

Colour + Gloss

Demi-permanent oxidative hair colour system

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COLOUR + GLOSS

Natural, shiny, conditioning: the innovative, demi-permanent *Colour + Gloss* toning gel is the gentle method to create intense colour and radiant shine.

Breathtaking glossy hair colour: the *Colour + Gloss* colour system gives natural and coloured hair more intensity and shine in a particularly gentle way. The innovative *Colour + Gloss* formula impresses users with its natural pH level for maximum protection of the skin and hair, together with its easy to apply gel consistency. The oxidative effect principle without ammonia and monoethanolamine (MEA) uses natural amino acids to achieve perfect penetration of the hair colouring and conditioning product and results in demi-permanent colour effects ranging from expressive to soft, all with radiant shine. *Colour + Gloss* enables virtually endless colour variations, with 22 shades that can be mixed with each other and the colourless *Colour + Gloss 0/00 Clear* which gives the remaining shades pastel softness and additional glossing effect.



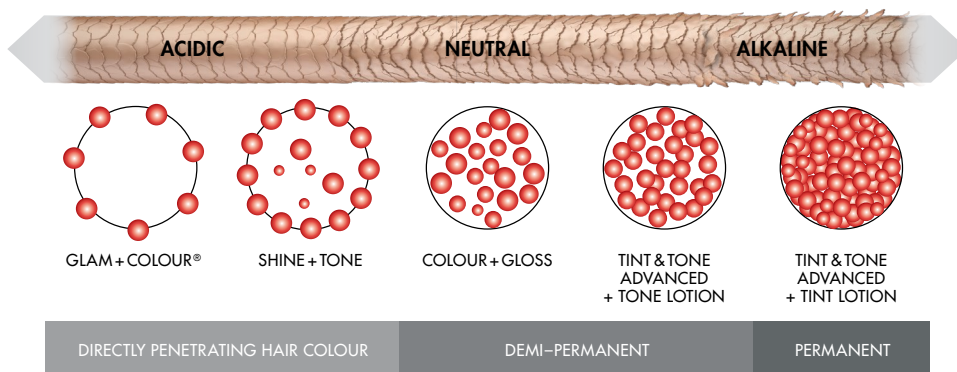
The new dimension of
colour and shine.

Product information

Colour + Gloss is a demi-permanent pH neutral and thus particularly gentle hair colouring system based on the effect principle of oxidative hair toning. Free from ammonia and monoethanolamine (MEA), *Colour + Gloss* intensifies the hair colour, gives lightened hair a new tone, conceals white hair and refreshes the lengths and tips. The natural hair is not lightened, but given vibrance and shine thanks to an intensifying pigmentation. The intensity of the colour change or refreshing is defined by the processing time, and varies from a natural camouflage to a richly faceted, invigorating glossing effect. Furthermore, enriched natural oils offer valuable protection of the hair fibres during the colouring process. The innovative gel consistency of *Colour + Gloss* enables simple and fast application. The durability of the hair colour is influenced by the choice of shade, the form of application and the supplementary care by the end customer at home. Due to the oxidative effect, the durability is between that of a permanent colour with *Tint & Tone Advanced* and a semi-permanent physical colour with *Shine + Tone*.

How it works

Free from ammonia and monoethanolamine (MEA), the alkaline amino acid-based colour pigments deposit themselves on the top cortex and cuticle layer of the hair. Natural hair is not lightened, and its structure remains unchanged. The overview shows the intensity of the deposition of the colour pigments, as well as the alkalinity of *Colour + Gloss* in the *La Biosthétique Colour System*.



In coloured and lightened hair, i.e. hair that is chemically altered, the pigment development occurs even more inside the hair. The already opened cuticle enables a deeper penetration of the pigments in the hair. To counteract the structural change of the hair as much as possible, natural oils of argan, macadamia nut and sunflower condition and protect the hair fibres.

