

KEUNE 
ACADEMY | 24

MY REFERENCE

© KEUNE 2024

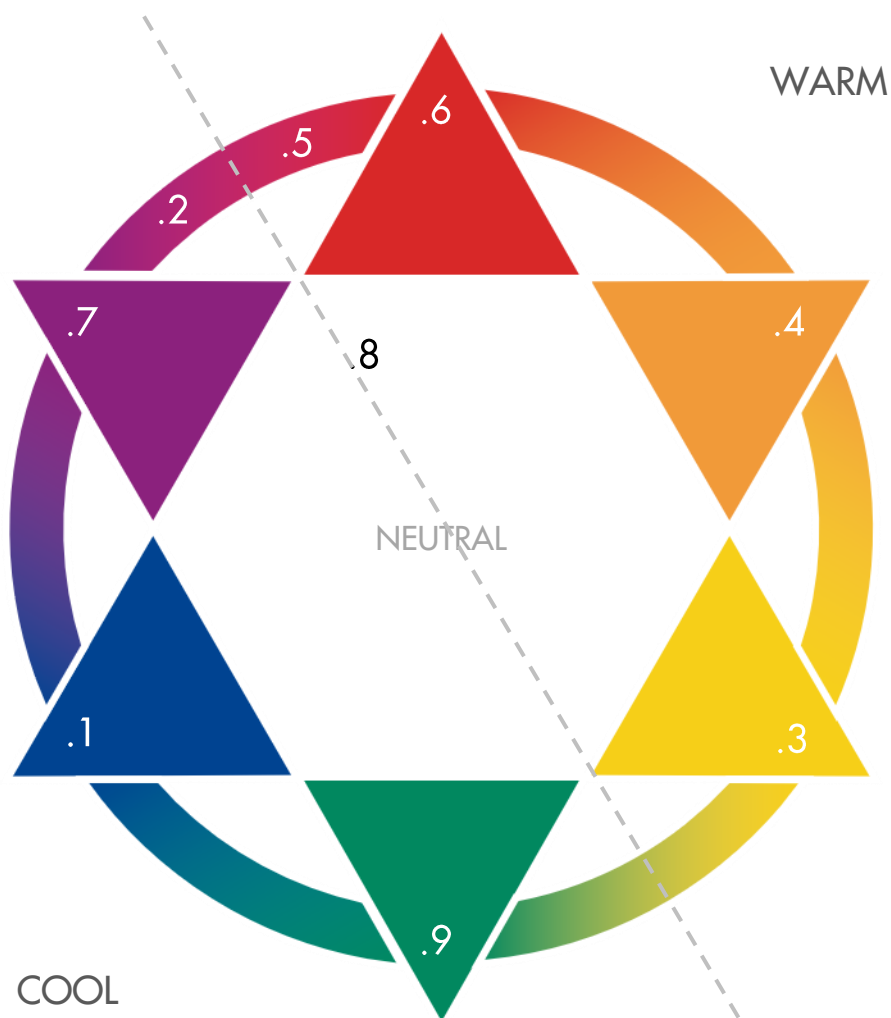


 keuneanz

 keuneHaircosmeticsanz

KEUNE COLOUR	Colour Wheel & Reflects	3	
	Natural levels & Underlying Pigments	3	
	Keune Color Portfolio Comparison	5	
	Semi Color & Activator Overview	9	
	Semi Color Ultimate Blonde Glazes	10	
	Semi Color Semi Color Glow	11	
	Tinta Color Overview	13	
	Tinta Color Use with Cream Developers	15	
	Tinta Color New shades & packaging comparisons	17	
	Tinta Color Mixing for coverage	19	
	Tinta Color Shade Shifters	21	
	Tinta Color High lifts - 1000, 1500, 2000 series	23	
	Tinta Color 3000 series	24	
	Keune Powder Lighteners Overview	25	
	Powder Lighteners Colour Cleanser formulas	25	
	Bond Fusion	27	
	Keune Service Support	28	
	Revive Balm & Cleanse Mist	29	
	So Pure Color Portfolio Comparison	31	
	So Pure Color & Keune Cream Developers	31	
	So Pure Mixing for coverage	31	
	So Pure Blonde Lift Powder	32	
	So Pure Filling	32	
	1922 By J.M.Keune Color	32	
	Color Chameleon Overview	34	
	Color Chameleon Shade Shifter mixing guide	35	
	Color Chameleon Chameleon x Care Mask diagnosis & mixing	36	
	Color Chameleon Chameleon x Care Mask formulation guide	37	
	SPECIALTY		
		Safety instructions – skin sensitivity patch testing	41
		Filling Methods – Tinta Color & Semi Color	43
		Toning Tips	44
		Cocktails	
	Cocktails Semi Color equivalent for Tinta Color	45	
	Cocktails Colour Cocktails	47	
KEUNE FORMING	Keune Forming guidelines	57	
	Keune Forming Keratin Straightening	58	
	Keune Forming Keratin Curl & Volume	60	
KEUNE RETAIL	Care Portfolio	62	
	Style Portfolio	63	
	So Pure Portfolio	64	
	1922 By J.M.Keune Portfolio	65	
PRO TOOLS	Keune Consultation Form	67	
	Master Pathways checklist	69	

Colour Wheel & Underlying Pigment



.1	Ash
.2	Pearl
.3	Gold
.4	Copper
.5	Mahogany
.6	Red
.7	Violet
.8	Mocha
.9	Green

LEVEL	BASE SHADE	UNDERLYING PIGMENT	COUNTERACTIVE
10	LIGHTEST BLONDE	PALEST YELLOW	PALEST VIOLET
9	VERY LIGHT BLONDE	PALE YELLOW	PALE VIOLET
8	LIGHT BLONDE	YELLOW	VIOLET
7	MEDIUM BLONDE	ORANGE / YELLOW	ASH / VIOLET
6	DARK BLONDE	ORANGE	ASH
5	LIGHT BROWN	RED / ORANGE	GREEN / ASH
4	MEDIUM BROWN	RED	GREEN
3	DARK BROWN	RED	GREEN
2	DARKEST BROWN	RED	GREEN
1	BLACK	RED	GREEN

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.















Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Keune Portfolio Comparison

					
	COLOR CHAMELEON	SEMI COLOR	TINTA COLOR	TINTA COLOR 1000 SERIES	TINTA COLOR 1500 SERIES
PRODUCT TYPE	Semi-Permanent Direct Color	Semi-Permanent Color	Permanent Color	Permanent High lift Color	Permanent High lift Color
HAIR TYPE	All hair types Pre-lightened	All hair types Virgin or coloured	All hair types Virgin or coloured	All hair types Virgin	All hair types Virgin
LEVELS OF LIFT	N/A	N/A	3	3-4	4-5
GREY COVERAGE	N/A	Up to 70% grey/white blending	Up to 100% grey/white coverage	1000, 1001 & 1012 up to 10% white	1511, 1517, 1519 up to 10% white hair
				1032 up to 50% white	
				1038 up to 100% white	1531 up to 100% white hair
DEVELOPER USE	N/A	Semi Activator, Semi Liquid Activator & Semi Activator Intense	Keune Cream Developer 3%, 6% & 9%	Keune Cream Developer 9% & 12%	Keune Cream Developer 9% & 12%
MIXING RATIO	N/A Use directly	 1 : 2	 1 : 1	 1 : 1	 1 : 2
OPTIONAL BOOSTER	N/A	N/A	Red Booster	N/A	N/A
PROCESS TIME	20mins	20mins	30-45mins	40-50mins	40-50mins
	DO NOT PROCESS UNDER HEAT				
AFTER CARE	 Your favourite Keune leave-in	 After Color Balsam only	 After Color Shampoo & Balsam	 After Color Shampoo & Balsam	 After Color Shampoo & Balsam
BOND FUSION	Stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.
















Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Keune Portfolio Comparison

	 TINTA 2000	 TINTA 3000 SERIES	 MAGIC BLONDE	 CREAM BLONDE	 POWER BLONDE
PRODUCT TYPE	Lightening Cream	Lightening Paste	Lightening Powder	Lightening Powder	Lightening Powder
HAIR TYPE	All hair types Virgin or colour treated	All hair types Virgin or colour treated	All hair types Virgin or colour treated	All hair types Virgin or colour treated	Level 5 and below, virgin or colour treated
LEVELS OF LIFT	Up to 5	Up to 6	Up to 7	Up to 7	Up to 9
GREY COVERAGE	N/A	N/A	N/A	N/A	N/A
USE	On of off scalp	On of off scalp	On of off scalp	On of off scalp	On of off scalp
DEVELOPER USE	Keune Cream Developer 3%, 6%, 9% or 12%	Semi Activator, KCD 3%, 6% & 9%	Semi Activator, KCD 3%, 6% & 9%	Semi Activator, KCD 3%, 6% & 9%	Semi Activator, KCD 3% & 6%
		DO NOT EXCEED 6% ON SCALP	DO NOT EXCEED 6% ON SCALP	DO NOT EXCEED 6% ON SCALP	DO NOT EXCEED 6% ON SCALP
MIXING RATIO	 1 : 1 + booster	 1 : 2	 1 : 1.5	 1:1.5	 1 : 1.5
OPTIONAL BOOSTER	1 Cool Booster : 30gm Cream	1 Cool Booster : 30gm Paste	1 Cool Booster : 30gm Powder	1 Cool Booster : 30gm Powder	1 Cool Booster : 30gm Powder
PROCESS TIME	Up to 50mins	Up to 50mins	Up to 50mins	Up to 50mins	Up to 50mins
	DO NOT PROCESS UNDER HEAT				
AFTER CARE	 After Color Shampoo & After Blonde Treatment	 After Color Shampoo & After Blonde Treatment	 After Color Shampoo & After Blonde Treatment	 After Color Shampoo & After Blonde Treatment	 After Color Shampoo & After Blonde Treatment
BOND FUSION	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment	Add to formula or use stand alone treatment

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission



Our oxidative, long-lasting semi permanent colour

TECHNOLOGY	Nourishing Complex	Ammonia Free	CAPABILITIES
	Shine Complex	Gluten Free	
	Soothing Complex	Vegan Friendly	

No lift, tone on tone
Rich deposit, reflect intensity
Up to 70% blending
Lasts up to 25 shampoos

<p>Colour coded boxes for easy locating</p> <ul style="list-style-type: none"> Naturals .1 Ash .2 Pearl .3 Gold .4 Copper .5 Mahogany .6 Red .7 Violet .8 Mocha .9 Green Ultimate Blonde Ultimate Glaze 	<p>CATEGORIES</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>SEMI COLOR Naturals & fashions, from coppers & reds to neutrals and brunettes.</p> </div> <div style="width: 45%;"> <p>RED INFINITY Intense red pigment technology for increased intensity & durability</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <p>ULTIMATE BLONDE From technical to fashion, specialised shades to complete your blonde services</p> </div> <div style="width: 45%;"> <p>ULTIMATE BLONDE GLAZE Character without colour level to create light, luminous sheens of tone on blondes</p> </div> </div>	
	<p>SEMI COLOR ACTIVATORS CHOOSE YOUR APPLICATION</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>SEMI ACTIVATOR & SEMI ACTIVATOR INTENSE When precision matters For bowl & brush application</p> </div> <div style="width: 45%;"> <p>SEMI ACTIVATOR LIQUID When speed matters For bottle application</p> </div> </div>	

SEMI COLOR ACTIVATORS | CHOOSE YOUR USE

<p>SEMI ACTIVATOR For use with all Semi Color shades. No-lift, tone-on-tone results. Tone, refresh, colour balance, go darker, fill or lowlight</p>	<p>SEMI ACTIVATOR LIQUID When you need speed, same Activator results with a thinner, liquid consistency optimised for use with an applicator bottle</p>	<p>SEMI ACTIVATOR INTENSE Increased strength for brighter reds & coppers, increased grey blending & more intensity on dark, coarse hair</p>

MIXING & PROCESSING

<p>1 : 2 STANDARD</p> <p><i>Activator, Liquid Activator & Intense</i> 20 minutes Colour balance, tone & fill All hair types</p>	<p>1 : 1.5 STRONG</p> <p><i>Semi Activator & Intense</i> 20 - 30 minutes Lowlights & root stretches All hair types</p>	<p>1 : 1 DENSE</p> <p><i>Semi Activator & Intense</i> 20 - 40 minutes Concentrated deposit Coarse & resistant types</p>
--	---	--

DIRECTIONS OF USE

<p>TO BEGIN</p> <p>Shampoo with Clarify and apply to towel-dried hair NOTE Apply to dry hair for more intense results</p>	<p>TO COMPLETE</p> <p>Rinse thoroughly & finish with After Color Balsam</p>
--	--

Semi Color | Ultimate Blondes Glazes

Light & luminous, seriously corrective or simply unique; they're here to complete your blonde story



ULTIMATE BLONDE GLAZES


For light & luminous toning services on lightened hair

Use alone, intermix glazes or intermix with other Semi Color shades

No base & all reflect for lightly glazed results, perfect for face frames & popping ends

Perfect for use with Liquid Activator

SHADES & COMPOSITION		
CLEAR No reflect	SILVER Pale Violet reflect	BEIGE Ash Mocha reflect
CHAMPAGNE Pearl Mahogany reflect	HONEY Golden Mocha reflect	PEACH Soft Copper reflect
SOFT PINK Pale Pink Violet reflect	SILVER LILAC Violet Pink reflect	GREY Ash Violet Blue reflect

