

COLOUR

COLOURING CREAM

Botanically Infused



beverly hills



JUAN JUAN

FOUNDER

J BEVERLY HILLS is a global leader in the Professional Salon Industry and is the creative fruition of famed Beverly Hills hairstylist Juan Juan. His vision marks the return of passion, loyalty, and commitment to the industry he supports and loves.

J BEVERLY HILLS COLOUR was created by Juan Juan to ensure that all salon artists are supported by a professional line providing optimum performance. We have a variable mixing ratio providing everything from a modern, vibrant, dimensional look to a rich, intense, more opaque result from levels 1 through 10. Semi, demi, and permanent colour can be achieved with one tube.

KEY QUALITIES

PIGMENT

Our pigments are pharmaceutical-grade and measure 99.98% in purity, which is the smallest and purest pigment molecule in the world (micro-molecular).

AMMONIA

Ammonia is used in colour to bring the cuticle to an alkaline level so it can open and the colour pigment can be deposited. J Beverly Hills Colour contains less than 1% ammonia in levels 1-10 and less than 2% in our Highlift and Controlling Blondes Series.

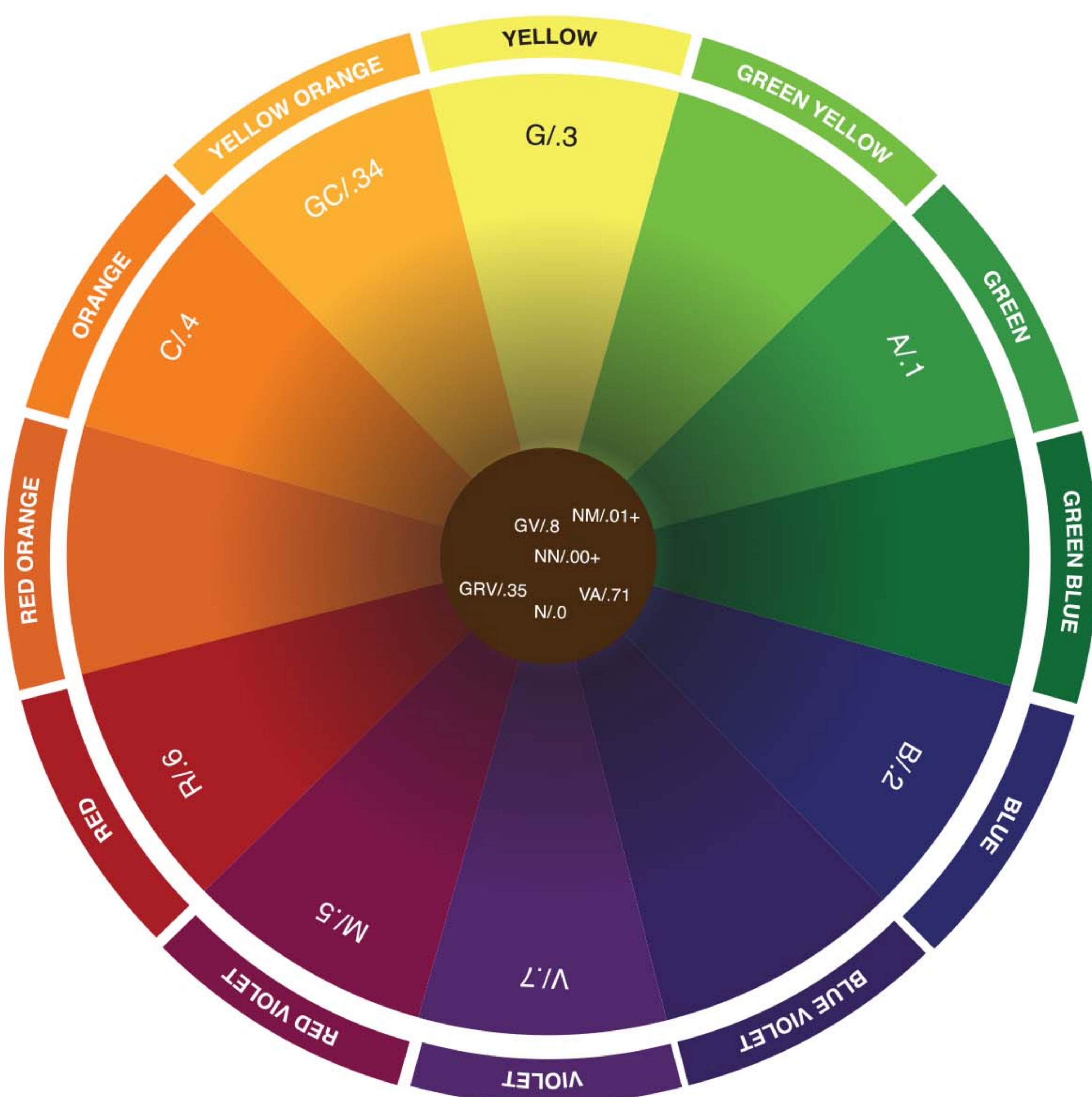
ACTIVE BOTANICALS

Formulated with natural botanicals that work to leave the hair healthy and shiny. Black pearl powder, aloe vera, argan, acai berry, beeswax, and vitamin C.

