

PRAVANA®



ChromaSilk™ **COLORLUSH**
AMMONIA/MEA FREE DEMI GLOSS

TAKE COLOR ARTISTRY TO A WHOLE NEW LEVEL



COLORLUSH

*TAKE COLOR ARTISTRY
TO A WHOLE NEW LEVEL*

ColorLush is the next-generation demi-color that creates the most beautiful and gentle hair color experience imaginable. Free of both ammonia and MEA (monoethanolamine), ColorLush creates rich color that incrementally improves the integrity of the hair, leaving it feeling healthier, while imparting glass-like shine.



COLORS USED ON MODEL - NAPE: 7S + 1 DOSE BLUE COLOR BOOST. ALTERNATING THROUGH REST OF THE HAIR: 9B & 9V.

MAXIMIZE VIBRANCY

ColorLush's **low pH formula**, combined with its exclusive **Omega-9 Oil Delivery Complex**, work synergistically to infuse hair with plush color and nourishment, taking high-shine, multi-dimensional color to an entirely new level.

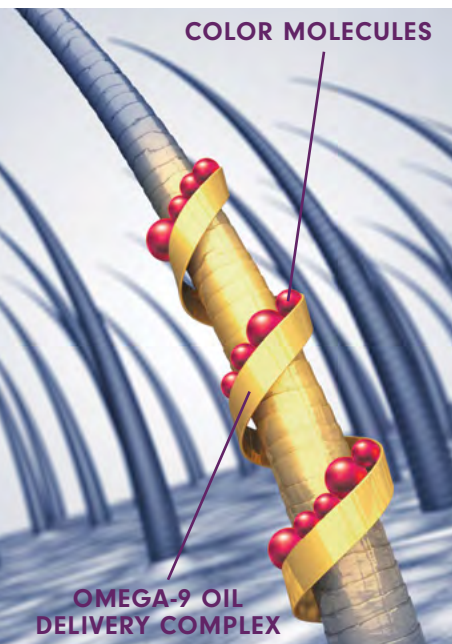
ColorLush is a **true, no-lift, demi-color** that provides greater vibrancy and color depth than any other demi-color, while still being beautifully translucent.

Like never before, stylists will be able to unleash their inner artist and easily formulate and conceive mind-blowing color combinations with ColorLush's array of vibrant colors and **5 Color Boosts** that enhance, increase and allow hair artists to have complete and total creative control.

“27 incredible Demi Gloss shades create infinite color possibilities limited only by one's imagination.”

OMEGA-9 OIL DELIVERY COMPLEX

COLORLUSH DELIVERS RICH, LUSCIOUS COLOR THROUGH NEW NURTURING TECHNOLOGY



Ammonia and MEA, are typically used to open the cuticle to allow hair color to penetrate into the hair fiber. However, ammonia is well-recognized as a possible irritant that can be caustic to the hair and scalp and produces an unpleasant odor while processing. MEA, while gentler than ammonia and without the issue of an unpleasant odor, adheres to the hair and if not sufficiently removed after the color service, may continue to degrade the hair.

ColorLush delivers color through new nurturing technology found in its proprietary **Omega-9 Oil Delivery Complex** that gently opens the cuticle without the stress to the hair or the odor associated with ammonia or the residual effects of MEA. As the Omega-9 Oil Delivery Complex embeds color, it simultaneously infuses the hair with nourishing Omega-9 (found in Avocado, Grapeseed and Olive Oils).

