



- Provides up to 7 levels of lift
- Can be used on or off scalp, including with free-form balayage and foiling techniques
- Dust-free formula turns into a smooth, creamy consistency to ensure even coverage and easy application
- Unique formula turns from blue to white when processing is completed, which allows colorists to achieve more accurate results
- Vitamin B5 nourishes, conditions and helps improve the hair's elasticity
- Reduces porosity by filling in empty spaces in the cuticle with keratin
- Our Advanced Keratin and Ceramides help create a uniform canvas for bold, expressive colors or soft pastels
- Dynamic collection of 10 vibrant semi-permanent shades + Clear to unleash their creativity
- Triple Protein Protection is a blend of keratin, collagen and silk amino acids that helps strengthen damaged hair, enhance softness and shine, and restore moisture balance

Why We Love It

A conditioning, keratin-enhanced lightener that lightens and brightens while improving the integrity of the hair.

It's a Blonde Thing
Keratin Lightening System®



FROM THE #1 IN SMOOTHING:

**A Revolutionary;
Keratin-Enhanced Color Line**

Powered by our Advanced Keratin technology, Ceramides and BotanicalPowerblend™, our proprietary formula restores, strengthens and improves the overall integrity of the hair while delivering luminous reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

This classic, European collection includes KeraLuminous® Permanent Color, KeraBrilliance® Demi-Permanent Color and GraffitiGlam™ Semi-Permanent Color for healthy and beautiful hair color every day.

#keratincomplexcolor

- Dynamic collection of 10 vibrant semi-permanent shades + Clear to unleash their creativity
- Our Advanced Keratin and Ceramides help create a uniform canvas for bold, expressive colors or soft pastels
- Concentrated Micronized Pigments enhance tones/control unwanted tones and provide up to 100% gray blending
- Unique formulation increases moisture retention, creating a touchable, soft, silky texture
- Brilliant, fully intermixable shades for endless color possibilities

Why We Love It

GraffitiGlam Semi-Permanent Color exemplifies glamorous and expressive hair color that's inspired by graffiti—a vibrant art form we can all admire.

GraffitiGlam™



- KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula.
- Advanced Keratin and Ceramide blend helps fortify from within, reduce porosity and smooth the cuticle
- BotanicalPowerblend™ moisturizes and nourishes as it helps restore strength to damaged hair
- Rich conditioning cream
- Concentrated Micronized Pigments enhance tones/control unwanted tones and provide up to 100% gray blending
- Unique formulation increases moisture retention, creating a touchable, soft, silky texture
- Brilliant, fully intermixable shades for endless color possibilities

Why We Love It

KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula.

KeraBrilliance®



- KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant and consistently predictable results.
- Improves the overall integrity of the hair while delivering vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage
- Unique technology features a combination of Advanced Keratin and Ceramides that help reduce porosity for long-lasting, even color and increased strength
- Intense Neutral series provides exceptional gray coverage and longevity
- Ultra-nourishing cream formula
- BotanicalPowerblend™ creates touchable hair that's softer, smoother, shinier and more youthful-looking
- Fully intermixable shades plus 000/Clear to create an infinite array of vibrant color results

Why We Love It

KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant and consistently predictable results.

KeraLuminous®



The Keratin-Enhanced Collection

KERATINCOMPLEX®
Beautiful hair every day



Keratin-Enhanced Color
FOR STRONGER, HEALTHIER HAIR

WALL CHART

KCC00620

- Purple dot denotes shade is available in KeraLuminous®
- Red dot denotes shade is available in KeraBrilliance®

