.GC

7.34
7.GC

9.34
9.GC

OUR COLLECTIONS
COPPER SHADES

- Rich, true orange tones with a choice of copper/gold, copper or copper intensive, these shades are vibrant and full of orange tonal values.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .00 / NN



GLOBAL COLOUR 7.44 / 7.CC + 3% (10vol)

COPPER

6.43
6.CG

8.43
8.CG

6.4
6.C

7.4
7.C

8.4
8.C

7.44
7.CC

8.44
8.CC

OUR COLLECTIONS WARM SHADES

- Uniquely developed shades to create delicious warm, chocolate tones as well as soft rose tonal values.
- Lots of opportunity to explore this collection to create the richest and warmest tones with a beautiful shine and edge.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .00 / NN



GLOBAL PASTEL COLOUR 8.56 / 8.MR + 3% (10VOL)

WARM

4.53

4.MG

5.53

5.MG

6.53

6.MG

3.56

3.MR

5.56

5.MR

8.56

8.MR

OUR COLLECTIONS FASHION SHADES

- Vibrant and intense red shade that gives a high red fashion result.
- To achieve up to 100% coverage on white hair, mix with the .0 / N or maximum coverage .00 / NN



GLOBAL COLOUR 6.66/6.RR + 6% (20VOL)

FASHION

6.66

6.RR

INTENSIFIERS

- Customise your 1-10 series colour mix by adding the intensifiers to the colour formulation. It opens up the existing colour palette.
- To enable colour enhancement, neutralisation, colour correction.



ULTRA BLONDE HIGHLIFT SHADES

- Achieve the ultimate lightening from a permanent cream colour.
- Use from a natural depth of a 5, designed to lift and neutralise in one step.



GLOBAL COLOUR 11.20 / 11.VN + 12% (40 vol)



OUR CREAM DEVELOPERS

PREMIUM DEVELOPERS

- Gluten free
- Vegan friendly
- Naturally derived ingredient
- Premium formulation
- Creamy consistency



Digi

TIPS

Always follow my recommendations and mixing ratios.

OUR CREAM DEVELOPERS

PREMIUM DEVELOPERS



- Tone on Tone Colouring
- Fashion Colouring
- Darker Colouring



- White hair blending
- White hair coverage
- Fashion colouring
- Staying at the same depth
- Lightening 1 – 2 shades



- White hair blending
- White hair coverage
- Fashion colouring
- Ultra Highlift Blonde for maximum tone
- Lightening 2 – 3 shades

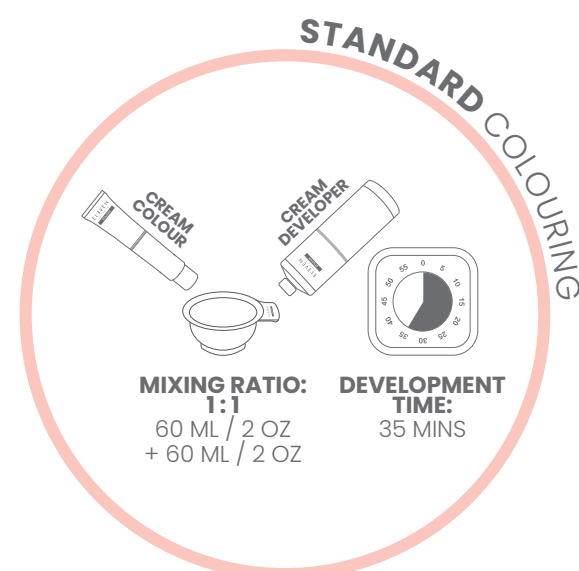


- White hair blending
- Ultra Highlift Blonde for maximum lift
- Lightening 3 – 4 shades

OUR TECHNICAL DNA & CONSULTATION

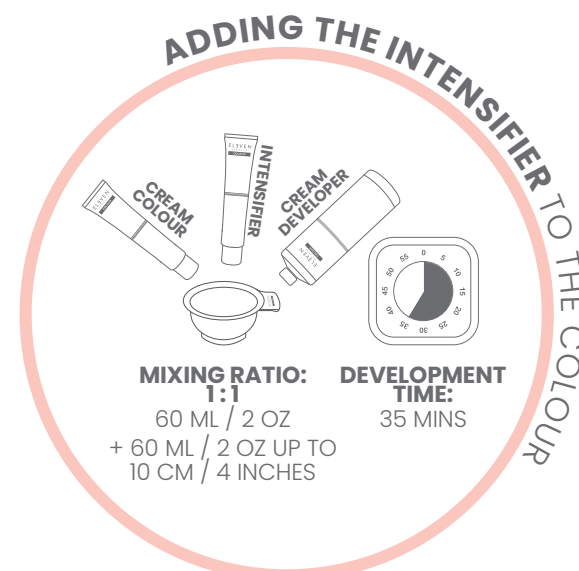
STANDARD COLOURING & WHITE HAIR COVERAGE (1-10 SERIES)

- Prep the hair prior to the colour service.
Lightly spray the hair focusing on the more porous areas with POROSITY EQUALISING SPRAY.
- Mix ELEVEN Australia PERMANENT CREAM COLOUR 1 – 10 series 1:1 with the recommended ELEVEN Australia CREAM DEVELOPER in a non-metallic bowl.
- Apply the mixed colour to dry, unwashed hair.
- Development time 35 minutes.
- Rinse well and remove with REPAIR MY HAIR NOURISHING SHAMPOO.
- Finish with COLOUR LOCK SPRAY, DO NOT RINSE.



INTENSIFIERS

- Mix 1-10 series 1:1 in a non-metallic bowl. Up to 10cms or 4 inches of the INTENSIFIERS can be mixed with any 1-10 series to intensify or neutralise the shade.
- No extra ELEVEN Australia CREAM DEVELOPER required.
- Always mix the INTENSIFIER with the selected shade first before adding in the CREAM DEVELOPER.



OUR TECHNICAL DNA & CONSULTATION

WHITE HAIR COVERAGE

15% to 30% white hair:

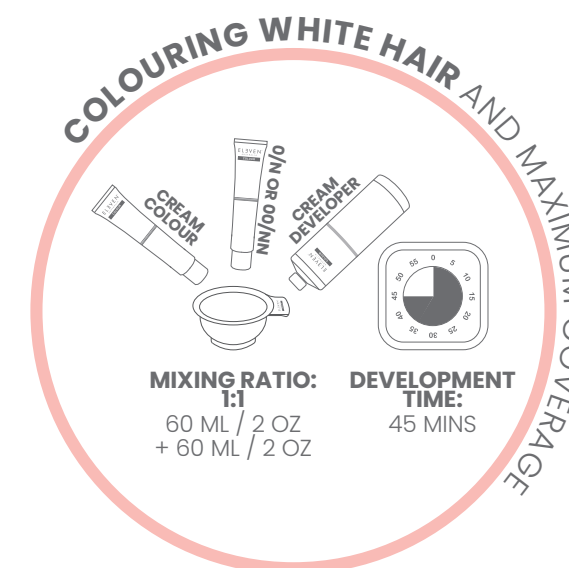
Mix 20mls .0 / N
+ 40mls selected shade
+ 60mls selected CREAM DEVELOPER

30% to 50% white hair:

Mix 30mls .0 / N
+ 30mls selected shade
+ 60mls selected CREAM DEVELOPER

50% to 100% white hair:

