Pravana Chromasilk QuickStart Guide

What Is the PRAVANA ChromaSilk hair color system?

- 80 shades of colors that perform as permanent and no-lift demi-permanent color
- 8 Super Lights and a 000 Lightening Booster to expand the opportunities of blonding
- 9 VIVID and vibrant semi-permanent colors
- 5 Color Corrector and Additive shades.
- 5 Creme Developers ranging from Zero Lift to 40 Volume to provide a complete range of processing options.
- Pravana's exclusive Artificial Hair Color Extractor with no-bleaching agents that extracts only artificial hair color without affecting the natural base color of the hair

What Makes ChromaSilk Hair Color superior to any other hair color?

- Unmatched versatility
  ChromaSilk's low-ammonia formula allows users to mix the color with PRAVANA Zero Lift Creme Developer to create a demi-permanent, no-lift hair color from any of the 80 ChromaSilk Permanent Creme hair colors.
- Unbelievable performance
  Hydrolyzed silk amino acids act as "carrying agents" to help drive color deep into the hair fiber, providing unmatched coverage, color vibrancy and durability.
  Human hair keratin amino acids provide protection, strength and brilliant shine.
- Unparalleled Value
  90 ml tube Mixed 1: 1 ½, for just $3.99. Compare with a 60ml tube mixed 1:1 selling for $5.25, Pravana ChromaSilk offers 47% more product for 25% less!
  Couple this with the ability to stock just one color for both your demi and permanent hair color needs and there is no other logical hair color option!

How do I select and create the perfect ChromaSilk Formula?

There are two important aspects to successful formulating. One is to conduct a careful consultation with the client to determine the desired results and the other is to create the proper color formula to achieve those results.

The Consultation
• The consultation is the key to achieving magnificent hair color and insured client satisfaction. To assist you further, please refer to the Elements of Style consultation system available on Pravana's Evolution of Beauty DVD to quickly determine your client's fashion, lifestyle, and product and service preferences. Once you and your client agree on a style direction, you can begin the appropriate color formula and technique.

• First identify the natural level of your client's hair by separating the hair at the top of the head and holding it to the light. When the hair falls on top of each other the color will appear darker. By holding it to the light, it will give you the correct color level. By determining if the natural level is warm or cool, you can look to a ChromaSilk formula that will deposit or lift according to the natural level.

• If your client has previously colored hair, you will have to make a formula decision based on the existing color tone and condition to make corrective changes, and or consider any new haircutting options. Remember hair color does not lift hair color!

• Secondly, you will want to determine if your client is warm or cool in skin tone. A very easy way to do this is getting a gold and silver card to put up to your clients skin. Most people will wear gold or silver jewelry because of the affinity it has to complementing the skin tone. Also consider the client's eye color for tonal direction. By determining the full scope of percentages of cool v/s warmth in hair, skin and eye tone, it will fine-tune your color formula direction.

• Lastly, your formula and application work together and are critical for timely, efficient, beautiful color results. For example: If you are doing a virgin color application, you might consider using a higher developer with your color formula on the mid-shaft and a lower volume on the scalp and ends. This allows the color to develop all at the same time with beautiful results.

Creating Hair Color Formulas Using the ChromaSilk Level and Tonal Value Number System

• ChromaSilk is segmented into warm and cool color families and utilizes the International 10 level number system (refer to the chart below).

• The first number of the ChromaSilk Shade expresses the level of depth of color. When there is only a single digit in the shade number, it is a member of the natural family with neutral tonal base. The second and or third numbers express the tonal value of the particular shade.

• The first number after the point represents the primary base tone of the color. If there is a second number following the point, it represents a secondary base tone (accent tone).

• If there are two numbers after the point, the first number represents approximately 70% of the base tone of the overall color with the second number contributing approximately 30% of the accent tone.

