

TABLE OF CONTENTS



1	▶	TABLE OF CONTENTS	
2	▶	PREFACE	▶ Hair coloring over the years.
3	▶	INTRODUCTION TO GENIUS COLOR PAK®	▶ Features and characteristics of Color Pak.
4	▶	HAIR FIBRE	▶ Information on the cuticle, cortex and medulla.
5	▶	MELANIN AND COLOR SATURATION	▶ Melanin function and types. Color Saturation on fine and coarse hair.
6	▶	POROSITY AND PH	▶ Definitions and performance of porous, resistant and normal hair.
7	▶	LIGHT AND COLOR	▶ How light sources and color combinations influence our perception of color.
8	▶	COLOR THEORY	▶ Primary, Secondary and Tertiary colors. Color wheel.
9	▶	PIGMENTS	▶ Color saturation and Underlying dominating pigments. Safety Range.
10	▶	NUANCES	▶ Numbering system and color grid.
11-13	▶	SERIES AND SHADES	▶ All reflects divided in series and their respective characteristics. Correctors.
14	▶	COLOR DISK	▶ Placement of each nuance on the color wheel.
15	▶	HIGH LIFT	▶ Shades and instructions.
16	▶	DEVELOPERS	▶ Instructions and characteristics of GENIUS® Cream Developer and GENIUS® Gel Oxyde .
17	▶	PATCH TEST, FORMULATING AND MIXING	▶ Conducting a sensitivity test. How to formulate for accuracy. Preparation for optimum performance.
18	▶	APPLICATION TECHNIQUES	▶ Root to ends, virgin hair & regrowth application. Working within the safety range.
19	▶	PROCESSING TIMES AND RINSING	▶ Recommended processing times. Correct removal of formula.
20	▶	GREY COVERAGE	▶ All you need to know on grey coverage and pre-pigmenting.
21	▶	BLEACHING	▶ Instructions and characteristics of GENIUS® Conditioning Developer and Gel Oxyde .
22	▶	BLEACHING TECHNIQUES	▶ Pre-lightening. Double Processing (bleach and toner).
23-25	▶	COLOR CORRECTION	▶ Cuticle Sensitizing. Color Cleansing. Color Removal. Darkening. Re-pigmenting. Changing a reflect. Reinforcing an existing color.
26	▶	GENIUS COLOR TONER	▶ Characteristics. Formulating. Mixing. Nuances.
27	▶	GENIUS KOLOR PLAY	▶ Characteristics. Formulating. Mixing. Nuances.
28	▶	GENIUS DERMAL	▶ Information and uses.
29	▶	F.A.Q.	▶ Answers to the most asked questions.
30	▶	GLOSSARY	▶ A guide to understanding terms used in this manual.
31	▶	ADVISORY FORM	▶ A form to fill and fax to us, for specific information and guidance.



The transformation of one's natural hair color has been an ever-present desire all through history. The use of dyes can be traced as far back as the ancient Egyptians, Greeks and Romans, with the earliest hair colors being vegetable in origin and including Henna, Indigo, Saffron and Camomile. Using the most exasperating techniques and putting up with discomfort and risks alike, the population underwent treatments, that were more or less effective, in the hope of altering the hair's natural appearance.

The passing of the years and the change in customs did not serve to dissuade the pioneers of hair coloring; their tenacity, evident testimonial of a strong aesthetic need, stimulated the research that has proved successful in the creation of current cosmetic coloring treatments.

The desire to color one's hair goes far beyond the necessity to cover undesirable greys, but allows for an evident personal statement to be made. In the past, the choice of hair color was dictated by social status, tribal customs, given culture and restricted technological know-how. Today, although what is socially fashionable is dictated to us by the mass media, we are now able to enjoy freedom of expression and technological advancements that virtually make all styles, colors and artistic expressions acceptable.

As children colors stimulate in us the innate desire to create, play and experiment. As adults this desire still lives in us and must be given free reign, however, as professional hairstylists we must be conscious of the rules that govern the world of color and be aware of the canvas with which we work. In order to give space to artistry, we must eliminate the element of surprise. We must be totally aware of the subtle variations from one head of hair to another and the enormous differences these can make in the end result.

This manual was created with the scope of fine tuning your knowledge and empowering your creative spirit, so that every color is the color you REALLY wanted and that makes you a coloring **GENIUS®**.

INTRODUCTION TO COLOR PAK ■ ■ ■



GENIUS® Color Pak is a permanent oxidizing and coloring system consisting of **85 nuances**. Each nuance contains **a.b.s.p.**- an advanced bio-chemical self protection complex composed of **Aloe Vera**, **Sunflower Extracts** and complementary elements that combined regulate organic feedback.

This sophisticated formula offers an **innovative coloring** system that offers, not only operative ease, but also guarantees effective protection from ultraviolet rays and free radicals, providing greater stability and longer lasting results.

- ▶ **A.B.S.P. COMPLEX:**
Protects against UV rays and free radicals.
- ▶ **ALOE VERA AND SPECIAL ENZYMES:**
Prevent skin irritations.
- ▶ **SUNFLOWER EXTRACTS:**
Provide protection and ensure hair's structural integrity.
- ▶ **LOW AMMONIA CONTENT:**
Offers minimal cuticle swelling and damage, low irritation, longer lasting and more consistent results.
- ▶ **ROOTS TO ENDS APPLICATION:**
Avoids laborious virgin hair applications and other time consuming practices.
- ▶ **HIGH PIGMENT SATURATION:**
Provides intense colors, luminous reflects and total control.
- ▶ **100% GREY COVERAGE:**
Offers incredible coverage, even with fashion shades.
- ▶ **BLENDS TONES:**
Blends together up to 4 levels, with no need for re-pigmentation.
- ▶ **CREAMY CONSISTENCY:**
Provides operative ease and facilitates rinsing.
- ▶ **100 ML TUBE WITH A 1:2 MIXING RATIO:**
Economically advantageous choice.



Biologically, hair is nothing more than a thread-like keratin structure originating from within the epidermis. It is produced due to the functions of the epidermis, as are the nails of the hands and feet, therefore, hair is considered an attached structure of the skin. This means that keratinised hair, although lifeless, is firmly linked to the vital processes of the skin and the whole body.

Hair's primary purpose is to serve as a protection from heat and cold, however, it is a complex structure that has many functions and it is important to thoroughly understand hair structure, porosity and texture, each of which considerably determine the final hair color result.

Hair is made up of approximately 70% keratin protein and 30% water, lipids, carbohydrates, vitamins and minerals. Observing a strand of hair in cross section we can see that there are 3 layers that make up the hair shaft: the cuticle, the cortex and the medulla.

► CUTICLE

The cuticle is the outermost layer of the hair. This scaly protective layer can be felt by running the fingers along a single strand of hair, moving from ends to roots. One will avert a resistance and a roughness that is not present in the opposite direction (roots to ends). The cuticle scales are colorless, transparent and hydrophilic and, as a rule, there are approximately 7 cuticle layers. **Fine**, light colored hair has **fewer layers** where as **dark**, coarser hair has a **higher number** of tightly compacted layers. When hair is healthy, the scales adhere tightly, the cortex is protected and there is minimal loss of hydration. When the hair is in an altered state, the scales lift and the hair becomes dull, brittle and porous.

In order to allow for a permanent color change the cuticle layer must be slightly opened to gain entrance into the cortex, where the color intermediates deposit and oxidise. Due to the **low ammonia** content of **GENIUS® Color Pak**, it is possible to open the cuticle just enough to allow penetration without any detrimental effects to the cuticle layer. The cuticle layer is also protected thanks to our **a.b.s.p. complex**, containing **Aloe Vera** and **Sunflower Extracts** that provides a self-protection mechanism and assures that the surface squamae remain contiguous. In this way, the attack by external agents that loosen the bonds between proteins and fats (due to a process called intracellular peroxidase) is blocked. In addition, the formation of free radicals due to the exposure to UV rays is inhibited, thanks to the presence of cellular enzymes such as vitamins and proteins containing Sulphur. In order to obtain long lasting color results once the oxidative process is finished, the cuticle layer must be contracted and smoothed down thus leaving hair protected and polished. The less the hair swells during the color process, the easier it is to achieve a smooth and healthy final result.

► CORTEX

The cortex is the most resistant and vital part of healthy hair and makes up 80% of the mass of each strand. It houses numerous amounts of intertwining keratin protein fibres that run parallel to one another and give hair its elasticity and extensibility. It is also the layer that contains all of the natural pigments or melanin that determine hair color. In order to permanently color hair, the dye intermediates must be introduced into the cortex, where they develop and become trapped.

