

invent it.
own it.
©ustomise it.

TIGI® copyright
©olour™

Find us on:
www.tigicopyrightcolour.com



HAIR COLOURANTS CAN CAUSE SEVERE ALLERGIC REACTIONS.
An allergy alert test must be performed 48 hours prior to any haircolour application,
even if the client has previously used a haircolour product from this brand or another.
READ AND FOLLOW THE SAFETY INSTRUCTIONS CAREFULLY BEFORE USE.

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product guide



“

the best shades are the ones you invent

Colour is one of the most stimulating and vital aspects of fashion. It enhances a person's image, evokes mood and feelings, serving as an extension of your personality.

TIGI copyright@olour provides the tools that enable the colourist to push their creativity, develop techniques and provide the ultimate @ustomised colour service.

”

christel lundqvist

TIGI Global Creative Technical Director

benefits
for every
colourist

use fundamentally or creatively

Colourists can create an infinite number of shades from fundamental to the most creative results, enabling colourists to push their artistry. Shades can be used alone or intermixed to @ustomise results, even between permanent and demi-permanent shades to create iridescent, high shine, soft permanent results.

client loyalty

Impress clients and increase loyalty with unique shades and services @ustomised exclusively for them.

outstanding results

Delivers up to 100% coverage on non-pigmented hair, with superb condition and shine.

improved cash flow

It's win-win: TIGI copyright@olour's compact, intermixable range eliminates the need to stock unnecessary shades. This means you can invest elsewhere in your business and see increased profit opportunities.

more mixed product

A 1:1.5 mixing ratio and larger tube size, provides more mixed colour per tube than other leading brands.

ongoing training and education

World Class education programmes both in-salon and in TIGI Academies where events are designed to inspire and improve colourists' skills and creativity.

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product usage

Product	Features/benefits	Mixing ratio	Levels of lift	Processing time
 TIGI copyright@olour gloss	<ul style="list-style-type: none"> - Demi-permanent haircolour. - Lasting up to 20 shampoos. - Cover up to 75% of non-pigmented hair.* - High-impact shine. - Fully intermixable. 	1:1.5	No visible lift when mixed with 5vol/1.5% or 8.5vol/2.55%. Up to 1 level of lift when mixed with 20vol/6%.	 up to 20 min
 TIGI copyright@olour creative	<ul style="list-style-type: none"> - Permanent haircolour. - Up to 100% coverage of non-pigmented hair.* - High-impact shine. - Fully intermixable. 	1:1.5	Up to 4 levels of lift	 35 min up to 45 mins on resistant hair
 TIGI copyright@olour mix master	<ul style="list-style-type: none"> - Permanent pure tone creme haircolour to neutralise or intensify. - Designed to be used alone, or fully intermixed. 	1:1.5	Up to 4 levels of lift	 35 min up to 45 mins on resistant hair
 TIGI copyright@olour lift	<ul style="list-style-type: none"> - Lift, neutralise and tone in one application. - Fully intermixable. - Designed to be used on- or off-scalp. 	1:1.5	Up to 5 levels of lift	 35 min up to 45 mins on darker/coarse hair
 TIGI copyright@olour true light/true light white	<ul style="list-style-type: none"> - High performance lighteners which deliver fast, efficient lift. - Gentle formulas, perfect for on- or off-scalp applications. 	1:1 up to 1:2	Up to 7 levels of lift	 up to 40 min
 TIGI copyright@olour rich creme activator	<ul style="list-style-type: none"> - Smooth and creamy to help create accurate level, tone, and consistency. - Available in 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9%, 40vol/12%. 	1:1.5	Depends on product choice	Varies with product selection.

Note: Heat is not required nor recommended on any TIGI copyright@olour products.

* when used with activator 20vol/6%.

global numbering system

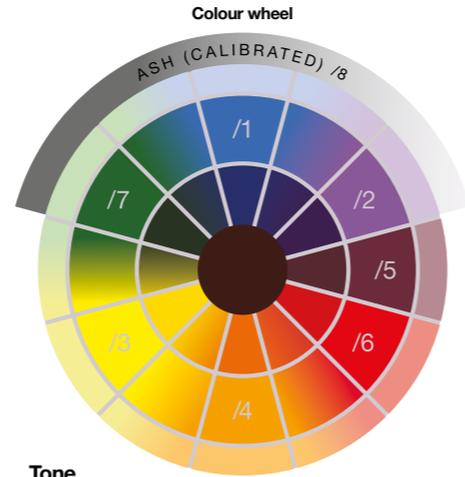
The TIGI global numbering system guides hairdressers through the range of natural and artificial haircolours, and helps to define our colour descriptions. 1/ to 10/ represents the level, /0 to /8 represents the tone or tones.