PHARMACEUTICAL GRADE PRODUCTION PROCESS

We use a pharmaceutical manufacturing protocol with a completely automatic production process. All production, transport, and stock phases are carried out in a sterile environment, under vacuum and at a controlled temperature. This ensures our colour does not undergo oxidation and its molecules reach a level of purity equal to 99.98%.

COLOUR WHEEL



ACTIVE BOTANICALS



ALOE VERA

A moisturizing botanical belonging to a large family of substances known as polyphenols that contains powerful antioxidants, which provides hydration to the hair and scalp.



ARGAN OIL

A precious, rare and primary essential oil that provides radiance and nourishment to hair and skin.



ACAI BERRY

An excellent source of antioxidants that can retain 10x the amount of antioxidants as grapes and 2x the amount as blueberries while slowing the aging process related to oxidative damage.



BLACK PEARL

Contains a natural marine mineral, essential for the structure of the hair by improving the metabolism. It helps provide extra nourishment, slows down the aging process, supports moisture and protects against damaging environmental effects.



BEESWAX

Creates a creamy consistency for smooth colour applications while adding extra shine and moisture to the hair.



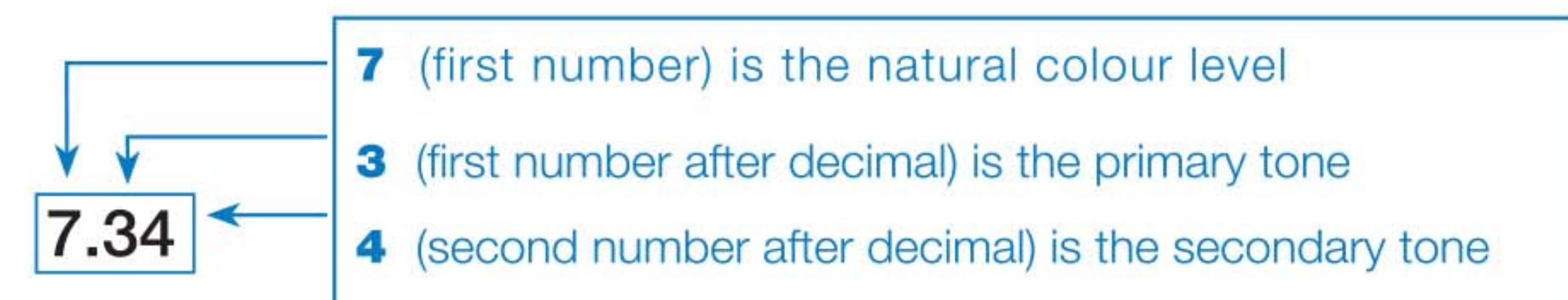
VITAMIN C

One of the most effective nutrients to help grow and strengthen hair. It helps build collagen, which is very important for hair growth. It also plays a necessary role in absorbing iron, which keeps the hair strong and healthy.

TONAL BASES



COLOUR NUMERIC SYSTEM



NATURAL LEVEL	REMAINING PIGMENT	NEUTRALIZING PIGMENT	
10	LIGHTEST BLONDE	PALE YELLOW	LIGHT VIOLET
9	VERY LIGHT BLONDE	YELLOW	VIOLET
8	LIGHT BLONDE	YELLOW/ORANGE	VIOLET/BLUE
7	BLONDE	ORANGE	BLUE
6	DARK BLONDE	RED/ORANGE	GREEN/BLUE
5	LIGHT BROWN	RED	GREEN
4	MEDIUM BROWN	RED/VIOLET	GREEN/YELLOW
3	BROWN	VIOLET	
2	DARK BROWN	BLUE/VIOLET	
1	BLACK	BLUE	

5 STEP FORMULATION SYSTEM

STEP 1: Determine natural level with the J Beverly Hills level finder.

STEP 2: Establish desired level.

STEP 3: Identify remaining pigment contributions (RPC).

STEP 4: Confirm % of grey.

STEP 5: Select H2O2 and determine processing time.

***NOTE:** Always consider texture of hair when formulating.

H2O2 DEVELOPERS

2 TRANSFORM	1.05%	3-10 MINS	Semi
2 TRANSFORM	1.05%	20-30 MINS	Demi
5 VOLUME	1.75%	15 MINS	Level on level, deposit only
10 VOLUME	3%	20 MINS	Up to one level of lift & grey coverage
20 VOLUME	6%	30 MINS	Up to two levels of lift & grey coverage
30 VOLUME	9%	40 MINS	Up to three levels of lift & grey coverage
40 VOLUME	12%	50 MINS	Up to four levels of lift & grey coverage

***2 TRANSFORM:** For best results, formulate 1 level lighter when toning.

***NOTE:** Lack of processing time is the number one reason for colour fading.

MIXING RATIOS

COLOUR TUBE	RATIO	RESULTS
LEVEL 1-10	1 : 1.5	Modern / Translucent
LEVEL 1-10	1 : 1	Traditional / Opaque
11 SERIES	1 : 1.5	N/A
12 SERIES	1 : 3	N/A
REFINING TONERS	1 : 1.5	N/A
2 TRANSFORM	1 : 1.5	N/A

***MIXING INSTRUCTIONS:** In a non-metallic bowl, combine colour and developer at the suggested mixing ratio. Mix until uniform. Apply to hair with a brush, allow to process, rinse, and shampoo thoroughly.

