

Blondes & Lighteners

Enhance knowledge in achieving successful blonde results & become an expert in CPR blondes.

- The CPR Colour System
- High-lift blondes
- Lightening/Toning principles
- Fast Lift 8 & 9



Blondes & Lighteners *Agenda*

Introduction

Ice Breaker/ Goals

Topics:

Hair Structure

CPR Colour Bonding System

CPR Colour System

Underlying Pigments

Toning

Fast Lift 8 & 9

Hot Sessions 1

Q&A's



Objectives

What do you want to
get out of today?



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



CPR 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
Reconstructs & evens porosity

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

220mL



Detox *If required

Sulphate free cleansing shampoo
Purifying deep cleanser
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
Cross-links & repairs broken bonds
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



CPR Secure

Oxygen Stability Creme
Stabilises & secures colour molecules
Binds moisture for intense softness
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™

Colour extender
Leave-in bond multiplier
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 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

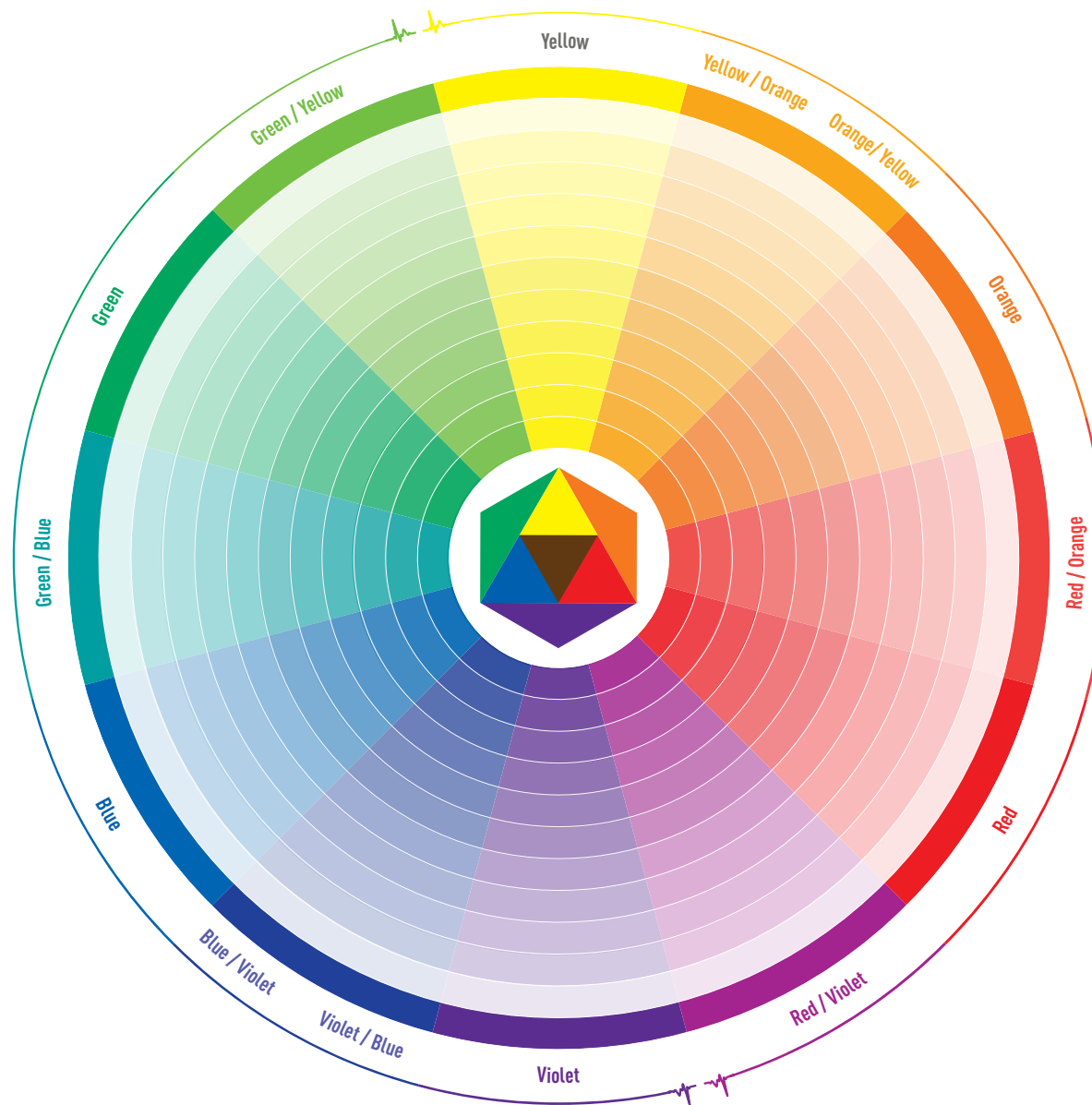
Hybrid colour technology

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*



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)



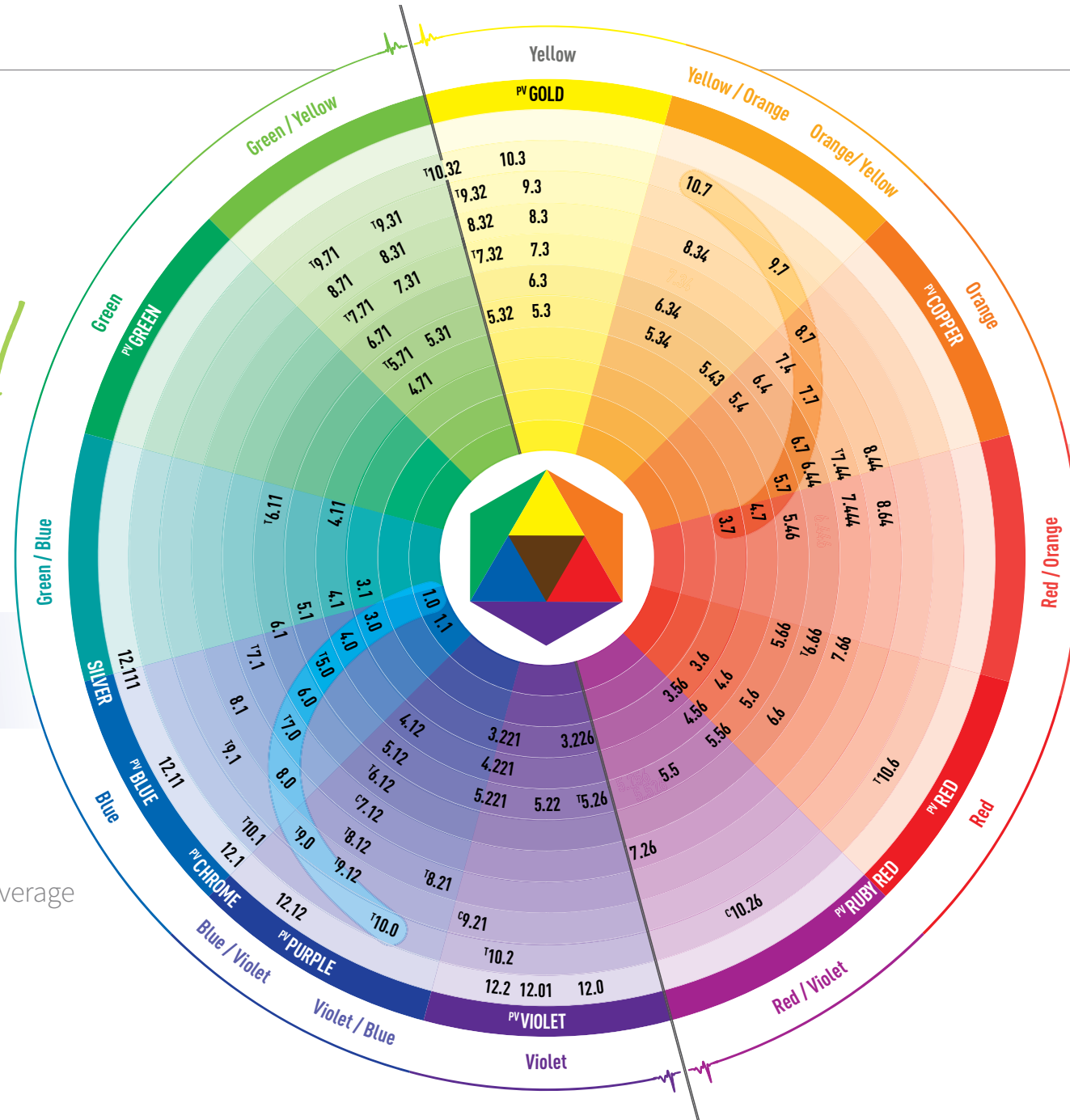
Underlying Pigments & counteracting colours