The level of colour refers to how light or how dark the colour is, and the tone describes the hue or essence of the colour.

Lightening progression

During the lightening process, the undertone of the hair colour is taken through stages, from red through to a very pale yellow. Taking this undertone into account is essential when deciding on product choice and processing time. In order to neutralise the undertone, a complementary tone must be used in the formula.

Natural level	Undertone	Neutraliser
10/0 extra light blonde	very pale yellow	very pale violet
9/0 very light blonde	pale yellow	pale violet
8/0 light blonde	yellow	violet
7/0 blonde	yellow/orange	violet/blue
6/0 dark blonde	orange	blue
5/0 light brown	orange/red	blue/green
4/0 brown	red/orange	green/blue
3/0 dark brown	red	green
2/0 darkest brown	dark red	dark green
1/0 black		

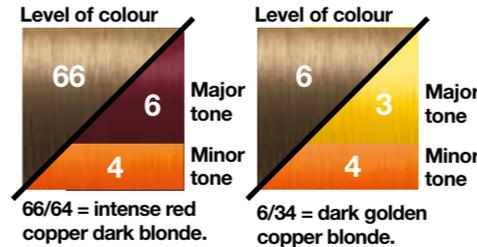


Tone

- neutral
- /0 natural
- /1 blue
- /2 violet
- /3 gold
- /4 copper
- /5 mahogany
- /6 red
- /7 green (matte)
- /8 ash (calibrated)

reading shade numbers

The TIGI global numbering system allows us to identify the level and tone of a shade. The first number before the / represents the level. Tones are found after the / and are divided into major and minor. The first number after the / is the major tone and the second number after the / is the minor tone. Duplicate numbers before the / signify that the shade is an intense colour.



neutral vs natural

Neutral tone – Denoted by a single number without a / (over), for example 8. A neutral shade is a calibration of complementary tones, that help to achieve an overall neutral end result with enhanced uniform coverage on non-pigmented hair.

Natural tone – Denoted with /0, a natural shade is a combination of complementary tones, designed with a slight warm hue.

shade portfolio

creative, lift & mix master	neutral	natural /0	blue /1	violet /2		gold /3			copper /4		mahogany /5	red /6		green (matte) /7	ash (calibrated) /8			
	ultra light blonde		100/0		100/2	100/21										100/82	100/83	100/88
10/ extra light blonde		10/0			10/21										10/08			
9/ very light blonde		9/0		9/02		9/23	9/03	9/32		9/35 new	9/4				9/8			
8/ light blonde	8	8/0	8/1			8/3		8/34						8/71		8/08	8/83	
7/ blonde	7	7/0			7/23	7/3	7/32		7/35	7/4	7/44	7/46		7/6		77/66	7/8	
6/ dark blonde	6	6/0	6/1			6/3		6/34				6/46			66/64	66/65	6/08	
5/ light brown	5	5/0			55/22		5/3		5/35	5/4			5/5	5/6		55/66	5/71	5/8
4/ brown	4	4/0	4/1	4/2							4/45	4/53 new			4/65 new			4/85
3/ dark brown		3/0			33/22	3/26												
2/ darkest brown		2/0																
1/ black			1/1															
mix master		+00	/1	/2		/33				/44		/55	/6		/8		/88	

gloss

	natural /0	blue /1	violet /2	gold /3			copper /4	mahogany /5	red /6	green (matte) /7	ash (calibrated) /8			
	10/ extra light blonde	00/		10/02		10/28	10/03		10/32				10/08	
9/ very light blonde		9/12	9/21			9/03		9/32				9/83		
8/ light blonde	8/0					8/3	8/30		8/34			8/08 new		
7/ blonde	7/0		7/2				7/32		7/35 new	7/4	7/44	77/66		
6/ dark blonde	6/0			6/23		6/3	6/30		6/34			6/08	6/85	
5/ light brown	5/0		55/22		5/26				5/35 new	5/38	5/4	5/5	55/66	5/07
4/ brown	4/0					4/30						4/53 new	4/85	4/88
3/ dark brown	3/0		33/22											
2/ darkest brown	2/0													

NOTE: Unlike TIGI copyright@olour mix master +00/, TIGI copyright@olour gloss 00/ will provide no lift when mixed with 5vol/1.5% or 8.5vol/2.55% activators.

get colour wise

Everyday millions of people across the world use professional hair colour products safely and effectively. The safety of hair colour has been repeatedly confirmed by independent scientists and global regulatory authorities.

