

# NATULIQUE Liquid Colours

An advanced, zero-lift, acidic-pH (5) demi-permanent system delivering true-to-tone, glossy results with no base breakage. Mix strictly 1:1 with the NATULIQUE Liquid Activator and apply to dry or towel-dried hair for the most predictable, even deposit. The gel-fluid consistency ensures seamless saturation with either bowl-and-brush or applicator bottle, making it ideal for glossing, refreshing, toning, grey blending and corrective work. Process for the full 20 minutes for maximum tone stability, longevity and a flawless soft fade. Use Liquid Clear as your diluter to customise translucency and soften intensity.

## Formulating with NATULIQUE Liquid Colours

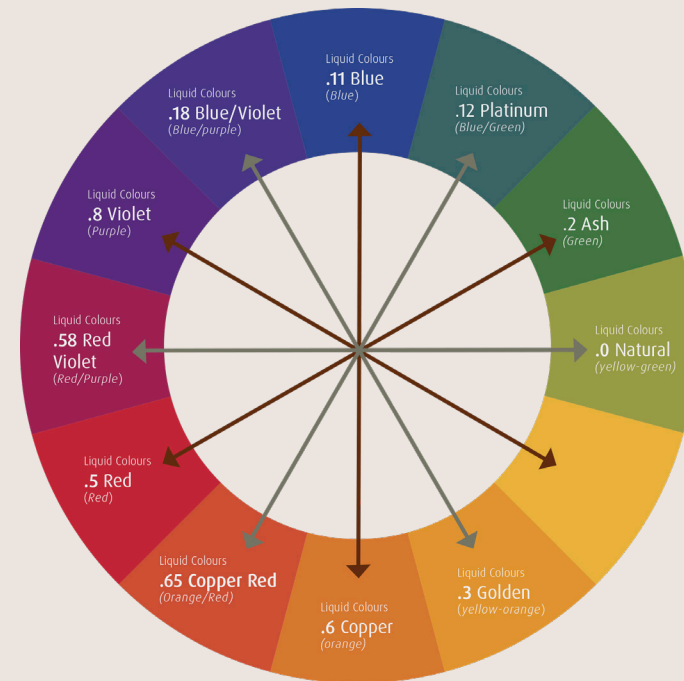
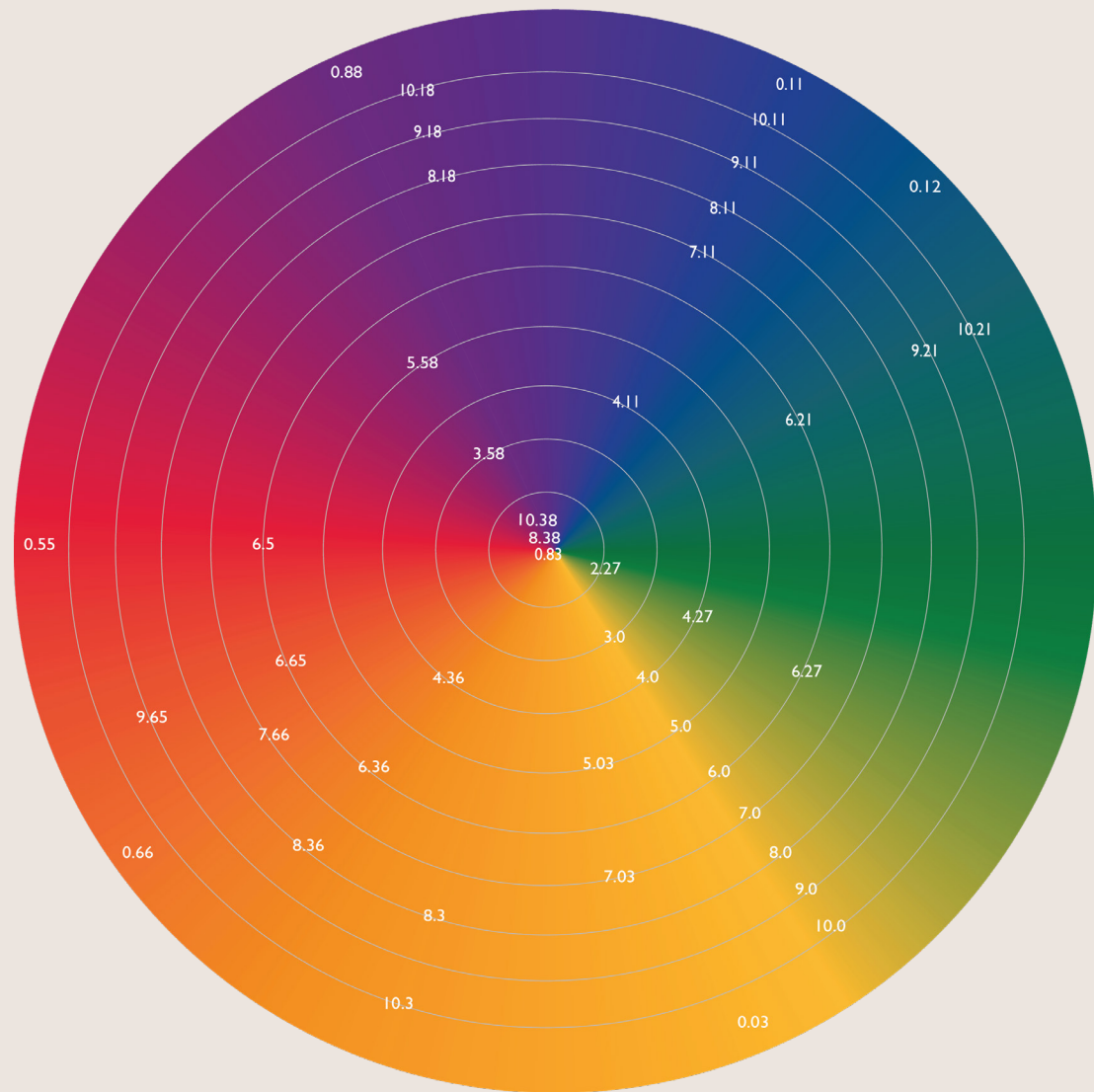
Determine your client's natural hair color level using the NATULIQUE .0 family swatches found in the NATULIQUE Shade Chart. Remember to consider grey, hair texture, condition, and hair density. If in doubt, consult the 7 steps found in the NATULIQUE Technical Manual. Determine the target color desired by your client. Select the NATULIQUE Liquid Colour shade to enhance, balance or cool to achieve the target color.