► MEDULLA

The medulla is primarily made up of formless keratin and has no specific size or function. Not much is known regarding the medulla, except for the fact that it has no apparent function in the hair and that it is predominately made up of air pockets and keratin. A healthy hair strand may exist even when the medulla is absent.

MELANIN AND COLOR SATURATION



Melanin is a natural pigment produced by the body that gives hair and skin its natural color. Melanin is formed due to a combination of enzymes and amino acids in the blood stream; these cells are situated on the entire skin surface and inside the hair bulb. As it is produced, melanin travels up the hair shaft, is keratinised and then becomes an integral part of the cortex. When the body's production of amino acids starts to diminish, so too does the production of melanin in the whole body and the first signs of **grey hair** begin to appear. When the production of melanin ceases all together, hair then begins to appear totally white. It is important to understand that when hair loses melanin, so too does the skin. An expert colorist must be aware that in order to achieve a flattering result when coloring grey hair, the hair color must be chosen to suit the **altered** skin tone.

It is of fundamental importance to also understand that **Melanin is neither dark nor light**, but is always **brown to black** in color. The level of hair color is given by the degree of melanin **saturation** in the cortex. The truest form of melanin is called **EUMELANIN**; it is responsible for darker hair tones, from black to brown. The second type of melanin is **PHAEOMELANIN**, this is responsible for light brown to blonde hair color. The last type of melanin is **TRICHOSIDERIN**, this melanin is found in natural red heads and is an oxidised form of eumelanin; this is the most challenging of all three to color.

The higher the natural **melanin saturation**, the less "space" is available for the dye intermediates to deposit and develop. This is the reason it is sometimes necessary to **pre-lighten** hair, we are actually creating space inside the hair for dye intermediates to deposit and develop.

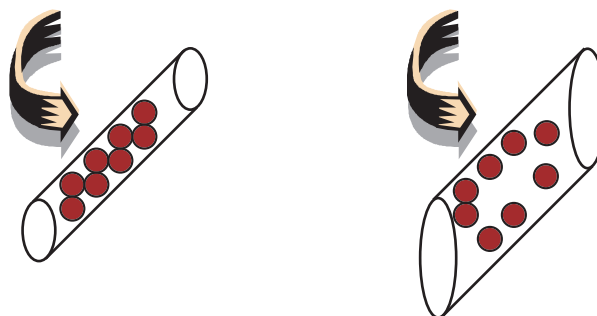
► FINE HAIR

Fine hair is generally easier to color because there are less cuticle layers to penetrate and an inferior quantity of natural melanin in the cortex to alter. Fine hair also has less *space* than coarse hair and therefore will more readily reach full color saturation and as a result may appear more intense or darker in tone. The smaller the hair's internal *space*, the more compact the molecules and the more intense the color result.

► COARSE HAIR

Coarse or dark hair presents a greater challenge when attempting to alter its natural color. It has more cuticle layers to penetrate and a higher degree of color saturation to modify. The larger the internal *space*, the more diffused the color molecules and the lighter the end result appears (this is most obvious when attempting to cover grey hair).

The same amount of available color intermediates will have different degrees of saturation on dissimilar hair types.

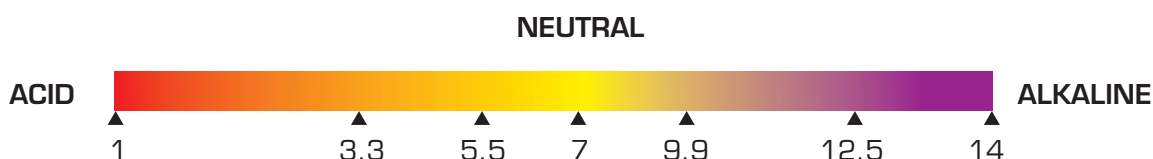


RULE OF THUMB : When working on hair that is **extremely fine** or **very coarse**, use half a shade lighter on the fine hair and half a shade darker on the coarse hair.

POROSITY AND PH



Porosity is the term used to describe the ability to absorb and release water. Hair's porosity is determined by the condition of the cuticle layer. If the hair is in good condition it has a tight cuticle layer that is intact and smooth, if it is in poor condition the scales are loose, swollen and may even be absent. Hair's porosity can be altered by many factors such as, highly aggressive alkaline chemical treatments, over processing and repeated services, but also by over exposure to sun, sea and aggressive thermal and styling tools and techniques. Hair in poor condition has a swollen cuticle layer that allows for an easy absorption of liquids and presents lengthier drying times. Hair's porosity is an important factor to take into consideration when coloring hair as it will determine the **tone**, **intensity** and **durability** of the color result.



Overly porous and damaged hair has the tendency to turn matt, ash or to develop stronger irregular tones. Normal hair has a pH of 5.5, whereas the pH of damaged, porous hair is altered and often much higher, creating a territory that is prone to color problems and that must be approached with the utmost caution. Coloring porous hair must be conducted with the understanding that while it seems to easily accept color, it also has difficulty retaining it. In order to regulate excessive porosity we recommend conducting services on damp hair and misting with **UNA® Equalizing Keratin Spray**.

Resistant hair is the extreme opposite of porous hair; having a tightly packed cuticle it creates a strong barrier from external agents and can be challenging to color. This hair type needs treatments that sensitize the hair shaft, such as cuticle sensitizing, color cleansing or pre-lightening. These treatments loosen the cuticle scales and facilitate the penetration of the dye intermediates into the cortex layer where they deposit and develop.

Normal Hair has a closely packed cuticle and even though this protective layer is compact it can be swollen with relative ease by an alkaline substance. This allows the dye intermediates to penetrate the cuticle, deposit and develop inside the cortex.



Once the intermediates develop they increase in size and become trapped inside the cortex. As soon as this function is performed it is necessary to close the cuticle layer in order to seal in the developed color molecules and protect the hair's structure. This is generally performed by rinsing, but is considerably aided by the use of an acid based shampoo and conditioner that restore natural pH balance to hair and scalp.

We recommend using **UNA® Neutralising Shampoo and Acid Conditioner**.

GENIUS® Color Pak, requires minimal cuticle swelling in order to penetrate into the hair shaft and boasts a low ammonia formula that only slightly swells the cuticle. This gentle procedure guarantees total color penetration and high saturation, while respecting the hair's structure. This makes **GENIUS® Color Pak** a wise choice, even on hair that is in less than perfect condition.

LIGHT AND COLOR



Color surrounds us everywhere. We see it in the sky, in the ocean, in rocks and in all plants and animals. Color adds beauty to our lives. Everything in the world has color. Our eyes see grass as green, an apple as red, and the sky as blue. We take these colors for granted, but we cannot prove that they exist. In fact, we know that dogs and many other animals cannot see colors. Still other animals, such as bees, see colors we do not see. All we know is that our eyes see color when light strikes them.

To learn about color, scientists have explored the nature of light. They know that white light, such as sunlight, can be broken up into the colors of the rainbow. They also know that these colors can be combined again to form white light. The full and total color of an object can **only** be seen under pure white light. If we look at a red apple in a dark room it will appear grey, whereas, under blue or green light it will appear black. When we refer to color, we are really taking about colored light – the rays of colored light that are reflected from an object. Light is the transmitter of color and our eyes are the recipients.



*Red is seen as such because the object absorbs all colors except red,
which is reflected to our eyes.
When all colors are absorbed we see this as black.
When all colors are reflected we see this as white*

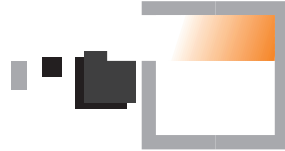
Without a doubt the most favourable form of lighting for color evaluation is pure white light that is only produced by natural sunlight. Knowing this form of light is not always accessible, we recommend the use of high intensity lighting called **tungsten** lighting; for obvious reasons this is also the lighting preferred by photographers and make up artists. If color is simply the reflection of light, we must ensure that the truest form of light is used in the color service of the salon. Continuously taking the client outside the salon, to confirm a hair color result, is less than professional; stylist and client satisfaction must be achieved in the chair, in front of the mirror.

DIMENSIONS OF COLOR

Our eyes constantly play tricks on us. Many of these tricks are related to the way our eyes react to the colors around us. Scientists believe we see greater differences in color when we see them together rather than when we see them separately. It is surprising how the same color can vary when placed next to other colors. This happens because the eye becomes automatically more sensitive to one color when it sees the complementary opposite. Color also gives **dimension** to objects and shapes. We know that **dark colors** make shapes appear **smaller** and more distant, while **light colors** make shapes appear **larger** and closer. Reflects and hues can also play a trick on the **depth** of a color. **Warmer shades reflect more light** therefore appear lighter where as ashen, **cooler shades absorb light** and appear darker in tone. A Dark Ash Blonde color (6.1) will appear darker in respect to a warm reflect in the same level (6.3).