However, a small but significant number of people will experience an allergic reaction of some sort when using hair colour.

As part of our Colour Wise programme, we recommend conducting an Allergy Alert Test on every client at least 48 hours before every colour service. Conducting an Allergy Alert Test in this way is currently the best available method to predict a potential allergic reaction to haircolour.



6 simple steps to a professional and effective Allergy Alert Test for every client/model.



1

At least 48 hours before the planned service, carry out a full consultation with the client and select the shade(s) you will use. Explain the very small risk of an allergic reaction, and reassure the client/model that an Allergy Alert Test will help avoid such a reaction. Record the chosen shade(s) on a client record sheet.



2

Clean a small area either behind the ear with soap and water, and pat dry using cotton.



3

Put on protective gloves. Prepare the target shade(s) by mixing in a non-metallic bowl 1 part TIGI copyright@olour to 1.5 parts TIGI copyright@olour activator.



4

Use a cotton-tipped applicator dipped once into the colour solution.



5

Apply once to an area of skin no greater than the size of a small coin. Advise the client/model not wash, cover or disturb the area for 48 hours.



6

When the client/model returns after 48 hours, ask them if they experienced any reaction and check for any visible signs of redness, rash or irritation. Record the test result on the client record card, and sign by both client/model and stylist.

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gloss



1 tube/2 oz./60ml e /58g

TIGI copyright©olour gloss

High-performance demi-permanent haircolour creme that delivers a tone-on-tone, low commitment colour for your clients.

- Lasts up to 20 shampoos, gradually losing intensity after each shampoo.
- Designed to be used with activator 5vol/1.5%, 8.5vol/2.55% and 20vol/6%.

Can be used for darkening the hair, pre-pigmentation, changing the level, or maintaining the tone; it provides no lift when used with recommended activator 5vol/1.5% or 8.5vol/2.55%, but provides up to 1 level of lift and up to 75% coverage on non-pigmented hair when mixed with 20vol/6%.

A compact range of shades from natural to intense, plus a series of toners, which can all be used alone, or intermixed to ©ustomise and create an endless colour palette.

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

Mixing ratio



1 : 1.5
60 ml : 90 ml

Lift



up to 1 level*

Processing time



up to
20
min

Coverage



up to
75%*

Recommended for use with:



*when used with 20vol/6% activator.

gloss application

Apply to dry or pre-shampooed towel-dried hair using a bowl and brush.



virgin head application

- 1 – Mix your chosen gloss shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55% or 20vol/6%.
- 2 – Apply product mixture directly from the roots straight through to the mid-lengths and ends.
- 3 – Process for 20 minutes.

refreshing application

- TIGI copyright@olour gloss is an excellent choice for refreshing:
- Ammonia-free, deposit only results.
 - Gentler on the hair.
 - Helps maintain vibrancy and provides exceptional shine.

refreshing with gloss

Once regrowth application complete, follow refreshing guidelines

Minimum fade

Slight loss of minor tone



Apply or emulsify target gloss shade through mid-lengths and ends for the last 5 minutes of full processing time.

Moderate fade

Loss of minor and major tones



Apply target gloss shade to the mid-lengths and ends and process for up to the last 10 minutes of the development time.

Maximum fade

Depth and tone missing



Apply target gloss shade to the new growth, mid-lengths and ends, process for up to 20 minutes.

retouch application

- 1 – Mix your chosen gloss shade(s) with activator and apply to the new growth area only.
 - 2 – Once application is complete, process for 20 minutes.
 - 3 – Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.
- Note:** If new hair growth exceeds 1.5 inches, follow relevant virgin head application above.

