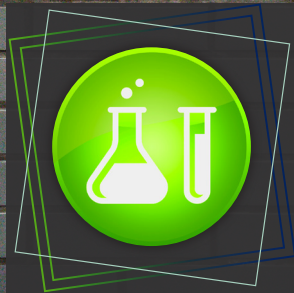


CONCENTR8 COLOUR
MIXOLOGY





GLAZE // TONER

technique BREAKDOWN

MIXOLOGY MASTERED

- >>> Kick pre-mixed toners with activated pigments
- >>> Create a custom toner unique to each client
- >>> Enhance colour or counter unwanted tones
- >>> Cocktail with your preferred colour carrier

“CUSTOM TONE to control the outcome of your colour services, because not every gloss in your arsenal is going to work for every client.”

— GEORGIA REED, PLATFORM ARTIST // EDUCATOR
@PEACHPAINTSHAIR



OVERLAY

technique BREAKDOWN

formulas

- A | Wella Professional Blondor + 30-Vol. Developer
- B | Activated **PRIMARY RED + PRIMARY YELLOW** CONCENTR8 COLOUR PIGMENTS combined with **ILLUMIN8 SHINE** CONCENTR8 MIXER in desired ratios
- C | Activated **PRIMARY RED** CONCENTR8 COLOUR PIGMENT + **ILLUMIN8 SHINE** CONCENTR8 MIXER **COCKTAIL**: 5 Pumps **REHYDR8** + 5 Pumps **REHABILIT8**

how-to

1. Shampoo with **UN-DO-GOO** , pH 9 SHAMPOO, then towel dry and apply **CRYSTAL GEL WELLNESS REMEDY** from scalp to ends.
2. Bag and process under heat for 45 min., then shampoo out with **UN-DO-GOO**.
3. Apply **FORMULA A** in sections, surface-painting the part line to break the base.
4. Process for 20 min. at room temp., then apply **CRYSTAL GEL** at the bowl.
5. Shampoo out with **UN-DO-GOO** and dry, then apply **FORMULA B** at mid-shaft.
6. Colour melt with **FORMULA C** and pull through to ends.
7. Bag and process under heat for 20 min., then rinse with cool water.
8. Follow with **CONCENTR8 MIXER COCKTAIL** then rinse, dry & style.





COLOUR BLEND



technique BREAKDOWN

formulas

- A | Custom Copper made with activated **PRIMARY RED + PRIMARY YELLOW CONCENTR8 COLOUR PIGMENTS** combined with **WELLA KOLESTON 6N**
- B | Custom Red made with activated **PRIMARY RED + PRIMARY BLUE CONCENTR8 COLOUR PIGMENTS** combined with **ILLUMIN8 SHINE CONCENTR8 MIXER**
- C | Custom Red-Orange made with activated **PRIMARY RED + PRIMARY YELLOW + PRIMARY BLUE CONCENTR8 COLOUR PIGMENTS** combined with **ILLUMIN8 SHINE**
- D | Custom Orange-Yellow made with activated **PRIMARY RED + PRIMARY YELLOW CONCENTR8 COLOUR PIGMENTS** combined with **ILLUMIN8 SHINE**

how-to

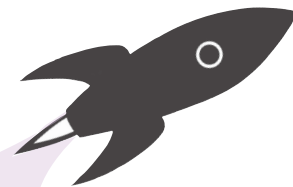
1. Shampoo with **UN-DO-GOO** , pH 9 then, towel dry hair.
2. Apply **CRYSTAL GEL WELLNESS REMEDY** from scalp-to-ends.
3. Process under heat for 45 min. to prep for colour then, rinse thoroughly.
4. Apply **FORMULA A** as a virgin application and process under heat for 30 min.
5. Follow with **CRYSTAL GEL** to stop oxidation. Then, rinse and dry hair 70%.
6. Apply **FORMULA B** at the scalp through 2" of new growth, **FORMULA C** at the midshaft and **FORMULA D** at the ends, blending together for a seamless transition.
7. Process for 45 min. at room temp. Then, rinse thoroughly with cool water.
8. Follow with custom **CONCENTR8 MIXER COCKTAIL**. Rinse, style and finish.



