

MOROCCANOIL®



PROFESSIONAL HAIRCOLOR
EDUCATION GUIDE

MOROCCANOIL PROFESSIONAL HAIRCOLOR

At MoroccanOil, we built our brand on innovation, starting with our pioneering product MoroccanOil Treatment, which sparked the global buzz on argan oil and created the oil-infused haircare category. That revolutionary product set the stage for an extensive line of premium oil-infused haircare products to address the needs of all hair types, all infused with nourishing, antioxidant-rich argan oil for hair that looks and feels healthy, shiny, and full of life.

That same spirit of innovation is at the heart of the new MoroccanOil Professional Haircolor Collection, which features our proprietary ProArginine + ArganID™ System—a breakthrough technology that produces beautiful results, while also caring for and strengthening the hair. Discover a complete portfolio of permanent and demi-permanent haircolor and lighteners developed for today's colorist looking for reliable results that deliver vibrant, long-lasting haircolor with intense shine, all while protecting the integrity of the hair.

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MOROCCANOIL®
PROFESSIONAL HAIRCOLOR



WHY COLOR?

OUR CONSUMER FOCUS

Changing your haircolor can express your identity in a whole new way, while amplifying your natural beauty. Moroccanoil Professional Haircolor provides exceptional protection throughout the color process, so you can unleash your self-expression while minimizing damage, for hair that stays healthy-looking, nourished, and beautifully colored.

OUR PROFESSIONAL FOCUS



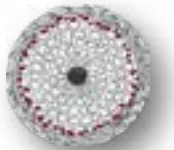
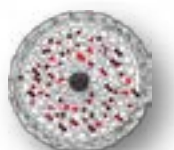

Moroccanoil Professional Haircolor builds on the brand's leadership in the creation of nourishing, argan oil-infused products while leveraging our salon partnerships. Salon professionals will build client loyalty and attract new business with our complete portfolio of permanent and demi-permanent haircolor and lighteners developed for today's colorist looking for reliable results that deliver vibrant, long-lasting haircolor with intense shine. Featuring our proprietary ProArginine + ArganID™ System for exceptional protection throughout the color process—and for color service that truly stands out from the competition.

HAIRCOLOR PRINCIPLES

Haircolor Principles are theories and best practices used across all color services to ensure safe and reliable results for both clients and professionals.

HAPPY COLORING!

HAIRCOLOR TYPES

	TEMPORARY	SEMI-PERMANENT	DEMI-PERMANENT	PERMANENT	LIGHTENER
					
COLOR ACTION	Large pigments that sit on top of the cuticle	Direct-acting dyes that sit within the cuticle layers	Oxidizing dyestuff that forms deep within the cuticle layers and cuticle fringes	Oxidizing dyestuff that forms deep within the cortex	No dyestuff
COLOR ACTIVATION	These pigments are ready to use; no mixing with an activator	These complete dyes are ready to use; no mixing with an activator	These colorless dyes form color molecules when mixed with a mild oxidative developer	These colorless dyes form color molecules when mixed with an oxidative developer	Persulfates dissolve the melanin in the hair
INFLUENCE ON HAIR	No change to the hair structure or melanin	No change to the hair structure or melanin	Slight increase in porosity and lightening of melanin with subsequent applications	An increase in porosity and lightening of melanin, allowing for a range of color results	Immediate increase in porosity with melanin removal
USAGE	Temporary root touch-ups in spray or powder Fun colored gels, waxes, crayons, and sprays Immediately washes or brushes out of the hair	Vibrant, stand-out color on light bases that fades gradually with washing Refreshing or subtly altering tones Introducing clients to tonal changes	Tone on tone Color refreshing Root shadowing Pre-toning White hair blending	Color change Lightening 3–5 levels Vibrant tones Maximum coverage on white hair	Lifting both natural and artificial haircolor

COLOR CIRCLE



JOHANNES ITTEN, a Swiss-born painter, art theorist, and teacher, has been credited with the invention of the color circle. The principles described by Johannes Itten are used by hairdressers, artists, and scientists when selecting and combining colors.

The most commonly used color circle theory among hair professionals is that colors opposite each other are complementary—and that they neutralize each other.

- Violet will neutralize yellow
- Blue will neutralize orange
- Green will neutralize red

Artistry and skill are needed to get exactly the right concentrations to balance unwanted tones and achieve a natural-looking result.

PRIMARY COLORS
Cannot be created by mixing other colors

- Blue, red, and yellow

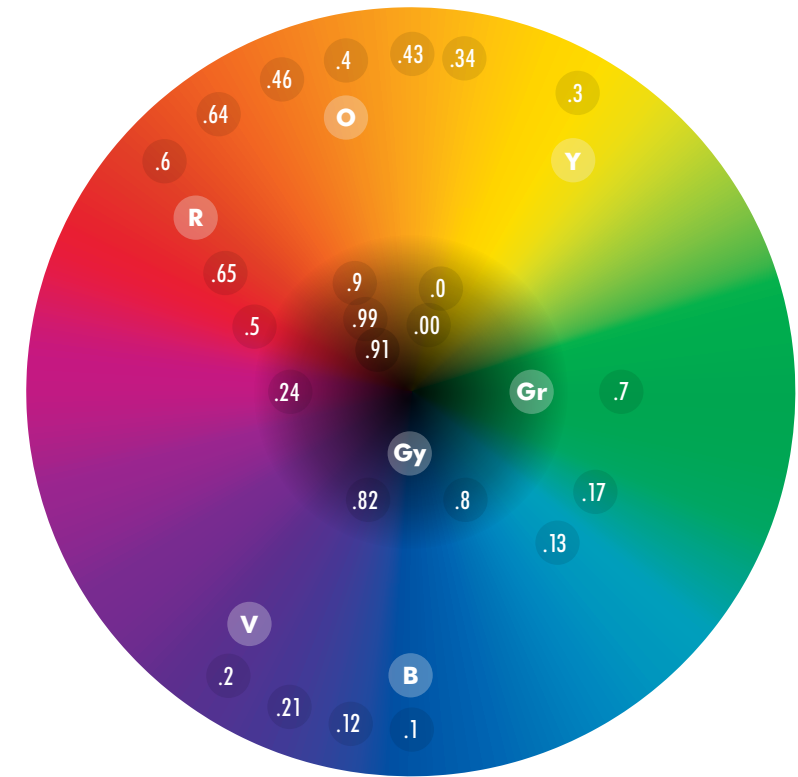
SECONDARY COLORS
Created by combining two primary colors

- Violet, green, and orange

TERTIARY COLORS
Created by combining a primary and a secondary color

- Blue-green, yellow-green, yellow-orange, red-orange, red-violet, and blue-violet

COLOR THEORY



COLOR CIRCLE THEORY IN PRACTICE

As professionals we lighten the hair's natural melanin (pheomelanin and eumelanin) by introducing oxidative dyes or lighteners to the hair. As the melanin lightens it will expose warmth in varying degrees, from warm brown through orange and up to pale yellow. You can also witness this warmth appearing in natural sun-kissed hair.

The degree and type of warmth exposed is often referred to as the underlying pigment and is relative to the lift achieved. It is unique to each client. We use this knowledge of underlying pigments to select complementary tones when lifting hair color to manage unwanted warm tones. We also use this knowledge to reintroduce warmth when coloring darker hair to avoid unwanted green tones.

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

THE BREAKTHROUGH SYSTEM

The Moroccan oil **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.

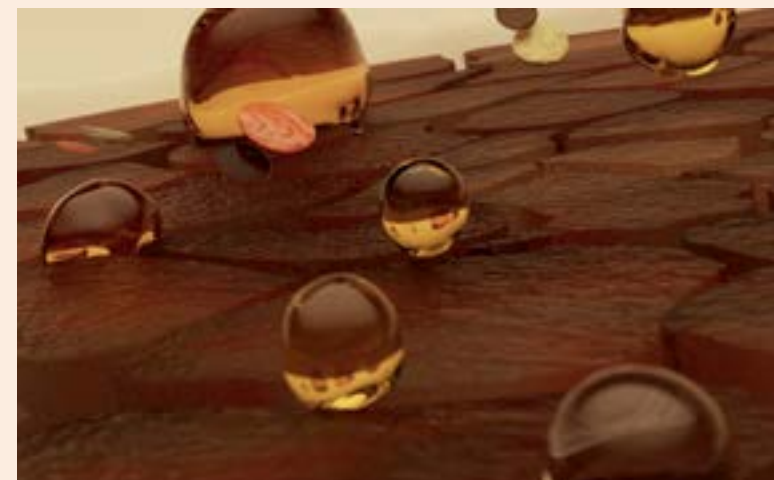
What is ArganID™?

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.



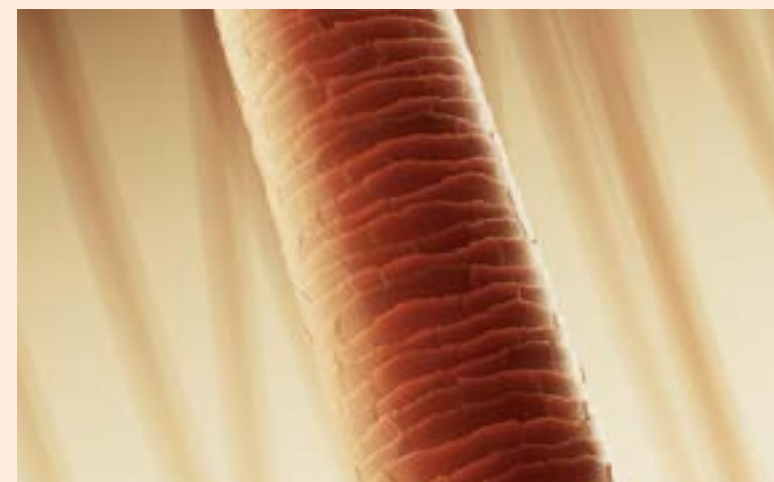
1

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.