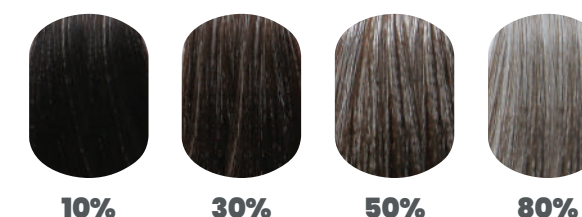
Mix 40mls .0 / N
+ 20mls selected shade
+ 60mls selected CREAM DEVELOPER



MAXIMUM WHITE HAIR COVERAGE (SELECTED SHADE AND .00/NN)

- To achieve maximum coverage on resistant white hair, replace .0 / N for .00 / NN (at the same depth).
- .00 / NN is recommended to be applied to the new growth only and not to be taken through onto existing colour, (unless it is a first-time colour).
- Development time for maximum coverage is 45 minutes

WHITE HAIR %



OUR TECHNICAL DNA & CONSULTATION

STANDARD APPLICATION: WHITE HAIR AND MAXIMUM WHITE HAIR COVERAGE



1- 10 series including .00 / NN

MIXING RATIO

1:1

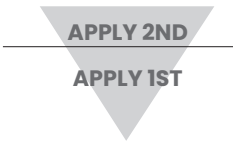
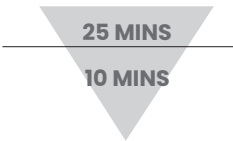
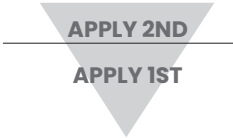
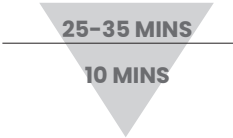
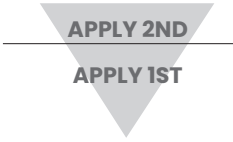
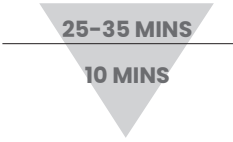
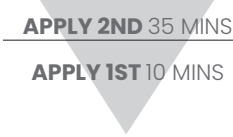
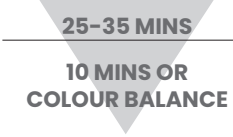
DEVELOPMENT TIME

35 MINS standard colouring

45 MINS white hair coverage

OUR TECHNICAL DNA & CONSULTATION

DIRECTIONS FOR STANDARD COLOURING & WHITE HAIR COVERAGE

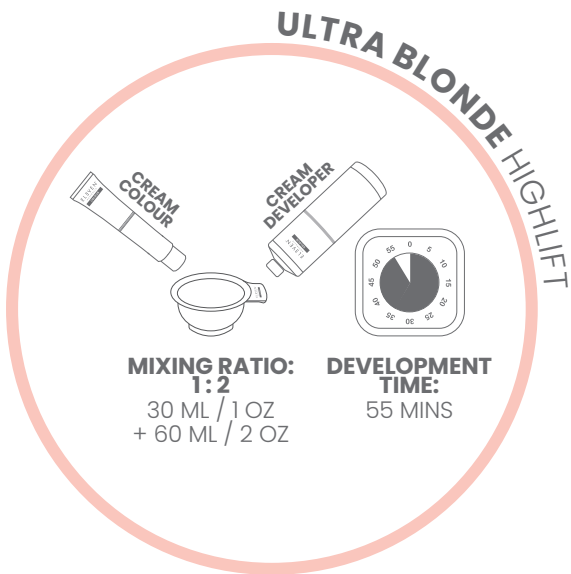
DESIRED RESULT	CREAM DEVELOPER	DIRECTIONS FOR FIRST APPLICATION	DIRECTIONS FOR NEW GROWTH APPLICATION
Tone on tone	3% (10 vol)	35 MINS 	25-10 MINS 
White hair coverage 1 to 2 depths of lift	6% (20 vol)	35-45 MINS 	25-10 MINS OR 35-10 MINS 
White hair coverage 2 to 3 depths of lift	9% (30 vol)	35-45 MINS 	25-10 MINS OR 35-10 MINS 
White hair coverage 3 to 4 depths of lift	12% (40 vol)	35-10 MINS OR 45-10 MINS 	25-10 MINS OR 35-10 MINS 

COLOUR BALANCE the mid lengths and ends with a selected shade from the ELEVEN Australia DEMI – PERMANENT LIQUID COLOUR range.

OUR TECHNICAL DNA
& CONSULTATION

ULTRA BLONDE HIGHLIFT

- Mix ELEVEN Australia PERMANENT CREAM COLOUR ULTRA BLONDE HIGHLIFT – 11 series 1 : 2 with 9% (30vol) or 12% (40vol) CREAM DEVELOPER in a non-metallic bowl.
- DO NOT mix the 11 series with any of the 1- 10 series.
- Application: Apply the mixed colour to dry, unwashed hair.
- ULTRA BLONDE HIGHLIFT is recommended to be applied to new growth only and not to be taken through onto existing colour, (unless it is a first-time colour).
- ULTRA BLONDE HIGHLIFT is designed to be used on natural hair. They will not lighten and it is NOT recommend to use on existing coloured hair.
- Development time 55 minutes.
- Rinse well and remove with REPAIR MY HAIR NOURISHING SHAMPOO. Finish with COLOUR LOCK SPRAY, DO NOT RINSE.



OUR TECHNICAL DNA
& CONSULTATION

APPLICATION ULTRA BLONDE HIGH LIFT 11 SERIES



MIXING RATIO
1 : 2
DEVELOPMENT TIME
55 MINS
FROM A NATURAL DEPTH OF 5
11 Series is designed to lighten natural hair,
it is not recommended to lighten any existing colour in the hair

OUR TECHNICAL DNA
& CONSULTATION

DIRECTIONS FOR ULTRA BLONDE HIGH LIFT – 11 SERIES

DESIRED RESULTS	CREAM DEVELOPER	FIRST APPLICATION	NEW GROWTH APPLICATION
Lightens and tones up to 3 ½ depths of lift.	9% (30vol)	Apply away from the heat band through the mid lengths to ends and develop for 15 MINS.	Apply to the new growth (regrowth) area and develop for 55 MINS.
Lightens and tones up to 4 ½ depths of lift.	12% (40vol)	After 15 MINS apply to the heat band area and develop for 55 MINS.	Colour balance the mid lengths and ends with a selected shade for the ELEVEN Australia DEMI – PERMANENT LIQUID COLOUR.

