**WHY IT'S IMPORTANT TO CHOOSE THE CORRECT TONE?**

The Natural Hair Color will be the same level or darker than:

- **1. Divide the hair into 4 sections.**
- **2. Identify the client's natural level.**
- **3. Where they intersect is the level of Ion Sensitive Scalp Crème Developer.**
- **4. The recommended Ion Sensitive Scalp Crème Developer strength (10 vol/3%, 20 vol/6%, 30 vol/9% or 40 vol/12%) is also included.**
- **5. Always use 20 vol/6% for flawless gray coverage.**
- **6. Rinse thoroughly and shampoo.**
- **7. Light blonde of Ion Color Brilliance™ hair coloring Crème or Liquid needed to achieve desired results.**
- **8. Use more than 1/2 oz. of HOT RED developer + 1/2 oz. Ion Sensitive Scalp Crème Developer.**
- **9. Rinse thoroughly and shampoo.**

**APPLICATION:**

- **1. Divide the hair into 4 sections.**
- **2. Make 1/4” parting and apply the mixture on lengths and ends, starting 1” from the scalp.**
- **3. Process for 15 minutes.**
- **4. Apply remaining color to the scalp.**
- **5. Process for an additional 15 minutes, or until the color is even.**
- **6. Rinse thoroughly and shampoo.**

**COLOR OBJECTIVE / hair color following the shampoo with Ion Color Brilliance™ After Color Treatment**

**FORMULATION CHART: FORMULATION CHART:**

**1. Identify the client's natural level.**

**2. Identify the desired hair color level.**

**3. Where they intersect is the level of Ion Sensitive Scalp Crème Developer.**

**4. The recommended Ion Sensitive Scalp Crème Developer strength (10 vol/3%, 20 vol/6%, 30 vol/9% or 40 vol/12%) is also included.**

**5. Always use 20 vol/6% for flawless gray coverage.**

**6. Rinse thoroughly and shampoo.**

**NEW GROWTH APPLICATION: 1. Divide the hair into 4 sections.**

**2. Make 1/4” parting and apply the mixture on lengths and ends, starting 1” from the scalp.**

**3. Process for 15 minutes.**

**4. Apply remaining color to the scalp.**

**5. Process for an additional 15 minutes, or until the color is even.**

**6. Rinse thoroughly and shampoo.**

**Create Color Perfection: Create Color Perfection:**

**NEW COLOR FORMULATION: 1. Divide the hair into 4 sections.**

**2. Make 1/4” parting and apply the mixture on lengths and ends, starting 1” from the scalp.**

**3. Process for 15 minutes.**

**4. Apply remaining color to the scalp.**

**5. Process for an additional 15 minutes, or until the color is even.**

**6. Rinse thoroughly and shampoo.**

**Why it’s Important to Choose the Correct Tone? Why it’s Important to Choose the Correct Tone: New Use for Proper Color Selection: New Use for Proper Color Selection:**

**BRILLIANT COLOR THEORY: BRILLIANT COLOR THEORY:**

**Why is it important to choose the correct tone? Why is it important to choose the correct tone?**

**New Growths Application: New Growths Application:**

**Color Formulation: Color Formulation:**

**Choose Color: Choose Color:**

**GM Style Guide: GM Style Guide:**

**Color Palette: Color Palette: Hot Red Intensifier: Hot Red Intensifier:**

**Comparison Chart: Comparison Chart:**

**Iconics® Sun Color®®®®:**

**Cruelty-Free Product, not tested on animals.**

**L’Oréal®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®®©
AMMONIA FREE Powder Lightener

- Unique oil base infused with exotic Argan Oil.
- European formulas, both suitable for on or off the scalp applications.
- Creamy consistency stays moist throughout entire lightening process.
- Moisture rich combination of active ingredients.
- Conditioning dust-free formula.
- Unique moisture rich combination of active ingredients is ideal for all hair types.
- European formulation without damaging ammonia lifts up to 7 levels.
- Locks in hair color and ensures color longevity between applications.
- Prolongs hair color.
- Protects from heat styling and environmental damage.
- Paraben Free.
- Hair care solutions for your color treatment.
- Unique triple action formula helps to eliminate traces of remaining oxidizing agents, seals the natural pH of the hair and skin.
- Infused with avocado oil to moisturize hair, scalp, forehead, ears, neck, and hands.
- Formula that helps to even the hair's natural porosity, enhances color absorption, prevents color fading.
- Infused with argan oil and silk proteins for added shine and manageability.
- Formulated without parabens, sulfates, and phthalates.
- Infused with aloe vera for added moisture and softness.
- Aloe rich formula helps to gently remove unwanted color residue on the scalp.

PROFESSIONAL LIGHTENERS
European formulas, both suitable for on or off the scalp applications.

