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# Philip Martin's shades guide

COLORI NEUTRI & FREDDI		COLORI CALDI	
NATURALS	X,0	VIOLET GOLDEN	X,23
INTENSE NATURALS	X,00	GOLDEN	X,3
ASH	X,1	GOLDEN VIOLET	X,32
INTENSE ASH	X,11	INTENSE GOLDEN	X,33
GOLDEN ASH	X,13	GOLDEN COPPER	X,34
VIOLET	X,2	GOLDEN MAHOGANY	X,35
GREY/PEARL	X,21	COPPER	X,4
SILVER/LILAC	X,22	VIOLET COPPER	X,42
MAHOGANY	X,5	COPPER GOLDEN	X,43
IRISEE MAHOGANY	X,52	INTENSE COPPER	X,44
ICE	X,07	COPPER RED	X,46
SAND	X,7	RED	X,6
ASH CHOCOLATE	X,81	VIOLET RED	X,62
		RED COPPER	X,64
		RED MAHOGANY	X,65
		INTENSE RED	X,66
		CHOCOLATE	X,8
		GOLDEN CHOCOLATE	X,83
		RED CHOCOLATE	X,86

# MAIN CHARACTERISTICS OF PHILIP MARTIN'S COLORS

1. Organic Basic Color and Organic Cream are the color systems provided by Philip Martin's.  
Organic Basic Color is a performing gel color with bright reflections and grants both 100% coverage of grey hair and a long lasting effect.  
Organic Base Cream is a creamy formulation, it grants a perfect coloring on grey hair as well as a long lasting and elegant reflections.
2. Organic Color: our color allows a small and rational stock. It can provide with a permanent and/or a toning color effect thru the simple use of different oxidant levels and thru different timings on the poses.
3. Organic Basic Color - Organic Base Cream: are characterised by base colors, reflexing nuances and correctors which allow a large array of color selections which can satisfy a contemporary and quality aware clientele and their specific needs.
4. The highly selected chemical composition of our formula, as well as the high presence of organic bio extracts, make our color safe and comfortable to be used with maximum respect for hair and scalp.
5. Important: we do not suggest the mixing between gel colors and cream colors.

## COMMONLY USED PRODUCTS IN THE COLOR WORLD

TEMPORARY COLORING TONING CONDITIONER  COLOR IT	TONING OIL & CREAM  TONE ON TONE REFLECTIONS AND OXIDATION: USING ATTIVATORE 3 OR 7 VOLUMES	PERMANENT OIL & CREAM  10-20-30 VOLUMES
SUPER BLEACHING ULTRA OIL & CREAM	DECOLORING	BEFORE AND AFTER TREATMENT
40 volumes NOTE: the Highlightes only activates with 40 volumes	Colour lite & Free hand luxury (ideal for total bleaches) 10 - 20 - 30 - volumes	Calming Spray (pre) Jojoba Oil (pre) Calming Wash (post) Colour Maintenance (post) Colour Repair (post) Free IT (post) Color IT (mantenimento- mainteining)

# THE HAIR

If you imagine the structure of the hair as the trunk of a tree: the root of the hair will end up as an enlargement, the hair bulb which is whiter in color and softer in texture than the shaft is contained in a follicular involution of the epidermis called the hair follicle. The layers of the bulb of the hair are made of fibrous connective tissue, glassy membrane, an external root sheath composed of epithelium and granular stratum, a cuticle, a cortex and the medulla of hair.

The internal part of the shaft represents about 80% of the capillary mass and is the point where the color, bleach and permanent act on.

The hair is a combination of protein and water: keratin (which is a protein) at 80%, water for approximately 10-15% and for the remaining percentage by pigments, minerals and lipids.

## THE HAIR CAN BE SUB DIVIDED IN TWO PARTS: THE BULB AND THE SHAFT

The bulb is positioned in the root in the hair follicle, thus, the cavity of the scalp. The follicle has a large concentration of microscopic blood vessels. The blood passing through them feeds the growth area.

As soon as new cells arrive at the top of the bulb, they develop on the hair's external cuticle and the internal shaft. Special cells called melanocytes produce the melanin. The pigment which colors the hair. People with dark hair have a larger pigment concentration than blonde haired people.