gloss product service options

Service	Glaze	Gloss	Cover	Glisten
Performance	Soft demi-permanent	Demi-permanent	High performance demi-permanent	Soft permanent
Product	gloss	gloss	gloss	2 parts gloss + 1 part creative
Activator	5vol/1.5%	8.5vol/2.55%	20vol/6%	20vol/6%
Usage	<ul style="list-style-type: none"> – Toning – Refreshing – Colour change/correction – Changing tone – Darkening – Blending up to 25% of non-pigmented hair 	<ul style="list-style-type: none"> – Toning – Refreshing – Colour change/correction – Changing tone – Darkening – Blending up to 50% of non-pigmented hair 	<ul style="list-style-type: none"> – Multi-dimensional coverage – Lighten up to 1 level – Up to 75% coverage on non-pigmented hair on levels 7/0 and below* – For maximum coverage with a tonal shade, the target formula must contain ¼ of the corresponding natural shade 	<ul style="list-style-type: none"> – Iridescent shine and gloss – Lightening up to 2 levels – Up to 75% coverage on non-pigmented hair on levels 7 and below* – Increased tonal intensity – Staying on the same level – For maximum coverage with a tonal shade, the target formula must contain ¼ of the corresponding base shade

* when using activator 20vol/6%.

toning

During the lightening process the hair colour is taken through stages, from red through to a very pale yellow. This remaining undertone within the hair can act as a visual cue for the colourist, informing them what stage/level the lightening process is at. When pre-lightening hair, always lighten to the undertone which corresponds to your target level.

Taking this undertone into account is essential when deciding on product choice and development time. The chart on the right shows how undertones relate to different levels, with examples of products which can be used to achieve cool, neutral and warm results on levels 7 to 10. Process visually up to 20 minutes.

Level	Undertone	Cool shades		Natural shades	Warm shades	
10/0 extra light blonde	very pale yellow	10/08	10/28	10/02	10/03	10/32
9/0 very light blonde	pale yellow	9/21**		9/83**	9/03	
8/0 light blonde	yellow	7/2 + 9/21		7/0 + 9/83	8/0	
7/0 blonde	yellow/orange	7/2		7/0 + 7/2	7/0	

** for softer results, TIGI recommends to intermix with gloss clear 00/.

pre-pigmentation gloss & mix master

TIGI copyright@olour gloss mixed

to a 1:1.5 ratio of TIGI copyright@olour activator 5vol/1.5%:

- Apply chosen formulation to the colour correction/change area;
- Process for 20 minutes;
- Light shampoo, blow dry the hair;
- Apply your chosen target shade to the roots area;
- Apply the target shade to the colour correction/change area, process for the recommended time depending on product used.

Level	Undertone	Cool/Natural shades	Warm shades	Mixing ratio 1:1.5 / Processing time
8/0 light blonde	yellow	60g gloss 8/30	60g gloss 8/34	 90g activator 5vol/1.5% Total mass in bowl: 150g 
7/0 blonde	yellow/orange	30g gloss /6/3 + 30g gloss /8/30 Colour mass: 60g	60g gloss 7/4	
6/0 dark blonde	orange	60g gloss 6/3	60g gloss 6/34	
5/0 light brown	orange/red	60g gloss 5/4		

TIGI copyright@olour mix master mixed

to a 1:1.5 ratio of TIGI copyright@olour activator 5vol/1.5%:

- Apply chosen formulation to the colour correction/change area;
- Process for 20 minutes;
- Light shampoo, blow dry the hair;
- Apply your chosen target shade to the roots area;
- Apply the target shade to the colour correction/change area, process for the recommended time depending on product used.

Level	Undertone	Formulations	Mixing ratio 1:1.5 / processing time
8/0 light blonde	yellow	4g mix master /33 + 30g gloss 00/ Colour mass: 34g	 51g activator 5vol/1.5% Total mass in bowl: 85g 
7/0 blonde	yellow/orange	1g mix master /44 + 1g mix master /33 + 30g gloss 00/ Colour mass: 32g	 48g activator 5vol/1.5% Total mass in bowl: 80g 
6/0 dark blonde	orange	6g mix master /44 + 30g gloss 00/ Colour mass: 36g	 54g activator 5vol/1.5% Total mass in bowl: 90g 
5/0 light brown	orange/red	7g mix master /44 + 3g mix master /6 + 30g gloss 00/ Colour mass: 40g	 60g activator 5vol/1.5% Total mass in bowl: 100g 
4/0 brown	red/orange	6g mix master /6 + 2g mix master /44 + 30g gloss 00/ Colour mass: 38g	 57g activator 5vol/1.5% Total mass in bowl: 95g 
3/0 dark brown	red	14g mix master /6 + 30g gloss 00/ Colour mass: 44g	 66g activator 5vol/1.5% Total mass in bowl: 110g 

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creative



1 tube/2 oz./60ml e /58g

TIGI copyright©olour creative

Permanent haircolour creme which has been formulated to be used individually or intermixed to create an endless colour palette. Create a personalised formulation to lighten natural hair up to four levels, darken, and/or change the tone of the hair. Creative can be used to cover up to 100% of non-pigmented hair.

