brand story

Unlock the professional secret to beautiful hair with ion professional. With over 120 shades of hair colour and an extensive range of care and styling products, discover ion's new and exciting range that inspires you to set your creativity free.

Specially developed with customers in mind, ion's extensive range of Permanent, Permanent Hi-lift, Semi-Permanent, Semi-Permanent Pastel and Colour Flash Gel Hair Colours offer you the perfect colour palette. So whether you're looking for a permanent long-lasting ultra-light blonde or a semi-permanent on-trend pastel tone, you can find the perfect colour to suit your clients' needs.

ion understands that the secret to beautiful hair isn't just about colour; it's about looking after the hair too. That's why ion has specially developed a range of care and styling products with key nourishing and conditioning ingredients that work with the individual's hair type to offer the complete hair care solution. With an extensive range of products including shampoos, conditioners and styling aids, across 5 families including Colour Care, Moisture Care, Volume Boost, Smooth Perfect and Deep Cleanse, unlock the professional secret to beautiful hair today.

contents

dark warm	dark warm	dark warm	medium warm	medium warm	medium warm	light warm	light warm	light warm

colour consultation

Determining which shades best match skin colour and tone will enhance your clients hair to leave it looking shiny and healthy.

Before choosing the colour be sure to complete the following:

• You will need to define whether your client has a warm or a cool complexion

• Use the colour tone definer on this page to determine:
  – Natural hair depth
  – Eye colour
  – Skin tone

Step 1: warm or cool tone?

Using the tone definer, on 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 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 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 glossy shine, may give a lighter result than expected

fine   **normal**   **coarse**

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.
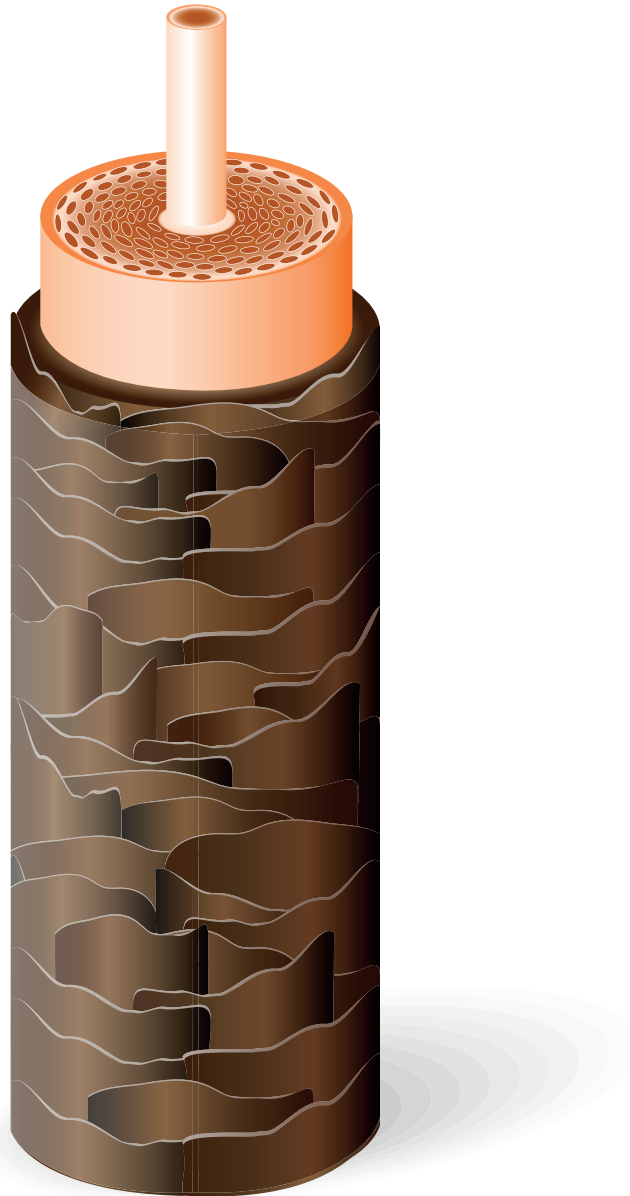
Adjusting formulas for hair porosity

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.

