

ZenzTherapy®

C O P E N H A G E N

Alternative Color

O
ZERO
AMMONIA
RECORCINOL
PPD

TECHNICAL MANUAL



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INTRODUCTION

COLOURANTS TO REVOLUTIONISE TRADITIONAL HAIR COLOUR PRODUCTS

ZenzTherapy Alternative Color has been developed for the professional market, and is the result of years of experience from some of the world's top researchers. Against this background we have developed a high-tech colouring system that is markedly different from other systems on the market. The system has been developed in Denmark and produced by the Italian company G & P Cosmetics. G & P Cosmetics has a highly dynamic and technically talented team of colour specialists and others, all of whom have a clear mission to deliver effective and user-friendly hair colour products that specifically meet the needs and wishes of today's professional hair stylists and their customers.

ZenzTherapy Alternative Colors Alternative Color's main purpose is to focus on quality hair colour products that meet the latest international regulatory and safety standards.

ZenzTherapy Alternative Color differs from other products on the market, not simply in having a contemporary, high-quality colouring system, but also in having formulations developed with vision and foresight.

ZenzTherapy Alternative Color represents state-of-the-art technology that allows plenty of time to consider future legislation on formulations, resulting in hair colour products that offer a better guarantee and safety for the end consumer and hair stylist – and the research continues.

Hair colour of the future

These products have been created on the basis of specific requirements for a colour market that, quite rightly, demands up-to-date products. In recent years there have been massive changes in the way hair is coloured, and customers today have new habits, dictated by new needs.

Requirements demanded of hair colour products have thus changed in recent years, and so **ZenzTherapy Alternative Color** has developed and adapted to the new reality. Today's customers are better informed than previously, both in terms of safety and results. However, it is still the case that information regarding the contents of cosmetics and hair care products is often completely or partly wrong or absent. We therefore hope that this product guide will make things clearer to hair stylists using **ZenzTherapy Alternative Color**.

Evolution's way to improved safety

Right now hair colour formulations are undergoing massive changes. These changes are not just dictated by the needs of customers and the trends of the times; they are also a consequence of legislation aimed at improving safety for both the hair stylist and the customer.

Although the new regulations control and restrict pigments, there are still demands for a perfect result – in terms of shade, coverage, shine and how long the colour lasts. This has been a massive challenge for G & P Cosmetics Research and Icon HairSpa.

ZenzTherapy Alternative Color is an innovative hair colour system without ammonia, p-phenylenediamine (PPD) or resorcinol. This hair colour system enables salons to offer a gentler cosmetic hair colour with a reliable and lasting result. Absolutely the right colouring system for today's customer, who demands the latest new research and technological developments in this industry. A system that respects both the hair and the scalp.

Permanent hair colour without ammonia

This new formulation without ammonia, p-phenylenediamine (PPD) or resorcinol colours hair in a far less aggressive and modern way. The hair colour penetrates the structure of the hair without damaging it. It therefore works well on all hair types.

A cream-based hair colour that is very easy to mix and with a consistency that makes it easy to apply.

Large variation of colour pigments

Apart from the chemical effect on the hair, the shading of the colours is similarly innovative. Although the hair colour level gradually fades, highlights of the colour remain. With oxidation hair colourants containing ammonia, the highlights lose colour faster. This is why **ZenzTherapy Alternative Color** is a completely unique product for all hair types.

The difference between hair colour products with and without ammonia

Apart from the chemical effect on the hair, the shading of the colours is similarly innovative. Although the hair colour level gradually fades, highlights of the colour remain. With oxidation hair colourants containing ammonia, the highlights lose colour faster. This is why **ZenzTherapy Alternative Color** is a completely unique product for all hair types.

PHILOSOPHY

Zenz Therapy Alternative Color is based on the philosophy that what we leave out of our products is just as important as what we put in...

The result is that **Zenz Therapy Alternative Color** is an expression of a conscious choice in hair colouring.

A hair colour system that meets most people's expectations – without ammonia, resorcinol or PPD.

