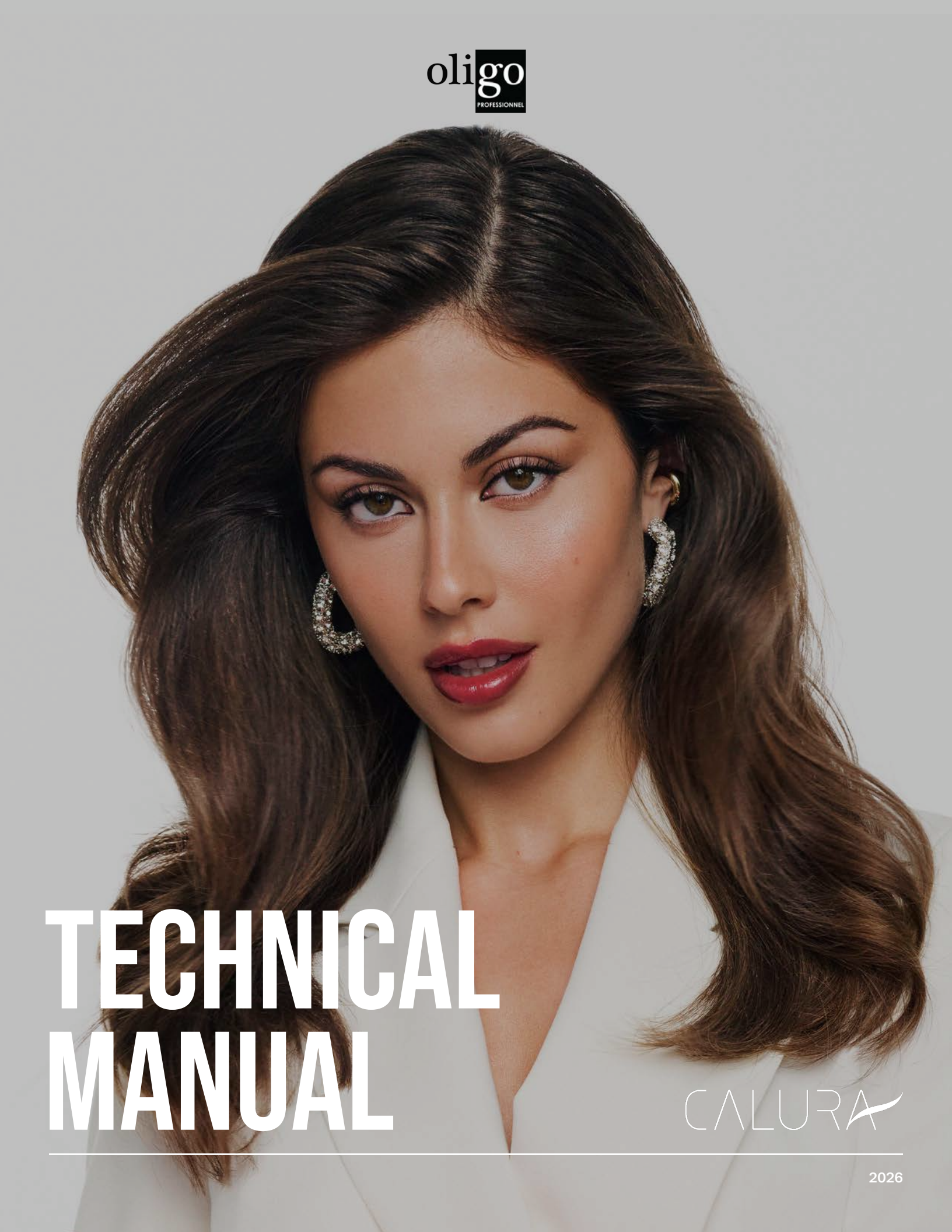
oligo
PROFESSIONNEL



TECHNICAL MANUAL

CALURA

2026

oligo

PROFESSIONNEL

TOUJOURS INNOVER | ALWAYS INNOVATE

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CALURA ECOSYSTEM

Enter the Calura Ecosystem, a comprehensive range of professional colour solutions. Within this dynamic spectrum, you'll uncover the brilliance of Calura Permanent Shine Hair Colour, the efficiency of CaluraTEN 10-Minute Permanent Hair Colour, and the versatility of Calura Gloss Demi-Permanent Liquid Hair Colour. This ecosystem serves as your toolkit for unlocking creativity and delivering exceptional results. Explore the limitless potential that Calura offers, thoughtfully designed to enrich your professional mastery.

CALURA

PERMANENT SHINE HAIR COLOUR

CALURATEN

10 MINUTE PERMANENT HAIR COLOUR

CALURA gloss

DEMI-PERMANENT LIQUID HAIR COLOUR

READERS CHOICE
2021
LAUNCHPAD
AWARD WINNER



CALURA

PERMANENT SHINE HAIR COLOUR

Revolutionary Exothermic Hair Colour with an exclusive technology to achieve radiant shine.

TECHNICAL FEATURES

Discover the revolutionary permanent shine exothermic hair colour by Oligo Professionnel.
Its unique formula featuring the exclusive exothermic technology offers unparalleled, radiant shine.

Exothermic Technology

The Calura exothermic system is an innovative technology that was designed to maximize dye penetration and minimize hair damage. Each shade was formulated to generate a specific increase in temperature to achieve desired results. The temperature increase varies from about +4°C (+7°F) to about +11°C (+19°F), opening the cuticle gently ensuring optimal dye penetration. As a bonus, this gentle increase in temperature allows a thorough penetration of the certified organic essences found in Calura's unique formula.

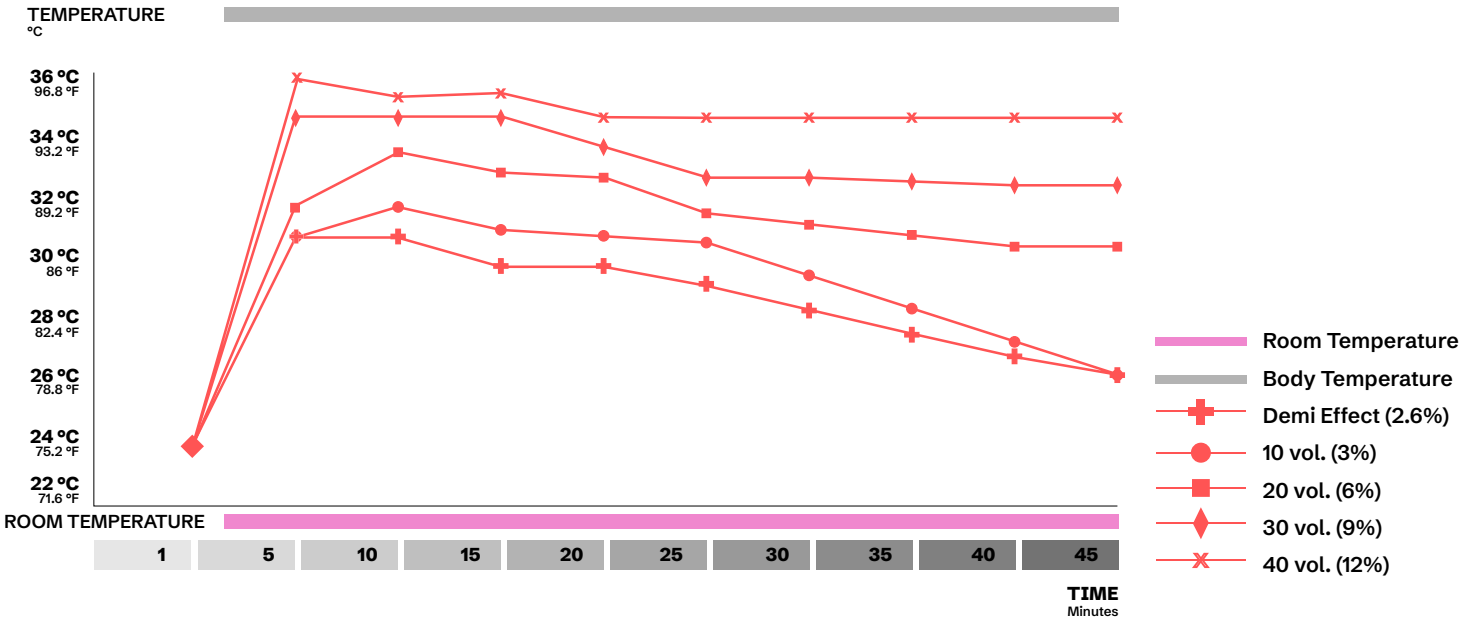
The outcome is unparalleled and radiant shine!

