

CHI[®] IONIC

PERMANENT SHINE
HAIR COLOR

Confidence has
never been so
easy with Coloring



1st Edition

* INTRODUCTION



D

Did you know that the first thing we always see is not the shape or size of an object, **but the color!**

Color, and especially hair color, is always the most noticeable signal of our appearance.

As a professional hair color artist, you have the most amazing and powerful tool to transform your client's image in just one hour.

Color services have been the **fastest growing service** as well as **the most profitable service**, for the past decade and it **continues to grow even more**. No other service in Salons claim more **loyalty** than hair color.

Farouk Systems CHI® Ionic Permanent Shine Hair Color offers the **reliability** and **confidence** and most of all the **simplicity** to create **successful and profitable color services** in your salon.

This revolutionary color is Ammonia Free providing a **pleasant and safer working environment** to you, your client and to our environment.

CHI® 44 with Ionic Technology anchors the color deep inside of the hair so your client can enjoy **unparalleled longevity, shine and condition**.

CHI® Ionic Permanent Shine Hair Color is a breakthrough in the Color industry. It was created to give you the perfect tool to **build profitable and professional Color Business**. Farouk Systems believes that our fellow hair artists deserve **nothing but the best** to be successful Hair Color Salon owners.

With CHI® Permanent Shine Hair Color you will always have the **Confidence, Performance and Quality**.

CHI® Ionic Permanent Shine Hair Color will give you the tools that you have been dreaming of. With CHI® Ionic Permanent Shine Color you will have all the tools and support in all aspects of your color business.

Our commitment at Farouk Systems has always been and will always be

- Environment
- Education
- Ethics
- with Advanced American Technology.

Farouk Shami
Hair Color Artist, Chairman and Founder of Farouk Systems, Inc.



Leader \lē•der\

- 1 Someone that shows the way;
- 2 Someone that ranks first

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TABLE OF CONTENTS

1

INTRODUCTION CHAPTER 1

Introduction CHI® Ionic Permanent Shine Color Confidence

- What Makes CHI® Ionic Permanent Shine Color Unique?
- The CHI® Ionic Permanent Shine Color Swatch Charts
- The CHI® Ionic Permanent Shine Color Hotline

2

CHAPTER 2

Hair Structure and Its Characteristics

- How Hair's Physical Factors Affect Color Results
- Color Theory with CHI® Ionic Permanent Shine Color

3

CHAPTER 3

The CHI® Ionic Permanent Shine Hair Color Systems

- Four Easy Steps for Using CHI® Ionic Permanent Color
- The CHI® Ionic Permanent Shine Color Levels
- The CHI® Ionic Permanent Shine Color Tonal Series
- CHI® Ionic Permanent Shine Color Collection
- CHI® Ionic Permanent Shine Color Identification Examples
- Swatch Chart

4

CHAPTER 4

Formulating Confidently With the Four Easy Steps

- 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 Developer Needed

5

CHAPTER 5

Mixing, Applying and Timing

- Mixing & Timing CHI® Ionic Permanent Shine Color
- CHI® Ionic Permanent Shine Color Applications
 - a) Virgin Applications
 - b) Lifting 4 to 5 Levels
 - c) Re-touch Applications

6

CHAPTER 6

Coloring Grey Hair with Confidence

- Characteristics of Grey Hair
- Coverage Plus = for Maximum Grey Coverage
- The Four Easy Steps with Coverage Plus Series
- Mixing with Coverage Plus Series
- Pre-Softening Techniques
- Mixing Coverage Plus Series with **Standard Series**

TABLE OF CONTENTS

CHAPTER 7

Creating Beautiful Blondes with Confidence

- The Four Easy Steps for Creating Beautiful Blondes
- How to Achieve Cool Blondes
- How to Achieve Warm or Red Blondes
- Refreshing Midshafts and Ends During a Re-Touch
- Achieving Perfect CHI Ionic Ultra Light and Ultra Light Palest Blondes

7

CHAPTER 8

Creating Radiant Reds with Confidence

- The CHI® Ionic Permanent Shine Color Red Series
- The Four Easy Steps for Creating Radiant Reds
- Formulating Tips for Refreshing Porous Hair with Reds
- Changing to a Red Tone

8

CHAPTER 9

CHI® Ionic Permanent Shine Color Additives

- CHI® Ionic Permanent Shine Color Additives

9

CHAPTER 10

Correcting Hair Color with Confidence

- Adjusting Formulas for Different Porosities
- Tinting Back
- Removal of Color
- Eliminating Off Tones

10

CHAPTER 11

CHI® Ionic Permanent Shine Color Techniques

- CHI® Ionic Permanent Shine Color Glazing
- How to Create 5 Volume Color Generator
- CHI® Ionic Permanent Shine Color as a CHI® Pastel Toner

11

CHAPTER 12

Appendix

- Process with Heat or Without Heat?
- Most Frequently Asked Questions
- Standard Hair Color Tests/Cautions
- Comparison Chart
- The Chemistry of Hair Color
- How CHI® Ionic Permanent Shine Color Works

12

Glossary

CHAPTER

INTRODUCTION



-
-
-
-
-
-
-
-
-

CHI® Ionic Permanent Shine Color Confidence

-
- What Makes CHI® Ionic Permanent Shine Color Unique?
 - The CHI® Ionic Permanent Shine Color Swatch Charts
 - The CHI® Ionic Permanent Shine Color Hotline

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CHI[®] Ionic Permanent Shine Color Confidence

CHI[®] Ionic Permanent Shine Color is the most revolutionary color line. **Confidence has never been so easy with coloring.**

What makes the CHI[®] Ionic Permanent Shine Color the right choice for so many colorists? The answer is **confidence and performance.**

Confidence and Performance

The **Four Easy Steps** are **logical and easy to understand** and most important these steps will provide **predictable results** every time.

There is no guesswork with complicated formulations because the **formula is already pre-mixed for you in the CHI[®] Ionic Color Tube!**

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.

Silk Crème Base

The rich Silk Crème Base with **moisturizing ingredients** deliver **rich, vibrant** and most important **longer lasting** results.

100% Ammonia Free

Leaves your hair with unparalleled **Shine, Softness and Silky** feeling. All this is made possible with Advanced American CHI[®] 44 Color Technology.



What Makes CHI® Ionic Permanent Shine Color Unique?

- Confidence
- Performance
- Advanced American CHI® 44 Color Technology

Confidence

- 4 Easy Steps to successful color every time
- Easy and logical steps to achieve your target color
- No more complicated formulations
- No more guessing
- 82 Luxurious Vibrant Colors for unlimited coloring possibilities
- 8 Pre-Mixed Additives for total control

Performance

- Longer lasting color with unparalleled shine
- Richer more Vibrant **Reds**
- Sensational **True Brunettes**
- Fiery **Coppers**
- Pre-mixed Coverage Plus Series for 100% **Grey Coverage**
- Exceptional **High Lift Blondes** for up to 5 levels of lift and deposit

Advanced American CHI® 44 Color Technology

- **Ammonia Free.** Complete Color Control with pleasant fragrance
- **CHI® 44.** Ceramic and Far Infrared will provide maximum color penetration inside of the hair
- **Ionic Technology.** Ionic charge (+/-) will anchor the dyes deep inside of the hair
- **CHI® Ionic dyes** deliver unbelievable radiance, shine and longevity
- **Silk Crème Base** for added moisture, smooth and economical applications
- Tubes are marked in ½ ounce increments for easy measuring

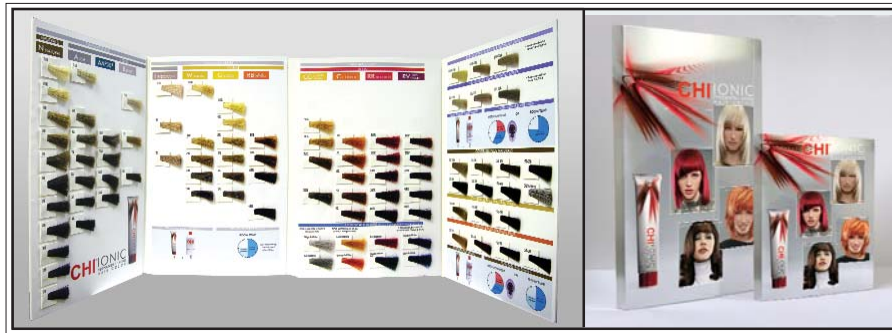
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The CHI® Ionic Permanent Shine Color Swatch Charts

The CHI® Ionic Permanent Shine Color Swatch Charts are your tools to create **excitement, exposure** and **promote** color services in your salon.

It is a **logical tool** that will guide you through your color selection process in a very professional manner. For your convenience, the CHI® Ionic Color Swatch Chart is available in 2 different sizes.



The Swatch Chart is a Formulation and Consulting Tool

The CHI® Ionic Color Swatch Chart's removable swatches make it easy to analyze your starting level, formulate your target color and communicate with your client.

Each CHI® Ionic Permanent Shine Color is represented accurately with a swatch. CHI® Ionic Permanent Shine Color Swatches are based on pigmented hair, not on white hair. Each color is shown as they would appear if applied on natural levels of the same level. Coverage Plus Colors are shown on 50% white hair.

You'll find these swatches extremely accurate and helpful in identifying client's natural levels and deciding which CHI® Ionic Permanent Shine Color to recommend.

The Swatch Chart is a Marketing Tool

The CHI® Ionic Permanent Shine Color Swatch Charts are your marketing tool for professional color services in your salon. Your clients will immediately notice it, touch it and ask about it.

Turn those inquires into full color services by suggesting a free CHI® Ionic Permanent Shine Color consultation.

As you make your professional color recommendations, use the swatches to demonstrate how CHI® Ionic Permanent Shine Color can compliment client's appearance and enhance eye color and skin complexion.

Point out the benefits of professional hair color done by professional hair color artists. Talk with your client about CHI® Ionic Permanent Shine Color's natural looking, long lasting results, excellent grey coverage and unparalleled shine and conditioning.

The CHI® Ionic Permanent Shine Color Hot Line

Farouk Systems will always support and stand behind you when you choose CHI® Ionic Permanent Shine Color. Our highly trained certified CHI® Color Technicians will be more than happy to provide you assistance with all our hair coloring products. Use Farouk Systems Hot Line whenever you have a question about any service you perform with Farouk Systems products.

In the U.S. call: **1-800-237-9175**

☎ Monday through Friday: 8:00 AM to 6:00 PM (Central Standard Time)
Saturday 9:00 AM to 3:00 PM (Central Standard Time)

🖱 www.farouk.com

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CHAPTER

2

Hair Structure and Its Characteristics

- How Hair's Physical Factors Affect Color Results
- Color Theory with CHI® Ionic Permanent Shine Color

Hair Structure and Its 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 Structure

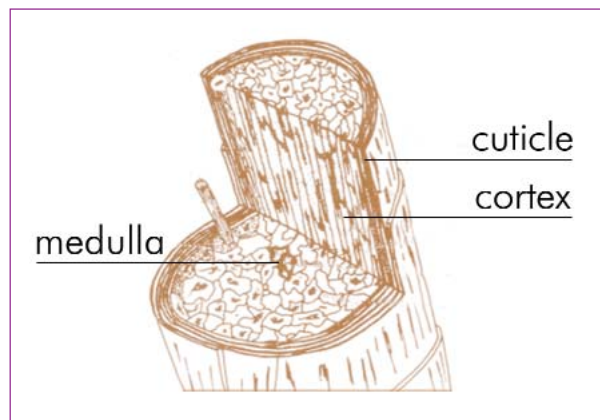
Each hair is formed with three layers - Imagine a pencil.

- **Cuticle** = Outer Layer = Like the paint of the pencil
- **Cortex** = Inside of the cuticle = Like the wood of the pencil
- **Medulla** = Inside of the Cortex = Like the lead of the pencil

Cuticle:

- Outer most layer of the hair
- It is composed of hard flattened keratin cells that overlap the hair
- Cuticles main function is to protect the cortex layer of the hair
- Cuticle is translucent and does not contain any color

Maintaining the integrity of the Cuticle is one of the key factors when ensuring long lasting colors. Chemical and physical effects can influence the state of the Cuticle layer. Under different factors it can be opened or closed.



Cortex:

- Second layer of the hair and most important area of activities during coloring
- Area where the intermediate dyes are deposited
- Cortex contains hair's Natural Underlying Pigments = Melanin
- This "spiral" structure of Amino Acids (proteins) will give the hair its strength and elasticity

Maintaining the integrity of the Cortex is one of the key factors when coloring hair. The Cortex is the most important area of activities during hair coloring. Thickness of the Cortex affects natural pigment content and coloring results.

Medulla:

- The inner most layer of the hair
- Medulla is located in the center of the cortex fiber
- This layer has no known function
- It is not present in all hair

How Hair's Physical Factors Affect Color Results

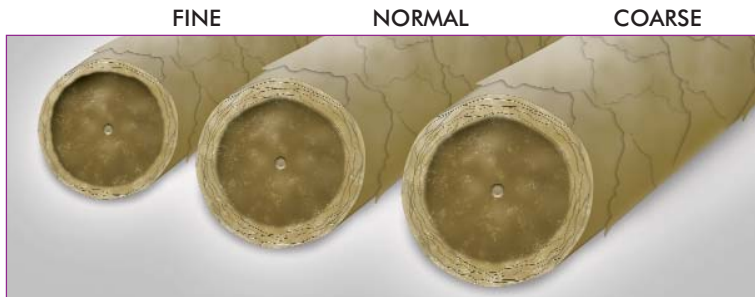
The physical structure of each client's hair will always affect the final results. Hair color is always a combination of these 3 factors:

- Client's Hair Color (Natural/Tinted)
- Hair Type (Porosity, texture, formation, length) = END RESULT
- Chosen Color

Texture = The diameter of an individual hair shaft

Texture can be divided into three primary classifications:

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.



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

Porosity

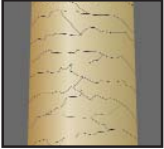
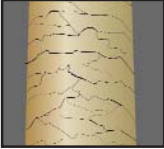

Porosity is the hair's ability to absorb and hold liquids and how much the cuticle resists penetration of a substance. Porosity indicates how many cuticle layers are around the cortex and how tight or loose they are overlapped. This will affect how hair color products will react on the hair.

For effective color penetration on resistant/non-porous hair, use the maximum processing time and/or low heat.

Grey hair is usually resistant and often requires maximum timing as well as when working on high lift.

How Hair's Physical Factors Affect Color Results (continued)

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 
Tight and compact cuticle layer	Slightly raised cuticle layer	Has more open cuticle layers
Appears and feels glassy and shiny	Appears normal	Appears and feels dull and matte Cuticle layer feels rough
In resistant hair cuticle layer acts as a protective barrier to prevent the depletion of moisture, proteins and color from the hair	In normal porosity hair, the cuticle layer is ideal for color absorption	In porous hair, 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.
Non porous/resistant hair accepts color molecules with a little more difficulty and therefore has a tendency to resist the coloring process. Low heat may be necessary	Ideal for all types of color services	Porous hair is easier to lighten and often accepts hair color faster, especially cool tones . Porous hair can reject warm tones
Non porous/resistant hair holds color very well	Accepts color and holds it well	Porous hair has a tendency to fade faster, especially without proper home care. (Spray CHI® Keratin Mist and leave in to equalize the porosity)



How to Test Porosity?

- Select a small section of hair
- Hold the ends and slide your thumb and forefinger of the opposite hand along the hair shaft toward the scalp.
- The easier the hair backcombs/friction/feels rough = the greater the porosity
- Hair that does not back comb/no friction/glides = usually more resistant

How to Equalize the Porosity

- Lightly mist the hair with CHI® Keratin Mist and leave in



How Hair's Physical Factors Affect Color Results (continued)

Length and Porosity

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 pricing

Analyze the hair along the entire length, considering these 3 areas:

Roots:

- Hair that extends from the scalp to about 1/2 to 1 inches (1-2 cm) out.

Midshaft:

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

Ends:

- The area from the midshaft all the way to the tip of the hair

Roots	Midshaft	Ends
<ul style="list-style-type: none"> • Softest cuticle • Moderate porosity • Newly formed cuticle • Natural and healthy state 	<ul style="list-style-type: none"> • Hardest cuticle • More resistant • Older keratinized cuticle (cells have had more time flattened out and hardened) 	<ul style="list-style-type: none"> • Cuticle can be open • More porous • Oldest part of the hair (More exposure to sun, styling etc.) Color result can be unpredictable

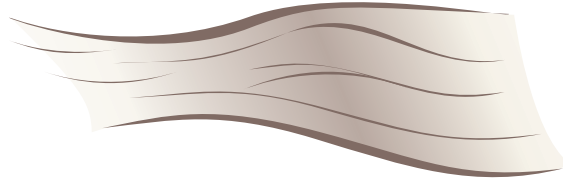
How Hair's Physical Factors Affect Color Results (continued)

Formation = The form of the hair

- a) Straight
- b) Wavy
- c) Curly

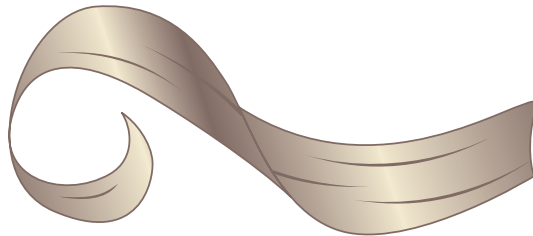
a) Straight

- Provides maximum reflection of light due to the solid surface



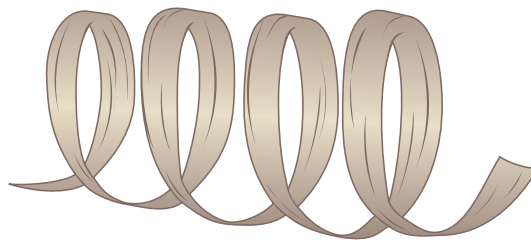
b) Wavy

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



c) 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



Color Theory with CHI® Ionic Permanent Shine Color




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

Primary Colors - Independent Colors, which cannot be achieved by mixing other colors.







