



BRAND BOOK

XP FAMILY

XP
DON'T COM**PROMISE**

DISCOVER XP



Discover the XP Family. All your colouring needs in one collection: high-quality, reliable and stable formulas. XP always offers the best price to quality ratio. Guaranteed value for money, with '**no compromise**'. XP is the favourite of every cost conscious hairdresser who loves perfect results.



XP100 LIGHT RADIANCE

A compact range of mildly oxidising Demi-Permanent shades. Low commitment colour infused with Keratin for use in multiple techniques.



XP 100 INTENSE RADIANCE

Permanent hair colouring cream with 100% covering power, high level direct acting pigments ensure long lasting healthy colours.



XP200 NATURAL FLAIR

Gentle ultra-cosmetic permanent hair colouring cream featuring plant extracts to respect the hair creating natural translucent results.

A close-up photograph of dark, wavy hair with a subtle reddish-brown tint. The hair is styled in loose waves and is set against a plain white background. A white rectangular text box is positioned on the right side of the image, containing the title and a list of topics.

THE BASICS

- COLOUR CONSULTATION
- HAIR CHARACTERISTICS
- COLOUR THEORY

COLOUR CONSULTATION

TO DETERMINE WHICH SHADES ARE MOST COMPLEMENTARY YOU WILL NEED TO DO THE FOLLOWING:

- Define whether your client has a warm or a cool complexion
- Use the colour tone definer to determine:

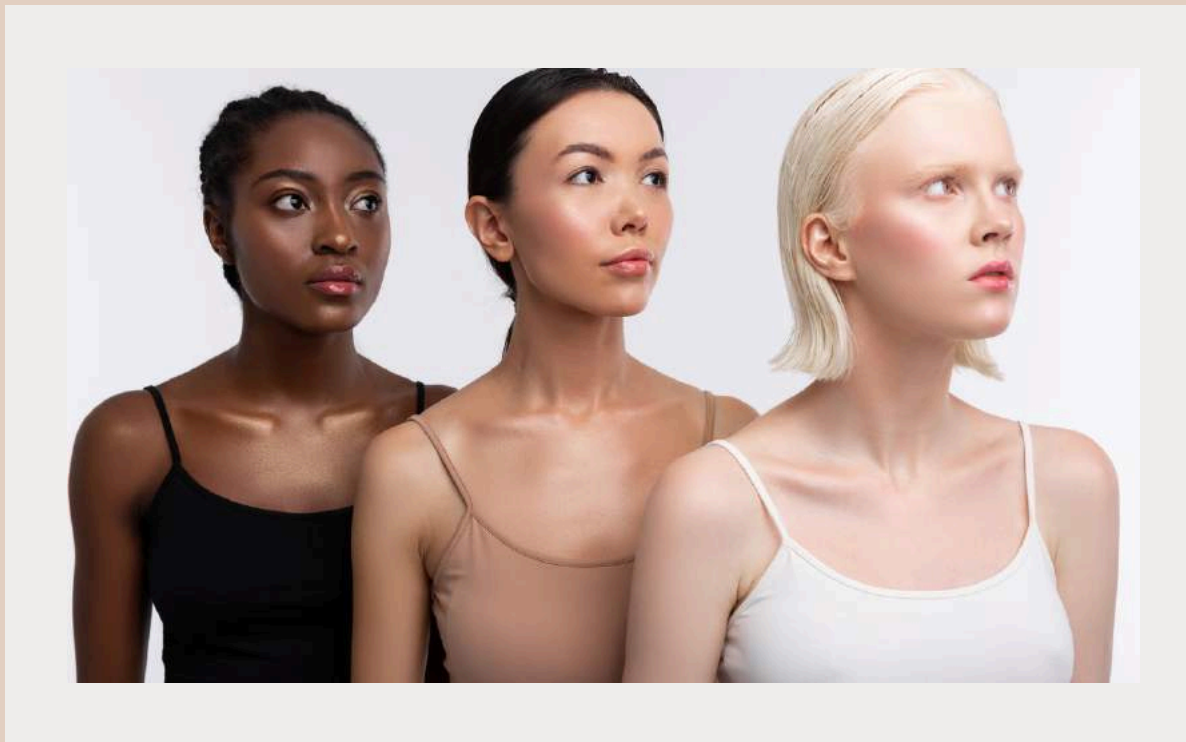
- ▶ Natural hair depth
- ▶ Eye colour
- ▶ Skin tone

LIGHT COOL	LIGHT COOL	LIGHT COOL	MEDIUM COOL	MEDIUM COOL	MEDIUM COOL	DARK COOL	DARK COOL	DARK COOL
------------	------------	------------	-------------	-------------	-------------	-----------	-----------	-----------



LIGHT WARM
LIGHT WARM
LIGHT WARM
MEDIUM WARM
MEDIUM WARM
MEDIUM WARM
DARK WARM
DARK WARM
DARK WARM





► **STEP 1: WARM OR COOL TONE?**

Using the tone definer, on the left of the page, place it underneath your clients chin. Determine whether your client has a warm or cool skin tone according to the tone definer. Which is the most flattering shade to your clients complexion?



► **STEP 2: LIGHT, MEDIUM OR DARK DEPTH?**

Now that you know whether your client has warm or cool tones let's determine if light, medium or dark would be the most flattering. Place each section (light, medium and dark) under the chin to determine the depth needed to give your client the perfect tone.



SHADE LEVELS & UNDERTONES

- ▶ Each brand has its own numbering system and colours.
With the XP Family, these numbers are the same but the shades may fall differently. We will explain this for each brand later.



SHADE LEVELS

10	Extra Light Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
1	Black

UNDERTONES

0	Natural
00	Intense natural
1	Ash
2	Violet
3	Gold
4	Copper
5	Mahogany
6	Red
7	Brown
8	Pearl



CHOOSING THE SHADE

6.46

Dark Blonde 6.__

The number before the decimal defines the shade level required



Copper __.4__

The first number after the decimal defines the primary tone required

Red __.__6

The second number after the decimal defines the secondary tone required

IDENTIFY THE BASE SHADE

USING THE SHADE CHART, SELECT THE SHADE WHICH IS CLOSEST TO THE CLIENTS NATURAL LEVEL.

- ▶ To determine the natural level of the hair, look closet to the scalp first to identify their natural colour, then check the middle lengths and ends as the level may vary along the length of hair.



UNDERLYING PIGMENT



► Underlying pigment refers to the undertones that are exposed anytime natural hair colour is lifted. Generally, this affects the outcome of a colour formulation when lifting by two or more levels and the volume of developer affects underlying pigment exposed in the lifting process.