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

colour theory

Cuticle

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.

Cortex

The cortex is the center 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 hair colour.

Medula

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

Cross section

cuticle

cortex

medulla
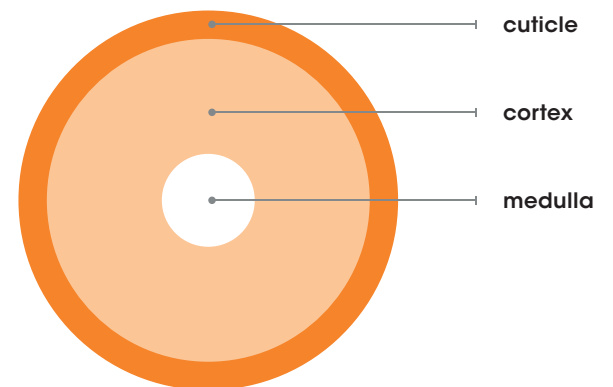
colour theory
the colour wheel

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

international colour system

ion permanent colour

7.31

golden ash blonde
159389
golden ash

The number before the decimal point identifies the shade level

The second number after the decimal point identifies the secondary tone (a little bit of)

The first number after the decimal point identifies the primary tone (lots of)
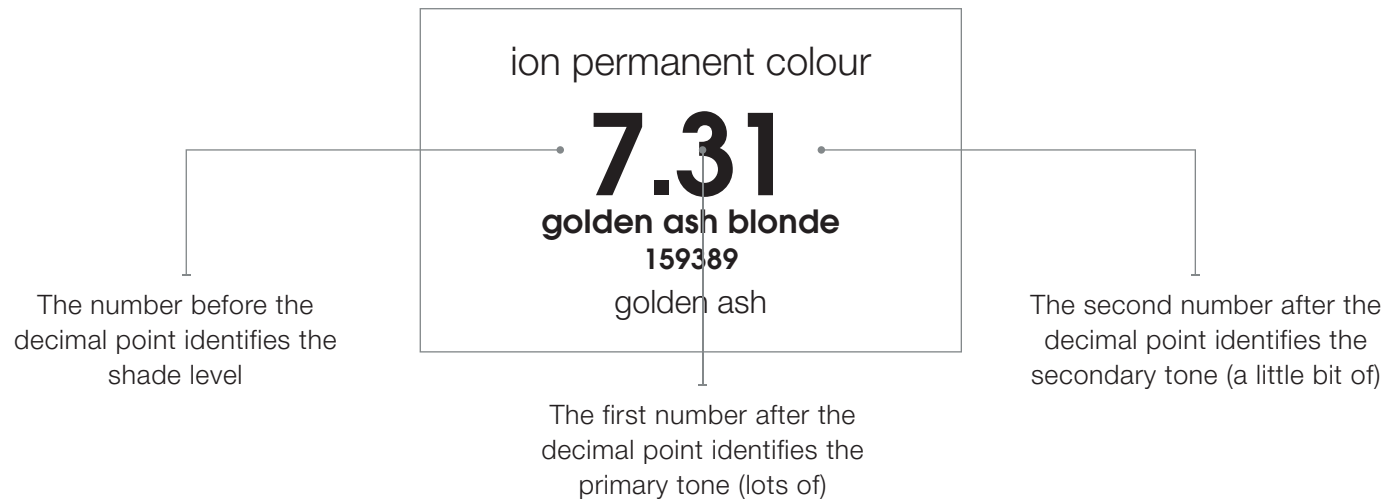
Shade level

Number	Shade
1	Black
2	Very dark brown
3	Dark brown
4	Brown
5	Light brown
6	Dark blonde
7	Blonde
8	Light blonde
9	Very light blonde
10	Lightest blonde

