



AMMONIA FREE RESORCINOL FREE PPD FREE



THE LAW OF COLOURS

The law of colours are constants that never change.

Mastering these laws will provide you with the artistic freedom to create unique hair colours for every client.

PRIMARY COLOURS



Primary are either warm or cool tones. Blue is cool and red and yellow are warm.

When two primary colors are mixed, a secondary color is created.

SECONDARY COLOURS



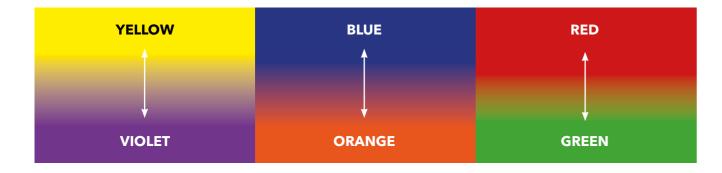
Two primaries mixed together in equal proportion create a secondary color.

TERTIARY COLOURS

EXAMPLE: BLUE-VIOLET

Made by mixing primary colours with their secondary neighbour colour.

COMPLEMENTARY COLOURS



The result of mixing opposite colours is neutral (brown).

- Violet neutralises yellow.
- Blue neutralises orange.
- Red neutralises green.

REMAINING PIGMENTS AND DEPOSITING

NATURAL HAIR

The colour depth is determined by the quantity of melanin found within the hair.

More melanin creates darker hair, fewer pigments create lighter hair.

When going lighter in colour, undertones will be apparent. These are important to identify when analysing hair colour during the consultation, as the primary undertones will influence the final result.

Use the guide below to determine the undertones on the level that you are going to.

If you lift more than 2 levels, you also need to consider the undertones you are going through.

ExAMPLE 1

Natural level 8

Desired level 9

Level 9 is yellow

Your formula needs to contain violet if you want to neutralise.

EXAMPLE 2

Natural level 6

Desired level 9

Level 9 is yellow

More than two levels of lift.

You are going through orange zone.

Your formula needs to contain violet and blue to neutralise.

EXAMPLE 3

Natural level 9 Desired level 5 Contains red

Contains

Look at page 4.

RP GUIDE

LIFTING	LEVELS & COMPLIMENTARY COLOURS			DEPOSITING
Pale Yellow	Violet	10	Violet	Pale Yellow
Yellow	Violet	9	Violet	Yellow
Orange Yellow	Blue Violet	8	Violet Blue	Yellow Orange
Orange	Blue	7	Blue	Orange
Red Orange	Green Blue	6	Blue Green	Orange Red
Red	Green	5		
Violet Red	Yellow Green	4		
Violet	Yellow	3	Green	Red
Blue Violet	Orange Yellow	2		
Blue	Orange	1		



PRE-PIGMENTATION OR FILLING

Pre-pigmentation (filling) is a way of replacing the pigments that the hair is lacking. Chemical services and the environment can delete the pigment balance and it is essential to perform a pre-pigmentation on overly porous hair. For more info you may look at page 3.

PRE-PIGMENTAION IS USED WHEN:

- Colouring more than two levels darker
- Extreme colour loss

PRE-PIGMENTATION WITH INK COLOURS

Ideal for warmer results and when high filling of the hair is required.

- Use the pre colour chart at page 3 to determine the correct shade.
- Mix 1:2 with water.
- Apply on towel dried hair.
- Develop for 10-20 minutes.
- Shampoo and towel dry.
- Apply chosen shade.

TARGET LEVEL	WARM
8	Yellow
7	Yellow
6	Orange
5	Orange
4 and below	Red

PRE-PIGMENTATION WITH HAIR PAINT FREE

Ideal for partial only (highlights, panels and areas).

- Use the pre colour chart at page 3 to determine the correct shade.
- Mix 1:1 with warm water.
- Apply to selected areas.
- Develop for 10 minutes.
- Apply the final colour directly on top with no need to rinse before application.

