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Determine the Hair's Natural Level

The first step is to determine your client's natural hair color level. Usually the clients natural hair color falls in between 1N-7N. Clients that are looking to cover their gray hair, tend to lean towards wanting to match their natural color as closely as possible or lighter than their natural color. That's why it's extra important to determine the natural level carefully and correctly. Remember to also keep in mind the characteristics of the color line that you are working with.

Determine the Desired Level

If you are not trying to match your clients natural level, then you will need to determine your clients desired color level. When talking with your client about their desired hair color with Da Vinci hair color, make sure to discuss their level of commitment to maintaining their new look.

Determine if You Are Lifting or Depositing

You will then move on to decide if you will be lifting or depositing. This decision will determine what volume of developer you will be using. Remember to stay consistent when using the developer. Many stylist over the years, use a 20 volume when they instead, needed a 10 volume. This can drastically effect your gray coverage results. For the general rules of which Da Vinci developer to use and when, refer to the chart below.

Da Vinci Developer:

- 10 Volume...For optimum gray coverage, no lifting but only depositing.
- 20 Volume...To lift natural level up to one level.
- 30 Volume...To lift natural level up to two levels.
- 40 Volume...To lift natural level up to three levels.
- Semi... Has no lifting and 1% of hydrogen peroxide.
- GE ... For optimum gray coverage, 5% of hydrogen peroxide and lift natural level up to one level.

Time for lifting and depositing:

- 10 Volume... Has no lifting and 30mins of depositing.
- 20 Volume... Has 20mins of lifting and 20mins of depositing.
- 30 Volume... Has 30mins of lifting and 10mins of depositing.
- 40 Volume... Has 35mins of lifting and 5mins depositing.
- Semi ... Has no lifting and 1% of hydrogen peroxide.
- GE ...Has one shade lifting and 5% of hydrogen peroxide .

Examples for which developer to use on NON-GRAY HAIR.

1. **Example for SEMI:** SEMI is a non-lifting hydrogen peroxide. It only has 1% of hydrogen peroxide so it does not lift the hair but it only allows 20 % of it to stay inside the cuticle and about 80% to stay outside the cuticle. Which means that there will be 20% of depositing color and the 80% of the color will only stay outside of cuticle and about 80% of the color will fade out from the outside of cuticles and about 20% of the color will stay inside of the cuticle. Use when clients desire to have the same or darker hair color than their natural hair color. For example, if the clients natural hair color is a 7N and the client desires a color 7CR, mix SEMI with the color 7CR.
2. **Example for 10 volume:** Use when clients want to have the same or a darker color than their natural hair color. For example, if the clients natural hair color is a 5N and the client wants to darken their hair color, Da Vinci hair color recommends using a 4N with a 10 volume. Most stylists and others think that a 10 vol. will lift 1 shade up, but 10 volume is a standard oxidizing strength for permanent, none lifting hair color and it's designed for when you simply want to add color tone to the hair of the same level of client's natural color. 10 volume peroxide opens the cuticle layer of the hair allowing the color molecules to penetrate and color to be deposited in the cortex.
3. **Example for 20 volume:** Use when clients want to have a color one shade higher than their natural hair color. For example, if the clients natural hair color is a 5N and the client wants to have a color 6V, Da Vinci color recommends using a 20 volume with the clients desired color. Another example is if the clients natural hair color is a 4N and desires a color 5R, Da Vinci color recommends using a 20 volume with the clients desired hair color.
4. **Example for 30 volume:** Use when clients want to have a color 2 shades above their natural hair color. For example, if the clients natural hair color is a 3N and the client desires a color 5C, Da Vinci hair color recommends using a 30 volume with the clients desired color. Another example is if the clients natural hair color is a 6N and the client desires a color of 8MO, Da Vinci hair color recommends using a 30 volume with the clients desired color.
5. **Example for 40 volume:** Use when clients want to have a color 3 shades above their natural hair color. For example, if the clients natural hair color is a 3N and the client desires a color 6A, Da Vinci hair color recommends using a 40 volume with the clients desired color. Another example is if the clients natural hair color is a 6N and the client desires a color 9A, Da Vinci hair color recommends using a 40 volume with the clients desired color

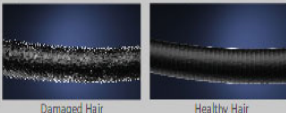
Examples for which developer to use on GRAY HAIR.

