

CPR Colour Correction

Enhance knowledge in colour correction skills & become an Expert with CPR colour.



- The CPR Colour System
- Colour Corrective solutions
- Advanced colour application

CPR Colour *bonding system*



1 Prepare hair
Reconstruct & equalise
the porosity of hair



Colour Prep



Detox
*If required

2 Colour service
Strengthen, nourish and protect
whilst colouring hair



**CPR Colour
& Developer**



**Colour
Advantage**

3 Treat hair
Secure colour within the hair
Rinse-out treatment



Colour Secure

4 After care
Seal down & protect the cuticle
Leave-in miracle colour extender



Vitalink™

1

Prepare hair

Reconstruct & equalise the porosity of hair

**Colour Prep**

Porosity Equaliser
Use before & during colour services
Improve colour penetration & retention

🌿 **natural technology** Vegetable & Soy Protein, Colza Plant, Grape & Sunflower Seed Extract & Panthenol

220mL

**Detox** *If required

Sulphate free cleansing shampoo
Removes impurities & build-up
Prepares hair for professional services

🌿 **natural technology** Wheat Protein + Bio-degradable Chelating Agent

500mL

2

Colour service

Strengthen, nourish and protect whilst colouring hair

**CPR Colour & Developer**

Hybrid technology: 1 tube - 6 results
Beautiful, uniform colour results
Advanced micro-pigment technology
Deeply nourished & protected

🌿 **natural technology** Quinoa Protein, Sunflower Seed Extract, Jojoba, Argan, Olive & Meadowfoam Seed Oil

120mL | 1L Developer

**Colour Advantage**

Bond Multiplier, Colour extender
Colour lasts longer with more vibrancy
Soothes, calms & protects the scalp

🌿 **natural technology** Wild Daisy & Chamomile Extracts, Quinoa Protein, Jojoba, Argan & Colza Plant Oils

Add 10% CPR Colour Advantage to all CPR Colour & Powder lightener mixations

500mL



3

Treat hair

Secure colour within the hair
Rinse-out treatment

**Colour Secure**

Oxygen Stability Creme
Stabilises & secures colour molecules
Prolongs colour life, amplifies shine

🌿 **natural technology** Jojoba Oil, Quinoa,
Baobab & Wheat Proteins, Grape &
Sunflower Seed Extract & Panthenol

900mL

4

After care

Seal down & protect the cuticle
Leave-in miracle colour extender

**Vitalink™**

Leave-in bond multiplier, colour extender
Strengthens hair by up to 40%
Smooths & seals the cuticle

🌿 **natural technology** Quinoa & Carob
Protein & Sunflower Seed Extract +
Aminodew

10mL

Instant Miracle Treatment: On towel dried hair, apply a small amount through mid-lengths and ends. Massage through with fingers & disperse using a wide tooth comb. Leave-in. Follow with CPR products & style as desired.

CPR Colour *hybrid technology*

1 Tube = 6 Results

- 01 | Semi colour
- 02 | Demi colour
- 03 | Toning
- 04 | Permanent Colour
- 05 | Grey Coverage
- 06 | High Lift



CPR Developer

lift & application

CPR Crème Developers are formulated to achieve optimal results with CPR Colour.

Benefits:

- Infuses condition, softness & shine
- pH stabilised for consistent results

Natural Technology

Olive Oil & Meadowfoam Seed Oil

Crème Developers

5vol - 1.5%	Toning Formulations Semi Colours Demi Colours
10vol - 3%	Permanent Colours Level-on-level Grey Coverage Up to 1 level of lift
20vol - 6%	Permanent Colours v1 to 2 levels of lift
30vol - 9%	Permanent Colours High-Lift Blondes 2 to 3 levels of lift
40vol - 12%	Permanent Colours High-Lift Blondes 3 to 4 levels of lift