All colors, both natural and artificial, are created with three primary colors

	Red	(Warm Tone)
	Blue	(Cool Tone)
	Yellow	(Warm Tone)




Secondary Colors - When mixing 2 primaries together, you will create a Secondary Color.

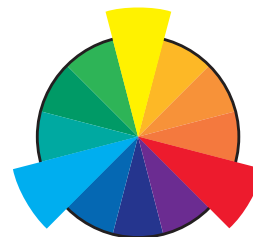
	Blue & Yellow =	Green
	Blue & Red =	Violet
	Red & Yellow =	Orange

Tertiary Color - When mixing 1 primary and 1 neighboring secondary color together, you will create Tertiary Colors

	Blue & Green =	Blue-Green
	Blue & Violet =	Blue-Violet
	Red & Orange =	Red-Orange
	Red & Violet =	Red-Violet
	Yellow & Orange =	Yellow-Orange
	Yellow & Green =	Yellow-Green

Opposite Colors = Colors on the opposite sides of the color wheel will always neutralize = cancel each other. These are Opposite Colors

	Blue and Orange
	Red and Green
	Yellow (gold) and Violet



CHAPTER

3

The CHI® Ionic Permanent Shine Color Systems

- Four Easy Steps When Using CHI® Ionic Permanent Shine Color
- The CHI® Ionic Permanent Shine Color Levels
- The CHI® Ionic Permanent Shine Color Tonal Series
- CHI® Ionic Permanent Shine Color Collection
- CHI® Ionic Permanent Shine Color Identification Examples

CHI® Ionic Permanent Shine Color Systems

Confidence has never been so easy with coloring

CHI® Ionic Permanent Shine Color is the **easiest and most reliable** color line that you can imagine!

There is no guesswork with complicated formulations because the **formula is already pre-mixed for you in the CHI® Ionic Color Tube!**

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.

Four Easy Steps For Using CHI® Ionic Permanent Shine Color

- 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 Developer Needed**

The CHI® Ionic Permanent Shine Color Levels

Level System = Level indicates the lightness or darkness of the hair and the amount of the pigments inside of the hair.

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

- 1 being the darkest and 11 being the lightest
- Level is also referred as depth
- Darker hair contains more pigment
- Lighter hair contains less pigment

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

Number 1 Black is the darkest level, and 11 Extra Light Blonde Plus is the Lightest Level.

No matter which CHI® Ionic Permanent Shine Color Tonal Series you are working with:

- The lower the number, the darker the color
- The higher the number, the lighter the color

CHI® Ionic Permanent Shine Color's Eleven Levels







Natural Color Level Number	Description of Natural Color Level
11 	11 - Extra Light Blonde Plus
10 	10 - Extra Light Blonde
9 	9 - Light Blonde
8 	8 - Medium Blonde
7 	7 - Dark Blonde
6 	6 - Light Brown
5 	5 - Medium Brown
4 	4 - Dark Brown
3 	3 - Darkest Brown
2 	2 - Natural Black
1 	1 - Black

The CHI® Ionic Permanent Shine Color Tonal Series

When describing CHI® Ionic Permanent Shine Color, the level light, medium or dark is listed first followed by the tone.

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**   

For example: **Beige, Red, Gold,** and **Ash** are tones.

In the CHI® Ionic Permanent Shine Color System, a Tonal Series is 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

To simplify the color choice, the CHI® Ionic Permanent Shine Color Series are arranged in 4 groups:

Standard Series	Coverage Plus
Ultra Lights	Color Additives

THE CHI® IONIC PERMANENT SHINE COLOR COLLECTION

STANDARD SERIES

NEUTRAL



1-11

COOLS



4, 5, 6, 7, 8, 9 & 11



5-8



6, 8 & 10



7, 9 & 11

WARMES



5, 6, 7, 8 & 11



5-10



4, 6, 7 & 8

REDS



5, 7, 8 & 9



4-8



4-8



4-8

COVERAGE PLUS FOR GREY COVERAGE

50-N Coverage Plus Natural 4 - 10

50-W Coverage Plus Natural Warm 4, 6 & 8

50-R Coverage Plus Natural Red 3, 5, 7 & 9

Ultra Light Pale Blonde Series (ULP-13) (recommended for levels 6 and lighter)

ULP - 13 N = Ultra Light Palest Natural

ULP - 13 B = Ultra Light Palest Beige

ULP - 13 A = Ultra Light Palest Ash

Ultra Light Blonde Series (UL-12) (recommended for levels 5, 6, 7 & 8)

UL - 12 N = Ultra Light Natural Blonde

UL - 12 I = Ultra Light Iridescent Blonde

UL - 12 A = Ultra Light Ash Blonde

8 COLOR ADDITIVES

FOR LIGHTER LEVELS



Beige



Ash

FOR MEDIUM LEVELS



Gold



Orange



Red

FOR DARK LEVELS



Double Ash



Violet



Blue

Each color in the CHI® Ionic Permanent Shine Color System is identified by a number and a letter.

- Number refer to the level of the color
- Letter(s) refer to the tone(s) of the color

The names of the colors are also helpful in describing their depth and tone to your clients.

CHI® Ionic Permanent Shine Color Identification Examples:

CHI® IONIC PERMANENT SHINE Standard Series

The colors in CHI® Ionic Permanent Shine Color Standard Series can be easily identified by the number and letters

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

5CG = Light Copper Golden Brown

5	C	G
The level = 5 Medium Brown	Primary tone = Copper	Secondary tone = Gold

CHI® IONIC PERMANENT SHINE Coverage Plus Series

50 - 4W = Coverage Plus Dark Brown Warm

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

- The number "**50**" identifies that the series is formulated for hair over 50% grey.
- 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
50= Coverage Plus Series (designed for over 50% grey hair)	The level = 4 Dark Brown	The tone = W Warm

CHI® IONIC PERMANENT SHINE COLOR Ultra Light Series

ULP Series Identification:

- The 1st letters **UL** indicates the **Ultra Blonde Light Series**
- The 2nd letter identifies the **Pale Series**
- The number **13** indicates the **level**
- The letter **B** indicates the **tone**

ULP-13B = Ultra Light Palest Beige

UL	P	13	B
Ultra Light Color Series	Pale Color Series	Level = 13	Tone = Beige

UL Series Identification:

- The 1st letters **UL** indicates the **Ultra Blonde Light Series**
- The number **12** indicates the **level**
- The letter **N** indicates the **tone**

UL-12N = Ultra Light Natural

UL	12	N
Ultra Light Color Series	Level = 12	Tone = Natural



STANDARD SERIES

NEUTRALS

N
Natural



11N



10N



9N



8N



7N



6N



5N



4N



3N



2N



1N

COOLS

A
Ash



11A



9A



8A



7A



6A



5A



4A

AA
Double Ash



8AA



7AA



6AA



5AA

B
Beige



10B



8B



6B

I
Iridescent



11I



9I



7I

WARMS

W
Warm



11W



8W



7W



6W



5W

G
Gold



10G



9G



8G



7G



6G



5G

RB
Red Brown
Blonde



8RB



7RB



6RB



4RB

CHI[®]IONIC
PERMANENT SHINE
HAIR COLOR



STANDARD SERIES

REDS



9CG



8CG



7CG



5CG



8C



7C



6C



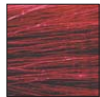
5C



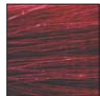
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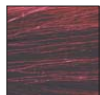
8RR



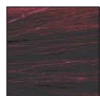
7RR



6RR



5RR



4RR

COLOR ADDITIVES
Up to 1-2 inches per ounce of color



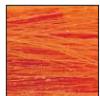
Beige



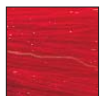
Ash



Gold



Orange



Red



Double Ash



Violet



Blue

ULP-13 ULTRA LIGHT PALE BLONDE SERIES



ULP-13N



ULP-13B



ULP-13A

- Recommended for levels 6 and lighter.
- Ideal for fine texture and easy to lighten hair.
- Less cool tones = maximum lift

UL-12 ULTRA LIGHT BLONDE SERIES



UL-12N



UL-12I



UL-12A

- Recommended for levels 5,6,7 & 8.
- Ideal for coarse and resistant to lighten hair.
- More cool tones = neutralizes more warm tones

COVERAGE PLUS NATURALS



50-10N



50-9N



50-8N



50-7N



50-6N



50-5N



50-4N



50% Grey

COVERAGE PLUS NATURAL WARMS



50-8W



50-6W



50-4W

COVERAGE PLUS NATURAL REDS



50-9R



50-7R



50-5R



50-3R

CHAPTER

4

Formulating Confidently With the Four Easy Steps

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 Developer Needed

Formulating Confidently With 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 Permanent Shine Hair Color from virgin to high lift application.

Four Easy Steps for Using CHI® Ionic Permanent Shine Color

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 Developer Needed

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 Permanent Shine Color Swatch Chart 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.

Note:

If the client's natural level falls between two CHI® Ionic Permanent Shine Color levels, choose the following for your formulation:

- **Darker level if lifting**
- **Lighter level if depositing**

STEP 2:**Determine the Level You Wish to Achieve**

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

- a) You can lighten the natural hair up to 5 levels
- b) You can darken the hair
- c) You can match the natural level
- d) 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. For example, does your client prefer cool or warm tones? Would Beige or Golden tones be more flattering to her eyes and skin complexion?

The CHI® Ionic Permanent Shine 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, the CHI® Ionic Permanent Shine Color **Natural Series** has been developed with a cooler base to control the warmth and to provide true natural results.

Balancing Warm Tones and Cool Tones**A basic rule in hair coloring**

- 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 Permanent Shine Color **Ash Ash Series** cools more than **Ash Series**.

The effect of Natural Pigmentation on 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, hair is always exposing warm tones, never cool tones.

CHI® Ionic Permanent Shine Color Neutralization Chart

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



4

four













STEP 3:

Determine the Tone Desired

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

Hair Color Tone	Underlying Pigment Contribution	Underlying Pigment Contribution
Warm 	Warm 	Warm/Warm 
Neutral 	Warm 	Warm 
Cool 	Warm 	Neutral 
Cool/Cool 	Warm 	Cool 

The tone you select must either

- Neutralize and cool the natural underlying pigmentation
- Enhance it and brighten it

STEP 4:

Determine the Volume of Developer Needed

Once you have determined

- Client's natural level (Step 1)
- The level you wish to achieve (Step 2)
- The tone you wish to achieve (Step 3)
- **It is easy to determine the volume of developer needed (Step 4)**

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





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



STEP 4: (continued)

Determine the Volume of Developer Needed

For every 10 volumes of developer used, you will achieve up to one level of lifting action

Developer Volume	Lifting Action
 10 Volume	Up to 1 level & For depositing
 20 Volume	Up to 2 levels
 30 Volume	Up to 3 levels
 40 Volume	Up to 4 levels (up to 5 levels with ULP & UL)

Note: The ability to lift or deposit is different in every level of CHI® Ionic Permanent Shine Color.

- 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.

STEP 4: (continued)Determine the Volume of Developer Needed**Examples of Lifting**

Step 1	Client's Natural Level	5 - Medium Brown
Step 2	Desired Level	7 - Dark Blonde
Step 3	Desired Tone	CG - Copper Gold
Step 4	Determine the volume of developer needed to lift 2 levels	20 Volume CHI® Ionic Color Generator

You are lifting 2 levels, therefore your formula would be:

- 1 part 7CG - Dark Copper Golden Blonde
- 1 part 20 Volume CHI® Ionic Color Generator



(1:1)

Examples of Lifting

Step 1	Client's Natural Level	6 - Light Brown
Step 2	Desired Level	9 - Light Blonde
Step 3	Desired Tone	G - Gold
Step 4	Determine the volume of developer needed to lift 3 levels	30 Volume CHI® Ionic Color Generator

You are lifting 3 levels, therefore your formula would be:

- 1 part 9N - Light Blonde
- 1 part 30 Volume CHI® Ionic Color Generator



(1:1)

STEP 4: (continued)

Determine the Volume of Developer Needed

Examples of Depositing

Step 1	Client's Natural Level	6 - Light Brown
Step 2	Desired Level	6 - Light Brown
Step 3	Desired Tone	RR - Red Red
Step 4	Determine the volume of developer needed needed to Deposit	10 Volume CHI® Ionic Color Generator

You are Depositing, therefore your formula would be:

- 1 part 6RR - Red Red
- 1 part 10 Volume CHI® Ionic Color Generator



Examples of Depositing

Step 1	Client's Natural Level	6 - Light Brown
Step 2	Desired Level	5 - Medium Brown
Step 3	Desired Tone	N - Natural
Step 4	Determine the volume of developer needed to deposit going 1 level darker	10 Volume CHI® Ionic Color Generator

You are going 1 level darker, therefore your formula would be:

- 1 part 5N - Medium Brown
- 1 part 10 Volume CHI® Ionic Color Generator



CHAPTER

5

Mixing, Applying and Timing

- Mixing CHI® Ionic Permanent Shine Color
- Timing CHI® Ionic Permanent Shine Color
- CHI® Ionic Permanent Shine Color Applications
 - a) Virgin Applications
 - b) Lifting 4 to 5 levels
 - c) Re-Touch Applications


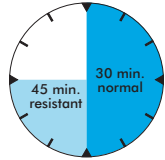

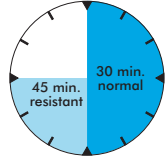
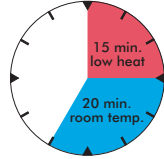

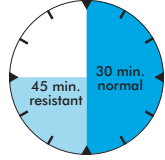
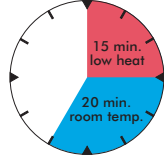
Mixing, Applying and Timing CHI® Ionic Permanent Shine Color

CHI® Ionic Permanent Shine Color creates confidence and professionalism for every color application.

The rich color base mixes easily into a smooth and rich formula, ideal for professional brush application.

Brush application surrounds every strand of hair in color and ensures even color result. CHI® Ionic Permanent Shine Color's **Silk Crème base** is formulated for smooth and easy applications. It is economical and delivers rich, radiant hair color with unparalleled shine and conditioning.

Mixing and Timing CHI® Ionic Color

CHI® Ionic Color Series	Mixing	Timing
Standard Series	 <p>1:1 (10, 20, 30 or 40 volume)</p>	<p>ROOM TEMP.</p>  <p>Low heat timing can be used when lifting</p>
Coverage Plus	 <p>1:1 (20 volume)</p>	<p>ROOM TEMP. WITH LOW HEAT</p>  <p>OR</p> 
<p>ULP-13 Ultra Light Palest Blonde</p> <p>UL-12 Ultra Light Blonde</p>	 <p>1:2 (40 volume)</p>	<p>ROOM TEMP. WITH LOW HEAT</p>  <p>OR</p> 

* Coloring Grey or exceptionally resistant hair with the **Coverage Plus** timing may require up to 45 minutes and/or low heat.

Low Heat is recommended for maximum lift with **ULP & UL

Extra processing time with CHI® Ionic Color will not change the color level or tone.

Mixing, Applying and Timing CHI® Ionic Permanent Shine Color

CHI® Ionic Permanent Shine 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 Permanent Shine Color is a **Non Progressive Color**.

Once the peroxide has released the oxygen, it becomes water and CHI® Ionic Permanent Shine Color becomes color conditioner.

Extra processing time with CHI® Ionic Color will not change the color level or tone.



Ammonia Colors

In conventional Ammonia Color, consistent pH is impossible to maintain due to the uncontrollable gas, created by Ammonia and Peroxide. This will keep oxidizing the dyes darker and darker if left for extra time.

In CHI® Ionic Permanent Shine Color the pH does not alter. It will maintain even and consistent pH during the whole color procedure.

This enables you to do most of CHI® Ionic Permanent Shine Color applications on virgin hair from scalp to ends, achieving even results and also lifting tint with tint.

In conventional Ammonia Color, pH cannot be controlled and therefore it will fluctuate creating uncontrollable and harmful gases.

CHI® Ionic Permanent Shine Color Applications

CHI® Ionic Permanent Shine Color has a creamy and smooth consistency and is applied with a color brush.

Note: Always strand test to preview results. You should always do a preliminary strand test on your client at least 48 hours before each application to determine if your client is allergic or has developed an allergy to the formula you will be using. For directions, refer to the "Standard Hair Color Tests" in the **Appendix**.

Note: Gloves should be worn when opening, mixing, applying or handling in anyway any Farouk Systems color products.

Virgin Applications

Virgin application is a procedure when a color product is applied on hair that has no previous color services.