	NEUTRALS	INTENSE NEUTRALS	NATURAL ASH	ASH	VIOLET	VIOLET GOLD	GOLD VIOLET	GOLD MAHOGANY	NATURAL GOLD	GOLD	COPPER GOLD	COPPER MAHOGANY	COPPER	RED	MAHOGANY	GREEN	HIGH-LIFT	CONCENTRATES	GRAFFITI™-GLAM™
10 ULTRA-LIGHT BLONDE	● 10.0/10N			● 10.1/10A	● 10.2/10V		● 10.32/10GV		● 10.03/10NG								● 12.0/12N	● .21/VA Light Gray	Smoke Gray
9 LIGHTEST BLONDE	● 9.0/9N	● 9.00/9NN	● 9.01/9NA	● 9.1/9A	● 9.2/9V	● 9.23/9VG	● 9.32/9GV		● 9.03/9NG	● 9.3/9G			● 9.4/9C				● 12.1/12A	● .2/V Violet	Fierce Purple
8 LIGHT BLONDE	● 8.0/8N	● 8.00/8NN	● 8.01/8NA	● 8.1/8A		● 8.23/8VG	● 8.32/8GV		● 8.03/8NG	● 8.3/8G	● 8.43/8CG	● 8.45/8CRv	● 8.4/8C			● 8.7/8Gn	● 12.2/12V	● .1/A Ash	Pink Passion
7 MEDIUM BLONDE	● 7.0/7N	● 7.00/7NN	● 7.01/7NA	● 7.1/7A		● 7.23/7VG	● 7.32/7GV	● 7.35/7GRv	● 7.03/7NG	● 7.3/7G						● 7.7/7Gn	● 12.7/12Gn	● .33/GG Intense Gold	Waterfall Teal
6 DARK BLONDE	● 6.0/6N	● 6.00/6NN	● 6.01/6NA	● 6.1/6A		● 6.23/6VG	● 6.32/6GV	● 6.35/6GRv	● 6.03/6NG	● 6.3/6G	● 6.43/6CG	● 6.45/6CRv	● 6.4/6C	● 6.6/6R	● 6.5/6Rv	● 6.7/6Gn		● .44/CC Intense Copper	Ultramarine Blue
5 LIGHT BROWN	● 5.0/5N	● 5.00/5NN	● 5.01/5NA	● 5.1/5A	● 5.2/5V	● 5.23/5VG	● 5.32/5GV	● 5.35/5GRv	● 5.03/5NG	● 5.3/5G		● 5.45/5CRv	● 5.4/5C	● 5.6/5R		● 5.7/5Gn		● .66/RR Intense Red	Tropical Green
4 MEDIUM BROWN	● 4.0/4N	● 4.00/4NN	● 4.01/4NA	● 4.1/4A		● 4.23/4VG				● 4.3/4G				● 4.6/4R	● 4.5/4Rv	● 4.7/4Gn		● .22/VV Intense Violet	Lavender Twilight
3 DARK BROWN	● 3.0/3N				● 3.2/3V													● .77/Gn Intense Green	Rose Pink
2 DARKEST BROWN	● 2.0/2N																	● .11/AA Intense Ash	Sunrise Peach
1 BLACK	● 1.0/1N			● 1.1/1A														● .12/AV Dark Gray	Scarlet Red


Color Wheel and Tonal Families

Primary Colors (red, yellow and blue) are the building blocks for all color. Primary colors are pure and cannot be created by mixing other colors together. Combinations of primaries create all other colors.

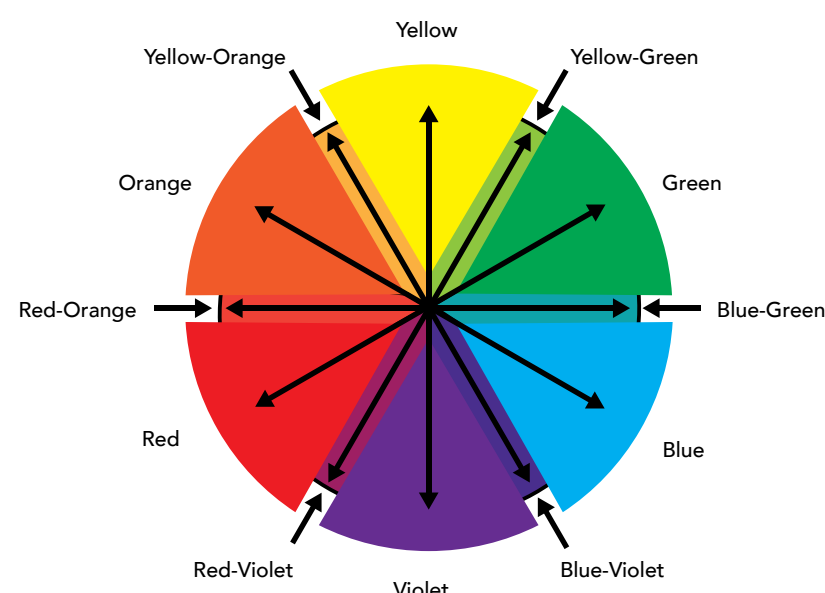
Secondary Colors are created by mixing two primary colors together.

Tertiary Colors are achieved by mixing a secondary color and its neighboring primary color on the Color Wheel in equal amounts.

The level and tone identifiers represent the relationship between the natural level and tone.

Example:  8.43/8CG
8 describes the **level** of the color
4 describes the **primary tone** of the color
3 describes the **secondary tone** of the color
CG = Copper Gold

The **tone** is the shade (characteristic or hue) of the color. The Keratin Complex color system utilizes both single- and double-toned shades. The **secondary tone** can either enhance, subdue or modify the primary tone.