Have the confidence to lighten, cover with multi-dimensional or uniform results, or add vibrancy by using the intense collection.

Designed to be used with all activator strengths to darken, lighten, or remain on the same level. All creative shades are fully intermixable with each other providing endless opportunities for ©ustomisation.

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

Mixing ratio



Lift



Processing time



Coverage

up to 100%*

Recommended for use with:



*when used with 20vol/6% activator.



virgin head application

- 1 – Mix your chosen creative shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9% or 40vol/12%.
- 2 – Apply your chosen product mixture 1 inch (2.5 cm) away from the scalp, through to the mid-lengths and ends.
- 3 – Once complete, immediately apply the remaining product mixture to the root area.
- 4 – Process for 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).

Top tip: When lightening, process the lengths and ends for 20 mins, then mix fresh product and apply to the root area. Process for 35 minutes.

retouch application

- 1 – Mix your chosen creative shade(s) with activator and apply to new growth area only.
- 2 – Once application is complete, process for 35 minutes (up to 45 minutes on darker/coarse, resistant non-pigmented hair).

Notes:

- If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow the relevant virgin head application.
- Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

covering non-pigmented hair

To enhance coverage of non-pigmented hair, TIGI recommends mixing ¼ of a neutral or natural shade to ¾ of a fashion shade.

TIGI copyright@olour offers both neutral and natural shades, allowing stylists to tailor the end result from classic and uniform, to modern and multi-dimensional.

To create a more classic uniform end result, TIGI recommends selecting a neutral shade to intermix with a fashion shade.

To create a more modern multi-dimensional end result, TIGI recommends selecting a natural shade to intermix with a fashion shade.

refreshing with creative

For instructions to refresh using a gloss shade, see the gloss application section.

Notes:

- Total development time for new growth should be 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).
- Always refresh mid-lengths and ends using activator 5vol/1.5% or 8.5vol/2.55% mixed in a ratio of 1:1.5.
- For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.

	Multi-dimensional coverage	Radiant uniform coverage	Natural intense coverage	Matte intense coverage
Natural / Neutral shades	<p>Natural shade alone</p> <p>Example: 6/0 + 20vol/6%</p>	<p>Neutral shade alone</p> <p>Example: 6 + 20vol/6%</p>	<p>¾ Natural shade + ¼ Natural shade 1 level darker</p> <p>Example: ¾ 6/0 + ¼ 5/0 + 20vol/6%</p>	<p>¾ Neutral shade + ¼ Neutral shade 1 level darker</p> <p>Example: ¾ 6 + ¼ 5 + 20vol/6%</p>
Fashion shades (over 50% non-pigmented hair)	<p>¾ Fashion shade + ¼ corresponding Natural shade</p> <p>Example: ¾ 7/35 + ¼ 7/0 + 20vol/6%</p>	<p>¾ Fashion shade + ¼ corresponding Neutral shade</p> <p>Example: ¾ 7/35 + ¼ 7 + 20vol/6%</p>	<p>¾ Fashion shade + ¼ Natural shade 1 level darker</p> <p>Example: ¾ 7/35 + ¼ 6/0 + 20vol/6%</p>	<p>¾ Fashion shade + ¼ Neutral shade 1 level darker</p> <p>Example: ¾ 7/35 + ¼ 6 + 20vol/6%</p>

Note: swatches shown on white hair, end result will vary depending on natural level, undertone, hair type, processing time and formulation used.

refreshing with creative

Once regrowth application complete, follow refreshing guidelines

Minimum fade

Slight loss of minor tone



Apply or emulsify target creative shade through mid-lengths and ends for the last 5 minutes of full processing time.

Moderate fade

Loss of minor and major tones



Apply target creative shade to the mid-lengths and ends and process for up to the last 15 minutes of the development time.

Maximum fade

Depth and tone missing



Apply target creative shade to the mid-lengths and ends and process for up to 35 minutes.

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mix master



1 tube/2 oz./60ml e /58g

TIGI copyright©olour mix master

Pure tone creme haircolour designed to accent, modify or intensify the TIGI copyright(c)olour palette. Intermix with gloss, creative and lift to achieve an endless colour palette of (c)ustomised results, or use alone for bold statement effects.