Special features

- Free from monoethanolamine (MEA) and ammonia.
- With arginine, a natural amino acid that acts as alkali substitute.
- pH neutral for ideal protection of the hair.
- Natural oils protect and condition the hair fibres.
- Provides shine.
- No lightening of the natural hair.
- Simple and quick application due to the gel consistency.
- Gel consistency for pleasant application feeling at the wash basin and in the chair.
- Versatile application options from intensive to pastel softness thanks to glossing for shading and neutralising, camouflage, balancing out the lengths.
- Can be carried in a small range.

COLOUR + GLOSS

Shade spectrum and creative mixtures

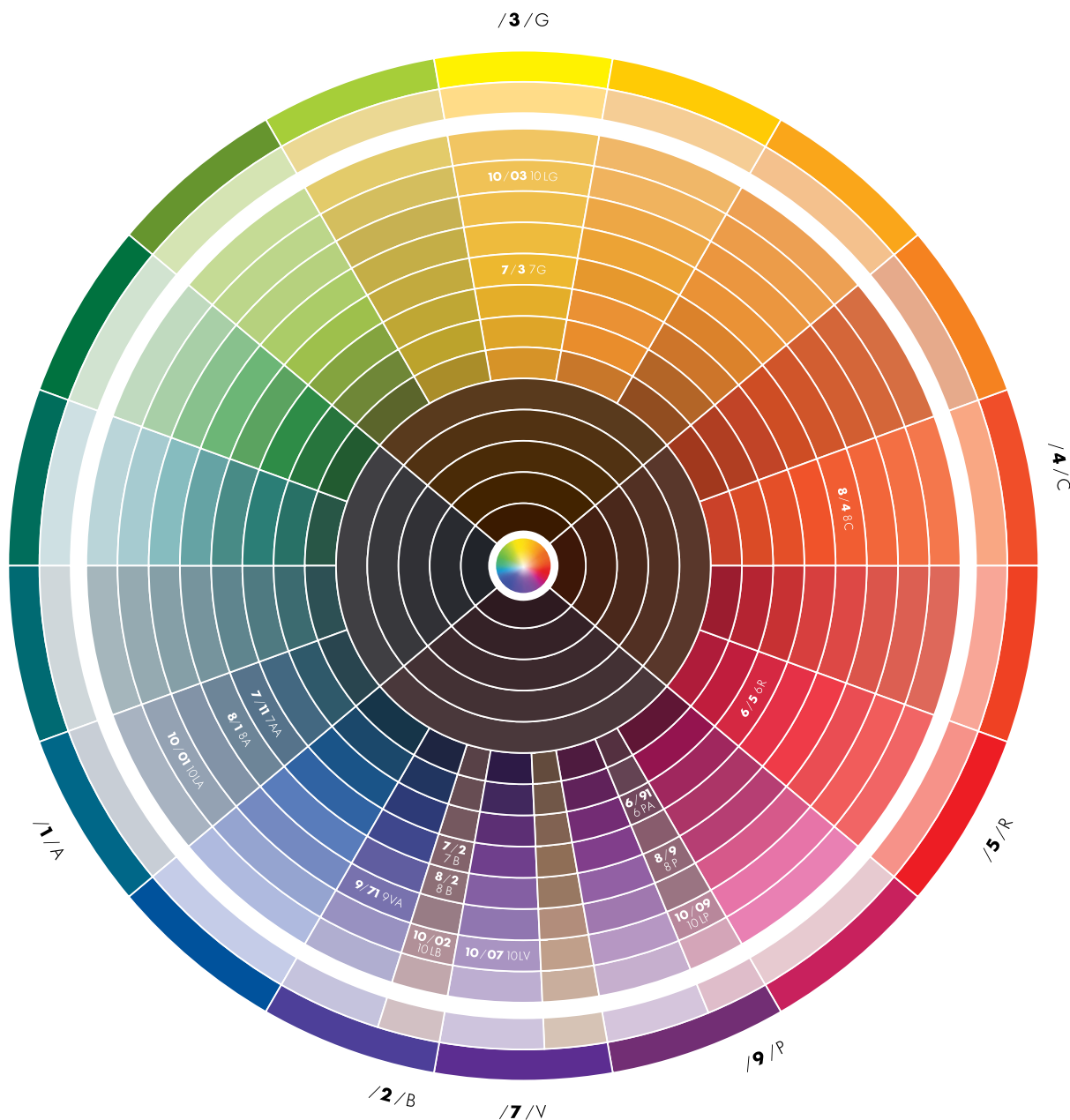
The colour application table provides an overview of the optimum applications for each individual shade and mixture with the starting colour.