TARGET LEVEL	WARM	COOL
8-9	99/33	9/03
7	8/44	8/03
6	7/44	8/03
5	6/44	66/33
4	5/66	66/33





PRE-PIGMENTATION WITH COLOUR BOMB

Ideal for highly sensitised hair.

- Use the pre colour chart at page 3 to determine the correct shade.
- Apply on towel dried hair.
- Develop for 10 minutes.
- Rinse (no shampoo) and dry.
- Apply the final colour.
- PH 4-5.

HIGH POROSITY		
More than 3 levels down/warm final result		
Level 8-10 Mix of Light Honey and Spicy Curry		
Level 5-7 Spicy Curry		
Level 1-4	Fire Red	

LOW - MEDIUM POROSITY		
Neutral to cold final result		
Level 9-10 Soft Vanilla		
Level 7-8	Caffé Latte	
Level 6-7 Sweet Toffee		
Level 4-6	Hot Chocolate	
Level 1-4	Dark Brown	



PRE-PIGMENTATION WITH GLOSS

Ideal for highly sensitised hair,

- Use the pre colour chart at page 3 to determine the correct shade.
- Apply on towel dried hair.
- Develop for 10 minutes.
- Wash the hair with Colour Lock shampoo.
- Apply the final colour.
- PH 7-8.

HIGH POROSITY		
More than 3 levels down/warm final result		
Level 8-10 Blush 9BG - 9/73		
Level 5-7	Apricot -9CG - 9/43 + Copper - 7CC - 7/44	
Level 1-4	Red - 6RR - 6/66	

LOW - MEDIUM POROSITY		
Neutral to cold final result		
Level 9-10 Soft Grey - 9NAG - 9/13		
Level 7-8	Roasted Barley - 9NAC - 9/14	
Level 6-7 Apricot - 9CG - 9/43		
Level 4-6 Rose - 9RG - 9/63		
Level 1-4 Red - 6RR - 6/66 + Medium Brown - 5N -5/0		





INK COLOURS

With the 6 different lnk colours you can create almost any colour you want. Ink is a multi functional/permanent/demi, strong and long lasting hair colour.

Be creative and intensify or adjust any Hair Paint or Hair Paint Free colour with Ink. Revive faded colour or remove unwanted tones.

COLOUR TONES

Blue/3 Deep blue shade that enhances dark tones and

neutralizes orange undertones.

Matte green undertone - ideal for softening warm colors and Green/4

neutralizing red tones.

Cool violet that neutralizes yellow undertones. Violet/5

Red/6 Neutralizes green and enhances red tones.

For tone correction to counteract blue pigments and intensify warm shades. Orange/7

Yellow/8 Golden-yellow for warm tones and for correcting violet hues.

Enhances color longevity.

STRONG HIGH FASHION COLOUR

For best results, pre lighten the hair to the desired levels below.

Blue and Violet, lighten to level 10-11. Yellow and Green, lighten to level 8-9 **Red and Orange**, lighten to level 5-7.

Mix Ink colours 1:1 with 3% Booster and process for 20-30 minutes.

Example:

To create a lighter blue

Mix BLUE Ink with a high level colour 30g 10/0

2-10g BLUE Ink.

LONG LASTING COLOURED HIGHLIGHTS

- 1. Apply ½ 911 Rescue Spray.
- 2. Use Yellow Orange Red INK.
- 3. Mix 1-2 g, shake well, and test on white paper.
- 4. Weave your low light section and spray 911 Rescue Spray on it.
- 5. Mix the selected shade and apply it with a brush over the 911 Rescue Spray.
- 6. Processing time: 35 minutes.

PRE-PIGMENTATION

- 1. Mix red orange or yellow with low oxidant or water 1:2.
- 2. Apply your chosen formula and process for 10-20 minutes.
- 3. Rinse and shampoo.
- 4. Continue with any colour.

