


ELEVEN™  
AUSTRALIA

COLOUR

EDU.



**COLOUR  
TECHNICAL  
GUIDE**

VERSION: 3.3



# CONTENTS PAGE

- COLOUR INTRO
- COLOUR PORTFOLIO
- DEMI-PERMANENT LIQUID COLOUR
- PERMANENT CREAM COLOUR
- LIGHTENING POWDERS
- TECHNICAL SERVICE PRODUCTS
- COLOUR CORRECTION
- FOILING & FREEHAND PAINTING STEP-BY-STEP
- COLOUR CORRECTION STEP-BY-STEP
- MARBLEISED COLOUR STEP-BY-STEP
- CREATIVE COLOUR STEP-BY-STEP
- FREQUENTLY ASKED QUESTIONS

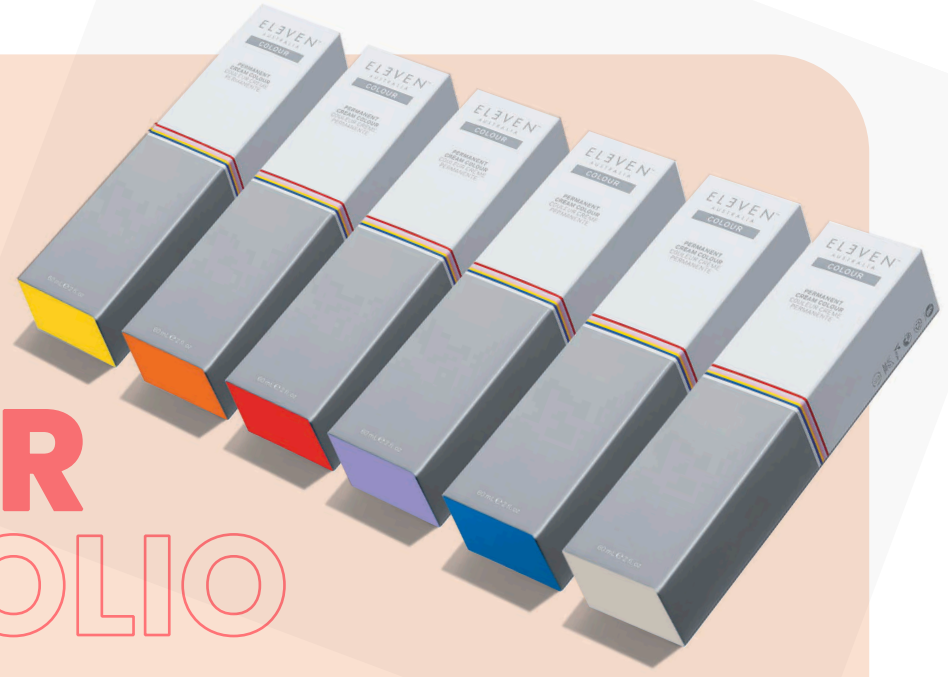


ELEVEN™  
AUSTRALIA  
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COLOUR  
INTRO





# COLOUR PORTFOLIO

ELEVEN Australia COLOUR gives you the confidence to colour with ease and to achieve long-lasting results. It's true to tone and with maximum coverage, our range can be identified by a universal number and letter colouring system with a simple mixing ratio of 1:1.

Global leaders in professional colour technology, ELEVEN Australia Colour is made in Italy and tested in Australia on diverse, multicultural hair textures in extreme climates.

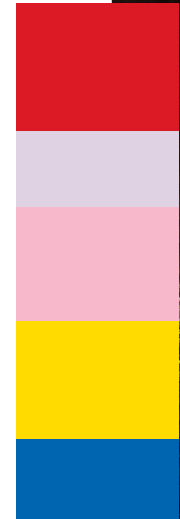
Developed using the latest professional colour innovation, our entire range is formulated with naturally derived ingredients including Hydrolysed Pea Protein and Organic Sunflower Oil to deliver high gloss, shine and optimal condition.



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COLOUR PORTFOLIO





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# KEY INGREDIENTS

The ELEVEN Australia Colour Portfolio is formulated with naturally derived ingredients. Each ingredient has been carefully selected for its caring properties and optimal colour result.

## HYDROLYSED PEA PROTEIN

- High-moisture-retentive biopolymer with an amino acid composition similar to hydrolysed keratin.
- Revitalises hair strength lost by environmental damage.
- Increases hair elasticity to prevent breakage.

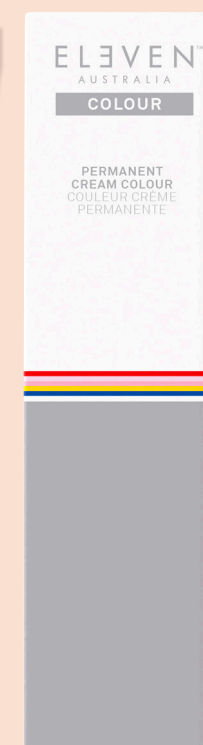


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# KEY INGREDIENTS

## HYDROLYSED QUINOA

- Natural protein for hair colour retention, condition and protection.
- Considered a complete protein containing 17 amino acids including 8 essential amino acids.
- Cationic (positively charged) amino acids have an affinity to the hair and act to penetrate and bind the hair.
- Anionic (negatively charged) amino acids create a scaffold around the hair to protect it.
- Together, these proteins shield the hair strand, improve combability of wet and dry hair and enhance shine.



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# KEY INGREDIENTS

## ORGANIC SUNFLOWER OIL

- Natural oil that has deep moisturising properties to improve the manageability and appearance of dry, damaged hair.
- Light in texture, it helps add moisture without leaving residue, so hair doesn't feel heavy or greasy.
- It adds instant shine and softness to the hair.

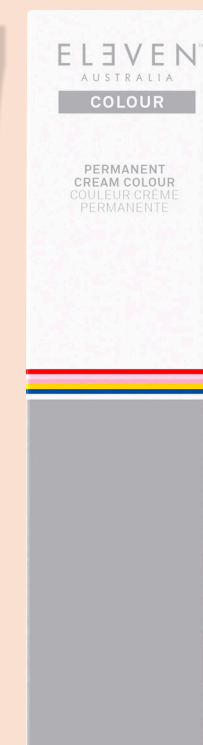


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# KEY INGREDIENTS

## ALPHA BISABOLOL

- Made from chamomile oil, improves comfort during the colour service.
- Improves the colouring experience by preventing moisture loss and reducing scalp discomfort.





# ICONS & VALUES

Our ICONS are references to easily identify the outstanding quality and consideration taken in our ADVANCED PROFESSIONAL COLOUR formulas.



**SILICONE FREE:** Due to our high level of naturally derived ingredients and the use of Organic Sunflower Oil, our PERMANENT CREAM COLOUR is free from all silicones.



**VEGAN:** No ingredient of animal origin is included in any ELEVEN Australia COLOUR formula.



**PARABEN FREE:** Some parabens can cause irritation, therefore all ELEVEN Australia COLOUR products are paraben free.



GLUTEN FREE

**GLUTEN FREE:** ELEVEN Australia COLOUR is gluten free, reducing skin sensitivities and irritations.



NATURALLY DERIVED INGREDIENTS

**NATURALLY DERIVED INGREDIENTS:** They help reduce irritation to the skin and scalp and are more gentle over time. ELEVEN Australia COLOUR contains a high level of naturally derived ingredients across the entire range.



# ICONS & VALUES



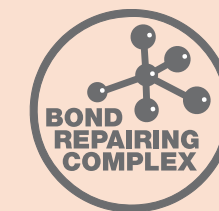
**CRUELTY FREE:** Products and their ingredients have not been tested on animals.



**PPD FREE:** Due to the advanced modern technology behind the formula, ELEVEN Australia COLOUR is proudly PPD free.



**AMMONIA FREE:** ELEVEN Australia Demi-Permanent Liquid Colour is ammonia free, which reduces the chemical smell and allows for a more pleasant colour service.



**BOND REPAIRING COMPLEX:** A technology developed from two ingredients: Creatine to rebuild and strengthen the hair from within and Hydrolysed Pea Protein to add moisture and protect the outside layer.



**SULPHATE FREE:** Our sulphate-free formulas are used to help maintain the natural oils on the scalp and hair and leave the hair with more moisture.



# ICONS & VALUES



**RECYCLABLE ALUMINIUM TUBE:** Each ELEVEN Australia PERMANENT CREAM COLOUR Tube is made from 100% recycled materials and is also 100% recyclable.



**RECYCLABLE AND RECYCLED PACKAGING:** ELEVEN Australia PERMANENT CREAM COLOUR packaging is made with sustainability in mind and uses both recyclable and recycled materials.



**RECYCLABLE AND RECYCLED CARTON:** Each ELEVEN Australia PERMANENT CREAM COLOUR cardboard carton is made from 100% recycled paper and is 100% recyclable.



**RECYCLED AND RECYCLABLE PLASTIC CAP:** Each ELEVEN Australia PERMANENT CREAM COLOUR plastic cap is made from 100% recycled materials and is also 100% recyclable.



**RESORCINOL FREE:** Using the latest technology, our ELEVEN Australia PERMANENT CREAM COLOUR formulation is resorcinol free.



# OUR ICONS & PRODUCT RANGE





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DEMI-PERMANENT  
LIQUID COLOUR



# DEMI-PERMANENT LIQUID COLOUR

## INTERNATIONAL NUMBER & LETTER SYSTEM

- ELEVEN Australia is a global company and caters to hairdressers from all over the world.
- Our DEMI-PERMANENT LIQUID COLOUR uses the international number & letter system to enable ease of use depending on which system is preferred.





# DEMI-PERMANENT LIQUID COLOUR

## HOW TO READ EACH SHADE

- The 1-10 scale determines the depth: how light or dark the shade is.
- The second number/first letter identifies the major tonal direction of the shade.
- The third number/second letter identifies the secondary colour tone.
- In general, you can expect a 75% and 25% split between the major and secondary colour tones.

# 4.GM

- 1st Number** = Depth of Colour
- 1st Letter** = Major Colour Tone
- 2nd Letter** = Secondary Colour Tone

# 4.35

- 1st Number** = Depth of Colour
- 2nd Number** = Major Colour Tone
- 3rd Number** = Secondary Colour Tone



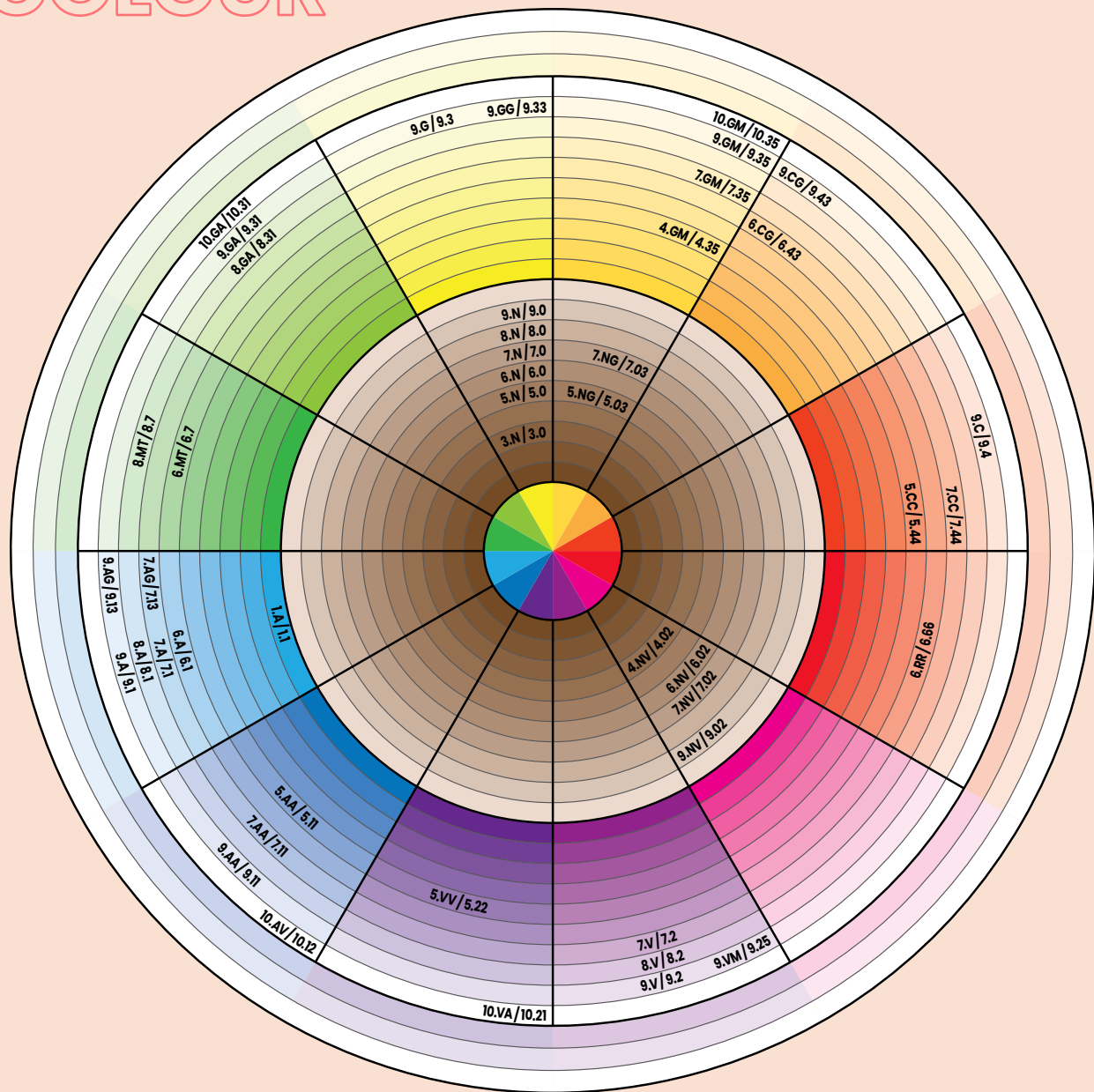
# DEMI-PERMANENT LIQUID COLOUR

Shade Description	Shade Letter	Shade Number	Base
Natural	N	.0	Neutral
Natural Violet	NV	.02	Neutral Violet
Natural Gold	NG	.03	Neutral-Yellow
Ash	A	.1	Blue
Ash Intensive	AA	.11	Blue-Blue
Ash Violet	AV	.12	Blue-Violet
Ash Gold	AG	.13	Blue-Yellow
Violet	V	.2	Violet
Violet Ash	VA	.21	Violet-Blue
Violet Intensive	VV	.22	Violet-Violet
Violet Mahogany	VM	.25	Violet-Red Violet
Gold	G	.3	Yellow
Gold Ash	GA	.31	Yellow-Blue
Gold Intensive	GG	.33	Yellow-Yellow
Gold Mahogany	GM	.35	Yellow-Violet Red
Copper	C	.4	Orange
Copper Gold	CG	.43	Orange-Yellow
Copper Intensive	CC	.44	Orange-Orange
Red Intensive	RR	.66	Red-Red
Muted	MT	.7	Green



# COLOUR CIRCLE

## DEMI-PERMANENT LIQUID COLOUR



# NATURAL SHADES

The Natural Shades have a balanced neutral tone.

**IDEAL FOR:**

- Enhancing natural colour.
- Creating intense shine.
- Grey/white hair blending.

### NATURAL





# WARM SHADES

- Soft golden natural tones that highlight shine and reflect light for the most delicate warm hues.
- Great option for lowlighting blonde hair.
- Use to create warm caramel and chocolate tones.

## WARM



5.03/5.NG 7.03/7.NG 4.35/4.GM 7.35/7.GM



6.43/6.CG 8.31/8.GA



# NATURAL COOL

- Rich deep browns and soft mocha tones.
- Recommended for lowlighting, root smudges and bright ends.
- Can be used to create bold, rich effects or subtle hues for blonde hair.

## NATURAL COOL



4.02/4.NV 6.02/6.NV 7.02/7.NV 9.02/9.NV





# COOL SHADES

- True cool tonal directions suitable for a multitude of uses.
- One of the most versatile shade families, as it can be added to any of the other shades to control warmth.
- A/.1 – blue base to neutralise warm, orange tones.
- V/.2 – violet base to neutralise warm, yellow tones.
- MT/.7 – green base to neutralise warm, red tones.