CPR Developer

hybrid results

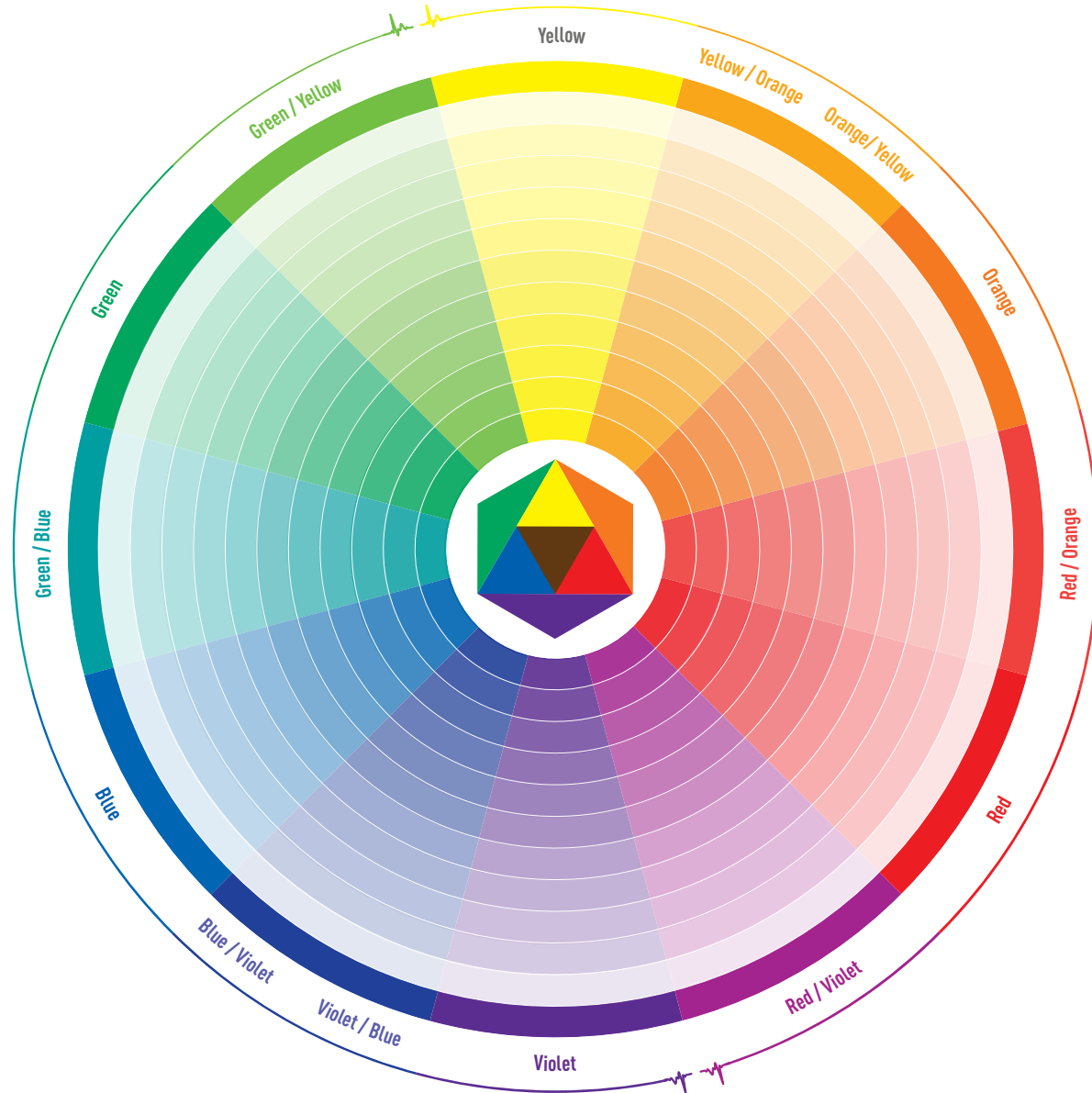
Hybrid colour technology

Changing the developer strength, mixing ratio & timing, will determine the colour results achieved.

Colour Result	Mixing Ratio (Colour + Developer)	Developer	Timing (No Heat)	Timing* (Gentle Heat)
Toning Formulas Ammonia-free Toners	1 + 1 (faster toning) 1 + 2 (slower toning)	5vol-1.5%	Visual timing	Not recommended
Semi Colours	1 + 1 + 1 1-part CPR Colour + 1-part CPR Developer + 1-part CPR Colour Secure	5vol-1.5%	20 mins	10 mins
Demi Colours	1 + 1	5vol-1.5%	25 mins	12 mins
Permanent Colours	1 + 1	10vol-3%, 20vol-6%, 30vol-9%, 40vol-12%	35 mins	17 mins
Grey Coverage	1 + 1	10vol-3%, 20vol-6%	35 - 45 mins	17 - 22 mins
High Lift Blondes	1 + 2	30vol-9%, 40vol-12%	50 - 60 mins	25 - 30 mins

*Timing using any type of gentle heat : Allow the hair to cool down for up to 3 minutes before rinsing

The CPR *colour wheel*



CPR Colour *number system*

12 (HL)	High Lift
PV	Pure Vibrants
T	Ammonia-free Toners

.0	Natural
.00	Intense Natural
.7	Chocolate
.71	Chocolate Divine
.11	Matte Ash
.1	Ash
.3	Gold
.32 / .31	Beige
.4	Copper
.6	Red
.5	Mahogany
.2	Violet
.12	Cendre