THE USE OF MIX TONERS **AND INK COLOURS ENHANCING PIGMENTS**

- Use Mix Toner when you want to intensify a color.
- For an intense color result, use up to 1/3 Mix Toners without adding a developer to the calculation.
- If you want to enhance or neutralize tones, follow the guide below.

MIX TONER GUIDE

LEVEL	MIX TONE
10	0.5g
9	1g
8	2g
7	3g
6	4g
5	5g
4	6g
3	7g
2	8g
1	9g

1:1

Blue tone depth neutralizes orange Green tone depth neutralises red Violet tone depth neutralises yellow

Ink colours are the playground for all creative hairdressers and there is no limits of what you can create and do with this tool we created for you.



TYPES OF COLOUR

SOFT TOUCH

1 part colour 1 part 3% Booster 1 part Niophlex NO.02

5-20 minutes in damp hair.

- Light pigmentation
- Light colour refresh
- No lifting
- No change in hair colour level
- No change in reflex.

DEMI-COLOUR

1 part colour 2 parts 1,5% - 3% Booster 5-20 minutes in damp hair

- Toning of grey hair
- **Pigmentation**
- Correction
- Half a level of lift in dry hair
- Light change in hair colour level
- Small change in reflex.

LIFTING COLOURS

1 part colour 2 parts 3% - 6% - 9% - 12% **Booster**

45-60 minutes on dry hair

- 4-5 levels of lifting
- Works by lightening the natural melanin in the hair
- All types of lightening effects
- Light correction
- Small change in reflex.

PERMANENT COLOUR

1 part colour 1.5 parts 3% - 6% - 9% - 12% **Booster**

- 30-45 minutes on dry hair 45 minutes on grey hair
- Grey hair coverage
- 4 levels of lifting
- Change in reflex
- Correction
- Pigmentation
- Full development of colour
- Full colouring / darker reflexes.

BOOSTER

- Stabilised formula that mixes quickly and easily.
- Contains Acrylate, which cares for the hair.
- Used with Hair Paint and all lightening products from IdHAIR.

%	USAGE	
3% Vol. 10	One tone lift - grey coverage - tone change - tone on tone - for darker shades	
6% Vol. 20	Two tone lift - permanent colors - Grey Coverage- intensifies the reflect and tone	
9% Vol. 30	Three-tone lift - coverage of resistant gray hair - intensifies the reflect	
12% Vol. 40	Four levels of lift - Highlift colouring	
12% Vol. 40	Four levels of lift - Highlift colouring	



GREY COVERAGE GUIDE

Grey hair contains pigments in very minimal proportions.

Light silver grey is dominated by yellow.

Dark grey is dominated by blue.

50-75% GREY

- Amount of /0 in the formula should be 50-75%.

Hair Paint: For more than 50% grey we suggest incorporating golden pigment /03 into your formula of /0 to help support the minimal amount of pigment in the grey hair.

75-100% GREY

- Amount of /0 in the formula should be 75-100%.
- Adjust the formula from half to one level darker than desired level.
- For maximum grey coverage, process for 35 minutes. Use with 6% Booster.

RESISTANT GREY

- Start the application in the most resistant grey area.
- Mix 2:1 with 9% Booster.

Follow the guide below.

GREY HAIR GUIDE

PERCENTAGE OF GREY HAIR	DESIRED COLOUR	NATURAL COLOUR	NOTE
0 425%	100%	0%	It is not necessary to mix /0 in the desired colour
25 - 50%	75%	25%	
50 - 75%	50%	50%	
75 - 100%	25%	75%	
RESISTANT GREY	25%	75%	MIXING RATIO: 2 parts colour / 1 part 9% Booster (30 vol)





QUICK COLOUR REMOVING OR COLOUR CORRECTION

The easy way to remove or correct permanent or semipermanent haircolours.

COLOUR REMOVER: DOES NOT AFFECT NATURAL HAIR

Used to remove color, unwanted reflections or to cleanse and purify the color.