Accurate and contemplated color placement can work wonders and bring to life hair styles, face shapes and skin tones. Understanding color is particularly important in dimensional color work where placement and contrast can transform a silhouette.

COLOR THEORY



Natural hair color is made up of the three primary colors and exists only in the shades and tones of brown. Artificial hair color may be cool (blue), warm (red) or neutral and has the ability to be colors other than the shades of brown found in natural hair.

PRIMARY COLORS: RED, BLUE AND YELLOW

These 3 colors are the basis for all other colors.



SECONDARY COLORS: ORANGE, VIOLET AND GREEN

These three colors are a by product of the three primary colors.



TERTIARY COLORS:

By mixing together a secondary color with a primary we create a **tertiary** color.

This procedure creates softer hues.



COMPLIMENTARY COLORS

Two colors **directly** opposite each other on the wheel neutralise each other and produce *black* or *dark brown*. Such colors are called **complimentary** colors.





When creating hair-coloring products, manufactures are aware that the broader the spectrum of color pigments, the higher the intensity and brightness of the hair color result. **GENIUS® Color Pak** offers high saturation, broad-spectrum pigments that are particularly bright, pure and natural in tone.

The lower the level of color, the higher the pigment saturation and therefore the more dye intermediates are available to deposit inside the cortex to control underlying dominate pigments and/or cover grey hair.

EG: Level 5 has a higher pigment saturation than a level 8 and therefore will better cover grey hair. Level 8 has a higher pigment saturation than a level 10 and therefore will more effectively neutralise dominant pigments when lightening hair.

NB: Using a lighter level will not increase lightening power. This can only be done by increasing the level of developer or incorporating a percentage of O.O corrector.

The level of **developer** generates energy to the coloring cream in order to:











- **drive** the pigments into the cortex
- **make space** for new color molecules
- **assure full development** of the dye intermediates. (see *Developers* on pg 16)

It is crucially important to understand **UNDERLYING DOMINANT PIGMENTS** when conducting challenging color services such as, coloring resistant hair, covering greys and lightening dark hair. In order to have **100% control** when lightening or darkening hair it is always suggested that one work within the **safety range**.

We consider the **safety range** to be 4 levels lighter or darker, than the canvas level.

Eg: On a canvas level 5, the safety range is as low as a level 2 or as high as a level 8. The high pigment saturation of **Genius® Color Pak** allows for an extended safety range that is able to maintain **70% control of underlying dominant pigments even when using a O.O corrector and achieving 4 + 1 levels of lift.**

Understanding **dominant pigments** helps when lightening or re-pigmenting hair. Once the scale of underlying dominant pigments is understood, we can decide whether to use this tone in the creation of a new color, to neutralize an undesired shade or to accentuate the warmer tones in a color.

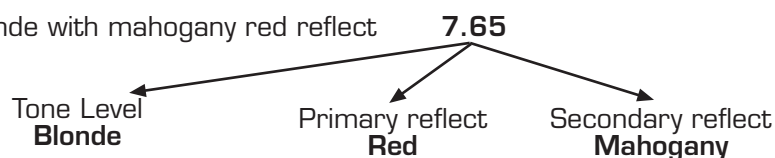
Natural Level		Underlying Dominant Pigment
10		pale yellow
9		yellow
8		gold
7		orange
6		red orange
5		red
4		red violet
3		violet
2		blue violet
1		blue



Every **GENIUS® Color Pak** nuance is defined by a series of **numbers** that represent **Tone Level** (lightness or darkness) and **Reflect Shade**.

- The number before the decimal represents the Tone Level on a scale from 1-10.
- The first number, after the decimal, indicates the primary Reflect Shade.
- The second number, after the decimal, indicates the secondary Reflect Shade.
- When the numbers after the decimal differ, this indicates 2 different reflects with the first number dominating.
- When the numbers after the decimal are the same this indicates an intense reflect shade because the primary reflect is intensified by the secondary reflect.

EG: Medium blonde with mahogany red reflect



The **GENIUS® Color Pak** range offers **11** tone levels and **18** different reflects which create **85** nuances.

COLOR CODE	.0	.01	.1	.31	.3	.34	.36	.4	.44	.46	.45	.5	.56	.6	.66	.62	.20	.8	
High Lift	90.0		90.1	90.31	90.3	90.34		90.4											
Extra Light Blonde	10.0	10.01	10.1		10.3														
Very Light Blonde	9.0	9.01	9.1	9.31	9.3			9.4											
Light Blonde	8.0	8.01	8.1	8.31	8.3	8.34		8.4	8.44	8.46	8.45				8.66				
Blonde	7.0	7.01	7.1	7.31	7.3	7.34	7.36	7.4	7.44	7.46					7.66	7.62			
Dark Blonde	6.0	6.01	6.1	6.31	6.3	6.34	6.36	6.4	6.44	6.46	6.45	6.5	6.56	6.6	6.66	6.62	6.20		
Light Brown	5.0		5.1	5.31	5.3			5.4		5.46		5.5	5.56	5.6	5.66	5.62	5.20		
Brown	4.0							4.4			4.45	4.5	4.56	4.6			4.20		
Dark Brown	3.0																		
Darkest Brown	2.0																		
Black	1.0																	1.8	
Correctors			01		03			04						06				08	00

In order to create perfectly balanced tones, all shades have been perfectly calibrated. Mixing together more than 3-4 shades is not recommended as this may result in muddy tones.



.0	NATURAL series	10 nuances
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The .0 series is a perfect balance of blue, red and yellow pigments, making them neither warm nor cool but NEUTRAL in tone.

Offers excellent grey coverage with no brassy undertones or fade out. This series has been carefully formulated to give the professional colourist total flexibility to use it alone or incorporate it with the golds or reds to create warmer natural tones. Due to their Neutral tone this series may be mixed with all other nuances without altering clarity.

.01	NATURAL ASH series	5 nuances
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This is a natural series with a secondary ashen reflect; a higher ratio of blue pigments offers particularly cool natural reflects.

Great to use when natural underlying warm pigments need to be softened, but not totally neutralized.

.1	ASH series	6 nuances
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This series is the complementary opposite of red/orange.

This series has pure blue pigments and being free of any reds is considered "cool". For this reason it is **not recommended** for grey coverage, as it may result in greyish reflects. This is an excellent series to use when strong dominant red/orange pigments need to be neutralized.

The same tone level in this series may appear darker than in a gold or red series.

.31	BEIGE BLONDE series	5 nuances
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This series has a primary gold and secondary ash reflect.

It gives softened golden tones and achieves subtle beige reflects.

.3	GOLD series	6 nuances
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This series is suitable for achieving warm and luminous reflects.

For the best results we recommend using this series on levels 5-Light brown through to 9 - Lightest blonde.

This series is highly recommended for mixing with the natural .0 series to create *toasty* natural tones.

.34	COPPER GOLD series	3 nuances
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Combinations of a primary gold and secondary copper reflect give this golden series a brighter orange reflect.

.36	RED GOLD series	2 nuances
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The secondary red reflect gives a deeper tone to this gold series.

.4	COPPER series	6 nuances
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The pure copper tones in this series are a perfect blend of orange and yellow creating reflects that are vibrant yet not *artificial* in their appearance.

With excessive percentages of grey hair, it is recommended this series to be mixed with the natural .0 series.

.44	INTENSE COPPER series	3 nuances
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Super intense copper reflects make for vibrant color results.



.46 **RED COPPER series** **4 nuances**

The secondary red reflect deepens the primary copper reflect and produces a rich dark copper range.

.45 **MAHOGANY COPPER series** **3 nuances**

Primary copper and secondary mahogany reflects make this intense color appear slightly burgundy and deeper in tone.

.5 **MAHOGANY series** **3 nuances**

This series has red/violet reflects and is most suitable when used on tone levels that range from 4-medium brown to 6-dark blonde where results are purest. With a high percentage of grey hair it is advised that the series be mixed with the O - natural series for the most natural results.

.56 **RED MAHOGANY series** **3 nuances**

A slight variation on the mahogany series makes for a cooler red with purple under tones.

.6 **RED series** **3 nuances**

The red reflects in this series are suitable for obtaining vibrant pure reds with long lasting results or for intensifying coppers and warm shades. For high grey coverage mixing with the .O - natural series is recommended.

