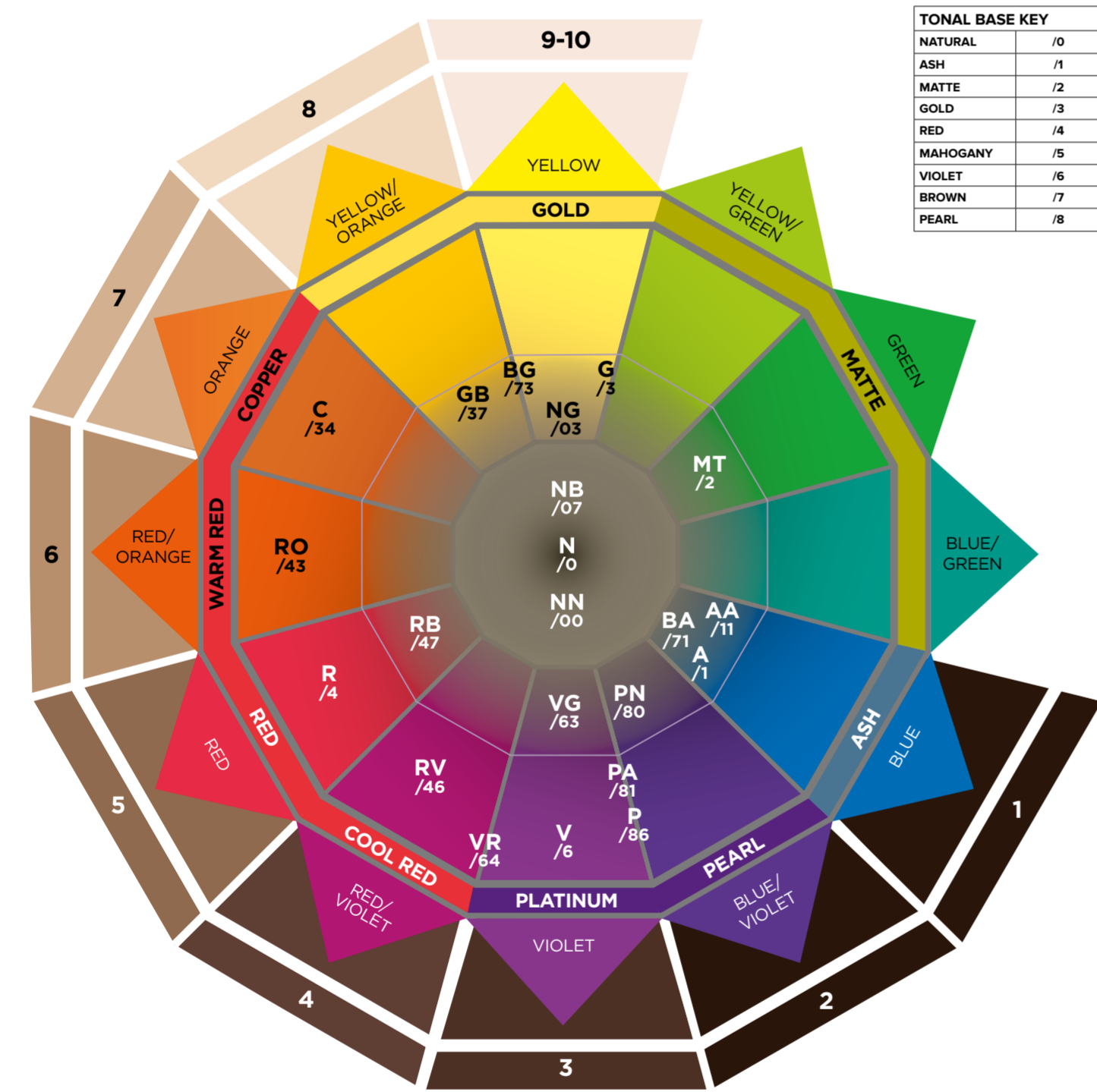


Developed in Italy by top color experts, Color XG® permanent cream hair color offers the perfect fusion of coverage, reliability and healthy-looking shine. With vibrant reds, high-performing natural and cool tones, a complete gray coverage series, and a specially curated collection of intermixable shades, Color XG® creates the results you want every time.

**CoverSmart Dedicated Gray Coverage Series**  
CoverSmart is specifically formulated for complete gray coverage—choose it when your guest's hair is more than 50% gray or highly resistant.



