

***magi:colour***

**permanent  
+ quasi  
dual colour  
system**





# magi:colour

**permanent  
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dual colour  
system**

**10:0**

*Extra Light Blonde*



**9:0**

*Very Light Blonde*



**8:0**

*Light Blonde*



**7:0**

*Medium Blonde*



**6:0**

*Dark Blonde*



**5:0**

*Light Brown*



**4:0**

*Medium Brown*



**3:0**

*Dark Brown*



**1:0**

*Black*





**9:00**  
*Intense Very Light Blonde*



**8:00**  
*Intense Light Blonde*



**7:00**  
*Intense Medium Blonde*



**6:00**  
*Intense Dark Blonde*



**5:00**  
*Intense Light Brown*



**4:00**  
*Intense Medium Brown*



# Ash (:1)



**10:1**  
*Extra Light Ash Blonde*



**9:1**  
*Very Light Ash Blonde*



**8:1**  
*Light Ash Blonde*



**7:1**  
*Medium Ash Blonde*



**6:1**  
*Dark Ash Blonde*



**5:1**  
*Light Ash Brown*



Champagne (:13)



**10:13**  
*Extra Light Champagne Blonde*



**9:13**  
*Very Light Champagne Blonde*



**8:13**  
*Light Champagne Blonde*



**7:13**  
*Medium Champagne Blonde*



**6:13**  
*Dark Champagne Blonde*



**5:13**  
*Light Champagne Brown*



## Violet (:2)



**10:2**  
*Extra Light Violet Blonde*



**9:2**  
*Very Light Violet Blonde*



**8:2**  
*Light Violet Blonde*



## Rose Gold (:23)



**9:23**  
*Very Light Violet Gold Blonde*



**8:23**  
*Light Violet Gold Blonde*



**7:23**  
*Medium Violet Gold Blonde*



**6:23**  
*Dark Violet Gold Blonde*



**5:23**  
*Light Violet Gold Brown*



# Natural Gold (:03)



**9:03**

*Very Light Natural Gold Blonde*



**8:03**

*Light Natural Gold Blonde*



**7:03**

*Medium Natural Gold Blonde*



# Gold (:3)



**10:3**

*Extra Light Golden Blonde*



**9:3**

*Very Light Golden Blonde*



**8:3**

*Light Golden Blonde*



**7:3**

*Medium Golden Blonde*



**6:3**

*Dark Golden Blonde*



**5:3**

*Light Golden Brown*



## Maple (:34)



**8:34**  
Light Maple Blonde



**7:34**  
Medium Maple Blonde



**6:34**  
Dark Maple Blonde



**5:34**  
Light Maple Brown



**4:34**  
Medium Maple Brown



## Golden Mahogany (:5)



**7:35**  
Medium Golden Mahogany Blonde



**6:35**  
Dark Golden Mahogany Blonde



**5:35**  
Light Golden Mahogany Brown





## Copper (:4)



**8:4**  
Light Copper Blonde



**7:4**  
Medium Copper Blonde



**6:4**  
Dark Copper Blonde



**5:4**  
Light Copper Brown



## Intense Copper Gold (:43)

**99:43**  
Very Light Intense Copper Gold Blonde



**77:43**  
Medium Intense Copper Gold Blonde



**66:43**  
Dark Intense Copper Gold Blonde



## Intense Copper (:44)

**77:44**  
Medium Intense Copper Blonde



Mahogany (:5)



6:5

Dark Mahogany Blonde



5:5

Light Mahogany Brown



Intense Red (:66)



88:66

Light Intense Red Blonde



77:66

Medium Intense Red Blonde



66:66

Dark Intense Red Blonde



Violet (:22)



5:22

Light Intense Violet Brown



4:22

Extra Violet Medium Brown



Intense Violet Red (:26)



77:26

Medium Intense Violet Red Blonde



66:26

Dark Intense Violet Red Blonde



55:26

Light Intense Violet Red Brown



## Mocha (:73)



**8:73**  
Light Mocha Blonde



**7:73**  
Medium Mocha Blonde



**6:73**  
Dark Mocha Blonde



**5:73**  
Light Mocha Brown



## Brunette (:7)

**9:7**  
Very Light Brunette Blonde



## Extra Brunette (:77)

**6:77**  
Dark Rich Brunette Blonde



**5:77**  
Light Rich Brunette Brown



**4:77**  
Rich Brunette Brown



**magi:colour**

+ **MAGI:BOND®**

**ultra lift colour  
with built-in  
magi:bond  
protection**

## Quint:Amine Complex

Quint:Amine Complex contains 5 key ingredients that make up a unique Amino-Acid-Blend formulation, improving and maintaining the hair's strength during the chemical process.

