



KERATIN PLUS  
**color**



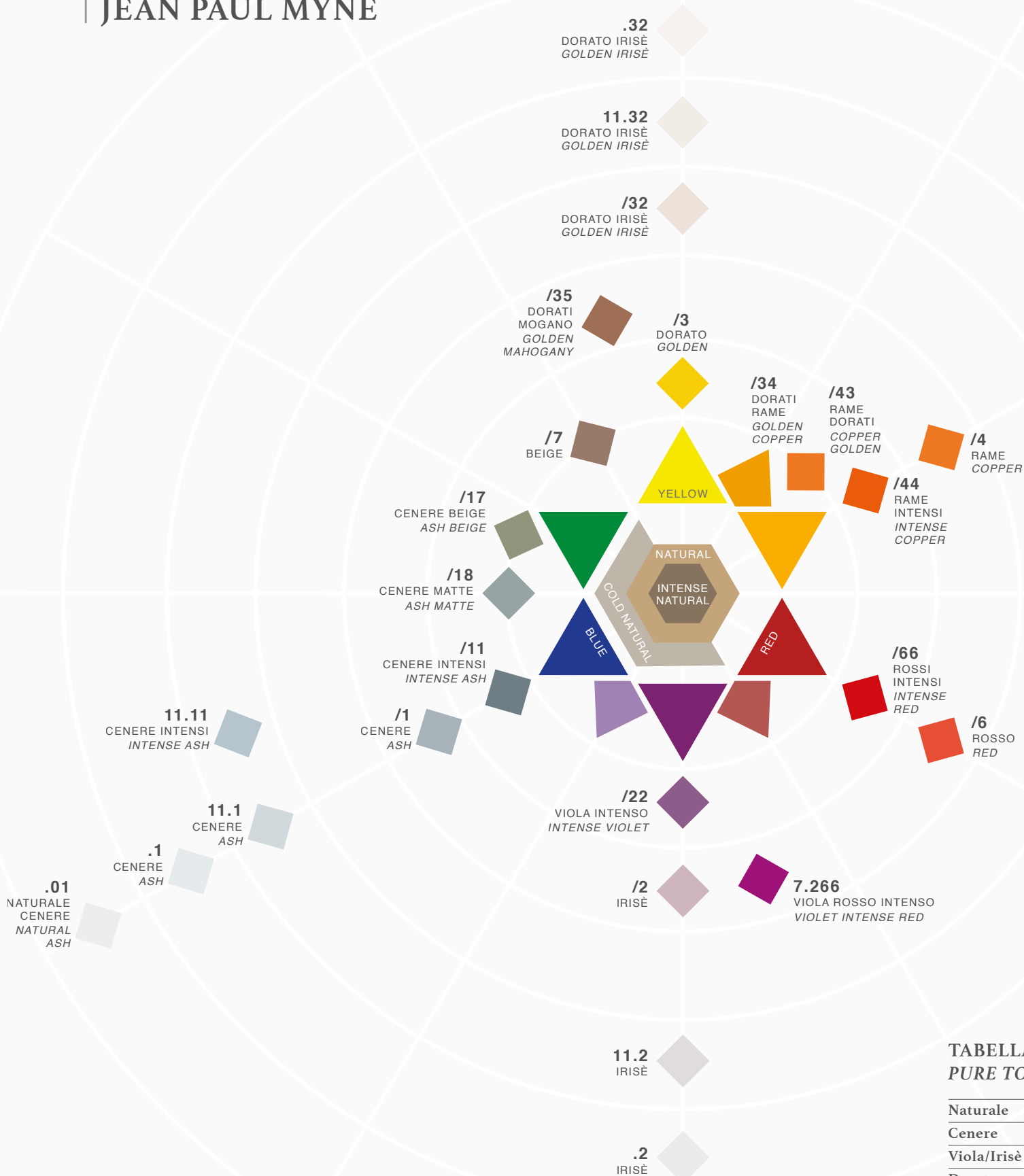
*PERMANENT HAIR COLOR*

With  
Oxilamine



 **JEAN PAUL MYNÉ**<sup>®</sup>  
HAIR PROFESSIONAL

# COLOR STAR JEAN PAUL MYNÈ



**TABELLA DEI RIFLESSI  
PURE TONES CHART**

Naturale	0	N-NATURAL
Cenere	1	A-ASH
Viola/Irisè	2	V-VIOLET/IRISÈ
Dorato	3	G-GOLD
Ramato	4	C-COPPER
Mogano	5	M-MAHOGANY
Rosso	6	R-RED
Beige	7	B-BEIGE
Matte	8	MT-MATTE

# SET YOUR INNER SOMMELIER FREE AND DECANT YOUR COLOR

All of the shades in the Keratin Plus Color range can be mixed together to create infinite hues and to increase their coverage. The neutral base of the NATURAL and NATURAL INTENSE colors guarantees flexible, perfect coverage with sensational highlights, both in the neutral and warm series. There are no limits to this spectrum of wine-inspired colors.

## MIXING RATIO

Standard 1:1,5 High lift colors and toners 1:2

## WHAT MAKES IT PERFECT:

Keratin Plus Color is the first professional color line on the market that is inspired by the wellness effects of enotherapy. Its natural active ingredients are borrowed from enology in service of beauty. All of the properties of red grape peel and grapeseed oil, together with Oxilamine® technology, work together to achieve perfect colors with profound reconstructive and illuminating effects. Maximum grey hair coverage and long-lasting color.

