



Beth Minardi's Guide

BEAUTYFUSION DEMI PLUS COLOR SERVICES

CHAPTER TWO



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CARE FOR BEAUTY



When colorists decide to create a more monochromatic, less translucent coverage of gray, without the lifting action provided by that of a permanent hair color formula, **BEAUTYFUSION PHYTO TECH** Color offers another beautiful option.

Salon professionals who are acquainted with the demi-creme shades available from other manufacturers will enjoy the beautiful, rich, "never fade" no-lift deposit **BEAUTYFUSION DELIVERS**.

Use **BEAUTYFUSION "DEMI PLUS"** formulas when covering gray hair which is thick, dense or coarse; or when deepening selected strands providing a rich, distinct dimensional contrast.

LISTED HERE ARE THE BEAUTYFUSION SHADES DESIGNED TO OFFER 'DEMI-PLUS' COLOR OPTIONS.

*Remember, these shades are intermixable, and designed to create a wide variety of beautiful demi-plus color results.

NATURAL : 1.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0, 12.0

ASH : 5.1, 6.1, 7.1, 8.1, 9.1, 10.1, 12.1

BLUE : 1.11, 6.11, 9.11

SAND : 6.13, 7.13, 8.13, 9.13, 10.13, 12.13

MATT : 5.8

GOLD : 4.3, 5.3, 6.3, 7.3, 8.3, 9.3, 10.3, 12.3

INTENSE COPPER : 5.44, 6.44, 7.44

WARM GOLD : 5.832, 6.34, 7.435, 8.523, 9.362, 10.321

RED : 4.6, 6.6

INTENSE RED : 5.66, 7.66

CHOCOLATE : 3.7, 4.7, 5.7, 6.7, 7.7

VIOLET : 4.2, 5.2, 9.22, 12.2

NATURAL VIOLET : 5.112, 6.21, 7.23, 8.283, 9.2, 10.2, 11.21

VIOLET RED : 3.26, 6.26

MAHOGANY : 5.5

PASTEL : PINK, OCEAN, POWDER, MINT, CLEAR

MIXING the formula is easy:

Mix:

- 2 ounces of **BEAUTYFUSION** PHYTO-TECH Color
- 2 ounces of OXYMILK 5 volume or 13 volume developer
- 1 tsp or 6 grams of **BEAUTYFUSION** BOOSTER ONE

Apply to the hair, and process at room temperature for 25 minutes.

COLORISTS' NOTES:

1. **BEAUTYFUSION** BOOSTERS provide a measured dose of alkalinity, which allows the formula to behave like that of a demi creme color.

This alkalinity provides a deeper penetration of the dyes into the hair's cortex.

2. About Developer: OXYMILK Developers were created as **BEAUTYFUSION**'s perfect oxidizing agent.

When formulating for DEMI-PLUS results, colorists have two OXYMILK choices:

Available as Five Volume and Thirteen Volume options.

USE FIVE VOLUME OXYMILK (mixed with equal parts of **BEAUTYFUSION** when deposit only, without lift is desired.

USE THIRTEEN VOLUME OXYMILK (mixed with equal parts of **BEAUTYFUSION** when a VERY GRADUAL lift of the pigmented hair is desired.