

sol·fine

PRODUCT GUIDE



CREMA COLOR



your

From the **NATURAL COMPLEX** philosophy comes this cream hair color with a pleasant floral-citrus scent which softens thanks to the use of the active ingredients found in coconut oil. Key ingredients guarantee the complete respect of both scalp and hair health. Easy to use, CREMA COLOR guarantees an excellent coverage of the grey hair as well as long lasting color, leaving the hair soft and glossy.

YOUR COLOR IS...

- Easy to mix
- Easy to apply
- Easy to rinse and remove
- It always acts the same, so there are no surprises

YOUR COLOR HAS...

- A high quality formula
- Coconut oil base to protect the scalp
- Low percentage of Ammonia
- Micro-pigments with high penetration power
- Perfect coverage for grey hair

YOUR COLOR WILL...

- Give you great vibrant results
- Give you long lasting color
- Leave your hair soft and silky

YOUR COLOR CAN...

- Lift up to 3 levels on virgin hair
- Be made as a semi or permanent color
- Can be mixed together to make new colors

color

3 EASY STEPS TO CHOOSING THE PERFECT

EXAMPLE

YOUR NATURAL COLOR IS **6N**.

WITH VIRGIN HAIR IT CAN GO A MAX 3 LEVELS LIGHTER AND AS MANY LEVELS DARKER AS YOU WANT.

MEANING YOU CAN GO AS DARK AS A LEVEL 1 AND AS LIGHT AS A LEVEL 9.

IF YOU WOULD LIKE TO ONLY GO 2 LEVELS LIGHTER IT WOULD BE TO LEVEL 8.

TO FINALISE COLOR CHOICE, YOU SIMPLY NEED TO DECIDE IF YOU WANT TO BE THE NATURAL LEVEL 8 (8N) OR HAVE A LEVEL 8 COLOR WITH A REFLECT (8C, 8TR, 8D OR 8DR).

NOTE: IF YOU WANT TO STAY A LEVEL 6 BUT JUST ADD A NEW REFLECT, YOU CAN CHOOSE FROM 6DR, 6RS, 6NR OR 6S.

is

SELECT CREMA COLOR

STEP ONE

MATCH YOUR NATURAL HAIR COLOR TO A (N) COLOR:

- 1N - Black
- 3N - Dark Chestnut
- 4N - Chestnut
- 5N - Light Chestnut
- 6N - DARK BLONDE**
- 7N - Blonde
- 8N - Light Blonde
- 9N - Very Light Blonde
- 10N - Swedish Blonde

STEP TWO

CHOOSE IF YOU WANT TO GO LIGHTER OR DARKER OR JUST ADD A REFLECT:

- 1N - Black
- 3N - Dark Chestnut
- 4N - Chestnut
- 5N - Light Chestnut
- 6N - DARK BLONDE**
- 7N - Blonde
- 8N - Light Blonde
- 9N - Very Light Blonde
- 10N - Swedish Blonde

STEP THREE

CHOOSE IF YOU WANT TO BE THE NEW NATURAL COLOR OR HAVE A REFLECT IN YOUR NEW COLOR:

- 8N - Light Blonde
- 8C - Light Ash Blonde
- 8TR - Cinnamon Blonde
- 8D - Light Golden Blonde
- 8DR - Golden Copper Light Blonde

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CREMA COLOR

- 1N Black
- 3N Dark Chestnut
- 4N Chestnut
- 5N Light Chestnut
- 6N Dark Blonde
- 7N Blonde
- 8N Light Blonde
- 9N Very Light Blonde
- 10N Swedish Blonde
- 7C Medium Ash Blonde
- 8C Light Ash Blonde
- 9C Very Light Blonde
- 5T Coffee
- 7T Tobacco
- 9T Very Light Tobacco
- 10T Very Light Beige Blonde
- 7TR Hazel Blonde
- 8TR Cinnamon Blonde
- 5D Light Golden Chestnut
- 7D Golden Blonde
- 8D Light Golden Blonde
- 9D Golden Champagne
- 6DR Golden Copper Dark Blonde
- 7DR Golden Copper Blonde
- 8DR Golden Copper Light Blonde
- 5RS Dark Scarlet
- 6RS Scarlet Copper
- 6NR Dark Blonde Copper
- 7MR Ginger
- 5SI Ultimate Auburn
- 6S Fashion Red
- 7S Ultimate Red
- 4M Venetian Mahogany
- 5M Light Chestnut
- 5V Ultimate Burgundy
- 30 Neutral Very Light Blonde
- 32 Very Light Ash Blonde
- 36 Very Light Beige



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THE MIX = COLOR + DEVELOPER

Crema Color can be mixed with 3 different strengths of Developers. 10vol, 20vol and 30vol. This enables the Darker colors to last longer and the Blondes to go lighter.

10VOL

FOR DARK COLORS

20VOL

FOR BROWNS AND BRUNETTES

30VOL

FOR BLONDES



CREMA COLOR CAN ALSO BE MIXED AS A SEMI-PERMANENT COLOR BY SIMPLY MIXING IT WITH CREMA SOLFINE OXY A DEVELOPER.

THE MIX RATIO = 1:1

OR

65ML COLOR + 65ML DEVELOPER



When choosing a color to use as a SEMI PERMANENT COLOR, you can only use a color that is the same shade as your hair color or darker. You cannot go lighter using a semi-permanent color. Semi-permanent colors last up to 24 washes and can cover grey hair by 80%.

TOUCHING UP YOUR REGROWTH couldn't be made easier. As once a Crema Color is opened it can last up to 6 months. So simply mix the amount of color you need with the appropriate amount of developer to a smooth creamy consistency and apply to your regrowth area and leave on for 35mins. After 25mins, comb through to ends of hair for the last 10mins.

HIGH-LIFT COLORS (30, 32, 36) have the ability to lift up to 4 levels on virgin hair when you mix them with 30vol.

WHEN USING A HIGH-LIFT COLOR the mixing ratio is 1:1.5 or 65ml color with 100ml developer. High-Lift mix - lifting up to 4 levels, toning 5-35 mins, rinse when desired tone has been reached.

TIMING for toning is up to 35mins. Timing for lifting up to 4 levels is 45mins. NOTE: Should only be used from level 6 upwards for lightening the hair.

REVERSE > COLOR REMOVER

Reverse enables you to remove unwanted color from your hair.

POINTS TO REMEMBER

- Reverse only works if the hair color you are trying to remove is darker than your natural hair color.
- It WILL NOT work on bleached hair or grey hair, as there is no color pigment in the hair to remove.
- Reverse only works on permanent hair colors, not semi-permanent colors.
- Reverse is gentle on the hair as it only removes the artificial hair color from your hair not your natural hair color, like bleach does.
- Another bonus of Reverse is that you can recolor your hair straight after using it.



NOTE: Occasionally when hair has been colored a very dark shade, Reverse may not be strong enough to remove the entire color. So the process may need to be redone again on the same day. **DO NOT** use neutraliser sachet in the box until you are happy with the result.