ULTRA BLONDE HIGHLIGHT

CREAM COLOUR

CREAM DEVELOPER

MIXING RATIO: 1:2
30 ML / 1 OZ
+ 60 ML / 2 OZ

DEVELOPMENT TIME: 55 MINS

APPLY 2ND 55 MINS

APPLY 1ST 15 MINS

70 MINS TOTAL DEVELOPMENT TIME

55 MINS

COLOUR BALANCE WITH ELEVEN AUSTRALIA COLOUR DEMI-PERMANENT LIQUID COLOUR

OUR TECHNICAL DNA
& CONSULTATION

APPLICATION ULTRA BLONDE HIGHLIGHT – 11 SERIES

LEVELS OF LIFT 1 – 10 SERIES

0

3% (10 VOL)
TONE ON TONE

1-2

6% (20 VOL)
MAXIMUM COVERAGE

2-3

9% (30 VOL)
MAXIMUM COVERAGE

3-4

12% (40 VOL)
MAXIMUM LIFT

MIXING RATIO
1:1

TIMING
35 – 45 MINS

ULTRA BLONDE HIGHLIGHT

3

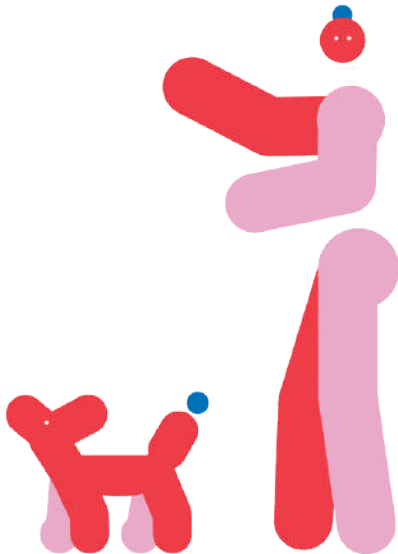
9% (30 VOL)
MAXIMUM TONE

4

12% (40 VOL)
MAXIMUM LIFT

MIXING RATIO
1:2

TIMING
50 – 55 MINS



OUR TECHNICAL DNA

OUR PRE-PIGMENTATION APPROACH

PRE – PIGMENTATION

Colouring back or Pre-pigmentation is recommended:

- When colouring back two depths or darker
- If the hair is extremely porous
- To add an underlying warm pigment especially for fashion shades
- To create texture by adding a darker shade/s to existing colour



OUR TECHNICAL DNA

OUR PRE-PIGMENTATION APPROACH

COLOURING BACK OR PRE-PIGMENTATING THE HAIR TO DEPTH

1, 2, 3

Select

6.66/6.RR

= Fashion results

= Highly porous hair

Or

6.43/6.CG

= Natural/warm results

= Normal/slightly porous hair

4, 5, 6

Select

7.44/7.CC

= Fashion results

= Highly porous hair

Or

8.43/8.CG

= Natural/warm results

= Normal/slightly porous hair

7, 8, 9

Select

9.34/9.GC

= Fashion results

= Highly porous hair

Or

9.3/9.G

= Natural/warm results

= Normal/slightly porous hair

OUR TECHNICAL DNA

OUR PRE-PIGMENTATION APPROACH CONT.

TECHNIQUE FOR FULL HEAD COLOUR BACK OR LOW-LIGHTS

- Low-light foil technique add texture and depth to an existing colour.
- PERMANENT CREAM COLOUR – to fill and replace the removed underlying warm missing in the hair.

MIXING RATIO 1 : 3

1 part selected filler shade
+ 3 parts water
= 10mls shade + 30mls water.



OUR TECHNICAL DNA

OUR PRE-PIGMENTATION APPROACH CONT.

TECHNIQUE FOR FULL HEAD COLOUR BACK OR LOW-LIGHTS

- Whether you are using the Full Head or Low Lighting technique, mix the selected filler shade 1 : 3 into a smooth consistency.
- Apply a fine film (layer) onto the existing lightened hair do not place the mixed colour onto the natural hair.
- Wipe off any excess colour with a paper towel or towel.
- Then apply the selected shade directly over the lightened hair then apply to the new growth/natural hair.
- If working with a Low Light, weave or slice the section and place into a foil.
- Apply a fine film or layer on the existing hair in the foil, then apply the selected.
- Shade directly over the top of the filler from roots to end.



ELEVEN AUSTRALIA PERMANENT CREAM COLOUR
FREQUENTLY ASKED QUESTIONS

PERMANENT CREAM COLOUR

1. What is the pH level of the colour?

- 1- 10 PERMANENT CREAM COLOUR SERIES is 9.5-11.0
- ULTRA BLONDE HIGHLIFT is: 10.0-11.5

2. What is the pH of the colours pre and post being mixed with the developer?

The pH is reduced by 0.5-1.5 pH units when the colour is mixed with the ELEVEN AUSTRALIA CREAM DEVELOPER.

3. If using the PERMANENT CREAM COLOUR on lengths and ends how long will it last?

This all depends on the porosity/condition, previous history, timing, shade selection and home hair care routine. Always use the ELEVEN Australia COLOUR POROSITY EQUALISER SPRAY to even out hair texture prior to taking the colour onto the ends and finish with COLOUR LOCK SPRAY. Following these steps will improve the longevity of the colour in the hair.

4. What will happen if I accidentally spray the POROSITY EQUALISER on the roots/ new growth will the colour still work?

Yes, the colour will still work.

5. On average how much colour do you mix per application?

Depending on hair texture and length.

New Growth/ retouch: 30mls – 45mls of colour + 30mls – 45mls Developer.

Global Application: 45mls – 60mls of colour + 45mls – 60mls of Developer.

6. What will happen if I leave the colour on longer than the recommended development time, will it go darker?

No, after the recommended development time the colour development has finished and will not go darker.

7. Can I mix any of the POWDER LIGHTENER in the ULTRA BLONDE HIGHLIFTS to give it a booster of extra lightening?

No, it is not a recommendation to mix the two products together.

8. Can I change the mixing ratio to adjust the type of coverage?

Changing the mixing ratio doesn't improve white hair coverage, follow the recommendations for white hair coverage and consider increasing the application time as this sometimes can help to improve coverage, especially on course resistant hair. Develop for up to 45 minutes.

9. Do I use the PERMANENT CREAM COLOUR on the ends to refresh?

Yes, you can, or you can colour balance the mid lengths and ends with the DEMI – PERMANENT LIQUID COLOUR. Always consider the porosity, condition and length of the hair when making the decision on what colour product to use. Always apply the POROSITY EQUALISER SPRAY before applying the colour.

10. Can I mix the ACTIVATORS with PERMANENT CREAM COLOUR?

No, it is not a recommendation, they are different formulations and are not designed to mix together, however you can use the permanent colour on the new growth and colour balance the mid lengths and ends with the DEMI PERMANENT LIQUID COLOUR, all in one step.

11. What are the recommendations for Pre- pigmentation method used when colouring back?

Colouring back or Pre-pigmentation is recommended when the hair is being coloured back two depths or darker, or if the hair is extremely porous and there is a need to add an underlying pigment before applying the selected shade. See the technical guide for more detailed information.

12. What is the % of the tone in the major (1st number of the colour after the dot) and how much tone is in the 2nd number?

As a rule, 75% is the tone of the first number, 25% for the second tone. This is only a guide, it does vary per colour shade and depth, therefore this is a general answer to a very complex question.

13. Can I lighten artificial colour with the ULTRA BLONDE HIGHLIFT SERIES.

No, when there is artificial colour in the hair another colour will not lighten the hair. The direction would be to use a colour correction method using the ELEVEN AUSTRALIA POWDER LIGHTENERS in a cleansing bath or full colour removal using the POWER LIGHTER with 3% (10vol) or 6% (20vol).

14. Can I achieve white hair coverage with the Ultra Blonde Highlift?

White hair tonal blending on up to 50% white, higher % of white hair will take on the tonal value of the shade.

15. Can I add a plex into the colour?

It is not manufacturers recommendation to add any plex brand in the ELEVEN Australia PERMANENT CREAM COLOUR.

16. Can I use heat with the PERMANENT CREAM COLOUR?

It is not manufacturers recommendation to add a heat source to the ELEVEN Australia PERMANENT CREAM COLOUR.