SINGLE STEP RE-PIGMENTATION

RESULTS	COLOUR	DEVELOPER	PROCESS TIME
NATURAL	Three parts N, 1 part GC	5 VOLUME	15 MINS
WARM	Equal parts N and GC	5 VOLUME	15 MINS
WARMEST	Three parts GC, 1 part N	5 VOLUME	15 MINS

CONTROLLING BLONDES 11 SERIES

The **Controlling Blondes Series** helps achieve the lightest modern dimensional shades.

- Designed to neutralize RPC at level 9.
- Designed to lift on level 5 or lighter.
- Can be incorporated with Super Boost (000) for extra lift.
- Recommended for highlighting techniques as well as solid highlift blondes.
- Can be used with all developers, including 2T for toning or glazing purposes.
- Contains less than 1.5% ammonia.

HIGHLIFT BLONDES 12 SERIES

The **Highlift Blonde Series** helps achieve the lightest modern dimensional shades.

- Designed to neutralize RPC at level 10.
- Designed to lift on level 6 or lighter.
- Can be incorporated with Super Boost (000) for extra lift.
- Recommended for highlighting techniques as well as solid highlift blondes.
- Can be used with all developers, including 2T for toning or glazing purposes.
- Contains less than 2% ammonia.

REFINING TONERS

These ammonia free and PPD-free shades are botanically infused and gentle to the hair and scalp. Designed to be mixed with 2 Transform, 5 volume, and 10 volume, the Refining Toners are ideal for toning at a level 9.

MIXERS

J Beverly Hills Mixers can be used to enhance or control unwanted tones as well as aid in grey coverage. Designed to be mixed with oxidative colours as part of the formula and contain less than 1.5% ammonia.

LEVEL	3-4	5-6	6-7	7-8	8-9	10
WARM BROWN	10g	5g	3g	2g	1g	NR
COOL BROWN	10g	5g	3g	2g	1g	NR
RED	15g	7g	4g	3g	2g	NR
GOLD	15g	7g	4g	3g	2g	NR
BLUE	5g	3g	2g	1g	NR	NR
GREEN	5g	3g	2g	1g	NR	NR
VIOLET	5g	3g	2g	1g	NR	NR

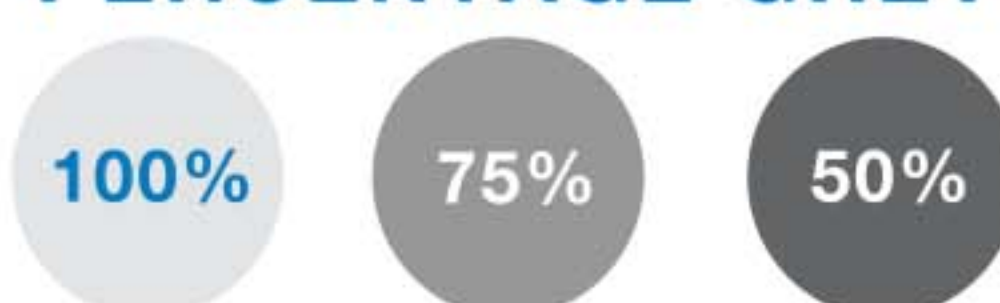
***NOTE:** Mixing ratios based on an approximate 40g colour formula.

***NOTE:** Mixers contain a pigment weight of level 5 and are not recommended for use in levels 10 or lighter.

***NOTE:** NR = Not recommended

GREY COVERAGE

PERCENTAGE GREY



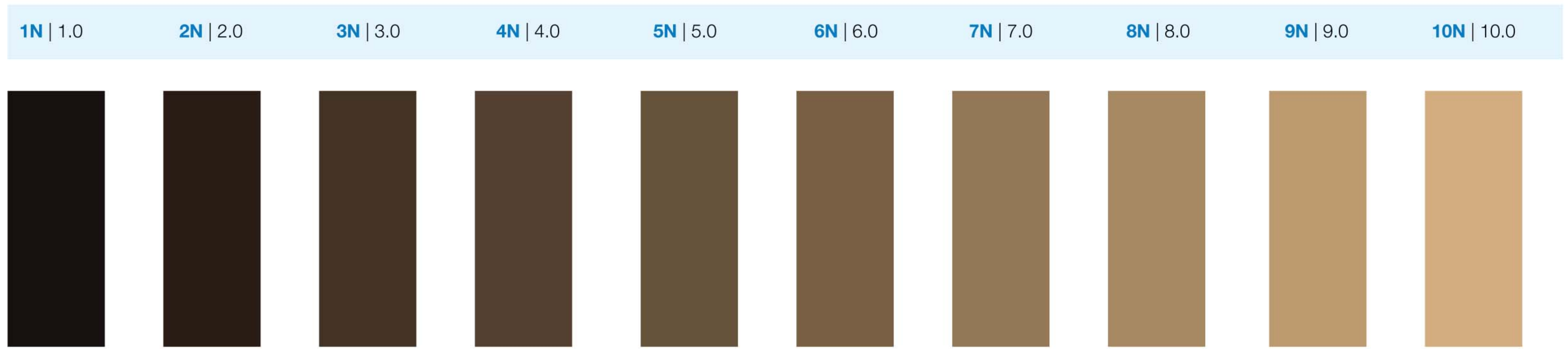
The J Beverly Hills pre-blended N series, NN series, NM series, GRV series, GV series, and VA series contain all three primary colours and can be used as the foundation for grey formulations. These pre-blended options are designed to aid in colour deposit on grey hair for cool, neutral and warm end results.