CARE-INFUSED COLOR

DELIVERING VIBRANT,
LONG-LASTING HAIRCOLOR
WITH INTENSE SHINE.

THE SCIENCE

All permanent haircolor formulas need an alkalizing agent to open the cuticle layer to allow the oxidative dye to enter the hair and form the new color. Ammonia, being a small gas molecule, evaporates quickly. This is what causes its brief smell, which indicates that it leaves the hair and causes no further disruption once the coloring process is complete.

ProArginine and Low Ammonia

Our technology of choice. ProArginine's affinity to the hair supports the coloring process with less damage over time, leaving the hair significantly stronger, while the low level of ammonia enables the best color results.

MOROCCANOIL PROFESSIONAL HAIRCOLOR COLLECTION

Discover a complete range of care-infused haircolor products designed to support the professional in offering a wide variety of in-salon services. Featuring our proprietary ProArginine + ArganID™ System for exceptional protection throughout the color process.

64%
more shine¹


96%
of clients experience
overall scalp comfort²

9+ weeks
of salon-vibrant color³

¹Average shine achieved based on shade selection. ²Based on color services performed on 45 clients. ³Based on an average of 3 hair washes per week.

MOROCCANOIL

PROFESSIONAL HAIRCOLOR COLLECTION

COLOR DEPOSITING MASK	COLOR CALYPSO	COLOR CALYPSO	COLOR RHAPSODY	COLOR RHAPSODY
SEMI-PERMANENT HAIRCOLOR	DEMI-PERMANENT GLOSS	DEMI-PERMANENT CREAM COLOR	PERMANENT CREAM COLOR	HIGH LIFT PERMANENT CREAM COLOR
				
MoroccanOil Color Depositing Mask adds beautiful haircolor while providing the treatment benefits of a deeply conditioning mask. Available in shades for light blonde to dark brown hair.	Achieve unbeatable shine, color clarity, and lasting vibrancy—in an easy-to-use, low-commitment demi-permanent liquid formula. To be used exclusively with Color Calypso Demi-Permanent Gloss Activator for enhanced performance. <i>Available in North America and Australia</i>	Achieve unbeatable shine, color clarity, and lasting vibrancy—in an easy-to-use, low-commitment demi-permanent cream formula. <i>Available in International markets.</i>	Rich naturals to intense and vibrant shades that are true to tone and can achieve maximum coverage on white hair. Leaves hair 72% more visibly shiny, for professional-level care that shows.	All-out lift meets all-out care. Up to 5 levels of lift, so you can unleash creative effects on natural blondes, or shift some depth on natural browns.
Enhances tone Refreshes existing haircolor Customizes haircolor Washes out gradually depending on hair structure Rich treatment benefits Instantly increases softness Restores hair's integrity Imparts radiant shine	56% more conditioned and manageable hair ¹ 67% increase in shine ² Improves hair's integrity ³ Soft blending on white hair, up to 60% coverage Multi-dimensional, radiant color Mixing Ratio 1:1	56% more conditioned and manageable hair ¹ 52% increase in shine ² Helps maintain hair's integrity Soft blending on white hair, up to 60% coverage Multi-dimensional, dynamic color Mixing Ratio 1:2	Helps reduce damage caused by color service 72% increase in shine ² 96% of clients experience overall scalp comfort ⁴ 9+ weeks of salon-vibrant color ⁵ Up to 100% coverage on white hair Rich, intense natural to vibrant fashion tones True to tone, reliable, long-lasting haircolor Up to 3 levels of lift Mixing Ratio 1:1	Helps reduce damage caused by color service 72% increase in shine ² 96% of clients experience overall scalp comfort ⁴ 9+ weeks of salon-vibrant color ⁵ Warm, neutral, and cool tones True to tone, reliable, long-lasting haircolor Up to 5 levels of lift (best for untreated hair, level 6 or lighter) Mixing Ratio 1:2

COLOR INFUSION	OXIDATIVE CREAM DEVELOPER	BLONDE VOYAGE	BLONDE VOYAGE	BLONDE VOYAGE
PURE COLOR MIXER		POWDER LIGHTENER	CLAY LIGHTENER	CREAM LIGHTENER
				
Customize any MoroccanOil haircolor to intensify, neutralize, or pastelize the results. The gel-based formula features 7 pure colors. Discover endless possibilities within the Color Rhapsody and Color Calypso portfolios.	MoroccanOil developers are enriched with argan oil to achieve optimal color results and conditioning benefits when working with MoroccanOil Color Rhapsody (including High Lift), Color Calypso Cream, Color Infusion, and Blonde Voyage haircolor products.	Bond with blonde: a high-performance, multi-purpose lightener that provides exceptional care. Discover industry-leading, professional results in an easy-to-use powder formula that delivers consistent, controlled, and reliable lift of up to 9 levels. Powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service.	Achieve maximum control and precision application for freehand techniques to create the most light-catching looks. Easy-to-use clay formula delivers consistent and reliable lift of up to 8 levels—pushing the boundaries of what a clay lightener can do. Powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service.	Gentle cream lightener, ideal for damaged hair. Delivers up to 8 levels of controlled and reliable lift, for radiant blonde results with healthy-looking shine. The ultra-conditioning cream leaves hair more nourished, for softer and more manageable strands. The smooth consistency ensures easy application and even distribution, providing a flawless and consistent blonde tone.
Create vivid shades by mixing with MoroccanOil Oxidative Cream Developer Achieve pastel tones when diluted with Clear Add to other MoroccanOil haircolor formulas to enhance or neutralize warm and cool tones Helps reduce damage caused by color service ⁶ Improves shine and enhances color longevity ⁶ For Mixing Ratios see complete guidelines on pages 40–43	Reliable and long-lasting results Easier and faster mixing Ideal consistency for precise application Ease of spreading and combing Great foil adhesion Easy rinsing Comfortable client experience Follow instructions provided with MoroccanOil permanent and demi-permanent haircolor and lighteners	Strengthens hair and reinforces bonds to help reduce damage and breakage Gentle, non-irritating formula Evenly lightens for up to 9 levels of controlled lift On/off scalp application Mixing Ratio 1:1.5 – 1: 2	Strengthens hair and reinforces bonds to help reduce damage and breakage Contains Kaolin clay for a creamy consistency that spreads easily and stays in place for precision work Evenly lightens for up to 8 levels of lift On/off scalp application Mixing Ratio 1:1.5	Strengthens hair and reinforces bonds to help reduce damage and breakage Evenly lightens for up to 8 levels of lift On/off scalp application Mixing Ratio 1:1.5

¹Average conditioning benefits achieved based on shade selection.

²Average shine achieved based on shade selection.

³Based on a clinical test comparing MoroccanOil proprietary ProArginine + ArganID™ System to alternative alkalizing agents and untreated hair.

⁴Based on color services performed on 45 clients.

⁵Based on an average of 3 hair washes per week.

⁶Based on Color Infusion being mixed with Color Rhapsody or Color Calypso haircolor.



HAIRCOLOR SHADING SYSTEM

Moroccanoil haircolor shades can be identified through a system that includes numbers, letters, and name indicators. Each haircolor portfolio follows the same system, which makes it easy to select corresponding shades when making decisions on refreshing, toning, or changing haircolor.

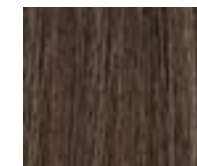
DEPTH

Depth is how light or dark a shade is. Your client's natural depth or level can be assessed using a natural shade selector.

STONE

Tone is the color you see. The intensity of the tone is influenced by the depth and the concentration of the tone or tones in each shade.

SHADE NUMBERS, LETTERS & DESCRIPTOR NAMES



6.13/6BG
 DARK ASH GOLD BLONDE
 6. __ Depth of color
 .1/B Major color tone
 .3/_G Minor color tone

DEPTH NUMBERING SYSTEM

10	LIGHTEST BLONDE
9	VERY LIGHT BLONDE
8	LIGHT BLONDE
7	MEDIUM BLONDE
6	DARK BLONDE
5	LIGHT BROWN
4	MEDIUM BROWN
3	DARK BROWN
2	BLACK

TONAL NAMES + NUMBERS

.00/NN NATURAL 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	.9/Ch CHOCOLATE Brown

MOROCCANOIL®

PROFESSIONAL HAIRCOLOR

	GREY		GREEN	BLUE				VIOLET			NATURAL			CHOCOLATE			YELLOW		ORANGE			RED			RED-VIOLET	HIGH LIFT	COLOR INFUSION
	.8/Gy	.82/Gy	.7/Gr	.1/B	.12/BV	.13/BG	.17/BGr	.2/V	.21/VB	.24/VC	.0/N	.00/NN	.9/Ch	.91/ChB	.99/ChCh	.3/G	.34/GC	.4/C	.43/CG	.46/CR	.6/R	.64/RC	.65/RRv	.5/Rv	HL.0/N	GREY MIXER	
10																											
9																											
8																											
7																											
6																											
5																											
4																											
3																											
2																											

● Color Rhapsody Permanent Cream Color ■ Color Calypso Demi-Permanent Color (Glass or Cream)



CARE-INFUSED COLOR

A FULL COLLECTION FOR ALL YOUR HAIRCOLOR NEEDS



COLOR CALYPSO

DEMI-PERMANENT GLOSS

Achieve unbeatable shine, color clarity, and lasting vibrancy—in an easy-to-use, low-commitment demi-permanent gloss formula.

