

STANDARD SERIES

NEUTRALS

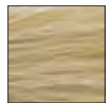
N
Natural



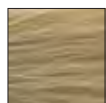
11N



10N



9N



8N



7N



6N



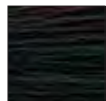
5N



4N



3N



2N



1N

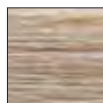
COOLS

A
Ash

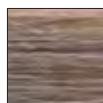


11A

AA
Double Ash



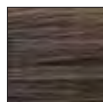
9A



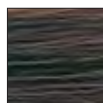
8A



7A



6A



5A

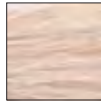


4A

B
Beige



10B



8B



6B

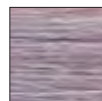
I
Iridescent



11I



9I



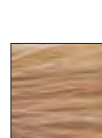
7I

WARMS

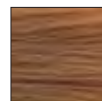
W
Warm



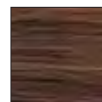
11W



8W



6W

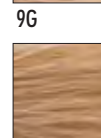


5W

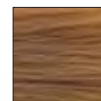
G
Gold



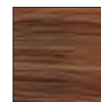
10G



8G

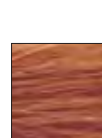
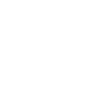


6G

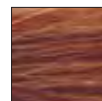


5G

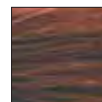
RB
Red Brown
Blonde



8RB



6RB



6RB



4RB

CM
Chocolate
Mocha



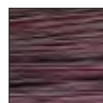
8CM



7CM



6CM



5CM



4CM

CHI IONIC
PERMANENT SHINE
HAIR COLOR



STANDARD SERIES

REDS

CG
Copper Gold

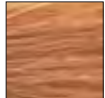
C
Copper

RR
Red Red

RV
Red Violet



9CG



8CG



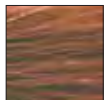
8C



8RR



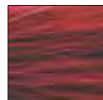
8RV



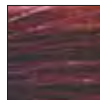
7CG



7C



7RR



7RV



6C



6RR



6RV



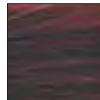
5CG



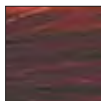
5C



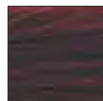
5RR



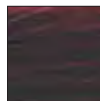
5RV



4C



4RR



4RV

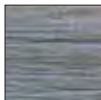
COLOR ADDITIVES

Up to 1-2 inches per ounce of color

FOR LIGHTER LEVELS



Beige



Ash

FOR MEDIUM LEVELS



Gold

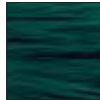


Orange



Red

FOR DARKER LEVELS



Double Ash



Violet

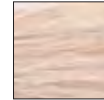


Blue

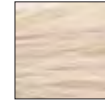
ULP-13 ULTRA LIGHT PALE BLONDE SERIES



ULP-13N



ULP-13B



ULP-13A

- Recommended for levels 6 and lighter.
- Ideal for fine texture and easy to lighten hair.
- Less cool tones = maximum lift

UL-12 ULTRA LIGHT BLONDE SERIES



UL-12N



UL-12I



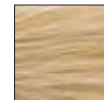
UL-12A

- Recommended for levels 5,6,7 & 8.
- Ideal for coarse and resistant to lighten hair.
- More cool tones = neutralizes more warm tones

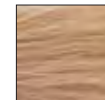
COVERAGE PLUS NATURALS



50-10N



50-9N



50-8N



50-7N



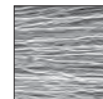
50-6N



50-5N



50-4N

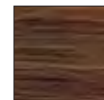


50% Grey

COVERAGE PLUS NATURAL WARMS



50-8W



50-6W

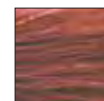


50-4W

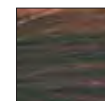
COVERAGE PLUS NATURAL REDS



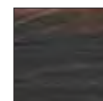
50-9R



50-7R



50-5R



50-3R