



PURE COLOR PURE ASH BROWN

Greys be gone with volcanic
brunette hues. All over grey
coverage for a deep cool ash tones.

Before



THE FORMULA

ALL OVER COLOR

5/0
40g



+

5/8
20g



+

6%
60g



THE STEPS

For grey coverage start your application where you have the highest % of grey hair. In this case, it's equally scattered, classic brickwork section pattern was used.



Apply straight through to the ends and comb through each section for even distribution.

TIP

If hair is resistant with a large regrowth, a virgin application / mid band application can be used to allow product to saturate through the keratinized hair and ensure full saturation.



Cross check your application to ensure product is saturated on all stray greys.



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.

