

FORMULATION

For first application a sensitivity test is recommended. Consult with client to determine desired result.

100% grey coverage will be achieved with the Natural Shades. Follow the guideline to achieve grey coverage with Fashion Shades.

PERCENTAGE OF GREY	FASHION SHADE		NATURAL SHADE	DEVELOPER
100%	30 ml (1 fl.oz)	+	30 ml (1 fl.oz)	60 ml (2 fl.oz)
60%	40 ml (1.4 fl.oz)	+	20 ml (0.7 fl.oz)	60 ml (2 fl.oz)
30%	45 ml (1.5 fl.oz)	+	15 ml (0.5 fl.oz)	60 ml (2 fl.oz)

To compensate for the loss of color character it is recommended to add mix colors (see Advanced Reference).

COLORING

TINTA COLOR	TINTA + DEVELOPER	DEVELOPER	LEVELS OF LIFT
COLORING PRE-LIGHTENED HAIR	1 + 1	3% - 10 VOL.	0 - 1
SAME LEVEL/ DARKER/LIGHTENING 1-2 LEVELS	1 + 1	6% - 20 VOL.	1 - 2
LIGHTENING	1 + 1	9% - 30 VOL.	2 - 3
1000 SERIES	1 + 1	9/12% - 30/40 VOL.	3 - 4
1500 SERIES	1 + 2	9/12% - 30/40 VOL.	4
2000	1 + 1 + BOOSTER	12% - 40 VOL.	4 - 5



FIRST COLORING

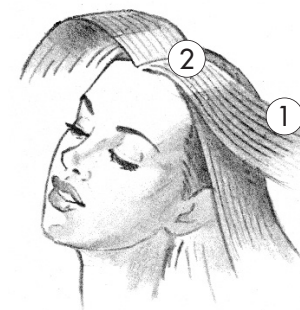
Apply to dry hair.

① Using a brush apply color evenly to lengths and ends, starting 1-2 cm (0.4 - 0.8 inch) from the scalp. Process for 10 min. (Process 1000 series, 1500 series and Tinta Color 2000 for 15 min.)

② Apply remaining color to base and process an additional 30 min. (Process 1000 series, 1500 series and Tinta Color 2000 an additional 35 min.)

Total processing time is 40 min. (Total processing time for 1000 shades, 1500 shades and Tinta Color 2000 is 50 min.)

① - 10 min.
② - 30 min.
total 40 min.



① - 15 min.
② - 35 min.
total 50 min.

REGROWTH COLORING

Apply to dry hair.

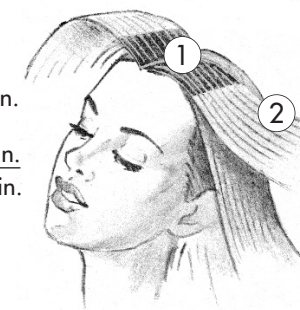
① Apply color to regrowth. Process for 20-25 min. (Process 1000 shades, 1500 shades and Tinta Color 2000 for 30-35 min.)

② Massage color through the ends and process an additional 5-10 min. Total processing time is 30 min.

(Total processing time for 1000 series, 1500 series and Tinta Color 2000 is 40 min.)

Tinta 1000 and 1500 shades are not suitable for use on bleached or color treated hair.

① - 20-25 min.
② - 5-10 min.
total 30 min.



① - 30-35 min.
② - 5-10 min.
total 40 min.

RINSE + AFTER COLOR TREATMENT

Add a little warm water and massage color with the fingertips from the scalp and hair. Rinse thoroughly. Shampoo and condition with Tinta After Color Shampoo and Tinta After Color Balsam (1000 ml).

TINTA COLOR SAVER

For extra care apply Tinta Color Saver and work through the hair. Do not rinse.

HOME MAINTENANCE

For home maintenance use: After Color Shampoo and After Color Balsam (250 ml).



Tinta After Color Shampoo



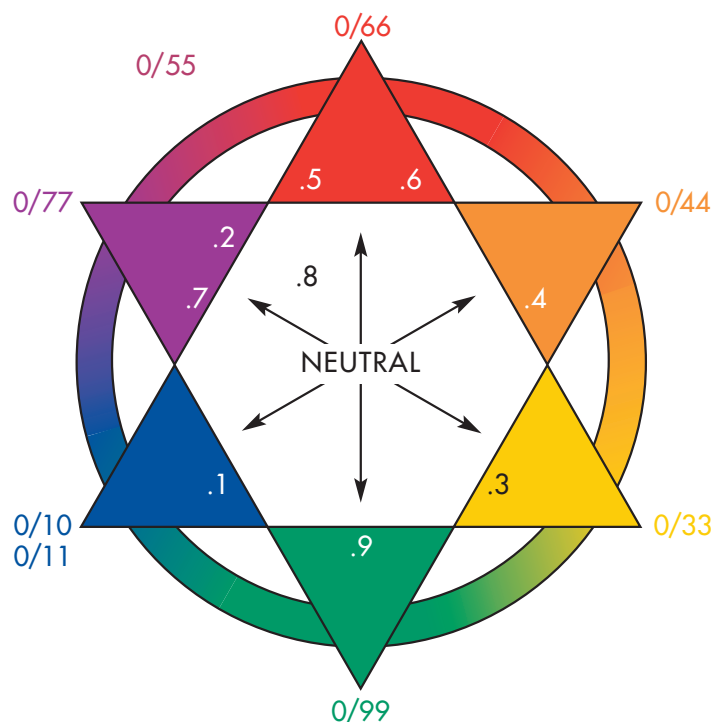
Tinta After Color Balsam

USE OF MIX COLORS

For an average result, depending on the color level, add Mix Colors following this guideline.

