

Foundation Colour Principles

Get back to basics with this session designed for first time colourists to enhance CPR core colour principles.



- Hair Structure
- The CPR Colour System
- Underlying Pigments

Hair *structure*

Cuticle

Protective layer
Semi permanent
Demi permanent

Cortex

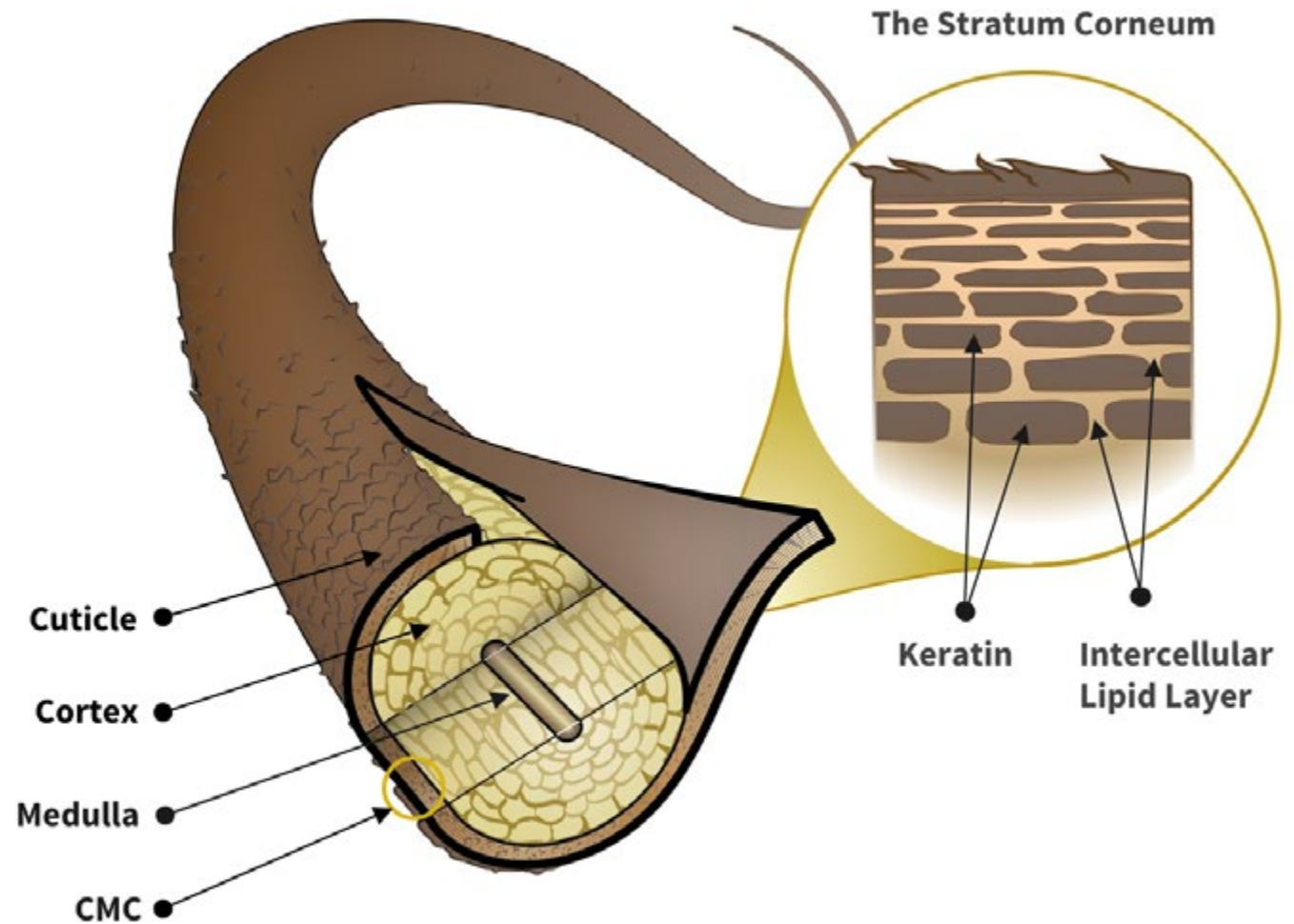
Natural Pigment
Chemical Changes
Permanent Colour
Lightening
Perming

