

EASY GUIDE

CRAMERCOLOR

Cramer Color

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INTRODUCTION TO THE WORLD CRAMER COLOR

With Cramer Color high quality is simple!

On the market for more than 50 years, Cramer Color offers hair stylists a quality guarantee that seamlessly combines tradition and modernity to create a **unique and unmistakable hair colouring product**.

It is the solution for any hair stylist who is looking for:

- a **permanent cream hair colouring**
- an **easy** and **quick high-performance** application
- a **reliable result**
- the **maximum coverage** of grey hair

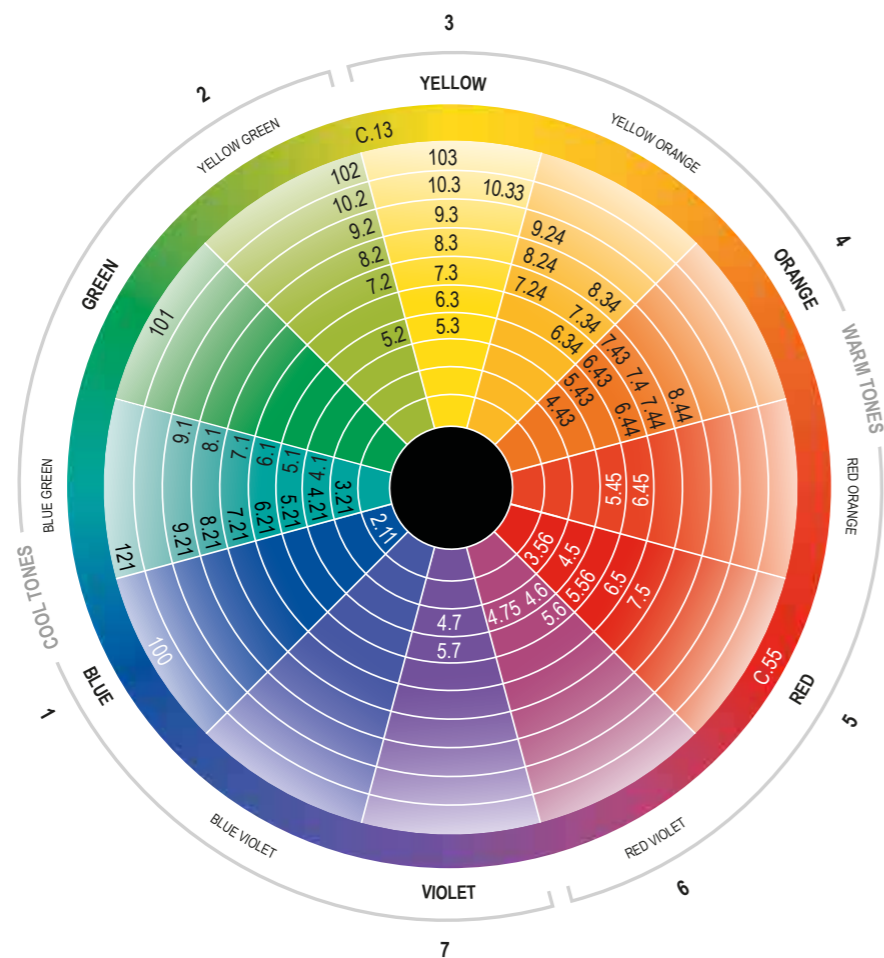
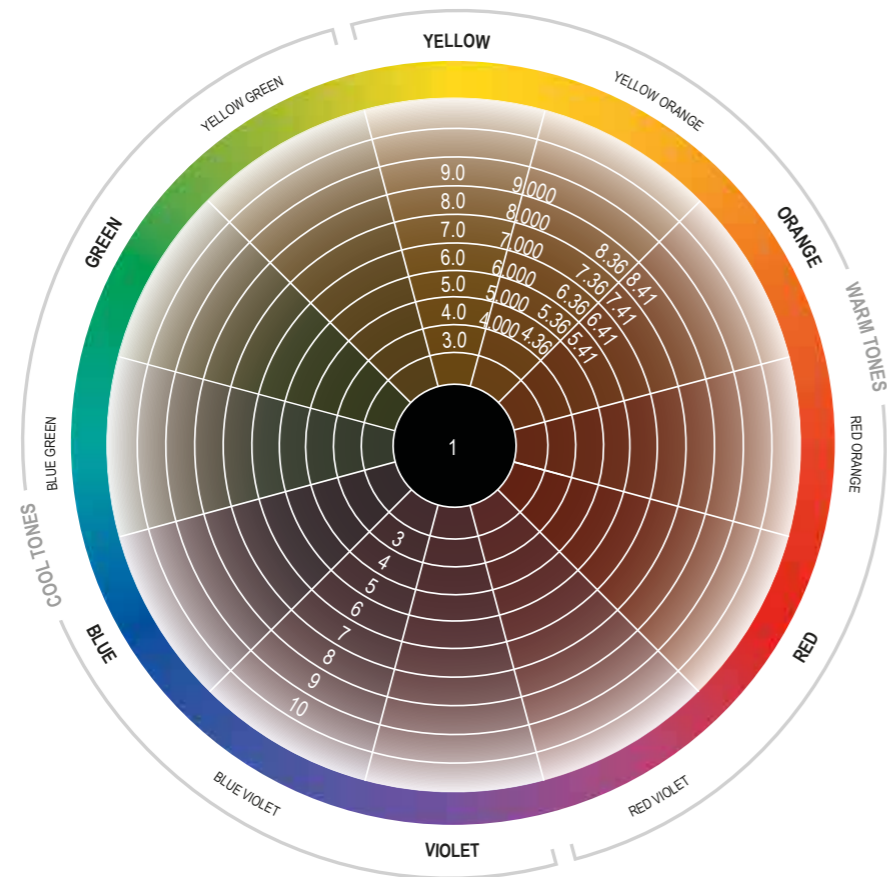


