

KYO

AMMONIA FREE & PPD FREE
KOLOR SYSTEM



THE new generation HAIR EXPERIENCE

NATURALLY HI-TECH:

The exclusive combination of natural active principles provides the rich creamy gel texture with elevated cosmetic properties.

This special formulation guarantees maximum results with minimum use of alkaline agents, it enhances the color's brilliance and shine and guarantees optimal white hair coverage, while being gentle on the scalp.



FORMULA

MARINE COLLAGEN

- ▶ *The production of collagen is essential to health and wellness of the hair.*
- ▶ *Thanks to its hygroscopic proprieties, collagen keeps the scalp rehydrated.*
- ▶ *It gives softness to the hair structure.*
- ▶ *Thanks to its filming effect it protects hair from external attack and from environmental damages, especially from sun exposure.*
- ▶ *It reinforces and fortifies hair, increasing the diameter and giving therefore more volume to the styling.*



KERATIN

- ▶ *It has a remarkable reconstructive effect and repairs the damaged parts in a steady way.*
- ▶ *It helps to restore the elasticity and shine of the hair.*
- ▶ *It improves the elasticity and the result of hairdo.*
- ▶ *It promotes cellular renewale.*

FRAGRANCE

KYO is a full sensorial experience. The top notes of the olfactory pyramid give a sensation of immediate freshness and lightness: a mélange of notes of bergamot, grapefruit, pear and red fruits. The sweet and tonic tones embrace and evolve, in the central part of the fragrance, into a bouquet of flowering notes (peony, gardenia, freesia, rose, lily of the valley). The base, more sensual, deploys its light and quivering musk around cedar tree, with its acute, noble and refined fragrance, making the structure richer.

AMMONIA & PPD FREE:

KYO KOLOR formula is unique because it offers all the benefits of professional permanent coloring without using ammonia or paraphenylenediamine:

- ▶ **100% white hair covering**
- ▶ **Lifts up to 4 tones**
- ▶ **Is gentle to scalp and hair**
- ▶ **Brilliant multidimensional results**
- ▶ **Perfect balance natural -reflex shades**
- ▶ **Long-lasting repeatable results**



The consistency of the KYO cream gel makes it easy to apply and it has been specially formulated for professional use.

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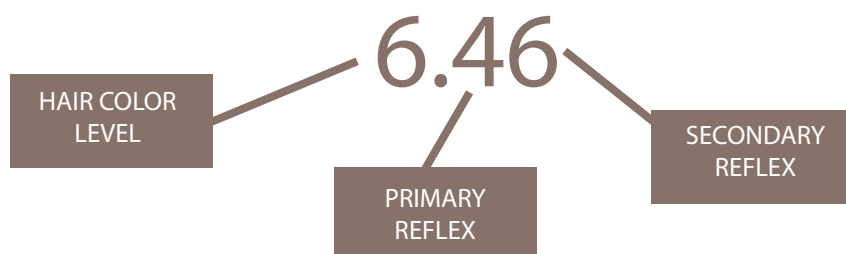
NUANCES

The extensive KYO color range is available in 50 shades offering:

- ▶ **Wide range to choose from**
- ▶ **Rich, deep colors**
- ▶ **Durata e ripetibilità del risultato**

NUMBERING SYSTEM

KYO uses a series of numbers to identify each individual shade. This system makes recognizing a shade easy and intuitive.



HAIR COLOR LEVEL

1 BLACK	
3 DARK BROWN	
4 BROWN	
5 LIGHT BROWN	
6 DARK BLONDE	
7 BLONDE	
8 LIGHT BLONDE	
9 VERY LIGHT BLONDE	
10 PLATINUM BLONDE	
11 EXTRA PLATINUM BLONDE	

PRIMARY REFLEX

.0 NATURAL	
.1 ASH	
.2 VIOLET	
.3 GOLD	
.32 BEIGE	
.4 COPPER	
.5 MAHOGANY	
.6 RED	

NATURAL
.0

perfectly balanced shades which recreate natural tones and give optimal white hair coverage at every level.

ASH
.1

perfectly balanced for natural ash tones, this series offers exceptional control of warm tones without the result being excessively dull.

BEIGE
.32

a series of beige shades with no red or ash reflex. It's ideal for delicate blondes and provides good coverage of white hair.

CHOCOLATE
.23

a rich, embracing series of warm chocolates. Formulated for all skin tones, the reflex tones are intense and luminous whilst covering white hair.

GOLD
.3

brillanti dorati bilanciati per regalare vibranti tonalità calde. Utilizzabili anche come aggiunta per arricchire e scaldare altri colori. Ottima copertura dei capelli bianchi

COPPER
.4

well-defined copper tones enriched with deep, vibrant reflex tones. Perfect for adding warm copper tones to other shades

**GOLD
COPPER**
.3

brilliant golden tones with copper lights at levels 6/7/8. Ideal to create the perfect shade between gold and copper.

**RED
COPPER**
.46

a rich combination of brilliant reds and intense coppers

**INTENSE
RED**
.5

a series of intense, vibrant reds formulated to be used as warm reflex to add to any shade or used on their own as brilliant reds.

MAHOGANY
.5

rich, deep mahogany shades, perfectly balanced. Excellent coverage when using shades on a level 4 and 5.

