

# NATULIQUE<sup>®</sup>

ORGANIC COLOURS

## TECHNICAL MANUAL



# PERMANENT

AMMONIA-FREE HAIR

# COLOURING

made of certified organic  
and natural ingredients

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The natural, gentle and conscious choice for  
your hair stylist, your environment and you

## **Introduction to NATULIQUE ORGANIC COLOURS**

NATULIQUE ORGANIC COLOURS is a gentle and lasting cream based permanent hair colour for professional use.

NATULIQUE ORGANIC COLOURS have been designed with focus on natural ingredients that work together to provide a more gentle hair colour and extra conditioning. A special formulation of pure, natural sunflower seed extract, jojoba oil, apricot seed oil and grape seed oil, activates the colour and actually restores hair with a balanced nutrition of vitamins and proteins. A special Colour Complex System (CCS) protects the hair and restructures it and makes the colour last in one operation. Essential extracts of mandarin and lemon as well as precious oils of peach and lemon make the hair soft and silky.

Organic ingredients also enhance the performance of the ammonia free dye making it long lasting. It is so gentle that even clients that could not colour their hair due to scalp conditions or sensitivity can now have a complete colour service.

We claim it to be the most gentle professional hair colour in the world based on its ingredients. No ammonia, no smell, no discomfort, lots of shine and 100% grey hair coverage.

Gentle colouring? Think NATULIQUE ORGANIC COLOURS. The most gentle high performance professional hair colour in the world and 100% ammonia free.

With NATULIQUE ORGANIC COLOURS you can offer your clients a change of colour with the maximum gentleness.

NATULIQUE ORGANIC COLOURS is an innovative exclusive colouring system that is perfect even for your most demanding clients. Many hair stylists have already discovered the advantages of NATULIQUE ORGANIC COLOURS - the permanent yet gentle professional hair colour.

We at the same time claim that NATULIQUE ORGANIC COLOURS covers white and grey hair 100% and is able to lighten natural hair colour up to four tones/lift. It is a long lasting permanent dye but at the same time it is extremely gentle. It is particular recommended for use with delicate, treated and sensitive hair.

NATULIQUE ORGANIC COLOURS comes in a cream form for easy mixing and application. NATULIQUE ORGANIC COLOURS activator is a slightly oxidizing composition with a high level of lanolin as one of the ingredients. The natural protection and the level of moisture in the hair are thereby increased significantly. The hair structure is after colour service ensured to be in order, sound and natural.



**The natural choice for a gentle and lasting  
ammonia-free permanent hair colouring**

## 10 advantages of NATULIQUE ORGANIC COLOURS

- 1 No dangerous and unpleasant fumes as NATULIQUE ORGANIC COLOURS is a 100% ammonia-free permanent hair colour.
- 2 Extremely gentle due to a high contents of organic extracts and natural oils.
- 3 100% grey hair coverage.
- 4 A special lasting formula of NATULIQUE ORGANIC COLOURS ensures a long-life hair colour result.
- 5 Easy to switch to as handling and performance is matched or better than traditional ammonia based hair colour.
- 6 100% recyclable packaging and product material.
- 7 Easy to use for the colourist as handling is logical and no intensive training is needed.
- 8 No fading of the colours.
- 9 Minimum risk of oxidized colours and poor result as the tube packaging is sized for one typical colour service.
- 10 Salon friendly packaging which is easy to store and handle.

A special lasting formula containing  
gentle organic extracts & natural oils



**HYDRATING:** Jojoba oil and Apricot Seed Oil

**NUTRITION:** Grape seed oil, Peach oil and Apricot Seed Oil

**PROTECTION:** Sunflower Seed Extract and Grape Seed Oil

**BRILLIANCE:** Sunflower Seed Extract, Essential Oils of Mandarin, Grapefruit and Lemon

## Colour numbering system for NATULIQUE ORGANIC COLOURS

The NATULIQUE ORGANIC COLOURS numbering system follows the International Colour Code numbering system allowing the stylist to identify each colour, depth and tone.

In the International Colour Code the number before the period (“.”), illustrated by “X” below, indicates the depth (how light or dark).