Medulla

Core
Not always present in fine hair

CMC

Cell Membrane Complex
Keratin 96% - Lipids 4%

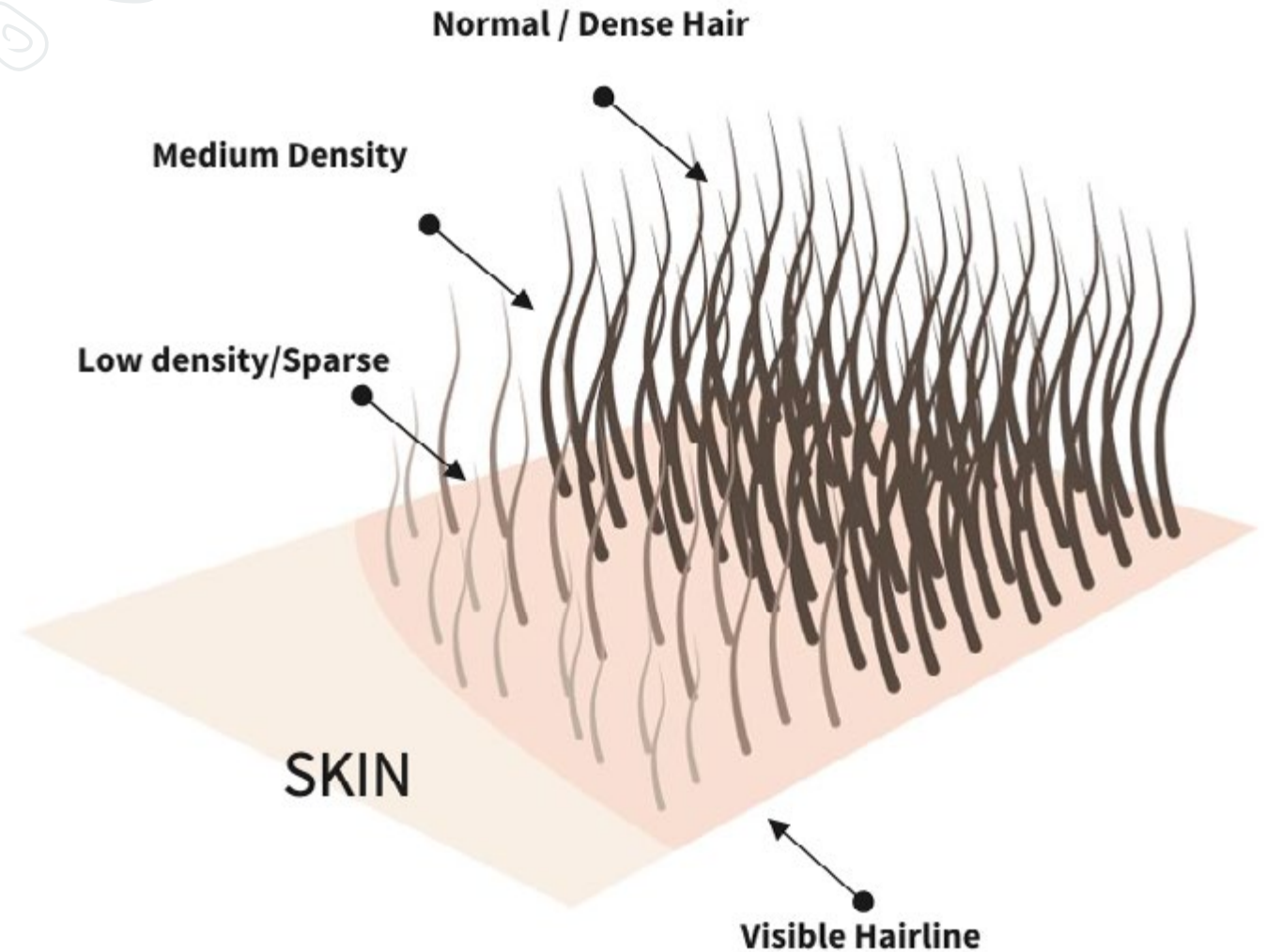


Hair *density*

Sparse / Medium / Dense

Hair density refers to the number of strands on your head, so your density can be measured by counting the number of hairs found in one square-inch of your scalp.