67% increase in shine¹



56% more conditioned and manageable hair²



Improves hair's integrity³



9+ weeks of salon-vibrant color⁴

Available in North America and Australia.

¹Average shine achieved based on shade selection. ²Average conditioning benefits achieved based on shade selection. ³Based on a clinical test comparing MoroccanOil proprietary ProArginine + ArganID™ System to alternative alkalizing agents and untreated hair. ⁴Based on an average of 3 hair washes per week.

COLOR CALYPSO

DEMI-PERMANENT GLOSS

USAGE GUIDELINES

Color Calypso Demi-Permanent Gloss is formulated with our ProArginine + ArganID™ System—a proprietary, breakthrough technology that produces multi-dimensional results, while also caring for and improving the integrity of the hair. Available in intermixable shades that are designed to fade out gradually over time.

This low-commitment liquid gloss formula allows for a multitude of tonal directions and is ideal for clients who like to change their haircolor often. Color Calypso Gloss can also refresh existing color and allow for introduction to the coloring process. The easy-to-use liquid formula makes it a good choice for toning balayage and highlights, as well as for blending on white hair (providing up to 60% coverage).

- 1 Wear suitable gloves. Apply to damp or dry hair. Application on damp hair gives a softer result and is recommended for improved uniformity on mixed porosities such as highlights. Application on dry hair will increase color intensity.
- 2 Use 1:1 mixing ratio. In applicator bottle or bowl, combine 1 part Color Calypso Gloss with 1 part Color Calypso Demi-Permanent Gloss Activator and mix well. Apply to the hair as needed.
- 3 Development time: up to 20 minutes without heat, or up to 15 minutes with heat.*
- 4 Rinse thoroughly and if needed lightly shampoo and condition with MoroccanOil Color Care Shampoo and Conditioner.

PRO TIP: Color Infusion Pure Color Mixers can be mixed with Color Calypso Gloss to personalize any shade.

MIXING RATIO 1:1

1 part gloss with
1 part gloss activator



DEVELOPMENT

up to 20 minutes without heat;
up to 15 minutes with heat



COLOR CALYPSO DEMI-PERMANENT GLOSS

DEVELOPER RECOMMENDATIONS

Always use with Color Calypso Demi-Permanent Gloss Activator.

REGROWTH APPLICATION

Apply to damp or dry hair. Thoroughly saturate the regrowth area while avoiding an overlap on previously colored hair.

Start applying at the crown of the head.

Work down the back to the nape. Return to the crown and work toward the front hairline.

Develop for 20 minutes without heat, or 15 minutes with heat.*

Add water, emulsify, and comb through to refresh the mid-lengths and ends.

Develop for a further 5–10 minutes.

Rinse thoroughly and if needed lightly shampoo and condition with MoroccanOil Color Care Shampoo and Conditioner.

WHITE HAIR BLENDING

When looking for a natural blended effect we recommend adding a natural shade into your chosen formula.

25–50% WHITE HAIR

Add 1 part natural base to 2 parts shade(s).

50–100% WHITE HAIR

Add 1 part natural base to 1 part shade(s).

FIRST-TIME FULL-HEAD APPLICATION

Apply to hair that has been pre-shampooed, to equalize porosity, and towel-dried.

Starting at the crown, apply the haircolor straight through from the roots to the ends, ensuring sufficient product is applied throughout the hair lengths.

Work through the back of the head before the top and sides, finishing at the front hairline.

Develop for 20 minutes without heat, or 15 minutes with heat.*

Rinse thoroughly and apply MoroccanOil Color Care Conditioner.

PRO TIP: To ensure an even color result, after 10 minutes comb through the hair with a wide-tooth comb.

We recommend carrying out a strand test to ensure color accuracy and confirm development times.
*Choose a heat source specifically recommended for developing oxidative haircolor, and never cover with a plastic cap.



COLOR CALYPSO

DEMI-PERMANENT CREAM COLOR

Achieve unbeatable shine, color clarity, and lasting vibrancy—in an easy-to-use, low-commitment demi-permanent cream formula.

52% increase in shine¹

56% more conditioned and manageable hair²

Helps maintain hair's integrity

9+ weeks of salon-vibrant color³

¹Average shine achieved based on shade selection. ²Average conditioning benefits achieved based on shade selection. ³Based on an average of 3 hair washes per week.

COLOR CALYPSO

DEMI-PERMANENT CREAM COLOR

USAGE GUIDELINES

Color Calypso Demi-Permanent Cream Color is formulated with our ProArginine + ArganID™ System—a proprietary, breakthrough technology that delivers multi-dimensional results, while maintaining the integrity of the hair. Available in intermixable shades that are designed to fade out gradually over time.

This low-commitment, easy-to-spread cream is ideal for clients who like to change their haircolor often. Color Calypso Cream can also refresh existing color and allow for introduction to the coloring process. It is a good choice for toning balayage and highlights, and for up to 60% blending on white hair.

- 1 Wear suitable gloves. Apply to damp or dry hair. Application on damp hair gives a softer result and is recommended for improved uniformity on mixed porosities such as highlights. Application on dry hair will increase color intensity.
- 2 Use 1:2 mixing ratio. In applicator bottle or bowl, combine 1 part Color Calypso Cream with 2 parts MoroccanOil Oxidative Cream Developer 5 vol. (1.5%) or 15 vol. (4.5%) and mix well. Apply to the hair as needed.
- 3 Development time: up to 25 minutes without heat, or 20 minutes with heat.*
- 4 Rinse thoroughly and if needed lightly shampoo and condition with MoroccanOil Color Care Shampoo and Conditioner.

PRO TIP: Color Infusion Pure Color Mixers can be mixed with Color Calypso Cream to personalize any shade.

MIXING RATIO 1:2

1 part cream color with 2 parts
5 vol. (1.5%) or 15 vol. (4.5%)
cream developer



DEVELOPMENT

up to 25 minutes without heat;
up to 20 minutes with heat



COLOR CALYPSO DEMI-PERMANENT CREAM COLOR

OXIDATIVE CREAM DEVELOPER RECOMMENDATIONS

5 vol. (1.5%) for adding tone, soft color effects, subtle blending of white hair, minimum regrowth; for use with highly porous hair and mixed hair porosities such as highlights.

15 vol. (4.5%) for greater intensity, color vibrancy, and up to 60% blended coverage on white hair.

REGROWTH APPLICATION

Apply to damp or dry hair. Thoroughly saturate the regrowth area while avoiding an overlap on previously colored hair.

Start applying at the crown of the head.

Work down the back to the nape. Return to the crown and work toward the front hairline.

Develop for 25 minutes without heat, or 20 minutes with heat.*

Add water, emulsify, and comb through to refresh the mid-lengths and ends.

Develop for a further 5–10 minutes without heat.

Rinse thoroughly and if needed lightly shampoo and condition with MoroccanOil Color Care Shampoo and Conditioner.

WHITE HAIR BLENDING

When looking for a natural blended effect we recommend adding a natural shade into your chosen formula.

25–50% WHITE HAIR

Add 1 part natural base to 2 parts shade(s).

50–100% WHITE HAIR

Add 1 part natural base to 1 part shade(s).

FIRST-TIME FULL-HEAD APPLICATION

Apply to hair that has been pre-shampooed, to equalize porosity, and towel-dried.

Starting at the crown, apply the haircolor straight through from the roots to the ends, ensuring sufficient product is applied throughout the hair lengths.

Work through the back of the head before working through the top and sides, finishing at the front hairline.

Develop for 25 minutes without heat, or 20 minutes with heat.*

Rinse thoroughly and apply MoroccanOil Color Care Conditioner.

PRO TIP: To ensure an even color result, after 10 minutes comb through the hair with a wide-tooth comb.

We recommend carrying out a strand test to ensure color accuracy and confirm development times.
*Choose a heat source specifically recommended for developing oxidative haircolor, and never cover with a plastic cap.



COLOR RHAPSODY

PERMANENT CREAM COLOR

Achieve 100% grey coverage that's vibrant and true to tone with Color Rhapsody Permanent Cream Color. Leaves hair 72% more visibly shiny—for professional-level care that shows.

HIGH LIFT

High Lift delivers up to 5 levels of lift on natural hair levels 6 and higher, in 5 shades from warm to cool.

Helps reduce damage caused by color service

■
72% increase in shine¹

■
96% of clients experience overall scalp comfort²

■
9+ weeks of salon-vibrant color³

¹Average shine achieved based on shade selection. ²Based on color services performed on 45 clients. ³Based on an average of 3 hair washes per week.