DILUTING SHADES WITH CLEAR	
Dilute fashion shades to customize your formula to hair level, reflect & condition.	
To create 1 level lighter	
 <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center;"> <p>LEVEL 1 – 6</p> <p>1-part Semi Color : 2-parts Semi Color Clear (10gm 5.81 + 20gm Clear + 60gm Activator)</p> </div>	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center;"> <p>LEVEL 7 – 10</p> <p>1-part Semi Color : 1-part Semi Color Clear (15gm 8.81 + 15gm Clear + 60gm Activator)</p> </div>

MIXING GLAZES WITH SEMI COLOR SHADES					
Intermix Glazes to lighten & brighten your Semi Color fashion. When adding think in ratios for impact, not a few grams. The more you add, the more effect it has on your final reflect.					
LIGHTEN WITH NO ADDITIONAL REFLECT					
CLEAR	FASHION SHADE	REDUCED REFLECT	1 LEVEL LIGHTER	2 LEVELS LIGHTER	GLAZE
	Semi Color 8.22	30gm 8.22 + 10gm Clear	20gm 8.22 + 20gm Clear	10gm 8.22 + 30gm Clear	Semi Color Clear
LIGHTEN & COOL WITHOUT DARKENING					
SILVER	FASHION SHADE	COOL, NOT DARK	LIGHT & COOL	LIGHTER & COOLER	GLAZE
	Semi Color 8.22	30gm 8.22 + 10gm Silver	20gm 8.22 + 20gm Silver	10gm 8.22 + 30gm Silver	Semi Color Silver
LIGHTEN & WARM WITHOUT BRASSINESS					
HONEY	FASHION SHADE	WARM	LIGHT & WARM	LIGHTER & WARMER	GLAZE
	Semi Color 8.22	30gm 8.22 + 10gm Honey	20gm 8.22 + 20gm Honey	10gm 8.22 + 30gm Honey	Semi Color Honey

TONING WITH GLAZES		 <p>SEMI LIQUID ACTIVATOR When you need speed Perfect for bottle applications</p>	 <p>SEMI ACTIVATOR When precision matters Ideal for bowl & brush application</p>
MIXING RATIO	1 : 2		
ACTIVATOR	Activator / Liquid Activator		
PROCESSING TIME	20 minutes		

Semi Color | Glow to Go Low (pH)

If you love Semi Color, you'll love it as an acidic Semi Permanent too



SEMI COLOR GLOW

Switch your Semi Color to operate on an acid pH, operating on a 6.0 – 6.5 pH

For when ultra conditioning & gentle colour results are a must after lightening

Less strand swell means a nourishing colour service that smooths the cuticle for even more shine

Create light, iridescent colour results

Ideal on sensitised, compromised or freshly lightened hair

SEMI COLOR GLOW FORMULA

MIX EQUAL AMOUNTS

Semi Color	Semi Activator OR Semi Activator Liquid	After Color Balsam OR After Blonde Treatment

DECISIONS, DECISIONS

CHOOSE	AFTER COLOR BALSAM	CHOOSE	AFTER BLONDE TREATMENT
	<ul style="list-style-type: none"> For use in Semi Glow formulas incorporating Liquid Activator Ensures a thin, silky consistency optimised for use with Semi Color Applicator bottle 		<ul style="list-style-type: none"> For use in Semi Glow formulas incorporating Activator Ensures a thick, rich consistency optimised for use with bowl & brush Best for most sensitised hair types for additional nourishing

LOWER THE PH, INCREASE IRIDESCENCE, EXPAND THE POSSIBILITIES

- Low pH means a controlled colour deposit & a smooth cuticle for high shine
- Semi Glow is ideal for high porosity hair types as it's gentle on sensitised hair
- Processing time varies pending how much deposit you want to achieve
- Unlike traditional Semi Color formulas, durability is consistent regardless of process time
- Semi Glow lasts 10 – 12 shampoos

	Standard 1 : 2 (20 mins)	Glow (20 mins)	Glow (10 mins)	Glow (5 mins)
9.25				
8.38				
7.24				

APPLICATION & REMOVAL

Apply to shampooed, towel-dried hair

Process 5 – 20 minutes pending desired result

Rinse & finish with After Color Balsam or After Blonde Treatment if desired



KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Our permanent oxidative colour range



TECHNOLOGY



Color Protection Complex



Nourishing Complex



PPD Free



Gluten Free



Vegan Friendly

FEATURES

BENEFITS

Rich colour & intense vibrancy

Superior condition & shine

100% coverage

Up to 3 levels lift

Up to 5 levels high lift

No staining

NAVIGATING TINTA COLOR | COLOUR CODING FOR EASY LOCATING

	REFLECT CODING	SPECIALTY CODING
<p>BLACK BOX + TUBE</p> <ul style="list-style-type: none"> Tinta Naturals Fashion Shades Shade Shifters 	Naturals & UC Naturals	Super Blonde
	.1 Ash	Shade Shifter Clear
	.2 Pearl	Shade Shifter Metallic Cool
	.3 Gold	Shade Shifter Metallic Warm
	.4 Copper	Ultimate Cover
<p>WHITE BOX + TUBE</p> <ul style="list-style-type: none"> Special Blondes Super Ash Blondes Super Blonde Ultra Blondes 	.5 Mahogany	Red Infinity
	.6 Red	
	.7 Violet	
	.8 Mocha	
	.9 Green	



TINTA CATEGORIES	MIXING RATIO	PROCESSING TIME
<p>TINTA COLOR From bright coppers & reds to on trend blondes and brunettes.</p>	1 : 1 30gm : 30gm	30 - 40 Minutes
<p>ULTIMATE COVER Designed for optimal coverage on high % white, coarse & resistant hair</p>	1 : 1 30gm : 30gm	30 - 40 Minutes
<p>RED INFINITY Intense red technology for increased intensity & durability</p>	1 : 1 30gm : 30gm	30 - 40 Minutes
<p>SHADE SHIFTERS Use alone to tone or base break or mix to shift any Tinta shades warm, cool or dilute</p>	1 : 1 or 1 : 2 30gm : 30gm 30gm : 60gm	5 - 40 Minutes*
<p>1000 SPECIAL BLONDES Mild high lift. Create soft blondes with gentle neutralising with up to 4 levels lift.</p>	1 : 1 30gm : 30gm	50 Minutes
<p>1500 SUPER ASH BLONDES Highly effective high lift. Powerful neutralising with up to 5 levels lift.</p>	1 : 2 30gm : 60gm	50 Minutes
<p>2000 SUPER BLONDE Tint-based lightening cream. Up to 5 levels lift. Boosters are a must!</p>	1 : 1 + booster 30gm : 30gm : 1 Booster Optional: 1 Cool Capsule	50 Minutes
<p>3000 ULTRA BLONDES Decolourising paste. Decolourisers and tones up to 6 levels in one step</p>	1 : 2 30gm : 60gm Optional: 1 Cool Capsule	50 Minutes

KEUNE

ACADEMY | 24

Certified



Corporation



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Keune Cream Developer | For Tinta Color

One set of developers for all your permanent colour needs

KEUNE CREAM DEVELOPERS TINTA USAGE				
Contains LP300 for superior colour stability. Smooth, creamy consistency for exceptional adherence for the ultimate user experience.				
CATEGORY	10VOL / 3%	20VOL / 6%	30VOL / 9%	40VOL / 12%
FASHION	UP TO 1 LEVEL LIFT On level colour Add depth Toning	1 – 2 LEVEL LIFT Fashion colour Grey coverage	2 – 3 LEVEL LIFT Fashion colour Extreme grey coverage	
SHIFTER CLEAR	UP TO 1 LEVEL LIFT Express base breaking Mix with Tinta Color shades to dilute	1 – 2 LEVEL LIFT Express base breaking Mix with Tinta Color shades to dilute	2 – 3 LEVEL LIFT Mix with Tinta Color shades to dilute	
SHIFTER METALLIC	UP TO 1 LEVEL LIFT Tint toning Base breaking Mix with Tinta Color shades to shift	1 – 2 LEVEL LIFT Tint toning Base breaking Mix with Tinta Color shades to shift		
1000 SERIES			2 – 3 LEVEL LIFT 1000 Special Blonde series Blending grey / white	3 – 4 LEVEL LIFT 1000 Special Blonde series Blending grey / white
1.500 SERIES			3 – 4 LEVEL LIFT 1.500 Super Ash Blonde series Blending grey / white	4 – 5 LEVEL LIFT 1.500 Super Ash Blonde series Blending grey / white
2000 SERIES	1 – 2 LEVEL LIFT Debanding Chameleon removal Blonde revival	2 – 3 LEVEL LIFT Chameleon removal Gentle – medium lifting Gentle colour removal	3 – 4 LEVEL LIFT Medium – high lifting Medium colour removal	UP TO 5 LEVELS LIFT Maximum lift
For information regarding 3000 series, head to our 3000 series page				

AFTERCARE

Always finish a Tinta Color service with Keune After Color Shampoo & Balsam

TECHNOLOGY

- Color Protection Complex
- Nourishing Complex

BENEFITS

- Sulfate Free
- Vitamin E & Citric Acid
- pH 4

CAPABILITIES

- Stops colour oxidation
- Optimised colour lock
- Improves manageability
- Increased softness & shine

KEUNE



ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.








If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission



Tinta Color | Mixing For Coverage

 <p>Natural Coverage</p>	 <p>Intense Coverage</p>	 <p>Intense Coverage</p>
<p>NATURALS For up to 100% natural coverage FOR BEST USE</p> <ul style="list-style-type: none"> Up to 50% white hair Fine to medium hair 	<p>ULTIMATE COVER NATURAL For 100% intense coverage FOR BEST USE</p> <ul style="list-style-type: none"> 50-100% white hair Thick, coarse, resistant hair 	<p>ULTIMATE COVER FASHION For 100% intense coverage FOR BEST USE</p> <ul style="list-style-type: none"> 50-100% white hair Thick, coarse, resistant hair

COVERAGE OPTIONS															
TINTA ULTIMATE COVER NATURAL								TINTA ULTIMATE COVER FASHION							
USE		Intermix these intense natural shades with any fashion shade to attain 100% coverage							Contains UC natural shades and reflect Use alone to attain 100% coverage No need to add additional natural, UC natural or fashion						
SHADE															
	3.00 UC	4.00 UC	5.00 UC	6.00 UC	7.00 UC	8.00 UC	9.00 UC	4.35 UC	5.1 UC	6.13 UC	6.35 UC	7.31 UC	8.23 UC	9.31 UC	

HOW MUCH BASE?		
LOW (UP TO 30% WHITE)	MEDIUM (30-60% WHITE)	HIGH (60-100% WHITE)
1 part natural + 3 parts fashion	1 part natural / UC natural + 2 parts fashion	1 part natural / UC natural + 1 part fashion OR All Ultimate Cover Fashion
Example 10gm 7 + 30gm 7.32	Example 15gm 7 + 30gm 7.32	Example 20gm 7.00 + 20gm 7.32 OR 40gm 7.31UC

HOW MUCH DEVELOPER?		
STANDARD	RESISTANT	EXTREME RESISTANT
30GM COLOUR : 30GM 6% (Equal amounts colour + developer 6%)	30GM COLOUR : 25GM 6% (Reduce developer 6% by 1/6)	30GM COLOUR : 20GM 9% (Reduce developer 9% by 1/3)
15gm 7.00 + 15gm 7.32 + 30gm 6%	15gm 7.00 + 15gm 7.32 + 25gm 6%	15gm 7.00 + 15gm 7.32 + 20gm 9%
30gm 7.31UC + 30gm 6%	30gm 7.31UC + 25gm 6%	30gm 7.31UC + 20gm 9%

SPECIALTY HIGH LIFT OPTIONS - FOR A LUMINOUS BLONDE SHEEN ON UP TO 100% WHITE HAIR					
SPECIALTY HIGH LIFTS	DEVELOPER	MIX	EXAMPLE	PROCESS	
 1038 GOLDEN MOCHA	9% & 12%	1 : 1	30gm 1038 + 30gm 9%	40 – 60 Minutes	
 1531 GOLDEN ASH	9% & 12%	1 : 2	30gm 1531 + 60gm 12%	40 – 60 Minutes	

KEUNE

ACADEMY | 24

Certified



Corporation



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Base-free, reflect-only shades to shift your Tinta Color shades & personalise your formulas



- For light & luminous permanent toning services on lightened hair
- Bumping & breaking natural bases up to 2 levels
- Blending grey & white hair
- Creating pastel, metallic warm & or metallic cool results or adding luminosity to your favourite Tinta Color shades
- Use alone or intermix with Tinta Color fashion shades

SHADES		
		
CLEAR No reflect; no level; no limits	METALLIC COOL Violet Pearl metallic	METALLIC WARM Soft copper rose metallic
<input type="checkbox"/> Dilute fashion shades <input type="checkbox"/> Create pastels <input type="checkbox"/> Personalise toners & metallics <input type="checkbox"/> Base breaking	<input type="checkbox"/> Toning <input type="checkbox"/> Shift fashion shades cooler <input type="checkbox"/> Shift high lifts cooler <input type="checkbox"/> Base breaking	<input type="checkbox"/> Toning <input type="checkbox"/> Shift fashion shades warmer <input type="checkbox"/> Shift high lifts warmer <input type="checkbox"/> Base breaking
Use alone or with Tinta fashion shades	Use alone or with Tinta Shades	Use alone or with Tinta shades
Not recommended with: 1000, 1500, 2000 or 3000 ranges	Not recommended with: 2000 or 3000 ranges	Not recommended with: 2000 or 3000 ranges

RECOMMENDED LEVEL USE FOR SHIFTERS
TONING level 8 – 10
BREAKING BASE level 6 - 8
ADDING METALLICS TO TINTA level 5+
ADDING CLEAR TO TINTA all levels

BASE BREAKING WITH CLEAR			
FORMULA	PASTEL	EXPRESS	INTENSE
USE	Soft base break	Effective base break	Maximum base break
DEVELOPER	3%	3%	3% or 6%
MIXING RATIO	1 : 2	1 : 1	1 : 1
PROCESSING	5 – 15 minutes	5 – 15 minutes	30 – 40 minutes

Use alone or intermix with Tinta fashion shades.
 Clear creates a base break without adding any reflects. Apply base breaking formulas to damp hair.
 For addition of Clear to standard fashion colouring formulas, diagnose developer based on desired outcome, mix & process accordingly. Ensure you add developer for your Clear component.
 Suitable for use with Mix Color. Not suitable for use with 1000, 1500, 2000 or 3000 ranges.

