

hair TONER

Toners are the perfect way to give your hair a new shade, refresh your color between dye jobs, or simply... have fun with your look!





The gentle formula not only adds color but also cares for your hair – leaving it soft, shiny, and full of life. The result? A natural, freshlooking shade that lasts up to 8 washes.

Psst! Before applying the toner, don't forget to chelate!

Use the Pure&Ready shampoo for this – it removes buildup and impurities caused by hard water.





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Good to know

- Gel toners work best on hair that has been lightened or colored
- You can also see results on natural hair, especially if it's medium or high porosity
- Toners are great for enhancing or refreshing your color – not for a full color change
- They help even out the tone of your hair (for example, if a client comes back from vacation with faded color or sun-lightened ends, a toner is the perfect fix)

Note: Toners do not cover grey hair





Shade selection

FOR BLONDES FOR BRUNETTES



COOLING DOWN THE COLOR AND REMOVING YELLOW TONES

PEARL ASH



SOFT COLOR DARKENING
WITH A COOL FINISH
COOL BEIGE



ADDING WARM, GOLDEN-COPPER REFLECTIONS CARAMEL BROWN

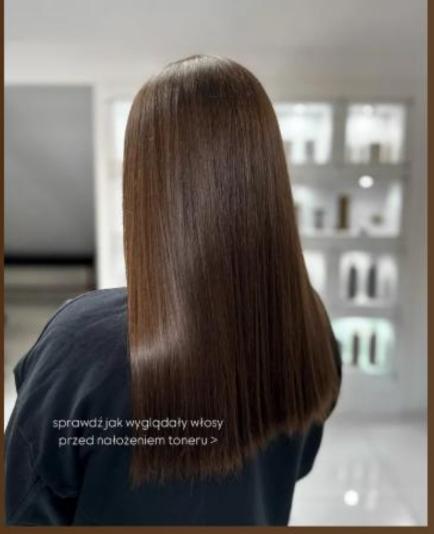


COOLER TONE WITH DEEPER COLOR DEPTH CHOCOLATE BROWN

DARK CHOCOLATE – Effect on natural hair







DARK CHOCOLATE – Effect on colored hair





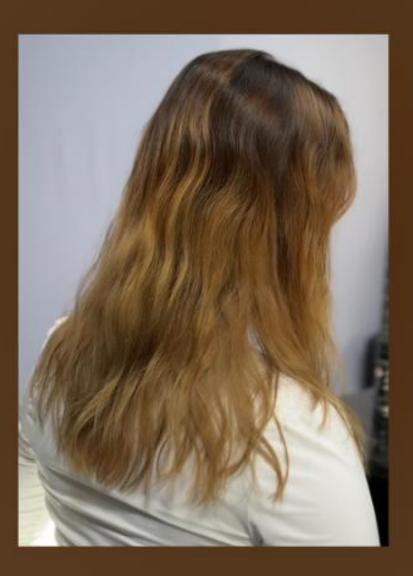




CARAMEL LATTE – Effect on colored hair









CARAMEL LATTE – Effect on colored hair









COLD FRAPPE – Lightened hair







Tones

- Cold Frappe (lighter) and Mocca Mousse (darker) are designed for blonde hair to neutralize yellow tones and achieve a cooler finish.
- Caramel Latte is perfect for dark blonde and brown hair when you want to add warmth with a caramel tone. It also works well on red shades enhancing soft tones or reducing intensity in overly bright, neon reds.
- Dark Chocolate is dedicated to brown hair, bringing out a rich, deep chocolate-brown shade. It does not add any red tones.





Application time

Recommended processing time: 5 - 15 minutes.



However:

- For low-porosity, natural, or healthy hair, you can extend the time up to 30 minutes for a more visible effect.
- For lightened, damaged, or very damaged hair, the color will take almost instantly. In this case, adjust the timing depending on the desired result.

How long does the toner last?

On average, the toner lasts up to 8 washes.

However:

- If the hair isn't properly prepared with a cleansing or chelating shampoo, the color may not absorb well and will fade faster.
- On high or medium porosity, damaged, or lightened hair, the toner may last longer than 8 washes due to the more open cuticle layer, which holds the pigment more effectively.

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HOW TO USE?

- Before applying the toner, wash your hair thoroughly with a chelating (clarifying) shampoo twice
- Put on gloves. Divide the hair into sections and apply the product along the entire length (we recommend brushing each strand to ensure even distribution of the toner)
- Leave the toner on the hair for 5–10 minutes. If your hair is natural (not bleached), we recommend extending the time to up to 30 minutes.
- Rinse the toner out with water only. For best results, we recommend sealing the hair cuticle with your favorite conditioner!



