BRAND BOOK

XP
DON'T comPROmise

DISCOVER XP

Discover the XP Family. All your colouring needs in one collection: high-quality, reliable and stable formulas. XP always offers the best price to quality ratio. Guaranteed value for money, with 'no compromise'. XP is the favourite of every cost-conscious hairdresser who loves perfect results.

XP100 INTENSE RADIANCE

Permanent hair colouring cream with 100% covering power, high level direct acting pigments ensure long lasting healthy colours.

XP100 LIGHT RADIANCE

A compact range of mildly oxidising Demi-Permanent shades. Low commitment colour infused with Keratin for use in multiple techniques.

XP200 NATURAL FLAIR

Gentle ultra-cosmetic permanent hair colouring cream featuring plant extracts to respect the hair creating natural translucent results.

CONTENTS

COLOUR CONSULTATION

To find out what shades make hair look healthy and give that glow you will need to do the following:

- Define whether your client has a warm or a cool complexion

- Use the colour tone definer to determine:
  - Natural hair depth
  - Eye colour
  - Skin tone

Step 1: Warm or Cool tone?

Using the tone definer, on the left of the page, place it underneath your clients chin. Determine whether your client has a warm or cool skin tone according to the tone definer. Which is the most flattering shade to your clients complexion?

Step 2: Light, medium or dark depth?

Now that you know whether your client has warm or cool tones let's determine if light, medium or dark would be the most flattering. Place each section (light, medium and dark) under the chin to determine the depth needed to give your client the perfect tone.
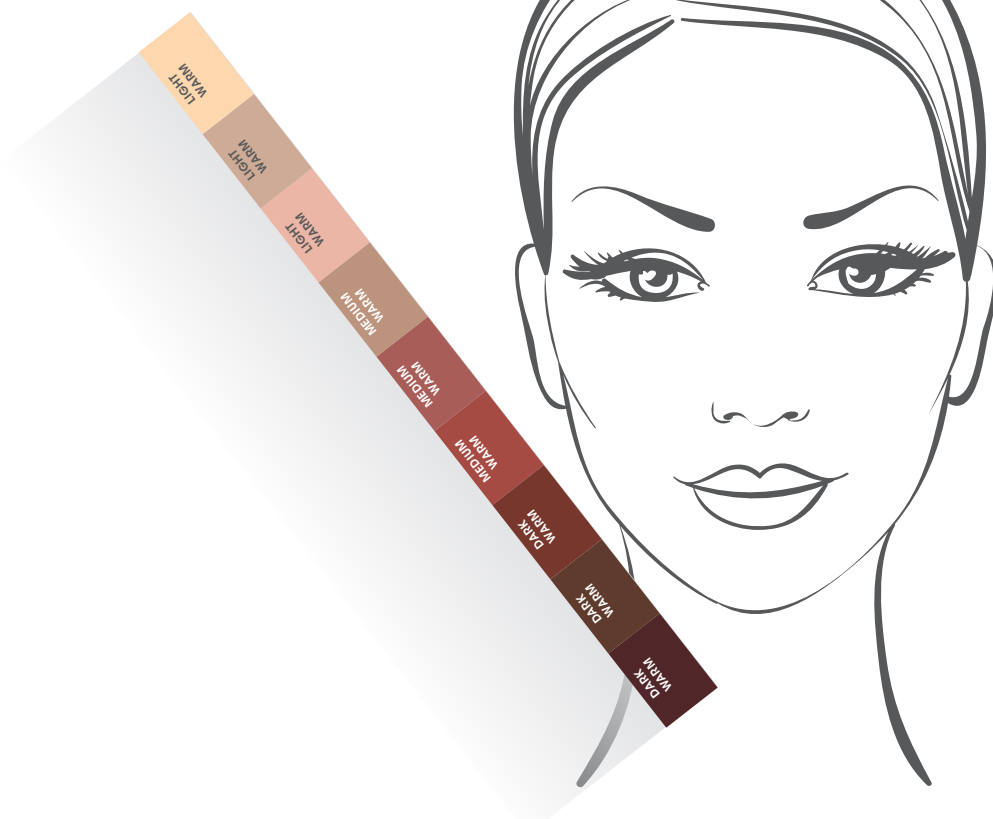
LIGHT WARM

