

GREY COVERAGE LIFTING
TIPS FOR LIGHTENING GREY HAIR
WITH DEPOSIT TONE

After choosing target shade & determining
to use or control underlying pigment
remember:

- To simultaneously color and decolorize hair with a percentage of grey up to 30%, use DESIRED LEVEL plus CONTROL TONE.
- For hair between 30% and 70% grey use the DESIRED LEVEL plus CONTROL TONE.
- For hair with more than 70% grey use ONE LEVEL DARKER than the target plus CONTROL TONE.
- 1" of 10A Booster can be added to your formula. (This will boost the lift on resistant grey)

If the target color is a warm or fashion tone, no control is necessary. The underlying pigment will contribute brightness and vibrancy to the final result. If a natural or cool tone is the desired color, simply use the appropriate counteracting color to control unwanted warmth. The result will be a more natural target color.

GREY COVERAGE DEPOSIT

% of Grey	Desired Fashion Shade	Developer	Add Base <small>Natural, Fund., Golds, Chocolate, Tobacco</small>
0-30%	75%-100% Desired Fashion Shade	10 or 15 Vol. 20 Vol. if the hair is coarse / resistant	0%-25% Control Tone or Base may be added
30%-100%	25%-75% Desired Fashion Shade	10 or 15 Vol. 20 Vol. if the hair is coarse / resistant	25%-100% <small>Natural, Fund., Golds, Chocolate, Tobacco or Control Tone</small>

- **PRORITUALS 10** - volume developer 1:1 will give 100% grey coverage to hair 30% grey or less with all tones. If no grey is present the result is slightly deeper with incredible shine. **Using 10 volume for grey coverage will minimize the amount of underlying pigment exposed minimizing “hot roots”.**
- **PRORITUALS 15** - volume developer (1 part 10v. 1 part 20v.) is suggested for successful grey coverage on **levels 8, 9, 10 and normal grey coverage.**
- **PRORITUALS 20** - volume developer 1:1 will give 100% grey coverage with all tones. **20 volume is suggested for coarse hair and resistant grey coverage.**
20 volume developer will give the best grey coverage option but will also expose more underlying pigment to final result. A control tone is suggested for salt and pepper hair.
- When coloring hair that **exceeds 50% grey** it is suggested that you include the **Natural** series for (Neutral and **Cool tones**) as a brown background, the **Fundamentals** series for (**warmer tones**) more soft natural results. **See chart**
- When covering **70%-100% grey**, it may be advantageous to drop **1 level** on your choice of color to compensate for the absence of underlying pigment or background color.
- For **resistant grey** add **1” ribbon of 10 BOOSTER (10 A)** to your formulation to increase color penetration.
- For **resistant grey** increase time to **45 min.**. Additional heat from hood dryer,lamps or steamer is optional (**cover hair with plastic cap, poke vent holes in cap when using heat source other than a steamer**)
- The **Natural “N”** series is a “True” Neutral. Our true Neutral “N” series gives better coverage without having to add warmth to your formula. ProRituals uses the highest grade dyes available. Each tube contains these dyes at the maximum concentration for each level. This will give the colorist endless creative options for mixing and adding depth and brown to all other colors.
- The **Fundamental** series gives a superb foundation for warmer tones and natural looking grey coverage. (**Fundamental series has a pure Brown Natural Gold base**)
- **Perfect Natural Grey Coverage option:** 75% “N” Natural Series plus 25% Fundamental series at same level with desired developer.
Example: 5N 75% plus level 5 Fundamentals 25% = developer
For a richer tone use 1 shade darker with the Fundamental choice. **Example: 5N 75% plus level 4 Fundamentals 25% = developer**

UNDERLYING PIGMENT	CONTROL TONE
Pale Yellow (10)	
Yellow (9)	
Gold Orange (8)	
Orange (7)	
Orange Red (6)	
Red (5)	
Red Violet (4)	
Violet (3)	
Violet Blue (2)	
Blue (1)	

