



BEFORE



BEFORE



### Beautiful Collection Moisturizing Color Semi-Permanent Haircolor

#### Kasius

Kasius wants to refresh her color after a relaxer, replenish the shine, and condition her hair. Her dark hair works well with her medium brown skin, but she wants to add a fashionable jewel tone that will complement her skin tone. This will also enhance her rich brown eye color, and give her a totally fabulous look!

#### Technique Solution

1. Applying Beautiful Collection B40W, Amethyst, throughout her hair will allow Kasius to maintain her deep Level 3 haircolor while adding new dark plum tones for a fashionable yet natural warmth to her skin.
2. Since Beautiful Collection is a true semi-permanent haircolor with no ammonia, and is not used with a developer, Kasius's hair will be left in optimum condition with plenty of shine.

#### Timing

Time for 25 minutes. Rinse, shampoo and condition.

Beautiful Collection helps rejuvenate hair condition and shine and can be used immediately following a chemical relaxer without fear of damage. Enriched with Aloe, Jojoba Oil, and Vitamin E.

### Beautiful Collection Advanced Gray Solution Semi-Permanent Haircolor

#### Jeanette

Jeanette is 25% gray around her hairline and crown, with a bit more gray throughout her head. Old highlights have grown out and faded to a brassy tone, which washes out her golden-tan skin and contrasts harshly with her warm brown eyes. The gray re-growth makes her look tired, so she wants to cover the gray while enhancing her overall color to brighten her complexion and bring out the warmth in her eyes. She does not want the commitment of frequent touch-ups, so Beautiful Collection Advanced Gray Solution is the perfect choice because it lasts from 8-12 shampoos.

#### Technique Solution

Apply Advanced Gray Solution 6G, Light Golden Chestnut, to shampooed, towel-dried damp hair.

Shade 6G will create three results:

1. Revitalize her faded highlights with rich tone.
2. Blend the gray hair to complement her highlights.
3. Add rich golden tonality and shine to her natural pigmented hair to warm up her complexion and eye color.

#### Timing

Time for 25 minutes. Rinse well. Do not shampoo.



BEFORE



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### Jazzing Temporary Haircolor

#### Naoumie

Naoumie has chemically relaxed hair with some older highlights that look brassy and lack tonal interest. Her skin is a rich darker color with cool undertones. She wants a fashionable color that provides funky contrast to her skin for a result that gets noticed. She likes Jazzing because it is temporary color that washes out, so she can experiment with different colors!

#### Technique Solution

1. Section the hair to isolate an "accent" area around the face and head that works with the direction of the finished style.
2. Apply Jazzing 40, Red Hot, to front area.
3. For interest and contrast, apply Jazzing 56, Cherry Cola, to all remaining hair. The deeper red tones of Cherry Cola will help Naoumie's hair look thicker, while emphasizing the vibrancy of the front panel.
4. Jazzing can be used immediately following a chemical relaxer without fear of damage.

#### Timing

Time for up to 20 minutes. Rinse and shampoo.



### Liquicolor Permanente Permanent Haircolor

#### Amanda

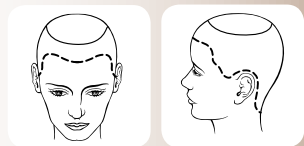
Amanda has natural medium-brown haircolor, and she wants a brighter blonde tone. She has warm golden skin and hazel eyes. She wears her hair natural and carefree, and would like her haircolor to express that.

#### Technique Solution

Applying liquicolor permanente in two Levels of golden tones will create a medium-to-lighter golden blonde to enhance Amanda's warm skin and eye color.

1. First, create a circular section around the top of the head. Isolate the top circle with a ponytail holder.
2. Apply 2 oz. liquicolor permanente 5GN/35G mixed with 2 oz. 10-volume\* Pure White developer to the bottom section of free hair.
3. Use foil sheets to cover loosely.
4. Next, apply 2 oz. liquicolor permanente 7G/41G mixed with 2 oz. 20-volume\*\* Pure White developer to the top circle section.

liquicolor permanente will lift and deposit in one easy step and features SOY4PLEX™ for deep conditioning, healthy-looking shine, multi-dimensional color and long-lasting results.



\* 10-volume developer mixed with the darker shade will provide maximum tonal deposit.

\*\*20-volume developer mixed with the lighter shade will ensure clear golden results.

**Timing :** Time for 45 minutes. Rinse, shampoo and condition.

Wait one week and one shampoo after a relaxer before applying permanent color.

59 liquicolor permanente shades for a dramatic new look and excellent gray coverage.

