Dear Fellow Hair Color Artist,

With great pleasure and pride we are happy to share with you the CHI Ionic Shine Shades Liquid Hair Color. A new innovation and breakthrough technology that makes CHI Ionic Shine Shades most in demand by hair color artists worldwide. It is the first color liquid color system in the world that is ammonia free. Traces of inorganic ceramic are included to assure full oxidation of all dyes to achieve balance and shine. Silk, Olive Oil and Brazilian Nut Oil are added beneficial ingredients that help to retain moisture, smoothness and reconstruct the hair’s amino acids during processing time while Aloe Vera is known for its soothing properties.

CHI Shine Shades Liquid Hair Color is formulated, tested and approved by top chemists and worldwide renowned hair color artists. The CHI Ionic Shine Shades Liquid Hair Color System is a dream come true for hair color artists that demand new innovation for long lasting results.

For fashionable, healthy, smooth, soft and shiny hair use CHI Ionic Shine Shades Liquid Hair Color. Please read and follow our simple instructions to achieve the best results. Farouk Systems is proud to be a company of hair artists for hair artists, leading the world of American Beauty.

With Best Wishes,

Farouk Shami
Chairman, Founder and Hair Color Artist
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Introduction to CHI Ionic Shine Shades Liquid Hair Color

- Features and Benefits
- Key Ingredients
- What makes CHI Ionic Shine Shades Liquid Hair Color Unique?
- Tools for Success
CHI Ionic Shine Shades Liquid Hair Color is a versatile liquid color line that can be used as a stand-alone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color. Easy to mix and apply liquid formula features PDS coloring system that can be used for Permanent, Demi-Permanent and Semi-Permanent color formulations. CHI Ionic Shine Shades Liquid Hair Color offers the ability to deposit, lift, tone, correct, and refresh all color tones, perfect for maximizing color services in the salon.

**Features and Benefits**

- PDS Color system offers the ability to formulate color into permanent, demi-permanent and semi-permanent options.
- Offers the ability to deposit lift, tone, correct, and refresh all color tones, perfect for maximizing color services in the salon.
- May be used as a stand-alone coloring system or in conjunction with CHI Ionic Permanent Shine Cream Hair Color

**Key Ingredients**

- **Ceramic**
  - CHI Ceramic provides maximum color penetration inside the hair
  - Ceramic produces an ionic charge (+/-) that will anchor the dyes deep inside the hair
  - Adds radiance, shine and longevity to color
  - Complete oxidation of the dyes

- **Color Lock Complex**
  - 30% longer lasting color
  - Adds essential moisture to hair during color service

- **Silk & Oil**
  - Silk contains 17 of the 19 amino acids found in hair
  - Strengthens the hair
  - Silk holds up to three times its weight in moisture
  - Olive Oil and Brazilian Nut Oil adds moisture and improves color longevity
  - Adds incredible shine and reflection

- **Aloe**
  - Aloe is known for its soothing properties
  - Adds moisture and shine to hair
What makes CHI Ionic Shine Shades Liquid Hair Color unique?

Ammonia Free
Convenience
Performance
CHI Ceramic Color Technology
PDS Color System

Ammonia Free

CHI Ionic Shine Shades Liquid Hair Color has replaced hazardous ammonia with a mild, yet highly effective alkaline called MEA (Monoethanolamine). When ammonia is mixed with peroxide it creates an unstable gas which leads to an unstable pH level. When MEA is mixed with peroxide, it DOES NOT create any gases and the color maintains a consistent pH level.

Convenience

4 Easy Steps
Easy and logical steps to achieve your target color
• Step 1 - Determine the level you are starting from
• Step 2 - Determine the level you wish to achieve
• Step 3 - Determine the tone desired
• Step 4 - Determine the volume of developer needed

65 Shades
• 59 Color Shades
• 5 Additives - Intensify or neutralize tones
• Clear - For additional shine or to adjust tones for more transparency

Low Inventory
• Space saving for salons or booth renters
• Cost effective liquid color can be used for custom mixing and blending to keep inventory low
Performance

5-in-1 Liquid Hair Color Solution offers ease of application and mixing
• Permanent
• Demi-Permanent
• Semi-Permanent
• Toner
• Treatment

Perfect for maximizing color services in the salon
• 30 minutes or less processing time depending on color formulation

Standard Series
• Silver Series – For intense silver and platinum tones for use on levels 8 and up
• Blonde Series – For vivid blondes and endless toning options
• Red Series – For rich and radiant reds
• Brunette Series – For brilliant dimensional browns

Natural Gray Coverage Series
• Designed to provide natural gray coverage to hair that is more than 50% gray
• Natural color blending for hair that is less than 50% gray

Additives
• To intensify or neutralize tones

Clear
• For additional shine or to adjust tones for more transparency
CHI Ceramic Color Technology

Ceramic and Far Infrared will provide maximum color penetration inside of the hair
• Ionic Technology – Ionic Charge (+/-) will anchor the dyes inside of the hair
• CHI Ionic dyes deliver unbelievable radiance shine and longevity
• Liquid formula offers the same CHI Ionic Permanent Shine Cream Hair Color technology in liquid consistency.
• Versatile and easy to mix and combine with CHI Ionic Permanent Shine Cream Hair Color

PDS Color System

**Permanent**
*Permanent lasts until it is grown out*
Small molecules of pigment along with an oxidant help to penetrate the hair cuticle and deposit a permanent pigment. The reaction of the oxidation enables these color molecules to swell and expand, while ceramic ensures complete oxidation of all dyes. This makes it difficult for the molecules to be released and they become trapped within the hair cortex.

**Demi-Permanent**
*Demi-Permanent can last up to 25 shampoos or more*
The oxidation process enables the molecules of color to swell to different sizes while ceramic ensures complete oxidation of the dyes. This makes it easier for smaller molecules to escape the hair cuticle. Some larger size molecules remain trapped within the hair cortex and gradually diminish as hair is shampooed.

**Semi-Permanent**
*Semi-Permanent can last up to 12 shampoos or more (depending on the porosity of the hair)*
The oxidation process causes small color molecules to not swell very much making it easier for these to be released gradually every time the hair is shampooed. These molecules tend to stay within the outer edge of the hair cortex and only partially penetrate the hair shaft. Ceramic ensures complete oxidation of these dyes during processing.

**Toner**
This helps to balance color tones, replenish shine and can be used in Permanent, Demi-Permanent or Semi-Permanent formulations.

