

REGULAR SHADES
ULTRA-LOW AMMONIA

1:1½

ESSENTIALLY NATURAL

.0

COOL & SULTRY

.1

.2

.7

GREEN ASH

VIOLET ASH

BLUE ASH

10.0

EXTRA
LIGHT
NATURAL
BLONDE

The shades below are
for use on extra
resistant grey/white
hair. See QuickStart
Guide for more info.

10.1

EXTRA
LIGHT
ASH
BLONDE

10.2

EXTRA
LIGHT
PEARL
BLONDE

10.21

EXTRA
LIGHT
COOL
ASH
BLONDE

10.32

EXTRA
LIGHT
SANDY
BEIGE
BLONDE

9.0

VERY
LIGHT
BLONDE

9.0X

EXTRA
COVERAGE
VERY
LIGHT
BLONDE

9.01

COOL
NATURAL
VERY
LIGHT
BLONDE

9.1

VERY
LIGHT
ASH
BLONDE

9.2

VERY
LIGHT
VIOLET
BLONDE

9.23

VERY
LIGHT
PEARL
BEIGE
BLONDE

8.0

LIGHT
BLONDE

8.0X

EXTRA
COVERAGE
LIGHT
BLONDE

8.01

COOL
NATURAL
LIGHT
BLONDE

8.2

LIGHT
VIOLET
BLONDE

8.7

LIGHT
BLUE
ASH
BLONDE

8.32

LIGHT
SANDY
BEIGE
BLONDE

7.0

MEDIUM
BLONDE

7.0X

EXTRA
COVERAGE
MEDIUM
BLONDE

7.01

COOL
NATURAL
MEDIUM
BLONDE

7.1

MEDIUM
ASH
BLONDE

7.7

MEDIUM
BLUE
ASH
BLONDE

7.23

MEDIUM
PEARL
BEIGE
BLONDE

6.0

DARK
BLONDE

6.0X

EXTRA
COVERAGE
DARK
BLONDE

6.01

COOL
NATURAL
DARK
BLONDE

6.22

PLUM
WINE

6.7

DARK
BLUE
ASH
BLONDE

5.0

LIGHT
BROWN

5.0X

EXTRA
COVERAGE
LIGHT
BROWN

5.01

COOL
NATURAL
LIGHT
BROWN

5.23

LIGHT
PEARL
BEIGE
BROWN

4.0

MEDIUM
BROWN

4.0X

EXTRA
COVERAGE
MEDIUM
BROWN

4.01

COOL
NATURAL
MEDIUM
BROWN

4.22

DAMSON &
BLACKBERRY

3.0

DARK
BROWN

3.0X

EXTRA
COVERAGE
DARK
BROWN

2.0

VERY
DARK
BROWN

2.0X

EXTRA
COVERAGE
VERY
DARK
BROWN

1.0

BLACK

1.117

GOthic
BLACK

1.7

BLUE
BLACK

SUN-KISSED & SOPHISTICATED
FASHION SHADES

.3

GOLD

		10.3 EXTRA LIGHT GOLDEN BLONDE
9.24 SOFTTEST TAUPE	9.035 CAFFE LATTE	9.3 VERY LIGHT GOLDEN BLONDE
8.24 LIGHTTEST FAWN	8.035 CAPPUCCINO	8.3 LIGHT GOLDEN BLONDE
	7.036 MILK CHOCOLATE	7.3 MEDIUM GOLDEN BLONDE
6.24 ROEBUCK	6.036 DARK CHOCOLATE	6.3 DARK GOLDEN BLONDE
	5.036 COFFEE	5.3 LIGHT GOLDEN BROWN
4.24 RICH MINK	4.036 CAFE NOIR	

WARM & RADIANT
FASHION SHADES

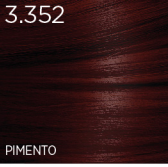
.4

COPPER

9.34 SPIRITED		
8.43 LIGHT COPPER GOLDEN BLONDE	8.35 LIGHT GOLDEN MAHOGANY BLONDE	8.44 WARM TOFFEE APPLE
7.43 MEDIUM COPPER GOLDEN BLONDE	7.35 MEDIUM MAHOGANY GOLDEN BLONDE	7.4 MEDIUM COPPER BLONDE
	6.35 DARK GOLDEN MAHOGANY BLONDE	6.4 DARK COPPER BLONDE
	5.35 LIGHT GOLDEN MAHOGANY BROWN	5.44 CHOCOLATE ORANGE

ELIXIR NUMBERING SYSTEM

	RED	MAHOGANY	VIOLET ASH
6	6	5	2
DEPTH	1RY TONE	2RY TONE	3RY TONE
PROFUNDIDAD PROFONDEUR DIEPTE ALTEZZA TIEFE	TONO TON KLEUR SÁVY		



