

BLONDES • BRUNETTES • REDS • VIOLET • SILVER

CHI IONIC

SHINE SHADES

LIQUID HAIRCOLOR

COLOR MANUAL

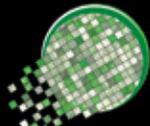


5-in-1
COLOR SOLUTION

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment Color



CERAMIC



COMPLETE OXIDATION

COLOR LOCK



ANTI-FADE

SILK & OIL



SHINE

ALOE



MOISTURE

FAROUK®
CHI | BIOSILK®

INTRODUCTION

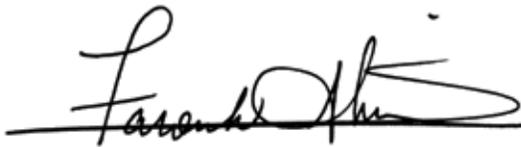
Dear Fellow Hair Color Artist,

With great pleasure and pride we are happy to share with you the CHI Ionic Shine Shades Liquid Hair Color. A new innovative breakthrough technology that makes CHI Ionic Shine Shades most in demand by hair color artists worldwide. It is the first liquid color system in the world that is ammonia free. Traces of inorganic ceramic are included to assure full oxidation of all dyes to achieve balance and shine. Silk, Olive Oil and Brazilian Nut Oil are other beneficial ingredients that help to retain moisture, improve smoothness and reconstruct the hair's amino acids during processing while Aloe Vera is known for its soothing properties.

CHI Ionic Shine Shades Liquid Hair Color is formulated, tested and approved by top chemists and hair color artists renowned worldwide. The CHI Ionic Shine Shades Liquid Hair Color System is a dream come true for hair color artists who demand a new innovation with long lasting results.

For fashionable, healthy, smooth, soft and shiny hair use CHI Ionic Shine Shades Liquid Hair Color. Please read and follow our simple instructions to achieve the best results. Farouk Systems is proud to be a company of hair artists for hair artists, leading the world of American Beauty.

With Best Wishes,



Farouk Shami
Chairman, Founder and Hair Color Artist



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CHAPTER 1

Introduction to CHI Ionic Shine Shades Liquid Hair Color

- Features and Benefits
 - Key Ingredients
 - What makes CHI Ionic Shine Shades Liquid Hair Color unique?
 - o Ammonia Free
 - o Convenience
 - o Performance
 - o CHI Ceramic Technology
 - o PDS Color System
- Tools for Success

CHI Ionic Shine Shades Liquid Hair Color is a versatile liquid color line that can be used as a stand-alone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color. This easy to mix and apply liquid formula features PDS coloring system that can be used for Permanent, Demi-Permanent and Semi-Permanent color formulations. CHI Ionic Shine Shades Liquid Hair Color offers the ability to deposit, lift, tone, correct, and refresh all color tones, perfect for maximizing color services in the salon.

Features and Benefits

- PDS color system offers the ability to formulate color into permanent, demi-permanent and semi-permanent options.
- Offers the ability to deposit, lift, tone, correct, and refresh all color tones, perfect for maximizing color services in the salon.
- May be used as a stand-alone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color

KEY INGREDIENTS



Ceramic

- CHI Ceramic provides maximum color penetration inside the hair
- Ceramic produces an ionic charge (+/-) that will anchor the dyes deep inside the hair
- Adds radiance, shine and longevity to color
- Complete oxidation of the dyes



Color Lock Complex

- 30% longer lasting color
- Adds essential moisture to hair during color service



Silk & Oil

- Silk contains 17 of the 19 amino acids found in hair
- Strengthens the hair
- Silk holds up to three times its weight in moisture
- Olive Oil and Brazilian Nut Oil add moisture and improve color longevity
- Adds incredible shine and reflection



Aloe

- Aloe is known for its soothing properties
- Adds moisture and shine to hair

CHAPTER 1

WHAT MAKES CHI IONIC SHINE SHADES LIQUID HAIR COLOR UNIQUE?

Ammonia Free
Convenience
Performance
CHI Ceramic Color Technology
PDS Color System

Ammonia Free

CHI Ionic Shine Shades Liquid Hair Color has replaced hazardous ammonia with a mild, yet highly effective alkaline called MEA (Monoethanolamine). When ammonia is mixed with peroxide it creates an unstable gas which leads to an unstable pH level. When MEA is mixed with peroxide, it DOES NOT create any gases and the color maintains a consistent pH level.

Convenience

Four Easy Steps

Easy and logical steps to achieve your target color

- Step 1 - Determine the level you are starting from
- Step 2 - Determine the level you wish to achieve
- Step 3 - Determine the tone desired
- Step 4 - Determine the volume of Generator needed

Versatile Assortment of Shades

- Color shades for rich, vibrant color results
- Additives to intensify or neutralize tones
- Clear Additive for additional shine or to adjust tones for more transparency

Low Inventory

- Space saving for salons or booth renters
- Cost effective liquid hair color that can be used for custom mixing and blending to keep inventory low

Performance

5-in-1 Liquid Hair Color Solution offers ease of application and mixing

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment Color

Perfect for maximizing color services in the salon

- 30 minutes or less processing time depending on color formulation

Standard Series

- Silver Series – For intense silver and platinum tones for use on levels 8 and up
- Blonde Series – For vivid blondes and endless toning options
- Red Series – For rich and radiant reds
- Brunette Series – For brilliant dimensional browns
- Violet Series – For vibrant and intense plum and violet tones

Natural Gray Coverage Series

- Designed to provide natural gray coverage to hair that is more than 50% gray
- Natural color blending for hair that is less than 50% gray

Color Additives

- To intensify or neutralize tones

Clear Additive

- For additional shine or to adjust tones for more transparency

5-in-1
COLOR SOLUTION

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment Color

CHAPTER 1

CHI Ceramic Color Technology

Ceramic and Far Infrared will provide maximum color penetration inside of the hair

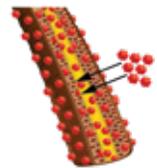
- Ionic Technology – Ionic Charge (+/ -) will anchor the dyes inside of the hair
- CHI Ionic dyes deliver unbelievable radiance, shine and longevity
- Liquid formula offers the same CHI Ionic Permanent Shine Cream Hair Color technology in liquid consistency.
- Versatile, easy to mix and combine with CHI Ionic Permanent Shine Cream Hair Color

PDS Color System

Permanent

Permanent hair color - lasts until it is grown out

Small molecules of pigment along with an oxidant help to penetrate the hair cuticle and deposit a permanent pigment. The oxidation reaction enables these color molecules to swell and expand, while ceramic ensures complete oxidation of all dyes. This makes it difficult for the molecules to be released and they become trapped within the hair cortex.