There are about 2,200 strands of hair per square inch for the average person

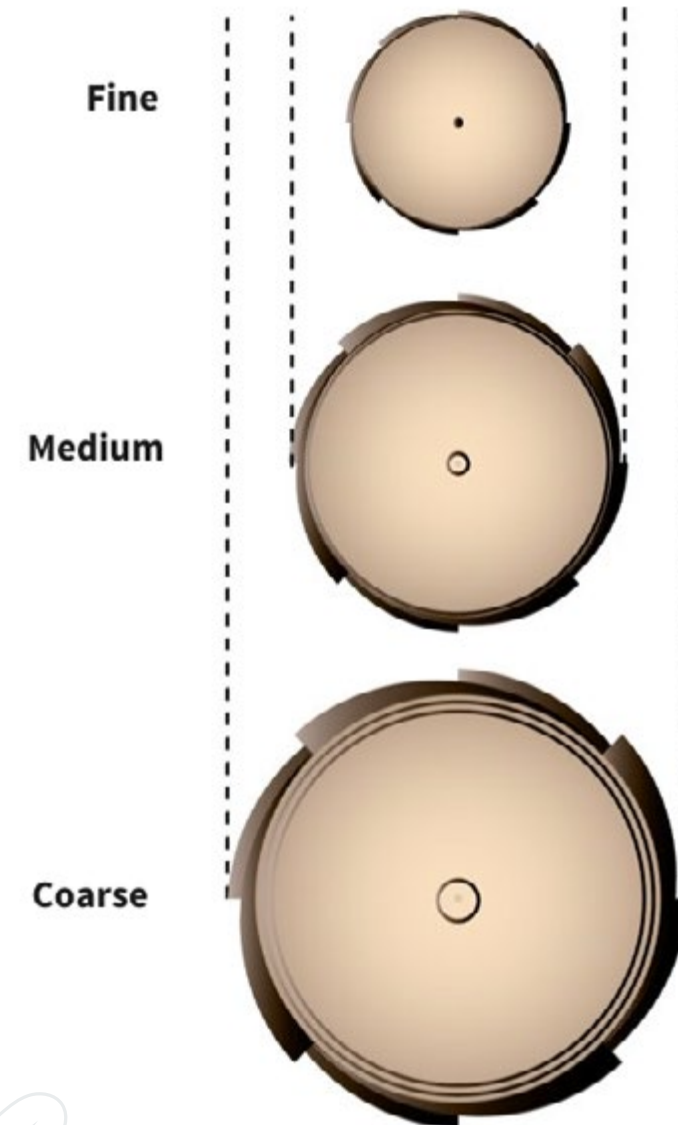


Hair *texture*

Regardless of if your hair is straight, wavy, curly or kinky we all have 3 basic textures: fine, medium and thick which can also be called coarse. Texture is not how the hair feels but describes the thickness of each individual strand of hair