COLOR LEVEL	CM	(INCH)
1500	2	(0.8)
1000	3	(1.2)
10	3	(1.2)
9	5	(2)
8	6	(2.4)
7	8	(3.1)
6	9	(3.5)
5	11	(4.3)
4	13	(5.1)
3	15	(5.9)

Do not use 0/10 according to this schedule. Tinta Color 0/10 is for extreme blue results. Do not use mix color in combination with Tinta Color 2000.



Use Mix Color to accentuate or neutralize.

ACCENTUATE	COLOR CHARACTER	NEUTRALIZE
0/11	1 - Ash	0/44
$\frac{2}{3}$ 0/77 + $\frac{1}{3}$ 0/66	2 - Pearl	0/33
0/33	3 - Gold	0/77
0/44	4 - Copper	0/11
0/55	5 - Mahogany	$\frac{2}{3}$ 0/99 + $\frac{1}{3}$ 0/33
0/66	6 - Red	0/99
0/77	7 - Violet	0/33
$\frac{3}{4}$ 0/55 + $\frac{1}{4}$ 0/33	8 - Brown	$\frac{1}{2}$ 0/99 + $\frac{1}{2}$ 0/33
0/99	9 - Anti Red (Green)	0/66

Studio Tip: Target is 7.3 on 100% grey hair. Solution: 30 ml (1 fl.oz) Tinta Color 7.3 and 30 ml (1 fl.oz) Tinta Color 7 mixed with 60 ml (2 fl.oz) Tinta Cream Developer plus 8 cm (3.1 inch) Tinta Color 0/33.

Studio Tip: Target is 5.5 on 60% grey hair. Solution: 40 ml (1.4 fl.oz) Tinta Color 5.5 and 20 ml (0.7 fl.oz) Tinta Color 5 mixed with 60 ml (2 fl.oz) Tinta Cream Developer plus 11 cm (4.3 inch) Tinta Color 0/55.

TINTA PRE-PIGMENTATION

When darkening lightened hair more than 2 levels, it is necessary to repigment the hair. Tinta Pre-pigmentation can also be used on faded lengths and ends. Use Tinta Pre-pigmentation Fluid for direct application or use the desired mixture of Tinta Mix Color 0/66.

COLOR LEVEL	TINTA PRE-PIGMENTATION FLUID
9 - 8	dilute 1 part to 9 parts of water
7 - 6	dilute 1 part to 2 parts of water
5 - 1	undiluted



DO NOT RINSE. Color will be very intense!

TINTA COLOR 0/66	DESIRED COLOR LEVEL	MIXTURE
	10 =	1 cm (0.4 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	9 =	2 cm (0.8 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	8 =	3 cm (1.2 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	7 =	6 cm (2.4 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	6 =	12 cm (4.7 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	5 =	14 cm (5.5 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	4 =	15 cm (5.9 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	3 =	16 cm (6.3 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water
	1 =	20 cm (7.9 inch) Tinta Color 0/66 with 60 ml (2 fl.oz) water

DO NOT RINSE. Dry the hair.

Apply chosen shade mixed with 3% (10 vol.) Tinta Cream Developer and process as directed.

KEUNE RED BOOSTER

For more intense red shades use Keune Red Booster capsules. Add 1 or 2 capsules, depending on color level and desired intensity, when using any of the following shades: 7.66 - 6.6 - 6.64 - 6.67 - 5.6 - 5.67 and 4.6.

* Tinta Color 8.66 comes packaged with 2 capsules.

COLORING BLEACHED HAIR (PASTEL SHADES)

Mix 30 ml (1 fl.oz) color with 60 ml (2 fl.oz) of 3% (10 vol.) Tinta Cream Developer. Apply to base, lengths and ends. Process for a maximum of 20 min. depending on the desired intensity.



Choose from the following shades:
10.7 - 10.21 - 9.53 - 9.43 - 9.32 - 9.3 - 9.2 - 9.1

REMOVAL OF PERMANENT COLOR

To lighten permanent color, mix 1 scoop Cream Bleach or Magic Blonde with 25 ml (0.8 fl.oz) Keune Shampoo and 25 ml (0.8 fl.oz) of 9% (30 vol.) Tinta Cream Developer. Apply evenly with a color brush. Check the progress regularly.

Processing time is a maximum of 20 min. Can be applied to damp or dry hair.