The number after the period, illustrated by “Y” below, indicates the predominant tone that is added to the colour. If a second number is present after the period this indicates the secondary tone which subdues or enhances the predominant tone.

### NATULIQUE ORGANIC COLOURS depths (X.)

1. Black
2. Very Dark Brown
3. Dark Brown
4. Medium Brown
5. Light Brown
6. Dark Blonde
7. Medium Blonde
8. Light Blonde
9. Very Light Blonde
10. Extra Light Blonde Plus

### NATULIQUE ORGANIC COLOURS tones (.Y)

- .0 Natural
- .1 Blue
- .2 Ash Blonde.
- .3 Golden
- .4 Mahogany
- .5 Red
- .6 Copper
- .7 Beige
- .8 Violet

### NATULIQUE ORGANIC COLOURS intensifiers

- .55 Red
- .66 Copper
- .81 Violet



**List of colours for NATULIQUE ORGANIC COLOURS**

The total number of colours and intensifiers of NATULIQUE ORGANIC COLOURS is 60:

Product Code	Barcode (13 digits)	Shade No.	Colour Shade
41001.0	57063230-4665-1	1.0	Black
41001.01	57063230-4666-8	1.01	Midnight Blue
41001.8	57063230-5468-7	1.8	Violet Black
41002.0	57063230-4667-5	2.0	Very Dark Brown
41002.07	57063230-4668-2	2.07	Carbon
41002.17	57063230-5469-4	2.17	Ice Brown
41003.0	57063230-4669-9	3.0	Dark Brown
41003.07	57063230-4670-5	3.07	Liquorice
41003.85	57063230-4671-2	3.85	Red Violet Dark Brown
41004.0	57063230-4672-9	4.0	Medium Brown
41004.07	57063230-4673-6	4.07	Coffee
41004.3	57063230-4674-3	4.3	Dark Golden Brown
41004.4	57063230-4675-0	4.4	Chestnut Mahogany
41004.55	57063230-4676-7	4.55	Intense Red Brown
41004.58	57063230-5470-0	4.58	Red Violet Auburn
41004.6	57063230-4677-4	4.6	Copper Brown
41004.8	57063230-5471-7	4.8	Violet Auburn
41005.0	57063230-4678-1	5.0	Light Brown
41005.07	57063230-4679-8	5.07	Chocolate
41005.2	57063230-5472-4	5.2	Light Ash Brown
41005.3	57063230-4680-4	5.3	Light Golden Brown
41005.4	57063230-4681-1	5.4	Light Mahogany Brown
41005.55	57063230-4682-8	5.55	Intense Red Light Brown
41005.56	57063230-4683-5	5.56	Light Chestnut Red
41005.81	57063230-4684-2	5.81	Violet Light Brown
41006.0	57063230-4685-9	6.0	Dark Blonde
41006.07	57063230-4686-6	6.07	Caramel
41006.17	57063230-5473-1	6.17	Ice Dark Blonde
41006.3	57063230-4687-3	6.3	Dark Golden Blonde
41006.43	57063230-4688-0	6.43	Golden Mahogany Dark Blonde
41006.44	57063230-4689-7	6.44	Intense Mahogany Dark Blonde
41006.55	57063230-4690-3	6.55	Intense Red Dark Blonde
41006.56	57063230-4691-0	6.56	Dark Tropical Strawberry Blonde
41006.6	57063230-4692-7	6.6	Copper Dark Blonde
41006.8	57063230-4693-4	6.8	Violet Dark Blonde
41007.0	57063230-4694-1	7.0	Medium Blonde
41007.07	57063230-4695-8	7.07	Cognac
41007.2	57063230-4696-5	7.2	Medium Ash Blonde
41007.34	57063230-4697-2	7.34	Mahogany Golden Blonde
41007.56	57063230-4698-9	7.56	Tropical Strawberry Blonde
41007.6	57063230-4699-6	7.6	Medium Copper Blonde
41007.66	57063230-4700-9	7.66	Intense Copper Blonde
41008.0	57063230-4701-6	8.0	Light Blonde
41008.07	57063230-4702-3	8.07	Brandy
41008.2	57063230-4703-0	8.2	Light Ash Blonde
41008.3	57063230-4704-7	8.3	Light Golden Blonde
41008.6	57063230-4705-4	8.6	Light Copper Blonde
41008.66	57063230-4706-1	8.66	Intense Copper Light Blonde