COLOR RHAPSODY

PERMANENT CREAM COLOR

USAGE GUIDELINES

Color Rhapsody Permanent Cream Color is formulated with our ProArginine + ArganID™ System—a proprietary, breakthrough technology that leaves hair nourished, strengthened, and beautifully colored. The unique combination of two active ingredients supports color development within the hair, offering superior hair affinity for reliable, true-to-tone colors, up to 100% coverage on white hair, and shine that lasts.

Available in intermixable shades to allow for custom effects—from rich naturals, to vibrant reds and golds, to cool ashes and hybrids across a range of different depths. The easy and fast-mixing cream forms a stable consistency for precision application. The Moroccan oil signature fragrance enhances the coloring experience for all.

- 1 Wear suitable gloves. Apply on dry hair.
- 2 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.
- 3 Development time: 30–45 minutes without heat, or 15–25 minutes with heat.*
- 4 Once developed add water, emulsify, and rinse thoroughly.
- 5 Complete the color service with Moroccan oil Color Care Shampoo and Conditioner.

PRO TIP: Color Infusion Pure Color Mixers can be mixed with Color Rhapsody to personalize any shade.

MIXING RATIO 1:1

1 part cream color with
1 part cream developer

DEVELOPMENT

35 minutes without heat;
15 minutes with heat

DEVELOPMENT TIME FOR RESISTANT OR COARSE HAIR

visually process:
up to 45 minutes without heat;
up to 25 minutes with heat



COLOR RHAPSODY PERMANENT CREAM COLOR

OXIDATIVE CREAM DEVELOPER RECOMMENDATIONS

40 vol. (12%) for up to 3 levels of lift.

30 vol. (9%) for up to 2 levels of lift.

20 vol. (6%) for 1 level of lift, up to 100% coverage on white hair, same depth or darker.

10 vol. (3%) for same depth or darker, to achieve deeper results on natural hair with soft blending on white hair.

5 vol. (1.5%) for adding tone.

FIRST-TIME COLOR APPLICATION – DARKER

Apply generously to dry hair.

Work straight through from roots to ends.

Develop for the recommended time.

When desired color has been achieved, add water, emulsify, and rinse thoroughly. Lightly shampoo and condition with Moroccan oil Color Care Shampoo and Conditioner.

PRO TIP: For even color results, comb through the hair while developing every 10 minutes.

PRO TIP: To increase vibrancy or lift in the lengths and ends, use Oxidative Cream Developer one level higher than used for the roots. For example, if using 6.4 + 20 vol. (6%) for the roots, use 6.4 + 30 vol. (9%) for the mid-lengths and ends.

DEVELOPMENT TIME RECOMMENDATIONS

30–45 minutes without heat, or 15–25 minutes with heat for up to 3 levels of lift, maximum coverage on white hair, and vibrant red shades.*

30 minutes without heat, or 15 minutes with heat for normal coloring, going darker, and 1 level of lift.*

Up to 20 minutes without heat for toning and coloring on porous hair.*

Up to 15 minutes without heat for color balancing on mid-lengths and ends.*

5–10 minutes without heat for color glossing.*

REGROWTH APPLICATION

Apply to dry hair. Thoroughly saturate the regrowth area while avoiding an overlap on previously colored hair. Begin application at the crown, working toward the nape and then from the crown to the front hairline.

Develop for the recommended time.

When desired color has been achieved, add water, emulsify, and rinse thoroughly. Lightly shampoo and condition with Moroccan oil Color Care Shampoo and Conditioner.

We recommend carrying out a strand test to ensure color accuracy and confirm development times.

*Choose a heat source specifically recommended for developing oxidative haircolor, and never cover with a plastic cap.

COLOR RHAPSODY

HIGH LIFT PERMANENT CREAM COLOR

USAGE GUIDELINES

All-out lift meets all-out care. Color Rhapsody High Lift Permanent Cream Color provides up to 5 levels of lift, so you can unleash creative effects on natural blondes, or shift some depth on natural browns. Featuring our ProArginine + ArganID™ System—a breakthrough technology that delivers exceptional protection throughout the color process. The unique combination of two active ingredients supports color development within the hair, lightening of the natural melanin, and superior hair affinity for reliable lift and tonal effects.

Ideal for use on untreated hair that is dark blonde (level 6) or lighter, and available in 5 intermixable shades from warm to cool. Easy and fast to mix, Color Rhapsody High Lift forms a stable cream consistency for precision application. The Moroccan oil signature fragrance enhances the coloring experience for all.

- 1 Wear suitable gloves. Apply on untreated, dry hair.
- 2 Mix 1 part Color Rhapsody High Lift with 2 parts Moroccan oil Oxidative Cream Developer 30 vol. (9%) or 40 vol. (12%) in a non-metallic bowl. Use immediately after mixing.
- 3 Color development is up to 60 minutes for maximum lift and tone, without heat.
- 4 Once developed, add water, emulsify, and rinse thoroughly.
- 5 Complete the color service with Moroccan oil Color Care Shampoo and Conditioner.

MIXING RATIO 1:2

1 part high lift with
2 parts cream developer



DEVELOPMENT

50–60 minutes without heat

COLOR RHAPSODY HIGH LIFT PERMANENT CREAM COLOR

OXIDATIVE CREAM DEVELOPER RECOMMENDATIONS

40 vol. (12%) for up to 5 levels of lift.

30 vol. (9%) for up to 4 levels of lift.

FIRST-TIME COLOR APPLICATION – LIGHTER

Apply generously on dry hair from mid-lengths through ends, leaving approximately 1 inch (2 cm) free from the scalp. Develop for half the recommended development time.

Generously apply a freshly mixed formula to the roots. Develop for the remaining recommended development time.

DEVELOPMENT TIME RECOMMENDATIONS – HIGH LIFT

60 minutes without heat for up to 5 levels of lift and tone.*

50 minutes without heat for up to 3 levels of lift and tone.*

PRO TIP: For a natural blonde result when lightening, start the application 1 inch (2 cm) behind the front hairline and work backwards to the nape. Return to the front hairline to finish.



We recommend carrying out a strand test to ensure color accuracy and confirm development times.

*Choose a heat source specifically recommended for developing oxidative haircolor, and never cover with a plastic cap.

COLOR RHAPSODY

PERMANENT CREAM COLOR

WHITE HAIR

The techniques for coloring white hair are changing as more clients are looking for softer color solutions to their emerging white hair. As professionals we are subtly toning/glossing and blending as well as covering white hair with more translucent colors. However, when maximum coverage is the target, we need a slightly different approach.

OXIDATIVE CREAM DEVELOPER RECOMMENDATIONS

20 vol. (6%) for maximum coverage on white hair.

RECOMMENDED DEVELOPMENT TIME

Up to 45 minutes for maximum coverage.

WHITE HAIR COVERAGE TIPS

Start application on the areas that have the highest concentration of white hair. Leave the front hairline for last, as this finer hair can overly darken, making the rest of the hair appear translucent.

Work with fine sections, ensuring there is plenty of product on the white hair.

Avoid overlapping on previously colored hair, as this can make the new color appear translucent.

Develop for the full time and check the result; you can extend the development time by up to 15 minutes, checking every 5 minutes.

Keep detailed client records of the client's unique formula, application, and development time used. You will need this information for their next color service.

SHADE RECOMMENDATIONS

The addition of a Natural (.0/N) shade is needed to provide maximum coverage on white hair.

25–50% WHITE HAIR

Add 1 part Natural + 2 parts desired shade(s).
EG: 20 g 6.0 + 40 g 6.2 + 60 g 20 vol. (6%) Developer

50–100% WHITE HAIR

Add 1 part Natural + 1 part desired shade(s).
EG: 30 g 6.0 + 30 g 6.2 + 60 g 20 vol. (6%) Developer

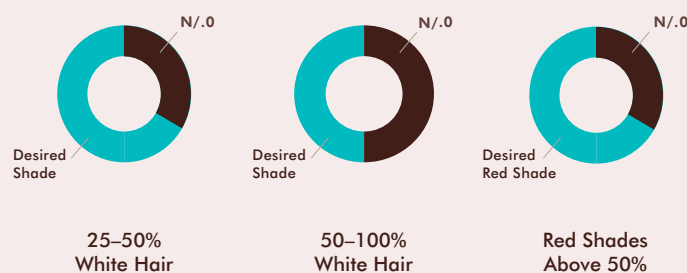
RED SHADES ABOVE 50%

To maintain red vibrancy, add 1 part Natural + 2 parts desired red shade(s).
EG: 20 g 6.0 + 40 g 6.6 + 60 g 20 vol. (6%) Developer

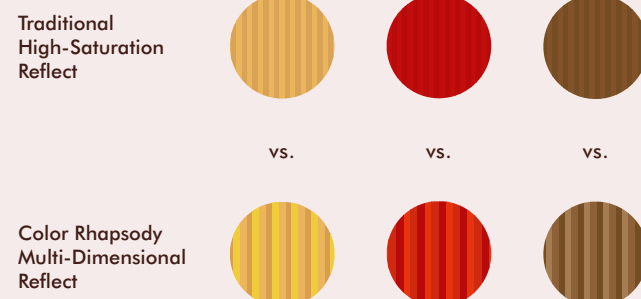
INTENSE NATURALS

Designed for high-saturation coverage on white hair, Intense Natural (.00/NN) shades work best on their own when mixed with 20 vol. (6%) Cream Developer. Mixing with other shades is possible but will reduce the color intensity.