Benefits

- Offers 100% white hair coverage, even in the case of resistant white hair
- Allows gentle lift up-to 5 levels
- Offers superior dye penetration for uniform results
- Offers superior conditioning of the hair
- Provides a pleasant temperature on the scalp when being applied

Temperature Vs. Time

COLOUR: 6 Neutral



BENEFITS

Ammonia, PPD, Gluten free, No Animal-Derived Ingredients

The era of ammonia based colour is coming to an end. The lingering unpleasant smell ammonia produces in salons is a thing of the past. Now your salon can offer an agreeable, safe and comfortable environment for an all around positive client experience. **Calura** offers unparalleled vibrancy and a reduction in alkaline forces thanks to its exothermic technology.

Benefits

- Superior shine and conditioning
- Superior scalp comfort
- Pleasant fragrance and better air quality resulting in a healthier salon environment



BENEFITS

Pure Certified Organic Essences

The purest organic essences have been carefully selected to be included in Calura's unique formula. These essences have been chosen for their known benefits to the hair and scalp. They are USDA certified ensuring that they are free of contaminants (pesticides, herbicides, solvents). Additionally, organic agriculture farming methods were used to grow and extract these essences, thus respecting the environment.

Organic Evening Primrose Oil

Protects the hair from environmental damage, provides micronutrients, nourishing hair and scalp. Contains amino acids which contribute to scalp health and fortify the hair's natural keratin structure

Organic Pomegranate Seed Oil

Antioxidant that helps distribute the pigments uniformly within the cortex. Contributes to the longevity of colour and provides ultimate shine.

Organic Avocado Oil

Natural properties protect against free radicals. Treats the hair fiber. Properties of hydration and porosity equilizer.

Organic Shea Butter

Anti-inflammatory and antibacterial. Improves shine and overall appearance of hair. Protects hair against hot styling tools and chemical treatments.

THE RESULT IS HEALTHY, SHINY AND STRONG HAIR.



CALURA TONE GUIDE

Calura offers a dual coding system to facilitate colour identification. Letters or numbers can be used based on your preference.

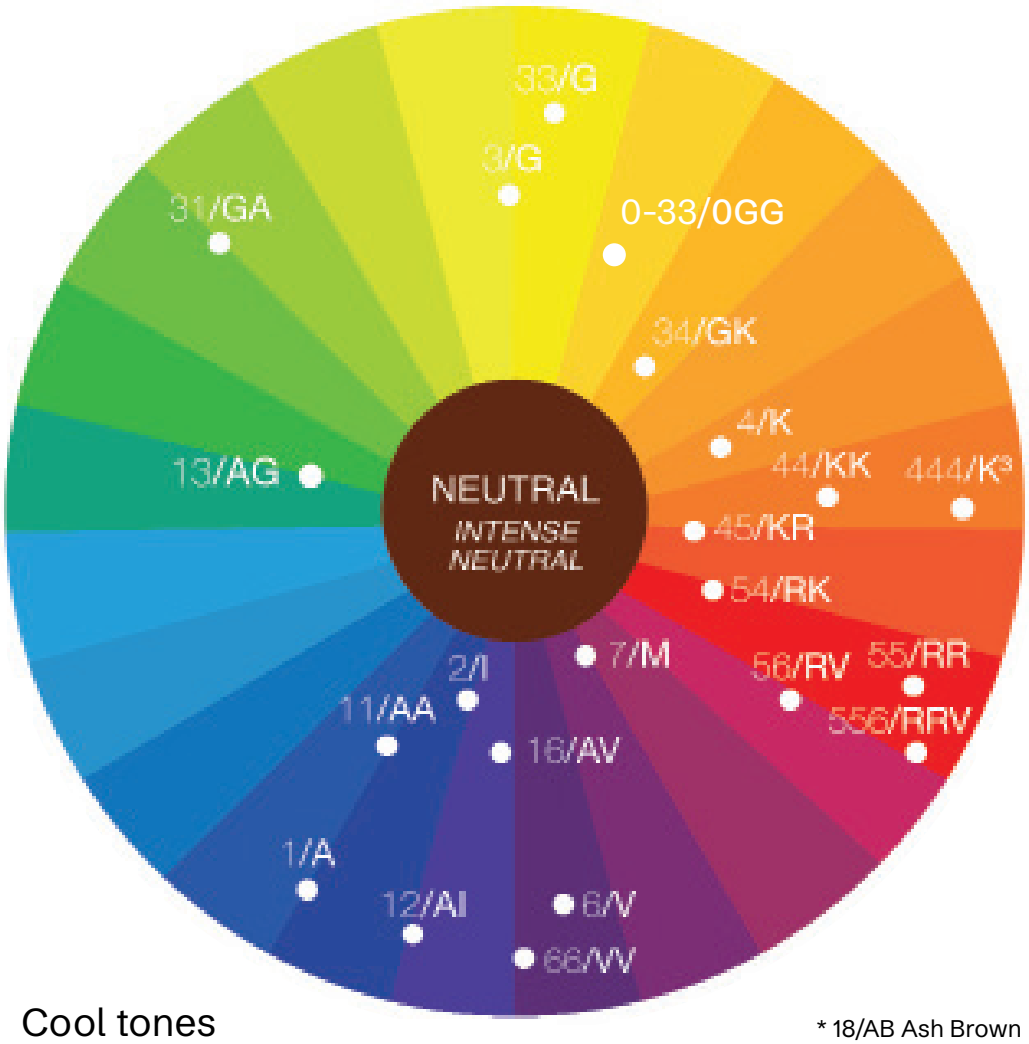
Levels
Primary Tone
Secondary Tone

7 - 3 6 / 7 - G V

TONES	BASE
NEUTRAL	BLUE / RED / YELLOW
-1 / A	BLUE
-2 / I	BLUE / VIOLET
-3 / G	YELLOW
-4 / K	ORANGE
-5 / R	RED
-6 / V	VIOLET
-7 / M	RED / VIOLET / BROWN
-8 / B	RED / ORANGE / BLUE

CALURA COLOUR WHEEL

Warm tones



Cool tones

* 18/AB Ash Brown
* 318/GAB Cool Brown
* 32/GI Beige
* 36/GV Golden Beige
* 8/B Brown

UNDERLYING PIGMENT CHART

Natural Levels	Underlying Pigments
10. Very pale blonde	Extra pale yellow
9. Very light blonde	Pale yellow
8. Light blonde	Yellow
7. Medium blonde	Yellow orange
6. Dark blonde	Orange
5. Light brown	Orange red
4. Medium brown	Red orange
3. Dark brown	Red
2. Very dark brown	Red brown
1. Black	Dark red brown

Underlying Pigmentation

Underlying pigmentation will be exposed once lifting natural hair colour.