.66 **INTENSE RED series** **4 nuances**

Double reflect of red makes for a very bright series

.62 **NACRE RED** **3 nuances**

A purple red series which offers intensity and depth in the range of reds.

.20 **NACRE series** **3 nuances**

This series has a violet overtone that results in high fashion shades and is best when used on tone levels from 4-medium brown to 6-dark blonde. . For high grey coverage it is recommended mixing with the O-natural series.

.8 **PURE BLUE series** **1 nuance**

Pure blue pigments offer cool blue undertones.



CORRECTORS

5 reflects + 1

All correctors, except O.O, which is clear, are composed of dye intermediates referred to as “**pure pigments**”. This series is designed to intensify or alter the reflect of the **GENIUS® Color Pak** shades and may be used to enhance or reduce the reflect of the oxidative color. The individual coloring properties of the **Correctors**, allow the professional hairstylist to tailor make each color to perfectly suite every coloring need.

- We recoammend that the correctors **never** exceed 25% of the total cream formula.
- We do **not** recommend that the correctors be used alone as they will appear synthetic, weak and be transparent in tone.

O.0 Ultra White

Genius Color Pak Corrector O.O is a lightening booster that does not contain **dye intermediates** and is designed to increase the lifting capacity of High Lift lightener by 1 or 2 levels. This booster will still allow for **70% control** of the underlying dominant pigment producing beautiful beiges and sandy blondes in a single process. Best when used with the High Lift Series.

O.1 Ash

Designed to increase ashen reflects and control brassy end results. Not recommended for mixing with gold or warm reflects.

O.3 Gold

Incorporating this corrector will increase golds and coppers, soften warm mahogany reflects and brighten neutrals.

O.4 Copper

This corrector will strengthen red orange tones and brighten golds. It will also help control ashen tendencies.

O.6 Red

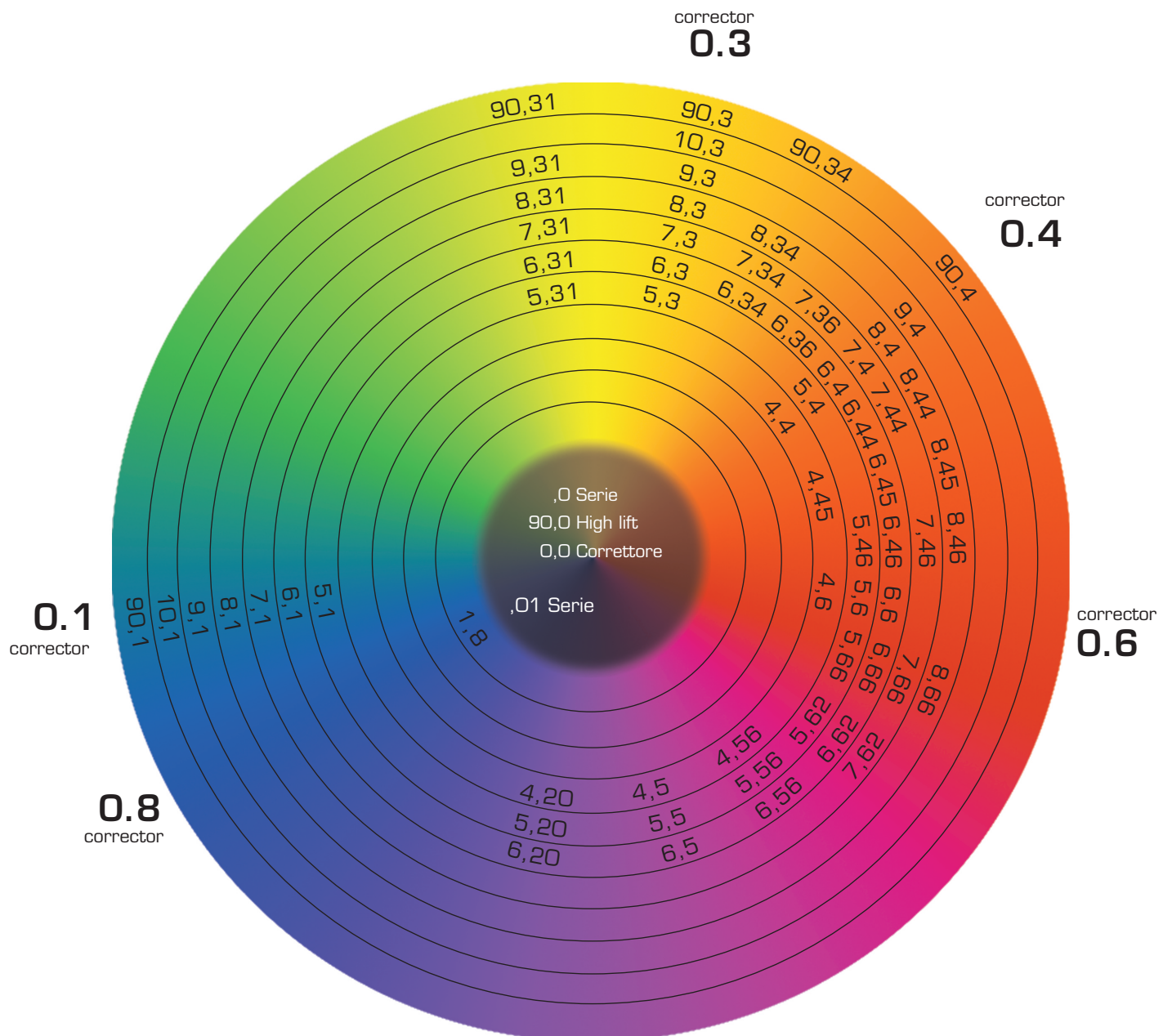
This corrector will intensify all gold, copper and mahogany reflects, and will also help prevent any muddy green undertones.

O.8 Blue

Increases blue reflects.



The Color disk is designed to demonstrate the position of each **GENIUS® Color Pak** nuance on the color wheel. This knowledge helps take the guess work out of color formulating.



■ HIGH LIFTLIGHTENERS ■



GENIUS® Color Pak High Lift series is a lightening series whose lifting capacities perform more like a bleach than a oxidative color, with the advantage of 100% control of dominant pigments, even with **4 levels of lift**

- Lifts 4 to 5 levels giving soft pastel tones
- Controlled and clear reflects
- A time saving approach to lightening

This special series, comprised of 6 reflects, allows for natural hair to be lightened past 5 levels and simultaneously toned. It is recommended this series be used on base shades 6 – 9. For maximum lift this series is best used with 40-volume/12% developer.

The unique formula of the **GENIUS® High Lift** series will **exceed 5 levels of lift** (up to **6 levels**) with the addition of the O.O corrector, creating lovely soft hues with 70% control over the dominant pigment.

Levels 3 and darker will achieve the best results, without warmth, when pre-lightened with **GENIUS® Compact Blue/Anti-yellow Bleach** and then toned with the appropriate **Color Pak** nuance.

Canvas level	Conditioning Developer / Gel Oxyde	Mixing ratio	Processing time
7 - 8	30 volume / Energy 3	1:2	38 minutes
5 - 6	40 volume / Energy 4	1:2	45 minutes
4	40 volume / Energy 4	1/4 O.O + 3/4 High Lift:2	50 minutes
50%-100% grey	20 volume / Energy 2	1:2	38 minutes
HEAT IS NOT RECOMMENDED			

- 90.0** Allows for natural pigments to show through. A great choice for high % grey coverage.
- 90.1** Aids in the control of underlying orange/red pigments. Best choice for use on darker canvas levels.
- 90.31** Lifts and offers soft, toasty beige tones. Great choice on canvas levels 7 – 9 and for medium grey coverage.
- 90.3** Accentuates soft golden tones. May be used for grey coverage.
- 90.34** Accentuates copper/gold tones. Best when used on higher canvas levels or when working with the dominant pigment.
- 90.4** Accentuates copper tones. Best when working with the dominant pigment or at high canvas levels.



Genius Cream Developer is the **hydrogen peroxide** based developer recommended for use with **GENIUS® Color Pak** and is available in 4 levels: **10vol/3%**, **20vol/6%**, **30vol/9%**, and **40vol/12%**. Each formula is enriched with **a.b.s.p. complex**, that allows for high performance deposit and lift, while protecting the hair from excessive structural damage.

The mixing **ratio of 1:2** is **always** recommended to ensure total development of all pigments and correct product consistency. Lowering the mixing ratio **does not** necessarily increase the concentration of the pigments but may offer inadequate energy to deposit or lift, consequently giving inaccurate results and decreased longevity.

When choosing the level of developer, it is important to remember that the Hydrogen Peroxide is the **energy** of **GENIUS® Color Pak**. The level determines the degree of lightening in the hair and the amount of color saturation. Thus the higher the level of developer the less prominent the natural hair color will be in the final result.

