

KENRACOLOR®

UP TO 100% GRAY COVERAGE IN 10 MINUTES

STUDIO STYLIST EXPRESS
TECHNICAL MANUAL



studio stylist express

COVER MORE.
WORRY LESS.

17 permanent shades that provide fast & reliable results.

In today's fast-paced salon environment, stylists need tools to maximize efficiency behind the chair. With 17 total permanent shades, **Studio Stylist Express** is designed to process in 10 minutes or less, making it the perfect time-saving tool for precision root retouches, melts, and more!

- **17 shades** in neutral and fashion tones
- Permanent color that **processes in 10 minutes** or less
- Lifts and deposits
- Up to **100% gray coverage**
- Time-saving tool for getting **more clients in your chair**

How It Works

- **Studio Stylist Express** is a professional, permanent hair color that fully processes in 10 minutes.
- Formulated to help **condition the hair** while processing for long lasting color with **outstanding shine**.

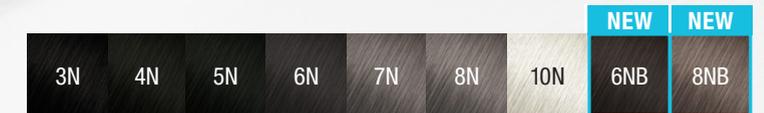
PRO TIP: Increase your client turnover and boost overall sales with quick application and processing.



Portfolio

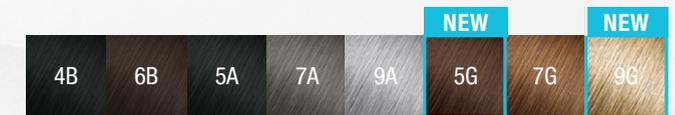
NEUTRAL SERIES

Quick process, 100% full coverage shades



TONAL SERIES

Intermixable shades for endless combinations and customized results



SHADE & TONE

Shade Chart

N	Natural 3N, 4N, 5N, 6N, 7N, 8N, 10N	Balanced reflection designed to give up to 100% gray coverage
NB	Neutral Brown/ Beige 6NB, 8NB	Naturals with added richness that provides up to 100% coverage
A	Ash 5A, 7A, 9A	Neutralizes unwanted warmth to produce a cooler end result
B	Brown/Beige 4B, 6B	Rich, reflective brown tones
G	Gold 5G, 7G, 9G	Adds warmth to any color and a natural gold tonality

MIXING & PROCESSING

NOW can be used with Kenra Color Developers 10V-30V



*Kenra Professional always recommends utilizing a scale to measure color.



**NEW LOOK.
SAME PERFORMANCE.**

FORMULATION EXAMPLES

How To Use	Mixing Ratio Formula
N Series Standalone: Cool Coverage	• 50% 8N + 50% 10N for coverage on natural levels 9 and 10
N Series Standalone: Gray Blending	• N series + 10vol for 10min on dry hair
Tonal Series Standalone: Express Reflection	• 25% 6B + 75% 7G
	• 50% 6B + 50% 5G
Intermixing N Series + Tonal Series: Custom Coverage	• 50% 6B + 50% 7G
	• 50% 5N + 50% 4B
	• 50% 5N + 50% 7A
	• 50% 9A + 50% 9G
	• 50% 7G + 50% 6N
	• 75% 10N + 50% 9A
	• 50% 6NB + 50% 7G

HOW TO USE

ROOT SMUDGE

Depth and dimension with no harsh line of demarcation



COLOR MELT

Gradient blend from dark to light with no harsh line of demarcation



ROOT RETOUCH



Follow us on [YouTube](#) for more educational content!

DUAL PROCESS

Application of color in between foils



MEN'S HAIR COLOR

5 minutes for gray blending*, 10 minutes for full coverage



*For a blended effect, use a comb for application.

FREQUENTLY ASKED QUESTIONS

Q: Do all Studio Stylist Express shades provide up to 100% gray coverage when used alone?

A: No. If using shades from the tonal series alone, full coverage may not be achieved. However, the **Studio Stylist Express** Neutral (N) and Neutral Beige (NB) series) series provides 100% gray coverage - they feature a balance of pigments to ensure even color saturation and maximum pigment uptake and should be incorporated into all gray coverage formulations for full gray coverage results.

Q: What is the recommended processing time for full gray coverage?

A: For up to 100% gray coverage, we recommend that you process shades for 10 minutes.

Q: What outcome is achieved if shades are processed for less than 10 minutes?

A: Shorter processing time will reduce the amount of gray coverage achieved and decrease color longevity. For gray blending, we recommend that you process shades for 5 minutes.

Q: Can shades be processed under heat to speed up the process even more?

A: No. We do not recommend processing **Studio Stylist Express** under heat.

Q: Are Studio Stylist Express shades intermixable with Kenra Color shades?

A: We do not recommend mixing the **Studio Stylist Express** shades with Kenra Color permanent or demi-permanent shades due to the difference in formulations.

Q: Can Studio Stylist Express be utilized on beards or eyebrows as additional men's service?

A: No. We do not recommend applying hair color to the face.

Q: Is the color progressive?

A: Yes. **Studio Stylist Express** shades contain progressive dyes. If processed for longer than 10 minutes, the end result will be darker.

PRO TIP: To easily refresh your clients mid-lengths and ends during a **Studio Stylist Express** root retouch service, use a corresponding shade from the Kenra Color Demi-Permanent portfolio.

Tell us why you love Studio Stylist Express!



WESLEY BOYCE – “I love the fact that it processes in less than half the time of Kenra Color, and **it provides more shine than other 10 minute colors on the market!** The tube also makes it super easy to dispense.”

@webostyle

JEREMY NEWSOME – “I absolutely love **Studio Stylist Express!** I’ve never been one to double book clients, so **it allows me to see more clients in one day.** There is so much versatility to this product, too! Not only can you achieve amazing gray coverage in 10 minutes, but you can also do gray blending in 5 or even utilize it to quickly add dimension or do a root shadow for your guests.”

@somenewhair



KARINA HOTCHKISS – “I love this color line for its time saving abilities and performance. **It allows me to work smarter not harder, and get more money in less time.**

I also like using **Studio Stylist Express** on men for gray coverage/blending.”

@krina_creates

FAVORITE CREATIVE FORMULATIONS

End Result	Mixing Ratio Formula
Balanced Men’s Gray Blending*	N shade + A shade (*Mixing ratio and levels based on % of gray and desired end result)
Express Mushroom Brown	2 parts 8N + 1 part 6B
Milk Chocolate	1 part 6NB + 1 part 5G
Natural Root Smudge	1 part 7A + 1 part 8N
Warm Beige Blonde	2 parts 8NB + 1 part 9G

Ready for more?

Sign up for our free “*Time Saving Color: Studio Stylist Express*” virtual class by visiting our website:
www.kenraprofessional.com/event-list

Try **Studio Stylist Express** today!





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