Remember the final hair colour is a combination of the hair's underlying pigments and the artificial colour used.

DESIRED LEVEL	NATURAL UNDERLYING TONE	TO NEUTRALISE UNWANTED WARMTH
1	1 Dark red brown	Green
2	Red	Green
3	Red orange	Green
4	Orange	Blue
5	Orange gold	Blue
6	Gold orange	Blue
7	Deep yellow	Violet
8	Yellow	Violet
9	Pale yellow	Violet

PRECAUTIONS WHEN COLOURING



- ▶ Always administer a allergy alert test 48 hours prior to any colour service.
- ▶ Do not colour if the scalp has any abrasions present.
- ▶ Perform a strand test to preview the colour.
- ▶ Do not allow colour to come in contact with the eyes.
- ▶ Always wear gloves.
- ▶ Do not use very hot water.

- ▶ Clean behind the ear.
- ▶ Prepare colour mixture of the desired shade.
- ▶ Apply colour to the cleaned test area behind the ear.
- ▶ Leave for 48 hours.
- ▶ If no reaction proceed to colouring.
- ▶ If there is any reaction, redness or irritation rinse immediately and do not perform the colour service.

PRECAUTIONS WHEN COLOURING

Allergy Alert test



PRECAUTIONS WHEN COLOURING

Strand test



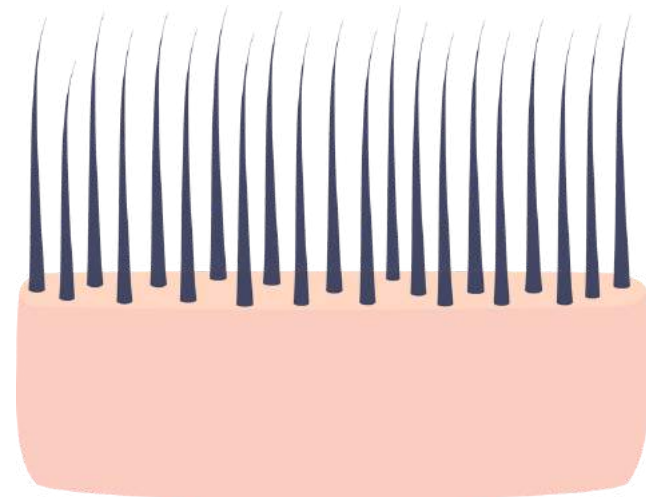
- ▶ This will determine your end colour result.
- ▶ Mix 5ml of desired shaded + 5ml peroxide apply to a section of hair and place in a foil wrap.
- ▶ Leave for the full processing time.
- ▶ Rinse and shampoo.
- ▶ The results will determine if any adjustments need to the preparation are necessary.

HAIR CHARACTERISTICS

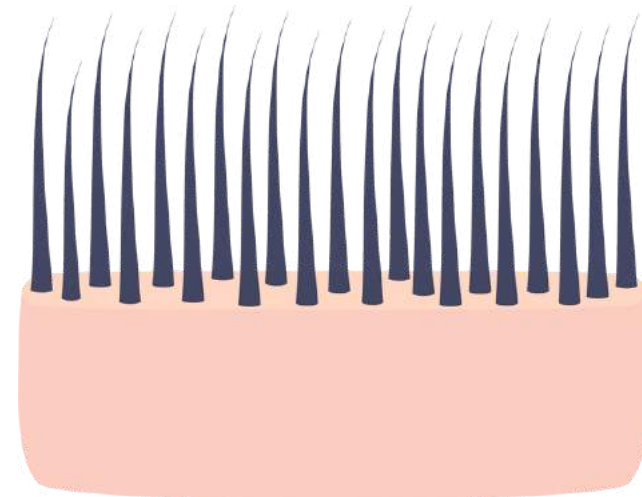
LOOKING AT THE HAIRS CHARACTERISTICS WILL HELP CREATE AN OVERALL BETTER COLOUR SERVICE FOR YOUR CLIENTS.



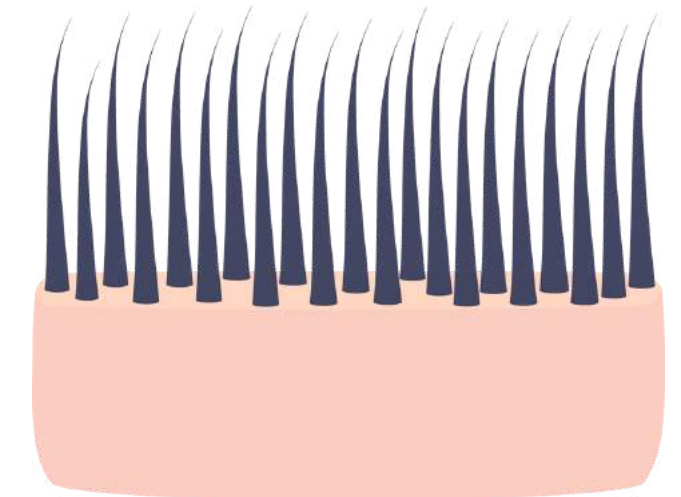
► **Texture:** The diameter of the individual hair strand



Extremely **Fine Hair** –
When colouring may
process darker
Fine Hair – Lacks body
and will lighten more
easily



Medium Hair – Healthy
texture with body reacts
positively to colouring



Coarse Hair – Resistant
with a glassy shine,
may give a lighter
result than expected

POROSITY:

THE HAIR'S ABILITY TO ABSORB WHICH WILL AFFECT HOW THE HAIR RESPONDS TO COLOURING.



Non-Porous Hair – The hair looks and feels glassy which will make it resistant to lightening and may require a longer processing time.



Normal Porosity Hair – Hair is smooth and shiny with an undamaged cuticle, it will have a good response to colouring.



Porous Hair – Hair has an open cuticle with a dull rough effect making the hair easy to lighten but will be inclined to fade quickly.



