CREATE WITH CONFIDENCE

Paul Mitchell The Color is a minimalist approach to maximum results, designed with the hairdresser in mind. Enjoy ultimate versatility and superior coverage with beautiful, natural results—backed by the largest, independently owned brand in professional hair care. With the addition of Paul Mitchell The Color 10 express gray coverage, it's a complete portfolio for every service need behind the chair.



FEATURES & BENEFITS	
CONSISTENTLY PREDICTABLE, NATURAL RESULTS	Formulated with consistently low ammonia across every level and tonal family to impart less structural damage and offer easy intermixing (level 5 + level 7 = level 6). Intermix shades to create in-between levels with predictable results.
ULTIMATE VERSATILITY	Can be used as a permanent, demi-permanent and semi-permanent color simply by switching the developer volume and timing. Perfect for stylists who prefer to keep a tighter inventory.
DEDICATED GRAY COVERAGE	With a dedicated Plus series that provides 100% coverage, The Color is the only one you need for gray coverage guests.
MORE COLOR, MORE SERVICES	The larger 3 oz. tube provides 50% more product vs. the 2 oz. competitor tube, making your color go further.
CREAMY TEXTURE	The Color has a rich consistency that's a dream to apply and provides additional conditioning on the hair. Choose cream or clear developer to create your ideal viscosity depending on your application.
ON-TONE FADE	The only color formulated with ChromaLuxe technology to deliver vibrancy, while advanced oxidative dyes provide long-lasting color that fades on tone.
SUSTAINABLE COMMITMENT	Beegan formula made with responsibly sourced beeswax and no other animal by-products.

Paul Mitchell The Color has consistently low ammonia at every level, which puts the highest degree of dye intermediates into the hair without extensively raising the cuticle. The result is healthy, conditioned hair with predictable results.



SUSTAINABILITY

Tube: 100% post-consumer recycled aluminum



Carton: 100% recycled fiber content, with a minimum of 35% post-consumer

COLOR BALANCING



Ideal for:
- Softening overly deposited hair color.
- Dramatic changes in tone.

Directions:
- Mix equal parts of Paul Mitchell Shampoo One, 10 volume Paul Mitchell Cream Developer and Dual-Purpose Lightener or SynchroLift+.
- Apply to wet hair and emulsify until the slightest change in the previous color is seen.
- Process approximately 5-10 minutes. Rinse thoroughly and shampoo with Color Protect Post Color Shampoo.

PRE-SERVICE COLOR PREP

Schedule time with your guest before the color service to prepare the hair for optimal results.



Begin with the Charcoal Clay Cleanse—a purifying shampoo designed to remove buildup, metals and impurities from the hair fiber.



Follow with the Porosity Equalizer—a professional leave-in spray for all hair types that neutralizes and balances porosity.

COLOR RINSING AND POST CARE



After color processing is complete, rinse color thoroughly out of hair and follow with Color Protect Post Color Shampoo to gently remove all color product and help stop the oxidation process. Follow with Color Protect Conditioner. Recommend that guests use Paul Mitchell Color Protect products to maintain color at home.

BOND RX

Turn any lightening or permanent hair color service into a bond-building treatment. The Paul Mitchell Bond Rx 2-Step Professional System increases revenues as an add-on service or a stand-alone treatment to strengthen and condition fragile hair.

MIXING USAGE WITH PERMANENT HAIR COLOR

1. Mix Bond Rx Professional Bond Builder Step 1 with 30 ml (1 oz.) of permanent color.
2. Apply to hair and process as usual.
3. Shampoo hair with Color Protect Post Color Shampoo.
4. Apply Bond Rx Professional Bond Building Sealant Step 2 to towel-dried hair and leave in for 5-15 minutes.
5. Rinse, then blow-dry to activate the Bond Rx Technology.

PAUL MITCHELL BONDRX



RETAINS 85%
of disulfide bonds while lightening*

*Using Step 1 and Step 2, as compared to virgin hair; results based on third-party clinical testing.



CREATE with CONFIDENCE

PAUL MITCHELL
the color
Permanent cream hair color

PAPER **CHART**



BONUS - NEW THE DEMI *COLOR GLOSS* Take Home revenue opportunity! Send any color-treated guest home with Color Gloss for a color refresh in between services.

Refresh and tone with The Demi, delivering rich results with exceptional shine.

