

HELEN SEWARD®
COLOR SYSTEM
HP



TECHNICAL
BOOK



Helen Seward
hair products 





HELEN SEWARD® COLOR SYSTEM

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COLOR SYSTEM

A WORLD OF COLOR IN HP

Research & Development activity in our labs has always aimed at **innovative solutions with high technological content** for maximum safety in application. With the HP – “High Performance” - Color System, we offer a high performing treatment that best meets a color specialist’s need in the salon.

PRODUCTS AND PROGRAMS

Every single product is characterized by a particular complex including active ingredients – such as **Advanced Omega System** for coloring creams and **Multiprotection Osmosystem** for bleaching agents and developers – which, once combined, develop a synergistic and focused action to guarantee:



TOP
VERSATILITY



ENHANCED
SKIN & HAIR
PROTECTION



MAXIMUM
COSMETIC
EFFECT



PERFECT
RESULT

The approach to color in the HP Color System is based on specific “**Programs**” – **Coloring and Bleaching** – that ensure an exclusive and customized service. Color System Programs include a very important first preliminary assessment phase: diagnosis. Before performing any technical treatment, it is actually necessary to highlight the aspects that may mainly influence on the result. Only once these considerations have been taken, it is possible to choose the most suitable coloring or bleaching product.

PREMISE: THE NATURAL COLOR

The natural color of hair changes over time and tends to lighten as grey hair appears: with age, in fact, the production and distribution of melanin – the pigment in charge of hair color – change, depending on the individual’s genetic and physiological factors. Coloring typical of hair is **granted by the type of melanin**, so the amount and distribution of natural pigment determine the color degree and intensity:



EUMELANINA
granular pigment shading from orange to black, mostly present in dark hairs.



TRICHOSIDERIN
pigment tending to red, mostly spread in Irish population.



PHEOMELANIN
prevalent pigment that imparts a yellow to soft red hue and found in large quantities in light hairs. A color more difficult to remove.

When eumelanin pigment is **oxidized**, pheomelanin is formed: this phenomenon is seen during summer in individuals with light chestnut color whose hair lightens due to the sun’s oxidizing effect.

White hair is totally melanin-free and its appearance is caused by the refraction and reflection phenomena of light conditioned by the natural accumulation of air bubbles among keratin cells.

The **natural reflection** of hair is given by the mix of melanin pigments and it can be changed, more or less permanently, by means of cosmetic coloring and bleaching treatments.

COLOR THEORY

Thanks to good knowledge of colorimetry basic principles, shades and tones within the Color System range are **more easily and fast to choose** and stress or dim the reflection of a basic color, so as to invent o customize a shade in line with the personality of your customers.


PRIMARY, SECONDARY, TERTIARY COLORS

PRIMARY COLORS


Blue, Red, Yellow 

SECONDARY COLORS

They result from the combination of two primary colors:

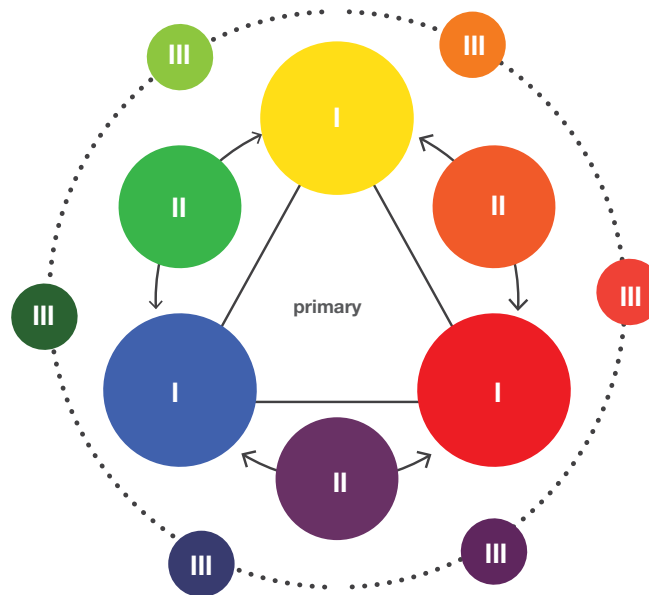
ex.: Blue + Red = Violet 

Blue + Yellow = Green 

Red + Yellow = Orange 

TERTIARY COLORS

They result from the combination of a secondary color and a primary color



PRIMARY COLORS

They are considered pure colors; the other colors derive from these three colors: Red, Yellow and Blue. Instead, the combination of the three primary colors results in **neutralization**, that is, absolute black and its derivatives.

SECONDARY COLORS

They are obtained by mixing the three primary colors in equal quantities, Red + Yellow = Orange, Yellow + Blue = Green, Blue + Red = Violet.

COMPLEMENTARY COLORS

Opposite colors in Ostwald Chromatic Star are defined as complementary, so, when they are mixed, they neutralize each other and result in a neutral grey color.

COLOR PREDOMINANCE

An intense color prevails over a lighter one. A light color 'dims' a more intense one. Two complementary colors neutralize each other.

HS COLOR SYSTEM

CHROMATIC VALUES

TONE DEPTH LEVEL	SHADE OR CHROMATIC SCALE
● n. 1 Black	● 0 Naturals
● n. 2 Brown	● 1 Ash grey
● n. 3 Dark Chestnut	● 2 Beige
● n. 4 Medium Chestnut	● 3 Golden
● n. 5 Light Chestnut	● 4 Copper
● n. 6 Dark Blond	● 5 Red
● n. 7 Medium Blond	● 6 Mahogany
● n. 8 Light Blond	● 7 Violet
● n. 9 Extra Light Blond	● 8 Blue
● n. 10 Platinum Extra Light Blond	

INTERPRETATION OF COLOR CODES FOR COLOR SYSTEM

EXAMPLE

63.4 Dark golden copper blond

63.4

1ST NUMBER
indicates the natural level and expresses the tone depth

2ND NUMBER
indicates the primary shade, that is, the predominant

3RD NUMBER
indicates the secondary shade

HS COLOR SYSTEM

THE SERIES



3D PURE NATURALS

8 natural shades, intense and brilliant, characterized by a dominant cool effect, to achieve a surprisingly full 3D color. The perfectly balanced formula of HP pigments reconstructs natural hair pigments. When mixed with fantasy shades, they enhance the 3D effect on reflexes.

MIX 1+1,5



BASIC ASH GREY

Total coverage of grey hair. They can be used to dim too warm tones. Never use it for re-pigmenting. Attention to porous ends: they tend to adopt a too intense color, not always pleasant.

MIX 1+1,5



BASIC NATURALS HP2

Base natural tones, intense and brilliant, characterized by a dominant warm effect, to obtain many reflexes and shades when mixed with the other shades. Ensure maximum coverage of grey hair.

MIX 1+1,5



COOL

GOLDEN-BEIGE → Cool and luminous brown tones: offer total coverage with full and even color in high percentages of grey hair and resistant hairs, without mixing with natural tones.

BEIGE → They can be used as they are or mixed to dim red-orange reflections.

MIX 1+1,5



WARM

GOLDEN - GOLDEN COPPER - COPPER → For gold, gold-copper and copper shades. When mixed with the natural series, tones become warmer.

GOLDEN NATURALS → Luminous blond tones: offer excellent coverage, without mixing with natural tones.

MIX 1+1,5



RED

RED - MAHOGANY - VIOLET

→ Extraordinary shades characterized by amazingly full and long lasting color.

MIX 1+1,5



BOOSTER

Enhance and strengthen shades in classic tones. Create intense tones and contrasts in bleached hair.

MIX 1+2



X_BLOND

A series of super lighteners to achieve up to 4 lightening tones. To be mixed with CS Developer 40 Vol.

EXTRA WHITE → Neutral lightening cream, it increases the lightening level of X_BLOND super lighteners up to two lightening tones, respecting hair fibers.

MIX 1+2



BLOND_UP

New super lighteners to achieve up to 6 lightening tones. They must be mixed with Color System Developer 40 Vol. for maximum lightening.

MIX 1+2



TONE_UP

Collection of 4 pastel colors, designed to tone blond and highlighted hairs. Special, ammonia-free formula. They must be mixed with Color System DEVELOPER 5 Vol. only

MIX 1+1



SILVER

Tones streaks, highlights and lightened hair, lessens yellow shade on grey hair.

MIX 1+2

HELEN SEWARD®
COLOR SYSTEM

ADVANCED OMEGA SYSTEM IN COLORING CREAMS

From the precious synergy of Oleic Acid and amino functional polymer (Aminosilcomplex), the HP (*High Performance*) treatment has been created to ensure excellent color while intensity and brightness are preserved over time.