1. **Example of 10 volume:** Use when clients want the same or a darker hair color than their natural hair color with 10~90% gray hair. Example: If the client's natural hair color is 3N and the client desires a color that is the same or darker color like 3N or 1V. Da Vinci hair color recommends using the same color as the clients natural hair color with 10 volume. Most stylist and others think that 10 volume lifts 1 shade up, but 10 volume is actually a standard oxidizing strength for permanent, none lifting hair color and it's designed for when you simply want to add color tone to hair of the same level of client's natural color. 10 volume peroxide opens the cuticle layer of the hair allowing the color molecules to penetrate and color to be deposited in the cortex.
2. **Example of GE (Gray Eliminator):** GE is similar as 20 volume, but GE has less hydrogen peroxide than a 20 volume. GE has 5% of hydrogen peroxide, so it gives more deposit time than a 20 volume, which has 6% of hydrogen peroxide. GE gives more color to gray hairs and less fading time. For example, if the clients natural hair color is a 4N with 40% of gray hair, and the client desires a color 4C, Da Vinci hair color recommends using GE. Mix 40% of 4N with 60% of desire color, 4C. Another example is if the clients natural hair color is a 6N with 35% of gray hair, and the client desires a color 6PR, Da Vinci hair color recommends using GE. Mix 35% of 6N with 65% of desire color 6PR.
3. **Example for 20 volume:** Use when clients want to have one shade higher than their natural hair color. For example, if the clients natural hair color is a 3N with 10% of gray hair, and the client desires a color 4R, Da Vinci hair color recommends using a 20 volume. Mix 10% of 3N with 90% of 4R and choose either GE or a 20 volume. Another example is if the clients hair is a 5N with 20% of gray hair, and the client desires a color 6RI, Da Vinci hair color recommends using a 20 volume. Mix 20% of color 5N with 80% of color 6RI.
4. **Example of 30 volume:** Use when the client's natural hair color is a 3N with 20% of gray hair and the clients desired color level is a 5N. We all know that it is hard to lift the color with hair that consists 20% or higher of gray hair, also because we are lifting 3 shade higher and we are depositing the lighter color in to the gray hair at the same time. But Da Vinci hair color and developer came up with Nanotechnology that will help depositing the color more and help the color to stay in. Da Vinci hair color recommends to use a 30 volume with a 6N. If the clients hair has more of red than blue or green, we also recommend to use ash color. Always know that the coverage is not 100% guaranteed. Every person's hair is different and could vary on coverage.
5. **Example for 40 volume:** We all know that 40 volume is not recommended to use for gray hair coverage. It will most likely not cover the gray hair.

Special About Da Vinci Color.


ABOUT DAVINCI

Jojoba Base Healing & Protection System



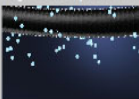
Damaged Hair Healthy Hair

UV Coating

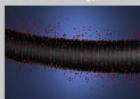


UV

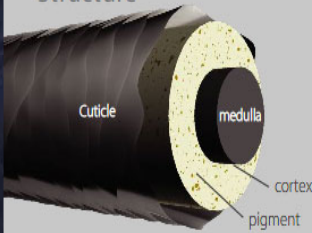
Negative Ion (pH Balance)



Nano Technology




Basic Hair Structure



Cuticle medulla
cortex pigment

General Hair Color **Nano Color**



VS

What makes the Da Vinci Color so special?

Da Vinci Color was developed by combining the traditional coloring technology of Milan that has been handed down for generations, with our "Jojoba oil & Ionic technology" that has taken over half a decade to develop. We created this unique color with the health and well-being of our users in mind. With **Da Vinci Color** technology, the unique color molecules are divided into finer particles to produce the precise and true tones required for beautifully radiant colors.

With the unique Ionic technology of Da Vinci, the color molecules penetrate and attach themselves deep within the hair shaft, which in turn prevent fading and ensure long lasting vivid color.

Da Vinci Color has six color correctors, to achieve your personalized color results and to ensure perfect color composition every time.

The unique Ionic properties of **Da Vinci Color** provide luster and long lasting color retention.

The Ionic technology also produces intense highlights.

The abundant vitamin-E in the Jojoba oil provides a protein-balanced barrier of protection to the hair.

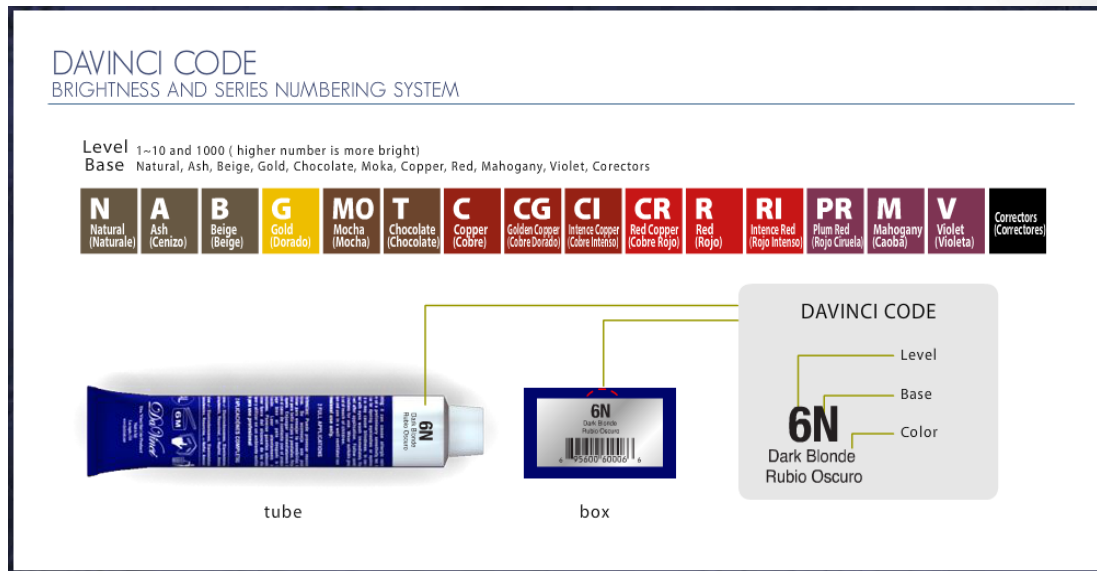
With our Da Vinci technology, 100% grey coverage is never a problem. After the color process is complete, you will find the residual color easy to remove but rest assured your color will remain vivid and true.

