

kitoko

INTELLIGENT COLOUR SYSTEM



MORE THAN
90%
NATURALLY
DERIVED

UP TO 4-5 LEVELS OF PURE LIGHTENING

KITOKO® HIGH LIFT SERIES (12.) Extra Lightening Shades

KITOKO® High Lift Series (12) offers up to 4-5 levels of pure lightening. Advanced breakthrough formula with DATEM PLUS® Technology, Shea Butter and Argan Oil provides incredible lifting power and ensures beautiful, even results with amazing shine for radiant, healthier-looking hair. Choose from Essentially Natural, Cool & Sultry & Sun-kissed & Sophisticated shades:



The colours indicated in this shade guide are a representation only.

If one extra level of lift is required, 12.0s High Lift Booster may be added to any other KITOKO® High Lift shade to enhance lifting performance.

! Important: For optimum results when using KITOKO® High Lift Series, use on a natural base 6.0 or lighter. When using on very dark bases the level of lift is reduced.

MIXING High Lift Series (12.)

1 part KITOKO® High Lift shade to 2 parts ASP® Crème Developer - 9% (30vol) or 12% (40vol)

Mix KITOKO® High Lift shade in a non-metallic bowl or applicator with ASP® Crème Developer 9% (30vol) or 12% (40vol) to the ratio of 1 part colour to 2 parts developer. EXAMPLE: 100g/3.52oz of KITOKO® High Lift Series + 200g/7.05oz of ASP® Crème Developer.

For up to 5 levels of lift with KITOKO® High Lift Series use 12% (40vol), pH2.8



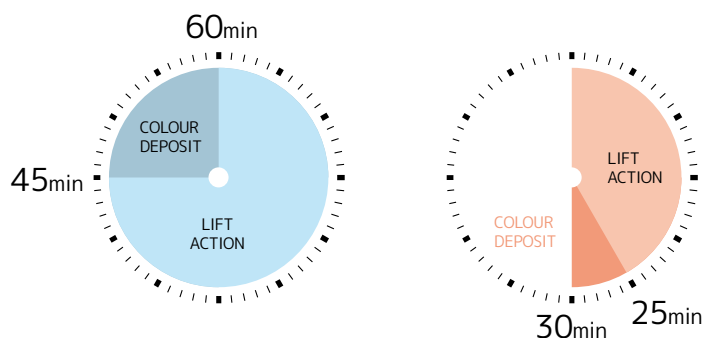
KITOKO® 12 Series High Lift Arctic Blondes	Crème Developer 9% / 12%	Total Mix Quantities
100g / 3.52oz +	200g / 7.05oz	300g / 10.58oz
75g / 2.65oz +	150g / 5.29oz	225g / 7.94oz
50g / 1.76oz +	100g / 3.52oz	150g / 5.29oz
25g / 0.88oz +	50g / 1.76oz	75g / 2.65oz

UNDERSTANDING COLOUR DEVELOPMENT

High Lift Series (12.)

When working with permanent hair colour it is important to use the recommended processing time. This will ensure the best possible colour result. If these are not used poor results may occur. The recommended processing time for KITOKO® High Lift Series is 55 to 60 minutes with no heat (60 minutes for maximum tone deposit) or 30 minutes with gentle heat.

During this time two different actions are taking place: Lift Action and Colour Deposit.



When not using heat the lift action is 45 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The colour deposit happens in the final 10 - 15 minutes. During this period the colour fully develops and the molecules reach their optimum size.

Total processing time: 55 - 60 minutes.

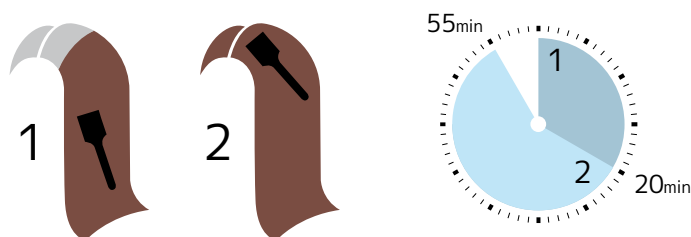
When using gentle heat the lift action is 25 minutes and the colour deposit is the final 5 minutes.

Total processing time: 30 minutes.

APPLICATION & DEVELOPMENT

Virgin Hair (up to 25cm): First Time Application

Without Heat



Mix enough product to allow application to whole head of hair.

1 Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Wait until the desired lift is reached (approx. 20 minutes).

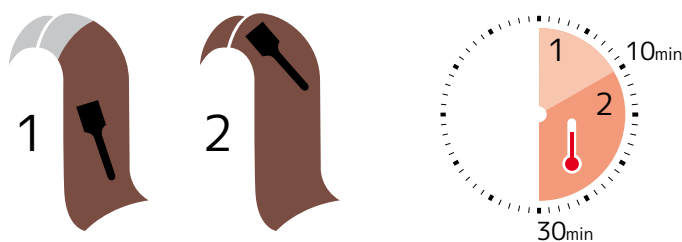
2 Apply colour to the roots. Process until the desired lift is reached (35 - 40 minutes)

Do not cover during processing.

Total processing time: 55 - 60 minutes

Virgin Hair (up to 25cm): First Time Application

With Gentle Heat (40-42°C / 104-108°F)



Mix enough product to allow application to whole head of hair.