OMEGA-9 OIL DELIVERY COMPLEX



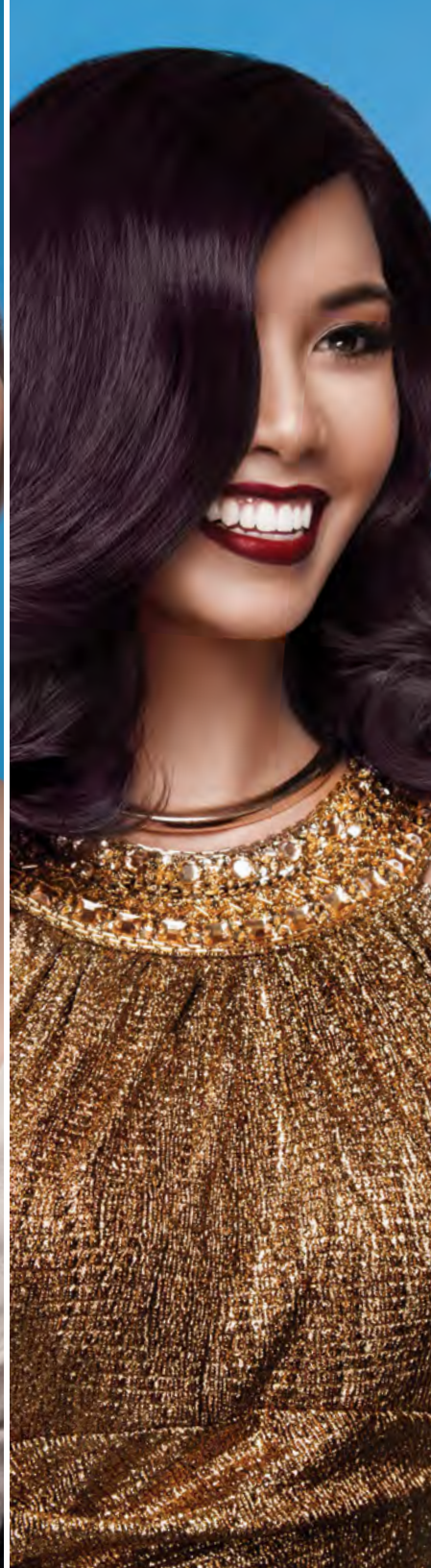
WHERE COLOR VERSATILITY & *artistry* MEET

The new technology and superior ingredients utilized in ColorLush gives the stylist and the client receiving the color an edge over other demis. **ColorLush embeds pure color pigment** for more color vibrancy that actually enhances the hair it is applied to. Translucency meets color for a kaleidoscopic effect that showcases the prismatic qualities of ColorLush in combination with the color of the hair it is applied to. To complete the revolution in Color Artistry, ColorLush offers ColorLush's **Color Boosts** to give stylists total artistic freedom. Mix and concoct color palettes, **create and conceive hair colors like you've never seen before.**



ColorLush Demi Gloss + ColorLush Color Boost





COLORLUSH AMMONIA/MEA-FREE

				
SILVER	BLUE	VIOLET	ASH	NATURAL BEIGE
				
				
				
				
				
				
				
				

DEMI GLOSS COLOR PORTFOLIO

NATURAL	GOLD	COPPER	RED	COLOR BOOST
10N TOASTED COCONUT				CLEAR
	9G FRAPPE AU LAIT			GOLD COLOR BOOST
8N DOUBLE LATTE				COPPER COLOR BOOST
		7C LUCKY PENNY		RED COLOR BOOST
6N ENGLISH TOFFEE	6G GOLDEN GODDESS		6RC FIERY BRUNETTE	RED COLOR BOOST
			5R RED VELVET	BLUE COLOR BOOST
3N MOCHA CAPPUCCINO			3R REBEL RED	

MIXING & PROCESSING

MIXING RATIO	1 PART DEMI GLOSS : 1 PART ACTIVATOR
LEVELS OF LIFT	NONE
PROCESSING TIME	20 MINS. 
USAGE	Refreshing, Glossing, Neutralizing, Enhancing, Correcting and Gray Blending

MIXING RATIO 1 : 1

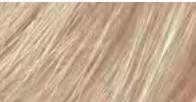


REMOVING COLORLUSH

ColorLush colors are comprised of both oxidative and direct dyes to deliver perfect, on-level depth and brilliant, dimensional tone. In most cases, **Artificial Hair Color Extractor** will extract ColorLush shades from the hair. However, in some cases due to the direct dye content, there may be slight remnants of tone left in the hair which should simply be treated like an underlying pigment. Chose to either color over or remove with use of a mild lightener formula.



