

Advanced Grey Coverage

Learn how to achieve perfect grey coverage every time with the .0 Natural / .00 Intense Natural & .7 Chocolate Series



- The CPR Colour System
- Grey coverage
- Resistant mixes
- High-Lift Grey coverage

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 Grey Coverage Level-on-level Up to 1 level of lift
20vol - 6%	Permanent Colours Grey coverage 1 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

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

For Standard Grey Coverage:

Use 20vol-6% 1:1 mix and process for 35-45 mins (or 17-22 mins with heat)

When Cool on-level results are a Priority:

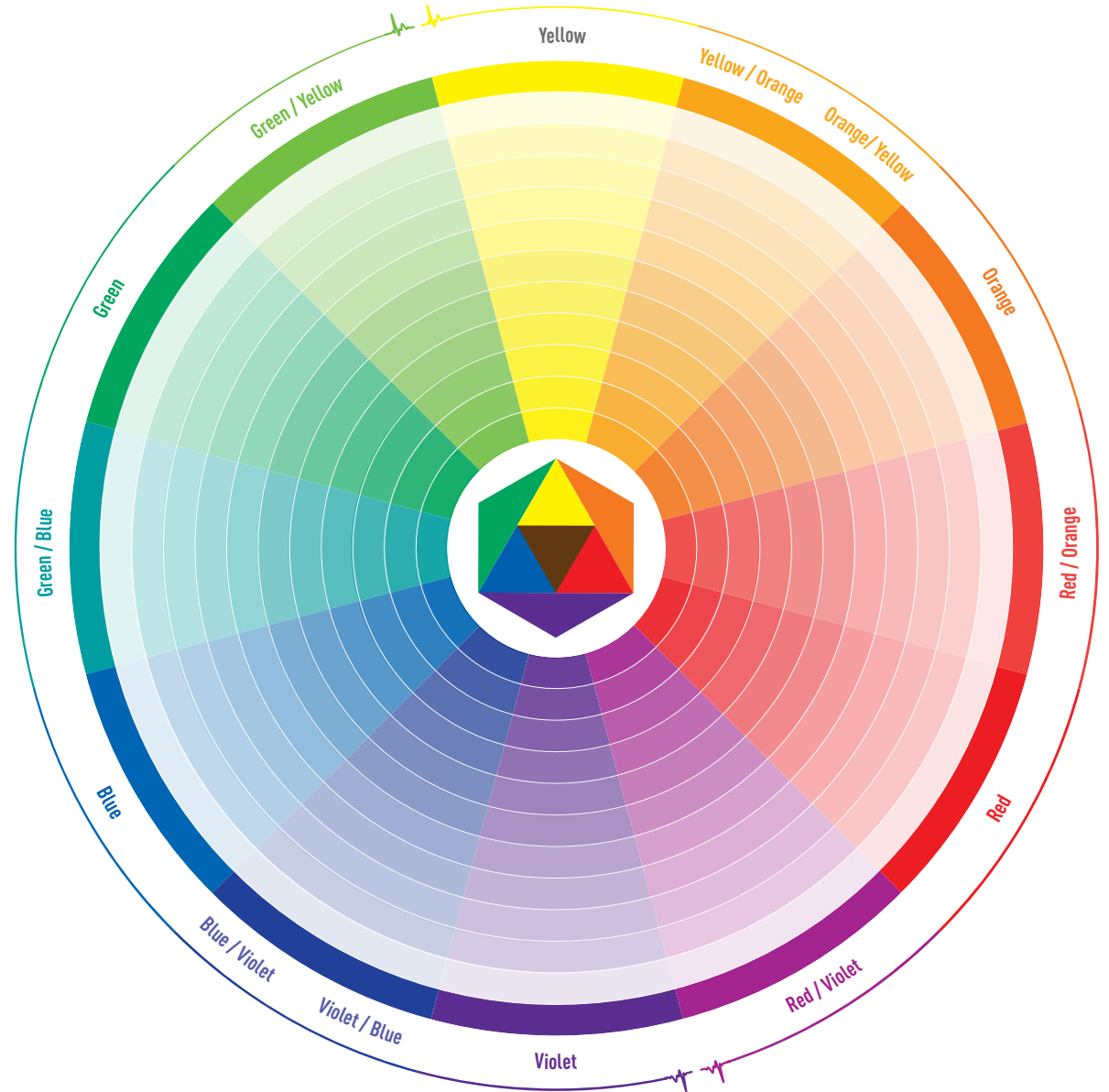
Use 10vol-3% 1:1 mix and process 35-45 mins (or 17-22 mins with heat) for Grey coverage results on fine hair or blended results on normal hair.