- Long-lasting Results
- Multi-Dimensional Shades
- Reflective Shine
- Deep Conditioning

Permanent color with SOY4PLEX™ for the 4 signs of healthy looking color:

LIQUICOLOR PERMANENTE:

FOR THE NATURAL IN YOU...

16 Jazzing shades in vibrant bold colors to make your hairstyle pop! So go ahead and have some fun with color.

may last longer.

However, if used on light/blonde hair, or pre-lightened hair, color Commitment-free temporary rinses that last 1-2 shampoos.

JAZZING:

FOR THE DARING IN YOU...

\* Moisturizing Color lasts 4-6 shampoos  
Advanced Gray Solution lasts 8-12 shampoos

to 50% gray hair:

5 Advanced Gray Solution shades cover gray on heads with up

to 30% gray hair:

15 Moisturizing Color shades provide up to 45% more shine (vs. untreated hair) and are great for gray blending on heads with up

developer.

can use immediately following a relaxer. Best of all, it requires no shampoos\*. The no-ammonia, no peroxide color is so gentle, you look. This deposit only color will not lighten hair and lasts 4-12 No damage, rich semi-permanent color to enhance your natural

BEAUTIFUL COLLECTION

FOR THE SOPHISTICATED IN YOU...

For questions, call the Clairol Professional experts at **1-800-221-4900**.

Visit [clairolpro.com](http://clairolpro.com) for product information and stylist education, including step by step techniques and videos.

Visit [clairolpro.com](http://clairolpro.com) for more information and become a fan at [facebook.com/clairolpro](http://facebook.com/clairolpro)



Liquicolor permanente is RATED #1 Haircolor in 2011 Health Beauty Awards

FOR MORE INFORMATION VISIT CLAIROLPRO.COM OR CALL 1-800-221-4900  
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# CLAIROL PROFESSIONAL

Color that reveals the fabulous in me.

**Beautiful Collection Semi-Permanent**  
An indulgent color boost without the damage

**Jazzing Temporary**  
Commitment-free rinses in vibrant, bold shades

**Liquicolor Permanent**  
Long-lasting color, shine and deep conditioning

## Reveal the FABULOUS in You!

Choosing the right haircolor can give rich, beautiful color results that make skin glow, eyes sparkle and hair look healthy and full of shine. Clairol Professional helps bring out every woman's unique personal beauty by offering a full spectrum of colors in all permanency levels, from temporary to semi-permanent and permanent in more than 90 radiant shades.

Clairol Professional experts can help you choose the right product and shade to bring out your personal beauty and reveal the FABULOUS in you!

## BEAUTIFUL COLLECTION

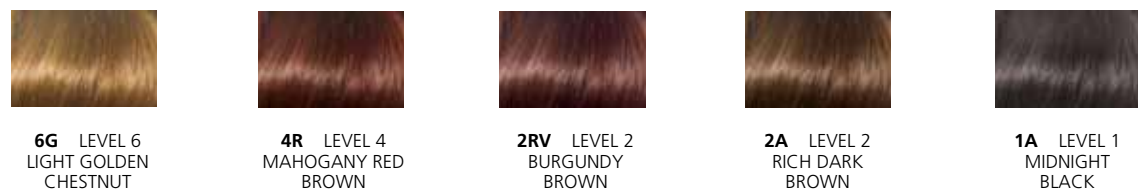
### MOISTURIZING COLOR SEMI-PERMANENT

Can be used immediately following a relaxer service



### ADVANCED GRAY SOLUTION SEMI-PERMANENT

Can be used immediately following a relaxer service. Up to 50% coverage on resistant gray hair



### MIXING

All Beautiful Collection shades are intermixable for custom color. Mixing Moisturizing Color with Advanced Gray Solution is not recommended.

No developer is used with Beautiful Collection.

### APPLICATION

Apply directly from the bottle generously and thoroughly to shampooed and towel-dried hair. Can be used immediately following a relaxer. Be sure hair is thoroughly rinsed and shampooed per relaxer directions before applying any Beautiful Collection shade.

### TIMING

Process up to 25 minutes at room temperature. Rinse well, but do not shampoo.

### FOR LONGER-LASTING RESULTS WITH MOISTURIZING COLOR:

### APPLICATION

Apply and cover hair with plastic cap.

### TIMING

Process under warm dryer for 10 minutes. Cool 5 minutes. Rinse well. Do not shampoo.