The Quint:Amine Complex contained within Magi:colour Ultra Lift shades will help protect and condition the hair fibre during and after the colouring process, ensuring long-lasting, healthy and shiny hair.

**12:0**

Ultra Light Natural Blonde



**12:1**

Ultra Light Ash Blonde



**12:11**

Ultra Light Extra Ash Blonde



**12:12**

Ultra Light Pearl Violet



**12:13**

Ultra Light Cool Champagne



**12:2**

Ultra Light Violet Blonde



**12:22**

Ultra Light Violet Violet Blonde



**12:23**

Ultra Light Rose Gold Blonde



**12:8**

Ultra Light Platinum Blonde



**Lift Booster**

**000**

Lift Booster



## ***Toners (T)***



**T:01**  
Silver Toner



**T:02**  
Violet Toner



**T:06**  
Rose Pearl Toner



**T:28**  
Silver Lilac Toner



**T:11**  
Graphite Toner



## ***Ammonia Free Toners (AFT's)***



**AFT:0**  
Natural AF Toner



**AFT:1**  
Ash AF Toner



**AFT:2**  
Violet AF Toner



**AFT:03**  
Neutral Nude AF Toner



**AFT:12**  
Pale Platinum AF Toner



***Magi:lights***



***Soft Ash***



***Soft Beige***



***Soft Gold***



***Magi:lights Vivids***



***Copper***



***Red***



***Red Violet***



***Magi:lights Twilights***



***Bamboo***



***Toffee***



***Caramel***



***Coffee***



**Intensifiers (0)**



**011**  
Green Intensifier



**022**  
Violet Intensifier



**033**  
Gold Intensifier



**044**  
Copper Intensifier



**066**  
Red Intensifier



**088**  
Blue Intensifier



**Ultra Light Intensifiers**



**008**  
UL Pale Blue Intensifier



**002**  
UL Pale Violet Intensifier



**Clear Gloss**



**Clear Gloss**



# magi:colour

## permanent + quasi dual colour system

### Technology

Magi:colour sets the tone for a new era in professional hair colour. Infused with **Rice Protein**, **Monoï** and **Bilberry Fruit Extract** for unimaginable colour vibrancy, condition and shine.

#### Rice Protein

This plant based protein strengthens hair from deep within. Its excellent moisturising capabilities detangle the hair, improving manageability and shine.

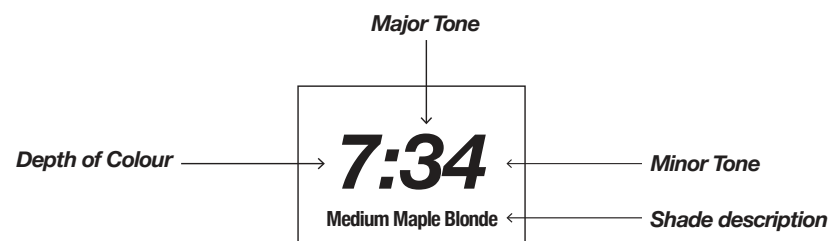
#### Monoï

This sacred blend of coconut oil and fragrant tiare flowers derives from Tahiti, adding lustre and leaving hair feeling soft, conditioned and revitalised.

#### Bilberry Fruit Extract

Closely related to the blueberry, this superfruit is rich in antioxidants and is one of natures most potent sources of essential fatty acids. It nourishes, moisturises and protects against oxidative stress.