**Treatment Color**
Key ingredients and oils help keep the hair in optimal condition during and after hair color services. In demi-permanent and semi-permanent hair color formulations the clear additive or CHI Color Lock Treatment provides moisture replenishment and strengthening.

*Refer to Demi-Permanent and Semi-Permanent color formulations.*
Tools for Success

The CHI Ionic Shine Shades Wall Chart and Swatch Ring are useful and necessary visual marketing tools for colorist to use to create excitement and gain confidence with color clients.

Use these tools during client consultations to create custom formulations using the 4 Easy Steps for hair color formulation.

CHI Ionic Shine Shades Wall Chart

The CHI Ionic Shine Shade Wall Chart comes complete with level and tonal values of all 65 shades. This wall chart can be used as a quick and easy reference guide that is a perfect tool for your dispensary or color mixing area. This can help to determine formulating, mixing and timing.

CHI Ionic Shine Shades Swatch Ring

The CHI Ionic Shine Shades Swatch Ring has removable swatches and makes it easy to analyze the starting level, formulate target color and communicate with clients. The swatches are attached to a quick reference guide for formulating, mixing and timing.

- The swatch ring is easy to store and is a visual marketing tool for the salon.
- Each CHI Ionic Shine Shade is represented accurately with a swatch.
- Color swatches are represented on pigmented hair, not on white hair.
- Each Shade is color coded to represent the base color and tonal value of the shade.
Influencing Factors of Hair Color

- Hair Structure and Characteristics
- Porosity
- Texture
- Formation
- Length and Density
Hair Structure and Characteristics

Achieving a beautiful hair color is always influenced by many factors from the physical characteristics of the client’s hair to its natural color. Understanding the physical structure of the hair and the composition of natural hair color will always ensure the best results.

Hair color is always a combination of these 3 factors*:

1. Client’s Hair Color
   a. Natural
   b. Tinted
2. Hair Type
   a. Porosity
   b. Texture
   c. Formation
   d. Length
3. Target Color

*A thorough hair analysis of the above combination = END RESULT

Hair Structure

Each hair is formed with three layers - Imagine a pencil.

• Cuticle = Outer Layer = Like the point on the pencil
• Cortex = Inside of the cuticle = Like the wood of the pencil
• Medulla = Inside of the cortex = Like the lead of the pencil
Porosity is the hair’s ability to absorb and hold liquids and how much the cuticle resists penetration of a substance. Porosity indicates how many cuticle layers are around the cortex and how tight or loose they are overlapped. This will affect how hair color products will react on the hair. For effective color penetration on resistant/non-porous hair, use the maximum processing time and/or low heat. Gray hair is usually resistant and often requires maximum timing.

Different degrees of porosity can exist on the same head of hair due to different chemical services, ranging from non porous at the scalp area to very porous on the ends. This type of hair is called Multi Porous.

<table>
<thead>
<tr>
<th>Non Porous/Resistant</th>
<th>Normal Porosity</th>
<th>Porous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tight and compact cuticle layer. Appears and feels glossy and shiny</td>
<td>Cuticle layer is intact with little or no voids or damage. Appears normal</td>
<td>Has more open cuticle layers. Appears and feels dull and matte. Cuticle layer feels rough</td>
</tr>
<tr>
<td>In resistant hair, cuticle layer acts as a protective barrier to prevent the depletion of moisture, proteins and color from the hair</td>
<td>In normal porosity hair, the cuticle layer is ideal for color absorption</td>
<td>In porous hair, the individual layers of the cuticle become brittle, dry and can even separate from each other. This type of hair has lost some of its protective barrier</td>
</tr>
<tr>
<td>Non porous/resistant hair accepts color molecules with more difficulty and therefore has a tendency to resist the coloring process</td>
<td>Ideal for all types of color services</td>
<td>Porous hair is easier to lighten and often accepts hair color faster, especially cool tones. Porous hair can reject warm tones</td>
</tr>
<tr>
<td>Non porous/resistant hair holds color very well</td>
<td>Accepts color and holds it well</td>
<td>Porous hair has a tendency to fade faster, especially without proper home care. <em>(Spray CHI® Keratin Mist and leave in to equalize the porosity)</em></td>
</tr>
</tbody>
</table>
How to Test for Porosity

Select a small section of hair (test several areas of the hair for multiple porosity)

1. Hold the ends and slide your thumb and forefinger of the opposite hand along the hair shaft toward the scalp
2. The easier the hair back combs/friction/feels rough = the greater the porosity
3. Hair that does not back comb/no friction/glides = usually more resistant
4. Test porosity on wet and dry hair

How to Equalize Porosity

To equalize hair’s porosity, lightly mist the hair with CHI Keratin Mist and leave in.

Texture

Hair texture is determined by considering these factors:
• The diameter of an individual hair shaft
• Texture affects hair color because hair’s natural melanin pigment is distributed differently in different type of textures
• Different diameters also have different resistance to the hair color

Texture can be divided into three primary classifications:

<table>
<thead>
<tr>
<th>Fine Hair</th>
<th>Normal Hair</th>
<th>Coarse Hair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smaller in diameter</td>
<td>Medium in diameter</td>
<td>Larger in diameter</td>
</tr>
<tr>
<td>Lacks body</td>
<td>Bouncy with good body</td>
<td>Firm body</td>
</tr>
<tr>
<td>Strength and resistance for chemical services may vary</td>
<td>Ideal for all chemical services</td>
<td>Usually more resistant to chemical services</td>
</tr>
<tr>
<td>Color results may appear slightly darker than in coarse hair</td>
<td>Recommended processing times usually apply</td>
<td>Color results may appear slightly lighter than in fine hair. May require a longer processing time/low heat</td>
</tr>
</tbody>
</table>
Formation

What is formation?
Formation is the form of the hair. There are three categories:

Straight
• Provides maximum reflection of light due to the solid surface

Wavy
• Provides moderate amount of reflection
• May absorb more color than straight hair

Curly
• Provides the least amount of reflection
• Curly texture will always absorb more light
• Curly texture usually absorbs more color than straight hair
• Heat is usually not necessary to process the color
Length & Density

Length

Length: The actual length measurement of the hair shaft
- Long hair may show multiple porosity due to the elements
- In long hair, application procedure/timing may vary according to length
- All above are influencing factors on application procedure, time and results

Analyze the entire length of the hair, consider these 3 areas:

Roots:
- Hair that extends from the scalp to about ½ to 1 inches (1-2 cm) out

Midshaft:
- The area of the hair that begins from ½ to 1 inches (1-2 cm) away from the scalp area and extends through the hair shaft excluding the ends

Ends:
- The area from the mid shaft all the way to the tip of the hair

<table>
<thead>
<tr>
<th>Root</th>
<th>Midshaft</th>
<th>End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Softest cuticle</td>
<td>Hardest cuticle</td>
<td>Cuticle can be open</td>
</tr>
<tr>
<td>Moderate porosity</td>
<td>More resistant</td>
<td>More porous</td>
</tr>
<tr>
<td>Newly formed cuticle</td>
<td>Older keratinized cuticle</td>
<td>Oldest part of the hair</td>
</tr>
<tr>
<td>Natural and healthy state</td>
<td>(cells have had more time to flatten out and harden)</td>
<td>(more exposure to sun, styling etc.)</td>
</tr>
</tbody>
</table>

Density

Hair density is the amount of hair per square inch on the head. When performing a color service it is important to understand the density of the hair in order to understand how much color to mix. The thicker the hair is on the head the more color you need to mix to insure proper saturation during application. The thinner the hair the less color is needed.
CHAPTER 3

CHI Ionic Shine Shades Liquid Hair Color System

• Principles of the Color Wheel
• How to Determine the Natural Hair Color and Tone
• The Level System
A basic rule of hair color is that cool tones neutralize warm tones and warm tones neutralize cool tones. It is easy to identify the warm and cool colors if you understand the principles of color.

**The Principles of the Color Wheel**

**Opposite Colors**
Colors on the opposite sides of the color wheel will always neutralize/cancel out each other.

- Blue & Orange
- Red & Green
- Yellow (Gold) & Violet

**Adjacent Colors**
Colors next to each other on the color wheel will complement each other. Mixing two primaries together creates a secondary color also known as a complimentary color.

- Blue & Yellow = Green
- Blue & Red = Violet
- Red & Yellow = Orange
How to Determine Natural Hair Color

The first step to becoming an expert at hair coloring is to be able to recognize natural hair color level and tone. There are several variations in natural hair color, ranging from black, brown, red or blonde. Tinted or colored hair also has level and tone and should be taken into consideration when determining the level and tone.

Natural Hair Color

Natural hair color is made up of two types of melanin in the cortex called Eumelanin and Pheomelanin. The concentration and mix of Eumelanin or Phenomelanin in the hair determines the tonal variations that we see in black, brown, red or blonde. Generally if more Eumelanin is present the color of the hair is darker; if less eumelanin is present, the hair is lighter. Levels of melanin can vary over time causing a person’s hair color to change, and it is possible to have hair follicles of more than one color on the same person.

- **Eumelanin** - black and brown pigments in the cortex that give the appearance of black or brown hair.

- **Pheomelanin** - blonde or red pigments that give the appearance of blonde or red hair.

Natural hair color can contain both Eumelanin and Phenomelanin and is commonly known as **Mixed Melanin**.

Gray or white hair is due to a lack of pigmentation and melanin. “Salt and Pepper” is a common term used to describe gray mixed with dark hair. The clear hairs appear as gray or white because of the way light is reflected from the hairs. Gray hair color typically occurs naturally as people age. For some people this can happen at a very young age (for example, at the age of 10). The same is true for children with white hair caused by Albinism, which is the absence of pigment in the hair.
The Level System

How to understand the hair color level system

LEVEL: Indicates the lightness or darkness of the hair and the amount of pigments inside the hair.

CHI Ionic Color Levels are simple and easy to understand. It follows a level system of 1 through 11:

- 1-Black is the darkest color level
- 11-Extra Light Blonde is the lightest color level
- Level is also referred as depth or lightness
- Darker hair contains more pigment
- Lighter hair contains less pigment

CHI Ionic Color Systems Levels

Each of the eleven levels of color is appropriately numbered to indicate a specific degree of lightness or darkness.

<table>
<thead>
<tr>
<th>NATURAL COLOR LEVEL NUMBER</th>
<th>DESCRIPTION OF NATURAL COLOR LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>EXTRA LIGHT BLONDE</td>
</tr>
<tr>
<td>10</td>
<td>EXTRA LIGHT BLONDE</td>
</tr>
<tr>
<td>9</td>
<td>LIGHT BLONDE</td>
</tr>
<tr>
<td>8</td>
<td>MEDIUM BLONDE</td>
</tr>
<tr>
<td>7</td>
<td>DARK BLONDE</td>
</tr>
<tr>
<td>6</td>
<td>LIGHT BROWN</td>
</tr>
<tr>
<td>5</td>
<td>MEDIUM BROWN</td>
</tr>
<tr>
<td>4</td>
<td>DARK BROWN</td>
</tr>
<tr>
<td>3</td>
<td>DARKEST BLACK</td>
</tr>
<tr>
<td>2</td>
<td>NATURAL BLACK</td>
</tr>
<tr>
<td>1</td>
<td>BLACK</td>
</tr>
</tbody>
</table>
Underlying pigment or tone is the degree of warmth that is exposed during color or lightening services. Usually when you lighten hair, the darker the natural color level the more intense the exposed underlying pigment. An expert colorist always takes this into consideration when choosing a color formulation. Mixing hair color from a tube or bottle modifies the underlying pigment to create a new color. By using the law of color you can neutralize or enhance the underlying pigment.

### CHI Ionic Shine Shades Liquid Hair Color Underlying Pigment Chart

<table>
<thead>
<tr>
<th>Natural Color Level Number</th>
<th>Description of Natural Color Level</th>
<th>Exposed Underlying Pigmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Extra Light Blonde Plus</td>
<td>Pale Yellow</td>
</tr>
<tr>
<td>10</td>
<td>Extra Light Blonde</td>
<td>Pale Yellow</td>
</tr>
<tr>
<td>9</td>
<td>Light Blonde</td>
<td>Yellow</td>
</tr>
<tr>
<td>8</td>
<td>Medium Blonde</td>
<td>Gold</td>
</tr>
<tr>
<td>7</td>
<td>Dark Blonde</td>
<td>Light Orange</td>
</tr>
<tr>
<td>6</td>
<td>Light Blonde</td>
<td>Dark Orange</td>
</tr>
<tr>
<td>5</td>
<td>Medium Brown</td>
<td>Red Orange</td>
</tr>
<tr>
<td>4</td>
<td>Dark Brown</td>
<td>Red</td>
</tr>
<tr>
<td>3</td>
<td>Darkest Brown</td>
<td>Red Brown</td>
</tr>
<tr>
<td>2</td>
<td>Natural Black</td>
<td>Dark Red Brown</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
<td>Dark Red Brown</td>
</tr>
</tbody>
</table>
CHAPTER 4

Formulating Using CHI Ionic Shine Shades Liquid Hair Color

• How to Formulate with CHI Ionic Shine Shades Liquid Hair Color
• CHI Ionic Shine Shades Liquid Hair Color Series and Tonal Values
• Formulating Using the 4 Easy Steps
CHAPTER 4

How to Formulate Using CHI Ionic Shine Shades Liquid Hair Color

There is no guesswork with complicated formulations because the formula are pre-mixed tones for you. Formulating is just following the Four Easy Steps. These steps are logical, step-by-step sequences, which will guide you to achieve your target color with precise accuracy and predictability.