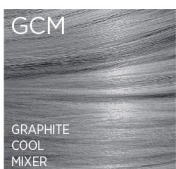
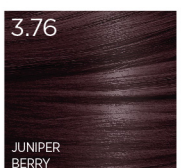
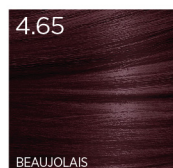
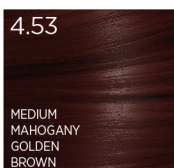
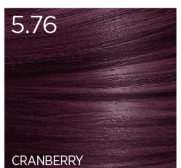
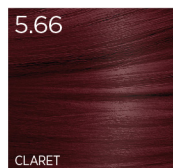
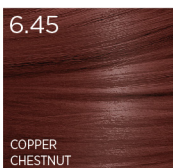
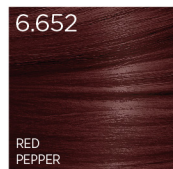
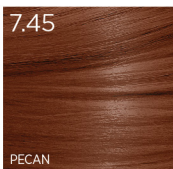
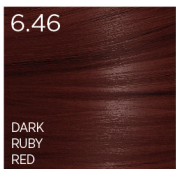
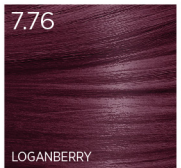
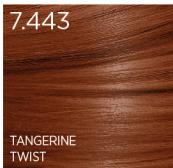
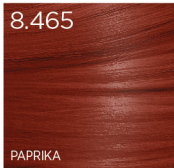
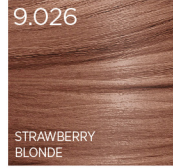
.5

MAHOGANY

VIBRANT & EXPRESSIVE FASHION SHADES

.6

RED



Add GCM to your mix (up to 50%) to achieve cooler hues. Only for use on Base 7 & below - same depth or darkening. See technical manual for more info.

EXTRA COVERAGE FASHION SHADES 	HIGH LIFT EXTRA LIGHTENING 	GOTHIC GREYS NO LIFT ACTION 	b:RED LIFT & COLOUR 	TONERS FOR SUPREME BLONDES 	TONERS FOR METALLIC EFFECTS NOTE Variable mix ratio & development time.	INTENSIVES PERMANENT MIX TONES
---	--	---	-----------------------------------	--	--	--

9.02X EXTRA COVERAGE SOFT VIOLET BLONDE	12.0 HIGH LIFT ARCTIC LIGHT BLONDE	10.117 PLATINUM	RED	T21S SUPER ICE BLONDE	TP PEARL	0.1 GREEN ASH
9.24X EXTRA COVERAGE SOFTEST TAUPE	12.1 HIGH LIFT ARCTIC LIGHT ASH BLONDE	9.117 SILVER	RED COPPER	T21 ICE BLONDE	TGR GREY ROSE	0.2 VIOLET ASH
8.035X EXTRA COVERAGE CAPPUCCINO	12.2 HIGH LIFT ARCTIC PEARL BLONDE	6.117 ONYX	COPPER	T2 PEARL BLONDE	TCR COPPER ROSE	0.3 GOLD
7.43X EXTRA COVERAGE COPPER GOLDEN BLONDE	12.23 HIGH LIFT ARCTIC BEIGE BLONDE	4.117 ANTHRACITE	RED VIOLET	T32 BEIGE BLONDE	TLV LIGHT VIOLET	0.4 COPPER
6.036X EXTRA COVERAGE DARK CHOCOLATE	12.27 ARCTIC ICY BLONDE		MAGENTA	T26 ROSE BLONDE	If applied to a warm base, TLV will neutralise warm tones to give a beautiful cool blonde.	0.6 RED
6.66X EXTRA COVERAGE FIRE RED	12.771 HIGH LIFT COOL ARCTIC BREEZE		Use b:RED Refresher to refresh ALL red, copper & magenta hair colour.	T24 ALMOND BLONDE		0.7 BLUE ASH
5.76X EXTRA COVERAGE CRANBERRY	12.0S HIGH LIFT BOOSTER		b:BROWN LIFT & COLOUR 	T135 MUSHROOM BLONDE		0.76 PURPLE
12.0s - HIGH LIFT BOOSTER May be used to INCREASE the lift of ELIXIR High Lift by up to 1 shade, without affecting tone. Simply make 12.0s 25% of colour. 12.0s Will give 1 - 2 levels of lift when used on its own with ASP Crème Developer 9% (30vol) 1:2 mix.						Subdue warmth with COOL tones. Intensify with WARM tones. Indicated on chart -
			B8	T22 LILAC		
			B6	Neutralise unwanted warmth with COOL shades. Enhance with WARM shades. Indicated on chart -		
			B4			