In a non-metallic bowl, mix:

1 scoop Multi Tech Colour Remover 60/70 ml warm water

PROTIPS!

For a more foamy consistency, replace 15 ml of water with shampoo.

PROTIPS! For sunkissed look and highlights: Mix 20 g Colour Remover 20 g Niophlex No.02 60 g 3% (10 vol.) Let work for 35 minutes.

FOR LIFTING UP TO 3 LEVELS:

For a more foamy consistency, replace 15 ml of water with shampoo.

In a non-metallic bowl, mix:

1 scoop Multi Tech Colour Remover 60/70 g 3% (10 vol.) or 6% (20 vol.)

Protips!

Begin at the neck and work towards the top of the head and then the sides. The processing time depends on the desired result.

When the desired result is reached, rinse thoroughly with water and Colour Lock shampoo. Dry the hair with a towel.

Recolour if necessary with the desired shade.



WARNING

Make sure the product does not get in contact with eyes.

PERMANENT COLOUR SYSTEM

- Full range
- Permanent delicate colour
- Ammonia free
- PPD free
- Resorcinol free
- Care System
- Anti-Aging
- Gentle and pleasant fragrance
- Soft and creamy consistency for ease of application
- Highly concentrated and costefficient formula
- 100% grey/white coverage
- Maximum results, shine and long lasting colour service.



KEY INGREDIENTS

Argan Oil

One of the most nutrient oils for hair. It leaves the hair well treated, silky soft and shiny.

Lemon, mandarin and grapefruit seed oil

Essential fruit oils provide revitalising care and adds shine.

Keratin

Makes the colouring process less aggressive with respect for the hair structure.

Peach and Apricot seed oil

Provides care and softness to the hair.

Karité butter

Also known as Shea Butter. Protects and hydrates even the most damaged hair.

Heliogenol

Concentrated Glycolic Extract from Sun Flower Seeds. It protects the hair against damage from free radicals.

Wheat Protein

Protect and reconstructs the root fibres.

Jojoba Oil

Provides nourishing care and protects the hair.

ANTI-AGE COMPLEX

A complex, which enables a much more efficient attachment of the pigment, providing a more uniform result from root to tip. This is done by the composition of micro molecules, that controls the oxidative process speed. It guarantees full usage of colour and provides longer lasting colours, as well as a more intense and bright result. Furthermore, it leaves the hair more resistant to daily washing.

CARE SYSTEM

A revolutionary system that protects and provides care during hair colouring. This will significantly reduce colour loss and prolong the colour intensity and durability. A specially developed formula of special key ingredients adds an anti-static shield and a silky effect. Essential oils for exceptional gloss, high protection and vital care and moisture.



COLOUR NUMBERING SYSTEM

1/234

- Tone Level
- Primary Reflect
- Secondary Reflect
- **Tertiary Reflect**

TONE NUMBERING SYSTEM

- Natural
- Ash (Blue)
- Matt (Green)
- Gold (Yellow)
- Copper (Orange)
- Mahogany (Red/Violet)
- Red (Red)
- Brown (Yellow, Red/Blue)
- Violet
- Pearl (Blue/Violet)



UNDERSTAND THE TONE OF YOUR COLOURS

/0 NATURAL

- Neutral to cold base
- Level control and great to include when you are going up and down in levels
- Excellent to control grey hair.

/11 INTENSE ASH

- Deep blue undertone
- For a cool result
- For high control on unwanted orange and warm tones
- For creating grey shades.

/03 GOLDEN

- Natural golden tone
- Great for filling on grey hair
- For removal of brassy tones.

/33 DEEP GOLDEN

- Golden warm tone
- Deep intense pigmentation
- Double pigment for better filling effect
- Perfect for fragile/porous hair.

/44 COPPER

- Pure orange tone
- High intense copper
- Fashion shade
- Great longlasting pigment.

/5 MAHOGANY

- Red-blue tone
- To create cool brown tones
- Great filler for the /7 if a more vibrant tone is wanted.