• **Target color:** The desired level and tone you wish to achieve when coloring the hair.
• **Level:** Indicates the lightness or darkness of the hair and the amount of pigments inside the hair.
• **Tone:** Indicates the amount of warmth or coolness inside of the hair shaft
  - **Warm tones** are: Red, Orange and Yellow
  - **Cool tones** are: Blue, Green and Violet
• **Tonal Series:** A group of similar tones varying in levels from dark to light
  - Tones on the same level may appear lighter or darker depending on how much light they reflect.
  - The warmer the color, the more light it reflects and the lighter it appears.
  - The cooler the color, the less light it reflects and the darker it appears.

Using swatches from the CHI Ionic Shine Shades Wall Chart or Swatch Ring

**Step 1:** Determine the Natural Level You Are Starting From  
**Step 2:** Determine the Level You Wish to Achieve  
**Step 3:** Determine the Tone Desired  
**Step 4:** Determine the Volume of Developer Needed

**Use CHI Ionic Shine Shades Color Level Chart and Swatches for Step 1 & 2**

CHI Ionic Color levels are simple and easy to understand. It follows a level system of 1 through 11.

• 1-Black is the darkest color level  
• 11-Extra Light Blonde is the lightest color level  
• Level is also referred as depth or lightness
  - Darker hair contains more pigment  
  - Lighter hair contains less pigment  
• Each of the eleven levels of color is appropriately numbered to indicate a specific degree of lightness or darkness
Color Series and Tonal Values

The CHI Ionic Shine Shades liquid color features a tonal category system that is a logical tool which acts as a guide to selecting a color.

- Each CHI Ionic Shine Shades is categorized according to level and tonal value
- CHI Ionic Shine Shades is an 11 level system
  - Level 1 being the darkest
  - Level 11 being the lightest shade
- Each CHI Ionic Shine Shade Color is color coded to represent the base color and tonal value of the shade

Standard Series

In the Tonal Series groups, similar tones may vary in levels from light to dark. Tones on the same level may appear lighter or darker depending on how much light they reflect:

- The warmer the color, the more light it reflects and the lighter the color appears
- The cooler the color, the more light it absorbs and the color appears darker

Silver

- For best results use on pre-lighten hair with CHI Blondest Blonde to a level 8-10 depending on the desired shade result you want to achieve.

Example:

- To achieve a 9S tone mix 9S with 10v and apply over pre-lightened hair. This formulation can be used for Permanent, Demi-Permanent or Semi-Permanent color formulations.
- For additional silver tones to neutralize underlying pigment or add depth, add a drop or two of 1N to this formulation to enhance the silver shades.
The Natural Gray Coverage Series is designed to provide natural gray coverage to hair that is more than 50% gray. For less than 50% gray hair, use Standard Series colors.

<table>
<thead>
<tr>
<th>Percentage of Gray</th>
<th>Color Series Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-50%</td>
<td>Standard Series</td>
</tr>
<tr>
<td>50-100%</td>
<td>Natural Gray Coverage</td>
</tr>
</tbody>
</table>
CHI Color Additives

To intensify, neutralize and to adjust CHI Ionic Shine Shades Liquid Hair Color formulas.

<table>
<thead>
<tr>
<th>Color Additives</th>
<th>Recommended Levels</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beige Ash</td>
<td>For Lighter levels 6-10 (Blondes)</td>
<td>To increase Ash/Beige tones To reduce Gold and Brassiness in blonde tones</td>
</tr>
<tr>
<td>Gold Orange Red</td>
<td>For Medium levels 4-8</td>
<td>To intensify Red, Copper and Gold tones To neutralize cool tones When tinting back</td>
</tr>
</tbody>
</table>

For maximum tone deposit: Up to 1-2 caps full of additive per ounce of color

Clear

Clear additive is an unpigmented shade that creates an unlimited range of results. Clear can be added to any of the CHI Ionic Shine Shades Liquid Hair Color or CHI Ionic Permanent Shine Cream Hair Color to dilute color intensity or add additional shine. This product has to be mixed with equal parts of CHI Color Generator for permanent results.

When mixed in equal parts with CHI Ionic Shine Shades Liquid Hair Color and formulated with less CHI Color Generator, the color combination will reduce the strength of the CHI Generator for Demi-Permanent color results and produce a transparent tone.

When using clear in a Semi-Permanent color formulation mix equal parts with CHI Color Generator.

<table>
<thead>
<tr>
<th>Clear Additive Formula</th>
<th>Recommended Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 part Clear 1 part Color 2 part CHI Color Generator</td>
<td>Permanent Additional shine Dilute intensity of tone</td>
</tr>
<tr>
<td>1 part Clear 1 part Color 1 part CHI Color Generator</td>
<td>Demi-Permanent Additional shine Dilute intensity of tone</td>
</tr>
<tr>
<td>1 part Clear 1 part Color Lock Treatment 1 part CHI Color Generator</td>
<td>Semi-Permanent Toning Additional Shine Diluting tone</td>
</tr>
<tr>
<td>1 part Clear 1 part CHI Color Generator</td>
<td>Additional Shine Clear Gloss</td>
</tr>
</tbody>
</table>
The colors in CHI Ionic Shine Shades Liquid Hair Color can be easily identified by the numbers for level and letters for tone.

The number indicates the level:
• The 1st letter identifies the primary tone
• The 2nd letter indicates the secondary tone

STANDARD SERIES
Example:
5CG = Light Copper Golden Brown

The descriptive name of the color is also helpful in describing their depth and tone to your clients.

