

intensives

COLOUR CREME



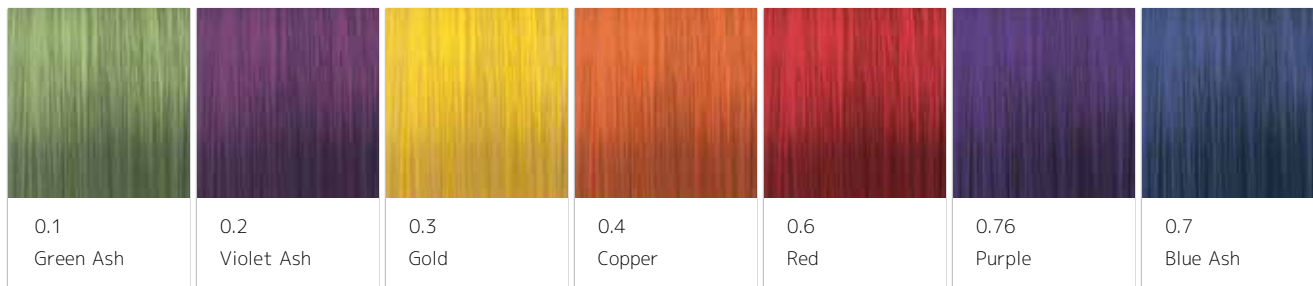
MORE THAN
90%
NATURALLY
DERIVED

7 PURE PIGMENTS FOR BESPOKE COLOUR CREATION

INTENSIVES SERIES Concentrated Colour Additives

Custom blend the perfect colour for your clients. The Intensives Series incorporates 7 pure concentrated pigments which can be used to intensify or subdue any permanent or tone-on-tone hair colour, giving you the power to create one-off, bespoke colours. If you can imagine it, you can create it.

When an Intensives shade is mixed with a permanent or tone-on-tone colour that uses developer, it becomes part of the host colour. This means that the added Intensives colour is as permanent as the host colour.



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

WHEN TO USE INTENSIVES SERIES

Intensives are used when the colourist wants to intensify the tone of a colour or subdue unwanted tones.



0.3 0.4 0.6 0.76

WARM Intensives add extra colour intensity and vibrancy to any shade



0.1 0.2 0.7

COOL Intensives subdue unwanted warm tones or for extra cool colour results

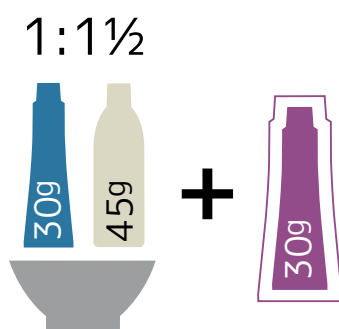
HOW TO USE INTENSIVES SERIES

Intensives can be used in two different ways: -

The ADD Technique

Use when same depth colouring, darkening or when a more intense tone is required.

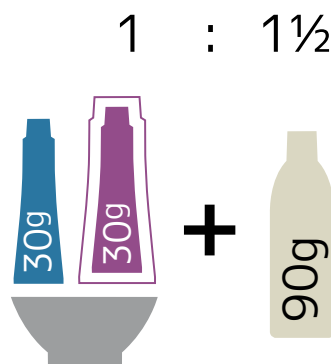
EXAMPLE: Mix 1 part KITOKO® 7.4 (30g/1.06oz) with 1½ parts of your chosen ASP® Crème Developer (45g/1.59oz), then **ADD 30g/1.06oz Intensives 0.4 COPPER**



The INCLUDE Technique

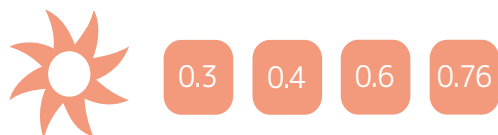
Use when you want to lighten or brighten the tone.

EXAMPLE: Mix 1 part colour (INCLUDE 30g/1.06oz Intensives 0.4 COPPER with 30g/1.06oz KITOKO® 7.4) with 1½ parts of your chosen ASP® Crème Developer (90g/3.17oz).



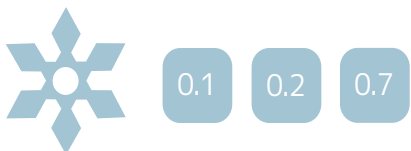
! Important: When using COOL Intensives colours with blonde shades, add in small quantities up to 10% until desired result is achieved.

Using WARM Intensives



Intensives tones 0.3, 0.4, 0.6, and 0.76 can be ADDED or INCLUDED in large quantities, if desired, to give bright or vibrant tones. They can also be used on their own mixed with 3%(10vol) - 1 part Intensives to 1.5 (1½) parts ASP® Crème Developer or ASP® Converter - on previously coloured hair to introduce warm tonal effects.

Using COOL Intensives



Intensives Ash tones 0.1, 0.2, 0.7 are designed to help eliminate warm tones (red, copper and gold) when lightening. On some occasions the colourist may wish to use KITOKO® High Lift Series (12.) or KITOKO® 10. shades on dark bases to achieve light beige or cool blondes.

When the colourist uses a cool KITOKO® shade (.1 Green Ash, .2 Violet Ash) with higher volumes of ASP® Crème Developer (9% (30vol) and 12% (40vol)), the ashening effect in the colour is not always strong enough to subdue the warmth generated from the natural colour when lifting occurs. Intensives provide the solution to this problem.

Intensives 0.1, when added to a .1 colour, e.g. 12.1, increase the ashening effect dramatically. This will enable the 12.1 to subdue more of the warm tones generated during lifting.

Similarly by adding 0.2 Violet to 12.2 or 10.2 the cooling of the gold tone is increased. 0.7 Blue Ash can also be used for cooling a High Lift shade.

Care should be exercised when using COOL Intensives tones with blonde shades, e.g. KITOKO® High Lift Series (12.) or KITOKO® 10. shades. A maximum of 10% Intensives in the mix is recommended. Always use the INCLUDE method.

EXAMPLE: 100g/3.52oz of KITOKO® 10. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 165g/5.82oz of ASP® Crème Developer.
EXAMPLE: 100g/3.52oz KITOKO® High Lift 12. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 220g/7.76oz ASP® Crème Developer 9% (30vol) or 12% (40vol).

0.7 Blue Ash Technique

When lifting from natural base 3, 4 or 5 to levels 6, 7 or 8, naturally warm or coppery tones are generated. These are not always required, therefore by adding 0.7 Intensives Blue Ash you can eliminate unwanted warmth

Mix used: Natural base 5.0, 0% white hair. Target colour - 7.0. Colour used - 8.1. Developer 6% (20vol)

Issue: Colour result has unwanted warmth in base 7.

Solution: **INCLUDE** 20% Intensives 0.7 Blue Ash into the colour mixture.