ADVANTAGES OF USING BOTANICAL INGREDIENTS IN HAIR COLOUR

NONI

The noni plant is a native of Australia, Malaysia, Polynesia and South America. People have been familiar with use of this plant since ancient times. People living in the southern Pacific Ocean regard the plant as the "mother of all plants". Over the past 2,000 years, the juice of this plant has been used as a drink, although it has also been used for medicinal purposes.

In **ZenzTherapy Alternative Color** we make use of the plant's unique properties: protein, moisture and its very high content of antioxidants.



The fruit of this plant, called the kura, resembles a large blackberry. It grows in soil with a high content of volcanic ash, on these exotic islands of the Pacific Ocean.

It is generally known that the juice and other by-products of the plant are especially good if they come from these fertile volcanic areas. Experts maintain that this plant is one of the greatest discoveries of recent decades with regard to cosmetics. Universities and laboratories throughout the world are studying the noni plant and its properties. It is generally known in the cosmetics world that the plant has a ***regenerative, moisturising and anti-oxidising effect.***

JOJOBA OLIE

The jojoba plant's unique protective and moisturising properties are also used in **ZenzTherapy Alternative Color**.

Jojoba oil is extracted from the kernel of the brown fruit of the jojoba plant. The plant itself is a bush with grey/green leaves that grows in deserts and semi-deserts in Argentina, Australia, Israel and other places.

Oil from the jojoba plant has proved to be *the vegetable oil that most closely matches the skin's own natural oils*. This means the oil has a protective and moisturising effect on both hair and scalp, and is therefore an important ingredient in **ZenzTherapy Alternative Color**.



COLOUR PIGMENTS

The hair colour formulation contains colour pigments developed in a high-tech process to ensure effective colouring. These pigments are carefully selected and individually combined to create intense, vibrant coverage in all colours.

The large number of individual pigments, which are carefully matched for every shade, also vary enormously in size. This variation in molecular size ensures minimal opening of the cuticle layer, and ensures that the colour pigments are placed deep in the cortex of the hair, with this continuing to the outermost cuticle layer. In this way we can guarantee a colour that is intense and lasts well.

WITHOUT AMMONIA, PPD OR RESORCINOL

Ammonia-free hair colour is what the market expects today.

Right from the start, **ZenzTherapy Alternative Color** has been at the forefront, technologically speaking, as its products contain the best and purest of all the ingredients available on the market today.

From a technological point of view, ammonia-free products are slightly different, but as with all oxidation products it is necessary to have a dialogue with the client / perform a little test on first-time users (please see the instructions under "General" on page 27).

NATURAL ESSENCES

ZenzTherapy Alternative Color contains natural essences:

- Tea Tree (Melaleuca Alternifolia)
- Rosemary (Rosmarinus Officinalis)
- Lavender (Lavandula Angustifolia)

These essences are a blend of essential oils. These ingredients have a calming and softening effect in the hair colour products, and also contribute to the product's creamy synergy effect.

The combination of these three essences is not just determined by their cosmetic properties and benefits, but also on the basis of their delicious fragrance, originating from the plants' oils.

COLOUR TREATMENTS WITH ZENZTHERAPY ALTERNATIVE COLOR

- Permanent and semi-permanent colouring in one and the same colouring system
- 80 intense shades that meet modern demands
- Emphasise or alter your hair shade
- Grey coverage
- Lighten up to 3½ tones with the Highlift range
- Lighten up to 2½ tones with the Fashion range

PROPERTIES OF ZENZTHERAPY ALTERNATIVE COLOR

- Creamy consistency
- Easy to mix and apply
- No unpleasant smell
- Easy to work with
- Creates intense, glossy colours that last
- Flexible and creative colouring system

ZENZTHERAPY ALTERNATIVE COLOR – COLOUR CODES

18 COLOUR FAMILIES
DIVIDED INTO
80 DIFFERENT SHADES

ZenzTherapy Alternative Color uses an international colour classification code.

By using two or three of these numbers it is possible to identify the hair colour level, as well as the predominant and secondary highlights.

HAIR COLOUR LEVEL

- Hair colour level (intensity, degree of dark or light colour)
- Highlight (the predominant nature of the colour)

The hair colour level ranges from 1 to 10, with the lower numbers representing the darker tones, and the higher numbers lighter tones.