Not recommended on Resistant or Coarse hair.

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

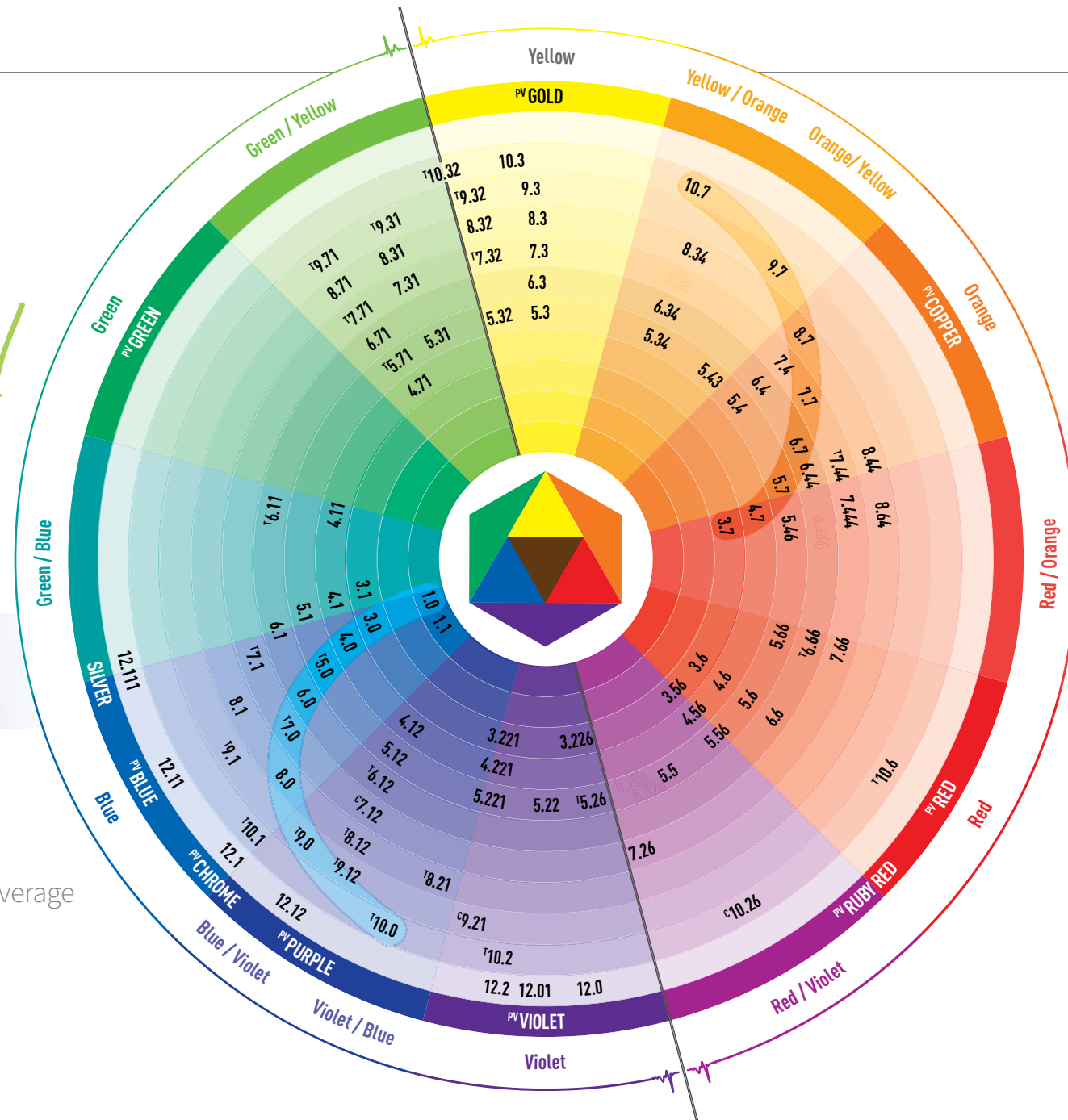
Cooler Colours

Cooler colours

100% grey Coverage

Use the .0 Natural / .00 Intense

Natural series for 100% Grey Coverage



Warmer colours
100% grey Coverage
Use the .7 Chocolate series
for 100% Grey Coverage

