

# MOOD COLOR CREAM

PERMANENT COLOUR

#MOODBOARD

	NATURAL	.00 INTENSE NATURAL	NATURAL ASH	.1 BLUE ASH	.2 BLUE VIOLET	.3 GOLD	.4 COPPER	.5 RED	.6 MAHOGANY	.7 VIOLET	.8 BROWN
Lightening Enhancer	0.0										
Extra Blonde High Lift	13.0		13.01	13.11						13.71 13.72	
Extra High Lift	12.0			12.11					12.61	12.71	
High Lift	11.0		11.10		11.2						
Platinum Blonde	10	10.00		10.11	10.17						
Lightest Blonde	9	9.00		9.1	9.11 9.17	9.23 9.3					
Light Blonde	8	8.00	8.01	8.1	8.11 8.17	8.23 8.3 8.33 8.38	8.43				
Medium Blonde	7	7.00	7.01	7.1	7.11	7.23 7.3	7.34 7.44 7.45 7.48	7.55 7.57			7.82 7.86 7.88
Dark Blonde	6	6.00	6.01	6.1	6.11	6.23 6.3	6.34 6.4	6.55 6.50 6.57	6.7	6.82 6.86 6.87 6.88	
Light Brown	5	5.00	5.01	5.1	5.11	5.3	5.34	5.5 5.55	5.6	5.82 5.86 5.87 5.88	
Medium Brown	4	4.00								4.7	4.86 4.87
Dark Brown	3	3.00									
Black	1			1.11							
Creators				Blue			Orange	Red		Violet	Green
MOODY Toners	0 White			911 Blue			904 Orange	915 Pink		917 Violet	928 Beige
			901 Silver	912 Grey							

## MOOD USAGE

### MOOD COLOR CREAM GUIDELINES

ALL SHADES		
Desired result	Mood Activator	Minimum time and mixing ratio 1:1
Same level or darker Lighten 0-1 levels	3% (10 vol.)	30mins
Lighten 1-2 levels	6% (20 vol.)	35 mins
Lighten 2-3 levels	9% (30 vol.)	40mins

HIGHLIFT SERIES		
Desired result	Mood Activator	Time and mixing ratio
Highlift Blondes 11 series Lighten 3-4 levels	9% (30 vol.)	45-60mins 1 : 2
Highlift Blondes 12 series Lighten 4 levels	12% (40 vol.)	
Extra Blondes 13 series Lighten 4-5 levels	12% (40 vol.)	45 mins 1 : 2

TONERS/MOODY TONERS		
	Mood Activator	Time and mixing ratio 1:1,5 mix
901 SILVER (Natural/Blue)		
MOODY TONER		
912 GREY (Blue/Violet)		
928 BEIGE (Blue/Brown)		
904 ORANGE (Natural/Copper)	1.5% (5 vol.)	5-20mins 1 : 1.5
915 PINK (Blue/Red)		
917 VIOLET (Blue/Violet)		
911 BLUE (Blue/Blue)		
0 WHITE (Diluter)		

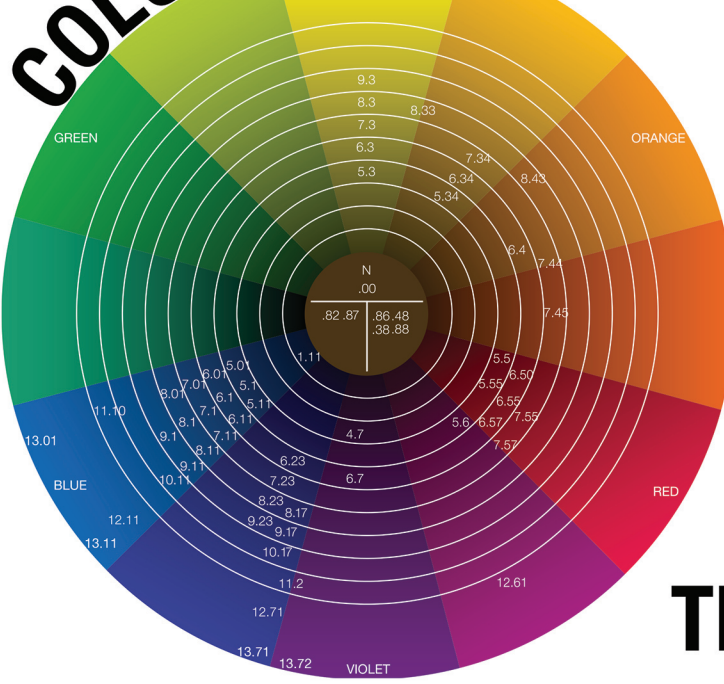
### COLOUR CORRECTION

TOO LIGHT COLOUR		
When hair has been bleached, high-lifted or highlighted, and you want to go darker. <ul style="list-style-type: none"><li>Less than 2 shades use target shade plus some warmth</li><li>More than 2 shades, do pre-pigmentation</li></ul> Apply evenly one of the mixes mentioned on the table below to dry hair, leave for 15mins, towel dry. Mix up target shade and apply generously. Develop for a minimum of 30mins. Remove as usual (never use an ash shade).		
Target Level	Recommended shade	Pre-pigmentation mixture
Levels 8-9	9.3	1:1 Water
Levels 6-7	8.43	1:1 Water
Levels 1-5	6.5	1:1 Water