DILUTING SHADES WITH CLEAR

Dilute fashion shades to customise your formula to hair level, reflect & condition.

To create 1 level lighter



LEVEL 1 – 6
 1-part Tinta Color : 2-parts Tinta Color Clear
 (20gm 6.37 + 40gm Clear + 60gm Developer)

LEVEL 7 – 9
 1-part Tinta Color : 1-part Tinta Color Clear
 (30gm 8.81 + 30gm Clear + 60gm Developer)

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

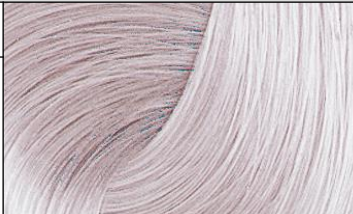

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.


It is not to be printed, published, shared or posted without permission

Tinta Color | Shade Shifters – Metallics

Use alone to tone or add to fashion to shift. Go Metallic, because your favourite colour is shiny!

VERSATILE METALLIC			
Use alone or mix with your classic Tinta Color shades. For best results, recommended for use on level 6 & lighter			
VIRGIN HAIR	GREY HAIR	COLOUR TREATED HAIR	LIGHTENED
Break base up to 2 levels Deposit tone & create metallic shimmer	Create shimmer, softens & blend	Deposit tone & create shimmer (pending level, reflect & build up)	Provide luminous tone Create shimmer Correct & even tone

SHIFTY SHADES			
METALLIC COOL		METALLIC WARM	
For a soft, cool reflect on natural & pre-lightened hair Add to classic shades to make any reflect cooler without darkening		For a warm, peach-rose reflect on natural & pre-lightened hair Add to classic shades to warm & brighten	

	DEVELOPERS & RATIO		
	3% / 10 VOL		6% / 20 VOL
	1 : 2 PASTEL BREAK	1 : 1 EXPRESS BREAK	1 : 1 INTENSE BREAK
	Soft, shimmering result Optimum for: <ul style="list-style-type: none"> • Pastel metallic tones • Soft base break • Fine & porous hair 	Strong shimmering result Optimum for: <ul style="list-style-type: none"> • Metallic tones • Effective base break • Blending white 	Long-lasting shimmer result Optimum for: <ul style="list-style-type: none"> • Maximum base break • Luminous metallic results

BASE BREAKING WITH METALLICS			
FORMULA	PASTEL	EXPRESS	INTENSE
USE	Soft base break	Medium base break	Maximum base break
DEVELOPER	3%	3%	3% or 6%
MIXING RATIO	1 : 2	1 : 1	1 : 1
PROCESSING	5 – 15 minutes	5 – 15 minutes	30 – 40 minutes

Use alone or intermix with Tinta fashion shades. Apply base breaking formulas to damp hair

MIXING METALLICS WITH CLASSIC TINTA SHADES
Combine Metallics to Tinta fashion to warm or cool reflect while maintaining a lighter, more luminous, metallic result. Recommended on level 6 and lighter. The more you add, the more effect it has on your final reflect

SHIFT COOL				
FASHION SHADE	SOFT SHIFT	MEDIUM SHIFT	INTENSE SHIFT	SHADE SHIFTER
 Tinta Color 10.21	30gm 10.21 + 10gm Metallic Cool	20gm 10.21 + 20gm Metallic Cool	10gm 10.21 + 30gm Metallic Cool	 Metallic Cool

SHIFT WARM				
FASHION SHADE	SOFT SHIFT	MEDIUM SHIFT	INTENSE SHIFT	SHADE SHIFTER
 Tinta Color 10.08	30gm 10.08 + 10gm Metallic Warm	20gm 10.08 + 20gm Metallic Warm	10gm 10.08 + 30gm Metallic Warm	 Metallic Warm

For addition of Metallics to standard fashion colouring formulas, diagnose developer based on desired outcome for Tinta Color formula, mix & process accordingly. Ensure you include developer for metallic component. Suitable for use with Mix Color. Not suitable or recommended for use with 2000 or 3000 range.

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.





Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

TINTA 1000 SERIES – SPECIAL BLONDE									
 <div style="display: flex; align-items: center; gap: 10px;"> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; text-align: center;">  x4 </div> <ul style="list-style-type: none"> 3 – 4 levels lift Mild high lift Lifts and tones virgin hair in one step </div>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f2f2f2;">MIXING RATIO</td> <td>1 : 1 (30gm : 30gm)</td> </tr> <tr> <td style="background-color: #f2f2f2;">DEVELOPER</td> <td>9% & 12%</td> </tr> <tr> <td style="background-color: #f2f2f2;">PROCESS</td> <td>Up to 50 minutes</td> </tr> </table>	MIXING RATIO	1 : 1 (30gm : 30gm)	DEVELOPER	9% & 12%	PROCESS	Up to 50 minutes
	MIXING RATIO	1 : 1 (30gm : 30gm)							
	DEVELOPER	9% & 12%							
PROCESS	Up to 50 minutes								
	1000	Natural Blonde	USE: Level 1 – 8						
	1001	Ash Blonde	USE: Level 6 – 7						
	1012	Ash Pearl Blonde	USE: Level 6 – 8						
	1032	Beige Blonde	USE: Up to 50% white hair						
	1038	Golden Mocha Blonde	USE: Up to 100% white hair						
TINTA 1500 SERIES – SUPER ASH BLONDE									
 <div style="display: flex; align-items: center; gap: 10px;"> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; text-align: center;">  x5 </div> <ul style="list-style-type: none"> 4 – 5 levels lift Highly effective high lift Lifts and tones virgin hair in one step </div>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f2f2f2;">MIXING RATIO</td> <td>1 : 2 (30gm : 60gm)</td> </tr> <tr> <td style="background-color: #f2f2f2;">DEVELOPER</td> <td>9% & 12%</td> </tr> <tr> <td style="background-color: #f2f2f2;">PROCESS</td> <td>Up to 50 minutes</td> </tr> </table>	MIXING RATIO	1 : 2 (30gm : 60gm)	DEVELOPER	9% & 12%	PROCESS	Up to 50 minutes
	MIXING RATIO	1 : 2 (30gm : 60gm)							
	DEVELOPER	9% & 12%							
PROCESS	Up to 50 minutes								
	1511	Super Ash Blonde	USE: Level 5 – 7						
	1517	Super Ash Violet Blonde	USE: Level 6 – 8						
	1519	Super Matt Blonde	USE: 1 – 5						
	1531	Super Golden Ash Blonde	USE: Up to 100% grey						
TINTA 2000 – SUPER BLONDE									
 <div style="display: flex; align-items: center; gap: 10px;"> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; text-align: center;">  x5 </div> <ul style="list-style-type: none"> Up to 5 levels lift Controlled tint-based lightening cream Gently decolourises virgin and coloured hair </div>			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f2f2f2;">MIXING RATIO</td> <td>1 : 1 + booster (30gm : 30gm : 1 booster)</td> </tr> <tr> <td style="background-color: #f2f2f2;">DEVELOPER</td> <td>3%, 6%, 9% & 12%</td> </tr> <tr> <td style="background-color: #f2f2f2;">PROCESS</td> <td>Up to 50 minutes</td> </tr> </table>	MIXING RATIO	1 : 1 + booster (30gm : 30gm : 1 booster)	DEVELOPER	3%, 6%, 9% & 12%	PROCESS	Up to 50 minutes
	MIXING RATIO	1 : 1 + booster (30gm : 30gm : 1 booster)							
	DEVELOPER	3%, 6%, 9% & 12%							
PROCESS	Up to 50 minutes								
	2000	Super Blonde	USE: <ul style="list-style-type: none"> Removal of light to medium colour build-up Removal of direct colour pigments Alternative to powder lighter service Removal of colour bands Brightening existing blondes Transitioning highlights to global colour Transitioning scalp lightener to high lift or tint 						

Tinta Color | 3000 Series

TINTA 3000 SERIES – ULTRA BLONDE



- Persulfate based, lightening paste
- Up to 6 levels lift
- Mineral Oil for protection of hair & scalp
- Decolourises & tones natural & coloured hair
- Persulfate stable pigments aren't degraded during lightening process
- Hair is decolourised with ends result coming from pre-determined toner
- Use in highlights, on & off scalp

DEVELOPER ON SCALP	Semi Activator, 3%, 6% DO NOT EXCEED 6%	MIXING RATIO	1 : 2 (30gm : 60gm)
DEVELOPER OFF SCALP	Semi Activator, 3%, 6%, 9%	PROCESS	Up to 50 minutes

SHADES

3000 Ultra Blonde	3011 Ash Blonde	3017 Ash Violet Blonde	3025 Pearl Mahogany Blonde

SUITABLE HAIR TYPES FOR USE				LIFT ACHIEVED WITH DEVELOPER W/ 3000 SERIES	
✓	Natural / Virgin	✗	White / Grey hair	Semi Activator	Up to 4 levels lift
✓	Previously coloured	✗	Previously lightened	3% / 10vol	Up to 5 levels lift
		✗	Damaged hair	6% / 20vol	Up to 6 levels lift
DO NOT EXCEED 6% ON SCALP				9% / 30vol	Up to 6 levels lift

RECOMMENDATIONS

Recommended developer for level

Level	Developer
Level 1	Semi Activator
Level 2	3% / 10 vol
Level 3	6% / 20 vol OR 9% / 30 vol (do not exceed 6% on scalp)
Level 4	3000 & 3025
Level 5	3011
Level 6	3017

Recommended shades for level
NOTE | When working on finer textured hair or less counteraction is required, use 3000 to dilute reflects

MORE TONE? COOL BOOSTERS!  <p>Boost your neutralization! 1 COOL BOOSTER : 30GM PASTE Combine paste & booster before adding developer</p>	BOND FUSION? DEFINITELY!  <p>Strengthens hair by enhancing di-sulphide bonds 1 GM PHASE 1 : 20GM TOTAL FORMULA</p>
---	---

PRECAUTIONS <ul style="list-style-type: none"> • Always conduct a thorough consultation & analysis before proceeding with service • 3000 series works effectively with low strength developers, high developers are not recommended • Use over white, grey or existing lightened hair or overlapping of product will lead to overtone of reflect • Use over previously lightened or damaged hair may lead to further hair damage or breakage • UNDER NO CIRCUMSTANCE IS 12% (40VOL) IS RECOMMENDED

Keune Powder Lighteners

The blonde range for the professional, a blonde for every client.



Up to 9 levels lift



From gentle to power lifting



Traditional & specialty use



Integrated with Bond Fuser

DO BLONDE BETTER



Integrated Bond Fuser Technology

- Unique complex of L-Arginine & Glucose Activated during the lifting process
- Reduces breakage by shielding existing disulphide bonds & creating new ones, while reinforcing amino acids & bond connections; all while you lighten

NOTE | Developer strength & processing time remains the same

MAGIC BLONDE	CREAM BLONDE	POWER BLONDE
--------------	--------------	--------------



7 Levels of Lift



7 Levels of Lift



9 Levels of Lift

Our traditional all-rounder. Optimised formula for use on scalp

Gentle lightener ideal for sensitized hair, correcting and highlighting Integrated Bond Fuser Technology

Our most powerful lift Low ammonia, high performance, Integrated Bond Fuser technology

All hair types

All hair types

Med & coarse hair types, & levels 1-5

Mix 1 : 1.5



Semi Activator & Activator Intense



Keune Cream Developer 3%, 6% & 9%

All suitable for use on & off scalp. DO NOT EXCEED 6% on scalp. DO NOT EXCEED 6% using Power Blonde

COOL BOOSTER



Formulated for use with lighteners Provides additional neutralizing as you lift
1 BOOSTER : 30GM POWDER

BOND FUSION



Premium bond builder, strengthens hair by enhancing di-sulphide bonds
1 GM PHASE 1 : 20GM TOTAL FORMULA

COLOUR CLEANSER FORMULAS



Remove:

- Reflect / overtone
- Discolouration
- Synthetic colour build up
- Extreme product build up

Use:

- Up to 3 applications in a day
- Process each application 20 mins
- Keep product moving, working continuously
- Remove with After Color Shampoo

CLEANSER	LIFT	USE	FORMULA
REMOVER	Up to 3 levels	Remove medium to heavy colour build up	20gm Cream Blonde + 20gm Clarify Shampoo + 20gm 3% or 6%
REVIVER	Up to 2 levels	Revive dull blondes & remove medium colour build up	20gm Cream Blonde + 20gm Clarify Shampoo + 40gm Activator Liquid
CORRECTOR	Up to 1 level	Correct reflect, overtone or product build up	20gm Cream Blonde + 20gm Clarify Shampoo + 20gm Water

KEUNE



ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

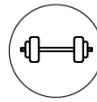
Our premium bond builder



Protein Fusion System



Anti damage



Doubles hair strength



Reduces hair breakage




WHY BOND FUSION?