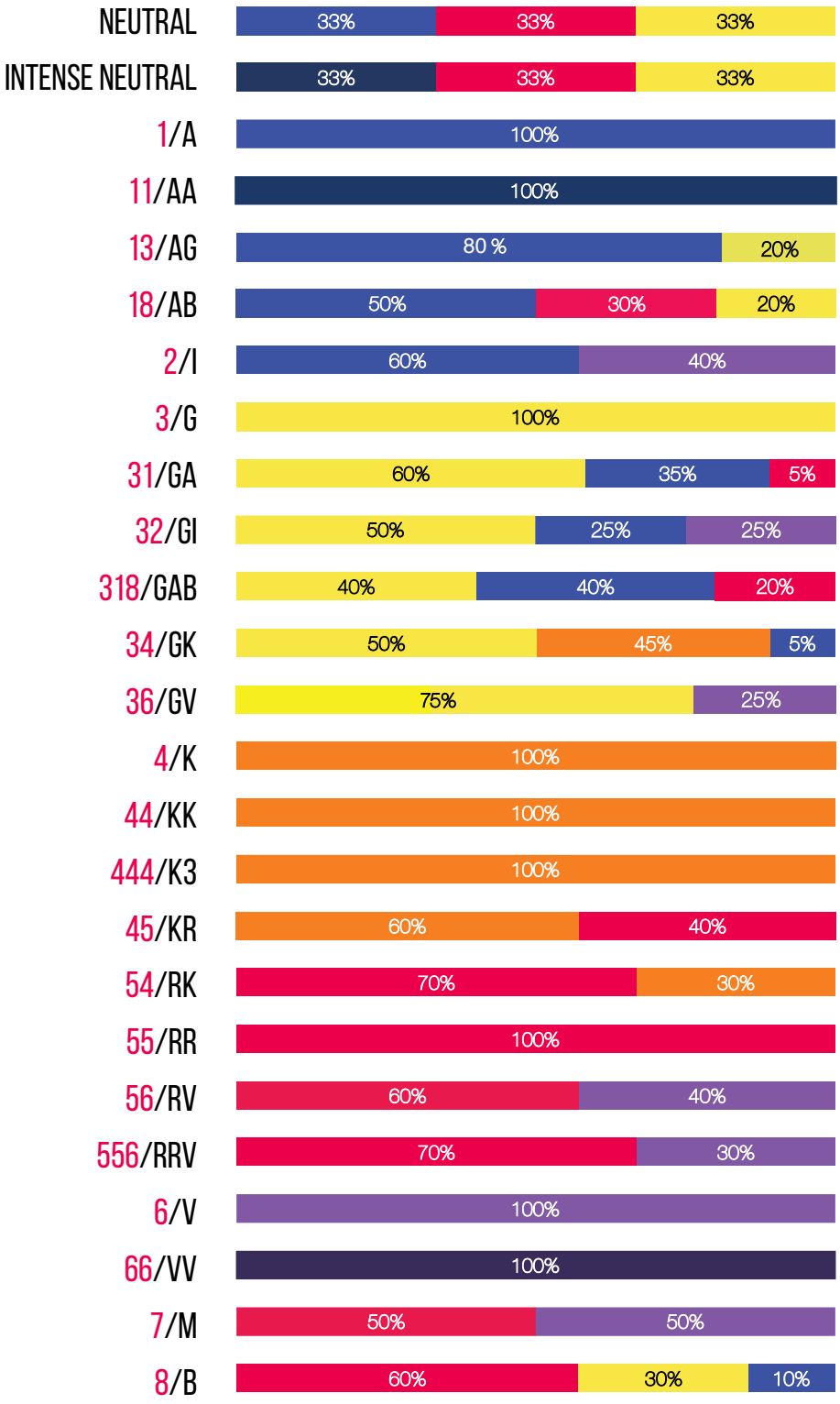
To enhance underlying pigmentation, use warm shades and / or the intensifiers. To control or reduce underlying warmth, cool shades and/or the neutralizers are recommended.

QUESTION

WHAT DOES UNDERLYING PIGMENT MEAN?

Underlying pigmentation contributes to final hair colour results. When lifting natural hair colour, consider enhancing, neutralizing or balancing underlying pigmentation in order to obtain the desired end results.

CALURA PERMANENT SHADE SERIES



DEVELOPERS

STRENGTH	USAGE
DEMI EFFECT DEVELOPER LOTION 8.5 VOLUME (2.6%)	• Tone and Pastels • Full application or colour balancing midlengths/ends • Corrective pre-colour
10 VOLUME (3%)	• Tone and Pastels • Full application or colour balancing mid-lengths/ends • White hair blending up to 75%
20 VOLUME (6%)	• Tone-on-tone deposit or darker • Lift 1 to 2 levels • White hair coverage • Colour balancing mid-lengths/ends (max. longevity)
30 VOLUME (9%)	• Lift 3 levels • Resistant white hair coverage
40 VOLUME (12%)	• Lift 4 • Lift 5 levels (Pure Blonde series)



OTHER POINTS TO CONSIDER

- Use a 20 volume (6%) developer for maximum longevity.
- For optimal white coverage, use level 8 or darker.
- For resistant white hair, use a 30 vol. (9%) and process for a minimum of 45 minutes.
- Porosity varies from person to person, use table as a guideline only. For 44/KK, 55/RR, 444/K^3, 556/RRV and 66/VV the processing time is 40 minutes.

DEVELOPERS - PROCESSING TIME

Processing Time

Processing time varies depending on hair characteristics.
Use the following processing times only as guidelines.

TONING	3-10 minutes	10 vol. (3%) / Demi Effect 8.5 vol. (2.6%)
TONE ON TONE OR DARKER	30 minutes	20 vol. (6%)
COLOUR BALANCING*	30 minutes 20 minutes	20 vol. (6%) Demi Effect 8.5 vol. (2.6%)
WHITE HAIR COVERAGE	40-45 minutes	20 vol. (6%)
WHITE BLENDING (UP TO 75%)	30-35 minutes	10 vol. (3%) / Demi Effect 8.5 vol. (2.6%)
1 LEVEL OF LIFT	35 minutes	20 vol. (6%)
2 LEVELS OF LIFT	40 minutes	20 vol. (6%)
3 LEVELS OF LIFT	45 minutes	30 vol. (9%)
4 LEVELS OF LIFT	50 minutes	40 vol. (12%)
5 LEVELS OF LIFT	60 minutes	40 vol. (12%)

* For maximum longevity use 20 volume (6%) developer.

Mixing Ratio

MIXING 1:1

The ratio for all shades levels 1 to 10, clear, creative and corrective series is 1:1.

PURE BLONDE MIXING 1:2

The ratio for Pure Blonde shades (12 series) is 1:2 with a recommended processing time of up to 60 minutes.

APPLICATION

Use Instruction

- Use a scale for measuring.
- Mixing Ratio 1:1
  60ml Calura Permanent Shine + 60 ml Calura Permanent Colour Developers

TO OBTAIN OPTIMAL RESULTS, USE CALURA PERMANENT DEVELOPERS

Application Instruction

- Apply to dry hair, in case of very oily or coated with products, shampoo the hair without over rubbing the scalp. Dry the hair and proceed with application.
- Protect hairline with Oligo Professionel Stain Protector.
- Separate hair into 4 sections.
- Start the application at the crown.
- Trace fine sections and apply the product on the new growth precisely, ensuring sufficient saturation.
- Process following the processing time chart.

Rinsing Instruction

- Emulsify softly without water to avoid fixing the colour on the hairline. Add luke warm water and continue to emulsify.
- Use Oligo Professionnel Colour Remover to completely eliminate colour on hairline, neck and ears, if needed.
- Rinse thoroughly and gently until water runs clear.
- Shampoo with Calura Moisture Balance Cleanser.
- Condition with Calura Moisture Balance Conditioner.
- Apply Calura Colour Lock, leave on for 5 minutes and rinse.