FOUNDATION COLORS	
N DEEP COVERAGE	True Natural (N) <ul style="list-style-type: none">• Natural deep rich brown coverage (Most concentration of dye)• True neutral tone• Complete grey coverage• Maximum amount of dye at every level
S SOFT COVERAGE	Fundamentals Pure Brown Base (1-10) Brown Natural Gold <ul style="list-style-type: none">• Ideal for grey coverage with natural soft results• True neutral to warm balance (Brown Natural Gold)• Mix 25% with N series 75% for a perfect natural grey coverage option
D ADDED DIMENSION	Goldens Yellow Gold Base (D) <ul style="list-style-type: none">• Excellent grey coverage and as a grey coverage additive for increased dimension and undertone.• Excellent for low lighting and tint backs “tone shifts at level 7 and higher (yellow green)
CI COOL RED COVERAGE	Chocolate Warm Natural Base (CI) <ul style="list-style-type: none">• Rich chocolate brown• Excellent grey coverage when used alone.• Ideal base for grey coverage with cool reds.
T WARM RED COVERAGE	Tobacco Yellow Natural Base (T) <ul style="list-style-type: none">• Warmer browns• Excellent grey coverage when used alone.• Ideal base for grey coverage with warm reds.

PRORITUALS HAIR COLOR CREAM
ENRICHED WITH PRECIOUS ESSENTIAL OILS AND
MEDITERRANEAN WILD HERB EXTRACTS.

The interaction between precious herbs, essential oils of Mediterranean Macchia and innovative high quality pigments result in vibrant and rich colors, with 100% coverage on white hair. The gentle cream contains conditioning and lenitive components for superb shine and softness. The precise balance of the formulation ensures stabilized colors, less fading and continued brightness.

- THE SECRET: Extra rich color cream base
- The antiseptic, anti-inflammatory and antioxidant properties of Helichrysum, Rosemary Oil and Urtica Dioica (Nettle) protect hair during the color treatment.
 - Eucalyptus and Artemisia gives the hair a beautiful healthy and long lasting shine.
 - Conditioning and lenitive agents provide moisture and softness to the hair.
 - The gentle formula combined with selected pigments develops into intense, balanced and vibrant colors.

- High quality pigments (CHROMAPRISM TECHNOLOGY)
- The color pigments are so small they easily penetrate deeply into the hair fiber. Once the color pigment has penetrated they develop into large color pigments, which hold into the hair assuring optimum white coverage and long lasting color.

ProRituals Hair Color Cream is uniquely manufactured in a vacuum system resulting in a fine micro-emulsion cream that has not been exposed to the air and remains stable.

Our wild herb extract infused base contains high quality Wheat Protein, Keratin Protein, Soy Protein, and Aloe Vera Juice. This base is enriched with a revolutionary raw material that absorbs and destroys the ammonia smell.

ProRituals Hair Color Cream contains a double pigment system. This will give the colorist the maximum amount of available dye at every level in every tone without loosing calibration.

FEATURES & BENEFITS

- 3.38 fl. oz./100ml color cream shades.
- Single Line Concept Semi, Demi, and Permanent Hair Color options in one tube
- Five foundation base color choices for true red, copper and natural grey coverage results.
- Two Neutral series options
- True Neutral “N” Series. Maximum amount of dye load at every level for added depth & 100% grey coverage. Natural rich brown coverage, true natural tones.
- Fundamental series (Brown Natural Gold). For softer natural grey coverage and tonal blend. Simplified low-light and tint back formulation. Grey coverage with natural warm results.
- Low Ammonia with coverage and tonal series 1.0 % - 1.8% (High Lift and Super Lift have slightly Higher Alkali)
- Low to zero odor
- EXTREMELY SOFT TEXTURE.
- Color calibrated and tested on 70% (white hair) Salt and Pepper.
- Blended Tones and pure tone options.
- 10 Volume to 20 Volume Grey coverage options
- All tones provide unsurpassed grey coverage with excellent resistance to fading.
- Rich luminous long lasting colors.
- Mixing ratio is 1 : 1 (20-45 min.) High-Lift & Super Lift ratio is 2 : 1 (20- 45+ min.)
- International level system