COLOUR PIGMENTATION AND WHAT THE REFLEKS SHADE NUMBER MEANS

Refleks series **ZenzTherapy Alternative Color:**

.0	Neutral (basic colour)
.00	Intense Natural (basic colour for grey coverage)
.1	Ash (blue)
.11	Intense Ash (blue)
.13	Beige (blue and yellow)
.14	Brown (blue and copper)
.3	Golden (yellow)
.34	Golden/orange (yellow/orange)
.4	Copper (orange)
.43	Copper/Golden (orange/yellow)
.44	Intense Copper (orange)
.45	Copper/Red (orange/red)
.5	Red (red)
.75	Violet/Red
.6	Mahogany (red and blue)
.71	Violet (violet and blue)
.77	Intense Violet (violet)
.2	Pearl (violet, blue)

PASTEL TONES

Silver = blue (silver)

Irisé = red and yellow – NOTE Irisé contains numerous red pigments and therefore highlights pink...

Natural = neutral

Beige = violet and golden

Numrenes kombination viser farvens tonehøjde og refleks.

The combination of the numbers shows the hair colour level and highlights of the colourant.

E.g.:

7.43 (medium blond – copper/golden)

7 = medium blond (hair colour level)

4 = copper (primary highlight)

3 = golden (secondary highlight)

COLOUR CHART

ZenzTherapy Alternative chart is a fantastic tool to help the hair stylist and customer choose the right colour.

The sides of the colour chart can easily be removed so the stylist can more easily analyse the customer's hair, thus making the technical procedure easier.

BRIEF DESCRIPTION OF THE SHADES IN ZENZTHERAPY ALTERNATIVE COLOR

Natural (.0)	Basic colour that is built up of equal parts primary shades in relation to hair colour level. Ideal for those who prefer neutral/warm natural tones.
Intense Naturals	Basic colour that guarantees perfect grey coverage. Blend Intense Natural with the preferred highlight shade for grey coverage. These shades contain double the number of colour pigments for grey coverage and are generally cooler than 0 (Natural) shades.
Ask. (.1)	Primary blue pigments (in relation to hair colour level). Ideal for achieving cool shades, and for reducing unwanted warm highlights. Can also be used to neutralise the warm tones that occur when you lighten naturally dark hair. Up to 50% white/grey coverage.
Intense Ask (.11)	Double ash (blue) for subduing warm red/orange shades and softening underlying pigments.
Beige (.13)	Ash and golden in combination. Depending on the basic layer, these shades produce cool or warm shades.
Gylden (.3)	For achieving warm golden highlights.
Gylden Kobber (.34)	Discreet copper brown shades. Recommended for those who are looking for colours in levels 6-8.

Copper Golden (.43) Medium copper-brown shades in the middle of the scale (colour level 5-8)

Copper (.4) These colours have an orange highlight in the light tones, tending towards brown/orange in the middle of the scale.

Intense copper (.44) Warm copper shades with double copper effect. Beautiful and intense results can be achieved on hair colour level brown to light blond.

Copper Red (.45) These colours combine strong copper and vibrant red highlights.

Rød (.5) For strong and clear red highlights in the middle of the colour scale.

Violet (.71) For violet highlights in dark tones. For grey hair, mix it with $\frac{3}{4}$ basic colour e.g. $\frac{1}{4}$ 4.71 + $\frac{3}{4}$ 4.0.

Intense Violet (.77) Double violet pigment for subduing yellow pigments. Can also be used as a creative lavender shade on lighter hair.

SUPER HIGH LIFTS

11.1 – 11.11-11.2 - 11.0 Lighter colours to lift and soften the underlying pigment. Lifts up to $3\frac{1}{2}$ to 4 tones.

Booster Can help to lift the tone in a particular chosen shade by approximately $\frac{1}{2}$ tone.

ZENZTHERAPY ALTERNATIVE ACTIVATOR – DEVELOPER

A developer consisting of stabilised hydrogen peroxide with added ingredients to care for the hair and scalp. Does not contain perfume. Specially developed for ZenzTherapy Alternative Colors, in order to achieve optimal cosmetic results.

