



magi:gloss

demi-permanent conditioning liquid gloss colour

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

WARNINGS:

Wear suitable gloves. Shampoo hair well after processing. Avoid contact with eyes. Do not use to dye eyelashes or eyebrows. Rinse eyes immediately if product comes into contact with them. An Allergy Alert test is 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 your client's hair if: They have a rash on their face or sensitive, irritated or damaged scalp. They have 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.

ALLERGY ALERT TEST 48 HOURS PRIOR TO USE

Wash a 2 cm diameter area either behind the ear, near the hairline or on the inside of the elbow with soap and water then pat dry. Prepare a test mixture by mixing 1.5 parts of Gloss Activator with 1 part of 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 occurred after 48 hours then you may proceed, following the directions outlined in this guide.

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

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This conditioning, demi-permanent liquid gloss colour contains Avocado Oil and Jojoba Seed Oil to hydrate, smooth and add incredible shine whilst delivering beautiful tones on natural, previously coloured or lightened hair.

Magi:gloss helps to keep the hair strand protected and smooth and allows for incredible shine and gloss, transforming the appearance of any texture of hair.

Usage Instructions

Choice of Colour

Match the client's existing level for the shade guide result. Choose a colour 1 level lighter than the client's existing level for a more subtle result. Choose a colour 1 level darker than the client's existing level for a more intense result.

All Magi:gloss colours are intermixable offering endless possibilities for depth, tone and shine.

Mixing Instructions

Weigh one part of Magi:gloss Liquid Colour with 1.5 parts of Magi:gloss Gloss Activator (5 volume/1.5%) and mix together thoroughly. Please measure accurately as this will affect your colour result.

Pre Colour Service

Apply to clean dry hair. If the hair is excessively dirty or coated then shampoo lightly with a suitable detoxifying shampoo. Use a porosity balancer through lengths and ends to balance the absorption of the colour, then dry the hair fully.

Application

Bowl and brush for precision OR bottle for speed. Magi:gloss Liquid Colour transforms into a gel-like consistency for ease of application either by bottle or bowl and brush and will stay where you put it during development.

Development

Depending on the intensity you want from Magi:gloss you can adapt your results depending on how you work with the product. For maximum colour intensity: Apply to dry hair and develop for a maximum time of 20 minutes.

For a softer colour result: Apply to pre-shampooed and towel dried hair and develop for a shorter time without compromising your colour result. Do not use with heat as the colour may become too runny.

Post Colour Service

When fully developed to your liking, emulsify well with a little water, paying particular attention to the hair line and nape areas, then rinse thoroughly until the water runs clear. Shampoo once using a suitable colour safe shampoo. Towel dry well and apply a suitable colour safe conditioner, comb through then rinse thoroughly. Towel dry and style as desired.

Magi:gloss Services

Glossing

Illuminate natural hair colour by adding glossy tonal reflects to personalise your client's hair.

Gloss Balancing

Revive the radiance of faded previously coloured mid-lengths and ends by adding tone and gloss.

Gloss Maintenance

As part of your client's maintenance regime, refresh, revive and add super gloss in-between their regrowth colour services.

Gloss Refining

To refine an existing tone choose a shade either 1 level lighter or the same depth as the hair, depending on the hair's porosity.

Gloss Deposit

To deposit a darker tone - choose a colour 1 level darker than the existing depth of the hair.

Gloss Blending

Use Magi:gloss to blend away the first signs of white appearing in your client's hair, apply any of our Natural shades on their own for a completely blended look or any of our other shades for tonal accents. Should not be used on hair with more than 50% white in any area.

Gloss Shine without tone

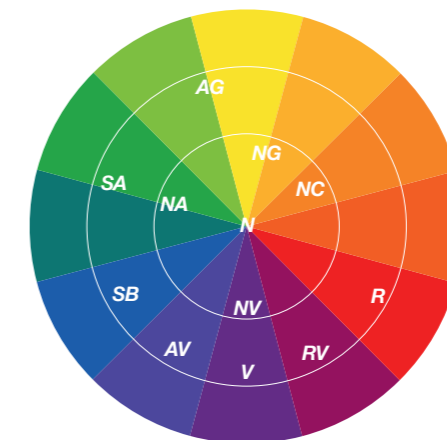
Clear Glosser is fantastic at delivering fabulous gloss and condition to any texture and colour of hair without delivering any tone. Mix as normal with Gloss Activator and develop for up to 20 minutes.

Gloss Melting

Use Magi:gloss to compliment your gorgeous balayage blend of dark to light. With its gel-like consistency, you will find it easy to melt depths and tones quickly and seamlessly.

Gloss Neutralising

To neutralise an unwanted warm tone use the colour wheel to choose the exact cool tone that you need to use (directly opposite to the warmth visible in the hair). Make sure you use the same level or 1 level lighter than the existing depth of the hair if the hair is porous. Apply to dry hair and check every 5 minutes until complete neutralisation is visible.



FAQs

Can I use a different developer with Magi:gloss?

No, it is very important that you use the Gloss Activator with Magi:gloss as it is designed specifically to give you the perfect gel consistency for easy and precise application.

Can I use heat to speed up the processing time of Magi:gloss?

No, the use of a heat source is not recommended because, in addition to altering the product's natural interaction with the hair, it will change its viscosity and the colour will become runny.

Can Magi:gloss blend white hair and at what %?

Yes, Magi:gloss will blend white hair but should not be used on hair with more than 50% white hair present in any areas. The amount of blend depends on many factors such as % of natural hair, amount of natural tone used and the tone chosen.