Helen Seward
hair products 

COLORING PROGRAM

THE STEPS

- DIAGNOSIS AND CHOICE OF SHADE



DIAGNOSIS

A professional analysis is required to assess:

- the initial situation of color on roots, lengths and ends (natural or cosmetic color, possible regrowth)
- tone depth of cosmetic color and tone depth of natural hair for comparison with the shade selector (Color System color card).
- percentage of grey hair (regrowth only or along the entire length)
- hair fiber quality (- fine, medium or thick fiber, - resistant hair)
- hair fiber condition (- natural hair never treated, - treated and sensitized hair, porous hair)

POROUS HAIR - NOTE

Special attention must be focused when assessing any differences in the hair fiber porosity with the following method: select a thin strand of hair in different areas of the scalp (nape, parietal zone, front zone) and simulate backcombing with your fingers, by sliding from ends to roots.

If the strand easily *tousles*, hair fibers have – along lengths and at ends – an altered cuticle layer and consequently porosity increases. At the end of diagnosis, draft an assessment technical sheet.



CHOICE OF SHADE / MIX OF SHADES

- The color along the length (mainly if cosmetic and non-natural) may influence the new cosmetic color applied: the result obtained, sometimes flat, may depend on the cosmetic color previously applied on hair (natural, ash grey, beige, etc.)
- Therefore, porosity is a key factor, as already underlined: when hair is very treated, depleted and very porous, it is very difficult to recolor lengths without running **the risk of darkening them too much (excessive absorption of pigments with flatness and darkening)** or not darkening them enough.
- Finally, the percentage of grey hair is certainly a determinant factor in the choice of the shade/s to apply. Firstly, it must be born in mind that a perfect coloring of a head of hair with more or less high percentages of grey hair is not only the result of coverage, but also the **result of the lightening of natural hair**.

IT IS IMPORTANT TO ADHERE TO COLORIMETRY RULES TO ACHIEVE A NATURAL CHROMATIC EFFECT IN CASE OF GREY HAIR OR TO GUARANTEE COVERAGE OF GREY HAIR WITH TRENDY REFLEXES.

Trendy reflexes (ash grey, golden, red, copper, etc.) express reflection, but they do not have base pigments and, on another percentage of grey hair, the color to be applied must be “built” for a good trendy reflex and perfect coverage of grey hair.

The color of the natural series shall be properly mixed with the color expressing reflection, bearing in mind that:

- if the quantity of the natural series color is increased, the coverage of grey hair will be easier, to the detriment of the reflex trend;
- if the quantity of the trendy reflex color is increased in relation to the natural series color, we will have a brighter reflex, but also a greater transparency (reduced coverage) on grey hair.

COLORING PROGRAM

THE STEPS

- % OF GREY HAIR
- CHOICE OF THE DEVELOPER

HOW TO MODERATE IN CASE OF GREY HAIR TO HAVE A NATURAL CHROMATIC EFFECT



from 0% to 50%

it is recommended to use the same level of natural base



from 50% to 100%

it is recommended to use a darker level than the natural color desired

IMPROVING THE COVERAGE OF GREY HAIR IN THE CREATION OF TRENDY REFLEXES

It is recommended to add the natural shade cosmetic color in the same tone depth of the trendy reflex. Example: **50+53** or **60+64** or **70+75** etc.



from 1% to 30% of grey hair

three parts of trendy reflex + **one** part of natural shade



from 30% to 60% of grey hair

two parts of trendy reflex + **one** part of natural shade



from 60% to 100% of grey hair

one parts of trendy reflex + **one** part of natural shade



CHOICE OF THE DEVELOPER

The perfect coloring of a head of hair, with more or less high percentages of grey hair, is not only the **result of a good coverage of grey hair**, but also the **result of the lightening of natural hair** (naturally pigmented): so, it is a consequence of the proper choice of the developer that must lighten the pigment of the natural hair for a more uniform base.

COLORING PROGRAM

THE PLUSES

For a **quick and technically perfect** coloring that guarantees:

- excellent coverage with full and uniform color
- remarkable tone depth
- upper cosmetic effect that results into a surprisingly bright and silky hair
- exceptionally lasting reflex

ADVANCED OMEGA SYSTEM

The effectiveness of the advanced HP System is based on the valuable synergy of an essential fatty acid, **Oleic Acid** and an **amino functional Polymer (AMINOSILCOMPLEX)**.

- The **Oleic Acid** has high affinity to intermediate coloring agents and facilitates penetration into hair fiber, since it *moderates and optimizes the development times* of the cosmetic color.
- The **amino functional Polymer**, patented for this application, turns the coloring treatment into a beauty treatment for the hair fiber. In fact, it grants body and softness, which immediately makes hair easier to comb and keeps a significant depth of the final reflex.

Therefore, it actively protects the cosmetic color from the exposure to washing agents (shampoo) and to sunrays, which extends the color “life” and guarantees long-lasting intensity and brightness.



→ SIMPLE AND QUICK APPLICATION

The Oleic Acid, as an emollient agent, turns the Color System formula into a soft cream that quickly “melts” with the oxidant emulsion, which produces a coloring mix with *gel structure*. The coloring mix is easily distributed and with an excellent yield, which guarantees perfect adhesion to the hair fiber for a uniform color.



→ TECHNOLOGICAL FRAGRANCE

The Color System formula is characterized by a high-technology fruity fragrance with a multi-purpose treatment, which minimizes the basic smell, for maximum comfort during application.



→ THE MULTIVITAMINS

They are in the pro-Vitamin B5 (*D-Pantenol*), Vitamin C (*Ascorbic acid*) and Vitamin F formula. The **pro-Vitamin B5**, a vital factor for hair health and growth, penetrates deep down into hair shaft and acts as an effective moisturizing and conditioning ingredient to prevent hair dryness. It repairs damage caused by chemical treatments in the head of hair and makes hair surface smoother and more regular for a particularly natural color.

Vitamin C acts as an anti-oxidant: it inhibits early oxidation of precursors and guarantees a gradual oxidation of the precursor itself during the coloring process.

Color System COLORING CREAM has, thus, an ultra-delicate natural preservative system

Vitamin F, a valuable resource with essential fatty acids, such as linoleic acid and linolenic acid, that ensures the contribution of fundamental emollients for hair softness. It reinvigorates the fiber of treated hair and returns splendor that generates luminosity and silky feel.



→ HP BASE: DERMATOLOGICALLY TESTED

The Color System COLORING CREAM formulation with HP base has been tested through an Open Patch Test that has proved high skin tolerance, which consolidates safety levels in application offered by the product.

ALKALINIZING AGENT

Ammonia in Color System COLORING CREAM aims at:

- facilitating the cosmetic color development
- forcing the opening of cuticle scales, which helps to excellently penetrate coloring products with final color depth: volatile molecule that acts with maximum efficacy without hazardous residues – after evaporation – on skin and hair.

The Ammonia percentage content in the product as it is, is between **1.8% < CS Coloring Cream < 2.4%**, which, in the coloring mix for application, is considerably reduced to **0.6% < CS Coloring Cream + CS Developer < 0.8%** into account, actually, the recommended mixing ratios (1:1.5; 1:2).

The two maximum range thresholds must be exceeded in the series Color System BLOND_UP and in Color System EXTRA WHITE.

TECHNICAL ADVICE

FOR IMMEDIATE INTERVENTIONS

PIGMENTATION AND PRE-PIGMENTATION

PIGMENTATION

This technique is used in bleached or treated hair to obtain a homogeneous final coloring from roots to ends, in which hair is saturated with the missing pigment before applying the shade desired.

As a general rule, it is recommended to use a copper-golden reflex (which reproduces the association of the two natural pigments Trichosiderin = red and Pheomelamin = orange), with a lighter level than the desired color, mixed with CS DEVELOPER 10 Vol. diluted in 1:2 and applied on wet and towel-dried hair. Waiting times are calculated according to the visible absorption of color (15-20 minutes in average): times can be accelerated by using a heat source.

Once the useful waiting time is over, rinse thoroughly and, with dry hair, apply the desired reflex

PRE-PIGMENTATION

This technique is useful for coloring very resistant grey hair, often concentrated in temples or, in general, in front areas, by restoring pigments in grey hair – just like pigmentation.

Procedure: apply on dry hair (not washed) a “blush” of pure color of a golden shade at a lighter level than the base of the customer on affected areas. After 10 minutes, do not remove the product and color the entire head of hair. *N.B.: it is recommended to lighten at a lighter level than the desired color to be applied. In the most difficult cases, the application can be applied more times by using always CS DEVELOPER 20 Vol. until the desired lightening effect is achieved. The use of aluminum foil is not recommended in that case.*

EXAMPLES

1

Base: level 8

Hairline: 100% of grey hair

Desired color: CS 100

Product to be used for pre-pigmentation: CS 93

Formulation and application: apply pure CS 93 color on hairlines.