• When there is a zero in the shade number it signifies a lighter accent in the specific tonal value of the shade.
**Cool Tones**

9.1 - Deposits to level 9. Very light ash blonde with a green base
6.11 - Deposits to level 6. Dark, very ash blonde with extra green base
5.31 - Deposits to level 5. Light golden ash brown with a gold/green base

**Warm Tones**

9.03 - Deposits to level 9. Extra light golden blonde with gold base
8.45 - Deposits to level 8. Light copper mahogany blonde with an orange/red/brown base
6.46 - Deposits to level 6. Copper red dark blonde with an orange/red base

**Super Lighteners 900 series**

900 - Deposits to level 9. Extra, extra light blonde
913 - Deposits to level 9. Extra light ash golden blonde with a green/gold base
000 - Super Lightening Re-enforcer - No tonal base.

When added to Super Lighteners, or any ChromaSilk formula, ChromaSilk OOO Super Lightening re-enforcer can help to lighten up to an additional 2 levels!

**Super Lighteners 900 Series - Maximum Lift With Toning**

For maximum lift with delicate toning quality, use the following 900 series Super Lightener /000 formula:

- 900 series color (3/4 oz.), with 000 (1/4 oz.) mixed with 2 parts (2 oz.) 30 or 40 vol. developer will deposit to level 10.
- 900 series color (1/2 oz.), with 000 (1/2 oz.) mixed with 2 parts (2 oz.) 30 or 40 vol. developer will deposit to level 11.
- 900 series color (1/4 oz.), with 000 (3/4 oz.) mixed with 2 parts (2 oz.) 30 or 40 vol. developer will deposit to level 12.
- 000 can be used alone mixed with 2 parts developer to create even greater lightening without toning. 000 alone lightens slightly more than traditional level 12 hair colors.

The amount of lift or lightening action is dependant upon the shade selected and the volume of the developer used. The ChromaSilk Processing Time Chart gives guidelines for the amount of lift you can expect using different shade levels and developers.

<table>
<thead>
<tr>
<th>LEVELS</th>
<th>COLOR FAMILIES</th>
<th>TONAL NUMBER</th>
<th>BASE TONES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Extra Light Blonde</td>
<td>Naturals</td>
<td>1</td>
<td>Blue</td>
</tr>
<tr>
<td>9 Very Light Blonde</td>
<td>Ash</td>
<td>2</td>
<td>Green</td>
</tr>
<tr>
<td>8 Light Blonde</td>
<td>Nacre (Pearl/ Beige)</td>
<td>3</td>
<td>Blue/Violet</td>
</tr>
<tr>
<td>7 Blonde</td>
<td>Golden</td>
<td>4</td>
<td>Gold</td>
</tr>
<tr>
<td>6 Dark Blonde</td>
<td>Copper</td>
<td>5</td>
<td>Orange</td>
</tr>
<tr>
<td>5 Light Brown</td>
<td>Mahogany</td>
<td>6</td>
<td>Violet/Red Brown</td>
</tr>
<tr>
<td>4 Brown</td>
<td>Red</td>
<td>7</td>
<td>Red</td>
</tr>
<tr>
<td>3 Dark Brown</td>
<td></td>
<td></td>
<td>Violet</td>
</tr>
</tbody>
</table>
Using the universal color wheel, you can see how to use the specific base tones of any given shade to neutralize or offset unwanted tonal characteristics. Colors opposite each other on the color wheel cancel or neutralize each other.

This chart is designed to demonstrate the purpose of the base tones of each ChromaSilk hair color family and to offer suggestions for specific use.

- Natural family (delicate cool blue base) cancels unwanted warmth (perfect for natural tones and Copper family (red base tones) great to fill for red and bronze tones
- gray coverage)
- Ash family (green base tones) cancels red undertones and leaves a natural looking tone
- Double Ash family (double green base tones) cancels red undertones but leaves ash reflections in the hair. (Not recommended for gray coverage)
- Beige family (blue/violet base tones) cancels brassy orange/yellow tones (Perfect for toning highlights and lifting natural brown hair)
- Fashion Brown family (cool golden base tones) leaves shining reflective golden tones without being brassy. Great for mixing with the natural family when working on gray hair.
- Mahogany family (intense violet red/brown base tones)
- Gold family (gold base) great to use with Naturals for gray coverage

- Bronze family (gold/orange base tones)
- Copper family (gold base) great to use with Naturals for gray coverage
- Red family (intense red base tones)

**How Do I Mix and Process ChromaSilk Creme Hair Color?**

- ChromaSilk Permanent Creme Hair Color comes in 90 ml tubes and are mixed at a 1 to 1 ½ ratio of creme color to developer (3 oz of color to 4 ½ oz of developer).
- For Super Lighte Blondes, use a 1 to 2 mixing ratio with 30 or 40 volume developers (1 tube of color to 6 oz of developer). Super Light Blondes are intended for use on virgin hair level 6 and higher.
- Select a shade and developer, taking into consideration the type of technique to be used and the desired final results. Mix appropriate quantities of color and developer in a non-metallic bowl.