	/0 /N	/1 /A			/2 /B		/3 /G	/4 /C /5 /R	/7 /V		/9 /P				
COLOUR LEVEL	CLEAR + 10/0 10N (1:1)														
	11/0 11N														
			10/01 10LA + 10/2 10LB (2:1)	10/01 10LA + 10/09 10LP (2:1)		10/02 10LB + 10/03 10LG (2:1)				10/07 10LV + 10/09 10LP (2:1)		10/09 10LP + 10/02 10LB (2:1)	10/09 10LP + 10/03 10LG (2:1)		
	10/0 10N	10/01 10A	10/12 10AB	10/19 10AP	10/02 10B	10/23 10BG	10/03 10LG		10/07 10LV	10/79 10VP	10/09 10LP	10/92 10PB	10/93 10PG		
		10/01 10LA + 8/1 8A (1:1)			8/2 8B + 10/02 10LB (1:1)	8/2 8B + 10/03 10LG (1:1)					10/09 10LP + 8/9 8P (1:1)		8/9 8P + 10/03 10LG (1:1)		
	9/0 9N	9/1 9A			9/2 9B	9/23 9BG			9/71 9VA		9/9 9P		9/93 9PG		
						8/2 8B + 8/9 8P (1:1)	10/3 10LG + 8/4 8C (2:1)			9/71 9VA + 8A 8P (1:1)					
	8/0 8N	8/1 8A			8/2 8B	8/29 8BP	8/34 8GC	8/4 8C		8/79 8VP	8/9 8P				
						7/2 7B + 5/23 5BG (1:1)		6/5 6R + 8/4 8C (1:2)	7/3 7G + 9/71 9VA (2:1)		8/9 8P + 6/91 6PA (2:1)				
	7/0 7N	7/11 7AA			7/2 7B	7/23 7BG	7/3 7G	7/54 7RC	7/73 7VG		7/91 7PA				
					7/2 7B + 5/23 5BG (2:1)		6/0 6/N + 7/3 7G (2:1)								
	6/0 6N				6/23 6BG		6/03 6NG	6/5 6R			6/91 6PA				
							5/0 5/N + 7/3 7G (2:1)				6/91 6PA + 3/0 3N (2:1)				
	5/0 5N						5/03 5NG				5/91 5PA				
	3/0 3N + 6/0 6N (2:1)														
	4/0 4N														
3/0 3N															

COLOUR + GLOSS

Colour circle

The position of the *Colour + Gloss* shades in the colour circle indicates the pigment character and lightness level of the respective shades. This provides information on which shades neutralise, complement or even intensify each other. The colour circle does not show the natural shades.