WILD HERBS AND EXTRACTS



Helichrysum Italicum Extract
• Soothing properties
• Anti-inflammatory



Rosemary Leaf Oil
• Nourishes the scalp
• Normalizes natural oils



Urtica Dioica (Nettle) Extract
• Hair Conditioning
• Astringent




Eucalyptus Globulus Leaf Extract
• Cleansing & Conditioning
• Antibacterial properties



Artemisia Absinthium (Wormwood) Extract
• Anti-inflammatory
• Antipyretic cooling affect

Distributed by
Robanda International, Inc.
San Diego, CA, 92110, USA • **Obelis s.a.**, 1030 Brussels
P: (800) 783.9969 • F: (619) 276.7661
www.prorituals.com
Made in USA

 Robanda International is an environmentally conscious company. Never tested on animals.

PRORITUALS
by JINGLES®



COLOR CHART
Hair Color Cream
With Wild Herb Extracts

N	C	B	CI	T	D	S	RT	R	RI	RR	RS	RM	RV
NATURAL True Neutral	FUNDAMENTALS Brown Natural Gold	BEIGE Violet Base	CHOCOLATE Warm Natural Base	TOBACCO Yellow Natural Base	GOLDENS Yellow Gold Base	SUN Yellow Orange Base	TITAN Red Orange Base	COPPERS Red Orange Base	INTENSIVE COPPERS Orange Red Base	RED RED Red / Red Base	SCARLET RED Red / Red-Violet Base	RED MAHOAGANY Red Violet Base	VIOLET RED Violet Red Base
Platinum Blonde	Extra Light Blonde												10
Ultralight Blonde	Very Light Blonde	Very Light Beige Blonde			Ultralight Golden Blonde			Intensive Ultralight Copper Blonde					9
Light Blonde	Light Ash Blonde	Light Beige Blonde			Light Golden Blonde	Light Sun Blonde					Flame Red Scarlet		8
Medium Blonde	Medium Ash Blonde			Light Tobacco	Medium Golden Blonde	Medium Copper Blonde		Intense Fire Red					7
Dark Blonde	Dark Ash Blonde		Dark Chocolate Blonde	Medium Tobacco	Dark Golden Blonde	Dark Copper Blonde	Dark Titan Blonde		Intensive Dark Copper Blonde		Red Scarlet	Dark Mahogany Blonde	6
Light Chestnut	Light Ash Chestnut	Light Chocolate Brown	Light Chocolate Brown	Dark Tobacco	Light Golden Chestnut								5
Medium Chestnut	Medium Brown		Medium Chocolate Chestnut		Medium Golden Chestnut							Medium Mahogany Chestnut	4
Dark Chestnut	Dark Brown												3
	Darkest Brown												2
Black	Black												1
													Booster
													10A Booster

Mixing Ratio 1:1
High Lift & Super Lift 1:2

Create clearer blondes, brighter reds, and richer brown color on resistant hair.

Add 1 inch to equal parts to your formula. Add equal developer.

Do not mix with Super Lift series

ACCENTS / CORRECTORS
YELLOW
RED
GREEN
BLUE
5i

Yellow adds brightness to coppers without browning out. For earthy brown tones add to Fundamentals, Tobaccos and Gold series. Red adds brightness and an extra boost of red on all levels. Blue Neutralizes unwanted warmth on levels 3-6. Green neutralizes unwanted warmth on levels 1-3. 5i adds violet / red tones to formula and helps remove gold undertones when lifting to create true violet / red colors. Add 1 inch to 1/2 ounce to your formula. Add equal developer if using 1/2 ounce.