FEATURES	BENEFITS
<b>OVER 115 SHADES INCLUDING COVERSMART, HIGHLIGHTS &amp; ULTRA TONERS</b>	A complete portfolio to lighten, darken and cover gray in the most sought-after color families, including vibrant reds and on-trend cool tones.
<b>SHADE-MATCHED SYSTEM WITH CREMA XG® FOR A SEAMLESS COLOR SOLUTION</b>	A like-for-like tonal pairing between Crema XG® and Color XG® allows for a color-matching system to achieve a consistent color result from base to ends.
<b>DYESMART® TECHNOLOGY</b>	A balance of oxidative primary and coupler dyes carefully chosen to facilitate maximum penetration of color molecules into the hair fiber. The result is a beautiful, true-to-tone vibrant color that is multi-dimensional and resistant to fading.
<b>PURE XG PROTECTION</b>	Helps to protect the hair's integrity with strengthening cottonseed oil rich in proteins, and rice milk to help prevent oxidative damage.
<b>100% VEGAN</b>	For those with a vegan lifestyle or preference. The entire XG family of color is completely vegan.



**TONAL BASE KEY**

NATURAL	/0
ASH	/1
MATTE	/2
GOLD	/3
RED	/4
MAHOAGANY	/5
VIOLET	/6
BROWN	/7
PEARL	/8

**FORMULATION**

- Determine the natural level or color-treated level of the hair using the Color XG® Level Finder.
  - Determine the target level, tone and desired result.
  - Determine the dominant pigment at the target level.
  - Refer to Color Map to neutralize, enhance/intensify or subdue the hair's natural pigment.
- For standard lift and gray coverage use 20 volume Paul Mitchell® Cream Developer.

**FORMULATION EXAMPLE:**

Natural Level: 5, 0% gray  
Target Color: Level 6, golden brown  
Dominant Pigment at Level 6: red/orange

**FORMULA:**

2 oz. (60 ml) Color XG® 6BG (6/73) + 2 oz. (60 ml) 20 volume Paul Mitchell® Cream Developer

**BACKGROUND COLOR**

Background Color and Tone are terms used throughout the shade descriptions. Background color is the foundation of the hair color base. It helps to produce balanced results. Color XG® shades are formulated with either a brown to tan background color, which helps ensure gray coverage, or a black to gray background color, which helps to minimize warmth and ensure balanced results when lifting the natural hair color.

**STONE**

Tone is the special character or general reflect of a color. Violet, Matte and Gold are words that refer to tone. Both natural and artificial hair colors have a tone.

**SELECTING A SHADE**

For maximum control and predictable results, always stay within 2 levels of the natural hair color.

- Determine the dominant pigment at the desired level.
- Select a shade to enhance, counteract, or neutralize the hair's dominant pigment.
- Determine the percentage of gray.
- Agree on desired results.

The greater the percentage of gray, the more N, NN or NB you will want to add to your formula—or use CoverSmart which was formulated for high percentages or highly resistant gray hair.

**LEVELS 1-10, COVERSMART AND ULTRA TONERS**

**1:1**

**HIGHLIGHTS**

**1:2**

USES	PAUL MITCHELL CREAM DEVELOPER	TIMING
For deposit and minimal lift	<b>10 VOLUME (3%)</b> Paul Mitchell® Cream Developer	<b>25 minutes</b>
<b>1-2</b> levels of lift or maximum gray coverage	<b>20 VOLUME (6%)</b> Paul Mitchell® Cream Developer	<b>35 minutes</b>
<b>2-3</b> levels of lift	<b>30 VOLUME (9%)</b> Paul Mitchell® Cream Developer	<b>45 minutes</b>
<b>3-4</b> levels of lift	<b>40 VOLUME (12%)</b> Paul Mitchell® Cream Developer	<b>45-55 minutes</b>
<b>HIGHLIGHTS</b>	<b>DOUBLE 40 VOLUME (12%)</b> Paul Mitchell® Cream Developer	<b>45-55 minutes</b>
<b>ULTRA TONERS</b>	<b>10 VOLUME (3%)</b> Paul Mitchell® Cream Developer, check color development for desired result starting at 5 minutes	<b>5-15 minutes</b>

**GRAY COVERAGE GUIDELINES**

For the best natural tonal results, formulate using Color XG® N, NN or NB shades. Use these shades for hair that is less than 50% gray or on gray hair that is not resistant. Select CoverSmart shades on hair that is over 50% gray or resistant. Shades will perform on the darker side of the respective level.

- Use 20 volume Paul Mitchell® Cream Developer.
- Standard processing time is 35 minutes at room temperature.
- You may process for 45 minutes on resistant hair types.