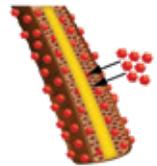


Permanent

Demi-Permanent

Demi-Permanent haircolor - can last up to 25 shampoos or more

The oxidation process enables the color molecules to swell to different sizes while ceramic ensures complete oxidation of the dyes. This makes it easier for smaller molecules to escape the hair cuticle. Some larger-sized molecules remain trapped within the hair cortex and gradually diminish as hair is shampooed.

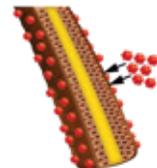


Demi-Permanent

Semi-Permanent

Semi-Permanent haircolor - can last up to 12 shampoos or more depending on the porosity of the hair

The oxidation process causes small color molecules to not swell very much making it easier for these to be released gradually every time the hair is shampooed. These molecules tend to stay within the outer edges of the hair cortex and only partially penetrate the hair shaft. Ceramic ensures complete oxidation of these dyes during processing.



Semi-Permanent

Toner

This helps to balance color tones, replenish shine and can be used in Permanent, Demi-Permanent or Semi-Permanent formulations.

Treatment Color

Key ingredients and oils help keep the hair in optimal condition during and after hair color services. In demi-permanent and semi-permanent hair color formulations the Clear Additive or CHI Color Lock Treatment provides moisture replenishment and strengthening.

**Refer to Demi-Permanent and Semi-Permanent color formulations.*

CHAPTER 1

Tools for Success

The CHI Ionic Shine Shades Wall Chart and Swatch Book are useful and necessary visual marketing tools for a colorist to use and create excitement and gain confidence with color clients.

Use these tools during client consultations to create custom formulations using the Four Easy Steps for hair color formulation.

Wall Chart

The CHI Ionic Shine Shade Wall Chart comes complete with level and tonal values of all shades.

This wall chart can be used as a quick and easy reference guide that is a perfect tool for your dispensary or color mixing area. This can help to determine formulating, mixing and timing.

Swatch Book

The CHI Ionic Shine Shades Swatch Book makes it easy to analyze the starting level, formulate target color and communicate with clients. This book features a quick reference guide for formulating, mixing and timing.

- The swatch ring is easy to store and is a visual marketing tool for the salon.
- Each CHI Ionic Shine Shades Liquid Hair Color shade is represented accurately with a swatch.
- Color swatches are represented on pigmented hair, not on white hair.
- Each shade is color coded to represent the base color and tonal value of the shade.



CHAPTER 2

Influencing Factors of Hair Color

- Hair Structure and Characteristics
- Porosity
 - How to test for porosity
 - How to equalize porosity
- Texture
- Formation
- Length and Density

Hair Structure and Characteristics

Achieving a beautiful hair color is always influenced by many factors from the physical characteristics of the client's hair to its natural color. Understanding the physical structure of the hair and the composition of natural hair color will always ensure the best results.

Hair color is always a combination of these 3 factors*:

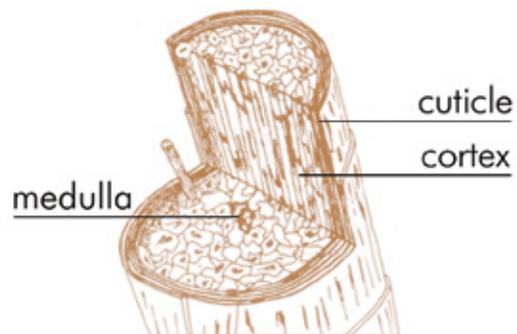
1. Client's Hair Color
 - a. Natural
 - b. Tinted
2. Hair Type
 - a. Porosity
 - b. Texture
 - c. Formation
 - d. Length
3. Target Color

**A thorough hair analysis of the above combination = END RESULT*

Hair Structure

Each hair is formed with three layers - Imagine a pencil.

- Cuticle = Outer Layer = Like the point on the pencil
- Cortex = Inside of the cuticle = Like the wood of the pencil
- Medulla = Inside of the cortex = Like the lead of the pencil

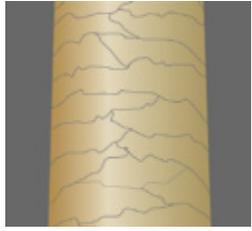
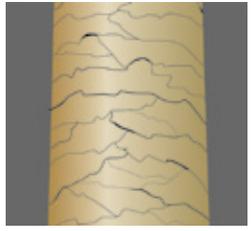
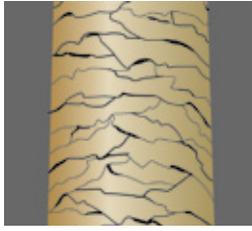


CHAPTER 2

Porosity

Porosity is the hair's ability to absorb and hold liquids and how much the cuticle resists penetration of a substance. Porosity indicates how many cuticle layers are around the cortex and how tight or loose they overlap. This will affect how hair color products will react on the hair. For effective color penetration on resistant/non-porous hair, use the maximum processing time and/or low heat. Gray hair is usually resistant and often requires maximum timing.

Different degrees of porosity can exist on the same head of hair due to different chemical services, ranging from non porous at the scalp area to very porous on the ends. This type of hair is called Multi Porous.

| Non Porous/Resistant | Normal Porosity | Porous |
|---|--|--|
|  |  |  |
| <p>Tight and compact cuticle layer. Appears and feels glossy and shiny</p> | <p>The cuticle layer is intact with little or no voids or damage. Appears normal</p> | <p>Has more open cuticle layers. Appears and feels dull and matte. Cuticle layer feels rough</p> |
| <p>The cuticle layer acts as a protective barrier to prevent the depletion of moisture, proteins and color from the hair</p> | <p>The cuticle layer is ideal for color absorption</p> | <p>The individual layers of the cuticle become brittle, dry and can even separate from each other. This type of hair has lost some of its protective barrier</p> |
| <p>Non porous/resistant hair accepts color molecules with more difficulty and therefore has a tendency to resist the coloring process</p> | <p>Ideal for all types of color services</p> | <p>Easier to lighten and often accepts hair color faster, especially cool tones. Porous hair can reject warm tones</p> |
| <p>Non porous/resistant hair holds color very well</p> | <p>Accepts color and holds it well</p> | <p>Porous hair has a tendency to fade faster, especially without proper home care.</p> |

How to Test for Porosity

Select a small section of hair (test several areas of the hair for multiple porosity)

1. Hold the ends and slide your thumb and forefinger of the opposite hand along the hair shaft toward the scalp
2. The easier the hair back combs/friction/feels rough = the greater the porosity
3. Hair that does not back comb/no friction/glides = usually more resistant
4. Test porosity on wet and dry hair

How to Equalize Porosity

To equalize hair's porosity, lightly mist the hair with CHI Keratin Mist and leave in.



