

# THE ULTIMATE IN AMMONIA FREE HAIR COLOUR

**J Beverly Hills Liquid Colour** creates custom, high-gloss shades and beautiful, healthy hair. Combined with our exclusive **ALBE™** complex, Liquid Colour is the ultimate in ammonia free hair colour for hair that feels as good as it looks. This luxurious formula provides the perfect processing for demi and semi-permanent results with no lift or banding. Liquid Colour delivers luminous tones and superior conditioning to preserve and heal all hair types.

## KEY QUALITIES

### 100% Ammonia Free

Liquid Colour is a genuine semi and demi colour with a delicate PH for services without lift, odor, or irritation.

### No Polymers

Liquid Colour is an innovative formula that will not turn brittle or build up on the hair over time.

### Custom Blends

Achieve incredible conditioning with an infinite number of custom colour blends, including CLEAR to dilute or lighten any colour depending on the desired result.

## ALBE™ COMPLEX

### Aloe Vera

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

### Vitamin E

Is essential for healthy skin, including your scalp. Vitamin E gives your hair a strong base to grow from by reducing oxidative stress and protecting the hair from damage.

### Pro Vitamin B-5

A nourishing vitamin that prevents moisture loss by strengthening the cuticle layer to even out porosity and protect the hair from heat and UV damage.

## MIXING INSTRUCTIONS

**Specifically Formulated For Use With  
J Beverly Hills 7.5 Volume Liquid Activator.**

### Mix Equal Parts | 1:1 |

One part Liquid Colour | One part 7.5 Volume Liquid Activator.

If using an applicator bottle, shake gently. If using a bowl and brush, mix gently and thoroughly. Do not allow the product to foam during mixing.

Wear suitable gloves. Rinse well after application.

## APPLICATION

### Full Deposit | 20 Minutes

Enhance Colour, Grey Blending & Re-Pigmenting. Apply Liquid Colour to clean, 80% dry hair from roots to ends, process for 20 minutes.

### Colour Balancing | 10-15 Minutes

Colour Refreshing. Apply Liquid Colour to clean, 80% dry hair from roots to ends, process for 10 -15 minutes.

### Toning | 5-20 Minutes

Pre-lightened Hair. Apply Liquid Colour to clean, towel dried hair from roots to ends, process for 5-20 minutes.

### Glossing | 10-15 Minutes

Enhance Natural Tones & Dilute Pigment Weight. Liquid Clear can be used alone or with any Liquid Colour shade to create a sheer tone with brilliant shine. Apply Liquid Colour to clean, 80% dry hair from roots to ends, process for 10-15 minutes.

**CAUTION:** Hair colorants can cause an allergic reaction that in certain cases can be severe. A skin allergy test must be 48 hours prior to each application as an allergy can develop suddenly, even if you have previously applied this product. **DO NOT** use on clients who have previously experienced a reaction to a hair colorant or are sensitive and have a damaged scalp. **DO NOT** use to dye eyelashes or eyebrows. Can cause blindness. **DO NOT** use heat. **DO NOT** colour the client's hair if the client has a rash on the face or sensitive, irritated and damaged scalp or if the client has ever experienced any reaction after colouring hair or if the client has experienced a reaction to a tattoo in the past, including black/temporary henna tattoos. Keep out of reach of children. Always read the safety instructions and follow the directions for use carefully. Avoid contact with eyes and face. Keep the empty package for reference in case the client experiences a reaction. Contains Phenylendiamines (Toluenediamines) — Phenylendiamines (Diaminobenzenes) – Resorcinol.

**PREDISPOSITION TEST:** Pour a small amount of Liquid Colour into a tint bowl combined with 1 part Liquid Activator. With a cotton ball, apply a small amount of colour to the inner elbow and let dry. Do not rinse area for 48 hours. If no reactions (rash, redness, itching or burning) arise then you may proceed with applying the desired colour. However, if after application client feels any irritation, rinse immediately.