## COOL



# FASHION SHADES

- Vibrant shades that do not fade to brown!
- Most vibrancy when applied on hair of level 6 and lighter.
- Use alone or intermix with other shades to create even more customised results.

## FASHION





# PASTEL SHADES

- Delicate blonde shades at levels 9 and 10.
- Soft, pastel tonal direction.
- Allows you to tone, gloss, colour and add shine without over-toning or adding depth to the hair.
- Provides you more control in every tonal family from Ash to Copper.

## PASTEL



# CLEAR SHADE

- Pigment-free formula that can be used as a pure gloss service to add luminous shine to natural or previously coloured hair.
- Can also be mixed with any shade to:
  - Reduce the intensity of the shade.
  - Reduce the depth of colour.
  - Customise pastel tones to a level 10.

CLEAR LIQUID COLOUR SHADE REDUCTION GUIDE					
SHADE	5.N/5.0	6.RR/6.66	PASTEL 9.2/9V	MIXING RATIO	ACTIVATOR
MAXIMUM TONE REDUCTION				1:1 CLEAR 45ML (2 OZ.) + SELECTED SHADE 15ML (½ OZ.)	2% (7 VOL) OR 4% (13 VOL)
MEDIUM TONE REDUCTION				1:1 SELECTED SHADE 30ML (1 OZ.) + CLEAR 30ML (1 OZ.)	2% (7 VOL) OR 4% (13 VOL) 60ML (2 OZ.)
MINIMAL TONE REDUCTION				1:1 SELECTED SHADE 45ML (1½ OZ.) + CLEAR 15ML (½ OZ.)	2% (7 VOL) OR 4% (13 VOL) 60ML (2 OZ.)
GLOSS				1:1 60ML (2 OZ.)	2% (7 VOL) 60ML (2 OZ.)





# DEMI-PERMANENT COLOUR ACTIVATORS

- There are two options available to mix with the DEMI-PERMANENT LIQUID COLOUR that allow for a multitude of colouring options and colouring services.
- Both Activators are designed to be mixed with the DEMI-PERMANENT LIQUID COLOUR in equal parts, 1:1.
- Always use a scale to ensure accurate results.
- The mixed formulation can be applied directly onto the hair using the Applicator Bottles or a Bowl and Brush.



# LIQUID ACTIVATOR 2%/7 VOL

## BENEFITS:

- Simple 1:1 mix ratio.
- Liquid formula for quick mixing & easy distribution.
- Ideal for bottle applications/ express services.
- Will not shift the natural hair depth.

## SERVICES:

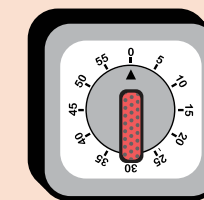
- Glossing
- Pastel toning
- Express toning
- Refresh existing colour
- Enhance natural colour
- Corrective colour

**DIGI TIP:**  
Check the development time every 5 minutes for best results.



MIXING RATIO 1:1

5-20 MIN  
or visually develop



TIMING





# CREAM ACTIVATOR 4%/13 VOL

### BENEFITS:

- Simple 1:1 mix ratio.
- Cream formula for precision applications.
- Ideal for bowl & brush applications.
- May slightly shift the natural hair depth at lighter natural levels.

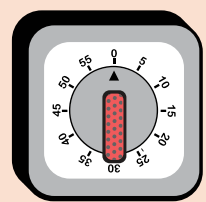
### SERVICES:

- Toning or glossing with more intense colour deposit
- Refresh existing colour
- Grey/white hair blending
- Creating vibrant, fashion shades

**DIGI TIP:**  
When working on highly resistant or white hair or hair using vibrant or intensive shades, apply colour to the hair, cover and place under a prewarmed heat source for up to 20 minutes. Allow to develop further at room temperature for 15 minutes and remove as recommended.



**20-35 MIN**  
or visually develop



**1 : 1**

**MIXING RATIO 1:1**

**TIMING**



# GREY/WHITE HAIR BLENDING

- ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR is the perfect solution for clients that prefer softer grey/white blending.
- The result is dimensional colour with natural highs and lows.
- \*Ideal for clients with up to 50% grey/white hair and who prefer a lower-maintenance service.
- For maximum blending, formulate the percentage of a N/.0 shade to equal the percentage of grey/white in your client's hair.

% of Grey /White Hair	Natural Shade	Target Shade	Activator	Timing
Up to 25%	15g (½oz.)	45g (1½oz.)	60g (2oz.) 4%/13 VOL	20-35 min
25-50%	30g (1oz.)	30g (1oz.)	60g (2oz.) 4%/13 VOL	35 min

### WHITE HAIR %



**25%**

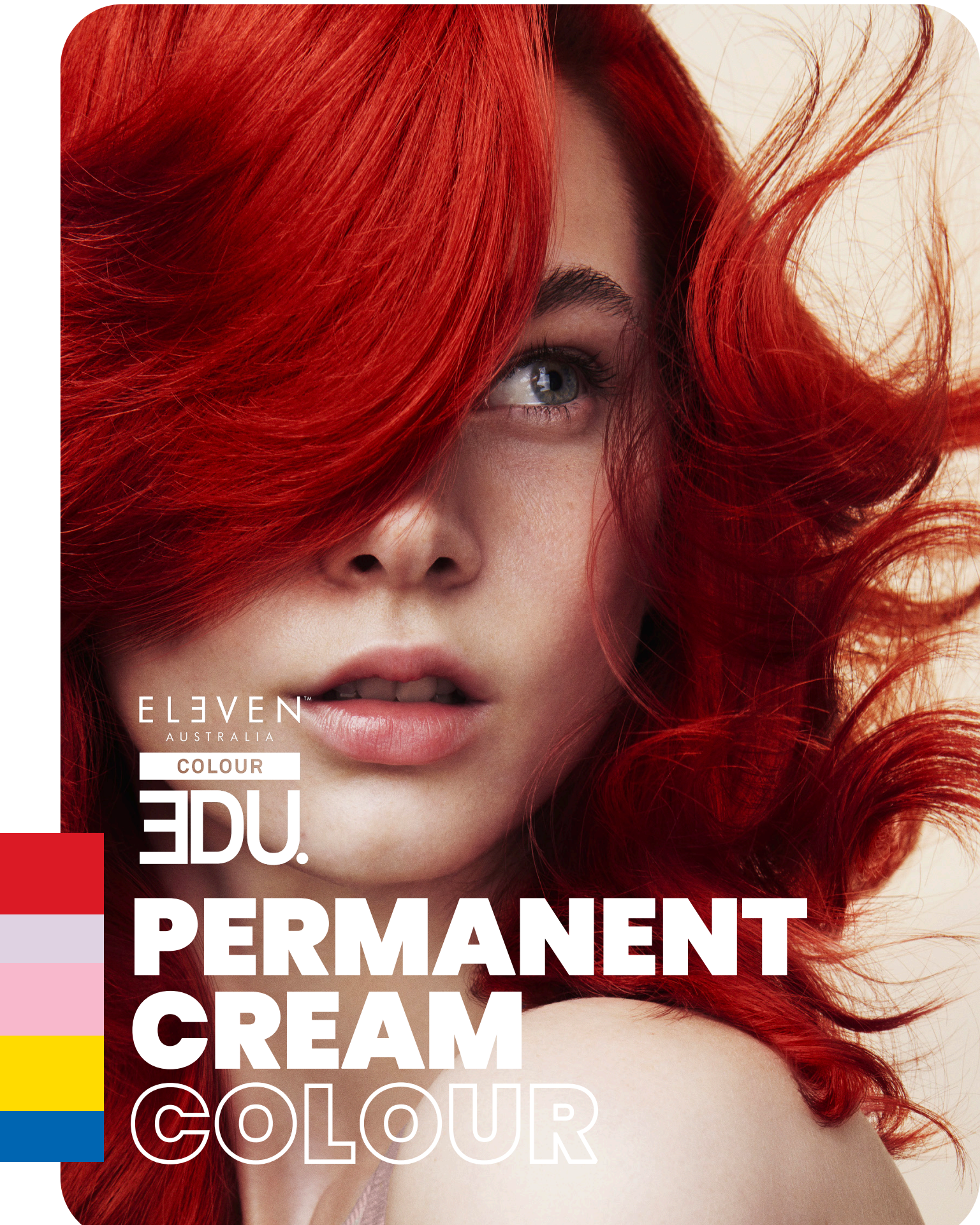


**50%**



**75%**

**\*Grey/white blending with DEMI-PERMANENT LIQUID COLOUR is not recommended if the hair is coarse & resistant**



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# PERMANENT CREAM COLOUR



# PERMANENT CREAM COLOUR

## INTERNATIONAL NUMBER & LETTER SYSTEM

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- Our PERMANENT CREAM COLOUR uses the international number & letter system to enable ease of use depending on which system is preferred.





# PERMANENT CREAM COLOUR

## HOW TO READ EACH SHADE

- The 1-10 scale determines the depth: how light or dark the shade is.
- The second number/first letter identifies the major tonal direction of the shade.
- The third number/second letter identifies the secondary colour tone.
- In general, you can expect a 75% and 25% split between the major and secondary colour tones.



## 7.34

- 1st Number** = Depth of Colour
- 2nd Number** = Major Colour Tone
- 3rd Number** = Secondary Colour Tone

## 7.GC

- 1st Number** = Depth of Colour
- 1st Letter** = Major Colour Tone
- 2nd Letter** = Secondary Colour Tone



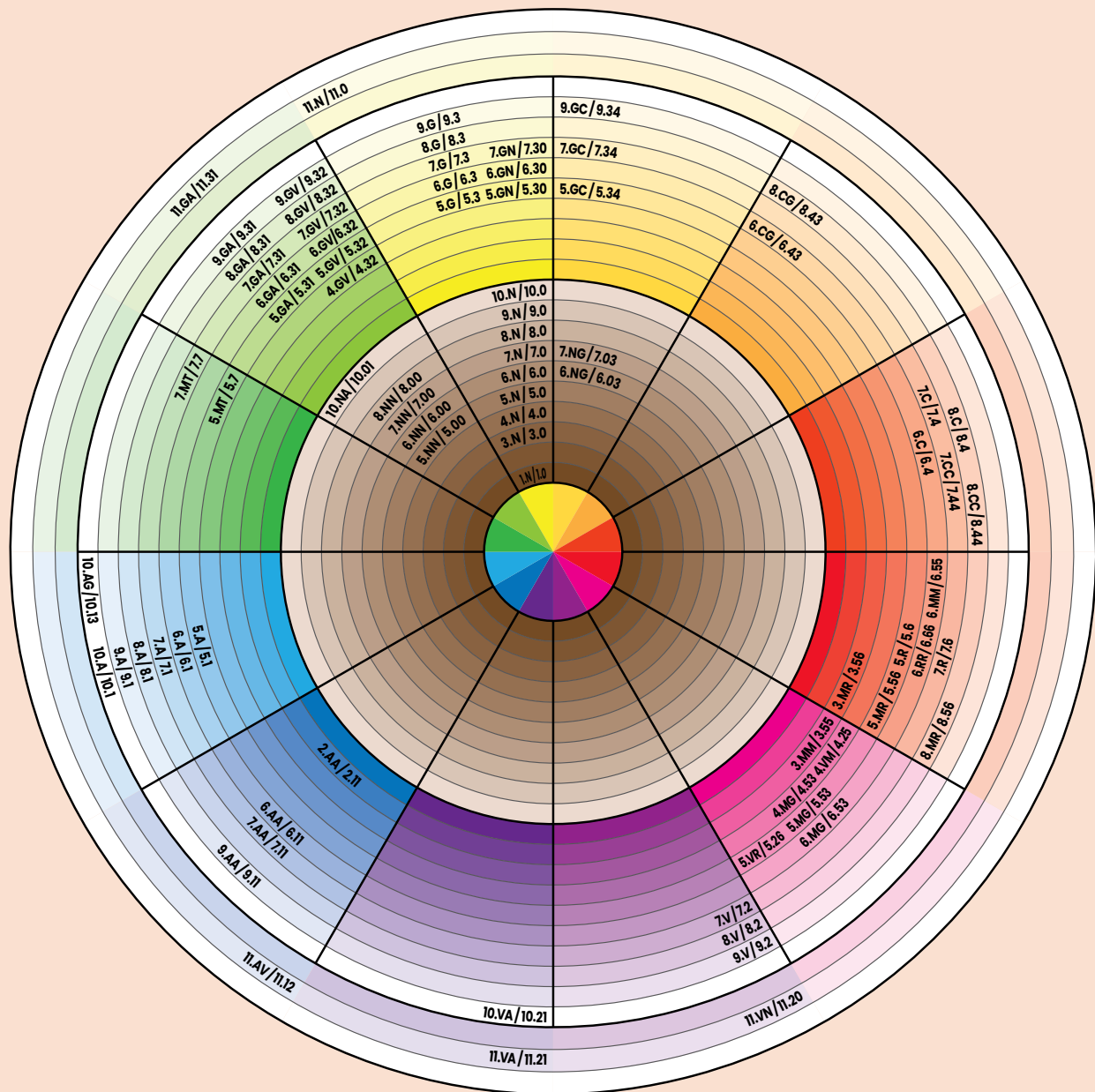
# PERMANENT CREAM COLOUR

Shade Description	Shade Letter	Shade Number	Base
Natural	N	.0	Neutral
Natural Intensive	NN	.00	Neutral-Neutral
Natural Ash	NA	.01	Neutral-Ash
Natural Gold	NG	.03	Neutral-Yellow
Ash	A	.1	Blue
Ash Intensive	AA	.11	Blue-Blue
Ash Violet	AV	.12	Blue-Violet
Ash Gold	AG	.13	Blue-Yellow
Violet	V	.2	Violet
Violet Natural	VN	.20	Violet-Neutral
Violet Ash	VA	.21	Violet-Blue
Violet Mahogany	VM	.25	Violet-Violet Red
Violet Red	VR	.26	Violet-Red
Gold	G	.3	Yellow
Gold Natural	GN	.30	Yellow-Neutral
Gold Ash	GA	.31	Yellow-Blue
Gold Violet	GV	.32	Gold-Violet
Gold Copper	GC	.34	Yellow-Orange
Copper	C	.4	Orange
Copper Gold	CG	.43	Orange-Yellow
Copper Intensive	CC	.44	Orange-Orange
Mahogany Gold	MG	.53	Violet Red-Gold
Mahogany Red	MR	.56	Violet Red-Red
Mahogany Intensive	MM	.55	Violet Red-Violet Red
Red	R	.66	Red
Red Intensive	RR	.66	Red-Red
Muted	.MT	.7	Green



# COLOUR CIRCLE

## PERMANENT CREAM COLOUR



# NATURAL SHADES

- Specially developed to give up to 100% white hair coverage.
- Neutral tonal direction for natural-looking shades and tones.
- Designed to be intermixed with other shade families to increase white hair coverage.
- .0/.N - use as your foundation for grey/white hair coverage.
- .00/.NN - use for maximum grey/white hair coverage on coarse, resistant hair.
- .00/.NN shades may appear cooler and slightly darker compared to .0/.N shades.



### NATURAL





# COOL SHADES

- True cool tonal directions suitable for a multitude of uses.
- Fashion colouring, neutralisation, lightening, white hair blending, and pastel toning.
- One of the most versatile colour collections, designed to be mixed into any of the other shades to add coolness for neutralisation.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades or with .00/.NN shades for coarse, resistant hair.



# NATURAL COOL

- Soft Natural Blonde with a cool under tone
- Ideal for aiding of white/grey hair coverage
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N





# GOLD SHADES

- Soft golden natural tones with beautiful warm hues.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.



## GOLD



# BEIGE SHADES

- Soft sandy biscuit tones are positioned between warm and cool and therefore give a subtle and soft neutral tonal value.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.



## BEIGE





# GOLD COPPER SHADES

- Warm golden copper tones that highlight shine and reflect light to give the most delicate rich golden soft copper tonal values and hues.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.



# COPPER SHADES

- Rich, true orange tones with a choice of copper/gold, copper or copper intensive, these shades are vibrant and full of orange tonal values.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.





# WARM SHADES

- Uniquely developed shades to create delicious warm, chocolate tones as well as soft rose tonal values.
- Lots of opportunity to explore this collection to create the richest and warmest tones with a beautiful shine and edge.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.



