



Brings hair
to life

Hybrid Colour Technology

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 at least 3 minutes before rinsing

Mixing Ratios

1+1 +10%			1+2 +10%			1+1+1 +10%			
1-part Colour	1-part Developer	+10% Advantage	1-part Colour	2-parts Developer	+10% Advantage	1-part Colour	1-part Developer	1-part Secure	+10% Advantage
10g	+10g	+2g (10%)	10g	+20g	+3g (10%)	10g	+10g	+10g	+3g (10%)
20g	+20g	+4g (10%)	20g	+40g	+6g (10%)	20g	+20g	+20g	+6g (10%)
30g	+30g	+6g (10%)	30g	+60g	+9g (10%)	30g	+30g	+30g	+9g (10%)

Achieving 100% 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



Inspire your creativity

With a full colourist's pallet of 137 colours, including 24 ammonia-free toners, everything you need is in one system from commercial to high-fashion, photographic and competition results.



I've really enjoyed making cpr colour for you!

Cass Donnelly

CEO & Director of Salon Development
Creator of CPR Colour





creative colourists guide

1-2

Colour bonding system

Prepare hair Colour Prep & Detox

Colour service Colour, Developer & Colour Advantage

Treat hair Colour Secure

After care Vitalink™

3

CPR Colour essentials

Colour numbering system Levels & reflects

CPR Colour wheel Introduction

4

Consultation & analysis

Understanding your client, hair assessment
& professional recommendations

5-6

Hybrid colour technology

Crème developers

Semi colour, Demi colour, Permanent colour,
Colour balancing, High-lift blondes & Toning

Formulations & application methods

7-8

Grey coverage

Standard Grey coverage, Resistant Grey hair

& White patch or streak Formulations & application methods

9

High-lift blondes

High-lift blondes Formulation guidelines

SILVER High-lift additive

High-lift Grey coverage & gentle heat instructions

10

Powder lightener

Fast lift 8 & 9 Comparison & application information

Colour lightening bath Formula & application method

11-12

Toning with CPR Colour

Toning Theory & formulation guidelines

Ammonia-free toners

Serious blonde Application method

The CPR colour wheel Underlying pigments
& counteracting colours

13-14

Filling & recolouring

2 step tint back for natural/warm or fashion results

1 step tint back for natural/warm or fashion results

15-16

Colour additives

Pure Vibrants Additive guidelines

.000 Clear Gloss Creating pastel colours & in-salon gloss treatment

Boost Colour lightening booster

1

Prepare hair

Reconstruct & equalise the porosity of hair

2

Colour service

Strengthen, nourish and protect
whilst colouring hair

3

Treat hair Post colour service

Secure colour within the hair
Rinse-out treatment

4

After care Post colour service

Seal & protect the cuticle
Leave-in miracle colour extender

colour bonding system

Natural technology that works



Colour Prep

Porosity Equaliser
Use before & during colour services
Improves 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



Colour & Developer

Hybrid colour technology: 1 tube - 6 results
Beautiful, uniform colour results
Advanced micro-pigment technology
Deeply nourishes & protects hair

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



Colour 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



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 essentials

Colour numbering system

The number before the decimal place indicates the level of depth:
Level 10 = Lightest Blonde
Level 1 = Black

Numbers after the decimal place indicate primary, secondary and tertiary reflects.

3.226

Level of depthPrimary reflectSecondaryTertiary

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.