- ChromaSilk Creme Hair Color is ideally suited for a bowl with brush application but can also be used in a bottle application.
- Use the ChromaSilk Processing Time Reference Chart below to guide you in your processing. Use this simply as a guide. Actual processing time may vary due to hair condition, texture and desired results.
- ChromaSilk Vivids semi-permanent colors are not to be mixed with any developer or peroxide. ChromaSilk Vivids are intended to be applied directly to the hair. ChromaSilk Vivids are great to create exciting, crazy color options when applied to pre-lightened hair.

**ChromaSilk Mixing and Processing Guide**

<table>
<thead>
<tr>
<th>Pravana Creme Developers</th>
<th>Levels of Lift</th>
<th>Processing Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero Lift</td>
<td>NONE</td>
<td>20-30 minutes</td>
</tr>
<tr>
<td>10 Volume</td>
<td>Minimal deposit only</td>
<td>30 minutes</td>
</tr>
<tr>
<td>20 Volume</td>
<td>1 level of lift - standard for gray coverage</td>
<td>35 minutes</td>
</tr>
<tr>
<td>30 Volume</td>
<td>2 levels of lift - for lighter brighter affects</td>
<td>40 minutes</td>
</tr>
<tr>
<td>40 Volume</td>
<td>3 levels of lift - for maximum lift</td>
<td>45 minutes</td>
</tr>
<tr>
<td>30 &amp; 40 + 000 Lightening Booster</td>
<td>4-5 levels of lift - for super lighteners</td>
<td>45 minutes</td>
</tr>
</tbody>
</table>

Lightening Booster OOO can also be added to any ChromaSilk Color formula to create lighter tones

**How Much Product Should I Use For Various Hair Lengths?**

<table>
<thead>
<tr>
<th>Hair Length</th>
<th>ChromaSilk Color</th>
<th>Crème Developer</th>
<th>Working Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHORT</td>
<td>½ tube / 1.5 oz / 45 ml</td>
<td>2.25 oz / 67.5 ml</td>
<td>3.75 oz / 112.5 ml</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>¾ tube / 2.25 oz / 67.5 ml</td>
<td>3.4 oz / 101.25 ml</td>
<td>5. 65 oz / 168.75 ml</td>
</tr>
<tr>
<td>LONG</td>
<td>1 tube / 3 oz / 90 ml</td>
<td>4.5 oz / 135 ml</td>
<td>7.5 oz / 225 ml</td>
</tr>
</tbody>
</table>

**How Do I Use ChromaSilk Color Correctors and Additives?**

There are three Ash color correctors and two color additives to use in the ChromaSilk collection. Add 1 inch to your color formula for correcting tonal value or to add tonal brightness.

- Green Corrector- To further aid in neutralizing red tones for levels 1-3
- Blue Corrector- Adds more depth to all tones 1-4
- Neutral Ash Corrector- Neutral ash. Neutralizes warmth for levels 7-10
- Red / Yellow Additives- For added warmth and brightness

**How Do I Get The Most From ChromaSilk VIVIDS?**
ChromaSilk VIVIDS are available in 9 exciting crazy tones: Silver, Yellow, Orange, Red, Pink, Magenta, Violet, Green and Blue.

To create radiant colors, it is necessary to pre-lighten the hair. Use Pravana Pure Light Powder Lightener for best results. Mix 1 scoop (1 oz or 30g) of powder with 3 oz (90ml) of 30 or 40 volume developer until the desired lightening stage is reached. The chart below will quickly help you to identify the correct level of lift to match each ChromaSilk VIVIDS shade.