- **Depositing** = matching the natural base level or going darker 1 - 3 levels
- All **Standard Series**
- All Red - Series **CG C RR RV**
- **Lifting 1 or 3 levels**
- **Tinting Back** = going darker more than 3 levels

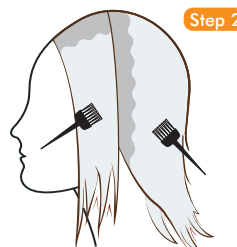
Step 1

- Divide the client's hair into four sections
- Wearing gloves, apply a generous amount of color to the root area by using 1/8 inch subsections. Make sure all strands are covered.



Step 2

- After completing the root area, immediately apply the same formula for midshaft and ends
- Lift the hair to allow air circulation and even oxidation
- Start the timing when the application is completed
- Wipe a strand clean to check the progress



Due to Ammonia Free Color, CHI® Ionic Color will provide even results from roots to the ends on these virgin color applications.

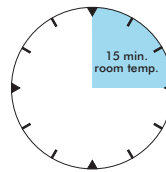
Lifting 4-5 levels (low heat is recommended)

Step 1

- Divide the client's hair into four sections
- Wearing gloves, apply the CHI® Ionic Permanent Shine Color Formula to the **midshaft and ends first**, starting ½ inch away from the root using 1/8 inch subsections.

Do not over saturate the hair with color

- Time for 15 minutes or until you see a definite color change



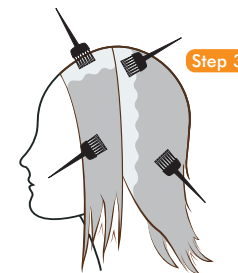
Step 2

- Towel blot any excess product with an absorbent towel
- Mix a fresh batch of formula



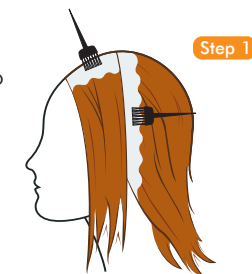
Step 3

- Apply to the scalp area and over the mid lengths and ends again. Work formula through to be sure all strands are covered.
- Lift the hair to allow air circulation and even oxidation
- Start the timing when the application is completed
- Wipe a strand clean to check the progress



Re-Touch Applications

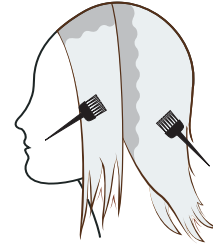
- Divide the client's hair into four sections
- Wearing gloves, apply CHI® Ionic Permanent Shine Color only to the new growth area. Avoid overlapping
- Lift the hair to allow air circulation and even oxidation
- Start the timing when the application is completed
- Wipe a strand clean to check the progress



Refreshing Midshaft and Ends:

Method 1

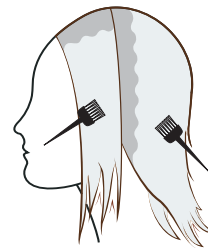
- For the last 10-15 minutes of processing time, apply remaining color from retouch to midshaft and ends wearing gloves.
- **Do not use UL ULP or Coverage Plus** to refresh the midshaft and ends. Use the corresponding CHI® Color from **Standard Series** with 10 volume CHI® Color Generator.
- Time for 10-15 minutes
- Wipe a strand clean to check progress



*Tip: If using 20, 30 or 40 volume **Standard Series** for the root area, we recommend using the corresponding CHI® Color from **Standard Series** with 10 volume CHI® Color Generator.*

Method 2 (CHI® Ionic Color Glaze)

- For the last 10-15 minutes of processing time, mix a fresh CHI® Ionic Color Glaze Formula in the same level and tone as the root formula
- **Do not use UL ULP or Coverage Plus** to refresh the midshaft and ends. Use the corresponding CHI® Color from **Standard Series**.
- Apply the formula to mid lengths and ends wearing gloves
- Time for 10-15 minutes
- Wipe a strand clean to check progress



CHI® Ionic Color Glaze Formula

- 1 oz. CHI® Ionic Permanent Shine Color
- 1 oz. 10 volume CHI® Color Generator
- 1 oz. CHI® Color Lock Treatment



1 : 1 : 1



Rinsing CHI® Ionic Permanent Shine Color

Proper rinsing is always an important part to ensure longer 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 of the excess alkaline color mixture will be removed from the hair, ensuring longer lasting results.

"Color removes color, when emulsifying."

Rinsing

- Add a little warm water
- Gently massage color mixture throughout 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® Color Lock Treatment for 5 minutes**
- Rinse
- Apply a few drops of **CHI® Silk Infusion** and leave in



Home Maintenance

Proper homecare products are an essential part maximizing the exceptional longevity with the CHI® Ionic Permanent Shine Color. As professional hair color artists, always recommend the correct Farouk Systems homecare products.

- **CHI® Infra Shampoo** for gentle cleansing
- **CHI® Color Lock Treatment** to seal
- **CHI® Silk Infusion** to give more shine and protection



CHAPTER

6

Coloring Grey Hair with Confidence

- Characteristics of Grey Hair
- Coverage Plus = for Maximum Grey Coverage
- The Four Easy Steps with Coverage Plus Series
- Mixing with Coverage Plus Series
- Pre-Softening Techniques
- Mixing Coverage Plus Series with **Standard Series**

Coloring Grey Hair with Confidence

As our population is growing older, coloring grey hair has become one of the most requested salon services.

CHI® Ionic Permanent Shine Color offers natural looking results while leaving grey hair healthy and shiny. The CHI® Ionic Permanent Shine Color **Coverage Plus** Series provides perfect coverage for clients with more than 50% grey hair. Additionally, the CHI® Ionic Permanent Shine **Standard Series** offer endless possibilities of levels and tones for custom-coloring grey hair.

Grey Hair = Indicates the percentage of grey or white hair

Grey 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 grey hair.

Maximum Grey Coverage

- Result that leaves every hair approximately with the same color, with full "blanket" coverage.

Blending

- Result in which the grey/white hair is less deeply colored than the darker hair creating a more natural color effect.

Characteristics of Grey Hair

Characteristic	Effect	Solution
Grey hair is more resistant to all chemical services	Harder to penetrate through the cuticle layer inside of the cortex for color deposit	Coverage Plus Series has a higher pH to ensure maximum penetration even on the most resistant grey hair
Grey hair is coarser and has less elasticity	Harder to penetrate to the cortex Lack of moisture	Coverage Plus Series has extra Silk Crème for added moisture
Lack or absence of natural pigment	Requires more color deposit to fill the "empty" cortex	Coverage Plus Series is double pigmented with CHI® Ionic Dyes ensuring intense, natural and maximum Grey Coverage



Coverage Plus = For Maximum Grey Coverage

The **Coverage Plus Series** are specifically designed for coverage of the hair that is more than 50% grey. This special series will give you **more color deposit** and it also **penetrates deeper** into the cortex to exceed all your needs for exceptional coverage of grey.

Coverage Plus has already been formulated for optimum color balance so there is no need to adjust or add any **Color Additives**.

The colors in the **Coverage Plus Series** can be easily identified by the number and letter:

- The number "50" identifies that the series is formulated for hair over 50% grey.
- 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
50= Coverage Plus Series (designed for over 50% grey hair)	The level = 4 Dark Brown	The tone = W Warm

There are 3 Coverage Plus Tonal Series

50-N = Coverage Plus Natural (from levels 4-10)



50-W = Coverage Plus Natural Warm (levels 4, 6, 8)

50-R = Coverage Plus Natural Red (levels 3, 5, 7, 9)

Whichever you choose, the **Coverage Plus** or any of the CHI® Ionic Permanent Shine Color **Standard Series**, follow the Four Easy Steps of CHI® Ionic Permanent Shine Color when formulating.

Coverage and Blending

1. Over 50% grey, the CHI® Ionic **Coverage Plus** is recommended.
2. Blending and less than 50% grey CHI® Ionic **Standard Series** can be used.

Percentage of Grey	Color Series Recommended
0-50% 	Standard Series (Coverage Plus for resistant hair)
50-100% 	Coverage Plus for Full Coverage (CHI® Ionic Standard Series for Blending)

The Four Easy Steps for Grey Coverage

Step 1:

Determine the Natural Level You Are Starting From and the Percentage of Grey

a) 0 -50% or b) 50 -100%

- Use the Swatch Chart Natural Swatches to determine the natural level
- Use the 50% Grey Reference Swatch to determine the percentage of grey
- Take into consideration the texture and porosity of the hair

Step 2:

Determine the Level You Wish to Achieve

Does the client want to?

- a) Stay at the same level
- b) Be darker
- c) Be lighter

Step 3:

Determine the Tonal Value Desired. Does the client want?

- a) **Neutral**
- b) **Warm**
- c) **Red Tones**

Step 4:

Determine the Volume of Developer Needed

The **Coverage Plus Series** is always recommended to be mixed with **20 Volume CHI® Color Generator**



Note: In some cases such as working with very fine or porous grey hair, 10 Volume CHI® Color Generator may be sufficient. Use your professional judgment.

Coverage Plus Series and Lifting

- **Do not attempt to lift over two levels.**
- This may result in a lack of coverage and will produce a blended effect with unwanted warm tones

Note: A strand test is recommended. A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic or has developed an allergy to hair color products. Refer to "Standard Hair Color Test in the **Appendix**".

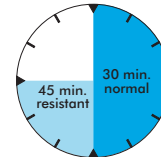
Mixing:

- 1 part **Coverage Plus Series** Color
- 1 part 20 Volume CHI® Color Generator

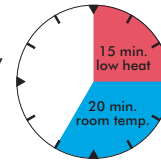


Virgin Application and Timing

- Follow the standard application procedure found in **Chapter 5**
- Time for **30 minutes** for normal hair
45 minutes for resistant



- * Coloring exceptional resistant grey hair with the **Coverage Plus**, process **15 minutes** under low heat and **20 minutes** at room temperature.



Application Hints for Grey Coverage

- Start the application where you have the highest percentage of grey hair (Usually at the hair lines)
- Apply color mixture **thoroughly and generously on both sides of the hair**, pushing the mixture into the hair with your tint brush.

Re-Touching with Coverage Plus Series

- Apply color formula **only to the new growth area**.
- **Do not use 20 Volume CHI® Color Generator with Coverage Plus to refresh the midshaft and ends**
- Follow the standard application procedure found in **Chapter 5**

Refreshing the midshafts and ends

Coverage Plus Series are formulated with extra pigment to ensure maximum grey coverage with 20 Volume CHI® Color Generator. Therefore **Coverage Plus**, **Natural**, **Warm** and **Red Series** are **not recommended to refresh the midshaft and ends**

Use corresponding **Standard Series** to refresh the midshaft and the ends

For Example:

Formulation on the new growth:

- 50-6N with 20 Volume CHI® Color Generator
- Formulation for the midshaft and ends:
- 6N with 10 Volume CHI® Color Generator

Formulation on the new growth:

- 50-7R with 20 volume CHI® Color Generator
- Formulation for the midshaft and ends:
- 7RR with 10 Volume CHI® Color Generator

Refreshing the Midshafts and Ends

Method 1

- For the last 10-15 minutes of processing time, mix a fresh CHI® Ionic Color formula with corresponding **Standard Series** and 10 Volume CHI® Color Generator
- Apply color to mid lengths and ends wearing gloves as in **Chapter 5**
- Time for 10-15 minutes
- Wipe a strand clean to check progress



Method 2 (CHI® Ionic Color Glaze)

- For the last 10-15 minutes of processing time, mix a CHI® Ionic Color Glaze in the same level and tone as the root formula, and apply color to mid lengths and ends wearing gloves.

CHI® Ionic Color Glaze Formula

- 1 oz. CHI® Ionic Permanent Shine Color
- 1 oz. 10 Volume CHI® Color Generator
- 1 oz. CHI® Color Lock Treatment

- Time for 10-15 minutes
- Wipe a strand clean to check progress



Coloring Grey Hair with CHI® Ionic Standard Series

The CHI® Ionic Permanent Shine Color **Standard Series** (**not Coverage Plus**) are specifically designed to work with naturally pigmented hair and will give a more blended effect on grey hair.

All of the CHI® Ionic Permanent Shine Color **Standard Series** are extremely well balanced and true to their levels and tones. When using a CHI® Ionic Permanent Shine Color **Standard Series** Color on grey hair, no special adjustments are needed.

Follow the same Four Easy Steps, Mixing, Timing, Application and Rinsing procedures found in **Chapter 5**

Note: To avoid brassiness and to achieve best blending of grey, do not attempt to lift more than 2 levels.

Blending Grey Hair with CHI® Ionic Standard Series

Blending is a more natural color effect for your clients who want to diminish the effect of the grey hair, while still depositing enough color to camouflage the grey hair.

- Result in which the grey/white hair is less deeply colored than the darker hair creating a more natural color effect.

Any of the CHI® Ionic Standard Color Series can be used for blending the grey hair, except the **AA "Double Ash Series"** is not recommended.

Most natural blending effect will be achieved with:

- | | |
|---------------------------|-----------------------|
| • N - Natural | 1-11 |
| • A - Ash | 4, 5, 6, 7, 8, 9 & 11 |
| • I - Iridescent | 7, 9 & 11 |
| • B - Beige | 6, 8 & 10 |
| • W - Warm | 5, 6, 7, 8 & 11 |
| • G - Gold | 5-10 |
| • RB - Red Brown | 4, 6, 7 & 8 |
| • CG - Copper Gold | 5, 7, 8 & 9 |

Mixing:

Blending more resistant hair:

- 1 part desired Standard Series Color
- 1 part 20 Volume CHI® Color Generator



1 : 1

Blending fine and more porous hair:

- 1 part Desired Standard Series Color
- 1 part 10 Volume CHI® Color Generator



1 : 1

Follow the same Four Easy Steps, Timing, Application and Rinsing procedures

Mixing the Coverage Plus Series and CHI® Ionic Standard Series

Mixing the Coverage Plus Series with CHI® Ionic Standard Series will give you an unlimited palette of colors, allowing you to use your creativity for beautiful custom blended colors.

When mixing Coverage Plus Series with other CHI® Ionic Standard Series for maximum coverage, simply select both colors on the same level.

Example: Target Color: 5CG

Mix:

- 1 oz. 5CG Medium Copper Golden Brown
- 1 oz. Coverage Plus 50-5N Medium Natural Brown
- 2 oz. 20 Volume CHI® Color Generator

Covering very resistant grey hair

Sometimes you may have very resistant and hard to cover grey hair. These 2 options are easy and a simple way to handle this type of hair.

Option 1

Mix more color and less CHI® Color Generator; this will give you more color deposit.

Example: Target Color is 50-5R

Mixing

- 1 ½ parts 50-5R
- 1 part 20 Volume CHI® Color Generator

Option 2

Use 1 level darker color than your target color is

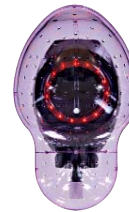
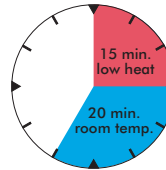
Example: Target Color is 6N

Mixing

- 1 part 50-5N
- 1 part 20 Volume CHI® Color Generator

Processing for resistant grey hair

- 15 minutes under low heat
- 20 minutes at room temperature



Pre-Softening Techniques

CHI® Ionic **Coverage Plus Series** gives the maximum grey coverage. If pre-softening is necessary for extremely coarse and resistant hair, **W (Warm) Standard Color Series** can be used by itself, without adding any developer to pre-soften the hair.

- Levels 1 through 5.....pre-soften with 5W
- Levels 6 through 8.....pre-soften with 8W
- Levels 9 through 10.....pre-soften with 9G

1. Apply the color lightly to the resistant areas of the hair wearing gloves
2. Process 5-10 minutes
3. Mix the Coverage Plus formula with 20 Volume CHI® Color Generator and apply your color formula generously to desired areas over the pre-softened hair.
4. Process 15 minutes under low heat and 20 minutes at room temperature.

CHAPTER

7

Creating Beautiful Blondes with Confidence

- The Four Easy Steps for Creating Beautiful Blondes
- How to Achieve Cool Blondes
- How to Achieve Warm or Red Blondes
- Refreshing Midshafts and Ends During a Re-Touch
- Ultra Light and Ultra Light Palest Blondes

Creating Beautiful Blondes with Confidence

CHI® Ionic Permanent Shine Color makes achieving glamorous blondes in a single step an easy and reliable reality.

The complete selection of blonde shades in CHI® Ionic Permanent Shine Colors from Levels 7 through 11 gives you the complete palette to create the most amazing blondes

The results are unsurpassed for amazing lightness with complete tonal control.

100% Ammonia Free Color which is fortified with pure natural silk will leave the hair in outstanding condition feeling soft and silky.

Confidence to create amazing blondes to fulfill your client's dreams has never been easier.

CHI® Ionic Permanent Shine Color makes it easy to fulfill a client's dream to become a blonde, giving you results that you have only been able to dream of.

The Four Easy Steps for Creating Beautiful Blondes

Step 1:

Determine the Natural Level You Are Starting From

- It is important to determine the exact natural level from various places
- If the level falls between two levels, always choose the darker one
- Properly analyze the texture and porosity of the hair

Step 2:

Determine the Level You Wish to Achieve

- Maximum lightening is 4 levels with CHI® Ionic Standard Series
- Lifting more than 2 levels will always expose natural warmth
- **When lifting, hair is always exposing warm tones, never cool tones**

Step 3:





Determine the Tonal Value Desired

- When lifting, remember that the final hair coloring result is a combination of the artificial color molecules and the natural underlying pigmentation of the hair

Step 4:

Determine the Volume of Developer Needed

For every 10 volumes of developer used, you will achieve up to one level of lifting action

Developer Volume	Lifting Action
 10 Volume	Up to 1 level
 20 Volume	Up to 2 levels
 30 Volume	Up to 3 levels
 40 Volume	Up to 4 levels* (up to 5 levels) <small>*with ULP & UL series only</small>

How to achieve Cool Blondes

Recommended CHI® Ionic Permanent Shine Color **Standard Series** when attempting to lift without warmth or golden undertones

AA - Ash Ash

Ash

Iridescent

Beige

In most cases, the Ash Series with the correct developer volume will give you the cool tones you are looking for.