CPR Colour *number system*

e.g. 3.226

Dark Intense Violet Red Brown



- 3 | Dark Brown (Level)
- 2 | Violet (Primary Reflect)
- 2 | Violet (Secondary Reflect)
- 6 | Red (Tertiary Reflect)



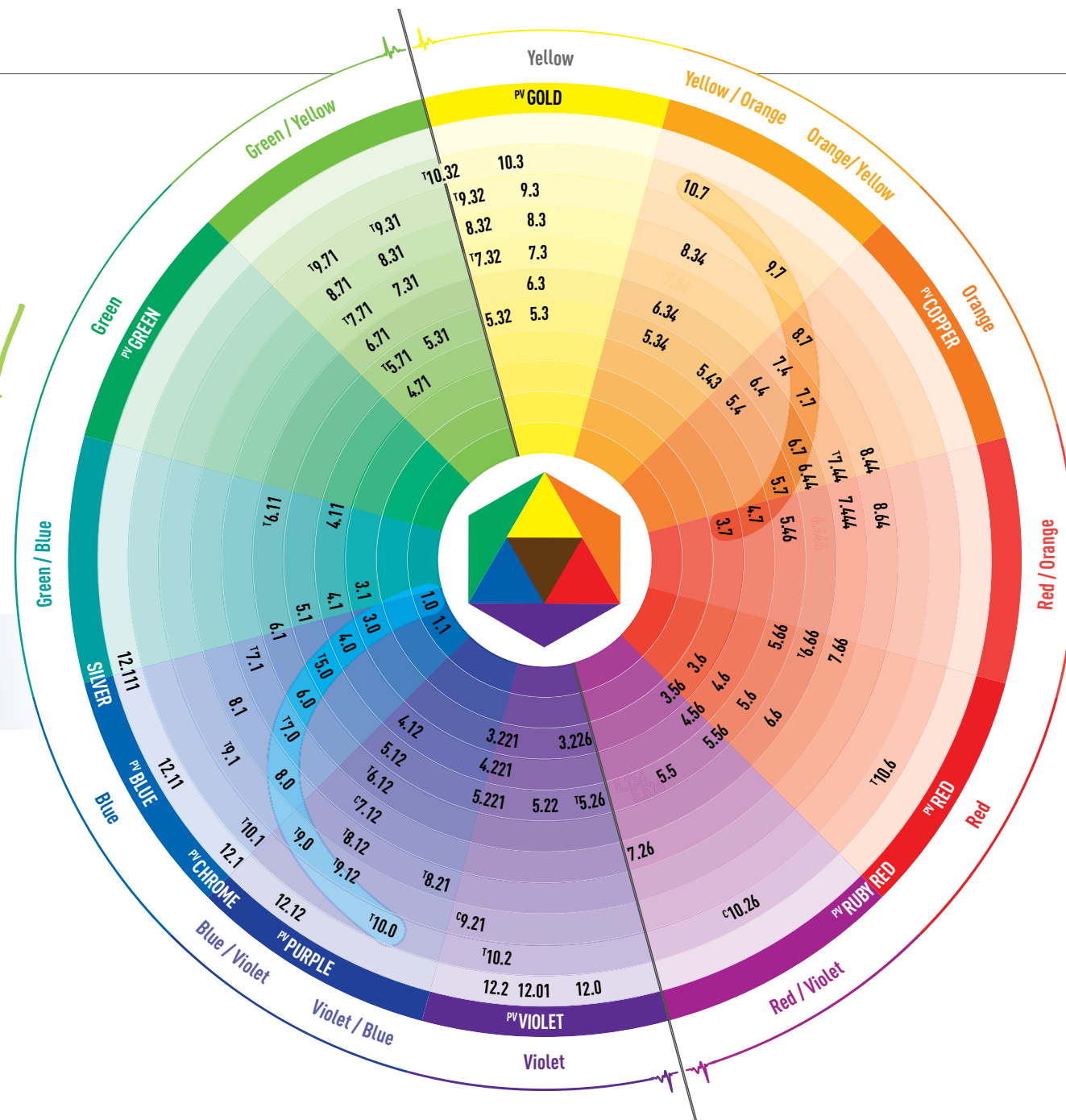
Underlying Pigments & counteracting colours



Natural level of depth		Underlying pigments	Counteracting colours
10	Lightest Blonde	Palest Yellow	Violet
9	Very Light Blonde	Pale Yellow	Violet
8	Light Blonde	Yellow Orange	Violet Blue
7	Blonde	Orange Yellow	Blue Violet
6	Dark Blonde	Orange	Blue
5	Light Brown	Red Orange	Green Blue
1-4	Black to Brown	Red	Green