### FORMULATION GUIDE:

DESIRED RESULT	FORMULATION
Enhance natural color, blend gray	Select shade in the desired Level and Tone
Refresh color immediately after a relaxer or chemical service	Select shade in the desired Level and Tone
Brighten natural color	Select shade 1–2 Levels lighter than natural color
Refresh permed, relaxed or color-treated hair	Select shade in the desired Level and Tone
Cover up to 50% gray	Choose an Advanced Gray Solution shade in the desired Level and Tone

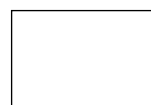
### TIPS

Heat is not recommended immediately following a relaxer. Heat is not recommended for use with Advanced Gray Solution.

## JAZZING

### TEMPORARY SHEER HAIRCOLOR

Can be used immediately following a relaxer service



10 CLEAR

### APPLICATION

Apply directly from bottle to towel-dried hair in sections. Use protective cream around hairline. Keep off scalp.

### TIMING

Process 5 to 10 minutes. Rinse and shampoo.

### FOR LONGER LASTING SEMI-PERMANENT RESULTS:

### APPLICATION

Apply as above. Cover hair with plastic cap and use heat.

### TIMING

Process under warm dryer for up to 30 minutes. Rinse and shampoo.

### FORMULATION GUIDE:

DESIRED RESULT	FORMULATION
Enhance natural color, blend gray	Select shade in the desired Level and Tone
Refresh color immediately after a relaxer or chemical service	Select shade in the desired Level and Tone
Brighten natural color	Select shade 1–2 Levels lighter than natural color
To get more vivid color	Apply to pre-lightened hair
To boost hair shine	Use Jazzing 10 Clear

### TIPS

Heat is not recommended immediately following a relaxer. Results will last longer on light/blonde hair, or hair that has been pre-lightened.

## LIQUICOLOR PERMANENTE (MISS CLAIROL RE-INVENTED)

### PERMANENT HAIRCOLOR

Gentle lift and deposit in one easy step



### MIXING

Mix 2 oz. of Clairol Professional liquecolor permanente with 2 oz. of Clairol Professional developer. For High-Lift Blonde shades, mix 2 oz. of Clairol Professional liquecolor permanente color with 4 oz. of 40-volume Clairol Professional developer.

### APPLICATION

Apply in either a virgin or a retouch application. High-Lift Blondes: Do not pull through to ends on retouch application.

### TIMING

Process up to 30 minutes. For High-Lift Blondes or resistant gray, process up to 45 minutes.

### FORMULATION GUIDE:

- DETERMINE NATURAL HAIRCOLOR LEVEL.
- SELECT A SHADE IN THE DESIRED LEVEL AND TONE.
- CHOOSE THE DEVELOPER NEEDED TO ACHIEVE THE DESIRED RESULT:

To match or deepen color, use 10-volume.

To cover more than 30% gray, use at least 20-volume.

To lighten natural haircolor Levels 4-10 (Light Brown - Lightest Blonde):

1 Level.....10 VOLUME	4 Levels.....40 VOLUME
2 Levels.....20 VOLUME	5 Levels.....DOUBLE 40* VOLUME
3 Levels.....30 VOLUME	<small>WHEN MIXED WITH HL BLONDES</small>

To lighten natural haircolor Levels 1- 3 (Black – Medium Brown):

1 Levels.....20 VOLUME	3 Levels.....40* VOLUME
2 Levels.....30 VOLUME	

\*40-volume developer is not recommended for relaxed or permed hair.

### TIPS

Wait 1 week and 1 shampoo after relaxing before applying liquecolor permanente. 40-volume developer is not recommended for hair that has been chemically relaxed.

## Shade Comparison Chart

### SEMI-PERMANENT

Semi-permanent color is great as an in-between color for permanent color; use for root touch-ups or as an all-over refresher for added shine. See chart below for comparison shades.

BEAUTIFUL COLLECTION® MOISTURIZING COLOR	ION™ SEMI	DARK & LOVELY™™		
Jet Black	B22D	Black	Jet Black	371
Black	B20D	n/a	Natural Black	372
Darkest Brown	B18D	Darkest Brown	Brown Sugar	373
Cedar Red Brown	B14W	Dark Red Brown	Rich Auburn	374
Honey Brown	B11W	Light Warm Brown	Sunkissed Brown	377
14K Gold	830W	Golden Blonde	Honey Blonde	378
Light Ash Brown	B08D	n/a	Chestnut Blonde	380
Rosewood Brown	B17W	Medium Red Brown	Deep Copper	385
Medium Ash Brown	B12D	Medium Ash Brown	Brown Sable	386
Light Reddish		Light Red Brown	Warm Mocha	390
Brown	B09W	Medium Warm Brown	Brown Cinnamon	391
Medium Warm		n/a	Rich Wine	392
Brown	B13W	n/a	Burgundy Blush	393
Amethyst	B40W	Neutral Blonde	Luminous Blonde	396
Wine Brown	B175W	Dark Warm Brown	n/a	
Champagne	B01N			
Dark Warm Brown	B15W			