Tone level

Number	Tone
1	Ash
2	Violet
3	Gold
4	Copper
5	Mahogany
6	Red
7	Brown

permanent shade chart

natural

1 black	2 very dark brown	3 dark brown	4 brown

5 light brown	6 dark blonde	7 blonde	8 light blonde

9 very light blonde	10 lightest blonde

intense natural

4.0 intense brown	5.0 light intense brown	6.0 dark intense blonde	7.0 intense blonde

8.0 light intense blonde	9.0 very light intense blonde

copper

5.34 light golden copper brown	6.34 dark golden copper blonde	6.45 dark copper mahogany blonde	6.46 dark copper red blonde

7.34 golden copper blonde	8.34 light golden copper blonde	5.4 light copper brown	6.4 dark copper blonde

7.4 copper blonde	7.44 intense copper blonde	8.44 light copper intense blonde	9.44 very light intense copper blonde

red

4.45 copper mahogany brown	5.5 light mahogany brown	5.62 light red iridescent brown	5.64 light red copper brown

5.66 light intense red brown	6.64 dark red copper blonde	6.66 dark intense red blonde

10

permanent shade chart

blonde

8.12 light ash iridescent blonde	9.12 very light ash iridescent blonde	10.12 lightest ash iridescent blonde	10.31 lightest golden ash blonde

gold ash

7.31 golden ash blonde	8.31 light golden ash blonde

mahogany

5.35 light golden mahogany brown	5.53 light mahogany golden brown	6.35 dark golden mahogany blonde	7.35 golden mahogany blonde

violet

4.20 intense violet brown	5.20 light intense violet brown

ash

5.1 light ash brown	6.1 dark ash blonde	7.1 ash blonde	8.1 light ash blonde	9.1 very light ash blonde

gold

5.3 light golden brown	6.3 dark golden blonde	7.3 golden blonde	8.3 light golden blonde	9.3 very light golden blonde

hi-lift

11 ultra light blonde	11.1 ultra light ash blonde	11.2 ultra light iridescent blonde	11.3 ultra light golden blonde	11.11 silver
11.13 ultra light ash golden blonde	12.00 super light natural blonde	12.12 super light ash iridescent blonde	12.89 super light pearl ash blonde	

mixer

000 lightener	001 blue	002 violet	004 copper mix	006 red

11

permanent colour

Ion Permanent Colour Creme is a long-lasting permanent hair colour which allows you to change the natural colour of the hair by depositing the latest generation of colour pigments inside the hair structure. Pure dyes are combined with a blend of specially selected cosmetic ingredients that invigorate damaged hair, leaving it richly coloured, beautifully nourished and full of body and shine. Specially formulated with Vitamin C and Polyquaternium-6, these active ingredients help to retain hair moisture, reduce static build-up and protect the hair against damage.

What are the benefits?

- A conditioning, long lasting colour that gives excellent depth and tone.

- Perfect vibrant colour from root to tip.

- Respects the hair structure with conditioning properties.

- Up to 100% coverage on grey and white hair.

- Pure dyes for long lasting colour results.

- Get more for your money with a 100ml tube.

The perfect choice for achieving beautifully radiant, permanent colour results that you and your clients will love.