Adjusting formulas for hair porosity:

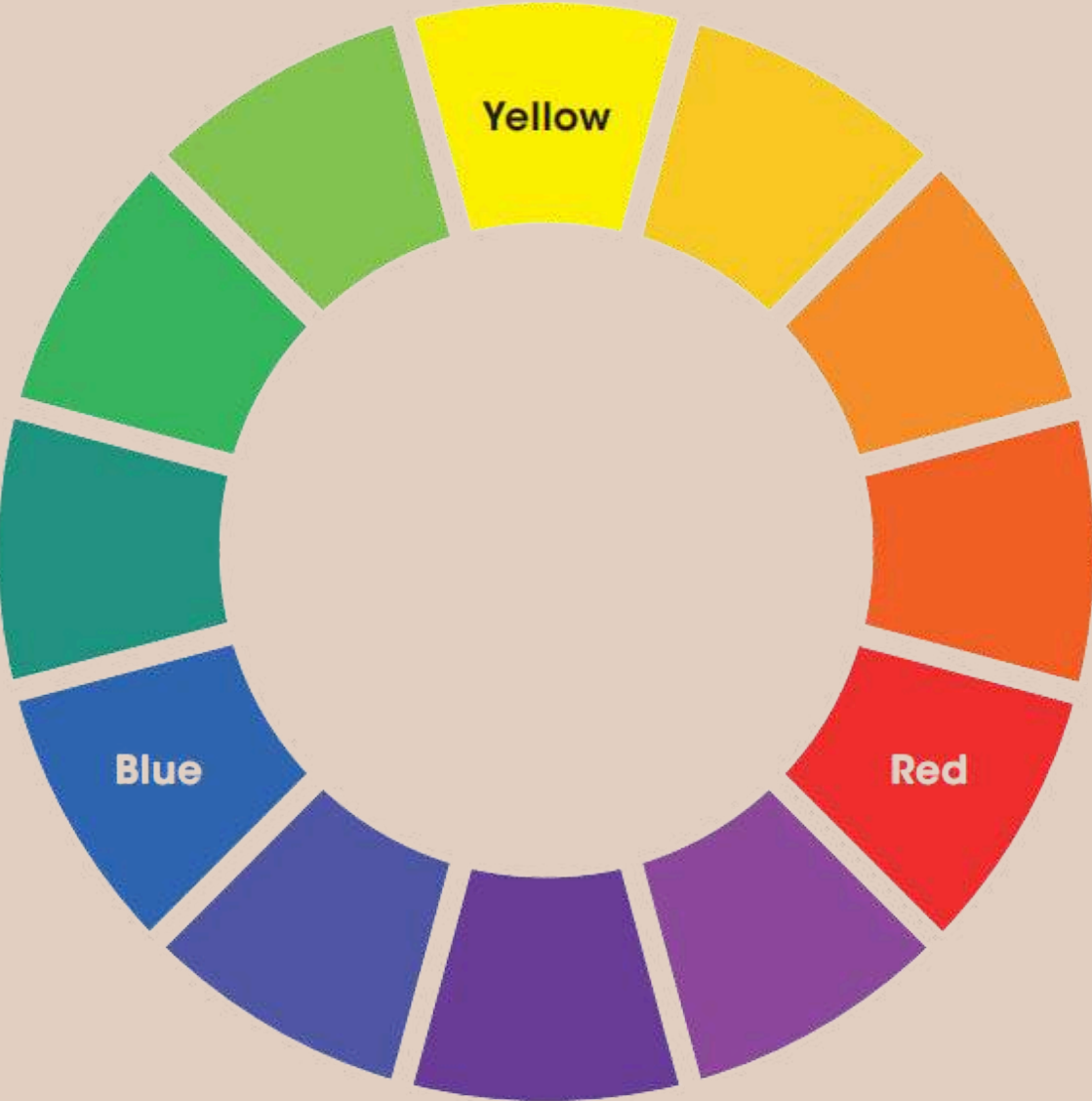
- Healthy Hair accepts warm tones and rejects cool tones – Add ash or natural shades to neutralise
- Porous Hair accepts cool tones and rejects warm tones – add red, orange or gold to neutralise

COLOUR THEORY



- ▶ **The cuticle** refers to the outside layer of the hair shaft. It is composed of transparent, overlapping and protective scale-like cells. The cuticle protects the inner structure of the hair. A healthy, flat cuticle layer promotes strength, shine and the overall appearance of the hair
- ▶ **The cortex** is the centre part of the hair and makes up the majority of the hair shaft. It gives the hair special qualities like elasticity and curl. The cortex is packed with strands of keratin, lying along the length of the hair. Oxidative pigments are developed or oxidized in the cortex with permanent and demi/semi permanent hair colour.
- ▶ Finally, the **medulla** is the canal-shaped innermost part of human hair. It has no known function and not all hair contains a medulla.

COLOUR THEORY - THE COLOUR WHEEL



Primary colours: Three colours which, when blended, make up all other colours; NB: An equal mix of all three primary colours will create a neutral tone.



Largest molecular size
First to leave the hair

Warm tone Second in
molecular size Colour
appears richer and
warmer

Warm tone Smallest
molecular size Colour
appears lighter and
brighter Hardest to
remove



Secondary colours: A mix of two primary colours



Complimentary colours: Colours that are found opposite each other on the colour wheel. If these colours are mixed together they neutralise each other.



“



XP100 INTENSE RADIANCE - PERMANENT

ITALIAN COLOURATION OFFERING AN INTENSE
BOLD, EVEN COLOUR WITH SOLID RESULTS.

“



XOP *Intense Radiance*

XP100 INTENSE RADIANCE

XP100 Intense Radiance Permanent hair colouring cream is formulated using the highest quality ingredients to ensure 100% covering power and long lasting intense shades.