MIXING RATIOS



REFLECTS



COLOR RHAPSODY

SERVICES

COLOR BALANCE

Add a touch of color and shine.

After the full development time of the roots, add water, emulsify, and work the color through mid-lengths and ends. Develop for an additional 10–15 minutes.

ArganID™ GLOSSING

A quick service to infuse color and boost shine on the same day as color service, or to re-energize haircolor whenever needed.

Mix 1 part Color Rhapsody, 1 part Cream Developer 5 vol. (1.5%), 10 vol. (3%), 15 vol. (4.5%), or 20 vol. (6%), and 1 part MoroccanOil Color Care Conditioner.

Apply onto pre-shampooed, damp hair.

Develop for 5–10 minutes.

COLOR REBALANCE

Rejuvenate haircolor for a longer-lasting result throughout the hair.

Immediately after root application, mix 1 part Color Rhapsody with 2 parts Cream Developer 5 vol. (1.5%) and work through mid-lengths and ends.

Develop for the remaining processing time.

ArganID™ TONING

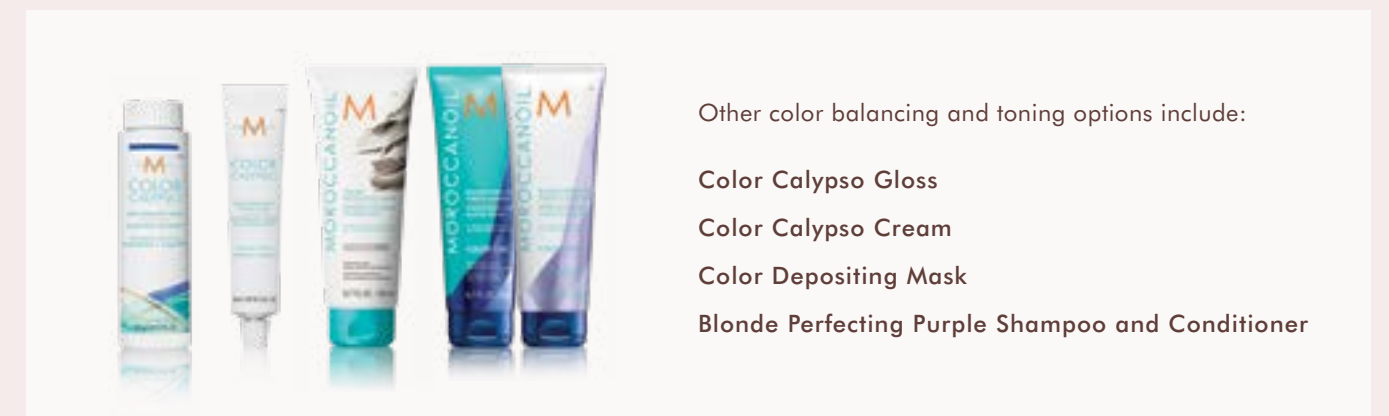
Neutralize unwanted tones on lightened hair or create beautiful pastel effects on blonde hair.

For best results, ensure the hair is an even depth, ½ level lighter than target depth.

Mix 1 part Color Rhapsody (we recommend CLEAR or levels 9 and 10) with 1 part Cream Developer 10 vol. (3%).

Apply on slightly damp hair and develop without heat for up to 20 minutes.

PRO TIP: Lightly spray mid-lengths and ends with MoroccanOil All in One Leave-in Conditioner to help equalize the hair's porosity. Ideal for use prior to Color Balance, Color Rebalance, and ArganID™ Toning services.



Other color balancing and toning options include:

Color Calypso Gloss

Color Calypso Cream

Color Depositing Mask

Blonde Perfecting Purple Shampoo and Conditioner



COLOR INFUSION

PURE COLOR MIXER

Customize any haircolor to intensify, neutralize, or pastelize the results.

The gel-based formulas are available in 7 pure colors.

Discover endless possibilities with both the Color Rhapsody and Color Calypso collections.

Helps reduce damage caused by color service¹

Improves shine and enhances color longevity¹

¹Based on Color Infusion being mixed with Color Rhapsody or Color Calypso haircolor.

COLOR INFUSION

PURE COLOR MIXER

USAGE GUIDELINES

Color Infusion Pure Color Mixers are formulated with our ProArginine + ArganID™ System—a breakthrough technology that delivers exceptional protection throughout the color process.

These gel-based formulas can be mixed with Color Calypso Demi-Permanent Gloss, Color Calypso Demi-Permanent Cream Color, Color Rhapsody Permanent Cream Color, and Color Rhapsody High Lift Permanent Cream Color to enhance, intensify, or create new tonal directions.

Whether you are looking for a vibrant result, a tonal shift, or a pastel hue, Color Infusion Pure Color Mixers are concentrated enough to make an impact, while providing a balanced saturation for easy measuring without restricting your creativity or options.

Color wheel theory plays an important role when working with these pure tones. Remember that some tones are naturally more influential than others.

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

TO MIX WITH OTHER SHADES:

Follow the recommended color development guidelines of the chosen shade based on desired result and hair porosity.

TO USE AS A STAND-ALONE SHADE:

When a powerful boost of color is needed. Ideal over pre-lightened hair.

- 1 Wear suitable gloves. Apply on dry or damp hair; damp hair will help to even out porosity.
- 2 Mix 1 part Color Infusion with 1 part Oxidative Cream Developer 5 vol. (1.5%), 10 vol. (3%), or 20 vol. (6%) and develop for up to 20 minutes without heat.*
- 3 Rinse thoroughly and if needed lightly shampoo and condition with Moroccanoil Color Care Shampoo and Conditioner.

MIXING RATIOS

When mixing alone or with Color Rhapsody, follow the permanent ratio of 1:1

When mixing with Color Rhapsody High Lift, follow the permanent ratio of 1:2

When mixing with Color Calypso Cream, follow the demi-permanent ratio of 1:2

When mixing with Color Calypso Gloss, follow the demi-permanent ratio of 1:1

DEVELOPMENT

Follow the recommended development times for each color portfolio.

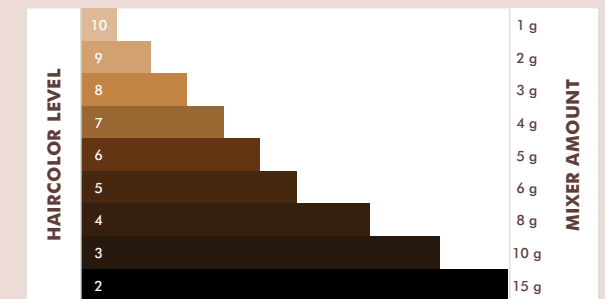


USE THESE MIXING GUIDELINES TO CREATE A MINOR INFLUENCE ON YOUR SHADE:

For a **softer tonal effect**, follow the recommendation for one level above: 30 g of 9.0 + 1 g of Blue = 9.001

For a **major tonal effect**, follow the recommendation for one level below: 30 g of 9.0 + 3 g of Blue = 9.10

When working with level 2.0, for a strong tonal effect we recommend a 1:1 mixing ratio: 30 g of 2.0 + 30 g of Blue = 2.1



Amount of Color Infusion Pure Color Mixer per 30 g of Base Color

MASTER FORMULATORS' RECOMMENDATIONS:

- Color theory tells us more dye = darker results. To achieve an intense 5.06, mix 30 g of 6.0 + 5 g of Red; the extra Red dye will create a darker result. To dilute or formulate at a lighter depth, add CLEAR.
- Our Red is cool for an intense effect. To increase vibrancy, warm it up with a little Orange.
- Mixing small quantities of Color Infusion Pure Color Mixers with CLEAR creates pure tonal pastels, ideal for pastel effects, color correction, pre-toning, or enhancing white/grey.
- Blending different Color Infusion Pure Color Mixers is a great way to create new and unique tonal directions; try Blue and Grey for a brushed platinum effect, or Red and Yellow for a rose-gold tone.
- Don't forget—different tones will pack a different punch. Do a strand test before applying.



COLOR INFUSION

PRE-PIGMENTATION TECHNIQUES

Artificially lightened hair has had all or some of the natural melanin pigments removed. To avoid green or fast-fading color results when recoloring lightened hair back to a darker shade, we reintroduce the warm underlying tones with a technique called pre-pigmentation.



COLOR CALYPSO DEMI-PERMANENT GLOSS

Mix 10.0 with the recommended amount of Yellow or Orange Color Infusion based on the target depth in a ratio of 1 part color to 1 part Gloss Activator.

For example, for a level 6.0 dark blonde, mix 30 g of 10.0 Color Calypso Gloss with 5 g of Orange Color Infusion and 35 g of Gloss Activator.

Apply onto pre-shampooed, damp hair, avoiding the natural color at the root.

Develop for up to 15 minutes without heat.

When desired intensity of pre-pigmentation is achieved, rinse until the water runs clear, avoid rubbing the scalp, and apply Moroccanoil Color Care Conditioner, leaving on for 5 minutes.

Apply your chosen Color Calypso or Color Rhapsody shade, following the product guidelines.



COLOR CALYPSO DEMI-PERMANENT CREAM COLOR

Mix 10.0 with the recommended amount of Yellow or Orange Color Infusion based on the target depth in a ratio of 1 part color to 2 parts 5 vol. (1.5%) Cream Developer.