Warmer Colours

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



Percentage of *grey hair*

0% - 30%



30% - 60%



60% - 100%



Developer *Strength*



Fine

Hair lightens or darkens more quickly



Medium

Most common and manageable hair type



Coarse

Hair takes longer to lighten or darken

20vol-6% is the standard for 100% Grey coverage

As 20vol-6% has the capability to lift natural hair, consider that it may reveal underlying pigment which will add to your final colour result. Decide whether you can 'use it' or 'lose it' as part of your colour plan. Refer to the CPR Colour wheel & Pure Vibrants section if additives are required to counteract the underlying pigment. For extra coverage follow Resistant Grey hair instructions.

10vol-3% will achieve 100% Grey coverage results on fine hair

When level-on-level colouring or going darker, 10vol-3% will achieve 100% Grey coverage on fine hair. On medium to coarse hair, 10vol-3% will achieve blended Grey coverage result. For extra coverage follow Resistant Grey hair instructions.

CPR Colour

grey coverage

Cooler Colours Use .0 Natural / .00 Intense Naturals			Warmer Colours Use .7 Chocolates for Grey Coverage	
Cool Fashion	Natural	% Grey	Chocolate	Warm Fashion
Apply your cool fashion shade	Apply your .0 Natural	0-30% Mostly natural	Apply your .7 Chocolate	Apply your warm fashion shade
Mix 1-part .0 Natural + 2-parts cool fashion shade	Apply your .0 Natural	30-60% Salt & pepper	Apply your .7 Chocolate	Mix 1-part .7 Chocolate + 3-parts warm fashion shade
Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

Cool or Warm

Cool: Use .0 Naturals or .00 Intense Naturals as your base
Warm: Use .7 Chocolates as your base

Natural/Chocolate or Fashion

Is the result you want to achieve a natural / chocolate result or a Fashion result.

% of Grey

0% - 30% Mostly natural hair
30% - 60% Salt & pepper hair
60% - 100% Mostly Grey (white) hair

Developer Strength

20vol-6% For standard Grey coverage
10vol-3% For Grey coverage results on fine hair or blended results on normal hair

Application Method

Regrowth Application
Virgin Application
Resistant Grey Coverage

CPR Colour

grey coverage

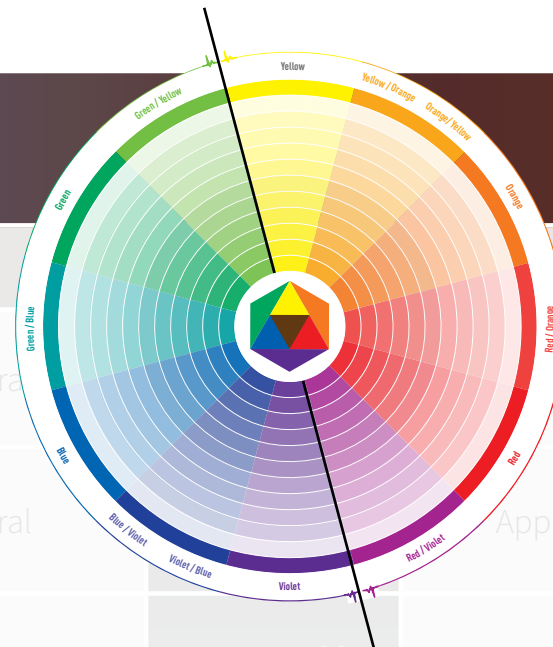
1. Cool or Warm
2. Natural/Chocolate or Fashion
3. % of Grey
4. Developer Strength
5. Application Method



