

b:RED

COLOUR HIGHLIGHTING



MORE THAN
90%
NATURALLY
DERIVED

INTENSE RED HIGHLIGHTS IN JUST 15 MINUTES
WITHOUT PRE-LIGHTENING

b:RED® SERIES

COLOUR HIGHLIGHTING

5 SHADES

KITOKO® b:RED® SERIES Off-Scalp Colour Highlighting

KITOKO® b:RED® Series is an off-scalp colour highlighting system that delivers intense red highlights on natural and coloured hair in just 15 minutes without pre-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.



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

KITOKO® b:RED® Series comprises 5 vibrant shades, designed for use with foil, cap or meche techniques:

SHADE SELECTION

| NATURAL DEPTH | b:RED® SHADE |
|---------------|-------------------------------------|
| 6 or darker | Red, Red Violet, Red Copper, Copper |
| 6 or lighter | Magenta |

! KITOKO® b:RED® Series is a very intense range of colours and should not be used on blonde or white hair as this may give unwanted results. Magenta is the exception, which must only be used on base 6 or lighter.

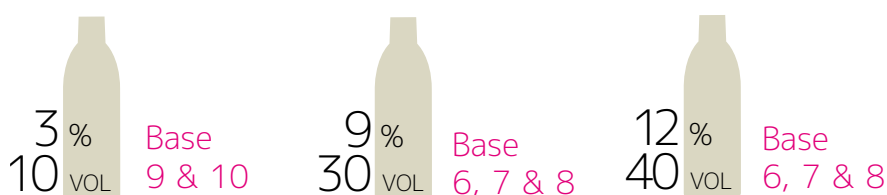
If this product is used on very dark, previously colour treated hair, the colour result will be less vibrant than on natural hair.

DEVELOPER SELECTION

ALL SHADES EXCEPT MAGENTA



MAGENTA



! Important: Please remember high %/volume strengths of developer will give more lift, but may reduce the intensity of the colour.

MIXING

Mix KITOKO® b:RED® Series in a non-metallic bowl or applicator with ASP® Crème Developer to the ratio of 1 part colour to 1 part developer (ALL shades). See table below for examples:



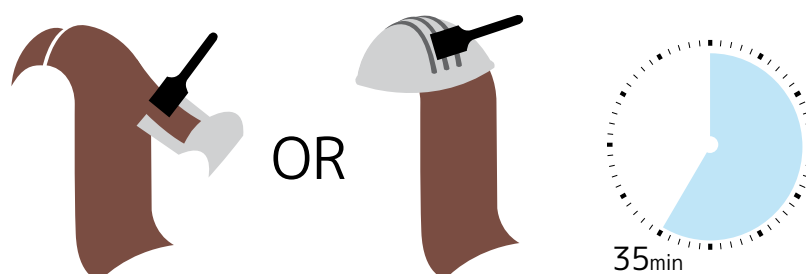
| KITOKO® Crème | Crème Developer 9% / 12% | Total Mix Quantities |
|----------------|--------------------------|----------------------|
| 10g / 0.35oz + | 10g / 0.35oz | 20g / 0.71oz |
| 20g / 0.71oz + | 20g / 0.71oz | 40g / 1.41oz |
| 30g / 1.06oz + | 30g / 1.06oz | 60g / 2.12oz |
| 40g / 1.41oz + | 40g / 1.41oz | 80g / 2.82oz |
| 50g / 1.76oz + | 50g / 1.76oz | 100g / 3.52oz |

APPLICATION & DEVELOPMENT

Apply the colour using your preferred method of off-scalp application - foil, cap or meche are ideal.

Without Heat

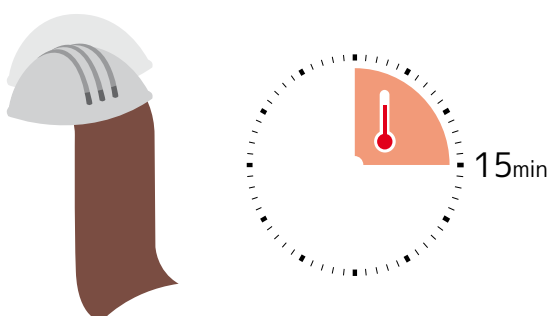
Total processing time: 35 minutes



With Heat (40 - 42°C / 104 - 108°F)

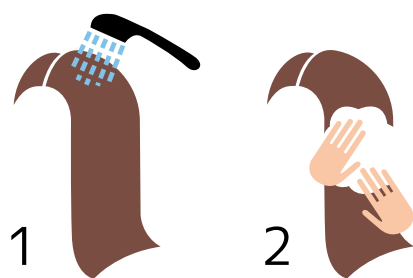
Make sure hair is covered.

Total processing time: 15 minutes



! Important: When using KITOKO® b:RED® Series on dark coloured hair the use of heat is recommended.

REMOVING THE COLOUR b:RED® Series



- 1 At the end of the processing time, rinse until the water runs clear.
- 2 Cleanse and condition with KITOKO® Colour Care Shampoo and Conditioner.