VIOLET
.2

rich, deep violet shades, perfectly balanced. Excellent coverage when using shades on a level 4 and 5.

SUPER HIGH LIFT
SS

the Super High Lift (SS) range combines exceptional lift with fantastic, sophisticated reflex tones.

DIRECTIONS & DEVELOPMENT TIMES

*For top performance and results, always mix KYO KOLOR with KYO BIO ACTIVATOR.
Always follow the recommended dilutions, using scales when necessary.*

important:

Using a different oxidizing agent other than KYO BIO ACTIVATOR or altering the mixing ratio and/or development times can compromise the end result.

SCHIARITURA TONO LEVELS OF LIFT	BIO ACTIVATOR	TEMPO DI POSA DEV. TIME	MISCELAZIONE MIXING
0 - 1	10 vol / 3%	25 min	1:1,5
1 - 2	20 vol / 6%	35 min	1:1,5
2 - 3	30 vol / 9%	45 min	1:1,5
3 - 4	40 vol / 12%	55 min	1:1,5
SS 4 +	40 vol / 12%	55 min	1:2

APPLICATION



KYO KOLOR is applied using the KYO method. Use a brush to place the mixture on the surface without “spreading” it out. This ensures the color is distributed evenly on the hair.

- ▶ *Trace a line from ear to ear and a perpendicular line from the base of the nose to the back of the neck.*
- ▶ *Apply the color to thin strands of hair (no greater than 3 mm), starting from the top of the head and working down to the back of the neck.*
- ▶ *Apply the color in diagonal sections on the front part of the head, working from the top down towards the temples.*

TIPS



- *Wear protective gloves before applying the product.*
- *If there is a high percentage of white hair, begin application in the area where they are most in evidence.*
- *Leave on for the recommended development time.*

First coloring service (natural hair)

Darkening hair or maintaining the same color level

STEP1:
apply the color mixture
to the roots.

STEP2:
apply the color mixture
to the lengths and ends.



When maintaining the same natural hair color or darkening it, we recommend you apply the color first to the roots and then immediately afterwards to the lengths and ends.

First coloring service (natural hair)

LIGHTENING HAIR

The first time hair is colored, the coloring cream must first be applied on the lengths and ends. Wait 15 minutes and then apply the color to the roots. This process must be followed to ensure the color is evenly distributed over the entire lengths.

STEP1:

apply the color mixture to the lengths and ends up to approx. 2 cm from the roots.

STEP2:

apply the color mixture to the roots.



EXAMPLE

- ▶ Natural base 6
- ▶ Target color 7.3
- ▶ Apply KYO 7.3+ KYO BIO ACTIVATOR 20 Vol. on lengths and ends. After approx. 15 minutes, prepare a fresh mixture (KYO 7.3+ KYO BIO ACTIVATOR 20 Vol.) and apply to the roots.
- ▶ Leave in for 35 minutes.
- ▶ Total development time 50 minutes on lengths and ends and 35 minutes on roots.
- ▶ With hair length up to 3 cm, apply the color directly to the lengths, ends and roots in one process.

RETOUCHING THE REGROWTH

STEP1:
apply the color
to the regrowth area.

STEP2:
apply the color
to the lengths and ends.



If you have natural regrowth with colored lengths and ends and you want to obtain a uniform color, we recommend applying the hair coloring cream mixed with the specific Cream Activator, first on the roots and then on the lengths and ends.

TIP



Vary the development time on lengths and ends depending on the hair structure.

White hair covering

The entire KYO KOLOR range offers exceptional white hair coverage.

With high percentages (70-100%) or resistant hair, we recommend you mix the chosen shade with a small amount (1/4) of the .0 natural series of the same hair color level.



EXAMPLE

- ▶ *Percentage of white hair: 70-100 %*
- ▶ *Target Color: 6.32*
- ▶ *3/4 6.32 KYO + 1/4 6.0 KYO*

KYO KOLOR

permanent coloring

MIXING RATIO



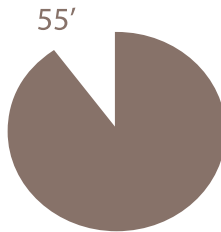
MIX 1 : 1,5

Example: 60 ml 6.46 + 90 ml BIO ACTIVATOR

KYO KOLOR

super high lift (SS)

MIXING RATIO



DEVELOPMENT TIME
55 mins.
with no heat source

MIX 1 : 2

Example: 60 ml 10.0 SS + 120 ml BIO ACTIVATOR 40 VOL.

RINSING & POST TREATMENT

Step 1: *Wear disposable gloves and start massaging the color into the hair without adding water. This will activate the self-removing properties of KYO leaving the hair without a trace of product. Add a couple of drops of water and continue emulsifying until the color has the consistency of a soft cream. Rinse thoroughly.*

Step 2: *Wash the hair with KYO HYDRASYSTEM SCP SHAMPOO.*

Step 3: *Once you have washed off the shampoo, apply KYO HYDRASYSTEM SCP MASK, leave in for 5 minutes and then rinse.*

TIP



KYO HYDRASYSTEM SCP SHAMPOO and KYO HYDRASYSTEM SCP MASK are highly recommended to maintain color at home.

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