/66 RED

- Pure red tone
- Intense red
- High intense red when mixed with 0/66.

/07 INTENSE BROWN

- Natural/yellow, red, blue tone
- Double pigmented
- Great for filling on fragile hair
- Fit all hair types
- Great to add in to all colour mixes for long lasting stability.

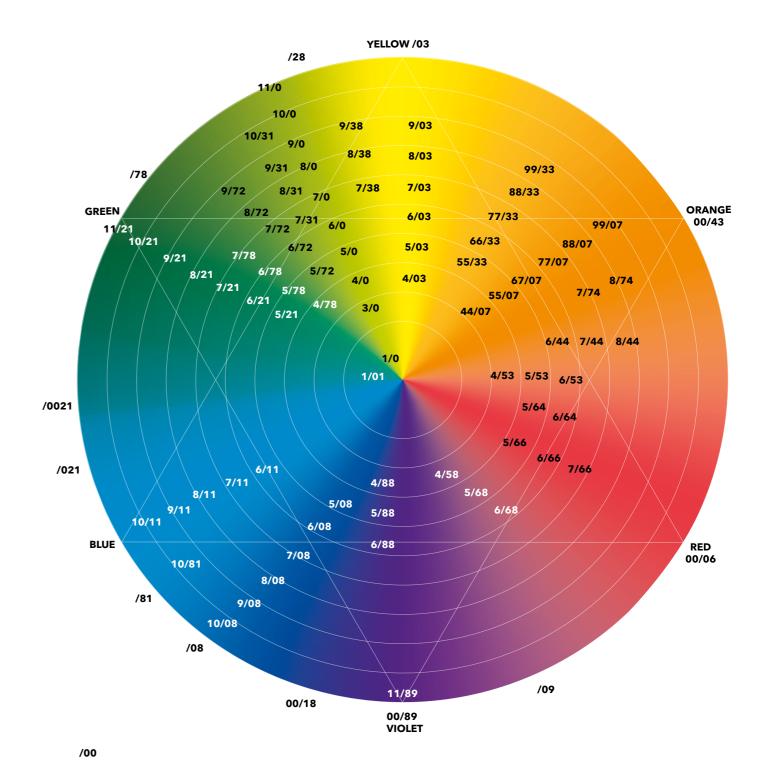
/88 VIOLET

- Violet tone
- High intense
- 10/81 perfect for control of unwanted warm tones
- Keep oxidant low for a cool result (blue, violet).

/9 PEARL

- Perfect for neutralising yellow
- Pearl tone
- Soft violet
- 00/89 is violet pearl without any level.





IC HAIR | PAGE 15

PERMANENT COLOURS

WHEN TO USE:

- 100% grey hair coverage
- 4 levels of lift
- Change of tones
- Correction
- Pigmentation
- Full development of colour reflex
- Full pigmentation power on light to dark work.

HOW TO USE:

- Permanent colour:
- Mix 1:1.5 with 3% 6% 9% 12% Booster.
- Choose the developer according to the natural depth of the hair.

Processing time: Develop for 35-45 minutes.



IC HAIR

HAIR PAINTHEE

HIGH LIFT

11/0 Natural Blonde11/21 Ash Mat Blonde11/89 Violet Pearl Blonde

WHEN TO USE:

- Up to 5 levels of lift with 9% 12% Booster
- For all types of colour work.

HOW TO USE:

- Mix 1:2 with 3% 6% 9% 12% Booster.
- Choose the developer according to the natural depth of the hair.

Remember: Ideal start level is from level 7. **Processing time:** Develop for 45-60 minutes.

Undertone neutralise with

Yellow 11/89 Orange 11/21

1:2

mix with: 3% - 6% - 9% - 12% Booster

Processing time: 45-60 minutes



TONERS

00/06 Very Light Pink00/18 Ash Violet00/43 Peach

00/89 Violet Pearl Blonde



WHEN TO USE:

Unique toners for demi-colour to neutralise unwanted warm/golden shades. Add on natural grey hair for a clear and bright tone of the natural grey.



mix with: 3% Booster

Processing time: 5 - 20 minutes

HOW TO USE:

Mix 1:2 with 3% Booster. Apply on towel dried hair.