FOR FINE HAIR ONLY USE CALURA COLOUR LOCK

Colour Balancing

To refresh mid-lengths and ends, use a fresh mixture of Calura Permanent Shine (with 20 volume 6% or Demi-effect Lotion 8.5 Volume 2.6%) process up to 20 minutes.

Remember: To refresh mid-lengths and ends Calura Gloss can be applied with 7 Volume 2% cream or Lotion Calura Gloss developer.

Virgin Hair Colour Application

- Apply colour to mid-lenghts and ends.
- Leave product to process for 20 minutes.
- Prepare a fresh mixture then, proceed with new growth application and leave product to process following the processing time chart.

TIPS

- A timely application will ensure best performance.
- When hair is thick and coarse resulting a longer application, mix a fresh batch of colour.
- Apply a gentle pressure while applying to ensure proper saturation.
- Must mix a fresh mixture for the mid-lengths and ends when colour balancing.
- If mid-lengths and end are porous spray Oligo Professionnel Porosity Equalizer prior to colour balancing.
- Perform a skin patch test 48 hours prior to each application*

* Skin Patch Test: This product contains ingredients that may cause skin irritations or allergies on certain individuals. It is recommended to perform a skin patch test prior to each application. Apply a small amount of product to clean and dry area in the inner side of the elbow and wait 48 hours. If there is any burning, itchiness, swelling or discomfort, do not use this product.

WHITE HAIR COVERAGE

Calura offers a choice of 6 white hair coverage series. With its unique technology, Calura allows for 100% white hair coverage, even on resistant white hair, in an ammonia-free environment. Each series was formulated to meet a specific need and achieve a unique result. These shades can be used alone, mixed with each other or with a fashion shade.

NEUTRAL



Neutral result

33% 33% 33%

INTENSE NEUTRAL



Intense Neutral result

33% 33% 33%

ASH BROWN 18 / AB



Cool result

50% 30% 20%

BROWN 8 / B



Warm result

60% 30% 10%

COOL BROWN 318 / GAB



Cool natural result

40% 40% 20%

GOLDEN COPPER 34 / GK



Warmest result

50% 45% 5%

Shade value/Luminosity

LOW — Intense Neutral — 18/AB — Neutral — MEDIUM — 8/B — 318/GAB — 34/GK — HIGH

Recommended mixing ratios

25% White Hair Coverage Shade + 75% Fashion Shade



50% White Hair Coverage Shade + 50% Fashion Shade



INTENSE SHADES

Calura offers 5 intense series: -44/KK, -444/K³, -55/RR, -556/RRV and -66/VV. These series were formulated to offer maximum vibrancy, superior shine and longer lasting results. Processing time for these shades are 40 minutes without white hair and 45 minutes with white hair. For white hair coverage, it is recommended to intermix Calura intense shades with one of the white hair coverage series below.

- 318/GAB to control warm results
- 34/GK to enhance warm results
- 8/B to maintain warm results and depth

ACHIEVING 100 % COVERAGE WITH WHITE HAIR

- Fashion shades are not designed to cover white hair and must be mixed with a shade of similar level from any of the white hair coverage series
- Determine appropriate white hair coverage shade to either enhance, neutralize or control underlying pigmentation
- For optimal white coverage do not use a shade with a level lighter than 8 and process for a minimum of 40-45 minutes
- For resistant or coarse hair, use a 30 vol. (9%) developer and process 45 minutes

8 ULTRA

Formulated to offer 100% white hair coverage on 30% to 100% white hair and provide lighter, softer and more luminous blondes.

- 100% white hair coverage for softer, lighter blondes
- Intermixable with all Calura Permanent Shine shades (except Pure Blonde shades)
- Anti-breakage and hair strengthening properties
- Superior lifting of natural hair

Application recommendations

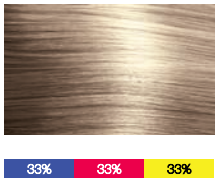
Mixing Ratio: 1:1

Not recommended for pre-lightened hair

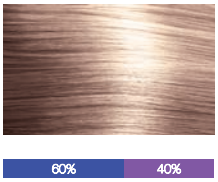
When intermixed with fashion shades, use developer recommended for 8U series

Do not intermix with Pure Blonde High Lift shades

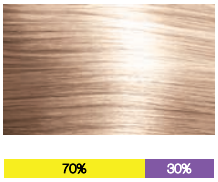
8U NEUTRAL



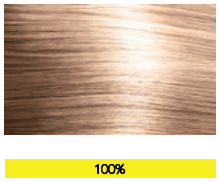
8U-12 / 8U-AI



8U-36 / 8U-GV



8U-3 / 8U-G



To achieve level 8 softer lighter blonde

NATURAL LEVELS	DEVELOPER	DURATION
100% white hair	30 Vol. (9%)	40-45 minutes
6 / 7*	30 Vol. (9%)	
4 / 5*	40 Vol. (12%)	

To achieve level 9 softer lighter blondes
(for best results, apply on levels 6 and lighter)

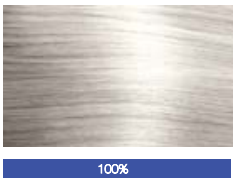
NATURAL LEVELS	DEVELOPER	DURATION	INTERMIX
100% white hair	30 Vol. (9%)	40-45 minutes	75% 8 Ultra + 25% Blonding Cream (BC)
7*	30 Vol. (9%)		
6*	40 Vol. (12%)		

* 8U series was formulated for salon guests with a minimum of 30% white hair.

PURE BLONDE SHADES

Calura Pure Blonde shades are formulated for maximum lifting and toning on natural hair.

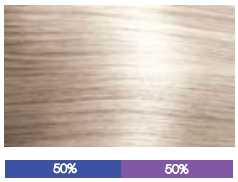
12-1/12A



12-2/12I



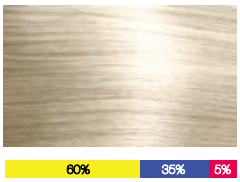
12-16/12AV



12-6/12V



12-31/12GA



Mixing Ratio 1:2

(1 part Pure Blonde shade to 2 Parts Developer)

- Recommended 30 vol. (9%) or 40 vol. (12%) developer.
- Recommended on natural levels 6 and lighter.
- Processing time is up to 60 minutes.

* After all colour services, follow with Calura Moisture Balance Cleanser and Colour Lock for maximum longevity.

New Growth Application

Apply to new growth only. Avoid overlapping. Process for up to 60 minutes. To maintain optimal results, retouch new growth every 3-4 weeks.

Virgin Application

Apply Calura Pure Blonde shade to midlengths and ends first. Cover the hair with a plastic cap and process for 15 to 20 minutes until lifting is observed. Prepare a fresh mix and apply to new growth area. Process for up to 60 minutes.* Timing may vary due to length. ex: short hair 15 to 20 minutes, shoulder length or longer 20 to 30 minutes.

TIPS

- Calura Pure Blonde shades are not recommended for pre-lightened hair.
- Apply Pure Blonde shades on natural levels 6 or lighter.
- Apply generously for optimal lifting.
- To avoid cool tones on fine textured hairline new growth, apply colour during last 30 minutes of processing time. Alternatively, mix 12-31/12GA with your desired shade for the complete processing time.

Recommended Application Level and Tonal Results

Porosity varies from person to person, use table as a guideline only.

