

MOROCCANOIL®

PROFESSIONAL HAIRCOLOR



TECHNOLOGY

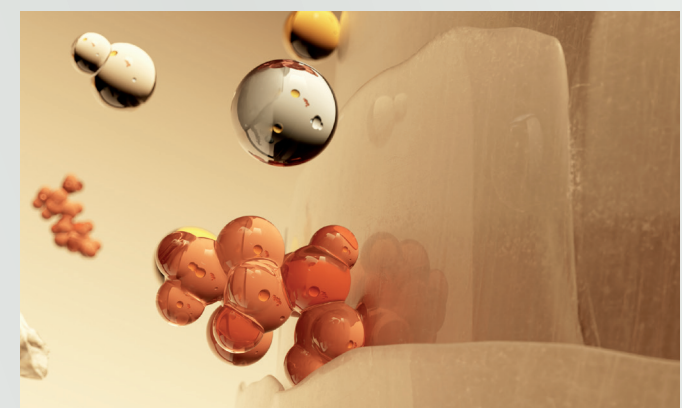
The MoroccanOil ProArginine + ArganID™ System is proven to provide exceptional protection throughout the color process, delivering vibrant, long-lasting color with intense shine.

What is ProArginine?

ProArginine is a type of amino acid that is naturally found in the hair fiber. In its original state, it is highly alkaline. When used at higher, active levels, it becomes a powerful good-for-you alkalizing agent that supports the haircolor chemistry. After ProArginine is finished with its alkalizing duties, it begins to repair the hair by patching up the damaged areas of the cuticle.

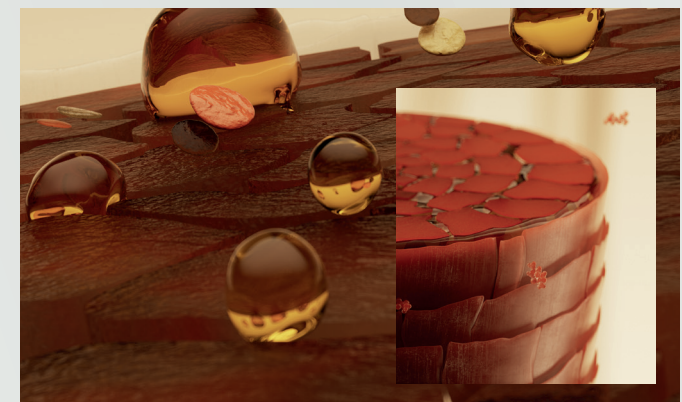
What is ArganID™?

ArganID™ technology features positively charged micro-particles that are attracted to the negatively charged hair fiber, infusing the antioxidant and moisturizing powers of argan oil deep into the cortex.



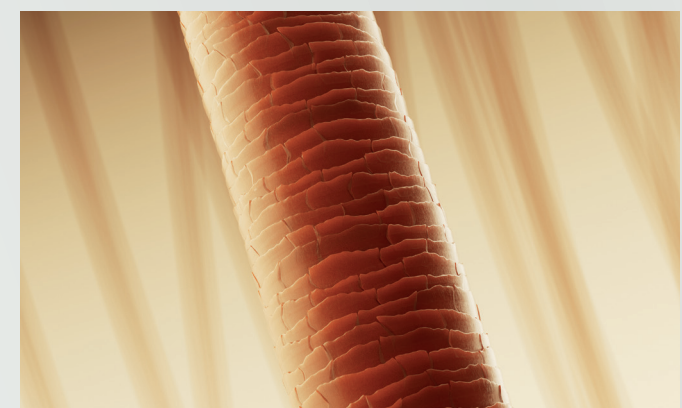
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ProArginine acts as an alkalizing agent that effectively swells the cuticle to allow haircolor to penetrate into the hair.



2

During the haircolor process, ProArginine + ArganID™ work synergistically to protect and nourish the hair.



3

Color adheres more readily to hair restored with the ProArginine + ArganID™ System, creating healthier-looking, long-lasting haircolor.

PREPARATION OF MIXTURE

APPLICATION

Mix 1 part Color Rhapsody with 1 part Oxidative Cream Developer 5 vol. (1.5%), 10 vol. (3%), 20 vol. (6%), 30 vol. (9%), or 40 vol. (12%) in a non-metallic bowl. Use immediately after mixing.

1:1

Mix 1 part Color Rhapsody High Lift with 2 parts Oxidative Cream Developer 30 vol. (9%) or 40 vol. (12%) in a non-metallic bowl. Use immediately after mixing.

1:2

Mix 1 part Color Calypso Gloss with 1 part Color Calypso Demi-Permanent Gloss Activator in a non-metallic bowl or applicator bottle. Use immediately after mixing.

1:1

Color Infusion Pure Color Mixer can be mixed with Color Rhapsody (including High Lift) or Color Calypso. The lighter the shade, the less mixer is needed. Follow the chart on the right, which indicates the recommended amount of Color Infusion for the level of the base haircolor shade being used. Mixing guidelines are calculated for 30 g of base haircolor shade.