- High lifting with 30 or 40 volume may require additional toning using Ash or Beige Color Additives. Refer to **Chapter 9** CHI® Ionic Permanent Shine **Color Additives**.

How to achieve Warm or Red Blondes

- When lifting and your target color is warm or red tones, take advantage of the underlying pigmentation of the hair.
- **Remember: When lifting, hair is always exposing warm tones, never cool tones**

To avoid unwanted brassiness when lifting 3-4 levels with 30 or 40 volume developer


- Even when a warm result is desired, a neutral series should be considered.
- This will minimize brassiness while allowing natural warm tones to dominate.

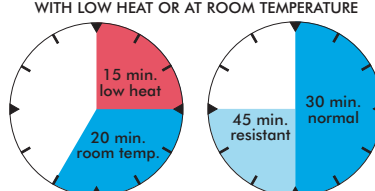
Mixing, Application and Timing

For all of the Standard Series Color

Apply CHI® Ionic Permanent Shine Color Blonde formulas using the standard application procedure found in **Chapter 5**.

Note: Apply your color formula heavily and in very thin sub sections
Lift the hair to allow air circulation and even oxidation

Mixing:  1:1

Timing: 

Note: A strand test is recommended. A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic or has developed an allergy, to hair color products. Refer to "Standard Hair Color Test" in the **Appendix**.


































Refreshing Mid-Lengths and Ends During a Re-Touch

When using 20, 30 or 40 volume developer at the new growth, do not overlap previously colored hair.

Application procedures on how to refresh the midshaft and ends are found in **Chapter 5**.

CHI® Ionic Permanent Shine Color Neutralization Chart

Natural Hair Color Pigmentation

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



The Ultra Light Blonde Series

The **Ultra Light Blonde** is a special High Lift Series providing a maximum of up to **5 levels** of lift.

It is specially formulated to provide the maximum lift and toning in a single step without any unwanted brassiness.

The hardest part is already done for you. **The formula is already premixed inside of the CHI® Ionic Ultra Light Blonde Series**, so there is no need for complicated color formulas or adding any **Color Additives**.

Note: The texture and porosity of the hair will always influence your ability to achieve successful results when using the **Ultra Light Blonde** colors.

The **Ultra Light Blonde** is a special High Lift Series that has 2 special series. Both series will give you equal amount of lift up to 5 levels.

ULP-13 = Ultra Light Pale Blonde

UL -12 = Ultra Light

ULP-13 (Ultra Light Pale Blonde)

- **Recommended for levels 6 and lighter**
- Ideal for fine texture and easy to lighten hair
- **Less cool tones = maximum lift**

ULP - 13 A = Ultra Light Palest Ash

ULP - 13 N = Ultra Light Palest **Natural**

ULP - 13 B = Ultra Light Palest **Beige**

ULP Series Identification:

- The **1st letters UL** indicates the **Ultra Blonde Light Series**
- The **2nd letter** identifies the **Pale Series**.
- The **number 13** indicates the **level**
- The **letter B** indicates the **tone**

ULP - 13B = Ultra Light Palest Beige

UL	P	13	B
Ultra Light Color Series	Pale	Level = 13	Tone = Beige

The Ultra Light Blonde Series

UL-12 (Ultra Light Blonde)

- Recommended for levels 5, 6, 7 & 8
- Ideal for fine texture and easy to lighten hair
- **More cool tones**

UL - 12 A = Ultra Light Palest Ash

UL - 12 N = Ultra Light Palest **Natural**

UL - 12 I = Ultra Light Palest Irridescent

UL Series Identification:

- The 1st letters **UL** indicates the **Ultra Blonde Light Series**
- The number **12** indicates the **level**
- The letter **N** indicates the **tone**

UL-12N = Ultra Light Natural

UL	12	N
Ultra Light Color Series	Level = 12	Tone = Natural



Special Mixing Instructions for Ultra Light Blonde Series

The **Ultra Light Blonde** and **Ultra Light Palest Blonde** Series are **always** mixed with **DOUBLE** the amount of **40 volume CHI® Color Generator**

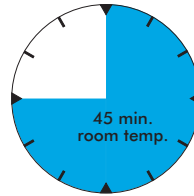


Example:

1 part UL-12N Ultra Light Natural Blonde
2 parts of 40 volume CHI® Color Generator

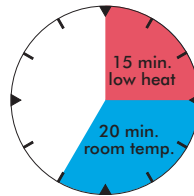
Timing:

Timing is **45 minutes** at room temperature



Timing for maximum lift (4-5 levels)

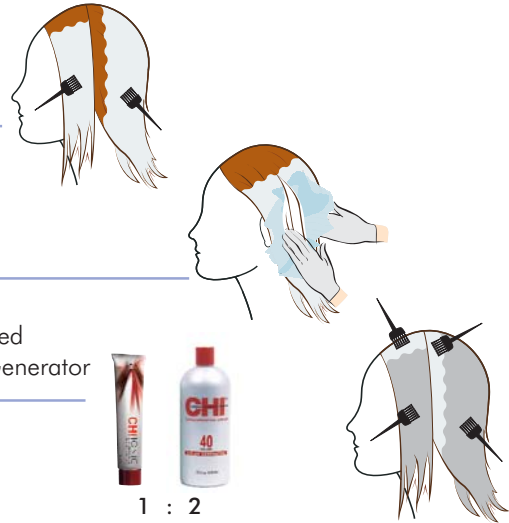
15 minutes low heat and
20 minutes at room temperature



Note: A strand test is recommended. A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic or has developed an allergy to hair color products. Refer to "Standard Hair Color Test" in the **Appendix**.

Virgin Application of the Ultra Light and Ultra Light Palest Blonde Series

- Divide the client's hair into four sections
- Always wear gloves
- Start the application 1/2 -1 inch away from the scalp
Apply your Ultra Light Mixture to mid-lengths and ends first.
- Time 15 minutes or until you see a color change
- Towel blot the excess formula
- Mix a fresh batch of the Ultra Light Blonde color to your desired tone with **DOUBLE** the amount of **40 volume CHI® Color Generator** and apply to the root area and over the midshaft and ends
- Start the timing when finished with application



Note: Lift the hair to allow air circulation and even oxidation and when working color through the ends, do not pack hair tightly.

Re-Touch Application

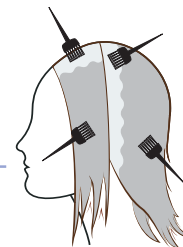
- Divide the client's hair into four sections
- Always wear gloves
- Apply the Ultra Light formula only to the new growth area avoiding over lapping. Do not use Ultra Light Formulas with 40 volume to refresh the midshaft and ends.
- Lift the hair to allow air circulation and even oxidation
- Start the timing



Refreshing the Midshaft and Ends When Using Ultra Blonde Series

Method 1 for Maximum Color Deposit

- For the last 10-15 minutes of processing mix a corresponding color from the CHI® Ionic **Standard Series** with 10 volume CHI® Color Generator
- Apply the mixture generously to the midshaft and ends wearing gloves
- Time for 10-15 minutes
- Wipe a strand clean to check progress

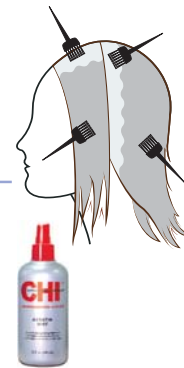


Refreshing the midshaft and ends when using Ultra Blonde Series

Method 2 (CHI® Ionic Color Glaze)

- For the last **10-15** minutes of processing time, mix a fresh CHI® Ionic Color Glaze Formula with corresponding color from the CHI® Ionic **Standard Series**

- 1 oz. CHI® Ionic Permanent Shine Color
- 1 oz. CHI® Color Generator
- 1 oz. CHI® Color Lock Treatment



- Apply the formula generously to mid lengths and ends wearing gloves
- Time for 10 - 15 minutes
- Wipe a strand clean to check progress

Note: On very porous hair, lightly mist the hair with CHI® Keratin Mist and leave in.

Tips when using the Ultra Light and Ultra Light Palest Blonde Series

Application

- Always take small and fine partings and apply the Ultra Light formula generously on both sides of the section in controlled manner.
- For midshaft, apply the color heavier due to the resistancy for lifting

Front Hairline

- Analyze the front hairline carefully
- If the front hairline has a finer texture than the rest of the hair, **do not apply a, UL -121 or UL-12A formula to this area.**
- Use UL-PN to avoid over coloring or wait and apply your UL -121 or UL-12A formula for the last **10 to 15** minutes only.

Foiling

- The Ultra Light Blonde Series is perfect for highlighting with foils due to its Ammonia Free Silk Crème base which will prevent expansion of the product.

Ultra Light and Ultra Light Palest Blonde Series are **NOT** recommended for:

- To refresh the midshafts and ends
- For toning on bleached hair
- When attempting to lift tint with tint
- For CHI® Ionic Color Glaze
- To intermix with other CHI® Ionic Permanent Shine Colors
- UL** & **ULP** Series can only be mixed with other **UL** & **ULP** Series Colors Only
- For Grey Coverage

CHAPTER

8

Creating Radiant Reds with Confidence

- The CHI® Ionic Permanent Shine Color Red Series
- The Four Easy Steps for Creating Radiant Reds
- Changing to a Red Tone
- Formulating Tips for Refreshing Porous Hair with Reds

Creating Radiant Reds with Confidence

CHI® Ionic Permanent Shine Color offers incredible collection of beautiful red tones. These Red Tones vary from subtle to bold fashion statements.

CHI® Ionic Permanent Shine Color Reds gives you a wide palette of different shades to express your creativity. Ionic charge (+/-) will ensure a superior longevity with unparalleled vibrancy and shine.

The CHI® Ionic Permanent Shine Color Red Series

CG	=	Copper Gold
C	=	Copper
RR	=	Red Red
RV	=	Red Violet



The Four Basic Steps for Creating Radiant Reds

Step 1:

Determine the Natural Level You Are Starting From

- Analyze the texture, porosity of the hair and the percentage of grey hair

Step 2:

Determine the Level You Wish to Achieve

Do you want to go?

- Lighter
- Darker
- Depositing = staying on a same level, just changing the tone

Note: Staying within two levels of lift provides the truest and most vibrant red results

Step 3:

Determine the Tone Desired

- Choose the CHI® Ionic Permanent Shine Color **Red Series** desired

Step 4:

Determine the Volume of Developer Needed

- Choose the correct volume of CHI® Color Generator needed to achieve the desired level of lift or deposit.

Mixing, Application and Timing

Apply CHI® Ionic Permanent Shine Color Red formulas using the standard application procedure found in **Chapter 5**.

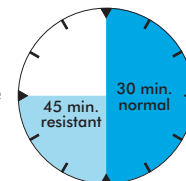


Mixing:

1:1

Timing:

- 30 minutes at room temperature
 - 45 minutes for resistant hair
- *low heat timing can be used for lifting



Refreshing Midshafts and Ends

- Strand test to determine proper refreshment timing
- Use standard application procedure found in [Chapter 5](#).

Note: Do not use high volumes (20, 30, and 40) of CHI® Color Generators to refresh the midshaft and ends.

A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic or has developed an allergy, to hair color products. Refer to "Standard Hair Color Test" in the [Appendix](#).



Effects on Porosity

The porosity of the hair will always have effects on the longevity of the Red Colors. Excessive porosity can contribute fading.

Note: On very porous hair, prior to application, lightly mist the hair with CHI® Keratin Mist and leave in.

Formulating Tips for Refreshing Porous Hair with Reds

- You can intensify your formulation when using CHI® Ionic Red Series by adding [Color Additives](#) on your existing /fresh formula before applying color to the midshaft and ends.
- You can use up to 1/8 oz. of Additive to every ounce of color.

For every 1 oz. of formula:	Up to 1/8 oz.
CG	Gold Color Additive
C	Orange Color Additive
RB	Red Color Additive
RR	Red Color Additive
RV	Red Color Additive

- For more suggestions on how to customize your CHI® Ionic Permanent Shine Color Red formula, refer to [Chapter 9](#): CHI® Ionic Permanent Shine [Color Additives](#)

Ends which are faded more than 3 levels

- If the midshafts and ends are faded more than 3 levels, a different formula is required for this part of the hair.
- Refer to the section "Tinting Back" in [Chapter 10](#): Correction Hair Color with Confidence.

Changing to a Red Tone on Tinted Hair

When changing to a red tone on colored hair, you may have to

- Remove previous color first
- Lift Tint with Tint

Refer to "Lifting Tint with Tint /Removal of Color" in [Chapter 10](#): Correcting Hair Color with Confidence.

Always strand test.

CHAPTER

9

CHI® Ionic Permanent Shine Color Additives

- Color Additives

CHI® Ionic Permanent Shine Color Additives

Color Additives

CHI® Ionic Permanent Shine Color Additives are an incredible tool to **customize** your color formulations and express your creativity.

Like all CHI® Ionic Permanent Shine Color products, they are **simple to use** and provide **predictable results** always.









Color Additives will expand your color creativity with 8 beautiful colors that are easily mixed with CHI® Ionic Color. **Color Additives are pure color dyes without the base color.**

Color Additives can be used to:

- Create customized color formulations
- Intensify your color formulas
- Neutralize unwanted tones
- Control underlying pigment when lifting
- Adjust tones for porous, faded ends
- Corrective color work

CHI® Color Additives

To intensify, neutralize and to adjust CHI® Ionic Color formulas.

Color Additives	Recommended Levels	Results
Beige  Ash 	For Lighter levels 6-10 (Blondes)	To increase Ash/Beige tones To reduce gold and brassiness in blonde tones
Gold  Orange  Red 	For Medium levels 4-8	To intensify Red, Copper and Gold tones To neutralize cool tones When Tinting Back
Violet  Blue 	For Darker levels 1-5	To increase Ash tones on dark levels To deepen dark levels
Double Ash 	For Darker levels 1-6	To reduce warm/brassy tones a) on darker levels b) when lifting dark hair to lighter brown To neutralize red

For maximum deposit:

Up to 1-2 inches per ounce of color.

Example: 2 oz. CHI® Ionic Color

1/4 oz. CHI® Color Additive

2 1/4 oz. CHI® Color Generator

Mixing Instructions**For maximum deposit:**

Up to 1-2 inches of Additives can be used per ounce of color without affecting the level of your formula

Mix:

2 oz. CHI® Ionic Color
Up to ¼ oz. CHI® Color Additive
2 ¼ oz. CHI® Color Generator

*Tip: 2 inches of CHI® **Color Additives** are equal to 1 cap of CHI® Color Generator*

To lighten hair while increasing tonal deposit:

- Always add extra developer to equal amount of **Color Additives** when lifting

Mix:

2 oz. CHI® Ionic Color
Up to ¼ oz. CHI® Color Additive
2 ¼ oz. CHI® Color Generator

Using Color Additives with the Ultra Light Blonde Series

- Only **Beige** and **Ash** **Color Additives** can be used in **small** amounts with **Ultra Light Blonde Series**
- **Remember to mix: 1 part Color with DOUBLE 40 volume**
- Always add extra developer to equal amount of **Color Additives** when lifting

Check**Additional Notes:**

- CHI® **Color Additives** are formulated only to be used with CHI® Ionic Color

CHAPTER

10

Correcting Hair Color with Confidence

- Adjusting Formulas for Different Porosities
- Tinting Back
- Removal of Color
- Eliminating Off-Tones

Correcting Hair Color with Confidence

The Four Easy Steps with the simplicity and reliability of CHI® Ionic Color creates a strong foundation and confidence not just for the basic applications, but also corrective color work.

This chapter will help you to identify different corrective coloring situations and harness the correct procedures for professional results with simplicity and reliability.

Adjusting Formulas for Different Types of Porosities

Sometimes we are faced with multi porous hair and faded color at the ends between the salon visits.

Usually this is a direct result of increased porosity along the hair shaft.

Lack of home care, harsh chemical services, overexposure to the environment (sun, sea water) and improper use of thermal styling tools can all cause increased porosity.

Healthy Hair	Porous Hair
Holds warm tones better (Red, Orange, & Gold)	Holds ash and cool tone by absorbing
Needs ash to neutralize warm tones	Requires warm tones to balance the color Can reject warm tones (Red, Orange, & Gold)







When coloring hair with porous ends, you need to take into consideration that using a formula without Additives can lead to fading in the porous areas and to ash tones.



To correct this problem

- Always equalize the porosity prior to application with CHI® Keratin Mist
- Lightly mist the hair with CHI® Keratin Mist and leave in
- Adjust your color formulas by using **Color Additives** when working on over porous hair



If coloring with the following:		Add 1-2 inches (1/8 oz.) of the following Color Additives for every 1 oz. CHI® Ionic Color
Natural , Warm , Gold levels 1-11		Gold 
B Beige		Very small amount of Gold 
RB Red Brown Blonde		Gold 
C CG Copper, Copper Gold		Orange 
R Red		Red 
RV Red Violet		Red 

If the color has faded on the porous ends more than 3 levels of the desired final result, **Tinting Back** Procedure is required.