17. What percentage of .00 / NN do I need to add to a shade to get white hair coverage?

As a rule, generally we recommend the .00 / NN for resistant or course white hair.

.00 / NN will give maximum – Up to 100% coverage.

We recommend the following approach for using the .0 / N or .00 / NN for white hair coverage:

15% – 30% white hair mix 20mls .0 / N or .00 / NN for resistant hair plus 40mls selected shade plus 60mls selected CREAM DEVELOPER.

30% – 50% white hair, mix 30mls .0 / N or .00 / NN plus 30mls selected shade plus 60mls selected CREAM DEVELOPER.

50% – 100% white hair, mix 40mls .0 / N or .00 / NN plus 20mls selected shade plus 60mls selected CREAM DEVELOPER.

18. Can I add the INTENSIFIERS to any shade, including Highlift blondes?

The intensifiers can be mixed in the 1- 10 SERIES however they are not recommended to mix with the ULTRA BLONDE HIGHLIFT.

19. Can I still use my target shade when covering white hair?

Yes, the selected shade needs to be mixed with the corresponding depth in the natural series .0 / N or .00 / NN series. This will improve the coverage ability on white hair.

20. Can I use permanent cream colour to refresh / tone the mid lengths and ends and what developer should I use?

If the porosity and condition of the hair is compromised, select a low volume developer, 3% (10 vol).

If the condition and porosity is good, it is fine to use the existing mixed colour left over in the colour bowl.

21. Do the permanent colours have a neutral undertone, the same as the demi liquid?**Or how would you best describe it?**

They have a similar undertone – neutral / grey, however .00 are cooler. The undertone will vary when working on different depths of hair as well as the CREAM DEVELOPER selected.

22. Can you use the ULTRA BLONDE HIGHLIFT on scalp?

Yes, the ULTRA BLONDE HIGHLIFT are designed to be used on the scalp from a natural depth of a 5, and mixed 1:2 ratio using 9% (30 vol) or 12% (40vol).

23. Does the mixing ratio change when using the INTENSIFIERS?

No, you can add up to 10cms per 60mls with NO extra developer required. Therefore, working with 60mls of the selected colour, up to 10cms of INTENSIFER and 60mls of CREAM DEVELOPER.

24. How do I mix the INTENSIFIERS into my selected shade?

Firstly, add the PERMANENT CREAM COLOUR into the bowl, then add the selected INTENSIFER and mix the two together first before adding the CREAM DEVELOPER .

25. Can you still get white hair coverage if you are adding intensifiers to colours?

Depending on the % of white hair and if the formulation is mixed as recommended with the .0 / N or .00 / NN Follow the recommendations for maximum white hair coverage.

26. If I use a different brand of developer, will I still get the same result?

No, ELEVEN Australia does not recommend or guarantee to mix ELEVEN Australia PERMANENT CREAM COLOUR with other brand developers as it can affect the colour results.

27. Can I mix the ULTRA BLONDE HIGHLIFTS with the shades in the 1-10 SERIES?

No, it is not a recommendation to mix the two together.

INGREDIENTS

- 28. Does the Permanent Colour contain ammonia?**
Yes, to drive ultimate performance ELEVEN Australia PERMANENT CREAM COLOUR contains NH3, the name of the type ammonia used.
- 29. Can you explain the function of ammonia and why it is required in the Permanent Cream Colour range?**
Ammonia has different functions when it is mixed with Hydrogen Peroxide (Developer):
 - a) It lightens the natural melanin in hair so the permanent colour has the ability to lift, which will depend on the % (VOL selected).
 - b) It activates Hydrogen Peroxide to start the chemical reaction between Developer and underdeveloped pigments that create the coloured molecules.
 - c) Due to its alkalinity, it opens the cuticles so the colour can better penetrate the hair surface.
- 30. What is the % of ammonia in the colour and does the % of ammonia vary for Permanent Cream Colour and Highlift Blondes?**
Approx. 1.8%, within the 1-10series.
Approx. 4.0% in the Ultra Blonde Highlift.
The ammonia level is considered a low % in permanent hair colour.
- 31. Is the ELEVEN Australia PERMANENT CREAM COLOUR PPD Free?**
Yes, it is.
- 32. What is the function on PPD in permanent hair colour?**
PPD (p-Phenylenediamine) is a primary underdeveloped pigment. It is oxidised by the developer, and it works with the secondary underdeveloped colour pigment to create the developed coloured molecules.
- 33. What is used instead of PPD?**
PTD is used instead of PPD.
- 34. Is the ELEVEN Australia PERMANENT CREAM COLOUR Resorcinol Free?**
Yes, it is.
- 35. What is the function of Resorcinol in permanent hair colour?**
Resorcinol is a secondary underdeveloped pigment.
- 36. What is used instead of Resorcinol?**
It is a new modern technology using a combination of HMOC + AHP.
- 37. Why does the Demi Permanent Liquid Colour have Resorcinol and the Permanent does not?**
They are based on different formulations, as the DEMI – PERMANENT is liquid and the PERMANENT COLOUR is a cream base. ELEVEN AUSTRALIA work with the most current up to date formulations that drive performance.
- 38. ELEVEN Australia CREAM COLOUR is Silicone Free – what is used to replace the silicone?**
The cream formulation is a balance of oils, emulsifiers, and underdeveloped colour pigments. One of our hero ingredients, Organic Sunflower Oil is used to achieve shine and finish on the hair and this replaces silicones.
- 39. What is the fragrance of the PERMENANT CREAM COLOUR?**
The fragrance description: FLORAL, HONEY, JASMINE, POWDERY, WOODY, MUSKY.
- 40. What is a Paraben?**
Paraben is a group of related chemicals used as preservatives within products. They are used to preserve the ingredients and prevent bacteria and mould from developing in the products.
- 41. Is the colour PARABEN FREE? If so, what ingredients are used to replace the paraben?**
The colour formulation is PARABEN FREE. There is no need to add a preservative system to the ELEVEN Australia PERMANENT CREAM COLOUR formulation, according to ISO 29621 “Cosmetics – Microbiology – Guidelines as the risk assessment and identification of microbiologically low-risk in the colour formulation.”

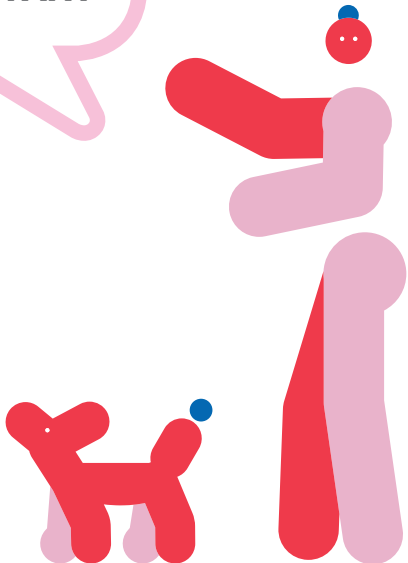
OUR SHADES

- 42. What tones do the first letter / numbers represent (after the dot)**
 - .0 /N Natural – neutral grey tone
 - .00 / NN Natural Intensive – grey blue tone
 - .1 / A Cool – ash/blue tone
 - .2 / V Violet – violet/iris tones
 - .3 /G GOLD – golden tones
 - .4 / 7 COPPER – orange tones
 - .5 / M MAHOGANY- red/violet tones
 - .6 / R RED – red tones
- 43. What does the first number represent.**
The first number represents the natural depth of hair colour ranging from a 1-10.
 - 1 Black
 - 2 Darkest Brown
 - 3 Dark Brown
 - 4 Brown
 - 5 Light Brown
 - 6 Dark Blonde
 - 7 Blonde
 - 8 Light Blonde
 - 9 Very Light Blonde
 - 10 Lightest Blonde