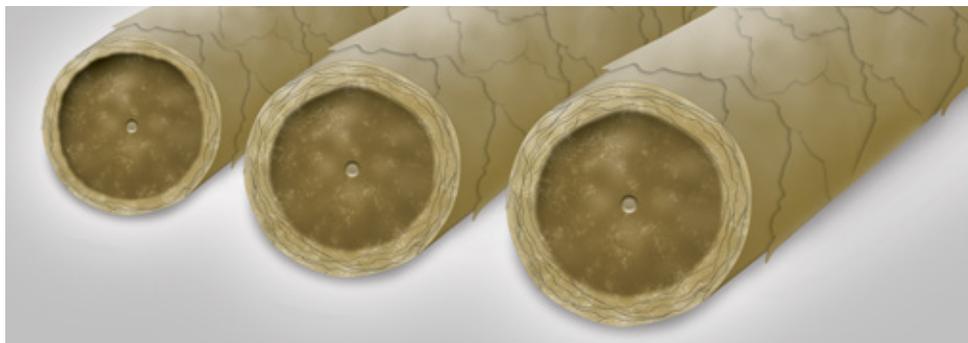
Texture

Hair texture is determined by considering these factors:

- The diameter of an individual hair shaft
- Texture affects hair color because hair's natural melanin pigment is distributed differently in different type of textures
- Different diameters also have different resistance to the hair color

Texture can be divided into three primary classifications:

Fine Normal Coarse



| Fine Hair | Normal Hair | Coarse Hair |
|--|--|--|
| Smaller in diameter | Medium in diameter | Larger in diameter |
| Lacks body | Bouncy with good body | Firm body |
| Strength and resistance for chemical services may vary | Ideal for all chemical services | Usually more resistant to chemical services |
| Color results may appear slightly darker than in coarse hair | Recommended processing times usually apply | Color results may appear slightly lighter than in fine hair. May require a longer processing time/low heat |

CHAPTER 2

Formation

What is formation?

Formation is the form of the hair. There are three categories:

Straight



Wavy



Curly



Straight

- Provides maximum reflection of light due to the solid surface

Wavy

- Provides moderate amount of reflection
- May absorb more color than straight hair

Curly

- Provides the least amount of reflection
- Curly texture will always absorb more light
- Curly texture usually absorbs more color than straight hair
- Heat is usually not necessary to process the color

Length and Density

Length

The actual length measurement of the hair shaft

- Long hair may show multiple porosity due to the elements
- In long hair, application procedure/timing may vary according to length
- All above are influencing factors on application procedure, time and results

Analyze the entire length of the hair, consider these 3 areas:

Roots:

- Hair that extends from the scalp to about ½ to 1 inch (1-2 cm) out

Midshaft:

- The area of the hair that begins from ½ to 1 inch (1-2 cm) away from the scalp area and extends through the hair shaft excluding the ends

Ends:

- The area from the mid shaft all the way to the tip of the hair

| Root | Midshaft | End |
|---------------------------|--|---|
| Softest cuticle | Hardest cuticle | Cuticle can be open |
| Moderate porosity | More resistant | More porous |
| Newly formed cuticle | Older keratinized cuticle (cells have had more time to flatten out and harden) | Oldest part of the hair (more exposure to sun, styling etc.) |
| Natural and healthy state | | Color result can be unpredictable |



Density

Hair density is the amount of hair per square inch on the head. When performing a color service it is important to understand the density of the hair in order to understand how much color to mix. The thicker the hair is on the head, the more color you need to mix to ensure proper saturation during application. The thinner the hair the less color is needed.

CHAPTER 3

CHI Ionic Shine Shades Liquid Hair Color System

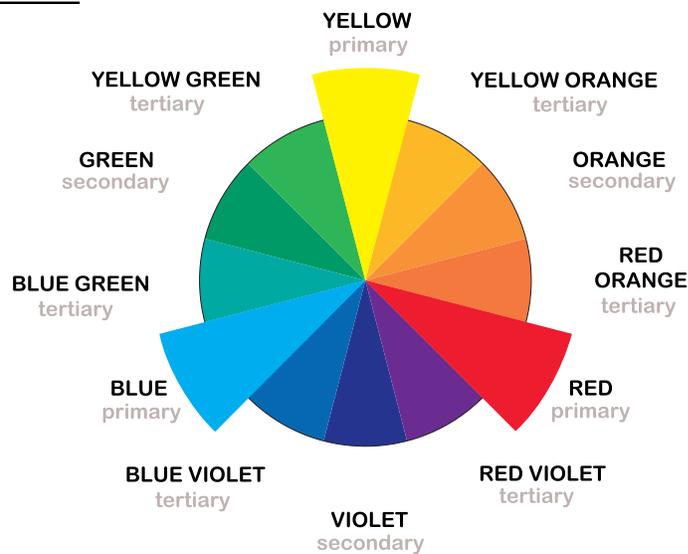
- Basic Color Theory
- Principles of the Color Wheel
 - Color Wheel
 - Opposite Colors
 - Adjacent Colors
- How to determine the Natural Hair Color and Tone
 - Natural Hair color
- The Level System
 - Natural Color Levels
 - Underlying Pigment

Basic Color Theory

A basic rule of hair color is that cool tones neutralize warm tones and warm tones neutralize cool tones. It is easy to identify the warm and cool colors if you understand the principles of color.

The Principles of the Color Wheel

Color Wheel



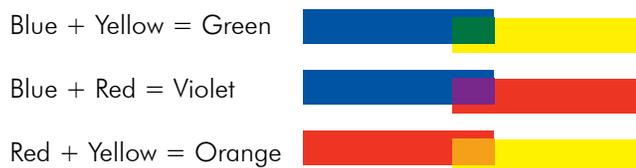
Opposite Colors

Colors on the opposite sides of the color wheel will always neutralize/cancel out each other.



Adjacent Colors

Colors next to each other on the color wheel will complement each other. Mixing two primaries together creates a secondary color also known as a complimentary color.



CHAPTER 3

How to Determine Natural Hair Color and Tone

The first step to becoming an expert at hair coloring is to be able to recognize natural hair color levels and tones. There are several variations in natural hair color ranging from black, brown, red or blonde. Tinted or colored hair also has a variety of levels and tones which should be taken into consideration when determining the level and tone.

Natural Hair Color

Natural hair color is made up of two types of melanin in the cortex called Eumelanin and Pheomelanin. The concentration and mix of Eumelanin or Pheomelanin in the hair determines the tonal variations that we see in black, brown, red or blonde. Generally if more Eumelanin is present the color of the hair is darker; if less eumelanin is present, the hair is lighter. Levels of melanin can vary over time causing a person's hair color to change, and it is possible to have hair follicles of more than one color on the same person.

- **Eumelanin** - black and brown pigments in the cortex that give the appearance of black or brown hair.
- **Pheomelanin** - blonde or red pigments that give the appearance of blonde or red hair.

