



# PURE COLOR PURE COPPER

A pure statement copper. Prepare the hair by removing buildup of color. Paired with a simple full head color for maximum impact.

Before



# THE FORMULA

## ① LIGHTENING



## ② ROOTS



## ③ LENGTHS & ENDS



# THE STEPS

To remove the saturation of the dark color through the mid band, perform a wet balayage at the basin. Pre-wash the hair and apply FREELIGHTS with a brush or palm of your hand. Use your palm to brush the product towards the root for a soft transition.



Apply your root color throughout for the first 1.5cm–2cm. Using a lower developer will ensure brightness is controlled. Use the dedicated short bristle brush for a precise color application.



Apply the length and ends formula throughout directly after the root application. Develop fully for 30–40 min. Rinse and remove using ULTIMATE COLOR Shampoo. Finish by using ULTIMATE COLOR Color Sealer Liquid Layer. Leave in and style.



## OXIDATION:

Color oxidizes dark throughout the process, don't be tempted to rinse early!