HI I'M DiGi YOUR
24/7 VIRTUAL
ELEVEN AUSTRALIA
COLOUR ASSISTANT



DISCOVER MORE



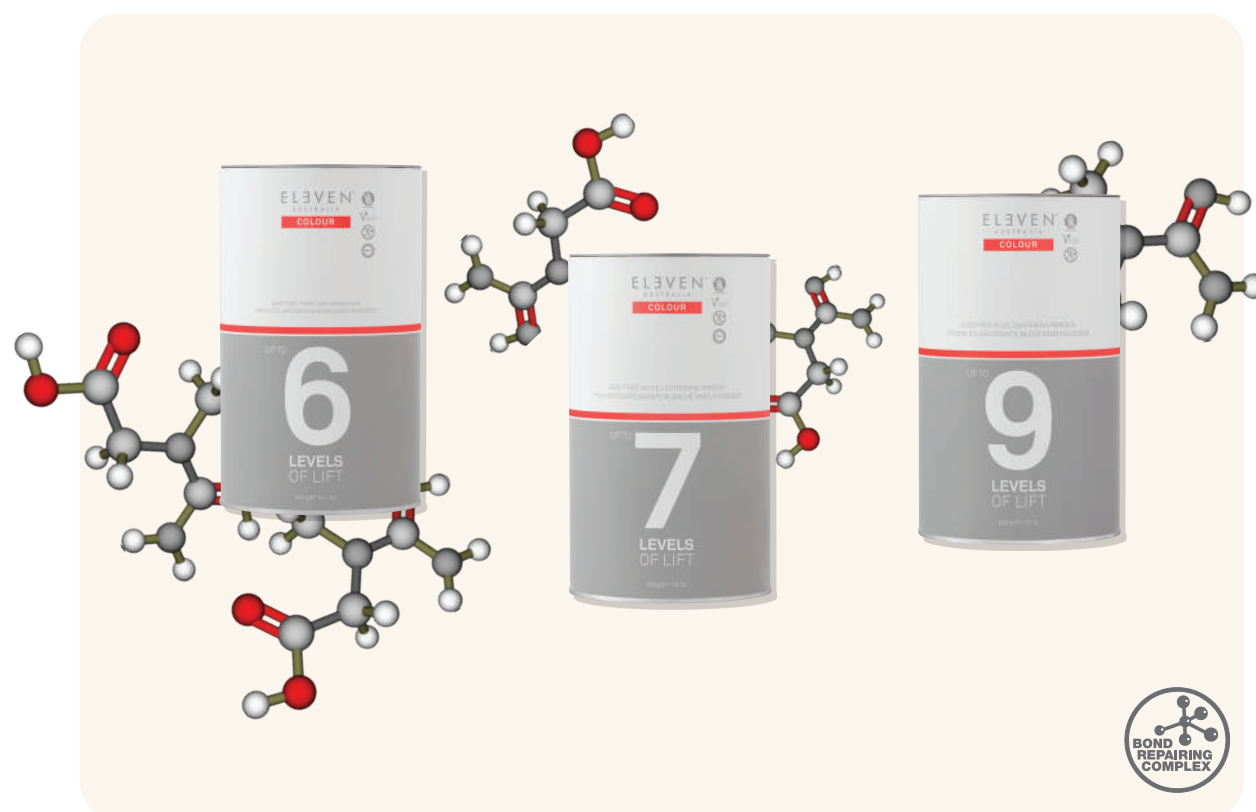
EL3VEN™
AUSTRALIA

COLOUR

LIGHTENING POWDERS



THREE DUST FREE FORMULATIONS

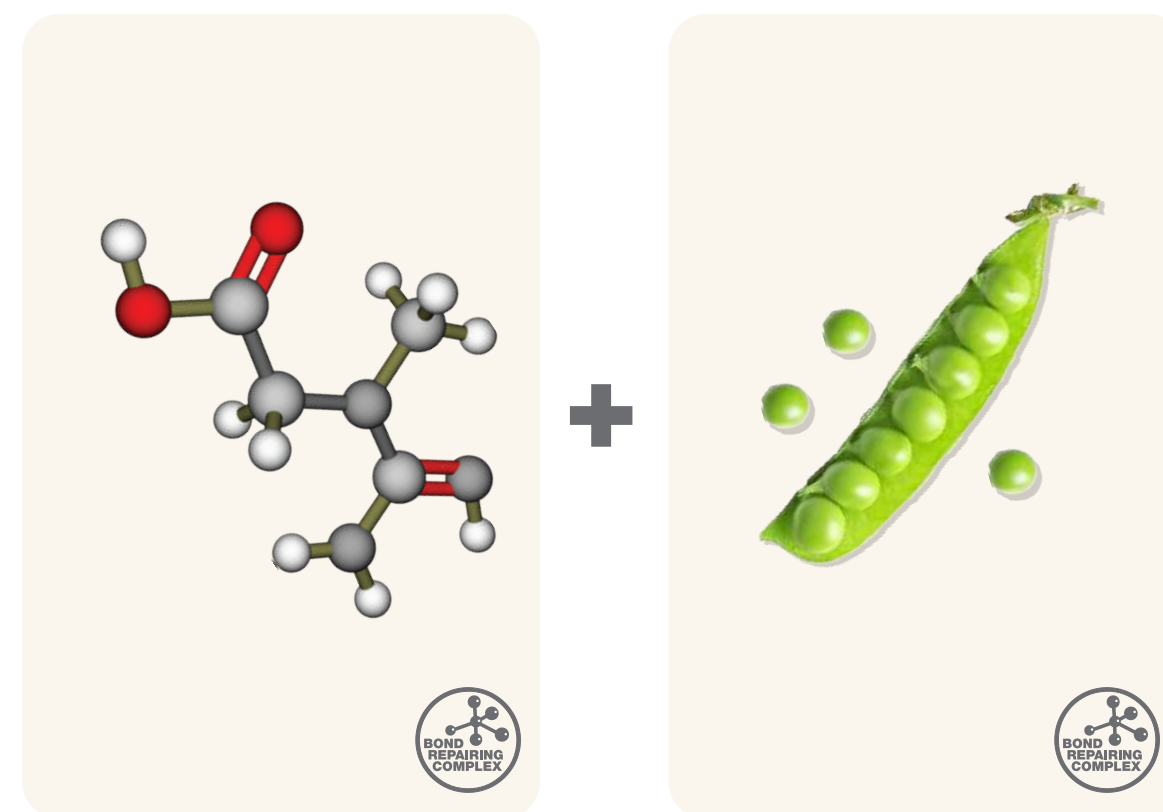


ELEVEN Australia COLOUR - LIGHTENING POWDERS allow hairdressers to maximize their in-salon lightening services because of the innovative and advanced technology of the **BOND REPAIRING COMPLEX**. A combination of naturally derived ingredients and natural oils work together to achieve trusted results knowing the hair is protected.

ADVANCED TECHNOLOGY

- Lightening
- Rebuilding
- Repairing
- Designed to rebuild and strengthen the hair from within while also protecting the strand from the outside.