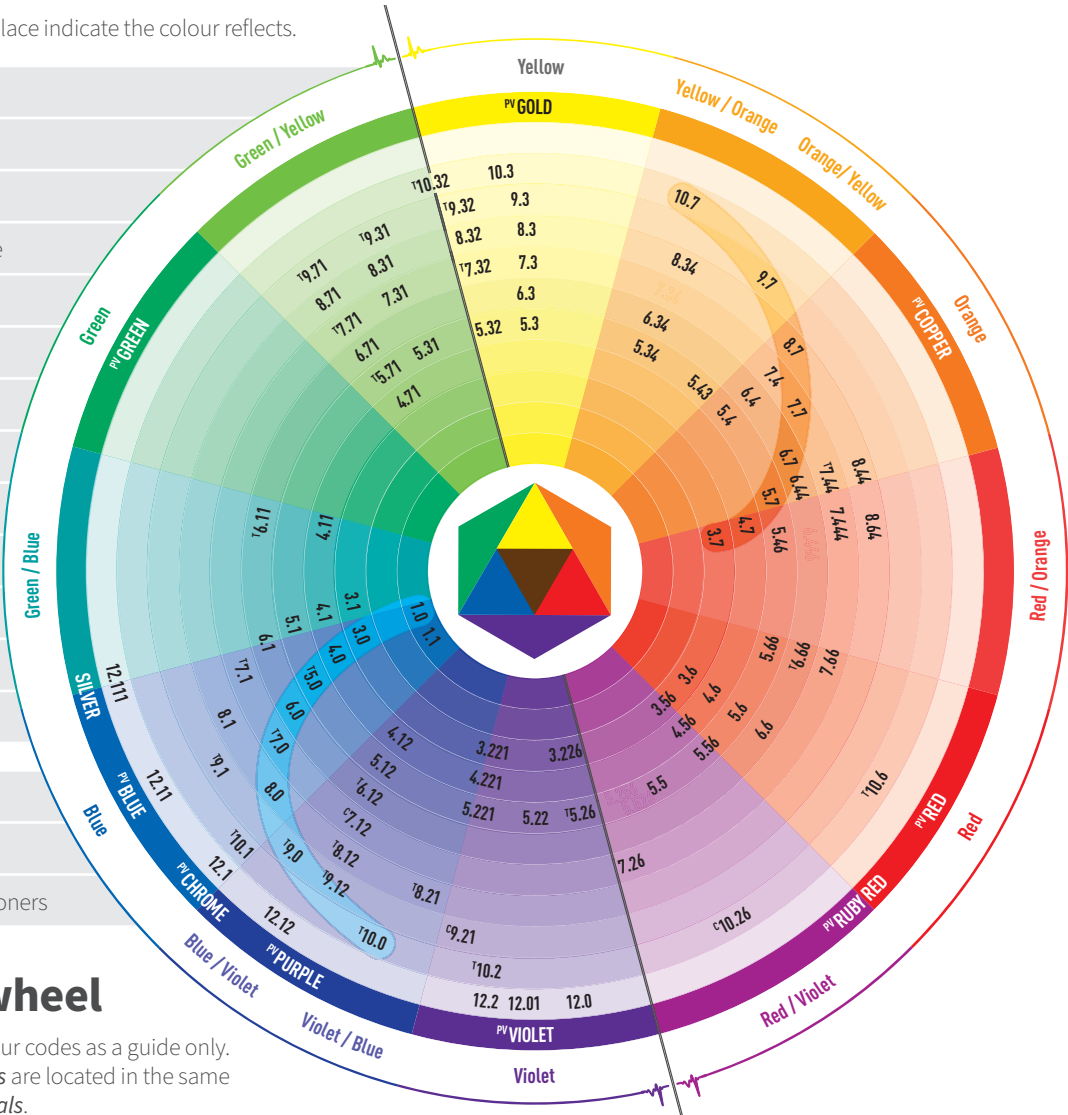
Natural levels of depth

10	Lightest Blonde	10.0	Lightest Blonde
9	Very Light Blonde	9.0 / 9.00	Very Light Blonde / Very Light Intense Blonde
8	Light Blonde	8.0 / 8.00	Light Blonde / Light Intense Blonde
7	Blonde	7.0 / 7.00	Blonde / Intense Blonde
6	Dark Blonde	6.0 / 6.00	Dark Blonde / Dark Intense Blonde
5	Light Brown	5.0 / 5.00	Light Brown / Light Intense Brown
4	Brown	4.0 / 4.00	Brown / Intense Brown
3	Dark Brown	3.0	Dark Brown
1-2	Black	1.0	Black

CPR Decimal Reflects

Numbers after the decimal place indicate the colour 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
PV	Pure Vibrants
12. (HL)	High Lift
T	Ammonia-free Toners



consultation & analysis

1. Understand your client's needs:

- Determine your client's personality & lifestyle needs.
- Determine what your client wants to achieve with their hair.
- Discover the hair care products the client is using at-home.
- Ask what they liked/disliked on their previous visit.
- Determine how regularly your client will visit the salon.
- Determine how much time your client spends maintaining their hair between salon visits.

2. Determine client's hair & colour history: Your client's previous colour history will affect your colour result. Visually check for demarcation lines and to see if your client has any visible regrowth. Hold the ends of the hair to the regrowth and compare depth and tone. *Tip: If the client is using non-professional haircare products at home, we recommend a deep cleanse using CPR Detox Shampoo before any colour application.*

3. Determine your client's skin tone: By determining your client's skin tone as either Cool or Warm, you can then select the most suitable colours that will compliment their skin's complexion.

Cooler skin tones	Warmer skin tones
Cooler shades like platinum blonde, ash, black, chocolate divine & cool violet colours will compliment your client's complexion.	Warmer shades like beige blonde, red, orange, gold, chocolate & warm violets will complement your client's complexion.

4. Determine Natural level of depth: Remove the .0 Naturals / .00 Intense Naturals page from the CPR Colour Chart and hold against your client's hair to determine natural level of depth. Check the levels of depth around the hairline, regrowth area, mid-lengths and ends to determine if it varies.




5. Determine Natural underlying pigment: The natural underlying pigment in the hair will add to your final colour result. Decide whether you need to 'Use it', 'Lose it' or 'Fill-it' when determining your colour plan.

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





6. Determine percentage of grey hair: Thoroughly check the full head as percentage of grey may vary in different areas to determine the ideal formulas for full grey coverage.

0% to 30%	30% to 60%	60% to 100%
Mostly natural	Salt & pepper	Mostly grey (white) hair

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

		
Fine	Medium	Coarse
Hair lightens or darkens more quickly	Most common and manageable hair type	Hair takes longer to lighten or darken
> Reduce processing time	> Normal processing time	> Increase processing time

8. Analyse hair porosity: Variations in hair porosity can affect your selection of CPR Crème Developer strength and processing time.

	Resistant	Hair takes longer to darken or lighten > Increase processing time
	Normal	Most common & manageable type > Normal processing time
	Porous	Hair lightens or darkens quickly > Reduce processing time
	Very Porous*	Absorbs colour & fades more quickly > Reduce developer strength & processing time

Very Porous use your professional opinion to determine whether to proceed. Recommend a CPR treatment plan for your client.*

9. Analyse hair elasticity: Take one strand of hair and hold firmly at the scalp. Drag your thumb nail along the hair shaft from root to tip to see what shape the hair forms.

Forms tight curl	High elasticity > It is safe to proceed. Receives & holds colour easily.
Forms waves	Medium elasticity > Proceed with care. May require protein treatments.
Hair breaks or does not curl	Poor elasticity > Do not proceed. Discuss with your client & recommend a CPR treatment plan.

10. Complete a skin sensitivity test: CPR recommends a skin sensitivity test prior to each and every application. Mix small, equal parts of your selected CPR Colour and CPR Crème Developer. Apply a small amount of the CPR Colour mixture to inside of elbow. Leave uncovered and undisturbed for 24 to 48 hours. If during this period, any irritation, swelling, burning or redness occurs, the test area should be washed off immediately and the tested CPR Colour mixture not used. Should the individual experience a reaction, CPR recommends your client consults a Medical Practitioner or Dermatologist.