How long does the colour remain in virgin hair?

According to the chosen shade, the colour can remain in the hair for up to 20 shampoos. If the shade used is 2 or more levels darker than the existing depth of the hair then the potential staining of the hair could make the colour last longer and therefore make regrowth more visible.

Is the processing time 20 minutes?

Magi:gloss can be very adaptable, by altering the processing time from between 5 to 20 minutes you can adjust the intensity of your colour result. Please take into consideration the porosity and texture of the hair and the tone that you are using. Magi:gloss gives a progressive colour deposit meaning that the longer you leave it on, the greater the deposit of colour therefore the stronger and darker your colour result will be.

Can I apply Magi:gloss to wet hair?

Yes, you can but be aware that this can dilute your end colour result and possibly lead to unpredictable and uneven results.

What makes Magi:gloss so shiny?

Avocado and Jojoba Seed Oils, alongside Quaternium 80, which is a fabulous lightweight conditioning ingredient, add moisture and protection for damaged cuticles, improving combability and intensifying shine with an anti-static effect.

Can I use Magi:gloss on highlighted hair?

You can achieve amazing results with Magi:gloss on highlighted hair. For best results and to minimize root shift, use on highlighted hair that is a natural base 8 or below.

How do I use the Boosts?

Boost colours can be used on their own or added to other shades to intensify their tone, the more you add and the lighter the depth you use them on, the stronger your colour result will be. Mix as normal with Gloss Activator and develop for up to 20 minutes.

Can I use 'Clear Glosser' to pastelise other shades?

Clear Glosser can be added to other shades to pastelise or subdue tone, the more you add the more pastelised or subdued your colour result will be. Mix as normal with Gloss Activator and develop for up to 20 minutes.

Mix ratio

1:1.5

Please measure accurately as this will affect your colour result.



Develop for 5 - 20 minutes depending on desired result.



Do not use heat as the colour may become too runny.

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Magi:gloss has the same numbering system as both Quif Magicolour and Quintessential Permanent Colour ranges for a seamless choice of colour. Swatches indicate the results on hair that matches the depth of the colour (left side) and white hair (right side). Swatches are a guideline only, the final result will be affected by the depth, tone and condition of the hair prior to application.



Level	Natural (:0/N)	Natural Ash (:01/NA)	Slate Ash (:11/SA)	Silver Blue (:8/SB)	Natural Violet (:02/NV)	Violet (:2/V)	Ash Violet (:12/AV)	Ash Gold (:13/AG)	Natural Gold (:03/NG)	Natural Copper (:04/NC)	Red & Red Violet (:6/R) & (:62/RV)	Pastels (P:/Pastel)	Boosts (0:/Boost)
	Level White	Level White	Level White	Level White	Level White	Level White	Level White	Level White	Level White	Level White	Level White	Level White	White
10 Extra Light Blonde	Extra Light Natural Blonde 10:0 10N			Extra Light Silver Blue Blonde 10:8 10SB		Extra Light Violet Blonde 10:2 10V		Extra Light Ash Gold Blonde 10:13 10AG	Extra Light Natural Gold Blonde 10:03 10NG			Pastel Nude P:03 PN	Boost Natural Gold 0:03 BNG
9 Very Light Blonde		Very Light Natural Ash Blonde 9:01 9NA	Very Light Slate Ash Blonde 9:11 9SA		Very Light Natural Violet Blonde 9:02 9NV	Very Light Violet Blonde 9:2 9V	Very Light Ash Violet Blonde 9:12 9AV			Very Light Natural Copper Blonde 9:04 9NC	Very Light Red Violet Blonde 9:62 9RV	Pastel Rose Gold P:63 PRG	Boost Copper Gold 0:43 BCG
8 Light Blonde	Light Natural Blonde 8:0 8N	Light Natural Ash Blonde 8:01 8NA	Light Slate Ash Blonde 8:11 8SA	Light Silver Blue Blonde 8:8 8SB				Light Ash Gold Blonde 8:13 8AG	Light Natural Gold Blonde 8:03 8NG			Pastel Lavender P:02 PL	Boost Red 0:66 BRR
7 Medium Blonde	Medium Natural Blonde 7:0 7N			Medium Silver Blue Blonde 7:8 7SB		Medium Violet Blonde 7:2 7V	Medium Ash Violet Blonde 7:12 7AV	Medium Ash Gold Blonde 7:13 7AG	Medium Natural Gold Blonde 7:03 7NG	Medium Natural Copper Blonde 7:04 7NC		Ideally suited for pre-lightened or natural high-level blondes, these pastel shades will create stunning looks.	Boost Violet 0:22 BVV
6 Dark Blonde	Dark Natural Blonde 6:0 6N	Dark Natural Ash Blonde 6:01 6NA	Dark Slate Ash Blonde 6:11 6SA	Dark Silver Blue Blonde 6:8 6SB	Dark Natural Violet Blonde 6:02 6NV				Dark Natural Gold Blonde 6:03 6NG	Dark Natural Copper Blonde 6:04 6NC	Dark Red Blonde 6:6 6R		Clear Glosser 0:00 CG
5 Light Brown	Light Natural Brown 5:0 5N					Light Violet Brown 5:2 5V		Light Ash Gold Brown 5:13 5AG			Light Red Brown 5:6 5R		
3 & 4 Dark & Medium Brown	Dark Natural Brown 3:0 3N		Medium Slate Ash Brown 4:11 4SA								Medium Red Violet Brown 4:62 4RV		