LIGHT WARM

LIGHT WARM

MEDIUM WARM

MEDIUM WARM

MEDIUM WARM

DARK WARM

DARK WARM

DARK WARM

LIGHT WARM | LIGHT WARM | LIGHT WARM | MEDIUM WARM | MEDIUM WARM | MEDIUM WARM | DARK WARM | DARK WARM | DARK WARM

| LIGHT COOL | LIGHT COOL | LIGHT COOL | MEDIUM COOL | MEDIUM COOL | MEDIUM COOL | DARK COOL | DARK COOL | DARK COOL |

HAIR CHARACTERISTICS

Looking at the hairs characteristics will help create an overall better colour service for your clients.

**Texture:** The diameter of the individual hair strand

- Extremely Fine Hair – When colouring may process darker
- Fine Hair – Lacks body and will lighten more easily
- Medium Hair – Healthy texture with body reacts positively to colouring
- Coarse Hair – Resistant with a glassy shine, may give a lighter result than expected

Porosity: The hairs ability to absorb which will affect how the hair responds to colouring.

- Non-Porous Hair – The hair looks and feels glassy which will make it resistant to lightening and may require a longer processing time.
- Normal Porosity Hair – Hair is smooth and shiny with an undamaged cuticle, it will have a good response to colouring.
- Porous Hair – Hair has an open cuticle with a dull rough effect making the hair easy to lighten but will be inclined to fade quickly.

Adjusting formulas for hair porosity:

- Healthy Hair accepts warm tones and rejects cool tones – Add ash or natural shades to neutralise
- Porous Hair accepts cool tones and rejects warm tones – add red, orange or gold to neutralise

FINE	NORMAL	COARSE
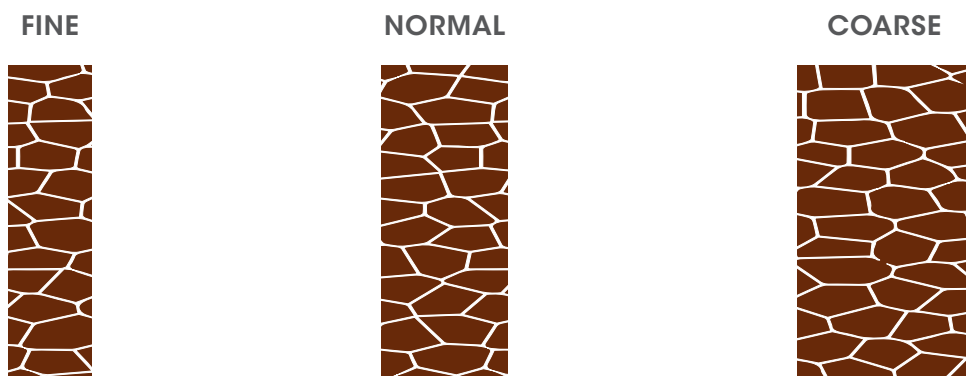
NB: If hair has porous ends – when colouring expect the faded areas to accept the ash and reject warm tones.
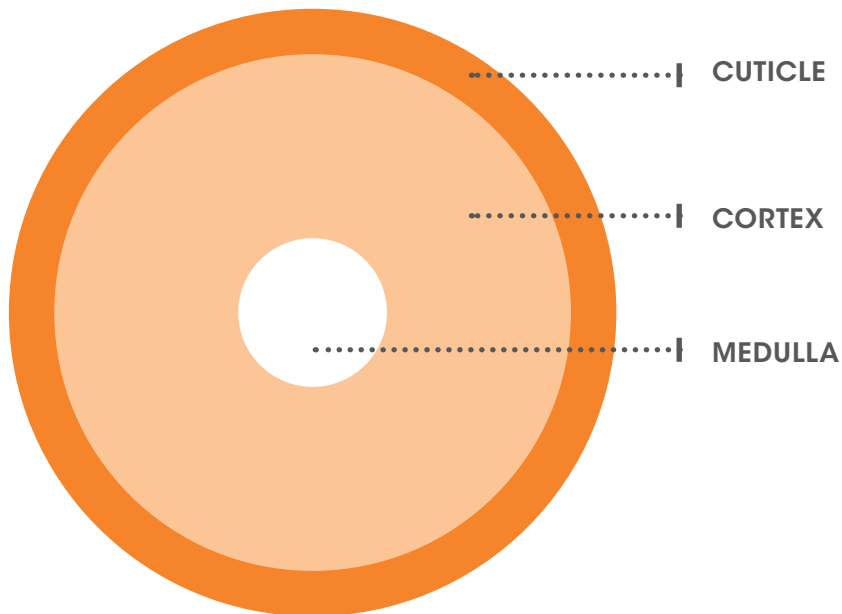
COLOUR THEORY