Example: *Natural Level: 4 brown with 0% gray*

Target colour: *Cold brunette*

Formulation: 30g 4.11 Intense Ice Brown with 30g NATULIQUE Liquid Activator

All swatches are full-strength formulas on pre-lightened (to pale yellow) hair. NATULIQUE Liquid Colour results will vary based on the level of hair to which it is applied.



# UNDERLYING PIGMENT GUIDE

## FOR NATURAL COLOURS AND LIQUID COLOURS

10-1



NATURAL HAIR COLOUR



UNDERLYING PIGMENT



NEUTRALISING TONE

|    |                                                                                     |                    |                                                                                     |                  |                                                                                     |                     |
|----|-------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------|---------------------|
| 10 |  | Extra Light Blonde |  | Pale Yellow      |  | .8 Violet           |
| 9  |  | Very Light Blonde  |  | Yellow           |  | .8 Violet           |
| 8  |  | Light Blonde       |  | Yellow - Gold    |  | .8 Violet           |
| 7  |  | Medium Blonde      |  | Gold             |  | .1 Blue - .8 Violet |
| 6  |  | Dark Blonde        |  | Orange - Gold    |  | .1 Blue - .8 Violet |
| 5  |  | Light Brown        |  | Orange           |  | .1 Blue             |
| 4  |  | Medium Brown       |  | Orange - Red     |  | .1 Blue - .2 Green  |
| 3  |  | Dark Brown         |  | Red              |  | .2 Green            |
| 2  |  | Very Dark Brown    |  | Red - Brown      |  | .2 Green            |
| 1  |  | Black              |  | Dark Red - Brown |  | .2 Green            |