After 10 minutes, prepare the mix with 30 mL of CS 100 = SL extra light natural blond + 60 mL of CS DEVELOPER 40 Vol. and start the application at re-growth from the back area (nape).

2

Base: level 5

Hairline: 90% of grey hair

Desired color: CS 54

Product to be used for pre-pigmentation: CS 63

Formulation and application: apply pure CS 63 color on hairlines.

After 10 minutes, prepare the mix with 50 mL of CS 54 + 75 mL of CS DEVELOPER 20 Vol. and start the application at re-growth from the back area (nape).

PURE NATURALS



SIZE: 100 mL

The evolution of the HP color system offers this new series of colors just included in the Color System range. **8 pure, natural shades, intense and brilliant as well, starting from dominant cool**, that are added to the range of Color System Basic.

- 10.N → Natural black
- 30.N → Dark natural chestnut
- 40.N → Natural chestnut
- 50.N → Light natural chestnut
- 60.N → Dark natural blond
- 70.N → Natural blond
- 80.N → Light natural blond
- 90.N → Extra light natural blond

PERFORMANCE



3D COLOR

The perfectly balanced formula of new HP pigments reconstructs *natural hair pigments* to have a surprisingly full color, with a **3D** effect: Hair gains new shine and new gloss. It ensures maximum coverage, uniformity and tone gloss, and a long-lasting color over time.



PPD FREE - LOW AMMONIA - ENHANCED SKIN PROTECTION

The new line of shades offers new warranties for an effective and safe technical treatment: it has been developed by removing the PPD, *by regulating ammonia content and by improving skin compatibility* of formulas to offer the best cosmetic result associated to comfort in application.

USE



A) CLASSIC COLORING (MAXIMUM COVERAGE OF GREY HAIR)

For total coverage of grey hair, to darken any tone and to achieve maximum lightening power.

→ **Recommended mixing ratio 1:1.5** -: 50 mL of Color System COLORING CREAM + 75 mL of Color System DEVELOPER 20/30 Vol.

→ **Waiting time:** 30'/40'.



B) SEMI-PERMANENT COLORING (tone-on-tone)

→ **Recommended mixing ratio 1:2** -: 50 mL of Color System COLORING CREAM + 100 mL of Color System DEVELOPER 10 Vol.

→ **Waiting time:** 15'/20'.

NOTE: when mixed with fantasy tones, Pure Naturals enhance the 3D effect on trendy reflexes.

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS_UP Illuminating Mask-Gel*, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

PLUS

→ ADVANCED OMEGA SYSTEM

→ ENHANCED SKIN PROTECTION: TRIMETHYLGLYCINE

Trimethylglycine is a natural compound ingredient, very chemically stable and naturally present at measurable levels in hair fiber and skin. It can protect proteins and cells from the effects of the "osmotic stress" caused by high concentrations of salts and poor moisture (reduced water concentration): in fact, it is defined as an **osmoprotectant**.

Cells subject to osmotic stress and potential dehydration naturally produce and accumulate osmoprotectant such as Trimethylglycine.

The physical base of the protective action is the capacity of the Trimethylglycine to become part of the protein surface, which helps keeping the protein native structure: as proteins are kept in their hydrated shape, their function is stimulated also in adverse conditions (presence of salt-inhibiting concentrations). Chemical treatments, in general, may release over skin and hair fiber high levels of small aggressive molecules with high "osmotic strength", with consequent damage to hair and skin irritation.

Very recent updated studies have proved the capacity of the Trimethylglycine to offer:

→ **intrinsic protection of hair fiber under stress conditions**

→ **skin protection** minimizing irritation

→ **enhanced moisture with "controlled release"** (coordinates and easily releases, in fact, water to the surrounding environment when requested by changed physical conditions).

By means of research carried out with technological instruments (Confocal Raman Spectroscopy), Trimethylglycine has equal similarity to all hair areas and it is equally distributed throughout hair fiber, between cuticle and cortex, with emollient and reinforcing effect.

→ GREATER SAFETY IN APPLICATION

Pure Naturals formulas, enriched by the effective contribution of Trimethylglycine, have been subject to test in application to assess the effect of irritation and itch that may be caused by coloring treatments: trimethylglycine protective quality has been proved, since it can control and minimize sensitization events.

For professional use only.

Coloring creams for hair, from the innovative **trivalent cosmetic formula** to multi-vitamins to guarantee **protection, softness and luminosity, with high-technology fruity fragrance**. They are offered in a wide range of intense and luminous tones, for a new “modular color” concept, available among **Basic, Cool, Warm, Red**.

PERFORMANCE

Ensure excellent coverage, uniformity and tone gloss, and a greater resistance of color over time. They offer double service:

→ **classic coloring** with Color System DEVELOPER 20/30/40 Vol.

→ **tone-on-tone coloring** with Color System DEVELOPER 10 Vol.

Maximum coverage of grey hair thanks to:

BASIC series, COOL Cold Brown shades, WARM Golden Naturals shades

USE



A) CLASSIC COLORING

For total coverage of grey hair, to darken any tone and to achieve maximum lightening power.

→ **Recommended mixing ratio 1:1,5** -: 50 mL of Color System COLORING CREAM + 75 mL of Color System DEVELOPER 20/30/40 Vol.

→ **Waiting time:** 30'/40'



B) COLORING TONE-ON-TONE

For tone-on-tone coloring without lightening, to achieve maximum color saturation or to color bleached hair. Ensured coverage of grey hair up to 70%.

→ **Recommended mixing ratio 1:2** -: 50 mL of Color System COLORING CREAM + 100 mL of Color System DEVELOPER 10 Vol.

→ **Waiting time:** 15'/20'



SILVER TONE

Tones streaks, highlights and lightened hair, lessens yellow shade on grey hair.

a) APPLICATION AS A TONER ON STREAKS AND GREY HAIR

To tone too golden streaks and to dim the unsightly yellow shade on grey hair.

→ **Recommended mix:** 25 mL of Color System SILVER + 75 mL of Color System Developer 10 Vol.

→ **Waiting time:** 15/20, for application on washed and wet hair.

b) COLOR TREND APPLICATION

In order to obtain a silver trendy reflex, apply the product in the recommended mixing ratio on hair previously bleached until it is maximally lightened (platinum blond).

→ **Recommended mix:** 25 mL of Color System SILVER + 50 mL of Color System DEVELOPER 10 Vol. 12

→ **Waiting time:** 15'/20'

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS_UP Illuminating Mask-Gel*, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

PLUS

→ **ADVANCED OMEGA SYSTEM**

For professional use only.

Coloring creams for hair with lightening action, with high-technology fruity fragrance.

PERFORMANCE

They **lighten up to 4 tones** for a reflex in line with the shade applied and a uniform tone on root and length. If applied on a light-chestnut to extra light blond hair and mixed with the tone to be achieved, they avoid the preliminary bleaching treatment for the base. If applied pure as highlights, they allow creating very natural plays of light.

USE



A) DIRECT APPLICATION ON LIGHT TONES

They create brilliant and luminous colors and avoid bleaching.

→ **Recommended mix:** 50 mL of Color System SUPER LIGHTENER + 100 mL of Color System DEVELOPER 40 Vol.

→ **Waiting time:** 40'/50'



B) APPLICATION OF CS100 AND CS103 MIXED WITH GOLDEN, RED AND COPPER TONES

They provide slight lightening as the chosen tone is enhanced. It is recommended to use it for highlights and plays of light.

→ **Recommended mix:** 40 mL of Color System SUPER LIGHTENER + 10 mL of the chosen tone of Color System + 100 mL of Color System DEVELOPER 40 Vol.

→ **Waiting time:** 40'/50'

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS_UP Illuminating Mask-Gel*, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.



EXTRA WHITE 00

Neutral lightening cream studied to intensify the lightening effect of X_BLOND Super-lighteners: mixing 1 part of Color System EXTRA WHITE and 2 parts of Color System X_BLOND increases the lightening level up to two tones, respecting hair fibers.

NOTE: the mixing ratio 1:2 with Color System DEVELOPER 40 Vol. has been confirmed.

Waiting times: 40'/50'.

PLUS

→ **ADVANCED OMEGA SYSTEM**

For professional use only.

Coloring creams for hair with enhanced lightening action, with high-technology fruity fragrance.

PERFORMANCE

Lighten up to 6 tones for a luminous reflex in line with the shade applied and a uniform tone on root and length. The effective lightening action is associated to an enhanced protective action to guarantee maximum safety in application. If applied on a light-chestnut to extra light blond hair and mixed with the tone to be achieved, they avoid the preliminary bleaching treatment for the base. On a natural base, if applied pure as highlights, they allow making very natural plays of light.