**List of colours for NATULIQUE ORGANIC COLOURS**

The total number of colours and intensifiers of NATULIQUE ORGANIC COLOURS is 60:

Product Code	Barcode (13 digits)	Shade No.	Colour Shade
41009.0	57063230-4707-8	9.0	Very Light Blonde
41009.07	57063230-4708-5	9.07	Whisky
41009.2	57063230-5474-8	9.2	Honey Ash Blonde
41009.3	57063230-4709-2	9.3	Lightened Golden Blonde
41010.0	57063230-4710-8	10.0	Extra Light Blonde Plus
41010.2	57063230-4711-5	10.2	Lightened Ash Blonde
41010.3	57063230-5475-5	10.3	Golden Platinum Blonde
41010.8	57063230-4712-2	10.8	Violet Extra Light Blonde
41010.17	57063230-5476-2	10.17	Ice Platinum Blonde
41000.55	57063230-5477-9	0.55	Deep Flame Red MIX
41000.66	57063230-5478-6	0.66	Intense Copper MIX
41000.81	57063230-5479-3	0.81	Intense Violet MIX



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## Accessories to NATULIQUE ORGANIC COLOURS

The accessories of NATULIQUE ORGANIC COLOURS contain various supporting articles which are to ensure the final result as well as informative and promotional material:

Product Code	Barcode (13 digits)	Accessory Products
42003	57063230-4720-7	3%, 10 vol. Hydrogen Peroxide with lanoline
42006	57063230-4713-9	6%, 20 vol. Hydrogen Peroxide with lanoline
42009	57063230-4714-6	9%, 30 vol. Hydrogen Peroxide with lanoline
42012	57063230-4715-3	12%, 40 vol. Hydrogen Peroxide with lanoline
43010	57063230-4716-0	Shade Chart with individually marked detachable samples
43020	57063230-4717-7	Technical Manual in English
43030	57063230-4718-4	Coloured Poster
43040	57063230-4719-1	Flyer





## Preparation for colouring with NATULIQUE ORGANIC COLOURS

- It is advisable to wear gloves.
- Use an electronic scale for perfect mix and result.
- Use a non-metallic bowl for mixing.
- The NATULIQUE ORGANIC COLOURS is to be applied to dry, unwashed hair.

To reduce possible staining when using dark or intense colours, apply barrier cream thinly to the hairline and ears. Do not apply barrier cream onto the hair as it may prevent the colour developing in that area.

## Mixing of NATULIQUE ORGANIC COLOURS

Select the correct strength of NATULIQUE ORGANIC COLOURS Activator. For most colour work apart from Super Blondes the 6% 20 Volume will give sufficient lift.

### Activator 3% (vol 10):

Use if wanting to make the hair darker or in the same tone as it is. Use as a toner or semi-permanent coloring.

### Activator 6% (vol 20):

Use if wanting to lighten 1 tone, cover gray hair or coloring in the same tone as the hair is.

### Activator 9% (vol 30):






Use if wanting to lighten the hair 2-3 tones (only natural pigmented hair)

### Activator 12% (vol 40):

Use with super blondes. Can lighten up to 4 tones.

Always ensure you measure the correct quantities of colour and developer for perfect mixing preferably by using an electronic scale. Please observe the mixing ratios below.

When mixed, NATULIQUE ORGANIC COLOURS has the right balance between density (to allow the product to stay where it is needed on the hair) and fluidity (to allow the product to spread easily). The correct amount of colour is easily and economically applied to the hair without dripping.