11. Follow professional use guidelines: Read instructions on the side and inside CPR Colour carton. Wear suitable gloves, suitable protective clothing and protective glasses or goggles. Do not use a metallic bowl or metallic tint brush.

hybrid colour technology

Crème Developers

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

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 page 8	1 + 1	10vol-3%, 20vol-6%	35 - 45 mins	17 - 22 mins
High Lift Blondes page 9	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 at least 3 minutes before rinsing

Semi Colour

- An ideal introduction to first time colouring
- Adds colour reflect or depth to client's existing colour
- Recommended for highly porous hair
- Adds nourishment & shine to the hair
- Lasts 4 - 6 washes

Mixing Ratio	Developer	Timing
1 + 1 + 1 1-part CPR Colour + 1-part Developer + 1-part Colour Secure +10% Colour Advantage	5vol-1.5%	20 mins (no heat) 10 mins (gentle heat*) * Allow hair to cool before rinsing

Ratio

1+1+1

+10%



20g + 20g + 20g + 6g (10%)

Application method

1. Shampoo hair using CPR Colour Detox Shampoo.
2. Towel dry hair.
3. Spray CPR Colour Prep evenly throughout hair.
4. Create a Semi Colour mix & apply from roots to ends.
5. Process for 20 minutes (10 minutes with gentle heat*).
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Demi Colour

- More durable, lasts longer than Semi Colours
- For level-on-level colouring or going darker
- Creates minimal demarcation line
- Suitable for colour corrections
- Lasts up to 6 weeks

Mixing Ratio	Developer	Timing
1 + 1 1-part CPR Colour + 1-part Developer +10% Colour Advantage	5vol-1.5%	25 mins (no heat) 12 mins (gentle heat*) * Allow hair to cool before rinsing

Ratio

1+1

+10%



20g + 20g + 4g (10%)

Application method

1. Spray CPR Colour Prep evenly throughout hair.
2. Create a Demi Colour mix & apply from roots to ends.
3. Process for 25 minutes (12 minutes with gentle heat*).
4. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

hybrid colour technology

Permanent Colour

- Permanent results lasting 8 to 12 weeks
- Level-on-level colouring, going darker & colour corrections
- Lightening & vibrant fashion results
- Refer to page 7-8 for information on Grey coverage

Mixing Ratio	Developer	Timing
1 + 1 1-part CPR Colour + 1-part Developer +10% Colour Advantage	10vol -3% 20vol-6% 30vol-9% 40vol-12%	35 mins (no heat) 17 mins (gentle heat*) * Allow hair to cool before rinsing

Ratio

1+1
+10%



20g + 20g + 4g (10%)

Regrowth application method

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply target colour mix to regrowth area only.
3. Process for 35 minutes (17 minutes with gentle heat*).
4. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Virgin hair application method

Formula A Root application	Formula B Mid-lengths to ends
Mix your target CPR Colour with the CPR Crème Developer strength to achieve your on-target result	Mix your target CPR Colour with the CPR Crème Developer that is 1-level higher in strength than Formula A

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply Formula B from mid-lengths to ends leaving approximately 2 cm at the root area untouched.
3. Immediately apply Formula A to roots.
4. Process for 35 minutes (17 minutes with gentle heat*).
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Colour balancing

Application method

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply target colour mix to regrowth area only.
3. Process for 25 - 30 minutes (12 - 15 minutes with gentle heat*).
4. Mix up a fresh Demi Colour or Semi Colour mix with your target colour & apply to mid-lengths & ends. *Tip: For highly porous hair, we recommend using a Semi Colour mix.*
5. Process for 5 - 10 minutes (no heat).
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

High-lift Blondes

- Recommended from a Natural level 7 or lighter
- If lightening from a level 6 on fine hair, add up to 25% **CPR SILVER** to the colour mix for extra lift & a cooler blonde result
- Refer to page 9 for detailed information

Mixing Ratio	Developer	Timing
1 + 2 1-part CPR Colour + 2-parts Developer +10% Colour Advantage	30vol-9% 40vol-12%	50-60 mins (no heat) 25-30 mins (gentle heat*) * Allow hair to cool before rinsing

Ratio

1+2
+10%



20g + 40g + 6g (10%)

Toning formulations

- Neutralise & counteract unwanted tones
- Add a fashion reflect to your final colour result
- Refer to page 11 for toning theory & application methods

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.

Mixing Ratio	Developer	Timing
1 + 1 1-part CPR Colour + 1-part Developer +10% Colour Advantage	5vol-1.5%	Visual timing (Faster toning)

Ratio

1+1
+10%



20g + 20g + 4g (10%)

Faster toning

Mixing Ratio	Developer	Timing
1 + 2 1-part CPR Colour + 2-parts Developer +10% Colour Advantage	5vol-1.5%	Visual timing (Slower toning)