# FASHION SHADES

- Vibrant, high impact red and violet shades that deliver bold, fashion led results.
- To achieve up to 100% coverage on grey/white hair, mix with .0/.N shades, or with .00/.NN shades for coarse, resistant hair.





# ULTRA BLONDE HIGHLIFT



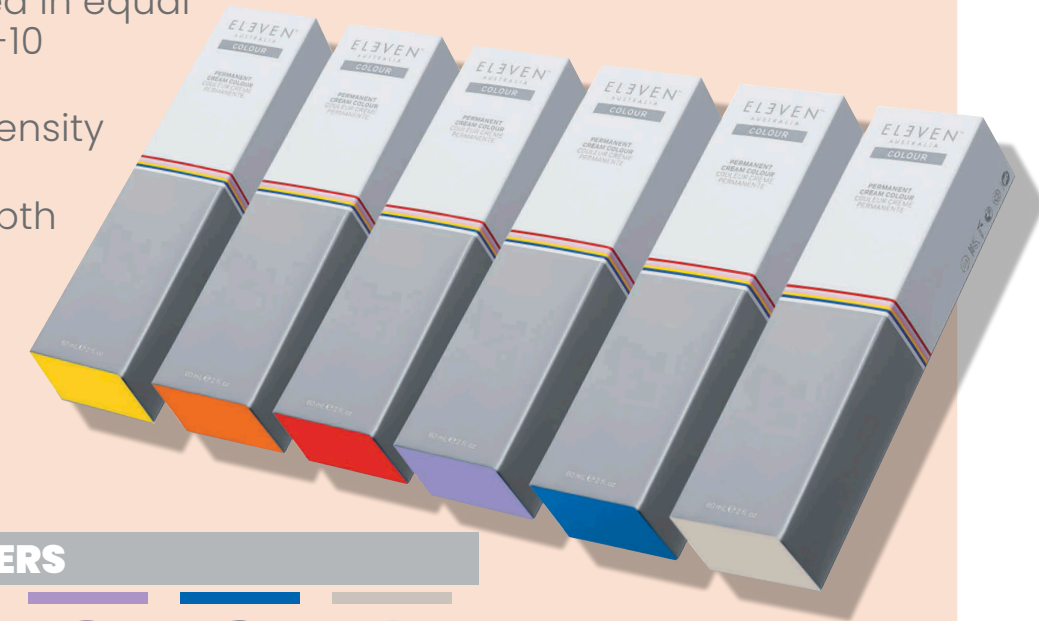
- Achieve the ultimate lightening from a permanent cream colour.
- Designed to lift and neutralise in one step.
- Use from a natural depth of 5 or lighter.
- Mix 1:2 with 30 Vol/9% or 40 Vol/12%
  - 30 Vol/9% for maximum tone
  - 40 Vol/12% for maximum lift
- **DO NOT mix the 11 series with any of the 1-10 series**



# INTENSIFIERS

## HOW TO MIX:

- Customise your 1-10 series colour mix by adding the intensifiers to the colour formulation.
- Opens up the existing colour palette and enables colour enhancement, neutralisation and colour correction.
- Select your PERMANENT CREAM COLOUR formula from the 1-10 series and dispense into a non-metallic bowl.
- Add up to 3g (0.1oz.) of the INTENSIFIERS for every 60g (2oz.) of formula and mix well.
- Add the desired CREAM DEVELOPER in a 1:1 mixing ratio.
- Always mix the INTENSIFIER with the selected shade first before adding the CREAM DEVELOPER.
- CLEAR must be mixed in equal parts (1:1) with any 1-10 shade to:
  - Reduce the intensity of the shade.
  - Reduce the depth of colour.





# CREAM DEVELOPERS

Extra creamy premium developers. Stabilised formula to ensure optimum results with ELEVEN Australia products.

- Gluten free
- Vegan friendly
- Naturally derived ingredients



# CREAM DEVELOPERS 10 VOLUME/3%

## SERVICES:

- Tone-on-Tone Colouring
- Fashion Colouring
- Darker Colouring





# CREAM DEVELOPERS 20 VOLUME/6%

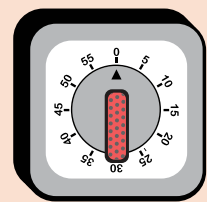
### SERVICES:

- White hair blending
- White hair coverage
- Fashion colouring
- Lightening 1-2 shades



MIXING RATIO 1:1

35-45 MIN



TIMING



20 VOL



# CREAM DEVELOPERS 30 VOLUME/9%

### SERVICES:

- White hair blending
- White hair coverage
- Fashion colouring
- Ultra Highlift Blonde for maximum tone (1:2 mixing ratio)
- Lightening 2-3 shades

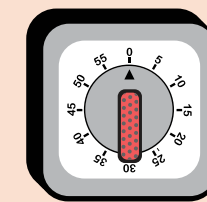


MIXING RATIO 1:1



MIXING RATIO 1:2

35-55 MIN



TIMING



30 VOL





# CREAM DEVELOPERS 40 VOLUME/12%

## SERVICES:

- White hair blending
- Ultra Highlift Blonde for maximum lift (1:2 mixing ratio)
- Lightening 3-4 shades



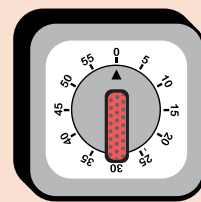
MIXING RATIO 1:1

OR



MIXING RATIO 1:2

35-55 MIN



TIMING

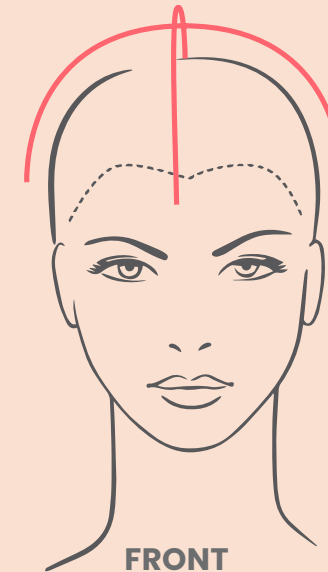


40 VOL

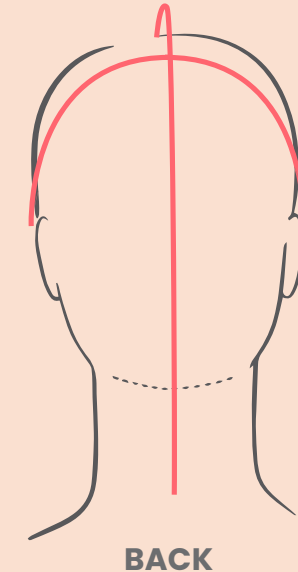


# PERMANENT COLOUR SERVICES

## 4 PART SECTIONING



FRONT



BACK



LEFT



RIGHT



# PERMANENT COLOUR SERVICES

## FIRST-TIME COLOUR APPLICATION (GOING LIGHTER)

### PART 1:

1. Divide the hair into 4 sections.
2. Start at one of the back sections and apply approximately 1cm (1/2in) away from the scalp to the ends.
3. Take thin diagonal sections and work your way down to the nape area.
4. Repeat on the opposite back section.
5. Move to one of the front sections and apply in the same format.
6. Repeat on the opposite front section.
7. Process for 10 minutes at room temperature.

### PART 2:

8. Start at the same back section as in Step 1 and apply colour to the roots.
9. Take thin diagonal sections and work your way down to the nape area.
10. Repeat on the opposite back section and the front sections in the same format. Process for 35 minutes at room temperature.
11. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.



# PERMANENT COLOUR SERVICES

## FULL-HEAD COLOUR APPLICATION SAME DEPTH OR DARKER

### PART 1:

1. Divide the hair into 4 sections.
2. Start at one of the back sections and apply your formula from roots to ends.
3. Take thin diagonal sections and work your way down to the nape area.
4. Repeat on the opposite back section.
5. Move to one of the front sections and apply in the same format.
6. Repeat on the opposite front section.
7. Process for 35 minutes at room temperature.
8. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.





# PERMANENT COLOUR SERVICES

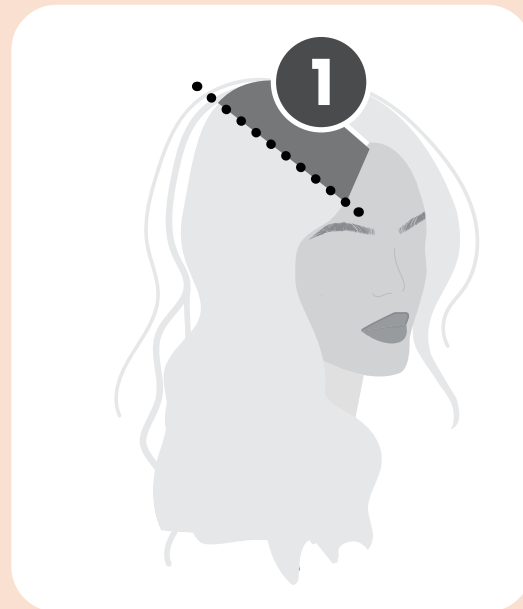
## COLOURING NEW GROWTH (ROOT TOUCH UP)

### PART 1:

1. Divide the hair into 4 sections.
2. Apply colour to the cross parting.
3. Take thin diagonal sections at the top-left back section and apply to the new growth on both sides of each section.
4. Work your way down to the nape area and repeat on the back-right section.
5. Move to front-right section working your way towards the hairline.
6. Repeat on the front-left section in the same format.
7. Finally, apply to the front hairline.
8. Process for 35-45 minutes at room temperature.
9. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.

### OPTIONAL:

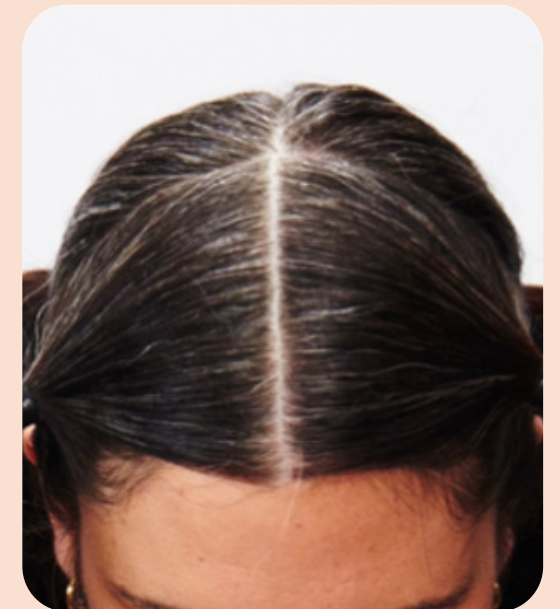
Refresh the mid-lengths and ends with the desired ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR formula + 4%/13 Vol Activator (1:1 mixing ratio).



# GREY/WHITE HAIR COVERAGE

## CONSIDERATIONS:

- Grey hair is a blend of pigmented and unpigmented (white) hair.
- ELEVEN Australia PERMANENT CREAM COLOUR is ideal for achieving up to 100% grey/white coverage with healthy looking results.
- Formulated with Alpha Bisabolol (made from Chamomile Oil) to improve scalp comfort during the colouring service.
- The creamy consistency makes it easy to apply and stays put throughout the development time.



## WHITE HAIR %



25%



50%



75%





# GREY/WHITE HAIR COVERAGE

## FORMULATION

For successful coverage and accurate tonal results, first determine three values for your client:

1. Natural level
  2. Percentage of grey/white
  3. Underlying pigment
- For maximum coverage, formulate the percentage of a .0/.N shade to equal the percentage of grey/white in your client's hair.
  - For clients with coarse, resistant grey/white hair, replace .0/.N with .00/.NN.

## WHITE HAIR %



25%



50%



75%

% of Grey / White Hair	Natural Or Natural Intensive shade	Target Shade	Developer	Timing
Up to 25%	15g (1/2 oz.)	45g (1 1/2 oz.)	60g (2 oz.) 6%/ 20 VOL	35 - 45 min
50%	30g (1 oz.)	30g (1 oz.)	60g (2 oz.) 6%/ 20 VOL	35 - 45 min
75%	45g (1 1/2 oz.)	15g (1/2 oz.)	60g (2 oz.) 6%/ 20 VOL	35 - 45 min



# GREY/WHITE HAIR COVERAGE

## APPLICATION TIPS

Follow the tips below to achieve up to 100% grey/white coverage even on coarse, resistant hair.

## FORMULATION

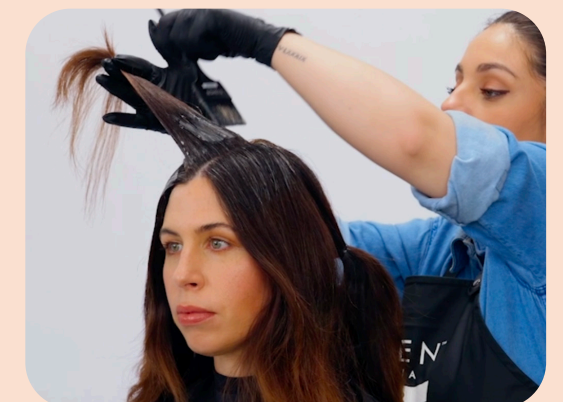
- Use the correct amount of Natural .0/.N shade in your formula and mix equal parts with 20 Vol/6% ELEVEN Australia CREAM DEVELOPER.
- If your client's hair is coarse or resistant to coverage, replace Natural with Intensive Natural .00/.NN
- Intensive Natural shades may appear cooler and slightly darker compared to Natural shades

## APPLICATION

- Mix your colour formula well
- Use a mixing whisk to ensure even distribution of ingredients
- Take thin partings and apply a sufficient amount of product on each section

## TIMING

- Allow colour to process for the full development time (up to 45 minutes)
- Check the results before rinsing by gently removing a small section of colour with the end of your tint brush
- Process for an additional 5-10 minutes if needed





# ULTRA BLONDE HIGHLIFT 11 SERIES

## CONSIDERATIONS:

- Designed to be used on natural hair.
- Will not lighten and NOT recommended for use on previously coloured hair.
- Ideal for use on natural level 5 or lighter.
- DO NOT mix the 11 series with any of the 1-10 series.
- Always mix 1:2 with 30 Vol/ 9% or 40 Vol/ 12%
  - 30 Vol/ 9% for maximum tone.
  - 40 Vol/ 12% for maximum lift.
- Apply the mixed colour to dry, unwashed hair.
- Process for the full development time of 55 minutes at room temperature.
- It is not recommended to mix the ULTRA BLONDE HIGHLIFT shades with INTENSIFIERS.



# ULTRA BLONDE HIGHLIFT SERVICES

## FIRST-TIME APPLICATION WITH ULTRA BLONDE HIGHLIFT 11 SERIES

### PART 1:

1. Divide the hair into 4 sections.
2. Start at one of the back sections and apply approximately 1cm (1/2in) away from the scalp to the ends.
3. Take thin diagonal sections and work your way down to the nape area.
4. Repeat on the opposite back section.
5. Move to one of the front sections and apply in the same format.
6. Repeat on the opposite front section.
7. Process for 15 minutes at room temperature.

### PART 2:

8. Start at the same back section as Step 1 and apply colour to the roots.
9. Take thin diagonal sections and work your way down to the nape area.
10. Repeat on the opposite back section and the front sections in the same format. Process for 55 minutes at room temperature.
11. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.