- No-ammonia, no-MEA, no-lift formula
- Soy protein for soft, hydrated results
- Fast 5-20 minute processing time

#TheDemi
#GlossyPosse

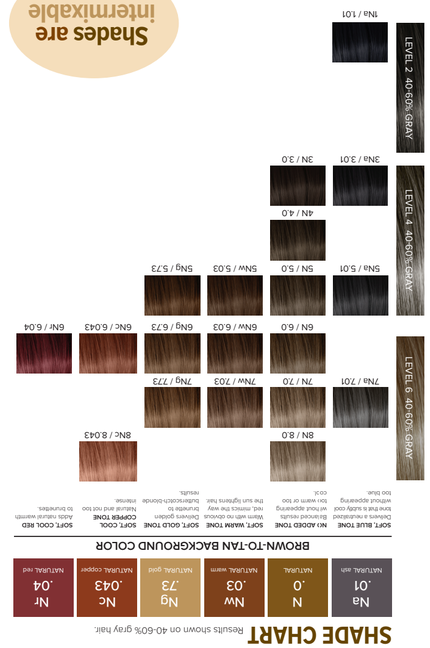


PAUL MITCHELL
the demi
demi-permanent hair color

The Perfect Fusion Of Shine, Condition and Coverage.



Shades are intermixable



SHADE CHART Results shown on 40-60% gray hair.

Na .01	N .0	Nv .03	Ng .73	Nc .043	Nr .04
NATURAL ash	NATURAL	NATURAL warm	NATURAL gold	NATURAL copper	NATURAL red

Printed in the U.S.A. (TCPSC25) 10% RECYCLED

GOT TEN MINUTES? WE'VE GOT YOU COVERED

See more clients in your day with Paul Mitchell The Color 10 express services!

- Up to 100% gray coverage
- Fast 10-minute processing time
- Book more appointments and turn extra minutes into added revenue