grey coverage

Cool: Use .0 Naturals or .00 Intense Naturals as your base

Warm: Use .7 Chocolates as your base



Cooler Colours Use .0 Natural / .00 Intense Naturals		Warmer Colours Use .7 Chocolates for Grey Coverage	
Cool Fashion	Natural	Chocolate	Warm Fashion
Apply your cool fashion shade	Apply your .0 Natural	Apply your .7 Chocolate	Apply your warm fashion shade
Mix 1-part .0 Natural + 2-parts cool fashion shade	Apply your .0 Natural	Apply your .7 Chocolate	Mix 1-part .7 Chocolate + 3-parts warm fashion shade
Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

grey coverage

Natural/
Chocolate
or Fashion

Is the result you want to achieve a natural / chocolate result or a Fashion result.




Cooler Colours Use .0 Natural / .00 Intense Naturals			Warmer Colours Use .7 Chocolates for Grey Coverage	
Cool Fashion	Natural	% Grey	Chocolate	Warm Fashion
Apply your cool fashion shade eg .1	Apply your natural .0 / .00	0-30% Mostly natural	Apply your chocolate .7	Apply your warm fashion shade eg .6
Mix 1-part .0 Natural + 2-parts cool fashion shade	Apply your .0 Natural	30-60% Salt & pepper	Apply your .7 Chocolate	Mix 1-part .7 Chocolate + 3-parts warm fashion shade
Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

CPR Colour

grey coverage

% of Grey

- 0% - 30% Mostly natural hair
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- 60% - 100% Mostly Grey (white) hair

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Mix 1-part .0 Natural + 2-parts cool fashion shade	Apply your .0 Natural	30-60% Salt & pepper		Mix 1-part .7 Chocolate + 3-parts warm fashion shade
Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey	 Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

grey coverage

Developer Strength

After determining which formula to follow, select the appropriate developer for your formulation

20vol-6% For standard Grey coverage

10vol-3% For Grey coverage results on fine hair or blended results on normal hair

Cooler Colours Use .0 Natural / .00 Intense Naturals			Warmer Colours Use .7 Chocolates for Grey Coverage	
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Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

grey coverage

Application
Method

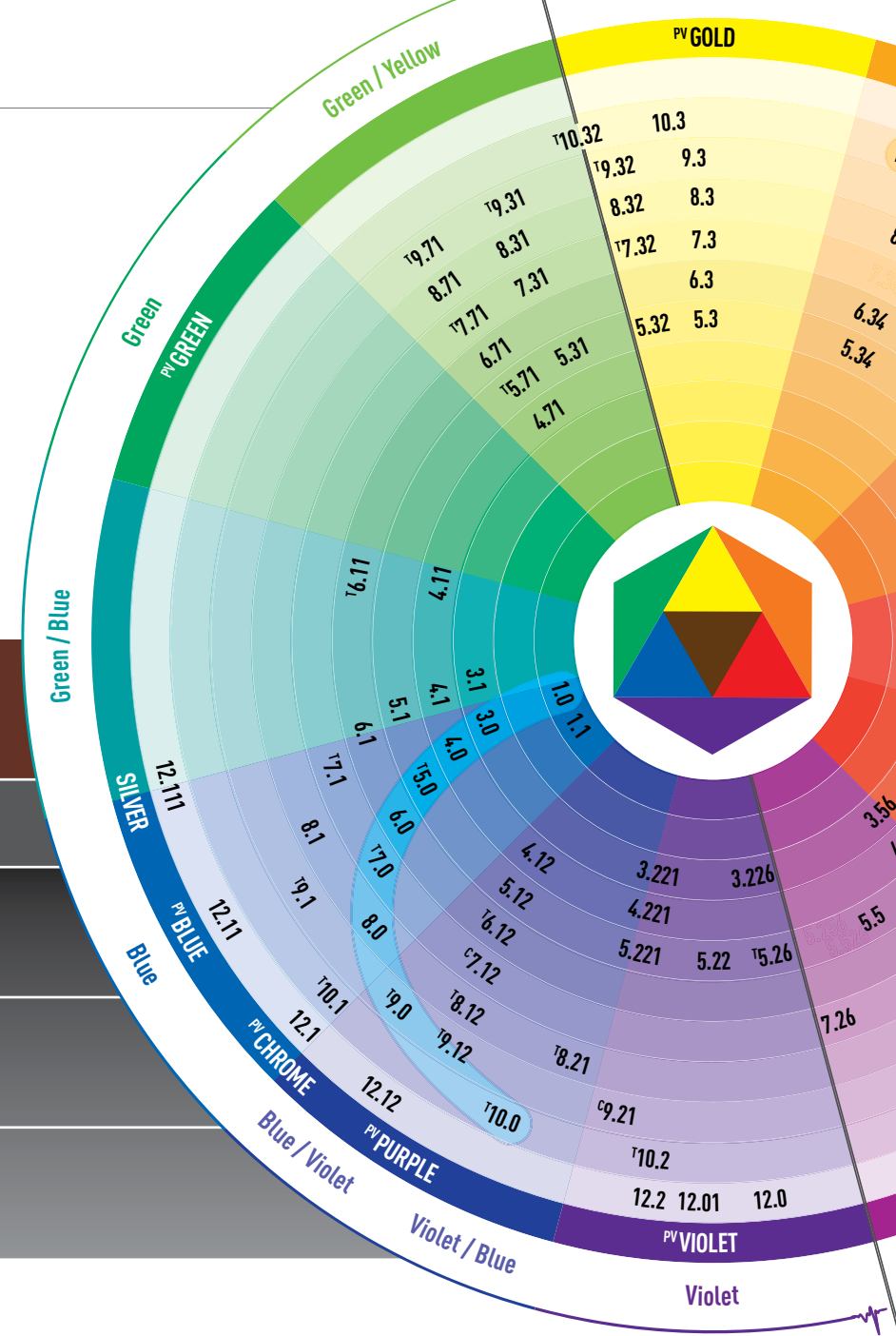
Regrowth Application
Virgin Application
Resistant Grey Coverage