Note: The **Double Ash**, **Ash** and **Iridescent** Series are **not recommended on porous hair**. Use neutral or warmer tone. If fading is over 3 levels refer to "Tinting Back" Service.



Tinting Back

Tinting Back is depositing color, going from lighter color to darker color usually more than 3 levels.

- Due to CHI® Ionic Color Ammonia Free base, **Pre-filling is not necessary**
- **You can mix your Color Additives directly to your formula.** This will eliminate pre-filling procedure and save you valuable time.
- **Gold and/or Orange Additives are recommended on tint backs**

Tinting Back

- When the hair is not holding the desired hair color and fades quickly
- When the colored hair has faded over 3 levels
- When returning to the natural level or going darker more than 3 levels

The general rule is, you must replace the missing pigmentation with your **Color Additives**.

Without using the **Color Additives**, the end result could appear dull, drab and muddy and could fade faster from the hair.

In order to insure even, balanced and durable color, the missing underlying pigment must be replaced with **Color Additives**.

Step 1: Determine the Natural/Tinted Level You Are Starting From

Identify the level(s) of color that exist in the client's hair by using CHI® Ionic Permanent Shine Color Swatches as guidelines.

Step 2: Determine the Level You Wish to Achieve and the Missing Pigment

Determine the level of the desired result. Next, identify the natural underlying pigmentation that is missing in the lightened mid lengths by using the Natural Underlying Pigmentation chart on the next page.

Step 3: Determine the Desired Tone


Determine the tone of the desired result

Step 4: Determine the Volume of Developer Needed







For all tint backs, 10 Volume CHI® Color Generator is used



CHI Ionic Permanent Shine Color Underlying Pigment Chart





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

Tinting Back from Pale Blonde to Natural Brown

Desired End Result	Chosen Color	Amount of Color Additives per 1 (one) ounce of color
9N 	9G	No need for Color Additives
8N 	8G	No need for Color Additives
7N 	7G	up to 1/2 - 1 Ribbon inch of Gold Additives
6N 	6G	up to 1 Ribbon inch of Gold Additives
5N 	5G	up to 2 Ribbon inch of Orange Additives
4N etc. 	4RB	up to 1-2 Ribbon inch of Orange Additives

Note: * When tinting back more than 5 levels, use your desired color with Orange Additive
 The quantity of Color Additive is always approximate depending on the porosity of the hair. Always strand test prior.

Example of Tinting Back :

Step 1	Client's Natural Level	10 - Extra Light Blonde	
Step 2	Desired Level and Missing Pigment	5 - Medium Brown Red-Orange	
Step 3	Desired Tone	N - Natural	
Step 4	Determine the volume of developer needed to tint back	10 Volume CHI® Color Generator	

Mix: 1 part of 5G and 1 ribbon inch of **Orange** Color Additive per ounce of color 1 part 10 Volume CHI® Color Generator

Tint Back Procedure

- Determine the porosity factor of the hair; "porous" or "over-porous/lightened"
- Lightly mist the midshafts 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
- Mix your **Color Additives** directly into your color mixture
- 1 part 10 Volume CHI® Color Generator

Application and Timing:

- Follow the standard application procedure found in **Chapter 5**
- Time for 30-45 minutes

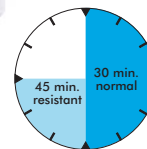
Application Hints for Tinting Back

- Apply color mixture **thoroughly and generously on both sides** of the hair, **pushing the mixture into the hair** with your tint brush.
- **Heat is not recommended** when tinting back.
- Bleached/Hi-Lifted hair is always more porous and may not hold the color as well as virgin hair. Therefore, it is always to be misted with CHI® Keratin Mist prior to the color application.
- On very porous hair, mix more color and less developer

Example: 1 ½ part Color with added **Color Additives**
1 part CHI® Color Generator

Always inform your client on these facts prior to the color service.

Note: **Double Ash**, **Ash** or **Iridescent** Series are **not recommended** for tint back services as the results on porous hair will be too cool. **Warm** and **Natural** Series are recommended.



Tinting Back from Pale Blonde to Red Tones

When tinting from Pale Blonde to Red shades (**CG**, **C**, **RR** or **RV**) **G** (Gold Series) is always recommended to be mixed with your Red Shade.






G Series will create a base and a balance for the red shade and also improves the longevity.

If the Red Series is used by itself, the color will be translucent and with pinkish casting.

Using **N** or **G** Series will not dilute the intensity and vibrancy of your red shade.

- Use: 1 part **G** Series
2 parts **Red** Series

Example:

Step 1	Client's Natural Level	9 - Light Blonde 
Step 2	Desired Level and Missing Pigment	6 - Medium Brown  Orange 
Step 3	Desired Tone	RR - Red Red 
Step 4	Determine the volume of developer needed to tint back	10 Volume CHI® Color Generator 

Mix:

- 1 oz. 6G
- 2 oz. 6RR
- 3 oz. of 10 volume CHI® Color Generator

To enhance the vibrancy on red shades you may add **Orange** or **Red** Color Additive up to 10% to your formula

- Target Color: **CG** or **C** **Orange Color Additive**
- Target Color: **RR** or **RV** **Red Color Additive**

To Lift Tint with Tint

CHI® Ionic Permanent Shine Hair Color does not contain any ammonia; therefore a **consistent pH** is maintained during the whole coloring process which makes it possible to lift tint with tint. Farouk Systems has replaced hazardous ammonia with a mild yet highly effective alkaline called **Monoethanolamine = MEA**

Maintaining a consistent pH makes it possible to lift tint with tint

This revolutionary ability will give you a huge advantage to change the hair color on every salon visit, without stripping the old color first. That is something that your client's will appreciate and it is just one of the unique benefits of CHI® Permanent Shine Color's performance. Most of all, ability to lift tint with tint will give you a **competitive edge against any other color line in the world.**

CHI® Ionic Color has the revolutionary ability to lift tint with tint.

- Up to 1-2 levels on darker bases
- Up to 3 levels on lighter bases
- You can lift tint with tint only if the entire hair has been previously colored with Farouk Systems Colors.
- **Remember: It's always easier to lift tint with tint on lighter levels than on darker levels**

Note: Do not use **UL** or **ULP** when lifting Tint with Tint

Step 1 : Determine the Natural/Tinted Level You Are Starting From**Identify the:**

- a) Darkest Tinted/Colored level(s) of color that exist in the client's hair
- b) The quality and quantity of previous color services

Note: If the hair has been previously colored with coating colors, direct dyes, henna or metallic dyes, **DO NOT** attempt to lift tint with tint!

Step 2 : Determine the Level You Wish to Achieve

Remember that you can lift tint with tint only if the entire hair has been previously colored with Farouk Systems Colors.

- Up to 1-2 levels on darker bases
- Up to 3 levels on lighter bases
- **Remember it's always easier to lift tint with tint on lighter levels than on darker levels**

Step 3 : Determine the Desired Tone


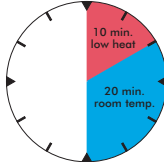

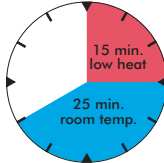

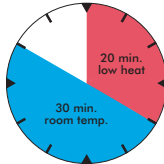
- Determine the tone of the desired result.
- Remember: **When lifting, hair is always exposing warm tones, never cool tones**
- **Color Additives** may be recommended if your target tone is cool or natural.

Step 4 : Determine the Volume of Developer Needed

- 20-30 or 40 Volume CHI® Color Generators



To Lift Tint with Tint

To Lift	Color	CHI Color Generator	Timing (with low heat)
1 Level (1:1)	1 part desired level	1 part 20 Volume 	
2 Levels (1:1)	1 part desired level*	1 part 30 Volume 	
3 Levels (1:1)	1 part desired level*	1 part 30 Volume 	

*You may choose 1-2 levels lighter color, than your target color is when lifting tint with tint.

Hints when Lifting Tint with Tint

- **Start the application where the color is darkest**
- Apply color mixture **thoroughly and generously on both sides of the hair, pushing the mixture into the hair with your tint brush**
- **Heat is necessary in most cases when lifting tint with tint**
- You may also mix more CHI® Color Generator and less color (1:2)
- To neutralize warm tones while lifting, use **Ash** or **Beige Color Additives**.
- Check the lifting action constantly

Always strand test prior!

- Take a small strand/slice of the hair wherever the hair is darkest (usually nape area).
- Using foil, apply your formula to the strand and process
- Check the lifting action and the condition of the hair constantly
- Rinse, shampoo and condition the hair
- **Blow dry the strand and analyze the results always on completely dry hair**

Removal of Color

Sometimes, it may be necessary to remove previous artificial color that is too dark to be "Lifted with Tint" when client requests a lighter shade.

To remove previous artificial color, the hair must be lightened 1-3 levels or on the desired level.

Always be realistic and explain the procedure, including time, price and homecare to your client during the consultation.

For successful results, it is always vital to analyze

- a) Type of previous color services
- b) Quantity of color services
- c) Porosity and the condition of the hair

Always strand test prior!

- Take a small strand/slice of the hair wherever the hair is darkest (usually nape area)
- Using foil, apply your formula to the strand and process
- Check the lifting action and the condition of the hair constantly
- Rinse, shampoo and condition the hair
- **Blow dry the strand and analyze the results always on completely dry hair**



For color removal, we recommend CHI® Blondest Blonde Ionic Lightener. (Crème or Powder)

It is an ideal choice for all types of hair color removal because it's fast, safe and Ammonia Free leaving the hair in optimum condition for re-coloring.

When used on permanent hair color, CHI® Blondest Blonde eliminates the previously applied color. This procedure will always reveal the underlying pigmentation (**warm** tones).

Note: If the hair has been previously colored with coating colors, direct dyes, henna or metallic dyes, DO NOT attempt to remove color!

Removal of Color

Removal of color can be done in 2 easy ways with CHI® Blondest Blonde Ionic Lightener



Breaking the Base or CHI® Ionic Color Removal Procedure

Breaking the base will gently remove old colors, color build up or chemical build up (iron, copper, calcium, silicones, etc.) It is an ideal single step procedure for fast and efficient mild color adjustments and in most cases the hair needs no further color deposit or toning.

Breaking the Base

- Fast service to correct and balance the color
- For mild color adjustments
- To remove build up
- Lifts 1 up to 2 levels

Mix:

- 1 part CHI® Blondest Blonde Lightener (Crème or Powder)
- 1 part 20 or 30 Volume CHI® Color Generator
- 1 part of CHI® Infra Shampoo



- Shampoo the hair with the mixture at the shampoo bowl
- Gently massage the mixture to the hair with palm of your hands for **1-5 minutes**
- Check the lifting action constantly
- Repeat if necessary

Rinsing: Standard procedure found in **Chapter 5**

Note: This procedure can be repeated 2-3 time depending on the build up.



CHI® Ionic Color Removal Procedure

This procedure is done with CHI® Ionic Blondest Blonde Lightener to remove old color when the desired result is 3-5 levels lighter than the colored hair.

Depending on the quantity and quality of the previous colors, it is always recommended to **start the procedure with lower volumes (10 & 20 volume) and repeat the service if necessary**, rather than trying to achieve it in a single step with higher developers (30 & 40 volume). Working with lower developer will also maintain the hair in excellent condition.

The hair should never be lightened lighter than your desired level

Always strand test prior to starting the application!

- Take a small strand/slice of the hair wherever the hair is darkest (usually nape area)
- Using foil, apply your formula to the strand and process
- Check the lifting action and the condition of the hair constantly
- Rinse, shampoo and condition the hair
- **Blow dry the strand and analyze the results always on completely dry hair**

CHI® Ionic Color Removal Procedure is always a 2 step procedure.

- 1st removing the old color
- 2nd achieving the desired tone and level with CHI® Ionic Permanent Shine Color.

Mix: (1:1)

- 1 part CHI® Blondest Blonde Lightener
(Crème or Powder)
- 1 part of 10 volume CHI® Color Generator

**Procedure****After a careful analysis and a successful strand test**

- Divide the client's hair into four sections
- Always wear gloves
- Start the application on the darkest part of the hair (usually the nape area and the midshafts of the hair)
- Apply your CHI® Blondest Blonde mixture generously to your section. Stay 1/8 inch away from the scalp at all times.
- Start the timing
- Wipe a strand clean and check the lifting action constantly

Once the desired level of lift/removal of color is achieved, rinse, shampoo and condition.




The hair should never be lightened lighter than your desired level

Blow dry the hair completely

Follow the 4 Easy Steps for Coloring the hair to desired result

Note: Lift the hair through out processing to allow air circulation and even oxidation and when working through the ends. Do not pack hair tightly.

CHI Ionic Color Removal Procedure

Color to be removed	Desired Results:	Approximate time at room temperature	Procedure:
Small excess of tint, unwanted tones or build up	Gentle color removal;	1-5 minutes	Breaking the Base
Light Levels: Dark Blonde and up 	Light to moderate removal; up to 1 level of lift	1-5 minutes	Breaking the Base
Medium Levels: Light Brown to Dark Brown 	Moderate Color Removal; up to 2 levels of lift	1-5 minutes	Breaking the Base
	Maximum Color Removal; up to 3 or 5 levels	10-20 minutes*	CHI® Ionic Color Removal Procedure
Dark Shades: Dark Brown to Black 	Moderate Color Removal; up to 3 or 5 levels	10-20 minutes*	CHI® Ionic Color Removal Procedure
	Maximum Color Removal; up to 3 or 5 levels	15-30 minutes or longer*	CHI® Ionic Color Removal Procedure

* Low heat may be used for the first 5-15 minutes. Use your professional judgment and strand test prior

- To help maintain the longevity of the color and moisture balance, always recommend the appropriate CHI® Home support products.



Eliminating Off Tones

Off tones are considered to be unwanted tones in the end result of the color. It can be a result of a variety of conditions such as:

- Improper color formula selection creating too **warm** or too **cool** end results
- Colors that are too drab, ashy, resulting from applying ash tones through porous hair
- Environmental factors such as minerals or chlorine build-up or excessive fading from too much sun
- Improper homecare: Too hot and non ceramic styling tools and styling product build up. Non professional homecare products

Carefully analyze the hair to determine the cause of the off tone and the solution














- Is the off-tone due to a previous color application?
- Is the off-tone due to environmental influences?
- Is the off-tone due to improper homecare?
- Does a color removal service need to be performed to correct the off-tone?

Remember:

Ash (cool) tones will neutralize **red** and **gold (warm)** tones.

Red and **gold (warm)** tones will neutralize (ash) cool tones.

Techniques to Eliminate Off Tones

Problem:	Solution:									
Brassy (yellow/orange) or too much warmth due to fading from the sun 	Select a CHI® Ionic Permanent Shine Color Beige/Iridescent/Ash or one level lighter than your target color . Mix with 10 Volume CHI® Color Generator (1:1) Process 10-20 minutes <table border="0"> <tr> <td></td> <td>=</td> <td>Least amount of cool tones</td> </tr> <tr> <td></td> <td>=</td> <td>Medium amount of cool tones</td> </tr> <tr> <td></td> <td>=</td> <td>Highest amount of cool tones</td> </tr> </table>		=	Least amount of cool tones		=	Medium amount of cool tones		=	Highest amount of cool tones
	=	Least amount of cool tones								
	=	Medium amount of cool tones								
	=	Highest amount of cool tones								
Greenish Cast 	<p>For Blondes - Levels 7-11  CHI® Breaking the Base or CHI® Ionic G or CG Series Color</p> <p>For Browns - Levels 4-6  CHI® Ionic CG or RB Series Color Mix with 10 Volume CHI® Color Generator (1:1) Process 10-20 minutes</p>									

CHAPTER

11

CHI® Ionic Permanent Shine Color Techniques

- CHI® Ionic Permanent Shine Color Glazing
- CHI® Ionic Permanent Shine Color as a CHI® Pastel Toner
- How to Create 5 Volume Color Generator

CHI® Ionic Permanent Shine Color Techniques

Every client who walks through your salon door, whether male or female, is always a potential color client. Sometimes a permanent color can be too much for our client if they don't have the time and commitment for regular upkeep.

CHI® Color Glazing delivers a beautiful color blend in just 15 minutes or less. It is a perfect service for first time color clients to introduce them to the amazing possibilities of CHI® Ionic Permanent Shine Color.

With all these techniques, a standard preliminary test is required at least 48 hours before each application to determine if your client is allergic or has developed an allergy to hair color products. Refer to "Standard Hair Color Test" in the [Appendix](#).

CHI® Ionic Permanent Shine Color Glazing:

Use CHI® Ionic Permanent Shine Color Glazing

- Introduce your 1st time color client to subtle hair coloring
- Improving the condition of the hair while increasing body and shine
- Blend small amounts of grey hair
- Toner on all levels
- As a Pastel Toner on bleached hair

Note: **DO NOT** use [Ultra Light \(UL\)](#) and [Ultra Light Palest Blonde \(ULP\)](#) series for CHI® Color Glazing.