Usage

- Custom colouring, adding into target shade.
- Using alone, provides up to four levels of lift on natural hair.
- Refreshing.
- Pre-pigmentation & post-pigmentation.

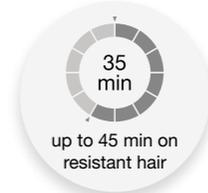
Mixing ratio



Lift



Processing time



Coverage



NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

Recommended for use with:



*when used with 20vol/6% activator.

mix master application

Apply to dry, unwashed hair using a bowl and brush.



virgin head application

- 1 – Mix your chosen mix master shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9% or 40vol/12%.
- 2 – Apply your chosen product mixture 1 inch away from the scalp, through to the mid-lengths and ends.
- 3 – Once complete, immediately apply the remaining product mixture to the root area.
- 4 – Process for 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).

retouch application

- 1 – Mix your chosen mix master shade(s) with activator and apply to new growth area only.
- 2 – Once application is complete, process for 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).

Notes:

- If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow the relevant virgin head application.
- Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

lifting artificial colour

mix master +00/ has been designed to give lift and shift on previously coloured hair. Use on mid-lengths and ends or target areas to help remove slight colour build-up.

- Mixing ratio 1:1.5 using activator:
 - **5vol/1.5%** or **8.5vol/2.55%** for sensitised or fine, delicate hair and slight colour build-up.
 - **20vol/6%** for fine to medium textured hair and slight colour build-up.
 - **30vol/9%** or **40vol/12%** for thicker/coarser hair types or hair which has more colour build-up.
- Apply to dry hair and process visually or up to 35 minutes.

refreshing with creative

For instructions to refresh using a gloss shade, see the gloss application section.

Notes:

- Total development time for new growth should be 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).
- Always refresh mid-lengths and ends using activator 5vol/1.5% or 8.5vol/2.55% mixed in a ratio of 1:1.5.
- For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.

Note: When used within 60ml/58g of a colour shade, 1–12 inches or grams of mix master can be added without extra TIGI copyright@olour activator. Above 12 inches (12 grams), extra activator will be required. **Example:** Extra 15 grams/15 inches = 22.5 grams of chosen TIGI copyright@olour activator.

refreshing with mix master

Once regrowth application complete, follow refreshing guidelines

Minimum fade
Slight loss of minor tone



Apply or emulsify target mix master shade through mid-lengths and ends for the last 5 minutes of full processing time.

Moderate fade
Loss of minor and major tones



Apply target mix master shade to the mid-lengths and ends and process for up to the last 15 minutes of the development time.

Maximum fade
Depth and tone missing

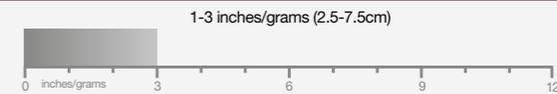


Apply target creative shade to the mid-lengths and ends and process for up to 35 minutes.

accent, modify, or intensify any colour result.

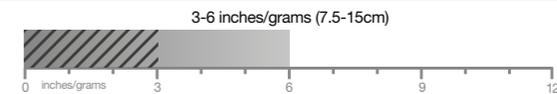
Working with 1 tube (60ml/58g) to:

Accent
add slight tone



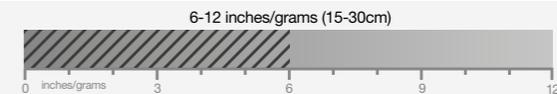
Ideal for levels 7 and above

Modify
add moderate tone



Ideal for levels 5-7

Intensify
add maximum tone



Ideal for levels 5 and below

TIGI copyright
©colour™

lift



1 tube/2 oz./60ml e /58g

TIGI copyright©colour lift

High-lift permanent haircolour that provides up to 5 levels of lift in only 35 minutes.

Lift, neutralise and tone in one application on natural hair. Designed to be used on or off the scalp with all activators.

Create shades from soft, smokey caramel and flat bronze on darker bases, to bright, clean vanilla, and coolest arctic blondes on lighter levels of natural hair. Customise by adding even more tone with mix master, or intermix lift with creative for truly limitless lifting and toning options.

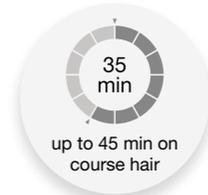
Mixing ratio



Lift



Processing time



Coverage



Recommended for use with:



NO HEAT: Heat is not required nor recommended on any TIGI copyright©colour products.