FINE HAIR	Incorporate N, GRV, GV, and VA
MEDIUM HAIR	Incorporate NN, NM
COARSE/ RESISTANT HAIR	Incorporate Mixers
25% OR LESS GREY	Does not need to incorporate a pre-blended series.
25-50% GREY	Incorporate ¼ of formula with a pre-blended series.
50-100% GREY	Incorporate ½ of formula with a pre-blended series.

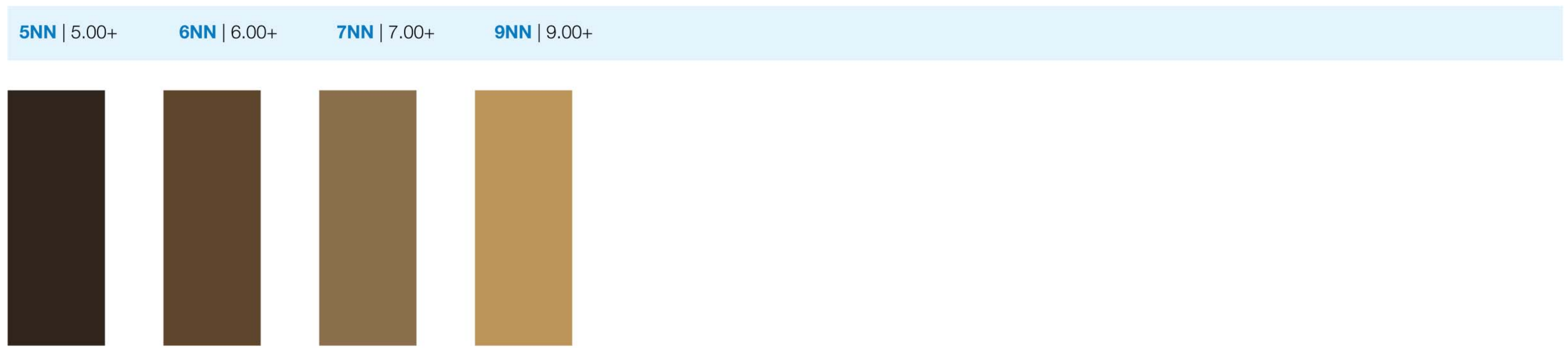
PRE-PIGMENTATION

- For increased grey coverage, pre-pigment the resistant area prior to applying colour.
- Use one level lighter than the desired colour in the Gold series and apply a thin layer directly out of the tube.
- Apply desired formula directly over the pre-pigmented area and throughout the full application area. Allow full processing time.