The CPR *colour wheel*

Cooler Colours

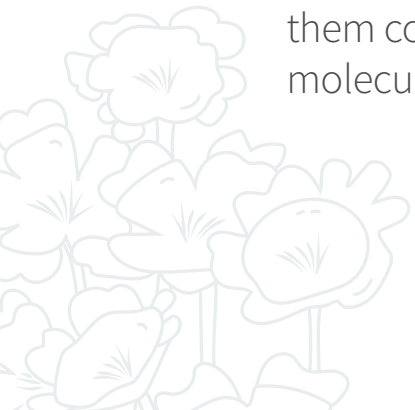


Warmer Colours

What happens to hair *when colouring & lifting*



- The ammonia in hair colour lifts the cuticle up to let the molecules of the pigment in. This chemical elevates the pH of the hair, and in doing so the cuticle relaxes and lifts up.
- Bleach oxidises the colour proteins in the hair, leaving them colourless, which makes room for the new molecules.
- The hair pigment is a series of chemicals that start out as tiny molecules that are small enough to penetrate into your hair shafts.
- Then when they are there, they react with each other to create bigger molecules. These polymers are so big that they can not be washed out of your hair, that's how the pigment sticks to your mane!



Hair texture

Hair texture refers to the diameter of the hair shaft.
Variations in hair texture can affect colour processing time.

Fine

Hair lightens easily and goes darker faster when depositing.

> **Reduce processing time**

Medium

Most common and manageable hair type.

> **Normal colouring**

Coarse

Hair takes longer to lighten or darken

> **Increase processing time**

Hair porosity

Variations in hair porosity will affect your choice of Crème Developer strength & processing time.

Resistant

Hair takes longer to lighten or darken

> **Increase processing time**

Normal

Most common and manageable hair type.

> **Normal colouring**

Porous

Hair lightens easily and goes darker faster when depositing.

> **Reduce processing time**

Very Porous

Absorbs colour quickly and fades quicker

> **Reduce timing and Developer strength**

Strands

swell

When your hair is being lightened (usually with hydrogen peroxide, the most common agent), swelling is one of the first steps in the process.

Alkaline agents, which are lighteners, cause the hair to swell. This explains why bleached hair tends to appear more voluminous.

Opening up the cuticles roughens the hair, sometimes making finer hair fuller.

Swelling also helps with adding colour later on. The more the shaft is swollen by the alkalinity of the colour, the more successful the colour will be.

Natural level of depth

Underlying pigments

10	Lightest Blonde	Palest Yellow
9	Very Light Blonde	Pale Yellow
8	Light Blonde	Yellow Orange
7	Blonde	Orange Yellow
6	Dark Blonde	Orange
5	Light Brown	Red Orange
1-4	Black to Brown	Red



Melanin

Once your cuticle has expanded, it opens the door for oxidative agents in lightening products/powder lighteners to do their work — a process that happens gradually.

These agents penetrate the hair cortex and dissolve the natural pigments, known as melanin. They have to dissolve various stages of underlying pigment, depending on your desired results and natural level of pigment.

The longer lightening products/powder lighteners are left on, the more colourless your hair looks. Hair lightens to reddish or yellow tones, depending on underlying hair colour, and ultimately to platinum.



Why Lightening *causes split ends*

The cuticle keeps opening until it's so open that nothing holds it together, the disappearing cuticle layer is just the first step until the cortex becomes exposed, split ends appear, and hair breaks.

When hair is coloured or lightened, the bonds that make up the cellular membrane complex (CMC) are broken, so that colour can either be deposited or in the case of lightening, removed.

Think of the Cuticle as Bricks and CMC as the mortar that holds it together



Client *colour history*

No matter what results you're hoping for, ask your client their colour history.

In depth consultation is key when lightening or colouring hair to achieve on target, even results.

Ask about your client's needs:

- Personality, lifestyle, career, medication
- What your client wants to achieve
- Do they want High or low maintenance
- How often they intend visiting the salon
- Products being used at home
- Time spent daily on styling and methods
- Likes or dislikes of previous visit
- Ever had skin sensitivity or a medical condition of the hair/scalp/alopecia

Ask about your client's previous colour history:

- Date of last colour
- Professional in salon Semi, Demi, Permanent colour
- Home box colour
- Do they like to change their hair colour each visit



2 Step Tint Back

✓ 1 Step Tint Back

2 Step Tint Back

- Achieves maximum colour vibrancy & longevity
- Recommended when recolouring highly porous hair

Pre-filling When going darker or recolouring hair, we recommend pre-filling, to ensure maximum colour vibrancy and longevity. Determine whether you are targeting a natural/warm result or fashion result.