- Enhances & supports Di-Sulphide, Salt & Hydrogen bonds
- Suitable for use:
 - With all colour, lightening & forming services in the Keune portfolio
 - On all hair types





WHEN CAN IT BE USED?

 <p>ADDED TO FORMULAS Add to your colour or lightening formulas Formulate & process as normal</p>	 <p>STAND-ALONE As an anti-damage treatment After a colour service or alternate service</p>
---	---


WHAT ARE THE COMPONENTS?

<p>PHASE 1 BOND BUILDER (Professional)</p> 	<p>PHASE 2 BOND ENHANCER (Professional)</p> 	<p>PHASE 3 BOND RECHARGER (Home care)</p> 
<p>STRENGTHENS Creates new bonds & protects hair</p>	<p>NOURISHES & RESTORES Enhances and seals the new bonds</p>	<p>NOURISHES & RECHARGES Prolongs the effects of a BF service</p>




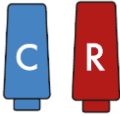




HOW TO USE

COLOUR		<p>1GM BOND FUSION PHASE 1 : EVERY 20GM TOTAL MIXTURE (colour + developer) Example: 40gm Power Blonde + 60gm 6% + 5gm Phase 1</p> <ul style="list-style-type: none"> Mix colour as per manufacturer's instructions & add Phase 1 Apply & process as normal, remove using After Color Shampoo If proceeding with toner, apply & process, rinse thoroughly & towel dry Apply Phase 2 and leave for minimum 5 minutes. Rinse thoroughly 	<p>NOTE Developer strength & processing time remains the same</p>
TREATMENT		<p>1 PART PHASE 1 : 2 PARTS PHASE 2 (ANTI DAMAGE TREATMENT) Example: 5gm Phase 1 : 10gm Phase 2)</p> <p>Apply mixture to shampooed, towel-dried hair, process for 10minutes & rinse thoroughly. NOTE Treatment can be repeated for additional strengthening. Not recommended prior to colour service.</p>	
PERM		<p>12GM PHASE 1 : 120MLS NEUTRALIZER</p> <p>After applying, rinsing & towel drying perm lotion, add Phase 1 to Neutralizer & apply as normal. No Phase 2 required.</p>	
STRAIGHTEN		<p>12GM PHASE 1 DIRECTLY ONTO HAIR</p> <ul style="list-style-type: none"> After applying & rinsing straightening cream, apply 12mls Phase 1 directly onto hair Process 10minutes & rinse. and proceed with neutralizing steps. After rinsing neutralizer, apply Phase 2; leave for minimum 5 minutes. Rinse thoroughly 	

PHASE 3 USAGE & RECOMMENDATIONS

	<ul style="list-style-type: none"> For the home maintenance of an in-salon, professional Bond Fusion service Use once a week Suspend use 1 week prior to in-salon service 	<ol style="list-style-type: none"> Shampoo hair & towel dry Apply & process 5 minutes Rinse, then shampoo & condition. <p>Does not replace the use of a conditioner. May be left overnight for more nourishment</p>
---	--	--

We all need a little help from our friends. When you need service support, we have you covered



PRE-COLOUR		
	CLEANSE MIST	
	<ul style="list-style-type: none"> • Detox & neutralise metals • Reduces breakage and ensures true-to-tone results • Spray prior to lightening 	
	CLARIFY SHAMPOO	WHEN YOU NEED A DEEP CLEANSE
	<ul style="list-style-type: none"> • Gentle, deep cleansing shampoo • Use to clarify hair before a chemical service • Integral part of a colour cleansing formula 	For product build-up & hair-coating <ul style="list-style-type: none"> • 1 part Clarify • 1 part Bi-Carb / Baking Soda • Add water to make mix workable Combine & shampoo focussing on lengths & end. Repeat if necessary.
IN-FORMULA		
	BOND FUSION	
	<ul style="list-style-type: none"> • Premium bond builder • Doubles hair strength & reduces breakage • Add to professional services • Suitable for use with Bond Fuser integrated lighteners for even stronger blondes! 	
	COOL BOOSTER	RED BOOSTER
	<ul style="list-style-type: none"> • Cool additive for use with (persulfate) decolourising products • Create a cooler, cleaner lift • For use with Keune powder lighteners, 2000 & 300 Series 	<ul style="list-style-type: none"> • Complex of intensifiers to add to Tinta Color fashion reds to enhance red shades • Increase intensity, brightness & richness of existing fashion red shades • Long lasting intensity, vibrancy & shine
PRE-TONE		
	BLONDE NEUTRALIZING SPRAY	
	<ul style="list-style-type: none"> • Professional use • Pre-toning spray • Violet pigments begin the toning process for longer-lasting, true-to-swatch results • Spritz on damp & tone directly over the top 	
POST COLOUR		
	KEUNE AFTER COLOR SHAMPOO & CONDIITONER	
	<ul style="list-style-type: none"> • Use after colour services (Tinta, Semi, So Pure) to stop oxidation • pH 4 – optimised for colour lock after professional colour services • Sulfate free • Color Protection Complex, Nourishing Complex & Certified Organic Oils (So Pure only) 	
	ULTIMATE BLONDE AFTER BLONDE TREATMENT	
	<ul style="list-style-type: none"> • Integrated with Bond Fuser technology • pH4 – optimised for use after any integrated or traditional lightening service • Creates a protective layer & repairs the outer structure of the hair • Replaces After Color Balsam as final step 	
	BOND FUSION PHASE 2	
	<ul style="list-style-type: none"> • Protein Fusion System • Use after colour or lightening services that have incorporated Bond Fusion Phase 1 • Replaces After Color Balsam as final step • Combine Phase 1 & 2 for an anti-damage treatment for the ultimate in reconstructing 	

Cleanse Mist & Revive Balm





Prep right; end strong. Meet the latest add-ons to your colour support portfolio.

PREP RIGHT	END STRONG
 <p>CLEANSE MIST Elevate your colour and lightening services with this professional-use, metal-removing mist.</p>	 <p>REVIVE BALM Our ultra-strengthening leave-in balm, experience the benefits long after you blowdry.</p>


CLEANSE MIST | Your professional metal intervention

	<p>Every time you cleanse, trace metals in water can penetrate and accumulate in the hair. Every time you swim, chlorine oxidises trace metals in the hair, turning it green! These interact with oxidative ingredients during technical treatments, increasing the risk of breakage or uneven colour results. Cleanse Mist is your professional metal intervention. Neutralising metals deep in the hair preventing their interference with the oxidative process.</p>
	<p>TECHNOLOGY:  Chelating molecule</p>
	<p>WHAT?</p> <ul style="list-style-type: none"> Removes up to 86% metal build-up in 1 application Achieve true-to-tone results & prevent breakage Applicable with all Keune colour & lightening portfolio
	<p>HOW?</p> <p>Divide hair into 4 quarters. Apply 4-5 sprays per quarter on to dry hair. Allow to airdry while you mix to capture & neutralise metals (approx. 5mins). Proceed with colour or lightening service.</p>






REVIVE BALM | A time-released, biomimetic repair system. It's like AI for hair.

	<p>WHY?</p> <p>Our premium leave-in restores hair damage & provides superior protection for your strongest finish yet. Advanced time-release biomimetic actives provide long-lasting benefits.</p>
	<p>TECHNOLOGY:</p> <p> Encapsulated Panthenol  Colorshield Technology  Fiber Restore Technology</p>
	<p>WHAT?</p> <ul style="list-style-type: none"> Builds & repairs intermolecular bonds Repairs & supports polypeptide chains Mimics hair's natural shield for up to 95% colour preservation Increases strength, flexibility & shine Dual bond building within & between keratin chains Heat protection up to 230°C
	<p>HOW?</p> <p>After final colour rinse, apply to towel dried hair and blowdry. No conditioner required. AT HOME: After shampooing, towel dry & apply 2-3 pumps. Combine your fav styling products & style.</p>

STANDALONE DETOXIFYING TREATMENT






	<p>Not colouring today? When you need a standalone detoxing treatment:</p> <ol style="list-style-type: none"> Section hair into 4 sections. Apply 6-10 sprays of Cleanse Mist per section (focussing on mids & ends) Process for 10 – 20mins, a warm towel may be added to assist process efficiency Rinse & shampoo twice using Care Clarify Shampoo Towel dry and apply your choice of Care Mask or Revive Balm. Style as desired. <p>NOTE For most effective metal removal, use cleanse mist as part of your colour service.</p>
---	---

What's your end game? Once the lightening (and toning is done), choose your ending pending hair & desire.










	REVIVE BALM			
	WHAT	WHO	HOW LONG	
	Ultra-strengthening leave-in balm	For damaged lightened & coloured hair	Leave-in, no rinse	
	AFTER COLOR BALSAM			
	WHAT	WHO	HOW LONG	
	For restoring the natural pH after a colour service	For slightly porous hair after a colour treatment	1-3 minutes & rinse	
	AFTER BLONDE TREATMENT			
	WHAT	WHO	HOW LONG	
	For restoring the natural pH after a blonde service	For porous hair after lightening or colour	1-3 minutes & rinse	
	BOND FUSION PHASE 2			
	WHAT	WHO	HOW LONG	
	Premium bond boost after colour or blonde service	For porous - very porous hair after colour or blonde	2-5 minutes & rinse	
	BOND FUSION STANDALONE TREATMENT			
	WHAT	WHO	HOW LONG	
	When extra strength and lot of love is needed	Very porous – damaged hair after colour or blonde	10 minutes & rinse	

IN-SALON TREATMENT OPTIONS

It isn't always about a colour service. Alternative finishing treatments include:

MIRACLE ELIXIR	CARE MASK	LC SUPREME CREAM	LC SHINE SPRAY	VN POROSITY FILLER
				
Damaged or stressed	All hair types	Coarse & frizzy hair	Fine & normal hair	Fragile, dry, damaged
Deeply nourishing & restorative concentrate added to any Care Mask	Intensive treatments for extra nourishment, all possible in 3 mins	Deeply nourishing leave-in for adding a protective layer to shield further damage	Heat activated hair sealer for glossy, long-lasting protection up to 3 washes	Restores cuticle protective layer and intercellular cement while strengthening

So Pure Color Portfolio Comparison

			
	SO PURE COLOR	SO PURE 2000	BLONDE LIFT POWDER
PRODUCT TYPE	Ammonia Free Permanent Color	Ammonia Free Lightening Cream	Ammonia Free Lightening Powder
HAIR TYPE	All hair types Virgin or colour treated	All hair types Virgin or colour treated	All hair types Virgin or colour treated
LEVELS OF LIFT	3	Up to 4	Up to 6
GREY COVERAGE	Up to 100% grey / white coverage	N/A	N/A
USE	On of off scalp	On of off scalp	On of off scalp
DEVELOPER USE	Keune Cream Developer 3%, 6% or 9%	Keune Cream Developer 3%, 6% & 9%	Keune Cream Developer 3%, 6% & 9%
		DO NOT EXCEED 6% ON SCALP	DO NOT EXCEED 6% ON SCALP
MIXING RATIO	 1 : 1	 1 : 1 + booster	 1 : 1.5
OPTIONAL BOOSTER	N/A	1 Cool Booster : 30gm Cream	1 Cool Booster : 30gm Powder
PROCESS TIME	30 – 40mins	Up to 50mins	Up to 50mins
AFTER CARE	 After Color Shampoo & Balsam	 After Color Shampoo & Balsam	 After Color Shampoo & Balsam
BOND FUSION	Add to formula or stand alone treatment	Add to formula or stand alone treatment	Add to formula or stand alone treatment

Our ammonia-free permanent oxidative colour



Ammonia Free



Vegan friendly



Argan Oil



Certified Essential Oils

BENEFITS & CAPABILITIES



Up to 3 levels lift



Up to 4 levels high lift



100% coverage



No staining









SO PURE CATEGORIES		MIXING RATIO		PROCESSING TIME
	SO PURE COLOR Brunette & blondes, high fashion & corrective shades	1 : 1	30gm : 30gm	30 - 40 minutes
	SO PURE COVER PLUS Designed for optimal coverage on high % white, coarse & resistant hair	1 : 1	30gm : 30gm	30 - 40 minutes
	2000 BRILLIANT BLONDE Tint-based colour remover, lifts up to 4 levels. Boosters are a must!	1 : 1 : 1	30gm : 30gm : 1 Booster Optional: 1 Cool Capsule	50 minutes
	SO PURE BLONDE LIFT POWDER Mild, high performance, ammonia free decolouriser. Up to 6 levels lift	1 : 1.5	30gm : 45gm Optional: 1 Cool Capsule	50 - 60 minutes

KEUNE CREAM DEVELOPERS SO PURE USAGE				
	<ul style="list-style-type: none"> Designed for use with So Pure Color & Tinta Color With LP300 for superior colour stabilisation Smooth, creamy consistency for exceptional adherence & user experience 	10VOL / 3%	20VOL / 6%	30VOL / 9%
		0-1 LEVEL LIFT On level colour, add depth & tone	1-2 LEVEL LIFT Fashion colours Grey coverage	2-3 LEVEL LIFT Fashion colours High lift blondes
	WITH BLONDE LIFT POWDER	On or off scalp	On or off scalp	Off scalp only