Natural hair color can contain both Eumelanin and Pheomelanin and is commonly known as **Mixed Melanin**.

Gray or white hair is due to a lack of pigmentation and melanin. The term "Salt and Pepper" is commonly used to describe gray mixed with dark hair. The clear hairs appear as gray or white because of the way light is reflected from the hairs. Gray hair color typically occurs naturally as people age. For some people this can happen at a very young age (for example, at the age of 10). The same is true for children with white hair caused by Albinism, which is the absence of pigment in the hair.

The Level System

How to understand the hair color level system

LEVEL: Indicates the lightness or darkness of the hair and the amount of pigments inside the hair.

CHI Ionic Color Levels are simple and easy to understand. It follows a level system of 1 through 11.

- 1-Black is the darkest color level
- 11-Extra Light Blonde Plus is the lightest color level
- Level is also referred as depth or lightness
- Darker hair contains more pigment
- Lighter hair contains less pigment

Natural Color Levels

Each of the eleven levels of color is appropriately numbered to indicate a specific degree of lightness or darkness.

| NATURAL COLOR LEVEL NUMBER | DESCRIPTION OF NATURAL COLOR LEVEL |
|---|------------------------------------|
|  | 11-EXTRA LIGHT BLONDE PLUS |
|  | 10-EXTRA LIGHT BLONDE |
|  | 9-LIGHT BLONDE |
|  | 8-MEDIUM BLONDE |
|  | 7-DARK BLONDE |
|  | 6-LIGHT BROWN |
|  | 5-MEDIUM BROWN |
|  | 4-DARK BROWN |
|  | 3-DARKEST BLACK |
|  | 2-NATURAL BLACK |
|  | 1-BLACK |

CHAPTER 3

Underlying Pigment

Underlying pigment or tone is the degree of warmth that is exposed during color or lightening services. Usually when you lighten hair, the darker the natural color level the more intense the exposed underlying pigment. An expert colorist always takes this into consideration when choosing a color formulation. Mixing hair color from a tube or bottle modifies the underlying pigment to create a new color. By using the law of color you can neutralize or enhance the underlying pigment.

| Underlying Pigment Chart | | |
|---|------------------------------------|--|
| Natural Color Level Number | Description of Natural Color Level | Exposed Underlying Pigmentation |
|  11 | Extra Light Blonde Plus | Pale Yellow  |
|  10 | Extra Light Blonde | Pale Yellow  |
|  9 | Light Blonde | Yellow  |
|  8 | Medium Blonde | Gold  |
|  7 | Dark Blonde | Light Orange  |
|  6 | Light Brown | Dark Orange  |
|  5 | Medium Brown | Red Orange  |
|  4 | Dark Brown | Red  |
|  3 | Darkest Brown | Red Brown  |
|  2 | Natural Black | Dark Red Brown  |
|  1 | Black | Dark Red Brown  |

CHAPTER 4

Formulating Using CHI Ionic Shine Shades Liquid Hair Color

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 - Step 4: Determine the Volume of Developer Needed

CHAPTER 4

How to Formulate Using CHI Ionic Shine Shades Liquid Hair Color

There is no guesswork with complicated formulations because the formula has a pre-mixed tone for you. Formulating is just following the Four Easy Steps. These steps are logical, step-by-step sequences, which will guide you to achieve your target color with precise accuracy and predictability.

Step 1: Determine the Natural Level You are Starting From

Step 2: Determine the Level You Wish to Achieve

Step 3: Determine the Tone Desired

Step 4: Determine the Volume of Generator Needed

Key Terms

- **Target Color:** The desired level and tone you wish to achieve when coloring the hair.
- **Level:** Indicates the lightness or darkness of the hair and the amount of pigments inside the hair.
 - 1-Black is the darkest color level
 - 11-Extra Light Blonde Plus is the lightest color level
 - Level is also referred to as depth or lightness
 - o Darker hair contains more pigment
 - o Lighter hair contains less pigment
 - Each of the eleven levels of color is appropriately numbered to indicate a specific degree of lightness or darkness
- **Tone:** Indicates the amount of warmth or coolness inside of the hair shaft
 - **Warm tones** are: Red, Orange and Yellow
 - **Cool tones** are: Blue, Green and Violet
- **Tonal Series:** A group of similar tones varying in levels from dark to light
 - Tones on the same level may appear lighter or darker depending on how much light they reflect.
 - The warmer the color, the more light it reflects and the lighter it appears.
 - The cooler the color, the less light it reflects and the darker it appears.

CHAPTER 4

Color Series and Tonal Values

CHI Ionic Shine Shades Liquid Hair Color features a tonal category system that is a logical tool which acts as a guide to selecting a color.

- Each CHI Ionic Shine Shades Liquid Hair Color shade is categorized according to level and tonal value.
- This complete color system features 11 levels:
 - Level 1 being the darkest shade
 - Level 11 being the lightest shade
- Each CHI Ionic Shine Shades Liquid Hair Color shade is color coded to represent the base color and tonal value of the shade.

Standard Series

In the tonal series groups, similar tones may vary in levels from light to dark. Tones on the same level may appear lighter or darker depending on how much light they reflect:

- The warmer the color, the more light it reflects and the lighter the color appears
- The cooler the color, the more light it absorbs and the color appears darker

The chart displays a wide range of hair color options, categorized by tonal groups and levels. The 'STANDARD SERIES' includes Neutrals (N), Cools (A), Warms (W, G, CG), Reds (C, RB, RR, RV), Violets (V), Iridescent (I), Beige (B), and Silver (S). The 'NATURAL GRAY COVERAGE SERIES' includes Naturals (10% Gray, 50% Gray, 80% Gray), Warms (10-W, 20-W, 30-W), and Reds (10-R, 20-R, 30-R, 40-R). The 'CHOCOLATE MOCHA' section (CM) shows shades from 10-CM to 6-CM. The 'COLOR ADDITIVES' section includes Lighter (10-L, 20-L, 30-L, 40-L), Mocha (10-M, 20-M, 30-M, 40-M), and Darker (10-D, 20-D, 30-D, 40-D) options. A '5-in-1 COLOR SOLUTION' banner at the bottom right highlights features for Blondes, Brunettes, Reds, Violet, and Silver, including Permanent, Toner, Demi-Permanent, and Treatment Color.

CHAPTER 4

Silver

- For best results use on pre-lighten hair with CHI Blondest Blonde to a level 8-10 depending on the desired shade result you want to achieve.

Example:

- To achieve a 9S tone: Mix 9S with 10 volume and apply over pre-lightened hair. This formulation can be used for Permanent, Demi-Permanent or Semi-Permanent color formulations.
- For additional silver tones to neutralize underlying pigment or add depth, add a drop or two of 1N to this formulation to enhance the silver shades.