% OF GRAY/ WHITE HAIR	COLOR XG®		COVERSMART®
	N, NN, NB	OTHER SHADE	STAND-ALONE SHADE
75 - 100%	1 ¼ oz. (52.5 ml)	¼ oz. (7.5 ml)	2 oz. (60 ml)
50 - 75%	1 ½ oz. (45 ml)	½ oz. (15 ml)	2 oz. (60 ml)
25 - 50%	1 oz. (30 ml)	1 oz. (30 ml)	Not recommended
Up to 25%	¼ oz. (7.5 ml)	1 ¼ oz. (52.5 ml)	Not recommended

\*Generally, use CoverSmart as a stand-alone shade for over 50% gray or resistant hair types. If a specific, customized color is desired (such as a violet tone), add the recommended quantity of Color XG® to the formula, as indicated in the chart.



**CLEAR BOOSTER**

Clear permanent color is used creatively to dilute tonal deposit when mixed with other shades. When used alone, it can achieve lift on natural hair color without depositing. Lightening the hair is based on the volume of developer used.

**INTENSIFIER GUIDELINES**

Intensifiers are pure tones that give you unlimited formulating options. Use small amounts to adjust the final tonal results for an intense, full-bodied color kick. The following mixing ratio provides the proper balance of intensifier in any formula:

- Add up to ¼ oz. (7.5 ml) Intensifier to any 2 oz. (60 ml) of Color XG®.
- Add and mix Intensifiers prior to adding Paul Mitchell® Cream Developer.
- Do not exceed ¼ oz. (7.5 ml) in a 2 oz. mixture.
- Expect vivid results when using intensifiers on levels 9 and lighter.



**TREATMENT GUIDELINES**

PRE-COLOR SERVICE	
Excessive product or chlorine buildup	Shampoo Two® or Shampoo Three® + Super-Charged Treatment
Extreme porosity	Shampoo Three® + Awapuhi Wild Ginger® KeraTriplex® 2-Step Treatment
POST-COLOR SERVICE	
Extreme porosity	Color Protect® Post Color Shampoo + Awapuhi Wild Ginger® Keratin Intensive Treatment® or Color Protect® Treatment

**TECHNICAL SUPPORT:**  
877.610.5405 (Within North America)  
0845 034 0885 (Within the United Kingdom)  
1300.365.350 (Within Australia)

**APPLICATION**

- RETOUCH AND COLOR MATCH APPLICATION**
- STEP 1**  
Divide dry hair into four segments.
- STEP 2**  
Apply Color XG® or CoverSmart formula to the regrowth. Take fine, ¼-inch sections and complete all 4 segments. Set a timer based on permanent color directions.
- STEP 3**  
With about 20 minutes remaining, take ½-inch sections and apply the Crema XG® formula to the mid-lengths and ends. Process for remaining time. (Consider porosity of mid-lengths and ends; adjust timing accordingly.)
- STEP 4**  
Rinse the retouch color first before rinsing the mid-lengths and ends. Then shampoo with Paul Mitchell® Color Protect® Post Color Shampoo and condition.
- VIRGIN GOING LIGHTER / HIGHLIGHT APPLICATION**
- STEP 1**  
Divide dry hair into four segments.
- STEP 2**  
Apply color formula ½-inch away from the scalp. Take fine, ¼-inch sections and apply to the mid-lengths; do not apply to the porous ends. Complete all 4 segments. Set a timer based on permanent color directions.
- STEP 3**  
Process for 10 minutes. Remix and apply the color to the scalp area. Take fine, ¼-inch sections and apply through the ends of the hair. Process for remaining time.
- STEP 4**  
Rinse and then shampoo with Paul Mitchell® Color Protect® Post Color Shampoo and condition.