The cuticle refers to the outside layer of the hair shaft. It is composed of transparent, overlapping and protective scale-like cells.The cuticle protects the inner structure of the hair. A healthy, flat cuticle layer promotes strength, shine and the overall appearance of the hair.

The cortex is the centre part of the hair and makes up the majority of the hair shaft. It gives the hair special qualities like elasticity and curl. The cortex is packed with strands of keratin that lie along the length of the hair. Oxidative pigments are developed or oxidized in the cortex with permanent and demi/semi permanent haircolour.

Finally, **the medulla** is the canal-shaped innermost part of human hair. It has no known function and not all hair contains a medulla.

CUTICLE

CORTEX

MEDULLA

HAIR CROSS SECTION

COLOUR THEORY - THE COLOUR WHEEL

Primary colours: Three colours which, when blended, make up all other colours;
NB: An equal mix of all three primary colours will create a neutral tone.

| Blue	Red	Yellow
Cool tone Largest molecular size First to leave the hair	Warm tone Second in molecular size Colour appears richer and warmer	Warm tone Smallest molecular size Colour appears lighter and brighter Hardest to remove

Secondary colours: A mix of two primary colours.

Blue + Red = Violet	Red + Yellow = Orange	Yellow + Blue = Green

Complimentary colours: Colours that are found opposite each other on the colour wheel. If these colours are mixed together they neutralise each other.