1 Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Process for 10 minutes.

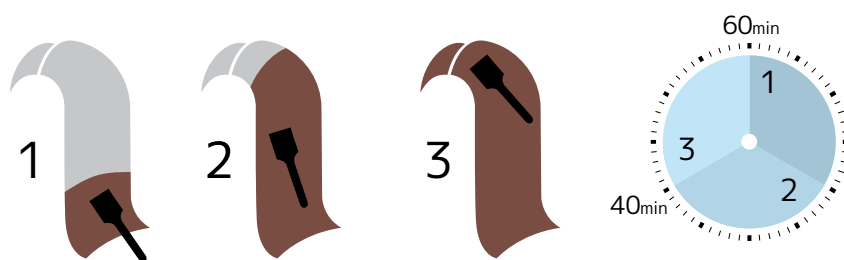
2 Apply colour to the roots. Process for 20 minutes.

Do not cover during processing.

Total processing time: 30 minutes

Virgin Hair (longer than 25cm): First Time Application

Without Heat



1 Apply colour first to the ends (5 - 6cm). Process for 20 minutes.

2 Re-mix fresh colour and then apply to the mid-lengths for 20 minutes.

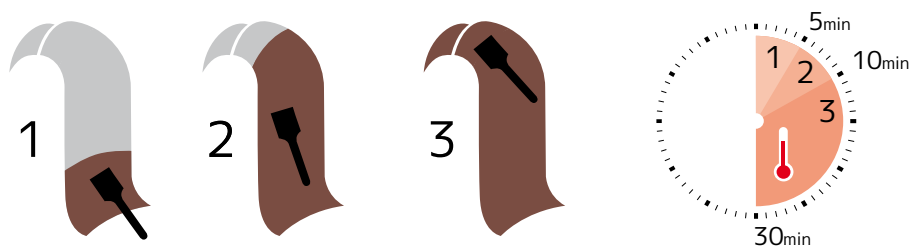
3 Finally, re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes).

Do not cover during processing.

Total processing time: 60 minutes

Virgin Hair (longer than 25cm): First Time Application

With Gentle Heat (40-42°C / 104-108°F)



1 Apply colour first to the ends (5 - 6cm). Process for 5 minutes.

2 Re-mix fresh colour and then apply to the mid-lengths for 5 minutes.

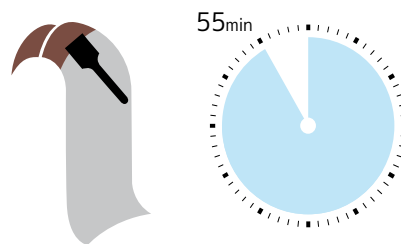
3 Finally, Re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes).

Do not cover during processing.

Total processing time: 30 minutes

Regrowth: Re-Touch Application

Without Heat



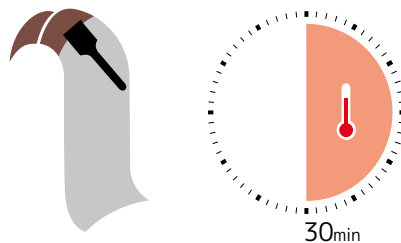
Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends.

Do not cover during processing.

Total processing time: 55 - 60 minutes

Regrowth: Re-Touch Application

With Gentle Heat (40-42°C / 104-108°F)



Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends.

Do not cover during processing.

Total processing time: 30 minutes

Application to White Hair:

Where more than 25% white hair is present: 12.1, 12.23 or 12.2 should be mixed with 12.0 or 12.0s in equal amounts to prevent unwanted ash tones. EXAMPLE: 50g/1.76oz of 12.1 + 50g/ 1.76oz of 12.0s + 200g/7.05oz of ASP® Crème Developer.

! Important: When mixing colour using a tint brush, please use a clean brush for application to the hair.
When using KITOKO® High Lift Series take very fine sections of hair and apply twice as much product as usual.

High Lift Booster 12.0s

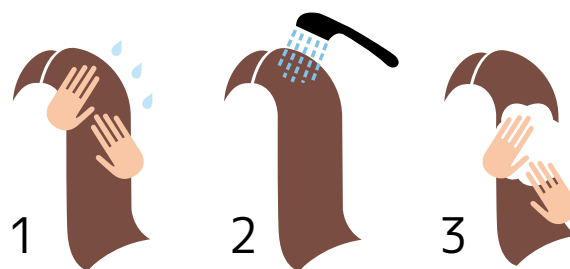
12.0s May be used to INCREASE the lift of KITOKO® High Lift Series by up to 1 shade, by adding 25% of 12.0s, without affecting the tonal value.

EXAMPLE: 75g/2.65oz 12.1 + 25g/0.88oz 12.0s + 200g/7.05oz ASP® Crème Developer.

12.0s Will give 1 - 2 levels of lift when used on its own with ASP® Crème Developer 9% (30vol) 1:2 mix.

EXAMPLE: 25g/0.88oz of 12.0s + 50g/1.76oz of ASP® Crème Developer 9% (30vol).

REMOVING THE COLOUR High Lift Series (12.)



- 1 At the end of the processing time add a small amount of water and emulsify the colour.
- 2 Rinse until the water runs clear.
- 3 Cleanse and condition with KITOKO® Colour Care Shampoo and Conditioner.