Technical properties

- Oxidation of the hair colour molecules
- Lightening of the hair's natural melanin
- Contains protective ingredients

Available in 4 concentrations: 10-20-30-40 volume – supplied in 1000 ml.

ZENZTHERAPY ALTERNATIVE COSMETIC (FIX) – DEVELOPER FOR SEMI-PERMANENT HAIR COLOUR

A developer that can convert hair colour from permanent to semi-permanent. Cosmetic Fix has a low pH value of 2 - and an oxidation capacity of (1.5%). When Cosmetic Fix is mixed in a 1:2 ratio with the hair colour, it does not alter the natural pigment of the hair but merely deposits pigment on the hair. Supplied in 1000 ml.

Technical properties

- Minimises the alkalinity of the hair colour cream
- Oxidation of the hair colour molecules
- Contains protective substances for maximum effect

ZENZTHERAPY ALTERNATIVE ACTIVATOR (3, 6, 9, 12%) AND COSMETIC (FIX)

Developer	Description and use	Lightening and developing time
Cosmetic fix	For colouring (semi-permanent hair colour). E.g. for touching up between 2 colouring sessions. Provides gloss and shine.	0 tones Up to 20 min.
10 vol. (3 %)	Indfarvning af mørkt hår og mørke toner.	0-1 tone 35 min.
20 vol. (6 %)	For colour and highlights, ideal for colouring grey hair.	1-2 toner 35 til 45 min.
30 vol. (9 %)	For lightening, colouring and highlights. May also be used on stubborn/unresponsive grey hair.	2-3 toner 45 min.
40 vol. 12 %	Maximum lightening on natural base. SS colours (lighteners) can lighten up to 4 tones.	3-4 toner 55-60 min.

MIXING RATIOS/DEVELOPING TIME FOR PERMANENT COLOURING

ZenzTherapy Alternative Color (Hair colour level 1 to 10) Mix in the ratio 1: 1.5.

E.g.: Mix 100 ml of **ZenzTherapy Alternative Color** with 150 ml of **ZenzTherapy Alternative Activator** 10, 20, 30, or 40 volume.

Developing time: From 35 to 55 min. (We do NOT recommend use of heat.)

NB!

Please note that the higher the activator/developer used, the longer the developing time will be...

SUPER HIGHLIFTS – LIGHTENERS

- 11.1** = Ask blond (blue)
 - 11.11** = Intensiv ask blond (intense blue)
 - 11.2** = Pearl blonde (Violet/blue)
 - 11.0** = Platin blonde (Neutral) "non dulling"
- Highlift colours provide maximum lift
 - Highlift colours do not provide grey coverage

Mixing ratio 1:2

E.g. one tube ZenzTherapy Alternative Color (100 ml) + (200 ml) ZenzTherapy Alternative Activator 40 vol - 12% or 30 vol (9%)

Developing time: from 50 to 60 min. (We do NOT recommend use of heat.)

Applying Highlift

Lightening is a specific colour treatment that demands extra care in the choice of shade and in application.

- Apply to dry, unwashed hair
- Divide the hair into 4 sections and apply to the two back sections first
- Further divide into thin sections (this results in a more neutral result)
- Avoid to draw the colour

To achieve the best lightening result, we recommend using 40 volume. On a lighter base, 30 volume may also be used. Remember to respect full developing time.

MIXING RATIOS WITH ZENZTHERAPY ALTERNATIVE COLOR

Colour series	Effekt	Mixing ratio	Activator	Developing time	Tone lift
Permanent colouring:	Colouring, highlights	1 : 1.5	10-20-30 40 vol.	35-60 min.	1- 3 tones
SS SuperHighlift	Maximum lightening, emphasising blonde shades	1 : 2	40 vol	Up to 60 min.	Up to 4 tones

ZENZTHERAPY ALTERNATIVE COLOR AS SEMI-PERMANENT COLOUR

All shades in ZenzTherapy Alternative Color – Natural and Refleks shades (except Super Highlifts) can be converted to semi-permanent colour using **Cosmetic Fix (1.5% developer)**. The properties of Cosmetic Fix reduce the alkalinity of the hair colour product, so that it has only a semi-permanent effect on the hair.