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

Cooler Colours

100% grey Coverage

Natural series for 100% Grey Coverage



Use the .7 Chocolate series
for 100% Grey Coverage

Warmer Colours

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



CPR Colour

high lift blondes

Natural Level of Depth

Remove the .0 Natural / .00 Intense Natural page from the CPR Colour Chart & hold against your client's hair to determine your clients level of depth.

Toning Reflect Required

The High-lift Blondes swatches in the CPR Colour Chart show the toning reflect, not end result. **eg:** CPR 12.0 has minimal tone, whereas CPR 12.111 has maximum tone. For additional lift & tone add CPR SILVER to your High-lift blonde colour mix.

HL High-Lift Blondes

	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
<p>CPR SILVER is a 'Lift & Tone' additive that increases lifting ability & toning reflect of your High-Lift Blonde colour mix. Do not add extra developer.</p>	
SILVER Lift & Tone Silver Additive	<p>Add 10% Increases tone for a cooler result</p> <p>Add 25% Extra ½ level of lift & increases tone</p>

Toning reflect

highlift blondes

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

Recommended from a Natural level 7 or lighter. If lightening from a level 6 on **fine hair**, add CPR SILVER to the colour mix for extra lift & a cooler blonde result

HL

High-Lift Blondes

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



CPR SILVER

highlift additive

Extra Lift + Tone additive that increases lifting ability & toning reflect of your High-Lift Blonde colour mix. Add between 10% to 25%. Do not add extra developer.

10%**Increase tone for a cooler result**

eg: 20g 12.12 + 2g SILVER + 40g 40vol-12%
+ 6.2g CPR Colour Advantage (10%)

25%**Extra 1/2 level of lift with additional toning for a cooler blonde result**

eg: 20g 12.111 + 5g SILVER + 40g 40vol-12%
+ 6.5g CPR Colour Advantage (10%)



CPR SILVER is a 'Lift & Tone' additive that increases lifting ability & toning reflect of your High-Lift Blonde colour mix. Do not add extra developer.

SILVER
Lift & Tone
Silver Additive

Add 10% Increases tone
for a cooler result

Add 25% Extra 1/2 level of lift
& increases tone

*High-lift Blonde additive only.
Not for use with toning formulations.*

High-lift *regrowth application*

Ratio

1+2
+10%



20g



+ 40g

Add 10%
Colour
Advantage



+ 6g (10%)

01

Prep: spray CPR Colour Prep evenly throughout hair.

02

Ratio: 1:2 *with 30vol-9% or 40vol-12%.*

Mix: CPR High-lift + Developer
+ 10% Colour Advantage

03

Apply: colour to regrowth (1 - 1.5 cm).

Process: 50 - 60 minutes (25 - 30 minutes
with gentle heat).

04

Finish: emulsify + rinse + CPR post colour service.

High-lift

virgin application

Ratio

1+2
+10%

20g



+ 40g

Add 10%
Colour
Advantage

+ 6g (10%)

01**Prep:** spray CPR Colour Prep evenly throughout hair.**02****Ratio:** 1:2**Mix:** CPR High-lift + 30vol-9% or 40vol-12%
+ 10% Colour Advantage**03****Apply:** colour mix to mid-lengths & ends leaving
approximately 1-1.5cm of the root area untouched.**Process:** 15 minutes (7 minutes with gentle heat).**04****Mix & Apply:** a fresh High-lift mix & apply to the roots.**Process:** 50-60 minutes (25-30 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

CPR Colour

toning formulations

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 (1+1+1) 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%)

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 Toning

common problems

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 tone—meaning, whatever colour/level the hair is lifted to, is the level to tone at (never higher). This helps avoid any unbalanced warmth in the hair colour. Maximise processing time.