TECHNOLOGY

A cutting-edge formula that ensures **accurate** and **impeccable results**.

LOW PERCENTAGE OF AMMONIA	Less swelling of the cuticle for gentler action on the hair structure.
HIGH PENETRATION MICROPIGMENTS	They easily penetrate between the hair scales thanks to the special formula that delays oxidation.
LONG-LASTING COLOUR	The pigments penetrate deeply and oxidise into larger molecules, thereby remaining trapped in the hair structure for long-lasting, brilliant results.
COCONUT OIL	Coconut oil transforms colouring into a true cosmetic treatment to create silky, soft hair that is full of body .

COLOUR WHEEL



91 SHADES

that can be mixed with each other for a complete product line to satisfy any need:

3 Natural series:

Natural, for people who love traditional results with a classic colour tone
 Mediterranean Natural (.0), ideal for people who want warm, brilliant colours Super
 Natural (.000), to guarantee impeccable coverage with a high percentage of
 particularly stubborn (refractory) grey hair.

14 Fashion Tone series: 52 fashion colours to stimulate hair stylist creativity; they
 mix with the natural series in the presence of grey hair.

2 direct coverage Tonal Series: the Tropical series (.36) and the Bronze series
 (.41) cover grey hair perfectly and can be used as an alternative to the natural
 series as a base for covering with warm fashion colours.

1 Super-lighteners Series: 6 shades to lighten up to 4/5 levels in natural hair
 including the Super-lightener Neutral 100/0 which increases the lightening power
 by one level.

1 Series of Correctors: 2 shades to intensify or correct red tones.

DIRECTIONS FOR USE

It is easy to mix, apply, rinse and remove.



100 ml tube

UNI.COLOR OXI
10 Vol. (3%)

UNI.COLOR OXI
20 Vol. (6%)

UNI.COLOR OXI
30 Vol. (9%)

UNI.COLOR OXI
40 Vol. (12%)

MIXING

1:1 with all the colour families with 10-20-30-40 vol. Uni.Color Oxi

The **Super Natural (.000) series** is used **only with 30 vol. Uni. Color Oxi** and is specific for the coverage of particularly stubborn (refractory) grey hair.

1:1,5 with the **Super-lighteners series**

For lightening up to 4/5 levels in natural hair, mix 100 ml of super-lightener with 150 ml of 40 vol. Uni.Color Oxi. Ideal application bases: 5 / 6 / 7.

LIGHTENING POWER AND PROCESSING TIME

The processing time depends on the type of service being done.

For excellent results follow the indications provided on the following table:

UNI.COLOR OXI	LEVELS OF LIGHTENING	PROCESSING TIME
10 VOL 3%	Tone-on-tone	30 minutes
20 VOL 6%	1 / 2 levels	35 minutes
30 VOL 9%	2 / 3 levels	40 minutes
40 VOL 12%	3 / 4 levels	50 minutes
40 VOL 12%	4 / 5 levels with Super-lighteners	50 minutes

USE OF CORRECTORS

These are added in small amounts to the chosen colour depending on the desired effect.

CORRECTOR	TO INTENSIFY	TO NEUTRALISE
C-55 (Red)	Red	
C-13 (Anti-red)	Ash	Red

LEVELS	3	4	5	6	7	8	9	10
AMOUNT OF C-13	6 cm	5 cm	4 cm	3 cm	2 cm	1 cm	1 cm	1 cm

Note: if 1 to 10 cm of corrector is added, it is not necessary to increase the amount of Uni.Color Oxi

Note: corrector C-55 can be used in greater amounts than corrector C13; however, keep in mind, that if the amount of corrector is more than 1/4 of the mixture, you will have to add Uni.Color Oxi even for the corrector part.

RULES FOR THE COVERAGE OF GREY HAIR

Cramer Color perfectly covers grey hair even when a large percentage of the hair is grey, and does not cause colour changes.

The shades of the **Tropicals** (.36) and **Bronze series** (.41) cover grey hair without having to be mixed with the naturals series.

The fashion series indicated below cover up to 30% grey hair.

Ash (.1), Tobacco (.2), Golden (.3), Golden Copper (.34), Copper Gold (.43), Copper (.4), Copper Scarlet (.45), Scarlet (.5), Scarlet Mahogany (.56), Mahogany (.6), Violet (.7). To achieve perfect coverage with the fashion series it is necessary to mix it with the 3 naturals series.