Last-minute guests

Fast regrowth

Short-hair

Lunchtime color

Convert at-home color users–show them how quick and easy salon color can be

	N .03 Natural	NB .07 Neutral Beige	NN .00 Neutral Neutral	NA .20 Natural Ash	PN .80 Pearl Natural	Ab .11 Ash blue	A .1 Ash	CB .716 Cool Beige	P .6 Platinum	VR .64 Violet Red	CM .567 Cool Mahogany	RV .46 Red Violet	RR .44 Red Red	R .4 Red	RB .47 Red Brown	WM .547 Warm Mahogany	RO .43 Red Orange	WC .034 Warm Copper	OR .34 Orange Red	WB .734 Warm Beige	G .3 Gold	PLUS SERIES Maximum gray coverage for over 50% gray hair: CH+ .003 Chocolate	N+ .001 Natural	CNB+ .018 Cool Natural Blue
UT	UTN ULTRA TONER NATURAL BLONDE	UTNB ULTRA TONER NEUTRAL BLONDE					UTA ULTRA TONER ASH BLONDE		UTP ULTRA TONER PLATINUM BLONDE												UTG ULTRA TONER GOLD BLONDE			
HL	HLN HIGHLIFT NATURAL BLONDE	HLNB HIGHLIFT NEUTRAL BLONDE					HLA HIGHLIFT ASH BLONDE		HLP HIGHLIFT PLATINUM BLONDE															
10	10N LIGHTEST NATURAL BLONDE	10NB LIGHTEST NEUTRAL BLONDE					10A LIGHTEST ASH BLONDE	10CB LIGHTEST COOL BLONDE												10WB LIGHTEST WARM BLONDE	10G LIGHTEST GOLD BLONDE			
9	9N VERY LIGHT NATURAL BLONDE	9NB VERY LIGHT NEUTRAL BLONDE					9A VERY LIGHT ASH BLONDE	9CB VERY LIGHT COOL BLONDE	9P VERY LIGHT PLATINUM BLONDE													9CH+ GRAY COVERAGE VERY LIGHT CHOCOLATE BLONDE	9N+ GRAY COVERAGE VERY LIGHT NATURAL BLONDE	
8	8N LIGHT NATURAL BLONDE	8NB LIGHT NEUTRAL BLONDE			8PN LIGHT SMOKY NATURAL BLONDE		8A LIGHT ASH BLONDE	8CB LIGHT COOL BLONDE				8RV LIGHT RED VIOLET BLONDE		8R LIGHT RED BLONDE			8RO LIGHT RED ORANGE BLONDE	8WC LIGHT WARM COPPER BLONDE		8WB LIGHT WARM BLONDE	8G LIGHT GOLD BLONDE	8CH+ GRAY COVERAGE LIGHT CHOCOLATE BLONDE	8N+ GRAY COVERAGE LIGHT NATURAL BLONDE	
7	7N NATURAL BLONDE	7NB NEUTRAL BLONDE		7NA NATURAL ASH BLONDE	7PN SMOKY NATURAL BLONDE	7Ab ASH BLUE BLONDE	7A ASH BLONDE	7CB COOL BLONDE	7P PLATINUM BLONDE						7RB RED NATURAL BLONDE			7WC WARM COPPER BLONDE	7OR ORANGE RED	7WB WARM BLONDE		7CH+ GRAY COVERAGE CHOCOLATE BLONDE	7N+ GRAY COVERAGE NATURAL BLONDE	7CNB+ GRAY COVERAGE COOL NATURAL BLONDE
6	6N DARK NATURAL BLONDE	6NB DARK NEUTRAL BLONDE	6NN DARK NEUTRAL NEUTRAL BLONDE		6PN DARK SMOKY NATURAL BLONDE	6Ab DARK ASH BLUE BLONDE	6A DARK ASH BLONDE	6CB DARK COOL BLONDE			6CM DARK COOL MAHOGANY BLONDE	6RV DARK RED VIOLET BLONDE	6RR RED RED	6R DARK RED BLONDE	6RB DARK RED NATURAL BLONDE	6WM DARK WARM MAHOGANY BLONDE	6RO DARK RED ORANGE BLONDE	6WC DARK WARM COPPER BLONDE		6WB DARK WARM BLONDE	6G DARK GOLD BLONDE	6CH+ GRAY COVERAGE DARK CHOCOLATE BLONDE	6N+ GRAY COVERAGE DARK NATURAL BLONDE	6CNB+ GRAY COVERAGE DARK COOL NATURAL BLONDE
5	5N LIGHT NATURAL BROWN	5NB LIGHT NEUTRAL BROWN	5NN LIGHT NEUTRAL NEUTRAL BROWN	5NA LIGHT NATURAL ASH BROWN	5PN LIGHT SMOKY NATURAL BROWN	5Ab LIGHT ASH BLUE BROWN	5A LIGHT ASH BROWN	5CB LIGHT COOL BROWN		5VR VIOLET RED	5CM LIGHT COOL MAHOGANY BROWN	5RV LIGHT RED VIOLET BROWN	5RR RED RED		5RB LIGHT RED NATURAL BROWN	5WM LIGHT WARM MAHOGANY BROWN	5RO LIGHT RED ORANGE BROWN	5WC LIGHT WARM COPPER BROWN		5WB LIGHT WARM BROWN		5CH+ GRAY COVERAGE LIGHT CHOCOLATE BROWN	5N+ GRAY COVERAGE LIGHT NATURAL BROWN	5CNB+ GRAY COVERAGE LIGHT COOL NATURAL BROWN
4	4N NATURAL BROWN		4NN NEUTRAL NEUTRAL BROWN				4A ASH BROWN			4VR VIOLET RED	4CM COOL MAHOGANY BROWN	4RV RED VIOLET BROWN		4R RED BROWN	4RB RED NATURAL BROWN	4WM WARM MAHOGANY BROWN					4G GOLD BROWN	4CH+ GRAY COVERAGE CHOCOLATE BROWN	4N+ GRAY COVERAGE NATURAL BROWN	4CNB+ GRAY COVERAGE COOL NATURAL BROWN
3	3N DARK NATURAL BROWN		3NN DARK NEUTRAL NEUTRAL BROWN	3NA DARK NATURAL ASH BROWN			3A DARK ASH BROWN			3VR VIOLET RED													3N+ GRAY COVERAGE DARK NATURAL BROWN	3CNB+ GRAY COVERAGE DARK COOL NATURAL BROWN
2	2N DARKEST NATURAL BROWN		2NN DARKEST NEUTRAL BROWN																					
1	1N BLACK						1A BLUE BLACK																	

Technical Support: 877.610.5405 (within North America) • 1300.365.350 (within Australia) • 01.800.788.6878 (within Mexico) • 0800 458 4565 (within The United Kingdom)

PAUL MITCHELL

the color

Permanent cream hair color

FORMULATION STEPS

1. Determine the natural level/percentage of gray.
2. Identify the target level.
3. Determine the dominant pigment at the target level.
4. Refer to The Color map to neutralize, enhance/intensify or subdue the hair's natural pigment.