Apply lift to dry, unwashed hair using a bowl and brush. Use on- or off-scalp, with activator 40vol/12% maximum.



virgin head application

- 1 – Mix your chosen lift shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9% or 40vol/12%.
- 2 – Apply your chosen product mixture 1 inch (2.5 cm) away from the scalp, through to the mid-lengths and ends.
- 3 – Process for 20 minutes.
- 4 – Mix fresh product and apply to the root area.
- 5 – Process for 35 minutes (up to 45 minutes for darker/coarse hair).

retouch application

new growth of a maximum 1 inch)

- 1 – Mix your chosen lift shade(s) with activator and apply to new growth area only.
- 2 – Once application is complete, process for 35 minutes (up to 45 minutes for darker/coarse, resistant, non-pigmented hair).
- 3 – Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

Note: If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow relevant virgin head application above.

refreshing mid-lengths and ends

Use the appropriate gloss shade(s) with 5vol/1.5% activator and process visually up to 20 minutes.

lift series

ultra light natural blonde 100/0	ultra light ash golden blonde 100/83	ultra light violet blonde 100/2	ultra light violet blue blonde 100/21	ultra light ash violet blonde 100/82	ultra light intense ash blonde 100/88
Neutralisation: none	Neutralisation: minimum	Neutralisation: minimum/moderate	Neutralisation: moderate	Neutralisation: moderate/maximum	Neutralisation: maximum
No neutralisation, for soft natural results.	Soft ash golden tones gently neutralise pale yellow undertones.	Violet tones neutralise yellow undertones.	Violet blue tones neutralise yellow/orange undertones.	Ash violet tones neutralise orange/yellow undertones.	Ash tones neutralise orange/red undertones.

Note: swatches shown on white hair, end result will vary depending on natural level, undertone, hair type, processing time and formulation used.

TIGI copyright
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true light/ true light white



1 can/17.5oz. e /500g

TIGI copyright©olour true light

- Contains hydrolysed Keratin and Aloe Vera.
- Violet base helps to camouflage unwanted warm tones.

TIGI copyright©olour true light white

- Comprised of a white, fine powder.
- Infused with amino acid, chamomile and sugar crystal.

what is the difference?

true light versus true light white

- TIGI copyright©olour true light white gives a clear reading of the undertone while lightening.
- TIGI copyright©olour true light will help to camouflage the undertone while lightening.

high-performance lightener delivers fast, efficient lift.

- Zero-dust powder for safer working environment.
- Can be used for on- and off-scalp applications.
- Can be used for all highlighting techniques.
- Ideal for colour correction.

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

Mixing ratio



Lift



Processing time



Coverage

N/A

Recommended for use with:



On-scalp

Off-scalp

true light/ true light white application



global virgin application

- 1 – Begin application of lightener starting 1 inch (2.5 cm) away from new growth area, applying from the mid-lengths to ends of the hair.
- 2 – **Process without heat** until half a level from your desired undertone is achieved.
- 3 – Mix true light with the relevant activator and apply to new growth area, reapply on to the mid-lengths and ends over the top of previous application.
- 4 – **Process without heat** for up to 40 minutes or until the desired undertone has been achieved.
- 5 – Rinse, shampoo, and condition using water.
- 6 – Dry or towel-dry before applying gloss – We recommend toning with gloss shades 10/02, 10/08, 10/28 to help neutralise unwanted warm tones in the hair.
- 7 – To be mixed with activator 5vol/1.5% or 8.5vol/2.55%.

global retouch application

- 1 – If new growth is longer than 1 inch (2.5 cm), repeat the process of global virgin application on the mid-length area.
- 2 – If the new growth is within the 1 inch (2.5 cm) boundary, mix true light or true light white with either 8.5vol/2.55% or 20vol/6% – do not overlap onto previously lightened hair.
- 3 – **Process without heat** for a maximum of 40 minutes or until the desired undertone has been achieved.
- 4 – Rinse, shampoo, and condition using cool or tepid comfortable water.
- 5 – Dry or towel-dry before applying gloss – We recommend toning with gloss shades 10/02, 10/08, 10/28 to help neutralise unwanted warm tones in the hair.
- 6 – To be mixed with activator 5vol/1.5% or 8.5vol/2.55%.

true light cleaning

True light cleaning removes tone.

Ideal for colour build-up, removes chlorine/ khaki hues from the hair. Use to refresh previous colour by taking away excess build-up of toner.

