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**Trend.... Tech info**  
 From [www.bits4hair.com](http://www.bits4hair.com)



## COSMETIC COLOUR

Oxidative hair colouring cream.

Colouring system characterised by a set of carrier substances that ensure:

- a. Tone fidelity;
- b. Total coverage of grey hair;
- c. Stability over time;
- d. Wide range of shades

**CHEMICAL TECHNOLOGY** - Cosmetic dyes, **Ammonium Hydroxide** (Ammonia) and **Oxygen** combined in a perfect formula to guarantee:

- a. Total respect of the hair
- b. Stable and long-lasting colours
- c. Uniformity of colour
- d. Brilliance and vibrancy of colour





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## TECHNOLOGY AND COSMETICS

The base is composed of a complex of highly selected cosmetic substances, including **Panthenol**, which ensures an emollient, film-forming, conditioning and colour-intensifying action, and **Polyquaternium-6**, a highly substantive cationic polymer, which completes the treating action protecting the hair.

The complex of conditioning substances that make up the base is present in a high percentage.

## OXIDANT CREAM

The **TOUJOURS** oxidant cream is "**stabilised**" and its pH is in the acid range (2.5 to 3.5).

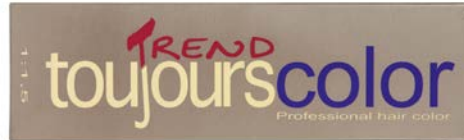
Its formula is enriched with fine waxes that protect the hair structure during the chemical development stage, improving the performance of the cosmetic colouring. The Oxidant Cream is available in four formulations, to be selected according to the objective to be achieved:

- **3% (10v.)**
- **6% (20v.)**
- **9% (30v.)**
- **12% (40v.)**





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**O X i** allows the colouring cream to perform the following actions:

- **COLOURING ACTION:** when the colouring substances come in contact with oxygen, they oxidise and create colour.
- **LIGHTENING ACTION:** the ammonium hydroxide (ammonia) contained in the hair colour acts as the catalyst for the hydrogen peroxide. Upon contact with ammonia THE OXIDANT CREAM quickly releases its oxygen atoms that act on the natural melanin of the hair, lightening it.

### Oxygen and its action... colour depositing and lightening

OXYGEN VOLUME	% OF OXYGEN TO OXIDISE	% OXYGEN TO LIGHTEN	
10 VOLUME -3%	100%	ONLY TONING	
20 VOLUME -6%	75%	25%	
30 VOLUME -9%	50%	50%	
40 VOLUME -12%	35%	65%	
40 VOLUME (12%) :1.5	20%	80%	*

GREATER AMOUNT OF OXYGEN





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## ANALYSIS

The way to obtain the ideal result.

Let us examine the data, searching for the right answers among the physical characteristics of the hair and the chemicals used in the formula.

These parameters are:

1. THE NATURAL COLOUR OF THE HAIR (melanin)
2. WHITE HAIR
3. THE COLOURING STRUCTURE OF AMMONIA (alkali)
4. THE OXIDANT CREAM (hydrogen peroxide)
5. THE LIGHTENING CAPABILITY



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## THE HAIR'S NATURAL COLOUR

Natural hair colours are classified according to a colour scale whose tones are indicated by a number ranging from 1 to 10:

TONE LEVEL		10 PLATINUM
		9 VERY LIGHT BLONDE
		8 LIGHT BLONDE
		7 MEDIUM BLONDE
		6 DARK BLONDE
		5 LIGHT BROWN
		4 MEDIUM BROWN
		3 DARK BROWN
		2 DARKEST BROWN
		1 BLACK



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## MELANIN STRUCTURE AND COLOUR SCALE OF NATURAL HAIR

Every natural shade has its own amount of melanin that (concentrated in pigments) defines the colour that it represents; this means that going from the intermediate colour **light brown** towards **very light blonde**, the **melanin gradually decreases**, progressively losing concentration, going **from dark blonde** (red-orange), **blonde**, **light blonde** (orange and yellow) **all the way to platinum** (Western colourations). Starting from **light brown** towards **black**, the **melanin thickens**, colour after colour, going **from brown** (red), **darkest brown** and **black**, **doubling and even tripling its concentration** (Asian colourations).