identifying 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 shade chart shown below close 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
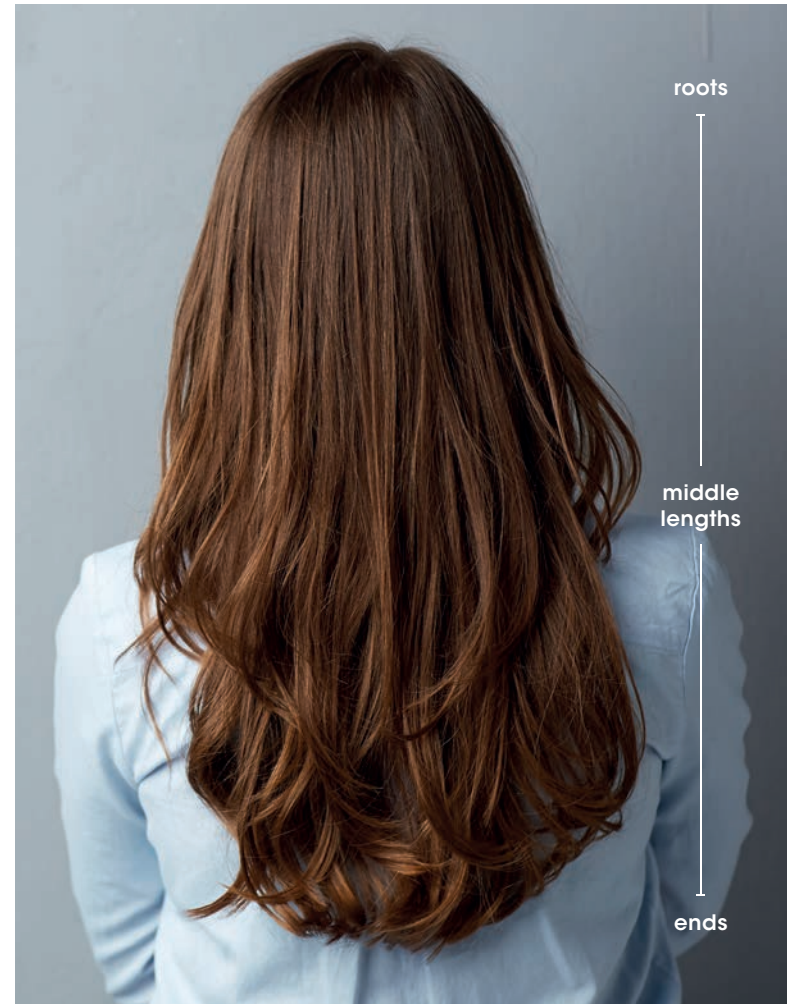
lightest blonde	very light blonde	light blonde	medium blonde	dark blonde	light brown	medium brown	dark brown	darkest brown	black

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
3	Red	Green
4	Red orange	Green
5	Orange	Blue
6	Orange gold	Blue
7	Gold orange	Blue
8	Deep yellow	Violet
9	Yellow	Violet
10	Pale yellow	Violet

grey coverage

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

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.

% of grey	% of natural series	% of desired colour
25%	25%	75%
50%	50%	50%
50-100%	75%	25%

permanent developers

Ion Creme Developer is a high performance peroxide for hair colouring and bleaching. Specially formulated with Limnanthes Alba (White Meadow-foam) seed oil, this active ingredient forms a protective film on the hair, helping to retain moisture and prevent dehydration throughout the colouring process. Leaving hair feeling beautifully soft and manageable with healthy body and glossy shine.

Crème Developer / Peroxide	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

steps to formulation and timings

Step 1   Determine the natural level of the hair colour (see page 14)

Step 2   Determine the desired level and tone (see page 15)

Step 3   Define levels of lift, deposit or tonal change (see page 17)

Step 4   Identify grey percentage (see page 16)

Step 5   Identify underlying pigment (see page 15)

1.5 parts developer + **1 part creme hair colour**

Fashion colours have a tendency to fade between retouches, it is therefore advisable to pull the colour through to the mid-lengths and ends.

Formula: Add 25ml of your colour mixture to the existing bowl (Do not add any additional developer).

Requirement	Formula (Mixing ratio)	Timing	Application
Depositing colour or lift up to 3 levels	1 part colour :1.5 parts developer eg: (50ml colour 75ml developer)	30 mins	Dry hair
Adding 000 for additional lift	1 part colour :1.5 parts developer eg: (25ml desired colour + 25 ml 000 + 75ml developer)	30 mins	Dry hair
Adding colour mixes to intensify	1 part colour :1.5 parts developer eg: (15ml mixer + 35ml + 75ml developer)	30 mins	Dry hair
Cover first signs of grey (below 30%)	1 part colour :1.5 parts developer	30 mins	Dry hair
Cover grey 50%+	1 part colour :1.5 parts developer	30–40 mins	Dry hair

hi-lift and bleach

The Hi–lift range provides up to 5 levels of lift for extra light blonde shades

- Formulated with Vitamin C and conditioning, anti-static ingredients

- Mixing and Processing: 1:2 mixing ratio with a 45-50 minute development time.