USE



A) DIRECT APPLICATION ON LIGHT TONES

They create brilliant and luminous colors and avoid bleaching.

→ **Recommended mix:** 50 mL of Color System SUPER LIGHTENER + 100 mL of Color System DEVELOPER 40 Vol.

→ **Waiting time:** 40'/50'



B) APPLICATION OF CS11.0 AND CS11.3 MIXED WITH GOLDEN, RED AND COPPER TONES

They provide slight lightening as the chosen tone is enhanced. It is recommended to use it for highlights and plays of light.

→ **Recommended mix:** 40 mL of Color System SUPER LIGHTENER + 10 mL of the chosen tone of Color System + 100 mL of Color System DEVELOPER 40 Vol.

→ **Waiting time:** 40'/50'

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS_UP Illuminating Mask-Gel*, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

PLUS

→ ADVANCED OMEGA SYSTEM

→ TRIMETHYLGLYCINE

The Trimethylglycine is a natural compound ingredient extracted from sugar beet.

Very recent updated studies have proved its capacity to become part of proteins and offer:

- skin protection, minimizing irritation;
- intrinsic protection of hair fiber under stress conditions;
- enhanced moisture with controlled release.

→ GREATER SAFETY IN APPLICATION

Trimethylglycine protective qualities for skin are ideal for Super-lighteners formulas, which are applied in long waiting times (up to 50') with consequent long skin contact.

For professional use only.

Ammonia-free coloring creams for color toning.

PERFORMANCE



New pastel tones to carry out **delicate color toning** in total respect of hair fiber thanks to their ammonia-free formula. These formulas have been studied for an ideal application on light blond or extra light blond natural hair and on bleached or lightened hair.

USE

→ **Mixing ratio 1:1**

30 mL of Color System TONE_UP Coloring Cream + 30 mL of Color System DEVELOPER Oxidant Cream-Gel 5 Vol.

N.B.: use only Color System DEVELOPER 5 Vol. Always follow the recommended waiting times. Do not keep the mix.

→ **Waiting times**

The waiting time may vary **from 5 to 20 minutes** according to the result desired.

N.B.: do not use any heat source.

NOTE: For maximum result, apply the mix on washed and well towel-dried hair: if required by hair structure and condition (thick fiber, very brittle, dry, frizzy or unruly hair), before the toning treatment, apply *Color System GLOSS_UP Illuminating Mask-Gel*, then rinse thoroughly, carefully dry the hair with a towel and apply the toning mix. *Color System GLOSS-UP* can also be applied as a gloss treatment after the toning treatment.

PLUS

→ **ADVANCED OMEGA SYSTEM**

For professional use only.

They are coloring creams for hair based on high-diffusion pure organic pigments to create brighter reflexes and extreme coloring.

PERFORMANCE



Enhance and strengthen *Copper*, *Red* and *Mahogany* tones or create plays of light, contrasts and trendy colors. BLUE tone is used for *glamour* coloring only. Multiple customized effects, from the most attenuated to the brightest, in one single product:

- **subtle highlights**, for a luminous look;
- **extreme contrasts**, for powerful looks;
- **soft tone-on-tone shades** and **luminous ends**, to make the most of the beauty of the haircut with geometric colors.

USE

A) APPLICATION MIXED AS A COLOR BOOSTER

ORANGE booster boosts *Copper* tones. RED booster boosts *Red* tones. FUCHSIA booster boosts *Mahogany* tones and enhances *Red* tones.

- **Recommended mixing ratio:** 1 part of BOOSTER + 3 parts of base tones
- **Mixing:** 1 + 1.5 with Color System DEVELOPER 10/20/30 Vol.
- **Waiting time:** 30'

B) APPLICATION OF THE PURE COLOR ON PREVIOUSLY BLEACHED HAIR

Create red, orange, blue and fuchsia intense and bright tones and contrasts.

- **Recommended mix:** 1 part of BOOSTER + 2 parts of Color System DEVELOPER 10 Vol.
- **Waiting time:** 15'/20'

C) APPLICATION OF THE PURE COLOR ON NATURAL HAIR

Use of ORANGE, RED and FUCHSIA Boosters. Application base: from light chestnut to extra light blond. Create plays of light, color scratches and trendy effects.

- **Recommended mix:** 1 part of BOOSTER + 2 parts of Color System DEVELOPER 40 Vol.
- **Waiting time:** 30'

D) APPLICATION AS A TONER ON COLORED HAIR

Use of ORANGE, RED and FUCHSIA Boosters. Renew the reflex and color intensity to illuminate and make the most of the haircut beauty.

- **Recommended mix:** 1 part of BOOSTER + 2 parts of Color System DEVELOPER 10 Vol.
- **Waiting time:** 10/15 minutes on wet hair

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS_UP Illuminating Mask-Gel*, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

PLUS

→ **ADVANCED OMEGA SYSTEM**

For professional use only.

HELEN SEWARD®
COLOR SYSTEM

TRIMETHYLGLYCINE IN DEVELOPERS

Natural extract from sugar beet, which guarantees maximum protection of the hair fiber and enhanced moisturizing action.

Helen Seward
hair products 

THE OXIDATION PROCESS

THE DEVELOPERS

FUNCTIONS

During the hair coloring process, the developer performs two functions. Firstly, it **bleaches hair melanin**, which uniform its color and avoids undesired tone variations. Then, it **promotes the oxidation of the coloring mix**.

Oxidation coloring creams contain **precursors (P)**, which form intermediate active ingredients for oxidation, and **couplers (C)**, which react with the intermediate active ingredients to generate coloring molecules.

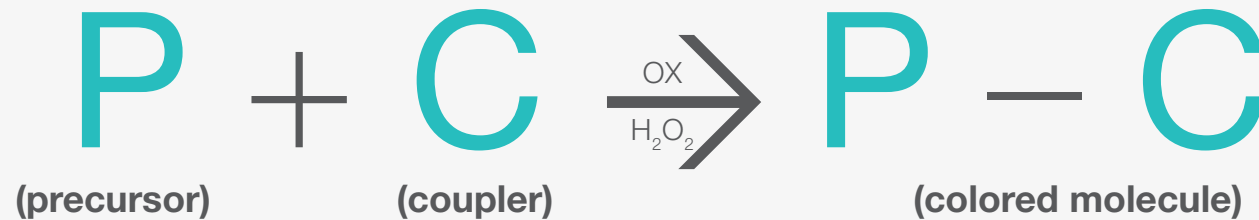
These reactions are conducted with **alkaline pH**, in general from **8 to 10**.

The oxidant agent is the hydrogen peroxide (developer). During the process, hair can be made lighter or darker by changing hydrogen peroxide percentages. Moreover:

→ If there is excessive developer, the coloring mix will be more diluted, coverage will not be perfect, the color achieved will not match the desired color and it will be less strong.

→ If there is not enough developer, the cosmetic color obtained will be little natural, little luminous and the reflex tone will be darker than desired.

The reaction is the following:



CHOICE OF THE DEVELOPER

The quantity of oxygen in a developer is expressed in volumes and %:

→ **VOLUMES**: a liter of developer is defined as 5, 10, 20, 30 or 40 Volumes when it can develop 5, 10, 20, 30, 40 liters of active oxygen respectively;

→ **% (percentage)**: a developer at the 1.5, 3, 6, 9, 12 % presents respectively 15, 30, 60, 90, 120, grams of active oxygen over a total of 1000 grams.

THE OXIDATION PROCESS

CHOICE OF VOLUMES

This is important to remember when choosing the most suitable developer:

VOLUMES	% H ₂ O ₂	TECHNICAL TREATMENT / DESIRED RESULT
5	1.5	Color toning • “Color baths” • Décapage washes
10	3	Good coverage (up to 70% of grey hair) • Total saturation of color without lightening • For tone-on-tone hair coloring (semi-permanent coloring)
20	6	Maximum coverage (up to 100% of grey hair) • Ideal to darken almost any tone • To obtain 1 or 2 lightening tones
30	9	Medium coverage • To obtain 2 or 3 lightening tones
40	12	Poor coverage • Maximum lightening up to 4-5 tones

RECOMMENDED MIXING WITH COLORING CREAM:

PERMANENT COLORING (CLASSIC)

CREAM	DEVELOPER 20/30/40	WAITING TIME
50 mL	75 mL (mix 1 + 1.5)	30'/40'
50 mL	100 mL (Super lightener series) (mix 1 + 2)	40'/50'

SEMI-PERMANENT COLORING (TONE-ON-TONE)

CREAM	DEVELOPER 10	WAITING TIME
50 mL	100 mL (mix 1 + 2)	15'/20'
25 mL	50 mL (Booster and Silver tone) (mix 1 + 2)	15'/20'

TONE_UP (COLOR TONING)

CREAM	DEVELOPER 5	WAITING TIME
30 mL	30 mL (mix 1 + 1)	5'/20'

THE OXIDATION PROCESS

PLUSES OF HP DEVELOPERS

MULTIPROTECTION OSMOSYSTEM

Association of active ingredients with multi-protective action that includes:

- **TRIMETHYLGLYCINE**
- **GLYCERINE**



Trimethylglycine is a natural compound ingredient extracted from sugar beet, chemically very stable and naturally present at measurable levels in hair fiber. It can protect proteins from the effects of the “osmotic stress” caused by high concentrations of salts and poor moisture (reduced water concentration): in fact, it is defined as an **OSMOPROTECTANT**.