Ratio

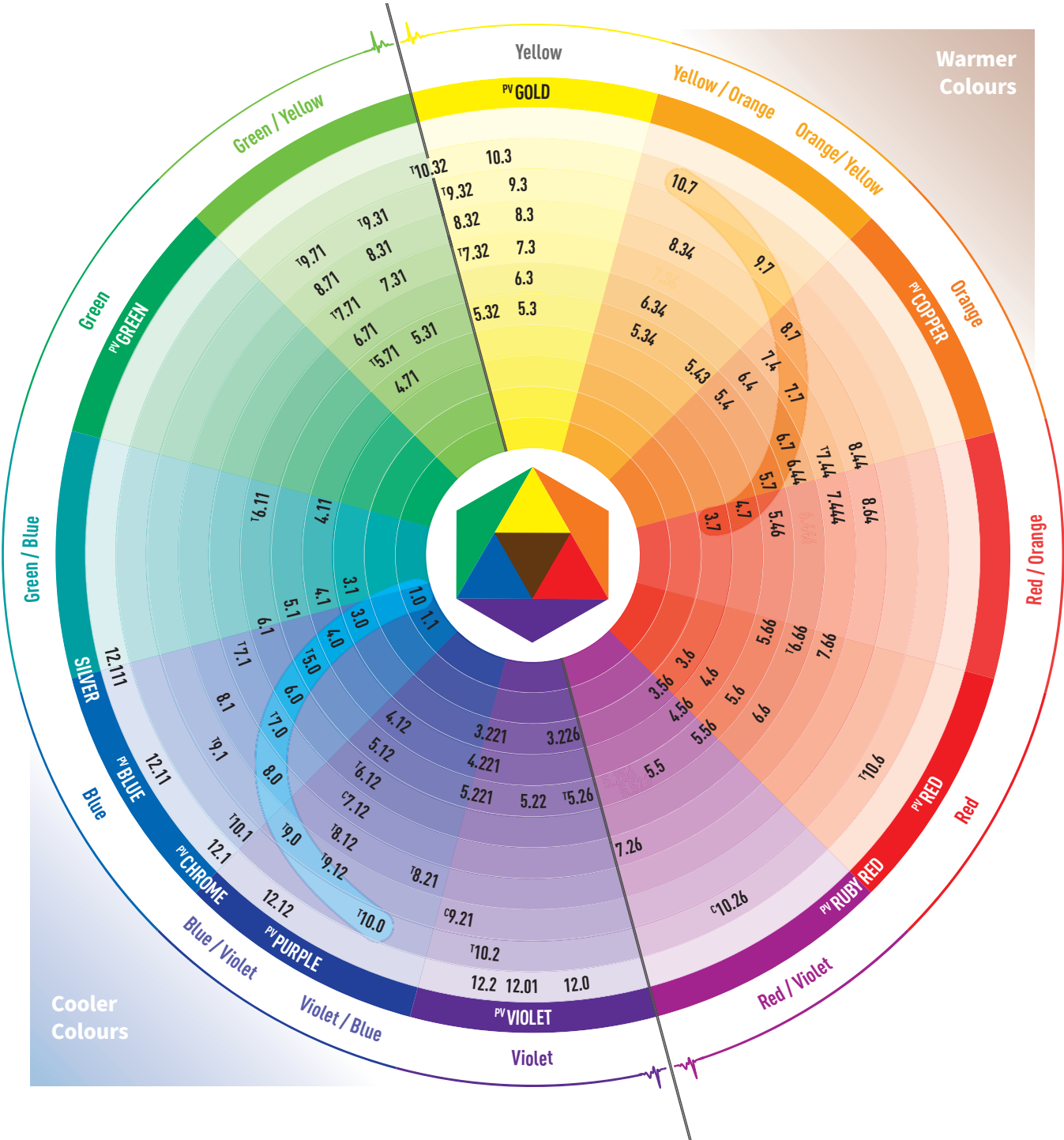
1+2
+10%



20g + 40g + 6g (10%)

Slower toning

grey coverage



Cooler Colours			Warmer Colours	
Use .0 Natural / .00 Intense Naturals			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

grey coverage

1. Determine your target colour result

To achieve 100% grey coverage the table on page 7 shows that you can add *.0 Natural* / *.00 Intense Naturals* to achieve cooler results, or the *.7 Chocolate* to achieve warmer results.

Cooler result		Warmer result	
Cool Fashion	Natural	Chocolate	Warm Fashion

2. Determine percentage of Grey hair

As percentage of Grey may vary in different areas, thoroughly check the full head to determine the ideal formulas for Grey coverage.

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

3. Select your developer strength

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.

Standard Grey coverage

Mixing Ratio	Developer	Timing
1 + 1 1-part CPR Colour + 1-part CPR Developer +10% Colour Advantage	10vol-3% 20vol-6%	35-45mins (no heat) 17-22 mins (gentle heat*) *Allow hair to cool before rinsing

Ratio

1+1
+10%



20g + 20g + 4g (10%)

Resistant Grey hair

1. **Create a resistant colour mix** by reducing the amount of CPR Developer (1-part CPR Colour + ¾-part CPR Developer).

1-part Colour	¾-part Developer	+10% Advantage
20g	+ 15g	+ 3.5g (10%)
30g	+22.5g	+ 5.2g (10%)
40g	+30g	+ 7g (10%)

2. **Increase processing time to 45 minutes** (no heat) or 22mins (with gentle heat*).

Regrowth application (resistant Grey hair)

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply your CPR Colour mix to the roots.
3. Process for 45 minutes (22 mins with gentle heat*).
4. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

First time application (resistant Grey hair)

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply your colour mix from mid-lengths to ends leaving approximately 2 cm at the root area untouched.
3. Process for 5 minutes (no heat).
4. Prepare a fresh CPR colour mix & apply to the roots, process for 45 minutes (22 mins with gentle heat*).
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Regrowth application (normal Grey hair)

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply your CPR Colour mix to the roots.
3. Process for 35 - 45 minutes (17 - 22 mins with gentle heat*).
4. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

First time application (normal Grey hair)

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply your colour mix from mid-lengths to ends leaving approximately 2 cm at the root area untouched.
3. Process for 5 minutes (no heat).
4. Prepare a fresh CPR colour mix & apply to the roots, process for 35 minutes (17 mins with gentle heat*).
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Application method

1. Spray CPR Colour Prep evenly throughout hair.
2. Squeeze a small amount of raw tint into a tint bowl without adding developer. With a tint brush, work into a creamy consistency then apply the pre-pigmentation colour directly to white hair streak or patch.
3. Prepare your target CPR Colour mix (with developer) and immediately apply directly over the top.
4. Process for 45 minutes (22 mins with gentle heat*).
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

White 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. Refer to the table below to choose your “Pre-pigmentation Colour.”