**D** Shade-matched Crema XG® demi-permanent shade available, ideal for a Color Match/Refresh service.

LEVEL	COVERSMART Complete gray coverage on 50% or highly resistant gray hair					NATURALS Brown-based shades ideal for gray coverage			BLENDS Brown to tan or black to gray-based shades blended with pure tones										PURES Pure tones with no brown base							
	NN NATURAL /00	NG NATURAL GOLD /03	C COPPER /34	R RED /4	BA BROWN ASH /71	N NATURAL /0	NN NATURAL /00	NB NATURAL BROWN /07	GB GOLD BROWN /37	G GOLD /3	BG BROWN GOLD /73	VG VIOLET GOLD /63	RB RED BROWN /47	BA BROWN ASH /71	PN PEARL NATURAL /80	MT MATTE /2	A ASH /1	AA ASH ASH /11	C COPPER /34	RO RED ORANGE /43	R RED /4	RV RED VIOLET /46	VR VIOLET RED /64	V VIOLET /6	P PEARL /85	PA PEARL ASH /81
BACKGROUND COLOR	BROWN TO TAN		NO BACKGROUND COLOR			BROWN TO TAN					BROWN TO TAN					BLACK TO GRAY										
ULTRA TONERS						UTN UTNO										UTA UTV										
HIGHLIGHTS						HN 12/0										HLP HLP										
10						10N 10/0										10A 10/1										
9	9N 9/0	9NG 9/03	9C 9/34	9R 9/4	9BA 9/71	9N 9/0	9NN 9/00	9NB 9/07	9GB 9/37	9G 9/3	9BG 9/73	9VG 9/63	9RB 9/47	9BA 9/71	9PN 9/80	9MT 9/2	9A 9/1	9AA 9/11	9C 9/34	9RO 9/43	9R 9/4	9RV 9/46	9VR 9/64	9V 9/6	9P 9/85	9PA 9/81
8	8N 8/0	8NG 8/03	8C 8/34	8R 8/4	8BA 8/71	8N 8/0	8NN 8/00	8NB 8/07	8GB 8/37	8G 8/3	8BG 8/73	8VG 8/63	8RB 8/47	8BA 8/71	8PN 8/80	8MT 8/2	8A 8/1	8AA 8/11	8C 8/34	8RO 8/43	8R 8/4	8RV 8/46	8VR 8/64	8V 8/6	8P 8/85	8PA 8/81
7	7N 7/0	7NG 7/03	7C 7/34	7R 7/4	7BA 7/71	7N 7/0	7NN 7/00	7NB 7/07	7GB 7/37	7G 7/3	7BG 7/73	7VG 7/63	7RB 7/47	7BA 7/71	7PN 7/80	7MT 7/2	7A 7/1	7AA 7/11	7C 7/34	7RO 7/43	7R 7/4	7RV 7/46	7VR 7/64	7V 7/6	7P 7/85	7PA 7/81
6	6N 6/0	6NG 6/03	6C 6/34	6R 6/4	6BA 6/71	6N 6/0	6NN 6/00	6NB 6/07	6GB 6/37	6G 6/3	6BG 6/73	6VG 6/63	6RB 6/47	6BA 6/71	6PN 6/80	6MT 6/2	6A 6/1	6AA 6/11	6C 6/34	6RO 6/43	6R 6/4	6RV 6/46	6VR 6/64	6V 6/6	6P 6/85	6PA 6/81
5	5N 5/0	5NG 5/03	5C 5/34	5R 5/4	5BA 5/71	5N 5/0	5NN 5/00	5NB 5/07	5GB 5/37	5G 5/3	5BG 5/73	5VG 5/63	5RB 5/47	5BA 5/71	5PN 5/80	5MT 5/2	5A 5/1	5AA 5/11	5C 5/34	5RO 5/43	5R 5/4	5RV 5/46	5VR 5/64	5V 5/6	5P 5/85	5PA 5/81
4	4N 4/0	4NG 4/03	4C 4/34	4R 4/4	4BA 4/71	4N 4/0	4NN 4/00	4NB 4/07	4GB 4/37	4G 4/3	4BG 4/73	4VG 4/63	4RB 4/47	4BA 4/71	4PN 4/80	4MT 4/2	4A 4/1	4AA 4/11	4C 4/34	4RO 4/43	4R 4/4	4RV 4/46	4VR 4/64	4V 4/6	4P 4/85	4PA 4/81
3	3N 3/0	3NG 3/03	3C 3/34	3R 3/4	3BA 3/71	3N 3/0	3NN 3/00	3NB 3/07	3GB 3/37	3G 3/3	3BG 3/73	3VG 3/63	3RB 3/47	3BA 3/71	3PN 3/80	3MT 3/2	3A 3/1	3AA 3/11	3C 3/34	3RO 3/43	3R 3/4	3RV 3/46	3VR 3/64	3V 3/6	3P 3/85	3PA 3/81
2	2N 2/0	2NG 2/03	2C 2/34	2R 2/4	2BA 2/71	2N 2/0	2NN 2/00	2NB 2/07	2GB 2/37	2G 2/3	2BG 2/73	2VG 2/63	2RB 2/47	2BA 2/71	2PN 2/80	2MT 2/2	2A 2/1	2AA 2/11	2C 2/34	2RO 2/43	2R 2/4	2RV 2/46	2VR 2/64	2V 2/6	2P 2/85	2PA 2/81
1	1N 1/0	1NG 1/03	1C 1/34	1R 1/4	1BA 1/71	1N 1/0	1NN 1/00	1NB 1/07	1GB 1/37	1G 1/3	1BG 1/73	1VG 1/63	1RB 1/47	1BA 1/71	1PN 1/80	1MT 1/2	1A 1/1	1AA 1/11	1C 1/34	1RO 1/43	1R 1/4	1RV 1/46	1VR 1/64	1V 1/6	1P 1/85	1PA 1/81