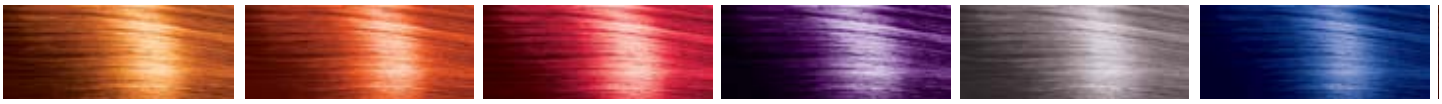
SHADE	LEVEL 6 NATURAL	LEVEL 7 NATURAL	LEVEL 8 NATURAL
12-1/12A	Cool beige	Ash	-
12-2/12I	Warm beige	Cool beige	Ash
12-16/12AV	Warm beige	Cool beige	Ash
12-6/12V	-	Warm beige	Cool beige

MIX SERIES

Offers vibrant intensifiers formulated to enhance warmth on fashion shades and cool neutralizers, specially formulated for extra underlying pigmentation control or for corrective procedures.

- 2 neutralizers and 4 intensifiers
- Total mix of shade and mixer must equal the developer amount
- Use up to 25% of formula

0-33 / 0GG | 0-44 / 0KK | 0-55 / 0RR | 0-66 / 0VV | 0-16 / 0AV | 0-11 / 0AA



Intensifiers

This series was designed to offer stylists unlimited creative possibilities. Formulated with oxidative dyes only (except for 0-33 that also contains a direct dye) the Calura Intensifiers offer ultimate vibrancy and effective tonal control. Use up to 25% of the formula.

- 0-33 / 0GG gold base: adds gold tonality and warmth to any fashion shade
- 0-44 / 0KK copper base: adds copper tonality to fashion shades level 5 or lighter
- 0-55 / 0RR red base: adds red vibrancy to any copper, red or violet fashion shades
- 0-66 / 0VV violet base: adds violet vibrancy to any red or violet fashion shades

Neutralizers

The Calura neutralizers are an excellent tool for effective extra tonal control. The table below should be used as a guideline only. Please note that all hair is different and results may vary depending on hair quality, resistance of underlying pigment and processing time.

- 0-11 / 0AA: blue or ash base
- 0-16 / 0AV: blue-violet or ash-violet base

LEVELS	NEUTRALIZERS	% / AMOUNT
2/3	0-11 / 0AA	25% / 15 mL
4/5	0-11 / 0AA	20% / 12 mL
6	0-11 / 0AA	15% / 9 mL
7	0-16 / 0AV	25% / 15 mL
8	0-16 / 0AV	20% / 12 mL
9/10	0-16 / 0AV	15% / 9 mL

Proportions are based on a formula containing 60 mL/ 2 oz. of colour.

CLEAR

Calura Clear is a dye free formula that offers shine and hydration.



When and How to Use:

- For instant shine and hydration on dull and dry hair:
  - Mix Calura clear with Demi Effect Developer Lotion 8.5 vol. (2.6%) or with Calura 10 vol. (3%) developer.
  - Apply on damp hair.
  - Process for up to 10 to 15 minutes. For fine hair types, 3-5 minutes.
  - To dilute Creative and Corrective series shades, mix with any proportion of Calura Clear.
  - As part of a toning formula, add Calura Clear in any proportion to control dye deposit.
  - When colour balancing midlengths and ends, add up to 25% of Calura Clear to base colour.
  - To dilute 1 level add 25% Clear.

TIP : ON FINE HAIR PROCESS UP TO 5 MINUTES.

BLONDING CREAM (BC)

Intermix with all shades levels 6 to 12 to boost lifting and produce the brightest and purest blondes.



Application recommendations

- Do not use alone
- Not recommended for pre-lightened hair
- Can be used with all developers

INTERMIX WITH	% OF BC	DEVELOPER
Pure Blondes (12) Series	25%	Follow developer mixing ratio and application instructions
Shades level 6-10	Up to 25%	

Our blonding cream is presented in a distinctive white packaging, allowing easy differentiation from your other Calura Permanent Colour.



PASTEL

Calura offers 4 pastel shades.

P-1 ASH
COOL SILVER TONE



P-12 PEARL
COOL TONE



P-32 BEIGE
SANDY TONE



P-82 CHAMPAGNE
SLIGHTLY WARM TONE





Application

- Mixing ratio 1:1
- Apply on damp towel dried hair
- Apply on levels 9, 10 and pre-lightened hair
- Use Demi Effect Developer Lotion 8.5 vol. (2.6%) or Calura 10 vol. (3%) developer
- Processing time may vary from 3 to 10 minutes

Our pastel colour line is thoughtfully packaged in both pink boxes and tubes, making them effortlessly stand out in your back bar.

Toning with Calura Permanent

Toning Pre-lightened Hair

Toning pre-lightened hair is a step that is performed after lightening hair to either neutralize undesired warmth, deposit a hue or both.

Always tone with a Demi Effect Developer Lotion 8.5 vol. (2.6%) or a 10 vol. (3%) Developer. Recommended processing time is 3-10 minutes.

- Always pre-lighten to desired target level.
- Apply toner on damp hair. Doing so allows for better control.
- Pre-lightened hair is very porous. Strand test and visually process as toner may work quickly.
- To reduce speed of toner add clear to formula.
- Do not shampoo hair after toner. Rinse toner and apply Calura Colour Lock, process for 3-5 minutes and rinse.
- Shampoo hair with Calura Moisture Blalance Cleanser, Blacklight nourishing shampoo or Blacklight smart puryfing shampoo.

CORRECTIVE PRE-COLOURING

When to Pre colour Hair:

- When colouring hair darker by 2 or more levels
- When extreme colour loss has occured (colour faded by 2 levels or more)

DESIRED LEVEL	PRE-COLOURING FORMULAS	DEVELOPER
9	9-3 / 9G	Demi Effect Developer Lotion 8.5 vol. (2.6%)
8	1/4 9-34 / 9GK + 3/4 9-3/9G	
7	1/4 8-34 / 8GK + 3/4 8-3/8G	
6	1/4 7-45 / 7GK + 3/4 7-3/7G	
5	1/4 6-45 / 6GK + 3/4 6-3/6G	
4	5-7 / 5M	
3	4-7 / 4M	

TIPS : ALWAYS PRE-COLOUR THE HAIR ONE LEVEL LIGHTER THAN THE TARGET SHADE + IT IS RECOMMENDED TO PRE-COLOUR PRE-LIGHTENED HAIR.

Processing Pre-colour Formulas

- Apply appropriate pre-colouring formula
- Processing time is 15 minutes
- Shampoo with Calura Moisture Balance Cleanser, dry hair
- Proceed with final colour formula using 20 vol. (6%). Processing time for final colour is 30 minutes
- Shampoo with Calura Moisture Balance Cleanser, condition with Calura Moisture Balance Conditioner
- Apply Calura Colour Lock for 3-5 minutes

Strand test prior to application of final colour for accuracy of desired target (faded by 2 levels or more).

CORRECTIVE PRE-COLOURING

Pre-colouring formulas for intense shades

TARGET SHADE	PRE-COLOURING SHADE	DEVELOPER	PROCESSING TIME
7-44/7KK OR 7-444/7K[3]	3/4 7-45/7KR + 1/4 Clear	Demi Effect Developer Lotion 8.5 vol. (2.6%)	15 minutes
6-44/6KK or 6-444/6K[3]	7-45/7KR		
5-44/5KK or 5-444/5K[3]	6-45/6KR		
7-55/7RR	3/4 7-54/7RK + 1/4 Clear		
6-55/6RR	7-54/7RK		
5-55/5RR	6-54/6RK		
6-556/6RRV	3/4 6-56/7RV + 1/4 Clear		
5-556/5RRV	6-56/6RV		
4-556/4RRV	5-56/5RV		
5-66/5VV	6-6/6V	Demi Effect Developer Lotion 8.5 vol. (2.6%)	10 minutes
4-66/4VV	5-6/5V		
3-66/3VV	4-6/4V		
1-66/1VV	3/4 2 Neutral + 1/4 0-66/0VV		

RISING FOR SUCCESS



Calura Moisture Balance Cleanser

Let the colour shine longer. Lather in this rich, perfectly balanced moisture cleanser to extend the hair's colour and revitalize shine.