Mixing CHI® Color Glaze Basic Formula

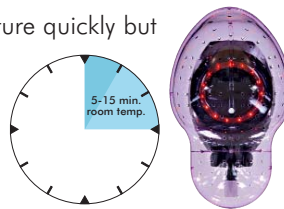
- 1 part CHI® Ionic Permanent Shine Color
- 1 part 10 Volume CHI® Color Generator
- 1 part CHI® Color Lock Treatment



1 : 1 : 1

Application and Timing

- Identify the client's natural level. Staying within same level or darker, choose a CHI® Ionic Permanent Shine Color tone that will achieve the desired result.
- Mix your CHI® Color Glaze mixture
- Wearing gloves, apply the CHI® Color Glaze mixture quickly but thoroughly from roots to ends
- Time **5 to 15 minutes** at room temperature or **5 minutes under** CHI® IR Processor and **5 minutes** cool down



Note:

- Using a color darker than the natural base can leave a small line of demarcation
- When using the [Coverage Plus Series](#), expect the color to appear deeper

How To Create 5 Volume Color Generator:

Mix:

- 1 part 10 Volume CHI® Color Generator
- 1 part CHI® Color Lock Treatment (or distilled water).



1 : 1

CHI® Ionic Permanent Shine Color as a Pastel Toner

CHI® Ionic Color Glaze service can also be used for Pastel Toning on Blonde hair. Pastel Toning is a color service which is done on blonde hair creating a more "translucent" color effect. Normally **Blue/Violet** base color tones are used to help neutralize unwanted **yellow** tones from blonde hair.

Suggested CHI® Ionic Color Glaze Formulations for Pastel Toning on Light Blonde Hair

Hair Level (depth)	Natural Tones	Cool Tones	Warm Tones	Reddish/ Golden Tones
11-10 (Extra Light Blonde Plus) (Extra Light Blonde)	10 N 10 B	11 A 11 I	10 G 11 W	1/4 11W + 3/4 9CG
9-8 (Light-Medium Brown)	9-8 N 8 B	9-8 A 8 B 9 I	9-8 G 8 W	8CG 8RB
7 (Dark Blonde)	9-8 N 8 B	9-8 A 8 B 9I	9-8 G 8 W	8CG 8RB

Mixing CHI® Color Glaze Basic Formula

- 1 part CHI® Ionic Permanent Shine Color
- 1 part 10 Volume CHI® Color Generator
- 1 part CHI® Color Lock Treatment



Application and Timing:

As on previous CHI® Color Glaze Chapter

Note:

- On porous hair, lightly mist the hair with CHI® Keratin Mist and leave in
- If mid-lengths and ends are over-lightened or over porous, add 1/8 oz. of CHI® Ionic Permanent Shine Color **9G** to remaining formula prior to pulling through to the ends
- Always perform a strand test
- **Never use the Ultra Light Blonde Series, Coverage Plus or Ash Ash Series as a Toner**



CHAPTER

12

Appendix

- Processing With Heat or Without Heat?
- Most Frequently Asked Questions/Cautions
- Standard Hair Color Tests
- Comparison Chart
- The Chemistry of Hair Color
- How CHI® Ionic Permanent Shine Color Works

Processing With Heat or Without Heat?

Primary rule in processing is always following the instructions from the CHI® Ionic Permanent Shine Color manual.

CHI® IR Processor is the latest Advanced American Technology. It provides **Ceramic Heat** which is always moisturizing heat vs. traditional hooded dryers. It is also an **Ionic Processor**, producing Negative Ions which will help to condition the hair. The Ceramic heat is also producing **Far Infrared** frequency, which will give unparallel penetration inside of the hair without harshly opening the cuticle layer. This will ensure deeper and better color deposit with unbelievable shine and you can process your colors in faster time

Low heat, when used properly can have some advantages and vice versa. When used Incorrectly, it can provide unsatisfactory results.

Benefits of CHI® IR Processor with Low Heat

- Slightly raises the cuticle layer
- Better penetration
- Faster and more intense oxidation
- Cuts down the processing time
- Maximizes color deposit
- Improves Grey Coverage
- Provides better lift with **UL** & **ULP** Series
- Better lift when " Lifting Tint with Tint"

No Heat is recommended when working on

- Very fine hair/porous hair
- Relaxed hair
- Always when **Tinting Back**



Most Frequently Asked Questions

How do you convert to CHI® Ionic Permanent Shine Color from another brand of hair color?

When changing your client to CHI® Ionic Permanent Shine Color from another permanent hair color brand, just follow the Four Easy Steps and the CHI® Ionic Permanent Shine Color Swatch Chart.

Also use the comparison chart.

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 Developer Needed

How can I measure CHI® Ionic Permanent Shine Color accurately?

CHI® Ionic Color offers a digital scale which will give you 100% accurate mixing ratio whether it is 1:1 or 1:2. It will also save you a lot of money by eliminating color waste in your salon.

How can I measure a small amount of CHI® Ionic Permanent Shine Color?

If there is a need for small amounts of CHI® Ionic Permanent Shine Color or **Color Additives** to your formula, squeeze the following measurements of color into the bowl. Inside on the bottom of the CHI® color bowls you will find marked lines. Each line measures one inch. To measure, squeeze CHI® Ionic Permanent Shine Color out of the tube in a line to the length you need.

5 inches of color = $\frac{1}{8}$ oz.

10 inches of color = $\frac{1}{4}$ oz.

How can color lift without ammonia?

Ammonia is not the lifting agent in hair colors; hydrogen peroxide is mainly in charge of the lifting action. In conventional color ammonia's function is to swell and harshly open the cuticle layer by creating a harmful gas, when mixed with hydrogen peroxide.

CHI® Ionic Permanent Shine Color uses new Advanced American Technology with mild, yet effective, alkaline called **monoethanolamine = MEA**.

Can a heat source be used to process CHI® Ionic Permanent Shine Color?

CHI® Ionic Permanent Shine Color can be processed with or without heat. However, for **UL** & **ULP** Special High Lift Blonde Series and when covering resistant grey hair with **Coverage Plus**, the CHI® IR Processor with low heat is highly recommended.

Coverage Plus Series

How do I cover grey hair?

CHI® Ionic **Coverage Plus Series** is designed for over 50% grey hair. Simply mix it with 20 volume CHI® Color Generator (1:1)

Why is it not recommended to use Coverage Plus to refresh the midshaft and ends?

CHI® Ionic **Coverage Plus Series** has a higher concentration of pigment and it is formulated to work with 20 volume CHI® Color Generator. **Do not use 20 volume on the ends.** Midshaft and ends, which are already colored don't require 20 volume. Higher developer can cause premature color fading.

For toning the midshaft and ends mix a fresh Corresponding **Standard Series** with 10 volume and apply it for the last 10-15 minutes or use CHI® Color Glaze Procedure.

Can I use Coverage Plus with 10 Volume Color Generator?

You may use it with 10 volume on very fine and porous hair. Always strand test and use your professional judgment.

Do I need to pre soften the hair on very resistant 100% grey hair?

In most cases pre softening is not necessary.

First you can mix more color and less developer.

However in some cases on extremely resistant and coarse hair you may apply your **W** or **G** Series color without the developer on most resistant areas for 1-5 minutes.

The color by itself will start to

- a) Soften and raise the cuticle layer
- b) Deposit and oxidize more pigments

After that, mix your color formulation and apply all over the hair, including pre-filled areas.

Processing with low heat on resistant hair is always recommended.



High Lift with Ultra Light Pale Blonde and Ultra Light Blonde Series

What is the difference between ULP and UL Series?

ULP (Ultra Light Pale Blonde) is formulated at Level 13. It is recommended for Levels 6 and lighter. ULP is ideal for fine texture and easy to lighten hair. It contains **less cool tones** therefore providing a maximum lift.

UL (Ultra Light Blonde) is formulated at level 12. It is recommended for levels 5, 6, 7 & 8. UL is ideal for fine texture and coarse hair. It contains **more cool tones** therefore providing more control with underlying pigment on dark levels. Both series are capable to lift up to 5 levels.

Do I always have to mix **UL & ULP** Series with 2 parts of 40 volume CHI® Color Generator?

Absolutely yes! **UL & ULP** Series are formulated to work only with 2 parts of 40 volume and 1 part of color.

How do I tone the midshaft and ends when using **UL & ULP** Series?

UL & ULP are Special High Lift Colors to be used with 40 volume only in the areas where the lift is required. **DO NOT** apply or over lap UL & ULP series with 40 volume on previously lightened hair or use for toning. For toning CHI® Color Glaze procedure is recommended.

Is it necessary to use heat when lifting 4-5 levels?

We recommend using low heat for 15 minutes and 20 minutes at room temperature. Low heat will ensure better penetration and better lift.

Can I do the Virgin Application from roots to ends when lifting with **UL & ULP** Series?

When lifting 1-3 levels: Yes.

When lifting 4-5 levels: No.

Apply first to the midshaft and ends. Time 15 minutes or until you see a color change. Towel blot the excess formula. Mix a fresh batch of the Ultra Light Blonde Color to your desired tone with **DOUBLE** the amount of 40 volume CHI® Color Generator and apply to the root area and over the mid-lengths and ends and start the timing.

Can I add **Color Additives** to **UL & ULP** Series?

Both series are already pre-mixed for your convenience. However, you can always customize your formulas by adding small amounts of **Beige** or **Ash** Additive. Always add extra developer to keep the mixing ratio 1:2

What do I need to consider when foiling with the **Ultra Light Series**?

When using the **UL** or **ULP** with foil, follow the standard color application procedure. Use enough product to cover the hair strand, but do not over saturate. Since CHI® Ionic Color is 100% Ammonia Free, there is hardly any expansion of the product. We don't recommend creating very tight and completely sealed foils packs as this may prevent uniform oxidation.

Color Additives

When adding Color Additives to my color mixture, should I also add more CHI® Color Generator?

Yes.

Always keep the mixing ratios 1:1 with **Standard Series** or with **Ultra Light** Series 1:2.

How much Color Additives can I add to my formula?

Up to 1-2 inches per ounce of color.

Can I use Color Additives when lifting with **Standard Series Colors**?

Absolutely yes. **Color Additives** will help you to customize your colors, whether you want to enhance your formula or neutralize unwanted tones.

Do I have to pre fill the hair when tinting back?

Pre-filling is not necessary when tinting back with CHI® Ionic Color. This is one of the unique benefits with CHI® Ionic Permanent Shine Color.

How do I tint back from pale blonde to brown?

Tinting back from blonde to brown is easy with CHI® Ionic Permanent Shine Color.

Use **G (Gold)** series color and add 1½ ribbon inches per ounce of color to your color formula and mix it with 10 volume. **Gold** or **Orange Color Additives** are recommended. Always lightly mist your hair with CHI® Keratin Mist prior to application and leave in.

How do I tint back from pale blonde to Red Shades?

When Tinting back from blonde to red use your **G** series with your desired Red Shade and mix with 10 volume

Example:

1 oz. **Gold** Series

2 oz. **Red** Series **CG C RR RV**

3 oz. CHI® Color Generator 10 volume

Always lightly mist your hair with CHI® Keratin Mist prior to application and leave in.



Lifting Tint with Tint

How is it possible to lift tint with tint?

CHI® Ionic Permanent Shine Color has the revolutionary ability to lift tint with tint. This gives you a huge advantage as a hair color artist. It gives you the possibility to change the level and color tone in one single easy step and most important, CHI® Ionic Permanent Shine Color will always respect the integrity of the hair.

CHI® Ionic Permanent Shine 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 alkaline called MEA = Monoethanolamine.

Maintaining a consistent pH makes it possible to lift tint with tint. Peroxide is always mainly the lifting agent in any hair color.

Can I lift tint with tint if the hair is colored with other manufactures colors?

Guaranteed result are only possible if the whole hair has been previously colored with Farouk Systems Colors.

If the hair has been previously colored with coating colors, direct dyes, henna or metallic dyes DO NOT attempt to lift tint with tint!

In some cases CHI® Ionic Color can lift through other manufactures colors.

In all cases, always strand test prior when attempting to lift tint with tint.

How many levels can I lift tint with tint?

Lifting Tint with Tint is possible only if the whole hair has been previously colored with Farouk Systems Colors.

Up to 1-2 levels on darker bases

Up to 3 levels on lighter bases

Remember it's always easier to lift tint with tint on lighter levels than on darker levels

Note: Do not use UL or ULP when lifting Tint with Tint

What should I do if I am not able to lift tint with tint and the client wants to have a lighter color result?

"Breaking the Base" service is the first recommendation. It will gently remove old colors, color build up, chemical build up (iron, well water, copper, calcium, silicones etc.) It is an ideal single step procedure for fast and efficient mild color adjustments and in most cases the hair needs no further color deposit or toning.

It is a fast service to correct and balance the color and for mild color adjustments. It will remove any type of build up and can lift 1 up to 2 levels.

Mix: (1:1:1)

1 part CHI® Blondest Blonde Lightener
(Crème or Powder)

1 part 20 or 30 Volume CHI® Color Generator

1 part of CHI® Color Lock Treatment



Note: This procedure can be repeated 2-3 times depending on the build up.

Lifting Tint with Tint

How can I remove old color from the hair?

For color removal, we recommend CHI® Blondest Blonde Ionic Lightener (Crème or Powder). It is an ideal choice for all types of hair color removal because it's fast, safe and ammonia free leaving the hair in optimum condition for recoloring.



For successful results it is always vital to analyze

- a) Type of previous color services
- b) Quantity of color services
- c) Porosity and the condition of the hair

Mix: (1:1)

- 1 part CHI® Blondest Blonde Lightener (Crème or Powder)
- 1 part 10 or 20 Volume CHI® Color Generator



Always strand test prior!!!

Note: If the hair has been previously colored with coating colors, direct dyes, henna or metallic dyes, DO NOT attempt to remove color!!!

Note: This procedure can be repeated 2-3 times depending on the build up.

Red Series

Why does the CHI® Ionic Permanent Shine Color **C**, **RR**, and **RV** Color Series have a different cosmetic appearance?

CHI® Ionic Permanent Shine Color **C**, **RR**, and **RV** Color Series have new fade resistant CHI® Ionic Dyes which are specifically developed for the Red Series.

Standard Hair Color 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 to 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 parts of appropriate CHI® Color Generator. For [Ultra Light Blonde Series](#), mix 1 part of desired color with 2 parts of 40 Volume 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. If no reaction occurs, proceed with hair coloring.
6. **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) away from the place the product has come into contact with the skin, during or shortly after application of the allergy test or while using the product, rinse immediately with lukewarm water. Discontinue use and obtain medical attention immediately. Alert the client not to use this or any other hair color product again until after consulting a physician.

Cautions


- Please read the CHI® Ionic Color manual thoroughly before attempting to use CHI® Ionic Color.
- Do not use if scalp is irritated, abraded or injured in any way.
- Do not use if the hair shows any sign of breakage or damage.

Always strand test prior to any application.

1. Mix the color formula according to the series (1:1 or 1:2)
 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.
 - Do not use on eyelashes or eyebrows. Doing so may cause blindness.
 - 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 be removed before rinsing with water.
 - Do not apply to children. Keep all hair color products out of reach of children. 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.

Questions?


Call the Farouk Systems, Inc Hotline:

 **Tel: 1-800-237-9175**

Monday - Friday: 8:00 AM -6:00 PM (Central Standard Time)

Saturday 9:00 AM -3:00 PM (Central Standard Time)

 www.farouk.com

 For more information refer to the CHI® Ionic Color manual.



FAROUK SYSTEMS CHI® IONIC PERMANENT SHINE HAIR COLOR COMPARISON CHART

The Comparisons are guidelines only. The color value will always depend on the Natural/Tinted level of the hair condition and percentage of grey.