**ChromaSilk VIVIDS are applied to dry hair, off the scalp and WITHOUT MIXING WITH PEROXIDE.**

- Violet - Magenta - Red - Orange - Lift to a level 7
- Yellow - Green - Lift to a level 9
- Blue - Silver - Pink - Lift to a level 10

**How To Make All Your Hair Color Services Risk Free:**

- Some products can irritate the skin - Do a 24 patch test of color mixed with developer and place a small amount on the inside of the elbow. If there is any irritation do not use.
- Use Plastic Gloves and non metallic bowls
- Do not use ChromaSilk on eyebrows or eyelashes. If contact does happen, rinse immediately with abundant water.

**Pravana Artificial Hair Color Extractor**

**Directions for Use**

**PROFESSIONAL USE ONLY**

- Extracts only artificial oxidation–type hair color without affecting natural hair pigmentation.
- Leaves hair conditioned and softly textured
- Easy to mix, apply and process
- Does not contain ammonia, bleach or formaldehyde

**WARNING:**

- Protect clothing as ARTIFICIAL HAIR COLOR EXTRACTOR may stain clothing.
- Never mix with hydrogen peroxide.
- If there is skin irritation or open sores or wounds, do not apply product.
Do not use ARTIFICIAL HAIR COLOR EXTRACTOR to remove metallic colors or henna, to do so may cause hair breakage. Will not remove semi-permanent non-oxidation hair colors such as Pravana’s ChromaSilk Vivids.

ARTIFICIAL HAIR COLOR EXTRACTOR should not be applied to hair that has been treated with a sodium hydroxide-based relaxer. However, the service can be given to hair treated with a thio-based relaxer. If uncertain as to the type of relaxer used, perform a strand test with the Artificial Hair Color Extractor to verify the integrity of the hair and positive compatibility with the formula.

Perform a strand test before applying to entire head. If the test is positive proceed with service.

Do not mix ARTIFICIAL HAIR COLOR EXTRACTOR in metallic containers, only plastic or glass.

Do not apply to eyebrows or eyelashes. To do so may cause eye irritation or even blindness.

If product gets into eyes, rinse with water and immediately seek medical attention.

Keep out of reach of children.

DIRECTIONS FOR COMPLETE ARTIFICIAL HAIR COLOR EXTRACTION:

Step 1 - Shampoo hair with SULFATE FREE CLARIFYING SHAMPOO, rinse and towel dry (Use Leave-in Hydrating Spray to detangle)

Step 2 - Mix equal parts of hair color extractor part 1 and part 2 of the Artificial Hair Color Extractor in a plastic or glass mixing bowl.

Step 3 - Apply immediately to hair using a bowl and brush application.

Step 4 - Once the hair is thoroughly saturated, place a plastic cap over hair and process for 20 minutes under a warm hood dryer. (This is the maximum processing time).

Step 5 - Shampoo 2 times from scalp to ends with Pravana Sulfate-Free Clarifying Shampoo. For the first shampoo, it is advisable to massage the product into a full lather and place a plastic cap over the hair for 2-3 minutes.

Rinse thoroughly for at least 3 minutes. Be sure to follow
with a thorough second shampooing and rinsing.

Important Note: It is vital to strictly follow these shampoo and rinsing instructions. If dye intermediates are not thoroughly shampooed and rinsed from the hair, they may air oxidize and the color may return.

To verify the dyes have been successfully extracted, rinse the hair with a 10-volume developer and allow to remain in the hair for 20 seconds. Rinse with water. If there are dyes still present in the hair, they will oxidize and become visible. If desired results are not achieved or the color is not completely extracted, repeat steps 1-5. The Artificial Hair Color Extraction service may be repeated several times to achieve desired results. Three applications are typically recommended to completely remove densely pigmented hair or hair that is very absorbent or commonly referred to as “porous” due to condition.

**Step 6** - After final shampoo and rinse, apply the appropriate Pravana **Conditioner**.

**Step 7** – Apply a color at least 2 levels lighter than your desired end result to ensure color does not go too dark.

Example: desired tone 6.3, Apply 8.3 with 10, 20 or 30 volume.

It is also possible to highlight the hair following the extraction service.