For example, for a level 6.0 dark blonde, mix 30 g of 10.0 Color Calypso Cream with 5 g of Orange Color Infusion and 70 g of 5 vol. (1.5%) Cream Developer.

Apply onto pre-shampooed, damp hair, avoiding the natural color at the root.

Develop for up to 15 minutes without heat.

When desired intensity of pre-pigmentation is achieved, rinse until the water runs clear, avoid rubbing the scalp, and apply Moroccanoil Color Care Conditioner, leaving on for 5 minutes.

Apply your chosen Color Calypso or Color Rhapsody shade, following the product guidelines.



COLOR RHAPSODY PERMANENT CREAM COLOR

Mix 10.0 with the recommended amount of Yellow or Orange Color Infusion based on the target depth in a ratio of 1 part color to 2 parts 5 vol. (1.5%) Cream Developer.

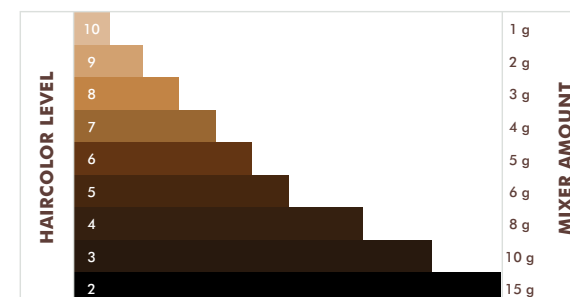
For example, for a level 6.0 dark blonde, mix 30 g of 10.0 Color Rhapsody with 5 g of Orange Color Infusion and 70 g of 5 vol. (1.5%) Cream Developer.

Apply onto dry hair, avoiding the natural color at the root.

Develop for up to 15 minutes without heat.

When desired intensity of pre-pigmentation is achieved, rinse until the water runs clear, avoid rubbing the scalp, and apply Moroccanoil Color Care Conditioner, leaving on for 5 minutes.

Apply your chosen Color Calypso or Color Rhapsody shade, following the product guidelines.



Amount of Color Infusion Pure Color Mixer per 30 g of Base Color

Color Infusion pre-pigmentation techniques can be used before applying either Color Calypso or Color Rhapsody. Follow the usage guidelines for the color line you choose to work with. NOTE: Color on top of color can go darker; therefore, we recommend formulating your desired Color Calypso or Color Rhapsody target shade slightly lighter (1–2 levels) to avoid an over-darkening of the final result.

MOROCCANOIL OXIDATIVE CREAM DEVELOPER & GLOSS ACTIVATOR















Gloss, lighten, and tone—all you need to make the most of the MoroccanOil Professional Haircolor Collection.



MoroccanOil Oxidative Cream Developers are enriched with argan oil to achieve optimal color results* and conditioning benefits when used with the Color Rhapsody (including High Lift), Color Calypso Cream, Color Infusion, and Blonde Voyage portfolios. Color Calypso Demi-Permanent Gloss Activator is specially formulated to be used exclusively with Color Calypso Gloss for enhanced performance. Working with dedicated developers ensures:

- Easier and faster mixing
- Ideal consistency for precise application
- Ease of spreading and combing
- Superior foil adhesion
- Easy rinsing
- A comfortable client experience
- Long-lasting results

Follow instructions provided with MoroccanOil permanent and demi-permanent haircolors and lighteners. Do not apply directly to hair.

 COLOR CALYPSO GLOSS	 COLOR CALYPSO CREAM	 COLOR RHAPSODY	 COLOR RHAPSODY HIGH LIFT	 COLOR INFUSION	 BLONDE VOYAGE
 Gloss Activator (2%) For all applications	 5 vol. (1.5%) Adding tone Soft color effects Subtle white hair blending Minimal regrowth 15 vol. (4.5%) For intense and vibrant results Blending on white hair	 40 vol. (12%) Up to 3 levels of lift 30 vol. (9%) Up to 2 levels of lift 20 vol. (6%) Up to 1 level of lift White hair coverage Coloring same depth or darker  10 vol. (3%) Coloring same depth or darker Deeper results on natural hair with white hair blending Porous hair 5 vol. (1.5%) Adding tone	 40 vol. (12%) Up to 5 levels of lift 30 vol. (9%) Up to 4 levels of lift	 20 vol. (6%) Adding tone to strong hair structures with high porosity 10 vol. (3%) Adding tone to medium to fine hair structures with high porosity 5 vol. (1.5%) Adding tone to very porous hair	 40 vol. (12%) Off scalp lightening 30 vol. (9%) Off scalp lightening 20 vol. (6%) On and off scalp lightening  15 vol. (4.5%) 10 vol. (3%) 5 vol. (1.5%) On and off scalp lightening

*We cannot guarantee accurate results with the use of any other developers.



BLONDE VOYAGE

POWDER LIGHTENER

High-performance, multi-purpose lightener delivers controlled and reliable lift of up to 9 levels. Powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service.

Strengthens hair and reinforces bonds to help reduce damage and breakage

Gentle, non-irritating formula

CLAY LIGHTENER

Easy-to-use clay formula delivers precision application for all freehand techniques. Up to 8 levels of lift. Powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service.

Strengthens hair and reinforces bonds to help reduce damage and breakage

Contains Kaolin clay for a creamy consistency that spreads easily and stays in place for precision work

CREAM LIGHTENER

Rich and gentle cream formula ideal for damaged hair. Up to 8 levels of lift. Powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service.

Ultra-conditioning cream nourishes, strengthens, and reduces breakage, for flawless blonde results on damaged or delicate hair

Arginine provides moisturization to help support a gentle on-scalp experience

BLONDE VOYAGE

POWDER LIGHTENER

USAGE GUIDELINES

Moroccanoil Blonde Voyage Powder Lightener is powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service. First, it strengthens hair by reinforcing bonds to help reduce damage and breakage. Next, the microencapsulated argan oil-based technology infuses antioxidant-rich oil deep into the cortex.

- Controlled and reliable lightening for up to 9 levels of lift on pre-colored or natural hair.
- Contains multiple persulfates that break down the melanin at different stages of the lightening process, controlling off-tones for clear blonde results.
- Helps to maintain the integrity of the hair during the lightening service.
- Gentle, non-irritating formula.
- Ideal for clients looking for the lightest blondes, trending pastel and vivid tones, and color transformations large and small.

Mix Blonde Voyage Powder Lightener with Moroccanoil Oxidative Cream Developer 5 vol. (1.5%), 10 vol. (3%), 15 vol. (4.5%), 20 vol. (6%), 30 vol. (9%), or 40 vol. (12%) in a ratio of 1:1.5 up to 1:2 in a non-metallic bowl. When applying directly to the scalp, do not exceed 20 vol. developer and never cover with a plastic cap.

The lower the strength of the developer, the slower and milder the lightening process.

- 1 Wear suitable gloves. Apply to dry, unwashed hair.
- 2 Use mixture immediately and discard any unused mixture.
- 3 Processing time depends on the condition of the hair and the desired degree of lightening. Check every 5–10 minutes during processing. Maximum total processing time is 50 minutes. **DO NOT USE HEAT.**
- 4 Complete the lightening service with Moroccanoil Color Care Shampoo and Conditioner.

PRO TIP: For a natural blonde result when lightening, start the application 1 inch (2 cm) behind the front hairline and work backwards to the nape. Return to the front hairline to finish.

BLONDE VOYAGE

CLAY LIGHTENER

USAGE GUIDELINES

Moroccanoil Blonde Voyage Clay Lightener is powered by our BondCare + ArganID™ System that protects and nourishes the hair during the lightening service. Tested by salon professionals for high performance, this easy-to-use clay formula allows for maximum control and precision application for all freehand techniques—pushing the boundaries of what a clay lightener can do.

- Controlled and reliable lightening for up to 8 levels of lift on pre-colored or natural hair.
- Contains Kaolin clay for a creamy consistency that spreads easily and stays in place for precision work when mixed with Moroccanoil Oxidative Cream Developers.
- Contains multiple persulfates that break down the melanin at different stages of the lightening process, controlling off-tones for clear blonde results.
- Helps to maintain the integrity of the hair during the lightening service.
- Ideal for clients looking for sun-kissed, naturally lightened effects, trending balayage looks, and points of interest within a hairstyle that require precision freehand placement.

Depending on the degree of lightening desired and the hair's condition, Blonde Voyage Clay Lightener should be mixed in a ratio of 1:1.5 for maximum adhesion with 5 vol. (1.5%), 10 vol. (3%), 15 vol. (4.5%), 20 vol. (6%), 30 vol. (9%), or 40 vol. (12%) Moroccanoil Oxidative Cream Developer.

When applying directly to the scalp, do not exceed 20 vol. developer and never cover with a plastic cap.

The lower the strength of the developer, the slower and milder the lightening process.

- 1 Wear suitable gloves. Apply to dry, unwashed hair.
- 2 Use mixture immediately and discard any unused mixture.
- 3 Processing time depends on the condition of the hair and the desired degree of lightening. Check every 5–10 minutes during processing. Maximum total processing time is 50 minutes. **DO NOT USE HEAT.**
- 4 Complete the lightening service with Moroccanoil Color Care Shampoo and Conditioner.