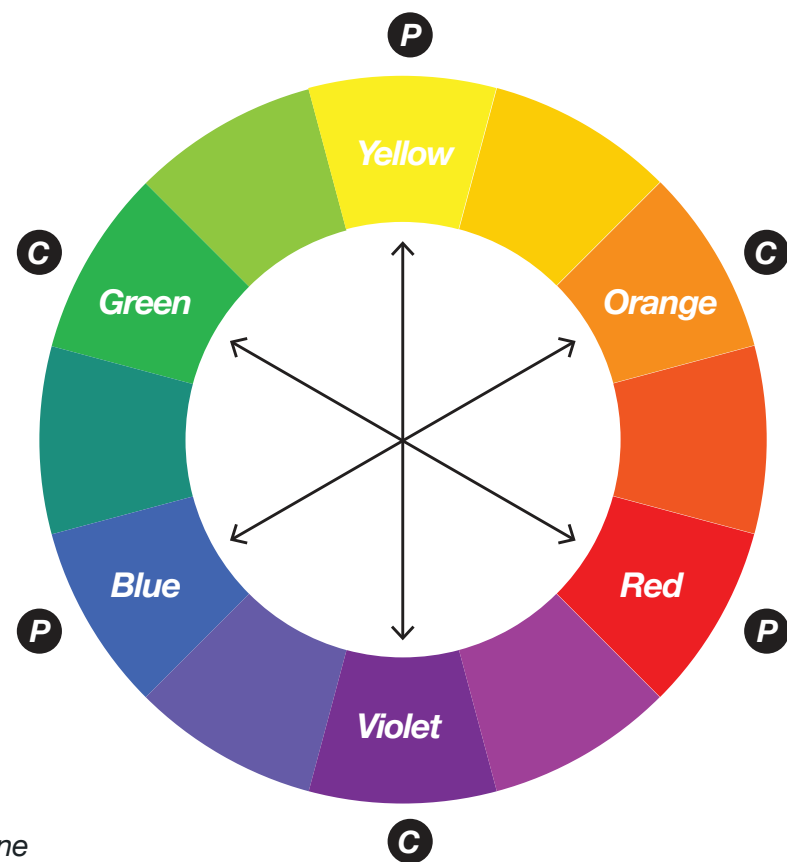
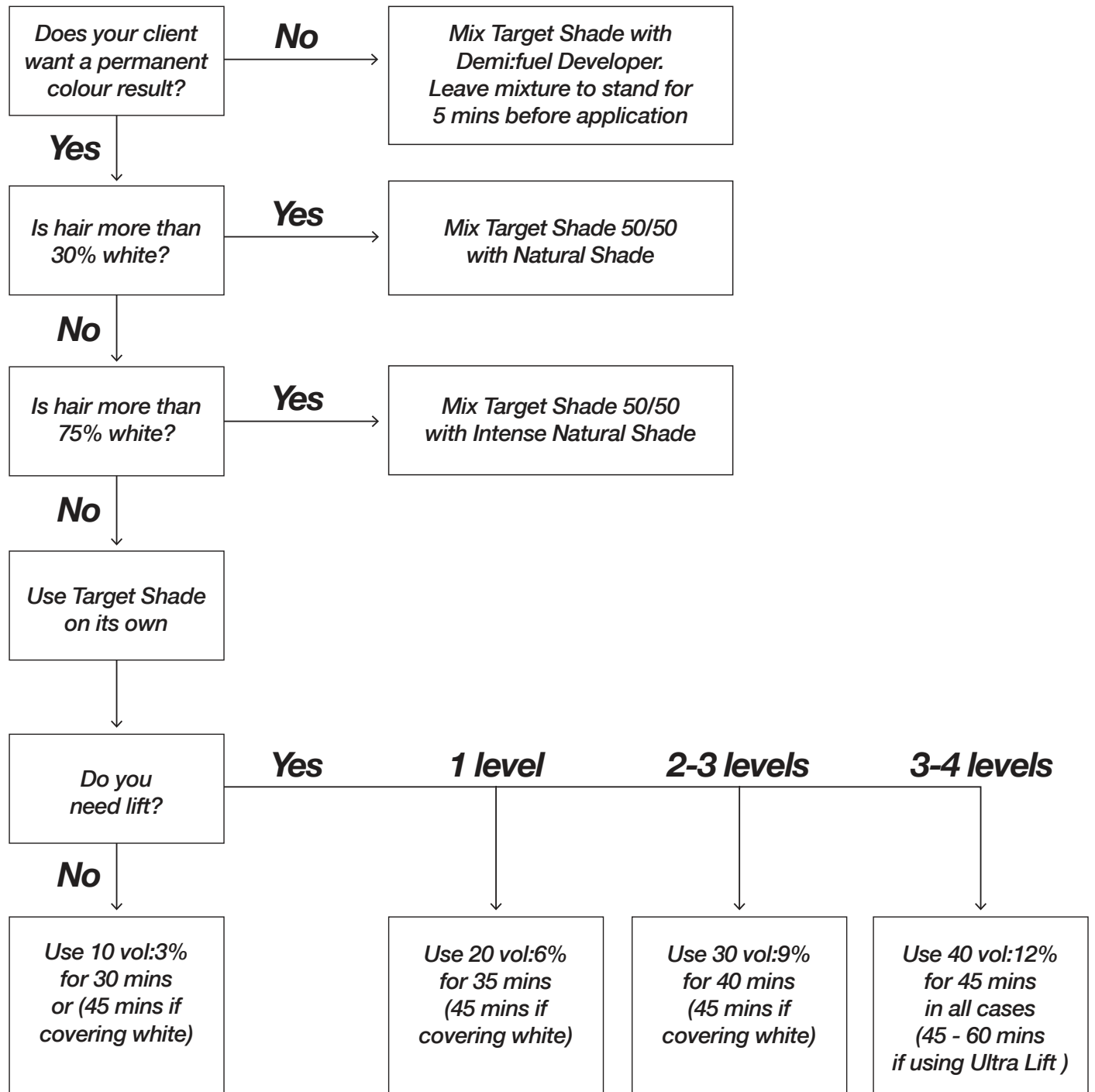
### Numbering system