Cooler result	Warmer result
Select the <i>.0 Natural</i> 1-level lighter than your target shade	Select the <i>.7 Chocolate</i> 1-level lighter than your target shade

high lift blondes

1. Determine your client's 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.

2. Determine strength of toning reflect required:

The High-lift Blondes swatches in the CPR Colour Chart show the toning reflect, not end result. For example: **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.

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

High-lift Blonde guidelines

Recommended from a Natural level 7 or lighter. If lightening from a level 6 on fine hair, add up to 25% **CPR SILVER** to the colour mix for extra lift & a cooler blonde result. Determine levels of lift required & see table below to select your developer strength.

30vol - 9%	40vol - 12%
2 to 3 levels of lift	3 to 4 levels of lift

Mixing Ratio	Developer	Timing
1 + 2 1-part CPR Colour + 2-parts Developer +10% Colour Advantage	30vol-9% 40vol-12%	50-60 mins (no heat) 25-30 mins (gentle heat*) *Allow hair to cool before rinsing

Ratio

1+2
+10%


20g


+ 40g

Add 10%
Colour Advantage


+ 6g (10%)

Regrowth application

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply colour mix to regrowth area only. Do not overlap.
3. Process for 50 - 60 minutes (25 - 30 mins with gentle heat*).
4. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

Virgin head application method

1. Spray CPR Colour Prep evenly throughout hair.
2. Apply colour mix to mid-lengths & ends leaving approximately 1 - 1.5cm of the root area untouched.
3. Process for 15 minutes (7 minutes with gentle heat*).
4. Mix up a fresh CPR High-Lift Blonde colour mix & apply to the roots.
5. Process roots for 50 - 60 minutes (25 - 30 mins gentle heat*).
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

SILVER High-Lift additive

CPR SILVER is a 'Lift and Tone' additive that increases lifting ability and toning reflect of your High-Lift Blonde colour mix.

- Add between 10% to 25% to the colour mix
- Do not add extra developer

Add 10%	Increases tone for a cooler result [20g 12.12] + 2g SILVER + 40g 40vol-12% + 6.2g Colour Advantage
Add 25%	Extra 1/2 level of lift and increases tone for a cooler result [20g 12.111] + 5g SILVER + 40g 40vol-12% + 6.5g Colour Advantage

High-lift Grey coverage

To avoid over-toning Grey hair around the hairline or a white/Grey patch or streak hair, create a separate colour mix adding an equal amount of **12.0** to reduce toning reflect.

Example

2g 12.2 + 2g 12.0 + 8g 40vol-12% + 1.2g Colour Advantage

High-lift with gentle heat

Adding heat and reducing timing may produce warmer results. Consider using a stronger toning reflect or adding silver to achieve the desired result. Always allow the hair to cool for at least 3 minutes after processing with heat prior to rinsing.

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

Application	Developer	Timing (no heat)	Timing (gentle heat)
On Scalp	5vol-1.5% 10vol-3% 20vol-6%	Visual timing up to 50 mins*	Not Recommended
Off Scalp	5vol-1.5% 10vol-3% 20vol-6% 30vol-9%	Visual timing up to 50 mins*	Not Recommended

*Refer to page 4 for client consultation & analysis and apply your professional knowledge to determine the most suitable developer strength & processing times.

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%, or 20vol-6%.



natural technology
Quinoa Protein, Argan Oil

Application	Developer	Timing (no heat)	Timing (gentle heat)
On Scalp	5vol-1.5% 10vol-3% 20vol-6%	Visual timing up to 50 mins*	Not Recommended
Off Scalp	5vol-1.5% 10vol-3% 20vol-6%	Visual timing up to 50 mins*	Not Recommended

*Refer to page 4 for client consultation & analysis and apply your professional knowledge to determine the most suitable developer strength & processing times.

Ratio

1+3
+10%


10g


+ 30g


Add 10%
Colour Advantage
+ 4g (10%)

Ratio

1+2
+10%


10g


+ 20g


Add 10%
Colour Advantage
+ 3g (10%)

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.

Mixing Ratio	Developer	Timing
1 + 1 + 1 1-part Fast lift 8 + 1-part CPR Developer + 1-part CPR De-Tox Shampoo	5vol-1.5%	Visual timing

Ratio

1+1+1


20g


+ 20g


+ 20g

Lightening bath application

1. Spray CPR Colour Prep evenly throughout hair.
2. Create your Colour Lightening Bath formula.
3. At the basin, whilst wearing gloves, apply mixture to hair. Gently work through the target area, avoiding contact with your client's scalp.
4. Process visually until desired result is achieved.
5. Rinse thoroughly & lightly cleanse hair using a suitable CPR Shampoo, rinse.
6. Follow with CPR Colour Secure, rinse & towel dry.

toning with 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: In the table on page 12, we can see that if you lighten hair to a level 8, the underlying pigment left in the hair will be Yellow/Orange. If you lighten to a level 9, the underlying pigment left in hair will be pale Yellow.*

Colour Wheel Theory: Colours that are opposite each other on the colour wheel neutralise and counteract each other. When colours next 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.



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.”