Processing time: Develop for max 20 minutes

Remember: 00/18 should not be used alone on tone levels above 7.

Always use 00/89 together with 00/18 when working with hair lighter than tone level 7. If you apply the toner on dry hair or let the toner stay in the hair for more than 20 minutes, you will start to lift the natural hair.

UndertoneTone withYellow00/89Orange00/18

ULTIMATE GREY

/021 Dark Steel grey toner
/0021 Steel Grey toner
/81 Pearl Grey Toner

- Specially formulated for grey hair
- Fades gradually, so regrowth isn't noticeable
- Grey colour pigments even out colour differences
- Creates depth and tones down yellow shades

mix with: 3% Booster
Processing time: 10 - 20 minutes

1:2

PASTEL

/00	Clear Pastel	/09	Light Pearl Pastel
/03	Champage Pastel	/28	Beige Pastel
/08	Frozen Pastel	/78	Shadow Root Pastel

- Suitable for dyed and natural blonde hair
- Ideal for various colour effects: ombre, blonde, and highlights
- The colours contain light colour pigments
- Allows you to create both pastel colours, richer shades, and shine for your hair

BLEACH

SUPREME BLEACHING PASTE BLEACH ME GENTLY



Features and benefits

- Dust-free
- Delicate fragrance
- Vegetable oils
- Soft creamy consistency
- Lightens up to 6 tones

Contains blue pigments to neutralize golden/warm tones

- Ammonia free
- Dust-free
- Built with blue pigment, to neutralise the golden/warm pigments

BLEACH ME GENTLY

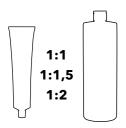
- Retains strength and shine
- Lightens up to 6 tones

Contains blue pigments to neutralize golden/warm tones

Mixing and timing

(Mix with all IdHAIR Boosters)

Processing time: max. 20-45 minutes



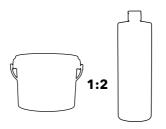
On scalp

1,5% - 3% - 6% - 9% Booster

Off scalp

1,5% - 3% - 6% - 9% - 12% Booster

Processing time: max 60 minutes



On scalp

1,5% - 3% - 6% - 9% Booster

Off scalp

1,5% - 3% - 6% - 9% - 12% Booster

BLEACH ME

BLEACH ME POWER+

VIOCOOL







Features and benefits

- Fast-working dust free bleaching powder
- Highlights and effects with foil
- Highlights and effects with comb or spatula
- Lightens up to 7 tones
- Great performance in a short time

- Amino Sugar nourishing complex
- Smooth and creamy consistency
- Lightens up to 9 tones
- Highlights and effects with foil
- Highlights and effects with comb or spatula
- Moisturises, nourishes and leaves a high shine
- Great performance in a short time

No More Yellow Hair

We have the solution - simple and easy to use. Gently press the bottom and add a few purple drops of IdHAIR VioCool to your hair color, high lift, or even your favorite shampoo, hair mask, or bleaching product. Enjoy a beautiful blonde result without unwanted yellow tones!

Mixing timing

Processing time:

max 60 minutes

(Mix with all IdHAIR Boosters)

Processing time: max 20-45 minutes

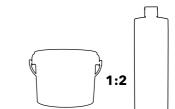
1:2

On scalp

1,5% - 3% - 6% - 9% Booster

Off scalp

1,5% - 3% - 6% - 9% - 12% Booster



On scalp

1,5% - 3% - 6% - 9% Booster

Off scalp

1,5% - 3% - 6% - 9% Booster

Easy Dosing:

Dosing the purple drops from IdHAIR VioCool is effortless. Simply press the dispensing button gently, and say goodbye to unwanted yellow tones in blonde hair.