TECHNOLOGY DEVELOPED FROM TWO KEY INGREDIENTS



CREATINE

Rebuilds and strengthens the hair from within

HYDROLYSED PEA PROTEIN

Protects the hair from the outside

OUR LIGHTENING POWDERS HERO INGREDIENTS

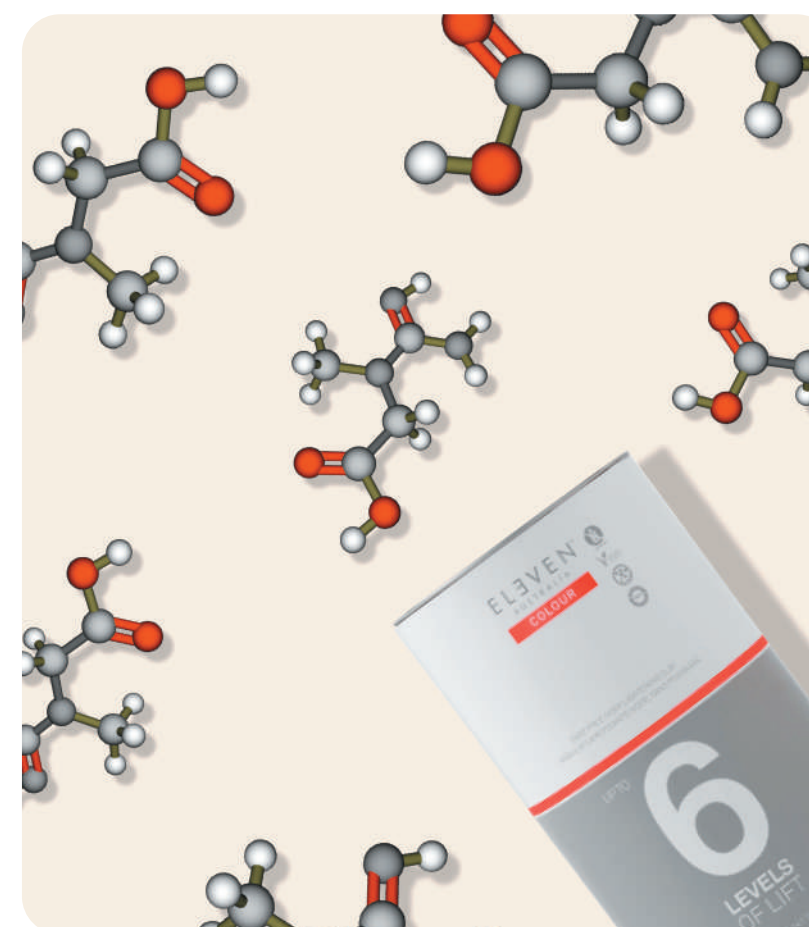
OUR LIGHTENING POWDERS HERO INGREDIENTS



HYDROLYSED PEA PROTEIN

Hydrolysed Pea Protein is a high moisture retentive biopolymer with an amino acid composition similar to that of hydrolysed keratin. It revitalises hair strength lost by environmental damage and increases hair elasticity to prevent breakage.

- Amino acid (protein)
- Rebuilds and strengthens
- Protects against damage
- Reduces hair breakage
- Effective on all types of hair



CREATINE

Creatine is an amino acid derivative naturally occurring in the body. It has a low molecular weight allowing it to penetrate the hair cortex. It rebuilds and strengthens hair from within and improves the mechanical properties of bleached hair, protecting the hair against damage and breakage.

- High moisturising properties
- Strengthens
- Hydrates

OUR LIGHTENING POWDERS HERO INGREDIENTS



BAOBAB OIL

Rich in nutrients containing omega fatty acids 3, 6 and 9 and Vitamins A, D, E and K. Baobab Oil provides nourishment and moisture that adds brightness and shine to dry hair. It is also an excellent remedy for dry and frizzy hair.

- Omega fatty acid
- Omega 3, 6 and 9
- Vitamin A, D, E, K
- Fatty acid
- Moisturising
- Brightness and shine

OUR LIGHTENING POWDERS HERO INGREDIENTS



WHITE CLAY

- White clay, also called kaolin, from the Kao-Ling region of China where the first white clay deposit was discovered.
- It is the clay with the finest grain which is why it mixes to a smooth workable paste, perfect for freehand techniques.
- Super fine in texture, White Clay on hair displays purifying and absorbing properties. Hair is more protected and supple preventing it from drying and becoming brittle.

OUR LIGHTENING POWDERS

PREMIUM LIGHTENING POWDERS

UP TO 6 LEVELS OF LIFT DUST FREE

IVORY LIGHTENING CLAY



Added benefits:

- Dust free
- Gluten free
- Vegan friendly
- 100% ammonia free
- Naturally derived ingredients
- Up to 6 levels of lift
- Ivory Clay
- Fragrance free
- Built in Bond Repairing Complex.



DiGi

TIPS

- Use for freehand or balayage techniques.
- Off scalp application only.
- The clay formulation dries quickly on the outside however remains moist on the inside to ensure lightening of the hair.
- Select 6% (20vol) for subtle results.
- Select 9% (30vol) or 12% (40vol) for maximum lift.
- Versatile mixing ratio between 1:1 or 1:1.5 (personal choice for consistency won't impact result).
- Visual development up to 50 minutes.
- To increase lightening, add 1 part 9 LEVELS OF LIFT LIGHTENING POWDER to 3 parts of LIGHTENING CLAY.
- The mixed formulation remains stable throughout the development time.



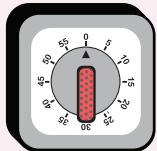
20 VOL



30 VOL



40 VOL



UP TO
50 MINS
or visual
development



1:1
OR
1:1.5



*Versatile Mixing Ratio

OUR LIGHTENING POWDERS

PREMIUM LIGHTENING POWDERS

UP TO 7 LEVELS OF LIFT DUST FREE

WHITE LIGHTENING POWDER



- Added benefits:
- Fragrance free
 - Dust free
 - Gluten free
 - Vegan friendly
 - 100% ammonia free
 - Naturally derived ingredients
 - Up to 7 levels of lift
 - On and off scalp application
 - White powder allows you to easily see the levels of lift and degree of warmth created when lightening the hair
 - Built in Bond Repairing Complex.



- Use for all applications.
- Full head scalp lightening using 3% (10vol) or 6% (20vol).
- Foil, mesh, cap application using 3% (10vol) or 6% (20vol) or 9% (30vol) or 12% (40vol).
- Versatile mixing ratio between 1:1.5 or 1:2 (personal choice for consistency won't impact result).
- Visual development up to 50 minutes.
- The mixed formulation remains stable throughout the development time.



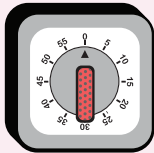
10 VOL



20 VOL



30 VOL



UP TO 50 MINS

or visual development



1:1.5

OR

1:2



*Versatile Mixing Ratio

OUR LIGHTENING POWDERS

PREMIUM LIGHTENING POWDERS

UP TO 9 LEVELS OF LIFT DUST FREE

BLUE LIGHTENING POWDER



Added benefits:

- Soft floral fragrance
- Dust free
- Gluten free
- Vegan friendly
- Naturally derived ingredients
- Up to 9 levels of lift
- Blue pigment for soft neutralisation
- Off scalp application only
- Built in Bond Repairing Complex.



