

PROFESSIONAL COLOUR MANUAL

COLOUR COLOURING CREAM
Botanically Infused





OUR COMMITMENT

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

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 in levels 1-10. Semi, Demi, Permanent can be achieved with one tube.

FEATURES:

- **101 Colour Shades**
- **Low Ammonia**
- **Micro Molecular Pigment Molecules**
- **Single Line Concept**
- **Straightforward Formulating**
- **In house Chemists and Cosmetologists**
- **Complete Control of Remaining Pigment Contribution**
- **Full Range of Mixers for Every Formula**
- **Semi, Demi, and Permanent from 1 tube**
- **Refining Toners**

BENEFITS:

- **Grey Coverage with 10 Volume in 20 minutes**
- **Active Botanicals to Maintain Integrity and Increase Shine and Vibrancy**
- **Single Line Inventory Dramatically Reduces Colour Inventory**
- **5-Step System Guarantees Predictable End Result**
- **In-house Chemists Ensure Dedicated Research and Development**
- **Blue, Green, and Violet Bases to Control Unwanted Warmth**
- **2 Transform Developer Creates Semi & Demi Services**
- **Ammonia & PPD Free Toning Options for Sensitive Clients**



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%.



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.

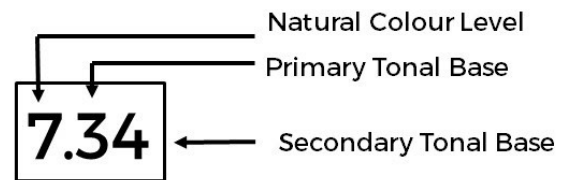
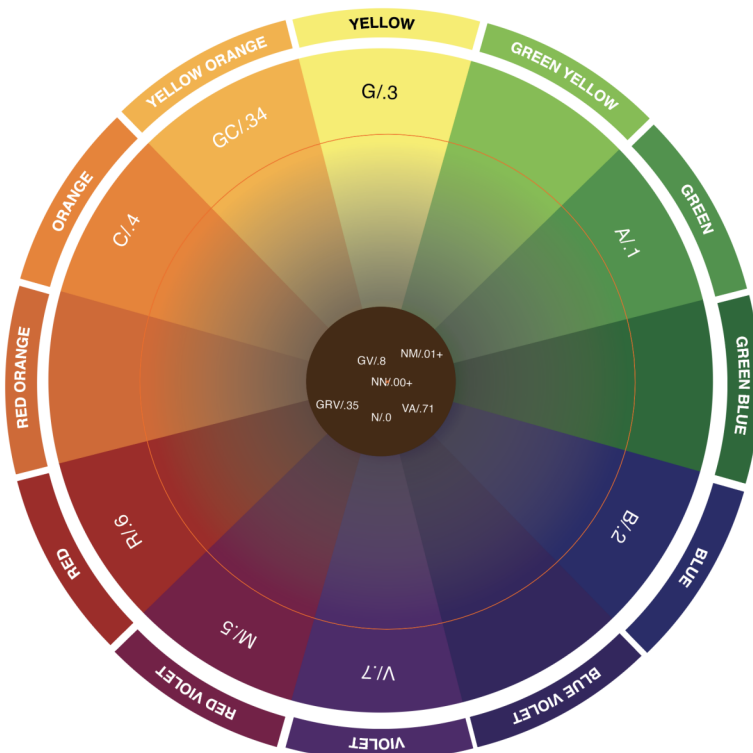


SERIES OF COLOURS

Each J BEVERLY HILLS® shade is identified by a number and letter. The first number represents the level. The following numbers or letters are the tonal bases present in the tube.

Series Name	Alpha Identifier	# Identifier	Tonal Base
Natural	N	.0	
Natural Natural	NN	.00+	
Natural Matte	NM	.01+	
Ash	A	.1	
Blue	B	.2	
Gold	G	.3	
Gold Copper	GC	.34	
Chocolate	GRV	.35	
Copper	C	.4	
Mahogany	M (R/V)	.5	
Red	R	.6	
Violet	V	.7	
Mediterranean	GV	.8	

COLOUR WHEEL




















- The Primary Tonal Base represents 2/3 of the tonal reflection
- The Secondary Tonal base represents 1/3 of the tonal reflection
- The (+) denotes double pigmented for Grey Coverage

- 1. Determine Natural Level with the J Beverly Hills Level Finder**
- 2. Establish Desired Level**
- 3. Identify Remaining Pigment Contribution (RPC)**
- 4. Confirm Percentage of Grey**
- 5. Select H2O2 Developer and Determine Processing Time**

***Always Consider Texture When Formulating**

This colour chart provides a linear break down of the colour wheel. Use this colour chart as a quick reference guide to RPC and proper neutralizing tones.