## THE HAIR SHAFT

The hair shaft is the visible part of the hair and it is composed by stratified and agglomerated cells in squamous shapes which are made of keratin and a small quantity of water.

Sebum is a natural oil produced by the follicles sebaceous glands and produces oil the keratin agglomerates.

The cuticle is the most exposed part of the hair to the atmospheric and cosmetic agents. If it is altered due to the use of aggressive ammoniac based hair colors it can cause a vicious circle which may damage the hair.

Healthy cuticles are smooth and bright with shiny and natural reflection which enhance the hair's color.

MARROW

BARK

CUTICLE

## PHILIP MARTIN'S OXIDATIVE HAIR DYE

An oil based color and a cream based color which are mixed, used and posed for the same period but which create two extraordinary but yet different results.

Two different formulations which supply and ensure all the needed answers to demanding, original, professional hair stylists which want supply a niche quality color result to their clients.

Organic base color is an oil based color which once mixed with "activating" substances transform itself in a gel easy to apply color.

The Organic base color enhances the brightness and the reflection of the hair color and is a high performance instrument which enhances technicality and puts it to service of creativity.

Organic basic color cream is an oxidative creamy color which develops a perfect coverage for grey hair. It has three different tonalities which can meet up with any color preferences.

The Cream is a traditional support for a colouring system but unique in its cosmetic ingredient composition which gives to the hair an elegant reflection, an easy pose as well as perfect results.

Philip Martin's color is the result of a constant research which involves the blending of high quality chemical substances and organic extracts which mixed together in perfect respect of the hairs and scalp health, fully take care of the ambient in which the worker performs in.

# COLOR: HOW CAN I USE IT?

1- PERMANENT COLORING	2- TONE ON TONE	3- SOFT TONE ON TONE
(3%) or 10 Volumes (6%) or 20 Volumes (9%) or 30 Volumes (12%) or 40 Volumes	(1%) 3 Volumes (2.2%) 7 Volumes	(1%) 3 Volumes + acid cream (2.2%) 7 Volumes + acid cream

# IMPORTANT OBSERVATIONS

Carefully follow the following indications:

- Use a scale to perfectly measure the needed quantity.
- Always made a skin sensitivity test. For more information, see further information listed here below.
- Always wear gloves to apply the coloring substances and avoid a prolonged contact on the skin.
- Avoid contact on the eyes with the coloring substances. In case eyes should come into contact with it, rinse the eyes thoroughly with warm water. In case of a lasting irritation, consult a doctor.
- Do not use these coloring products to color eyelashes and eyebrows.
- They are only for external use.
- Keep away from children.
- Professional use only

Skin sensitivity test:

Some people can be intolerant to some substances present in hair cosmetic products or to some coloring substances. A skin sensitivity test is always recommended at least 48 hours before the treatment by mixing the same quantity of color and activating substance and by applying the mixture on a clear and dry skin care area of the inner elbow or behind the ear. On the select skin area, a band-aid can be applied or the area can be left uncovered for the following 48 hours. If there should be a skin irritation phenomenon after the said period, the application of a color product is not suggested.

**NOTE: USE BASIS 3.0 - 4.0 - 5.0 FOR SKIN SENSITIVITY TESTS**

because the 3.0 - 4.0 - 5.0 are the only colors with a very high quality of pigments.

# ORGANIC BASE COLOR

A high quality selection of raw materials combined with bio oils are extremely functional for a coloring process and can supply surprising performances.

An oil which acts as a base which transfers the pigments in the hair, gives an evident result of brightness, lasting color and complete grey hair coverage.

This is Philip Martin's oil oxidative color.

Extraordinary coloring results thanks to an innovative protective formula:

## TREATING SUBSTANCES FOR SCALP

BARBADOS ALOE

Soothing

LOTUS EXTRACT

Calming

BABASSU OIL

Emollient e Protective

MAIS OIL

Nourishing and Emollient

VITAMIN C

Anti oxidising

GARDENIA EXTRACT

Anti oxidising

CACAO BUTTER

Hydrating

COCONUT

Nourishing and e Restructuring

# ORGANIC BASE CREAM

An oxidative cream base color with Bio extracts. Dedicated to those who want to add a cream support color system which retraces the characteristic Philip Martin's philosophy.