Underlying Pigment + NATURAL Colour = Results

Knowing the underlying pigment enables you to use the NATULQUE colour wheels to either enhance or neutralise the tones.

| HOW TO USE NATULIQUE LIQUID COLOURS                                                                     |                                                                                                                 |                                                                                                               |                                                                                                      |
|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <br><b>RESULTS</b> | <br><b>PROCESSING TIME</b> | <br><b>MIXING RATIO*</b> | <br><b>LIFT</b> |
| <b>GLOSS, TONE</b><br>Enhance, match, enrich, change                                                    | 20 MINUTES                                                                                                      | 1:1                                                                                                           | ZERO                                                                                                 |
| <b>REFRESH</b><br>Refresh and renew                                                                     | 20 MINUTES                                                                                                      | 1:1                                                                                                           | ZERO                                                                                                 |
| <b>CORRECT</b><br>Fill over                                                                             | 20 MINUTES                                                                                                      | 1:1                                                                                                           | ZERO                                                                                                 |
| <b>GREY BLENDING</b>                                                                                    | 20 MINUTES<br>UNDER CAP +<br>20 MINUTES                                                                         | 1:1                                                                                                           | ZERO                                                                                                 |

\*Use only NATULIQUE Liquid Activator.

The intensity and deposit of any NATULIQUE Liquid Colour can be adjusted by diluting the formula using the NATULIQUE Liquid Clear.

## Mixing and processing guidelines

All shades are mixed in a 1:1 ratio, equal parts, NATULIQUE Liquid Colour : NATULIQUE Liquid Activator.

## HOW TO DILUTE WITH NATULIQUE LIQUID CLEAR



**DILUTION**



**LIQUID COLOUR**



**LIQUID CLEAR**



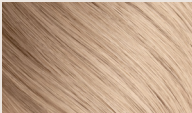
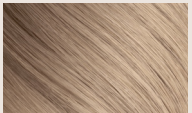
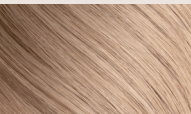
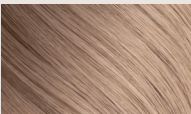
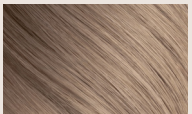
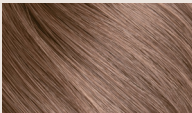
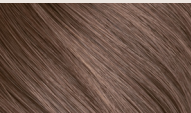
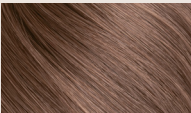
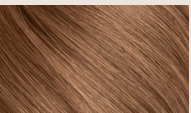
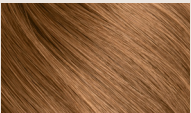
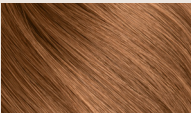
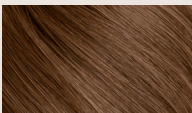
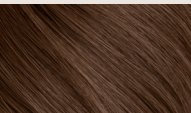
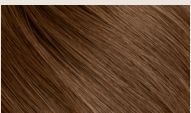
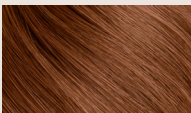
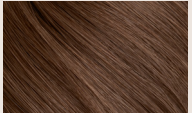
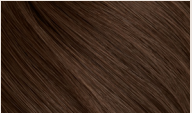
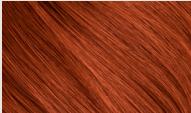
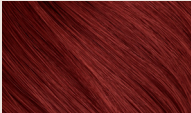
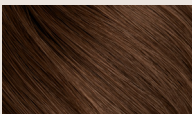
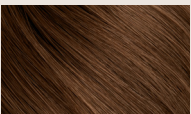
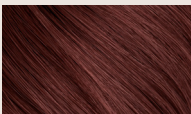
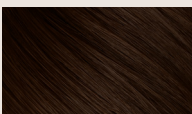
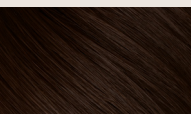
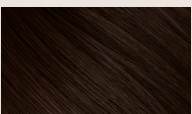
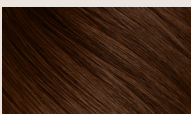
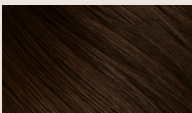
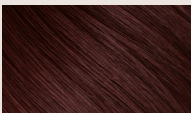
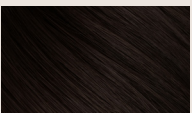
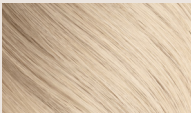
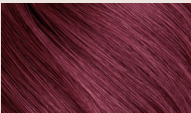
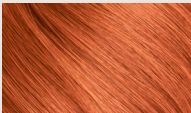
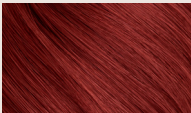
**COLOUR + CLEAR**