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		



H2O2 DEVELOPERS

2 TRANSFORM	1.05%	3 - 10 MINUTES	SEMI-PERMANENT
2 TRANSFORM	1.05%	3 - 30 MINUTES	DEMI-PERMANENT
5 VOLUME	1.75%	15 MINUTES	LEVEL ON LEVEL DEPOSIT ONLY
10 VOLUME	3%	20 MINUTES	1 LEVEL OF LIFT GREY COVERAGE
20 VOLUME	6%	30 MINUTES	2 LEVELS OF LIFT GREY COVERAGE
30 VOLUME	9%	40 MINUTES	3 LEVELS OF LIFT GREY COVERAGE
40 VOLUME	12%	50 MINUTES	4 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 fadeage.



MIXING RATIOS

LEVELS 1 – 10: Modern = Translucent	1:1.5
LEVELS 1 – 10: Traditional = Opaque	1:1
11 SERIES	1:1.5
12 SERIES	1:3
REFINING TONERS	1:1.5

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.



2 TRANSFORM

A low volume developer that does not allow the colour to fully penetrate below the cuticle to form a bond and create a new colour. This innovative formula allows you to transform the full range of cream colour to semi and demi end results, making colour balancing and toning straightforward and effective.

- 3.5 Volume / 1.05 %
- Mixing Ratio 1:1.5
- Semi & Demi Services
- 80%-100% grey blending
- Perfect for blending grey on men without causing a line of demarcation
- Excellent on dry or chemically processed hair

Processing time varies from 3 – 30 minutes if used for toning or a semi or demi permanent results. Always process **WITHOUT HEAT**.

5 VOLUME

5 Volume developer is a low volume developer that penetrates into the cortex to create a permanent colour change. Due to its low volume, 5 Volume does not have the ability to lift, making it ideal for level on level tonal changes, darker deposits, dye backs and low lights.

- 5 Volume / 1.75%
- Mixing Ratio 1:1.5
- Level On Level Deposits
- Tonal Changes & Going Darker
- Dye Backs & Low Lights

Processing time is 15 minutes for a permanent end result . Always process **WITHOUT HEAT**.



CONTROLLING BLONDES

Achieve the lightest modern dimensional shades.

- **11 Series**
- **Contains 1.5% Ammonia**
- **Mix 1:1.5**
- **Designed To Neutralize RPC At A Level 9**
- **Designed To Lift On Levels 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**
- **11NN, 11AA, 11AB, 11BB, 11CVV**



HIGHLIFT BLONDES

Achieve the lightest modern dimensional shades.

- **12 Series**
- **Contains 2% Ammonia**
- **Mix 1:3**
- **Designed To Neutralize RPC At A Level 10**
- **Designed To Lift On Levels 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**
- **12N, 12A, 12B, 12G, 12SI, 12VVB, 12V**






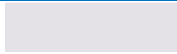

SUPERBOOST

- **3% Ammonia**
- **Botanically Infused**
- **No Pigment**
- **Incorporate up to ½ of your Formula for Extra Lift**



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.

Silver	SLT	
Lilac	LLT	
Dark Grey	DGT	
Platinum	PT	
Beige	BT	



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
Yellow	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

CLEAR

- Clear Mixer will diffuse your colour formula, resulting in translucent colour deposits.
- Mix up to 1/2 of your formula with Clear to create approximately 1 shade lighter.



SINGLE STEP RE-PIGMENTATION

Re-pigmenting the hair with J Beverly Hills is simple and can be achieved in a single process. The GOLD/COPPER (.34 or GC series) contains the perfect balance of Colour for creating the missing RPC in white or de-coloured hair. If you see yellow orange in the hair there is no need to fill or re-pigment.