CHI® Ionic Permanent Shine Color	Matrix SoColor	Wela Koleston Perfect	Loreal	Redken	BioSilk/BioGlitz Farouk	Goldwell Topchic	Logics Color Cremes	Schwarzkopf Igora Royal	Vericolor
N - Natural Series	Neutral	/O Natural	Natural	Neutral	Natural series	Natural Tones	Neutral	Natural series	Joico
1N	1N	N/C	1	1Ab	1N	N/C	N/C	1N	1N
2N	2N	2/O	2	2N	2N	2N	2N	N/C	N/C
3N	3N	3/O	3	3N	3N	3N	3N	3N	3N
4N	4N	4/O	4	4N	4N	4N	4N	4N	4N
5N	5N	5/O	5	5N	5N	5N	5N	5N	5N
6N	6N	6/O	6	6N	6N	6N	6N	6N	6N
7N	7N	7/O	7	7N	7N	7N	7N	7N	7N
8N	8N	8/O	8	8N	8N	8N	8N	8N	8N
9N	9N	9/O	9	9N	9N	N/C	N/C	9N	9N
10N	10N	10/O	10	10N	10N	10N	10N	10N	N/C
11N	11N	12/O	N/C	N/C	N/C	N/C	12N	N/C	N/C
A - Ash Series	Ash Series	Natural Ash	Ash .1	Ash/blue	ASH	Natural Ash Tones	Blue	Ash -1	Blue/Green
4A	4A	N/C	N/C	4Ab	4A	N/C	4B	4-1	4A
5A	5A	N/C	N/C	N/C	5A	6NA	N/C	5-1	5A
6A	6A	6/O1	6.01	6Ab	6A	7NA	6B	6-1	6A
7A	7A	7/O1	7.01	N/C	7A	8NA	N/C	7-1	7A
8A	8A	8/O1	8.01	8Ab	8A	9NA	8B	8-1	8A
9A	9A	9/O1	9.01	N/C	9A	N/C	10B	9-1	9A
11A	11A	N/C	10.01	10Ab	10A	N/C	N/C	10-1	10A
AA - Double Ash Series	Double Ash Series	ASH	N/C	N/C	N/C	Ash Tones	N/C	N/C	N/C
5AA	N/C	5/1A	N/C	N/C	N/C	5A	N/C	N/C	N/C
6AA	6AA	6/1A	N/C	N/C	N/C	6A	N/C	N/C	N/C
7AA	7AA	7/1A	N/C	N/C	N/C	7A	N/C	N/C	N/C
8AA	8AA	8/1A	N/C	N/C	N/C	8A	N/C	N/C	N/C
I - Iridescent	Iridescent		Iridescent	Ash/violet	N/C	Natural Pearl Tones	Violet	Smokey	N/C
7I	7I	N/C	N/C	7AV	7B	7NP	7V	7 2	N/C
9I	9I	N/C	9.22	9AV	9B	N/C	10V	9 2	N/C
11I	11I	10/6 V	P013	N/C	N/C	10V	12V	10 2	N/C
B - Beige Series	Beige Series		Iridescent	GOLD/beige	Beige Series	Gold Beige Tones	Violet	Beige	Beige
6B	N/C	N/C	N/C	6Gb	6B	7GB	6V	6 4	6B
8B	8B	8/2 M	8.13	8Gb	8B	8GB	8V	8 4	8B
10B	10B	10/16AV	902	N/C	10B	10GB	N/C	10 4	N/C
W - Warm Series	Warm Series	Natural Gold	Gold	GOLD/orange	N/C	Brown Tones	N/C	N/C	Natural Gold
5W	5W	N/C	N/C	5Go	N/C	5B	N/C	N/C	5 1/2 NG
6W	6W	N/C	N/C	N/C	N/C	6B	N/C	N/C	6 1/2 NG
7W	7W	7/O3	N/C	7Go	N/C	7B	N/C	N/C	N/C
8W	8W	8/O3	N/C	N/C	N/C	8B	N/C	N/C	8 1/2 NG
11W	11W	N/C	N/C	N/C	N/C	10B	N/C	N/C	N/C
G - Gold Series	Gold Series	Gold	Gold	N/C	Gold Series	Gold Tones	Gold	Gold	Gold Series
5G	5G	5/3 G	5.3	N/C	5G	N/C	3G	5 5	5G
6G	N/C	6/3 G	6.3	N/C	6G	6G	4G	6 5	6G
7G	7G	7/3 G	7.3	N/C	7G	7G	6G	7 5	7G
8G	N/C	8/3 G	8.3	N/C	8G	8G	8G	8 5	8G
9G	9G	9/3 G	9.3	N/C	9G	9GN	N/C	9 5	9G
10G	N/C	10/3 G	10.03	N/C	10G	N/C	10G	10 5	N/C
RB - Red Brown /Blonde Series	Red Brown/ Blonde Series	Gold Red	Gold	GOLD/red	N/C	Red Brown Tones	N/C	Auburn	N/C
4RB	4RB	N/C	N/C	4Gr	N/C	5RB	N/C	4 68	N/C
6RB	6RB	N/C	6.34	N/C	N/C	6RB	N/C	6 68	N/C
7RB	7RB	7/34 GR	7.35	N/C	N/C	7RB	N/C	N/C	N/C
8RB	8RB	8/34 GR	8.42	8Gr	N/C	8RB	N/C	8 68	N/C
CG - Copper Gold Series	Copper Gold Series		Copper	ORANGE/red	ROG Series	Copper Gold Tones	Red-Orange	Copper	N/C
5CG	5CG	N/C	N/C	N/C	5ROG	N/C	N/C	5 7	N/C
7CG	7CG	N/C	7.4	N/C	7ROG	7KG	N/C	7 7	N/C
8CG	N/C	N/C	8.43	8Or	8ROG	8KG	8RO	N/C	N/C
9CG	9CG	N/C	N/C	9Or	9ROG	9KG	10RO	N/C	9RG

CHI® Ionic Permanent Shine Color	Matrix SoColor	Wela Koleston Perfect	Loreal	Redken	BioSilk/BioGlitz Farouk	Goldwell Topchic	Logics Color Cremes	Schwarzkopf Igora Royal	Verocolor
C - Copper Series			Copper	COPPER/red	N/C	Copper Red Tones	RED + Red Orange	N/C	Red/Fashion
4C	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
5C	N/C	N/C	N/C	5Cr	N/C	N/C	N/C	N/C	N/C
6C	N/C	N/C	N/C	N/C	N/C	N/C	6RO	N/C	6RC
7C	N/C	N/C	7.44	7Cr	N/C	7KR	7R	N/C	7FOR
8C	N/C	N/C	7.4	N/C	N/C	8KR	N/C	N/C	8FOR
RR - Red Red Series	Red Red Series		Majirouge	RED	Red Red Series	Red Tones	Red	Intensive Red	Red
4RR	N/C		4.65	4R	4RR	4R	4R	N/C	N/C
5RR	5RR	55/44 RR	5.62	5R	5RR	5R	N/C	5-889	N/C
6RR	6RR	N/C	6.65	6R	6RR	6R	N/C	6-888	6RR
7RR	7RR	77/44 RR	7.62	N/C	7RR	N/C	N/C	7-887	7RR
8RR	8RR	N/C	N/C	N/C	8RR	8RR	N/C	N/C	N/C
RV - Red Violet Series	Red Violet Series		Majirouge	RED/violet	Red Violet Series	Voilet Tones	Red-Violet	Extra Violet	Fashion
4RV	4RV	N/C	4.56	3Rv	4RV	N/C	N/C	4 99	4RV
5RV	5RV	5/46 RV	5.52	N/C	5RV	N/C	N/C	5 99	5RM
6RV	6RV	6/45 RRV	6.52	5Rv	6RV	6VR	N/C	6 99	6FR
7RV	N/C	7/45 RRV	N/C	N/C	7RV	N/C	N/C	N/C	N/C
8RV	N/C	N/C	N/C	N/C	8RV	N/C	N/C	N/C	N/C
Coverage Plus Natural Series	Grey Natural Series	Intense Natural	Natural	Neutral	Coverage Plus	Natural Tones	N/C	Natural Forte Series	N/C
50-4N	504	44/0	4	4N	4NN	3NN	N/C	N/C	N/C
50-5N	505	55/0	5	5N	5NN	4NN	N/C	5 00	N/C
50-6N	506	66/0	6	6N	6NN	5NN	N/C	6 00	N/C
50-7N	507	77/0	7	7N	7NN	6NN	N/C	7 00	N/C
50-8N	508	88/0	8	8N	8NN	7NN	N/C	8 00	N/C
50-9N	509	99/0	9	9N	9NN	8NN	N/C	9 00	N/C
50-10N	510	N/C	10	10N	10NN	9NN	N/C	N/C	N/C
Coverage Plus Natural Warm Series	Grey Natural Warm Series				N/C	N/C	N/C	N/C	N/C
50-4W	504W	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
50-6W	506W	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
50-8W	508W	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
Coverage Plus Natural Red Series	Grey Natural Red Series				N/C	N/C	N/C	N/C	N/C
50-3R	503R	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
50-5R	505R	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
50-7R	507R	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
50-9R	509R	N/C	N/C	N/C	N/C	N/C	N/C	N/C	N/C
Ultra Light Palest Blonde Series	Ultra Light Blonde Series		Majiblond	HIGH LIFT SERIES	N/C	Highlift 11 Series	High Lift	Special Blonde	High Lift
ULP-13N	UL-N	12/0	900	12N	N/C	11GB	12N	12-0	N/C
ULP-13B	UL-I	10/6 V	N/C	12AV	N/C	11V	12V	12 2	N/C
ULP-13A	UL-A	12/11 AA	911	12AB	N/C	11A	12B	12 1	N/C
Ultra Light Blonde Series	Ultra Light Palest Blonde Series		Majiblond	HIGH LIFT SERIES	N/C	11N	N/C	N/C	High Lift
UL-12N	UL-PN	12/0	900S	12Go	N/C	N/C	N/C	N/C	HLN
UL-12I	N/C	12/61 VA	901S	N/C	N/C	11P	N/C	12 4	HLB
UL-12A	UL-PA	12/1 A	913	N/C	N/C	N/C	N/C	N/C	HLA
COLOR Additives			Mixers	N/C	Intensifiers	Mix	Accents	Concentrates and Toners	Concentrates and Toners
ASH	N/C	0/19 AC	P01	N/C	N/C	N/C	N/C	9 5 1	TSG
BEIGE	VIOLET	N/C	P013	N/C	N/C	P-Mix	N/C	9 5 4	TSB
RED	RED KIKS	N/C	0.600	N/C	RED	RR- Mix	Red	0-88	RED
ORANGE	COPPER KIKS	0/43 RG	0.400	N/C	ORANGE	KK-Mix	N/C	0-77	ORANGE
GOLD	GOLD	0/33 GG	N/C	N/C	NC	G-Mix	Gold	0-55	N/C
BLUE	BLUE	0/88 PP	BLUE	N/C	BLUE	A-Mix	Blue	N/C	N/C
DOUBLE ASH	N/C	0/28 MP	N/C	N/C	N/C	N/C	N/C	0-33	N/C
VIOLET	N/C	N/C	N/C	N/C	VIOLET	V-Mix	N/C	0-22	N/C

The Chemistry of Hair Color

Types of Hair Colors

Direct Dyes

- Pigments are already formed and colored.
- Since no oxidation is needed, no mixing with peroxide is required.
- These dyes adhere to the outside of the cuticle or penetrate slightly into the hair fiber.
- Direct dyes are usually used in temporary colors such as shampoos, conditioners, styling products or semi-permanent colors.
- When formulated in a temporary type of color product, this type of dye will wash out after shampooing.
- When formulated in a semi permanent type of color product, this type of dye can last up to 6 or 8 shampoos.

Oxidation Dyes = Intermediate Dyes

- Colorless, synthetic dye molecule that need to be activated by peroxide.
- Due to their small size they are capable to penetrate through cuticle layer with alkaline.
- When mixed with peroxide (H_2O_2) dyes will start to oxidize=forming its color.
- The size and shape of the dyes is changing simultaneously to a larger size and therefore are held in the hair's cortex.
- These types of dyes are used in permanent hair color and in deposit only/Demi- Permanent Hair Color.
- The use of oxidation dyes provides long lasting hair colors.

$O + H_2O_2 =$
(Intermediate dye)



Hair Color Categories

Temporary Hair Color

- Direct Dyes
- Usually acidic pH
- Deposits outside the hair shaft
- Can only add more depth (darkness) and/or tone, therefore it can not produce lighter results
- No need to mix with peroxide
- Wash out by shampooing (unless hair is porous)

Semi Permanent Hair Color

- Direct dyes or combination of direct and oxidation dyes
- Acidic to Alkaline pH adjusted to the type of dyes used
- Slightly penetrates the outer part of the cortex layer
- Can only add more depth (darkness) and/or tone, therefore it can not produce lighter results
- Can last up to 8 shampoos

Demi-Permanent Hair Color

- Oxidation dyes (can also contain direct dyes)
- pH can vary from acid to alkaline
- Mixed with peroxide to activate pigment formation from oxidation dyes
- Penetrates into the cortex
- No lightening of natural color
- Long lasting colors (2-4 weeks)

Permanent Hair Color

- Oxidation dyes = Intermediate dyes
- Alkaline pH
- Mixed with peroxide to activate pigment formation
- Penetrates into the cortex
- Lightens the natural hair color and deposits a new color at the same time
- Provides long lasting results and best for coverage of grey



How CHI® Ionic Permanent Shine Color Works

To be able to understand why the performance of CHI® Ionic Permanent Shine Color is so outstanding, it is helpful to understand the coloring process.

Chemistry of Hair Color

CHI® Ionic Permanent Shine Hair Color is primarily composed of 3 parts

- Base of the Color (Silk Crème Base)
- Alkaline agent (Monoethanolamine = MEA)
- Color molecules (CHI® Ionic Dyes = Oxidation Intermediate Dyes)

The hair color is produced through a chemical reaction inside of the hair fiber. When all of the 3 hair color parts are mixed with hydrogen peroxide/H₂O₂ (CHI® Color Generator), the right environment with the right compounds is created for color process to take place. Let's analyze these elements separately so we can see how they work together in CHI® Ionic Permanent Shine Color.

The Hair Color Base

The base of the CHI® Ionic Color is a combination of ingredients that supports the intermediate dyes and the alkaline agent. It also creates the foundation for the form of the product.

CHI® Ionic Permanent Shine Color has an extra moisturizing **Silk Crème** base that provides ultimate conditioning and protects the hair during the coloring process. This unique, **Silk Crème** base has self adjusting properties. It will be attached more on the porous parts of the hair creating optimum conditioning and increasing the volume. The best part is that the silk is all natural ingredients with amazing properties. It will hold moisture and lock the color inside of the hair.

Silk is also providing unparalleled shine due to its triangular molecule structure which is reflecting to the whole color array of CHI® Ionic Dyes. The rich **Silk Crème** base has a smooth and creamy consistency ideal for professional brush applications. It saturates each strand of hair in color penetrating to the cortex where color is formed.

CHI® Ionic Permanent Shine Color has an ideal viscosity for precise application staying where you apply it, never running or dripping.

This moisture rich formula gives you uniform lifting action and 100% even color deposit.

CHI® 44

CHI® 44 is a **combination of 44 inorganic ingredients** (such as ceramic, mica, etc.) When ceramic ingredients are activated with body heat, peroxide or the CHI® IR Processor, it will start to produce Far Infrared frequency. This is a new breakthrough in color technology. Far Infrared will provide far better penetration inside of the cortex without harshly opening the cuticle layer. The deeper the color penetrates the longer it will last. This is the power of CHI® 44, Advanced American Technology.



G

Glossary



glossary



Accent = refers to the area of a design or color that is highlighted, usually with intense color tone (copper, red, violet, etc.) or refers to the concentrated liquid or crème color that can be added to any oxidative color to enrich, intensify or tone down a shade.

Acid/Acidity = any substance containing water with a pH of below 7 contracts/seals cuticle.

Activator = also known as a booster or accelerator or developer is an additive or can also be hydrogen peroxide base used with a lightener to increase the speed of the decolorization process.

Additive = is a concentrated color product that can be added to hair color to either intensify or tone down color.

Alkaline/Alkalinity = any substance containing water with a pH of above 7 opens/raises the cuticle.

Ammonia = is a colorless gas containing hydrogen and nitrogen. Common alkaline material in color used with peroxide to swell the cuticle very harshly. Ammonia does not have a consistent pH and therefore it can provide unpredictable color results.

Ammonia Free = a substance without ammonia.

Ash = is a shade containing no red or gold tones. It is also a term interchangeable with cool or drab because of its blue, green, or gray undertones.

Ash blonde = is a cool or blonde with a Blue/Green base and no yellow, gold or red tones.

Asymmetrical = an uneven balance of shape.

Backdrop color = base color.

Back to back foils = foils are placed back to back against each other with no hair left out between the foils.

Barrier crème = Used to avoid staining and to protect the client's skin; also used to protect hair to remain untreated.

Base = portion of hair shaft, from the scalp to 1" (2.5 cm) upward; the area of the strand where color is most often applied during a retouch also known as the root area.

Bleach = a decolorizer or lightener that comes in a crème, oil or powder form of hydrogen peroxide and alkali.

Bleach out = the process of decolorizing or removing the natural pigment by altering and dispersing it. To bleach out generally involves lifting and toning, lightening hair to a pale yellow shade.

Bordering = horizontal or diagonal strips of color.

Break the Base = means base softening: slightly altering or lifting the natural color a half or one level lighter to expose the undertone by processing for a fraction of the normal development timing. This technique is also used to soften the contrast between artificial tint/color and natural level regrowth.

Buffered = usually a solution with a relatively constant acidity-alkalinity ratio, which is unaffected by the addition of comparatively large amounts of acid or alkali.

Catalyst = is something that instigates a chemical reaction (such as an activator).

CHI® Ionic Dyes = New complex of intermediate dyes developed by Farouk Systems with superior array of color spectrum and resistancy to fade.

glossary



Coarse = the largest diameter of an individual's hair.

Color = a visual sensation created by the reflection of light wavelengths. Red is the longest wavelength of light and violet is the shortest.

Color base = a combination of dyes which result in cool or warm hair color tones or shades. An example is the mixing of brown and orange to achieve auburn.

Color wheel = a tool in which the twelve colors are positioned in a circle.

Complementary colors = colors that are opposite each other on the color wheel. When mixed in equal proportions these colors produce neutral tones which bear no resemblance to the two components. When mixed in unequal proportions, the color with the least proportion diminishes the intensity or neutralizes the dominant color.

Condition = indicates the existing state of strength/protein and moisture content of the hair.

Contrasting color = using two different formulations with at least 3 levels of difference.

Cool = a term used to describe a color with absence of warmth. Also described as ash or beige.

Cortex = the inner protein core of the hair shaft which represents up to 90% of its total bulk and contains pigment which determines the hair's natural color. The cortex gives hair its elasticity, strength, texture and wave pattern.

Curly = indicates the formation/fall of the hair.

Cuticle = the outer, transparent protective layer of the hair shaft. Its flat cells lie in overlapping formation on the surface of the hair like scales covering a fish.

Damaged condition = severe lack of moisture and protein loss of shine and elasticity.

Decolorize = the process of lightening the hair's natural pigment.

Demineralizer = a process of removing minerals such as copper, iron, etc. from the hair.

Demi-Permanent Color = deposit only, no lift hair. In between semi-permanent and permanent. It shampoos out in 24-28 shampoos.