TONAL SERIES

FOUNDATION COLORS				WARM REDS			
N	True Natural (N)	Fundamentals Pure Red (1-10) Brown Natural Gold	Golds Yellow Gold Base (D)	Chocolate Warm Natural Base (C)	Tobacco Yellow Natural Base (T)	S	RT
	• True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Natural deep rich brown coverage • True neutral tone • Excellent for low lighting and tint backs • Maximum amount of dye at every level	• Fundamentals (Brown Natural Gold) (Levels 1-10) • True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Vibrant luscious burgundy results • Mix with N to control intensity • True neutral to warm balance (Brown Natural Gold)	• Double Yellow Base (Levels 4, 5, 6, 7, 8, 9) • Excellent grey coverage and as a grey coverage additive for increased dimension. • Excellent for low lighting and tint backs	• Warm Brown (Levels 4, 5, 6) • Rich chocolate brown • Excellent grey coverage when used alone • Ideal base for grey coverage with cool reds. • Excellent for low lighting & tint backs	• Yellow Natural Base (Levels 5, 6, 7) • Warmer browns • Excellent grey coverage when used alone • Ideal base for grey coverage with warm reds. • Excellent for low lighting and tint backs	<div> <div>Yellow Orange Base (Levels 6, 8)</div> <ul style="list-style-type: none"> • Excellent filler • Excellent low lighting and tint backs • Use as a glaze to brighten out highlights </div> <div> <div>Red Orange Base (Level 6)</div> <ul style="list-style-type: none"> • Vibrant copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • Excellent for low lighting and tint backs </div> <div> <div>Red Orange Base (Levels 6, 7)</div> <ul style="list-style-type: none"> • Deep copper colors, glowing warmed • Mix with Fundamentals series to control intensity, mix with N series to drab • Use with RT, T or Fund. for grey coverage </div> <div> <div>Orange Red Base (Levels 6, 9) Pure Tone</div> <ul style="list-style-type: none"> • Vivid copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • N series to drab • Use with RT, T or Fund. for grey coverage </div>	<div> <div>Blue / Blue Violet Base (Levels 5, 6, 7, 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted warm undertones • Grey coverage </div> <div> <div>Violet Base (Levels 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted gold tones • Excellent for low lighting • Darker shades of blue-violet can be made by mixing D series with the C series </div>
D	True Natural (N)	Fundamentals Pure Red (1-10) Brown Natural Gold	Golds Yellow Gold Base (D)	Chocolate Warm Natural Base (C)	Tobacco Yellow Natural Base (T)	RT	R
	• True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Natural deep rich brown coverage • True neutral tone • Excellent for low lighting and tint backs • Maximum amount of dye at every level	• Fundamentals (Brown Natural Gold) (Levels 1-10) • True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Vibrant luscious burgundy results • Mix with N to control intensity • True neutral to warm balance (Brown Natural Gold)	• Double Yellow Base (Levels 4, 5, 6, 7, 8, 9) • Excellent grey coverage and as a grey coverage additive for increased dimension. • Excellent for low lighting and tint backs	• Warm Brown (Levels 4, 5, 6) • Rich chocolate brown • Excellent grey coverage when used alone • Ideal base for grey coverage with cool reds. • Excellent for low lighting & tint backs	• Yellow Natural Base (Levels 5, 6, 7) • Warmer browns • Excellent grey coverage when used alone • Ideal base for grey coverage with warm reds. • Excellent for low lighting and tint backs	<div> <div>Yellow Orange Base (Levels 6, 8)</div> <ul style="list-style-type: none"> • Excellent filler • Excellent low lighting and tint backs • Use as a glaze to brighten out highlights </div> <div> <div>Red Orange Base (Level 6)</div> <ul style="list-style-type: none"> • Vibrant copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • Excellent for low lighting and tint backs </div> <div> <div>Red Orange Base (Levels 6, 7)</div> <ul style="list-style-type: none"> • Deep copper colors, glowing warmed • Mix with Fundamentals series to control intensity, mix with N series to drab • Use with RT, T or Fund. for grey coverage </div> <div> <div>Orange Red Base (Levels 6, 9) Pure Tone</div> <ul style="list-style-type: none"> • Vivid copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • N series to drab • Use with RT, T or Fund. for grey coverage </div>	<div> <div>Blue / Blue Violet Base (Levels 5, 6, 7, 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted warm undertones • Grey coverage </div> <div> <div>Violet Base (Levels 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted gold tones • Excellent for low lighting • Darker shades of blue-violet can be made by mixing D series with the C series </div>