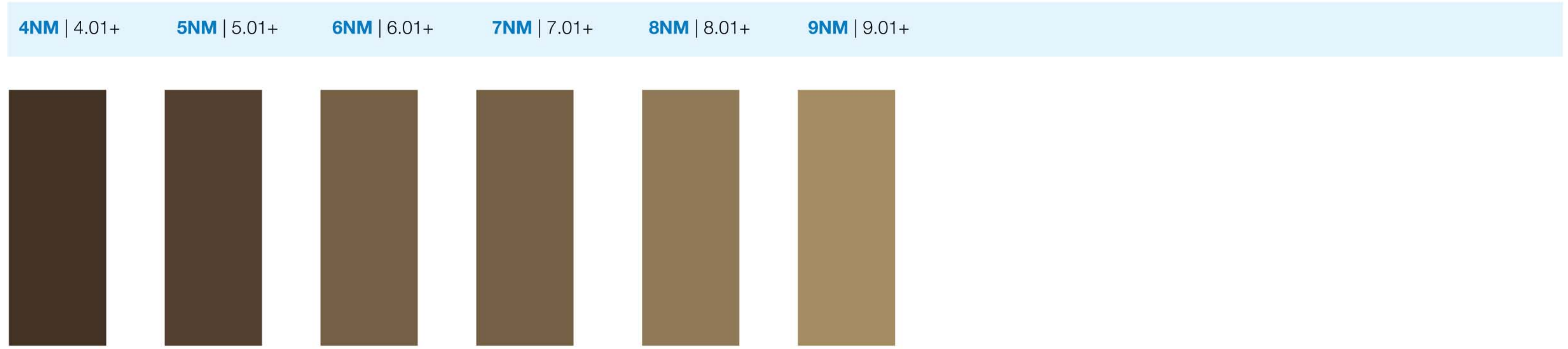
NATURAL/.0



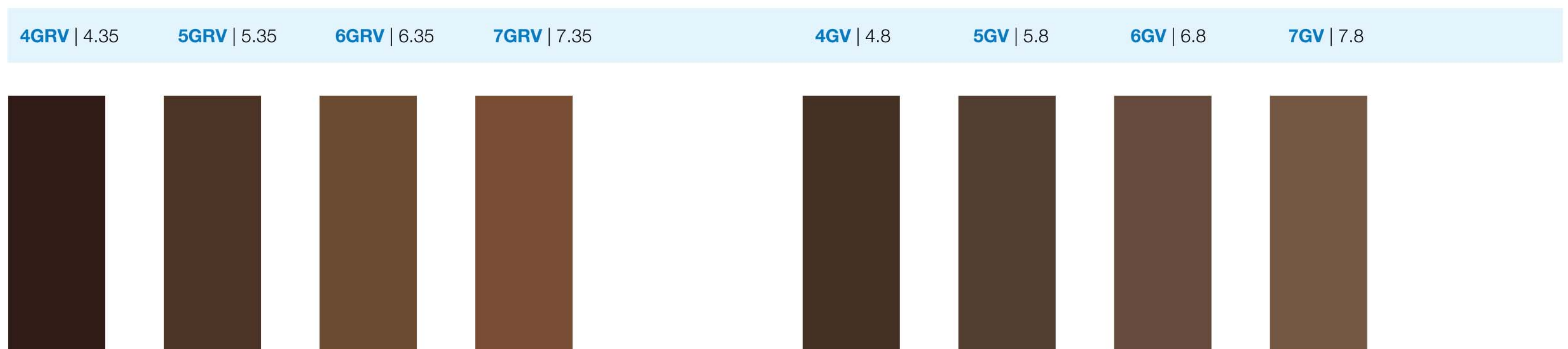
NATURAL NATURAL/.00+



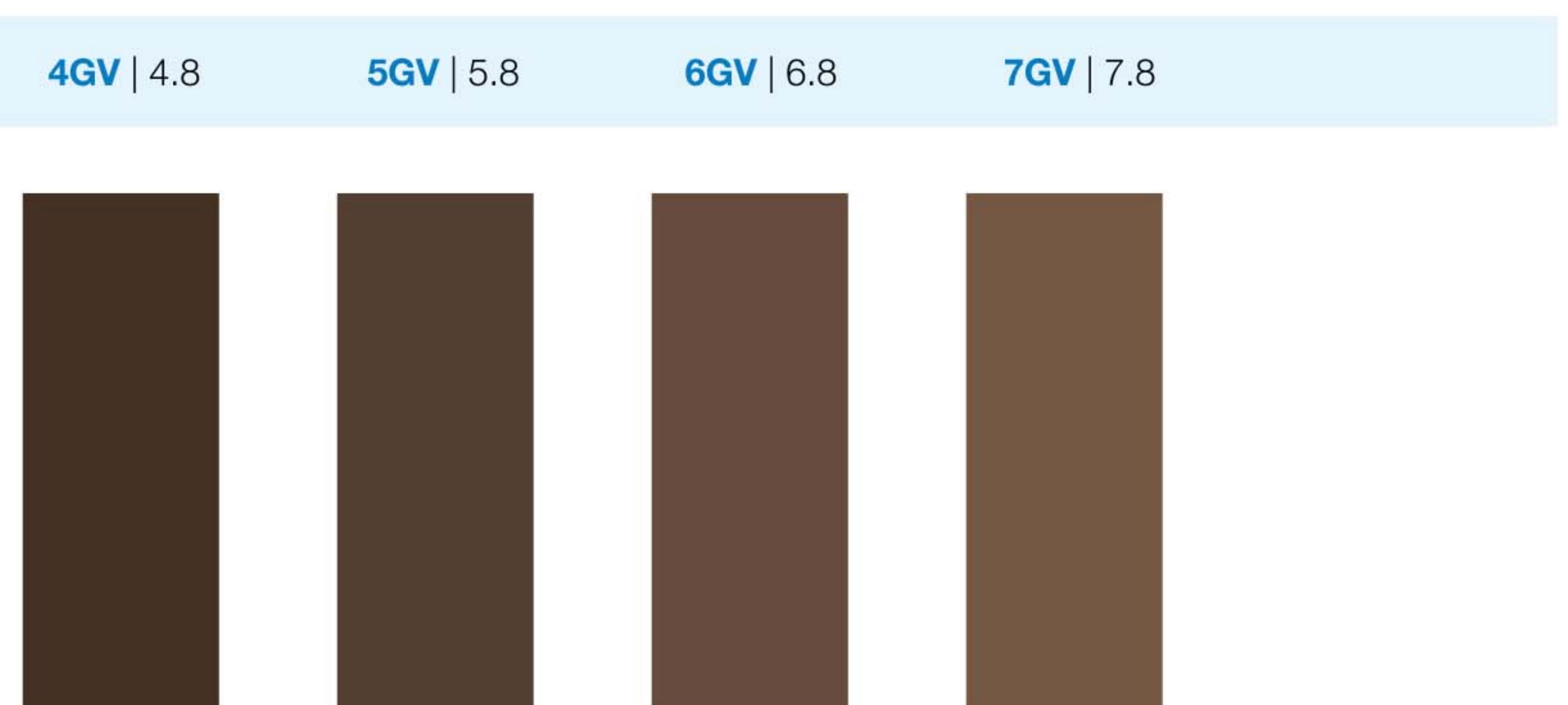
NATURAL MATTE/.01+



CHOCOLATE/.35



MEDITERRANEAN/.8



■ ASH/.1

4A | 4.1 5A | 5.1 6A | 6.1 6AA | 6.11 7A | 7.1 7AA | 7.11 8A | 8.1 8AA | 8.11 9A | 9.1



■ BLUE/.2

1B | 1.2 6BA | 6.21 6BB | 6.22 7B | 7.2 7BB | 7.22 8B | 8.2 8BB | 8.22