NOTE

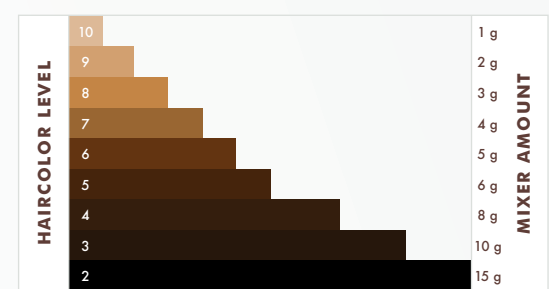
Mixing recommendations are for guidance only; adjust amounts and/or mix ratios to intensify or soften the final results. We recommend conducting a swatch test to ensure optimal color results.

Apply on dry, unwashed hair. Normal color development is 30–45 minutes without heat, or 15–25 minutes with heat.

Apply on dry, untreated hair. Color development is up to 60 minutes for maximum lift and tone, without heat.

Can be applied on damp or dry hair. Color development is up to 20 minutes at room temperature.

Apply on dry hair. Follow the recommended color development guidelines of the chosen Color Rhapsody or Color Calypso haircolor line based on desired result and hair porosity.



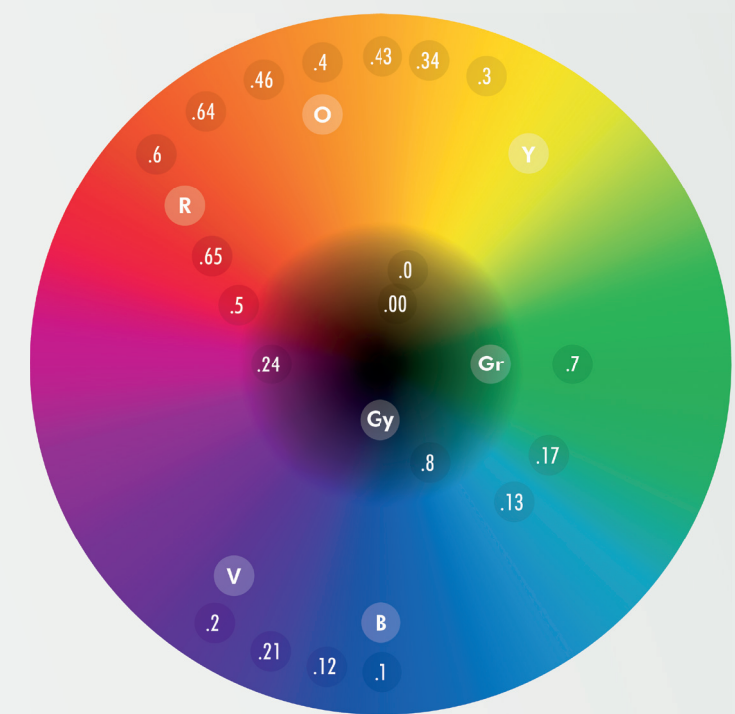
RINSING

RESISTANT HAIR

Once developed, add water, emulsify, and rinse thoroughly. For best results, use MoroccanOil shampoo and conditioner if hair needs light cleansing and conditioning.

On resistant white hair, apply first to the areas with the highest percentage of white hair. When lightening, begin at the areas where the most lift is needed.

COLOR THEORY



LEVEL		UNDERLYING PIGMENT		COMPLEMENTARY TONE	
10	LIGHTEST BLONDE		LIGHTEST PALE YELLOW		LIGHTEST VIOLET
9	VERY LIGHT BLONDE		VERY PALE YELLOW		VERY LIGHT VIOLET
8	LIGHT BLONDE		PALE YELLOW		VIOLET
7	MEDIUM BLONDE		YELLOW-ORANGE		VIOLET-BLUE
6	DARK BLONDE		ORANGE-YELLOW		BLUE-VIOLET
5	LIGHT BROWN		ORANGE		BLUE
4	MEDIUM BROWN		ORANGE-RED		BLUE-GREEN
3	DARK BROWN		RED-ORANGE		GREEN-BLUE
2	BLACK		RED		GREEN

TONAL NAMES + NUMBERS									
.00/NN NATURAL Intense Natural	.0/N NATURAL Natural	.1/B BLUE Ash	.2/V VIOLET Iridescent	.3/G YELLOW Gold	.4/C ORANGE Copper	.5/Rv RED-VIOLET Mahogany	.6/R RED Red	.7/Gr GREEN Matte	.8/Gy GREY Grey

WARNING/CAUTION: Hair colorants can cause severe allergic reactions. These products are not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase your risk of allergy. Wear suitable gloves during application. Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them. If any adverse reaction occurs, immediately stop using the product and seek medical assistance. Do not color your hair if: you have a rash on your face or a sensitive, irritated, or damaged scalp; you have ever experienced any reaction after coloring your hair; you have experienced a reaction to a temporary "black henna" tattoo in the past. The preparation may cause serious skin inflammation in some people, and a preliminary test should always be performed 48 hours prior to each application to determine whether or not a special sensitivity exists.