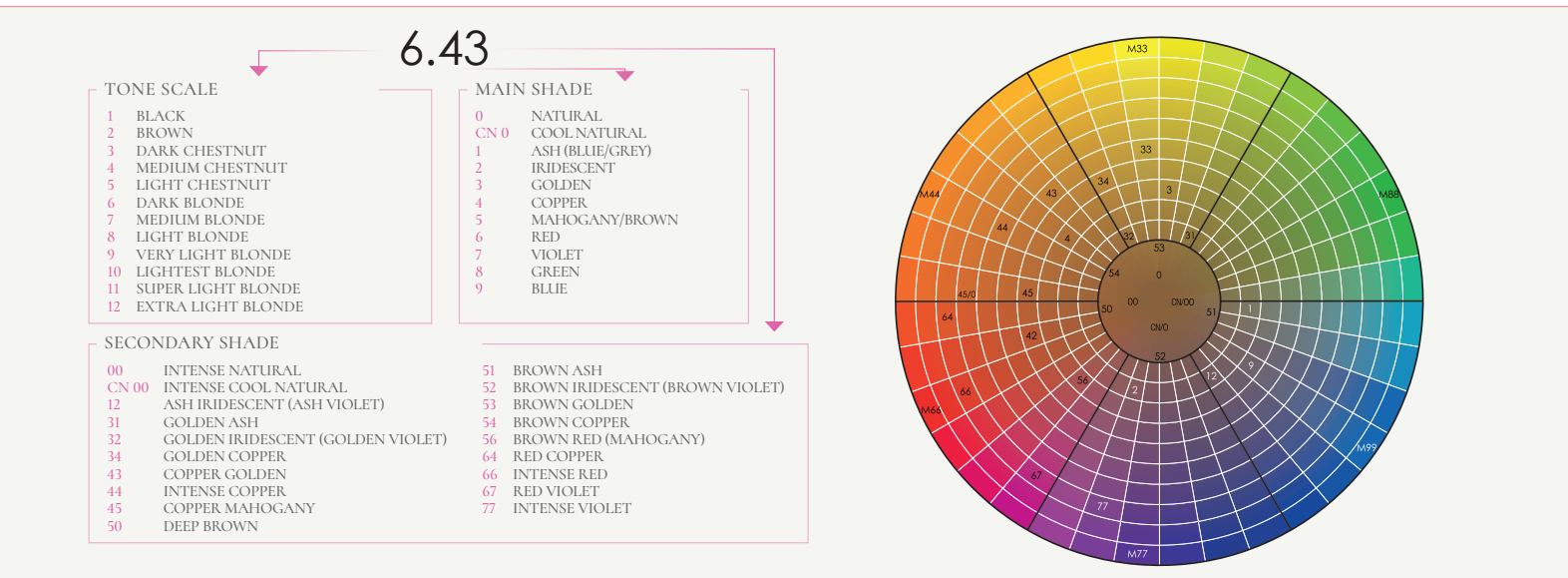


KINCREM PRESTIGE NUMBERING SYSTEM



DIRECTIONS

TONES	MIXTURE	EXPOSURE TIME	LIGHTENING STRENGTH ACCORDING TO OXYDANT
Basics, Rouges and Browns Collection	(1+1) 1 part of KINCREM Prestige + 1 part of any KINCREM oxidant	35 min.	10 vol. = lightens up to 1 tone 20 vol. = lightens up to 1 to 2 tones 30 vol. = lightens up to 2 to 3 tones 40 vol. = lightens up to 3 to 4 tones
Blondes Collection (Super Lighteners)	(1+2) 1 part of KINCREM Prestige Blondes Collection + 2 parts of Blondes Oxydant (40 vol.)	45 min.	11. Lightens up 4 tones 12. Lightens up 5 tones

- Do not wash hair before applying color
- Apply to dry hair
- Use a scale for accurate measurement of the color formula and for creating custom formulations

- Wear suitable gloves
- Mix in a non-metallic bowl until creamy, smooth and completely blended
- Apply mixture evenly to ensure optimum color and perfect gray hair coverage

VIRGIN HAIR APPLICATION

Apply the product to the warm zone or 1/2 inch from the scalp. Reformulate and apply to the ends using 1 step up in volume of developer. Allow to process for 35 minutes.