The Natural and Intense Natural shades, designed for lighter colors, deliver increased coverage.

## Application guidelines\*:

Purpose	Activ Pulp Enzyme	Processing time	Mixing ratio
- Mask grey hair - Tone-on-tone color/darker tones - Lift 0-1 level	10 volume (3%)	25'	1:1,5
- Grey hair coverage - Lift 1-2 levels	20 volume (6%)	35'	1:1,5
- Grey hair coverage - Lift 2-3 levels	30 volume (9%)	45'	1:1,5
- Grey hair coverage - Lift 3-4 levels	40 volume (12%)	55'	1:1,5
- Lift 4 levels or more, super lifting color service	40 volume (12%)	50'-55'	1:2

\*Keratin Plus Color is only compatible with the Oxilock Plasma molecular reconstructor. To enhance its reconstructive power during the color processing time, add 1 ml of OXILOCK PLASMA MIRACLE N.1 for every 20 grams of color, not including the weight of Activ Pulp Enzyme. After processing, rinse out the product and finish with DEVA COLOR DAY SHAMPOO. Proceed with Oxilock Plasma Come True N.2, allow to set for 10 minutes, then rinse and proceed with desired styling.

## DEEP, LONG-LASTING GREY HAIR COVERAGE

The NEUTRAL base formula fully covers grey hair, for maximum coverage that guarantees the desired level of highlight intensity. These general recommendations for use may be evaluated during the consultation phase, depending on the hair's structure and the type of coverage desired.

### 0% TO 50% PERCENT GREY HAIR

Add 1/3 of base color .0/N

### 50% TO 100% PERCENT GREY HAIR

Add the same quantity (1/2) of base color .0/N to the desired shade

## POST-COLOR TREATMENT

After Keratin Plus Color is finished processing, rinse the product out thoroughly, towel dry, and proceed with Deva Color Day Shampoo. Rinse and complete the color service using the Deva Conditioner or Deva Mask on the length of the hair.

## LENGTHS AND ENDS – “RESTORE” TREATMENT PROTOCOL

To get the most out of KERATIN PLUS COLOR's reconstructive effects on the lengths and ends, follow the “RESTORE” TREATMENT protocol: mixing ratio 1:2. 20 grams of color + 40 grams of Activ PULP Enzyme (ACTIV 0.05 (5vol/1.5%) ACTIV 0.1 (10 vol/3%) depending on requirements) + 10 grams of NAVITAS ORGANIC TOUCH MILK RECONSTRUCTIVE MASK or of the DESIRED SHADE + 2 gram of OXILOCK PLASMA MIRACLE N.1. After processing, shampoo with DEVA COLOR DAY and apply OXILOCK PLASMA COME TRUE N.2, leaving it in for 10 min.

## PURE SERIES

The shades in the PURE range can all be mixed with each other, for full artistic freedom. Enjoy incredible effects, from intense hues to more delicate pastels. They can also be used to intensify color mixtures, to accentuate a particular highlight, as a neutralizing corrector, or as pure colors. They can be added to color mixtures in two ways:

AS BOOSTERS to accentuate a creative shade's highlights: mix 1/4 BOOSTERS, 3/4 color, then add the activator in a mixing ratio of 1:1.5.

AS CORRECTORS to correct a color's highlights: add a small quantity of CORRECTOR (a few grams, see the table below) to the color, then mix with the activator in a 1:1.5 ratio (do not include the grams of corrector in this ratio).

## LEVELS

## ADD THIS MUCH PURE SERIES\*

11	1 gr
10	2 gr
9	3 gr
8	4 gr
7	5 gr
6	6 gr
5	7 gr
4	8 gr
3	9 gr
1	10 gr

\* per 50 grams of cream color, ex.: 7.1 (50gr) + activator (75gr) + BLUE (5gr).

## AS PURE COLORS

all of the PURE shades may be “diluted” with 0.0 to decrease their intensity: even very subtle, pastel shades can be achieved this way.

## NEUTRALIZER/TONER

The TONER series is a useful tool for both neutralizing unwanted tones, or as a toner to achieve particular shades of blonde, depending on the desired effect and the target color. Low volumes are recommended with this product. ACTIV 0.05 (5 vol/1.5%) – 1:2 DILUTION.

## CLEAR 0.0 AND CLEAR PLUS 0.00

CLEAR 0.0 adds even more versatility to the color range by significantly expanding the spectrum of base and fashion colors. CLEAR 0.0 shares the same essential components as all the other shades, but without any pigments. Add CLEAR to the other shades to reduce the concentration of pigments for lighter results. The more CLEAR you add to the mixture, the more you can reduce the intensity of the highlights and the level.

0.00 CLEAR PLUS is a more powerful version of Clear. It dilutes the intensity of the color and also has great lifting power, for use on both natural or color-treated hair. It can be used in several ways:

### > TO BOOST LIFT:

- add it to the mixture to increase lift on natural hair by 1/2 tone
- increase the color's lifting power by adding 30% to the mixture (not 12.0, 12.1, 12.22).

### > COLOR BUILD-UP REMOVAL SERVICE (GENTLE CLEAN-UP):

- to eliminate banding or lift 1/2 tone on cosmetically colored hair.

## COLORIST TIPS

For porous or sensitized hair, use OCYRS REPAIR SUBLIME MIST LEAVE IN CONDITIONER before applying color. This balances the hair shaft's porosity for better results.