HOW MUCH BASE?					
STANDARD		RESISTANT		EXTREME RESISTANT	
30GM COLOUR : 30GM 6%		30GM COLOUR : 30GM 6%		30GM COLOUR : 30GM 6%	
	10gm Natural		10gm Cover Plus		10gm Cover Plus
	20gm Target		20gm Target		20gm Target
					5gm Gold
Example:	10gm 8 + 20gm 8.31 + 30gm 6% / 20vol	Example:	10gm 8.00 + 20gm 8.31 + 30gm 6% / 20vol	Example:	10gm 8.00 + 20gm 8.31 + 5gm 0/33 + 30gm 6% / 20vol

So Pure Color – Lightening & Filling

So Pure Color is a complete range – tint, tone, lighten and correction options are possible

SO PURE BLONDE LIFT POWDER Mild high-performance decolouriser			
	 Ammonia Free	 Vegan friendly	 Argan Oil
	 Up to 6 levels lift	 No Odour	 Ingredient conscious
			 BOND FUSION 1gm Phase 1 : 20gm total mixture
DEVELOPER ON SCALP	DEVELOPER OFF SCALP	MIX RATIO	PROCESS
So Pure 3% & 6%	So Pure 3%, 6% & 9%	1 : 1.5	Up to 50mins

FILLING WITH SO PURE For ingredient conscious correction			
TARGET LEVEL	REQUIRED ULP	SO PURE COLOR FILLER	MIX RATIO (w/ WATER)
9	PALE YELLOW	8.3	1 : 3
8	YELLOW	1 part 7.34 + 1 part 8.3	1 : 2
7	ORANGE / YELLOW	7.34	1 : 1 (warm) 1 : 2 (cool)
6	ORANGE	1 part 6.4 + 1 part 8.3	1 : 1
5	RED / ORANGE	9 parts 7.34 + 1 part 6.66	1 : 1
1 – 4	RED		
METHOD			APPLICATION
Mix formula with water.			<ul style="list-style-type: none"> Mix filler with water as per guide above Apply filler formula sparingly to dry hair & comb off excess, leaving a greasy film. Do not rinse Apply target shade + ¼ natural with 3% / 10vol Process 30-40 minutes
LEVEL 1 - 7	LEVEL 8	LEVEL 9	
1 : 1	1 : 2	1 : 3	

1922 BY J.M.KEUNE			
	Low maintenance, men's camouflage colour		
 Ammonia free	 Blends white hair	 Gradual fade	 5-minute processing
3 SHADES AVAILABLE	3 – Dark Brown	6 – Dark Blonde	7 – Medium Blonde
Need a cooler result? Create more ash results by adding Semi Color 0/11 to your formula. No need for any additional developer			
DEVELOPER	RATIO	FORMULA	PROCESS
6% / 20VOL	1 : 1	10gm : 10gm	5 minutes
 	Cleanse hair with Clarify Shampoo (no conditioner) Towel dry, spritz with protein spray (optional) and apply 1922 Color Note: dry hair 100% for more intense results Process 5minutes (maximum 10minutes) Rinse thoroughly Optional Condition using After Color Balsam (shampoo not required)		
			

Intense direct colour. Completely customisable. Infinite possibilities



Direct Colour
Pigments



Ammonia
free



Gluten free



Vegan
friendly

The lighter,
The brighter

Fully
intermixable

Lasts up to
20 shampoos

True-to-tone
fading

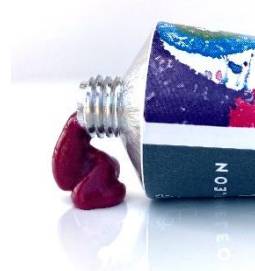
COLOR CHAMELEON PALETTE

9 PURE SHADES 2 SHADE SHIFTERS

Yellow	Clear To pastelise
Orange	Dark To darken
Red	
Maroon	
Rose	
Magenta	
Violet	
Blue	
Green	



@gammut

DEVELOPER	Use direct, no developer required															
APPLY	To pre-lightened hair For best results, apply to dry hair															
<p>FOR BEST USE</p> <table border="0"> <tr> <td>10</td> <td>◀◀ IDEAL</td> <td>Pre-lightened level 9 – 10 (Pastel creations)</td> </tr> <tr> <td>9</td> <td></td> <td></td> </tr> <tr> <td>8</td> <td>◀◀ OPTIMAL</td> <td>Pre-lightened level 8 & above (all shades)</td> </tr> <tr> <td>7</td> <td></td> <td></td> </tr> <tr> <td>6</td> <td>◀◀ SUITABLE</td> <td>Pre-lightened level 6 & above (Shades: Orange, Red, Maroon)</td> </tr> </table> 		10	◀◀ IDEAL	Pre-lightened level 9 – 10 (Pastel creations)	9			8	◀◀ OPTIMAL	Pre-lightened level 8 & above (all shades)	7			6	◀◀ SUITABLE	Pre-lightened level 6 & above (Shades: Orange, Red, Maroon)
10	◀◀ IDEAL	Pre-lightened level 9 – 10 (Pastel creations)														
9																
8	◀◀ OPTIMAL	Pre-lightened level 8 & above (all shades)														
7																
6	◀◀ SUITABLE	Pre-lightened level 6 & above (Shades: Orange, Red, Maroon)														
PROCESS	20 minutes 30 minutes for more intensity															
REMOVE	Rinse only, no shampoo required Conditioner optional															
ADDITIONAL	Consider the reflects you are applying over and their contribution to result. Pre-tone if required. Apply product generously Color Chameleon is not suitable for intermixing with other Keune Color ranges															

APPLICATION

Keune recommends a patch test 48 hours prior to any product use

- Prelighten hair, for best results level 8-10
- Apply to clean, dry hair
- Comb for even distribution and process for 20 mins
- Rinse thoroughly in luke warm water until it runs clear
- No shampoo, condition only if required

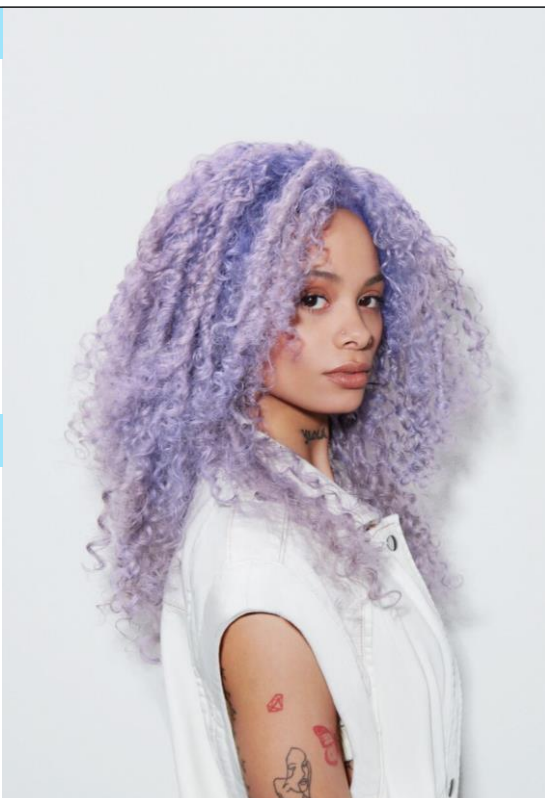
NOTE | May stain skin, pending intensity. Apply accordingly

CHAMELEON & BOND FUSION? ABSOLUTELY!

How do you incorporate Bond Fusion with Chameleon.
Finish your Bond Fusion service, dry & Chameleon!



- Include Phase 1 in your lightening service
- Rinse, After Color Shampoo & Phase 2
- Rinse, dry & apply Chameleon
- Process, rinse & viola!



The possibilities are endless, customise for every commitment and bravery level.

- Add your shade shifters to dial it up or dial it down
- The more shade shifter you add, the more you shift your shade!

← + CLEAR			PURE	+ DARK →		
1 part Pure 20 parts Clear	1 part Pure 10 parts Clear	1 part Pure 5 parts Clear	PURE	1 part Dark 10 parts Pure	1 part Dark 5 parts Pure	1 part Dark 1 part Pure

CHANGE YOUR MIND?




When you need to remove Chameleon we recommend the following removal methods:

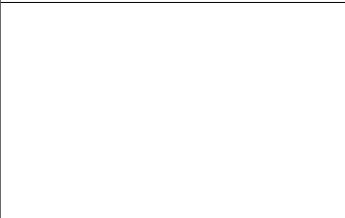

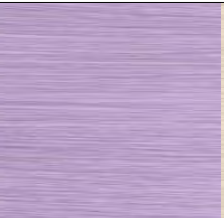



KEUNE DETOX	COLOUR CLEANSE	SUPERHERO 2000
<p>Ideal for pastel shades or highly sensitised hair</p> <p>Shampoo & leave on hair for 10-15 mins, rinse thoroughly.</p> <p>Repeat if necessary</p>	<p>Ideal for quick fixes on medium intensity & pastel shades</p> <p>Corrector, Reviver or Remover formulas are suitable</p> <p>Repeat if necessary</p>	<p>Ideal for removing bright, intense shades</p> <p>Tinta 2000 + 3% or 6% & don't forget your boosters</p> <p>Process up to 50 minutes</p>

Chameleon X Care Mask


Looking for custom colour care? Look no further.

Color Chameleon can be added to your **200ml** Care Masks to extend the brilliance of Chameleon and traditional colour services. Create a custom colour blend for everyone.

WHO IS IT FOR? ALL COLOUR CLIENTS!		
CHAMELEON SERVICES	REGULAR COLOUR CLIENTS	ADVENTUROUS BLONDES
		
From pastel to vivid, if you created it with Chameleon, you can maintain it with CXC!	Blondes, brunette & redheads! Tinta, Semi, So Pure. You can custom CxC for every tone	For those existing blonde clients that want to experiment but only temporarily

3 EASY STEPS				
1. DIAGNOSE MASK	2. DIAGNOSE INTENSITY			3. CUSTOM & COMBINE
				
What are their hair needs?	What service is being maintained? To 200ml mask:			Add Chameleon & mix well
Blonde Savior	PURE	PASTEL	BLONDE	
Vital Nutrition	Pure Chameleon	Pastel Chameleon	Blondes, tint or toner level 8-10	
Color Brillanz		Tinta/Semi; level 1-7	Temporary pop of colour	
Keratin Smooth				
Satin Oil				
Confident Curl	ADD 20gm Chameleon	ADD 10gm Chameleon	ADD 5gm Chameleon	Use the end of a tint brush and mix thoroughly
Derma Sensitive				

FORMULATION TIPS	
Masks are designed for 3-minute processing & can be left up to 20minutes for increased intensity	
FOR MAINTAINING CHAMELEON	FOR MAINTAINING TRADITIONAL OXIDATIVE
<ul style="list-style-type: none"> Think of your Chameleon Mask as an extension of your service, extending the brightness & brilliance The tones you have created with are the ones you add to your mask Work with Chameleon Pure Tones and Dark to formulate your mask If you've worked with Clear in your service? No need to add it to your Chameleon mask, just change the intensity & use a 10gm (pastel) mix 	<ul style="list-style-type: none"> Pure tones are intense, consider these tips when formulating to maintain a traditional colour service Use your colour wheel – build naturals & neutrals using complimentary tones Think about reflects – consider composition when building a formula Utilise Dark! It's essential for creating 'natural-look' tones, especially blondes! Utilise our reference guide for reflect recipes

	<p>NOTE</p> <ul style="list-style-type: none"> Your formula will appear different in each mask due to the masks own colour, this won't affect your result Chameleon X Masks are NOT a replacement for a professional Chameleon service Conditioner or masks are NOT suitable replacements for Chameleon Clear in a professional, in-salon service – longevity & intensity will be affected Chameleon Masks should be used within 6 months of creation
---	--

CXC Mask Formulations | Cool Reflects

You'll find CxC formulas for every Tinta Color & Semi Color reflect available

FORMULATION GUIDE OXIDATIVE COLOUR – COOL & NEUTRAL						
REFLECT	LEVEL 1-7	LEVEL 8-10	REFLECT	LEVEL 1-7	LEVEL 8-10	
GLAZE	 SILVER / METALLIC COOL	N/a	5gm Violet	 GREY	6gm Dark 2gm Blue 2gm Orange	3gm Dark 1gm Blue 1gm Orange
	 BEIGE	N/a	3gm Violet 2gm Yellow	 CHAMPAGNE	N/a	3gm Violet 2gm Rose
	 SOFT PINK	N/a	4gm Rose 1gm Violet	 SILVER LILAC	N/a	3gm Violet 2gm Rose
ASH	 .11 / .1	6gm Dark 4gm Blue	3gm Dark 2gm Blue	 .12	6gm Dark 3gm Blue 1gm Violet	N/a
	 .17	6gm Dark 2gm Violet 2gm Blue	3gm Dark 1gm Violet 1gm Blue	 .18	4gm Violet 4gm Yellow 2gm Dark	2gm Violet 2gm Yellow 1gm Dark
	 .19	4gm Green 4gm Dark 2gm Blue	2gm Green 2gm Dark 1gm Blue			
PEARL	 .2 / .22	4gm Violet 4gm Rose 2gm Dark	2gm Violet 2gm Rose 1gm Dark	 .21	4gm Violet 2gm Rose 2gm Blue 2gm Dark	2gm Violet 1gm Rose 1gm Blue 1gm Dark
	 .23	4gm Violet 2gm Yellow 2gm Rose 2gm Dark	2gm Violet 1gm Yellow 1gm Rose 1gm Dark	 .24	4gm Violet 2gm Rose 2gm Orange 2gm Dark	2gm Violet 1gm Rose 1gm Orange 1gm Dark
	 .25	6gm Dark 4gm Rose	3gm Dark 2gm Rose	 .27	6gm Violet 2gm Rose 2gm Dark	3gm Violet 1gm Rose 1gm Dark
	 .28	4gm Violet 3gm Dark 2gm Yellow 1gm Rose	2gm Violet 1gm Dark 1gm Yellow 1gm Rose			
VIOLET	 .7	6gm Violet 4gm Dark	3gm Violet 2gm Dark	 .71	4gm Dark 4gm Violet 2gm Blue	2gm Dark 2gm Violet 1gm Blue
	 .72	4gm Dark 4gm Violet 2gm Rose	2gm Dark 2gm Violet 1gm Rose	 .73	6gm Violet 2gm Yellow 2gm Dark	3gm Violet 1gm Yellow 1gm Dark

