

# Natural Series

# Naked Series

# Fashion Series

# Signature Shades

	NATURAL ICE	ASH	ASH ASH	SHADOW ASH	WICKED SHADOW	BROWN BEIGE	ICE GOLD	GOLD ICE	GOLD GOLD	NAKED	NAKED GLOW	NAKED BLUSH	COPPER RED COPPER	ROSE RED	MIDNIGHT ROSE	MIDNIGHT VIOLET	MIDNIGHT BLUE	DUSTY LAVENDER	ROSE GOLD	AMBER ROSE	SILVER PEARL	SILVER SMOKE	
	NI	A	AA	SHADOW	WICKED	BB	IG	GI	GG	NAKED	GLOW	BLUSH	CRC	RR	MR	MV	MB	DL	RG	AR	SP	SS	
<b>10</b> ULTRA LIGHT BLONDE																							
<b>9</b> LIGHT BLONDE																							
<b>8</b> BLONDE																							
<b>7</b> MEDIUM BLONDE																							
<b>6</b> DARK BLONDE																							
<b>5</b> LIGHT BROWN																							
<b>4</b> MEDIUM BROWN																							
<b>3</b> DARK BROWN																							
<b>1</b> BLACK																							

### DUAL BOOSTER SHADES



### SUPER POWER™ DIRECT DYE SHADES



### VIBRANT PASTEL DIRECT DYE SHADES



### X-PRESS TONERS



\*Display device may alter tonality of swatches





Demi-Permanent



Permanent

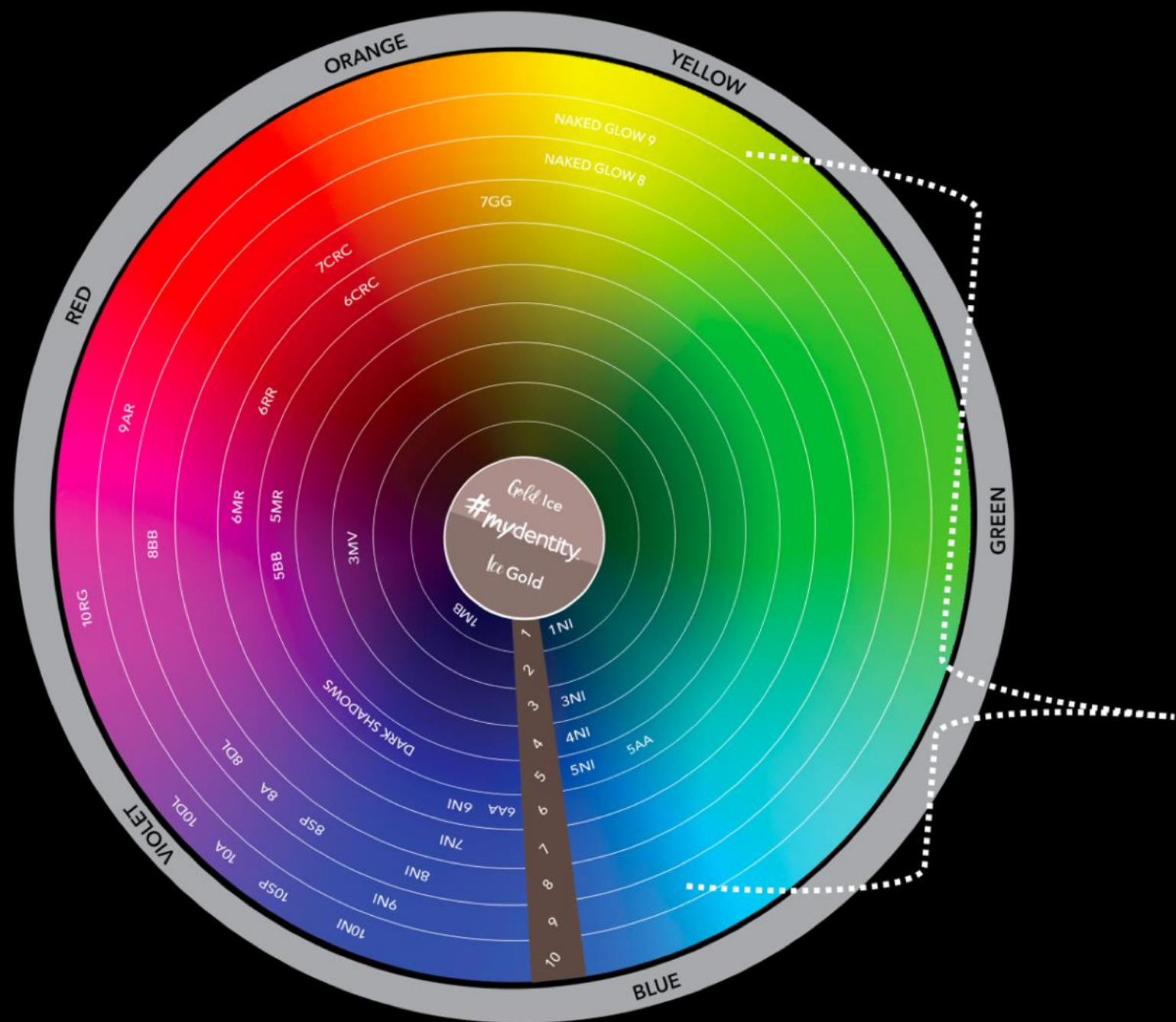




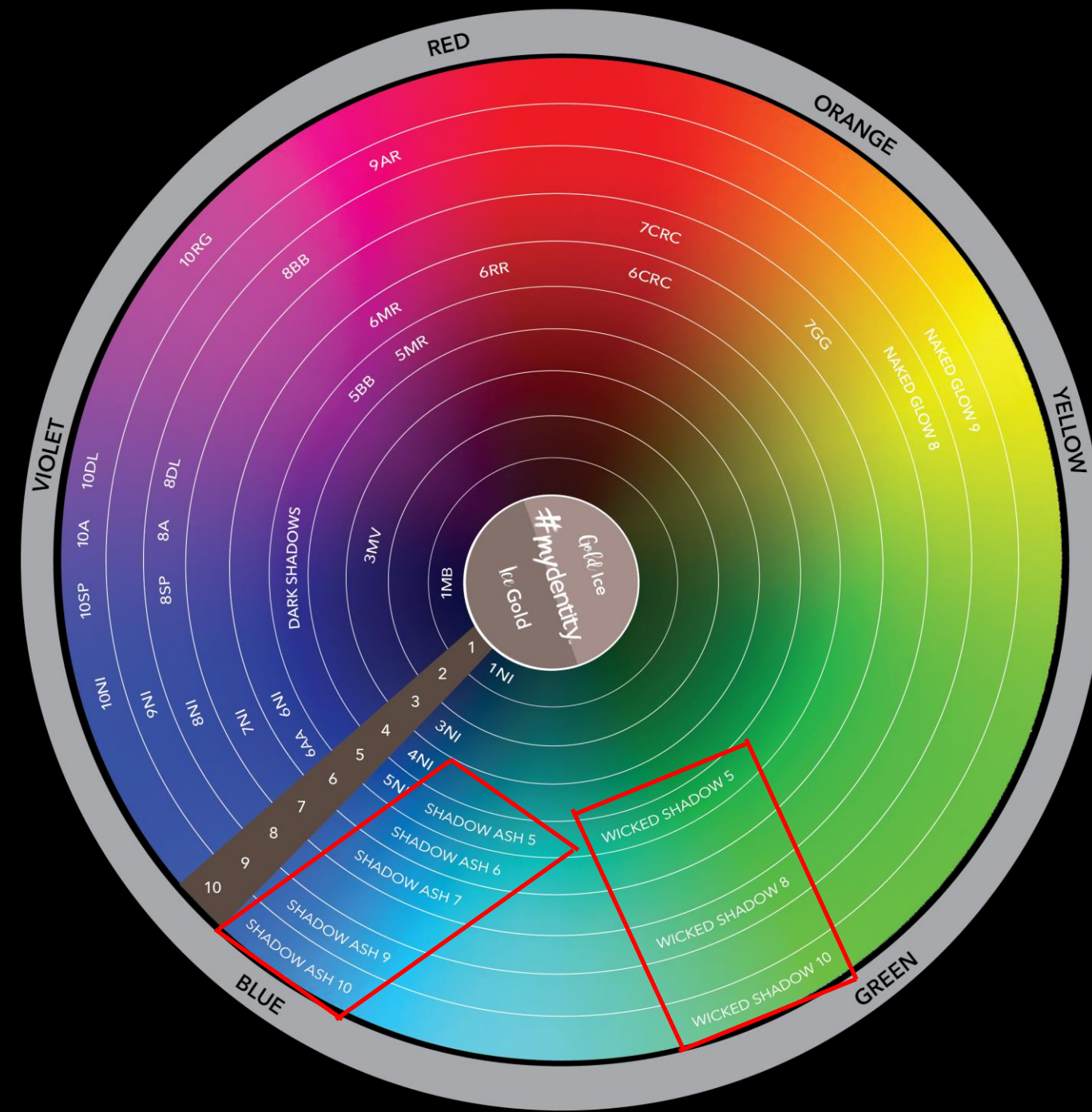
# Natural Underlying Pigment (NUP)

Level	Level Description	Natural Underlying Pigment	Neutralizing Pigment
10	Ultra Light Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Gold	Blue Violet
7	Medium Blonde	Light Orange	Blue
6	Dark Blonde	Dark Orange	Blue Green
5	Light Brown	Red Orange	Green
4	Medium Brown	Red	Yellow Green
3	Dark Brown	Red Brown	N/A





Unmet  
Consumer  
Demand



Permanent



Demi-Permanent

This is...

#mydentity  
@GUY-TANG