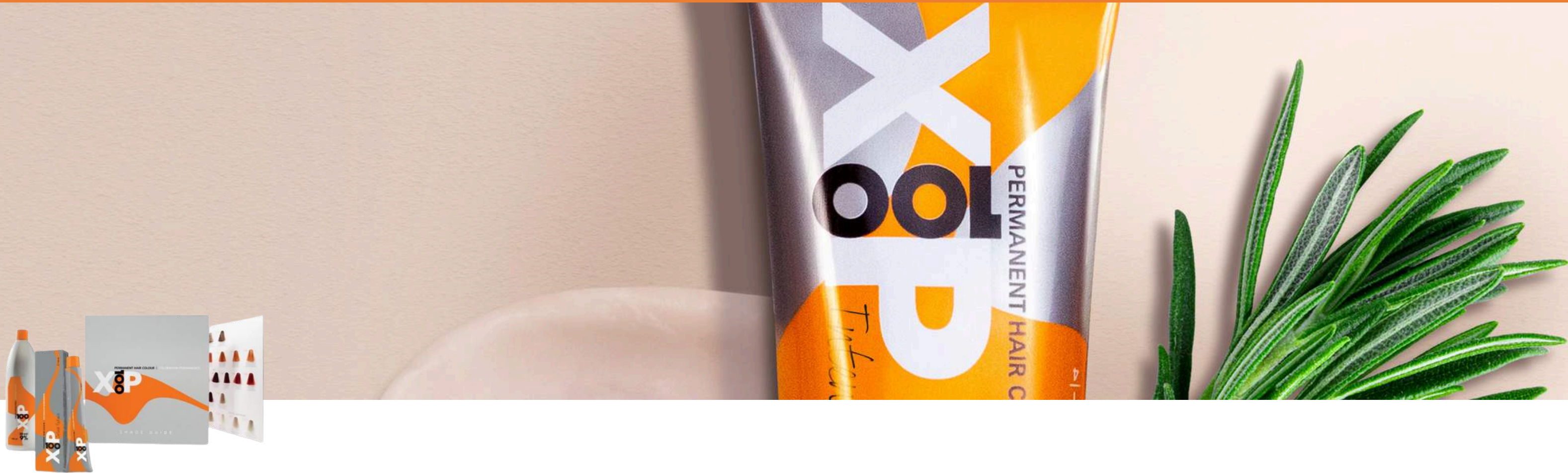
The range consists of over 70 natural and reflex shades including coppers, reds, golds, violets, chocolates and ash to ensure a fully comprehensive range for any hairdresser.

XP100 Intense Radiance is developed with your client in mind. The formulation has been developed and designed to care for hair throughout the colouring process. Infused with nine essential herbs including Eucalyptus, Artemisia, Mint, Nettle, Fennel, Lavender, Thyme, Rosemary and Helichrysum to condition and strengthen the hair.

Rosemary oil is key to the formulation, its antioxidant and stimulating properties result in unprecedented shine and condition. Whilst innovative high quality pigments ensure long lasting stable shades.



FEATURES AND BENEFITS



INNOVATIVE HIGH QUALITY PIGMENTS PROVIDE EXCELLENT COVERAGE

Developed using Mediterranean herbal extracts to preserve the hairs natural beauty health.



UP TO 100% GREY COVERAGE

Infused with nine essential herbs, one being Rosemary oil which helps create optimum coverage, shine and condition.



OVER 75 SHADES: 4 LIGHTENERS, 2 SUPER LIGHTENERS + 4 MIX TONES

Natural and intense bases contain a cool blue pigmentation allowing a clean colour result.

APPLICATION

& MIX RATIO AND TIMING



%/vol	Level of Lift	MIXING RATIO	Timing
3%/10vol	Deposit colour or to darken the hair	1:1	30-40 mins
6%/20vol	1 - 2 Level lift (Grey coverage)	1:1	30-40 mins
9%/30vol	2 - 3 Levels lift	1:1	30-40 mins
12%/40vol	3 - 4 Levels lift	1:1	30-40 mins
9%/30vol	11 series up to 3 – 4levels (on natural hair)	1:2	45 mins
12%/40vol	12 series 4 – 5 levels lift (on natural hair)	1:2	45 mins



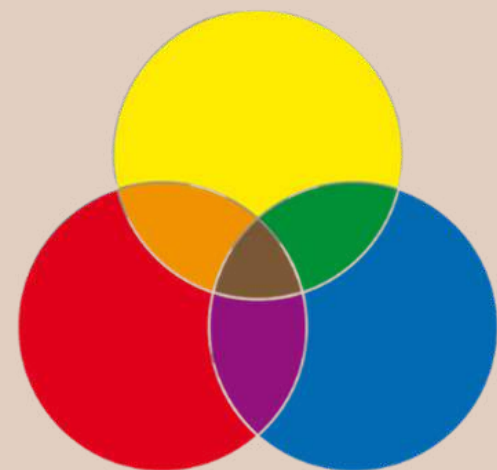
GREY COVERAGE



- ▶ All natural colours at different levels are variables of brown tone.

$$\text{50\%} + \text{25\%} + \text{25\%} = \text{100\%}$$

- ▶ White hair contains no pigment, so it needs all the primary colours to achieve a full end result!



- ▶ XP100 Permanent provides up to 100% grey coverage.
- ▶ Use 6% / 20Vol and above for better coverage on grey hair.

GREY COVERAGE

% Of Grey	% Natural	% Desired Shade
0 - 35%	0%	100%
35 – 70%	50%	50%
Example - Normal Hair	½ Natural 6.0	½ Desired shade 6.35
- Resistant Hair	½ Natural 6.00	½ Desired shade 6.35
70 – 100%	50%	50%
Example - Normal Hair	½ Natural 5.0	½ Desired shade 6.35
OR - Normal Hair	½ Natural 6.00	½ Desired shade 6.35
- Resistant Hair	½ Natural 5.00	½ Desired shade 6.35



LEVEL

SHADE

UNDERTONE

10	Extra Light Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
1	Black

High-lift options
Natural hair Level 6
and above

Level 5 and below
Bleaching
Preferred option



HIGH-LIFTS

XP100
11.00

XP100
11.0

XP100
11.1

XP100
11.02

XP100
12.1

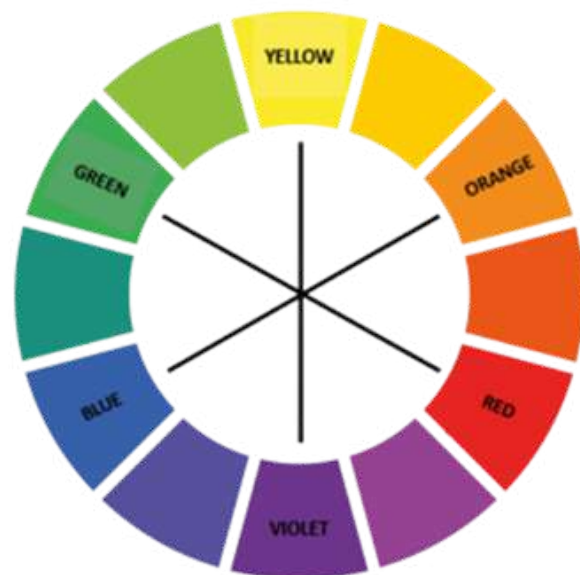
XP100
12.21

CHOOSING THE CORRECT HIGH-LIFT

Natural hair is a level 6 we want to lift 4 levels.