Level & Tone Identifier Chart

Number	Letter	Shade Name	Base
.0	N	NEUTRAL	RED, BLUE, YELLOW
.1	A	ASH	BLUE
.2	V	VIOLET	VIOLET
.3	G	GOLD	YELLOW
.4	C	COPPER	ORANGE
.5	M	MAHOGANY	RED-VIOLET
.6	R	AUBURN	RED
.7	Gn	MATTE	GREEN

Gray Hair

Formulation Guide



0 – 25%	Target Shade
25 – 50%	¼ N + ¾ Shade
50 – 75%	½ N (or NN) + ½ Target Shade
75 – 100%	¾ N (or NN) + ¼ Target Shade

For Resistant Gray Hair

- Use NN for up to 100% opaque coverage of white hair
- Apply color to resistant areas first
- Color should be processed for 45 minutes

KeraLuminous® Permanent Hair Color

KeraLuminous Permanent Color is 100% oxidative color that delivers rich, vibrant, consistently predictable results. This classic, European cream color allows you to achieve vibrant reds, rich brunettes, superior high-lift blondes and exceptional gray coverage.

- Offers fully intermixable shades plus 000/Clear to create an infinite array of vibrant color results
- Includes N (Neutral) and NN (Intense Neutral) series to cover up to 100% gray
- Provides the opaque results that you'd expect from a classic European hair color

Mixing Ratio: 1:1.5

KeraLuminous comes in a 3.4 oz. (100 ml) tube for multiple applications. Mix 1-part cream color 1.7 oz. (50 ml) with 2.6 oz. (75 ml) KC Developer. KeraLuminous mixes easily and rapidly. Apply to dry, unwashed hair.

Processing Time: 35 minutes (up to 45 minutes for resistant gray)

KeraLuminous® High-Lift Series

KeraLuminous High-Lift Series can lift natural hair color up to 4 levels with predictable control and optimal longevity. Use it on any hair type or texture that is level 6 or lighter.

Lifting Performance with High-Lift

- 30 Volume Keratin Complex Developer: 2 – 3 levels
- 40 Volume Keratin Complex Developer: 3 – 4 levels

Mixing Ratio: 1:2

KeraLuminous High-Lift Series comes in a 3.4 oz. (100 ml) tube for multiple applications. Mix 1 part cream color 1.7 oz. (50 ml) with 3.4 oz. (100 ml) KC Developer. The KeraLuminous High-Lift Series mixes easily and rapidly. Apply to dry, unwashed hair.

Processing Time: Up to 45 minutes

KeraLuminous® Concentrates Series

KeraLuminous Concentrates can be added to any formula to intensify, neutralize or modify, or to create special effects with long-lasting results.

Mixing Ratio:

Mix up to ¼ tube of KeraLuminous Concentrates Series with 1.7 oz. (50 ml) of KeraLuminous Permanent Color, High Lift Series or KeraBrilliance Demi-Permanent Color.

Ex: 1.7 oz. (50 ml) KeraLuminous + ¼ tube KeraLuminous Concentrate with 2.6 oz. (75 ml) KC Developer.

KeraLuminous Concentrates can also be used on virgin or pre-lightened hair to create rich fashion tones or pure pastels.

Ex: Pastel Lavender: .7 oz. (21 ml) KeraBrilliance® Clear + .1 oz. (4 ml) .22/VV Concentrate with .8 oz. (25 ml) Keratin Complex Activator

KeraBrilliance® Demi-Permanent Hair Color

KeraBrilliance Demi-Permanent Color delivers limitless color possibilities, maximum shine and brilliantly reflective results—all from an ammonia-free formula. This ultra-conditioning European demi-formulation is ideal for blending gray, enhancing or refreshing color, toning highlights or correcting undesirable tones.

- Contains no ammonia, so it does not lift the natural hair color
- Provides excellent gray blending for clients who don't want to commit to permanent color
- Relies on a rich cream formula to create a brilliant result by enhancing, controlling or balancing tones from roots to ends
- Offers fully intermixable shades plus 000/Clear for maximum creativity and customization

Mixing Ratio: 1:1

1.7 oz. (50 ml) color to 1.7 oz. (50 ml) Keratin Complex Activator

Processing Time: 20 minutes

GLAZE

Use as a standalone color service to blend gray or to enhance, counteract or balance tones.

REFRESH

Use to refresh faded midlengths and ends while simultaneously processing a root retouch.

LOWLIGHTS

Use to create depth and dimension by adding lowlights.

FILL

Use as a pigment pre-fill when doing a tint-back. If the target shade is warm, fill on level. If the target shade is neutral or cool, fill to a level lighter than the target shade.

GraffitiGlam™ Semi-Permanent Color

Get expressive and inspire your inner artist with GraffitiGlam! This dynamic collection of 10 vibrant semi-permanent shades + Clear is designed for every stylist to unleash their creativity.

For more vibrant results, pre-lighten hair with It's a Blonde Thing® before applying.

1. Shampoo with Keratin Complex Clarifying Shampoo and towel dry.
2. Apply GraffitiGlam directly to the hair (no developer is required) and process for 20 – 35 minutes, depending on the desired results.
3. Rinse the hair thoroughly until the water runs clear.

To ensure maximum longevity, avoid prolonged exposure to sunlight and chlorine. Use the Keratin Complex full product portfolio for at-home maintenance.