Blue + orange = neutral tone	Red + green = neutral tone	Yellow + violet = neutral tone
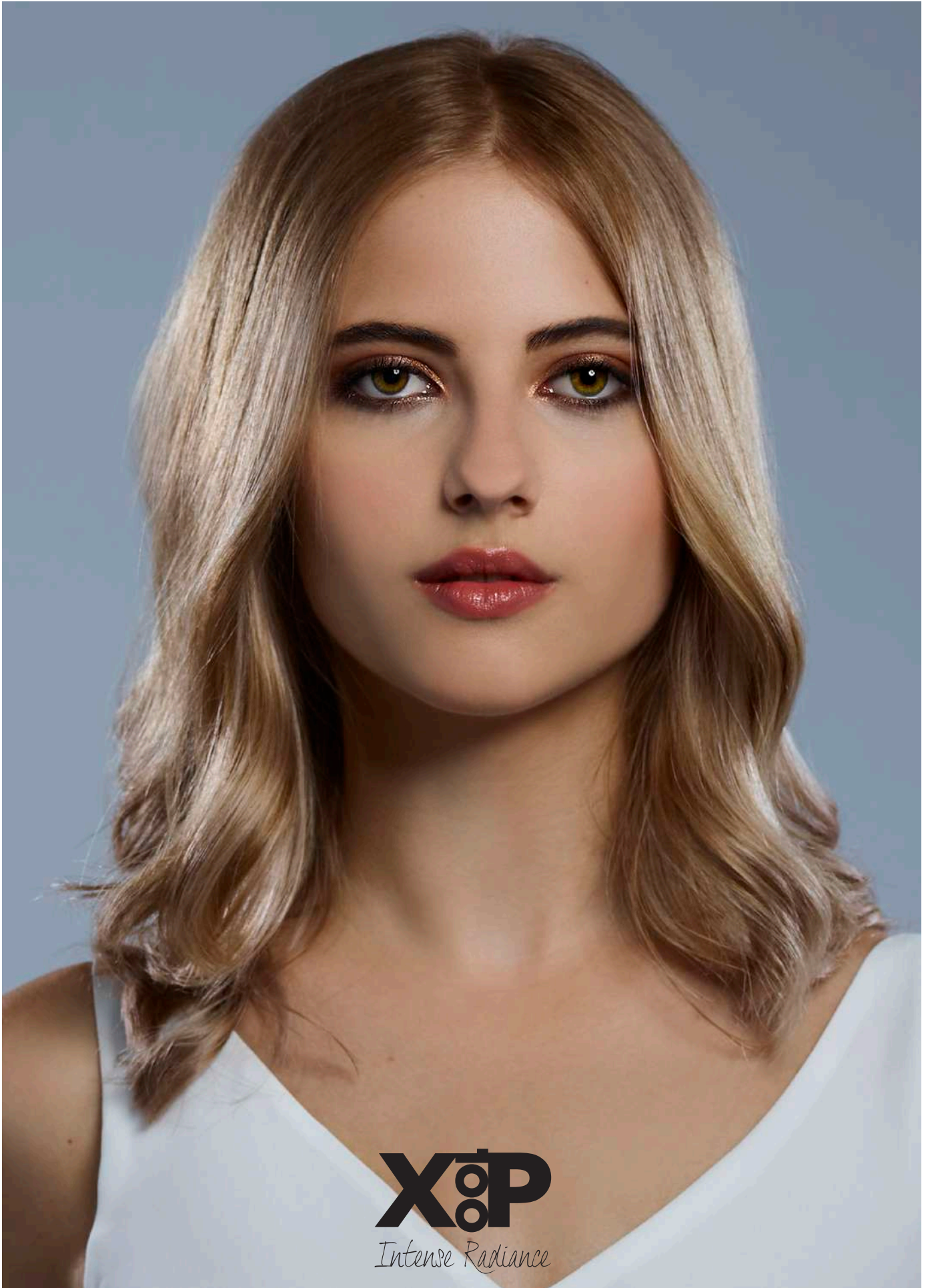
XP *Intense Radiance*

XP SHADE CHART

Intense Radiance

| Natural | 1.0 | 3.0 | 4.0 | 5.0 | 6.0 | 7.0 | 8.0 | 9.0 | 10.0 |

| Intense Natural | 4.00 | 5.00 | 6.00 | 7.00 | 8.00 | Natural Gold | 4.03 | 6.03 | 8.03 |

| Ash | 1.10 | 4.1 | 6.1 | 7.1 | 8.1 | 9.1 | 10.1 |

| Ash Violet | 6.12 | 8.12 | 10.12 | Beige | 6.13 | 8.13 | 9.13 |

| Gold | 4.3 | 5.3 | 6.3 | 6.32 | 7.3 | 7.32 | 8.3 | 9.3 |

| Gold Ash | 5.31 | 6.31 | 7.31 | Chocolate | 4.35 | 5.35 | 6.35 | 7.35 | 8.35 |

| Intense Brown | 3.77 | 4.77 | 5.77 | 6.77 | Chocolate Mahogany | 3.75 | 4.75 | 5.75 | 6.75 |

| Copper | 5.4 | 6.46 | 6.4 | 7.44 | 8.4 | 9.44 |

| Mahogany | 4.5 | 5.5 | 6.5 | Red | 5.62 | 6.66 | 7.62 | 8.66 |

| Violet | 4.20 | 5.20 | 6.26 | 9.22 | 9.72 | 10.72 | Special Lightener | 12.1 | 12.21 |

| Lightener | 11.02 | 11.1 | 11.0 | 11.00 | Mix | COPPER | RED | VIOLET | BLUE |

XP100 INTENSE RADIANCE (PERMANENT COLOUR)

XP100 Intense Radiance Permanent hair colouring cream is formulated using the highest quality ingredients to ensure 100% covering power and long lasting intense shades.