BLONDE VOYAGE

CREAM LIGHTENER

USAGE GUIDELINES

Moroccanoil Blonde Voyage Cream Lightener is powered by our proprietary BondCare + ArganID™ System, which helps maintain the integrity of the hair during the lightening process. First, it helps protect bonds to reduce damage and breakage. Then, the microencapsulated technology infuses antioxidant-rich argan oil into the cortex of the hair for enhanced conditioning benefits.

New to Blonde Voyage, this cream formula also includes a powerhouse ingredient: arginine. An effective natural conditioning ingredient, arginine helps to reduce damage and the loss of hair strength and hydrophobicity during haircolor and lightening services, while helping to maintain manageability. Arginine is also known to provide skin conditioning and moisturization, helping to support a gentle on-scalp hair lightening experience.

- Up to 8 levels of fast-acting lift
- Ultra-gentle formulation
- Nourishes hair
- Improves strength and reduces breakage
- Even, consistent results
- On/off-scalp application

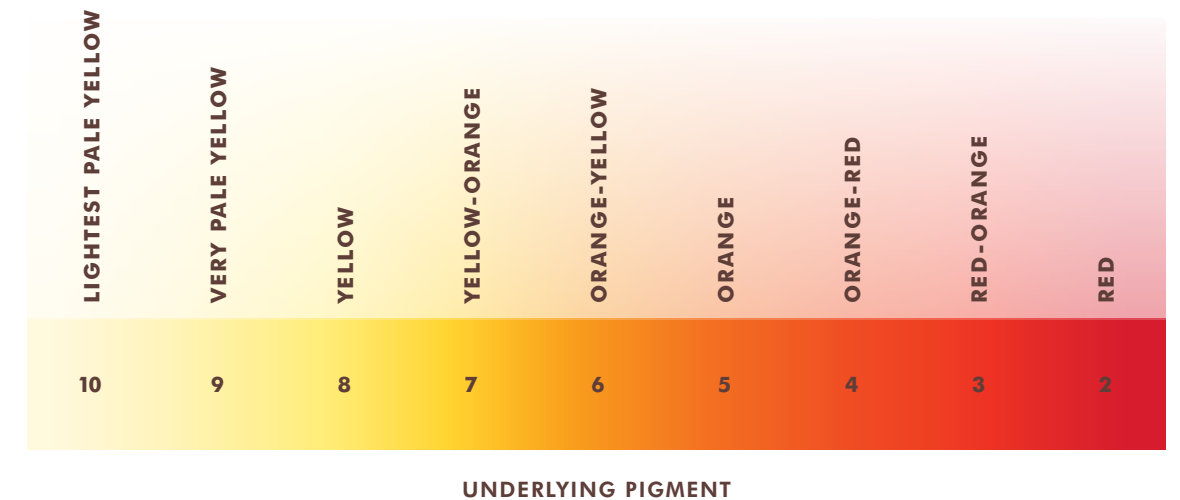
Apply to dry, unwashed hair. Depending on the desired degree of lightening and consistency, mix Moroccanoil Blonde Voyage Cream Lightener with Moroccanoil Oxidative Cream Developer 5 vol. (1.5%), 10 vol. (3%), 15 vol. (4.5%), 20 vol. (6%), 30 vol. (9%), or 40 vol. (12%) in a ratio of 1:1.5 in a non-metallic bowl. When applying directly to the scalp, do not exceed 20 vol. developer.

The lower the strength of the developer, the slower and milder the lightening process.

- 1 Wear suitable gloves. Apply to dry, unwashed hair.
- 2 Use mixture immediately and discard any unused mixture.
- 3 Processing time depends on the condition of the hair and the desired degree of lightening. Check every 5–10 minutes during processing. Maximum total processing time is 50 minutes. **DO NOT USE HEAT.**
- 4 Complete the lightening service with Moroccanoil Color Care Shampoo and Conditioner.

LIGHTENING

For professional stylists, lightening services great and small are a staple on any service menu and regularly practiced on both natural and artificial haircolor.



LIGHTENING NATURAL HAIR COLOR

As soon as we introduce an oxidant into the hair, the natural melanin will start to lighten. Both dark and light hair colors move through levels as shown in the lightening scale. The entry point on the scale is related to the natural depth. The exit point is related to the target depth and influenced by product choice.

The speed and level of lift are influenced by a combination of the haircolor products and developers selected, as well as the uniqueness of the individual hair; no two clients are alike.

- 1–3 levels of lift are possible when working with **Color Rhapsody Permanent Cream Color**.
- Up to 5 levels of lift are possible with **Color Rhapsody High Lift Permanent Cream Color**.
- For more than 5 levels of lift, a lightener is needed such as **Blonde Voyage**.

LIGHTENING ARTIFICIAL HAIRCOLOR

There are many different dyes used in artificial haircolor, which makes the process of lightening it less predictable in comparison to natural hair color.

Permanent dyes cannot lift artificial haircolor. Every time you apply color you are adding to what is already in the hair, and adding color on top of existing color simply creates darker results.

In order to lift artificial haircolor you will need to work with a lightener such as **Blonde Voyage Powder Lightener**, **Blonde Voyage Clay Lightener**, or **Blonde Voyage Cream Lightener**. Here are a few tips and considerations when lightening artificial haircolor.

- Conduct a swatch test to prevent any potential surprises and identify limitations.
- Dyes work in different parts of the hair, so adjust your mixes to target the different dyes you are trying to remove.
- Be realistic about what is achievable with the time you have, the condition of the hair, and the cost of the service.
- Take time to manage the client's expectations—what they want may or may not be possible, suit their hair, or fit their lifestyle.



BLONDE VOYAGE

LIGHTENING SERVICES

SOFT PRECISION LIGHTENING

Ideal for gentle color correction, where precision is needed for 2–3 levels of controlled lift when removing:

- Old color
- Dark bands
- Overload of dyes

- 1 Mix **Blonde Voyage Clay Lightener** with 5 vol. (1.5%) Cream Developer in a 1:4 mixing ratio.
- 2 Using a brush, apply to dry hair on targeted areas and massage in.
- 3 Leave on for a maximum of 30 minutes.
- 4 Rinse. Follow with **Moroccanoil Color Care Shampoo and Conditioner**.
- 5 Dry the hair and apply your chosen haircolor.

MILD LIGHTENING

Ideal for gentle color correction, when 3–4 levels of controlled lift are needed when removing:

- Old color

- 1 Mix **Blonde Voyage Powder Lightener** with 10 vol. (3%) Cream Developer in a 1:4 mixing ratio.
- 2 Using a brush, apply to dry hair on targeted areas and massage in.
- 3 Leave on for a maximum of 30 minutes.
- 4 Rinse. Follow with **Moroccanoil Color Care Shampoo and Conditioner**.
- 5 Dry the hair and apply your chosen haircolor.

PRE-TONING AND TONING AFTER LIGHTENING

When we lighten hair, not only are we removing previous dyes, but we are also lightening and removing the natural melanin, exposing underlying warm tones.

Pre-toning involves neutralizing unwanted warm tones prior to applying the final tone. This is a helpful technique when working with iridescent toners that could be overly influenced by the hair's warmth.

Toning is used to set the new tonal direction for the hair.

Color Rhapsody, **Color Infusion**, and **Color Calypso** offer a wide selection of shades and service options to choose from when pre-toning or toning.

Color Depositing Mask is also a great choice when toning or creating new color directions on porous hair.

Blonde Perfecting Purple Shampoo can be used to combat unwanted warmth during lightening service. Apply to pre-toned hair, leave on for 3–5 minutes, and rinse.



COLOR DEPOSITING MASK

SEMI-PERMANENT HAIRCOLOR

Ultra-nourishing formulas deposit pure pigments while providing the treatment benefits of a deeply conditioning mask.

Refresh, enhance, or play with commitment-free color

- Restore hair's integrity
- Impart radiant shine

COLOR DEPOSITING MASK

SEMI-PERMANENT HAIRCOLOR

USAGE GUIDELINES

Moroccanoil Color Depositing Masks make it possible to experiment with fashion shades, enhance vibrancy and dimension, or maintain color between salon visits. Available in a range of curated shades, each mask contains nourishing ingredients including an amino acid blend, apricot kernel oil, and reparative ArganID™ technology—for hair that looks and feels healthier.

These semi-permanent haircolors are designed to wash out gradually over time. The lighter the hair, the more vibrant and long-lasting the shade. Color results and longevity also depend on hair porosity.



Before committing to a full head of color, we recommend conducting a strand test to assess the intensity of color.

- 1 Start with clean, towel-dried hair.
- 2 Section hair and apply a generous amount. Distribute evenly using a wide-tooth comb.
- 3 Leave on for 5–7 minutes, depending on desired intensity.
- 4 Rinse thoroughly. Style as desired.

PRO TIP: For a pastel effect, mix 1 part Color Depositing Mask with 3 parts Moroccanoil Weightless Hydrating Mask to soften the color result.

CARE FOR COLORED HAIR

Moroccanoil in-salon and at-home products to care for the hair during and after color services.



Blonde Perfecting Purple Shampoo and Conditioner reduce brassiness in blonde, lightened (including brunette), or grey hair. Violet pigments combat brassiness, while ArganID™ technology helps to repair the cuticle. Shampoo is sulfate, phosphate, and paraben-free.

Stylist Tip: Formulated with direct-acting dyes that can be used in-salon on the day of a lightening service to help neutralize unwanted yellow tones.

Color Stain Remover effectively and gently removes the telltale signs of a color service, so clients leave the salon looking their best.