Technical properties

- Semi-permanent hair colour (shading of natural or coloured hair)
- Toning down 1 to 2 shades
- Approximately 50% coverage
- Partial camouflaging of grey hair
- Bring out or tone down shades – colour adjustments

Mix in the ratio 1:2

E.g. 25 ml of **ZenzTherapy Alternative Color** with 50 ml of **Cosmetic Fix (1.5%)**.

Developing time

Up to 20 min. (We do NOT recommend use of heat.)

COLOUR BATH “COLOUR TOUCH-UP”

Colour Bath is an extra option with **ZenzTherapy Alternative Color**.

Colour Bath gently touches up faded lengths and ends, which are often exposed to cosmetic treatments. Ideal for introducing an initial colour treatment.

Technical properties

- Colour touch-up – to bring out the tone and highlights
- Harmonise, with light coverage of grey hair
- Can be used on lightened hair to achieve pretty pastel tones

Examples of Colour Bath use:

- A) A customer having her hair coloured for the first time
- B) Colour touch-up between colour treatments
- C) Colour touch-up of roots. E.g. Apply the selected colour from the **ZenzTherapy Alternative Color** range to the roots – leave it to develop for 10 - 15 min.

Lengths and ends

Mix your preferred colour from the **ZenzTherapy Alternative Color** range in the following ratio 1:1:1.

E.g. 1 part colour + 1 part Cosmetic Fix (1.5%) + 1 part shampoo.

Then apply **Color Bath** to the lengths and ends and leave it to develop for between 3 to 20 min.

Advantages of the Color Bath technique

An alternative to semi-permanent colouring. With the **Color Bath** technique you can (depending on the choice of developer – 1.5% or 3%) dilute or intensify the colouring result.

Color BATH mixing ratio and developing time

ZenzTherapy Alternative Color service	Effect	Mixing ratio	Products	Developing time	Tone lift
Color Bath	Color Deposits colour on natural hair or damaged hair	1:1:1	Colour + Cosmetic Fix (1,5%) + Shampoo	3 – 20 min.	0

GREY COVERAGE WITH ZENZTHERAPY ALTERNATIVE COLOR

Using **ZenzTherapy Alternative Color** on grey hair. For grey coverage, the following rules apply:

Grey hair	ZenzTherapy Alternative Color INTENSE Natural series	Selected shade from the Refleks serie
25 %	1/4	3/4
50 %	1/2	1/2
75 – 100 %	3/4*	1/4

* Always use the mix for 70-100% grey hair when using violet (.71 or .77).

Selecting activator/developer

As a starting point we recommend using a 6% activator as a minimum for grey coverage.

Minimum developing time for grey coverage: 45 min. (without heat).

PRE-PIGMENTATION OF UNRESPONSIVE GREY HAIR

Pre-pigmentation can be used for unresponsive grey hair. This makes it possible to deposit an additional quantity of coloured pigments as a foundation, providing a more uniform and natural colour result.

Use:

Use a natural tone (.0) or golden (.3). Generally, for a clearer colour tone, you should keep to warm with warm, cool with cool.

Example: warm colour tone with warm colours
Preferred colour 6.43 – pre-pigment with 7.3

Example: cool with cool colour
Preferred colour 6.13 – pre-pigment with 7.0

However, it is still important to use the correct mixing ratio for colouring grey hair.

Mixing ratio for pre-pigmentation of GREY hair:

1 part ZenzTherapy Alternative Color + 2 parts Cosmetic Fix.

Developing time:

10 minutes without heat.

Then apply the selected colour with 20 vol, WITHOUT rinsing out the pre-pigmentation.

PRE-PIGMENTATION FROM LIGHT TO DARK (RE-PIGMENTATION)

Always use a golden and orange shade that is 1 tone lighter than the desired result.
Example: desired hair colour level is 5. Pre-pigment with 6.34 or 6.4 (if the hair is porous).
The basic rule is that the pigments that are missing from the hair must be added through a pre-pigmentation (yellow, orange and red).