CREATIVE COLOR FORMULAS



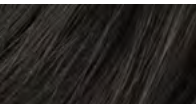
The Perfect Beige

30g 9G + 20g 9V



Lavender Ice

Equal parts 9S + 9V



Wicked

Equal parts 5B + 7S + 10N



Perfectly Beige

Equal parts 9V + 9B



Mossy Meadows

20g 8N + 10g 7A



Last Call

10g 3R + 20g 9V



Velvet Noir

Equal parts 5V + 9B



COLORS USED ON MODEL - BASE: 6RC. MID-LENGTH-TO-ENDS: 7C + 1 DOSE COPPER COLOR BOOST.

CREATIVITY BY THE *drop*

COLORLUSH INCLUDES 4 COLOR BOOSTS AND A CLEAR FOR COMPLETELY CUSTOMIZABLE COLORING.

Take your shade and color formulas to the next level by adding your desired Color Boost. For a boost of tonality, the suggested dosage is 1 full dose of the dropper per 2 oz. of color chosen. Example: 1 full dose per bottle of color (2 oz.) or ½ a dose per half bottle of color (1 oz.). No extra ColorLush Activator is required. The more Color Boost you add, the more incremental the deepening in level and tonality.



RED COLOR BOOST

- Enhance Coppers and Reds to create fiery tones
- Neutralizes overly green tones
- Creates purple tones when added to the Blue family



COPPER COLOR BOOST

- Intensifies Copper and Red shades
- Spices neutral shades up



BLUE COLOR BOOST

- Enhances Blue family
- Neutralizes deep brassy or orange tones
- Cools the Red shades



GOLD COLOR BOOST

- Elevates Gold shades
- Mix with cooler tones for blended tonality
- Creates ashier tones when added to the Blue family



COLORLUSH CLEAR

ColorLush Clear can be added to any of the ColorLush shades to dilute and lighten any color formula, for a variety of color applications from color corrections, to gentle toning. Clear can be used on its own to balance the hair and/or to provide a demi-permanent shine treatment.

The more ColorLush Clear you add to the ColorLush formula, the lighter the level of deposit and the more translucent the tone.