- 10 vol / 3% developer** ➤ tone on tone, darkens colors, blends greys
- 20 vol / 6% developer** ➤ color deposit, 1-2 level of lift, grey coverage
- 30 vol / 9% developer** ➤ vibrant color deposit, 2-3 levels of lift, resistant grey coverage
- 40 vol / 12% developer** ➤ 3-4 levels of lift, may be used for grey coverage

GENIUS® Gel Oxyde is an **alternative developer** that may be used with all **Genius products** that require oxidising. It is a revolutionary energizer with many unique qualities that set it apart from traditional cream or liquid developers.

- neutralizes ammonia and prevents color fading
- facilitates color deposit with minimal cuticle swelling
- lightens while respecting hair's integrity
- reduces scalp staining and brassiness
- leaves hair silky, soft and shiny
- creates a smooth non drip consistency

The mixing ratio remains 1:2 and the following guidelines for choosing the appropriate Energy level should be used.

- **Energy 1:** blends and brightens color with 0-1 levels of lift
- **Energy 2:** provides full color deposit, covers grey and lifts 1-2 levels
- **Energy 3:** fully develops color, brightens reds, lifts 2-3 levels
- **Energy 4:** lifts 3-4 + levels and offers full color development

PATCH TEST, FORMULATING & MIXING



GENIUS® Color Pak is formulated to be simple to use, with perfectly balanced components and calibrated formula that make it reliable and versatile. To ensure peak performance it is essential to follow the recommended procedures.

PATCH TEST

A Patch Test should always be conducted before color application to verify if the client has any intolerances or allergies to the product being used.

- ▶ Apply a small amount of **GENIUS® Color Pak** to a small area of skin behind the ear or in the crease of the elbow.
- ▶ Place a low irritant protective patch over the area.
- ▶ Allow 48 hours to pass before evaluating if the area shows signs of redness, swelling or itching, and to gauge the degree with which these symptoms appear.
- ▶ If one or more signs of this nature occur, it is an indication that an allergy or an intolerance to a component exists, and the color application should **not** be executed on the skin or scalp.

FORMULATING

GENIUS® Color Pak begins to perform the moment the **formula** is applied to the hair. In order to achieve accuracy and peak performance, certain **evaluations** and considerations must be **made prior to formulating**.

ESTABLISH	DETERMINE	ENSURE
<ol style="list-style-type: none">1. Canvas level and reflect2. % of grey3. Previous chemical services4. Target level and reflect5. Levels of lift6. Degree of deposit7. Underlying dominate pigment	<ol style="list-style-type: none">1. Formula to be used2. Level of developer3. Application technique4. Development time	<ol style="list-style-type: none">1. Chosen level offers sufficient color saturation2. Chosen reflect will work with canvas level3. Correct mixing ratio 1:24. Mixture is homogeneous5. Application is thorough and even

When performing professional color services, every attributing factor needs to be evaluated and used in the most suitable manner in order to achieve the desired result. This procedure may appear difficult, but is actually facilitated by **GENIUS® Color Pak** 's special formula, which due to it's easy penetration with little cuticle swelling and it's high saturation, allows the cosmetic color to be faithful to the chosen target shade while respecting the hair's integrity. This means that if a level 6 (dark blonde) is desired, then a dark blonde level 6 should be used. Using a lighter shade will NOT increase the colors lifting properties but will only decrease the available pigment necessary to counteract or enforce the natural dominant pigment in the hair.

MEASURING AND MIXING

When **measuring** the developer it is important that the mixing ratio be accurate in order to maintain consistent results. **1:2 is always recommended**.

We recommend the use of a professional scale or the method of pouring the developer into the beaker and then squeezing the cream into the developer until the liquid rises to the desired level.

EG: To make 90 ml of product at a 1:2 ratio. Pour 60cc of developer into the beaker and then push the cream into the liquid until it rises to 90cc of total product.

- Never use metallic bowls or mixers
- Always measure developer and cream
- Immediately use product after mixing
- When using more than 1 nuance, first mix nuances together and then gradually add the developer
- When using a corrector do not use more than 25%

APPLICATION TECHNIQUES



In order to prepare a client for a color application it is always important to have executed a **Patch test**. If **no intolerance** to the color is manifested, color application may proceed. We recommend applying **GENIUS® Dermal** to protect client's hair line and scalp (*see Dermal pg 28*) and the use of protective gloves by the stylist. Protective garments should also be worn by client and stylist.

GENERAL RULES

- ▶ When covering grey hair, begin application where the grey concentration is higher, generally at the front
- ▶ When lightening hair, begin at the nape, where hair is most resistant due to a higher concentration of melanin.

The most suitable application technique is determined by the situation at hand and the desired end result, however, there are **three** fundamental techniques which we would like to address:

1. ROOTS TO ENDS APPLICATION

Color Pak offers the possibility to apply directly from roots to ends. It is possible to use a roots to ends application when working within the safety range, i.e. darkening or lightening within 4 levels, **even on Virgin Hair**. When using this technique it is intended the product be applied **immediately from roots to ends** as each section is taken. When working outside the safety range it is necessary to use the traditional virgin hair application method explained below.

2. VIRGIN HAIR APPLICATION - outside the safety range

Hair that is free of artificial color from the roots through to the ends, is referred to as "Virgin Hair". When lightening virgin hair outside the safety range (besides the evaluation of the two fundamental factors, i.e. canvas shade and target shade), it is necessary to take into consideration the length of the hair to be treated. It is the thread-like characteristic of the hair that make it assume two diverse conditions that must **not** be overlooked:

- ▶ **Difference in temperature**

The temperature is 32° at the scalp, and gradually decreases, depending on the length of hair, to a room temperature of about 18-20°.

- ▶ **Difference in structure**

The hair, which is formed principally of keratin produced gradually within the epidermis by the hair follicle, stacks up and lengthens. During this process it is keratinised, thus the hair structure is consolidated and, if there is no environmental damage, as the ends move away from the scalp the hair will gradually become more resistant to chemical products.

These conditions consequently present challenges. Due to the diversity in temperature and the lack of uniformity in the structure from roots to ends, the result will be inconsistent, with the roots(first 2cm) being lighter than the ends.

Procedure:

- ▶ On the midlengths and ends use a higher level volume developer.
- ▶ Apply the first formula (with a higher volume) to midlength and ends. Process 15 minutes.
- ▶ Apply the second formula (with a lower volume) to roots. Process 30 minutes.
- ▶ Amalgamate the two by gently massaging and process for a further 5 minutes.

3. REGROWTH APPLICATION

Formulate as usual and apply to regrowth area only, taking care not to overlap.
(*See General Rules above*)

PROCESSING & RINSING



During processing **GENIUS® Color Pak**, firstly lifts natural melanin and then deposits and oxidizes color intermediates. Removing the product before 35 minutes will result in an inaccurate result. The processing time is determined by the desired end result and may be adjusted consequently:

DESIRED RESULT	PROCESSING TIMES
Darkening, Tone on tone color	35 minutes
1-2 levels of lift Grey coverage	38 minutes
3-4 levels of lift Resistant Grey coverage	45 minutes
4+ levels of lift High Lift	50 minutes

The use of a **heat source may be used**, in which case the processing time will be reduced by **50%**. When using the High Lift Series we do **NOT** recommend using a heat source, as this may cause irritation.

RINSING PROCEDURE

Removing **GENIUS® Color Pak**, at the end of the processing time, is a simple process that ensures excellent results:

- No hairline or scalp staining (also see Dermal)
- Clean hair with no residue of color left on hair or scalp
- No progressive scalp irritations
- Restored pH balance to hair and scalp
- Healthy, long-lasting colors

INSTRUCTIONS:

- ▶ **Emulsify** color, taking care to not overly massage scalp.
- ▶ **DO NOT ADD WATER:** This allows the cleansing agent in **GENIUS® Color Pak** to remain concentrated and to perform effectively on the scalp. Once the color is emulsified, then begin to **add small amounts of water** and continue to delicately massage hair and scalp, allowing the cleansing agent to perform.
- ▶ **RINSE** until the product is totally eliminated from the hair and the water runs clear.
- ▶ **Shampoo** with **UNA® Neutralising Shampoo** to eliminate any residual color.
- ▶ **Condition** with **UNA® Acid Conditioner**. This process will restore pH balance, reduce cuticle swelling, prevent color loss and protect against atmospheric damage.