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



GREY COVERAGE

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.



ADVANCED GREY COVERAGE

J Beverly Hills Colour covers grey 100% with 10 volume in 20 minutes. However, 10 volume is not the only choice when formulating, often times 20 volume will be a more effective choice when formulating for resistant grey.

- When the hair has high contrast between the white and grey always be sure to choose the developer that will provide enough lift for the grey hair to match the white hair.

NN/.00+ or NM/.01+

- Double pigmented for extra coverage, we know this because it has the (+) in the numerical I.d.
- Using these shades with 10 volume will result in a deposit that appears 1 level darker.
- For best results we recommend using 20 volume to achieve a true to level deposit.
 - 20 Volume developer will oxidize the double pigment more than 10 volume.
 - Ex: Blowing up a balloon, less oxygen in the balloon creates a darker colour, more oxygen in the balloon creates a lighter more vibrant colour.

MIXERS

J Beverly Hills Mixers can be used to increase opacity and aid in grey coverage. They contain a 1.5% ammonia content and level 5 pigment weight. Utilize your Cool Brown and Warm Brown Mixer to increase the pigment weight for added coverage with resistant grey.

OPAQUE GREY COVERAGE

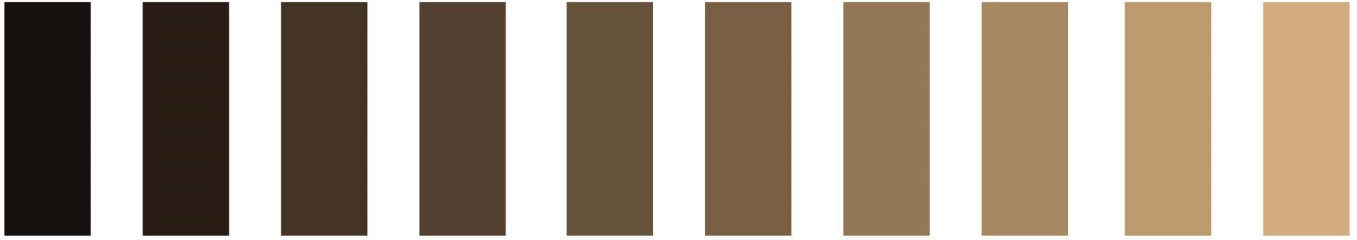
- Opaque coverage is achieved when there is no visual difference between the white hair and the natural hair.
- Opaque coverage is true 100% coverage.
- To create an opaque result we simply change the mixing ratio to 1:1.

TRANSLUCENT GREY COVERAGE

- Translucent coverage creates a multi-faceted finish that reflects the highs and lows of the natural hair colour.
- Translucent coverage is ideal for grey blending and dimensional colouring.
- To create a translucent result we simply use the standard mixing ratio of 1:1.5.