|                          |       |   |       |   |       |
|--------------------------|-------|---|-------|---|-------|
| <b>NO DILUTION</b>       | 60 ML | + | 0 ML  | = | 60 ML |
| <b>MINIMUM DILUTION</b>  | 45 ML | + | 15 ML | = | 60 ML |
| <b>MODERATE DILUTION</b> | 30 ML | + | 30 ML | = | 60 ML |
| <b>MAXIMUM DILUTION</b>  | 15 ML | + | 45 ML | = | 60 ML |

Ideal for lighter colour deposits or porous hair.

### Using the NATULIQUE Liquid Clear to enhance shine

Clear adds more shine and can be used on its own or mixed with Liquid Colours to dilute the intensity of the colour

| DEPTH                   | TONE | .0<br>YELLOW/<br>BLUE                                                                                                     | .11<br>BLUE                                                                         | .12<br>BLUE/GREEN                                                                   | .18<br>BLUE/<br>VIOLET                                                               | .21<br>GREEN/<br>BLUE                                                               | .27<br>GREEN/<br>BROWN                                                                | .83<br>VIOLET/<br>ORANGE                                                              | .3<br>YELLOW/<br>ORANGE                                                               | .36<br>GOLD/<br>ORANGE                                                                | .66<br>ORANGE                                                                         | .65<br>ORANGE/RED                                                                   | .5<br>RED                                                                             | .58<br>RED/VIOLET                                                                     |
|-------------------------|------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                         |      | NATURAL                                                                                                                   | INTENSE ICE                                                                         | PLATINUM                                                                            | ICE VIOLET                                                                           | ASH ICE                                                                             | ASH BROWN                                                                             | BEIGE                                                                                 | GOLDEN                                                                                | GOLDEN COPPER                                                                         | COPPER                                                                                | COPPER RED                                                                          | RED                                                                                   | RED VIOLET                                                                            |
| 10<br>Extreme<br>Blonde |      |                                          |    |                                                                                     |                                                                                      |  |                                                                                       |    |    |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      | 10.0<br>Extreme Blonde                                                                                                    | 10.11<br>Intense Ice Platinum Blonde                                                |                                                                                     |                                                                                      | 10.21<br>Ash Ice Platinum Blonde                                                    |                                                                                       | 10.38<br>Golden Violet Platinum Blonde                                                | 10.3<br>Golden Extreme Blonde                                                         |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
| 9<br>Extreme<br>Blonde  |      |                                          |    |                                                                                     |    |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |  |                                                                                       |                                                                                       |
|                         |      | 9.0<br>Very Light Blonde                                                                                                  | 9.11<br>Very Light Intense Ice Blonde                                               |                                                                                     | 9.18<br>Very Light Blonde                                                            | 9.21<br>Very Light Ash Ice Blonde                                                   |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       | 9.65<br>Copper Red Very Light Blonde                                                |                                                                                       |                                                                                       |
| 8<br>Extreme<br>Blonde  |      |                                          |    |                                                                                     |    |                                                                                     |                                                                                       |    |    |    |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      | 8.0<br>Light Blonde                                                                                                       | 8.11<br>Intense Ice Light Blonde                                                    |                                                                                     | 8.18<br>Light Ice Violet Blonde                                                      |                                                                                     |                                                                                       | 8.38<br>Golden Violet Light Blonde                                                    | 8.3<br>Golden Light Blonde                                                            | 8.36<br>Golden Copper Light Blonde                                                    |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
| 7<br>Blonde             |      |                                          |    |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |    |                                                                                       |    |                                                                                     |                                                                                       |                                                                                       |
|                         |      | 7.0<br>Blonde                                                                                                             | 7.11<br>Intense Ice Blonde                                                          |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       | 7.03<br>Natural Golden Blonde                                                         |                                                                                       | 7.66<br>Intense Copper Blonde                                                         |                                                                                     |                                                                                       |                                                                                       |
| 6<br>Dark<br>Blonde     |      |                                          |                                                                                     |                                                                                     |                                                                                      |  |    |                                                                                       |                                                                                       |    |                                                                                       |  |    |                                                                                       |