* Ion Color Brilliance™ Powder Lightener
  - Conditioning dust-free formula.
  - Enriched with green tea and sacred oils for optimum conditioning and moisture retention during processing.
  - Moisture rich combination of active ingredients.
  - Creamy consistency stays moist throughout entire lightening process.

* Ion Color Brilliance™ AMMONIA FREE Powder Lightener
  - European formulation without damaging ammonia lifts up to 7 levels.
  - Unique moisture rich combination of active ingredients is ideal for all lightening techniques on or off the scalp.

* Ion Color Brilliance™ Creme Oil Lightener
  - Advanced super-lightening action delivers smooth, even lightening from scalp to ends.
  - Moisture rich creme oil formula protects and conditions as it lightens.
  - Unique oil base without with volatile aromas.
  - Strengthening wheat protein helps to maintain keratin strength during lightening.

STAIN BARRIER CRÈME
• Infused with Jojoba Oil, Aloe Vera, Panthenol
• Specialized coating technology to provide shinier and healthier hair
• Infused with the finest materials, strength, and flexibility to create multiple hair styles.

Ion Permanent Creme & Liquid Hair Color

- INTENSIVE SHINE™
- 100% Flawless
- 100% Dark Warm Blonde

PERMANENT CRÈME & LIQUID
100% Flawless
Gray coverage
Pure Ionic Micropigments
For deeper more intense color deposit

Refresing Fragrance
Helps to ensure stronger, shinier, healthier hair

BRIGHTENING TIPS

Permanent & Demi Permanent hair color
Intensive Color Brilliance™

BRILLIANT APPLICATION TIPS:

PRELIMINARY STRAND TEST:

A strand test is always recommended prior to application, especially if the hair is porous or previously chemically treated with lighteners, permanent waves, chemical hair relaxers, or hair color. Mix color according to directions. Apply to a few selected strands. After 30 minutes, rinse and evaluate for accurate results.

If the hair has previously been colored with permanent hair color then an application of Ion Stain Barrier Crème or Liquid is recommended prior to application of the artificial color molecules so they can be easily rinsed from the hair.

No color supplement products are to be used with Permanent or Demi Permanent Color Solutions unless otherwise instructed. After applying your chosen color, Ion Intensive Color Brilliance™ TRY ME TRIAL KIT must be rinsed out immediately after a chemical relaxer or texturizer service.

Remember tint won’t lift tint.

®

No permanent color & no Permanent & Demi Permanent hair color

If you apply more shade than your desired tone, a color correction might be necessary.

®

If your hair is naturally lighter than the desired color, a color correction might be necessary.

®

If you apply more color than desired, a color correction might be necessary.

®

If your hair is naturally lighter than desired, a color correction might be necessary.

®

If you apply more color than desired, a color correction might be necessary.
**I&N Color Brilliance™**

**Styling Solutions**

Professional styling tools created with advanced ionic technology to provide cleaner and healthier looking hair. Ion’s combs, are designed with the finest materials, strength, and flexibility to create multiple hair styles.

**I&N Repair Solutions**

For weak, damaged hair.

- Leaves hair stronger, shinier, and more manageable.
- Paraben Free.

**Hair Care Solutions**

Over 70 formulas to fit all your hair needs, especially protection and enhancement for your color treatment.

**I&N Color Brilliance™ Color Corrector**

If the hair has previously been colored with permanent hair color then an application of Ion Color Corrector should first be done.

Remember that you can't lift hair. Ion Color Corrector is the safe choice for removing permanent hair color. Easy to use for minimal to moderate color removal. Unique formula works by reducing the size of the artificial color molecules so they can be easily rinsed out from the hair.

**I&N Color Brilliance™**

- Protects from heat styling and environmental damage.
- Leaves hair strong, shiny and manageable.
- Paraben Free.

**I&N Color Brilliance™ Permanent Hair Color**

- For 100% gray coverage, use Color Brilliance™ permanent hair color.
- Select a low Color Brilliance™ permanent hair color from a level 8 or darker.
- Neutral (R) and Cold (S) bases will provide the best coverage.
- When using an Ion (K) or Regular (R) shade for hair over 50%, gray mix with 1/3 part each of low Color Brilliance™ Neutral (N) or Cold (S) shade of the same level.
- Process up to 46 minutes.
- Apply color generously.

**I&N Color Brilliance™**

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**Hair Color**

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- Process up to 46 minutes.
- Apply color generously.

**I&N Color Brilliance™**

- Fortifies, repairs, and strengthens.
- For weak, damaged hair.
- Strengthens and makes hair stronger and more healthy-looking.
- Paraben Free.

**I&N Color Brilliance™**

- Intense Conditioning Color Solutions for your color treatment.
- Protects from heat styling and environmental damage. The clean, refreshing fragrance helps mask the ammonia odor when it’s mixed with professional hair color or lighteners. Available in 10, 20, 30, and 40 volume.
- Locks in hair color and ensures color longevity between applications.
- Paraben Free.

**I&N Color Brilliance™ Color Corrector**

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