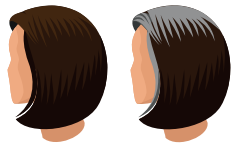


Quick Start Guide

1 SHADE SELECTION & MIXING



LOW TO MEDIUM WHITE HAIR (LESS THAN 50%)
 Mix desired PureTone shade with PureTone CREAM Activator. **EXAMPLE** 40g PureTone 7.4 + 80g PureTone CREAM Activator.



HIGH PERCENTAGE OF WHITE HAIR (MORE THAN 50%)
 ADD 25% (1/4) of one level darker PureTone natural (.0) shade to 75% (3/4) of desired PureTone shade. **EXAMPLE** 30g PureTone 7.4 + 10g PureTone 6.0 + 80g PureTone CREAM Activator.

! PureTone Toners should only be applied to pre-lightened or natural blonde hair.



CREAM ACTIVATOR
 Smooth creamy workable consistency. Perfect for full head application, up to 100% white hair coverage, root stretches, root taps and technical applications.



LIQUID ACTIVATOR
 Gel-like, light workable consistency. Perfect for glossing, glazing and super quick application on all hair lengths. **MUST** be mixed using ASP applicator bottle.



000 PURE GLOSS
 Contains no colour & can be used to dilute any PureTone shade. **EXAMPLES** 45g 5.036 + 15g 000 PURE GLOSS → **6.036**
 30g 5.036 + 30g 000 PURE GLOSS → **7.036**
 15g 5.036 + 45g 000 PURE GLOSS → **8.036**

SHINE TREATMENT

Mix 000 Pure Gloss with Activator only to make an incredible shine treatment.

2 APPLICATION & DEVELOPMENT

PERMANENT

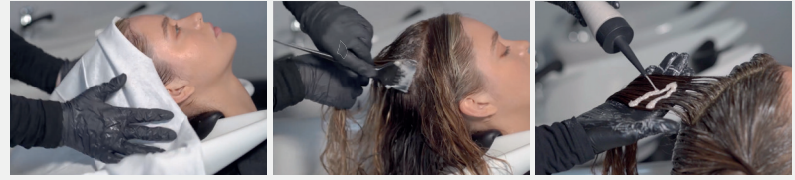
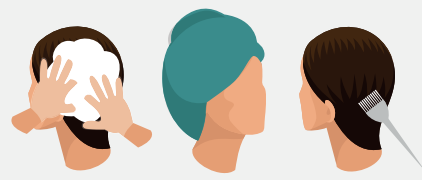
Apply to DRY hair.

! PureTone Toners **MUST** be applied to clean, towel dried hair.

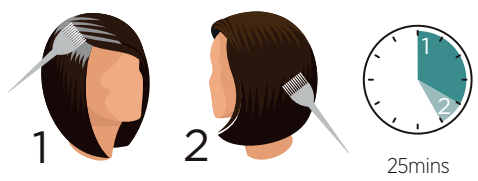


TONE ON TONE

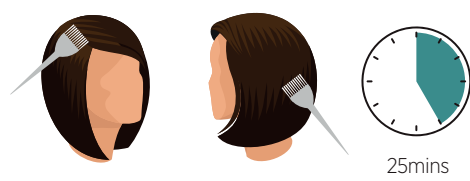
Apply to CLEAN, TOWEL-DRIED hair.



RE-GROWTH APPLICATION



VIRGIN HAIR APPLICATION



! WHITE / GREY HAIR - If hair is very resistant, you may increase processing time by 5 mins.

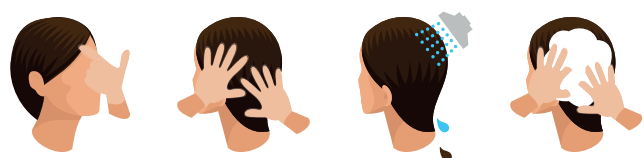
PRE-LIGHTENED / CHEMICALLY TREATED HAIR



VERY POROUS / POST PERM

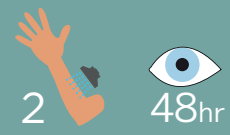


3 COLOUR REMOVAL / RINSING



! ALWAYS PERFORM A SKIN TEST

For full details, see Technical Manual & ASP Colour Passport.



Mix chosen shade + PureTone Activator

1

2

48hr