Note: Both methods only use 5vol-1.5% Developer

1 Step Tint Back

- Ideal for colouring normal or slightly porous hair
- Ideal for clients that vary their hair colour more frequently

Using the .7 Chocolates to go darker in 1-step

The .7 Chocolate series change at each level of depth and are designed to fill missing underlying pigments at your target level.

Note: Both methods only use 5vol-1.5% Developer

2 Step Tint Back

filling & recolouring

- **Achieves maximum colour vibrancy & longevity**
- **Recommended when recolouring highly porous hair**

Pre-filling When going darker or recolouring hair, we recommend pre-filling, to ensure maximum colour vibrancy and longevity. Determine whether you are targeting a natural/warm result or fashion result.

**Natural /
Warm Result**
eg .7

*When targeting a natural or warm result, we suggest pre-filling with the **.7 Chocolate** 1-Level lighter than your target level to ensure that your final result is not darker than expected.*

**Fashion Colour
Result**
eg .66

When targeting a fashion colour result, pre-fill with the same target shade back-to-back to enhance the depth of reflect & achieve on target result.



2 Step Tint Back

natural or warm result

After a thorough consultation and hair analysis, determine your client's target level and desired final result. Use the table below to help select the appropriate 'fill' colour.

Note: For a cooler result, you may use a combination of .0 Natural & .7 Chocolate as your 'fill' colour.

	Natural level of depth	Underlying pigment	Fill Colour
8	Light Blonde	Yellow Orange	CPR 9.7
7	Blonde	Orange Yellow	CPR 8.7
6	Dark Blonde	Orange	CPR 7.7
5	Light Brown	Red Orange	CPR 6.7
4	Brown	Red	CPR 5.7
3	Dark Brown	Red	CPR 4.7
1-2	Black	Red	CPR 3.7

Step 1: Fill the hair

- 01** | **Shampoo** hair using CPR Detox Shampoo, rinse & towel dry hair.
- 02** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 03** | **Create:** a Semi mix with your 'fill' colour: 1+1+1
Apply: evenly from roots to ends.
Process: 10 minutes (no heat).
- 04** | **Finish:** emulsify + rinse + dry off hair.

Step 2: Apply your target colour

- 05** | **Create:** a Demi mix with your target colour: 1+1 (or If hair is overly porous, create a semi mix 1+1+1).
Apply: liberally from roots to ends.
Process: Demi - 25 minutes (12 mins with heat)
Semi - 20 minutes (10 mins with heat).
- 06** | **Finish:** emulsify + rinse + CPR post colour service.

2 Step Tint Back

fashion colour result

After a thorough consultation and hair analysis, determine your client's target level and desired final result. Pre-fill with the same target shade back-to-back.

Step 1: Fill the hair

- 01 | **Shampoo** hair using CPR Detox Shampoo, rinse & towel dry hair.
- 02 | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 03 | **Create:** a Semi mix with your target fashion shade.
Apply: evenly from roots to ends.
Process: 10 minutes (no heat).
- 04 | **Finish:** emulsify + rinse + dry off hair.

Step 2: Apply your target colour

- 05 | **Create:** a Demi mix with your target fashion colour: 1+1.
(or) If hair is overly porous, create a semi mix 1+1+1.
Apply: liberally from roots to ends.
Process: Demi - 25 minutes (12 mins with heat)
Semi - 20 minutes (10 mins with heat).
- 06 | **Finish:** emulsify + rinse + CPR post colour service