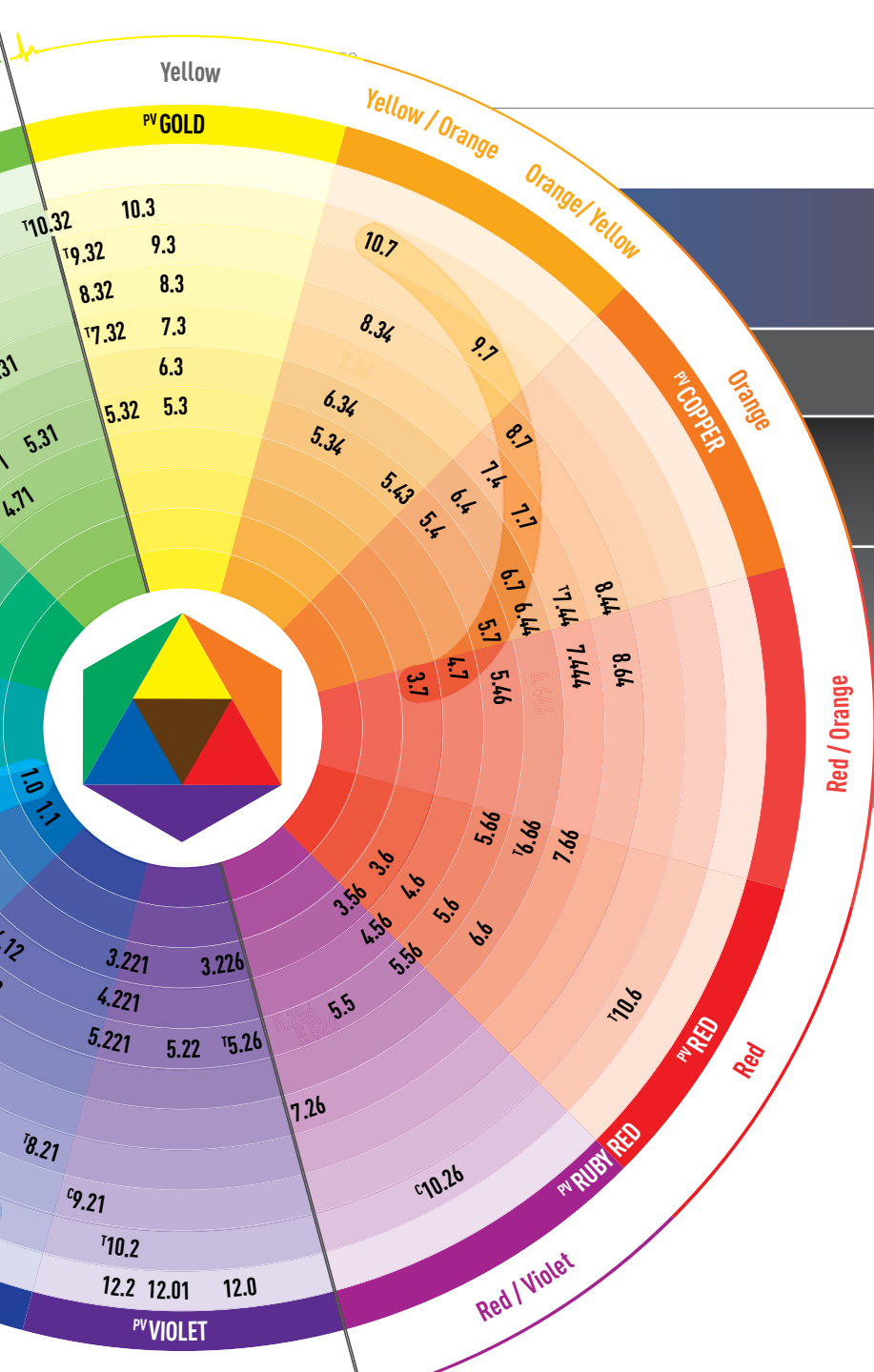
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Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