<table>
<thead>
<tr>
<th>5</th>
<th>C</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEVEL=MEDIUM BROWN</td>
<td>PRIMARY TONE=COPPER</td>
<td>SECONDARY TONE=GOLD</td>
</tr>
</tbody>
</table>

NATURAL GRAY COVERAGE SERIES
Example:
50-4W = Natural Gray Coverage Dark Brown Warm

The colors in the Natural Gray Coverage Series can be easily identified by the number and letter

• The number “50” identifies that the series is formulated for hair over 50% gray.
• The next number after “50-4W” identifies the level. (Example: level 4)
• The letter identifies the tone. Example - “50-4W” (example: tone is Warm)

<table>
<thead>
<tr>
<th>50-</th>
<th>4</th>
<th>W</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESIGNED FOR OVER 50% GRAY HAIR</td>
<td>LEVEL=DARK BROWN</td>
<td>THE TONE=WARM</td>
</tr>
</tbody>
</table>
Formulating using the 4 Easy Steps

The Four Easy Steps are the foundation and most important steps to ensuring that you achieve your target color. These steps are applied with every single color application with CHI Ionic Shine Shades Liquid Hair Color from virgin, re-touch, and toning or glaze service.

Step 1

Determine the Natural Level You Are Starting From

• Determine the percentage of gray

Determining your starting point is the foundation to effectively selecting your color. This means accurately analyzing and identifying the natural level of the client’s hair. The CHI Ionic Shine Shades Swatch Ring offers a simple way to determine the natural level of your client’s hair.

Determining the Natural Level

• Take a clean, dry section of hair and hold it so it lifts away slightly from the scalp.
• Choose one of the swatches numbered 1 through 11 and place it so it matches the growth direction of the section.
• Once you have found a match, you’ve identified the client’s natural level.
• Always check in several areas: crown, nape and hair line, to get a true reading of the natural level.

Note:
If the client’s natural level falls between two CHI Ionic Shine Shades Liquid Hair Color levels choose the following for your formulation:

• Darker level if lifting
• Lighter level if depositing
CHAPTER 4

Step 2

Determine the Level You Wish to Achieve
• Same Level
• Lighter or Darker
• Covering or blending gray

The purpose of a professional consultation is to identify and understand clients’ expectations of the coloring service. When deciding on levels, these are the 4 types of color results that can be achieved with CHI Ionic Shine Shades Liquid Hair Color.

1. You can lighten the natural hair up to 4 levels
2. You can darken the hair
3. You can match the natural level
4. You can change the tone

Step 3

Determine the Tone Desired
The next step in color selection is choosing the tone you wish to achieve.
• Cool
• Neutral
• Warm

The final color result will be a combination of the color dyes and natural underlying pigmentation of the hair.

Ask yourself these questions
1. Does your client prefer cool or warm tones?
2. Would Beige or Golden tones be more flattering to the clients’ eyes and skin complexion?
3. Are there any underlying tones you need to neutralize?
4. Are you enhancing tones already in the hair?
CHI Ionic Shine Shades Liquid Hair Color is formulated for optimal results on natural hair. To neutralize the warm tones, which are found in the natural underlying pigment of the hair, this color system has been developed with a cool base to control the warmth and to provide true natural results.

- **Cool** (ash) tones neutralize **warm** (red or gold) tones
- **Warm** tones neutralize **cool** tones

The cooler the tone, the more effectively it can eliminate warmth. For example, the CHI Ionic Shine Shades Liquid Hair Color Ash Series is formulated cooler. For additional control of warm tones you may add 1-2 capfuls of Ash additive per ounce of color.

**How Natural Pigmentation Can Affect Tonal Results**

Achieving beautiful color results always requires an accurate selection of the right tone. Generally, the hair’s natural underlying pigment is predominately red, red yellow or yellow. During the oxidation process and especially when lifting, these warm tones are always exposed.

**Remember:**
- When lifting, hair is always exposing warm tones, never cool tones

<table>
<thead>
<tr>
<th>Natural Color Level Number</th>
<th>Description of Natural Color Level</th>
<th>Natural Underlying Pigmentation</th>
<th>To Neutralize Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] 11</td>
<td>Extra Light Blonde Plus Pale Yellow</td>
<td>Light Iridescent Blonde</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 10</td>
<td>Extra Light Blonde Pale Yellow Light Beige Blonde</td>
<td>Light Beige Blonde</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 9</td>
<td>Light Blonde Yellow Light Beige Blonde</td>
<td>Light Beige Blonde</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 8</td>
<td>Medium Blonde Gold Medium Ash Blonde</td>
<td>Medium Ash Blonde</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 7</td>
<td>Dark Blonde Light Orange Dark Ash Blonde</td>
<td>Dark Ash Blonde</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 6</td>
<td>Light Blonde Dark Orange Light Ash Brown</td>
<td>Light Ash Brown</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 5</td>
<td>Medium Brown Red Orange Medium Ash Brown</td>
<td>Medium Ash Brown</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 4</td>
<td>Dark Brown Red Dark Ash Brown</td>
<td>Dark Ash Brown</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 3</td>
<td>Darkest Brown Red Brown Dark Ash Brown</td>
<td>Dark Ash Brown</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 2</td>
<td>Natural Black Dark Red Brown Dark Ash Brown</td>
<td>Dark Ash Brown</td>
<td>[ ]</td>
</tr>
<tr>
<td>[ ] 1</td>
<td>Black Dark Red Brown Dark Ash Brown</td>
<td>Dark Ash Brown</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
The final hair coloring result is always a combination of the artificial color molecules and the natural underlying pigmentation of the hair.

**Remember:**
- When lifting, hair is always exposing warm tones, never cool tones
- The chart below explains how the color tone you choose affects the underlying pigment to create the end result tone

<table>
<thead>
<tr>
<th>Hair Color Tone</th>
<th>Underlying Pigment Contribution</th>
<th>End Result Tone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm</td>
<td>Warm</td>
<td>Warm/Warm</td>
</tr>
<tr>
<td>Natural</td>
<td>Warm</td>
<td>Warm</td>
</tr>
<tr>
<td>Cool</td>
<td>Warm</td>
<td>Neutral</td>
</tr>
<tr>
<td>Cool/Cool</td>
<td>Warm</td>
<td>Cool</td>
</tr>
</tbody>
</table>

The tone you select must either neutralize and cool the natural underlying pigmentation or enhance and brighten it.
Step 4

Determine the Volume of Developer Needed
CHI Color Generators are formulated to give up to 1 level of lift for every 10 volume of developer used. Always strand test prior to any application.

