



PURE COLOR PURE GOLDEN

A true sunshine gold brought to life by lightening her natural color and adding dimensional lights for brightness.

Before



THE FORMULA

① LIGHTENING

30g



+

6%

45g



② ROOTS

9/3
30g



+

6%

30g



③ LENGTHS & ENDS

9/3
50g



+

7/40
10g



+

9%

60g



THE STEPS

Section off a diamond shape on top, work with wide sections meeting the diamond across the head. Alternate weaves and slices through your sections and backcomb the roots for a soft blend.



Apply the lightener slightly away from the root and softly blend the product towards the root.



Apply your root color throughout. 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. Leave in and style.