# ULTRA BLONDE HIGHLIFT SERVICES

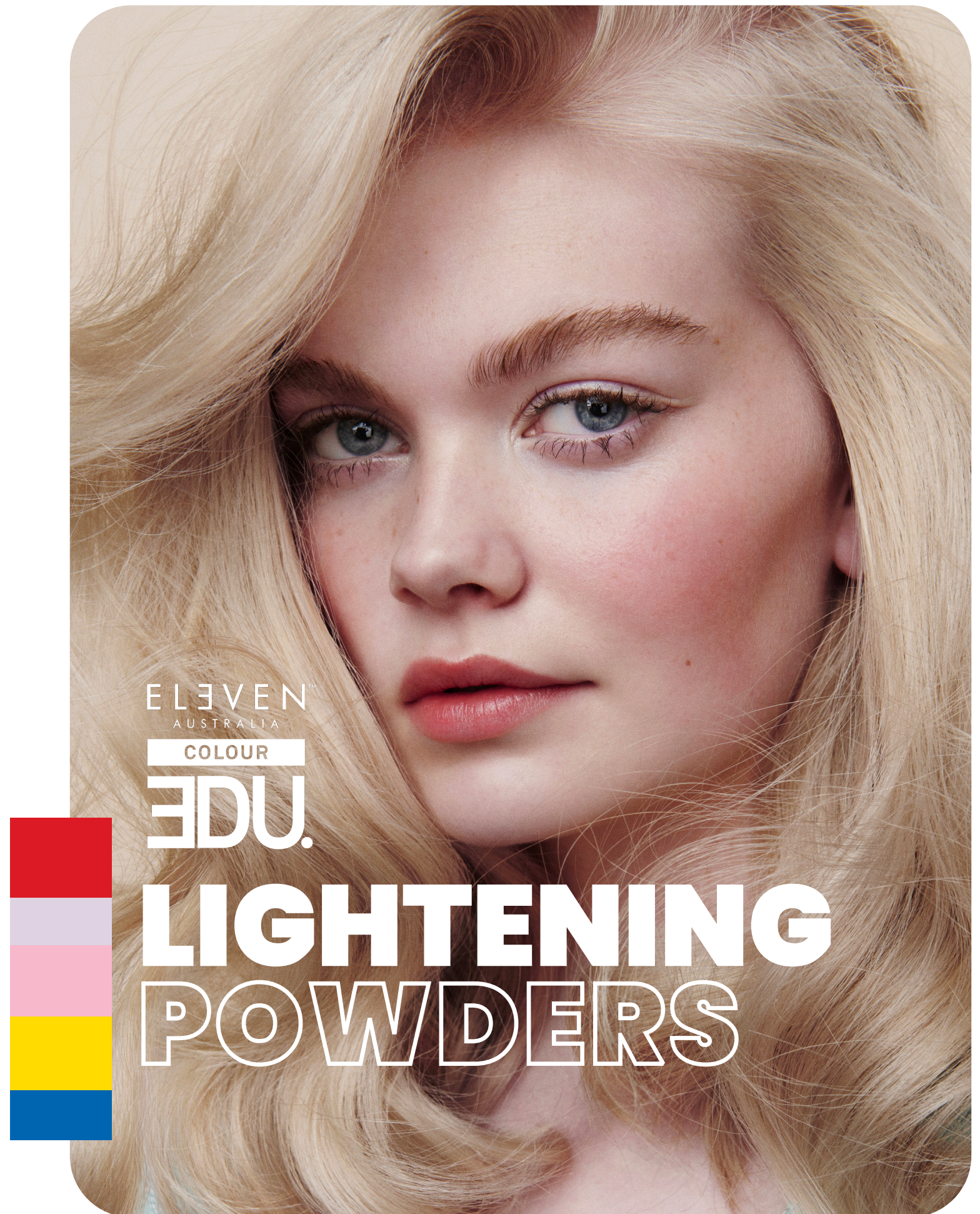
## NEW GROWTH (ROOT TOUCH UP)

### PART 1:

1. Divide the hair into 4 sections.
2. Apply colour to the cross parting.
3. Take thin diagonal sections at the top-left back section and apply to the new growth on both sides of each section.
4. Work your way down to the nape area and repeat on the top back-right section.
5. Move to front right section, working your way towards the hairline.
6. Repeat on the front-left section in the same format.
7. Finally, apply to the front hairline.
8. Process for 55 minutes at room temperature.
9. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.

### OPTIONAL:

Refresh the mid-lengths and ends with a Pastel shade from ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR formula + 4%/13 Vol Activator (1:1 mixing ratio).





# LIGHTENING POWDERS

ELEVEN Australia LIGHTENING POWDERS allow hairdressers to maximise their in-salon lightening services with three unique formulas featuring innovative and advanced technology.

- **IVORY LIGHTENING CLAY**  
UP TO 6 LEVELS OF LIFT
- **WHITE LIGHTENING POWDER**  
UP TO 7 LEVELS OF LIFT
- **BLUE LIGHTENING POWDER**  
UP TO 9 LEVELS OF LIFT



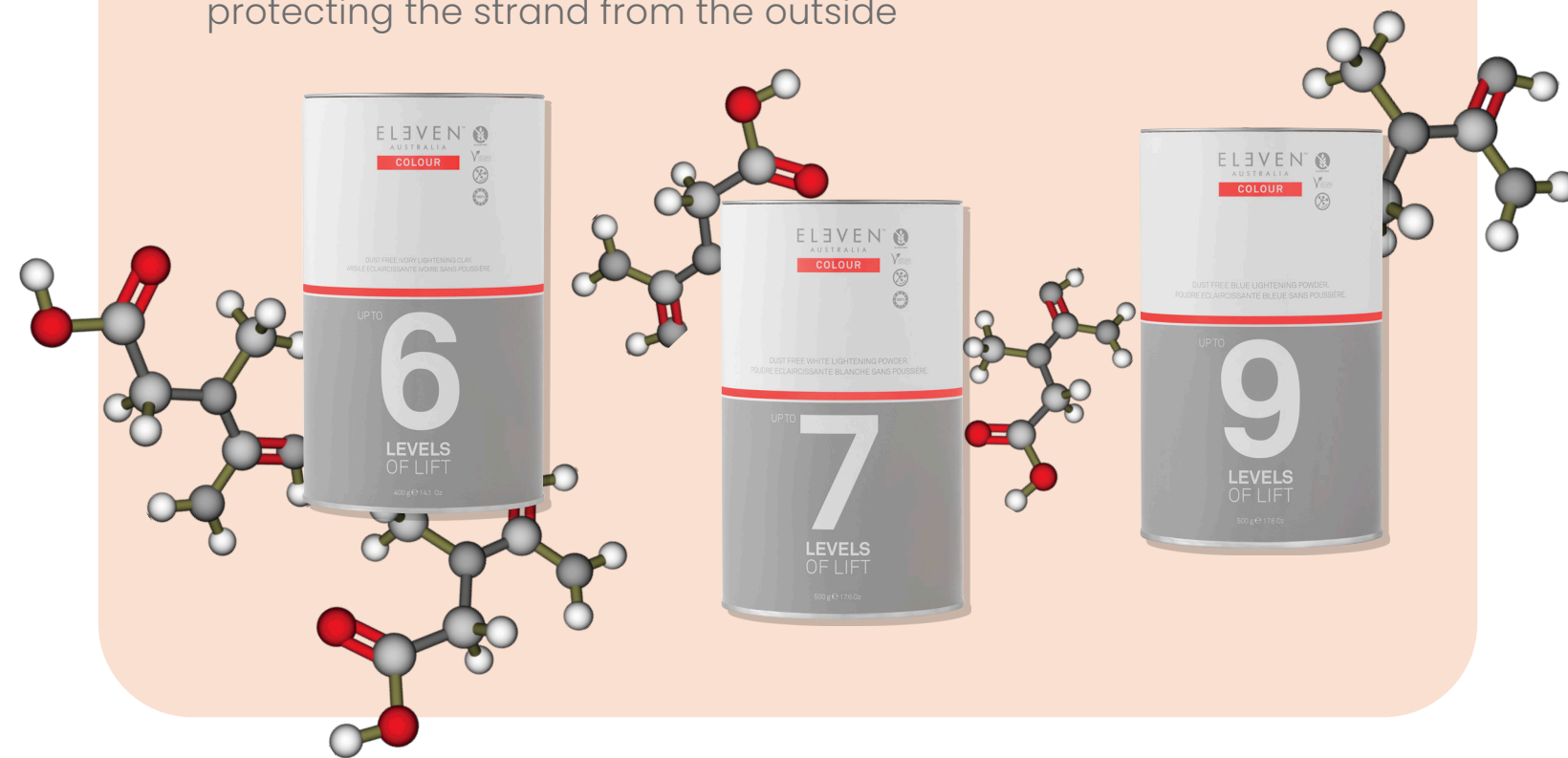
# LIGHTENING POWDERS

## TECHNOLOGY

**BOND REPAIRING COMPLEX** a combination of naturally derived ingredients and natural oils that work together to achieve trusted results ensuring the hair is protected.

## ADVANCED TECHNOLOGY

- Lightening
- Rebuilding
- Repairing
- Designed to rebuild and strengthen the hair from within while also protecting the strand from the outside



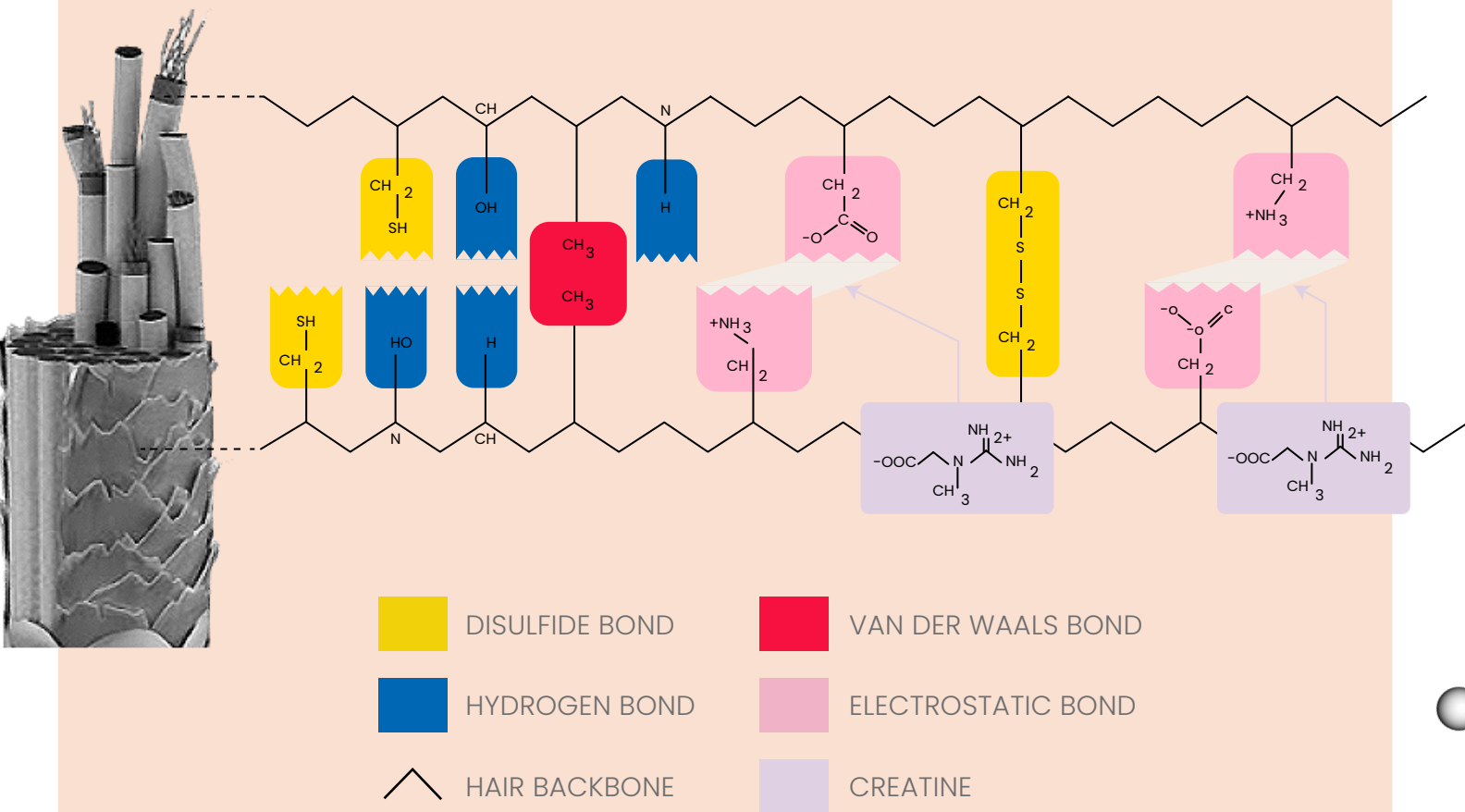
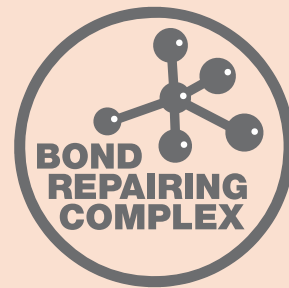
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# LIGHTENING POWDERS

## TECHNOLOGY

### BOND REPAIRING COMPLEX

Strengthens the hair structure from within by building additional electrostatic bridges between keratin fibers inside the hair.

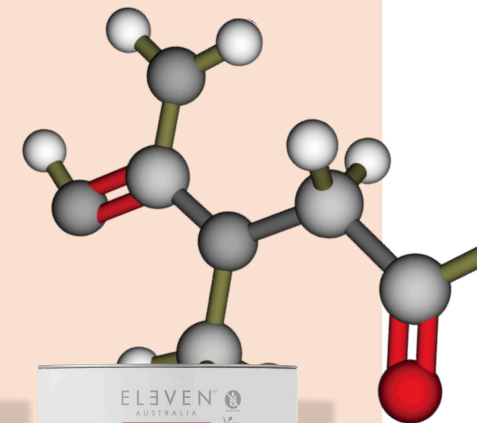
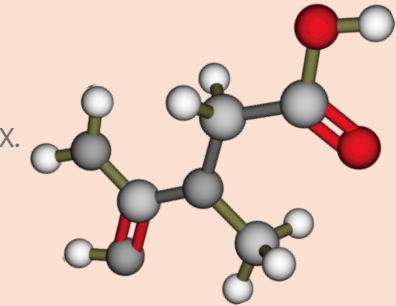
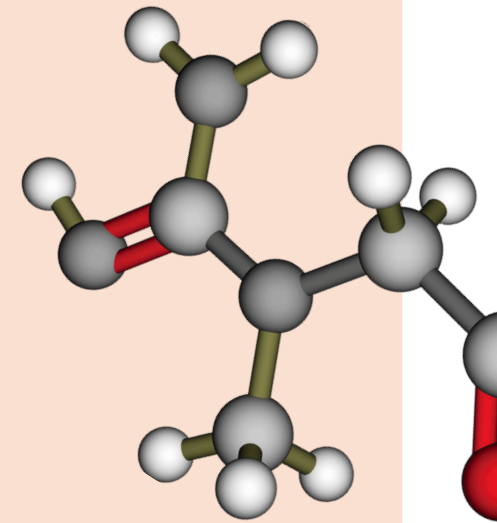
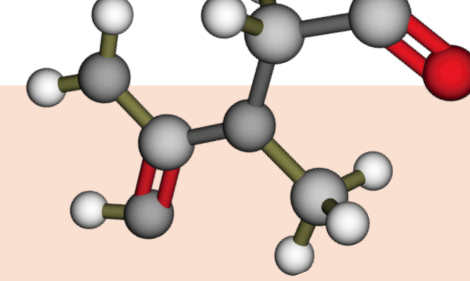
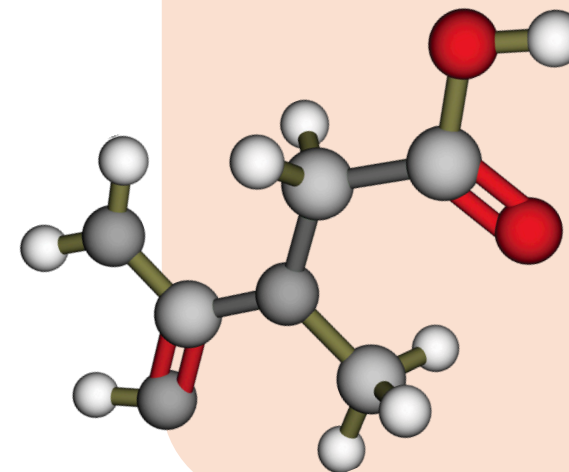


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# KEY INGREDIENTS

## CREATINE

- Amino acid (protein) derivative naturally occurring in the body.
- It has a low molecular weight allowing it to penetrate the hair cortex.
- Rebuilds and strengthens hair from within and improves the mechanical properties of bleached hair, protecting the hair against damage and breakage.
- High moisturising properties.
- Strengthens.