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PRIMARY CHROMATIC SCALE	MELANIN SCALE, CONCENTRATIONS
BLACK	BLACK-BROWN
DARKEST BROWN	BROWN
DARK BROWN	BROWN-RED
MEDIUM BROWN	RED
LIGHT BROWN	RED-ORANGE
DARK BLONDE	ORANGE
MEDIUM BLONDE	ORANGE-YELLOW
LIGHT BLONDE	YELLOW
VERY LIGHT BLONDE	STRAW YELLOW
PLATINUM BLONDE	PALE YELLOW

} Asian hair  
 } Western hair

What has been said so far allows us to define two important premises:

- **GREATER CONCENTRATION**            **DARKER COLOURS**
- **LOWER CONCENTRATION**            **LIGHTER COLOURS**

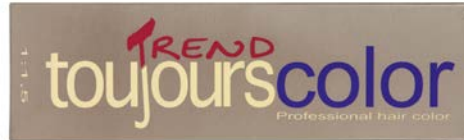
## WHITE HAIR

**White hair** is completely devoid of melanin pigment.

The total absence of colour determines the inability, on the part of the white hair, to create any kind of hindrance to the cosmetic colours applied to it: we can therefore state that white hair behaves as a neutral colour, and thus, when it undergoes a colouring treatment, it takes on the hue that is applied to it, provided it includes, in the mixture, a part of the colour of the natural series.



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## **COMPARING THE TWO TYPES OF HAIR: NATURAL and WHITE**

Natural hair is physically different from white hair, therefore it needs to be handled differently.

- Natural hair already has its own colour
- this, unlike what occurs with white hair, create a hindrance to the applied cosmetic colour.
- We can therefore say that **natural hair, when it is subjected to a colouring treatment, is not coloured in accordance with the applied tone; instead, the existing tone of the hair, if not neutralised, alters the result.** To solve this problem, it is therefore necessary to prepare, through appropriate measures, the ideal conditions on the hair to obtain the desired colour.
- It is necessary to change the natural colour to replace it with the cosmetic one; it is essential to make it slightly lighter than the target colour, so that it may not hinder the result
- In the presence of white hair, its colour must be changed and made as similar as possible to that which will be performed on the white hair.

## **THE STRUCTURE OF COLOURS**

The colour shades (NUANCES), thanks to the highest purity of the dyes used, provide perfect **coverage** of white hair, fidelity of tone, and ensures a longer **lasting** colour.

**The different concentrations of various cosmetic ingredients, within a colouration, determine:**





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 levels  
 reflects.

## The classification system and the colour chart

Perfectly describing colours with words is very difficult, because each of us imagines each colour in a different way.



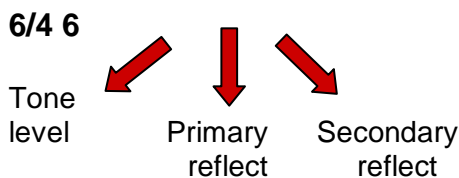
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In order to best define the various shades of cosmetic colours it is important to have a logical and simple "**system**", which can allow the perfect description of both level and reflect. The system adopted to correctly indicate each colour is extremely simple, because it assigns to each element that forms it an identification code that allows the elimination of any possibility of misunderstanding.

The system considers, first of all, that each colour can be broken down into:

1. **tone level**
2. **dominant reflect**
3. **possible secondary reflect.**



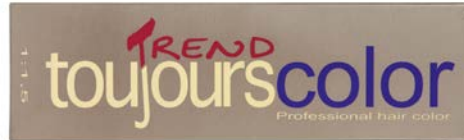
## **The tones**

are divided into colour groups defined as "SERIES":

Natural, Ash, Golden, Copper Gold, Golden Copper, Copper, Red, Mahogany, Violet



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### **AMMONIUM HYDROXIDE (ammonia)**

Ammonium hydroxide is ammonia gas that is used in solution with water. The **ammonia content** is among the lowest on the market, it respects the hair fibre that appears immediately healthier and glossier. The fundamental characteristic of ammonia is that, at the end of the chemical process, it leaves no trace of its presence due to its high volatility. The catalytic function of ammonia, due to its slow and gradual action, is crucial in the application of dyes and in lightening.

### **THE OXIDANT CREAM (hydrogen peroxide)**

It is a highly stabilised oxygen generator characterised by an acidic pH ranging from 2.5 to 3.5. This value ensures the stability of the product over time. Its formula is enriched with fine waxes that protect the hair structure during the chemical action of the product, improve the success of colouration and ensure uniformity of colour and brilliance. The oxidant cream is available in four formulations:

### **THE CHOICE OF OXIDANT CREAM**



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<b>OXIDANT CREAM</b>	<b>ACTION ON HAIR</b>
3% 10 volume	<b>To cover white hair and to colour tone-on-tone and darker levels</b>
6% 20 volume	<b>To cover white hair and lighten by 1 level</b>
9% 30 volume	<b>To cover white hair and lighten by 2 levels</b>
12% 40 volume	<b>To cover white hair and lighten by 3 levels</b>
12% 40 volume	<b>To lighten by more than 4 levels</b>

## **THE LIGHTENING CAPABILITY**

The lightening capability is designed to act on the melanin.