We designed our container to be easy to use and ensure you never have wasted product.

Da Vinci Color contains less than 1% ammonia.

Da Vinci Determination Code.

Example diagram.



Examples for Da Vinci Determination for “Level”.

Brightness										
1	2	3	4	5	6	7	8	9	10	1000
1N (1.0) Black (Negro)		3N (3.0) Dark Brown (Castano Oscuro)	4N (4.0) Brown (castano)	5N (5.0) Light Brown (Castano Claro)	6N (6.0) Dark Blonde (Rubio Oscuro)	7N (7.0) Blonde (Rubio)	8N (8.0) Light Blonde (Rubio Claro)	9N (9.0) Very Light Blonde (Rubio Clarissimo)	10N (10.0) Platinum Blonde (Rubio Platino)	1000N (1000.N) Super Lightener Natural (Superclarante Natural)

When you see diagram of the Da Vinci Code above, it explains about the color codes of level. The diagram shows the “N” as an example of natural series. Many know that there are 1-10 and 1000 natural hair color described by a number, which determines how dark or bright the hair color is: meaning “1” is the darkest and “1000” is the brightest of the natural hair color. We call it “LEVEL” . Number is the level of brightness.

Examples for Da Vinci Determination for “Base”.

Base Natural, Ash, Beige, Gold, Chocolate, Mocha, Copper, Red, Mahogany, Violet, Correctors

N Natural (Naturale)	A Ash (Cenizo)	B Beige (Beige)	G Gold (Dorado)	MO Mocha (Mocha)	T Chocolate (Chocolate)	C Copper (Cobre)	CG Golden Copper (Cobre Dorado)	CI Intense Copper (Cobre Intenso)	CR Red Copper (Cobre Rojo)	R Red (Rojo)	RI Intense Red (Rojo Intenso)	PR Plum Red (Rojo Ciruela)	M Mahogany (Caoba)	V Violet (Violeta)	Correctors (Correctores)
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The diagram above shows the “Base,” meaning different base of color. Example: on the color tube or on the box has “8MO” on it, we now know that number “8” is the brightness of the color and “MO” is the base of the color. So “MO” is the base color for Mocha. Letter is the Base of the color

Example for Da Vinci Color Correctors.

		
CR (0.66) Red (Rojo)	CL (1000) Lightener (Aclarantes)	CV (0.77) Violet (Violeta)

There are 3 types of hair Color Correctors. On the diagram shown above there are “CR, CL, CV”. So “What are color correctors?”, Color correctors has intensive coloring, which has 5 times intense coloring in a single tube. It intensifies the color and/or downgrades the color tone of the highlights. When using the color correctors, be sure to measure it accurately. The measurements are 20ml (color crème)= 4ml (color corrector). Testing may require on all hairs, color may vary by how much you use but also the texture, natural hair color and other color that have existed previous.

- Mix the color crème (ex: 4R) with the color corrector (CR) first, then mix the developer. So if you want to use about 40ml of color crème, then the color corrector will be 8ml and the developer will be 1.5 more (66ml) than the total of the color crème with the corrector in it. The amount of the color will vary by the desired color you want to achieve. It could be more or less.

Example for Da Vinci 1000's series.



There are 3 types of 1000's series in Da Vinci Hair color. The purpose of the 1000's series is to make hair lighter than 10N, 10A, or 10G. Also can be used as highlights, instead of using bleach with a 40 volume. It would be safer to use 1000's series with a 40 volume, only if your desired color is lighter than 1000's series. 1000's series is only for non-gray hairs. Also 1000's series is highly recommend on 7N,A,G up to 10N,A,G.

Selections of developers for the 1000's series.

- From 7N,A,G & 8N,A,G level : recommends 40vol.
- From 9N,A,G level : recommends 30vol.
- From 10N,A,G level : recommends 20vol.