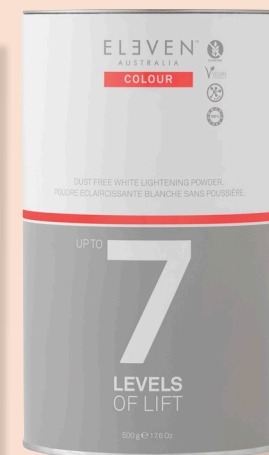


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# KEY INGREDIENTS

## HYDROLYSED PEA PROTEIN

- High-moisture-retentive biopolymer with an amino acid (protein) composition similar to hydrolysed keratin.
- Revitalises hair strength lost by environmental damage and increases hair elasticity to prevent breakage.
- Rebuilds and strengthens.
- Protects against damage.
- Reduces hair breakage.
- Effective on all types of hair.



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# KEY INGREDIENTS

## BAOBAB OIL

- Nutrient rich oil.
  - Omega fatty acid.
  - Omega 3, 6 and 9.
  - Vitamins A, D, E and K.
- Provides nourishment and moisture.
- Adds brightness and shine to dry hair.





# KEY INGREDIENTS

## WHITE CLAY

- Also called kaolin, from the Kao-Ling region of China where the first white clay deposit was discovered.
- Finest grain that mixes to a smooth workable paste - perfect for freehand lightening techniques.
- Super fine in texture, displays purifying and absorbing properties for hair.
- Hair is more protected and supple preventing it from drying and becoming brittle.



# OUR ICONS & PRODUCT RANGE





# LIGHTENERS UP TO 6 LEVELS

**UP TO 6 LEVELS OF LIFT, DUST-FREE  
IVORY LIGHTENING CLAY**

**ADDED BENEFITS:**

- Gluten free
- Vegan friendly
- 100% ammonia free
- Naturally derived ingredients
- Up to 6 levels of lift
- Ivory Clay
- Fragrance free
- Built in BOND REPAIRING COMPLEX

**SERVICES:**

- Use for freehand or balayage techniques
- Off-scalp application only
- The clay formulation dries quickly on the outside, however it remains moist on the inside to ensure proper lightening
- Versatile mixing ratio between 1:1.5 and 1:1 1/2 (personal choice for consistency, no difference in result)
- Select 6% (20 Vol) for subtle results
- Select 9% (30 Vol) or 12% (40 Vol) for maximum lift

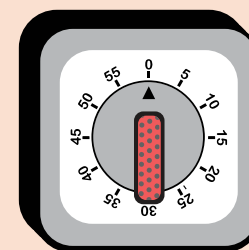


# LIGHTENERS UP TO 6 LEVELS

**VERSATILE MIXING RATIO:**



**UP TO  
50 MINS**



**TIMING**

**DIGI TIP:**

To increase lightening, add 1 part of 9 LEVELS OF LIFT LIGHTENING POWDER to 3 parts of LIGHTENING CLAY.



# LIGHTENERS UP TO 7 LEVELS

## UP TO 7 LEVELS OF LIFT, DUST-FREE WHITE LIGHTENING POWDER

### ADDED BENEFITS:

- Fragrance free
- Dust free
- Gluten free
- Vegan friendly
- 100% ammonia free
- Naturally derived ingredients
- Up to 7 levels of lift
- On and off-scalp application
- White powder allows you to see the level of lift and degree of warmth when lightening the hair
- Built in BOND REPAIRING COMPLEX

### SERVICES:

- Use for all lightening services & applications
- Full head, on-scalp
- Versatile mixing ratio between 1:1 ½ and 1:2 (personal choice for consistency, no difference in result)
- Select 3% (10 Vol) for on-scalp lightening or foil work
- Select 6% (20 Vol) for on-scalp lightening or foil work
- Select 9% (30 Vol) for foil work (not recommended for on-scalp services)

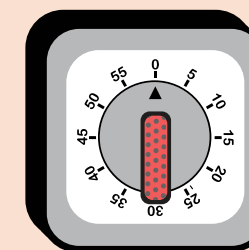


# LIGHTENERS UP TO 7 LEVELS

## VERSATILE MIXING RATIO:



**UP TO  
50 MINS**



**TIMING**



# LIGHTENERS UP TO 9 LEVELS

## UP TO 9 LEVELS OF LIFT, DUST-FREE BLUE LIGHTENING POWDER

### ADDED BENEFITS:

- Soft floral fragrance
- Dust free
- Gluten free
- Vegan friendly
- Naturally derived ingredients
- Up to 9 levels of lift
- Blue pigment for soft neutralisation
- Off-scalp application only
- Built in BOND REPAIRING COMPLEX

### SERVICES:

- Use for off-scalp lightening services & applications
- Versatile mixing ratio between 1:1 ½ and 1:2 (personal choice for consistency, no difference in result)

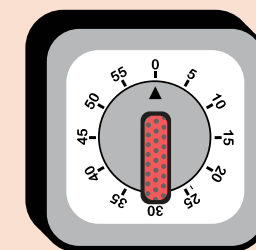


# LIGHTENERS UP TO 9 LEVELS

## VERSATILE MIXING RATIO:



**UP TO  
55 MINS**



**TIMING**

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TECHNICAL

SERVICE

PRODUCTS

ELEVEN<sup>™</sup>  
AUSTRALIA  
COLOUR

# TECHNICAL SERVICE PRODUCTS

## BARRIER CREAM

- Optional step to elevate in-salon colour experience.
- Applied directly to the skin surface to help maintain a physical barrier between the skin and hair.
- Prevents colour staining and skin sensitivity.
- Formulated for professional colour services.
- Will not prevent the colour from adhering to the hair.

### HOW TO USE:

- Apply generously around the perimeter of the client's hairline and ears prior to the colour application.





# TECHNICAL SERVICE PRODUCTS

## POROSITY EQUALISER SPRAY

- Evens out the porosity for more even colour results.
- Evens out and treats porous and damaged areas of the hair before the colour service.
- Highly recommended for overly porous or lightened hair.
- Unique formula enriched with an amino acid blend and 95.6% naturally derived ingredients.
- Moisturises, strengthens the hair structure, provides colour—protection and repairs surface damage.

### HOW TO USE:

- Before each colour service, apply evenly to hair and do not rinse.
- After a lightening service, apply to wet hair before toning.



# TECHNICAL SERVICE PRODUCTS

## COLOUR LOCK SPRAY

- Completes every ELEVEN Australia COLOUR service.
- Contains 92% naturally derived ingredients.
- Specifically designed to close the cuticle.
- Ensures maximum colour longevity, hydration and exceptional shine.
- Moisturises, strengthens the hair structure, provides colour-protection and repairs surface damage.

### HOW TO USE:

- After shampooing, rinse the hair until the water runs clear.
- Towel dry and spray COLOUR LOCK SPRAY evenly from roots to ends.
- Do not rinse out and do not apply conditioner.





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# COLOUR CORRECTION



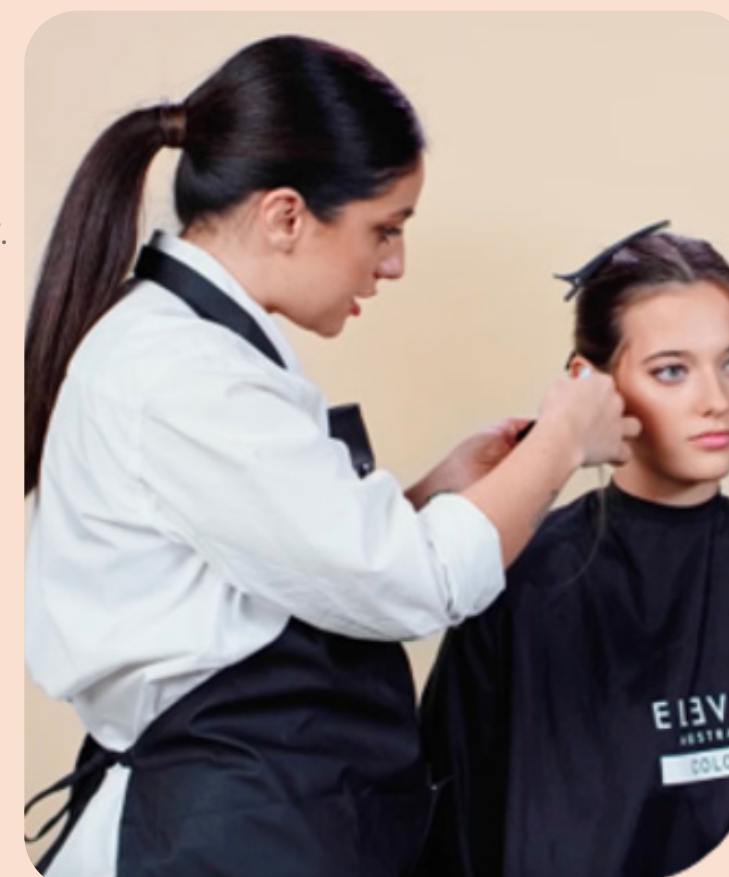
## COLOUR CORRECTION

### CONSULTATION

- The first step of any colour correction service is to consult with your client and diagnose the hair.
- Allow extra time to consult and strand test a few formulas.
- Taking an extra 10-15 minutes could save you hours of unexpected results.

### Consultation Tips:

- Do not panic.
- Establish the true problem and determine the cause of the problem.
- Find the most suitable solution.
- Always take one step at a time.
- Never guarantee an exact result or service time.
- Strand test for accuracy.









# COLOUR CORRECTION

## REMOVING COLOUR

- **COLOUR WILL NOT REMOVE COLOUR**
- Colour must be shifted out for a new, lighter depth of colour or a new tonal direction.
- The type of removal depends on the level of artificial colour to be removed.
- ELEVEN Australia POWDER LIGHTENERS can be used for slight, minor, moderate, and major colour removal services.
- Strand test to preview the results and adjust your developer strength or timing as needed.



# COLOUR CORRECTION

TYPE OF REMOVAL	LEVELS OF ARTIFICIAL COLOUR TO BE REMOVED	APPROXIMATE PROCESSING TIME	MIX	HOW TO APPLY
<b>SLIGHT removal of unwanted tone or depth (cleansing bath)</b>	Subtle change, slight adjustment of tone or depth	5-10 minutes	25g 7 Levels of Lift Lightener + 70g 10 Vol/ 3% Developer + 10g Deep Clean Shampoo 	Apply on shampooed, towel dried hair.  Only apply to the areas that need SLIGHT removal.  Check every 5 minutes.
<b>MINOR removal</b>	Up to 2 levels of lift	5-25 minutes	25g 7 Levels of Lift Lightener + 50g 10 Vol/ 3% Developer 	Apply on dry hair.  Only apply to the areas that need MINOR removal.  Check every 5 minutes.
<b>MODERATE removal</b>	Up to 7 levels of lift	15-30 minutes	25g 7 Levels of Lift Lightener + 50g 20 Vol/ 6% Developer 	Apply on dry hair.  Only apply to the areas that need MODERATE removal.  Check every 15 minutes.
<b>MAJOR removal</b>	Up to 9 levels of lift (off-scalp only)	Up to 50 minutes	25g 9 Levels of Lift Lightener + 50g 20 Vol/ 6% Developer 	Apply on dry hair.  Only apply to the areas that need MAJOR removal.  Check every 20 minutes.



# COLOUR CORRECTION

## ADDING COLOUR

### COLOURING BACK:

- Colour must be shifted out for a new, lighter depth of colour or a new tonal direction.

### FILL IN MISSING PIGMENTS:

- Replace the missing warmth back into the hair that may have been removed through chemical services or mechanical damage.
- Recommended when colour is too warm or too cool.
- Neutralise warmth with cool tones.
- Add warmth to neutralise cool tones.



# COLOUR CORRECTION

## ADDING COLOUR

### APPLICATION METHODS:

- Low-light foil technique.
- Back-to-back DEMI-PERMANENT LIQUID COLOUR.
- DEMI-PERMANENT LIQUID COLOUR to fill the hair followed by PERMANENT CREAM COLOUR application.
- PERMANENT CREAM COLOUR to fill the hair followed by PERMANENT CREAM COLOUR application.





# COLOUR CORRECTION

## LOW-LIGHT FOIL TECHNIQUE

- Darker areas of colour woven into the hair to introduce more contrast or break up solid hair colour.

- Use ELEVEN Australia DEMI-PERMANENT LIQUID for soft contrast and high shine.

- Use ELEVEN Australia PERMANENT CREAM COLOUR for added depth, lastingness and high shine.

1. Select a warm DEMI-PERMANENT LIQUID or PERMANENT CREAM COLOUR shade at the target depth.

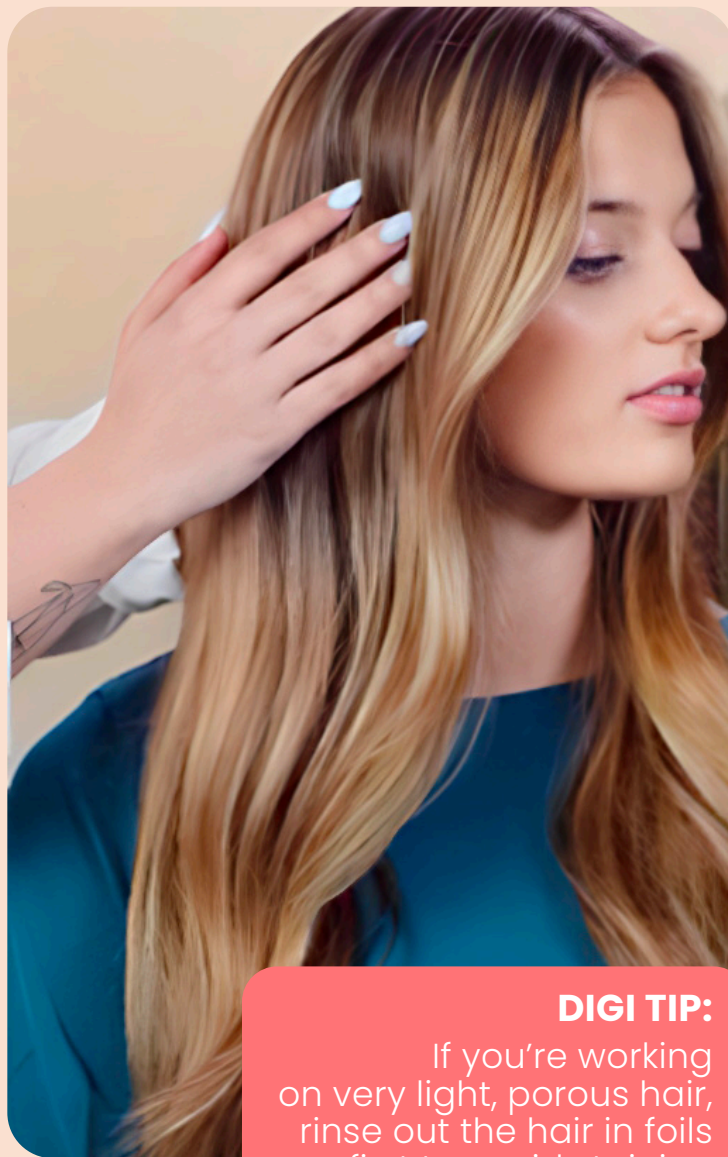
2. Mix 1:1 with 4% (13 Vol) CREAM ACTIVATOR.

3. Lightly spray the hair with POROSITY EQUALISER SPRAY.

4. Weave or slice out the section of hair to be coloured back.

5. Develop for 20-35 min.

6. Shampoo with your choice of ELEVEN Australia shampoo and finish with COLOUR LOCK SPRAY.



### DIGI TIP:

If you're working on very light, porous hair, rinse out the hair in foils first to avoid staining the rest of hair.



# COLOUR CORRECTION

## BACK-TO-BACK DEMI-PERMANENT LIQUID COLOUR

- Pre-pigmenting step for added depth.

- Longer lasting and more conditioned result.

1. Select the recommended filler shade for the depth of colour of your target shade. Mix 1:1 with 2% (7 Vol) LIQUID ACTIVATOR.