CPR Toning

common problems

Problem

Over-toning the hair (too ashy).

Why the problem occurs

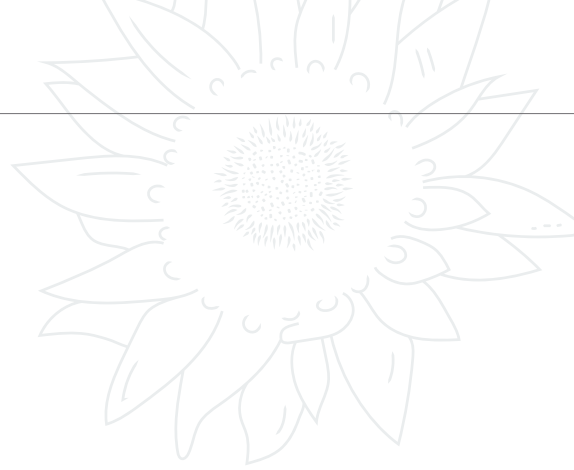
You eliminate all gold and warm tones in the hair because you think this is how to achieve that cool, silver-like end result. In reality, when you eliminate all warm pigment, you're essentially taking out any brightness the hair will have.

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
- Can be used on scalp

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%
- Can be used on scalp

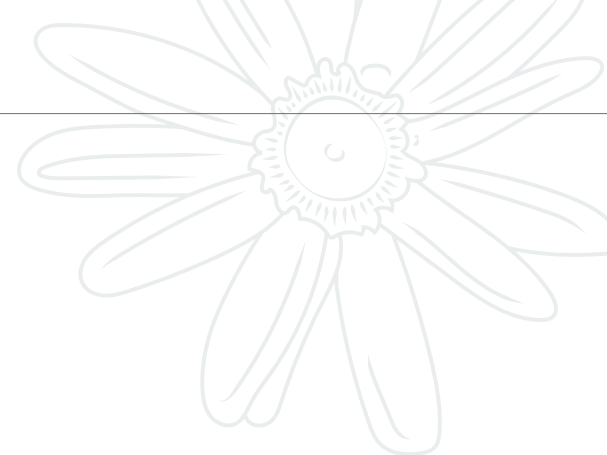
natural technology

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

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 from roots to ends.
- 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 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.

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

CPR .000

clear gloss



Beautiful pastel colours

As CPR Colour is a hybrid colour system, you can pastelise any colour by adding CPR .000 Clear Gloss to the colour mix.

It is essential to pre-lighten your client's hair to the ideal level, remembering that any underlying pigment left in the hair will contribute to the final result.

Ratio

1+1
+10%



20g



+ 20g

Add 10%
Colour
Advantage



+ 4g (10%)

01

Pre-lighten your client's hair to the ideal level

02

Prep: spray CPR Colour Prep from roots to ends

03

Create your CPR pastel colour mix:

5g CPR fashion shade + 25g .000 Clear Gloss
+ 30g Developer + 6g Colour Advantage (10%)

04

Apply: pastel colour mix to pre-lightened hair.

Process: visually (not recommended with heat).

05

Finish: emulsify + rinse + CPR post colour service

CPR .000

clear gloss

In-salon gloss treatment

You can also use .000 Clear Gloss to add shine to existing colour without adding depth.

Ratio

1+1+1
+10%



20g



+ 20g



+ 20g

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 .000 Clear Gloss treatment:

20g CPR .000 + 20g 5vol-1.5% + 20g Colour Secure + 6g Colour Advantage (10%)

04

Apply: to the target area.

Process: 20 minutes (10 mins with gentle heat*).

05

Finish: emulsify + rinse + CPR post colour service

H.O.T *session*

Group Activity



Blondes & Lighteners

Q&A's



Blondes & Lighteners Objectives

Objectives Ticked-off