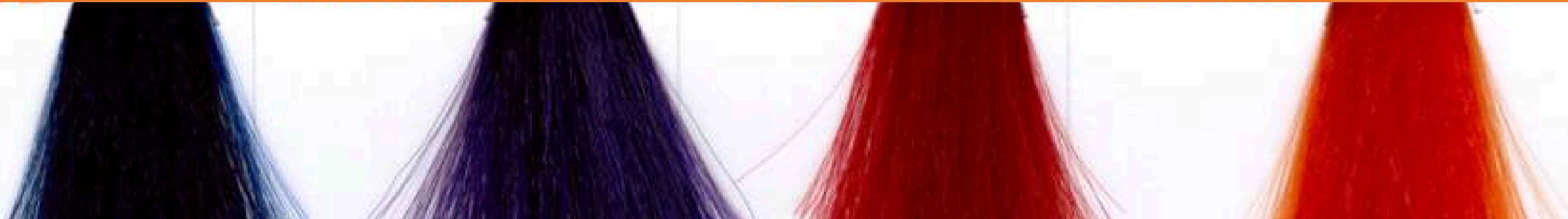
- ▶ We need 12% to lift 4 levels
- Level 6 Up 4 levels is a 10
- Level 10 has a yellow underlying pigment
- Violet eliminates yellow

When choosing your shade make sure the tone is violet.



LEVEL	SHADE	UNDERTONE
10	Extra Light Blonde	High-lift options Natural hair Level 6 and above
9	Very Light Blonde	
8	Light Blonde	
7	Medium Blonde	
6	Dark Blonde	
5	Light Brown	
4	Medium Brown	Level 5 and below Bleaching Preferred option
3	Dark Brown	
1	Black	

MIX TONES



▶ Colour Correction: Use your colour wheel to determine which tone is needed to neutralise the unwanted tone.

▶ Intensify Tones: Add 5 – 25% to your prepared mixture



▶ Pre-pigmenting: Add warm water to either red or copper and apply to the desired area, you can rinse out first or apply your colour directly over the pre-pigmented hair.

▶ Toning: Reduce yellow and orange tones by adding 2-5% to your mixture

▶ Create Metallic shades.

MIX TONES

Colour Correction, neutralise unwanted tones

- The amount of tone needed will depend on the tone you need to neutralise.
- Never exceed more than half of the shade you are applying.

Example 1:

Required shade is a flat brown but you have unwanted brassy (orange) tone.

Shade 5.1 $\frac{3}{4}$ + Blue Mix $\frac{1}{4}$ + Developer

Example 2:

Creating clean blondes that always leave unwanted yellow tones.

Shade 10.1 $\frac{3}{4}$ + Violet Mix $\frac{1}{4}$ + Developer

Unwanted Tone

Yellow

Orange

Green

Blue Green

Mix Tone

Violet

Blue

Red

Copper



MIX TONES

Intensify Tone



- The amount of tone needed will depend on the intensity you require.
- Never exceed mix quantity to more than shade you applying.
- Do not increase the developer when adding mix tone to intensify tone.

Example 1:

Required a intense bright copper shade

Shade 7.44 50ml + Developer 50ml add Copper Mix 50ml

Example 2:

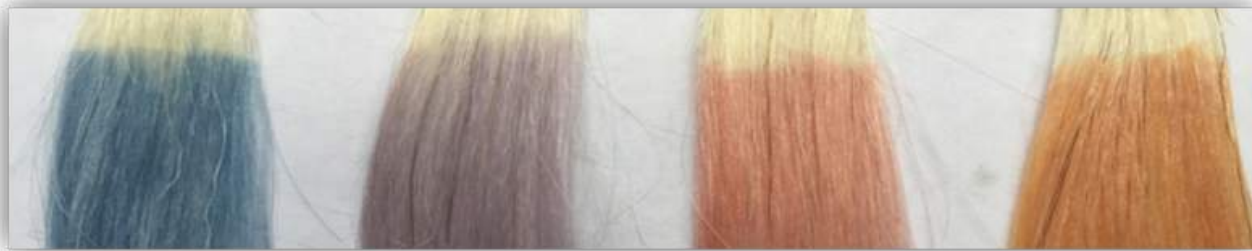
Required a intense red shade

Shade 6.66 50ml + Developer 50ml add Red Mix 25ml

CREATE METALLIC'S



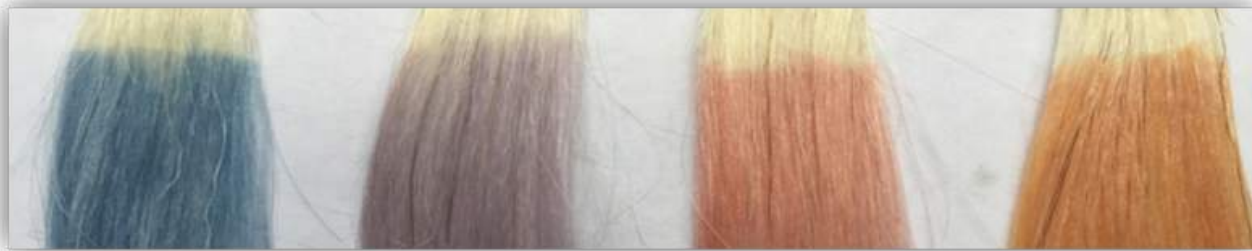
- ▶ Apply to pre-lightened hair
- ▶ Use 10.0 as your main shade (95% of your mixture)
- ▶ Add 5% of your desired Mix tone to create your Metallic shade
- ▶ Mix with 3% Developer
- ▶ Mix ratio 1:1 – Time 5 – 15 minutes



CREATE METALLIC'S



- ▶ Apply to pre-lightened hair
- ▶ Use 10.0 as your main shade (95% of your mixture)
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- ▶ Mix ratio 1:1 – Time 5 – 15 minutes





XP200 NATURAL FAIR – PERMANENT

FRENCH TYPE COLOURATION NATURAL, SOFT,
MULTI-TONAL COLOUR WITH TRANSLUCENT
RESULTS

“



X200P *Natural Flair*

XP200 NATURAL FLAIR



The XP200 Permanent colour range includes over 60 natural and reflex shades; including coppers, ashes, reds and golds all containing micro colour pigments for better penetration and longer lasting colour.

The Super Lightener series is enriched with Vitamin C for optimal conditioning. Pastel series create those soft lustrous tones.

XP200 is famous for its gentle ultra-cosmetic formula created using natural plant extract from palm seed and coconut to protect against damage and guarantee shade stability whilst creating the most natural, translucent colour effects



FEATURES AND BENEFITS



MICRO COLOUR PIGMENT FOR BETTER PENETRATION AND LONGER LASTING COLOUR RESULTS.

Gentle formula with plant extract and vitamin C for optimal condition.