Density = the number of hairs on an individual's scalp per square inch/cm.

Deposit = is the addition of color molecules or depth to the hair.

Depth = also known as level which is the degree of darkness or deposit of a color level.

Develop = the time frame required for color products to achieve the intended result. Also referred to as processing time.

Developer = an oxidizing agent, usually hydrogen peroxide at an acidic pH can be measured in percentages from 2% to 12% and also in volumes from 5-40 and is mixed with oxidative hair colors, toners, and lighteners to develop color, decolorize hair and create the porosity necessary for artificial hair coloring results.

Diamond = a figure or object with radiating points.

Dimension = in hair color, refers to multi-dimensional color - various depths of colors on the same head. Attained by using various techniques to lighten or darken selected strands, such as cap, foils, painting or sectioning.

Dipping = applying a lightener or a color just to the tips of the hair.

glossary



Direct dyes = Pre oxidized dyes that are not capable of penetrating the cuticle layer, therefore they only give temporary colors. Can only add depth and change tonal value. Made up of various size and shape molecules.

Double-process = a hair coloring service which requires two separate procedures. First the hair is pre-lightened (bleached or decolorized) and then it is toned with a color.

Dry condition = lacking moisture or protein, losing shine and some elasticity.

EDTA (Disodium EDTA Disotate. Endrate Versenate. Edathamil Disodium. EDTA Sodium Edetate) = a chelating agent used to reduce minerals in compounds and dissolves them in a water soluble base.

Effect color = strongest color effect on a specific area.

Elasticity = the ability of the hair to stretch and return to its normal state without breaking.

Emulsify = adding a small amount of water to help remove color during rinsing procedure.

Ends = the end measurement of the hair shaft.

Eumelanin = a natural pigment found predominantly in black or brown.

Excitation = physical reaction that occurs when peroxide H_2O_2 is mixed with organic pigments. The organic pigments are then capable to neutralize opposite colors and enhance their own colors without any deposit in the hair.

Filtering = different colors that are filtered through a backdrop color.

Fine = the smallest diameter of an individual's hair.

Foiling = a method of coloring using foil around specific strands/weaves/slices/block of the hair to be lightened or colored.

Formation = the form of an individual's hair

- Straight
- Wavy
- Curly

Formulating = the process of analyzing influencing factors and then choosing and mixing the correct color formulation.

Fusing = overlapping of colors together to create seamless effects into the hair color.

Graduated color = a color working from lighter to darker or darker to lighter.

Grey hair = hair that has lost a certain percentage of natural pigmentation (melanin).

Hair color = the artificially created color for human hair. The term hair color is also used to refer to the service itself using hair color products.

Henna = coating color derived from a plant causes difficulties for permanent colors to penetrate cortex.

High lift tint/color = color with the ability to lift natural melanin 3-5 levels and deposit delicate tones; single process color with a higher degree of lightening action and minimum amount of color deposit.

Highlight = as a verb, is to strategically place hair color that is lighter than the existing color, decolorizer or brightener on selected strands of hair. As a noun, a highlight is a single piece of section of hair that has been highlighted.

Hue = is the tone or color of hair as it is measured through the scale from red to yellow, green to blue to violet.

glossary



Hydrolyzed silk = the procedure of taking pure silk from grinded cocoons and turning it into liquid form.

Inside outside = color descending from outside to underneath.

Intensifier = undiluted color that can be added to any oxidative color to enrich, intensify or neutralizes unwanted tones.

Intensity = the vividness or purity of a color.

Intermediate dyes = colorless synthetic dye molecule capable to penetrate through to the cortex with alkali when mixed with peroxide H_2O_2 starts to oxidize and forms its color and increases in size making it stay in the cortex. This is what makes a color permanent.

Length = the actual measurement of the hair shaft.

Level = the term used to describe the level of lightness or darkness on a scale (usually) from 1-11 with black being 1 and lightest blonde 11 also referred to as depth.

Lift = lightening action of a natural hair color.

Lightener = a product (peroxide plus an alkaline base) used to decolorize or remove pigment. It is sometimes called bleach.

Lightening = the process of changing hair's natural pigment to a lighter level (also known as lifting).

Line of demarcation = a streak of color caused by overlapping on previously tinted hair or a visible line between new growth and old color.

Low lighting = is darkening the color of selected strands of hair to achieve dimension in lighter hair usually accomplished by a foiling technique. As a noun, it is darker strands of hair.

Medulla = the innermost layer of the hair that has no known effect or function to the hair.

Melanin = the natural color pigment in the hair and skin.

Metallic dyes = type of dye found in most home colors. Will stain and coat the hair making future coloring very difficult for the hairdresser. Also reacts to H_2O_2 so we always advise a strand test before any color/perm service.

Midshaft = the middle measurement of the hair shaft.

Mixed melanin = is a blend of eumelanin and pheomelanin in the same Melanin Granule.

Molecule = smallest unit of a chemical compound that can take part in chemical reaction.

Monoethanolamine = MEA is a mild alkaline extracted from corn with consistent pH and does not produce any gases when mixed with hydrogen peroxide.

Multi-porous = uneven porosity of the hair due to chemical/physical conditions. Can cause uneven color absorption and retention.

Natural hair color = the natural color of someone's hair.

Neutral = indicates pH scale of 7 in between acid and alkaline.

Neutral color = hair color without predominant cool or warm tones.

Neutralize = to make something neutral or ineffective by counteracting with opposite force. In hair color terms, it is eliminating unwanted tones.

glossary



Non-oxidative = hair color products are deposit only hair colors that do not oxidize and thus do not decolorize hairs natural pigment. Non-oxidative products do not contain ammonia or peroxide for direct dyeing of the hair.

Non progressive colors = extra processing time will not result in the color becoming darker.

Normal condition = strength /protein and moisture are balanced.

Normal porosity = slightly raised cuticle layer ideal for chemical services.

Normal texture = medium/average diameter of an individual's hair.

Opposite color = colors that are opposite each other on the color wheel (will always neutralize each other).

Organic pigments = strong concentration of color pigment does not oxidize when mixed with peroxide H_2O_2 but the release of oxygen starts the process of excitation.

Overlapping = occurs when the application of a color or lightener extends over previously treated hair. Can result in bands of colors or breakage depending on products used.

Oxidation = in hair coloring it is the process wherein color molecules are formed as dyes reacting with hydrogen peroxide.

Parietal bones = are the bones at the side of the head.

Pastel tones = normally Blue/Violet base color tones which are diluted with white to help neutralize unwanted yellow tones from blonde hair creating a more "translucent" color effect.

Patch test = a skin test to determine individuals over sensitivity to certain chemicals; also known as an allergy or skin test.

Permanent color = products react with a developer (hydrogen peroxide) to bleach out melanin, then deposit colors in the hair permanently.

Pheomelanin = a type of melanin with a red/yellow pigment. It creates natural red hair color.

pH Scale = indicates the acidity/alkalinity of any substance containing water from 1-14.

Pigment = the matter in hair which gives it color.

Poor porosity = cuticle layers are damaged and can be opened or missing. Absorbs colors very fast, however colors tend to fade quicker.

Porosity = hairs ability to absorb and hold moisture/liquids.

Prefill/pre-pigmentation = can be done when tinting back to ensure better coverage. It is when you apply color (intermediate dyes) without peroxide H_2O_2 or Direct dyes (example Tone & Shine) to give extra fill of pure color pigment and ensures proper balance of color.

Pre-soften = method of preparing resistant hair for better color penetration.

Primary colors = Red, Yellow and Blue. Independent colors which cannot be created by mixing.

Processing time = the amount of time a color/perm requires to work.

Progressive color = extra processing time will make the hair color darker and off the tone.

Rectangle = a section with four straight lines.

Resistant porosity = cuticle very tight and compact; resistant usually to chemical services.

glossary



Re-Touch application = the application of a color or lightener to the new growth of hair.

Reversible color = hair which is colored to expose more than two variations in its different movements.

Root = the base measurement of the hair shaft.

Roots to ends application = the technique of applying a color product from the roots throughout the ends; generally used during a virgin darker application.

Secondary colors = Orange, Green and Violet. They are created by mixing two primary colors together.

Section = is an area of the head such as the nape, crown, side, etc., isolated by a parting.

Semi-permanent without peroxide color = is non-oxidative, non permanent hair color that is single component, no-peroxide, deposit only, which washes out of the hair in 8-10 shampoos.

Semi-permanent with peroxide color = is mixed with low volumes of hydrogen peroxide which gives a longer lasting semi-permanent color; last 2-4 weeks.

Shape of the hair shaft = dimension of hair in cross section
a. Round
b. Oval
c. Flat

Single-process = a hair coloring service that lifts and deposits permanent tone in one application or step.

Slice = thick or thin continuing section which can be taken horizontally, diagonally or vertically. Refers to the larger or bolder strands in a section that are entirely colored creating solid yet soft dimension.

Slicing = a thin straight section of hair taken vertically, diagonally or horizontally.

Smudging = painting Farouk Systems lighteners directly over the top of the color to lighten colored hair simultaneously.

Stabilized = a substance added to a product to give it body and to maintain a desired texture. For instance, the stabilizer alginic acid, which is added to cosmetics.

Stages of lightening = the traditional measurement of hair lightening, which states that hair passes through seven colors while in the process of decolorizing from black to pale blonde.

Starting level = the natural/tinted level you are starting with.

Straight = indicates the formation/fall of the hair.

Strand test (PRELIMINARY) = a strand test performed prior to the application of a color service to determine processing time, if the correct formula was chosen and to determine the overall competency of the hair.

(COLOR DEVELOPMENT) A strand test performed during the processing of a color application to monitor processing time and to assess any stress to the hair or scalp.

Surface color = to apply/paint color lightener over surface area.

Swatches = strands of hair which are tinted to help hairdressers/clients during color consultations.

Target color = is the desired level and tone when coloring.

glossary



Temporary hair color = typically made from finished dyes or non-oxidative color that coats only the cuticle of the hair so it can be easily removed by shampooing once or twice.

Tertiary colors = colors achieved by combining parts of primary and the neighboring secondary colors on the color wheel such as: yellow-green, yellow-orange, red-orange, red-violet, blue-green, blue-violet.

Texture = the diameter of an individual's hair

- a. Coarse
- b. Normal
- c. Fine

Tinting Back = the process of returning hair back to its original or natural color, or darkening 3 levels or more.

Tone = the warm or cool value of a shade or of a color.

Toner = color service or type which is normally designed for use on hair that has been decolorized to the lightest levels. Can be a warm or cool to enhance or neutralize tonal value within the hair color.

Translucency = light's ability to travel through an object without significant amount of reflection.

Under color = the contrast of underneath color and the top surface color.

Underlying pigment = natural hair color pigments/melanin that are exposed during the lifting action of hair colors.

Virgin application = the process of applying lightener or color on hair that has no previous color services.

In most cases color can be applied from roots to ends with CHI® Ionic Permanent Shine Color/BioSilk and Bioglitz 2100 Color.

Virgin hair = hair that has not received any type of previous chemical services.

Volume of developer = a measurement of the concentration of hydrogen peroxide in water. The higher the concentration, the more the lightening action.

Voluminizer = ingredient/product that removes build up from products such as silicones, waxes and polymers.

Warm = term used to describe a color containing Red, Orange or Yellow.

Wavy = indicates the form/fall of the hair.

Weave = a foil highlighting technique wherein slices are created and selected strands are woven out. Remaining strands are then colored with a lightener or a color and placed in foil or material of choice. Creates broken lines that create the illusion of movement, depth and dimension.

Well water = type of water associated with mineral content of water being higher. Can cause build up in hair of copper, iron, calcium, etc.

White hair = absence of all natural pigment/melanin.

Zig Zag = un-uniformed section moving in an upward to downward motion.

Zonal pattern = segmented areas (zones) of a design that are colored separately. Color can be applied throughout a zone or subdivided into shapes.

glossary



ADVANCED AMERICAN TECHNOLOGY GLOSSARY

Cationic Hydration Interlink = Positively charged molecule that provides moisture and links into the hair fiber. Silk and protein bonds are Cationic (positively charged) to penetrate into the negative areas within the hair to build strength and resilience. Hair is negatively (-) charged by nature and Silk is positively charged (+). By the law of physics in nature, opposites attract. This means that Silk will bond to the hair in an Electrostatic process. Found in all CHI® line products.

Ceramic = substance that is made from about 44 kinds of inorganic substances (Mn, Mg, Fe, Si, Ca, Zn, Se, F, Ge Al etc.) and it is denaturalized at the temperature of 2,800-3,300 Fahrenheit (1600-1800 Celsius) thus being an environmentally safe product. It was first developed by NASA in the 1960, to be used for space suits and instruments on the space ship.

Ceramic naturally occurs as rocks and minerals, which must undergo application of extreme heat and fire in special processing in order to control purity and particle size distribution. These attributes play a huge role in the final properties of the finished ceramic. Farouk Systems uses only the highest quality of ceramic in order to meet specific engineering design criteria for our CHI® accessories.

Fired Ceramic is extremely hard and resistant to abrasion or wear. The ionic bonds which link the ceramic particles together are far stronger than even the hardest of metals. This special process will guarantee exceptional qualities and performance such as: ability to maintain even temperature, moist heat instead of dehydrating heat, ability to produce negative ions, seals the cuticle layer, repels humidity etc.

Ceramic plates will also produce Negative Ions as well as FAR Infrared Frequency. In CHI® Irons the plates and the heater are manufactured with the highest quality of solid ceramic, not coated as in other imitations. Also the ceramic plates on all CHI® Irons are identical with their heat resistance, ensuring even temperature.

CHI® 44 = Advanced American substance compound containing 44 different ingredients developed by Farouk Systems Inc.

CHI® Ionic Color = Ionic is a method to deposit color not just through conventional oxidation but also through physical attraction with opposite electric charge = electrostatic process. Positively charged (+ Cationic) dye molecule that links into the hair which is negatively (-) charged. This will ensure deeper penetration as well as superior longevity with the color results.

CHI® Ionic Dyes = New complex of intermediate dyes developed by Farouk Systems, with superior array of color spectrum and resistance to fade.

CHI® Ionic Lighteners = Positively charged (+Cationic) silk molecules that links into the hair which is negatively (-) charged through physical attraction with opposite electric charge = electrostatic process. CHI® Lighteners/Colors contains ionizing materials such as; Mica, Zinc Oxide etc. These materials, when activated with developer, body heat and/or dryer will produce negative ions and Far Infrared frequency. This will ensure deeper penetration to the cortex to neutralize unwanted warm (yellow) tones from inside out, as well as providing superior condition.

Crossilk = a molecular size of 120 up to 10,000 (microns), to crosslink and reconstruct hair fibers with silk.

EMF = Electro Magnetic Frequency/Field. Electro Magnetic Field/Frequency is a charge that is emitted from electrical appliances. Regular blow dryers can emit up to 60 mG up to 20,000 mG which can be dangerous, CHI® Dryers are emitting only less than .5 mG EMF

glossary



ADVANCED AMERICAN TECHNOLOGY GLOSSARY

Far InfraRed = the longest frequency of the infrared spectrum; it is invisible to human eyes. Far InfraRed Frequency will provide deeper penetration in coloring and faster processing and drying time.

Ion = molecule that has gained or lost an electron = electrically charged molecules.

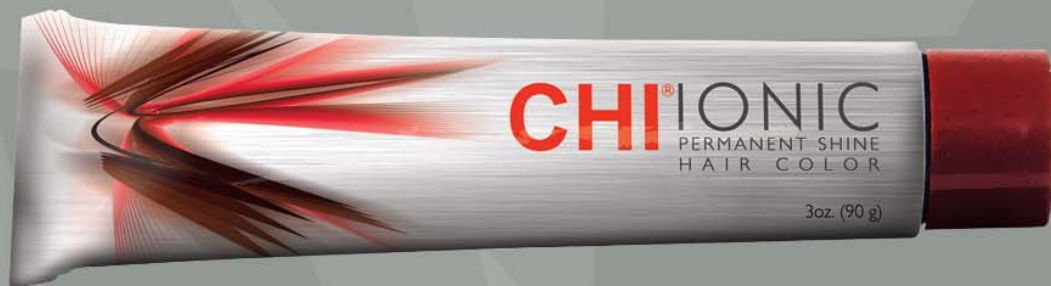
Negative Ions = Negative ion is generally a molecule with an extra electron. Molecules with extra electrons from negative ions have a positive effect on the environment. That's why they are known as "Vitamins of Air". Negative ions will provide tranquility and refreshment and they can be found in large quantities for example standing by the water fall, ocean, beach, etc. Although negative ions can be found in nature, especially our working environment is lacking these energetic boosters. The CHI® Dryers project millions of Negative Ions from its Ceramic heater, which breakdown the water molecules into micro fine particles Ability to break the water molecule in micro fine particles with negative ions will cut down the drying time up to 50%. The smaller the particle = the faster it dries. Conventional blow-dryers are just blowing hot air to dehydrate the water out from the hair.

Positive Ions = Positive ions are molecules that have lost an electron. Positive ions are found in higher levels wherever there is pollution from dust and smoke and are considered being harmful. Recent scientific studies have shown that positive ions can contribute negative energies to our general well being. Beauty Salons can be concentrated with Positive Ions from fumes, chemicals and smoke, which can be an unhealthy working environment.

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Confidence
has never
been so easy

CHI[®] IONIC
PERMANENT SHINE
HAIR COLOR



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