USE

Apply. Lather. Indulge. Rinse. Follow with Calura Colour Lock



Colour Lock

With its pH of 4.0, the Colour Lock is the first step towards long lasting colour! Use this professional formula after any colour service to smoothand tightens the cuticle, effectively locking in colour.

USE

Apply after any chemical service. Distribute thoroughly. Indulge for 3 to 5 minutes. Rinse.



Calura Moisture Balance Conditioner

Give the hair a healthy balance. Use after our Moisture Balance Cleanser to detangle, balance and moisturize the hair — while extending the colour and natural shine!

USE

Apply to wet hair. Indulge and rinse.

VEGAN, PARABEN FREE, GLUTEN FREE, SULFATE FREE, MCI/MI FREE, NO ARTIFICIAL COLOURS, COLOUR SAFE.

OLIGO SUPPORT TOOLS

Our Oligo Support Tools are a suite of essential products to ensure outstanding results for both guests and professionals. These tools are meticulously crafted to cater to various aspects of the hair and scalp care needs.



1 L / 32 OZ

Clarifying Shampoo

The Oligo Professionnel Clarifying Shampoo is formulated to remove accumulated build-up on the hair caused by everyday styling, promoting a cleaner and healthier scalp, while making hair shinier and more manageable.

DIRECTIONS

For weekly cleansing, apply Clarifying Shampoo to wet hair, massage and rinse. For deep cleansing, apply Clarifying Shampoo to wet hair, let sit for 3-5 minutes and rinse.



240 ML / 8 OZ

Porosity Equalizer

Equalizes hair porosity. Apply a small quantity before toning or before wrapping permanent wave rods to prevent dryness.

DIRECTIONS

Spray a small quantity onto towel blotted hair. Do not rinse.



240 ML / 8 OZ

Stain Protector

The Stain Protector forms a long-lasting skin protection against colour stains. This gel is heat resistant, fragrance free and gentle on the skin. Make sure you use it with Calura Ecosystem.

DIRECTIONS

Apply a thin layer to the hairline before applying hair colour. When colour service is over, wipe off with a damp cloth or rinse with water.



240 ML / 8 OZ

Stain Remover

Fast and efficient, the stain remover gently eliminates colour stains from the skin and the scalp without irritations. Ideal to remove FunkHue stains!

DIRECTIONS

When colour service is complete, moistened a cotton wool with colour stain remover and apply to stained skin or scalp. Rinse with lukewarm water. Do not leave lotion on skin for a prolonged period of time. Always perform a sensitivity test prior to application.



200 ML / 6.8 OZ

Scalp Protector

The Scalp Protector oil reduces irritation and itchiness on clients with sensitive scalps during colour or lightening services.

DIRECTIONS

For colour services mix 5-10ml directly in colour bowl with 60 ml /2 oz of colour and mix well. If the colour portion, excluding developer, is 30 ml / 1 oz do not exceed 5 ml of oil. For lightening services, mix with lightening powder or cream and developer until ideal consistency is reached.



CALURATEN

10 MINUTE PERMANENT HAIR COLOUR

Not just a hair colour; a transformative experience, combining efficiency, care, and outstanding results all in one package.

CALURATEN

Our fast-processing, permanent hair colour is meticulously formulated to colour and simultaneously provide nourishment to the hair, all while ensuring optimal scalp protection.

Product Features

- FREE of PPD, Paraben, Cruelty and Gluten
- No Animal-Derived Ingredients
- Rapid Processing Time
- Long-Lasting Colour
- Scalp Care and Comfort
- Low Ammonia Odor
- Dermatologist-Tested

Ingredients

Hydrolyzed Pea Protein

Repairs, restores moisture content and strengthens hair structure.

Acacia Senegal

From the dry regions of Africa, specifically the Sahara, Acacia Senegal Gum mimics the benefits of animal-derived collagen. This natural ingredient supports skin hydration, fortifies the skin's moisture barrier, and aids in retaining moisture and nutrients during processing.

Alpha Bisabolol

Derived from Brazilian Candeia trees and found in German chamomile, boasts anti-inflammatory, calming, antibacterial, and anti-fungal properties. It fosters a healthy scalp for lustrous hair.

BENEFITS

- 100% White Hair Coverage: CaluraTEN provides 100% coverage of white hair.
- Offers up to 3 levels of lift: for all hair types and textures.
- Phytonutrients: Our formula includes nourishing ingredients like Hydrolyzed Pea Protein, Acacia Senegal, and Alpha Bisabolol.
- Fast Processing Time: CaluraTEN works three times faster than standard permanent hair color, thanks to our carefully chosen dye intermediate combination.
- Shades Tonality: Complement your Calura Permanent Shine Hair Color and Calura Gloss with CaluraTEN shades.
- Innovative System – Scalp Care: Our innovative system not only enhances the hair appearance but also cares for the scalp during the rapid coloring process.



CALURATEN

Mixing ratio 1:1

PROCESSING TIME		
Tone on tone or darker	10 minutes	20 vol. (6%)
White hair coverage	10 minutes	20 vol. (6%)
1 level of lift	15 minutes	20 vol. (6%)
2 levels of lift	15 minutes	30 vol. (9%)
3 level of lift	15 minutes	40 vol. (12%)

Tip: Porosity varies from person to person, use table as a guideline only.

White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 20 vol. (6%) developer, 15 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage:
  25% White = 25% Covering shades + 75% Fashion Shades
  +50% White = 50% Covering shades + 50% Fashion Shades

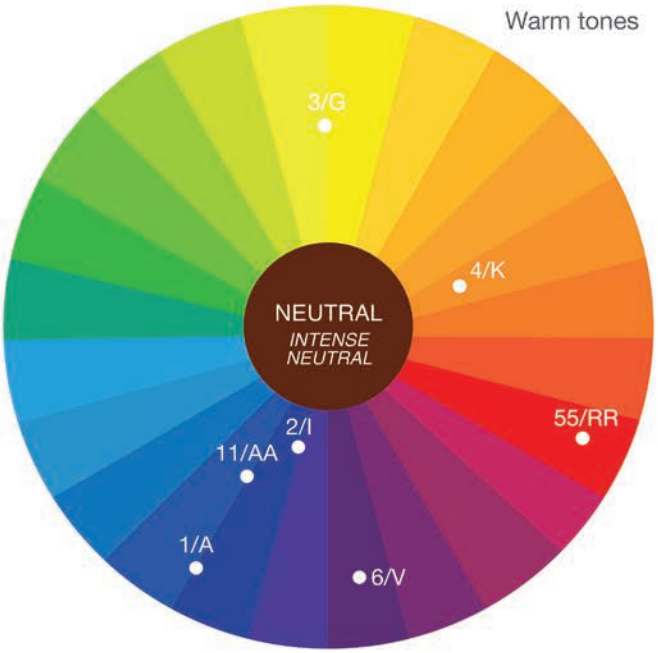
SERIES	TONE DIRECTION
Neutral	Neutral
Intense Neutral	Intense Neutral
318/GAB	Cool natural
8/B	Warm

● 100% white coverage series

*Timely application is imperative. Process following the processing time
chart Do not exceed processing time.