ULTRA COSMETIC FORMULA GIVING OPTIMAL RESPECT TO THE HAIR.

Fatty acids of coconut: protect the hair cuticle surface during the hair colouring process.
Up to 100% grey coverage.



OVER 67 SHADES: 3 SUPER LIGHTENERS, 3 PASTEL TONERS.

Sequestering agents inhibit various particles left on the hair from daily pollution, preventing breakage during colouring processes.

APPLICATION

& MIX RATIO AND TIMING

%/vol	Level of Lift	MIXING RATIO	Timing
3%/10vol	Deposit colour or to darken the hair	1:1	30-40 mins
3%/10vol	Pastel Toning:- <ul style="list-style-type: none">• P01 Eliminate orangey yellow tones ash blonde effect• P02 Eliminate pale yellow tones champagne blonde effect	1:1	3 - 15 mins
6%/20vol	1 - 2 Level lift (Grey coverage)	1:1	30-40 mins
9%/30vol	2 - 3 Levels lift	1:1	30-40 mins
12%/40vol	3 - 4 Levels lift	1:1	30-40 mins
12%/40vol	SE High-lift series 4 – 5 levels lift (on natural hair)SE0 - SE1 – SE2	1:3	45 mins



- ▶ XP200 Permanent provides up to 100% grey coverage
- ▶ Use 6% / 20Vol and above for better coverage on grey hair.

GREY COVERAGE

% Of Grey	% Natural	% Desired Shade
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OR - Normal Hair	½ Natural 6.00	½ Desired shade 6.35
- Resistant Hair	½ Natural 5.00	½ Desired shade 6.35



LEVEL

SHADE

UNDERTONE

10	Extra Light Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
1	Black

High-lift options
Natural hair Level 6
and above

Level 5 and below
Bleaching
Preferred option

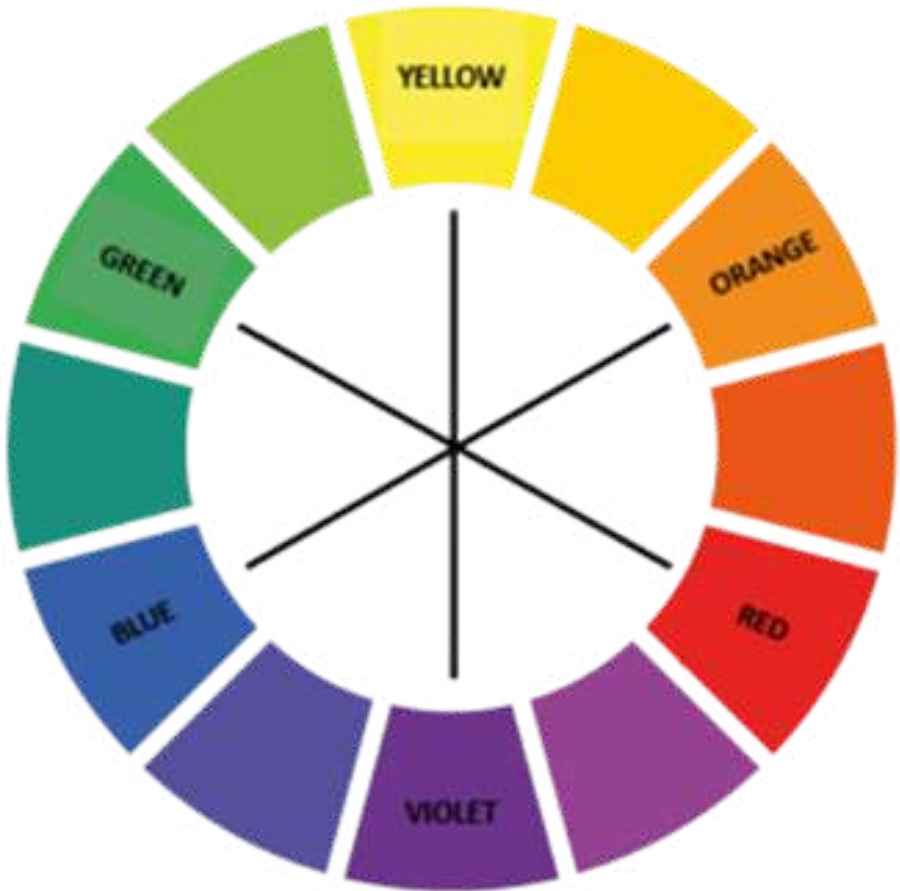


HIGH-LIFTS



CHOOSING THE CORRECT TONER

► Always use your colour wheel to ensure you use the correct toner to eliminate unwanted tones left in the hair after bleaching.



LEVEL	SHADE	UNDERTONE
10	Extra Light Blonde	After Bleaching which undertone is left?
9	Very Light Blonde	
8	Light Blonde	
7	Medium Blonde	
6	Dark Blonde	
5	Light Brown	
4	Medium Brown	
3	Dark Brown	
1	Black	

TONING

Mix 1 : 1 with 3% Developer – Time: 5 – 15 minutes



tone



P.01 PASTEL ASH



P.02 PASTEL IRIDESCENT

NEUTRALISE /ELIMINATE

RESULT

Orangey Yellow Tone

Clean blonde – Ashy tone
(dependant on amount of
unwanted tone)

Yellow Tone

Clean Champagne Blonde



DEVELOPERS

- The developers are a high performance product for hair colouring and bleaching.
- Its creamy consistency makes the colouring preparation and application easier and its anti-static properties ensure the hair is left soft and shiny.

You cannot intermix XP100 and XP200 colour but you can use either of the developers as they are made from the same ingredients.



“



XP100 LIGHT RADIANCE DEMI-PERMANENT

DEMI-PERMANENT THAT MAY BE USED TO COMPLIMENT BOTH PERMANENT RANGES.

XP100 LIGHT RADIANCE

Specially formulated ingredients provide extraordinary softness and brilliance to the hair with added dual-action colouring system for long-lasting, rich, intense results.

Nourishing ingredients are used to increase shine, reflection and smooth the hair creating a glossy lustrous colour.



FEATURES AND BENEFITS



COLOUR PROVIDES EXTRAORDINARY SOFTNESS AND BRILLIANCE TO THE HAIR

Dual action colouring system for long lasting, rich, intense results



SHINE POLYMERS CREATE A SMOOTH, EVEN, REFLECTIVE TRANSPARENT FILM OVER THE CUTICLE

Covers up to 50% grey.
Keratin derivatives improve the hair's structure whilst the natural orange wax conditions and smoothes the hair.