NIOPHLEX**

R E B O N D









The Niophlex Rebond range is designed to repair, strengthen and protect hair at a molecular level, particularly targeting dry, damaged or chemically treated hair. It incorporates bond-building technologies and integrates IDHair's proprietary Pro technology and Botanical Protein Complex. The products work by penetrating the hair's internal structure to rebuild disulfide bonds which are often broken due to heat styling, coloring, bleaching, or environmental stressors.

The professional range includes Solutions 1 & 2 for all chemical services and Lamellar Water for a pre toning treatment and for boosting hair's condition.

To view the entire Niophlex rebond range including retail, visit www.idhair.au or scan the QR code



NO. 1 TREATMENT (PROFESSIONAL ONLY)

A concentrated booster used in professional services to protect and reconstruct during chemical processes like coloring or perming. All products are vegan, cruelty-free, and free from parabens and silicones in most formulations, ensuring they don't build up or weigh down the hair. They are suitable for all hair types but optimized for damaged, colored, or chemically processed hair.

NO 2 TREATMENT (PROFESSIONAL ONLY)

No 2 is a professional-grade, salon-exclusive hair treatment designed as the second step in the Niophlex Rebond system, formulated to strengthen, repair, and protect chemically treated or damaged hair. It is a critical component of IDHair's bond-building technology, specifically engineered to lock in the reparative benefits of Niophlex Rebond Solution No. 1, which is applied during chemical processes like coloring, bleaching, or perming. This creamy, rinse-out treatment works by reinforcing the hair's internal disulfide bonds, restoring elasticity, and enhancing resilience while sealing the cuticle for a smooth, glossy finish.

LAMELLAR WATER

Lamellar Water is a high-performance, rinse-out hair treatment within the Niophlex Rebond range, designed to deliver intense shine, repair, and hydration in just 9 seconds. This lightweight, water-based formula utilizes advanced lamellar technology to smooth and restore the hair's surface and internal structure, making it an ideal solution for dry, damaged, or frizzy hair. Enriched with a Botanical Protein Complex, it targets the hair's lamellar structure to detangle, reduce frizz, and enhance manageability, leaving hair visibly healthier, glossy, and weightless. Use Lamellar Water before all toning services to ensure the hair has maximum nourishment and protection.

SALON PROFESSIONAL USE

- Integrate the No. 1 Treatment into chemical services (e.g., mix with color or bleach) to minimize damage during processing.
- Follow with shampoo & No. 2 to seal in benefits.
- Recommended for clients post-treatment to maintain results for 4-6 weeks.

For optimal results, combine products within the range and avoid mixing with incompatible lines (e.g., those with high silicone content). Store in a cool, dry place; shelf life is typically 24-36 months unopened.

SHAMPOO (PH 6.5)

- Penetrates deep into the hair's cortex.
- Enriches the hair with essential amino acids.
- Restores and strengthens the hair's damaged bonds.

CONDITIONER (PH 3.5)

- Enriches the hair with essential amino acids.
- Restores and strengthens the hair's damaged bonds
- Minimizes split ends.
- Adds vital moisture.

Niophlex Rebond Shampoo and Conditioner contain Botanical Protein Complex, a plant-based protein complex specifically developed to target the hair's three key properties - elasticity, flexibility and cuticle strength.

R E B O N D

TECHNICAL PROCEDURES QUICK GUIDE

STAND ALONE TREATMENT

Niophlex Rebond No. 2	Niophlex Rebond No. 1
15 g/ml	10 g/ml
30 g/ml	20 g/ml
45 g/ml	30 g/ml
60 g/ml	40 g/ml
75 g/ml	50 g/ml

BLEACHING POWDER

Bleaching Powder	Niophlex Rebond No. 1		
10 g/ml	2 g/ml		
20 g/ml	4 g/ml		
30 g/ml	6 g/ml		
40 g/ml	8 g/ml		
50 g/ml	10 g/ml		