■ VIOLET/.7

4VV | 4.77 5VI | 5.777 7VV | 7.77 8VA | 8.71 9VI | 9.777 10VA | 10.71



LEVEL FINDER

1 2 3 4 5 6 7 8 9 10



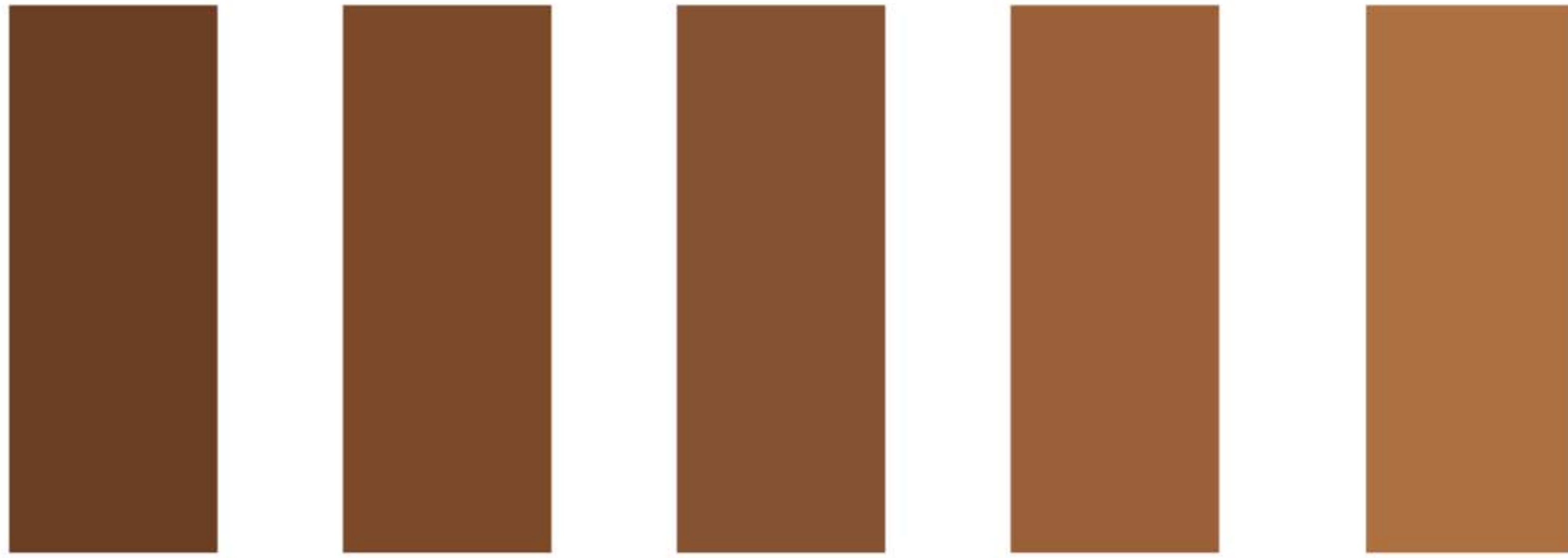
GOLD/.3

4G | 4.3 5G | 5.3 6G | 6.3 7G | 7.3 7GG | 7.33 8G | 8.3 9G | 9.3 10G | 10.3



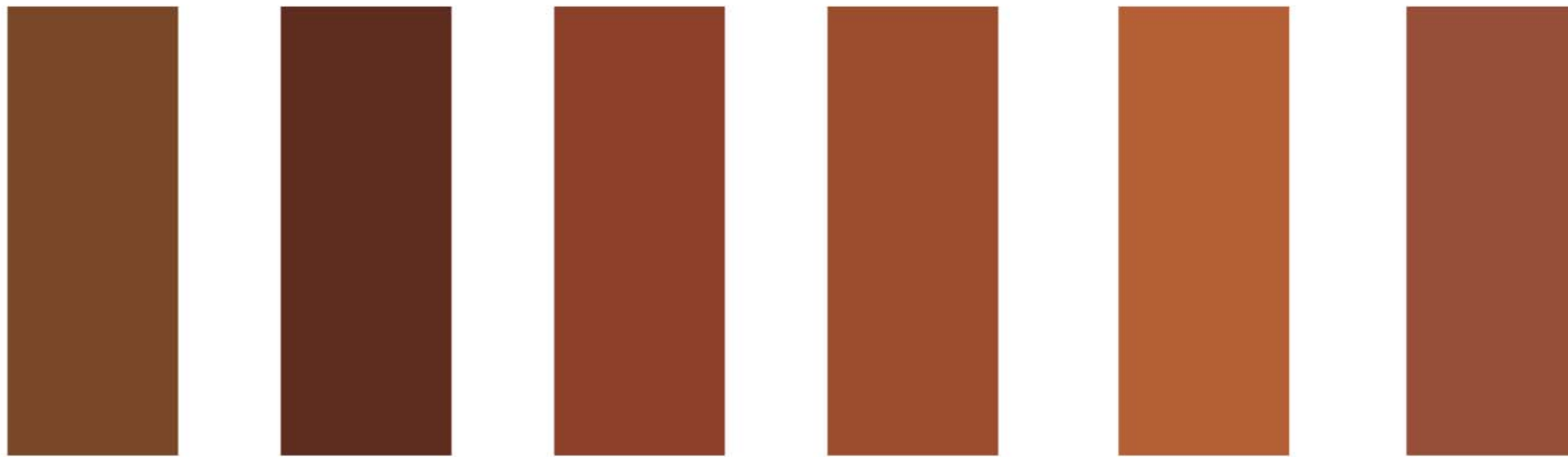
GOLD COPPER/.34

5GC | 5.34 6GC | 6.34 7GC | 7.34 8GC | 8.34 9GC | 9.34