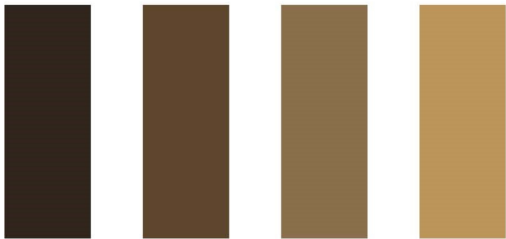
NATURAL/.0

1N | 1.0 2N | 2.0 3N | 3.0 4N | 4.0 5N | 5.0 6N | 6.0 7N | 7.0 8N | 8.0 9N | 9.0 10N | 10.0



NATURAL NATURAL/.00+

5NN | 5.00+ 6NN | 6.00+ 7NN | 7.00+ 9NN | 9.00+



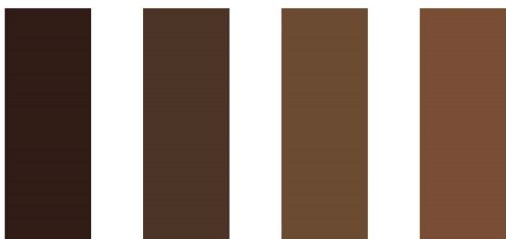
NATURAL MATTE/.01+

4NM | 4.01+ 5NM | 5.01+ 6NM | 6.01+ 7NM | 7.01+ 8NM | 8.01+ 9NM | 9.01+



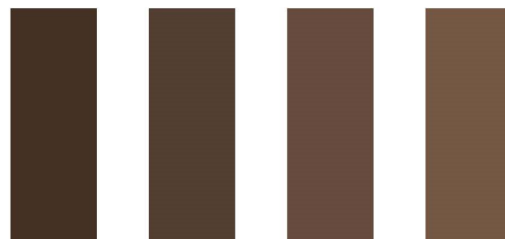
CHOCOLATE/.35

4GRV | 4.35 5GRV | 5.35 6GRV | 6.35 7GRV | 7.35

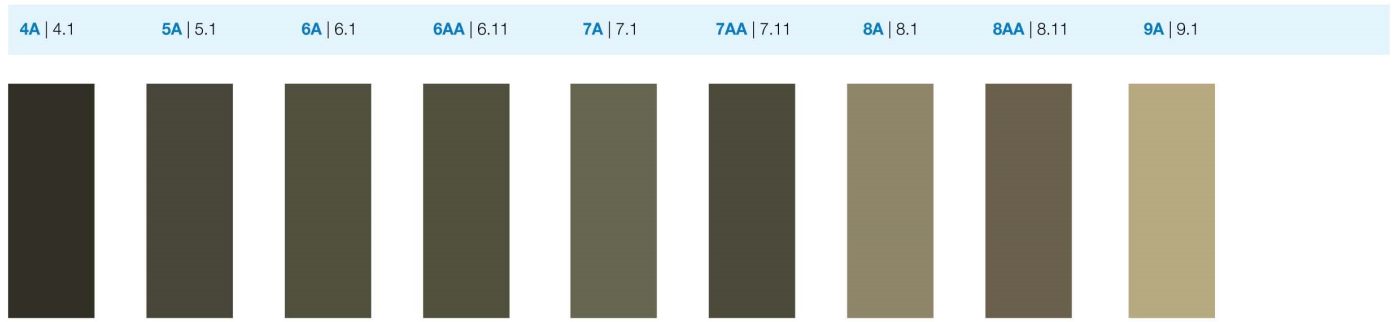


MEDITERRANEAN/.8

4GV | 4.8 5GV | 5.8 6GV | 6.8 7GV | 7.8



