

## CONVERTER

A UNIQUE CONVERSION CONCEPT WHICH CONVERTS ANY PERMANENT HAIR COLOUR CRÈME TO TONE ON TONE EFFECT



This unique product 2%(6.7vol), changes any permanent hair colour into a tone on tone by stopping the action of ammonia therefore removing the lift action of the colour. Converter, when mixed with permanent hair colour, will cover up to 50% white hair. Even if you already have a range of tone on tone colour, Converter will expand your palette by enabling you to use other shades from your existing permanent range. Converter can be used to introduce colour to clients & refresh faded colour.

## INSTRUCTIONS FOR USE

### MIXING

1 PART permanent colour - 20g/0.67oz 2 PARTS ASP Converter - 40g/1.35oz

INFINITI Toners: 1 PART chosen Toners to 2 PARTS Converter.

INFINITI Metallic Toners: 1 PART chosen Metallic Toners to 1 PART Converter.

### APPLICATION

Converter can be applied to wet or dry hair, when applied to clean washed towel dried hair it will gradually wash away, when applied to dry hair it will give a more permanent result.

First time: Apply from roots to ends.

Retouch: Apply to roots only for 15 - 20 minutes.

To refresh ends: Apply remaining product to ends for up to 5 minutes.

When using with INFINITI Toners always apply to clean towel dried hair.

When using with Metallic Toners apply to clean dry hair, or for softer results apply to clean towel dried hair.

### PROCESS

Natural hair: 20 - 25 minutes with no heat.

N.B. Use a longer process time for deeper colour results and stronger coverage of white hair.

Chemically treated and porous hair (tinted/permed): 10 - 15 minutes.

Very porous or chemically treated, bleached or immediately after perming: 3 - 15 minutes (visual development). If using as a toner on bleached hair a strand test is recommended.

INFINITI Toners: visual development (up to 25 minutes) see Toners page 45.

INFINITI Metallic Toners: development 25 to 45 minutes (timing depends on strength of result required) see Metallic Toners page 43.

### REMOVAL

After the processing is complete rinse well, shampoo & condition with ASP MODE ColourCare Shampoo & Conditioner. Rinse thoroughly.

Do not use heat to process colours mixed with Converter. Do not mix Converter with High Lift 12.