Protect & Prevent Spray helps keep haircolor from fading or becoming brassy by protecting it from exposure to environmental factors that weaken the hair.

All in One Leave-in Conditioner instantly detangles, hydrates, and protects from thermal damage.

Stylist Tip: Can be used before color service to help equalize porosity.

Color Care Shampoo and Conditioner protect against environmental aggressors to extend the life of haircolor. ArganID™ helps seal the cuticle to lock in color and enhance vibrancy.

Moroccanoil Treatment, rich in antioxidant argan oil, instantly absorbs into hair to immediately enhance manageability, shine, and deliver long-term conditioning without leaving residue.

HOW THE MASTER COLORISTS GET IT RIGHT

- Plan consultation time into the schedule.
- Itemize the consultation as a cost, even if it is incorporated into the service appointment.
- Use visual aids to help communicate.
- Use a diagnostic tool to gather all information needed to make the right decision for the client.
- Offer multiple color options.
- Adapt to the client's needs when their circumstances change.
- Say no when the client's expectations are not achievable.
- Perform skin compatibility test.
- Perform strand test.
- Plan enough time to execute the color service and charge appropriately for the time.
- Create a customized color plan that combines unique color placement and product recommendations, offering something clients cannot buy from a box.
- Know the products inside out, including mixing and usage guidelines, as well as extra tips that allow for even more color options.
- Practice and perfect a wide range of color skills.
- Regularly update product knowledge and practical skills.
- Seek new challenges and color directions.

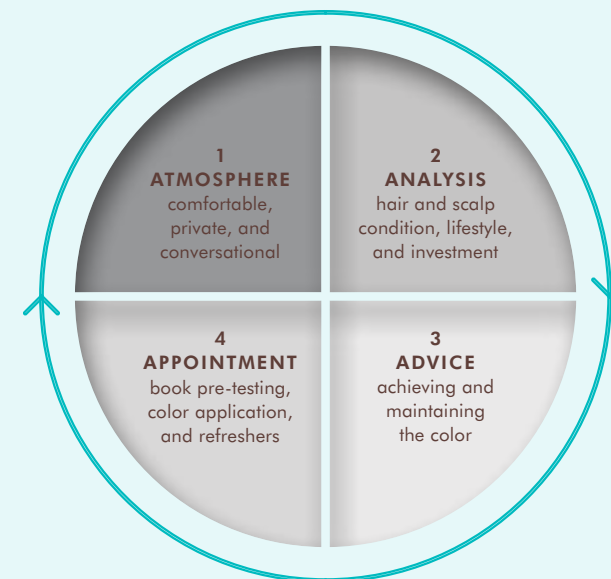
MAKE YOUR BUSINESS MORE COLORFUL AND PROFITABLE

CONSULTING FOR COLOR

A top reason clients choose salon color service is so they can receive professional consultation on what will suit their appearance. They also want help with developing their individual style, balancing their image with their lifestyle, and keeping up-to-date with on-trend looks and product technologies.

- 90% of clients expect a color consultation
- 70% say consultations they have received could have been more in-depth
- 70% book an appointment when an in-depth consultation is performed

Conducting regular client consultations is not only a necessity for the professional to select the appropriate color service, but also an expectation of the client.



1 ATMOSPHERE

Consider where the consultation will take place. Try to create some privacy and sit with the client for an eye-to-eye conversation. Manage the light, as there should be sufficient natural light for you to assess their hair and skin.

2 ANALYSIS

Ask open-ended questions and listen. This is an opportunity to discover a lot about the client, including their past color triumphs, failures, and future wishes. Take notes if needed, and use visual aids such as mood boards to make sure both of you have the same understanding of the colors being discussed.

Assess the hair, scalp, and skin tone, identifying what is and is not possible or advisable.

Ask questions around how much time, effort, and money they are prepared to spend on their hair; these questions will help to manage expectations.

3 ADVICE

This is what they came for! Explain what is and what is not possible, paraphrasing information they shared that will support your advice. Be honest and realistic, offering different options where possible. Don't forget to give advice that covers before, during, and after the color service, including any special care needed such as a home care regimen or additional services.

4 APPOINTMENT

Seal the deal by booking the appointment or appointments needed, including any skin or swatch test requirements in advance of the color service. Book sufficient time to complete the service and be firm with the client on organizing their day to allow you the time needed. You can also preemptively book follow-up appointments at this point; you can always cancel if they are not needed.

GLOSSARY

TERMINOLOGY & METHODOLOGY – HAIRCOLOR

ammonia – an alkalizing agent that raises and opens the cuticle and releases oxygen from the developer during oxidative haircoloring.

balayage – sweeping haircolor or lightener directly onto the hair using a color brush and planchette.

block coloring – applying a single haircolor shade to a large section within a design pattern.

color fade – the natural process in which artificial pigments lose depth and vibrancy due to oxidation over time.

color melt – application technique that blends the root color with highlights or balayage tones, to make the base color look like it is “melting” into the other tones in the hair.

color wheel – colors arranged around the circumference of a circle comprised of primary, secondary, and tertiary colors.

complementary – complementary colors are two colors that are opposite each other on the color wheel.

cortex – the middle layer of the hair shaft; it provides the strength, color, and texture of a hair fiber.

coverage – the ability of a haircolor product to completely color both pigmented and non-pigmented hair.

cuticle – the outer layer of the hair shaft; it is thin, colorless, and provides protection to the cortex.

demi-permanent – haircolor pigments that contain no ammonia and are mixed with a low-volume developer to help open the cuticle. This type of color is great for blending grey, enhancing natural hair color, refreshing color, toning highlights, and corrective work; it can last up to 28 shampoos.

deposit – the ability of a haircolor mixture to add color pigment to the hair.

developer – an oxidizing agent that, when mixed with an oxidative haircolor, supplies the necessary oxygen to create a change in the color of the hair, while developing artificial haircolor molecules.

foilage – a technique similar to balayage where haircolor or lightener is painted on the hair, but then each painted section is wrapped in foils.

global color – the haircolor shade assigned to cover the entire head.

hair color – natural pigment.

haircolor – artificial pigment.

intensity – the strength of tonality of a haircolor shade.

level/depth – the lightness or darkness of the natural hair color, or of a haircolor shade.

lift – describes the degree of lightening achieved during the processing time of an oxidative haircolor or lightening agent while on the hair.

medulla – the innermost, nearly invisible layer of the hair shaft; it is the softest and most fragile and serves as the pith or marrow of the hair.

melanin – naturally occurring pigment found within the cortex, which contributes to the color of hair.

neutralize – to apply a complementary tone that counteracts either warm or cool tones.

ombré – a pattern in which colors or tones transition into one another.

permanent – haircolor that generally contains ammonia, which opens the cuticle layer so that the developer and colorants can together penetrate the cortex. It must be mixed with a developer or oxidizing agent in order to permanently change hair color.

planchette – a balayage board, from the French word for “little plank.”

primary colors – blue, red, and yellow; these form the foundation of all colors and cannot be created by mixing other colors.

regrowth – the new hair between the scalp and previously chemically treated hair.

secondary colors – violet, green, and orange; created by combining equal proportions of 2 primary colors.

section – an isolated and secured area of the hair, used for control and ease of application.

semi-permanent – haircolor pigments that use compounds of lower molecular weight than temporary haircolor dyes and involve no developer (hydrogen peroxide) or ammonia. These dyes can wedge under the cuticle layer of the hair shaft, and the haircolor will survive limited washing, typically 4–8 shampoos.

shade – the combination of level, tone, and intensity that identifies a haircolor.

subdue – to reduce the tonal value of a shade without neutralizing.

subsection – the further division of a section for detailed application when using a specific coloring or lightening technique.

subtractive/progressive – continuous addition of artificial color, darkening the depth.

temporary – haircolor that has pigments with a high molecular weight and cannot penetrate the cuticle layer; the color particles remain closely adhered to the surface of the hair shaft and are easily removed with a single shampooing. However, temporary haircolor can persist on excessively dry or damaged hair in a way that allows for migration of the pigment to the interior of the hair shaft.

tertiary colors – colors produced by an equal mixture of a primary color with a secondary color adjacent to it on the color wheel.

tone – the warmth or coolness of a shade.

under-processed – haircolor that has not fully developed due to insufficient processing time.

volume – the measurement of the potential oxidation of varying strengths of hydrogen peroxide.

wash-out – as hair is subjected to shampooing, artificial pigment washes away from the surface of the cuticle or from between the cuticle layers.

TERMINOLOGY & METHODOLOGY – CHEMISTRY

amino acid – any of the large number of compounds found in living cells that contain carbon, oxygen, hydrogen, and nitrogen, which together form proteins.

antioxidant – a substance that inhibits oxidation.

compound – a substance formed when two or more chemical elements are chemically bonded together.

emollient – an ingredient used to soften the hair or skin.

extract – a preparation containing the active ingredient of a substance in concentrated form.

humectant – an ingredient that provides moisture.

hydrophilic – having an affinity for water.

hydrophobic – having no affinity for water.

keratin – a fibrous protein forming the main structure of hair.

molecule – a group of atoms bonded together.

polymer – chemical compounds made of smaller, identical molecules (called monomers) linked together.

protein – any of the large number of organic compounds consisting of large molecules composed of one or more long chains of amino acids.

viscosity – the thickness of a solution.