GREY COVERAGE



As mentioned earlier, hair turns grey when the body ceases to produce amino acids and thus the production of melanin ceases, in the whole body. This means that when hair loses color, so too does the skin. This factor must be considered when formulating for high percentages of grey hair. Hardly ever is the hair color of youth still flattering on a more mature skin tone. The use of lighter more golden tones will best flatter mature skin tone, soften facial features and generally look more natural.

The coverage of grey hair is one of the main reasons clients **begin** coloring their hair. The main request is for total coverage with fashionable and flattering results. There are various methods of coverage: translucent, camouflaging, opaque and transparent. Although translucent and camouflaging effects are the most popular due to their natural appearance, it is up to the stylist and client to determine which is most suitable.

▶ **Translucent coverage** offers excellent results by saturating the hair sufficiently in order to cover grey but allow a small amount of light to pass through and reflect off the hair shaft.

▶ **Camouflage coverage** is a technique that positions lightened or darkened sections of hair close to the grey hair in order to disguise the grey rather than cover it.

▶ **Opaque coverage** is often matt and absorbs light making it appear dull and artificial. It is rarely seen today but may occur as a result of color build up or improper formulation.

▶ **Transparent coverage** offers very natural results on low percentages of grey hair, but may appear washed out if used on higher percentages. This result is generally achieved with non-permanent coloring products or may be the result of low volume developers or inadequate color saturation.

GENIUS® Color Pak has the ability to cover **up to 50%** grey hair with all of the nuances (ash not being recommended). A percentage of grey **above 50%** will result in a more vibrant or highly translucent result tending towards transparent.

This may be suitable for many clients, however many may still insist on a more total coverage. In this case the following rules apply:

CANVAS SHADE	% OF GREY	TARGET SHADE	% NATURAL (.0) SERIES RECOMMENDED	GR OF NATURAL SERIES	GR OF FASHION SERIES	CC OF DEVELOPER	PROCESSING TIME
4	0 - 50%	5.3	0%	0	40gr 5.3	80cc 20vol	38 min
4	50 - 70%	5.3	10%	5gr 5.0	35gr 5.3	80cc 30vol	40 min
4	80 - 100%	5.3	25%	10gr 5.0	30gr 5.3	80cc 30vol	45 min

For simultaneous lightening and grey coverage

5	80 - 100%	8.3	100%	40gr 90.0		80cc 30vol	50 min
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RESISTANT GREY HAIR

If the grey present is very resistant it may be necessary to lower the tone level from 1/2 to 1 shade darker and use a higher volume of developer. This rule assists in supplying more color saturation to fill the hair and more energy to the formula to drive the pigment into the hair shaft. The recommended processing time is 45 minutes.

4	80% resistant	5.3	25%	10gr 4	30gr 4.3	80cc 40vol	45 min
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PRE-PIGMENTING

When the % of grey is reduced to an isolated area (e.g. temples) **pre-pigmenting** may be used. This technique increases color saturation in the isolated area, where it is needed most and allows for the rest of the hair to be treated with the normal formula.

APPLY

▶ Using 1 shade lighter than the target shade, apply **GENIUS® Color Pak** straight from the tube to the isolated area. Immediately apply the chosen formula over all the hair to be colored, including the pre-pigmented area

BLEACHING



Formulated with the innovative and patented **a.b.s.p. complex** (Advanced Bio Chemical Self Protection Complex) the qualities of **GENIUS® Compact Bleach** has both the hairstylist's and client's well being in mind:

- ▶ **Silk and Wheat** enhanced formula offers properties aimed towards the prevention of unnecessary structural damage and **increased strength and elasticity** during the chemical lightening process.
- ▶ **Non volatile** formula offers a dust free product that is not inhaled during mixing and application.

TWO FORMULAS

- ▶ The **Blue / Anti yellow formula** is designed for lightening hair that has warm underlying dominant pigments that need to be counteracted in order to achieve the desired target shade.
- ▶ The **White formula** is for lightening services that wish to allow the natural underlying pigment to show through therefore work with the dominant pigment rather than against it.

UNDERSTANDING LIGHTENERS

Lighteners or bleaches remove natural pigment from the hair. This process is a break down of melanin in the hair in order to achieve a desired level of lightness. The hair passes through different stages of lift as a lightener works on the hair fiber.

The stages are referred to as the **7 stages of lift** and they range from red to pale yellow. The 7 levels of lift correspond to each Canvas shade as shown in this diagram.

A complete understanding of these levels allows an accurate level of lift that is dictated by the desired end result. If the desired end result is a level 7 then it is only necessary to lighten to the 4th level of lift, which is orange/yellow, and then use the appropriate color or toner. (see Toning hair)

7 th level of lift	pale yellow		10
6 th level of lift	yellow		9
5 th level of lift	gold		8
4 th level of lift	orange/yellow		7
3 rd level of lift	orange		6
2 nd level of lift	red/orange		5
1 st level of lift	red		4
			3
			2
			1

MIXING

GENIUS® Compact Bleach is best used with a mixing ratio of **2 scoops: 100ml of developer**, this quantity is generally sufficient for retouch applications. It has a processing time of up to 30 minutes after which the lightening process terminates. The use of a steamer may be adopted to shorten the processing time, however this must be done with the utmost caution. We recommend applying **Una® Equalizing Keratin Spray** between double process applications and finally, for added strength and shine, cleansing with **Neutralizing Shampoo** and **Acid Conditioner**.

APPLICATIONS

- ▶ **Virgin hair:** apply first to midlengths and ends, starting at the darkest area. Process until hair has lifted to 2/3 of the desired result (Target shade). Prepare a fresh mixture using a lower volume developer (maximum 20 vol.) and apply to roots.
- ▶ **Retouch application** is applied to regrowth only. NEVER exceed 20-vol developer when working close to the scalp. If the regrowth exceeds 2 cm revert to a virgin hair application.
- ▶ **Off the scalp bleaching** 10, 20, 30 or 40 volume developer may be used. Process to the desired level.

NB: For improved performance we recommend mixing Compact Bleach with **GENIUS® Gel Oxyde**



PRE-LIGHTENING

Pre-lightening is the technique used to create a level of lightness suitable for the level of oxidative hair color desired. This is necessary when working outside the safety range. For example, if an 8.4 is desired on a canvas level 3, hair would need to be pre-lightened, using a traditional bleach formula, to a yellow/ orange level, rinsed, cleansed, conditioned and dried. The target shade (8.4) would then be applied and processed for the full time. *(see Genius Kolorplay for an alternative procedure)*

DOUBLE PROCESS BLONDES *(Bleaching and Toning)*

Double processing is a two-step process that is utilized when the target shade is 5 - 6 levels lighter than the canvas level i.e. more than 6 levels of lift are required. This process involves lightening the hair and then toning. For example if the target shade was platinum blonde on a canvas level 5, the hair would be lightened to pale yellow and a toner would be used to **neutralize** the remaining dominant pigment.

Toning bleached hair

Toning is generally performed **on bleached hair** to **neutralise** the undesired dominant **pigment**. The suggested formula is **1:2 parts 10 - volume developer**. The choice of level of the formula will depend on the amount of warmth and consistency of your lightened result. **The stronger the yellow or orange** that remains in the hair, **the deeper the tone** level needs to be. The level of toner must be at least as strong as the tone left in the hair. *(see Dominant Pigments)*



Often a client whose hair has been previously colored with an oxidative hair color requests:

- ▶ A lighter color
- ▶ A darker color
- ▶ A different reflect
- ▶ A fresher looking color

CUTICLE SENSITISING

Cuticle sensitising is performed when extremely resistant hair needs to be made more receptive to oxidative hair color. It is applied **to damp hair** at the shampoo basin and must be worked through the hair taking care not to massage the scalp.

Procedure

Cleanse with **UNA® Clarifying Shampoo**. Mix **equal amounts** of **water**, **UNA® Clarifying Shampoo**, **Genius10 volume conditioning developer**, and **GENIUS® Compact Bleach**. Allow to process until the cuticle starts to feel "rough". Rinse and cleanse with **UNA® Daily Gentle Shampoo** and condition with **Equalizing Keratin Spray**.

Dry hair and proceed with the application of the target formula.

COLOR CLEANSING

Color Cleansing is performed to stop, previously applied, progressive dyes from becoming active and processing again. It is also used to remove color build-up.

Procedure

Shampoo hair with **UNA® Clarifying Shampoo**.

Mix **equal amounts** of **UNA® Clarifying Shampoo**, **GENIUS®10 volume Conditioning Developer**, and **GENIUS® Compact Bleach**. Apply mixture **ONLY** to previously colored hair. Allow it to process until you recognize a shift in the existing color. Rinse, cleanse with **UNA® Daily Gentle Shampoo** and condition with **Equalizing Keratin Spray**. Dry hair and proceed with the application of the target formula.