|                         |      | 6.0<br>Blonde                                                                                                             |                                                                                     |                                                                                     |                                                                                      | 6.21<br>Dark Ash Ice Blonde                                                         | 6.27<br>Ash Beige Dark Blonde                                                         |                                                                                       |                                                                                       | 6.36<br>Golden Copper Dark Blonde                                                     |                                                                                       | 6.65<br>Red Copper Dark Blonde                                                      | 6.5<br>Red Dark Blonde                                                                |                                                                                       |
| 5<br>Light<br>Brown     |      |                                        |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |  |                                                                                       |                                                                                       |                                                                                     |                                                                                       |  |
|                         |      | 5.0<br>Light Brown                                                                                                        |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       | 5.03<br>Natural Golden Light Brown                                                    |                                                                                       |                                                                                       |                                                                                     |                                                                                       | 5.58<br>Red Violet Light Brown                                                        |
| 4<br>Brown              |      |                                        |  |                                                                                     |                                                                                      |                                                                                     |  |                                                                                       |                                                                                       |  |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      | 4.0<br>Brown                                                                                                              | 4.11<br>Intense Ice Brown                                                           |                                                                                     |                                                                                      |                                                                                     | 4.27<br>Ash Beige Brown                                                               |                                                                                       |                                                                                       | 4.36<br>Golden Brown                                                                  |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
| 3<br>Dark<br>Brown      |      |                                        |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |  |
|                         |      | 3.0<br>Dark Brown                                                                                                         |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       | 3.58<br>Red Violet Dark Brown                                                         |
| 2<br>Very Dark<br>Brown |      |                                                                                                                           |                                                                                     |                                                                                     |                                                                                      |                                                                                     |  |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      |                                                                                                                           |                                                                                     |                                                                                     |                                                                                      |                                                                                     | 2.27<br>Ash Beige Very Dark Brown                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
| MIXERS<br>AND CLEAR     |      |                                                                                                                           |  |  |  |                                                                                     |                                                                                       |  |  |                                                                                       |  |                                                                                     |  |                                                                                       |
|                         |      |                                                                                                                           | 0.11<br>Intense Ice MIX                                                             | 0.12<br>Platinum MIX                                                                | 0.88<br>Violet MIX                                                                   |                                                                                     |                                                                                       | 0.83<br>Violet Gold MIX                                                               | 0.03<br>Yellow MIX                                                                    |                                                                                       | 0.66<br>Intense Copper MIX                                                            |                                                                                     | 0.55<br>Intense Red MIX                                                               |                                                                                       |
|                         |      |                                        |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      | 0.00<br>Liquid Clear                                                                                                      |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |
|                         |      | The level of deposit and intensity of the Liquid Colour formula can be adjusted by diluting the formula with Liquid Clear |                                                                                     |                                                                                     |                                                                                      |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                     |                                                                                       |                                                                                       |