OUTGROWTH RETOUCH & MAINTENANCE

The application in this case will depend on the condition of the color and of the color on the mid-shaft and ends of the hair. The total processing time of the application to the outgrowth will always be 35 minutes and will be distributed/applied to the mid-shaft and ends in the following way:

COLOR CONDITION	OUTGROWTH	LENGTHS AND ENDS
Color slightly changed	25-30 min.	10-5 min.
Color moderately changed	20-25 min.	15-10 min.
Color significantly changed	10-15 min.	25-20 min.

*Technical tip: In a case of highly sensitive hair and/or high levels of porosity, multiple levels of porosity, high lift processes, make a pre-pigmentation formula and apply to those areas first.

COLOR CORRECTION GUIDELINES

CASE 1 | REPIGMENTATION (HAIR IS TOO LIGHT)

Directions for when desired color is more than 2 levels darker:

- Determine the desired level. Refer to the chart* for correct formula
- Mix KINCREM Prestige with warm water (1+1)
- Gently and evenly apply the re-pigmentation formula to the lighter portions of hair (do not rinse)
- Apply KINCREM Prestige color as directed

TARGET LEVEL	1	2	3	4	5	6	7	8	9	10
TO NE KINCREM	8,3	7,34	6,45	5,56	5,56	5,56	5,56	5,56	5,56	5,56

CASE 2 | COLOR DRAG OR CORRECTING AN UNWANTED HIGHLIGHT WITH COLOR REMOVER

Directions for a color drag with Color Remover:

- Shake both bottles thoroughly before using
- Mix 1:1 (in case of not using all the product, measure it with a scale). Do not mix the caps of the bottles
- Apply the product to dry and unwashed hair (it is not necessary to wash or dampen hair)
- Cover the hair with a processing cap and let it process for 15 to 30 minutes (with heat) or 25 to 45 minutes (without heat)
- Rinse with plenty of water and wash the hair 4 times with KINMASTER Equilibrant Shampoo using a "milking" motion when shampooing the hair helping to drag/pull out the unwanted color
- Apply Color Plus Oxydant 10 vol. and let it process for 3 minutes. Check the color result*
- Rinse and dry the hair

*Technical tip: on resistant hair substitute the 10 vol. oxidant emulsion for the following formula: 1 part of KINBLOND + 2 parts of Color Plus Oxydant 20 vol. + 1 part of KINMASTER Equilibrant Shampoo. Apply to the hair (there should not be any trace of Color Remover) and leave it processing for a few minutes. Rinse thoroughly.

CASE 3 | INTENSIFICATION OR NEUTRALIZATION OF HIGHLIGHTS USING MIX TONES

The Mix Tones are 7 very strong colors + 1 neutral lightener (M/00). The tones M/11, M/33, M/44, M/66, M/77, M/88 and M/99 are used to intensify or neutralize unwanted highlights.

Directions depending on the case:

INTENSIFY	NEUTRALIZE
Add an extra 15-30 g of the desired Mix Tones color to the mixture	Add the weight in grams of Mix Tones to the mixture, as indicated in the table, depending on the tone level:
It is not necessary to add any additional oxidant	

RELATED PRODUCTS

OXIDANTS

Combine KINCREM Prestige coloring with Creme Oxydant, Color Plus Oxydant or Blondes Oxydant which have been specially developed to achieve a superior color result.

- CREME OXYDANT**
Creme Oxydant guarantees the success of color applications thanks to the advanced conditioning properties.
- COLOR PLUS OXYDANT**
Color Plus Oxydant offers a higher level of hair and scalp protection while also providing more intense shades, thanks to the high cosmetic quality of its formula.
- BLONDES OXYDANT**
Blondes Oxydant achieves soft and luminous shades of blond thanks to the superior conditioning properties of its formula.

COMPLEMENTS

COLOR REMOVER

Corrective tool that reduces the artificial non-desired pigment without affecting the natural hair color/pigment. Its gentle formula does not bleach hair or modify the natural hair features/characteristics. It can be used for a total color change or for a light/moderate color correction.

