



PURE COLOR PURE BRUNETTE

Old highlights and dehydrated looking curls are transformed with an authentic brunette palette.

Before



THE FORMULA

① ROOTS

7/8 30g		+	7/0 30g		+	6% 60g	
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6% on roots for
1 level of lift
on natural hair.

② LENGTHS & ENDS

7/0 20g		+	8/7 10g		+	1.9% 60g	
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1.9% on lengths & ends
to darken gently.

THE STEPS

Apply the root color throughout the dark natural root. Using 6% to lighten the base slightly.

Go through the underneath section and take the root color through the darker areas underneath, avoiding the highlights.



Use the lighter formula throughout the lengths and ends and over the previous highlights.



Comb through the color from root to ends, to soften the transitions between the different shades. Develop for 30–40 min. Rinse and remove using ULTIMATE COLOR shampoo. Finish by using ULTIMATE COLOR Color Sealer Liquid Layer. Leave in and style.