COLOR REMOVAL

It is important to remember that **GENIUS® Color Pak**, like all oxidative hair colors, will not lighten previously colored hair. In this case scenario, we must first remove the previous color from the hair before we apply the new color formula. We refer to this procedure as *Color Removal*. The Color Removal procedure serves to create a level of lightness that will allow the desired effect to be achieved. Always **lighten to slightly lighter** than the **target shade**. It is always wise to consult the rules that govern the world of color by referring to the color wheel and to remember that the end result will always be a combination of:

- The canvas shade (in this case the residual color after color removal).
- The cosmetic color chosen.

Procedure:

This procedure may be performed by using a specific color removal product such as **GENIUS®**, or by using a Color Removal Technique.

- ▶ Mix equal parts: **UNA® Clarifying Shampoo**, 10 volume **Conditioning Developer** or Energy 1 **GENIUS® Gel Oxyde** and **Compact Bleach** (20 vol. may be used in some cases)
- ▶ **Apply** to dry hair, taking care to apply evenly and **only** to previously colored area.
- ▶ Process until you reach **1 level of lift lighter than the target shade**
- ▶ **Rinse. Shampoo** with **UNA® Neutralising Shampoo** and **condition** with **Equalizing Keratin Spray**.
- ▶ **Dry** hair.
- ▶ Mix and apply target formula using **20-volume** developer or Energy 2 **GENIUS® Gel Oxyde**.
- ▶ Process for **35 minutes**.
- ▶ **Rinse. Shampoo** with **UNA® Neutralising Shampoo** and **Condition** with **Acid Conditioner**.



DARKENING MORE THAN 4 LEVELS

In the past, when **darkening** hair that was previously lightened or bleached, it was necessary to **redeposit pigments** that had been lost in the lightening process, before applying the formula for the target shade. This procedure is referred to as **Re-pigmenting**. With **GENIUS® Color Pak** this procedure is only necessary when working outside the **safety range** (4 levels). The only precaution to take is that of avoiding cool ashen tones in the formula.

When working outside the safety range, ie: from a level 10 to a level 4 in one application, all the tones from the palest yellow to red, must be replaced. Attempts at shortcuts will only result in muddy, unnatural tones. Even when the target shade is cool in appearance, it is still necessary to add a certain amount of warmth to the tone. The best results are achieved when using at least 2 or 3 tones in the re-pigmenting.

RE-PIGMENTATION RULES:

- ▶ When using **GENIUS® Color Pak**, this procedure is only necessary when working outside of the safety range or when hair is excessively porous.
- ▶ We recommend re-pigmenting with GENIUS® Color Toner
For medium to low porosity mix 1:2 with GENIUS® ENERGIZER
For High porosity mix 1:3 with GENIUS® ENERGIZER
- ▶ Re-pigmentation should always be conducted using warm reflects (golds, coppers and red) that are 1 level lighter than the target shade.
- ▶ The intensity of the gold/copper/red is determined by the target shade.

TARGET LEVEL	RECOMMENDED NUANCE FOR RI-PIGMENTING					
1 - 2	4.4	4.6				
3	4.4	4.6				
4	5.4	5.6				
5	6.3	6.34	6.4	6.44	6.6	6.66

Procedure:

- ▶ **Consult** the grid above to identify the appropriate nuance to use.
- ▶ **Determine** the hair's porosity.
- ▶ **Mix** accordingly.
- ▶ **Delicately shampoo** using **UNA® Clarifying Shampoo**.
- ▶ **On Medium to low porosity hair, dry off completely.**
On highly porous hair, **towel dry only**
- ▶ **Apply** evenly to all the lightened area to be treated.
- ▶ **Process** for **15-20 minutes**.
- ▶ **Rinse.**
- ▶ Apply **UNA® Equalizing Keratin Spray**.
- ▶ **Mix desired formula** at a **1:2** ratio using **10 vol /GENIUS® ENERGIZER**.
- ▶ We recommend formulating **1/2 to 1 level darker** than the **desired target level**.
- ▶ **Apply** thoroughly and evenly.
- ▶ **Process** for approx. **35minutes**.
- ▶ **Rinse. Shampoo** with **UNA® Neutralising Shampoo** and **condition** with Acid Conditioner.



CHANGING A REFLECT

When the objective is to change a reflect without altering the canvas level, **GENIUS® Color Pak**, suggests the following:

Firstly define the nature of the reflect:

Ashes to Beiges.....**cool**
 Golds to Coppers **gold**
 Reds to Violets**warm**
 Naturals..... **neutral**

1) When the objective is to go from a **neutral to a gold** or from a **gold to a warm** reflect, it is possible to simply **apply the target color over the existing color**.
(Refer to color wheel pg 14)

2) When the objective is to go from a **gold reflect to neutral or cool** it is necessary to **color cleanse** before applying the complementary color. In more extreme cases, such as taking a **warm** reflect to **cool or neutral**, a **color remover** is most suitable
(Refer to pg 23).

REINFORCING AN EXISTING COLOR

This process is performed on previously colored hair that needs freshening. Use the grid below to determine which formula is most suitable:

LEVEL OF REINFORCEMENT	LOW TO MEDIUM POROSITY HAIR	MEDIUM TO HIGH POROSITY HAIR
Enhancing reflect	Mix 1:2 (Color Pak and 10 vol) Process 10 -15 minutes	Mix 1:1:1 equal parts (Color Pak, 10 vol, water) Process 5-10 minutes

If a **re-touch application** is also necessary, **apply first to regrowth** and then proceed, with the application of the formula above, to midlengths and ends.

Rinse and **Shampoo** with **UNA® Neutralising Shampoo** and **condition** with **Acid Conditioner**.

COLOR TONER 1:2



A Semi-Permanent Color that combines a.b.s.p. complex and aloe vera, for effective protection and increased color and shine; gives hair added manageability and improved appearance. **Color Toner** is activated by **GENIUS® Energizer** at a 1:2 mixing ratio. Designed to enrich, intensify or deepen color, it will not lighten; it does not contain ammonia and offers 100% grey coverage with total regard for the integrity of the hair structure. It penetrates beneath the "inner" cuticle layer to give results that last up to 5 Shampoos.

- **a.b.s.p. complex** resists against the formation of free radicals.
- **No ammonia.**
- **Colors correspond to GENIUS® Color Pak numbering system.**
- High **protection against UV rays.**
- **Tone on tone** intensified color results.
- **100% grey coverage.**
- 1 tube offers **4 retouch applications** and 2 total hair applications on medium hair types.
- Hair feels **smooth and soft**, with an **improved appearance.**

FORMULATING:

Simply choose the desired shade and apply. So as to simplify the color selection process, the same numbering system applies to both **Color Toner** and **Color Pak**.
(see *Nuances pg. 11-13*)

MIXING:

The mixing ratio is always 1:2 using **Genius Energizer**.

INSTRUCTIONS:

- **Best if applied to clean, dry hair.**
- If hair is unclean, delicately shampoo with **UNA® Clarifying Shampoo**. Dry. If hair has uneven porosity, cleanse and spray with **UNA® Equalizing Keratin Spray**. Blot dry.
- Apply product all over from scalp to ends.
- Process for 35 minutes.
- Rinse.
- Apply **UNA Acid Conditioner**. Rinse.

GENIUS COLOR TONER	NATURAL	ASH	GOLD	COPPER GOLD	COPPER	MAHOGANY	NACRE RED	NACRE	BLUE
CODE	.0	.1	.3	.34	.4	.5	.62	.20	.8
Very Light Blonde	9.0		9.3						
Light Blonde	8.0	8.1	8.3	8.34					
Blonde	7.0		7.3		7.4		7.62		
Dark Blonde	6.0	6.1	6.3			6.5	6.62	6.20	
Light Brown	5.0				5.4	5.5	5.62	5.20	
Brown	4.0					4.5			
Black	1.0							1.20	1.8

Note: Color Toner will NOT lighten.

NUANCES:

The numbers placed next to the nuance on the leaflet correspond to the European Color Numbering system and indicate the reflect tone. This same numbering system is also used in Genius Color Pak and Toner: .3 denotes a gold tone, .4 copper, .6 red and .2 violet.

.44 intense copper

.62 violet red

For best results consult the following guide.

It is important to understand that Kolorplay has been designed to avoid double process color services, on very dark hair tones. The reference grid below will help you determine, with more accuracy, which canvas level is most suitable for each nuance.