Chemical treatments, in general, may release over hair fiber high levels of small aggressive molecules with high “osmotic strength”, with consequent damage of hair and its structural proteins. Very recent updated studies have proved Trimethylglycine capacity to become part of proteins and offer:

- intrinsic protection of hair fiber under stress conditions
- skin protection, minimizing irritation
- enhanced moisture with “controlled release” (easily releases, in fact, water to the surrounding environment when requested by changed physical conditions).

By means of research carried out with technological instruments (Confocal Raman Spectroscopy), Trimethylglycine has equal similarity to all hair areas and it is equally distributed throughout hair fiber, between cuticle and cortex, with emollient and reinforcing effect.



Glycerin is a highly hydrating/moisturizing plasticizing and emollient ingredient: it can regulate the conditions of the skin barrier, which increases skin’s water content. Thanks to its remarkable eudermic properties, it synergistically acts in combination with Trimethylglycine.



HP COPOLYMER – CALIBRATED VISCOSITY

New-generation viscosifier that guarantees high efficiency to stabilize in the long term the viscosity of Color System DEVELOPER HP formula.

→ The “binding” action of HP COPOLYMER intervenes in the mixing phase of Color System DEVELOPER with Color System COLORING CREAM and - in **full and studied synergy** with the lipophilic component (Oleic Acid – ADVANCED OMEGA SYSTEM) of the soft cream – immediately produces a coloring mix with gel structure. The coloring mix, due to the stable viscosity during application and waiting times, offers perfect adhesion to the hair fiber for the best result in terms of coverage and homogeneity.

Then, HP COPOLYMER develops a complementary action for the Oleic Acid to carry the coloring intermediates into the hair fiber.

→ The “binding” action of HP COPOLYMER intervenes in the mixing phase of Color System DEVELOPER with Color System DECO and - in full and studied synergy with the lipophilic component (Refined white Mineral Oil - MULTIPROTECTION OSMOSYSTEM) of the Deco CS – immediately produces a mix with **perfect and stable viscosity** during application and waiting times, for the best result in terms of reliability and homogeneity.



ESTERQUAT HP: CATIONIC EMULSIFYING AGENT

A vegetable-origin cationic emulsifying agent enriches the formula since it contains an excellent conditioning action and significant skin properties; in fact, it offers excellent skin tolerance, so it guarantees a hair easy to comb, soft to touch with controlled electrostatics.



TECHNOLOGICAL FRAGRANCE

The formula is characterized by a pleasant high-technology fruity fragrance with a multi-purpose system, which, when mixed with any coloring or bleaching cream, minimizes the base smell for maximum comfort in application.

DEVELOPERS

PERFUMED DEVELOPERS



SIZE: 1000 mL / 150 mL

Non-perfumed version available, 5000 mL.

Cream-Gels for **coloring and bleaching.**

PERFORMANCE

Multi-protective calibrated-viscosity formula supported by the synergetic action of technological ingredients that accelerate the mix with the coloring cream and the bleaching agent, which ensures perfect stabilization of mix viscosity for excellent distribution and adhesion to the hair surface.

The stability of concentration in hydrogen peroxide also guarantees a gradual but quick development of the oxidant power in the oxidation phase of precursors in the coloring cream.

COLORING

In the Color System DEVELOPER coloring treatment, if mixed with the coloring cream, it develops two functions: firstly, it oxidizes hair melanin (leading to lightening), which uniforms its color and avoids undesired tone variations; then, it promotes the oxidation of the coloring mix.

DEVELOPER 20 (6% in H₂O₂)



- to obtain maximum coverage
- to darken almost any tone.
- to obtain **1 or 2 lightening tones**

DEVELOPER 30 (9% in H₂O₂)



- to obtain **2 or 3 lightening tones**

DEVELOPER 40 (12% in H₂O₂)



- to obtain maximum lightening power
- to obtain **4 to 6 lightening tones** with Color System SUPER LIGHTENERS

BLEACHING

In the Color System DEVELOPER bleaching treatment, it promotes the oxidant action of the bleaching agent.

USE

A) COLORING

Mix in the proper ratios with the coloring creams of the Color System Line, according to the desired result.

B) BLEACHING

Mix in the proper ratios with the bleaching agents of the Color System Line, according to the desired result.

CAUTION: Developers must be kept in well-closed bottles protected from light and heat, since it is thermo-sensitive and photosensitive: once opened, they must be used in a short time.

PLUS

- **MULTIPROTECTION OSMOSYSTEM**
- **CALIBRATED VISCOSITY**
- **TECHNOLOGICAL FRAGRANCE**

For professional use only.

DEVELOPER 10 V

PERFUMED DEVELOPER
FOR SEMI-PERMANENT
COLORING
(TONE-ON-TONE)



SIZE: 1000 mL
Non-perfumed version available, 5000 mL.

Cream-gel for tone-on-tone coloring and bleaching.

PERFORMANCE



Multi-protective calibrated-viscosity formula, supported by the synergetic action of technological ingredients that accelerate the mix with coloring cream and the bleaching agent, which ensures perfect stabilization of mix viscosity for excellent distribution and adhesion to the hair surface.

The stability of concentration in hydrogen peroxide also guarantees a gradual but quick development of the oxidant power in the oxidation phase of precursors in the coloring cream.

Color System DEVELOPER 10 Vol. (3% in H₂O₂) is offered mixed with **Color System COLORING CREAM** to carry out **one-on-tone coloring without lightening**, to achieve maximum color saturation or to color bleached hair. Ensured coverage of grey hair up to 70%.

USE

→ **Recommended mixing ratio 1:2** -: 1 part of Color System COLORING CREAM + 2 parts of Color System DEVELOPER 10 Vol.

→ **Waiting time:** 15'/20'

CAUTION: Developers must be kept in well-closed bottles protected from light and heat, since it is thermo sensitive and photosensitive: once opened, they must be used in a short time.

PLUS

- **MULTIPROTECTION OSMOSYSTEM**
- **CALIBRATED VISCOSITY**
- **TECHNOLOGICAL FRAGRANCE**

For professional use only.

DEVELOPER 5 V

PERFUMED ACTIVATOR FOR
COLOR TONING



SIZE: 1000 mL

Cream-gel for color toning and “color baths”.

PERFORMANCE

Multi-protective calibrated-viscosity formula supported by the synergetic action of technological ingredients that accelerate the mix with coloring cream and the bleaching agent, which ensures perfect stabilization of mix viscosity for excellent distribution and adhesion to the hair surface.

The stability of concentration in hydrogen peroxide also guarantees a gradual but quick development of the oxidant power in the oxidation phase of precursor in the coloring cream.



Color System **DEVELOPER 5 Vol. (1.5% in H₂O₂)** is offered mixed with **Color System TONE_UP** to carry out **delicate color toning**. It can be used for “color baths” intended to cover the first grey strands, revitalize the reflection of natural hair or cosmetic color along lengths (between a classic application and the successive application). It is also recommended for décapage washes.

USE

A) COLOR TONING

- **Recommended mixing ratio 1:1** -: 1 part of Color System TONE_UP + 1 part of Color System DEVELOPER 5 Vol.
- **Waiting time: 15'/20'**

B) COLOR BATHS

- **Recommended mixing ratio 1:3** -: 1 part of Color System COLORING CREAM + 3 parts of Color System DEVELOPER 5 Vol.
- **Waiting time: 15'/20'**

C) DÉCAPAGE WASHES

- 1 part of Color System DECO + 3 parts of Color System DEVELOPER 5 Vol. + 1 part of Color System STABILIZER SHAMPOO.

CAUTION: Developers must be kept in well-closed bottles protected from light and heat, since it is thermo-sensitive and photosensitive: once opened, they must be used in a short time.

PLUS

- **MULTIPROTECTION OSMOSYSTEM**
- **CALIBRATED VISCOSITY**
- **TECHNOLOGICAL FRAGRANCE**

For professional use only.