BACKGROUND COLOR AND TONE

Background is the foundation of the hair color base and helps to produce balanced results. Paul Mitchell The Color is a primarily brown-based color line with a brown-to-tan background color, providing superior gray coverage and natural-looking results.
See below:

- Brown-to-tan background: Produces natural-looking results and covers gray well.
- Black-to-gray background: Minimizes warmth and ensures balanced results when lifting natural hair color.
- Plus Series: Contains an extra dose of background color to help ensure complete coverage on gray, white and resistant hair.

Tone is the special character or general reflect of a color. Red (R), Gold (G) and Orange Red (OR) are words that refer to tone. Both natural and artificial hair colors have a tone.

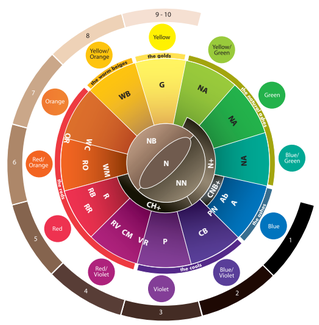
GRAY COVERAGE

% of Gray	
25% - 50%	1:3 – 1:2 (With selected Plus series shade)
50% - 75%	1:2 – 1:1 (With selected Plus series shade)
75% - 100%	1:1 – 2:1 (With selected Plus series shade)

The mixing ratios above are based on parts. For example, 1:3 = 1 part CH+ and 3 parts R. The N+ , CH+ and CNB+ Series have been formulated for maximum coverage.

FORMULATING WITH PAUL MITCHELL THE COLOR MAP

Use Paul Mitchell The Color Map and the tonal chart below to determine what tonal series to use to neutralize or intensify.



Tonal Result Guidelines

To neutralize
Go across The Color map and choose the tone that is opposite the dominant pigment tone at the target level.

To intensify
Choose tones that are near or the same as the dominant pigment tone at the target level.

TONAL BASE KEY	
Natural	.0
Ash	.1
Matte	.2
Gold	.3
Mahogany	.4
Red	.5
Violet	.6
Brown	.7
Pearl	.8

CNB+ .018	cool natural blue gray coverage
N+ .001	natural gray coverage
CH+ .003	warm natural gray coverage
NN .00	gray/brown
N .03	natural brown
NB .07	neutral beige
NA .20	green with brown
PN .80	natural with blue/violet
Ab .11	ash with blue
A .1	gray/blue
CB .716	beige with blue/violet
CM .567	violet/red with brown
RB .47	red with brown
WM .547	red/orange with brown
WC .034	natural orange/red
WB .734	beige with yellow/orange
G .3	yellow/gold
P .6	violet
VR .64	violet/red
RV .46	red/violet
RR .44	red/red
R .4	red
RO .43	red/orange
OR .34	orange/red

MIXING

Always mix Paul Mitchell The Color levels 1-10 and the Ultra Toners with Cream or Clear Developer in equal parts (1:1 ratio).



APPLICATION

VIRGIN SAME LEVEL OR DARKER
Step 1 – Divide dry hair into four segments.
Step 2 – Apply the color formula from scalp to ends. Take fine, ¼-inch sections and complete all four segments.
Step 3 – Process for 35 minutes for permanent results.

VIRGIN GOING LIGHTER
Step 1 – Divide dry hair into four segments.
Step 2 – Apply the 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 for 4 segments.
Step 3 –Set a timer 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.

RETOUCH STEPS
Step 1 – Divide dry hair into four segments.
Step 2– Apply the color formula to the regrowth. Take fine, ¼-inch sections and complete all four segments. Set a timer for 35 minutes.
Step 3 – With about 20 minutes remaining, take ½-inch sections and apply either a Paul Mitchell The Color semi or demi-permanent formulation OR a formula using The Demi to dry or towel-dried mid-lengths and ends (depending on formula chosen). Process accordingly.