Natural Gray Coverage Series



The Natural Gray Coverage Series is designed to provide natural gray coverage to hair that is more than 50% gray. For less than 50% gray hair, use Standard Series colors.

| Percentage of Gray | Color Series Recommended |
|---|--------------------------|
| 0-50%  | Standard Series |
| 50-100%  | Natural Gray Coverage |

CHAPTER 4

Color Additives

To intensify, neutralize and to adjust CHI Ionic Shine Shades Liquid Hair Color formulas.

| Color Additives | Recommended Levels | Results |
|------------------------------|-------------------------|---|
| Beige Ash | For Lighter levels 6-10 | To increase ash/beige tones To reduce gold and brassiness in blonde tones |
| Gold Orange Red | For Medium levels 5-8 | To intensify red, copper and gold tones To neutralize cool tones when tinting back |
| Double Ash Violet Blue | For Darker levels 1-4 | To intensify cool tones and neutralize warm tones |

For maximum tone deposit: Add up to 1-2 caps full of additive per ounce of color

Clear Additive

The Clear Additive is an unpigmented shade that creates an unlimited range of results. It can be added to any of the CHI Ionic Shine Shades Liquid Hair Color or CHI Ionic Permanent Shine Cream Hair Color to dilute color intensity or add additional shine. This product has to be mixed with equal parts of CHI Color Generator for permanent results.

When mixing equal parts of the Clear Additive and the CHI Ionic Shine Shades Liquid Hair Color with less amount of CHI Color Generator, the color combination will reduce its strength and become a Demi-Permanent color with a transparent tone.

When using clear in a Semi-Permanent color formulation mix equal parts with CHI Color Generator.

| Clear Additive Formula | Recommended Use |
|---|--|
| 1 part Clear 1 part Color 2 part CHI Color Generator | Permanent Additional shine Dilute intensity of tone |
| 1 part Clear 1 part Color 1 part CHI Color Generator | Demi-Permanent Additional shine Dilute intensity of tone |
| ½ part Clear + ½ Color 1 part Color Lock Treatment 1 part CHI Color Generator | Semi-Permanent Toning Additional Shine Diluting tone |
| 1 part Clear 1 part CHI Color Generator | Additional Shine Clear Gloss |

COLOR ADDITIVES

Up to 1-2 capfuls of additive per ounce

| | | |
|--------------------|-------------------|-------------------|
| FOR LIGHTER LEVELS | FOR MEDIUM LEVELS | FOR DARKER LEVELS |
| | | |
| Beige | Gold | Double Ash |
| | | |
| Ash | Orange | Violet |
| | | |
| | Red | Blue |

CLEAR ADDITIVE

For use on all levels

Clear

CHAPTER 4

CHI Ionic Shine Shades Liquid Hair Color Identification Examples

The colors in CHI Ionic Shine Shades Liquid Hair Color can be easily identified by the numbers for level and letters for tone.

The number indicates the level:

- The 1st letter identifies the primary tone
- The 2nd letter indicates the secondary tone

STANDARD SERIES

Example:

5CG = Light Copper Golden Brown

The descriptive name of the color is also helpful in describing their depth and tone to your clients.

| | | |
|--------------------|---------------------|---------------------|
| 5 | C | G |
| LEVEL=MEDIUM BROWN | PRIMARY TONE=COPPER | SECONDARY TONE=GOLD |



NATURAL GRAY COVERAGE SERIES

Example:

50-4W = Natural Gray Coverage Dark Brown Warm

The colors in the Natural Gray Coverage Series can be easily identified by the number and letter

- The number "50" identifies that the series is formulated for hair over 50% gray
- The next number after "50-4W" identifies the level. (Example: level 4)
- The letter identifies the tone. Example - "50-4W" (Example: tone is warm)

| | | |
|---------------------------------|------------------|---------------|
| 50- | 4 | W |
| DESIGNED FOR OVER 50% GRAY HAIR | LEVEL=DARK BROWN | THE TONE=WARM |



Formulating using the Four Easy Steps

The Four Easy Steps are the foundation and most important steps to ensuring that you achieve your target color. These steps are applied with every single color application with CHI Ionic Shine Shades Liquid Hair Color from virgin, re-touch, toning or glaze service.

CONVENIENT
APPLICATION in 4 EASY
STEPS

Step 1: Determine the Natural Level You are Starting From

Determining your starting point is the foundation to effectively selecting your color. This means accurately analyzing and identifying the natural level of the client's hair. The CHI Ionic Shine Shades Liquid Haircolor swatches offers a simple way to determine the natural level of your client's hair.

Determining the natural level

- Take a clean, dry section of hair and hold it so it lifts away slightly from the scalp.
- Choose one of the swatches numbered 1 through 11 and place it so it matches the growth direction of the section.
- Once you have found a match, you've identified the client's natural level.
- Always check in several areas: crown, nape and hair line, to get a true reading of the natural level.
- Determine the percentage of gray

Note:

If the client's natural level falls between two CHI Ionic Shine Shades Liquid Hair Color Natural levels choose the following for your formulation:

- Darker level if lifting
- Lighter level if depositing

CHAPTER 4

Step 2: Determine the Level You Wish to Achieve

- Same Level
- Lighter or Darker
- Covering or blending gray

The purpose of a professional consultation is to identify and understand clients' expectations of the coloring service. When deciding on levels, these are the 4 types of color results that can be achieved with CHI Ionic Shine Shades Liquid Hair Color.

1. You can lighten the natural hair up to 4 levels
2. You can darken the hair
3. You can match the natural level
4. You can change the tone

Step 3: Determine the Tone Desired

The next step in color selection is choosing the tone you wish to achieve.

- Cool
- Neutral
- Warm

The final color result will be a combination of the color dyes and natural underlying pigmentation of the hair.

Ask yourself these questions

1. Does your client prefer cool or warm tones?
2. Would beige or golden tones be more flattering to the clients' eyes and skin complexion?
3. Are there any underlying tones you need to neutralize?
4. Are you enhancing tones already in the hair?

Cool and Warm Tones

CHI Ionic Shine Shades Liquid Hair Color is formulated for optimal results on natural hair. To neutralize the **warm** tones, which are found in the natural underlying pigment of the hair, this color system has been developed with a **cool** base to control the warmth and to provide true natural results.

- **Cool** (ash) tones neutralize **warm** (red or gold) tones
- **Warm** tones neutralize **cool** tones

The cooler the tone, the more effectively it can eliminate warmth. For example, the CHI Ionic Shine Shades Liquid Hair Color Ash Series is formulated cooler. For additional control of warm tones you may add up to 1-2 capfuls of Ash Additive per ounce of color.

How Natural Pigmentation Can Affect Tonal Results

Achieving beautiful color results always requires an accurate selection of the right tone. Generally, the hair's natural underlying pigment is predominately red, red yellow or yellow. During the oxidation process and especially when lifting, these warm tones are always exposed.

