UNDERSTANDING COLOUR

COLOUR TYPES

There are FOUR basic hair colour product categories.

1) TEMPORARY
2) SEMI-PERMANENT
3) TONE ON TONE
4) PERMANENT

In order to choose the correct colour type we need to understand their individual properties and limitations.

1) ACTION OF TEMPORARY COLOUR

- Works on cuticle only
- Lasts one shampoo

2) ACTION OF SEMI-PERMANENT COLOUR

- Works on the outer layers of the cortex behind the cuticle
- Lasts 6-10 shampoos
- ASP Colour Dynamics
- ASP HOTSHOTZ
- ASP Cool Blonde Illuminator

3) ACTION OF TONE ON TONE COLOUR

- No lift
- No ammonia
- Enhance or deepen tone
- White hair coverage
- Up to 70%
- Long lasting
- Works in the cortex
- ASP INFINITI Satin

4) ACTION OF PERMANENT COLOUR

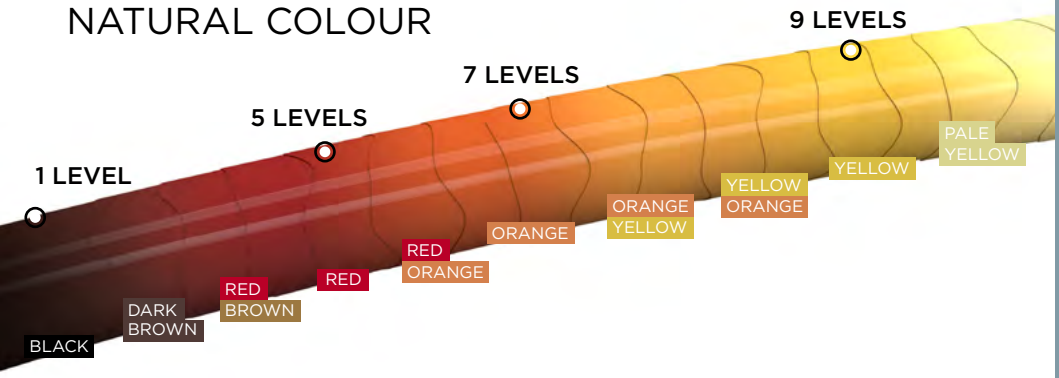
- Unlimited colour possibilities
- Permanent colour 100% coverage on white hair
- Lighter colour than base can be achieved
- ASP INFINITI hair colour

STAGES OF LIFT

When lightening natural hair colour, the pigment will go through the following colour changes.

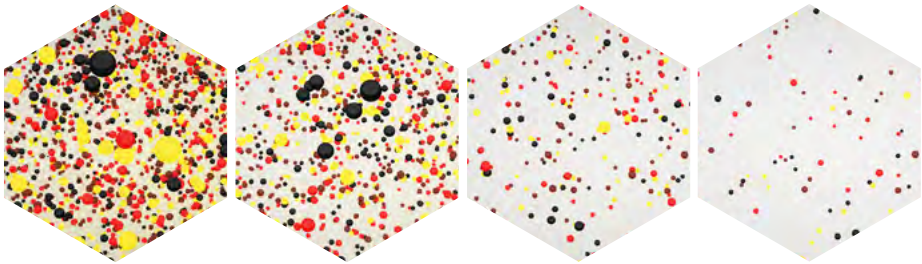
When lightening you may need to alter your chosen shade to neutralise or enhance the hairs natural underlying pigment.

NATURAL COLOUR



COLOUR PIGMENT IN HAIR

BLACK BROWN & RED YELLOW



DARK	MEDIUM DARK	MEDIUM	LIGHT
BLACK / BROWN	BROWN	RED / COPPER	BLONDE

NATURAL COLOUR

BLACK BROWN OXIDISES EASILY (EUMELANIN)

RED YELLOW OXIDISES SLOWLY (PHEOMELANIN)

INFINITI® COLOUR STAR

Opposite colours will neutralise, or counteract each other.

GREEN neutralises RED

VIOLET neutralises YELLOW

BLUE neutralises ORANGE

All colours come from the three primary colours.

PRIMARY COLOURS

RED BLUE YELLOW

SECONDARY COLOURS

Secondary colours are mixes of two primary colours.