- The Hi-lift range is a single process of lifting and toning.

Top Tip

000 lightener can be added into any Hi-lift shade to give you 5 levels of lift.

Ion Bleach is used for all off scalp applications, with a low explanation rate it is great for free techniques.

Shade	Tone
11	Ultra light blonde
11.1	Ultra light ash blonde
11.2	Ultra light iridescent blonde
11.3	Ultra light golden blonde
11.11	Silver
11.13	Ultra light ash golden blonde
12.00	Super light natural blonde
12.12	Super light ash iridescent blonde
12.89	Super light pearl ash blonde

formula, creative mixing and boosters

001	001	002	004	006
lightener	**blue**	**violet**	**copper mix**	**red**

Ion mixers have been specifically formulated to boost the intensty of any shade and can be used as mixer tones to counteract any unwanted shades.

Mixer Shade	Effect
Blue	Blue enhancement to level 5 and below
Violet	Violet reflection to level 6 and above
Copper	Added copper reflection to any shade
Red	Enhanced red reflection to levels 7 and below

Booster use	Mixing ratio formula
For increased vibrancy	50mls colour 75mls developer 12.5mls mixer tone
Special effects	25mls mixer tone 37.5mls developer Apply to dry, previously lightened hair

semi-permanent shade chart

natural

4 brown	5 light brown	6 dark blonde	7 blonde

8 light blonde	9 very light blonde

copper

6.46 dark copper red blonde	6.4 dark copper blonde	7.44 intense copper blonde

ash

6.1 dark ash blonde	7.1 ash blonde	8.1 light ash blonde

mahogany

4.35 golden mahogany brown	5.35 light golden mahogany brown	6.35 dark golden mahogany blonde	7.35 golden mahogany blonde

gold

5.3 light golden brown	6.3 dark golden blonde	7.3 golden blonde	8.3 light golden blonde

9.3 very light golden blonde

red

5.62 light red iridescent brown	6.66 dark intense red blonde	7.62 red iridescent blonde

violet

5.20 light intense violet brown	6.26 dark iridescent red blonde

cool brown

5.77 light intense cool brown	6.77 dark intense cool blonde

semi permanent colour (demi)

Features and 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 leaving the hair with a lustrous shine

- Up to 50% grey coverage

- A Keratin derivative to improve the hair's structure plus natural orange wax to smooth and condition

- Gloss gel-cream for easy and fast application

- Ammonia free and lasts up to 2 months (approx. 24 washes)

- Used for multiple techniques such as:
  - applying colour for the first time
  - covering first grey hair
  - intensifying/refreshing the colour of previously dyed hair (glossing service)
  - pastel toning

steps to formulation and timings

Step 1 Determine the natural level of the hair colour (see page 14)

Step 2 Determine the desired level and tone (see page 15)

Step 3 Define levels of lift, deposit or tonal change (see page 17)

Step 4 Identify grey percentage (see page 16)

Step 5 Identify underlying pigment (see page 15)

Fashion colours have a tendency to fade between retouches, it is therefore advisable to pull the colour through to the mid-lengths and ends.

Formula: Add 25ml of your colour mixture to the existing bowl (Do not add any additional developer).

1.5 parts developer + **1 part creme hair colour**

Hair Service	Developer	Formula	Timing	Application
Maintain natural colour level	3%	1 : 1.5	25 mins	Shampooed – Towel dried hair
Add depth or refresh colour	3%	1 : 1.5	20-25 mins	Shampooed – Towel dried hair
Cover first signs of grey (below 30%)	3%	1 : 1.5	25 mins	Shampooed – Towel dried hair
Toning	3%	1 : 1.5	5–15 mins	Shampooed – Towel dried hair
Equalizing or pre-pigmentation	3%	1 : 2	5-15 mins	Shampooed – Dry hair
Enhance red shades	3%	1 : 1.5	20-25 mins	Shampooed – Towel dried hair
Cover 30-50% grey hair	3%	1 : 1.5	25 mins	Shampooed – Dry hair
Lift one tone lighter	3%	1 : 1.5	25 mins	Shampooed – Dry hair

