



CRAFT YOUR ARTISTRY WITH TOCCO

## COLOR-TON PERMANENT COLOR

For over 50 years, **Color-Ton Permanent Color** has been the hero of the Tocco Magico color portfolio. Utilizing the highest quality ingredients, the performance of this permanent color is unparalleled.

### ★ FEATURES & BENEFITS

- Powered by a proprietary blend of 7 herbal extracts (Nettle, Coltsfoot, Horsetail, Rosemary, Sage, Birch, and Alpine Yarrow) to condition, restore and protect the structure and integrity of the hair
- Includes properties for UV protection, anti-aging, anti-inflammatory and antioxidant support
- Formulated with a rich coconut cream that provides exceptional shine
- A natural vegetable and organic base help to soothe and moisturize the hair
- A non-progressive color
- Increased color time will never end in a darker tone
- 5 levels of lift with the Ice Series
- 78 Shades
- 5 Additives/Tools
- 3.4 oz / 100 ml Tube
- Consistent color that is perfect every time and provides the colorist with complete control

### Series

Natural, Natural Warm, Natural Blue and Natural Ash, fashion shades of Golden, Copper, Mahogany, Red, Precious Stone, High Lift and "Ice" Super Lift.

### 🍷 MIXING RATIO

1:1 (Core Series)

1-part Color-Ton shade with 1-part Oxy Developer

1:2 (Ice Series\*)

1-part Ice shade with 2 parts Oxy Developer

### 🕒 PROCESSING TIME

20-45 minutes

*\*up to 50 minutes with Ice series*



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**DEVELOPER**

**Developer Usage**

OXY 10 vol. 3%	Deposit only	20-30 minutes
OXY 20 vol. 6%	1 Level of lift / grey coverage on level or Darker / tone on tone	30-45 minutes
OXY 30 vol. 9%	2 Levels of lift / grey coverage when lift is desired	30-40 minutes
OXY 40 vol. 12%	3 Levels of lift with Core Series 3-4 Levels of lift High Lift Series 4-5 Levels of lift Ice Series	45 minutes 45-50 minutes 50 minutes

**GREY COVERAGE**

The Natural Series .0, Natural Warm Series .03, Special Red Series .65, and .64's is designed for 100% grey coverage, while the other shades provide up to 50% coverage on their own. It is recommended to mix the following for 100% grey coverage:

**Normal to Fine Hair**

2:1

Ex. 2 Parts desired shade: 1 part covering shade

**Normal to Coarse Hair**

1:1

Ex. 1-Part desired shade: 1-part covering shade



**PRO TIPS**

*\* On extremely resistant hair level down in your shade choice and use 30 volume OXY Developer if below 70%.*

*\* Note because high lifts are designed to lift and have minimal deposit, there is no guarantee of grey coverage.*

*\* When choosing your covering shade use the Natural Warm Series for desired warm results.*



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## HIGH LIFTS

### Classic High Lift Series

 **Mixing Ratio** 1:1

Gives 3-4 levels of lift with 3 natural shades to choose from. The PLUS shade is a 13 violet. It is the only shade in the line with zero yellow pigment. It can be used on its own or creatively mixed into your high lift formula for clearer, blonde results. These highlights are to be used on a natural level 7 or higher for optimum results. With a mixing ratio of 1:1, while using either Oxy Developer 30 or 40 volume depending on desired lift and texture of hair.

Shades include:

- 1011 - Very Light Blond 11 N
- 1012 - Extra Light Blond 12 N
- 1013 - Ultra Light Blond 13 N
- PLUS - 1000 (Violet Base)

### Ultra High Lift Series

 **Mixing Ratio** 1:1 or 1:2

3 cool shades to choose from! These high lifts are to be used on a natural level 6 or higher for optimum results. With a mixing ratio of 1:2, while mixing with OXY developer 40 volume you will achieve up to 4-5 levels of lift on natural hair. The Ice series can also be mixed at a 1:1 ratio with 40 volume Oxy developer on natural lighter hair where maximum lightening is not necessary. The series can also be intermixed with shades level 9-13 where a high lift result is not desired, such as the front hairline or small areas of grey hair.