2. Apply POROSITY EQUALISER to clean dry hair.

3. Apply the filler shade to the lightened or porous areas only. Do not apply the filler shade to the natural growth.

4. Develop for 20 min.

5. Rinse and lightly shampoo with REPAIR MY HAIR NOURISHING SHAMPOO.

6. Towel dry and apply POROSITY EQUALISER SPRAY and comb through.

7. Apply the 2nd DEMI-PERMANENT LIQUID COLOUR 1:1 with 4% (13 Vol) CREAM ACTIVATOR and develop for 20-35 minutes.

STARTING LEVEL	TARGET LEVEL	FILLER PIGMENT NEEDED	RECOMMENDED FILLER SHADE
10	1-4	Red warmth	6.RR/ 6.66
10	4-6	Orange warmth	7.CC/ 7.44
10	7-8	Yellow warmth	9.GG/ 9.33 or 9.CG/ 9.43

### DIGI TIPS:

For a NATURAL result, the target colour selection would be 7.NG/7.03. For a FASHION result use 7.CC/7.44. For a NATURAL COOL use 7.N/7.0 + 7AG/7.13.



# COLOUR CORRECTION

## DEMI-PERMANENT LIQUID COLOUR to fill the hair followed by PERMANENT CREAM COLOUR application

- Pre-pigmenting step with DEMI-PERMANENT LIQUID to fill in the missing pigments.
- Formulate target shade with PERMANENT CREAM COLOUR when more depth and lastingness is needed and/or goal is to lighten the natural root colour.



# COLOUR CORRECTION

## DEMI-PERMANENT LIQUID COLOUR to fill the hair followed by & PERMANENT CREAM COLOUR application



### If the hair is highly porous and in a compromised condition:

1. Fill the lightened, porous areas by selecting the filler to the depth of the target shade. Mix 1:1 with 2% (7 Vol) LIQUID ACTIVATOR.
2. Apply the filler shade to the highly porous areas.
3. Develop for 20 min.
4. Rinse, shampoo with REPAIR MY HAIR NOURISHING SHAMPOO and apply POROSITY EQUALISER SPRAY.
5. Apply the desired PERMANENT CREAM COLOUR formula.
6. Develop for 35 min.
7. Wash with REPAIR MY HAIR NOURISHING SHAMPOO and finish with COLOUR LOCK SPRAY.

### OR

### If the hair is only slightly porous and in good condition:

1. Lightly spray POROSITY EQUALISER onto dry hair.
2. Apply the filler shade to specific areas where filler is needed and then wipe off immediately - no development time is required.
3. Towel dry and remove excess colour.
4. Apply the desired PERMANENT CREAM COLOUR formula.
5. Develop for 35 min.
6. Wash with REPAIR MY HAIR NOURISHING SHAMPOO and finish with COLOUR LOCK SPRAY.



# COLOUR CORRECTION

## BACK-TO-BACK PERMANENT CREAM COLOUR

### Recommended for the following scenarios:

- When colouring back two levels of depth or darker.
- Fill and replace underlying warmth missing in the hair.
- More depth and lastingness is needed and/ or goal is to lighten the natural root colour.



STARTING LEVEL	TARGET LEVEL	TARGET RESULT	FILLER PIGMENT NEEDED	RECOMMENDED FILLER SHADE
10	1-4	Fashion	Red warmth	6.RR/6.66
10	1-3	Natural warm	Red warmth	6.CG/6.43
10	4-6	Fashion	Orange warmth	7.CC/7.44
10	4-6	Natural warm	Orange warmth	8.CG/8.43
10	7-9	Fashion	Yellow warmth	9.GC/9.34
10	7-9	Natural warm	Yellow warmth	9.G/9.3



# COLOUR CORRECTION

## BACK-TO-BACK PERMANENT CREAM COLOUR

1. Mix the selected filler shade with water in a 1:3 ratio into a smooth consistency. Example: 10g selected filler shade + 30g water.
2. Mix the target PERMANENT CREAM COLOUR shade in a 1:1 ratio with the desired cream developer.
3. Apply the filler formula in a fine layer onto the lightened areas only.
4. Wipe off any excess colour with a paper towel or towel.
5. Then apply the target colour formula directly over the lightened areas.
6. Next, apply the target colour formula to the new growth/natural hair.
7. Develop for 35 min.
8. Wash with REPAIR MY HAIR NOURISHING SHAMPOO and finish with COLOUR LOCK SPRAY.

### DIGI TIP:

Visually assess the hair, as it will always look healthier and shinier if the target shade has warmth in it. If the colour is too cool, it may appear flat, dull and even more porous.



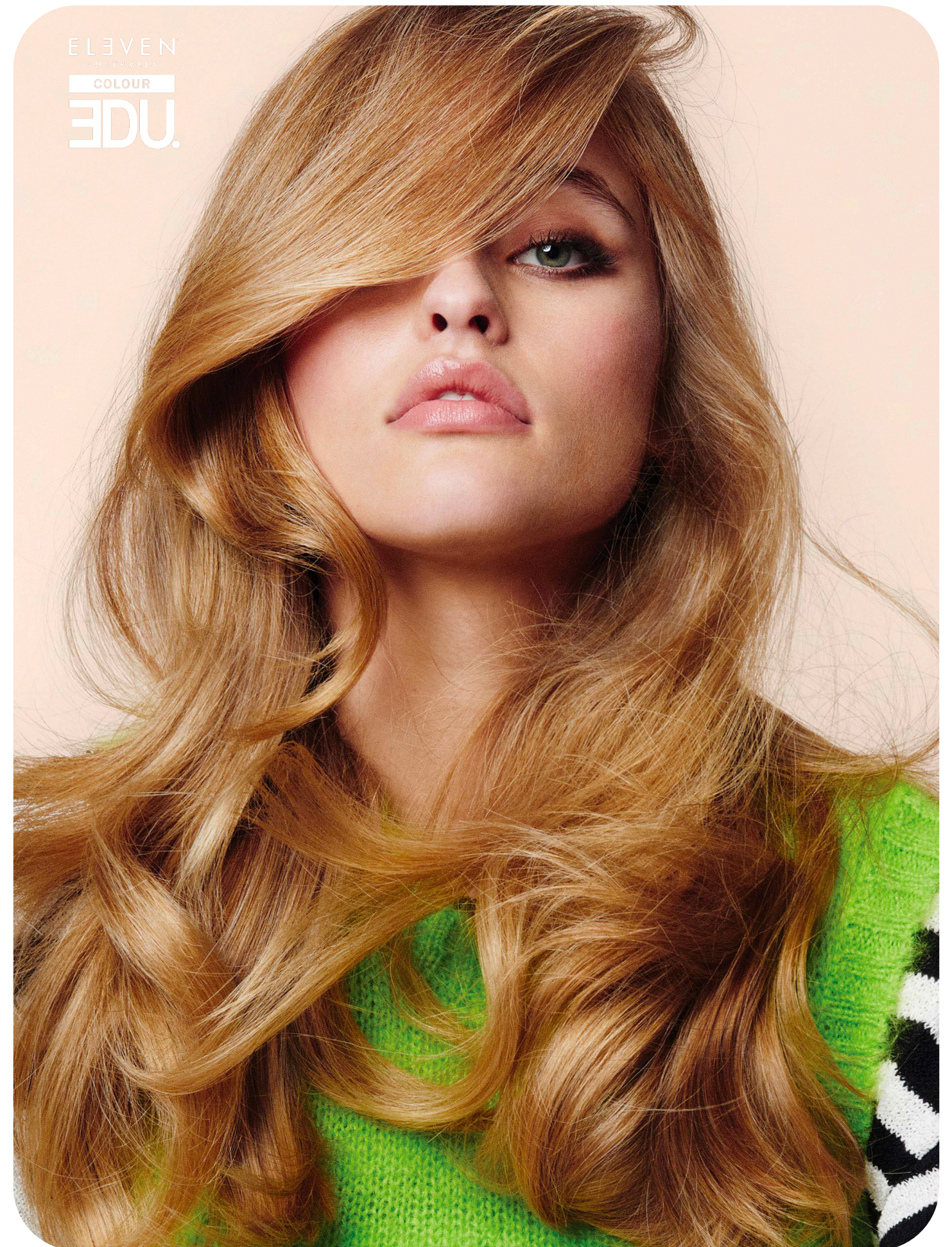
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**FOILING  
& FREEHAND  
PAINTING  
STEP-BY-STEP**

featuring @melvinroycelane





# FOILING & FREEHAND PAINTING

by Melvin Royce Lane



**MELVIN ROYCE LANE**  
Global Artistic Director  
@melvinroycelane



**BEFORE**



**AFTER**

## FORMULAS

**FORMULA A:** 7 LEVELS OF LIFT LIGHTENER  
+ 20 Vol/6% DEVELOPER (1:1 ½ ratio)

**FORMULA B:** PERMANENT CREAM COLOUR 30g 11.20/11.VN  
+ 60g 40 Vol/12% DEVELOPER

**FORMULA C:** 6 LEVELS OF LIFT LIGHTENER  
+ 20 Vol/6% DEVELOPER (1:1 ratio)

**FORMULA D:** DEMI-PERMANENT LIQUID COLOUR 34g 8.31/8.GA  
+ 1g 9.4/9.C + 35g 2% ACTIVATOR

**FORMULA E:** DEMI-PERMANENT LIQUID COLOUR 25g 8.31/8.GA  
+ 25g 7.03/7.NG + 50g 2% ACTIVATOR

**FORMULA F:** DEMI-PERMANENT LIQUID COLOUR 25g  
10.35/10.GM + 25g 10.31/10.GA + 50g 4% ACTIVATOR



# STEP-BY-STEP FOILING & FREEHAND PAINTING



**STEP 1:** Create a square section from the recession areas to the top of the head. Split it down the middle and secure each section with a clip.



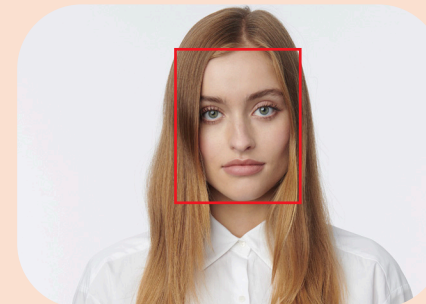
**STEP 2:** Section the sides from the top of one ear to the top of the other ear. Secure each side with a clip.



**STEP 3:** Create a V-section at the back of the head, ensuring the point aligns with the occipital bone. Split the bottom back section down the middle and secure with a clip. You will be left with a large section at the crown area. Secure each section with a clip.



**STEP 4:** Unclip one of the front hairline sections. Take a thin diagonal slice and apply Formula A. Continue slicing towards the crown of the head, leaving out approximately 1cm section of hair in between each foil. Alternate between Formulas A and B in each foil.



**DIGI TIP:** Use your client's face shape and natural hairline to determine the placement and thickness of each slice.



## STEP-BY-STEP FOILING & FREEHAND PAINTING cont.



**STEP 5:** Unclip the top section from the same side and take a thin, diagonal slice from the front hairline. Apply Formula A in a foil. Continue slicing towards the crown of the head, leaving out approximately 1cm section of hair in between each foil. Alternate between Formulas A and B in each foil.



**STEP 6:** For a natural looking "money piece" change the spacing in between each foil to 0.5cm around the face and revert to 1cm as you get closer to the crown area. Complete both sections and repeat on the opposite side.



**STEP 7:** Unclip one of the back sections. Take a thin diagonal slice following the natural growth pattern. Apply Formula A in a foil. Continue working your way up to the occipital bone, leaving out 1cm sections in between each foil. Alternate between Formulas A and B in each foil. Repeat on the opposite side.



**STEP 8:** Unclip the triangle section at the crown. Continue taking diagonal slices and alternate between Formulas A and B in the foils. Maintain 1cm sections in between each foil. Use enough product to ensure proper saturation and even results.



## STEP-BY-STEP FOILING & FREEHAND PAINTING cont.



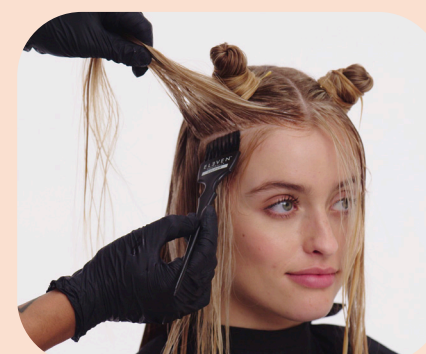
**STEP 9:** Add more brightness through the lengths and ends by freehand painting with Formula C.



**STEP 10:** Process for up to 50 minutes at room temperature or until desired level of lightness is reached.



**STEP 11:** Remove the foils and shampoo the hair with REPAIR MY HAIR NOURISHING SHAMPOO. Towel dry and detangle the hair.



**STEP 12:** Section out the face frame area. Apply ELEVEN Australia POROSITY EQUALISER from roots to ends. Create a root tap by gently applying Formula D to the root area of the face frame. Take thin partings to ensure proper saturation. Use a wide-tooth comb to create a seamless blend.



## STEP-BY-STEP FOILING & FREEHAND PAINTING cont.



**STEP 13:** Create a root smudge on the rest of the hair by applying Formula E to the root area. Feather the application to ensure a seamless blend.



**STEP 14:** Tone the rest of the hair by applying Formula F on the lengths and ends. Use a melting technique to blend with the root smudge.



**STEP 15:** Process for 20 minutes at room temperature.

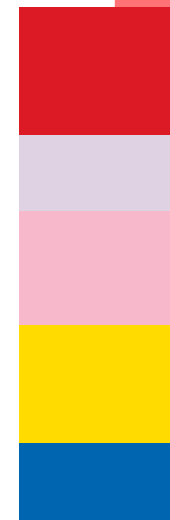


**STEP 16:** Shampoo with MIRACLE HAIR TREATMENT SHAMPOO and finish with COLOUR LOCK SPRAY. Style as desired.

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# COLOUR CORRECTION STEP-BY-STEP

featuring @conorjmd



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## COLOUR CORRECTION

by Conor James Doyle



**CONOR JAMES DOYLE**  
Brand Ambassador  
Colour specialist  
@conorjmd



**BEFORE**



**AFTER**

### ELEVEN AUSTRALIA PERMANENT CREAM COLOUR

**Formula A:** 30g 6.11/6.AA + 30g 6.0/6.N  
+ 60g 30 Vol/9% DEVELOPER

**FORMULA B:** 30g 6.11/6.AA + 30g 6.0/6.N  
+ 60g 10 Vol/ 3% DEVELOPER

**FORMULA C:** 2.5cm GOLD INTENSIFIER  
+ 2.5cm ORANGE INTENSIFIER

**FORMULA D:** 10g 6.32/6.GV + 20g 6.0/6.N + 10g 5.34/5.GC  
+ 10g GOLD INTENSIFIER + 50g 10 Vol/ 3% DEVELOPER

**FORMULA E:** 20g 6.3/6.G + 10g 7.34/7.GC  
+ 10g GOLD INTENSIFIER + 40g 10 Vol/3% DEVELOPER



## STEP-BY-STEP COLOUR CORRECTION



**STEP 1:** Section the hair into quadrants by splitting the hair down the middle from front to back. Split the hair from the top of one ear to the top of the other ear. Secure each section with a clip.



**STEP 2:** Start at one of the back sections and apply Formula A 1cm away from the scalp to the mid-shaft. Use a balayage board for optimum saturation and precise application. Continue until you reach the top of the head and repeat on the opposite side.



**STEP 3:** Continue the application on one of the front sections. Apply 1cm away from the scalp to the mid-shaft making sure to properly saturate each section. Avoid staining your client's face by laying your first section on a foil.



**STEP 4:** Repeat this application on the opposite side. Process for 15 minutes at room temperature.



**STEP 5:** Go back to the first section you started with and apply Formula B on the roots. Take thin partings within each section to ensure proper saturation. Continue this application on all four sections and process for 20 minutes at room temperature.



## STEP-BY-STEP COLOUR CORRECTION



**STEP 6:** Shampoo with REPAIR MY HAIR NOURISHING SHAMPOO being careful not to overlap on the lighter pieces of hair.



**STEP 7:** Wring out the excess water and emulsify the hair for a few minutes with Formula C to fill the hair slightly. Rinse and towel dry.



**STEP 8:** Separate the fringe area and split the back into two sections. Start at the nape area and create a zig zag section. Apply Formula D on the mid-shaft. Use a melting technique to ensure proper saturation.



**STEP 9:** Apply Formula D to the lighter strands in the back and to the remaining front section. Use a melting technique to seamlessly blend the two shades. Process for 20 minutes.