HELEN SEWARD®
COLOR SYSTEM

MULTIPROTECTION OSMO-SYSTEM IN BLEACHING AGENTS

Innovative treatment that includes active ingredients with multi-protective action such as: Natural Waxes and Silk Proteins.



Helen Seward
hair products 

BLEACHING PROGRAM

THE LIGHTENING POWER

The lightening power of a bleaching agent varies according to:



- 1. Mixing ratio:** bleaching agent / Developer at a lower mixing ratio results in more intense lightening (attention to particular cases).
- 2. Developer strength:** the use of Developers mixed at high volumes produces more intense lightening.
- 3. Waiting time:** a long application time produces greater lightening action.
- 4. Use of additional systems:** the use of aluminum foil/thermal strips provides more intense lightening.

COLOR SYSTEM Recommended bleaching agents	Recommended mixing ratio	Recommended developers	Recommended waiting times
ULTRA_V	1:1 1:1.5 1:2	Developer 20/30/40	20'/50'
BLOND_L	1:2	Developer 20/30/40	20'/50'
CREAM_V	1:1.5 1:2	Developer 20/30/40	20'/50'
CREAM_B	1:1.5 1:2	Developer 20/30/40	20'/50'

IMPORTANT:

The result of lightening also depends on the hair fiber structure and condition: so it is fundamental to carry out an accurate initial diagnosis.

BLEACHING PROGRAM

DIAGNOSIS AND CHOICE OF TREATMENT

Reference comparison chart for hair fiber

	ULTRA_V	BLOND_L	CREAM_V	CREAM_B
Thin and medium-thin fiber Light base		●		●
Medium and medium-thick fiber Dark base	●		●	
Resistant fiber	●			
Treated and sensitized fiber			●	●

DIAGNOSIS

Carefully assess:

- **hair fiber quality** (thin, medium or thick fiber)
- **hair fiber condition** (natural hair never treated, resistant hair, treated and sensitized hair)
- **base tone depth** (natural or cosmetic) and, then,
- **expected result of lightening** (level).

Reference comparison chart for application

	ULTRA_V	BLOND_L	CREAM_V	CREAM_B
Max lightening power	●● (7 tones)	● (5 tones)	●● (7 tones)	● (5 tones)
Quickness	●●	●	●	●
Comfort and protection	●	●●	●●	●●
Cosmetic effect	●	●	●●	●●
No aids/tools required, free application	●●	●●	●●	●●
Application with aluminum foil / thermal strips	●	●●	●●	●●
Application on the base			●●	●●

IMPORTANT:

→ hair may show **high resistance to bleaching treatments** (very resistant hair fiber): it is advisable to repeat the operation with a developer at lower volumes.

→ hair cosmetically colored with dark shades may require **double application of bleaching mix**.

→ hair **may show different porosity** (root – lengths – ends or in areas): suitable measures must be adopted to guarantee a uniform result (application of a porosity equalizer, reduction of waiting time with repeated checks).

At the end of diagnosis, draft an assessment technical sheet.

● = positive performance ●● = upper performance

BLEACHING PROGRAM

THE PLUSES OF HP BLEACHING AGENTS



MULTIPROTECTION OSMOSYSTEM

Association of active ingredients with multi-protective action and targeted technical function that includes:

- **TRIMETHYLGLYCINE**
- **MINERAL OILS**
- **NATURAL WAXES**
- **SILK PROTEINS**

Trimethylglycine is a natural compound ingredient extracted from sugar beet, chemically very stable and naturally present at measurable levels in hair fiber.

It can protect proteins from the effects of the “osmotic stress” caused by high concentrations of salts and poor moisture (reduced water concentration): in fact, it is defined as an **OSMOPROTECTANT**.

Bleaching treatments may release over hair fiber high levels of small aggressive molecules with high “osmotic strength”, with consequent damage of hair and its structural proteins.

Very recent updated studies have proved Trimethylglycine capacity to become part of proteins and offer:

- intrinsic protection of hair fiber under stress conditions
- skin protection, minimizing irritation
- enhanced moisture with “controlled release” (easily releases, in fact, water to the surrounding environment when requested by changed physical conditions).

By means of research carried out with technological instruments (Confocal Raman Spectroscopy), Trimethylglycine has equal similarity to all hair areas and it is equally distributed throughout hair fiber, between cuticle and cortex, with emollient and reinforcing effect.

Natural Waxes and Mineral Oils are lipid agents carefully selected that form the rich protective and conditioning base of the absolutely innovative formulas of HP Color System Line. They turn the volatile bleaching powder into a compact formula, which makes handling easier and safer for professional hair stylists.

Its excellent emollient and lubricating properties wrap hair with protective effect and facilitate the lightening action so as to improve the adhesion of the bleaching mix to the hair fiber.

Hydrolyzed Silk Proteins contributes to the multi-protective action: the high affinity of protein derivatives to hair keratin structure is well-known and it forms a protective film that moisturizes and softens.



GUAR GUM: NATURAL STABILIZER

GUAR gum, which results from the milling of Guar Seeds (Cyamopsis Tetragonolobus), is a polysaccharide (sugar) with heavy molecular weight that acts as a swelling agent and excellent stabilizer.

In the mixing phase of HP Color System BLEACHING AGENTS with Color System DEVELOPER Oxidant Cream-Gel, when it is hydrated, the Guar Gum produces, in fact, a homogeneous bleaching mix which consistency lasts throughout the development time of the bleaching power, as it does not drip or solidify.

The stabilized mix is easily distributed and the adhesion to hair is perfect, so precision and an excellent final result are guaranteed.

TECHNICAL ADVICE

FOR IMMEDIATE DÉCAPAGE INTERVENTIONS

COLOR DÉCAPAGE WASH

Technical solution to be adopted **to lighten cosmetic color overloads along lengths**, which may reduce luminosity and gloss in treated hair.

To lighten in **one** or **two** tones, it is recommended to act as follows:

1. Wash and towel-dry hair.
2. Mix the bleaching agent (1 measuring cup – 30 mL) with CS DEVELOPER 5 Vol. (90 mL) and CS STABILIZER SHAMPOO (20 mL) and distribute over the entire head of hair with delicate massaging.

NOTE: according to the structure and length of hair, it is advisable to properly multiply the recommended ratio.

After about ten minutes, if the objective is reached, rinse thoroughly. If the result is not satisfactory, do not rinse and remove any excess of bleaching mix with a fine-toothed comb. Mix again the bleaching agent (1 measuring cup – 30 mL) with CS DEVELOPER 20 Vol. (30 mL) and CS STABILIZER SHAMPOO (20 mL): apply on hair with a massage along lengths for a better lightening action. After about 15 minutes, rinse thoroughly and carry out coloring.

'TEXTBOOK' DÉCAPAGE

This treatment is carried out whenever it is necessary to **remove or reduce the intensity of a cosmetic color already existing on hair**, so as to recolor with a new reflection.

This procedure is vital when the color to be applied on an already colored hair has one lighter or redder tone:

Once the base tone reached is ideal (about half tone lighter than the final color desired), the desired shade must be applied in compliance with all technical criteria. For an adequate décapage treatment, a delicate bleaching agent with an average lightening power must be used, better if enriched with protective elements in order to respect the hair fiber and avoid an immediate deterioration of the structure.

Then, it is recommended to use Color System BLOND_L, which provides good results when removing the cosmetic color if used with the following diagram.

PROCEDURE

- A)** Mix the bleaching agent (1 measuring cup – 30 mL), diluted with 90 mL of CS DEVELOPER 5 Vol. and 20 mL of CS STABILIZER SHAMPOO, then distribute it evenly over the entire head of hair previously washed and towel-dried. Be careful to keep a 2-cm distance from the scalp. After about 10-15 minutes, remove everything with a fine-toothed comb.

- B)** Mix again the bleaching agent (1 measuring cup – 30 mL) with the Developer useful for the desired lightening degree (30 mL) and CS STABILIZER SHAMPOO (20 mL).

NOTE: according to the structure and length of hair, it is advisable to multiply the recommended ratio.

Distribute the mix evenly over the entire head of hair. Be careful to keep a 2-cm distance from the scalp and permanently monitor the progression of lightening.

After about 15 minutes, check the lightening degree:

- **if the result is satisfactory**, rinse thoroughly;
- **if the lightening degree is not excellent**, go to stage C.

- C)** Mix again the bleaching agent (1 measuring cup – 30 mL) with CS DEVELOPER 20 Vol. (30 mL) and CS STABILIZER SHAMPOO (20 mL).

Distribute the mix evenly over the entire head of hair taking care to keep a 2-cm distance from the scalp and permanently monitor the progression of lightening.