Fine: Colour result can appear darker

Coarse: Colour result can appear lighter



Hair

porosity

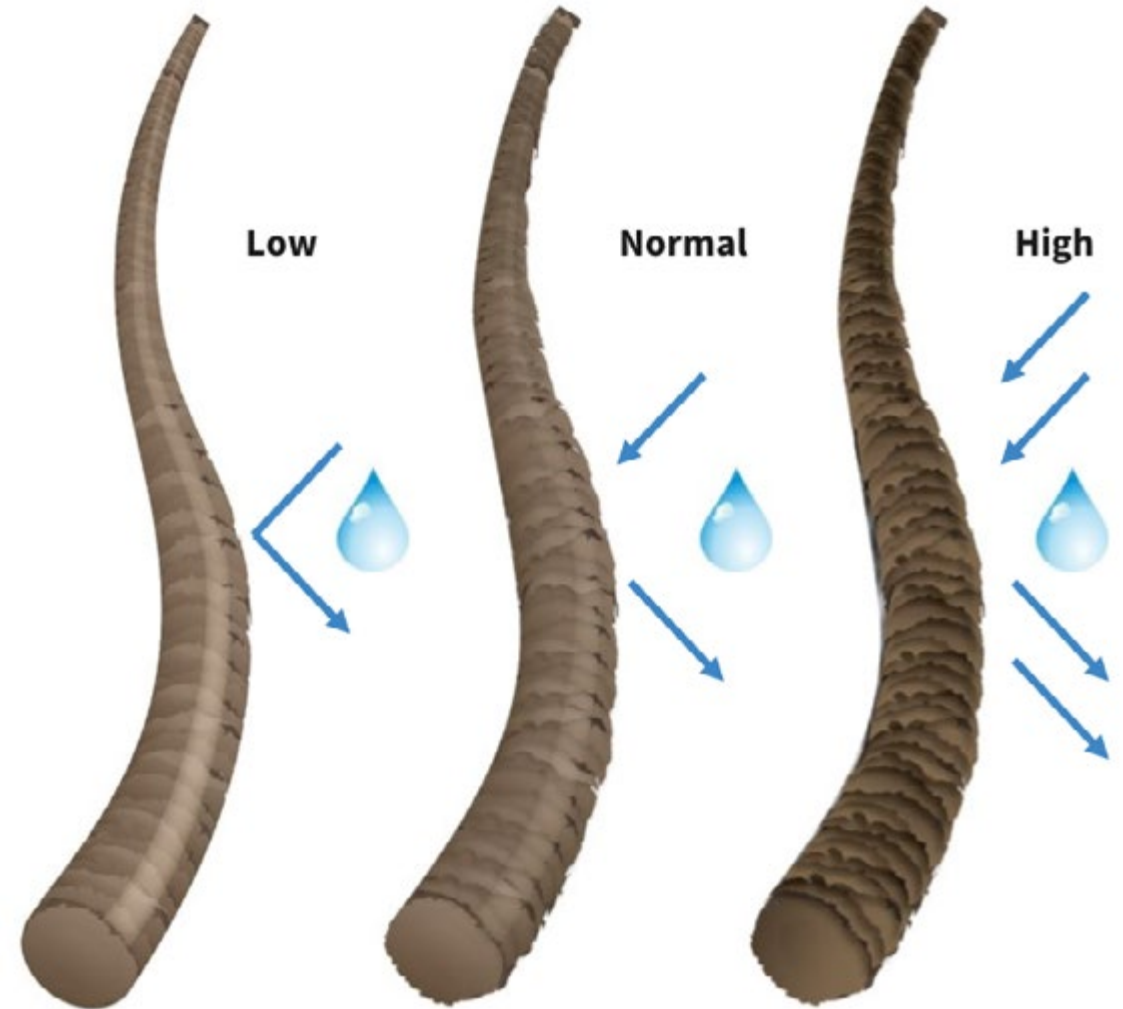
Absorption & Retention

Porosity refers to how well the hair is able to absorb & hold moisture. It is affected by the cuticle, which determines how easily moisture and oils pass in and out of the hair. Porosity often varies from root to tip: Healthier hair at the roots will likely have higher porosity than hair towards the ends.

Low: Compact cuticle. Hair is resistant.

Normal: Healthy hair with normal absorption & retention

High: Absorbs easily, but does not retain.