Use it	The warmth of the underlying pigment compliments & supports your target end result, so you can ‘Use it’ to your advantage.
Lose it	The underlying pigment goes against your target end result, so you will need to ‘lose it’ by neutralising/counteracting this unwanted warmth.

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 or using the **T Ammonia-free toners**. Processing time is visual and not recommended with heat.

Mixing Ratio	Developer	Timing
1 + 1 1-part CPR Colour + 1-part Developer +10% Colour Advantage	5vol-1.5%	Visual timing (Faster toning)

Ratio

1+1
+10%
Faster toning

20g + 20g + 4g (10%)

Mixing Ratio	Developer	Timing
1 + 2 1-part CPR Colour + 2-parts Developer +10% Colour Advantage	5vol-1.5%	Visual timing (Slower toning)

Ratio

1+2
+10%
Slower toning

20g + 40g + 6g (10%)

Ammonia-Free toners

T Ammonia-Free Toners: An alternative to our hybrid colour system used for deposit only (no lift). Perfect for toning after on-scalp lightening services. Gentle on application and comfortable throughout processing making them Ideal for sensitised clients. Does not lift natural hair or ‘break base’.

Serious Blonde

Toning & intensive treatment

CPR Serious blonde is an alternative Violet and Blue toning and treatment service:

- Counteracts Yellow, Brassy & Gold tones
- Nourishing, nutrient rich shine treatment

natural technology Quinoa & Wheat Protein, Jojoba & Colza Plant Oils



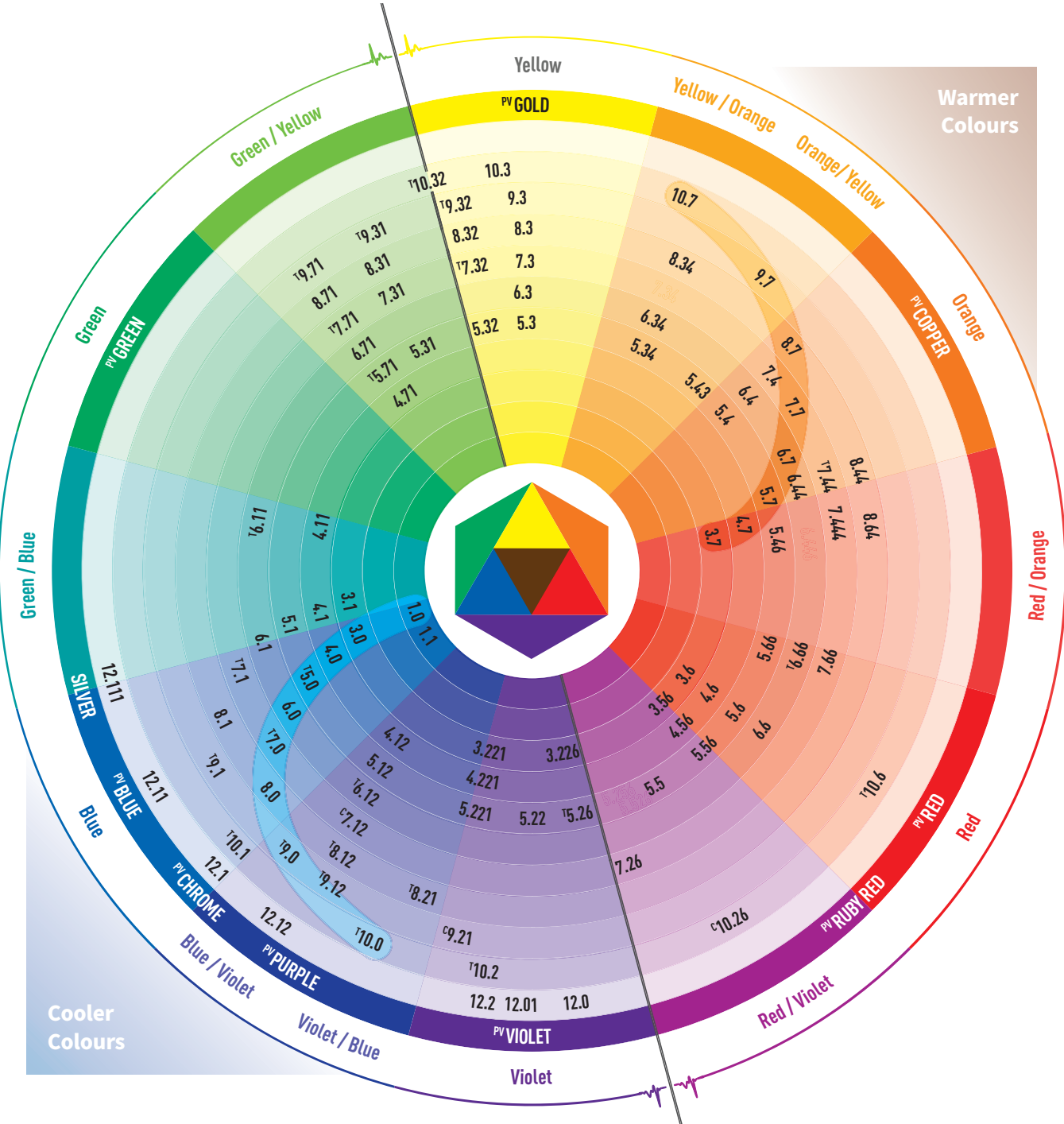
Application method

1. Rinse & towel dry your clients hair.
2. Wearing gloves, using a tint bowl & brush, apply generously to areas as desired. If toning all over from roots to ends, start at the nape & work through to the front hairline.
3. Timing is visual. Use a dry towel to wipe the product from the hair in a section to see if you have achieved your desired tone.
4. Once desired toning is achieved, emulsify & rinse.