BIO AVOCADO OIL  
Regenerating

BIO OLIVE OIL  
Antioxidant

MONOI DE TAHITI  
Nourishing

JOJOBA OIL  
Soothing

MACADAMIA OIL  
Hydrating



# THE NUMERIC SYSTEM

1. How dark or how light the hair is = the tone height
2. The reflex and therefore which are the hair's shades that the hair color have

## 1. TONE HEIGHT/SHINE LEVEL

Extra bright blonde  
Bright blond  
Light blonde  
Medium blonde  
Dark blonde  
Light brown  
Medium brown  
Dark brown  
Dark

## 2. REFLECTIONS / SHADES

Gold  
Copper  
Red  
Mahogany  
Violet  
Ash  
Beige

## NUMBERS WITH ONE DIGIT AFTER THE SLASH

### EXAMPLES:

./0 means a natural tone  
./5 means red reflection  
./3 means a gold reflection  
./7 means a violet/irisé reflection

## NUMBERS WITH TWO DIGITS AFTER THE SLASH

./43 the first number indicates a primary reflection  
./43 the second number indicates the secondary reflection  
./03 the 0 before the second number means "natural/reflection"  
./44 the same number for the primary and secondary reflection means "intense"

# THE CIRCLE OF PHILIP MARTIN'S COLORS

The circle of colors is meant as a chromatic spectrum which has an absolute importance for colorists. It helps them in identifying which nuances neutralise and which intensify.

## EXAMPLE OF NEUTRALISATION:

Base: 6.3 > Color to be reached: 5.2

By coloring the nuance 5.2 without first correcting the reflection, one part of violet will be neutralised due to fact that the Gold and Violet on the color circle are opposed to each other.

## EXAMPLE OF INTENSIFICATION:

Base: 5.5 > Color to be reached: 5.2

The initial red hair base color is an ideal premise for a brilliant Violet reflection due to the fact that Red and Violet are adjacently positioned on the color circle and they enhance each other.

# ORGANIC BASE COLOR, PHILIP MARTIN'S COLORING

- 100% grey hair coverage
- long lasting
- bleaching or darkening of natural pigments

## PHILIP MARTIN'S ACTIVATORS

3 VOLUMES  
7 VOLUMES  
10 VOLUMES  
20 VOLUMES  
30 VOLUMES  
40 VOLUMES

## HOW TO USE

The permanent coloring can be obtained with different concentrations of ACTIVATOR H<sub>2</sub>O<sub>2</sub>.  
Every ACTIVATOR has particular characteristics.

	COLOR CHOICE	POSE TIMING
3-7 vol.	to darken	9/10 min
10-20 vol.	tone on tone or 1 tone bleaching and grey hair coverage	35 min
30 vol.	2 tone bleaching or covering for refractory hairs	35 min
40 vol.	3-4 tone bleaching	50/55 min

NOTE: Depending on the hair structure its temperature the bleaching can be more or less intense.

# TONALIZATION WITH COLORING

## SEMI-PERMANENT COLORING MEANS

- a partial modification of the natural pigment;
- grey hair coverage up to 80%;
- an additional deposit of pigments over the existing natural ones

## HOW TO USE

1. If necessary, first wash the hair with 24 Everyday Shampoo or Purifying Wash or moisten the hair with water;
2. Distribute uniformly the oxidated highlight enhancer on moist hair and leave in pose.

## MIXING RATIO

## POSE TIMING

From 10 to 20 minutes depending on the porosity  
WITHOUT HEATING SOURCE

**SUGGESTION:** if a semi-permanent coloring is combined with base tones up to 80% of grey hair coverage can be obtained.

# TONE ON TONE “SOFT “ COLORING WITH ACID CREAM

If the acid cream is added to a tone on tone coloring mixture, it will condition the hair at best by closing the scales, fix the pigment and leave the hair extremely shiny.