**STEP 10:** Shampoo with REPAIR MY HAIR NOURISHING SHAMPOO. Finish with COLOUR LOCK SPRAY. Style as desired.

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**MARBLEISED  
COLOUR  
STEP-BY-STEP**

featuring @rachelvitullo





## MARBLEISED COLOUR

by Rachel Vitullo-Dupuy



**RACHEL VITULLO-DUPUY**  
Brand Artist  
Colour & Styling  
@rachelvitullo



**BEFORE**



**AFTER**

### FORMULAS

**Formula A:** ELEVEN Australia PERMANENT CREAM COLOUR  
15g 5.56/5.MR + 15g 7.34/7.GC + 15g 6.66/6.RR  
+ 10g GOLD INTENSIFIER + 55g 20 Vol/6% DEVELOPER

**FORMULA B:** ELEVEN Australia DEMI-PERMANENT LIQUID  
COLOUR 20g 7.35/7.GM + 20g 7.44/7.CC + 5g 6.66/6.RR  
+ 10g CLEAR + 55g 4% ACTIVATOR

**FORMULA C:** ELEVEN Australia DEMI-PERMANENT LIQUID  
COLOUR 20g 7.44/7.CC + 20g 9.4/9.C + 40g 4% ACTIVATOR



## STEP-BY-STEP MARBLEISED COLOUR



**STEP 1:** Section the hair into quadrants by splitting the hair down the middle from front to back. Split the hair from the top of one ear to the top of the other ear. Secure each section with a clip



**STEP 2:** Generously apply ELEVEN Australia BARRIER CREAM around the perimeter of the hairline and ears.



**STEP 3:** Start at one of the front sections and apply Formula A to the roots. Outline the cross section and then take internal partings.



**STEP 4:** Take thin partings within each section to ensure proper saturation.



## STEP-BY-STEP MARBLEISED COLOUR cont.



**STEP 5:** Use a wide-tooth comb to blend the colour through the mid-lengths and ends.



**STEP 6:** Continue this application on the other three sections and process for 10 minutes at room temperature.



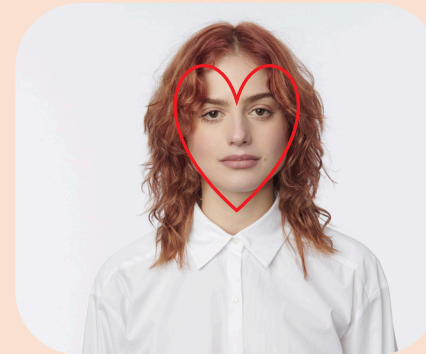
**STEP 7:** Select the areas where you want to see the most contrast. Take a medium-to-large weave (depending on the density of the hair and natural curl pattern) and apply Formula B in foils.



**STEP 8:** Feather the colour when applying near the root area to softly blend the two shades.



## STEP-BY-STEP MARBLEISED COLOUR cont.



**DIGI TIP:** Work with your client's face shape and natural curl pattern to determine the colour placement.



**STEP 9:** Apply Formula C on the remaining lengths and ends.



**STEP 10:** Allow to process for 35 minutes at room temperature.



**STEP 11:** Shampoo with REPAIR MY HAIR NOURISHING SHAMPOO. Finish with COLOUR LOCK SPRAY. Style as desired.

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**CREATIVE  
COLOUR  
STEP-BY-STEP**

featuring @conorjmd





## STEP-BY-STEP CREATIVE COLOUR

by Conor James Doyle



**CONOR JAMES DOYLE**  
Brand Ambassador  
Colour specialist  
@conorjmd



**BEFORE**



**AFTER**

### FORMULAS

**FORMULA A:** 10g 9 LEVELS OF LIFT LIGHTENER  
+ 20g 6 LEVELS OF LIFT LIGHTENER  
+ 45g 30 Vol/9% DEVELOPER

### ELEVEN AUSTRALIA PERMANENT CREAM COLOUR

**FORMULA B:** 25g 10.0/10.N + 25g 9.32/9.GV  
+ 50g 10 Vol/3% DEVELOPER

**FORMULA C:** 30g 10.0/10.N + 2g VIOLET INTENSIFIER  
+ 32g 10 Vol/3% DEVELOPER

**FORMULA D:** 30g 9.32/9.GV + 2g BLUE INTENSIFIER  
+ 32g 10 Vol/3% DEVELOPER

**FORMULA E:** 30g 9.32/9.GV + 5g ORANGE INTENSIFIER  
+ 35g 10 Vol/3% DEVELOPER

**FORMULA F:** 30g 10.0/10.N + 5g RED INTENSIFIER  
+ 35g 10 Vol/3%



## STEP-BY-STEP CREATIVE COLOUR



**STEP 1:** Create a triangle section at the fringe area and split the rest of the hair into quadrants. Secure each section with a clip.



**STEP 2:** Unclip one of the back sections and take a small parting at the nape area.



**STEP 3:** Take a medium weave and apply Formula A. Use a balayage board for improved saturation and precise application.



**STEP 4:** Skip an approximately 2.5cm section and take a medium slice. Freehand paint the slice with Formula A. Use a balayage board for improved saturation on each section.



## STEP-BY-STEP CREATIVE COLOUR cont.



**STEP 5:** Continue the application through the back and side sections, alternating between a weave and slice.



**STEP 6:** Unclip the fringe area and take diagonal partings.



**STEP 7:** Start on one side and freehand paint with Formula A. Use a melting technique to blend at the root area.



**STEP 8:** Repeat on the opposite side of the fringe area.



## STEP-BY-STEP CREATIVE COLOUR cont.



**STEP 9:** Next, take thin horizontal slices at the hairline and apply Formula A.



**STEP 10:** Continue slicing and applying Formula A, skipping approximately 1cm in between each section. Process for 30 minutes at room temperature or until desired level of lightness is reached.



**STEP 11:** Shampoo the hair with REPAIR MY HAIR NOURISHING Shampoo. Spray ELEVEN Australia POROSITY EQUALISER, comb through and towel dry the hair.



**STEP 12:** Section the hair into quadrants. Apply Formula B from roots to ends. Process for 20 minutes at room temperature. Shampoo and apply POROSITY EQUALISER.



## STEP-BY-STEP CREATIVE COLOUR cont.



**STEP 13:** Section out the face frame by creating a zig zag parting. Clip the rest of the hair out of the way.



**STEP 14:** Start on one side of the face frame and select internal areas for the pastel colour placement. Take a medium weave and apply Formula C on the mid-shaft. Apply Formula D on the same section but on the areas above and below where you placed Formula C. Use a wide enough foil that can be folded vertically or place another foil on top to avoid overlapping the two formulas.



**STEP 15:** Continue the marbled colour placement with Formulas C and D. Leave out 2.5cm sections in between each foil. Repeat on the opposite side.



**STEP 16:** Move on to the fringe area by taking a horizontal medium weave. Apply Formulas C and D in the same marbled pattern. Skip approximately 1cm in between each section.



## STEP-BY-STEP CREATIVE COLOUR cont.



**STEP 17:** Freehand paint the remaining hair in between each foil with Formulas E and F.



**STEP 18:** Alternate which shade is applied first to create a marbled effect. Repeat on the opposite side.



**STEP 19:** Continue applying Formulas E and F on the fringe area. Process for 30 minutes at room temperature.



**STEP 20:** Shampoo with REPAIR MY HAIR NOURISHING Shampoo. Finish with COLOUR LOCK SPRAY. Style as desired.



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FREQUENTLY  
ASKED  
QUESTIONS



## FAQ'S

### DEMI-PERMANENT LIQUID COLOUR

- 1. What is ELEVEN Australia COLOUR DEMI-PERMANENT LIQUID COLOUR?**  
It is a conditioning, ammonia free, high performing formulation infused with naturally derived ingredients. The colour is designed not to compromise the hair's internal structure, as the oxidative colour only partly penetrates the hair fibres resulting in longer-lasting colour, shine and optimal condition.
- 2. How many shades are in the ELEVEN Australia COLOUR DEMI-PERMANENT LIQUID COLOUR range?**  
The colour palette includes intermixable shades that range from Natural, Cool, Warm, Fashion and Pastel. In addition there is a CLEAR which can be used to reduce the intensity of your formulas.
- 3. Are all the DEMI-PERMANENT LIQUID COLOURS intermixable?**  
Yes, all shades can be intermixed, therefore offering a wide range of colour choices.
- 4. Is the DEMI-PERMANENT LIQUID COLOUR Alkaline or Acid?**  
Our colour is Alkaline – the driving force behind ELEVEN Australia COLOUR was to develop a modern formulation coupled with the latest technology to deliver high performance, high shine and maximum colour longevity with superior white hair blending.  
Performance was paramount, as we are committed to always delivering products that benefits the hair, and client services, and is easy to use for the hairstylist with trusted results.
- 5. Can I apply the DEMI-PERMANENT LIQUID COLOUR to wet or dry hair?**  
Yes, it can be applied to either wet or dry hair, so long as the hair is clean and free of product build up.



## FAQ'S

### DEMI-PERMANENT LIQUID COLOUR CONT.

**6. Will I achieve white hair coverage with the DEMI-PERMANENT LIQUID COLOUR?**

Our DEMI-PERMANENT LIQUID COLOUR will not give 100% white hair coverage, however it will give exceptional white hair blending. Selecting 4% (13 Vol) CREAM ACTIVATOR, using a heat source for up to 20 minutes, and then allowing the hair to cool down for up to 15 minutes (maximum timing of 35 minutes) and adding NATURAL shades into the formula are all factors that will assist in achieving maximum white hair blending.

**7. Do I need to alter my mixing ratio for porous hair?**

No, always use the POROSITY EQUALISER SPRAY prior to the colour application and consider the development time. Porous hair will take less time to develop the colour. Visually check throughout the development time and potentially reduce the timing of the service.

**8. What happens if I leave the DEMI-PERMANENT LIQUID COLOUR on for longer than recommended?**

A longer extended development time of 35-40 minutes can be used for the blending of resistant white hair. If it is left on for longer, no further changes will happen to the hair.

**9. What happens if I do not wash the DEMI-PERMANENT LIQUID COLOUR out of the hair?**

The shampoo is used to ensure the complete removal of the pigments that have not been absorbed into the hair strand. If the hair is not washed or rinsed thoroughly, the residual colour may stain the client's scalp, skin, clothing, or other materials it comes into contact with.



## FAQ'S

### DEMI-PERMANENT LIQUID COLOUR CONT.

**10. How many washes on average does the DEMI-PERMANENT LIQUID COLOUR last?**

This will depend on a few different factors. Firstly, the porosity of the client's hair - the higher the porosity the less likely the hair will hold colour. Secondly, the type of service selected and therefore the time it is left on the hair. Lastly, the client's home hair care routine is something to also consider: What is the client using to wash their hair at home? With all things considered, the average longevity is up to 20-25 washes.

**11. Is it necessary to carry out a skin test prior to the colouring service?**

Yes. Professional colour services may cause serious inflammation of the skin in some cases; therefore, ELEVEN Australia would recommend a preliminary test should always be carried out for new clients or current clients that are considering a colour service to determine if a special sensitivity exists.

**12. Does the pH of the colour change if the DEMI-PERMANENT LIQUID COLOUR is applied to wet or dry hair?**

No, the pH does not change.

**13. How long is the shelf life of the DEMI-PERMANENT LIQUID COLOUR?**

3 years if the product is unopened.

**14. How long does the DEMI-PERMANENT LIQUID COLOUR last if it has been opened and partially used and then resealed?**

It is recommended to reuse within 2-4 weeks. The liquid may appear darker, however this is normal.

**15. What happens to the colour if the lid is left off?**

The liquid colour should always have the lid tightly sealed when not in use. Not doing so will result in oxidation, affecting the performance of the product.



## FAQ'S

### DEMI-PERMANENT LIQUID COLOUR CONT.

**16. Can I add 'Plex' into the DEMI-PERMANENT LIQUID COLOUR?**

No, it is not recommended that any 'plex' products are added into the liquid colour formula.

**17. Can I use heat and what are the benefits of using heat with the DEMI-PERMANENT LIQUID COLOUR?**

Yes, applying a heat source will aid in the colour molecules entering deeper into the hair, providing longer-lasting and more vibrant fashion results, as well as a higher level of white hair blending. Always ensure that the heat maintains an even temperature and the colour is covered throughout the development time of up to 20 minutes. Allow a cooling down period of up to 15 minutes.

**18. Can DEMI-PERMANENT LIQUID COLOUR be applied on the same day as a Permanent Wave, Chemical Straightening or Chemical Treatment?**

Yes, select 2% (7 Vol) LIQUID ACTIVATOR, apply the POROSITY EQUALISER SPRAY prior to the colour application and visually develop the colour.

**19. Where does the colour molecule sit?**

The developed colour molecules sit just beyond the cuticle, however not as far as the cortex, hence why the colour is called Demi-Permanent.

**20. How can I dilute the DEMI-PERMANENT LIQUID COLOUR?**

Adding CLEAR to your formulation will reduce your shade intensity and therefore dilute the colour. See the guidelines and directions of use for options and recommendations.



## FAQ'S

### DEMI-PERMANENT LIQUID COLOUR CONT.

**21. What happens if the colour takes on too much tone?**

Use ELEVEN Australia DEEP CLEAN SHAMPOO on the over-toned areas to remove excess tone deposit and work the shampoo in. Leave for 5 to 10 minutes. If the area is still over-toned, Follow the instructions for the cleansing bath.

**22. What is the tonal direction/make-up of the base colours?**

Each colour within the Colour Collections has a specific tonal formulation. There is a lot of complexity to this answer, however generally speaking, the overall base is neutral with a slightly grey direction.

**23. Are there any rules when colouring back or pre-pigmenting the hair?**

Yes, there are a variety of options for colouring back or pre-pigmenting with ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR. Please refer to the COLOUR CORRECTION section of the Technical Guide for directions and formula recommendations.



# FAQ'S

## DEMI-PERMANENT LIQUID COLOUR CONT.

### ACTIVATORS AND DEVELOPERS

**24. What is the pH of the DEMI-PERMANENT LIQUID COLOUR when mixed with the ACTIVATOR?**

This is a very complex question, as every single colour has a separate pH value and again will change when mixed with the ACTIVATOR. The working pH of the ELEVEN Australia LIQUID COLOUR sits between pH 8 and 9.5.

**25. How many applications on average are there in the 2% (7 Vol) LIQUID ACTIVATOR and the 4% (13 Vol) CREAM ACTIVATOR 990ml?**

Approximately 16.5 applications.

**26. What is the shelf life of the LIQUID ACTIVATORS?**

3 years unopened.

**27. Can any other brand of Activators, Developers or Peroxides be mixed with the DEMI-PERMANENT LIQUID COLOUR?**

No, it is not recommended to mix other products with ELEVEN Australia COLOUR. Each ACTIVATOR and DEVELOPER has been specifically formulated to work exclusively with the ELEVEN Australia COLOUR portfolio.



# FAQ'S

## DEMI-PERMANENT LIQUID COLOUR CONT.

### TECHNICAL SERVICE PRODUCTS

**28. Does the longevity of the colour alter if the COLOUR LOCK SPRAY is not used?**

The COLOUR LOCK SPRAY has been specially designed with naturally derived ingredients to assist the colour in lasting longer and providing the hair with a healthy, high-shine finish. It is a professional product used to compliment the overall professional colour service for the client.

**29. How many applications on average are there in the COLOUR LOCK SPRAY 250ml?**

Approximately 25 applications.

**30. How many applications on average are there in the POROSITY EQUALISER SPRAY 250ml?**

Approximately 15 applications.

**31. What are the benefits of the POROSITY EQUALISER SPRAY?**

The spray has been specially designed to give more even and consistent results. Containing 95.6% naturally derived ingredients, it will assist in protecting the hair throughout each colour service.



# FAQ'S

## DEMI-PERMANENT LIQUID COLOUR CONT.

### TECHNICAL SERVICE PRODUCTS

**32. Can I use the POROSITY EQUALISER SPRAY with other colour brands?**

Always check individual manufactures instructions. Technically, yes - the spray can be used with all colouring services.

**33. What is the pH level of the POROSITY EQUALISER SPRAY?**

It sits between pH 3.8 and pH 4.8.

**34. What is the pH level of the COLOUR LOCK SPRAY?**

It sits between pH 4.3 and pH 5.0.

**35. What is the shelf life of the Technical Service Products?**

3 years unopened.