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

CXC Mask Formulations | Warm Reflects

You'll find CxC formulas for every Tinta Color & Semi Color reflect available

FORMULATION GUIDE OXIDATIVE COLOUR – WARM & INTENSE						
REFLECT		LEVEL 1-7	LEVEL 8-10	REFLECT	LEVEL 1-7	LEVEL 8-10
GLAZE	HONEY	N/a	4gm Yellow ½ gm Rose ½ gm Orange	PEACH / METALLIC WARM	N/a	4gm Orange 1gm Yellow
GOLD	.3	8gm Yellow 2gm Dark	4gm Yellow 1gm Dark	.31	6gm Yellow 4gm Dark	3gm Yellow 2gm Dark
	.32	6gm Yellow 2gm Violet 2gm Dark	3gm Yellow 1gm Violet 1gm Dark	.34	6gm Yellow 2gm Orange 2gm Dark	3gm Yellow 1gm Orange 1gm Dark
	.35	6gm Orange 2gm Rose 1gm Blue 1gm Dark	3gm Orange 1gm Rose ½ gm Blue ½ gm Dark	.37	6gm Yellow 2gm Violet 2gm Dark	3gm Yellow 1gm Violet 1gm Dark
	.38	6gm Yellow 2gm Violet 2gm Rose 2gm Dark	3gm Yellow 1gm Violet 1gm Rose 1gm Dark	.4 / .44	8gm Orange 2gm Dark	4gm Orange 1gm Dark
COPPER	.43	6gm Orange 2gm Yellow 2gm Dark	3gm Orange 1gm Yellow 1gm Dark	.45	6gm Orange 2gm Rose 2gm Dark	3gm Orange 1gm Rose 1gm Dark
MAHOG.	.5	8gm Rose 2gm Dark	4gm Rose 1gm Dark	.53	6gm Rose 2gm Yellow 2gm Dark	3gm Rose 1gm Yellow 1gm Dark
RED	.6	8gm Red 2gm Dark	4gm Red 1gm Dark	.67	8gm Maroon 2gm Dark	4gm Maroon 1gm Dark
BROWN	.08	N/a	3gm Yellow ½ gm Orange ½ gm Rose 1gm Dark	.81	4gm Yellow 4gm Violet 2gm Dark	2gm Yellow 2gm Violet 1gm Dark
RI SHADES	.46	6gm Orange 2gm Red 2gm Dark	N/a	.56	4gm Dark 6gm Maroon	N/a
	.66	8gm Red 1gm Maroon 1gm Dark	N/a	.76	6gm Violet 2gm Magenta 2gm Dark	N/a

KEUNE



ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission


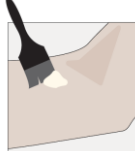
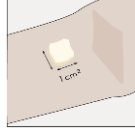

Hair colourants can cause severe allergic reactions. There are 2 types of reactions that can occur:

IRRITATION REACTIONS (hypersensitivity)	<ul style="list-style-type: none"> • More common (than allergic reaction) • Less severe & often confused with allergic reaction • Immune system is not involved • Reactions include skin redness, stinging or itching & limited to the area of contact • Disappear quickly after discontinuing use of the product
ALLERGIC REACTIONS	<ul style="list-style-type: none"> • Extraordinary / abnormal body responses to substances • More severe as immune system is involved • Possible symptoms include rashes, dizziness, fainting, shortness of breath or swelling • Seek medical attention immediately • It is possible, however rare for this to be caused by hair colourants

GENERAL WARNING
<ul style="list-style-type: none"> • Keune Color products are not intended for use on persons under 16 years of age • Temporary 'black henna' tattoos can increase the risk of allergic reaction • Wear suitable gloves • Do not use hair colouring products to colour eyelashes or eyebrows • Avoid any contact with eyes; if this occurs rinse immediately with plenty of water • Remove colour using After Color Shampoo & Balsam to ensure oxidation process has ceased & residue is removed • DO NOT USE colouring products if the hair has been coloured with henna or metal dyes or colourants • Remove metal objects from hair & do not use metal tools (whisks, clips etc) • Use mixed product immediately. Discard any left-over product immediately after use, as it's not suitable for reuse • Never stored mixed product in a closed container • Keep colouring products out of reach of children • Additional information can be found on the insert in every colour tube box

HOW TO PERFORM A SENSITIVITY TEST

A sensitivity test must be done 48 hours before application of product to ensure your client is not sensitive to chemical, compounds or pigments in colour

			
STEP 1 Mix colour as per mixing instructions with Keune Developer / Activator	STEP 2 Apply the colour to a 1cm ² area on forearm directly below the inner elbow	STEP 3 Leave colour uncovered for 45mins. Rinse area with lukewarm water & pat dry	STEP 4 Ask client to return to salon after or advise of results after 48hours

In the event of any rash, redness, swelling, burning, itching or any other similar symptoms, product must not be applied, and client MUST seek medical advice before colouring again.
If these signs appear during the application or 45min processing time, remove & rinse immediately

DO NOT COLOUR HAIR WHEN YOUR CLIENT HAS:	<ul style="list-style-type: none"> • A rash on their face or a sensitive, irritated or damaged scalp • Ever had a reaction after colouring their hair • Ever had a reaction to a temporary 'black henna' tattoo
--	--

WHAT TO DO IF YOUR CLIENT EXPERIENCES ANY OF THE FOLLOWING DURING A COLOUR SERVICE

During service: <ul style="list-style-type: none"> • Elevated itching • Stinging • Burning • Rash 	During service: <ul style="list-style-type: none"> • Fast spreading skin rash • Dizziness • Faintness • Shortness of breath and/or • Swelling of eyes or face 	In the days following treatment: <ul style="list-style-type: none"> • Itchy scalp, • Skin or scalp rash, • Swelling of the eyes or face, • Blistering or dampness of scalp
Rinse immediately & stop treatment Do not colour again Advise medical consultation	Rinse immediately & stop treatment Do not colour again Seek emergency medical attention & contact manufacturer	Client must seek immediate medical attention & contact the manufacturer

Hair decolourisers can cause skin irritations or allergic reactions

IMPORTANT SAFETY TIPS

Lighteners can be highly reactionary when encountering incompatibilities on or in the hair.

A thorough consultation is recommended to best determine lightener type & developer strength for each, individual scenario. For further confirmation, a strand test will determine outcome.

Read & follow safety instructions thoroughly, incorrect decolouriser use may result in potential damage to hair and / or skin.

GENERAL USE

- Do not change mixing ratio from 1:1.5.
- Use Keune decolourisers with Keune Cream Developers 3%, 6%, 9%, Semi Activator OR Semi Activator Intense.
- Do not exceed 6% (20vol) on scalp.
- When using Power Blonde, do not exceed 3% (10vol) in foils.
- Do not exceed processing time (max. 50 minutes). Do not process under heat. Check every 5-10 minutes.
- Use only non-metal tools & accessories when mixing, applying & processing.
- To remove, rinse thoroughly & finish with After Color Shampoo, followed by After Color Balsam or After Blonde Treatment.

NOTE:

- Do not apply to sensitive, irritated or broken skin.
- Avoid contact with eyes, rinse thoroughly if product comes into contact.
- Do not use to decolourise eyebrows or eyelashes.
- Wear suitable gloves.
- Store in a cool, dry place. Keep out of reach of children.
- Use mixed product immediately. Discard any left-over product immediately after use, as it's not suitable for reuse.

WARNINGS & ADVERSE REACTIONS

ALLERGIC REACTIONS

Possible symptoms include:

- Rashes
- Itching &/or burning
- Dizziness &/or fainting
- Shortness of breath
- Skin or face swelling

Stop application / process and rinse immediately.

Deactivate using After Color Shampoo & After Color Balsam / After Blonde Treatment.

Do not proceed with any further service (reapplication, toning etc)

Seek medical attention immediately

CHEMICAL REACTIONS

A chemical reaction can occur when lightener is applied to contraindications on or in the hair.

This may be indicated while on product is on the hair by:

- Change consistency or odour
- Excess heat
- Swelling or sweating
- Steam or smoke

When this occurs, damage to hair is imminent. Irritation or damage to skin may occur (particularly in circumstances of extreme heat or product-on-skin contact)

If any of the above occur, remove immediately. Deactivate using After Color Shampoo & After Color Balsam / After Blonde Treatment.

Do not proceed with any further service (reapplication, toning)

Seek medical attention if necessary.

CONTRA-INDICATIONS & INCOMPATIBILITIES

These can include but are not limited to:

- DIY colour
- Henna or hybrid henna colourants
- Trace metal residue
- Metal-based colourants
- Non-water-soluble ingredients / product build up

Filling Methods | Tinta & Semi Color



When your target shade is 2 or more levels darker than the existing one, you'll need to fill to ensure longevity & durability of tone.

FILLING WITH TINTA Best method for around highlights			
TARGET LEVEL	REQUIRED ULP	TINTA COLOR FILLER FORMULA	
9	PALE YELLOW	¼ base + ¾ 0/33	
8	YELLOW	¼ base + ¾ 0/33	
7	ORANGE / YELLOW	¼ base + ¾ 0/34	
6	ORANGE	¼ base + ¾ 0/44	
5	RED / ORANGE	¼ base + ¾ (0/44 + 0/66)	
1 - 4	RED	¼ base + ¾ 0/66	
METHOD		APPLICATION	
Mix fill formula with water		<ul style="list-style-type: none"> Apply filler formula sparingly to dry hair & comb off excess, leaving a greasy film. Do not rinse Apply target shade + ¼ natural with 3% / 10vol Process 30-40 minutes 	
LEVEL 1-8 (ALL)	LEVEL 9 (WARM)		LEVEL 9 (COOL)
1 : 1	1 : 2		1 : 3

BACK-TO-BACK SEMI Best method for highly sensitised hair			
TARGET LVL	APP	FILLER	
9	1 st	10gm base + 10gm target + 5gm 0/33	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
8	1 st	10gm base + 10gm target + 10gm 0/33	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
7	1 st	10gm base + 10gm target + 10gm 0/34	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
6	1 st	10gm base + 10gm target + 10gm 0/44	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
5	1 st	10gm base + 10gm target + 5gm 0/66 + 5gm 0/44	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
1 - 4	1 st	10gm base + 10gm target + 10gm 0/66	1 : 2 Semi Activator / Activator Liquid
	2 nd	1/4 base + 3/4 target*	
METHOD			
First Application	<ul style="list-style-type: none"> Cleanse hair with Clarify Shampoo & towel dry Apply Semi Filler & process for 20 minutes Rinse colour & towel dry 		<ul style="list-style-type: none"> Apply Semi target colour* 2nd formula personalised to hair condition Process 20 minutes
	Second Application		

SEMI ONE STEP FILLING Best method for lowlighting						
TARGET	TARGET FORMULA					APPLICATION & METHOD
	BASE	COLOUR	FILLER	MIX	PROCESS	
8.81	5gm 8	+ 15gm 8.81	1gm 0/33	1 : 1	20 - 40 minutes	Target, base & filler combined for quick, one-step method Refer to Back-to-Back Semi table for corresponding level filler Use 1/4 Target base for durability
7.32	5gm 7	+ 15gm 7.32	1gm 0/34	1 : 1		
6.37	5gm 6	+ 15gm 6.37	1gm 0/44	1 : 1		

Each Keune Color range offers toning options. Final choice will differ pending:



Hair condition & porosity






Reflects you're applying to










Clients' commitment



Desired result

THE 3 RULES OF TONING						
When working to neutralise unwanted reflects, consider these rules when formulating		Use the opposite colour/s to what is present		Apply the same colour level of what is present		Use the same intensity of colour present

FOR BEST RESULTS					
	RANGE	MIX WITH	MIX RATIO		PROCESS
SEMI PERMAENENT	 COLOR CHAMELEON <i>Semi permanent direct colour</i> <ul style="list-style-type: none"> High shine, high fashion Highly conditioning Intense, pastel or natural 	N/a	N/a		20 – 30 minutes
	 SEMI COLOR <i>Semi permanent oxidative</i> <ul style="list-style-type: none"> High shine & condition No lift, tone-on-tone Long lasting results 	Semi Activator OR Semi Activator Liquid	Standard	1 : 2	20 minutes
	Strong <i>(Semi Activator only)</i>		1 : 1.5	30 minutes	
PERMENENT	 TINTA COLOR <i>Traditional permanent</i> <ul style="list-style-type: none"> Base breaking Corrective, metallic or fashion Concentrate or pastelise 	Cream Developer 3% / 10vol	Pastel	1 : 2	5 – 15 minutes
			Express	1 : 1	
			Intense	1 : 1	30 – 40 minutes
	 SO PURE COLOR <i>Ammonia free permanent</i> <ul style="list-style-type: none"> Base breaking Corrective or fashion results Unique shades & results 	Cream Developer 3% / 10vol	Pastel	1 : 2	20 – 30 minutes
	Intense		1 : 1	30 – 40 minutes	