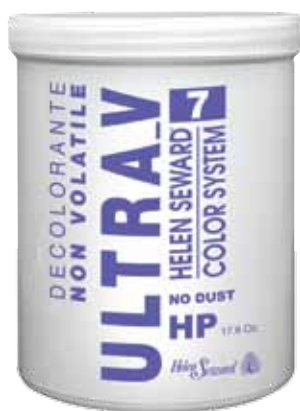
After about 15 minutes, check the lightening degree and, if the result is not satisfactory, rinse thoroughly,

N.B.: it is recommended to lighten at a lighter level than the desired color to be applied. In the most difficult cases, the application can be applied more times by using always CS DEVELOPER 20 Vol. until the desired lightening effect is achieved. The use of aluminum foil is not recommended in that case.

DÉCAPAGE: TECHNICAL NOTES

- Pay attention to the homogeneous distribution of the bleaching mix by applying strand by strand (with medium thickness).
- At the end of the treatment – before applying the cosmetic color - it is very important to consider the condition of the hair fiber subject to décapage, heavily porous and sensitized, to avoid undesired reflexes along lengths and at ends.
- If lighter “spots” appear (non-homogeneous lightening) on the head of hair, assess whether or not the cosmetic color mixed with CS DEVELOPER 10 Vol. is to be applied so as to guarantee final depth of reflex and homogeneity without showing the “differences” detected.

COLOR SYSTEM ULTRA_V



SIZE: 500 g

Enhanced dust-free bleaching agent with **anti-yellowing action**.

PERFORMANCE



Non-volatile formula with multi-protective action that guarantees an extreme technical result with maximum reliability. With an enhanced anti-yellowing action, **it offers quick and intense lightening up to 7 tones**.

Particularly recommended for natural and colored, medium-thick, resistant hair and medium-dark bases, it is ideal to apply without using any aids/tools, freely.

USE

Color System ULTRA_V can be mixed with Color System DEVELOPER Oxidant Cream-Gel in **1:1**, **1:1.5** and **1:2** ratios, in relation to the technique used and depending on the desired result (see chart).

Apply mix on dry, not-washed hair. Be careful to distribute mix evenly.

Waiting times may vary **from 20 to 50 minutes** according to the lightening level desired.

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS UP Illuminating Mask-Gel* along the length of the hair, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

USE	MIXING RATIO	DEVELOPER	WAITING TIME	LIGHTENING
Light bleaching	Ultra_V / Developer 1 / 1	20 Vol. / 30 Vol.	20-40 min.	5 tones
Strong bleaching	Ultra_V / Developer 1 / 1	40 Vol.	30-50 min.	7 tones
Highlights - aluminum foil	Ultra_V / Developer 1 / 2	20 Vol. ALUMINIUM	30-50 min.	7 tones
Contrasts - light base	Ultra_V / Developer 1 / 1.5	30 Vol.	30-50 min.	6 tones
Contrasts - dark base	Ultra_V / Developer 1 / 1.5	40 Vol.	30-50 min.	7 tones
Light décapage	Ultra_V / Developer 1 / 2	20 Vol.	30-50 min.	5 tones
Strong décapage	Ultra_V / Developer 1 / 2	40 Vol.	30-50 min.	7 tones

PLUS

→ **MULTIPROTECTION OSMOSYSTEM**
(Trimethylglycine - Mineral Oil- Silk Proteins)

→ **GUAR GUM**

→ **VIOLET MICRO-PIGMENTS**
Violet micro-pigments with enhanced anti-yellowing effect dim the yellow-orange shade sometimes gained by hair subject to bleaching. The action of those pigments, in fact, is based on the principle of complementary colors: taking into account the color circle (Ostwald star), opposite colors are called complementary and they annul each other, so the color to be used to annul yellow is violet.

For professional use only.

COLOR SYSTEM BLOND_L



SIZE: 500 g

Multivalent perfumed dust-free bleaching agent, **ammonia-free**.

PERFORMANCE



Non-volatile formula that guarantees a precise technical result with maximum comfort thanks to the absence of ammonia and the pleasant contribution of the fragrance.

With multi-protective action, **it offers medium and strong lightening up to 5 tones**: so it is particularly recommended for natural, medium-thin hair and medium-light bases.

As it is versatile and multivalent, it can be used with any bleaching instrument and technique: aluminum foil, thermal strip, free application.

USE

Color System BLOND_L **must be mixed in a 1:2 ratio** with Color System DEVELOPER Oxidant Cream-Gel at 20-30- 40 Vol. in relation to the technique used and depending on the desired result (see chart).

Carefully mix using a spatula or brush until you get a homogeneous consistent cream: during this phase, the color will vary from yellow to white and, after some time, the bleaching mix will be ready to develop the maximum lightening power.

Apply mix on dry, not-washed hair. Be careful to distribute mix evenly on the sections to be lightened.

Waiting times may vary **from 20 to 50 minutes** according to the lightening level desired.

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS UP Illuminating Mask-Gel* along the length of the hair, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

USE	MIXING RATIO	DEVELOPER	WAITING TIME	LIGHTENING
Light bleaching	Blond_L / Developer 1 / 2	20 Vol. / 30 Vol.	20-40 min.	3 tones
Strong bleaching	Blond_L / Developer 1 / 2	40 Vol.	30-50 min.	5 tones
Contrasts	Blond_L / Developer 1 / 2	30 Vol.	30-50 min.	4 tones
Highlights - aluminum foil / light base	Blond_L / Developer 1 / 2	20 Vol. ALUMINIUM	30-50 min.	4 tones
Highlights - aluminum foil / medium-light base	Blond_L / Developer 1 / 2	30 Vol. ALUMINIUM	30-50 min.	5 tones

PLUS

→ **MULTIPROTECTION OSMOSYSTEM**
(Trimethylglycine - Mineral Oil- Silk Proteins)

→ **GUAR GUM**

→ **TECHNOLOGICAL FRAGRANCE**

The formula is characterized by a pleasant high-technology fruity fragrance, which, together with the absence of ammonia, offers high comfort level in application.

For professional use only.

COLOR SYSTEM CREAM_V



SIZE: 500 g

Enhanced creamy bleaching agent – with **anti-yellowing action**.

PERFORMANCE



Absolutely innovative formula with high cosmetic effect that guarantees a modular technical result with maximum protection thanks to its new creamy consistency. With an anti-yellowing action, **it offers uniform lightening, from light to strong, up to 7 tones**. It is particularly recommended for treated and sensitized hair and ideal for total bleaching and lightening at the base. As it is versatile, it can be used with any bleaching instrument and technique: aluminum foil, thermal strip, free application.

USE

Before taking a sample of product, handle the aluminum bag for a better homogeneity of the cream inside the package.

Color System CREAM_V can be mixed with Color System DEVELOPER Oxidant Cream-Gel in **1:1.5 and 1:2 ratios**, in relation to the technique used and depending on the desired result (see chart). Get the necessary amount of bleaching cream, pour it into a non-metal bowl and add Color System OXIDANT CREAM-GEL. Carefully stir using a spatula or brush until you get a homogeneous fluid cream. Let the bleaching mix rest for some time until it has consistency and it will be ready to develop the maximum lightening power. Apply mix on dry, not-washed hair. Be careful to distribute mix evenly. Waiting times may vary **from 20 to 50 minutes**: the waiting time depends of the technical treatment chosen, the hair structure and the desired lightening effect.

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*.

Stabilizing Shampoo. With towel-dried hair, apply *Color System GLOSS UP Illuminating Mask-Gel* along the length of the hair, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

USE	DEVELOPER	MIXING RATIO	WAITING TIME	LIGHTENING
Lightening at the base	max 20 Vol.	Cream_V / Developer 1 / 1.5	30-50 min.	6 tones
Light bleaching	20 Vol. / 30 Vol.	Cream_V / Developer 1 / 1.5	20-40 min.	5 tones
Strong bleaching	40 Vol.	Cream_V / Developer 1 / 1.5	30-50 min.	7 tones
Contrasts	30 Vol.	Cream_V / Developer 1 / 1.5	30-50 min.	6 tones
Light décapage	20 Vol.	Cream_V / Developer 1 / 2	30-50 min.	5 tones
Strong décapage	40 Vol.	Cream_V / Developer 1 / 2	30-50 min.	6 tones
Highlights – aluminum foil - light base	20 Vol. ALUMINIUM	Cream_V / Developer 1 / 2	30-50 min.	6 tones
Highlights – aluminum foil – dark base / cosmetic color	30 Vol. ALUMINIUM	Cream_V / Developer 1 / 2	30-50 min.	7 tones

PLUS

→ **MULTIPROTECTION OSMOSYSTEM**
(Trimethylglycine - Natural Waxes - Mineral Oil)

→ **GUAR GUM**

→ **VIOLET MICRO-PIGMENTS**

Violet micro-pigments with enhanced anti-yellowing effect dim the yellow-orange shade sometimes gained by hair subject to bleaching. The action of those pigments, in fact, is based on the principle of complementary colors: taking into account the color circle (Ostwald star), opposite colors are called complementary and they annul each other, so the color to be used to annul yellow is violet.