After all colour services, follow with Calura Moisture Balance Cleanser
and Colour Lock for maximum longevity.
For global colour application service, use Calura Gloss or Calura Permanent Shine hair colour for mid-lengths and ends

Colour wheel



*318/GAB Cool Brown
*8/B Brown

Natural levels

10- Very pale blonde	Extra pale yellow
9- Very light blonde	Pale yellow
8- Light blonde	Yellow
7- Medium blonde	Yellow-orange
6- Dark blonde	Orange
5- Light brown	Orange-red
4- Medium brown	Red-orange
3- Dark brown	Red
2- Very dark brown	Red-brown
1- Black	Dark red-brown

APPLICATION

Newgrowth Application

1. Protect hairline with Oligo Professionel Stain Protector.
2. Mix colour right when you are ready to apply. Adjust the numbers for the other steps
3. Process for either 10 minutes for deposit-only or 15 minutes for lifting. (up to 15 minutes for resistant white hair)
4. At the rinsing station, Emulsify the colour before adding lukewarm water to the hairline and continue to emulsify the hairline.
5. Use Oligo Professionnel Stain Remover to completely eliminate colour on hairline, neck and ears, if needed.
6. Rinse thoroughly until the water runs clear.
7. Gently apply Calura Moisture Balance Cleanser.
8. Apply Calura Moisture Balance Conditioner to the hair, massaging it gently into the scalp to restore the scalp's pH balance and prevent post-service itchiness.
9. Rinse well and follow up with Calura Colour Lock.

Newgrowth Application and Balancing Colour on Mid-Lengths and Ends

1. Protect hairline with Oligo Professionel Stain Protector.
2. Apply the hair colour to the newgrowth in fine sections, ensuring generous saturation of the colour. Gently press the colour brush against the hair during application.
3. Process for either 10 minutes for deposit-only or 15 minutes for lifting. (up to 15 minutes for resistant white hair)
4. At the rinsing station, emulsify the colour before adding lukewarm water to the hairline and continue to emulsify the hairline.
5. Use Oligo Professionnel Stain Remover to completely eliminate colour on hairline, neck and ears, if needed.
6. Rinse thoroughly until the water runs clear.
7. Prepare an equivalent formula of Calura Gloss and apply to mid-lengths and ends.
8. Process for 15-20 minutes.
9. After processing time is completed, rinse the hair thoroughly with lukewarm water until water runs clear.
10. Gently apply Calura Moisture Balance Cleanser. (light cleansing)
11. Rinse thoroughly until the water runs clear.
12. Apply Calura Moisture Balance Conditioner to the hair, massaging it gently into the scalp to restore the scalp's pH balance and prevent post-service itchiness.
13. Rinse well and follow up with Calura Colour Lock.

Important Additional information

- The processing time starts after application is completed.
- Keep in mind that this application is time-sensitive, so work swiftly and accurately.
- Do not exceed processing time, otherwise hair colour results will be darker.



CALURA GLOSS DEMI-PERMANENT

Unlock the brilliance of our demi-permanent liquid hair color.

CALURA GLOSS



Our breakthrough demi-permanent liquid colour is no exception. Calura Gloss offers the versatility of a liquid colour in an alcohol-free water base environment! Calura Gloss delivers an unbelievably glossy finish without any lifting power.

The best of both worlds

Calura Gloss' technology offers all the advantages of acidic and alkaline hair colours without any of their drawbacks! Calura Gloss features a gentle acid-balanced base buffered to an alkaline pH that works synergistically with acidic molecules, offering the best of both worlds. The result is unprecedented shine, conditioning and longer lasting deposit with zero lift, guaranteed!

Our unique technology allows deep penetration of dyes, but also of our high-performance conditioning agents. Offering long term conditioning and shine.

Hydrolyzed Vegetable Protein

A protein-based complex which improves hair elasticity, conditioning, strength and adds natural shine. This unique ingredient penetrates into the hair cortex, building strength from within and protecting hair surface. It also contains amino acids which replenish pre-lightened hair!

Acai Fruit Extract

Anti-aging super-fruit. Excellent source of antioxidants that maintains hair youthfulness and protection.

Alcohol Free

Have you ever considered putting Alcohol on your hair? So why use a demi permanent colour that contains alcohol! It causes dryness and frizz not to mention makes combing product through to ensure even colour deposit very difficult. For that reason, we have completely eliminated it from our formulas offering a safer and healthier product.

PPD Free

Strong allergen that can cause mild to severe allergic reactions.

CALURA GLOSS

Versatility

- Colour balance
- Tone pre-lightened hair
- Enhance colour of natural hair
- White hair blending
- Colour correction
- Enhance shine

Zero Lift

Clear 0-00

Dye free formula that offers shine and hydration; can be used alone or intermixed with any Calura Gloss shade.

Mixing ratio 1:1

PROCESSING TIME	
Toning	3-10 minutes
Colour balancing	20 minutes*
White hair blending (up to 50%)	30-35 minutes

Processing times are to be used as guidelines only.
For more vibrant results or for better white blending, process 15-20 minutes with plastic cap under pre-heated warm dryer.
* Process up to 20 minutes. To achieve lighter colour deposit, either dilute shade with Clear or use a lighter shade.

Developer Options

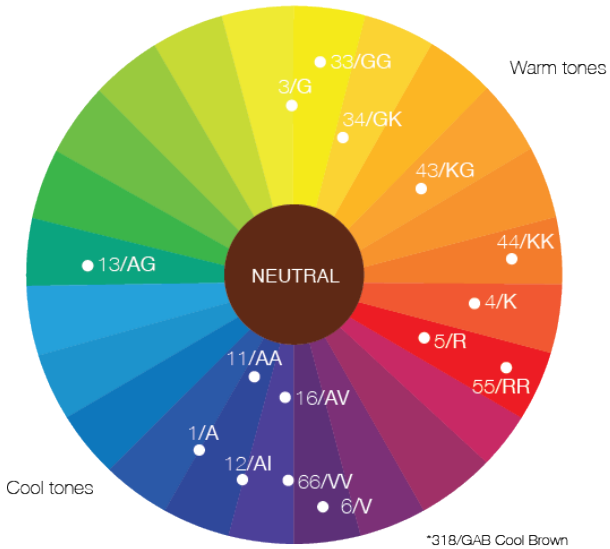
Calura Lotion Developer 7 volume (2%) offers a lotion-like consistency ideal for bottle application.

Calura Cream Developer 7 volume (2%) offers a cream-like consistency for more control when applying with a bowl and brush.

White Hair Blending

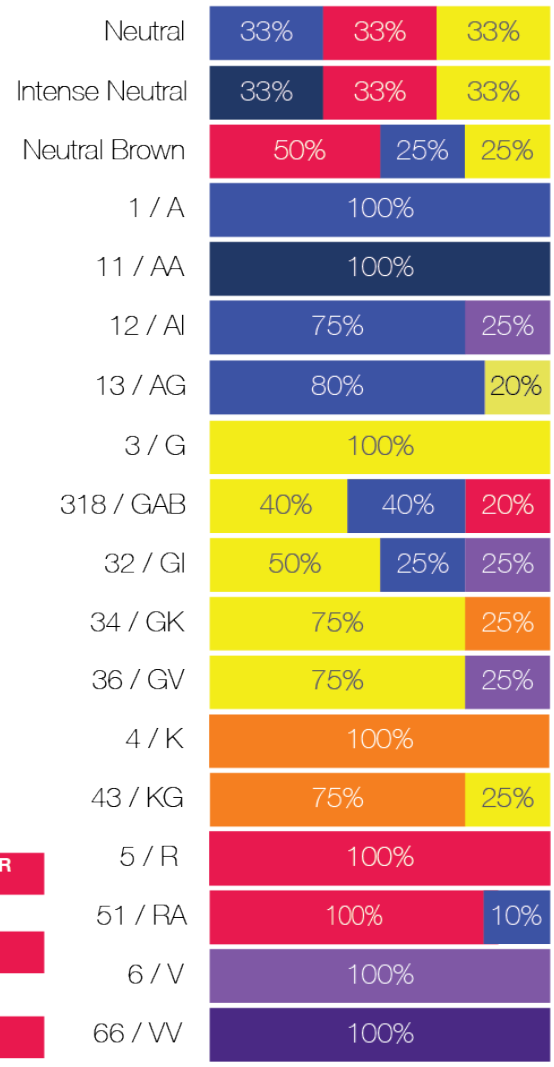
SHADE	DEVELOPER	RATIO	% WHITE HAIR BLENDING
Neutral	7 vol. (2%)	1:1	UP TO 30%
Neutral Brown	7 vol. (2%)	1:1	UP TO 30%
318/GAB	7 vol. (2%)	1:1	UP TO 30%
Intense Neutral	13 vol. (4%)	1:1	UP TO 50%