Hair *elasticity*

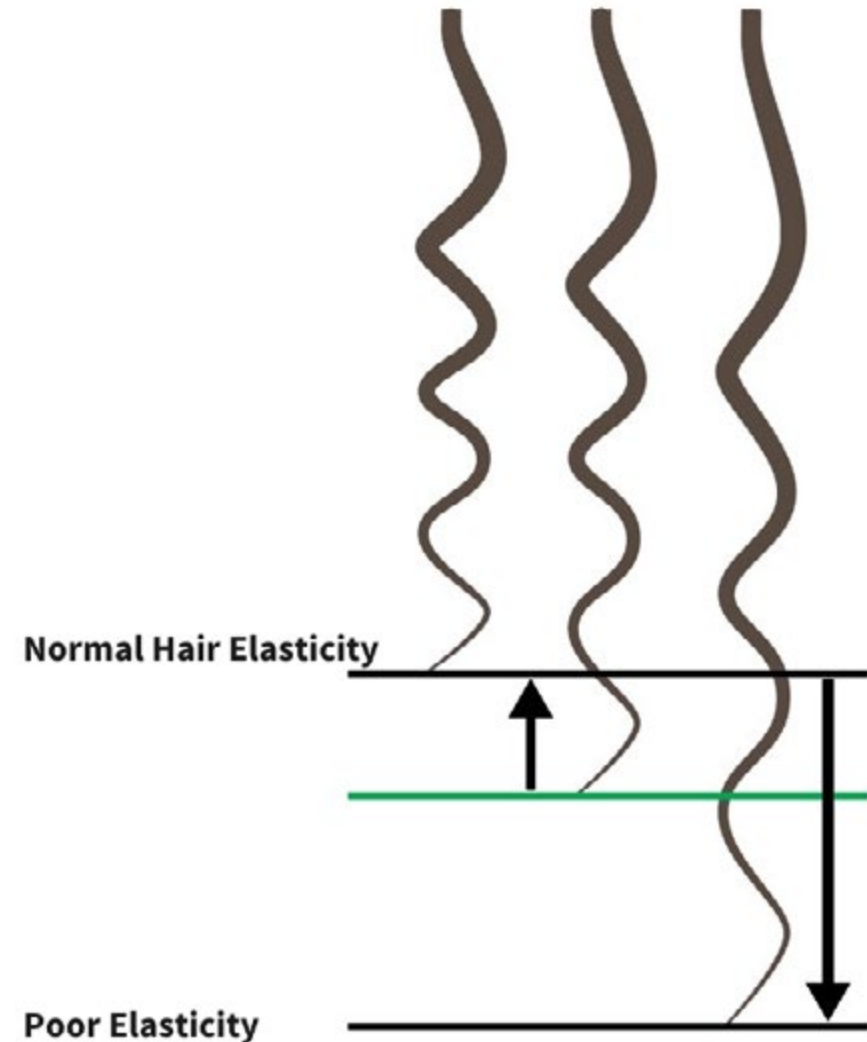
Condition & breakage

Hair elasticity is the measure of how much the hair will stretch (and return to a normal state). Healthy hair, when wet, will stretch up to 50% of its original length and return to its normal shape without breaking, while dry hair will only stretch about 20%

To test elasticity, stretch a hair strand between 2 fingers:

Good condition: Hair will stretch and return.

Poor condition: Hair will not return and also break/snap



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 Colour number system

CPR Natural levels of depth

Standard levels of depth may vary from other brands. To determine the correct level of depth using CPR Colour, we recommend removing the *.0 Natural / .00 Intense Natural page* from the CPR Colour Chart and hold against your client's hair.