CANVAS LEVEL	BEACH BLONDE .3	RUSTY NAIL .34	URBAN ORANGE .44	ORANGE CHOC .46	METRO RED .6	WICKED PLUM .62
8-10	✓	x	x	x	x	x
7	✓	✓	x	x	x	x
6	✓✓	✓✓	x	x	x	x
5	✓✓✓	✓✓✓	✓✓	✓	✓	✓
4	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
1-3	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓

In most cases Kolorplay may be used on previously colored hair.

HOW TO DO IT:

- ▶ Mix 1 part powder: 2 parts **Kolor Persuader**.
- ▶ Apply evenly to hair that is to be colored
- ▶ Heat is **not** recommended
- ▶ Process for approx 15 minutes. Never exceed 30 minutes.
- ▶ Rinse with lukewarm water until the water runs clear.
- ▶ Cleanse hair with **UNA® Neutralising Shampoo** and condition, to seal in color, with **Acid Conditioner**. Proceed with styling as usual.

HOW TO MAINTAIN IT:

To revive brilliant shades at a later time, or when the color has completely faded, proceed as follows:

- ▶ **To intensify:** mix 1 part Kolorplay bleach:2 parts demineralized water.
- ▶ **To increase the level of lift,** mix and apply as usual.



GENIUS® Dermal is a special mix of non-ionic natural polysorbates and fruit acids. The non-ionic properties of this innovative product make it possible for the hairstylist to use it in any service, **without interference** to the chemical process, or altering the final result. The addition of **GENIUS® Dermal** to permanent waving liquids, chemical straighteners or relaxers, bleaches and permanent colors, considerably reduces the skin's sensitivity during the chemical process.

GENIUS® Dermal has a high molecular weight and for this reason during the chemical process, it forms a protective barrier between the scalp and the applied product.

- Does not interfere with the chemical process.
- **Avoids irritation** and redness of **sensitive hands** during chemical services.
- **Prevents scalp staining** caused by hair coloring treatments.
- Protects and helps to prevent the formation of blisters, scalp burning and skin lacerations.
- **Reduces cutaneous sensitivity** during all chemical services.
- **Removes build-up** of glycerin, styling products and synthetic polymers.

USES

- Scalp Protection** ► Add 3 or 4 drops directly into the chemical treatment or apply directly onto the areas to be treated before proceeding with the chemical service.
- Residue Removal** ► Apply to damp hair. Cover with a plastic cap and place under heat for 10 – 15 minutes. Rinse well and follow with the cleansing process. Use **UNA® Clarifying Shampoo** followed by your preferred **UNA®** conditioner
- Hand Protection** ► Apply a few drops to hands and distribute evenly before proceeding with the chemical service

FREQUENTLY ASKED QUESTIONS



Q: Does grey coverage or color saturation improve if I lower the mixing ratio from 1: 2 to 1: 1.5 ?

A: ***GENIUS® Color Pak** is designed to have peak performance at a mixing ratio of 1:2. If more color saturation is desired, use a darker shade level and increase the volume of developer.*

Q: Do I get more lift if I increase the ratio from 1:2 to 1:3?

A: *As stated before, **GENIUS® Color Pak** has peak performance at 1:2 mixing ratio, if more lift is desired, one of the following may be necessary. Use a higher volume level of developer; formulate with O.O corrector or use the High Lift series.*

Q: How do I gage the amount of corrector to use?

A: *Best results are achieved with 25% corrector. Less than 10% corrector will have little if no effect.*

Q: Can I use the correctors on their own?

A: *The correctors are designed to be used in conjunction with **GENIUS® Color Pak** oxidative cream colors. If used alone they will be transparent and appear incomplete.*

Q: Can I use Kolorplay on a level 8 or lighter?

A: ***GENIUS® Kolorplay** may be used on hair that is lighter than a level 8 , but it is not recommended. Kolorplay has been designed to substitute double process color services and should be used only when Color Pak does not have enough lifting power to achieve the target shade. If used on light canvas levels the result will be washed out, because the level of lift for the target shade has been exceeded.*

Q: Can I use a different developer to the ones suggested for each **GENIUS®** product?

A: *It is never recommended to substitute recommended developers, as each has been especially designed to work in synergy with it's counterpart. Developer, Energizer and Persuader are all much more than Hydrogen peroxide, but are a complex blend of ingredients with a specific pH that ensure peak performance to the corresponding **GENIUS®** product. Due to it's unique formula only **GENIUS® Gel Oxyde** may be used (where indicated) to substitute other Developers.*

Q: Does level 6 Color Play correspond to the equivalent in other lines?

A: *This is often determined by hair structure and the alternative color line to which **GENIUS® Color Pak** is compared. In some cases it may appear 1/2 a shade lighter. (see Hair fibre pg 4)*



a.b.s.p.	▶	Advanced Biochemical Self Protection complex: a vital component in the GENIUS® Range
Canvas	▶	Term used to refer to the current tone and level of the hair.
Color Cleansing	▶	Procedure used to stop previously used progressive dyes from becoming active and processing again.
Color Removal	▶	Technique used to remove color pigments in hair.
Contiguous	▶	Touching and remaining in contact.
Cuticle Sensitising	▶	Technique used to increase hair's receptiveness to consequent cosmetic services.
Developer	▶	Is an oxidizing agent, such as hydrogen peroxide, that provides the necessary oxygen for the formation of color molecules and the lightening of melanin
Dominant pigment	▶	The underlying pigment that becomes increasingly visible when hair is lightened.
Double Process	▶	Is generally referred to the coloring of hair when two services are required in order to achieve the desired result, i.e. bleaching and toning.
Elasticity	▶	The ability to stretch and return to the original length or form.
Epidermis	▶	The skins outermost layer
Extensibility	▶	The ability to stretch out while remaining intact.
Free Radicals	▶	A molecule generated by the organism that provokes cellular damage.
Hydrogen Peroxide	▶	Oxidizing agent.
Hydrophillic	▶	Having a tendency to be filled with or be wetted by water.
Intercellular Peroxidase	▶	Reaction caused by external agents that cause the loosening of bonds between proteins and lipids.
Level	▶	In hair coloring it is used to refer to the degree of lightness or darkness of the hair on a scale from 1 to 10: 1 being the darkest and 10 being the lightest.
Melanin	▶	Dark brown or black pigments found in the hair cortex that creates natural hair color. Melanin is also found in skin.
Porosity	▶	The ability to absorb water.
Pre-lighten	▶	The removal of hair pigments, natural or artificial, in preparation for the application of a different tone or level.
Pre-pigmentation	▶	Technique of applying pure color to resistant high grey areas, before applying the target shade formula.
Re-pigmentation	▶	Technique used on lightened hair to replace lost warm pigments before proceeding with the application of a darker tone.
Safety range	▶	A range of levels in which natural hair can be lightened or darkened in one process with 100% control.
Saturation	▶	The amount of color intermediates deposited in the hair .
Squamae	▶	A layer of very thin flattened cells; scales.
Target Shade	▶	The desired finished color result. The aim.

GENIUS ADVISORY FORM

TO : _____ Phone _____ E-mail _____

FROM : _____ Phone _____ E-mail _____

RE : _____

DATE : _____ Pages: (including this one) _____

Distributor Name: _____

Territory: _____

Question: _____

In order to better answer your query we request ALL of the information be filled in.
Please feel free to add any information you may feel relevant.

Client age: _____ M / F _____

HAIR TEXTURE

Fine ☐ Medium ☐ Coarse ☐

HAIR FORMATION

Straight ☐ Wavy ☐ Curly ☐

SCALP CONDITION

Oily ☐ Dry/Flaky ☐ Dandruff ☐ Psoriasis ☐ Irritated ☐ Hair loss ☐

HAIR CONDITION

Natural ☐ Dry ☐ Treated ☐ Damaged ☐ Dull ☐

Target Shade: _____ Development time: _____

Formula Used: _____

(Include volume of developer and mixing ratio)

Application Technique: _____

Formula Used prior to the above: _____ Results: _____

Info on health issues i.e.: medication / recent illness, surgery or labor etc: _____

Which shampoo and conditioner are regularly used? _____

	PREVIOUS CHEMICAL TREATMENT	CANVAS	POROSITY	
ROOTS			LOW <input type="checkbox"/> MED. <input type="checkbox"/> HIGH <input type="checkbox"/>	ROOTS
MIDLENGTHS			LOW <input type="checkbox"/> MED. <input type="checkbox"/> HIGH <input type="checkbox"/>	MIDLENGTHS
ENDS			LOW <input type="checkbox"/> MED. <input type="checkbox"/> HIGH <input type="checkbox"/>	ENDS

Comments: _____

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HAIRTREND

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