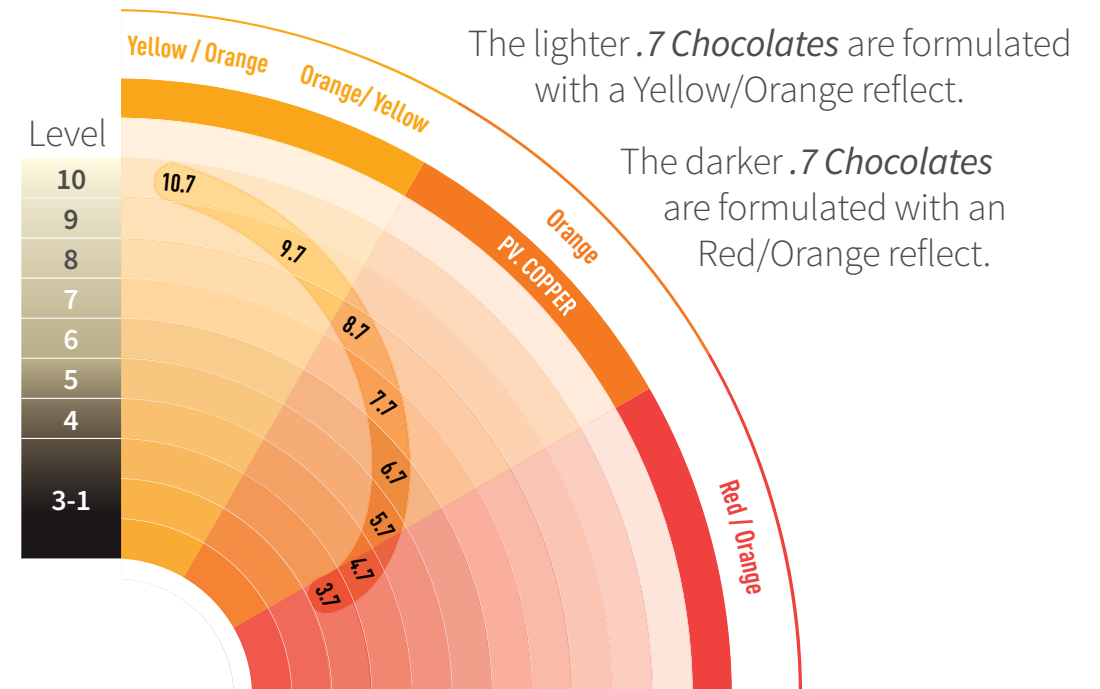
1 Step Tint Back

filling & recolouring

- Ideal for colouring normal or slightly porous hair
- Ideal for clients that vary their hair colour more frequently

Using the .7 Chocolates to go darker in 1-step

- The .7 Chocolate series are designed to fill missing underlying pigments at your target level.
- As seen in the diagram, the pigments of the .7 Chocolates change at each level of depth.



1 Step Tint Back

natural or warm result

After a thorough consultation and hair analysis, determine your client's target level and desired final result.

For highly porous hair we recommend adding 10% of any CPR .34 (Gold/Copper) reflect into your colour mix. Do not add extra developer.

*Eg. 20g 4.7 + 2g 5.34 + 20g 5vol-1.5%
+ 4.2g Colour Advantage (10%)*

process 35 minutes (17 mins gentle heat)



- 01** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 02** | **Create:** a Demi mix with your .7 Chocolate at your target level: 1+1
- 03** | **Apply:** liberally from roots to ends.
Process: 35 minutes (17 mins gentle heat).
Please note: processing time will increase by 10 minutes from standard Demi Colour timing.
- 04** | **Finish:** emulsify + rinse + CPR post colour service.

1 Step Tint Back

fashion colour result

After a thorough consultation and hair analysis, determine your client's target level and fashion shade.

Ratio

1+1
+10%



20g

5vol-1.5%



+ 20g

Add 10%
Colour
Advantage



+ 4g (10%)

01

Prep: spray CPR Colour Prep evenly throughout hair.

02

Create: a Demi mix with your with your target fashion shade with an equal part of .7 Chocolate at the same level: 1+1 *To intensify the fashion reflect, we recommend adding up to 10% CPR Pure Vibrants to the colour mix.*

03

Apply: liberally from roots to ends.

Process: 35 minutes (17 mins gentle heat).

Please note: processing time will increase by 10 minutes from standard Demi Colour timing.

04

Finish: emulsify + rinse + CPR post colour service.

CPR Colour

colour balancing

- Refresh existing colour through mid-lengths to ends.
- Promotes colour longevity.
- Adds shine and condition.

Ratio

1+1
+10%



20g



+ 20g

Add 10%
Colour
Advantage



+ 4g (10%)

01

Prep: spray CPR Colour Prep evenly throughout hair.

02

Apply: Target colour mix to regrowth area only.

Process: 25-30 minutes (12-15 mins gentle heat).

03

Create: a fresh Demi mix with your target colour: 1+1 (or If hair is overly porous, create a semi mix 1+1+1).

Apply: To mid-lengths & ends.

Process: 5-10 minutes (no heat).

04

Finish: emulsify + rinse + CPR post colour service.

CPR Colour *lightening bath*

A colour lightening bath is a gentle and effective method of removing existing colour and buildup, correcting over-toned hair or gently lightening fragile hair.

Ratio

1+1+1
+10%



20g



+ 20g



+ 20g

Add 10%
Colour
Advantage



+ 6g (10%)

01

Prep: spray CPR Colour Prep evenly throughout hair.