**36. What is the fragrance of the Technical Service Products?**

Fresh Fruit Melon.

**37. Is it necessary to apply BARRIER CREAM prior to the DEMI-PERMANENT LIQUID COLOUR?**

No, it is not necessary. The BARRIER CREAM is an optional service product that helps prevent staining around the hairline and/or for clients with dry or sensitive skin.



# FAQ'S

## DEMI-PERMANENT LIQUID COLOUR CONT.

### INGREDIENTS

**38. What is the benefit of the colour being ammonia free?**

The main benefit is that there are no harsh gases or fumes released. Therefore, the colour service is a more pleasant experience for the client and the hairstylist applying the colour.

**39. What ingredient replaces the ammonia?**

The ingredient is MEA.

**40. How does MEA work?**

It is a double-action alkalising agent

**1.** It opens the hair cuticle so the underdeveloped small molecular size pigments can penetrate the hair strand.

**2.** It activates the 2% (7 Vol) and 4% (13 Vol) that transform the primary pigments in their reactive state. Primary dyes in the reactive form coupled with secondary pigment form the coloured molecules.

**41. What is the fragrance of the DEMI-PERMANENT LIQUID COLOUR?**

It is a combination of woody, fruit, and fresh aromas.

**42. Does the DEMI-PERMANENT LIQUID COLOUR contain PPD?**

No, the colour is PPD free.



# FAQ'S

## PERMANENT CREAM COLOUR

### 1. What is the pH level of the colour?

- 1-10 PERMANENT CREAM COLOUR SERIES is pH 9.5-11.0
- ULTRA BLONDE HIGHLIFT is pH 10.0-11.5

### 2. What is the pH of the colours pre and post being mixed with the developer?

The pH is reduced by 0.5-1.5 pH units when the colour is mixed with the ELEVEN Australia CREAM DEVELOPER.

### 3. If using the PERMANENT CREAM COLOUR on lengths and ends, how long will it last?

This all depends on the porosity/condition, previous history, timing, shade selection and home hair care routine. Always use the ELEVEN Australia COLOUR POROSITY EQUALISER SPRAY to even out hair texture prior to taking the colour onto the ends and finish with COLOUR LOCK SPRAY. Following these steps will improve the longevity of the colour in the hair.

### 4. What will happen if I accidentally spray the POROSITY EQUALISER on the roots/new growth, will the colour still work?

Yes, the colour will still work.

### 5. On average how much colour do you mix per application?

Depending on hair texture and length.

New growth/retouch:

30g-45g of colour + 30g-45g Developer.

Global application:

45g-60g of colour + 45g-60g of Developer.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### 6. What will happen if I leave the colour on longer than the recommended development time, will it go darker?

No, after the recommended development time, the colour development has finished and it will not go darker.

### 7. Can I mix any of the POWDER LIGHTENER in the ULTRA BLONDE HIGHLIFTS to give it a booster of extra lightening?

No, it is not a recommendation to mix the two products together.

### 8. Can I change the mixing ratio to adjust the type of coverage?

Changing the mixing ratio doesn't improve white hair coverage. Follow the recommendations for white hair coverage and consider increasing the application time, as this can sometimes help to improve coverage, especially on coarse resistant hair. Develop for up to 45 minutes.

### 9. Do I use the PERMANENT CREAM COLOUR on the ends to refresh?

Yes, you can, or you can colour balance the mid-lengths and ends with the DEMI-PERMANENT LIQUID COLOUR. Always consider the porosity, condition and length of the hair when making the decision on what colour product to use. Always apply the POROSITY EQUALISER SPRAY before applying the colour.

### 10. Can I mix the ACTIVATORS with PERMANENT CREAM COLOUR?

No, it is not recommended, they are different formulations and are not designed to mix together, however you can use the permanent colour on the new growth and colour balance the mid-lengths and ends with the DEMI PERMANENT LIQUID COLOUR, all in one step.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### 11. What are the recommendations for pre-pigmentation method used when colouring back?

Colouring back or pre-pigmentation is recommended when the hair is being coloured back two levels of depth or darker, or if the hair is extremely porous and there is a need to add an underlying pigment before applying the selected shade. Please refer to the COLOUR CORRECTION section of the Technical Guide for guidelines and formulas.

### 12. What is the % of the tone in the major (1st number of the colour after the dot) and how much tone is in the 2nd number?

As a rule, 75% is the tone of the first number, 25% for the second tone. This is only a guide, it does vary per colour shade and depth.

### 13. Can I lighten artificial colour with the ULTRA BLONDE HIGHLIFT SERIES.

No, when there is artificial colour in the hair, another colour will not lighten the hair. The direction would be to use a colour correction method using the ELEVEN Australia POWDER LIGHTENERS in a cleansing bath or full colour removal using the POWDER LIGHTENER with 3% (10 Vol) or 6% (20 Vol).

### 14. Can I achieve white hair coverage with the Ultra Blonde Highlift?

White hair tonal blending is possible on up to 50% white. A higher % of white hair will take on the tonal value of the shade.

### 15. Can I add a plex into the colour?

It is not the manufacturer's recommendation to add any plex brand in the ELEVEN Australia PERMANENT CREAM COLOUR.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### 16. Can I use heat with the PERMANENT CREAM COLOUR?

It is not the manufacturer's recommendation to add a heat source to the ELEVEN Australia PERMANENT CREAM COLOUR.

### 17. What percentage of .00 / NN do I need to add to a shade to get white hair coverage?

As a rule, generally we recommend the .00/NN for resistant or coarse white hair. .00/NN will give maximum – up to 100% coverage. We recommend the following approach for using the .0/N or .00/NN for white hair coverage:

**15%-30% white hair** mix 20g .0/N or .00/NN for resistant hair plus 40g selected shade plus 60g selected CREAM DEVELOPER.

**30%-50% white hair** mix 30g .0/N or .00/NN plus 30g selected shade plus 60g selected CREAM DEVELOPER.

**50%-100% white hair** mix 40g .0/N or .00/NN plus 20g selected shade plus 60g selected CREAM DEVELOPER.

### 18. Can I add the INTENSIFIERS to any shade, including Highlift blondes?

The intensifiers can be mixed in the 1- 10 SERIES, however they are not recommended to mix with the ULTRA BLONDE HIGHLIFT.

### 19. Can I still use my target shade when covering white hair?

Yes, the selected shade needs to be mixed with the corresponding depth in the natural series .0/N or .00/NN series. This will improve the coverage ability on white hair.

### 20. Can I use permanent cream colour to refresh/tone the mid-lengths and ends and what developer should I use?

Yes. If the porosity and condition of the hair is compromised, select a low volume developer, 3% (10 Vol). If the condition and porosity is good, it is fine to use the existing mixed colour left over in the colour bowl.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### **21. Do the permanent colours have a neutral undertone, the same as the demi liquid? Or how would you best describe it?**

They have a similar undertone – neutral/grey, however .00 are cooler. The undertone will vary when working on different depths of hair as well as with the CREAM DEVELOPER selected.

### **22. Can you use the ULTRA BLONDE HIGHLIFT on-scalp?**

Yes, the ULTRA BLONDE HIGHLIFT is designed to be used on the scalp from a natural depth of a 5, and mixed at a 1:2 ratio using 9% (30 Vol) or 12% (40 Vol).

### **23. Does the mixing ratio change when using the INTENSIFIERS?**

No, you can add up to 3g (0.1 oz.) per 60g (2 oz.) with NO extra developer required. Therefore, working with 60g (2 oz.) of the selected colour, up to 3g (0.1 oz.) of INTENSIFER and 60g (2 oz.) of CREAM DEVELOPER.

### **24. How do I mix the INTENSIFIERS into my selected shade?**

Firstly, add the PERMANENT CREAM COLOUR into the bowl, then add the selected INTENSIFER and mix the two together first before adding the CREAM DEVELOPER .

### **25. Can you still get white hair coverage if you are adding intensifiers to colours?**

Depending on the % of white hair and if the formulation is mixed as recommended with the .0/N or .00/NN. Follow the recommendations for maximum white hair coverage.

### **26. If I use a different brand of developer, will I still get the same result?**

No, ELEVEN Australia does not recommend or guarantee mixing ELEVEN Australia PERMANENT CREAM COLOUR with other brand developers as it can affect the colour results.

### **27. Can I mix the ULTRA BLONDE HIGHLIFTS with the shades in the 1-10 SERIES?**

No, it is not a recommendation to mix the two together.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### **INGREDIENTS**

### **28. Does the Permanent Colour contain ammonia?**

Yes, to drive ultimate performance ELEVEN Australia PERMANENT CREAM COLOUR contains  $\text{NH}_3$ , the name of the type ammonia used.

### **29. Can you explain the function of ammonia and why it is required in the PERMANENT CREAM COLOUR range?**

Ammonia has different functions when it is mixed with hydrogen peroxide (Developer):

- It lightens the natural melanin in hair, so the permanent colour has the ability to lift, which will depend on the % or volume of developer strength selected.
- It activates hydrogen peroxide to start the chemical reaction between developer and underdeveloped pigments that create the coloured molecules.
- Due to its alkalinity, it opens the cuticles, so the colour can better penetrate the hair surface.

### **30. What is the % of ammonia in the colour and does the % of ammonia vary for PERMANENT CREAM COLOUR and Highlift Blondes?**

Approx. 1.8%, within the 1-10series.

Approx. 4.0% in the Ultra Blonde Highlift.

The ammonia level is considered a low % in permanent hair colour.

### **31. Is the ELEVEN Australia PERMANENT CREAM COLOUR PPD Free?**

Yes, it is.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### INGREDIENTS cont.

#### 32. What is the function of PPD in permanent hair colour?

PPD (p-Phenylenediamine) is a primary underdeveloped pigment. It is oxidised by the developer, and it works with the secondary underdeveloped colour pigment to create the developed coloured molecules.

#### 33. What is used instead of PPD?

PTD is used instead of PPD.

#### 34. Is the ELEVEN Australia PERMANENT CREAM COLOUR Resorcinol Free?

Yes, it is.

#### 35. What is the function of Resorcinol in permanent hair colour?

Resorcinol is a secondary underdeveloped pigment.

#### 36. What is used instead of Resorcinol?

It is a new modern technology using a combination of HMOC + AHP.

#### 37. Why does the DEMI-PERMANENT LIQUID COLOUR have Resorcinol and the PERMANENT CREAM COLOUR does not?

They are based on different formulations, as the DEMI-PERMANENT is a liquid and the PERMANENT COLOUR is a cream base. ELEVEN Australia works with the most current and up-to-date formulations that drive performance.



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### INGREDIENTS cont.

#### 38. ELEVEN Australia CREAM COLOUR is silicone free – what is used to replace the silicone?

The cream formulation is a balance of oils, emulsifiers, and underdeveloped colour pigments. One of our hero ingredients, Organic Sunflower Oil is used to achieve shine and finish on the hair and this replaces silicones.

#### 39. What is the fragrance of the PERMANENT CREAM COLOUR?

The fragrance description: FLORAL, HONEY, JASMINE, POWDERY, WOODY, MUSKY.

#### 40. What is a paraben?

Parabens are a group of related chemicals used as preservatives within products. They are used to preserve the ingredients and prevent bacteria and mould from developing in the products.

#### 41. Is the colour paraben free? If so, what ingredients are used to replace the paraben?

The colour formulation is paraben free. There is no need to add a preservative system to the ELEVEN Australia PERMANENT CREAM COLOUR formulation, according to ISO 29621 "Cosmetics – Microbiology – Guidelines as the risk assessment and identification of microbiologically low-risk in the colour formulation."



# FAQ'S

## PERMANENT CREAM COLOUR CONT.

### OUR SHADES

#### 42. What tones do the first letter/numbers represent (after the dot)?

- .0/N Natural - neutral tone
- .00/NN Natural Intensive - intense neutral tone
- .1/A Cool - ash/blue tone
- .2/V Violet - violet/iris tones
- .3/G Gold - golden tones
- .4/7 Copper - orange tones
- .5/M Mahogany- violet/red tones
- .6/R Red - red tones

#### 43. What does the first number represent?

The first number represents the natural depth of hair colour ranging from 1-10.

1. Black
2. Darkest Brown
3. Dark Brown
4. Brown
5. Light Brown
6. Dark Blonde
7. Blonde
8. Light Blonde
9. Very Light Blonde
10. Lightest Blonde



# FAQ'S

## LIGHTENING POWDERS

#### 1. Is it necessary to carry out a skin test prior to a lightening service?

We recommend performing a skin test if the lightener will be applied on-scalp. Professional lightening services may cause serious inflammation of the skin in some cases; therefore, ELEVEN Australia would recommend a preliminary test should always be carried out for new clients or current clients that are considering an on-scalp lightening service to determine if a special sensitivity exists.

#### 2. What are the benefits of using the 6 LEVEL OF LIFT CLAY LIGHTENING POWDER?

6 LEVELS OF LIFT CLAY LIGHTENING POWDER is designed as an off-scalp lightening powder used for freehand techniques. The product will create an external shell around the outer areas of the painted hair while staying consistently moist inside as it lightens. As the outer shell hardens, it will not deposit colour on the other areas of the hair, and the product will not become flaky, dry or brittle.

#### 3. When the 6 LEVELS OF LIFT CLAY LIGHTENING POWDER dries to a hard-dry shell, is it still working?

Yes, the clay will continue to work throughout the development time for up to 50 minutes. The internal area will remain moist, and this is where the lightening process takes place.

#### 4. Can 6 LEVELS OF LIFT CLAY LIGHTNING POWDER be placed in foil?

Yes, it can be placed in a foil, however it is designed primarily for freehand application.

#### 5. Can plastic cling wrap be placed in-between 6 LEVELS OF LIFT CLAY LIGHTENING POWDER?

Yes it can, however because of its quick-dry capabilities on application, it is not necessary to add plastic in-between freehand product placement.



## FAQ'S

### LIGHTENING POWDERS CONT.

- 6. The 6 LEVELS OF LIFT CLAY and the 7 LEVELS OF LIFT POWDER are both ammonia free POWDER LIGHTENERS. What is the ingredient that replaces the ammonia?**  
The ammonium persulfate is removed and replaced with potassium persulfate.
- 7. If I have not achieved my desired level of lift with the 6 LEVELS OF LIFT CLAY LIGHTENING POWDER can the product be removed with a damp towel and reapplied?**  
Yes. However, extreme care must be taken to ensure the condition and porosity of the client's hair are considered before proceeding.
- 8. Why are the LIGHTENING POWDERS referred to as Up To 6, 7 and 9 LEVELS OF LIFT?**  
It is an indication of the amount each powder could lighten the hair.
- 9. What are the benefits of all the LIGHTENING POWDERS being dust-free formulations?**  
There are less particles produced during the mixing and application, there are less dust particles in the environment, therefore creating a safer space for the hairstylist and client.
- 10. Which LIGHTENING POWDERS and CREAM DEVELOPER strength is recommended for ON-SCALP application?**  
7 LEVELS OF LIFT LIGHTENING POWDER and 6% (20 Vol) is recommended for on-scalp lightening.



## FAQ'S

### LIGHTENING POWDERS CONT.

- 11. If I don't achieve the desired degree of lift from applying 7 LEVELS OF LIFT LIGHTENING POWDER and 6% (20 Vol) on-scalp, can I reapply?**  
Yes, if another application is required, 7 LEVELS OF LIFT LIGHTENING POWDER + 3% (10 Vol) would be recommended for the second application.
- 12. Do all 3 LIGHTENING POWDERS remain stable throughout the development time?**  
Yes, this allows for a more even consistency in the lightening result.
- 13. Do the LIGHTENING POWDERS need to stay on for the full development time?**  
Not always, visual development can allow you to lighten the hair to the depth you are wanting to achieve. Maximum development time is 50 minutes for the CLAY and 7 LEVELS OF LIFT, and 55 minutes for the 9 LEVELS OF LIFT LIGHTENING POWDER.
- 14. All 3 LIGHTENING POWDERS contain the BOND REPAIRING COMPLEX. Can I add an additional 'plex' into the LIGHTENING POWDERS?**  
It is not recommended to add any additional 'plex' products into the existing formulation.
- 15. Can heat be used with any of the LIGHTENING POWDERS?**  
No, we DO NOT recommend using heat during any LIGHTENING POWDER service.