COLOUR APPLICATION

Hair Colour	Niophlex Rebond No. 1		
10 g/ml	1 g/ml		
20 g/ml	2 g/ml		
30 g/ml	3 g/ml		
40 g/ml	4 g/ml		
50 g/ml	5 g/ml		

KERATIN STRAIGHTENING

Straightening Cream	Niophlex Rebond No. 1			
10 g/ml	1 g/ml			
20 g/ml	2 g/ml			
30 g/ml	3 g/ml			
40 g/ml	4 g/ml			
50 g/ml	5 g/ml			

HIGH LIFT COLOUR

Hair Colour	Niophlex Rebond No. 1		
10 g/ml	1.5 g/ml		
20 g/ml	3 g/ml		
30 g/ml	4.5 g/ml		
40 g/ml	6 g/ml		
50 g/ml	7.5 g/ml		

CHEMICAL STRAIGHTENED

Straightening Cream	Niophlex Rebond No. 1		
10 g/ml	2 g/ml		
20 g/ml	4 g/ml		
30 g/ml	6 g/ml		
40 g/ml	8 g/ml		
50 g/ml	10 g/ml		





IC HAI

COLOUR

Professional hair colour is being constantly developed to be more effective in its longevity whilst being less damaging to the hair and scalp.

However, as a hairdresser you might have experienced that certain hair types just don't hold colour. We have a solution for that, and we call it IdHAIR Colour Lock - a colour maintaining shampoo and mask. IdHAIR Colour Lock supports a longer lasting colour result in the hair.

Key Ingredients



Regenerates the hair and leaves it deeply nourished. This results in a shiny surface and a fresh look. (Aloe Barbadensis Leaf Juice)

CETRIMONIUM CHLORIDE

Adds shine and ensures the hair strand has a smooth surface making it easier to comb.

COCONUT

Contains a protein that has an antistatic and nourishing effect on the hair. (Cocodimonium Hydroxypropyl Hydrolyzed Keratin)

WHEAT

Contains a protein which provides essential moisture to the hair. In addition, the protein has an antistatic effect on the hair. (Hydroxypropyltrimonium Hydrolyzed Wheat Protein)

COLOUR MAINTAINING SHAMPOO

PH 4.5 | 500ml

Effectively removes excess residue from colour, bleach or permanent wave solutions.

Benefits

- It provides care by closing the hair's cuticle so the chemical treatment lasts longer, and the hair remains shiny.
- Contains sunflower extracts that protect the hair from free radicals and preserve the colour.

Application

- Rinse the hair after the chemical treatment.
- Apply an appropriate amount in wet hair, lather up.
- Rinse thoroughly.



COLOUR **MAINTAINING** MASK

PH 2.2 | 200ml

A professional colour treatment to finish off colour services.

Benefits

- It has a very low pH value of 2.2 which effectively closes the cuticle.
- The hair colour is encapsulated and will last longer.

Application

- After finishing the colour service, distribute Colour Maintaining Mask as a treatment for the hair.
- Let it work for 3-5 minutes.
- Rinse thoroughly.

Warning: Store out of reach of children and away from light and heat.





A TYPICAL HAIR STRAND THE COMPONENTS 70% - 85% PROTEIN 10% - 20% MOISTURE 3% - 9% LIPIDS 1% PIGMENT Natural hair contains the three primary colours. The primary colours mixed in a varying proportion create brown. Therefore all natural hair colours are a shade of brown with a dominating tone. **Blonde** is the lightest brown dominated by yellow. - **Red** is brown dominated by orange. **Black** hair is darkest brown dominated by blue. Cortex The main component of the structure of hair. Medulla Has no further cosmetic effect, may be absent in some hair. Cuticle A clear layer of flat, overlapping cells that protect the cortex.

NOTES

contact us



www.idhair.au

admin@idhair.au

www.facebook.com/idhairau

www.instagram.com/idhairau | www.instagram.com/idhair_education

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