The range consists of over 70 natural and reflex shades including coppers, reds, golds, violets, chocolates and ash to ensure a fully comprehensive range for any hairdresser.

XP100 Intense Radiance is developed with your client in mind. The formulation has been developed and designed to care for hair throughout the colouring process. Infused with nine essential herbs including Eucalyptus, Artemisia, Mint, Nettle, Fennel, Lavender, Thyme, Rosemary and Helichrysum to condition and strengthen the hair.

Rosemary oil is key to the formulation, its antioxidant and stimulating properties result in unprecedented shine and condition. Whilst innovative high quality pigments ensure long lasting stable shades.

FEATURES & BENEFITS

- Developed using Mediterranean herbal extracts to preserve the hairs natural beauty and health
- Innovative high quality pigments providing excellent coverage
- Rosemary oil helps create optimum coverage, shine and condition
- Over 70 shades
- Up to 100% grey coverage
- Natural and intense bases contain a cool blue pigmentation
- 13 Vibrant Red and Copper tones.
- 6 High lift blonde tones giving up to 4 levels of lift
- 4 Mix shades to boost, correct or create existing or new shades and tonalities
- Soft ammonia-fragrance making it a more pleasant coloration treatment for both stylist and client.
- Get more for your money with a 100ml tube

XP100 INTENSE RADIANCE -
STEPS TO FORMULATION, CREAM DEVELOPERS & TIMING

STEPS	ACTION
STEP 1	Determine the natural level of the hair colour
STEP 2	Determine the desired level & tone
STEP 3	Define levels of lift, deposit or tonal change
STEP 4	Identify grey percentage
STEP 5	Identify underlying pigment

CREAM DEVELOPER	DESIRED LEVEL OF LIFT
3%-10 VOLUME	Tone on tone / Depositing colour
6%-20 VOLUME	1 to 2 levels lift
9%-30 VOLUME	2 to 3 levels lift
12%-40 VOLUME	4+ levels lift

REQUIREMENT	FORMULA (MIXING RATIO) 1:1	TIMING	APPLICATION
Depositing colour or lift up to 3 levels	1 part colour 1 part developer eg: (50ml colour 50ml developer)	30 MINS	Dry hair
Adding colour mixes to intensify	1 part colour 1 part developer eg: (15ml mixer + 35ml + 35ml developer)	30 MINS	Dry hair
Cover first signs of grey (below 30%)	1 part colour 1 part developer	30 MINS	Dry hair
Cover grey 50%+	1 part colour 1 part developer	30–40 MINS	Dry hair

1 PART + **1 PART**

XP100 INTENSE RADIANCE MIX SHADES

The XP100 Intense Radiance Mix shades are true multi-talents and can be used for a whole range of color applications:

| COPPER | RED | VIOLET | BLUE |

CORRECTOR USE:

- Used to counter-act/eliminate any unwanted tones, to colour correct or pre-pigmentate.

Instructions for use:

- Use your colour wheel to determine which tone is needed to neutralise the unwanted tone.

- To pre-pigmentate: Add warm water to either red or copper & apply to the desired area, you can rinse out first or apply your colour directly over the pre-pigmentated hair.

BOOSTER USE

- Mixed into any of the existing XP100 shades to intensify them.

Instructions for use:

- Add 5 – 25% to your prepared colour mixture.

CREATIVE USE:

- Create new fashion shades, e.g. Metallics.