HAIR COLOUR: MISSY PETERSON, MALIBU C PRO EDUCATION // ARTISTIC DIRECTOR
HAIR CUT & STYLING: JAMIE SUAREZ, REGIS CORPORATION VP CREATIVE

OXIDATIVE COLOUR BOOSTER

technique BREAKDOWN

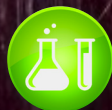


MIXOLOGY MASTERED

- >>> Kick Oxidative Formulas with Concentr8 Colour Pigments
- >>> Cocktail Pigment Powders with Plexes for the perfect carrier
- >>> Combine Pigments with water to use as a filler for stubborn greys
- >>> Apply Oxidative Colour on top of the filler for more opaque coverage

"CONCENTR8 COLOUR PIGMENTS allow you to CUSTOMIZE what you already have so you can do a whole lot **MORE WITH LESS.**"

— GEORGIA REED, PLATFORM ARTIST // EDUCATOR
@PEACHPAINTSHAIR



NON-OXIDATIVE COLOUR BOOSTER

technique BREAKDOWN



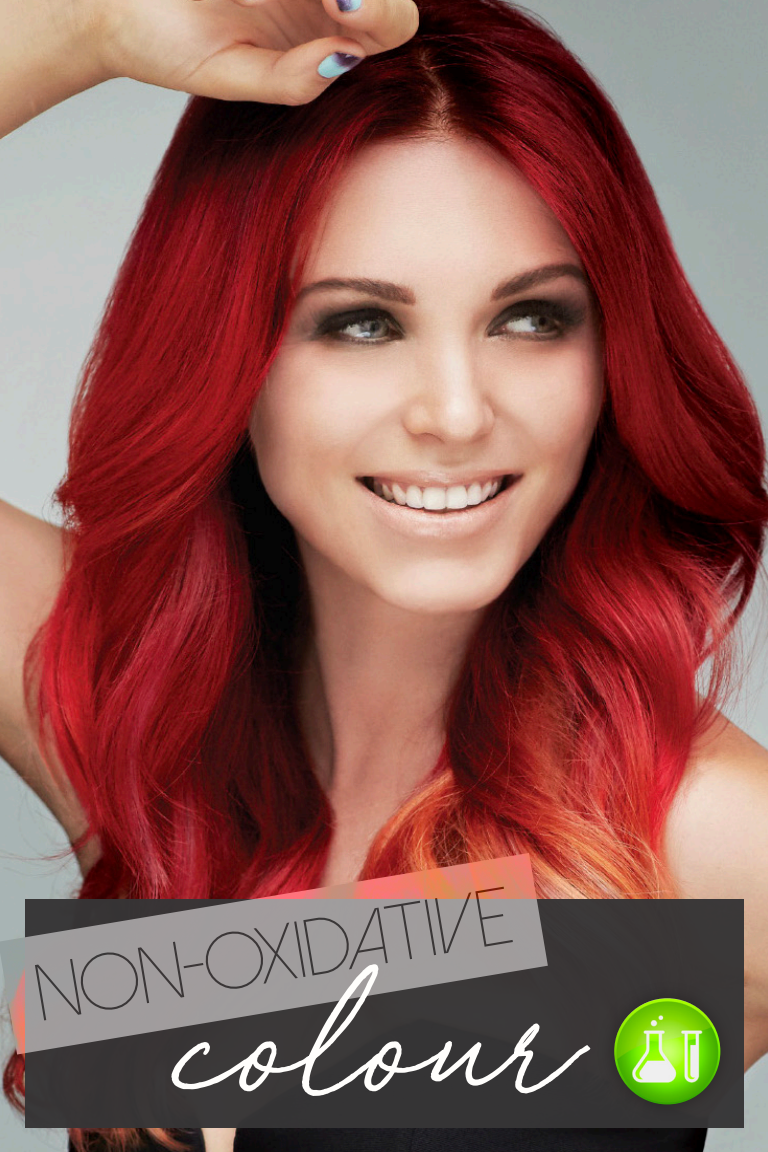
formulas

- A | Wella Blondor + 30-Vol. Developer combined with **CONCENTR8 COLOUR KLAY**
- B | Activated **PRIMARY BLUE CONCENTR8 COLOUR PIGMENT** + Joico Intensity Sapphire Blue
- C | Activated **PRIMARY YELLOW + PRIMARY BLUE CONCENTR8 COLOUR PIGMENTS** combined with Joico Intensity Cobalt Blue
- D | Activated **PRIMARY YELLOW + PRIMARY BLUE CONCENTR8 COLOUR PIGMENTS** combined with **CONCENTR8 COLOUR MASQUE**