LIQUID  
*Colour*

Demi-Permanent Colour  
Ammonia Free  
**ALBE™ Complex**



beverly hills

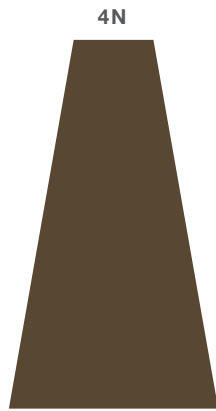
**NATURAL**

**GOLD**

**BLUE**

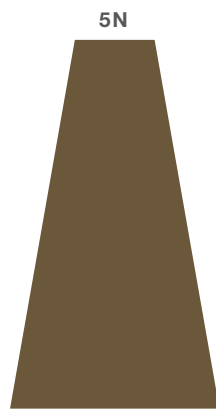
**VIOLET**

**RED|COPPER**



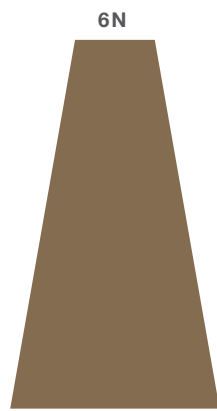
4N

Deep Coco



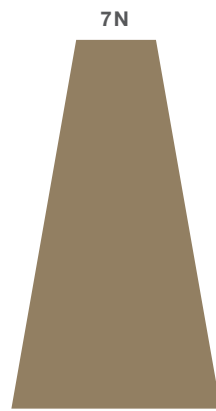
5N

Malted Shake



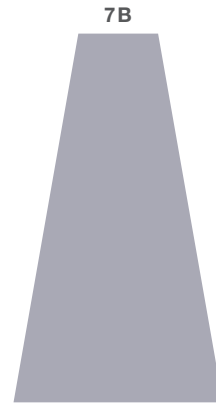
6N

Coco Latte



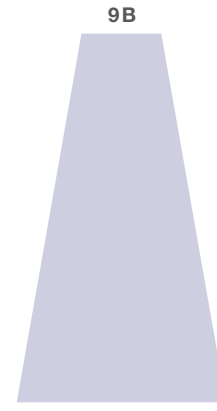
7N

Biscotti



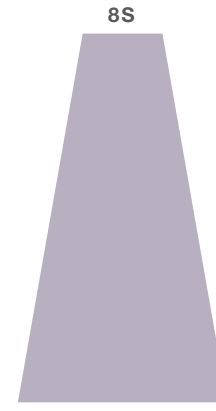
7B

Grey Shadow



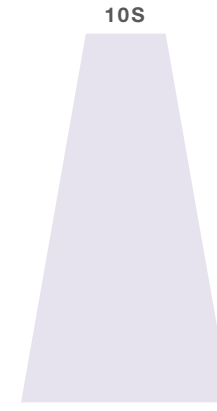
9B

Soda Blue



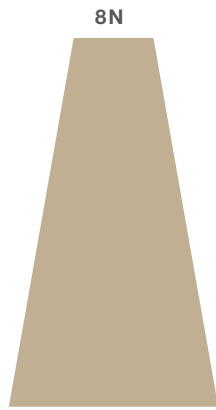
8S

Smoked Silver



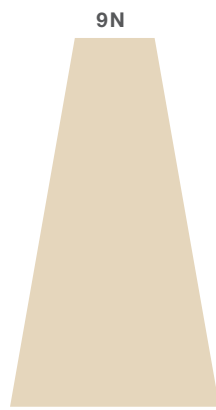
10S

White Gold



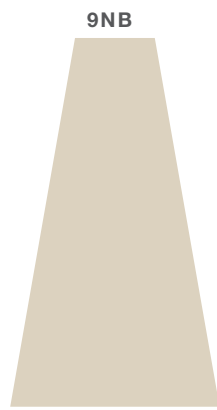
8N

Desert Sand



9N

Sweet Satin

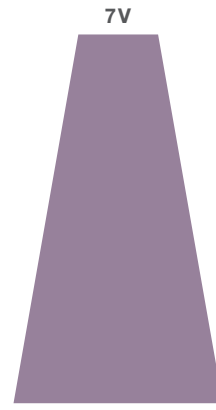


9NB

Vanilla Kiss

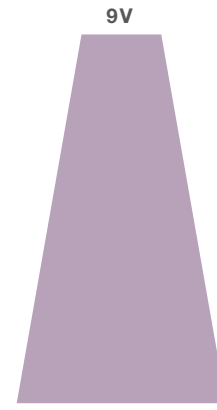


Clear



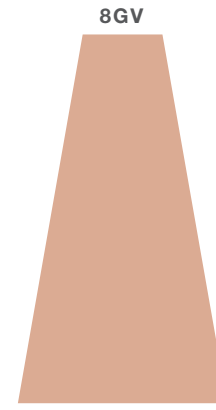
7V

Lavender Honey



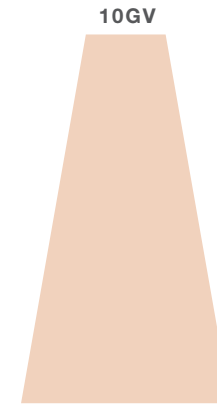
9V

Violet Milk



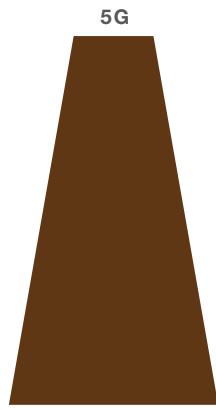
8GV

Nude



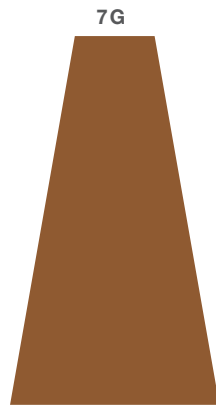
10GV

Porcelain



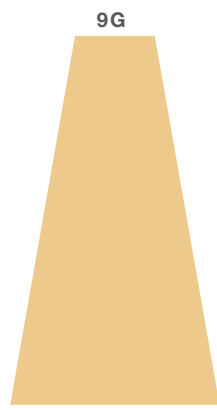
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Bronze



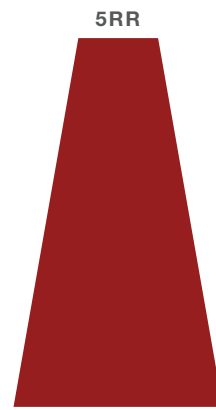
7G

Sun Kissed



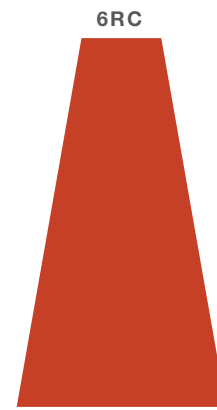
9G

Golden Hour



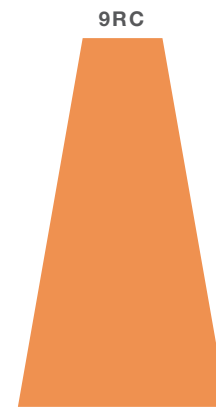
5RR

Ravenous



6RC

Chili Mango



9RC

Vintage Rose