Remember:

When lifting, the hair will always expose warm tones never cool tones

| Color Neutralization Chart | | | | |
|--|------------------------------------|---|--|---|
| Natural Color Level Number | Description of Natural Color Level | Natural Underlying Pigmentation | | To Neutralize Use |
|  11 | Extra Light Blonde Plus | Pale Yellow  | | Light Iridescent Blonde  |
|  10 | Extra Light Blonde | Pale Yellow  | | Light Beige Blonde  |
|  9 | Light Blonde | Yellow  | | Light Beige Blonde  |
|  8 | Medium Blonde | Gold  | | Medium Ash Blonde  |
|  7 | Dark Blonde | Light Orange  | | Dark Ash Blonde  |
|  6 | Light Brown | Dark Orange  | | Light Ash Brown  |
|  5 | Medium Brown | Red Orange  | | Medium Ash Brown  |
|  4 | Dark Brown | Red  | | Dark Ash Brown  |
|  3 | Darkest Brown | Red Brown  | | Dark Ash Brown  |
|  2 | Natural Black | Dark Red Brown  | | Dark Ash Brown  |
|  1 | Black | Dark Red Brown  | | Dark Ash Brown  |

CHAPTER 4

The final hair coloring result is always a combination of the artificial color molecules and the natural underlying pigmentation of the hair.

Remember:

- When lifting, hair is always exposing warm tones, never cool tones
- The chart below explains how the color tone you choose affects the underlying pigment to create the end result tone
- The tone you select must either neutralize and cool the natural underlying pigmentation or enhance and brighten it.

| Hair Color Tone | | Underlying Pigment Contribution | | End Result Tone | |
|-----------------|---|---------------------------------|---|-----------------|---|
| Warm |  | Warm |  | Warm/Warm |  |
| Natural |  | Warm |  | Warm |  |
| Cool |  | Warm |  | Neutral |  |
| Cool/ Cool |  | Warm |  | Cool |  |

Step 4: Determine the Volume of Generator Needed

CHI Color Generators are formulated to give up to 1 level of lift for every 10 volume of developer used. Always strand test prior to any application.

Once you have determined the below, it is easy to determine the volume generator needed.

1. Client's natural level (Step 1)
2. The level you wish to achieve (Step 2)
3. The tone you wish to achieve (Step 3)

If you are lifting

- Determine how many levels you want to lift: one, two, three or four
- This will indicate which developer strength to use 10, 20, 30 or 40 Volume

If you are depositing, staying on a same level or going darker

- The CHI Color Generator 10 Volume is always recommended to achieve maximum color deposit

CHI Color Generator Volume Lifting Action

- Lighter colors have more lifting action
- Darker colors have less lifting and more depositing action
- Therefore, lifting capacity will vary from level to level, especially when mixed with higher volumes of CHI Color Generators



| | | | |
|---|-----------------------------|-----------------------------|-----------------------------|
| 10 volume Up to 1 level and for deposit | 20 volume Up to 2 levels | 30 volume Up to 3 levels | 40 volume Up to 4 levels |
|---|-----------------------------|-----------------------------|-----------------------------|

10v: For Semi and Demi-Permanent formulations

10v-40v: For Permanent Color formulations

CHAPTER 5

Mixing, Applying and Timing

- 5-in1 - Hair Color Solution
- Mixing & Timing
 - Permanent Hair Color Formulations
 - Demi-Permanent Hair Color Formulations
 - Semi-Permanent Hair Color Formulations
- Applications
 - Strand Test
 - Permanent Hair Color Applications
 - o Virgin Application
 - o Depositing on Virgin Hair
 - o Lifting up to Four levels on Virgin Hair
 - o Retouch Application
 - To Refresh Mid-shaft and Ends
 - o Method 1: Permanent Hair Color
 - o Method 2: Demi-Permanent Hair Color
 - o Method 3: Semi-Permanent Hair Color
 - Demi-Permanent Application / Vibrant Shine Formula
 - Semi-Permanent Application / Conditioning Glaze Formula
- Tint Back
 - Procedure
 - Mixing
- Coloring Gray Hair with the CHI Ionic Shine Shades Liquid Hair Color
 - Coverage vs. Blending
 - Characteristics of Gray Hair
- Rinsing
- Home Maintenance
- Cautions

5-in-1 Liquid Hair Color Solution

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment Color

*Perfect for maximizing color services in the salon with a **30 minutes or less** processing time depending on color formulation*

CHI Ionic Shine Shades Liquid Hair Color's Silk & Oil liquid base is formulated for smooth and easy application. The liquid color base mixes easily into a smooth and rich formula, ideal for professional brush or bottle application. (Make sure to evenly saturate every strand of hair to ensure an even color result). It efficiently delivers rich, radiant hair color with unparalleled shine and conditioning.

CHI Ionic Shine Shades Liquid Hair Color does not contain any ammonia; therefore a consistent pH is maintained during the whole coloring process.

Farouk Systems has replaced hazardous ammonia with a mild, yet effective alkaline called Monoethanolamine=MEA. MEA will maintain consistent pH throughout the color procedure; therefore CHI Ionic Shine Shades Liquid Hair Color is a Non-Progressive Color. Once the peroxide has released the oxygen, it becomes water and CHI Ionic Shine Shades Liquid Hair Color becomes a color conditioner.

Extra processing time with CHI Ionic Shine Shades Liquid Hair Color will not change the color level or tone.

5-in-1 COLOR SOLUTION

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment Color

CHAPTER 5

Mixing & Timing

Permanent Haircolor Formulations

| Permanent | Mixing | Timing |
|------------------------------|--|---|
| Standard Series |  1:1 10, 20, 30 or 40 Vol.  | Room Temp  with Low Heat  |
| Natural Gray Coverage Series |  1:1 Color: Generator 20 Vol.  | Room Temp  with Low Heat  |

How to Mix a Permanent Formulation

Standard Series

- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator

Example:

- 1 part CHI Ionic Shine Shades Liquid Hair Color 1N
- 1 part CHI Color Generator

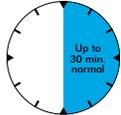
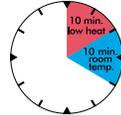
Natural Gray Coverage Series

- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator 20 Volume

Example:

- 1 part CHI Ionic Shine Shades Liquid Hair Color 50-4W
- 1 part CHI Color Generator 20 Volume

Demi-Permanent Hair Color Formulations

| | Mixing | Timing |
|-----------------------|---|---|
| Vibrant Shine Formula | 2:1 2-Color, 1-10 Vol. Gen.   OR 1:1:1 1-Color, 1-10 Vol. Gen., 1 Clear    | Room Temp  with Low Heat  |

How to mix a Demi-Permanent Formulation / Vibrant Shine Formula

Method 1: For intense color results

- 2 parts CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator 10 Volume

Example:

- 2 parts CHI Ionic Shine Shades Liquid Hair Color 6RR
- 1 part CHI Color Generator 10 Volume

Method 2: For more transparent color results

- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator 10 Volume
- 1 part CHI Ionic Shine Shades Liquid Hair Color Clear Additive

Example:

- 1 part CHI Ionic Shine Shades Liquid Hair Color 10B
- 1 part CHI Color Generator 10 Volume
- 1 part CHI Ionic Shine Shades Liquid Hair Color Clear Additive

Semi-Permanent Hair Color Formulations

| | Mixing | Timing* |
|----------------------------|---|---|
| Conditioning Glaze Formula | 1:1:1 1-Color, 1-10 Vol. Gen., 1 Color Lock    | Room Temp  |

* Not recommended for use with high heat.