**Shades:**

- 1008 Ivory Ice
- 1023 Vanilla Ice
- 1001 Cool Ice

## TOOLS/ADDITIVES

### Neutral 0.00

A creative and useful tool to the colorist with unlimited usage. Designed as a diluter used primarily in depositing services, a tube of permanent color that has no pigment.

This additive can be used on its own with 10 volume Oxy developer for a shine-enhancing service or mixed into any shade to soften the tone intensity, while maintaining the purity of the original tone.



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### Soft Dilution (4:1)

Ex. 40g Color-Ton shade + 10g Neutral / 0.00 + 50g desired Oxy Developer

### Strong Dilution (1:1)

Ex. 25g Color-Ton shade + 25g Neutral / 0.00 + 50g desired Oxy Developer

### Pastel Dilution on Pre-lightened Hair (9:1)

Ex. 45g Neutral / 0.00 + 5g Color-Ton Mix Tone + 50g desired Oxy Color Developer

### C.S.

A level lifter that can provide one extra level of lift when added to a formula. Oxy Developer 30 and 40 volume can achieve up to 3 levels of lift, with the addition of C.S. in your formula you can achieve 4 levels of lift. It can also be used in small proportions of 1-2g to help aid in **grey coverage** when added to your formula.

### Soft Lift (4:1)

Ex. 40g Color-Ton Shade + 10g C.S. + 50g 30 volume Oxy Developer

### One Level Lift (1:1)

Ex. 25g Color-Ton Shade + 25g C.S. + 50g 40 volume Oxy Developer

### MIX TONES

Pure pigment oxidative tones for creative and personalized color creations.

Add a quantity of 5-30% to any Color-Ton shade for complete creative freedom. On level 8 and higher do not exceed 5% of the formula. The mix tones require the calibration of developer to your formula.

RED 0.66

BLUE 0.11

YELLOW 0.33

Ex. 60g 8.34 + 3g 0.33 + 63g 10 volume Oxy Developer

### How to Use

Apply color on to dry hair for optimal results. Use of heat is not required, processing cap can be used if desired. With Color-Ton's unique self-cleansing properties add a small amount of warm water and emulsify into a rich lather and rinse thoroughly.

Follow with shampoo if necessary. Finishing with Palvin-bid; this will balance the pH after color service and close the cuticle while providing shine, longevity and detangling of the hair.



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### Classification System

Level	(depth, # before the decimal)	Tone	Tonal influence (# behind decimal)
1	Black	.0	Natural
2	Darkest Brown	.1	Ash
3	Dark Brown	.2	Beige
4	Medium Brown	.3	Gold
5	Light Brown	.4	Copper
6	Dark Blonde	.5	Mahogany
7	Medium Blonde	.6	Red
8	Light Blonde	.7	Violet
9	Very Light Blonde	.8	Violet/Blue
10	Lightest Blonde		

### Lettering System

International Number	Family	Italian Letter
.0	Natural	N
.03	Naturally warm	NW
.1	Ash	C
.04	Brown	M
.05	Fashion Brown	FM
.31	Fashion Sand	FS
.23	Honey	MH
.3	Gold	D
.34	Golden Copper	DR
.4	Copper	R
.44	Copper Copper	RR
.5	Mahogany	A
.64/65	Special Reds	RS
.67/76/66	Fashion Reds	FR/FRI
.33/46/66/78/2/21	Precious Stones	P
1000/1013/1012/1011	High Lift	N/PLUS
1008/1023/1001	Super High Lift	Ivory/Vanilla/Cool Ice
Gold/Deep Blue/Deep Red	Mix	Oro/Blu/Rosso



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