### Tone indicators

Tone Number	Tone Description	Tone Delivered	Warm or Cool
:0	Natural	Neutral/Blue	Cool
:1	Ash	Green/Blue	Cool
:2	Violet	Violet	Cool
:3	Gold	Yellow/Orange	Warm
:4	Copper	Orange	Warm
:5	Mahogany	Red/Violet	Warm/Cool
:6	Red	Red	Warm
:7	Brunette	Red/Violet/Gold	Mix of Warm & Cool
:8	Blue Ash	Blue	Cool

### Formulation guide



#### Key:

- P** = primary tone
- C** = complementary tone





# magi:colour

**⚠ FOR PROFESSIONAL USE ONLY. KEEP OUT OF REACH OF CHILDREN. READ SAFETY INSTRUCTIONS BEFORE USE.**

## ⚠ WARNINGS

Wear suitable gloves. Rinse hair well after application. Avoid contact with eyes. Do not use to dye eyelashes or eyebrows. Rinse eyes immediately if product comes into contact with them. Sensitivity test advisable before use. Hair colourants can cause severe allergic reactions. Read and follow instructions carefully. This product is not intended for use on persons under the age of 16. Temporary “black henna” tattoos may increase the risk of allergy. Do not colour hair if: there is a rash on the face or sensitive, irritated and damaged scalp • The client has ever experienced any reaction after colouring their hair • They have experienced a reaction to a temporary “black henna” tattoo in the past. Colour will stain skin, clothing, bedding, grout and any other porous materials.

## SKIN ALLERGY TEST 48 HOURS PRIOR TO USE

Wash a 2 cm diameter area either behind the ear, near the hair line or on the inside of the elbow with soap and water then pat dry. Prepare a test solution by mixing equal parts Magi:fuel Developer with the exact shade to be used. Apply enough product using a cotton bud to completely cover the test area. Leave for 48 hours without washing, touching or covering. If any abnormal reactions occur such as itching, redness, swelling, irritation or eruptions do not use this product. If no reaction has occured after 48 hours then you may proceed, following the directions outlined in this leaflet.

**IN CASE OF REACTION OR CONTACT WITH EYES:**  
If product makes contact with eyes remove contact lenses (if used) hold eyes open and flood with water for at least 15 minutes and seek medical attention. If an allergic reaction occurs seek medical attention immediately.  
**NHS DIRECT Tel: 111**

## Instructions for use

**COLOUR SELECTION:**  
Once you have discussed your client's needs, refer to the Magi:colour Shade Guide for colour selection.

### Peroxide Choice and Development Guide:

PEROXIDE STRENGTH	LEVEL OF LIFT ACHIEVABLE	MIXING RATIO	DEVELOPMENT TIME	WILL IT COVER WHITE HAIR?
Demi:fuel	Demi/Quasi Deposit Only	1 : 1.5	10 to 20 mins	No, It will blend only
10 vol:3%	Level to Level Deposit Only	1 : 1.5	30 mins 45 mins white hair	Yes 100%
20 vol:6%	1 Level of Lift	1 : 1.5	35 mins 45 mins white hair	Yes 100%
30 vol:9%	2-3 Levels of Lift	1 : 1.5	40 mins 45 mins white hair	Yes 100%
40 vol:12%	3-4 Levels of Lift	1 : 1.5	45 mins in all cases	Yes 100%
40 vol:12% when mixed with Ultra Lift colours	4-5 Levels of Lift	1 : 2	45 to 60 mins	No
IF COVERING WHITE HAIR WITH ANY STRENGTH OF MAGI:FUEL DEVELOPER PLEASE DEVELOP COLOUR FOR A MINIMUM OF 45 MINUTES				

**MAGI:COLOUR MIXING RATIOS:**  
Mix (1:1.5) Magi:colour or (1:2) Magi:colour Ultra Lift. Add the Magi:colour Colour creme into a plastic bowl and add Magi:fuel Developer, mix thoroughly with a brush until smooth. We highly recommend the use of weighing scales to measure colour creme and developer accurately.