Instructions for use:

- Apply to pre-lightened hair (min. level 9 or lighter). Use 11.0 as your main shade (95% of your mixture) and add 5% of your desired Mix tone to create Metallics. To be mixed 1:1 with 10V/3% developer. Processing time: 5-15 min.

XP200
Natural Flair

XP200 SHADE CHART

Natural Flair

Natural

1.0	3.0	4.0	5.0	6.0	7.0	8.0	9.0	10.0

Intense Natural

4.00	5.00	6.00	7.00	8.00	9.00

Ash

6.1	8.1	9.1	10.1	2.10	5.12	7.13	9.13	4.15

Gold

4.3	5.3	6.3	8.3	10.3	7.03	9.31	10.31	6.32

Gold

10.32	5.34	7.34	4.35	5.35	6.35	7.35

Copper

4.4	6.4	7.4	8.40	5.45	8.45	7.46

Mahogany

5.5	4.53	6.53

Red

4.6	5.6	3.65	6.66

Violet

9.2	3.20	4.22	7.23	5.26

Super lightener

SE.0	SE.1	SE.2

Pastels

P.01	P.02	P.021

XP200 NATURAL FLAIR (PERMANENT COLOUR)

The XP200 Permanent colour range includes over 60 natural and reflex shades; including coppers, ashes, reds and golds all containing micro colour pigments for better penetration and longer lasting colour.

The Super Lightener series is enriched with Vitamin C for optimal conditioning.

Pastel series create those soft lustrous tones.

XP200 is famous for its gentle ultra-cosmetic formula created using natural plant extract from palm seed and coconut to protect against damage and guarantee shade stability whilst creating the most natural, translucent colour effects.

FEATURES & BENEFITS

- Micro colour pigment for better penetration and longer lasting colour

- Up to 100% grey coverage

- Gentle formula with plant extract and Vitamin C for optimal condition

- Fatty acids from coconut help protect the hair cuticle surface during the hair colouring process

- Plant lipids extracted from palm seed contain great emollient power to preserve the hair's hydro-lipidic film

- Sequestering agents: daily pollution leaves various particles on hair, the sequestering agents inhibit the particles from causing breakage when hair is coloured

- "French" coloration = more natural, translucent colour result

- Super lighteners creating up to 4.5 levels of lift

XP200 NATURAL FLAIR -
STEPS TO FORMULATION, CREAM DEVELOPERS & TIMING

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STEP 3	Define levels of lift, deposit or tonal change
STEP 4	Identify grey percentage
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12%-40 VOLUME	4+ levels lift

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Cover first signs of grey (below 30%)	1 part colour 1 part developer	30 MINS	Dry hair
Cover grey 50%+	1 part colour 1 part developer	30–40 MINS	Dry hair

1 PART **+** **1 PART**

INTERNATIONAL COLOUR SYSTEM

NUMBER	SHADE
1	Black
3	Dark brown
4	Brown
5	Light brown
6	Dark blonde
7	Blonde
8	Light blonde
9	Very light blonde
10	Lightest blonde

NUMBER	TONE
1	Ash
2	Violet
3	Gold
4	Copper
5	Mahogany
6	Red
7	Brown
8	Pearl

6.46

The number before the decimal point identifies the **shade level**

The first number after the decimal point identifies your **primary tone**

The second number after the decimal point identifies your **secondary tone**

IDENTIFY THE BASE SHADE

Using the shade chart select the shade which is closet to the clients natural level.

To determine the natural level of the hair shade hold the closet to the scalp first to identify their natural colour, then check the middle lengths and ends as the level may vary along the length of hair.