AMMONIA FREE

- Gloss gel-cream for easy and fast application
- Apply to pre-washed towel dried hair
- Lasts up to 2 months (approx. 24 washes)



XP100 Light may be used for multiple techniques using the 1.8% and 3.6% developers

- Applying colour for the first time
- Covering up to 50% grey hair
- Intensifying & refreshing previously coloured hair
- Glossing service
- Pastel toning
- Pre-pigmenting

FEATURES & BENEFITS



APPLICATION

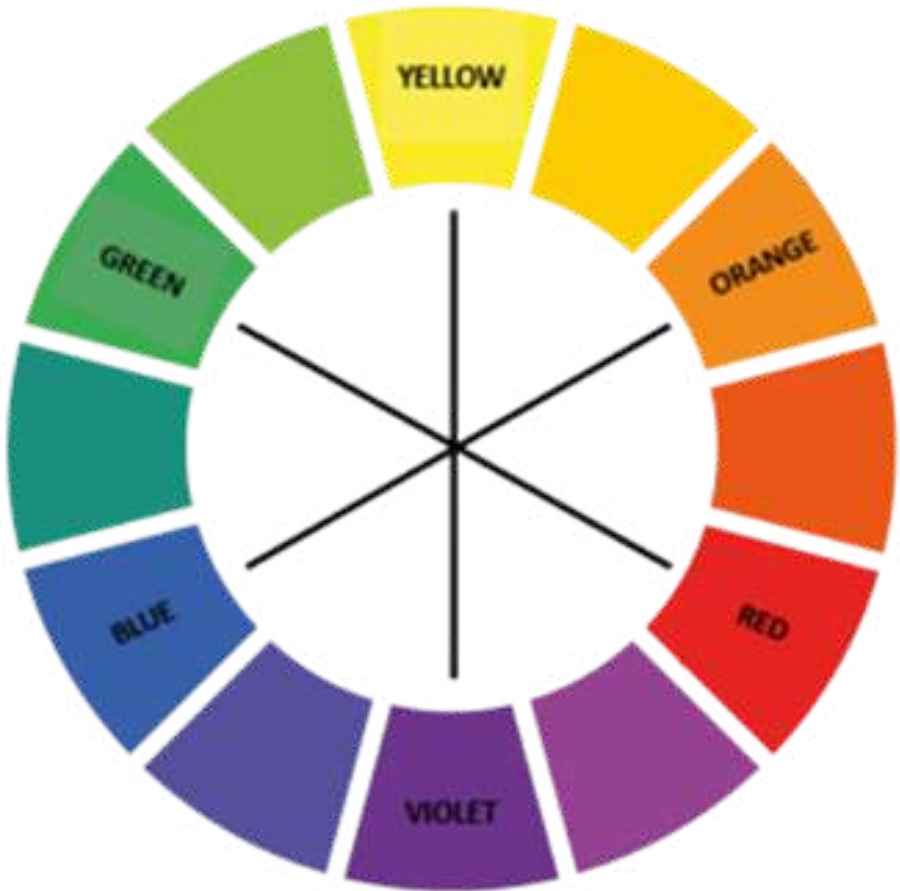
& MIX RATIO AND TIMING

%/vol	Level of Lift	MIXING RATIO	Timing
1.8%/6 vol	<ul style="list-style-type: none">• Applying colour for the first time – maintains the natural colour level• Covering first grey hairs up to 30%• Intensifying or refreshing previously coloured hair• Glossing service – revives existing colour & provides high shine	1:2	20 mins
1.8%/6 vol	Pastel Toning	1:2	3 -15 mins
3.6%/12 vol	<ul style="list-style-type: none">• Covering 30- 50% grey hair Intensifying bright tones• Shades above levels 7 - up to one tone lighter (dependant on the hair)	1:2	20 mins



CHOOSING THE CORRECT TONER

► Always use your colour wheel to ensure you use the correct toner to eliminate unwanted tones left in the hair after bleaching.



LEVEL	SHADE	UNDERTONE
10	Extra Light Blonde	After Bleaching which undertone is left?
9	Very Light Blonde	
8	Light Blonde	
7	Medium Blonde	
6	Dark Blonde	
5	Light Brown	
4	Medium Brown	
3	Dark Brown	
1	Black	

TONING

Mix 1 : 2 with 1.8% Developer Time: 5 – 15 minutes



tone

9.01 SOFT ASH

9.12 ASH VIOLET

8.81 PEARL ASH

10.81 PEARL ASH

7.82 PEARL VIOLET + 9.12

NEUTRALISE /ELIMINATE

Pale orangey yellow – milder tones

Orangey Yellow

Strong Orangey Yellow

Strong Orangey Yellow

Strong Orangey Yellow

RESULT

Pastel blonde

Clean iridescent blonde

Clean blonde

Clean blonde

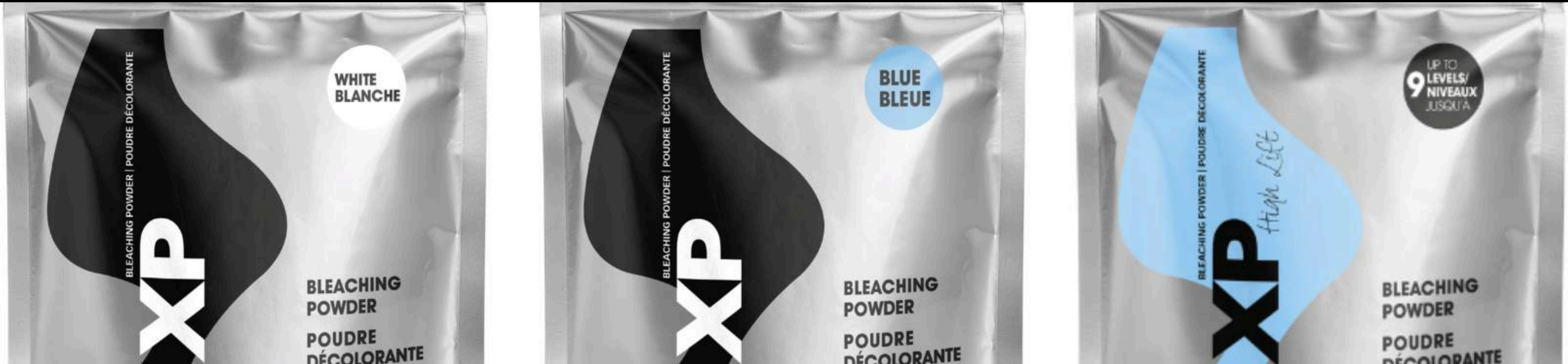
Clean blonde – mix these 1/2 + 1/2 to create a perfect toner