**FIRST TIME APPLICATION:**  
Apply Magi:colour mix approx. 1-2 cm from the scalp, starting with the darkest/most resistant area. Develop for 20 mins. Then apply fresh colour mix to the root area. Refer to Peroxide Choice and Development guide for total development timings.

**RE-TOUCH APPLICATION:**  
Apply Magi:colour mix to regrowth area only. Refer to Peroxide Choice and Development guide for timings. Apply colour mixed with 10 vol/3% or Demi:fuel Developer through the mid-lengths and ends if required. Develop for 10 to 30 minutes.

**FIRST TIME APPLICATION FOR ULTRA LIFT BLONDE:**  
Apply Ultra Lift Blonde mix approx 1-2 cm from the scalp. Develop 20 mins. Then apply fresh colour mix to the root area and pull out over the mid-lengths and ends. Develop for up to 60 minutes.

**RE-TOUCH APPLICATION FOR ULTRA LIFT BLONDE:**  
Apply Ultra Lift Blonde mix to the regrowth area only. Develop for up to 60 minutes.

## Post Colour Removal

At the basin apply a small amount of lukewarm water and gently massage the scalp, emulsify paying particular attention to the hairline and nape of the neck, rinse. Apply a suitable colour safe shampoo and massage through the scalp, ensuring all colour is removed from the scalp and hair, rinse. Towel dry and apply a suitable conditioner or treatment, rinse. Style as desired.

## Magi:fuel Developers

Magi:fuel Developers are gentle creme developers that contain a special blend of oils and waxes that help the hair absorb colour evenly, condition the hair structure and help protect the scalp from irritation. A stabilised Hydrogen Peroxide that is pH controlled, Magi:fuel Developers are available in 4 different Volumes/Percentages: 10 vol : 3%, 20 vol : 6%, 30 vol : 9% & 40 vol : 12%. We do not recommend the use of heat for processing any of our colours as this could lead to unpredictable end results. All strengths of Magi:fuel Developers can be used for general as well as specialist colouring. All strengths can be used on the scalp and give excellent coverage of white, lift and vibrancy.

**DEMI:FUEL DEVELOPER:**  
The Magi:colour range can also be used as a demi/quasi colour by mixing with Demi:fuel Developer (5 vol:1.5%). The colour result will last 16-20 washes in virgin hair. The ratio for mixing is 1 part colour to 1.5 parts of Demi:fuel Developer. Application should be made to dry hair. Development time is 10 to 20 minutes. When combined this mixture must be allowed to sit in a plastic bowl for a full 5 minutes prior to application to the hair to allow the mixture to become a non-permanent colour. When using Demi:fuel Developer a blended coverage can be achieved on hair that is less than 50% white. It is not recommended that Demi:fuel Developer is used if more than 50% white hair is present.

**IMPORTANT - TAKE NOTE**  
**When using Demi:fuel Developer the mixture should be allowed to sit in a plastic bowl for a full 5 minutes prior to application to the hair to allow the mixture to become a non-permanent colour.**

## Covering White Hair

	AMOUNT OF WHITE HAIR PRESENT		
STONE CHOICE	BELOW 30%	30% - 75%	75% +
Natural	Use on its own	Use on its own	Use Intense Natural
Intense Natural	Do Not Use	Use 1 level lighter than target shade	Use on its own
Ash	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Violet	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Gold	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Copper	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Red	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Mahogany	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Brunette	Use on its own	Mix 50/50 with Natural shade	Mix 50/50 with Intense Natural shade
Ultra Lift	Do Not Cover White	Do Not Cover White	Do Not Cover White
Toners	Do Not Cover White	Do Not Cover White	Do Not Cover White

**IMPORTANT - TAKE NOTE**  
**IF COVERING WHITE HAIR WITH ANY STRENGTH OF MAGI:FUEL DEVELOPER PLEASE DEVELOP COLOUR FOR A MINIMUM OF 45 MINUTES.**

## Creating Blondes

All of the Ultra Lift Blonde Collection shades have the same lifting ability, which are perfect for use on Natural level 6/7 bases or above and can be used both on and off the scalp. The mixing ratio is 1 part Ultra Lift Blonde shade to 2 parts Magi:fuel Developer e.g. 40 ml 12:0 + 80 ml of 40 Vol:12%. Development time for Ultra Lift Blonde shades is 45 - 60 minutes without heat.