How to mix a Semi-Permanent Formulation / Conditioning Glaze Formula

- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator 10 Volume
- 1 part CHI Color Lock Treatment

Tip: It is only recommend using Standard Series for Demi-Permanent or Semi-Permanent Color Services.

CHAPTER 5

Applications

Always wear gloves and divide the hair into 4 sections. Always strand test to preview results.

Strand Test

- Wipe a strand clean to check the progress
- The more porous the hair the faster the color will absorb
- The less porous the hair the slower the color will absorb

Permanent Hair Color Applications

Virgin Application

Virgin application is a procedure used when a color product is applied on hair that has not had previous color or chemical services. There are two types of virgin applications, depositing and lifting.

Depositing: Matching the natural base level or going darker

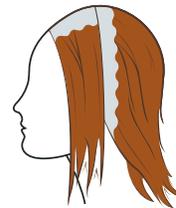
Lifting: Lifting the natural base level of the hair 1-4 levels with color

To do either of these procedures you can use CHI Ionic Shine Shades Liquid Hair Color Standard Series or Natural Gray Coverage Series.

Depositing on Virgin Hair

Step 1

- Divide the client's hair into four sections
- Stay 1/8 inch off the scalp during color application
- Apply color to the root area by using 1/4 inch subsections
- Make sure all strands are covered



Step 2

- After completing the root area, immediately apply the same formula to the mid-shaft and ends
- Lift the hair to allow air circulation and even oxidation
- Once application is completed, start the timing
- Wipe a strand clean to check the progress

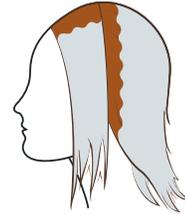


Note: Protective gloves should be worn at all times when handling (opening, mixing or applying) color products.

Lifting Up To 4 Levels on Virgin Hair

Step 1

- Apply first from mid-shaft to the ends, starting 1/2 inch away from scalp
- Wait 15 minutes or until you see a color change



Step 2

- Towel blot excess product



Step 3

- Mix fresh formula and apply to root area, over the mid-shaft and ends



Retouch Application

Step 1

- Apply formula to new growth only, avoiding overlapping of previously colored hair
- Stay 1/8 inch off the scalp during color application
- Apply generous amount of color to the root area by using 1/4 inch subsections

To Refresh Mid Shaft and Ends

Method 1- Permanent Hair Color

- Use the corresponding CHI Ionic Shine Shades Liquid Hair Color from the Standard Series with CHI Color Generator 10 Volume



Method 2- Demi-Permanent Hair Color

- Apply Demi-Permanent formula to mid-shaft and ends wearing gloves
- Time for up to 30 minutes

Method 3- Semi-Permanent Hair Color

- Apply Semi-Permanent formula to mid-shaft and ends wearing gloves
- Time for up to 15 minutes

**Use clear additive for additional shine or to adjust tones for more transparency*

CHAPTER 5

Demi-Permanent Hair Color Application

This color service may be used when doing a full head color application or retouch services to refresh, tone, neutralize the color or adjust the level of hair that has been previously colored. This is also a great alternative for clients who don't want to commit to color or just want to add tone or shine to their hair.

Demi-Permanent Color Application / Vibrant Shine Formula Application

- Divide the client's hair into four sections
- Apply Demi-Permanent formula from roots to ends wearing gloves
- Stay 1/8 inch off the scalp during color application
- Make sure all strands are covered
- Lift the hair to allow air circulation and even oxidation
- Once application is completed, start the timing
- Time for up to 30 minutes
- Wipe a strand clean to check progress

Semi-Permanent Hair Color Application

Semi-Permanent Color Application / Conditioning Glaze Formula

- Divide the client's hair into four sections
- Apply Semi-Permanent formula from roots to ends wearing gloves
- Stay 1/8 inch off the scalp during color application
- Make sure all strands are evenly saturated
- Lift the hair to allow air circulation and even oxidation
- Once application is completed, start the timing
- Timing up to 15 minutes
- Wipe a strand clean to check progress

Tint Back

This color service is used when going 3+ levels darker and depositing color back into the hair.

Procedure

- Determine the porosity factor of the hair; "porous" or "over-porous/lightened"
- Lightly mist the mid-shafts and ends with CHI Keratin Mist and leave in
- Apply your formula generously to porous and lightened areas (if 2 formulas are used, apply the formula to the root area first)
- Time for full 30-45 minutes at room temperature

Mixing

- 1 part Color (It is recommended to use Color Additives to balance the color and replace the missing pigment. Please refer to Chapter 3, page 21 to see underlying pigment chart)
- 1 part CHI Color Generator 10 Volume

**You may also mix a Demi-Permanent or Semi-Permanent Formula*

Coloring Gray Hair with the CHI Ionic Shine Shades Liquid Hair Color

CHI Ionic Shine Shades Liquid Hair Color offers natural looking results while leaving gray hair healthy and shiny. The Natural Gray Coverage Series provides perfect coverage for clients with more than 50% gray hair. The Natural Gray Coverage Series is formulated with extra pigment to ensure natural gray coverage.

Additionally, mixing the Natural Gray Coverage with the Standard Series offers endless possibilities of levels and tones for customized color services.

Gray Hair

- Hair that has lost a certain amount of its natural pigment, but can still contain a small amount of natural pigment, mainly cool tones
- Usually more resistant and coarser
- May require a longer processing time and/or low heat
- Lacking natural hair color pigment

White Hair

- Absence of all natural color pigment

Coverage vs. Blending

In order to give your clients their desired results, it is important to understand the difference between “Coverage” and “Blending” of gray hair.

