**Demi-Permanent Conditioning Color Shade Chart**

<table>
<thead>
<tr>
<th>Contributing Pigment</th>
<th>EXTRA LIGHT BLONDE</th>
<th>LIGHT BLONDE</th>
<th>MEDIUM BLONDE</th>
<th>DARK BLONDE</th>
<th>RED ORANGE</th>
<th>LIGHT ORANGE</th>
<th>VIOLET</th>
<th>BLUE</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Levels</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

**Semi-Permanent Conditioning Color Refreshers**

<table>
<thead>
<tr>
<th>Levels</th>
<th>7</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
</table>

**APPLICATION TECHNIQUES**

<table>
<thead>
<tr>
<th>Service</th>
<th>Instructions</th>
<th>Hair Type/Processing</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aura Energizer 5 Volume</td>
<td>1. Shampoo hair twice with Organic Shampoo, followed by a rinse (10 mins). 2. Apply Colaura Semi-Permanent to dry or damp clean hair. 3. Process as directed.</td>
<td>ALL HAIR: 15 mins. process at room temperature.</td>
<td>If hair is porous, dilute with Sparkle Gold Gloss.</td>
</tr>
</tbody>
</table>

**GRAY COVERAGE FORMULATION & TIMING GUIDE**

<table>
<thead>
<tr>
<th>% of Gray</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20% GRAY</td>
<td>10-20 mins. without heat</td>
</tr>
<tr>
<td>25-30% GRAY</td>
<td>5-10 mins. with plastic cap under a pre-heated warm dryer.</td>
</tr>
</tbody>
</table>

**Swatches**

All swatches are full-length formulas on level 10 hair. Colaura Demi-Permanent color and Colaura Semi-Permanent color are designed to be mixed with Aura Intensifiers. The level and condition of hair to which it is applied.

**Understanding the label**

The level of deposit of Colaura Demi-Permanent color is described with the numbers 1, 2, 3, 4, 5, 6, 7, and 8. The letters R, B, Y, N, K, N, B, R, RO, NO, G, GO, and G identify the 12 forest semi-permanent colors. The color deposit is described with the name followed by the basis ground color and then finally the level and tone.

**Client Consultation**

An essential element to any color service is to conduct a thorough consultation with the client. The following factors are important to consider during the consultation:

- Texture can affect the color's ability to penetrate the hair shaft.
- Porosity determines absorption and distribution of color along the strand.
- Elasticity helps decide if hair is a strong enough to accept color.
- Density determines the amount of product needed to cover all strands.
- Chemical history must be examined closely.

**Mixing and processing**

Colaura Demi-Permanent Color is mixed in a 1:1 ratio of Aura Energizer 5 or 8 Volume. Always mix in equal parts. Process at room temperature. For longer lasting results and excellent penetration on resistant hair process 15 minutes with plastic cap under a pre-heated warm dryer. Remove cap and cool for 5 minutes.

**Colaura Sparkle Clear Gloss**

Colaura Sparkle Clear Gloss is a high gloss clear demi-permanent that provides lasting shine and softness to all hair types. It is ideal for clients who have lost their natural sheen due to chemical services such as Relaxers, Permanent Wave or over processed hair. Mixing is 1:1 ratio with the 5 volume Aura Energizer, and the processing time is 20 minutes at room temperature with a plastic cap.

**Colaura Sparkle Clear Gloss**

Colaura Sparkle Clear Gloss is a high gloss clear demi-permanent that provides lasting shine and softness to all hair types. It is ideal for clients who have lost their natural sheen due to chemical services such as Relaxers, Permanent Wave, or over processed hair. Mixing is 1:1 ratio with the 5 volume Aura Energizer. If needed, process an additional 1-3 mins (over process).

Once completed apply your desired formulas. **Note:** Fill formulas must be warm, example 80°F. Black and grey must be applied.
The Aura of Colaura

The Colaura® Conditioning Color System introduces hair to an array of beautiful shades. From Passionate reds and Dominating blacks, to Calming browns and Promising golds, Colaura's unique Conditioning System delivers Immense moisture, shine, and nourishment, while Colaura's specialized maintenance system preserves the vibrancy and longevity of your client's hair.

Colaura® Demi-Permanent Conditioning Hair Color

Colaura Demi-Permanent Conditioning Hair Color is designed to enhance natural color, blend gray and which color treated hair, making it perfect for the client with or without chemically treated hair.

**Features:**
- Can be used the same day as a chemical service
- Great for dink hair
- Perfect for toning hair
- Provides beautiful color
- Hydrolyzed silk conditioning system
- Easy to mix, no drip formula
- Black Out® blackout for grey
- Perfect for toning hair
- Can be used the same day as a chemical service

Colaura® Aura Energizer Developers

Aura Energizer Developers are specifically formulated to be used with Colaura® Demi-Permanent Conditioning Hair Color. The combination creates a color with long lasting depth and sheen that is safe to use on chemically treated hair.

**Aura Energizer 5 Volume**
- The developer creates vibrant shades and intense shine on natural, relaxed and chemically treated hair

**Aura Energizer 8 Volume**
- The developer creates longer lasting depth and incredibly show. It is recommended for more intense and grey hair for maximum coverage

**Features:**
- Precise for all hair textures
- Can be used the same day as a chemical service
- Easy to mix, no drip formula
- Long-lasting color
- Covers up to 40% grey and blonde grey even 50%
- Wheat, Soy and Oat Amino Acids for conditioning
- 6.5 - 7.5 pH range

**Safety Information**

- Do not use this or any other haircolor product until after consulting a physician.
- If any reactions, including breathing problems, tightening and/or allergic reactions in sensitive individuals
- This product may cause serious irritant, respiratory problems, including breathing problems, tightening and/or allergic reactions in sensitive individuals
- This product is not to be used on chemically treated hair.
- This product should be used in well-ventilated area.
- Avoid contact with eyes and skin (other than areas of application)
- If contact occurs, immediately flush with water and seek medical attention
- If swallowed, call a physician, hospital emergency, or poison control center immediately.
- Do not inhale or ingest
- Prepare and use in well-ventilated area.
- If affected, seek medical attention if irritations occurs
- If client wears contact lenses they should be removed before rinsing eyes with water.
- Keep out of the reach of children
- Alert the client not to use this or any other haircolor product again until after consulting a physician.
- If client has a sensitive or/or allergic reactions in sensitive individuals
- Please contact your Design Essentials Distributor for products.

**Allergy Test**

1. Prepare a test solution by mixing 1 part of exact shade or mixture of shades to be used with one part Aura Energizer Developer.
2. Apply mixture to the test area 48 hours. If no reaction has occurred you are ready to color.
3. Let test spot dry. Do not cover or disturb for 48 hours. If no reaction has occurred you are ready to color.
4. If any reaction has occurred discontinue use and obtain medical attention immediately.

**Chart**

- CHART
- Conditioning Hair Color System
- COLOR
- Auburn
- Brown
- Burgundy
- Copper
- Gold
- Red
- Silver
- White
- Resort
- Beach
- Deep
- Medium
- Light
- Platinum
- Red
- Nu Red
- Bright
- Light
- Medium
- Deep
- Soft
- Bold
- Dark
- Medium
- Light
- Haircolor
- Permanent
- Demi-Permanent
- Conditioning
- Color
- System

**References**

- Please contact your Design Essentials Distributor for products.
- P.O. Box 360254 Decatur, GA 30035 S.A.M.