

AMMONIA-FREE
BLEACHING
POWDER

ESSENSITY



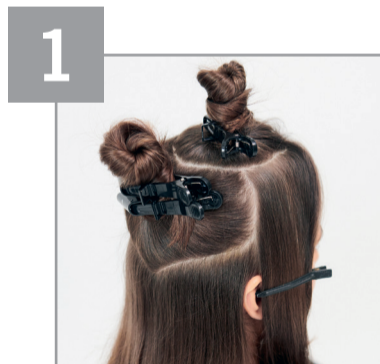
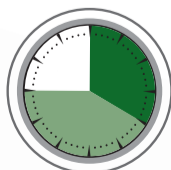
GO FOR NATURAL LOOKING HEALTHY
BLONDES WITH UP TO 7 LEVELS OF LIFT



BEFORE

1:2
MIXING RATIO

20-45
MINUTES



1

Section hair into a circular section at the top of the head and a heart-shaped section between high crown area and occipital bone and leave the lower back section down.



2

Achieve a perfectly smooth consistency by intermixing Essensity Lightening Powder and Essensity Oil Developer thoroughly.



3

Start at the nape area, working with horizontal full slices.



4

Deposit Lightener on lengths and ends, working with a smudging technique for a seamless colour blend.



5

For maximum soft results, tease the hair from roots to lengths. Then visually apply from lengths to ends.



6

Combat underlying warm pigments by applying BC Bonacure Silver Shampoo at the backbar.

Together. A passion for hair.

ESSENSITY



OUR PERMANENT AMMONIA-FREE COLOR WITH PHYTLIPID TECHNOLOGY

COLOUR DEPTH	NATURE	NATURE+	FASHION & COVER	FASHION & COVER	CEDAR	CEDAR	BAMBOO	BAMBOO	HONEY	HAVANA	OAK	TEAK	AUTUMN LEAF COPPER	AUTUMN LEAF RED	AUTUMN LEAF VIOLET
10	10-0				10-14	10-2	10-45								10-19
9	9-0	9-00	9-50		9-14			9-46	9-55						
8	8-0				8-14		8-45			8-62			8-77		8-19
7	7-0	7-00	7-50	7-60		7-2		7-64	7-55		7-67		7-77		7-49
6	6-0			6-70			6-45	6-46	6-55	6-62		6-68		6-88	6-99
5	5-0	5-00	5-60			5-31			5-5	5-62	5-67	5-68	5-7	5-88	
4	4-0						4-45	4-64		4-62	4-67	4-68		4-88	4-99
3	3-0	3-00								3-62					
1	1-0														

ESSENSITY permanent ammonia-free oil colour provides natural reflecting and intense colours, up to 100% white hair coverage and up to 4 levels of lift. The colour stabilizes the hair structure during the colouring process for a healthy – looking colour result and helps protect the hair against external influences for long-lasting colour and natural shine. Phytolipid technology consists of plant-based oil and organic essence of grape-seed oil with lipids found in healthy hair and boosts colour performance. Free-from: ammonia and odour

ESSENSITY PERMANENT COLOUR NUMBERING SYSTEM

COLOUR DEPTH:	TONE DIRECTION:	The system is based on a combination of up to 3 numbers.
1- black	-0 & -00 Natural	The number in front of the dash (5-88): Indicates the colour depth of the shade. Indicates the ideal base to use the shade on.
2- darkest brown	-1 Cendré	
3- dark brown	-2 Ash	The number(s) after the dash (5-88): The first number after the dash shows the primary colour direction (dominant colour tone).
4- medium brown	-3 Matt	
5- light brown	-4 Beige	The second number after the dash shows the secondary tone direction (minor colour tone). Two identical numbers after the dash indicate an intense colour.
6- dark blonde	-5 Gold	
7- medium blonde	-6 Chocolate	
8- light blonde	-7 Copper	
9- extra light blonde	-8 Red	
10- Ultra Blonde	-9 Violet	

ESSENSITY OIL DEVELOPER USAGE



2.5% 8 Vol.	- Coloring darker - Pure color deposit
5.5% 18 Vol.	- Up to 2 levels of lift - Fashion & Cover
8.5% 28 Vol.	- Up to 3 levels of lift - Nature+ shades
11.5% 38 Vol.	- Up to 4 levels of lift with Lightening shades (10-series)

ESSENSITY - THE AMMONIA-FREE PERMANENT COLOUR

ESSENSITY PERMANENT COLOR 	- Ammonia-free oil colouration - Up to 100% white hair coverage	1:1 ESSENSITY Creme ESSENSITY Oil Developer Developer: 2,5%/8 Vol., 5,5%/18 Vol., 8,5%/28 Vol., 11,5%/38 Vol. 1:2 For lightening shades (10-series): Creme ESSENSITY Oil Developer	 30-45 min
ESSENSITY LIGHTENER 	- Ammonia-free lightening - Up to 7 levels of lift	1:2 ESSENSITY Lightening ESSENSITY Oil Developer Developer: 2,5%/8 Vol., 5,5%/18 Vol.,	 20-45 min