- **Coverage:** Results are a complete coverage of color not exposing any gray or white hair.
 - Use CHI Ionic Shine Shades Natural Gray Coverage Series
 - For hair that is more than 50% gray
- **Blending:** Results are a natural color in which the gray/white hair is less deeply colored. The percentage of coverage is also lower exposing some gray/white hair creating a natural color effect.
 - Use CHI Ionic Shine Shades Standard Series
 - For hair that is less than 50% gray

CHAPTER 5

Characteristics of Gray Hair

| Characteristic | Effect | Solution |
|--|--|--|
| Gray hair is more resistant to all chemical services | Harder to penetrate through the cuticle layer Harder to penetrate to the cortex | Natural Gray Coverage Series has a higher pH to ensure maximum penetration even on the most resistant gray hair |
| Gray hair is coarser and has less elasticity | Lack of moisture | Natural Gray Coverage Series has extra Silk Oil added for moisture |
| Lack or absence of natural pigment | Requires more color deposit to fill the "empty" cortex | Natural Gray Coverage Series is double pigmented with CHI Ionic dyes ensuring intense, natural and maximum gray coverage |

The colors in the Natural Gray Coverage Series can be easily identified by the number and letter:

- The number 50 identifies that the series is formulated for over 50% gray hair
- The next number after 50-4W identifies the level (example: level 4)
- The next letter identifies the tone, 50-4W (example: W: Warm Tone)

| 50 | 4 | W |
|--|------------------------|---------------|
| Natural Gray Coverage Series formulated for over 50% Gray hair | The level=4 Dark Brown | The tone=Warm |

There are 3 Natural Gray Coverage Series Tonal Series

50-N = Natural 50-W=Natural Warm 50-R=Natural Red

Rinsing

Proper rinsing is always an important part to ensure long-lasting color results. Emulsifying (adding small amount of water and gently massaging the hair) will start to gradually remove any excess alkaline color mixture from the hair. This procedure will ensure that all the excess alkaline color mixture will be removed from the hair, for long-lasting results. "Color removes color, when emulsifying. This procedure will help to remove color stains".

- Add a little warm water and gently massage color mixture through the hair to emulsify
- Rinse thoroughly with warm water for at least 5 minutes
- Shampoo with CHI Infra Shampoo
- Gently towel dry the hair
- Apply CHI Ionic Color Lock for 5 minutes and rinse
- Apply a few drops of CHI Silk Infusion and leave in

Home Maintenance

Proper home care products are an essential part of maximizing the exceptional longevity of CHI Ionic Shine Shades Liquid Hair Color.

As a professional hair color artist, always recommend the correct home care products.

CHI Infra Shampoo - Gentle Cleansing

- Sulfate and Paraben Free formulation is gentle on the hair
- Low pH helps to maintain longevity of color
- Silk proteins strengthen and moisturize the hair

CHI Infra Treatment - Repair

- Thermal protecting treatment
- CHI Ceramic provides moisture and strength
- Interlocks vital moisture and strength in the inner structure of the hair
- Leaves hair healthier and manageable with superior shine

CHI Silk Infusion - Protection

- Silk Oil strengthens and moisturizes the hair
- Ceramic provides heat protection for the hair
- No pH formula



CAUTIONS

CAUTIONS

PLEASE READ THE CHI IONIC COLOR MANUAL THOROUGHLY BEFORE ATTEMPTING TO USE CHI IONIC LIQUID HAIR COLOR.

FOR PROFESSIONAL USE ONLY

CAUTION: This product contains ingredients which may cause skin irritation on certain individuals and a preliminary patch test according to accompanying directions should first be made. This product must not be used for dyeing eyelashes or eyebrows, to do so may cause blindness. Keep out of reach of children.

NOT FOR RETAIL SALE. NOT TESTED ON ANIMALS. ADVANCED AMERICAN COLOR.

-  Hair colorants can cause severe allergic reactions. Read and Follow Instructions. This product is not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase your risk of allergy. Do not color your hair if:
- you have a rash on your face or sensitive, irritated and damaged scalp,- you have ever experienced any reaction after coloring your hair,- you have experienced a reaction to a temporary "black henna" tattoo in the past. The mixing ratio is printed on the label.

Wear suitable gloves.

Rinse hair well after application.

Mixing Ratio 1:1 & 1:1:1

CAUTIONS

- Protective gloves must be worn at all times when opening, mixing, closing or handling in anyway CHI Ionic Permanent Shine Color or CHI Color Generators.
- If product or mixture accidentally gets into eyes, rinse promptly and repeatedly with cool water and seek medical attention.
- If client wears contact lenses, they should remove them before rinsing with water.
- Do not use if the hair shows any sign of breakage or damage.

STANDARD TESTS

PRELIMINARY TEST

Even if your client has been coloring their hair for some time, sometimes allergies can suddenly develop or worsen. In some cases, the allergic reaction can be serious. In order to be safe an allergy test must be performed 48 hours prior each and every application, due to the fact that some people are allergic to hair color products.

1. Wash a small area on the inside of your clients forearm with soap and water. Pat dry with absorbent cotton.
2. Mix 1 part of desired color (or mixture of colors) with equal part of appropriate CHI Color Generator.
3. Apply formula to the inside of forearm using cotton swab and let it dry.
4. Do not wash, do not cover or disturb for 48 hours.
5. Examine test area periodically over 48 hours.
6. After 48 hours, wash area. If no reaction occurs, proceed with hair coloring.
7. IMPORTANT:
 - (a) DO NOT USE hair color if any of these warning signs appear at or around the test

area or any place the product has come into contact with the skin at any time up to a few days after application: redness, burning, itching, swelling, skin abrasions, eruptions or irritations.

(b) IMMEDIATE REACTIONS: If any reactions occur (including breathing problems, tightening of the chest, heart palpitations, lightheadedness, itching, flushing, bumps, or swelling) move away from the place where the product has come into contact with the skin, either during or shortly after application of the preliminary patch test or while using the product, and then rinse immediately with luke warm water. Discontinue use and obtain medical attention immediately. Alert the client not to use this or any other lightener product until after consulting a physician.

ALWAYS STRAND TEST PRIOR TO ANY APPLICATION

1. Mix the color formula accordingly to the series (1:1) or (1:1:1)
2. Apply from the roots to ends on a strand large enough to view results.
3. Time for 30-45 minutes, rinse hair thoroughly and dry.
4. Analyze the results:
 - If the strand test shows breakage or other signs of damage, do not use the products until the hair has been reconstructed and re-tested.
 - Always follow the formulation charts for predictable results.
 - Analyze scalp, hair structure and influencing factors.
 - Always use your professional judgment.

Questions

Call the Farouk Systems, Inc. Professional Technical Advisor:

Tel: 1-800-237-9175

Monday - Friday: 8:00 AM - 5:00 PM (Central Standard Time)

Saturday: 8:00 AM - 3:00 PM (Central Standard Time)

www.CHI.com

CHI[®] IONIC

SHINE SHADES

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For more information, contact your Farouk Systems Distributor or call 1-800-237-9175.

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