02

Create your Colour Lightening Bath formula:

20g Fast Lift 8 white + 20g Developer + 20g Detox
+ 6g Colour Advantage (10%)

03

Apply: at the basin, whilst wearing gloves, apply mixture to hair. Gently work through the target area, avoiding contact with your client's scalp.

Process: visually until desired result is achieved.

04

Finish: rinse thoroughly & lightly cleanse hair using a suitable CPR Shampoo, rinse. Follow with CPR Colour Secure, rinse & towel dry.

CPR Colour *toning theory*

Underlying Pigments

Whether staying on level or lightening, remember that the underlying pigments within hair will contribute to your final colour result.

For example: If you lighten hair from a level 5 to level 8, the underlying pigment left in the hair will be Yellow/Orange. Where as, If you lighten to a level 9, the underlying pigment left in hair will be pale Yellow.



Natural level of depth		Underlying pigments
10	Lightest Blonde	Palest Yellow
9	Very Light Blonde	Pale Yellow
8	Light Blonde	Yellow Orange
7	Blonde	Orange Yellow
6	Dark Blonde	Orange
5	Light Brown	Red Orange
1-4	Black to Brown	Red

CPR Colour *toning theory*

Colour Wheel Theory:

Colours that are opposite each other on the colour wheel neutralise and counteract each other. When colours not opposite to each other are combined, they form a colour between them.

The CPR Colour wheel shows the location of each colour making it easy to select the perfect shade for your toning formulations.



CPR Colour *toning theory*

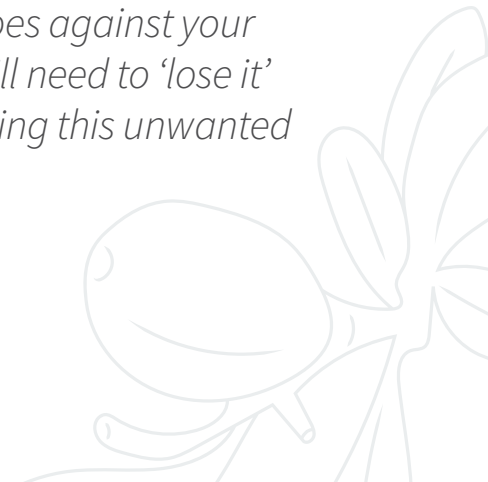
Use it or lose it:

When deciding what to do with the underlying pigment left in the hair, many colourists use the terms “Use it” or “Lose it.”



The warmth of the underlying pigment compliments & supports your target end result, so you can ‘Use it’ to your advantage.

The underlying pigment goes against your target end result, so you will need to ‘lose it’ by neutralising/counteracting this unwanted warmth.



CPR Toners

hybrid or ammonia-free

Hybrid Toners

Multiple ways to use from hard to tone/resistant hair and “breaking base” for soft regrowth result. Plus saves on space!

Ammonia Free T Toners

Ammonia Free T Toners are an alternative to our hybrid colour system used for deposit only (no lift) perfect for toning after lightening services. Is comfortable and gentle on application and has a pleasant ammonia free fresh fragrance.



CPR Colour *toning formulations*

With 5vol-1.5% Developer

CPR Colour is a hybrid colour system so every colour can be used as a toner formulation making it easy to:

- Neutralise & counteract unwanted reflects
- Add a fashion reflect to your final colour results

Toning highly porous hair: we recommend creating your toning formulation using a Semi Colour Mix or using the T Ammonia-free toners. Processing time is visual and not recommended with heat.

Faster toning

Ratio

1+1

+10%



20g

5vol-1.5%



+ 20g

Visual timing

Add 10%
Colour
Advantage



+ 4g (10%)

Slower toning

Ratio

1+2

+10%



20g

5vol-1.5%



+ 40g

Visual timing

Add 10%
Colour
Advantage



+ 6g (10%)



Problem

Hair not toning


Why the problem occurs

You're scared to make the client's hair too dark, so you formulate toner for a level that's lighter than client's hair. Rinsing toner too soon.

How to fix it:

Always tone on level—meaning, whichever level the hair is lifted to, is the level of toner choice. They are each made to counteract their level of warmth.

As an example: If you lift to a level 8 and try to tone with a level 10, the reflect will not be strong enough to counteract the underlying pigment.



CPR Toning

common problems

CPR Toning

common problems

Problem

Over-toning the hair (too ashy).

Why the problem occurs

You eliminate all gold and warm tones in the hair because you think this is how to achieve that cool, silver-like end result. In reality, when you eliminate all warm pigment, you're essentially taking out any brightness the hair will have. If you lift to a level 10 and tone with a level 8, it will overtone and look darker.