Once you have determined
1. Client’s natural level (Step 1)
2. The level you wish to achieve (Step 2)
3. The tone you wish to achieve (Step 3)
4. It is easy to determine the volume of developer needed

If you are lifting
• Determine how many levels you want to lift: one, two, three or four
• This will indicate which Developer strength to use 10, 20, 30 or 40 Volume

If you are depositing or staying on a same level or going darker
• 10 Volume CHI Color Generator Developer is always recommended to achieve maximum color deposit

CHI Color Generator Volume Lifting Action
• Lighter colors have more lifting action
• Darker colors have less lifting and more depositing action
• Therefore, lifting capacity will vary from level to level, especially when mixed with higher volumes of CHI Color Generators

<table>
<thead>
<tr>
<th>Volume</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10v</td>
<td>Up to 1 level &amp; for deposit</td>
</tr>
<tr>
<td>20v</td>
<td>Up to 2 levels</td>
</tr>
<tr>
<td>30v</td>
<td>Up to 3 levels</td>
</tr>
<tr>
<td>40v</td>
<td>Up to 4 levels</td>
</tr>
</tbody>
</table>

10v: is used for Semi and Demi-Permanent Formulations
10v-40v: is used for Permanent Color Formulations
CHAPTER 5

Mixing, Applying and Timing

- 5-in-1 Hair Color Solution
- Mixing CHI Ionic Shine Shades Liquid Hair Color
  a) Permanent
  b) Demi-Permanent and Semi-Permanent
- Application
  a) Virgin
  b) Lifting Up To 4 Levels on Virgin Hair
  c) Retouch
  d) Refreshing mid-shaft and ends
  e) Demi-Permanent and Semi-Permanent
- Coloring Gray Hair Using CHI Ionic Shine Shades Liquid Hair Color
  a) Characteristics of gray hair
- Rinsing
- Home Maintenance
5-in-1 Liquid Hair Color Solution offers ease of application and mixing

- Permanent
- Demi-Permanent
- Semi-Permanent
- Toner
- Treatment

Perfect for maximizing color services in the salon with a 30 minutes or less processing time depending on color formulation.

CHI Ionic Shine Shades Liquid Hair Color’s Silk & Oil liquid base is formulated for smooth and easy application. The liquid color base mixes easily into a smooth and rich formula, ideal for professional brush or bottle application. (Make sure to evenly saturate every strand of hair to ensure an even color result). It is economical and delivers rich, radiant hair color with unparalleled shine and conditioning.

CHI Ionic Shine Shades Liquid Hair Color does not contain any ammonia; therefore a consistent pH is maintained during the whole coloring process.

Farouk Systems has replaced hazardous ammonia with a mild, yet effective alkaline called Monoethanolamine=MEA. MEA will maintain consistent pH throughout the color procedure; therefore CHI Ionic Shine Shades Liquid Hair Color is a Non-Progressive Color. Once the peroxide has released the oxygen, it becomes water and CHI Ionic Permanent Shine Color becomes a color conditioner.

Extra processing time with CHI Ionic Shine Shades Liquid Hair Color will not change the color level or tone.
Soothe and protect sensitive scalp before, during and after the hair coloring process with a combination of aloe, chamomile and lavender essential oils. Spray directly on the scalp prior to applying color and/or on any spots where irritation occurs while processing color. CHI Ionic Color Guard can also be used following the service if irritation is present by spraying directly on to the affected area.

Key Ingredients & Benefits:

**Aloe:** is a tropical plant that produces a thick liquid used in medicines and cosmetics. Aloe has been known to reduce redness and offer calming and soothing properties.

**Chamomile:** is a perennial composite herb with aromatic foliage and flower heads. The dried flower heads of chamomile are often used in making tea and yield an essential oil possessing medicinal properties. Chamomile is known to have anti-inflammatory and soothing effects.

**Lavender Essential Oil:** essential oil provides the product’s scent and is also known to soothe and calm the scalp.
## Mixing CHI Ionic Shine Shades Liquid Hair Color

### Mixing & Timing for Permanent Color

<table>
<thead>
<tr>
<th>Permanent</th>
<th>Mixing</th>
<th>Timing*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard Series</strong></td>
<td>1:1</td>
<td>Room Temp with Low Heat</td>
</tr>
<tr>
<td>10, 20, 30 or 40 Vol.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Natural Gray Coverage Series</strong></td>
<td>1:1</td>
<td>Room Temp with Low Heat</td>
</tr>
<tr>
<td>Color: Generator Vol.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Permanent Mixing Timing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Standard Series</strong></td>
<td>Room Temp with Low Heat</td>
<td></td>
</tr>
<tr>
<td><strong>Natural Gray Coverage Series</strong></td>
<td>Room Temp with Low Heat</td>
<td></td>
</tr>
</tbody>
</table>

### How to Mix a Permanent Formulation

#### Standard Series
- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI Color Generator

**Example:**
- 1 part CHI Ionic Shine Shades Liquid Hair Color 1N
- 1 part CHI Color Generator

#### Natural Gray Coverage Series
- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part CHI 20 Volume Color Generator

**Example:**
- 1 part CHI Ionic Shine Shades Liquid Hair Color 50-4W
- 1 part CHI 20 Volume Color Generator
Mixing & Timing for Demi-Permanent and Semi-Permanent Color

<table>
<thead>
<tr>
<th>Demi-Permanent</th>
<th>Mixing</th>
<th>Timing*</th>
</tr>
</thead>
</table>
| Vibrant Shine Formula | 2:1  
2-Color, 1-10 Vol. Gen. | 1:1:1  
1-Color, 1-10 Vol. Gen., 1 Clear |
| OR | Room Temp with Low Heat |
| Semi-Permanent Conditioning Glaze Formula | 1:1:1  
1-Color, 1-10 Vol. Gen., 1 Color Lock |

Not recommended for use with high heat.

How to mix a Demi-Permanent Formulation Vibrant Shine Formula

Method 1: For intense color results
- 2 parts CHI Ionic Shine Shades Liquid Hair Color
- 1 part 10 Volume CHI Color Generator

Example:
- 2 parts CHI Ionic Shine Shades Liquid Hair Color 6RR
- 1 part 10 Volume CHI Color Generator

Method 2: For more transparent color results
- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part 10 Volume CHI Color Generator
- 1 part CHI Ionic Shine Shades Liquid Hair Color Clear Additive

Example:
- 1 part CHI Ionic Shine Shades Liquid Hair Color 10B
- 1 part 10 Volume CHI Color Generator
- 1 part CHI Ionic Shine Shades Liquid Hair Color Clear Additive

How to mix a Semi-Permanent Formulation / Conditioning Glaze Formula

- 1 part CHI Ionic Shine Shades Liquid Hair Color
- 1 part 10 Volume CHI Color Generator
- 1 part CHI Color Lock Treatment

Tip: It is only recommend using Standard Series for Demi-Permanent or Semi-Permanent Color Services.
Application

Always wear gloves and divide the hair into 4 sections. Always strand test to preview results.