CI	True Natural (N)	Fundamentals Pure Red (1-10) Brown Natural Gold	Golds Yellow Gold Base (D)	Chocolate Warm Natural Base (C)	Tobacco Yellow Natural Base (T)	R	RI
	• True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Natural deep rich brown coverage • True neutral tone • Excellent for low lighting and tint backs • Maximum amount of dye at every level	• Fundamentals (Brown Natural Gold) (Levels 1-10) • True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Vibrant luscious burgundy results • Mix with N to control intensity • True neutral to warm balance (Brown Natural Gold)	• Double Yellow Base (Levels 4, 5, 6, 7, 8, 9) • Excellent grey coverage and as a grey coverage additive for increased dimension. • Excellent for low lighting and tint backs	• Warm Brown (Levels 4, 5, 6) • Rich chocolate brown • Excellent grey coverage when used alone • Ideal base for grey coverage with cool reds. • Excellent for low lighting & tint backs	• Yellow Natural Base (Levels 5, 6, 7) • Warmer browns • Excellent grey coverage when used alone • Ideal base for grey coverage with warm reds. • Excellent for low lighting and tint backs	<div> <div>Yellow Orange Base (Levels 6, 8)</div> <ul style="list-style-type: none"> • Excellent filler • Excellent low lighting and tint backs • Use as a glaze to brighten out highlights </div> <div> <div>Red Orange Base (Level 6)</div> <ul style="list-style-type: none"> • Vibrant copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • Excellent for low lighting and tint backs </div> <div> <div>Red Orange Base (Levels 6, 7)</div> <ul style="list-style-type: none"> • Deep copper colors, glowing warmed • Mix with Fundamentals series to control intensity, mix with N series to drab • Use with RT, T or Fund. for grey coverage </div> <div> <div>Orange Red Base (Levels 6, 9) Pure Tone</div> <ul style="list-style-type: none"> • Vivid copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • N series to drab • Use with RT, T or Fund. for grey coverage </div>	<div> <div>Blue / Blue Violet Base (Levels 5, 6, 7, 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted warm undertones • Grey coverage </div> <div> <div>Violet Base (Levels 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted gold tones • Excellent for low lighting • Darker shades of blue-violet can be made by mixing D series with the C series </div>
T	True Natural (N)	Fundamentals Pure Red (1-10) Brown Natural Gold	Golds Yellow Gold Base (D)	Chocolate Warm Natural Base (C)	Tobacco Yellow Natural Base (T)	RI	RV
	• True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Natural deep rich brown coverage • True neutral tone • Excellent for low lighting and tint backs • Maximum amount of dye at every level	• Fundamentals (Brown Natural Gold) (Levels 1-10) • True Neutral (Levels 1, 3, 4, 5, 6, 7, 8, 9, 10) • Vibrant luscious burgundy results • Mix with N to control intensity • True neutral to warm balance (Brown Natural Gold)	• Double Yellow Base (Levels 4, 5, 6, 7, 8, 9) • Excellent grey coverage and as a grey coverage additive for increased dimension. • Excellent for low lighting and tint backs	• Warm Brown (Levels 4, 5, 6) • Rich chocolate brown • Excellent grey coverage when used alone • Ideal base for grey coverage with cool reds. • Excellent for low lighting & tint backs	• Yellow Natural Base (Levels 5, 6, 7) • Warmer browns • Excellent grey coverage when used alone • Ideal base for grey coverage with warm reds. • Excellent for low lighting and tint backs	<div> <div>Yellow Orange Base (Levels 6, 8)</div> <ul style="list-style-type: none"> • Excellent filler • Excellent low lighting and tint backs • Use as a glaze to brighten out highlights </div> <div> <div>Red Orange Base (Level 6)</div> <ul style="list-style-type: none"> • Vibrant copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • Excellent for low lighting and tint backs </div> <div> <div>Red Orange Base (Levels 6, 7)</div> <ul style="list-style-type: none"> • Deep copper colors, glowing warmed • Mix with Fundamentals series to control intensity, mix with N series to drab • Use with RT, T or Fund. for grey coverage </div> <div> <div>Orange Red Base (Levels 6, 9) Pure Tone</div> <ul style="list-style-type: none"> • Vivid copper color, vibrant orange-red hues • Use as a grey coverage base for bright coppers • N series to drab • Use with RT, T or Fund. for grey coverage </div>	<div> <div>Blue / Blue Violet Base (Levels 5, 6, 7, 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted warm undertones • Grey coverage </div> <div> <div>Violet Base (Levels 8, 9)</div> <ul style="list-style-type: none"> • Controls unwanted gold tones • Excellent for low lighting • Darker shades of blue-violet can be made by mixing D series with the C series </div>