Mixture:

1 part **ZenzTherapy Alternative Color** + 2 parts Cosmetic Fix.

Developing time: Approximately 20 min. (until the warm orange/golden pigments are clearly visible on the hair).

Then rinse out the pre-pigmentation and check that the hair has accepted the desired pigment.

If not – repeat the procedure.

Then apply the preferred colour using 3% developer and leave to develop for approximately 30-35 min.

ADDING BASIC COLOUR TO THE REFLEKS COLOURS

If you want to give a Refleks colour more depth, and perhaps make it last longer, you can mix X.00 basic colour in.
(X = Unknown factor)

Mixing ratio for Refleks colour:

E.g. 3 parts 6.13 + 1 part 6.00 = More depth, and longer lasting.
Thus 3 parts of the preferred Refleks colour, and 1 part “saturating” basic colour – and you can achieve a fantastic result.

First application to natural hair

Hair length up to 4 cm	Apply from root to tip and leave to develop according to the developer chosen.
Hair length up to 15 cm and longer	Apply the selected shade to both length and ends. Leave to take effect for 20 minutes. Then apply a fresh colour mix to the roots and leave that to develop for its full developing time.

For growing out

Roots, and LIGHT touching up of lengths and ends	Apply the selected shade to the section that is growing out and leave to take effect for approximately 20 minutes. Apply any excess product to the lengths and leave to take effect for 5-10 minutes.
Roots, and touching up of lengths and ends	Apply the selected shade to the roots. Perhaps use a semi-permanent treatment or Color BATH on lengths and ends. (Perhaps add extra indirect pre-pigmentation if the lengths and ends are porous)

SHAMPOO AFTER THE DEVELOPING TIME IS UP

1. Once the developing time is up, massage the colour for a few minutes - before adding water. If necessary, remove any excess colour from the forehead and ears using cotton wool and "Skin Stain Remover". It is important not to use water in this phase – IF water is applied before the colour has been properly massaged, then this will extend the shampoo and may result in staining.
2. After this rinse thoroughly until all traces of the product have been removed from the hair. Then continue the process with a special pH-balanced shampoo and conditioner.
3. After colouring it is important to bring cosmetic balance to the hair structure, consolidate the colour and remove all alkaline traces from the hair and scalp. It is important to massage the shampoo in gently. Massage gently through the length of the hair and finish off with the pH-balanced conditioner to close the hair structure perfectly.

Personal colours with ZenzTherapy Alternative Color - Clear

- **Clear** is an absolutely unique product without pigment.

An extremely versatile product that is indispensable in modern hair colouring techniques, and can be used to deal with many of the problems that may arise during hair colour treatments. When the product is used with the selected colour, it allows the tone to be graduated, and enhances the lightening effect of **ZenzTherapy Alternative Color**.

CLEAR

- For avoiding colour saturation through the length of the hair and at the ends
- Enhances lightening 1/2 tone in cosmetically coloured hair

ZenzTherapy Alternative Color – Clear can be blended with all **ZenzTherapy Alternative Color** shades to lift the colour an additional 1/2 tone. (Please note that **Clear** does not contain pigment and therefore also dilutes the chosen ordinary **ZenzTherapy Alternative Color**)...

The quantity of **Clear** varies from 1/4 **Clear** mixed with 3/4 **ZenzTherapy Alternative Color** up to 1/2 **Clear** mixed with 1/2 **ZenzTherapy Alternative Color**.

ZenzTherapy Alternative Color - Clear can also be used as insurance against condensed ends in porous hair.

**For “very” porous lengths and ends, use the following mix:
(to avoid colour saturation)**

Apply the colour to the roots (e.g. 7.13)

For the lengths and ends mix e.g. 1/2 of 7.13 with 1/2 of **Clear** with the same volume of **ZenzTherapy Alternative Color Cream Activator** that was used on the roots. Leave to develop for the rest of the developing time.

“Clear is not recommended if you want 100% grey coverage.”

PASTEL TONER - SEMI-PERMANENT COLOURING OF LIGHTENED OR BLEACHED HAIR

Pastel Toner

These shades have been specially designed for semi-permanent colouring of bleached or lightened hair – from hair colour level 9 and lighter.