Strand Test:
• Wipe a strand clean to check the progress
• The more porous the hair the faster the color will absorb
• The less porous the hair the slower the color will absorb

Virgin application

Virgin application is a procedure when a color product is applied on hair that has no previous color services. There are two types of virgin applications, depositing and lifting.

Depositing: matching the natural base level or going darker
Lifting: lifting the natural base level of the hair 1-4 levels with color

To do either of these procedures you can use CHI Ionic Shine Shades Liquid Hair Color Standard Series or Natural Gray Coverage Series.

Depositing on Virgin Hair

Step 1
• Divide the client’s hair into four sections
• Stay 1/8 inch off the scalp during color application
• Apply color to the root area by using 1/4 inch subsections
• Make sure all strands are covered

Step 2
• After completing the root area, immediately apply the same formula to the mid-shaft and ends
• Lift the hair to allow air circulation and even oxidation
• Once application is completed, start the timing
• Wipe a strand clean to check the progress

Note: Gloves should be worn when opening, mixing, applying or handling in anyway any color products.
CHAPTER 5

Lifting Up To 4 Levels on Virgin Hair

Step 1
• Apply first from mid shaft to the ends, starting 1/2 inch away from scalp
• Wait 15 minutes or until you see a color change

Step 2
• Towel blot excess product

Step 3
• Mix fresh formula and apply to root area, over the mid shaft and ends

Retouch Application

Step 1
• Apply formula to new growth only, avoiding overlapping of previously colored hair
• Stay 1/8 inch off the scalp during color application
• Apply generous amount of color to the root area by using 1/4 inch subsections

To Refresh Mid Shaft and Ends

Method 1- Permanent Hair Color
• Use the corresponding CHI Ionic Shine Shades Liquid Hair Color from the Standard Series with 10 vol. CHI Color Generator

Method 2- Demi-Permanent Hair Color
• Apply Demi-Permanent formula to mid-shaft and ends wearing gloves
• Time for up to 30 minutes

Method 3- Semi-Permanent Hair Color
• Apply Semi-Permanent Formula to mid shaft and ends wearing gloves
• Time for up to 15 minutes

*Use clear additive for additional shine or to adjust tones for more transparency
Demi-Permanent and Semi-Permanent Application

This color service may be used when doing a full head color application or retouch services to refresh, tone or neutralize the tone or adjust the level of hair that has been previously colored. This is also a great alternative for clients who don’t want to commit to color or just want to add a tone or shine to their hair.

Method 1: Demi-Permanent Color Application | Vibrant Shine Formula Application

- Divide the client’s hair into four sections
- Apply Demi-Permanent formula from roots to ends wearing gloves
- Stay 1/8 inch off the scalp during color application
- Make sure all strands are covered
- Lift the hair to allow air circulation and even oxidation
- Once application is completed, start the timing
- Time for up to 30 minutes
- Wipe a strand clean to check progress

Method 2: Semi-Permanent / Conditioning Glaze Formula Application

- Divide the client’s hair into four sections
- Apply Semi-Permanent formula from roots to ends wearing gloves
- Stay 1/8 inch off the scalp during color application
- Make sure all strands are covered
- Lift the hair to allow air circulation and even oxidation
- Once application is completed, start the timing
- Time for up to 15 minutes
- Wipe a strand clean to check progress

Tint Back

This color service is used when going 3+ levels darker and depositing color back into the hair.

Procedure

- Determine the porosity factor of the hair; “porous” or “over-porous/lightened”
- Lightly mist the mid-shafts and ends with CHI Keratin Mist and leave in
- Apply your formula generously to porous and lightened areas (if 2 formulas are used, apply the formula to the root area first)
- Time for full 30-45 minutes at room temperature

Mixing

- 1 part Color (It is recommended to use Color Additives to balance the color and replace the missing pigment. Please refer to Chapter 3, page 20 to see underlying pigment chart)
- 1 part 10 Volume CHI Color Generator

*You may also mix a Demi-Permanent or Semi-Permanent Formula
Coloring Gray Hair with the CHI Ionic Shine Shades Liquid Hair Color

CHI Ionic Shine Shades Liquid Hair Color offers natural looking results while leaving gray hair healthy and shiny. The Natural Gray Coverage Series provides perfect coverage for clients with more than 50% gray hair. The Natural Gray Coverage Series is formulated with extra pigment to ensure natural gray coverage.

Additionally, mixing the Natural Gray Coverage with the Standard Series offers endless possibilities of levels and tones for customized color services.

Gray Hair
• Hair that has lost a certain amount of its natural pigment, but can still contain a small amount of natural pigment, mainly cool tones
• Usually more resistant and coarser
• May require a longer processing time and/or low heat
• Lacking natural hair color pigment

White Hair
• Absent of all natural color pigment

Coverage vs. Blending

In order to give your clients their desired results, it is important to understand the difference between “Coverage” and “Blending” of gray hair.

• Coverage: Results are a complete coverage of color not exposing any gray or white hair.
  - Use CHI Ionic Shine Shades Natural Gray Coverage Series
  - For hair that is more than 50% gray

• Blending: Results are a natural color in which the gray/white hair is less deeply colored. The percentage of coverage is also lower exposing some gray/white hair creating a natural color effect.
  - Use CHI Ionic Shine Shades Standard Series
  - For hair that is less than 50% gray
Characteristics of Gray Hair

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Effect</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray hair is more resistant to all chemical services</td>
<td>Harder to penetrate through the cuticle layer Harder to penetrate to the cortex</td>
<td>Natural Gray Coverage Series has a higher pH to insure maximum penetration even on the most resistant gray hair</td>
</tr>
<tr>
<td>Gray hair is coarser and has less elasticity</td>
<td>Lack of moisture</td>
<td>Natural Gray Coverage Series has extra Silk Oil added for moisture</td>
</tr>
<tr>
<td>Lack or absence of natural pigment</td>
<td>Requires more color deposit to fill the “empty” cortex</td>
<td>Natural Gray Coverage Series is double pigmented with CHI Ionic Dyes ensuring intense, natural and maximum gray coverage</td>
</tr>
</tbody>
</table>