 NATULIQUE ORGANIC COLOURS	 NATULIQUE ACTIVATOR	 MIXING RATIO: COLOUR/ACTIVATOR	 20°C 68°F NO HEAT ADDED: PROCESSING TIME	 40°C 104°F + DRY HEAT ADDED: PROCESSING TIME
NATURALS	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
ASHES	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
RED MAHOGANY	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
GOLDEN COPPER	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
BROWN	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
SUPER BLONDES	12% / 40 Vol	1:1½	60 MINUTES	40 MINUTES

## **Application of NATULIQUE ORGANIC COLOURS**

NATULIQUE ORGANIC COLOURS is to be applied to dry, unwashed hair.

### **Tinted hair: retouch and regrowth (When little or no fade is present)**

Apply NATULIQUE ORGANIC COLOURS to the roots and leave for 30 minutes. To ensure a uniform effect then wet the hair with for example a water spray and apply the colour previously applied to the base (roots), to the length and ends of the hair. Leave for a further 10 minutes.

If grey hair is present: Always start with the greyest hair when covering grey hair.

Note that if gentle heat of around 40° C / 104 ° F is added to the process the processing time can be reduced to 2/3.

### **Natural and uncoloured hair: first time application**

Apply the NATULIQUE ORGANIC COLOURS to the lengths and ends of the hair and leave for 10 minutes. Then apply to the roots, the length of the hair and ends and leave for 30 minutes.

Note that if gentle heat of around 40° C / 104 ° F is added to the process the processing time can be reduced to 2/3.

**NB: Please see the chart on the following page for ALL processing times.**








Made of gentle organic  
extracts and natural oils

## Processing time of NATULIQUE ORGANIC COLOURS

When using NATULIQUE ORGANIC COLOURS it is important to observe the correct processing time. This will ensure the best possible colour result.

If the colour is removed during this period the colour could fade rapidly or give incorrect tones.

For more detailed application and processing time information please see the previous section in this training manual.

 NATULIQUE ORGANIC COLOURS	 NATULIQUE ACTIVATOR	 MIXING RATIO: COLOUR/ACTIVATOR	 NO HEAT ADDED: PROCESSING TIME	 DRY HEAT ADDED: PROCESSING TIME
NATURALS	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
ASHES	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
RED MAHOGANY	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
GOLDEN COPPER	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
BROWN	6% / 20 Vol 9% / 30 Vol	1:1	30+10 = 40 MINUTES 40+10 = 50 MINUTES	25 MINUTES 30 MINUTES
SUPER BLONDES	12% / 40 Vol	1:1½	60 MINUTES	40 MINUTES

The above scheme shows the typical situation for applying new colour to previously coloured and slightly faded hair:

### Important:

Please follow guidelines for mixing and processing time accurately to get the best results! Specially processing time is important as the shine and nuance is what settles during the last 5 minutes of a colour treatment!

For brightening treatment, you can use a mixing ratio 1:1½ with good results.

Please follow instructions from the above scheme for “classic colours”. If extra amounts of the activator (ex. 1:1½) is applied, colour transparency may be experienced.

Dry Heat should only be used on “cold colours”. On “warm colours” it would result in a colour much “warmer” than desired.

The trademark “NATULIQUE” is as name and logo a registered trademark of NATULIQUE world wide and in whatever market it appears.

# NATULIQUE® CERTIFIED ORGANIC

## After colour service using NATULIQUE ORGANIC COLOURS

As an after colour service hair care line, it is highly recommended to use colour safe NATULIQUE CERTIFIED ORGANIC wet line products.

A special NATULIQUE CERTIFIED ORGANIC 4-piece Colour Care Kit has been developed and can be recommended for the client to purchase for home use.

NATULIQUE CERTIFIED ORGANIC is the perfect choice for treating coloured hair and ensuring a long lasting and shiny hair without fading colour.

NATULIQUE CERTIFIED ORGANIC is the Worlds Number One professional hair care brand measured on ingredients and health according to independent clinical analysis and tests made by the leading State run and controlled Approval Body in the World.

NATULIQUE CERTIFIED ORGANIC is the first true full-line brand in the market that offers hair and skin products that are vegan, organic, cruelty free, DEA free, sulphate free, perfume free, parabene free (a toxin/toxic pesticide).



In the pursuit of health and beauty:  
what you put on your hair and skin is as  
important as what you put in your mouth