COOL REDS

RM	Mahogany Red-Violet Base (RM)	Red-Violet Base (RV)	Scarlet Red Red / Red-Violet Base (RS)	Red Red Red / Red Base (RR)
	• Mahogany (Levels 4, 5, 6) • Vibrant luscious burgundy results • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Violet-Red Base (Levels 5, 6) • Intense lagoon red violet shades, coolest blue violet • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Red-Red-Violet Base (Levels 6, 8) Pure Tone • Vivid red red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage	• Red-Red Base (Level 7) Pure tone • Intense fiery red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage
RV	Mahogany Red-Violet Base (RM)	Red-Violet Base (RV)	Scarlet Red Red / Red-Violet Base (RS)	Red Red Red / Red Base (RR)
	• Mahogany (Levels 4, 5, 6) • Vibrant luscious burgundy results • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Violet-Red Base (Levels 5, 6) • Intense lagoon red violet shades, coolest blue violet • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Red-Red-Violet Base (Levels 6, 8) Pure Tone • Vivid red red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage	• Red-Red Base (Level 7) Pure tone • Intense fiery red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage
RS	Mahogany Red-Violet Base (RM)	Red-Violet Base (RV)	Scarlet Red Red / Red-Violet Base (RS)	Red Red Red / Red Base (RR)
	• Mahogany (Levels 4, 5, 6) • Vibrant luscious burgundy results • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Violet-Red Base (Levels 5, 6) • Intense lagoon red violet shades, coolest blue violet • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Red-Red-Violet Base (Levels 6, 8) Pure Tone • Vivid red red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage	• Red-Red Base (Level 7) Pure tone • Intense fiery red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage
RR	Mahogany Red-Violet Base (RM)	Red-Violet Base (RV)	Scarlet Red Red / Red-Violet Base (RS)	Red Red Red / Red Base (RR)
	• Mahogany (Levels 4, 5, 6) • Vibrant luscious burgundy results • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Violet-Red Base (Levels 5, 6) • Intense lagoon red violet shades, coolest blue violet • Mix with N to control intensity • Use CI or Fund. for grey coverage	• Red-Red-Violet Base (Levels 6, 8) Pure Tone • Vivid red red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage	• Red-Red Base (Level 7) Pure tone • Intense fiery red with bright red results • Mix with N to control intensity • Use CI, RT or Fund. for grey coverage