The colors in the Natural Gray Coverage Series can be easily identified by the number and letter:

- The number 50 identifies that the series is formulated for over 50% gray hair
- The next number after 50-4W identifies the level (example: level 4)
- The next letter identifies the tone, 50-4W (example: W: Warm Tone)

<table>
<thead>
<tr>
<th>50</th>
<th>4</th>
<th>W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Gray Coverage Series formulated for over 50% Gray hair</td>
<td>The level=4 Dark Brown</td>
<td>The tone=Warm</td>
</tr>
</tbody>
</table>

There are 3 Natural Gray Coverage Series Tonal Series

50-N = Natural  50-W=Natural Warm  50-R=Natural Red
CHAPTER 5

Rinsing

Proper rinsing is always an important part to ensure longer lasting color results. Emulsifying (adding small amount of water and gently massaging the hair) will start to gradually remove any excess color alkaline mixture from the hair. This procedure will ensure that all the excess alkaline color mixture will be removed from the hair, for longer lasting results. “Color removes color, when emulsifying. This procedure will help to remove color stains”.

- Add a little warm water and gently massage color mixture through the hair to emulsify
- Rinse thoroughly with warm water for at least 5 minutes
- Shampoo with CHI Infra Shampoo
- Gently towel dry the hair
- Apply CHI Ionic Color Lock for 5 minutes and rinse
- Apply a few drops of CHI Silk Infusion and leave in

Home Maintenance

Proper home care products are an essential part of maximizing the exceptional longevity of CHI Ionic Shine Shades Liquid Hair Color.

As a professional hair color artist, always recommend the correct home care products.

CHI Infra Shampoo- Gentle Cleansing
- Sulfate and Paraben Free formulation is gentle on the hair
- Low pH helps to maintain longevity of color
- Silk proteins strengthen and moisturize the hair

CHI Color Lock- Seal
- Silk Oil provides shine and moisture
- Low pH formulation helps to seal the hair cuticle to lock in color molecules
- Low pH formulation also helps to add shine to the hair

CHI Infra Treatment- Repair
- Thermal protecting treatment
- CHI Ceramic provides moisture and strength
- Interlocks vital moisture and strength in the inner structure of the hair
- Leaves hair healthier, manageable with superior shine

CHI Silk Infusion- Protection
- Silk Oil strengthen and moisturize the hair
- Ceramic provides heat protection for the hair
- No pH formula
CAUTIONS
PLEASE READ THE CHI IONIC COLOR MANUAL THOROUGHLY BEFORE ATTEMPTING TO USE CHI IONIC LIQUID HAIR COLOR.

FOR PROFESSIONAL USE ONLY

Wear suitable gloves
Rinse hair well after application.
Mixing Ratio 1:1  1:1:1  2:1

CAUTIONS

• Protective gloves must be worn at all times when opening, mixing, closing or handling in anyway CHI Ionic Shine Shades Liquid Hair Color or CHI Color Generators.
• If product or mixture accidentally gets into eyes, rinse promptly and repeatedly with cool water and seek medical attention.
• If client wears contact lenses, they should remove before rinsing with water.
• Do not use if the hair shows any sign of breakage or damage.
• With all color applications apply 1/8 of an inch away from the scalp.

STANDARD TESTS

PRELIMINARY TEST

Even if your client has been coloring their hair for some time, sometimes allergies can suddenly develop or worsen. In some cases, the allergic reaction can be serious.
In order to be safe an allergy test must be performed 48 hours prior each and every application, due to the fact that some people are allergic to hair color products.
1. Wash a small area on the inside of your clients forearm with soap and water. Pat dry with absorbent cotton.
2. Mix 1 part of desired color (or mixture of colors) with equal part of appropriate CHI Color Generator.
3. Apply formula to the inside of forearm using cotton swab and let it dry.
4. Do not wash, do not cover or disturb for 48 hours.
5. Examine test area periodically over 48 hours.
6. After 48 hours, wash area. If no reaction occurs, proceed with hair coloring.
7. IMPORTANT:
   (a) DO NOT USE hair color if any of these warning signs appear at or around the test area or any place the product has come into contact with the skin at any time up to a few days after application: redness, burning, itching, swelling, skin abrasions, eruptions or irritations.
   (b) IMMEDIATE REACTIONS: if any reactions occur (including breathing problems, tightening of the chest, heart palpitations, lightheadedness, itching, flushing, bumps or swelling) away from the place the product has come into contact with the skin, during or shortly after application of the allergy test or while using the product, rinse immediately with lukewarm water. Discontinue use and obtain medical attention immediately. Alert the client not to use this or any other hair color product again until after consulting a physician.
Always Strand Test Prior to Any Application

1. Mix the color formula accordingly to the series (1:1) or (1:1:1) or (2:1)
2. Apply from the roots to ends on a strand large enough to view results.
3. Time for 30-45 minutes, rinse hair thoroughly and dry.
4. Analyze the results:
   • If the strand test shows breakage or other signs of damage, do not use the products until the hair has been reconstructed and re-tested
   • Always follow the formulation charts for predictable results.
   • Analyze scalp, hair structure and influencing factors.
   • Always use your professional judgment.

Caution: This product contains ingredients which may cause skin irritation on certain individuals and a preliminary patch test according to accompanying directions should first be made. This product must not be used for dyeing eyelashes or eyebrows, to do so may cause blindness. Keep out of reach of children. Follow enclosed instructions.

Not for retail sale. Not tested on animals. Advanced American Color. Hair colorants can cause severe allergic reactions. Read and Follow Instructions. This product is not intended for use on persons under the age of 16. Temporary “black henna” tattoos may increase your risk of allergy. Do not color your hair if:- you have a rash on your face or sensitive, irritated and damaged scalp,- you have ever experienced any reaction after coloring your hair,- you have experienced a reaction to a temporary “black henna” tattoo in the past. The mixing ratio is printed on the label.

Questions
Call the Farouk Systems, Inc. Professional Technical Advisor:
Tel: 1-800-237-9175
Monday - Friday: 8:00 AM - 5:00 PM (Central Standard Time)
Saturday: 8:00 AM - 3:00 PM (Central Standard Time)
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For more information, contact your Farouk Systems Distributor or call 1-800-237-9175.
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