

biokera  
natura



# COLOR



## CUTTING-EDGE HAIR COLOR

- INTENSE, SHINY AND LONG-LASTING COLOR
- TOTAL GRAY COVERAGE
- WITH 6 CERTIFIED ORGANIC PLANT OILS
- MAXIMUM HAIR TREATMENT AND CARE



PARABEN FREE



PPD FREE



RESORCINOL FREE



100% COVERAGE

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## Biokera Natura Color

Is an oxidation hair color formulated with certified **organic plant oils** that help to protect the hair structure, as well as obtain the perfect results and total gray coverage.

### Intense, shiny and long-lasting colors.

This new hair color forms part of the most natural Salerm Cosmetics range, which is why it's free from parabens, silicones, PPD, resorcinol and contains certified organic plant oils.

### Biokera Natura Color. Volatile Ammonia as alkaline agent

Oxidation dyes need an alkali to lift the cuticle and penetrate the hair. The two main options are ammonia or MEA.

#### The benefits of volatile ammonia:

Keeps the cuticle open less time than hair color that uses MEA, causing less damage.

Requires a lower percentage to achieve the same lift.

It evaporates during color development in contrast to MEA which increases proportionally as water evaporates from the mixture.

It doesn't require as thorough washing and rinsing as products containing MEA

Biokera Natura Color is formulated with certified organic plant oils which guarantees that the ingredients are transformed through processes that are kind to the environment without endangering their beneficial properties.

**Sweet almond oil:** Extremely nourishing for hair.

**Argan oil:** Adds shine and illuminates.

**Macadamia oil:** Is an excellent vehicle allowing the colorant to reach the hair's inner structures.

**Wheat germ oil:** Provides comfort during color application.

**Raspberry oil:** Prolongs color duration and protects from UV rays.

**Castor oil:** Tones, hydrates and reduces frizz.

## Biokera Natura Color:

The **Biokera Natura Colors** are intense, long-lasting, shiny and with excellent gray coverage.

Most of the **Biokera Natura Colors** with reflects have enough covering power. If you wish, to accentuate the coverage of these tones then, as a rule, it is enough to add ¼ base of a color that is one to two shades darker. This will give the color greater density.

There are some shades with tonal reflects, such as the case of red (8,6) that instead of mixing with a darker base, although this may be done, adding pigment that has an affinity to this color is recommendable to create a color shade with improved coverage that won't reduce the desired tonal reflect.

For example: ¾ N° 8.6 + ¼ N° 5.5

## Practical tips for using Biokera Natura Color

### NATURAL COLORS

#### Base tones up to level 8 Light Blonde will give you perfect coverage

They can be prepared with 20 or 30 volume developer to produce a cold tone. 30 volume developer is advisable when there is stubborn gray for brightest results.

#### Creating a Light Blonde level 8 with a harmonious warm hue

Prepare 1.6 oz of n° 8 + 0,53 oz of n° 7.73.

#### Creating a level 9 sandy toned Extra-Light Blonde

Prepare 1.6 oz of n° 9 + 0.53 oz of n° 8.77 with 30 volumes for maximum brightness.

For a lighter effect: 2.12 oz of n° 9 + 0.35 oz of n° 7.73 with 30 volumes for maximum brightness

#### Creating a level 9 Extra Light Blonde with cold hue and excellent coverage

Prepare 1.4 oz of n° 9 + 0.7 oz of n° 8 with 20 or 30 volume developer.

### GOLDEN

#### Boost gray coverage of Golden Blonde shade 7.3

Add ¼ base color, either 7 or 6.