TOO DARK COLOUR	
Correction type	Outcome
<b>Soft Cleanse</b> Bleach and Shampoo	Ideal for the removal of unwanted tones.
<b>Moderate Cleanse</b> 1 part Mood Bleach +1 part Mood Shampoo +1 part water + 1 part Mood Activator 3%, 6%, 9% depending on the lift required	Ideal for gently removing tones and depth of tone. <b>Note: this is less reactive and strong due to adding water and shampoo.</b>
<b>Deep Cleanse</b> Bleach and Mood Activator	Ideal for correcting tones and depth of tone. <b>Note: this is the strongest option for color correction.</b>

0.0 VS 0	
0.0	0
Is a lightening enhancer	Toner Diluter to create endless pastel shades
Lift natural hair up to 4 shades	
Lift colored hair up to 2 shades	

## COLOUR WHEEL



### MOOD COLOR ASSIST COLOR ADDITIVE - SKIN PROTECTOR

**What is it?**  
Colour additive and skin protector with natural oils. Prevents scalp staining and adds extra softness, combability and shine to final result.

**How to use?**  
**As a color additive**  
Add 8g MOOD COLOR ASSIST every 80g colour mixture and apply as usual.  
**As a skin protector**  
To prevent staining, apply a small quantity of pure product along the hairline using finger tips.

## TIPS

### SKIN TEST

All clients must have a skin test 48 hours prior to a colour service.

### FIRST VIRGIN HEAD APPLICATION

Apply to middle lengths and ends, leave 2cm from the root area. Develop for 15 minutes. Mix up fresh colour. Apply to root area and leave for full development time.

### RE-GROWTH APPLICATION

Apply to root area and develop.

### COLOR REFRESH ENDS

Apply to roots as normal. Leave full development time. Spray ends with water, comb through roots to ends\*. Leave 5-7 minutes.  
\*Never comb through an ash, use corresponding natural or intense naturals

### WHITE HAIR COVERAGE

Apply to roots as normal. Leave full development time.  
% of White Hair:  
0-30 use target shade  
30-50 use 50% naturals 50% target shade  
50-100 use 50% intense naturals 50% target shade

**RESISTANT**  
45 ml COLOR  
15 ml 3%  
15 ml 6%

**VERY RESISTANT**  
50 ml COLOR  
25 ml 6%

MOOD BLEACH MIX 1:2 (go low and slow)

**LIGHTENERS**  
with Defence Pro Complex: derived from citrus.

**PURE BLONDE - BLUE LIGHTENER**  
Up to 7 Levels of Lightening  
Defence Pro Complex

**PURE BLONDE - WHITE LIGHTENER**  
Up to 8 Levels of Lightening  
Defence Pro Complex

**ULTRA BLONDE 3 IN 1 LIGHTENER**  
Up to 9 Levels of Lightening  
Defence Pro Complex

## Did you know?

- Quinoa** protection, shine, vibrance and scalp hydration.
- Cranberry** rich in vitamin C and tannins: free radical fighting and anti-oxidant action to prolong the colour longevity.
- VEGAN** All MOOD colour products are vegan.

- All natural shades are **neutral tones**, not green based.
- Never be wasteful but applying more colour will **increase the coverage of white hair** and give more shine.
- Like all permanent hair colors it is important to take the right measure to ensure the correct **chemical balance**.
- Using **COLOR ASSIST** will reduce scalp staining with darker shades.
- Recommending **MOOD COLOR PROTECT SHAMPOO** and **CONDITIONER** will help prolong the life and vibrancy of the colour service.

## TAKE IT !

### COLOR PROTECT SHAMPOO



**What is it?**  
Specifically formulated for coloured or treated hair.

**Why use it?**  
Cleanses hair while protecting colour and prolonging its duration.

### COLOR PROTECT CONDITIONER



**What is it?**  
Specific moisturizing, rinse-off conditioner.

**Why use it?**  
Nourishes and strengthens hair, leaving it soft, shiny and healthy. Prolongs the duration of the colour.

# MOOD