Digi

TIPS

- Foil, mesh, cap application using 3% (10vol) or 6% (20vol) or 9% (30vol).
- Versatile mixing ratio between 1:1.5 or 1:2 (personal choice for consistency won't impact result).
- Visual development up to 55 minutes.

3%

CREAM DEVELOPER

10 VOL

6%

CREAM DEVELOPER

20 VOL

9%

CREAM DEVELOPER

30 VOL

UP TO 55 MINS

or visual development

9

LEVELS OF LIFT

1:1.5

OR

1:2

*Versatile Mixing Ratio

101

102

ELEVEN AUSTRALIA LIGHTENING POWDERS FREQUENTLY ASKED QUESTIONS

LIGHTENING POWDERS

1. Is it necessary to carry out a skin test prior to a lightening service?

Follow the recommended guidelines and always seek advice from your local distributor.

2. What are the benefits of using the 6 LEVEL LIFT CLAY LIGHTENING POWDER?

6 LEVELS OF LIFT CLAY LIGHTENING POWDER is designed as an off-scalp lightening powder used for freehand techniques. The product will create an external shell around the outer areas of the painted hair while staying consistently moist inside as it lightens. As the outer shell hardens, it will not deposit colour on the other areas of the hair, and the product will not become flaky, dry or brittle.

3. When the 6 LEVELS OF LIFT CLAY LIGHTENING POWDER dries to a hard-dry shell, is it still working?

Yes, the clay will continue to work throughout the development time for up to 50 minutes. The internal area will remain moist and this is where the lightening process takes place.

4. Can 6 LEVELS OF LIFT CLAY LIGHTNING POWDER be placed in foil?

Yes, it can be placed in a foil however it is designed primarily for freehand application.

5. Can plastic cling wrap be placed in-between 6 LEVELS OF LIFT CLAY LIGHTENING POWDER?

Yes it can, however because of its quick-dry capabilities on application, it is not necessary to add plastic in-between freehand product placement.

6. The 6 LEVELS OF LIFT CLAY and the 7 LEVELS OF LIFT POWDER are both Ammonia Free Powder Lighteners, what is the ingredient that replaces the ammonia?

The Ammonium Persulfate is removed and replaced with Potassium Persulfate.

7. If I have not achieved my desired level of lift with the 6 LEVELS OF LIFT CLAY LIGHTENING POWDER can the product be removed with a damp towel and reapplied?

Yes however, extreme care must be taken to ensure the condition and porosity of the client's hair are considered before proceeding.

8. Why are the LIGHTENING POWDERS referred to as Up To 6, 7 and 9 LEVELS OF LIFT?

It is an indication of the amount each powder could lighten the hair.

9. What are the benefits of all the LIGHTENING POWDERS being a dust free formulations?

There are less particles produced during the mixing and application, there are less dust particles in the environment, therefore creating a safer space for the hairstylist and client.

10. Which LIGHTENING POWDERS and CREAM DEVELOPER strength is recommended for ON SCALP application?

7 LEVELS OF LIFT LIGHTENING POWDER and 6% (20vol) is recommended for on scalp lightening.

11. If I don't achieve the desired degree of lift from applying 7 LEVELS OF LIFT LIGHTENING POWDER and 6% (20vol) on scalp, can I re-apply? Yes, if another application is required, 7 LEVELS OF LIFT LIGHTENING POWDER + 3% (10vol) would be recommended for the second application.

12. Do all 3 LIGHTENING POWDERS remain stable throughout the development time?

Yes, this allows for a more even consistency in the lightening result.

13. Do the LIGHTENING POWDERS need to stay on for the full development time?

Not always, visual development can allow you to lighten the hair to the depth you are wanting to achieve. Maximum development time is 50 minutes for the CLAY and 7 LEVELS OF LIFT, and 55 minutes for the 9 LEVEL OF LIFT LIGHTENING POWDER.

14. All 3 LIGHTENING POWDERS contain the BOND REPAIRING COMPLEX, can I add an additional 'plex' into the LIGHTENING POWDERS?

It is not recommended to add any additional 'plex' products into the existing formulation.

15. Can heat be used with any of the LIGHTENING POWDERS?

No, we DO NOT recommend using heat during any LIGHTENING POWDER service.

16. The 9 LEVELS OF LIFT LIGHTENING POWDER is blue in colour, does it tone the hair?

The colour is an ultramarine blue mineral pigment that gives a slight anti-yellow tone with a very slight tonal deposit.

17. Can I alter the mixing ratio for the all LIGHTENING POWDERS?

Each LIGHTENING POWDER comes with a versatile mixing ratio so stay within the recommendations to maintain the perfect balance of the product.

18. Can the LIGHTENING POWDERS be mixed with other brands Developers, Activators or Peroxides?

Our Lightening Powders have been specially formulated with high performing and naturally derived ingredients deliver optimal results. We DO NOT recommend using any other brands peroxides/developers/activators to be mixed with any of our LIGHTENING POWDERS.

WORDS WE LOVE OUR PHRASE INDEX

The language used and how we talk about ELEVEN Australia COLOUR is a part of the brands DNA. Here is a list of technical and descriptive words we love and use to communicate our colour. Whether it's in the salon with our clients or on social media, we love keeping our language and message consistent.

COLOUR CIRCLE – A tool to show colour and demonstrate the relationship and interaction between each shade and depth.

COLOUR CHART – A book with coloured hair wefts that show the entire colour portfolio. Visually giving the true tonal direction of each shade as well as a reference for the recommendations and guidelines on how to use the colour.

NATURAL DEPTH – Refers to the natural colour of hair, starting from a 1 through to 10.

NEW GROWTH – The new hair growth approximately 2.5cms or 1 inch from the scalp.

MID-LENGTHS – The hair that is from the edge of the new growth through to the middle of the length of hair.

ENDS – The last (tip) area of the length of the hair strand. From 1cm through to 10cms, depending on the overall length of hair.

WEFT BOOK – A swatch book filled with natural hair designed for experimenting and customising your personal colour combinations.

COLOUR FORMULA – Refers to the colour combinations used to create a certain colour. It could be a combination of the DEMI-PERMANENT LIQUID COLOUR/S or the LIGHTENING POWDERS used with either the ACTIVATOR OR DEVELOPER and the exact measurements.

EXISTING COLOUR – refers to existing artificial colour that is in the hair. It's history, always consider there maybe serval layers of existing colour.

LIGHTENING POWDER – is the bleaching products, there are 3 in the range:

- UP TO 6 LEVELS OF LIFT DUST FREE IVORY LIGHTENING CLAY
- UP TO 7 LEVELS OF LIFT DUST FREE WHITE LIGHTENING POWDER
- UP TO 9 LEVELS OF LIFT DUST FREE BLUE LIGHTENING POWDER

DEMI-PERMANENT LIQUID COLOUR – is an oxidative colour that partly enters the hair fibres for longer lasting results, the colour is developed in the hair fibres between the cuticle and cortex layers. Normally lasting between 20 – 25 washes. It is mixed with equal parts (1:1) of the 2% (7vol) LIQUID ACTIVATOR or 4% (13vol) CREAM ACTIVATOR.

MAJOR TONE – is the main tonal direction of the shade.

SECONDARY TONE – is the minor tonal direction of the shade that sits behind the dominant tone.

SHADE – is the actual colour.

GLOBAL APPLICATION – is applying the colour entirely over the hair, from the roots to ends.

COLOUR APPLICATION – How you apply the colour to the hair, whether you use a BOWL, BRUSH or APPLICATOR BOTTLE.