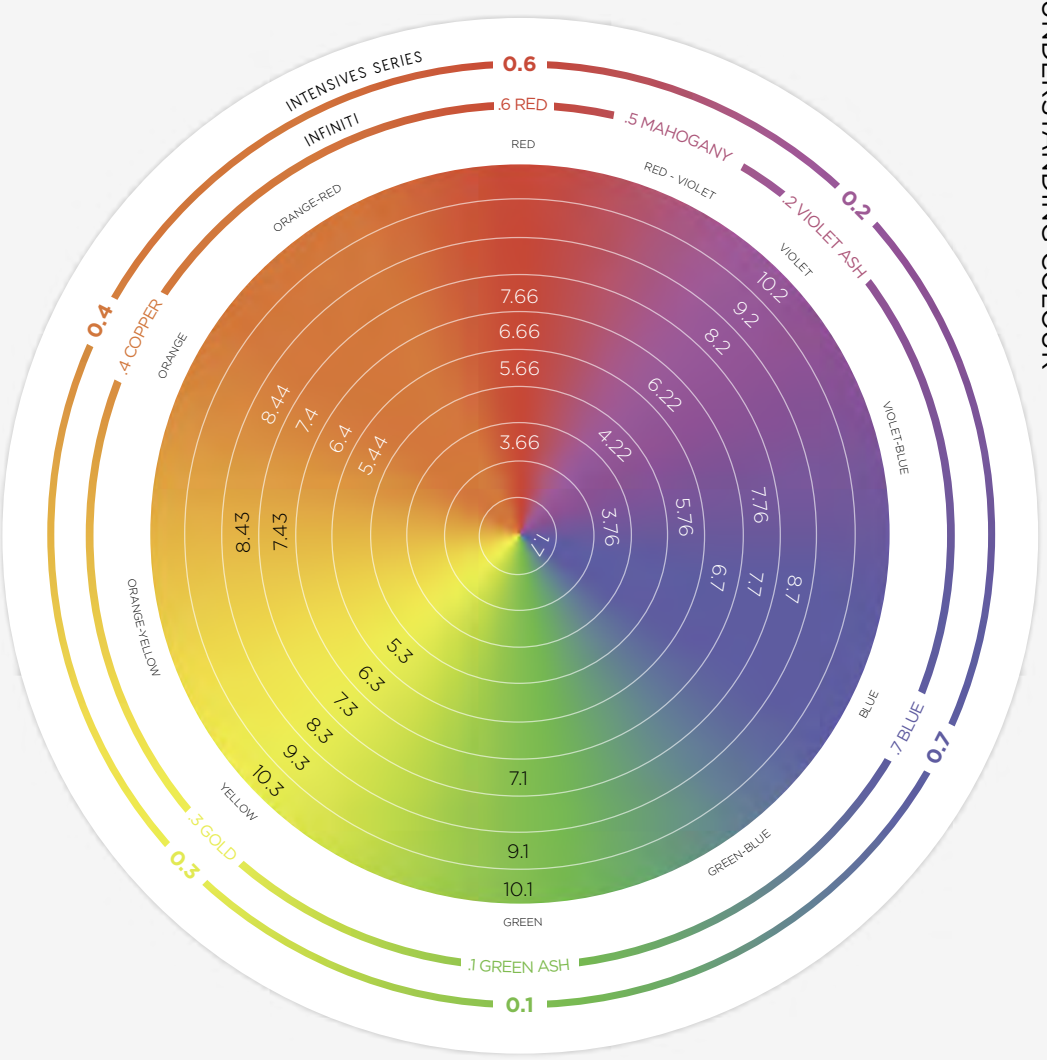
ORANGE GREEN VIOLET

COUNTERACTING COLOURS

Colours that cancel one another out.

COLOUR	OPPOSITE
RED	GREEN
BLUE	ORANGE
YELLOW	VIOLET

ASP COLOUR WHEEL



> Each ring of the colour wheel represents a level of depth.
> Darker colours are closest to the centre of the colour wheel.
> Light colours are furthest from the centre of the colour wheel.
> ASP Intensives are marked on the outside of the colour wheel.

0.76 Intensives 0.76 is not shown on the colour wheel above as it cannot be accurately positioned.