Colour wheel



*318/GAB Cool Brown
*32/GI Beige
*36/GV Golden Beige
*51/RA Framboise

Series and Bases



APPLICATION

Use Instruction

- Use a scale for measuring.
- Mixing Ratio 1:1
  60 ml Calura Gloss + 60 ml Calura Gloss Developer

Application Instruction

Calura Gloss offers *Versatility* for many popular services:

- Colour balancing – when mid-lengths and ends have faded, deposit or refresh previous colour. Apply on Dry or Damp hair and process for up to 20 minutes.
- Tone Pre-lightened hair – a gentle option for porous hair types ensuring beautiful colour, shine and optimum conditioning benefits. Apply on Damp shampooed hair. Start application in the zone where the hair requires the most tonality depositing. Process visually 3 to 10 minutes.
- Enhance colour of natural hair – for those who are new to colour or want to freshen their natural tones. Apply on dry hair with Calura Gloss Developer cream 7 Volume 2%. Process 20 minutes.
- White hair blending – up to 50 % white hair blending. Increased performance with our Intense Neutrals + 13 volume (4%) Calura Gloss developer. Process 30-35 minutes.
- Enhance shine – experience the shine of when using all shades or by using our Clear on its own as a shine treatment. Mix with 7 volume 2% Calura Gloss Developer. Process 10 minutes for normal hair and 15 minutes for coarse and resistant.
- If hair is porous spray Oligo Professionnel Porosity Equalizer prior to apply Calura Gloss for more even colour results.
- For more vibrant results or for better white blending, process 15-20 minutes with plastic cap under pre-heated warm dryer. A dryer is normally used to accelerate the process. Best practice recommendations when using a dryer are with the Calura Gloss lotion or cream: 3-10 minutes with plastic cap under pre-heated warm dryer, then 10 minutes to cool.
- Porous hair, may require a reduced processing time and/ or dilution of shade with the Clear.
- Caution must be taken when dealing with pre-lightened hair.

Rinsing Instruction

- Add luke warm water and emulsify.
- Use Oligo Professionnel Colour Remover to completely eliminate colour on hairline, neck and ears, if needed.
- Rinse thoroughly and gently until water runs clear.
- Shampoo with Calura Moisture Balance Cleanser.
- Condition with Calura Moisture Balance Conditioner.
- Apply Calura Colour Lock, leave on for 5 minutes and rinse.

TIPS

- To achieve lighter colour deposit, either dilute shade with Clear or use a lighter shade. *(This refers specially to pre-lightened hair. The Clear can be diluted in any proportion as a caution or to create various effects. If wanting to obtain 1 level lighter, add 25% of Clear)*
- Dilutions to achieve more than 2 levels lighter are not usually good as the hue may shift.

ADDITIONAL

Conditioning only, without shampooing first, is an option. The hair MUST be rinsed very well after the processing time.

FREQUENTLY ASKED QUESTIONS - CALURA PERMANENT

Can I use heat or a blow dryer to process Calura faster?

No, with our exothermic technology we do not recommend the use of heat.

Can I use Blacklight Smart developer with Calura Permanent Hair Colour?

For best results, we recommend using Calura Developer with Calura coloring.

Will I get “hot roots” with the 30 volume for white hair coverage?

We recommend using a (9%) 30 volume developer for white coverage with thick or resistant hair types only. If you have formulated correctly to the characteristics of the hair with the correct processing time and shade, you will not experience ‘hot roots’. The characteristics of the hair refer to the texture, density, elasticity, and porosity of hair.

Can I add my accelerator drops to treat faster?

We do not recommend adding accelerators to our colour.

Is Calura Permanent Hair Colour vegan?

Calura does not contain animal derived ingredients.

Why can’t I get white hair coverage with 10 volume developer?

Our 10 Volume generates the increase in temperature, which is not a sufficient amount of heat to allow the cuticle to open sufficiently.

When should I use a (3%) 10 volume developer?

- For toning services and with the use of our Pastel Series
- For shine and hydration when mixed with Clear
- Use on damp hair for a semi-permanent option

Which developer is recommended for colour balancing?

For best longevity, we recommend using a (6%) 20 volume developer to balance colour or refresh lengths and ends.

CALURA

FREQUENTLY ASKED QUESTIONS - CALURATEN

What happens if it takes more than 10 minutes to apply the colour?

When application speed is a concern, consider using a lighter shade of CaluraTEN to achieve desired results more efficiently. On coarse, resistant hair, you can go up to 15 minutes. On fine normal hair 10 minutes otherwise, the results are darker.

What if I leave less than 10 minutes?

Deviation of tone will occur, no sufficient white coverage.

Can you mix CaluraTEN with Calura Permanent?

CaluraTEN cannot be mixed with CP (or any other product) to prevent any unwanted chemical reactions or inconsistencies in results.

Can I use heat or a blow dryer to process caluraTEN faster?

CaluraTEN does not require heat application as it is already designed for fast and effective colour development.

Which developer do you recommend for white hair coverage?

A Calura 20 Volume Developer is recommended for effective white hair coverage with processing time of 10 minutes for regular or 15 minutes for resistant.

Why no 10 volume developer?

It will result in shorter shade longevity due to low chemical activity.

What makes CaluraTEN 3 times faster?

Selection of certain dyes intermediates that can develop on a shorter processing time under certain condition. The concentration of the alkaline agent also contributes for faster chemical activity and the concentration of the oxidizing agent.

Is there any ammonia in caluraTEN?

Yes, but the odor is minimal.

Why does CaluraTEN have ammonia?

Ammonia is a small molecule and can quickly penetrate the hair structure.

Can I use CaluraTEN for pre-colour?

No

Can I use for toning?

Yes

Is the colour progressive?

Yes

Can I apply with a bottle?

Yes

Can I use for a root tap, base smudge or shadow base?

Yes

Can you break the base with CaluraTEN?

Yes

Can scalp protector be added?

Yes and you can also add our Blacklight Smart Bond Protection and Strengthening Concentrate.

CALURATEN

FREQUENTLY ASKED QUESTIONS - CALURA GLOSS

Can I use any developer with Calura Gloss?

We recommend using our Calura Gloss developer with Calura Gloss shades.

Should I use Colour Lock?

Calura Care & Styling Colour Lock will aid in better colour longevity as it begins the process of lowering pH and reducing swelling of the cuticle scales.

Can I use other demi developer with Calura Gloss?

You can use Calura Permanent Demi Effect Lotion with Calura Gloss, but you will get lightening.

Can Calura Gloss be used for pre-colouring?

Yes, the same shade recommendations and instructions given for Calura can be used for Calura Gloss.

Is Calura Gloss gluten free?

Yes

What happens if the liquid shade is mixed with water?

All the ingredients will be diluted and therefore the shade, the longevity and all the benefits will be diluted with the viscosity. Dilution must be done with Clear.

CALURA gloss

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