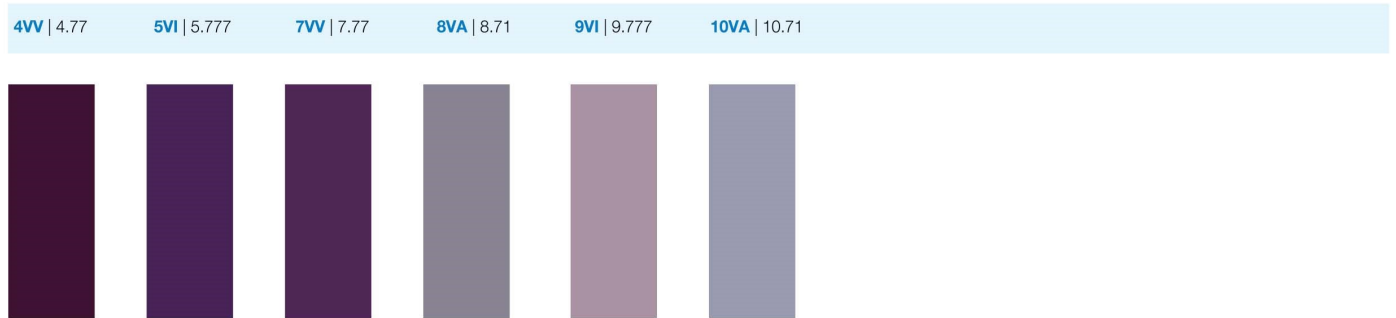
■ ASH/.1



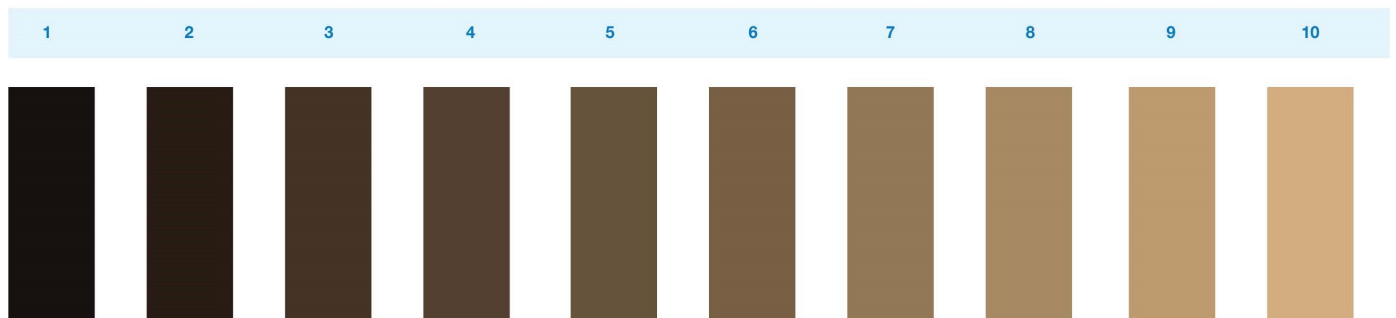
■ BLUE/.2



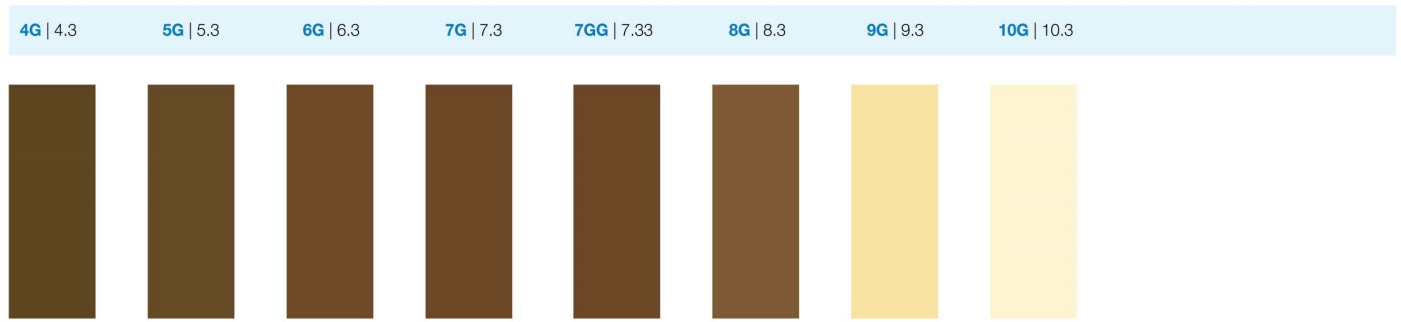
■ VIOLET/.7



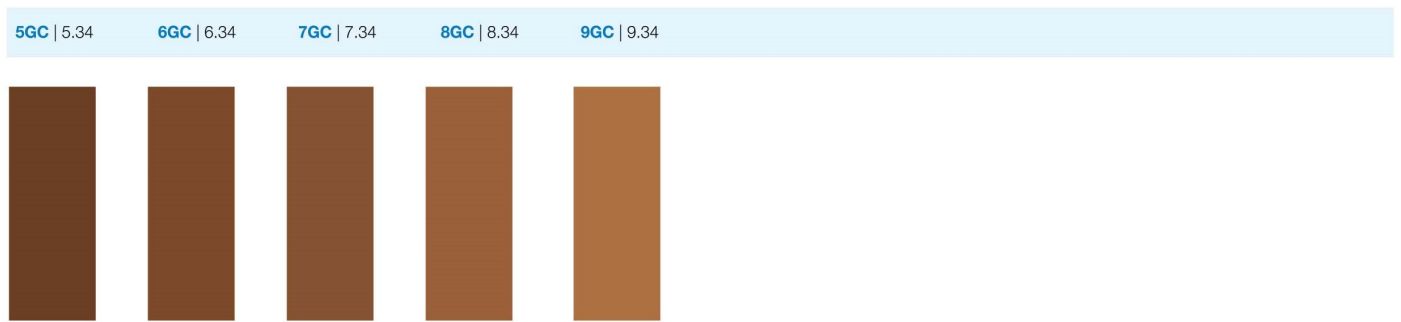
LEVEL FINDER



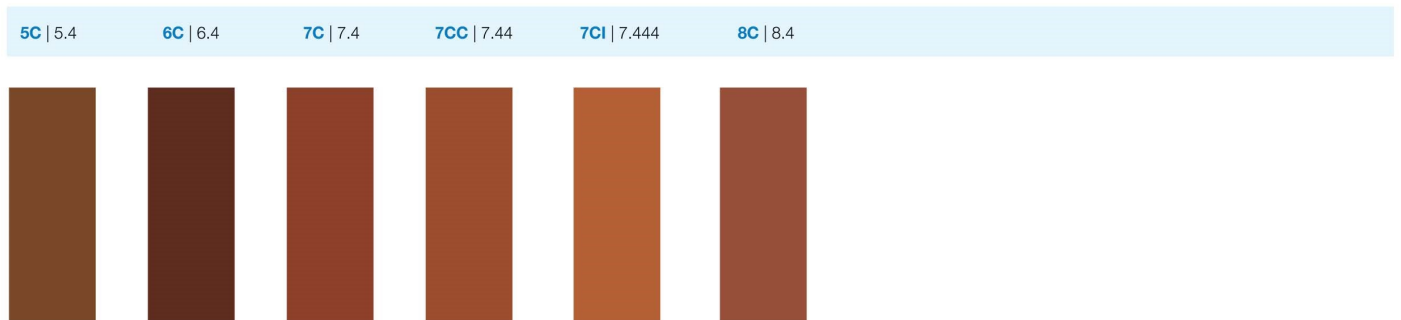
■ GOLD/.3



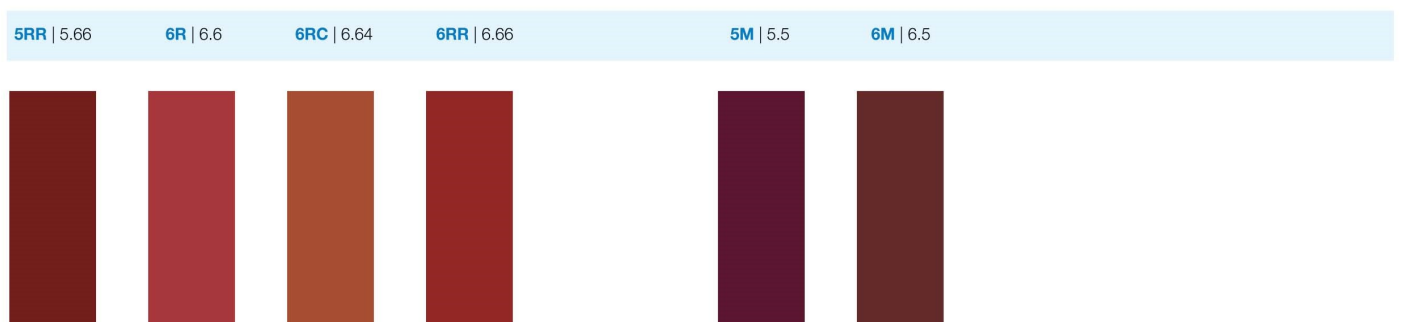
■ GOLD COPPER/.34



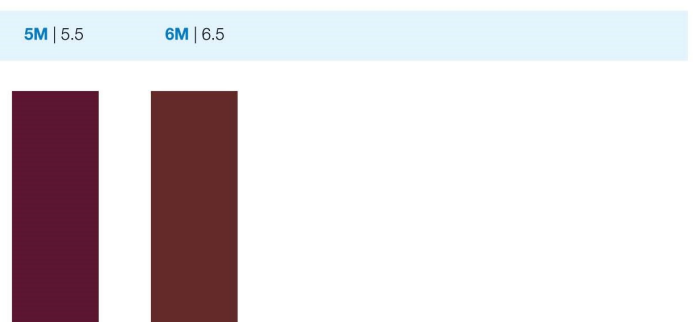
■ COPPER/.4



■ RED/.6

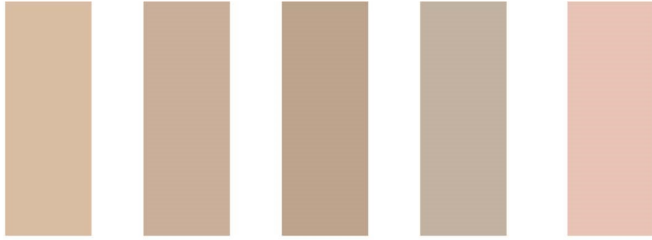


■ MAHOGANY/.5



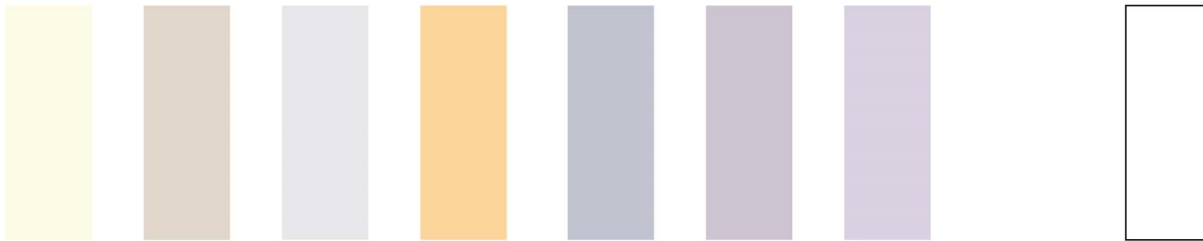
CONTROLLING BLONDES

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