For professional use only.

COLOR SYSTEM CREAM_B



SIZE: 500 g

Creamy volatile bleaching agent - ammonia-free.

PERFORMANCE



Absolutely innovative formula with high cosmetic effect that guarantees a modular technical result with maximum protection and comfort thanks to its new creamy consistency and the absence of ammonia.

It offers **uniform lightening, from light to strong, up to 5 tones.**

It is particularly recommended for treated and sensitized hair and ideal for total bleaching and lightening at the base.

As it is versatile, it can be used with any bleaching instrument and technique: aluminum foil, thermal strip, free application.

USE

Before taking a sample of product, handle the aluminum bag for a better homogeneity of the cream inside the package.

Color System CREAM_B can be mixed with Color System DEVELOPER Oxidant Cream-Gel in **1:1.5 and 1:2 ratios**, in relation to the technique used and depending on the desired result (see chart).

Get the necessary amount of bleaching cream, pour it into a non-metal bowl and add Color System OXIDANT CREAM-GEL. Carefully stir using a spatula or brush until you get a homogeneous fluid cream. Let the bleaching mix rest for a while until it has consistency and it will be ready to develop the maximum lightening power.

Apply mix on dry, not-washed hair. Be careful to distribute mix evenly.

Waiting times may vary **from 20 to 50 minutes**: the waiting time depends of the technical treatment chosen, the hair structure and the desired lightening effect.

Once the waiting time is over, rinse well off with abundant lukewarm water and wash hair with *Color System STABILIZER Shampoo*. With towel-dried hair, apply *Color System GLOSS UP Illuminating Mask-Gel* along the length of the hair, distribute with a comb, leave to act for some minutes, and then rinse with lukewarm water.

USE	DEVELOPER	MIXING RATIO	WAITING TIME	LIGHTENING
Lightening at the base	max 20 Vol.	Cream_B / Developer 1 / 1.5	30-50 min.	3 tones
Light bleaching	20 Vol. / 30 Vol.	Cream_B / Developer 1 / 1.5	20-40 min.	3 tones
Strong bleaching	40 Vol.	Cream_B / Developer 1 / 1.5	30-50 min.	5 tones
Contrasts	30 Vol.	Cream_B / Developer 1 / 1.5	30-50 min.	4 tones
Light décapage	20 Vol.	Cream_B / Developer 1 / 2	30-50 min.	3 tones
Strong décapage	40 Vol.	Cream_B / Developer 1 / 2	30-50 min.	4 tones
Highlights – aluminum foil - light base	20 Vol. ALUMINIUM	Cream_B / Developer 1 / 2	30-50 min.	4 tones
Highlights – aluminum foil – dark base / cosmetic color	30 Vol. ALUMINIUM	Cream_B / Developer 1 / 2	30-50 min.	5 tones

PLUS

→ **MULTIPROTECTION OSMOSYSTEM**
(Trimethylglycine - Natural Waxes - Mineral Oil)

→ **GUAR GUM**
Natural stabilizer

For professional use only.

HELEN SEWARD®
COLOR SYSTEM

PROTEINS IN TREATMENTS

They guarantee deep hydration, which enhances color gloss.

Helen Seward
hair products 

STABILIZER

STABILIZING SHAMPOO



SIZE: 1000 mL

Stabilizing shampoo specific for colored, bleached and treated hair at pH 4.5.

PERFORMANCE



Formulated to develop a **specific washing action after coloring and bleaching treatments**, it gently and perfectly cleanses skin and hair.

Completely removes coloring residues and neutralizes during washing any active alkaline matter. As a consequence, it balances the pH value, stabilizes cosmetic color, and ensures a long-lasting treatment. Enriched with Wheat Proteins and Trimethylglycine, it deeply hydrates hair, making it easy to comb and enhancing color gloss.

USE

Apply the product and massage gently.

Rinse thoroughly, repeat application and leave to act for some time; then rinse again.

PLUS

→ MULTIPROTECTION OSMOSYSTEM

(Trimethylglycine)

→ WHEAT PROTEINS

Quaternized wheat proteins with high substantivity give gloss, definite softness and visible volume effect back to treated hair.

→ CATIONIC CONDITIONING AGENTS

Cationic conditioning polymers with high substantivity, in synergy with quaternized wheat proteins, give gloss, definite softness and visible volume effect back to treated hair. They also guarantee hair can be easily combed since they avoid knots.

→ pH 4.5 and UV-FILTERS

In hair coloring and bleaching treatments, cuticle scales are opened so that coloring and oxidant substances penetrate.

The Formula with acidic pH 4.5 resets the original hair structure, since it closes scales, which consequently provides a longer lasting color. UVB filters in the formula, moreover, act as a barrier against ultraviolet radiations, which cause degradation of coloring agents, and contribute to stabilize color.

→ GENTLE CLEANSING ACTION

The formula is characterized by a cleansing base that guarantees good skin tolerance and produces creamy compact foam.

GLOSS_UP

ILLUMINATING MASK



SIZE: 1000 mL

Quick-action illuminating mask-gel.

PERFORMANCE



Professional conditioning treatment with high gloss power with innovative gel texture and very quick efficient action. Its acidic pH formula (3.5) **helps stabilize and protect cosmetic color**. Hair's pH level is re-balanced, thus reinforcing the closure of cuticle scales but without weighing hair down. Then, it improves the resistance of cosmetic color and hair fiber to external aggressions. Ideal for all types of hair.

USE

Once hair is washed and dried with a towel, apply the product along lengths. Distribute with a comb, leave it to act for some time and then rinse thoroughly with lukewarm water.

PLUS

→ **MULTIPROTECTION OSMOSYSTEM**
(Trimethylglycine)

→ **SILK AMINO ACIDS**

The softness of silk for a restructuring and volumizing effect: free amino acids, obtained from pure silk, thanks to their low molecular weight, actively penetrate hair cuticle both of damaged hair and hair in good conditions, with a definite hydrating effect. They make hair easier to comb, since it improves volume and light effect of all hair types.

→ **GLOSS CONDITIONING AGENTS**

The cosmetic action is effectively sustained by a polymer with excellent gloss effect that also boasts, in synergy with the conditioning cationic polymers in the formula, an upper detangling action, both on wet and dry hair, and electrostatics control, without weighing hair down.

Contains a conditioning agent.

SILVER

TONING SHAMPOO



SIZE: 250 mL

Anti-yellowing shampoo created to meet in a targeted manner the specific requirements of blond, grey and highlighted hair.

PERFORMANCE



Color System SILVER is dedicated to those who want to naturally live their own grey hair and those who, with just a shampoo, want to renew the blond of streaks and lightening.

This formula enriched with Trimethylglycine cleanses gently while restoring moisture, shine and manageability to hair. Violet micro-pigments **bring back that superb silvery look since it removes that unsightly yellow shade developed on grey hair.**

It eliminates also age-related yellow shade when applied on lightened or highlighted hair.

USE

Distribute a small quantity of product on wet hair, emulsify and then rinse.

For a more intense anti-yellowing effect, leave to act gradually **from 2 to 5 minutes**. Wear suitable gloves since it may color the skin.

NOTE: On strongly bleached, porous and sensitized hair, apply small quantities, emulsify and rinse without waiting time to avoid too bright reflexes.

PLUS

→ MULTIPROTECTION OSMOSYSTEM

(Trimethylglycine)

→ WHEAT PROTEINS

Quaternized wheat proteins with high substantivity give gloss, definite softness and visible volume effect back to treated hair.

→ CATIONIC POLYMERS

Thanks to the cationic polymers with high substantivity, associated with quaternized wheat proteins, hair restores their natural beauty, and gains volume and body, which makes it easy to comb.

→ VIOLET MICRO-PIGMENTS

Violet micro-pigments in the formula remove the unsightly yellow shade and grant a superb silvery look to grey and white hair. Instead, the look of lightened or highlighted hair is renewed, since the age-related yellow coloring is removed.

The action of the product, in fact, is based on the principle of complementary colors: taking into account the color circle (Ostwald star), opposite colors are called complementary and they annul each other, so the color to be used to annul yellow is violet.

→ GENTLE CLEANSING ACTION

The formula is characterized by a cleansing base that guarantees good skin tolerance and produces creamy compact foam.

HELEN SEWARD[®]

COLOR SYSTEM

HP



ICSEA HELEN SEWARD

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