The **Natural** series with classic tones is used alone or mixed with the other shades of the cool series.

Example: if the hair is 100% grey and you want a 6.1 result, mix 25 ml of 6 + 25 ml of 6.1 with 50 ml of 20 vol. Uni.Color Oxi.

The **Mediterranean Natural** (.0) series with warm tones, is used alone or mixed with the other shades of the warm series.

Example: if the hair is 100% grey and you want a 6.34 result mix 25 ml of 6.0 + 25 ml of 6.34 with 50 ml of 20 vol. Uni.Color Oxi.

The **Super Natural** (.000) series with warm, intense tones is used for perfect coverage in particularly stubborn (refractory) grey hair.

Example: if you have 100% grey or you want an intense colour result, mix 25 ml of 6.34 + 25 ml of 6.000 with 50 ml 30 vol. Uni.Color Oxi.

The **Super-lighteners** (100 - 121 - 103 - 101 - 102 - 100/0) and **Correctors** (C.55 - C.13) are not for the coverage of grey hair.

QUESTIONS AND ANSWERS

Is it possible to mix Cramer Color in a 1:2 ratio to achieve a level of lightening higher?

No, it would change the pH of the mixture and the concentration of the pigments.

Is it possible to add some bleach to the Super-lighteners to increase lightening?

No. It would change the alkalinity of the mixture and the bleach would destroy the pigments of the super-lightener.

If in a 5 base we apply the 7 shade with 20 vol. Uni.Color Oxi. and achieve a 6, to achieve a 7 do we need to apply an 8 with 20 vol. Uni.Color Oxi?

No. To achieve a 7 in a 5 base just apply the 7 with 30 vol. Uni.Color Oxi.

In cases of particularly stubborn 100% grey hair, to achieve a 7.34 and impeccable coverage, is it necessary to mix the 7.34 colour with the Super Natural series and 20 vol. Uni.Color Oxi?

No. The Super Natural series is always mixed with 30 vol. Uni.Color Oxi, so we should mix: 30 g of 7.34 + 30 g of 7.000 + 60 ml of 30 vol. Uni.Color Oxi.

Is it possible to cover grey hair with the Ash series?

No. The Ash series (.1) only covers up to 30%, for perfect coverage mix in a ratio of 1:1 with the natural series.

When using the correctors in the colour mixture is it necessary to add oxygen?

It will not be necessary to add the amount of Uni.Color Oxi related to the corrector if the latter is not more than 1/4 of the colour mixture.

Can the Super Natural series be applied to tone the mid-shaft and ends?

No. It is not recommended to use it since the series is only mixed with 30 vol. Uni.Color Oxi.

Is it possible to use the Super-lightener with the other Cramer Color shades?

No. The mixing ratio is different and can be used only with 40 vol. Uni.Color Oxi.

EASY TARGET

		TARGET									
		1	2	3	4	5	6	7	8	9	10
BASE	1	1 10/20	2 20/30 ▲▲	3 30/40 ▲▲	4 40 ▲	5 DEC	6 DEC	7 DEC	8 DEC	9 DEC	10 DEC
	2	1 10/20	2 10/20	3 20/30 ▲▲	4 30/40 ▲▲	5 40 ▲	6 DEC	7 DEC	8 DEC	9 DEC	10 DEC
	3	1 10/20	2 10/20	3 10/20	4 20/30 ▲▲	5 30/40 ▲▲	6 40 ▲	7 DEC	8 DEC	9 DEC	10 DEC
	4	1 10/20	2 10/20	3 10/20	4 10/20	5 20/30 ▲▲	6 30/40 ▲▲	7 40 ▲	8 DEC	9 DEC	10 DEC
	5	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 20/30 ▲▲	7 30/40 ▲▲	8 40 ▲	9 super s. ▲	10 DEC
	6	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 20/30 ▲▲	8 30/40 ▲▲	9 40 ▲	10 super s. ▲
	7	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 10/20	8 20/30 ▲▲	9 30/40 ▲▲	10 super s. ▲▲
	8	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 10/20	8 10/20	9 20/30 ▲▲	10 30/40 ▲▲
	9	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 10/20	8 10/20	9 10/20	10 20/30 ▲▲
	10	1 10/20	2 10/20	3 10/20	4 10/20	5 10/20	6 10/20	7 10/20	8 10/20	9 10/20	10 10/20 ▲▲

EASY TARGET LEGEND	
▲	WARM RESULT
▲	COOL RESULT
■	BLEACH
■	PRELIMINARY RE-PIGMENTATION
■	RE-PIGMENTATION OPTION
10/20 VOL.	20 VOLUME UNI.COLOR OXI IN CASES OF GREY HAIR 10 VOLUME UNI.COLOR OXI IN ALL OTHER CASES

With the Super-lighteners series (mixed only with 40 vol. Uni.Color Oxi) and the Super Natural series (mixed only with 30 vol. Uni.Color Oxi) do not refer to Easy Target.



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