ROOTS

MIDDLE LENGTHS

ENDS

| 10 LIGHTEST BLONDE |
| 9 VERY LIGHT BLONDE |
| 8 LIGHT BLONDE |
| 7 MEDIUM BLONDE |
| 6 DARK BLONDE |
| 5 LIGHT BROWN |
| 4 MEDIUM BROWN |
| 3 DARK BROWN |
| 2 DARKEST BROWN |
| 1 BLACK |
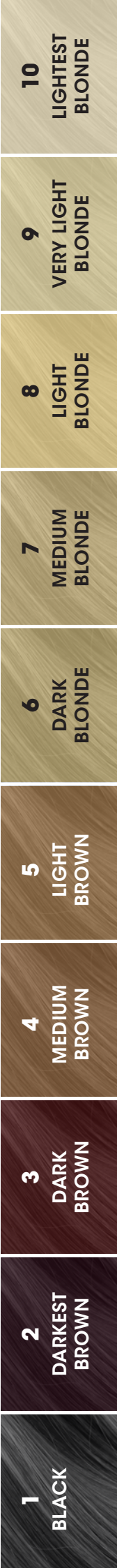
UNDERLYING PIGMENT

Underlying pigment refers to the undertones that are exposed anytime natural hair colour is lifted. Generally, this affects the outcome of a colour formulation when lifting by two or more levels and the volume of developer affects underlying pigment exposed in the lifting process.

Remember the final hair colour is a combination of the hair's underlying pigments and the artificial colour used.

DESIRED LEVEL	NATURAL UNDERLYING TONE	TO NEUTRALISE UNWANTED WARMTH
1	Dark red brown	Green
2	Red	Green
3	Red orange	Green
4	Orange	Blue
5	Orange gold	Blue
6	Gold orange	Blue
7	Deep yellow	Violet
8	Yellow	Violet
9	Pale yellow	Violet

XP200
Natural Flair

GREY COVERAGE

XP100 permanent hair colour provides up to 100% grey coverage using the latest generation of colour pigments, follow the table below to ensure perfect coverage every time:

% OF GREY	% OF NATURAL SERIES	% OF DESIRED COLOUR
25%	0%	100%
25% - 50%	25%	75%
50% - 100%	25%	75%

XP200 permanent hair colour provides up to 100% grey coverage using micro colour pigmentation, please follow the table to below to ensure perfect results:

% OF GREY	% OF NATURAL SERIES	% OF DESIRED COLOUR
25%	0%	100%
25% - 50%	25%	75%
50% - 100%	50%	50%

10 VOLUME DEVELOPER IS RECOMMENDED FOR GREY COVERAGE WHEN THE TARGET SHADE IS 1-2 LEVELS OF THE NATURAL COLOUR. 20 VOLUME DEVELOPER IS RECOMMENDED FOR RESISTANT HAIR.

For best results allow the colour to develop for 45 minutes.

XP
Light Radiance

XP100 Light Radiance

SHADE CHART

Natural
1.0   3.0   4.0   5.0   6.0   7.0   8.0   9.0

Ash
5.1   7.1   7.82   8.81   9.01   9.12   10.81

Gold
7.3   9.03   5.37   6.37

Copper
7.43   6.45   7.45

Mahogany
5.56

Violet
4.25   5.25

Brown
6.7   7.7   6.71   8.71   5.73   6.73   7.73   8.73   5.75

Brown
4.77   6.75   6.77   9.7   10.7

XP100 LIGHT RADIANCE (DEMI-PERMANENT HAIR COLOUR)

Specially formulated ingredients provide extraordinary softness and brilliance to the hair with added dual-action colouring system for long-lasting, rich, intense results. Nourishing ingredients are used to increase shine, reflection and smooth the hair creating a glossy lustrous colour.

FEATURES & BENEFITS

- Provides extraordinary softness and brilliance to the hair

- Dual action colouring system for long lasting, rich, intense results

- Shine polymers create a smooth, even, reflective transparent film

- Up to 50% grey coverage

- Keratin derivatives improve the hair's structure whilst the natural orange wax conditions and smoothes the hair.