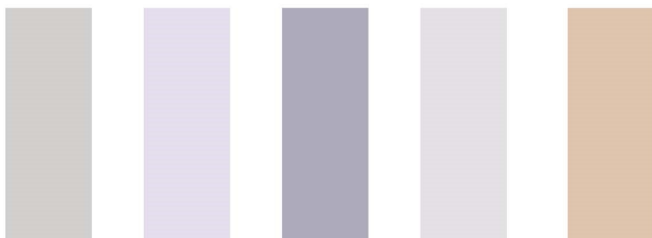
MIXERS

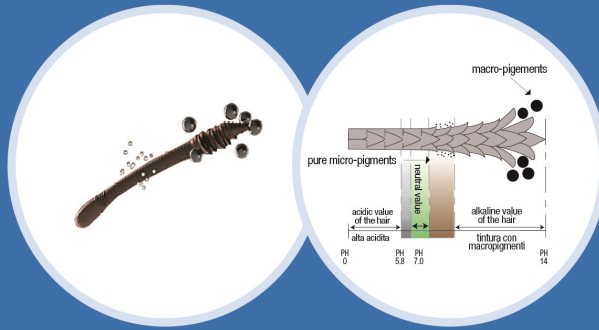
CLEAR | CL WARM BROWN | WBR COOL BROWN | CBR RED | R GOLD | G BLUE | BL GREEN | GR VIOLET | VL



REFINING TONERS/ AMMONIA & PPD FREE

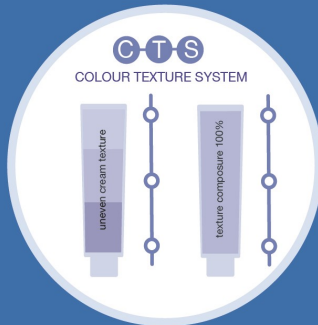
SILVER | SLT LILAC | LLT DARK GREY | DGT PLATINUM | PT BEIGE | BT





MULTI-CHROME TECHNOLOGY

Ultra Refined Pigments that have a **purity degree** of up to 99.98% for gentle low ammonia processing in total respect of the bio-natural environment of the hair and scalp, guaranteeing excellent coverage, brilliance and long lasting colour intensity.



COLOUR TEXTURE SYSTEM

An innovative industrial blending process for optimal atomization of raw materials and active ingredients in the transition from liquid to cream. The results is a perfectly **homogenized colouring cream**.



BALANCE ENGINEERING

A sophisticated technology that balances the biochemical reactions. The result is a formula with a reduced allergenic impact.



CERTIFIED QUALITY CERTIFICATE OF EXCELLENCE

ISO 14001, ISO 10014:2007, EN 22716:2007,
EN ISO 9001:2008, EN ISO 14001:2004, OHSAS 18001:2007