how-to

1. Shampoo with **UN-DO-GOO** , **pH 9 SHAMPOO** and towel dry.
2. Apply **CPR COLOR PIGMENT REMOVER** from scalp to ends.
3. Process under heat for 45 min., then shampoo 3 times and rinse.
4. Balayage with **FORMULA A** and process until hair is lifted to a Level 10.
5. Apply **CRYSTAL GEL** at the bowl then shampoo, rinse thoroughly and dry.
6. Follow with application of **FORMULA B** at the base through 2" of new growth. Then, melt together **FORMULA C** at the midshaft and **FORMULA D** at the ends.
7. Process under heat for 55 min., then rinse thoroughly with cool water.
8. Apply **CONCENTR8 MIXER COCKTAIL** then rinse, style & finish.





NON-OXIDATIVE

colour



formulas

- A | DDL DIRECT DYE LIFTER + 20-Vol. Developer
- B | Activated PRIMARY BLUE CONCENTR8 COLOUR PIGMENT + ILLUMIN8 SHINE
- C | Activated PRIMARY RED + PRIMARY YELLOW CONCENTR8 COLOUR PIGMENTS combined with ILLUMIN8 SHINE
- D | Activated PRIMARY YELLOW CONCENTR8 COLOUR PIGMENT + ILLUMIN8 SHINE



how-to

1. Shampoo with UN-DO-GOO , pH 9 SHAMPOO and towel dry.
2. Apply CRYSTAL GEL WELLNESS REMEDY from roots to ends and process under heat for 30 min. Then, shampoo out and rinse thoroughly.
3. Pre-lift highlights along the rounds with FORMULA A in foils, and feather to the base.
4. Place zig-zag slices along the rounds and apply a touch of medium warm brown while processing. Then, balayage FORMULA A around the face.
5. Process for 30 min. and follow with application of CRYSTAL GEL at the bowl to stop oxidation. Then, shampoo, rinse thoroughly and dry.
6. Apply FORMULA B alongside the pre-lightened panels from base to ends, blending with FORMULA C and feathering at the base to keep off the scalp.
7. Apply along the mid-lengths, but not the ends, and follow with FORMULA E from mid-length to ends using a colour melt technique.
8. Process at room temperature for 20 min., then rinse, style & finish.



FREEHAND LIGHTENER



formulas

A | **CONCENTR8 COLOUR KLAY** mixed with Wella Blondor 20-Vol. Developer to preferred consistency
CONCENTR8 MIXER COCKTAIL: 3 Pumps REHYDR8 + 1 Pump REHABILIT8 + 3 Pumps ILLUMIN8

how-to

1. Shampoo with **UN-DO-GOO > pH 9 SHAMPOO** and towel-dry the hair.
2. Apply **CRYSTAL GEL WELLNESS REMEDY** from scalp to ends.
3. Bag and process under heat for 45 min., then shampoo with **UN-DO-GOO** and rinse.
4. Blow dry hair until 70 percent dry, then apply **FORMULA A** with a freehand technique.
5. Process at room temp. for 50 min., then run **CRYSTAL GEL** through the hair at the bowl.
6. Shampoo out with **UN-DO-GOO** and rinse thoroughly.
7. Follow with custom **CONCENTR8 MIXER COCKTAIL**.
8. Process for 5 min. at room temp. then rinse, style & finish.



COLOUR

REFRESHER



COLOUR-LOCK MASQUE

FEATURES // BENEFITS:

- >>> Dual-action delivery developed to fiercely fight future fade
- >>> Formulated for optimal deposit and revolutionary retention
- >>> Delivers intensive hair rehab for a reparative colour process
- >>> Defends against dryness and rehydrates from roots-to-ends

"For hair that needs a little extra TLC, apply a **CUSTOM CONCENTR8 COLOUR MASQUE** at the bowl as an easy add-on to lock in colour."

– ANTHONY BARNHILL, LEAD ARTIST // EDUCATOR
@ANTHONY.BARNHILL





MALIBU®
PROFESSIONAL