“



XP
DON'T COMPROMISE

FEATURES AND BENEFITS



DUST FREE

Very low expansion rate



ON AND OFF SCALP APPLICATION

Great for all lightening techniques:
Full head, foils, meche, free hand



UP TO 5 - 6 - 9 LEVELS LIFT

Suitable to use with all volume levels of developers

BLEACH 5- 6 LEVELS



5-6



Up to 5-6 Levels lift

White powder

On and off scalp application

Mix ratio: 1: 2

5-6



5 - 6 Levels lift

Blue powder

On and off scalp application

Mix ratio: 1: 2

9 HIGH LIFT BLEACH

9

9 Levels lift

Blue powder

No scalp application

Mix ratio: 1: 2



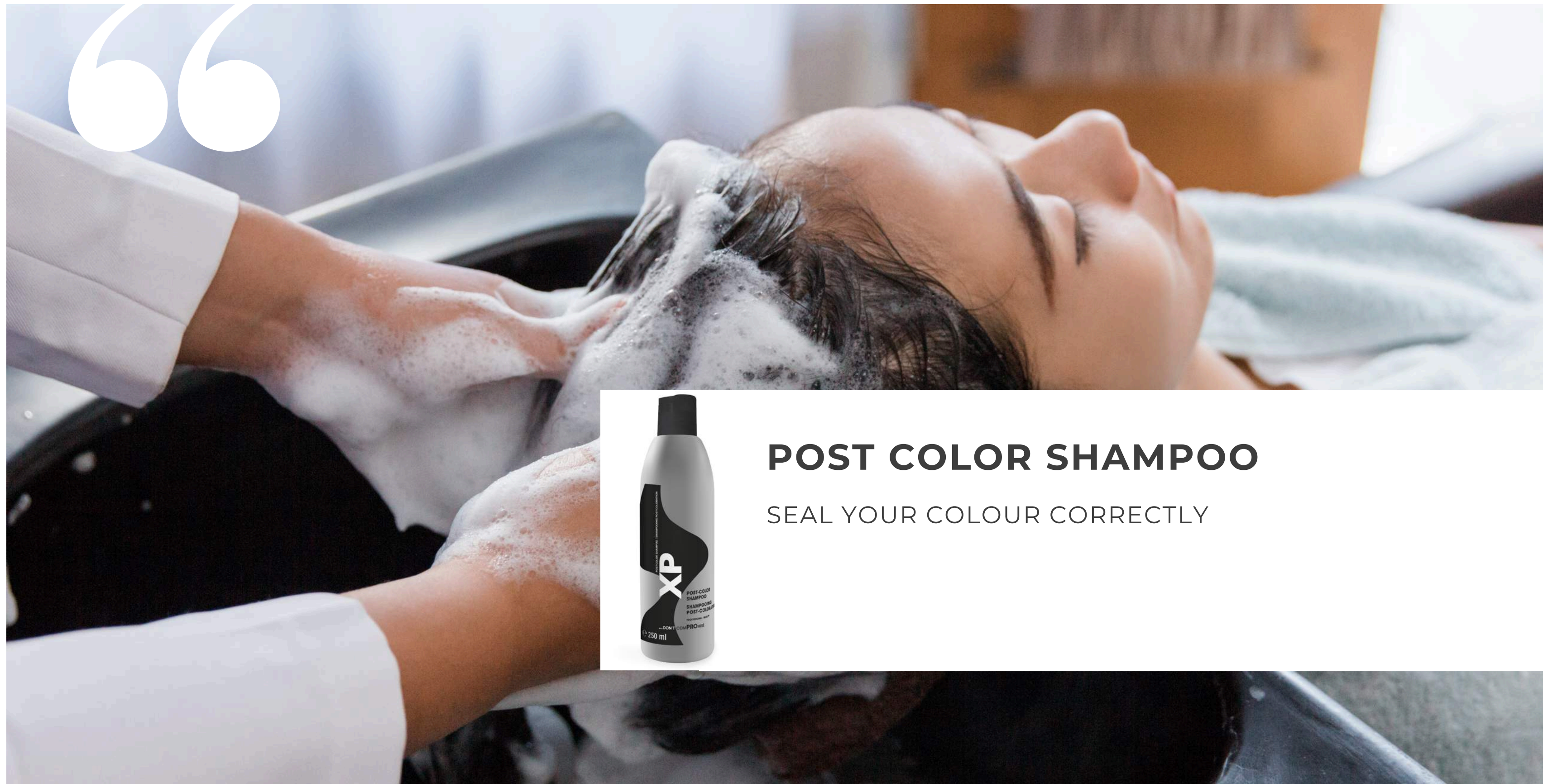
DEVELOPER



- Suitable to use with all volume levels of developers



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POST COLOR SHAMPOO

SEAL YOUR COLOUR CORRECTLY

POST COLOR SHAMPOO



▶ WHY IS IT SO IMPORTANT TO USE POST COLOUR SHAMPOO?

Stops the process & returns the hair back to its correct ph level -

▶ WHAT WILL HAPPEN IF WE DON'T USE A POST COLOUR SHAMPOO?

- Colour will continue to oxidise
- Cuticles will not close properly
- Residues can be left on the hair
- Colour will fade
- Allergies can occur



Post Colour shampoo is only used directly after a colour service.
(Its is not for continual use at home)

“



COOL BLONDE INSTANT NEUTRALIZING FLUID

INSTANTLY NEUTRALISES YELLOW OR COPPER
TONES

FEATURES AND BENEFITS



▶ **WITH ACIDIC PH FOR
OPTIMAL HAIR
CONDITION**

In just 10 seconds!

▶ **TARGETED & EASY
APPLICATION**

Ideal for blondes of
levels 8 / 9 / 10
Or even grey hair

IN - SALON PROFESSIONAL

HOW TO USE

COOL BLONDE INSTANT
NEUTRALIZING FLUID



▶ **Step 1:** Wash hair with a gentle shampoo and rinse.

▶ **Step 2:** Apply '*Cool Blonde Instant Neutralizing Fluid*' to wet hair...

▶ Massage and then comb through, Leave on **FROM 10 SEC TO 3 MINS** and rinse thoroughly. If desired, proceed with toning.



THE RESULT



Perfectly
neutralised, cool
blonde tones



DON'T COMPROMISE

XP FAMILY