Cooler Colours

grey coverage

Cooler Colours		
Use .0 Natural / .00 Intense Naturals		
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Apply your cool fashion shade	Apply your .0 Natural	0-30% Mostly natural
Mix 1-part .0 Natural + 2-parts cool fashion shade	Apply your .0 Natural	30-60% Salt & pepper
Mix 1-part .00 Intense Natural + 1-part cool fashion shade	Apply your .00 Intense Natural	60-100% Mostly grey





Warmer Colours Use .0 Natural / .00 Intense Naturals		
% Grey	Chocolate	Warm Fashion
0-30% Mostly natural	Apply your .7 Chocolate	Apply your warm fashion shade
30-60% Salt & pepper	Apply your .7 Chocolate	Mix 1-part .7 Chocolate + 3-parts warm fashion shade
60-100% Mostly grey	Apply your .7 Chocolate (1-Level darker)	Mix 1-part .7 Chocolate (1-Level darker) + 3-parts warm fashion shade

Warmer Colours
grey coverage

Standard

grey coverage

Ratio

1+1
+10%

20g



+ 20g

Add 10%
Colour Advantage

+ 4g (10%)

Regrowth Application

- 01** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 02** | **Ratio:** 1:1 *with 10vol-3% or 20vol-6%*
Mix: CPR Colour + Developer
+ 10% Colour Advantage
- 03** | **Apply:** target colour to regrowth (1.5 cm)
Process: 35 - 45 minutes (17 - 22 minutes with gentle heat)
- 04** | **Finish:** emulsify + rinse + CPR post colour service

Virgin Application

- 01** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 02** | **Ratio:** 1:1 *with 10vol-3% or 20vol-6%*
Mix: CPR Colour + Developer + 10% Colour Advantage
- 03** | **Apply:** leave 1.5 cm from scalp (regrowth) mid-lengths to ends
Process: 10 minutes (no heat)
- 04** | **Apply:** fresh CPR Colour mix to scalp
Process: 35 minutes (17 minutes with gentle heat)
- 05** | **Finish:** emulsify + rinse + CPR post colour service

Resistant

grey coverage

- Create a resistant colour mix by reducing the amount of CPR Developer by $\frac{1}{4}$ of CPR Colour amount

1-part Colour	$\frac{3}{4}$ -Developer	+10% Advantage
20g	+ 15g	+ 3.5g (10%)
30g	+22.5g	+ 5.2g (10%)
40g	+30g	+ 7g (10%)

- Increase processing time to 45 minutes (or 22 Minutes with gentle heat).