CREATIVE COLOR BOOST *formulas*



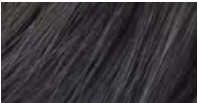
Sunny Blonde

30g 9G + 10 drops
Copper Color Boost



Dark Lavender

20g 9S + 20g 9V + 10 drops
Blue Color Boost



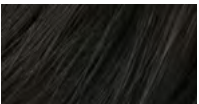
Dark Skies

30g 7S + ½ dose
Blue Color Boost



Redheaded Brunette

30g 6G + ½ dose
Red Color Boost



Gray Sweater

15g 5B + 15g Clear +
6 drops Blue Color Boost



Dusty Rose

7S + 2 drops Gold Color
Boost + 2 drops Red
Color Boost



Goldie Locks

10g 10N + 10g 9G + 5 drops
Copper Color Boost



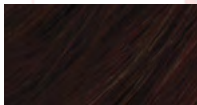
Morning Storm

15g 8N + ½ dose Blue
Color Boost + ½ dose
Gold Color Boost



Berry Dark Red

14g 5R + 20g 9V + 10 drops
Blue Color Boost



Hello Merlot

Equal parts 5R + 5V
+ 6 drops Blue Color Boost
+ 6 drops Red Color Boost

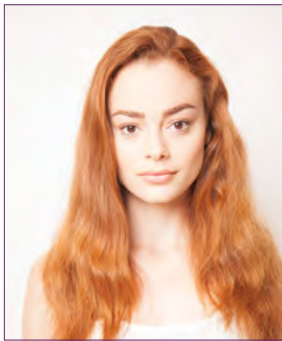
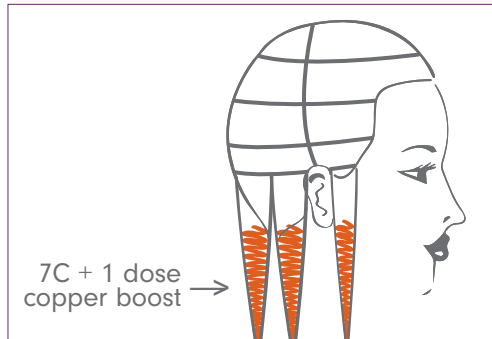
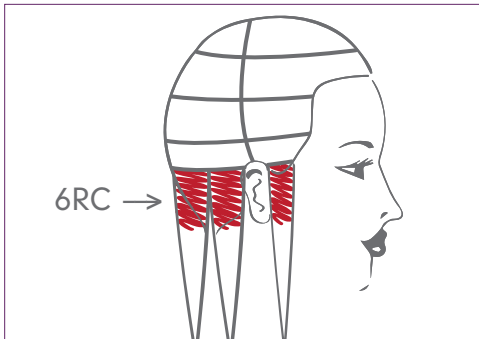


COLOR USED ON MODEL: 3V BLACK CHERRY.

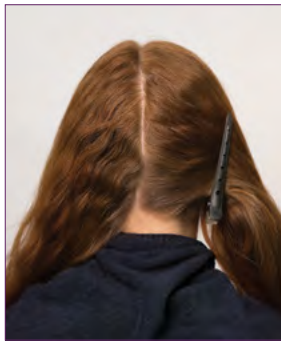


COLORS USED ON MODEL - BASE: 6RC. MID-LENGTH-TO-ENDS: 7C + 1 DOSE COPPER COLOR BOOST.

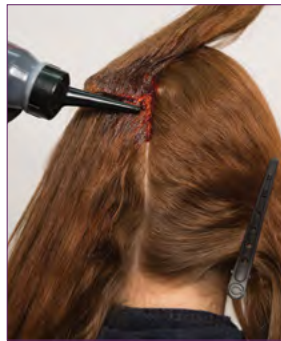
COLORLUSH TECHNIQUE - RAD RED



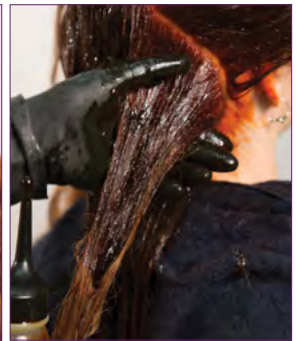
Before



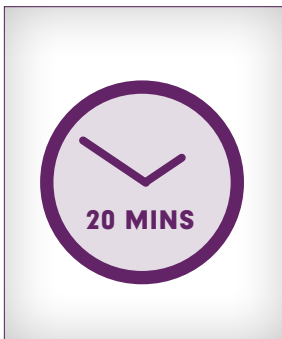
1. Part the hair into quadrants.



2. Apply 6RC to first 1-2" of the hair at the scalp.



3. Apply 7C + 1 dose of Copper Color Boost to the rest of the hair (mid-shaft and ends), blending the two colors where they meet.



4. Process for 20 minutes at room temperature.



5. Shampoo and condition with any PRAVANA NEVO Shampoo and Conditioner. Style as desired.



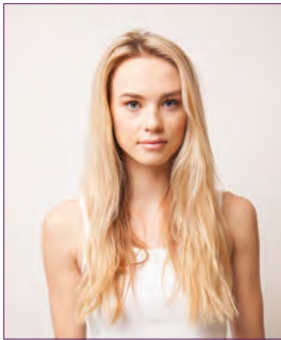
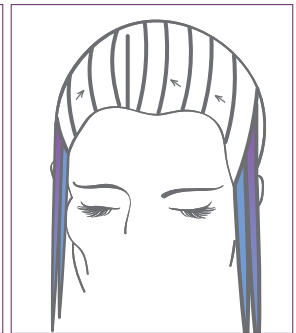
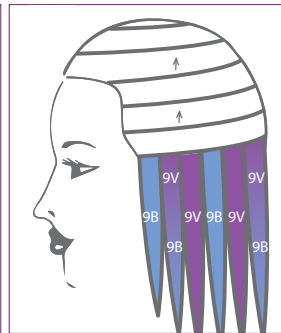
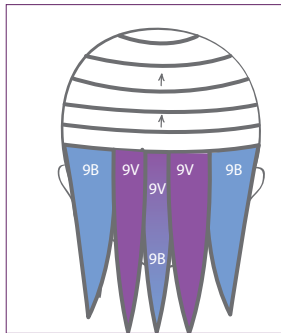
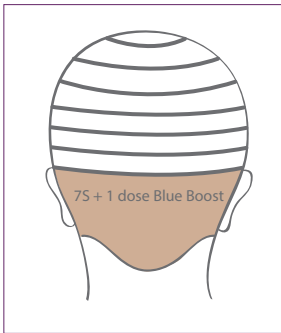
6. Send your Rad Redhead home with either Brilliant Copper or Radiant Red NEVO Color Enhancer to upkeep her new Fiery Red shade.