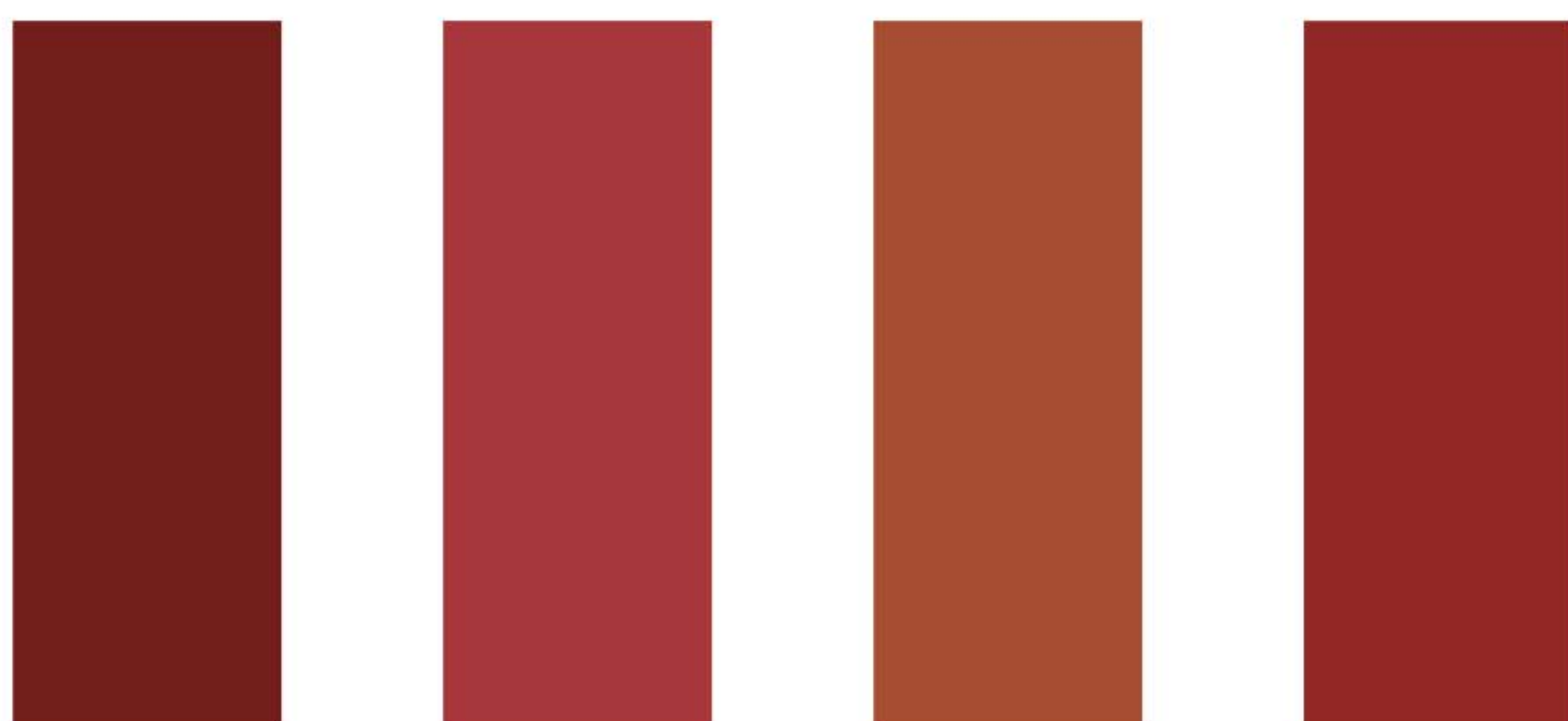
COPPER/.4

5C | 5.4 6C | 6.4 7C | 7.4 7CC | 7.44 7CI | 7.444 8C | 8.4



RED/.6

5RR | 5.66 6R | 6.6 6RC | 6.64 6RR | 6.66



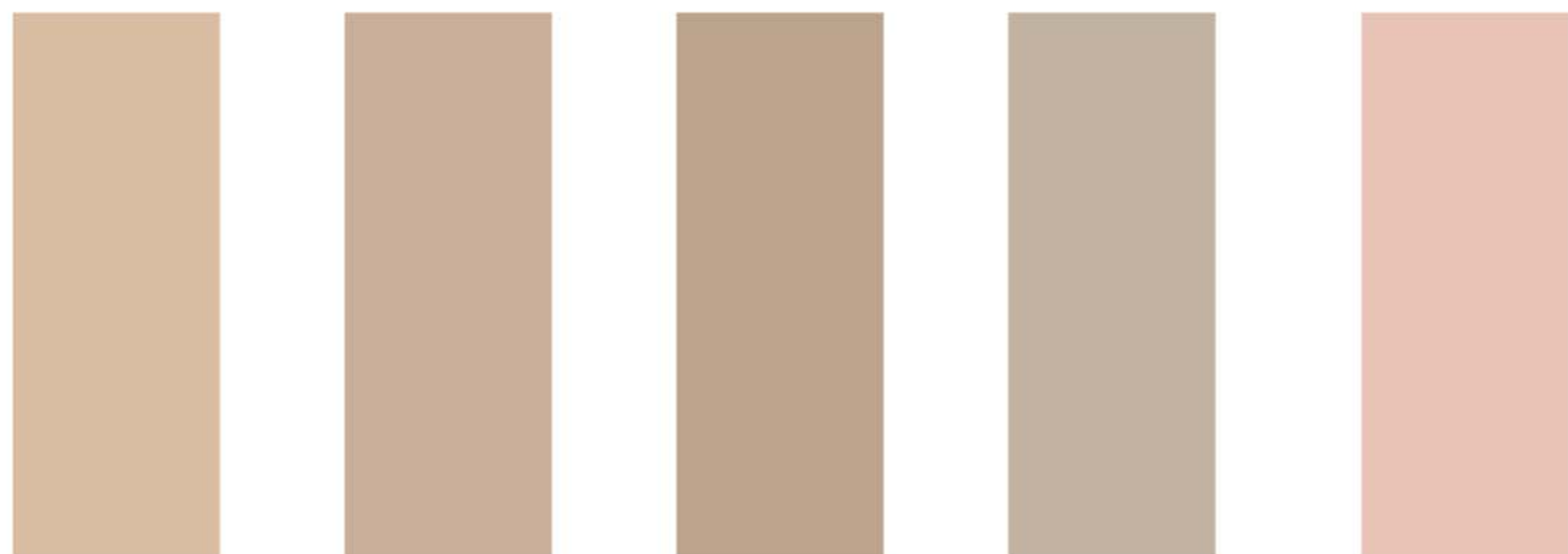
MAHOGANY/.5

5M | 5.5 6M | 6.5



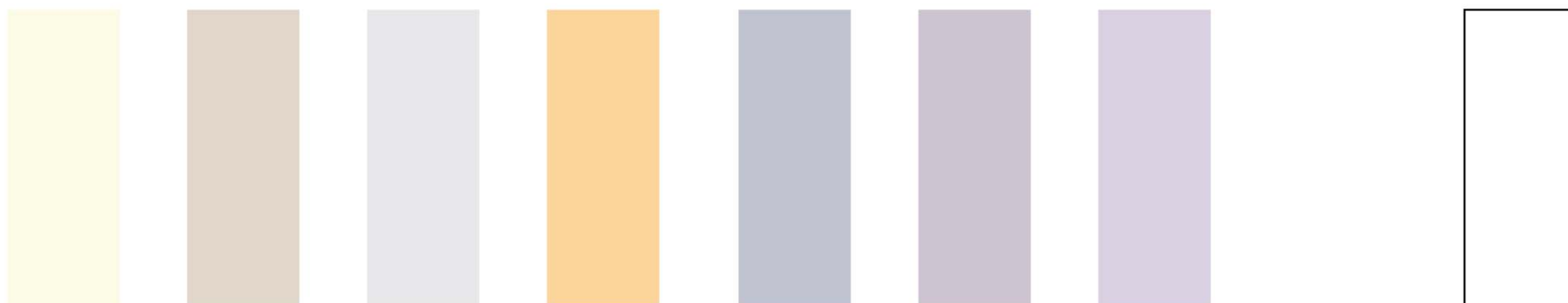
CONTROLLING BLONDES

11NN | 11.00 11AA | 11.11 11AB | 11.12 11BB | 11.22 11CW | 11.477



HIGHLIFT BLONDES

12N | 12.0 12A | 12.1 12B | 12.2 12G | 12.3 12SI | 12.222 12VVB | 12.772 12V | 12.7 SUPER BOOST | 000



MIXERS

CLEAR | CL WARM BROWN | WBR COOL BROWN | CBR RED | R GOLD | G BLUE | BL GREEN | GR VIOLET | VL



REFINING TONERS/ AMMONIA & PPD FREE

SILVER | SLT LILAC | LLT DARK GREY | DGT PLATINUM | PT BEIGE | BT





COLOUR

COLOURING CREAM
Botanically Infused



3.4 FL. OZ. 100ML e

© Beverly Hills