semi-permanent pastel shade chart

diamond	wisteria	green tea	pastel blue	pastel pink

orchid	turquoise

The most fashionable colours, ion Pastel Soft Tones, fade slowly and gently, allowing the hair colour to be changed as often as desired. The low ammonia and PPD free formula is gentle on the hair and scalp without compromising on results, allowing for frequent colour changes with minimal damage. The low pigment content ensures a soft overall colour, while the pure pigments gently penetrate into the hair to give soft, luminous, pastel-coloured highlights.

Ion Pastel Diamond has been specially formulated to be mixed with any ion Pastel Creme to reduce the colour intensity for extra light pastel shades. Ion Pastel Diamond can be mixed with any ion Pastel shade in the proportion required to achieve the desired result. For example, 25ml ion Pastel Diamond + 25ml ion Pastel shade + 50ml ion Pastel Creme Developer.

pastel
creative colour

Colour intensity will depend on the hair's natural colour, here are some methods to achieve the best results

- Base 10 or lighter for intense pastel tones

- Light blonde base 8 to brown base 6 for a pearly multi-coloured effect.

- For an even softer and lighter result, mix your chosen ion Pastel shade with ion Pastel Diamond to reduce the intensity.

- We recommend carrying out a strand test to determine the mixing ratio and development time required to achieve the desired result.

Features and benefits

- Low ammonia and PPD free semi permanent colour for creating soft pastel shades

- Colour fades slowly allowing you to change with the trends

- 6 shades + our Diamond which adds shine on its own or can be used to dilute other shades to your desired pastel.

- Lasts up to 15 washes

steps to formulation and timings

Step 1   Determine the natural level of the hair colour (see page 14)

Step 2   Determine the desired level and tone (see page 15)

Step 3   Define levels of lift, deposit or tonal change (see page 17)

Step 4   Identify grey percentage (see page 16)

Step 5   Identify underlying pigment (see page 15)

Fashion colours have a tendency to fade between retouches, it is therefore advisable to pull the colour through to the mid-lengths and ends.

Formula: Add 25ml of your colour mixture to the existing bowl (Do not add any additional developer).

---

1 part developer   +   **1 part creme hair colour**

Hair Service	Developer	Formula	Timing	Application
Pastel Toning	Pastel Developer	1 : 1	5–15 mins	Dry hair, freshly shampooed

colour flash shade chart

mega magenta	chaotic chrimson	ruby red	hot pink	cotton candy

exotic orange	tropical turqoise	cobalt blue	ultra indigo	lovely lilac

deep purple	super silver	perfect platinum	crystal clear

colour flash

Ion Colour Flash is a contemporary, vibrant, semi-permanent gel hair colour that allows hair to be temporarily transformed in a flash! From all-over intense colour to subtle pastel tones to dip-dye, unleash your creativity and give your clients the bold colour results they want with ion Colour Flash Gel.

Specially formulated with Panthenol and Soya Protein, these active ingredients help to nourish, condition and protect the hair against damage, leaving hair beautifully soft and bursting with radiant colour.

For all over coverage, we recommend using half a bottle for short hair and a full bottle for long hair. The colour intensity will depend on the base hair colour. To obtain a pastel tone, mix your chosen Colour Flash shade with Colour Flash Crystal Clear. We recommend carrying out a strand test to determine the colour ratio and development time required to achieve the desired result. The colour duration will vary according to the base hair colour and characteristics, and will gradually fade with shampooing.

Features and Benefits

- Professional semi-permanent gel hair colour available in 13 vibrant shades and a clear mixer gel for achieving pastel tones (Crystal Clear)

- Suitable for natural, coloured or pre-lightened hair

- Enriched with nourishing Soya Protein and Panthenol

- 5-20 minute development time depending on desired intensity

- Fades gradually with shampooing

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 overlap the hair colour

- 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