- Mix 1 scoop (27g) true light or true light white with up to 60ml of warm water and TIGI shampoo to aid with consistency and application.
- Apply to pre-shampooed, towel-dried hair.
- Divide the hair into four sections and begin to work the cleaning mix into the hair.
- **Do not rub the hair or scalp;** work the product into the hair in the same direction as the cuticle scales to avoid sensitivity.
- Continue with the cleaning technique until desired result is achieved. Process visually for a maximum of 20 minutes.
- If no action/cleaning has been achieved, move on the next stage: cleansing.
- Once completed, shampoo and condition the hair using TIGI-recommended products and colour or style the hair as required.

true light cleansing

true light cleansing removes level and tone.

Ideally used when working globally or on large areas, also use with a low activator as a search cleanse to expose problem areas.

- Mix 1 scoop (27g) true light or true light white with up to 60ml of water + 30ml (30g) activator 20vol/6%, and TIGI shampoo to aid with consistency and application.
- Apply to dry hair. Divide the hair into four sections, begin application at the back.
- Apply to the darker areas on the hair first.
- **Do not rub the hair or scalp;** work the product into the hair in the same direction as the cuticle scales to avoid sensitivity.
- Continue with the cleansing technique until desired undertone or level is achieved. Process visually for a maximum of 20 minutes.
- Repeat if required and condition allows. If, after 25 minutes, no action or lift has been achieved, reapply or move on to lightening.
- Once completed, shampoo and condition the hair using TIGI-recommended products and colour or style the hair as required.

the lightening process



TIGI copyright
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activators



TIGI copyright©olour activator

TIGI copyright©olour rich creme activator is designed to work with all products within the TIGI copyright©olour range.

It is vital to use TIGI copyright©olour activators with TIGI copyright©olour products for maximum benefits of the range.

Activator usage

Always measure or weigh the appropriate amount of activator for the chosen range.

TIGI copyright©olour activators should always be used with all TIGI copyright©olour products for maximum benefits of the range.

activators	Product options	Usage
	gloss	Glazing, toning, refreshing, colour correction, staying on the same level, pre-pigmentation, changing tone darkening, blending up to 25% non-pigmented hair.
	creative	Darkening, adding and changing tone on the same level, blending up to 25% non-pigmented hair & refreshing mid-lengths and ends.
	mix master	Depositing, refreshing tone and/or vibrancy, pre-pigmentation.
	lift	Up to 1 level of lift, refreshing tone on mid-lengths and ends.
5vol/1.5%	true light/true light white	Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.
	gloss	Darkening, staying on the same level, changing tone, blending up to 50% non-pigmented hair, refreshing colour on the lengths and ends or for toning the hair.
	creative	Darkening, adding and changing tone on the same level, up to 1 level of lift, blending up to 50% non-pigmented hair & refreshing mid-lengths and ends.
	mix master	Up to 1 level of lift, depositing and refreshing tone and/or vibrancy.
	lift	Up to 2 levels of lift, refreshing tone on mid-lengths and ends.
8.5vol/2.55%	true light/true light white	Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.
	gloss	Lighten up to 1 level of lift, blending up to 75% non-pigmented hair on coarser hair types.
	creative	Up to 100% coverage on non-pigmented hair, darkening, lightening up to 2 levels on natural hair, adding or changing tone.
	mix master	Up to 2 levels of lift.
	lift	Up to 3 levels of lift and tonal deposit, ideal for delicate or extremely fine hair.
20vol/6%	true light/true light white	Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.
	gloss	N/A
	creative	Lightening up to 3 levels on natural hair, adding or changing tone.
	mix master	Up to 3 levels of lift and deposit. Use on previously coloured dark hair to deposit tone and vibrancy. Ideal for coarse hair types.
	lift	Up to 4 levels of lift depending on the hair's natural level, texture and history. Ideal for extremely fine hair.
30vol/9%	true light/true light white	OFF-SCALP APPLICATION ONLY. Up to 7 levels of controlled lift.
	gloss	N/A
	creative	Lightening up to 4 levels on natural hair, adding or changing tone.
	mix master	Up to 4 levels of lift and deposit. Use on previously coloured dark hair to deposit tone and vibrancy. Ideal for extreme colour build-up and coarser hair types.
	lift	Up to 5 levels of lift depending on the hair's natural level, texture and history, ideal for darker and coarser hair types.
40vol/12%	true light/true light white	OFF-SCALP APPLICATION ONLY. Up to 7 levels of controlled lift.