ZenzTherapy Alternative Color - Pastel Toners have been designed to modify light hair colours. The toners have been formulated to work exclusively on bleached or lightened hair. It takes just 2-10 minutes to produce excellent results, with the possibility to repeat the treatment.

Please note the pigment composition in Pastel Toner before choosing your shade.

- **Silver** = blue (silver)
- **Irisé** = red and yellow. **NOTE** Irisé contains many red pigments and therefore highlights pink...
- **Natural** = neutral (equal parts primary pigments)
- **Beige** = blue and golden

Mix **Pastel Toners** 1:2 with **Cosmetic Fix (1,5 %)**.

Remember to keep an eye on the colour during the developing time.

HAIRCOLOR REMOVER (SOS)

Removes, or partially reduces, oxidation hair colourants without lifting the natural hair. Removes and changes the colour in just two simple steps, and if necessary, two treatments, one after the other.

This product does not contain ammonia.

Use:

- Mix in a non-metallic bowl equal parts of sos1 and sos2 (1:1)
- Apply the product evenly and liberally to dry, unwashed hair.
- Cover the hair with a plastic hood. Leave to take effect for up to 20 minutes. (We do NOT recommend use of heat.)
- Once the hair has achieved optimal colour removal – thoroughly rinse the product out of the hair.
- Then wash with SOS - GOMMA SHAMPOO (or any deep cleansing shampoo 4-5 washes). It is IMPORTANT to wash the hair thoroughly with this shampoo, so that ALL loose pigments are washed out of the hair.
- Allow the GOMMA SHAMPOO to take effect for 3 minutes.
- Remove excess water and apply Cosmetic Fix evenly to the hair. Leave it to take effect for 5 min.
- Then wash the hair again using a colour shampoo.
- Now continue with a colour treatment if appropriate. Choose a shade lighter than the desired hair colour level and use only the semi-permanent colour technique + corresponding developing times.

ZENZTHERAPY ALTERNATIVE HAIR BLEACH

Ammonia-free bleaching. Mix in a 1:2 ratio with developer strength 3% to 12%.
Lightens up to 7 tones.

(Never use more than 3% or 6% developer together with hair bleach on the scalp.)

It is always important to keep an eye on the bleaching process until you reach the desired result. **ZenzTherapy Alternative hair bleach** has a strong and fast lightening effect even with low levels of developer. Takes from 5 to 50 minutes, depending on the desired result.

ZENZTHERAPY ALTERNATIVE CREAM BLEACH

Ammonia-free bleaching. The creamy consistency is achieved by adding extra oil to the product.

Mix in a 1:2 ratio with developer strength 3% to 12%. Lightens up to 7 tones.

(Never use more than 3% or 6% developer together with hair bleach on the scalp.)

It is always important to keep an eye on the bleaching process until you reach the desired result. **ZenzTherapy Alternative hair bleach** has a strong and fast lightening effect even with low levels of developer. Takes from 5 to 50 minutes, depending on the desired result.

SOS SKIN SCREEN

Technical properties:

- A protective skin cream – use on the skin before beginning the colouring process
- Effective protection during colour treatment

Use:

- Before applying colour to the hair - smooth a thin layer of cream onto the skin along the hairline
- Avoid contact with the hair

Rinse away together with the hair colour or perming solution.

SOS SKIN STAIN REMOVER

Technical properties:

- Removes unwanted hair colour from the skin
- Effective and easy to use
- Kind to the skin

Use:

- Apply the product to damp cotton wool and then use to clean hair colour from the skin
- Remember to use water to wash/wipe the skin after using SOS Skin Stain Remover

GENERAL

Precautions before colouring:

We **always** recommend having a dialog with the potential hair colour customer – before performing the colouring. Ask whether the customer has currently got, or has ever had, a temporary henna tattoo, or has previously had any **allergic reaction associated with the use of hair colourants or cosmetic products**. If the customer answers yes, we recommend performing an allergy test before any further treatment at the salon.

Miscellaneous

We always recommend performing a colour test 24 hours prior to colouring (e.g. behind the ear or on the arm), in order to avoid any allergic reaction.