COLOUR + GLOSS

PRODUCTS	ART. NO.	SALON PRODUCT
<p>Colour + Gloss 3 / 0 3N Demi-permanent toning gel for intensifying dark brown shades. Optimum colour level 3.</p>	047355	Bottle, 60 ml
<p>Colour + Gloss 5 / 0 5N Demi-permanent toning gel for intensifying light brown shades. Optimum colour level 5.</p>	047535	Bottle, 60 ml
<p>Colour + Gloss 6 / 0 6N Demi-permanent toning gel for intensifying dark blonde shades. Optimum colour level 6.</p>	047368	Bottle, 60 ml
<p>Colour + Gloss 7 / 0 7N Demi-permanent toning gel for intensifying medium blonde shades. Optimum colour level 7.</p>	047515	Bottle, 60 ml
<p>Colour + Gloss 8 / 0 8N Demi-permanent toning gel for intensifying light blonde shades. Optimum colour level 8.</p>	047546	Bottle, 60 ml
<p>Colour + Gloss 9 / 0 9N Demi-permanent toning gel for intensifying clear blonde shades. Optimum colour level 9.</p>	047379	Bottle, 60 ml
<p>Colour + Gloss 10 / 0 10N Demi-permanent toning gel for intensifying extra light blonde shades. Optimum colour level 10.</p>	047524	Bottle, 60 ml
<p>Colour + Gloss 10 / 01 10LA Demi-permanent toning gel. Neutralises light golden reflexes and gives blonde hair a light ash reflex when applied on colour levels 9–11.</p>	047487	Bottle, 60 ml
<p>Colour + Gloss 10 / 02 10LB Demi-permanent toning gel. Gives blonde hair a light beige reflex when applied on colour levels 9–11.</p>	047391	Bottle, 60 ml
<p>Colour + Gloss 10 / 03 10LG Demi-permanent toning gel. Gives blonde hair a light golden reflex when applied on colour levels 9–11.</p>	047401	Bottle, 60 ml
<p>Colour + Gloss 10 / 07 10LV Demi-permanent toning gel. Neutralises golden reflexes, achieves a clear, radiant blonde and gives a light violet reflex when applied on colour levels 9–11.</p>	047499	Bottle, 60 ml
<p>Colour + Gloss 10 / 09 10LP Demi-permanent toning gel. Slightly neutralises golden reflexes and gives blonde hair a light mother-of-pearl reflex when applied on colour levels 9–11.</p>	047412	Bottle, 60 ml

COLOUR + GLOSS

PRODUCTS	ART. NO.	SALON PRODUCT
<p>Colour + Gloss 7 / 11 7AA Demi-permanent toning gel. Gives medium blonde hair an intensive ash reflex. Applied on colour levels 5–7.</p>	047456	Bottle, 60 ml
<p>Colour + Gloss 8 / 1 8A Demi-permanent toning gel. Gives light blonde hair an ash reflex. Applied on colour levels 8–11.</p>	047568	Bottle, 60 ml
<p>Colour + Gloss 7 / 2 7B Demi-permanent toning gel. Gives medium blonde hair a beige reflex. Applied on colour levels 5–7.</p>	047591	Bottle, 60 ml
<p>Colour + Gloss 8 / 2 8B Demi-permanent toning gel. Gives light blonde hair a beige reflex. Applied on colour levels 8–11.</p>	047579	Bottle, 60 ml
<p>Colour + Gloss 7 / 3 7G Demi-permanent toning gel. Gives medium blonde hair a golden reflex when applied on colour level 7.</p>	047474	Bottle, 60 ml
<p>Colour + Gloss 8 / 4 8C Demi-permanent toning gel. Gives light blonde hair a copper reflex. Applied on colour levels 6–8.</p>	047424	Bottle, 60 ml
<p>Colour + Gloss 6 / 5 6R Demi-permanent toning gel. Gives dark blonde hair a red reflex. Applied on colour levels 5–7.</p>	047433	Bottle, 60 ml
<p>Colour + Gloss 9 / 71 9VA Demi-permanent toning gel. Mattifies and neutralises warmer colour reflexes and gives clear blonde hair a violet-ash reflex. Applied on colour levels 9–11.</p>	047508	Bottle, 60 ml
<p>Colour + Gloss 8 / 9 8P Demi-permanent toning gel. Gives light blonde hair a mother-of-pearl reflex. Applied on colour levels 8–11.</p>	047557	Bottle, 60 ml
<p>Colour + Gloss 6 / 91 6PA Demi-permanent toning gel. Gives dark blonde hair a mother-of-pearl ash reflex. Applied on colour levels 4–6.</p>	047622	Bottle, 60 ml
<p>Colour + Gloss 0 / 00 Clear Pigment-free oxidative care gel for mixing with <i>Colour + Gloss</i> shades. Contains additional conditioning and shine components. Recommended for balancing out lengths in the case of highly porous tips. Suitable for all colour levels.</p>	047308	Bottle, 500 ml



LA BIOSTHETIQUE®
PARIS
COLOUR SYSTEM
**colour
+ gloss**
3/0
3N
Colouring Gel
Gel coloration
Tönungsgel
60 ml e
2.02 fl.oz.