- Ammonia free

- Gloss gel-cream for easy and fast application

- Lasts up to 2 months (approx. 24 washes)

CAN BE USED FOR MULTIPLE TECHNIQUES:

- Applying colour for the first time covering first grey hair

- Intensifying/refreshing the colour of previously dyed hair (glossing service)

- Pastel toning

- Pre-pigmenting

XP100 LIGHT RADIANCE
(DEMI-PERMANENT HAIR COLOUR)
STEPS TO FORMULATION

27

HAIR SERVICE	DEVELOPER	FORMULA	TIMING	APPLICATION
Maintain natural colour level	1.8%	1:2	20 MINS	Shampooed – Towel dried hair
Add depth or refresh colour	1.8%	1:2	15-20 MINS	Shampooed – Towel dried hair
Cover first signs of grey (below 30%)	1.8%	1:2	20 MINS	Shampooed – Towel dried hair
Toning	1.8%	1:2	5-15 MINS	Shampooed – Towel dried hair
Equalizing or pre-pigmentation	1.8%	1:2	5-15 MINS	Shampooed – Dry hair
Enhance red shades	1.8%	1:2	15-20 MINS	Shampooed – Towel dried hair
Cover 30–50% grey hair	3.6%	1:2	20 MINS	Shampooed – Dry hair
Lift one tone lighter	3.6%	1:2	20 MINS	Shampooed – Dry hair

1 PART **+** **2 PARTS**

HI-LIFT & BLEACH

XP100 LIGHTENERS & SUPER LIGHTENERS

- Giving up to 4 levels of lift
- Enriched with 9 essential herb extracts for optimum shine.
- Added rosemary oil for extra protection to the hair.
- 1:2 mixing ratio
- 45-50 minute development time
- On and off scalp application

SHADE	TONE
11.02	Superlight natural violet blonde
11.1	Superlight ash blonde
11.0	Super light blonde
11.00	Super light platinum blonde
12.1	Special blonde pearl ash
12.21	Special blonde violet ash

XP200 SUPER LIGHTENERS

- Giving up to 4.5 levels of lift
- Enriched with Vitamin c for optimum condition and shine
- Fatty acids of coconut protect the hair whilst lifting.
- 1:3 mixing ratio
- 45-50 minute development time
- On and off scalp application

SHADE	TONE
SE.0	Super natural lightening
SE.1	Super ash lightening
SE.2	Super irise lightening

HI-LIFT & BLEACH

PASTELS

- Gentle formula for illuminating unwanted tones and creating new and exciting shades.
- 1:1 mixing ratio
- 10vol developer for 5-20 minutes

SHADE	TONE
P.01	Pastel ash
P.02	Pastel irise
P.021	Pastel champagne rose

Lighteners & super lighteners can be used as toners on pre lightened hair to illuminate unwanted tones and create new looks.

Mix 1:2
10vol developer
Develop 5-20 mins

XP DUST FREE POWDER BLEACH

- White or Blue powder formula
- Very low expansion rate
- On and off scalp application
- Great for all lightening techniques; foils, meche, free hand
- Mix 25g bleach powder with 60mls developer
- Giving up to 5 levels of lift
- Suitable with 10vol, 20vol, 30vol, 40vol
- Develop up to 60 minutes

QUICK REFERENCE

HAIR COLOURING PRECAUTIONS

- Administer a patch test 48 hours prior to any colour service

- Do not colour hair if the scalp has any abrasions present

- Perform a strand test to preview colour results

- Always wear gloves

- Do not allow the colour to come into contact with the eyes

- Do not use very hot water

PATCH / ALLERGY TEST

- Cleanse the area behind the ear

- Prepare colour – using the same mixing ratio as for the strand test

- Apply colour to the back of the clients ear lobe with a cotton bud

- Leave for 48 hours

- If no reaction has occurred proceed with colour service / If there is any reaction, redness or itchiness rinse immediately and do not proceed with colour service

STRAND TEST

This will determine your end colour result and could save time

- Mix 10ml colour + 10ml of desired developer

- Apply to a small section of the hair using foil to isolate the strand.

- Process for the full time – Rinse and shampoo

- The result will determine if adjustments to the formulation are necessary

XOP
Light Radiance

XP
DON'T comPROmise