FAST COLOR.
FASTER PROFITS.

PERMANENT COLOR & SMOOTHING
In Less Time Than a Single Process Color

FREQUENTLY ASKED QUESTIONS

1. What is the Keratin Complex Express Color & Smoothing System?
This unique system pairs KeraLuminous10 10-Minute Express Permanent Color with KCEXPRESS® 15-Minute Color-Locking & Anti-Frizz Treatment to create The Perfect Color Service that delivers up to 100% gray coverage and leaves hair stronger, healthier and more vibrant. It locks in color, eliminates frizz, and provides smoothing results that last up to 6 weeks—all in less time than a single process color service.

2. What advantage is there for me- The Salon Pro -in using the Express Color & Smoothing System?
This 2-in-1 service combines two high-impact salon services—gray coverage and smoothing—into one streamlined appointment that takes less time than a single process color. You can offer the Express Color & Smoothing System as an upgrade to daily salon services, creating a time saver for your clients and a revenue booster for your business.

3. What type of dyes are used in KeraLuminous10 Express Permanent Color? Tell me about its unique technology.
KeraLuminous10 uses oxidative dyes in its formulation, along with a powerful blend of Signature Keratin to strengthen and fill uneven surfaces in the hair. It also includes Vitamin C to help protect against oxidative stress while reinforcing the hair's inner structure, and KC FASTLOCK™ Technology, an innovative color accelerating depositing system that propels color deeper and faster into the hair, delivering consistent, reliable color results and up to 100% gray coverage in just 10 minutes.

4. What is KCEXPRESS Express Blow Out Smoothing Treatment?
KCEXPRESS is the perfect pairing to any color service—any brand, any time. Powered by Signature Keratin, KCEXPRESS delivers stronger, healthier hair, locks in color, eliminates frizz, enhances color vibrancy and shine, with results that last up to 6 weeks.

5. Who is the ideal client for KeraLuminous10?
KeraLuminous10 is ideal for guests with natural levels 4-8 and gray hair up to 75% who want re-growth and touch-up services, or who require an all-over color application on short-to-medium length hair. It's also great for the guest who is time-crunched, wants fast gray coverage, or level-on-level permanent coloring.

6. What is the mixing ratio for KeraLuminous10 and which volume of developer is used?
The mixing ratio is 1:1.5. One part color to 1.5 parts 20 volume developer. Keratin Complex 20 Volume Developer is recommended for all KeraLuminous10 formulations. KeraLuminous10 is formulated to fully develop when mixed with 20 volume developer, and there is no advantage to using any other volume of developer.

7. Does KeraLuminous10 lift natural hair color?
KeraLuminous10 contains a low-level of alkali (ammonia)—just enough to facilitate dye development, but not enough to provide any visible lift. It is best used for "level on level" color services.

8. When should I start the 10-minute process timing of KeraLuminous10?
The 10-minute processing time begins immediately when application of the KeraLuminous10 is completed.

KERATINCOMPLEX®
Beautiful hair every day

GIVE YOURSELF A RAISE TODAY!

PERMANENT COLOR & SMOOTHING
In Less Time Than a Single Process Color

10 min
EXPRESS PERMANENT COLOR

+

15 min
COLOR-LOCKING, ANTI-FRIZZ TREATMENT

BEFORE

AFTER

BEFORE: Natural Level 7
75% Gray

FORMULA: 1/4 oz. 6N + 3/4 oz. 7N
+ 1 1/2 oz. 20 Vol.

9. What happens if I process longer than the recommended 10 minutes? Can I use heat?
Standard processing time is 10 minutes after completing your last section. You can process up to 20 minutes for deeper results or additional gray coverage on highly resistant gray hair. If more deposit is needed, use KeraLuminous Permanent Color. We recommend processing at room temperature; we do not recommend the use of heat.

10. Can I use KeraLuminous10 on guests with higher than 75% gray hair?
Yes, for maximum coverage on gray hair of 75% or higher use the following formula ratio:
¾ oz. target shade + ¼ oz. shade 1 level darker than your target shade and process up to 20 minutes.

11. What is Base and Tone?
To better understand each KeraLuminous10 shade, we've noted both the base and tone for each shade. Base is the background color or foundation of a shade: to cover gray hair, we typically select a shade that contains brown in the base. Tone is the unique visual characteristic of a shade: examples- ash, gold, red, copper, and mahogany.

12. Can you describe the shades in more depth?
• The N/Neutral shades (4N, 5N, 6N, 7N, 8N) contain a balanced brown base of red, blue, and yellow which presents a soft, cool gold tone. This helps to neutralize warmth in the natural hair.
• The A /Ash shades (6A, 7A, 8A) contain a blue base which delivers a soft gray tone. These shades are ideal for use to neutralize warmth on natural hair.
• The G/Gold shade (6G) contains a brown and yellow base which delivers a natural gold tone.
• The CH/Chocolate shades (4CH, 6CH) contain a brown and yellow-orange base which delivers a warm chocolate brown tone.
• The C/Copper shade (6C) contains an orange base and presents a balanced copper tone.
• The MM/Mahogany shade (5MM) has a brown, red-violet base which delivers a cool mahogany red tone.
• The R/Red shades (6R, 5RR) have a red base which delivers a vibrant red tone.

13. Can I mix KeraLuminous10 with KeraLuminous Permanent Color?
No. Although each line uses oxidative dyes, they are balanced differently for performance and processing times.

14. Can I use KeraLuminous10 and KCEXPRESS separately?
Yes. While KeraLuminous10 and KCEXPRESS create the perfect color service when paired together in the Express Color & Smoothing System, each can also be used independently to enhance, grow, or expand color services in the salon.
• KeraLuminous10 can be used on its own as a fast alternative to single process color services to maximize time and increase revenue.
• KCEXPRESS can be used as a perfect pairing to every color or lightener service—regardless of brand, to deliver stronger, healthier hair, lock in color and eliminate frizz, with results up to 6 weeks.

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