How to fix it:

Always try to balance the warmth, instead of completely eliminating it. Eg .32, .31, .71. Maximise processing time.

CPR Fast Lift

powder lightener



Fast lift 8 White

Superior conditioning properties for controlled lifting.
Ideal for fine, medium or sensitised hair

- Mixing ratio 1:3 for creamy consistency
- Can be used with 5vol-1.5%, 10vol-3%, 20vol-6% or 30vol-9%.
- Use as part of the colour lightening bath.

natural technology

Keratin Protein, Argan Oil & Chamomile

Fast lift 9 Blue

Superior lifting power for strong, medium to coarse and dark hair types. Faster lifting results.

- Mixing ratio 1:2 for creamy consistency
- Can be used with 5vol-1.5%, 10vol-3%, 20vol-6%

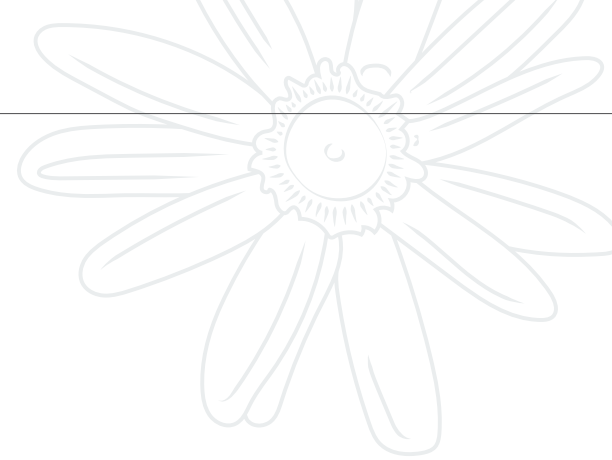
natural technology

Quinoa Protein, Argan Oil



CPR Fast Lift

powder lightener



Mixing Ratio

Application & Developer

Timing



Fast lift 8 White

Superior conditioning properties for controlled lifting. Ideal for fine, medium or sensitised hair

1+3 Add 10%
Colour Advantage

On Scalp - up to 20vol-6%

Off Scalp - up to 30vol-9%

Visual timing
up to 50 mins*



Fast lift 9 Blue

Superior lifting power for strong, medium to coarse and dark hair types. Faster lifting results.

1+2 Add 10%
Colour Advantage

On Scalp - up to 20vol-6%

Off Scalp - up to 20vol-6%

Not recommended
with heat

**Always conduct a thorough client consultation & analysis & apply your professional knowledge to determine the most suitable developer strength & processing times.
Note: If removing artificial colour or direct dye, conduct a test strand before proceeding.*

CPR Colour *additives*

CPR.000 **Clear gloss**

- Pastelise any CPR Colour
- Use on its own as an In-salon gloss treatment

CPR BOOST **Colour lightening booster**

- Boost the lifting ability of WARM fashion reflects. Dilutes reflect. Not recommended for High-Lift Blonde formulations.
- Lighten natural colour, break through artificial colour or assists in the removal of direct dye pigments.

.000
Clear Gloss

BOOST
Colour Lightening
Booster



CPR BOOST

lightening booster

Boost the lifting ability of WARM fashion reflects.

The strength of developer, hair texture & porosity will affect levels of lift. When adding BOOST, add the same amount of Pure Vibrants to maintain the intensity of the fashion reflect. Note: If using more than 25% CPR Pure Vibrants in your colour mix, add extra developer for increased colour spreadability.

Add
25%

Target Colour: 20g 5.66
Additives: + 5g BOOST + 5g RED
Mix 1+1: + 25g Developer
Advantage: + 5.5g Colour Advantage (10%)

Add
50%

Target Colour: 10g 7.444
Additives: + 5g BOOST + 5g COPPER
Mix 1+1: + 20g Developer
Advantage: + 4g Colour Advantage (10%)



CPR BOOST

lightening booster

Lightens natural colour, breaks through artificial colour & assists in removal of direct dye pigments.

Note: If removing artificial colour or direct dye, conduct a test strand before proceeding.

You can use 5vol-1.5%, 10vol-3% or 20vol-6%

Ratio

1+2
+10%



20g



+ 40g

Add 10%
Colour
Advantage



+ 6g (10%)

01

Shampoo hair using CPR Detox Shampoo, rinse & towel dry hair.

02

Prep: spray CPR Colour Prep evenly throughout hair.

03

Create your CPR BOOST mix:

20g BOOST + 40g Developer
+ 6g Colour Advantage (10%)

04

Apply: to the target area.

Process: visually (not recommended with heat).

05

Finish: emulsify + rinse + CPR post colour service.