### BEIGE

#### Boost gray coverage of Beige Blonde shade 7.31

Add ¼ base color. Example ¾ n° 7.31 + ¼ n° 6

### PEARL

#### Special mixes with Pearly Platinum Blonde 10.12 to create Extra-Light Blonde with excellent coverage.

#### 10.12 is an ideal color for neutralizing golden hues

**For a beige reflect:** Prepare 1.6 oz of n° 10.12 + 0.53 oz of n° 7.31 with 20 volume dev.

**For a cold reflect:** Prepare 1.6 oz of n° 10.12 + 0.53 oz of n° 7.31 + 0.18 oz of n° 7 with 20 volume dev.

**For an extra-bright cold reflect:** Prepare 1.6 oz of 10.12 + 0.53 oz of 7.31 + 0.18 oz of n° 7 with 30 volume dev.

**For a golden reflect:** Prepare 1.6 oz of n° 10.12 + 0.53 oz n°7.73

## ASH

### The range of ASH shades neutralize orange golden reflects

This range has excellent coverage. But if you wish you can mix with a base by adding  $\frac{1}{4}$  of a color that is 1 to 2 shades darker.

**To neutralize intense golden hues:** Se mezcla 65 gramos de n°9 + 5 o 10 gramos de 9.1. dependiendo de la intensidad del dorado.

**\*\*INTENSE ASH shades 5.11 and 7.11 neutralize reddish copper tones.**

## GOLDEN BROWNS

### Golden Brown Blonde 7.73

It's advisable to mix with  $\frac{1}{4}$  base shade for maximum coverage. For example,  $\frac{3}{4}$  7.73 +  $\frac{1}{4}$  n° 6

For a lighter result use 30 volume developer

### Golden Brown Light Blonde level 8.5 with excellent coverage

Prepare 1.06 oz of 7.73 + 0.53 oz of 8 + 0.53 oz of 10.12

## INTENSE BROWNS

For greater coverage density, these can be mixed with  $\frac{1}{4}$  base color, one to two shades darker. They can also be mixed with ash shades to create a cold brown. E.g.  $\frac{3}{4}$  8.77 +  $\frac{1}{4}$  6.1

To create a **Pearly Brown Light Blonde** mix  $\frac{3}{4}$  8.77 +  $\frac{1}{4}$  10.12

To create a **Copper Brown mix**  $\frac{3}{4}$  8.77 with  $\frac{1}{4}$  8.44

For hair with a high percentage of gray  $\frac{1}{4}$  of n°6 and 20/30 volume developer can be added depending on the color level you wish to achieve.

## COLD BROWNS

### 7.722 Cold brown used as a neutralizer

**For golden reflects:** Has a pearly brown hue ideal for neutralizing golden reflects..

**For orange reflects:** Can be mixed with ash, when it's necessary to neutralize orange hues, to create a neutral effect (6.1, 7.1, 8.1, 9.1)

**For red reflects:** Mix with 7.11 in equal parts to create a balanced brown that neutralizes red hues. For perfect gray coverage without adding a base shade.

## FASHION COLORS

### Nordic blonde 9.112 has a pearly ash hue that neutralizes golden reflects.

To boost coverage, add  $\frac{1}{4}$  of base color N°8

To neutralize orange reflects add  $\frac{1}{4}$  of 8.1.

## SPECIAL MIXES

### Sandy Brown Blonde

A Sandy Brown Blonde can be created by mixing  $\frac{3}{4}$  9.112 +  $\frac{1}{4}$  7.73 to achieve a warm tone.

For a more neutral Sandy Brown Blonde mix  $\frac{3}{4}$  9.112 +  $\frac{1}{4}$  7.31

### Coppery gold

For a Coppery Gold mix  $\frac{3}{4}$  7.3 +  $\frac{1}{4}$  8.44. If greater density is required mix in  $\frac{1}{4}$  base color n°6. And for a lighter effect use 30 volume developer.

### Silver FC12

This color is ideal for neutralizing golden hues. For silver results, the hair should be level 10 with prior bleaching as necessary.

First apply 9,112 to neutralize lightening brassiness. Then pre-pigment the hair with FC12 and leave on for 15 minutes. The apply FC12 with 10 volume developer in a 1+1 ratio. Leave on for 30 minutes.

10,1 Ash Platinum Blonde neutralizes orange golden hues in combination with FC12 for excellent platinum results. It can be mixed in a ratio of 3 parts 10,1 + 1 part FC12.

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