LIFTING COLORS

High Lift See above for base (9) (6S) (P.G.)	Super Lift Blue-Violet, Violet-Blue (CV) (P)
<ul style="list-style-type: none"> • Hi Lift Blonding (10S, 10SC, 10FG) • Excellent blonde when mixed with toner formula (see developer section) 	<ul style="list-style-type: none"> • Super Lift Series (12CV, 12P) are formulated to lift for 45-55 minutes, an additional 10 Minutes can be added for 1 part High Lift or Super Lift with 2 parts developer. • Super Lift Series can be used with 20 & 30 volumes when more control and refinement is needed. (Maximum lift will not be achieved with this option.)
To achieve maximum lift use 1:2 1 part High Lift or Super Lift with 2 parts developer. Up to 5 levels of lift with maximum tonal control. Blonde Formulas: This Essential Fatty Acid Blend will replace moisture that is taken from the hair during the lightening or highlighting process.	

For fine or fragile hair - 1 oz. ProRituals Spray Treat pH (4.3-4.8) may be added. This will reduce the alkali in formula making it less aggressive. When toning we recommend adding Spray Treat to your formula.

Always remember to use ProRituals Hair and Scalp Therapy Oil in your lighterener mixture. This will keep hair conditioned during the lightening process and restore depleted moisture.

THE BASICS

- Determine the natural level plus percentage of grey. Consider the effects of texture and porosity.
- Determine the desired level:
 - Darker or lighter
 - Grey coverage or blend grey
- Determine desired tone:
 - Cool, warm or neutral.
 - (The final result will be a combination of the artificial color and the natural underlying pigment of the hair)
- Determine the volume of developer.
 - (1 level of lift for every 10 volume developer used)
 - see developer section.
- The Color Ritual (See right)

CREAM DEVELOPERS

Hydrogen Peroxide	Level of Lift	Processing Time
5 Volume 15%	0-1 Levels	10-20 Minutes
10 Volume 3%	0-1 Levels	10-20 Minutes
20 Volume 6%	1-2 Levels	30 Minutes
30 Volume 9%	3 Levels	40 Minutes
40 Volume 12%	4+ Levels	50 Minutes

Multi-Use 5 Volume Developer

Demi-Permanent - Mix equal parts of 5 volume with ProRituals Hair Color Cream. (Placing client under medium heated dryer after application for first 10 minutes can increase grey coverage with Demi formulas)

Semi-Permanent - Mix 1 part 5 Volume with 1 part ProRituals Hair Color Cream and 1 part ProRituals Hydrate Conditioner

Toners - Mix 1 part 5 volume with 1 part ProRituals Hair Color Cream and 1 part ProRituals **Spray Treat**

Glazing / Staining / Refreshing - Mix 2 parts 5 volume with 1 part desired shade of ProRituals color cream.

Glossing and Volumizing - Mix 1 part 5 volume with 1 part ProRituals Hair Color Cream and 2 parts ProRituals **Spray Treat**.

Up to 1 oz. ProRituals **Spray Treat** (pH 4.3-4.8) may be added to color formula to reduce lift. This will reduce the alkali pH in color formula.

Adding ProRituals **Hair and Scalp Therapy** to your formula will help with color penetration and scalp and hairline protection. **1 teaspoon or 5 grams.**

SOFTEN-BREAK BASE

Breaking or Softening Base

Breaking or softening base will create a warmer / softer base color result. This is done by slightly lifting the drab to ashy base tone no more than one level. When applying a color to base, timing and developer choice is very important. Color should stay on no longer than 10 minutes to achieve a controlled result.

Softening base / Breaking base formulas:

Levels 6 and up will give the best results, level 5 can almost always get warm. The Beige series with its Violet base gives the perfect amount of control without over depositing on existing highlights. (8B, 9B)

The Ash tones (9C,10SC,10FG) can also be used, however they contain a higher amount of Blue pigment which could deposit on existing highlights.