ADVANCED GRAY SOLUTION	ION™ SEMI	DARK & LOVELY™™	
Midnight Black	Black	Jet Black	371
Rich Dark Brown	Darkest Brown	Brown Sugar	373
Mahogany Red Brown	Dark Red Brown	Rich Auburn	374
Light Golden Chestnut	Light Warm Brown	Sunkissed Brown	377
Burgundy Brown	n/a	Burgundy Blush	393

### TEMPORARY

See chart below for comparison shades.

JAZZING	MANIC PANIC™™™
Red Hot	Infra Red
Fuschia Plum	Fuschia Shock
Cherry Cola	Pillar Box Red
Ruby Red	Rock & Roll Red
Black Cherry	Vampire Red
Ebony	Raven

\*Ion™ is a trademark of Beauty Holding LLC

\*\*Dark & Lovely is a trademark of L'Oréal USA Creative, Inc.

\*\*\*Manic Panic™ is a trademark of Tish & Snooky's N.Y.C. INC.

### PERMANENT

See chart below for comparison shades.

LIQUICOLOR PERMANENTE (MISS CLAIROL RE-INVENTED)	DARK & LOVELY™™	
6N Dark Neutral Blonde	Golden Bronze	379
3N Medium Neutral Brown	Brown Sable	386
2N Dark Neutral Brown	Brown Sugar	373
1A Black Velvet	Natural Black	372
1AA Black Azure	Jet Black	371
6RR Reddest Fire Red	Deep Copper	385
4RR Reddest Copper Red	Red Hot Rhythm	375
3RN Cinnamon	Rich Auburn	374
8GN Spring Honey	Luminous Blonde	396
7G Golden Apricot	Honey Blonde	378
5GN Sunlit Brown	Sunkissed Brown	377
3GN Sunset Brown	Warm Mocha	390

### PURE WHITE DEVELOPER:

Ideal for bowl-and-brush or bottle application with liquecolor permanente.

### CLAIROXIDE DEVELOPER:

Ideal for bottle application with liquecolor permanente.



## CHOOSE THE RIGHT PRODUCT AND SHADE

### REVEALING THE FABULOUS IN YOU...

A fabulous new you is just two decisions away: First, decide on the type of haircolor you need to get the results you want. Second, decide on a shade that will enhance your natural skin tone and eye color.

### CHOOSING THE RIGHT PRODUCT

Choosing the right product depends on:

- How long you want the color to last
  - 1 to 2 shampoos – choose Jazzing temporary color.

- 4 to 12 shampoos – choose Beautiful Collection semi-permanent color in Moisturizing Color or Advanced Gray Solution shades.
- Permanently, until hair grows out or is re-colored – choose liquecolor permanente.

### 2. What you want the color to do

- Enhance, match or brighten the color on your head right now – choose Temporary or Semi-Permanent.
- Blend or cover (up to 50%) gray – choose Temporary or Semi-Permanent.
- Create dramatic color change and cover up to 100% gray – choose Permanent.

### CHOOSING THE RIGHT SHADE

After you decide on the type of haircolor you want, choose a specific shade that complements your natural skin tone and eye color. Here are some guidelines:

### SKIN TONE

There are two natural types of skin tone – Warm and Cool

- Yellow or gold-based skin tones are Warm and look best with warm haircolors that have Golden or Red bases.

- Blue or pink-based skin tones are Cool and look best with cool haircolors that have Ash, Blue, Violet or Neutral bases.

### EYE COLOR

- If your eyes are hazel, green, topaz or light-to-medium brown, warm shades of haircolor bring out their natural beauty.

- If your eyes are blue, deep green, dark brown, or almost black, haircolor shades with cool tones will reveal new depths.

### HOW-TO TIPS

- If you are unsure of your skin tone – Warm or Cool – look at the underside of your wrist. This protected area is easier to “read” for skin tone.
- Natural daylight is the best light source when determining skin tone.
- In general, when choosing permanent haircolor, stay within two Levels of your natural haircolor and your new look will enhance your skin tone and eye color.
- If you relax your hair, you can use Jazzing temporary or Beautiful Collection semi-permanent immediately after a relaxer service with no fear of damage
- If you choose permanent color, wait one week and one shampoo after relaxing before you apply color.