Tip: Pay extra attention to overly porous hair as it may tone quicker.

toning with cpr colour

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

filling & recolouring

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 and follow the steps below.

Natural / Warm Result	Fashion Colour Result
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.	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.

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

1. Shampoo hair using CPR Colour Detox Shampoo.
2. Spray CPR Colour Prep evenly throughout hair.
3. Select the appropriate 'fill' colour & create a Semi colour mix & apply evenly from roots to ends.
4. Process for 10 minutes (no heat).
5. Emulsify & rinse colour, dry off hair. The filling step is completed.

Step 2: Apply your target colour

6. Select your CPR colour to achieve your final target result & create a Demi Colour mix. If hair is overly porous we recommend creating a Semi Colour for this step.
7. Liberally apply your colour mix from roots to tips.
8. For Demi colour mix, process 25 minutes (12 mins with heat*). or Semi colour mix process 20 minutes (10 mins with heat*).
9. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

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

1. Shampoo hair using CPR Colour Detox Shampoo.
2. Spray CPR Colour Prep evenly throughout hair.
3. Select the target fashion shade & create a Semi colour mix & apply evenly from roots to ends.
4. Process for 10 minutes (no heat).
5. Emulsify & rinse colour, dry off hair. The filling step is completed.

Step 2: Reapply your target colour

6. Create a fresh Demi Colour mix using the same target fashion shade that you filled with. If hair is overly porous we recommend creating a Semi Colour for this step.
7. Liberally apply your colour mix from roots to tips.
8. For Demi colour mix, process 25 minutes (12 mins with heat*). or Semi colour mix process 20 minutes (10 mins with heat*).
9. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

filling & recolouring

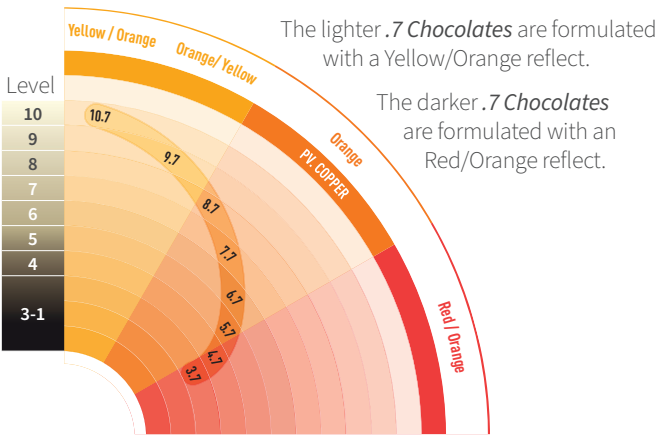
1 step tint back

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

Determine whether you are targeting a natural/warm result or fashion result and follow the steps below. Processing time will increase by 10 minutes from standard Demi Colour timing.

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.
- Allows you to go darker more than 2-levels in 1 step.
- As seen in the diagram, the pigments of the **.7 Chocolates** change at each level of depth.



Natural or Warm Result

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

Application method

1. Spray CPR Colour Prep evenly throughout hair.
 2. Select your CPR .7 Chocolate at the level you are targeting.
 3. Create a Demi Colour mix & liberally apply from roots to ends.
 4. Process for 35 minutes (17 mins gentle heat*).
- Please note:** Processing time will increase by 10 minutes from standard Demi Colour timing.
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

For Highly Porous Hair

If your clients hair is overly porous, we recommend adding 10% of any CPR .34 (Gold/Copper) reflect into your colour mix. Do not add extra developer.

Example

Starting point	Level 9 overly porous hair
Target result	Level 4 with natural warmth
Formula	20g 4.7 + 2g 5.34 + 20g 5vol-1.5% + 4.2g Colour Advantage (10%)
Timing	35 minutes (17 mins gentle heat*).

Fashion Colour Result

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

Application method

1. Spray CPR Colour Prep evenly throughout hair.
 2. Create a Demi Colour mix with your CPR target fashion shade with an equal part of CPR .7 Chocolate at the same level. To intensify the fashion reflect, we recommend adding up to 10% CPR Pure Vibrants to the colour mix.
 3. Liberally apply through hair from roots to ends.
 4. Process for 35 minutes (17 mins gentle heat*).
- Please note:** Processing time will increase by 10 minutes from standard Demi Colour timing.
5. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

colour additives

Pure Vibrants

CPR Pure Vibrants are pure fashion reflects that can be used to:

- Neutralise warmth or intensify fashion reflect.
- Create a totally new colour.
- Achieve a fashion result on pre-lightened hair.

1. Neutralise warmth or intensify fashion reflect

Add between 10% to 25% of CPR Pure Vibrants to neutralise tone or intensify fashion reflect. Please note: The lighter the level, the less CPR Pure Vibrants required. Do not add extra developer.

Add 10%	Adds extra coolness or fashion reflect to your final colour result. 20g 8.31 + 2g VIOLET + 20g Developer + 4.2g Colour Advantage (10%)
Add 25%	Gives your colour a boost of reflect. 20g 6.66 + 5g RUBY RED + 20g Developer + 4.5g Colour Advantage (10%)

2. Create a totally new colour.

Add 50% of CPR Pure Vibrants to create a totally new colour result. If using more than 25% CPR Pure Vibrants in your colour mix, add extra developer for increased colour spreadability.

Add 50%	20g 5.22 + 10g PURPLE + 30g Developer + 6g Colour Advantage (10%)
---------	--

3. Fashion result on pre-lightened hair

To achieve a CPR Pure Vibrant fashion result on pre-lightened hair follow these guidelines. Note: The CPR Pure Vibrant swatches in the CPR Colour Chart are created on 100% white hair.