The lower or greater lightening power is given by the combination of the Oxidant Cream and ammonia (Ammonium Hydroxide):

by varying the volumes of oxygen 10, 20, 30 and 40, different lightening strengths are obtained, and each of these will act by eliminating the amount of melanin according to the power of the chosen chemical combination (Oxygen Volume and Ammonia); this means that it is always necessary to consider the hair's NATURAL colour (background colour) and relate it with the desired result, in order to determine the colour levels to lighten by, to choose the oxidant cream volumes to be used.

In cases where the lightening required goes beyond the lightening power, a preliminary bleaching must be carried out.



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## THE MIXTURE

**TOUJOURS COLOR** is packaged in 100 ml tubes.

**The colours are to be mixed with a 1:1.5 ratio**

**TOUJOURS COLOR** 50 ml.  
**TOUJOURS OXI** 75 ml.

**The super-lighteners are to be mixed with a 1:2 ratio**

**TOUJOURS COLOR SUPER LIGHTNER** 50 ml  
**TOUJOURS OXI** 100 ml



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## How to apply

- Part the hair
- **the colour** must be mixed and applied without delay, to prevent the process of oxidisation (enlargement of the artificial pigments) from taking place in the container in which the mixture is prepared

## For the application, every gesture has a specific purpose

- Thin 1 cm strands
- The cream should be spread carefully
- The brush should not work on the skin, but rather on the hair
- The layer of product to be applied on the hair must be the necessary amount, depending on the desired result
- For tone-on-tone colouring and darker levels, start the application with the lighter areas
- For lightening colourations, start the application from the most resistant areas, because that's where the melanin is more concentrated (the back).



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## Development time

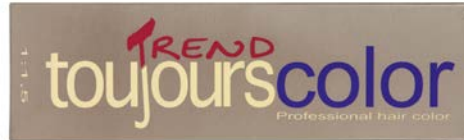
Depending on the type of treatment, the appropriate development time is needed.

DEVELOPMENT TIME	TYPE OF RESULT
25-30 minutes	Covering white hair Tone-on-tone colouring Darker tone colouring
30-40 minutes	Lightening by 1 to 2 levels and covering white hair
40-50 minutes	Lightening by 2 to 3 levels and covering white hair
50-55 minutes	Lightening by 3 to 4 levels and beyond and covering white hair

By using a heat source, development times are reduced by 50%



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## Rinsing

Removing the colour cream at the end of the development time is an operation that requires great care and attention by the operator, in order to avoid problems such as:

- Fixing the colour in the contours of the forehead hairline;
- Leaving colour residues on the skin and hair;
- Causing bothersome irritation to the scalp.

The ideal wash that we suggest to avoid any problem is based on three important moments:

- 1° Emulsify the colour on the hair, taking care to remove it from the hairline, avoiding massaging the scalp so as not to cause irritation. It is important at this stage not to use water: the washing component of the product, in order to act on the colour deposited in the contours of hairline and in the scalp, must remain concentrated. If water is used from the start, it will dilute the washing action, not permitting a perfect cleansing. The colour cream in this case would stick to the skin and would be difficult to remove.
- 2° Start to pour the water in small amounts, continuing to gently massage the scalp and hair to make sure that the cleaning power of the product exerts its full effect. Rinse until the total elimination of the product from the scalp and hair.
- 3° Blot with a towel to remove excess water, then proceed with the "after colour" shampoo to remove residual alkalinity and oxygen. Rinse and towel dry.





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## Post-colouring treatment

After dyeing, there are good reasons to intervene with a hair-protecting product, capable of restoring the physiological balance of the scalp and hair, allowing the professional hairdresser to intervene effectively.

The specific products: **after colour shampoo and conditioner, which allow us to:**

- Return the scalp and hair to their natural pH (4.5 - 5.5);
- Remove alkaline or oxidation residues to reduce the swelling of the structure;
- Prevent the loss of colour;
- Protect from the elements.

## SALON COLOUR TREATMENT

**Colouring hair can mean:**

- a. colouring the hair **to a darker level** than the starting colour (hair colour);
- b. colouring the hair **to the same level** as the starting colour;
- c. colouring the hair **to a lighter colour** than the starting level.