## ACID CREAM

- acid components which help the closing of the scales of the hair
- amino acids, peptides, polyquaternium 7 and polyquaternium 10 protect the porous structure of the hair.

before coloring

after coloring

## HOW TO USE

1. If necessary, first wash the hair with 24 Everyday Shampoo or Purifying Wash or moisten the hair with water;
2. Mix 1 part of color and 0,5 to 2 parts of ACID CREAM.
3. Add 2 parts of Activator (to be calculated only on the color quantity used)

**SUGGESTION:** the acid cream is particularly indicated for lengths and porous ends of the hair. For pastel colorings after bleaching. The more the quantity is increased the more the reflection shall be lightened.

## POSE TIMING

From 10 to 20 minutes depending on the porosity  
WITHOUT HEATING SOURCE

## FIRST COMPLETE COLORING

Apply the ORGANIC BASE COLOR at 6% o 9%, starting from a distance of 2 cm from the roots and apply firstly on lengths and then on ends.

Subsequently prepare a new mixture with 6% and apply it on the roots.

**SUGGESTION:** if the hair is shorter than 10 cm the color can be applied with a single application on roots, lengths and ends.

## REGROWTH COLORING

Treat the regrowth with ORGANIC BASE COLOR and the adequate ACTIVATOR

**SUGGESTION:** if ends and lengths are slightly faded, after the suggested pose timing on the regrowth, emulsify the color on ends and lengths. Leave in pose from 5 to 10 minutes.

## COLORING THE REGROWTH AND EQUALISING THE LENGHTS

There are different solutions in order to equalise the color on the lengths and ends

1. With a tone on tone treatment and 3 volume Activator
2. With a soft tone on tone treatment and acid cream
3. Coloring with ORGANIC BASE COLOR 3% on lengths and on lightened ends
4. With ORGANIC BASE COLOR 6% in order to avoid overloading the color

# GREY HAIR COVERAGE

## HOW TO USE

The best grey hair coverage is obtained by using natural colors (x,0 – x,00). Fashion colors can be added in order to achieve personalised colourings. With the x,00 it is recommended to use cold shades.

WARM X.3 GOLD

BASE TONES

COLD .0 / .00 NATURAL

Base tones cover up to 100% grey hair from the tone 1 to the tone 10. They can be mixed with fashion shades in order to obtain customised effects.

before the coloring

after the coloring

## MIXING RATIO

\* Under 5.0 use 20 volumes

over 6.0 use 30 volumes

Example

## POSE TIMING

35 minutes

## SUGGESTIONS:

- use a sufficient quantity of color
- respect the pose timings
- the color has to be dabbed not brushed

## COLORING GREY HAIR WITH FASHION (WARM) TONES

If the desired result is to cover grey hair but giving special attention to Fashion shades the percentage of the X.0 color base can be partly or totally substituted.

x,3 nuance has the capacity of covering grey hair. Anyway, it has to anyway be well analyzed by several factors such as the percentage of the grey hair to be covered, how much the hair reacts to the color and the height of the desired tone.

PERCENTAGE OF GREY HAIR FROM 0% - TO 50% - add 1/3 base tonality .0 and .00 or .3.

EXAMPLE: The desired color is 6.34 with a percentage grey hair at 40%.

Fashion nuance 6.34  
Base tone 5.3  
ACTIVATOR

PERCENTAGE OF GREY HAIR FROM 50% TO 100% - add the same quantity of base tonality .0- 0.00 or .3

EXAMPLE: If the color to be reached is 6.34. with a percentage grey hair at 100%.

Fashion nuance 6.34  
Base tone 5.3  
Base tone 6.0  
ACTIVATOR

\* Depend on the hair porosity

## POSE TIMING

35minutes

SUGGESTION: Add to the Fashion colors corresponding to X,4 Copper, X,45 Red Copper and X,5 Red only the gold .3.

# INTENSE MIXTURE / SPECIAL TECHNIQUES

## COLOR BASE \_/00

A Coloring with \_/00 will allow you a deeper grey coverage. It is a colder coloring and is therefore more adapt in colourings with less warm reflections and can enhance ash tones. It can be used to obtain a neutral coloring.