Base Break Formula Suggestions			
Base Level	Subtle Results 10 Vol. Dev. (5-10 min.)	Less Subtle Results 10 or 20 Vol. Dev. (5-10 min.)	
Levels 1 - 4	Not Recommended	Not Recommended	
Levels 5 - 6	8N or 8C	9N or 9C	
Levels 7 - 9	9C or 9B	10SC or 10FG	

FILLERS / LOW-LIGHTS

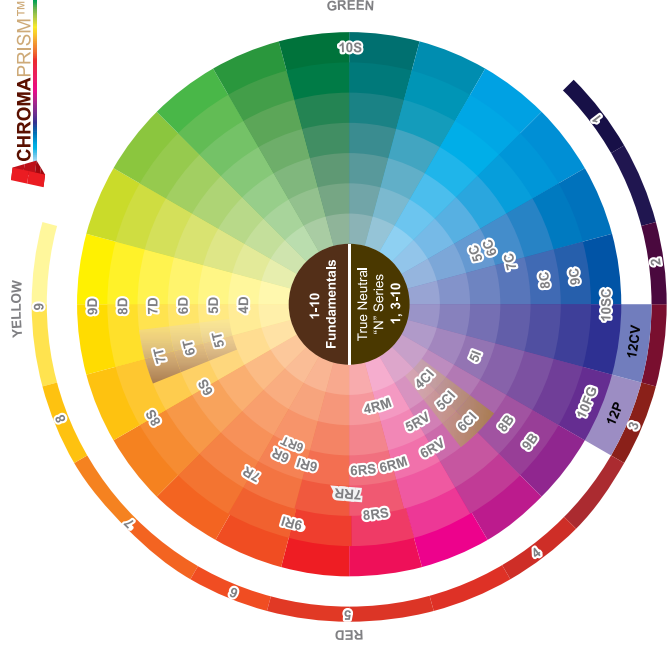
If not applying traditional color filler, a pea size or small ribbon of re-pigment tone can be added to your color formulation. (Remember a small amount of warmth goes a long way)

Grey hair qualifies as white hair or hair that may need added warmth. By adding a small amount of re-pigment tone (anchor or foundation) to your formula you will discover your colors will hold proper tone, richness and shine even on cooler tones. ProRituals "N" series does not require added warmth, as it is True Neutral.

Low-Lights

Fundamental series (Pure Brown Base), Chocolates (Warm Natural Base), and Tobacco (Yellow Natural Base). Can all be used to create perfect one step low-light results. 5 or 10 volume developer is suggested.

Desired Level	Re-Pigment Tone to Use
2-3	5C1 + Water
4-5	6RT + Water
6	6S + Water
7-8	8S + Water
9	9D + Water
Traditional Filler - Equal Parts Color and Water (10ml of each to start)	



THE BLONDING RITUAL BLUELIGHT LIGHTENING POWDER

ProRituals Professional Lightening Powder is an off the scalp, blue based, lightening powder with a pleasant apple scent. This dust free formula will give you 6 or more shades of lightening (with 40 volume developer). With a mix ratio of 2 to 1, this easy to mix and apply lighterener will give you the desired level of lift with less damage. Add 1 teaspoon or 5 grams ProRituals Hair and Scalp Therapy Oil to replace fatty acids, leaving hair in excellent condition.

The thick creamy consistency of ProRituals BlueLight Lightener will help ensure:

- Foils will not slip.
- BlueLight will not run with caps.
- Balayage is simple and easy with predictable results.

Mixing: We recommend mixing one level scoop with 2 oz. of your chosen ProRituals developer, 5, 10, 20, 30, 40 volume

FOR ON THE SCALP FORMULA: must add 1 teaspoon or 5 grams ProRituals Hair and Scalp Therapy Oil to each scoop of lighterener.

Timing: As with any powder lighterener, it is necessary to check every five minutes until desired amount of lift has been achieved. Heat will of course accelerate timing.

For fine or fragile hair - 1 oz. ProRituals Spray Treat pH (4.3-4.8) may be added. This will reduce the alkali in formula making it less aggressive. When toning we recommend adding Spray Treat to your formula.

Always remember to use ProRituals Hair and Scalp Therapy Oil in your lighterener mixture. This will keep hair conditioned during the lightening process and restore depleted moisture.