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## THE RULES

to minimise errors and ensure success in colouring, it is **necessary to establish the rules** and follow them at all stages of the colouring process.

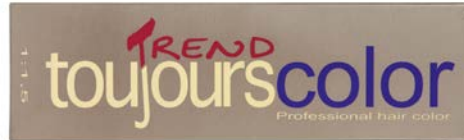
- ESTABLISH THE GOAL (the result)
- ESTABLISH THE HAIR COLOUR (background level)
- ESTABLISH WHETHER THE HAIR IS NATURAL OR ALREADY COLOURED
- ESTABLISH WHETHER IT MUST BE LIGHTENED OR DARKENED COMPARED TO THE BACKGROUND LEVEL
- DEFINE HOW MANY LEVELS TO LIGHTEN BY
- DEFINE HOW MANY LEVELS TO DARKEN BY

**In a salon, the most common types of colouring are:**

- 1) coverage of white hair
- 2) colour change of never-coloured hair
- 3) colour change of coloured hair



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## COVERAGE OF HAIR

There are two sets of shades specific to the coverage of white hair:

➤ **the Natural series** is formulated to achieve the cosmetic shade (level) desired; total coverage of white hair. Its colour is neutral and combines with all tones; thus ideal for all hair colouring whose objective is hair coverage:

- **maximum intensity of coverage**
- **full respect for the desired tone**

**The mixture recommended to optimise the coverage of white hair in accordance with the tone is:**

natural shade	shade with reflect
<b>50%</b>	<b>50%</b>

If we want a result that favours reflect, the percentages change in favour of the shade with reflect, , considering the resulting colour will be more transparent.



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If you want a more compact cover, the percentages change in favour of the natural, considering that the result will be duller compared to the applied tone.

## Clarification

The percentage of the Natural series added to the mixture is not the only element of coverage of white hair (because all the tones of the colour range cover white hair); but its presence is essential to optimise the exact definition of the level of the colour on white hair.

Indeed, it is easy to verify that, if we apply a shade with reflect in the presence of white hair without using the natural series shade, at the end of the oxidation process the results on the two types of hair (white and natural) will be different.

## HIGH CONCENTRATION OF WHITE HAIR

**Pre-pigmentation** is the technical term for the pre-treatment that prepares white hair for colouring. It is a necessary step on the white roots of the hair, where it is difficult to have uniform cosmetic colouring.

### Pre-pigmentation achieves two important effects on the hair:

- opening of the structure of the hair: the alkalinity of the product opens its scales;
- deposit of dyes on the white hair to change the whiteness of the hair with a slight colouration.



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## THE PROCEDURE

It is performed by using the **pure colouring** product (undiluted with oxygen), by 1 to 2 levels lighter than the desired result, applying it to the most exposed parts of the hair (hairline), massaging it with the fingers on the hair and avoiding touching the scalp. Do not rinse. The operation must precede the application of the final colour by at least 10 minutes.

## THE COLOURS SUITABLE FOR PREPIGMENTATION ARE THOSE WITH WARM TONES

## COLOUR CHANGE OF NEVER-COLOURED HAIR

Wanting to change the colour of never-coloured hair, there is a third element that needs to be considered in addition to the two basic elements (**natural colour - desired colour**): the **length** of the hair. It is an element not to be underestimated, especially when the result (objective) requires, for its implementation, the lightening of the natural colour; the reason lies in the very structure of the long hair, which in turn involves two conditions not be neglected:

1. **the heat loss of the lengths.** The temperature, which at the scalp level is around 32 degrees (the root zone), gradually decreases and, depending on the length, can fall until it reaches the ambient level (18 - 20 degrees).
2. **the keratinization of the lengths.** The hair is composed primarily of keratin and this, as it is formed in the matrix (keratocytes), lengthens as it overlaps. During this process, keratinization, i.e. the consolidation of the structure of the hair, takes place. This structure then, if it is not changed by external elements, will present an increasing resistance to chemicals along the lengths and towards the ends.



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These conditions will result in some difficulties. The product, finding a non-uniform temperature and a structural strength different from root to tip, fails to act as it should. Therefore the result cannot be uniform (the root will always be lighter compared to the ends). The following sections explain how to solve this problem.

### **TONE-ON-TONE AND DARKER LEVELS**

To colour never-coloured hair to a darker level or tone-on-tone, the choice regards the desired tone and the stabilised hydrogen peroxide at 10 or 20 volume, as suggested in the **lightening indicator**.