Pre-lighten your client's hair to a level where the underlying pigment left in the hair will support your final colour result. If you are targeting a cool Pure Vibrants result, we suggest toning the hair after the lightening process.

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

Select the 'Anchor Colour' to add to your CPR Pure Vibrants colour mix to lock-in and extend colour vibrancy.

Pure Vibrant	Anchor Colour		
25g GOLD	+ 5g 9.3	+ 30g 5vol-1.5%	+ 6g Advantage
25g COPPER	+ 5g 8.44	+ 30g 5vol-1.5%	+ 6g Advantage
25g RED	+ 5g 7.66	+ 30g 5vol-1.5%	+ 6g Advantage
25g RUBY RED	+ 5g 6.6	+ 30g 5vol-1.5%	+ 6g Advantage
25g PURPLE	+ 5g 10.2	+ 30g 5vol-1.5%	+ 6g Advantage
25g CHROME	+ 5g 9.12	+ 30g 5vol-1.5%	+ 6g Advantage
25g VIOLET	+ 5g 10.2	+ 30g 5vol-1.5%	+ 6g Advantage
25g BLUE	+ 5g 10.2	+ 30g 5vol-1.5%	+ 6g Advantage
25g GREEN	+ 5g 10.1	+ 30g 5vol-1.5%	+ 6g Advantage

Advantage = Colour Advantage

Application method

1. 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.
2. Spray CPR Colour Prep evenly throughout hair.
3. Create a Demi Colour mix & apply liberally to pre-lightened hair.
4. Process for 25 minutes (12 mins with heat*).
5. Emulsify & rinse colour. Tip: If colouring in specific sections pay extra attention to remove pure vibrants separately to avoid possible colour transfer.
6. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

colour additives

.000 Clear Gloss

CPR .000 is clear with no base colour so you can easily create:

- Beautiful pastel colours
- In-salon gloss treatment service

1. 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.

Application method

1. 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.
2. Create your CPR pastel colour mix. Generally, you can follow the same mixing ratio below to create your own pastel cocktail.

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

3. Spray CPR Colour Prep evenly throughout hair.
4. Apply pastel colour mix to pre-lightened hair.
5. Process visually (not recommended with heat).
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

2. In-salon gloss treatment

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

Mixing Ratio	Developer	Timing
1 + 1 + 1 1-part .000 Clear Gloss + 1-part Developer + 1-part Colour Secure +10% Colour Advantage	5vol-1.5%	20 mins (no heat) 10 mins (gentle heat*) * Allow hair to cool before rinsing

Ratio

1+1+1
+10%



20g + 20g + 20g + 6g (10%)

Application method

1. Shampoo hair using CPR Detox Shampoo.
2. Towel dry hair.
3. Spray CPR Colour Prep evenly throughout hair.
4. Create your CPR .000 Clear Gloss treatment & apply colour mix to the target area.
5. Process for 20 minutes (10 mins with gentle heat*).
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

BOOST

CPR BOOST - Colour Lightening Booster is a flexible, multi-purpose tool for the creative colourist. BOOST can be mixed into a WARM fashion shade for extra lift or used on its own to lift natural and artificial colour pigment.

As BOOST has no colour pigment, larger amounts may dilute the reflect in your colour creation. Do not use with High-lift Blonde formulations as it will reduce toning ability.

1. 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%	[20g 5.66] + 5g BOOST + 5g RED + 25g Developer + 5.5g Colour Advantage (10%)
Add 50%	[10g 7.444] + 5g BOOST + 5g COPPER + 20g Developer + 4g Colour Advantage (10%)

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

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

Mixing Ratio	Developer	Timing
1 + 2 1-part BOOST + 2-part Developer +10% Colour Advantage	5vol-1.5% 10vol-3% 20vol-6%	Visual timing

Ratio

1+2
+10%



20g + 40g + 6g (10%)

Application method

1. Shampoo hair using CPR Detox Shampoo.
2. Towel dry hair.
3. Spray CPR Colour Prep evenly throughout hair.
4. Apply your BOOST mix to the target area.
5. Processing time is visual and not recommended with heat.
6. Emulsify & rinse colour. Treat hair with CPR Colour Secure & follow with Vitalink™ Colour Extender.

colour bonding system

Natural technology that works



Stronger, Healthier Hair



Quinoa Protein

Repairs the hair fibre, reduces breakage
Binds colour molecules in cortex of hair



Vegetable Protein

Triples the strength of weakened hair
Reconstructs from cortex to cuticle



Wheat Protein

Intensive repair, strength & protection
Binds moisture for improved elasticity



Baobab Seed Protein

Strengthens & smooths
Advanced anti-frizz protection

Nourishment, Softness & Shine



Argan Oil

Nourish, repairs & locks-in moisture
Improves dispersion of colour



Flax Seed Extract

Superior detangling & conditioning
Improves manageability & seals split ends



Jojoba Oil

Nature's best form of moisturiser for hair
Seals in nourishment, blocks humidity



Chia Seed Extract

Nourishes deep within the hair fibre
Smooths & softens the cuticle



Olive Oil

Excellent long lasting moisturiser
Enhances softness & shine



Meadowfoam Seed Extract

Soothes & protects scalp
Locks-in moisture, rejuvenates hair

Anti-Fade Colour Protection



Sunflower Seed Extract

Advanced UV protection & repair
Neutralises free radicals



Chamomile Extract

Calms & soothes hair & scalp
Advanced natural anti-irritant



Swiss Grape Seed Extract

Neutralises free-radicals
Lasting protection for hair & scalp



Wild Daisy Extract

Deeply soothes, calms & protects the scalp
Advanced natural anti-irritant