LA BIOSTHETIQUE®
PARIS
COLOUR SYSTEM
**colour
+ gloss**
5/0
5N
Colouring Gel
Gel coloration
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+ gloss**
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8N
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9N
Colouring Gel
Gel coloration
Tönungsgel
60 ml e
2.02 fl.oz.

COLOURING GEL

Colour + Gloss is the gentle, demi-permanent *La Biosthétique* colour system for versatile, individual colour effects, from glossing to camouflage.

Without any compromise in terms of expression and shine, yet gentle and extra mild: the innovative *Colour + Gloss* system is based on the effect principle of an oxidative hair colour but requires no ammonia or monoethanolamine (MEA) whatsoever. Instead, it is arginine, a natural amino acid, that gently prepares the hair for treatment and achieves perfect penetration of the hair colouring and conditioning product. The pH neutral nature of *Colour + Gloss* protects the

hair and scalp, while natural oils such as argan, macadamia nut and sunflower oil protect the hair fibres and create the typical, radiantly shiny *Colour + Gloss* finish. From intensification or individual shading of coloured and natural hair via concealing of grey hair to trendy pastel shades, *Colour + Gloss* provides virtually endless application options and individual effects full of vibrance and shine.

PRODUCT TYPE
Demi-permanent toning gel

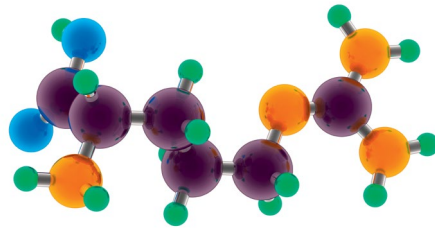
SALON PRODUCT
Bottle, 60 ml

Ingredients

- *Oxidative pigments*: colour the hair without lightening natural hair.
- *Arginine*: natural alkali substitute, has an anti-static and conditioning effect on the hair.
- *Argan oil, sunflower oil and macadamia nut oil*: the triple effect of the oils acts as vibrance amplifier and care booster while protecting the hair for more shine and silky softness.



Oxidative pigments



Arginine



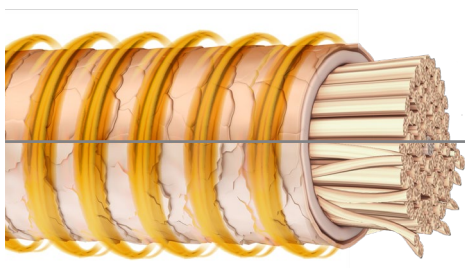
Argan oil



Macadamia nut oil



Sunflower oil



Healthy hair

Porous, lightened hair

Conditioning oils surround and protect the hair

COLOURING GEL

Preparation

- Diagnosis and customer wish
- Wash hair as needed with *Deep Purifying Shampoo* or *Post Colour Shampoo*.
- Thoroughly towel-dry hair. The hair should not be wet. Previously cleansed hair can be moistened with *Babybios* or *Structure Balancing Spray* if required.

Application

- Mix *Colour + Gloss* with *Tone Lotion 1.9% 6.4 vol.* (glossing) or *Tint Lotion 3% 10 vol.* (camouflage / concealing of white hair) in the mixing ratio of 1:1.
- Apply with a brush or applicator bottle.
- Processing time up to 30 minutes with or without heat, depending on the hair structure.

Mixing ratio

Glossing

- 1 part *Colour + Gloss* with
- 1 part *Tone Lotion 1.9% 6.4 vol.*



Mixing ratio

Camouflage

- 1 part *Colour + Gloss* with
- 1 part *Tint Lotion 3% 10 vol.*



Special application

«Mirror Glow»

The *Colour Protection Shine Restoring Pre-Shampoo Treatment* is recommended as an additional conditioning treatment for *Colour + Gloss*.