After mixing the **colour cream** with the Oxidant Cream, proceed with the **application of the colouring cream on the hair from roots to ends**. Once the product has been applied, allow it to develop for 30 minutes. Once the development time has elapsed, proceed with the rinse and a possible post-colouring treatment.

### **LIGHTEN BY ONE OR MORE LEVELS THE NEVER-COLOURED NATURAL HAIR.**

When the cosmetic colouring must achieve a shade of 1, 2 or 3 levels lighter than the natural colour of the hair, there may be some "physical-chemical" difficulties created by the hair itself. In the case of hair over five centimetres long, the roots can end up lighter than the tips if the correct technique is not used.



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The colour cream permits to easily overcome these difficulties, by acting with a **first mixture on the lengths and ends** and using an **oxygen of higher volume than that which will subsequently be used on the roots**.

(e.g. if the root requires the use of oxygen at 30 volumes, the lengths and ends of the hair will require using 40 volumes).

## LIGHTENING NEVER-COLOURED NATURAL HAIR BY MORE THAN FOUR LEVELS

Having to lighten hair by more than 4 levels, to obtain very light colours, it is first necessary to **bleach** it to reach the base level ideal for the colour to be achieved; then the hair will be recoloured with the cosmetic colour matching the desired colour both in level and reflect.

## COLOUR CHANGE OF COLOURED HAIR

Note, first of all, that oxidation colours cannot lighten (**remove colour**) hair that is already coloured (*colour can not eliminate colour!*).



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To obtain a lighter colour it is first necessary to remove the previous colour. This type of intervention (technically called "COLOUR REMOVAL") is used to remove cosmetic shades and achieve a level of lightening lighter than the cosmetic shade that will be applied.

## **THE COLOUR REMOVAL WASH**

- To change the reflect from WARM to COOL and vice versa.
- To remove any unwanted tones from the hair

## **MANAGEMENT OF THE COLOUR REMOVAL**





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OBJECTIVE	TYPE OF COLOUR REMOVAL	DEVELOPMENT TIME	HOW TO
Too much colour Unwanted tones	Wash with lightening powder + 10 ml. of shampoo + 1.5 of oxi 10 v. cream	5/10 minutes	Apply at the sink like a shampoo
Lightening 1 - 2 levels	Lightening powder + Oxidant cream at 10 - 20 volume	15/30 minutes	Apply first to ends and lengths, and lastly to roots
Lightening 3 - 4 levels and beyond	Lightening powder + Oxidant cream 30 - 40 volume	20/30 minutes	Apply first to ends and lengths, and lastly to roots

## **DARKENING HAIR.**

If we have to darken a light cosmetic shade, it becomes essential to make a preliminary reconstruction of the colour: "**Repigmentation.**"

### **The rules of repigmentation**

Repigmentation returns the cosmetic pigment to the hair that has lost it due to natural or artificial causes (lightening, bleaching etc..).

Repigmentation should always be done with warm reflects (gold, copper and red): the intensity should be assessed as appropriate.

The intensity of the gold/copper/red should be related to the intensity of the desired colour and residual level of the hair.

### **REPIGMENTING - REFERENCE TABLE FOR THE CHOICE OF THE LEVEL TO BE USED**



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ACHIEVED RESULT	COLOUR OF HAIR TO BE DARKENED			
	BLONDE	LIGHT BLONDE	VERY LIGHT BLONDE	BLEACHED PLATINUM
FROM BLACK (1) TO MEDIUM BROWN (4)	5/3	5/3	5/4	5/4
5 - LIGHT BROWN	6/34	6/34	5/4	5/4
6 - DARK BLONDE		6/34	6/34	6/34
7 - MEDIUM BLONDE			7/34	7/34
8 - LIGHT BLONDE				8/34

**To get the results with COPPER, RED AND MAHOGANY reflect, the level shown in the diagram must be replaced with the one consistent with the desired result: Copper for Copper, Red for Red and Mahogany**

In conclusion, a healthy structural condition of the hair allows us to achieve and maintain a high performance of colour treatment, enhancing the hair itself.

**SKIN TEST**



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The test involves applying a 1p sized spot of solution (i.e colour and developer mixed together) to either the neck (behind the ear) or the inner bend of the elbow.

Allow to dry and leave uncovered for 48/72 hours.

If no irritation or rash occurs during this time then the test is negative and it can be assumed that the risk of developing a reaction will be much less than the dye is applied to the whole head.

Repeat before each application



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