FREEHAND COLOUR – is hand painting the colour directly onto the hair.

DEVELOPMENT TIME – The length of time required to develop the colour.

VISUAL DEVELOPMENT TIME – This means watching/looking at the hair to observe the colour up take or the degree of lightening required. Once you can see the result you are wanting to achieve, the colour can be removed as recommended.

ROOT SHADOW – When the colour of the hair that sits about 2.5cm – 5cm (1-2 inches) from the scalp creates a shadow or contrast from the rest of the hair colour.

COLOUR LONGEVITY – How long the colour is expected to last in the hair.

INTENSIFYING COLOUR – To either create longer lasing colour or to increase white hair blending, or to make a shade brighter.

WORDS WE LOVE OUR PHRASE INDEX

PRE-PIGMENTATION – To replace lost colour pigment (warmth) back into the hair when going two or more shades darker than the existing colour.

CLEANSING BATH – A measured combination of SHAMPOO, LIGHTENING POWDER and CREAM DEVELOPER to remove existing artificial colour.

WHITE HAIR – A pigment free hair strand without melanin and therefore colourless.

TARGET SHADE – The predicted end result of the desired depth and tonal direction.

ACTIVATORS – There are two strengths of ACTIVATORS specifically designed to be mixed with the DEMI-PERMANENT LIQUID COLOUR. Mixing ratio is 1:1.

2% (7vol) LIQUID ACTIVATOR

4% (13vol) CREAM ACTIVATOR

DEVELOPERS – There are four strengths of CREAM DEVELOPERS available – these are all EXTRA CREAMY PREMIUM DEVELOPERS (hydrogen peroxides) infused with naturally derived ingredients and conditioning properties designed to be mixed with the ELEVEN Australia COLOUR – LIGHTENING POWDERS.

- 3% (10vol) CREAM DEVELOPER
- 6% (20vol) CREAM DEVELOPER
- 9% (30vol) CREAM DEVELOPER
- 12% (40vol) CREAM DEVELOPER

POROSITY EQUALISER SPRAY – A pre-colour spray used to equalise the porosity, uneven condition and textures along the hair strand prior to any colouring service.

COLOUR LOCK SPRAY – A post colour spray that is a leave-in conditioning spray to lock in the colour and ensure optimum shine and hydration to the hair.

BOND REPAIRING COMPLEX – The combination of two ingredients: HYDROLYSED PEA PROTEIN to protect the hair from outside and CREATINE to rebuild and strengthen hair from within, so fully protects hair from the inside out.

HERO INGREDIENTS – The three main ingredients used across the colour portfolio. They are HYDROLYSED PEA PROTEIN, ORGANIC SUNFLOWER OIL AND HYDROLYSED QUINOA.

NATURALLY DERIVED INGREDIENTS – To achieve professional results as well as feed the hair with nutrients, the colour portfolio contains between 62% to 95.6% naturally derived ingredients of the highest grade.

REDUCE DEPTH – Adding the DEMI-PERMANENT LIQUID COLOUR – CLEAR to an existing shade to make a shade appear lighter or more pastel on the hair.

REDUCE SHADE INTENSITY – Adding DEMI-PERMANENT LIQUID COLOUR – CLEAR to an existing shade to dilute the shade tone to give it a lighter and not so intense version of the selected shade while maintaining the same tonal value.

COLOUR CONSULT – Openly discussing and understanding the colour needs with the salon client. Often this is done with visuals like the COLOUR CHART to help them understand the tone direction of the shade and the desired result.

HAIR STRAND – A single piece of hair, measuring it in length and width.

MIXING RATIO – The measured amount of COLOUR and LIQUID ACTIVATOR or CREAM DEVELOPER required to technically make the colour work. Always use scales and confirm the amounts recommended.

COLOUR REMOVAL – Removing artificial pigment from the hair.

VIBRANT FASHION SHADE – The major and secondary tone have the same tonal number or letter. This indicates a strong and single tonal shade to give more intensive results, eg. .CC.

SHADE COLLECTION – The group of shades or colours that have similar tonal characteristics. There are six COLOUR COLLECTIONS and CLEAR LIQUID COLOUR in the ELEVEN Australia COLOUR portfolio.

NATURAL – Neutral tones.

WARM – Soft golden natural tones with delicate warm hues.

COOL – True cool tonal directions combining blues, greys, violets and MT shades with a grey green tonal direction.

FASHION – Violet, red and copper intense and strong single tonal direction.

PASTAL – Soft pale tonal direction in different hues of natural, warm, cool and uniquely developed fashion pastels. Create the perfect soft tone on high level blondes without over toning or adding depth to the hair.

CLEAR – A pigment free formula that has no tone and is completely colourless.

PURE GLOSS – Use CLEAR and 2% (7vol) LIQUID ACTIVATOR as a pure gloss service to add shine to natural or existing coloured hair.

SHEER TONE – When you mix a percentage of CLEAR with the selected DEMI-PERMANENT LIQUID COLOUR to reduce the shade intensity and therefore create a more sheer tone on the hair.

PASTEL COLOURING – Applying a DEMI-PERMANENT LIQUID COLOUR after a LIGHTENING POWDER service to create soft pastel tone to pre-lightened hair or for soft pastel neutralization.

TOE ON TONE – Selecting the colour at the same depth as the natural or existing depth. For example, if I was working with a depth of a 7, I could select the following as a Tone on Tone option:

• 7.11/7.AA • 7.13/7.AG • 7.44/7.CC

FASHION COLOURING – Selecting a colour with intense tones. The major and secondary tones have the same number or letter. This will intensify the overtone to maximize shade character.

For example:

• .11/AA • .22 /VV • .33/GG • .44/CC • .66/RR

To further increase intensity pre-lighten natural or existing colour first.

WHITE HAIR BLENDING – Creating a multi-dimensional result between the natural and white hair. Both hair types equally take on the colour. To the eye, they have taken on the colour differently however because working with a natural and white hair strands it gives a natural blending of the different hair colours creating different tones throughout the hair.

COLOUR REFRESHING – When a permanent colour has been applied to the new growth and the DEMI-PERMANENT LIQUID COLOUR is applied to the mid-lengths and ends to colour balance or refresh the existing colour. A colour can also be applied to an existing colour to add more depth or to change or intensify the tonal direction.

CORRECTIVE COLOUR – When you change or alter the colour in more than one step. Corrective colour can take on different applications to rectify or change what is existing in the hair. The most common reason to perform a colour correction service is because hair is too dark, too light, too solid, too warm or too cool.

COLOUR MARBLING – Applying two or more shades without any hard or defined sectioning or lines. Allowing the colours and tones to merge together creates a marbled effect.

ZONE COLOURING – Typically dividing the hair into three sections.

1. The new growth
2. From the new growth to the mid lengths.
3. From the mid lengths through to the ends.

Apply 3 different tones and/or depths to create beautiful depth, light and shade and multi-dimensional results.



ELVEN™
AUSTRALIA

COLOUR

EXPLORE



elevenaustralia.com



[elevenaustriacolour](https://www.instagram.com/elevenaustriacolour)



[elevenaustriacolour](https://www.facebook.com/elevenaustriacolour)



[elevenaustriacolour](https://www.youtube.com/elevenaustriacolour)



Eleven Australia Colour – DiGi 24/7

CONNECT WITH US AT

colour@elevenaustralia.com