COLOR SCREEN

Stain-resistant wax that protects sensitive skin and prevents stains and/or irritations.

COLOR CLEANSER

Cleansing gel that effectively removes color stains in only 3 minutes.

COLOR BALANCE

Pre-coloring, protective treatment that protects hair and regulates its structure (evens out the hair fiber) and porosity to guarantee an even color result (even color uptake).

KINMASTER DEEP CLEANSING SHAMPOO

Shampoo with an alkaline pH (pH 9) that deeply cleanses the hair, removing the build-up of residues of finishing products. It is the ideal treatment to apply before coloring when there is an accumulation of residues which can alter the results.

KINMASTER EQUILIBRANT SHAMPOO

Balancing shampoo with acidic pH (pH 5) that rebalances the hair and protects the color. It is the ideal treatment to apply after coloring.

BLEACHING

KINBLOND

Formulated with an advanced Delicate Blonde Technology for all blond techniques.

- Benefits:
- 8 levels of lift
 - Neutralizes yellowy tones
 - Low ammonia levels
 - 100% dust free
 - Enriched with silk oil and proteins
 - Pleasing fragrance

RECOMMENDED MAINTENANCE TREATMENTS

KINACTIF COLOR

Contains antioxidant properties that strengthen and regenerate the hairs internal structure. They also protect the hair fiber from UV rays to aid in prolonging the hair color.



KINESSENCES DETOX

Thanks to the combination of its natural ingredients that are free from sulphates, parabens and silicones, this unique treatment prevents and protects the hair and scalp both internally and externally from harmful environmental elements. The integrity of the color is prolonged, making hair silky.



KINCREM PRESTIGE

COLORACIÓN COSMÉTICA DE BELLEZA · COSMETIC BEAUTY COLORING

The color of your life

QUICK COLOR GUIDE

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KIN

DISCOVER THE COLOR ERA OF KINCREM PRESTIGE

KINCREM Prestige, the permanent hair color now enriched with Keratin, formulated with CRK+ technology and is PPD-free.

Advanced technology for creating vibrant, long lasting color and healthy hair.

CRK+ TECHNOLOGY

CRK+ technology is a proprietary blend of active ingredients that preserve the health of hair fibers during the chemical coloring process:



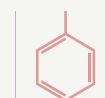
CERAMIDES

Are naturally occurring lipids that function as a binder to keep the cuticle in place. Ceramides strengthen the cuticles and provide smooth and lustrous hair.



WHEAT AND KERATIN PROTEINS

Natural nutrients create a protective film around the hair fiber while also protecting and hydrating the hair.



SUBSTANTIAL POLYMER

Polymers, due to their molecular structure help to deep condition, soften and brighten the hair.

CRK+ TECHNOLOGY INCORPORATES TWO UNIQUE COMPLEXES:



Multi-Color Shades+ Complex

Innovative combination of pigments and micro-molecules that provide a very rich spectrum of shades, luminosity and strength.

Bright Booster Complex

It combines ceramides, proteins and Substantive Polymers by creating a transparent film that covers the hair surface leaving it completely and extraordinarily bright.



KINCREM PRESTIGE COLORING IS NOW EVEN MORE EFFECTIVE AS IT HAS BEEN ENRICHED WITH KERATIN

Keratin is naturally present in the hair and provides many benefits, both inside and outside the hair fiber:

- Repairs
- Improves hair texture by providing softness
- Helps to maintain hydration
- Improves hair strength

HOW DOES IT WORK?

This is how the CRK+ technology achieves a perfect color:

- MAXIMUM HEALTH AND PROTECTION.**
Ceramides, wheat and Keratin proteins deposit in the cortex and cuticle, providing protection and strength to the hair fiber.
- INTENSITY AND LONG-LASTING.**
The dye molecules of Multi-Color Shades+ Complex penetrate to the cortex and are deposited, creating long-lasting, vibrant, shiny hair color.
- SUBLIME BRIGHT.**
The Bright Booster Complex attaches to the hair creating a transparent layer that provides a greater reflection of light.

BENEFITS

- Intense, balanced and long-lasting colors
- 100% gray hair coverage
- Healthy and protected hair
- Silky texture
- Magnificent shine
- Reduces the risk of allergies (PPD-free)