Mixing ratio:

- 5 parts *Colour + Gloss* incl. *Tone Lotion* with
- 1 part *Pre-Shampoo Treatment*



COLOURING GEL

Processing times

Thick hair structure, difficult to colour:

- Up to 30 minutes.
- Additional heat as needed.



Normal hair structure:

- 20–30 minutes.
- Additional heat as needed.



Fine porous hair structure or freshly lightened hair:

- 10–20 minutes.
- Additional heat not recommended.



Tip

Longer processing times can improve durability.

Post-treatment

After the processing time rinse thoroughly until the water runs clear.

Shampoo as needed and finish the treatment with a suitable conditioner / *Post Colour Rinse*.



How to gloss

Consulting

Colour + Gloss is the gentle formulation for healthy, brilliantly shiny and breathtaking hair! Get to know the advantages of Colour + Gloss:

- *Glossing, quick and simple.*
- *Colour refreshment with vibrance and care boost.*
- *Without monoethanolamine (MEA) and ammonia.*
- *No lightening of the natural hair, no visible roots.*
- *pH neutral and therefore gentle to the skin and hair.*
- *Natural oils protect and care for the hair.*
- *Camouflage effect possible.*

**Gentle formulation,
intense expression.**



0/00 CLEAR

The pigment-free shine and conditioning booster makes the hair shine, can be added to *Colour + Gloss* shades for soft, pastel colour results and is perfect for balancing out lengths of highly porous tips.

Nothing but breathtaking shine! Without colour pigments but with shine and conditioning components such as extract of yacon root and sachá inchi oil, *Colour + Gloss 0/00 Clear* enhances the glossing effect of the remaining *Colour + Gloss* shades. The shine booster is thus suitable for natural hair which is meant to remain unchanged in its colour depth and reflex, as well as coloured hair which has lost vibrance and colour intensity. Furthermore, the colourless

Colour + Gloss 0/00 Clear reduces the colour intensity of every other shade and gives pastel softness. For very porous lengths and tips, highlighted or structurally damaged hair, *Colour + Gloss 0/00 Clear* is particularly suitable for balancing out the lengths. Mixing with *Colour + Gloss 0/00 Clear* weakens pigmentation without having to shorten the processing time. The result: long-lasting results and breath-taking gloss!

PRODUCT TYPE
Pigment-free care gel for
demi-permanent toning

SALON PRODUCT
Bottle, 500 ml

Ingredients

- *Argan oil, sunflower oil and macadamia nut oil*: give the hair shine and silky softness, and protect the hair structure.
- *Yacon root*: smooths the hair and enhances the shine.
- *Sachá inchi oil*: gives shine and silky softness and protects against hair breakage.

Application

Application see *Colour + Gloss* shades. *Colour + Gloss 0/00 Clear* is added individually to the shades.

Tips

For very porous lengths and tips, highlighted or structurally damaged hair, *Colour + Gloss 0/00 Clear* is particularly suitable for balancing out the lengths. Treat roots as usual. For lengths and tips use a mixture with *Colour + Gloss 0/00 Clear* to weaken the pigmentation. Do not shorten the processing time. The more porous the hair structure, the stronger the hair colour.



Argan oil



Macadamia nut oil



Sunflower oil



Yacon root



Sachá Inchi

Application example for Colour + Gloss 0/00 Clear

Customer wish:

- Root Shadow 6/91 with soft transition to lighter, cool lengths and tips.

Initial situation:

- Roots + lengths: natural hair 6/0 with highlights 11/03

Formulation:

- Roots: *Colour + Gloss 6/91 6PA + Tone Lotion 1.9% 6.4 vol.*
- Lengths: *Colour + Gloss 6/91 6PA + Colour + Gloss 0/00 Clear 1:10 + Tone Lotion 1.9% 6.4 vol.*



Before



After

Consulting

- *Colour + Gloss 0/00 Clear* contains conditioning substances such as yacon root and sachá inchi oil that counteract dehydration of the hair and provide additional shine. This makes your hair colour even more radiant.

Pure gloss.