### MIXING RATIO - E.G. .4.00

\* under 5.0 use 20 volume  
over 6.0 use 30 volume

EXAMPLE:

POSE TIMING 35 minutes

## BLEACHED OR VERY LIGHT NUANCE HAIR TONALIZATION

ORGANIC BASE COLOR nuances 9.21, 9.22, 10.21, 10.22 are indicated to tone bleached or very light hair. Due to the porosity of this kind of hair, it is suggested to constantly control the evolution of the coloring process. The toning dilution rate is 1:2 with activator at 3 or 7 volumes.

HOW TO USE IT:

EXAMPLE

POSE TIMING

from 6 to 9 minutes, depending on the porosity

WITHOUT HEATING SOURCE

SUGGESTIONS: this pastel coloring is to be done immediately after the bleaching or highlighting. We suggest the application of a specific reconstructive hair mask.

# CORRECTORS

Correctors are color pigments with very low level tone and are thus ideal for:

- enhancing fashion nuances
- correcting a color (see the table below)
- intensifying a color
- homogenising the lengths

## NUANCES

EXAMPLES (enhancing fashion nuances)

SUGGESTIONS: the lighter the nuance used, the less corrector must be added.

Highlighted Bases (undesired)

Complementary color – Correction of Highlights on Bases

Pale yellow / yellow/ orange yellow / orange / red orange / orange red/ red / brown red / brown/ black

Light Violet / violet / blue violet / blue / blue green / green / none



# HIGHLIGHTS WITH EXTRA LIFT “S”

## EXTRA LIFT - THE 3 NUANCES

<b>S0</b>	Extrablond brilliant neutral	Without shades.
<b>S11</b>	Extrablond brilliant	With an ash shade.
<b>S21</b>	Extrablond brilliant beige	With a beige shade.

Start applying on the darker areas of the head which are normally the back part of the head. As last step the color has to be applied in thin layers on the thinnest hair along the hairline.

### POSING TIME

50-55 minutes

You can extend the pose timing for an extra 5 to 10 minutes in order to reach a more “anti-reflection effect”.

**SUGGESTIONS:** before applying the extra lift, apply Calming Spray on the scalp. The extra lift S must be dabbed and not brushed.

## **APPLICATION TECHNICS**

**SUGGESTIONS:** before starting a coloring process, apply the Pepenero on the area close to the roots of the hair and spray Calming Spray to protect the scalp.

### **GREY HAIR COVERAGE**

1. Separate the hair with a cross-sign pattern
2. Start the application from the center part of the head and proceed towards the front
3. Proceed diagonally from the center of the head towards the nape

### **SUPER BLEACHING**

1. Separate hairs with a cross-sign
2. Start the application from the center of the head towards the nape
3. Proceed diagonally from the center of the head and proceed towards the forehead

# RE-PIGMENTATION

## WHEN SHOULD YOU EFFECT A RE-PIGMENTATION?

On highlighted or bleached hair the Philip Martin's color can darken up to 3 tones without any pre-treatment. If the desired color is darker than 4 tones or more, respectively to the base color, a re-pigmentation shall be necessary.

Re-pigmentation is a "reconstruction" of the base pigments which have been removed from the faded hair due to bleaching, highlights or over-exposure to the sun.

In order create a re-pigmentation a bleaching table will be useful in order to understand which pigments will have to be reconstructed.

BLACK BROWN	DARK RED	RED	LIGHT BLONDE	RED ORANGE	ORANGE	GOLDEN ORANGE	GOLDEN	LIGHT GOLD
----------------	-------------	-----	-----------------	---------------	--------	------------------	--------	---------------

## MIXING RATIO

- The most suitable nuances are: X,3 / X,33 / X,34 / X,43 / X,44
- Apply a fine layer on dry hair
- Remove the exceeding quantities with a fine teeth comb

## POSE TIMING

the first 10 minutes

## FOLLOWING:

- Apply an Everyday 24 Shampoo
- Dry the hair
- Apply Calming Spray
- Apply the chosen color