TECHNICAL TIPS & TRICKS	
FORMULA	Achieving the same colour result doesn't mean using the same formula Consider the reflect & porosity into your formula
TIME	The longer you process, the longer it lasts Adhere to recommended process times for optimum results and longevity
CARE PROTEIN SPRAY	 Use before, during or after the colouring process <ul style="list-style-type: none"> Evens porosity Calms the scalp
UB BLONDE NEUTRALIZING SPRAY	 Gives cool, long lasting & consistent results Spritz damp hair, comb through & apply toner directly over the top
AFTER BLONDE TREATMENT	 Finish your blondes right Ultra nourishing final step Creates a protective layer & repairs the outer structure of the hair

Semi Color Equivalent For Tinta

TINTA COLOR		SEMI EQUIVALENT	TINTA COLOR	SEMI EQUIVALENT		
SHADE SHIFTERS	CLEAR	Clear	FASHION NEUTRALS	7.32	7.32	
	COOL	Silver		8.32	15gm 7.32 + 15gm Clear	
	WARM	Peach		9.32	9.32	
UC FASHION	4.35	20gm 4.37 + 10gm 4.53		5.35	5.35	
	5.1	10gm 5.11 + 10gm 5		7.35	7.35	
	6.13	20gm 6.1 + 10gm 6.3		4.37	4.37	
	6.35	20gm 7.35 + 10gm 5.35		6.37	6.37	
	7.31	20gm 8.3 + 10gm 6.1		6.38	6.38	
	8.23	15gm 8.22 + 15gm 8.3		7.38	10gm 6.38 + 20gm Clear	
	9.31	9.31		8.38	8.38	
ASH	1.1	10gm 1 + 20gm 3.1	MOCHA	10.08	12gm 10.81 + 4gm Clear + 4gm Peach	
	6.1	6.1		5.81	5.81	
	8.1	22gm 9.1 + 8gm 6.1		8.81	8.81	
	9.1	9.1	COPPER	9.04	8gm 9 + 22gm Peach	
	5.11	5.11		5.4	5.4	
	6.11	20gm Clear + 10gm 5.11		8.34	20gm 8.3 + 10gm 8.4 + 3gm 0/33	
	4.12	10gm 3.1 + 20gm 5.11 + 5gm 5.23		6.4	8gm 5.4 + 22gm 8.4	
	6.12	20gm 6.1 + 10gm 7.2		8.4	8.4	
	8.17	8.17		7.43	7.43	
	7.18	7.18		7.44	7.44	
MATT	4.19	10gm 3.1 + 20gm Clear + 5gm TC 0/99	4.45	15gm 4.53 + 15gm 5.4 + 4gm 0/44		
	5.19	30gm 5.11 + 4gm TC 0/99	6.46	10gm 5.4 + 20gm 7.46Ri		
	6.19	30gm 6.1 + 3gm TC 0/99	7.46Ri	15gm 7.44 + 5gm 6.66Ri		
	7.19	10gm 6.1 + 20gm 8.17 + 2gm TC 0/99	MAHOAGANY	5.5	10gm 4.53 + 20gm 6.53 + 4gm 0/56	
	8.19	30gm 8.17 + 1gm TC 0/99		6.5	30gm 6.53 + 3gm 0/56	
PEARL	7.2	7.2		4.53	4.53	
	9.2	22gm 10.2 + 8gm 7.2		6.53	6.53	
	8.21	20gm 8.22 + 10gm 8.17		5.56Ri	5.56Ri	
	10.21	20gm 10.2 + 10gm 10.17	RED	4.6	30gm 4.76 + 5gm 0/33 + 5gm 0/66	
	4.23	10gm 3 + 20gm 5.23		5.6	30gm 5.67 + 4gm 0/33	
	5.23	5.23		6.66Ri	6.66Ri	
	6.28	22gm 7.2 + 8gm 5.81		7.66	10gm 6.66Ri + 20gm Clear	
	7.28	20gm 7.2 + 10gm 8.81		8.66	8gm 6.66Ri + 22gm Clear	
	9.28	15gm 9.25 + 15gm 9.31		5.67	30gm 5.67	
GOLD	4.03	20gm 4.3 + 10gm Clear		6.67	30gm 6.66Ri + 4gm 0/77	
	6.03	20gm 6.3 + 10gm Clear		VIOLET	5.7	30gm 5.67 + 4gm 0/77
	4.3	20gm 4.37 + 5gm 0/33			9.7	22gm 9.71 + 8gm Silver
	5.3	10gm 4.37 + 20gm Clear + 4gm 0/33	10.7		10.7	
	6.3	6.3	3.76		20gm 3.1 + 10gm 4.76Ri	
	7.3	10gm 6.3 + 20gm Clear	4.76Ri		4.76Ri	
	8.3	8.3				
	9.3	15gm 8.3 + 15gm Clear				

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.
























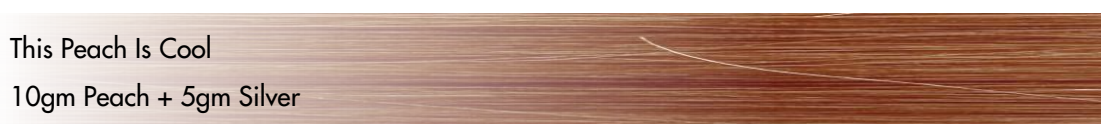
Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

 Tinta Color	Platinum Card 30gm Clear + 10gm Metallic Cool	
 Tinta Color	Concrete Jungle 20gm 10.21 + 10gm Metallic Cool	
 Tinta Color	Total Stoner 15gm 10.08 + 15gm Metallic Cool	
 Semi Color	Underbelly 16gm Beige + 4gm Soft Pink	
 Semi Color	Jamaican-me Blush 5gm 10.17 + 5gm Silver Lilac + 5gm Clear	
 Semi Color	Taupe-less Beach 5gm 9.32 + 5gm 10.17 + 5gm Clear	
 Semi Color	Coasting In Neutral 6gm 9.35 + 12gm Silver	
 Semi Color	Go Taupe-less 10gm 9.25 + 10gm Clear	
 Semi Color	IDGA-Frappe 12gm Champagne + 8gm Honey	
 Semi Color	It's A Foamy Latte Todd 20gm Honey + 4gm 10.81	
 Semi Color	A Few Of My Favourite Things 5gm 9.25 + 5gm 10.81 + 5gm Clear	
 Semi Color	This Peach Is Cool 10gm Peach + 5gm Silver	

All toners are mixed & processed:

Semi Color	1 : 2 (Semi Activator)	20mins
Semi Color Glow	1 : 1 : 1 (After Color Balsam)	5 – 20mins (as noted on cocktail)
Tinta Color	1 : 1 (3% / 10vol)	30mins
So Pure Color	1 : 1 (3% / 10vol)	30mins
Color Chameleon	No developer. Applied direct.	20mins

NOTE | Formulas applied to a neutral level 10, consider level & reflects you apply to. Test strand for best results.

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Cocktails | Root Stretch Go-To's

 Color Chameleon	Hazel Horizon 30gm Clear + 2gm Dark + 2gm Yellow	
 Semi Color	No, no. Barista. As in coffee. 15gm 8.81 + 5gm 8.17	
 Semi Color	Mocha Frappuccino 10gm 8.38 + 10gm 8.22	
 Semi Color	Amber Shade 10gm 8.3 + 10gm 6.1	
 Semi Color	Pony Club 10gm 7.35 + 10gm Beige	
 Semi Color	Cocoa's Shadow 10gm 5.23 + 10gm 7.32	
 Semi Color	Cool Camel 20gm Clear + 10gm 7.18	
 Semi Color	Saddle Up 20gm 7.2 + 4gm 5.81	
 Semi Color	Saddle Club 20gm 7.24 + 10gm 5.81	
 Semi Color	Seeking Shade 5gm 6.1 + 10gm 7.18	
 Semi Color	Throwing Shade 10gm 6.1 + 10gm 6.3	
 Semi Color	Ultimate Nude 10gm 7.32 + 10gm 7.24	

All toners are mixed & processed:		
Semi Color	1 : 2 (Semi Activator)	20mins
Semi Color Glow	1 : 1 : 1 (After Color Balsam)	5 – 20mins (as noted on cocktail)
Tinta Color	1 : 1 (3% / 10vol)	30mins
So Pure Color	1 : 1 (3% / 10vol)	30mins
Color Chameleon	No developer. Applied direct.	20mins

NOTE | Formulas applied to a neutral level 10, consider level & reflects you apply to. Test strand for best results.

KEUNE

ACADEMY | 24

Certified



Corporation



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.













Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

 Tinta Color	Great Talk Rusty 10gm 6.38 + 20gm 7.44
 So Pure Color	Pure Cowgirl 15gm 7.43 + 5gm 6.38 + 5gm 8.38
 So Pure Color	Pure Cowboy 10gm 6.53 + 10gm 6.38 + 10gm 6.4
 Tinta Color	Giddy Up 10gm 6.38 + 10gm 7.44
 Semi Color	Barista's Cowboy 14gm 8.4 + 6gm 8.81 + 4gm 0/44
 Semi Color	Midnight Cowboy 12gm 6.43 + 8gm 6.38 + 10gm 6.3
 Semi Color	We're Jammin' 20gm Beige + 10gm 8.22 + 4gm 0/56
 Semi Color	Cranberry Spritzer 26gm Champagne + 4gm 0/56 + 2gm 0/66
 Semi Color	Supercharged Peach 20gm Peach + 2gm 7.46Ri
 Semi Color	Apple Cider Mimosa 20gm Peach + 1gm 0/34
 Semi Color	Pomegranate Fizz 10gm Clear + 10g 10.7 + 1gm 6.66Ri
 Semi Color	Auburnia 18gm 5.3 + 6gm 5.4 + 3gm 0/34

All toners are mixed & processed:

Semi Color	1 : 2 (Semi Activator)	20mins
Semi Color Glow	1 : 1 : 1 (After Color Balsam)	5 – 20mins (as noted on cocktail)
Tinta Color	1 : 1 (3% / 10vol)	30mins
So Pure Color	1 : 1 (3% / 10vol)	30mins
Color Chameleon	No developer. Applied direct.	20mins

NOTE | Formulas applied to a neutral level 10, consider level & reflects you apply to. Test strand for best results.

KEUNE

ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

 Tinta Color	Vanilla Vibe 10gm 10.08 + 5mg 9.32 + 5gm Clear
 Semi Color	Pale Ale Blonde 10gm Beige + 10gm 10.31
 Semi Color	Icy Beige 10gm Beige + 10gm 8.17
 Tinta Color	Tasty Chai 20gm Clear + 10gm 8.38
 Tinta Color	Strawberry Blonde 24gm 9.04 + 12gm 8.38 + 4gm 0/34
 Semi Color	Vanilla Shimmer 10gm 5gm 10.81 + 5gm Soft Pink + 10gm Silver
 Semi Color	New favourite 9.25 Glow – 5 mins
 Tinta Color	Cool Barista 10gm 8.81 + 10gm Metallic Cool
 Tinta Color	Clearly Ash 20gm Clear + 10gm 8.17
 Semi Color	Cool, Calm & Collectin' Rent 10gm 9.71 + 10gm 10.2
 Semi Color	Serious Ash 20gm Metallic Cool + 10gm 8.17
 Semi Color	Intense New Favourite 8.22 Glow – 5 mins

All toners are mixed & processed:		
Semi Color	1 : 2 (Semi Activator)	20mins
Semi Color Glow	1 : 1 : 1 (After Color Balsam)	5 – 20mins (as noted on cocktail)
Tinta Color	1 : 1 (3% / 10vol)	30mins
So Pure Color	1 : 1 (3% / 10vol)	30mins
Color Chameleon	No developer. Applied direct.	20mins

NOTE | Formulas applied to a neutral level 10, consider level & reflects you apply to. Test strand for best results.

KEUNE



ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Cocktails | Chameleon Collection

 Color Chameleon	Cowgirl Copper Chameels Style 20gm Yellow + 10gm Clear + 1gm Orange
 Color Chameleon	Tangerine Dream 20gm Clear + 2gm Orange + 2gm Yellow + 1gm Rose
 Color Chameleon	Vintage '87 Lipstick 20gm Clear + 2gm Orange + 1gm Magenta
 Color Chameleon	Kenergy 20gm Clear + 2gm Yellow + 1gm Maroon
 Color Chameleon	It's Electrifying 80gm Clear + 1gm Magenta
 Color Chameleon	Pimps Second Favourite Hat 24gm Clear + 1gm Violet + 1gm Magenta
 Color Chameleon	Don't Blame Me, Blame Heather 20gm Clear + 1gm Dark + 1gm Violet
 Color Chameleon	Calm Down Captain 20gm Clear + 1gm Blue + 1gm Magenta
 Color Chameleon	The Captain & This Teal 20gm Clear + 4gm Green + 2gm Blue
 Color Chameleon	The Life Aquatic 20gm Clear + 2gm Green + 1gm Blue
 Color Chameleon	Free Mow Fridays 40gm Clear + 2gm Green + 1gm Yellow
 Color Chameleon	Cool As A Quke 15gm Clear + 2gm Yellow + 1gm Green + 1gm Blue

All toners are mixed & processed:		
Semi Color	1 : 2 (Semi Activator)	20mins
Semi Color Glow	1 : 1 : 1 (After Color Balsam)	5 – 20mins (as noted on cocktail)
Tinta Color	1 : 1 (3% / 10vol)	30mins
So Pure Color	1 : 1 (3% / 10vol)	30mins
Color Chameleon	No developer. Applied direct.	20mins

NOTE | Formulas applied to a neutral level 10, consider level & reflects you apply to. Test strand for best results.