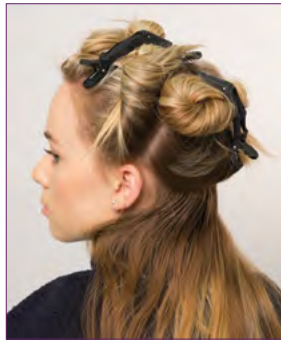


COLORS USED ON MODEL - NAPE: 7S + 1 DOSE BLUE COLOR BOOST. ALTERNATING THROUGH REST OF THE HAIR: 9B & 9V.

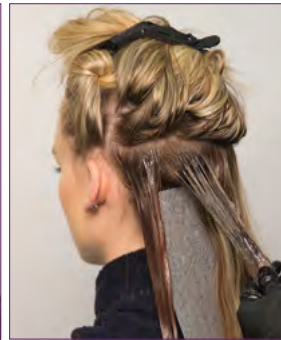
COLORLUSH TECHNIQUE - PEARL SWIRL



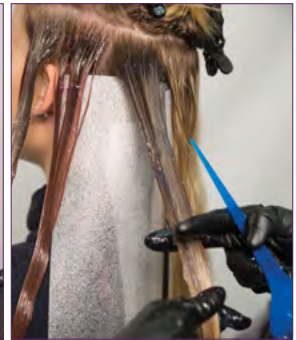
Before



1. Part the hair into quadrants.



2. Starting at the nape and working up to the occipital, where the hair is darkest, apply 7S + 1 dose Blue Color Boost from regrowth to ends.



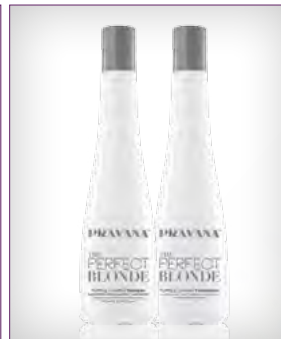
3. From the occipital-up, work around the head in a horseshoe pattern. Apply 9B and 9V separately to alternating strands around the perimeter of the head through the mid-shaft and ends.



4. Continue working up the head, alternating colors up the head to the natural parting.



5. Process for 20 minutes at room temperature. Shampoo and condition with any PRAVANA NEVO Shampoo and Conditioner. Style as desired.



6. Send your pearly girl home with THE PERFECT BLONDE Purple Toning Regimen to maintain her icy lavender shades.



PRAVANA COLOR PORTFOLIO

WHEN TO USE CHROMASILK

- For 100% gray coverage
- Results desired are lighter than natural hair color
- Client desires permanent results
- When a thicker color formula is preferred

WHEN TO USE EITHER CHROMASILK OR COLORLUSH:

- Demi-permanent results are desired
- Toning & low-lighting services
- Color deposit without lift is desired



WHEN TO USE COLORLUSH:

- Ammonia-free and MEA-free hair color is desired
- Quick & simple color-refreshing over faded ends
- When the integrity of the hair is compromised
 - Tinting hair vback to natural
 - Coloring between foils
- Client is sensitive to ammonia-based color
- When quicker application & processing is desired