Natural Levels

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

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

Decimal Reflects

.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 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 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

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

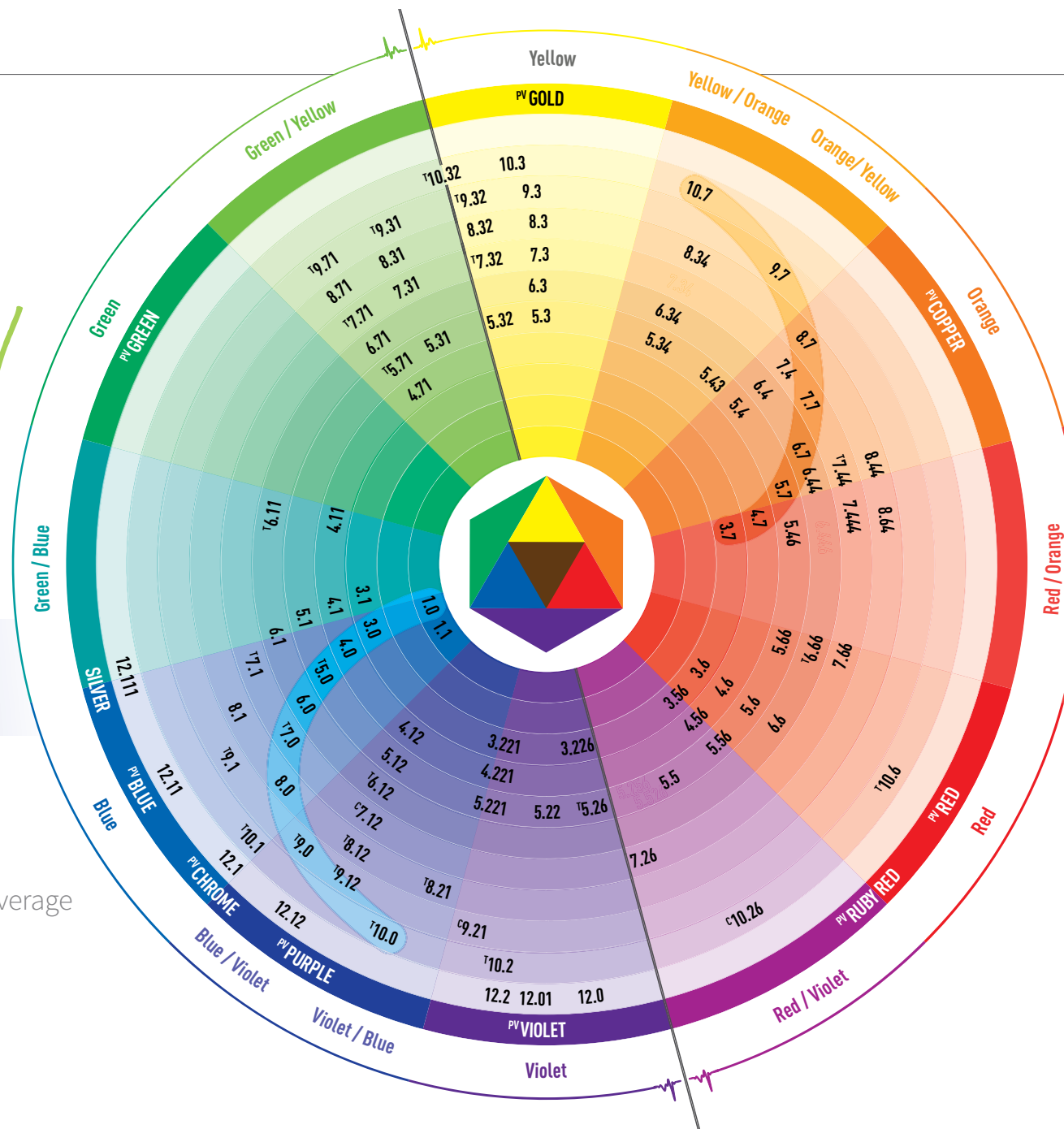
Cooler Colours

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

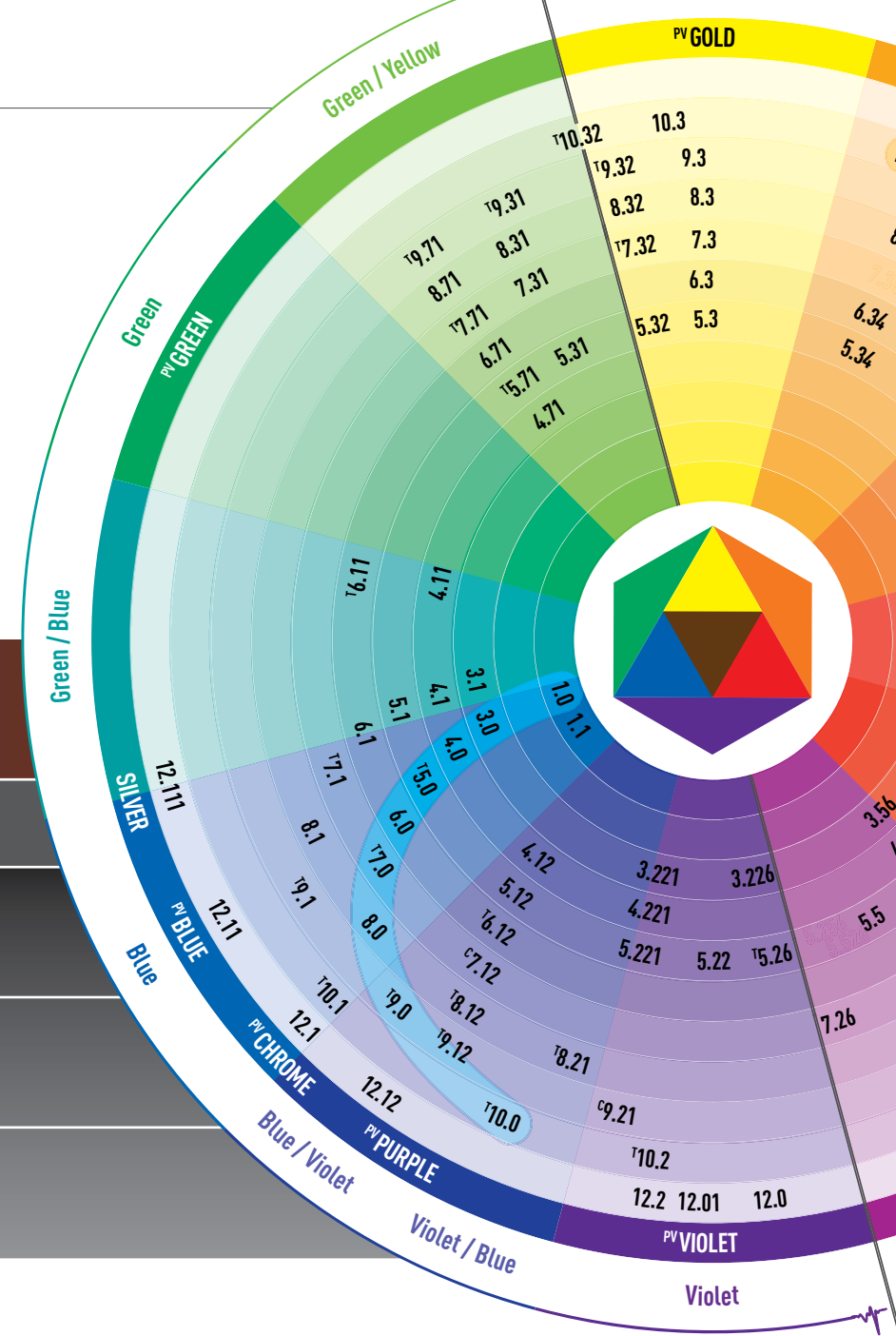
Underlying Pigments & counteracting colours