Ratio

1 + $\frac{3}{4}$
+10%



20g



+ 15g

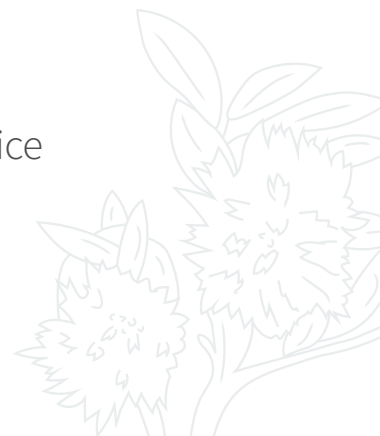
Add 10%
Colour Advantage



+ 3.5g (10%)

Regrowth Application

- 01 Prep:** spray CPR Colour Prep evenly throughout hair.
- 02 Ratio:** 1-part CPR Colour + $\frac{3}{4}$ -part 10vol-3% or 20vol-6%
Mix: CPR Colour + Developer + 10% Colour Advantage
Eg. 20g CPR 6.00 + 15g 20vol-6% + 3.5g Colour Advantage (10%)
- 03 Apply:** target colour to regrowth (1.5 cm)
Process: 35 - 45 minutes (17 - 22 minutes with gentle heat)
- 04 Finish:** emulsify + rinse + CPR post colour service



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20g	+ 15g	+ 3.5g (10%)
30g	+22.5g	+ 5.2g (10%)
40g	+30g	+ 7g (10%)

- Increase processing time to 45 minutes (or 22 Minutes with gentle heat).

Ratio

1 + $\frac{3}{4}$
+10%



20g



+ 15g

Add 10%
Colour Advantage



+ 3.5g (10%)

Virgin Application

- 01** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 02** | **Ratio:** 1-part CPR Colour + $\frac{3}{4}$ -part 10vol-3% or 20vol-6%
Mix: CPR Colour + Developer + 10% Colour Advantage
Eg. 20g CPR 6.00 + 15g 20vol-6% + 3.5g Colour Advantage (10%)
- 03** | **Apply:** leave 1.5 cm from scalp (regrowth) mid-lengths to ends
Process: 5 minutes (no heat)
- 04** | **Apply:** fresh CPR Colour mix to scalp
Process: 45 minutes (22 minutes with gentle heat)
- 05** | **Finish:** emulsify + rinse + CPR post colour service

Colouring resistant *grey patch or streak*

If your client has a resistant white hair streak or patch, we recommend pre-pigmenting this area of hair with raw tint before applying your CPR target colour.

Determine your target CPR Colour end result and select your Pre-Pigmentation Colour:

- **Cooler result** Select a CPR .0 Natural [1-Level lighter] than your target shade
- **Warmer result** Select a CPR .7 [1-Level lighter] than your target shade

Determine your end result and select your pre-pigmentation colour

- 01** | **Prep:** spray CPR Colour Prep evenly throughout hair.
- 02** | **Mix raw tint:** mix a small amount of your pre-pigmentation colour into a tint bowl without adding developer & work into a creamy consistency with a tint brush.
Apply: directly to white hair streak or patch
- 03** | **Mix your target shade:** mix your CPR Colour + 20vol-6% + 10% Colour Advantage
- 04** | **Immediately apply:** your target CPR Colour mix directly over the top.
Process: 45 minutes (22 minutes with gentle heat)
- 05** | **Finish:** emulsify + rinse + CPR post colour service

High-lift *grey coverage*

To avoid over-toning grey hair around the hairline or a white/grey patch or streak hair, add an equal amount of CPR 12.0 to your colour mix to reduce toning reflect.

Eg. 10g **12.2** + 10g **12.0** + 40g **40vol-12%**
+ 6g **Colour Advantage**

Ratio

1+2
+10%



20g



+ 40g

Add 10%
Colour
Advantage



+ 6g (10%)

Code	CPR High-Lift Blonde	Toning reflect
12.0	High-Lift Natural Blonde	Lightest Violet
12.01	High-Lift Natural Ash Blonde	Light Violet
12.2	High-Lift Violet Blonde	Violet
12.12	High-Lift Ash Violet Blonde	Blue / Violet
12.1	High-Lift Ash Blonde	Light Blue
12.11	High-Lift Intense Ash Blonde	Blue
12.111	High-Lift Extra Ash Blonde	Blue / Green