

KeraLuminous¹⁰ EXPRESS COLOR

10^{min} EXPRESS PERMANENT COLOR



Natural Level 7
75% Gray



FORMULA:
¼ oz. 6N + ¼ oz. 7N
+ 1 ½ oz. 20 vol.



Natural Level 6
80% Gray



FORMULA:
¼ oz. 5N + ¼ oz. 6N
+ 1 ½ oz. 20 vol.



Natural Level 7
60% Gray



FORMULA:
¼ oz. 7N + ¼ oz. 7A
+ 1 ½ oz. 20 vol.

ADVANCED TECHNOLOGY & SIGNATURE KERATIN- KeraLuminous¹⁰ features a powerful blend of Signature Keratin, Vitamin C, and KC FASTLOCK Technology, an innovative color-accelerating system that drives color deeper and faster into the hair for up to 100% gray coverage in just 10 minutes.

100% OXIDATIVE- Contains no direct or progressive dyes resulting in consistent, reliable permanent color results.

LARGER TUBES. MORE APPLICATIONS. 3.4 fl. oz. tubes & 1:1.5 mixing ratio allows for more applications per tube and less color per client.

10-MINUTE PROCESSING for up to 100% gray coverage saves client & stylist time on every touch-up or gray coverage client.

OFFERS LEVEL-ON-LEVEL FORMULATION using Keratin Complex 20 Volume Developer

IDEAL FOR CLIENTS with natural levels 4-8 and gray hair up to 75% who want re-growth and touch-up services, or who is time-crunched, wants fast gray coverage, or level-on-level permanent coloring.

FULLY INTERMIXABLE permanent shade selection to achieve precise tonal and gray coverage results.

THE PERFECT COLOR SERVICE- Upgrade your color business with The Express Color and Smoothing System which combines the power of KeraLuminous¹⁰ 10-minute Express Permanent Color with the KC EXPRESS® 15-minute Color-Locking, Anti-Frizz Treatment to lock in color, eliminate frizz, and boost shine.

LEVEL-ON-LEVEL FORMULATION EXAMPLES:

NATURAL LEVEL	DESIRED TONE	FORMULA
4 0% gray	Warm Natural	4CH + 20 vol. KC Developer (1:1.5)
5 25% gray	Auburn	1 part 5N + 3 parts 5RR + 20 vol. KC Developer (1:1.5)
6 50% gray	Cool Natural	3 parts 6N + 1 part 6A + 20 vol. KC Developer (1:1.5)
8 75% gray	Natural	3 parts 8N + 1 part 7N + 20 vol. KC Developer (1:1.5)

APPLICATION & GRAY COVERAGE PRO TIPS

- KeraLuminous¹⁰ is applied to clean, dry hair
- Apply to ¼-inch subsections quickly and neatly
- Apply KeraLuminous¹⁰ to resistant or high % gray areas first
- Process for up to 20 minutes at room temperature for deeper results or additional gray coverage. It is not recommended to process longer than 20 minutes
- 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 target and process up to 20 minutes

KeraLuminous ¹⁰ Express Color Shades						
	NEUTRAL	ASH	CHOCOLATE	GOLD	COPPER	RED
8 LIGHT BLONDE	8N	8A				
7 MEDIUM BLONDE	7N	7A				
6 DARK BLONDE	6N	6A	6CH	6G	6C	6R
5 LIGHT BROWN	5N					5RR
4 MEDIUM BROWN	4N		4CH			5MM

MIXING RATIO
1:1.5

Example: 1 oz. of KeraLuminous¹⁰ to 1 ½ oz. of 20 vol. KC Developer

Natural Level 6
30% Gray

FORMULA:
½ oz. 6R + ½ oz. 5MM
+ 1 ½ oz. 20 vol.

SHADE & TONE

SHADE	TONE	BASE
N	NEUTRAL	RED, BLUE, YELLOW
A	ASH	BLUE
G	GOLD	BROWN + YELLOW
CH	CHOCOLATE	BROWN + YELLOW ORANGE
C	COPPER	ORANGE
R/RR	AUBURN	RED
MM	MAHOGANY	BROWN + RED VIOLET

KERATINCOMPLEX
Beautiful hair every day