REPIGMENTATION FORMULATION STEPS

When depositing more than 2 levels on previously lightened or processed/damaged hair, repigmentation is recommended. Before you begin, refer to the Pre-Service Color Prep section to identify specific products for processed or damaged hair.

1. Identify the target level of desired end result.
2. Select the proper target level repigmentation formula below.
3. Mix the repigmentation formula with equal parts 10 volume Developer and apply to damp hair.
4. Process for a minimum of 10 minutes.
5. Mix and apply the target formula directly over the repigmentation formula. If the target color is cool or neutral, wipe off the repigmentation formula.
6. Process for an additional 35 minutes.

REPIGMENTATION FORMULAS

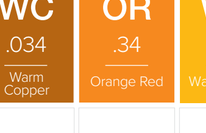
TARGET LEVEL	FORMULA*	DOMINANT PIGMENT
8	2:1 10G and 8RO	Yellow/Orange
7	1:1 10G and 8RO	Orange
6	8RO	Red/Orange
5	1:1 6RO and 8R	Red
4	1:1 6R and 6RO	Red/Violet

*Mix each formula with 10 volume Developer

VERSATILE MIXING AND PROCESSING GUIDELINES

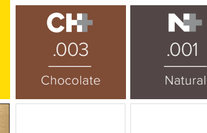
	USES	MIXING AND PROCESSING	TIMING
PERMANENT	1 to 2 levels of lift or deposit + gray coverage	20 volume Developer on dry hair	35 minutes
	2 to 3 levels of lift	30 volume Developer on dry hair	35 minutes
	3 levels of lift	40 volume Developer on dry hair	35 minutes
HIGHLIFTS	4 levels of lift	double 40 volume Cream Developer on dry hair	45 minutes
	4 levels of lift with more tone	40 volume Cream Developer on dry hair	45 minutes
DEMI-PERMANENT LONGEVITY 4-6 WEEKS	deposit only + gray blending	5 volume Developer on damp hair	20 minutes
SEMI-PERMANENT LONGEVITY UP TO 3 WEEKS	deposit only + minimal gray blending	10 volume Developer on damp hair	10 minutes
ULTRA TONERS	deposit only	5 volume Developer on damp hair, check color development for desired tone at 10 minutes	10-20 minutes

HIGHLIFT SERIES MIXING AND APPLICATION



FOR MAXIMUM LIFT
Mix the Highlift Series with Cream Developer only

VIRGIN APPLICATION
Step 1 – Divide dry hair into four segments.
Step 2 – Apply Highlift formula ½-inch from the scalp to the point where the ends show damage or porosity. Take fine, ¼-inch sections and complete all 4 segments. Process for 20 minutes.
Step 3 – Remix and apply Highlift to the scalp area and then to the ends.
Step 4 – Process for an additional 45 minutes.



FOR A MORE TONED END RESULT
Mix the Highlift Series with Cream Developer only

RETOUCH APPLICATION
Step 1 – Section dry hair into four segments.
Step 2 – Apply Highlift formula to the regrowth. Take fine, ¼-inch sections and complete all 4 segments.
Step 3 – Process for 45 minutes.
Step 4 – To refresh faded ends, Highlift may be worked through for the last 5-10 minutes.

ALLERGY TEST

1. Cleanse an area the size of a coin behind the ear, touching the hairline. Pat dry.
2. Apply the ACTUAL COLOR MIXTURE YOU INTEND TO USE, INCLUDING DEVELOPER to the test area.
3. Let process for the intended processing time, rinse and pat dry.
4. Do not wash or rinse area for 48 hours. If no reaction has occurred, proceed with process. DO NOT USE hair color if the guest has experienced any signs of irritation.

COLOR SHOTS PURE COLOR PIGMENT



Vibrant, pure color tones increase your creative formulation options when using Paul Mitchell The Color. Use Color Shots to intensify or neutralize tones in permanent, semi-permanent or demi-permanent hair color formulas. Color Shots is available in Blue and Violet.

COLOR SHOTS

USING COLOR SHOTS:

- Recommended amount of Color Shots per 2 oz. of color: 3 shots.
- Maximum amount of Color Shots per 2 oz. of color: 6 shots.
- If 3-6 shots of Color Shots per 2 oz. of color are used, additional Developer is not necessary.
- Color Shots is NOT recommended to be used alone, or with Color XG, Paul Mitchell lighteners, Colorways or The Demi.