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

Cooler Colours

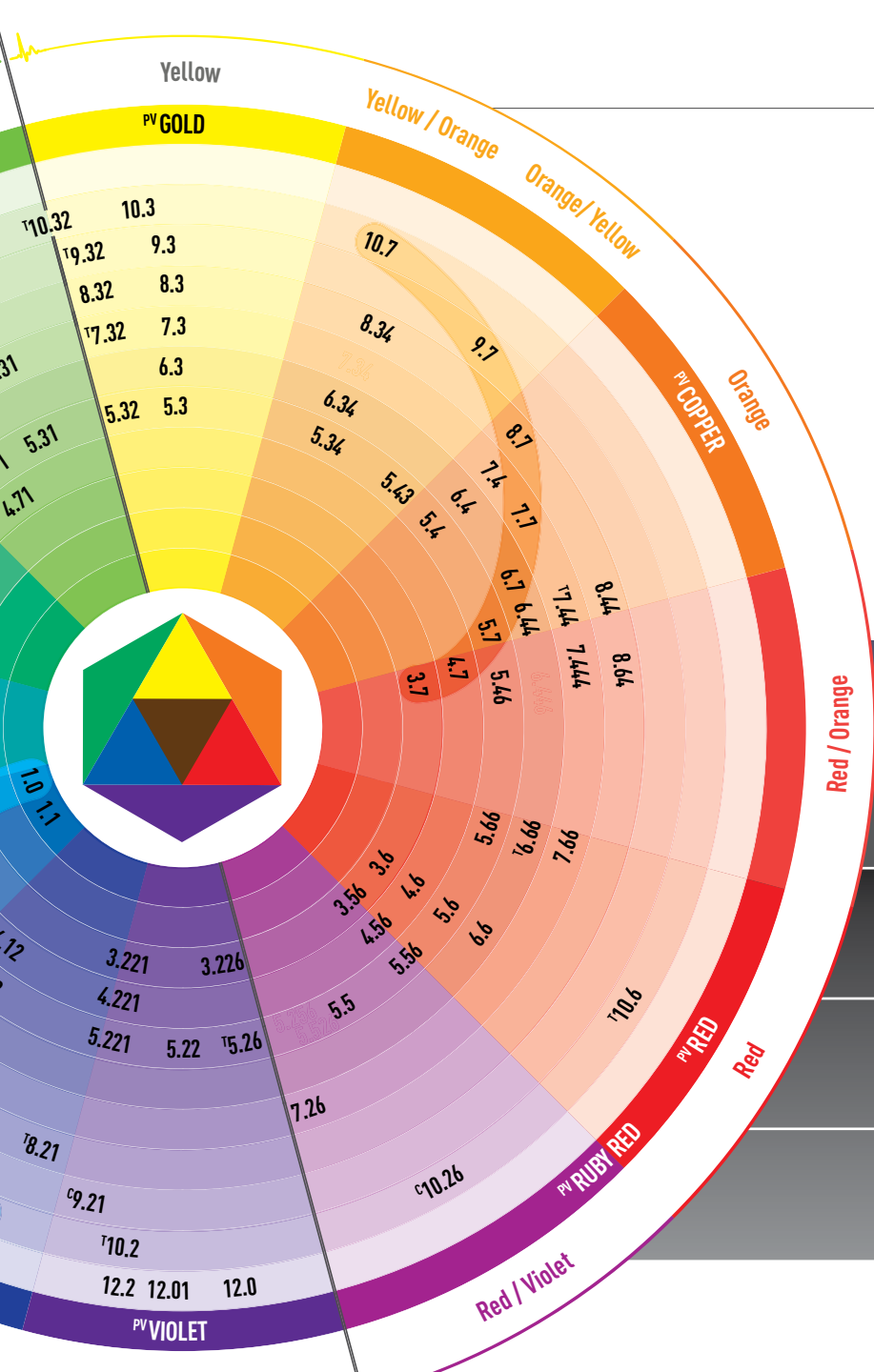
grey coverage

Cooler Colours Use .0 Natural / .00 Intense Naturals		
Cool Fashion	Natural	% Grey
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

grey coverage



Warmer Colours

Use .0 Natural / .00 Intense Naturals

	Chocolate	Warm Fashion
% Grey		
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