**APPLICATION:**  
Apply generously as the hair will absorb the colour, too light an application may cause an uneven end result. Push colour mixture against the natural cuticle direction. Remember – coarse hair requires more time and product application than fine hair.

**000 - LIFT BOOST:**  
When added to Ultra Lift Blonde shades it will boost the lifting capability by 1/2 to 1 level. The maximum that can be added is 50% of your total formula. e.g. 20ml 12:12 + 20ml LB + 80 ml 40 Vol:12%. They have to be measured or weighed to give correct results, failing to do so will over or under activate the blondes giving a poor end result.

## Creating Reds

All of the red, copper and violet shades have been designed for maximum impact and deliver exceptionally bright, vivid tones. These shades should be used in exactly the same way as all other colours in the range, i.e. intermixed with Natural shades when working on between 30-75% white hair and Intense Natural shades when working on more than 75% white hair.

## Intensification of Tone

Intensifiers can be added to all shades. The maximum that can be added is 25% of your total formula, however, no extra Magi:fuel Developer is required to compensate for the addition of the Intensifier e.g. 30 ml 77:44 + 10 ml (25%) 0:44 + 45 ml of chosen strength of Magi:fuel Developer.

**SUBTLE ENHANCEMENT OF TONE:**  
For more subtle tone enhancement of shades then we use the ‘Rule of 8’ as a guide. To work out the Rule of 8 – Use the depth of the colour you are going to use then subtract it from 8, the remainder is how many inches of Intensifier creme you should add to your shade (average 30 ml) e.g. 30 ml 6:34 + 2 inches of 0:44 + 45 ml of chosen Magi:fuel Developer. Intensifiers will show more in lighter shades so when working with lighter levels less Intensifier should be added.

## Toning Lightened Hair

The Magi:colour toners have been created for use on level 10 and 11 lifted hair, they are only capable of deposit on very light depths. T:01 and T:02 are for use when you require neutralisation of unwanted warmth from the hair. The other toners are for when you want to create tone in the hair.

**APPLICATION OF TONERS:**  
If the lifted hair is healthy hair then we recommend you apply your toner to dry hair, however, if the lifted hair is porous, then apply your toner to damp hair, Mist the hair with a porosity equaliser spray prior to application of the toner in both cases.

**MIXING TONERS:**  
• Darker result mix with Demi:Fuel Developer 1:1.5  
• Same level but to neutralise tone use 10 vol:3% 1:1.5  
• For a softer tone mix 10 vol:3% on a 1:2 ratio with your Toner.  
Toners should be developed visually and can take anything from 2 - 20 minutes, depending on hair's porosity, strength of tone and the strength of Magi:fuel Developer chosen. Rinse when the tone appears correct.

## Magi:lights Vivids

Lift and Deposit Magi:lights Vivids colours are designed to lift up to 4 levels in the hair, whilst depositing tone. They can be used on both virgin or previously coloured hair to create vivid highlights.

**APPLICATION OF MAGI:LIGHTS VIVID COLOURS:**  
Only use these colours for off scalp application.

Mix 1 part Magi:lights Vivid shade with 1.5 parts of your chosen Magi:fuel Developer strength. Allow to develop for 35-45 minutes without heat.

## Magi:lights Twilight

Magi:lights Twilight colours have extra pre-pigment tones contained within them for darkening lightened hair in order to create long lasting target depth and tone in one application. Twilight colours can be mixed together to create different depths.

**APPLICATION OF MAGI:LIGHTS TWILIGHT COLOURS:**  
These colours should only be used on previously lightened hair. **Do not use on virgin hair.**

Mix 1 part Magi:lights Twilight shade with 1.5 parts of 10 vol:3% apply to dry hair and allow to develop for 30 minutes without heat.

**Ready to start using Magi:colour?**  
*Use the formulation guide to further assist with appropriate shade selection, correct choice of developer and development time.*

A soft, diagonal rainbow light effect is visible across the background, starting from the bottom left and extending towards the top right, creating a vibrant, ethereal glow.

***magi:colour***

For product advice and support please contact our technical team on: +44 (0) 161 968 4040 (opt. 2)  
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