KEUNE

ACADEMY | 24

Certified



Corporation



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Consider the following consultation points to confirm perming or straightening service suitability:


OBSERVE	CONSIDER
TEXTURE	Affects strength selection of straightening cream / perm solution
DENSITY	Amount of hair will determine amount of product required and may affect scalp sensitivity
HERITAGE	Keune straightening and perming products are suitable for both Caucasian and Asian hair. Observe hair texture and condition to determine strength
POROSITY	It is not recommended to apply any Keune forming treatment to porous or extremely porous hair
COLOURED HAIR	<ul style="list-style-type: none"> It's recommended to wait at least 2 weeks after coloring Only suitable for color-treated hair in good condition Do not use on hair that is damaged or fragile due to repeated coloring Do not use on pre-lightened or highlighted hair Do not use on hair treated with henna or metallic salts
PREVIOUS FORMING SERVICES	<ul style="list-style-type: none"> It's recommended to apply regrowth application not sooner than 3 months after previous straightening treatment Do NOT use on hair previously treated with an alkali relaxer containing Sodium Hydroxide. Do NOT use on hair previously treated with 'Sodium Hydroxide-free' products containing Potassium Hydroxide, Lithium Hydroxide or Guanidine Carbonate. Not recommended for use on hair treated previously with semi-permanent straightening systems
RESIDUE	Build up / residue from home maintenance products, minerals, chlorine or alternative straightening products may affect forming products, service and outcome. A Keune detox is recommended prior to service
SCALP HEALTH	Do not apply to a scalp that is irritated, broken or sensitive
HEALTH & MEDICATION	May affect the effectiveness and/or longevity of the straightening treatment
STRAND TEST	Always test strand to confirm your outcome and to determine formula and final processing time
HOME CARE	It is always recommended to maintain a Keune forming service with a Keune home care regime for maximum results and service longevity





Keratin Straightening Guidelines

Our PERMANENT STRAIGHTENING SYSTEM, enriched with Keratin to ensure optimum condition

WHAT IS IT?



 Kera-glide complex

 100% formaldehyde free

- Easy 2 step permanent reshaping process
- Dissolves & resets di-sulphide bonds
- Minimised hair damage
- Keratin technology protects moisture levels
- Long lasting – up to 5 months

KERATIN STRAIGHTENING		
 NORMAL	 STRONG	 NEUTRALIZER
Natural fine to resistant hair Good conditioned, colour treated hair	Natural coarse, glossy, resistant to very resistant hair	For neutralising Normal or Strong straightening services to ensure bonds are reset

ALWAYS STRAND TEST PRIOR TO COMMENCING SERVICE TO CONFIRM SUITABILITY		
HAIR TYPE	NORMAL	STRONG
Natural fine to resistant	RECOMMENDED	NOT RECOMMENDED
Natural strong, resistant & very resistant hair	NOT RECOMMENDED	RECOMMENDED
Colour treated hair in good condition	RECOMMENDED	NOT RECOMMENDED
Very sensitised or damaged colour treated hair	DO NOT USE	DO NOT USE
Decolourised or highlighted hair	DO NOT USE	DO NOT USE
Hair treated with henna or metallic salts	DO NOT USE	DO NOT USE
Previously chemically straightened hair	Wait at least 3 months REGROWTH APPLICATION ONLY	Wait at least 3 months REGROWTH APPLICATION ONLY
Previously treated with keratin 'blowout' services	DO NOT USE	DO NOT USE
Previously relaxed hair	DO NOT USE	DO NOT USE
Irritated, broken or sensitised scalp	DO NOT USE	DO NOT USE

PLEASE NOTE: NEVER EXCEED RECOMMENDED PROCESSING TIME OF MAX. 20 MINUTES (INCLUDING APPLICATION TIME)

Keratin Straightening Guidelines

STRAIGHTENING STEP BY STEP GUIDE	
STEP 1	Perform a thorough consultation
STEP 2	Apply on dry or towel-dried hair. Shampoo the hair only if exceptionally oily or dirty.
STEP 3	<p>Divide hair into 4 sections Set timer before beginning application. Time back independently to front. Application time should not exceed 5 - 7 minutes</p> <p>VIRGIN HAIR: Apply the Straightening Cream rapidly with a color brush, section by section, beginning at the nape. Keep the Straightening Cream 0.5 cm away from the scalp. Carefully work through the hair for even distribution. Avoid tension on the hair. The total application time should not exceed 5 minutes. Smooth the hair with fingers, side of hand or wide-tooth comb.</p> <p>REGROWTH: Only apply to the re-growth, keeping 0.5 cm from the scalp.</p>
STEP 4	<p>Process for 5 to 20 minutes, depending on the hair structure. Do not use heat or cover the hair during processing time. Smooth & check the hair regularly with fingers or wide tooth comb to ensure product is evenly distributed and hair remains straight. Do not pull the hair during the application. (Conduct a knot test to check)</p>
STEP 5	Rinse the hair thoroughly with warm water for 10 minutes. Thoroughly remove all product from the hair. Carefully towel dry the hair.
STEP 6	Carefully blast dry the hair. Do not use a brush. Detangle gently with fingers.
STEP 7	Section the hair and slowly iron small sections from roots to ends into the natural fall, beginning at the nape. Using a ceramic iron, set at 180°C, iron each section 6 to 8 times, until it is completely straight. Do not keep the iron in one place for longer than 3 seconds.
STEP 8	<p>Application of the Neutralization Cream</p> <p>VIRGIN HAIR: Apply the Neutralization Cream section by section, beginning at the nape. Comb or smooth the hair with fingers.</p> <p>REGROWTH: Apply the Neutralization Cream only to regrowth.</p>
STEP 9	Leave the Neutralization Cream in for 3 minutes. Smooth down regularly so that hair remains straight during processing time.
STEP 10	Rinse thoroughly and towel dry the hair. Blow dry hair & style as desired



CONDUCTING A KNOT TEST	
STEP 1	Take a strand of hair and remove excess product.
STEP 2	Make a knot 3 – 5 cm from the scalp
STEP 3	Insert a plastic comb and gently tighten the knot around the tail end.
STEP 4	Partially open the knot, slide it down to the mid-length of the hair and gently re-tie. Repeat this at the ends.
STEP 5	<p>If the knot loosens on its own, the hair requires longer processing. Redo the test in 5 minutes. If the knot does not loosen on its own anymore, the hair is completely processed and ready to be rinsed.</p>



Keratin Curl & Volume Guidelines

								
	KERATIN CURL			VITA WAVE			KERATIN VOLUME	
	All Keune perms are gentle and conditioning							
Recommended Uses	Leaves the hair in superior condition Ideal for clients sensitive to traditional perm smell Achieve true-to-rod size results			Gives springy, crisp curl Ideal for traditional perm clientele Wash and wear or set styled perms			Root lift Lunch-time style support service Full or partial applications Men's volume support	
Results	Beautiful & full curls with strong & healthy hair			Optimum & long-lasting curls			Breathtaking volume with strong & healthy hair	
Active Ingredients	Cation-active Keratin (K+)			Licone, Provitamin B5, Elastine			Cation-active Keratin (K+)	
Range/ strength	0, 1, 2			0, 1, 2			-	
Packaging	125ml			1L			125ml	
Neutraliser	Keratin Curl Neutralizer			Fixit			Keratin Curl Neutralizer	
STRENGTH	NO. 0	NO. 1	NO. 2	NO. 0	NO. 1	NO. 2	NORMAL	
Natural strong coarse, thick, resistant hair								
Natural, normal hair								
Porous, fragile and coloured hair							Test strand to confirm	
Sensitised/ damaged colour-treated			Dilute 1:1 w/ water			Dilute 1:1 w/ water	DO NOT USE	
Heavily lightened or decolourised	DO NOT USE							
Presence of henna or metal colourants	DO NOT USE							
Previously permed hair	Wait at least 3 months before regrowth only application						Apply to regrowth only	
Irritated, broken or sensitized scalp	DO NOT USE							

Keratin Curl & Volume Guidelines

KERATIN CURL				
PRODUCTS				
	Keratin Curl no. 0	For strong, difficult to perm hair		
	Keratin Curl no. 1	For normal hair		
	Keratin Curl no. 2	For porous, fragile and coloured hair		
Note: For sensitised hair it is recommended to dilute lotion no. 2 with water 1:1				
Final processing time & desired result should be confirmed via test curl				
	Without Heat & Without Cap	Optimum processing	Without Heat & With Cap	With Cap & With Heat
KERATIN CURL NO. 0	15-20 min		12-17 min	7-10 min
KERATIN CURL NO. 1	13-18 min		10-15 min	6-10 min
KERATIN CURL NO. 2	8-13 min		6-12 min	4-8 min
KERATIN VOLUME				
	<ul style="list-style-type: none"> • All over short hair for volume • Partial style effects and style support • Regrowth touch up • Root application for width and height on fine, limp hair 			
	Without Heat & Without Cap	Without Heat & With Cap	With Cap & With Heat	
ROOT BOOST GEL	15-20 min	12-17 min	7-10 min	
Final processing time & desired result should be confirmed via test curl				
DIRECTIONS FOR USE				
STEP 1	PREPARE	Shampoo with clarify and towel dry. Spray porous hair with Care Protein Spray		
STEP 2	WIND	Wrap hair whilst damp in desired technique (size and number of rods will determine result). Apply lotion to each rod, beginning at nape		
STEP 3	PROCESS	See recommended processing times above Final processing time and desired result should be confirmed through test curl		
STEP 4	NEUTRALISE	After processing, perform test curl Rinse thoroughly with warm water for at least 5 minutes. Blot gently & thoroughly		
STEP 5	RINSE	Apply 2/3 of Keratin Curl Neutraliser to the rods for 5 minutes Gently remove rods without tension and apply remaining neutraliser for a further 5 minutes		
STEP 6	AFTER CARE	Apply desired leave-in or styling products to style & finish		

With great care comes great hair



- Developed according to long-established scientific practices and principles
- Improves scalp and hair health
- Prescriptive solutions for scalp solutions and hair desires to tailor your regime
- Consultation > Cleanse > Condition > Complete

TECHNOLOGY

Essential Mineral Complex

SCALP SOLUTIONS	HAIR DESIRES	
Anti-dandruff	Colour protection	Volume & strength
Thicker & fuller hair	Repair & hydration	Smooth & control
Regulated hair & scalp	Luminosity	Defined curls
Soothing sensitive scalp	Blonde Repair	Blonde Maintenance

COLOR

COLOR BRILLIANZ
Color Protection



TINTA COLOR CARE
Sulfate Free Protection



SILVER SAVIOR
Violet Infusion



PROFESSIONAL

CLARIFY
Deep Cleanse & Purify



CONDITION

VITAL NUTRITION
Hydration



SATIN OIL
Luminosity



BLONDE SAVIOR
Revitalise & strengthen



SPA CREAMBATH
Total hair spa experience



SHAPE

ABSOLUTE VOLUME
Volume & Strength



KERATIN SMOOTH
Smooth & Control



CONFIDENT CURL
Hydrate & Define



DERMA PEELING
Detox, Renew, Exfoliate



SCALP

DERMA EXFOLIATE
Anti-Dandruff



DERMA ACTIVATE
Thicker & Fuller Hair



DERMA REGULATE
Regulate Hair & Scalp



DERMA SENSITIVE
Soothes Sensitive scalp



TREAT

MIRACLE ELIXIR
Strengthens & softens



LUMI COAT
Hydration & glow



Whatever your hair, wear it with Style



- Perfect collection of styling products, allowing professional stylists the freedom to create any hairstyle
- With thermal protection up to 230 degrees to ensure strand is protected
- High quality ingredients, perfected by science

TECHNOLOGY



UV Filters



230°C heat Protection



Dry Cleanse Complex



24hr Humidity Protection

SMOOTH

For smooth operating

GLOSS

For when you want to shine

HEAT PROTECT For ultimate thermal protection

REFRESH

To refresh & extend your style

CURL

For more bounce per ounce

VOLUME

For big moments

TEXTURE

I woke up like this

FIX

When you need to set your style

PREP
a perfectly primed canvas



SHAPE
Customise your style



FINISH
Perfect & set your style



Complete wellbeing

TECHNOLOGY

Certified Organic



Argan & Essential Oils



Sulfate Free



Vegan friendly

- A gentle range that promotes wellbeing and relaxation
- Prescriptive products suitable for all hair types
- Enhanced with beautiful aroma combinations for a unique lifestyle experience

HAIR

RECOVER

Quinoa, Avocado & Coconut
For damaged hair



MOISTURIZING

Ylang Ylang & Palmerosa
For dry hair & scalp



COLOR CARE

Jasmine & Sandalwood
For colour protection



SCALP

CALMING

Lavender & Chamomile
For sensitive scalps



COOLING

Rosemary & Mint
Creates cooling sensation



ENERGIZING

Lemon & Ginger
For fine & thinning hair



EXFOLIATING

Tea Tree & Lavender
For dandruff



ARGAN OIL

Argan & Apricot Kernel
For all hair types



STYLING

Orange Oil & Palmerosa
For all hair types



Distilled for men

TECHNOLOGY



Creatine



For him

- Care, styling & grooming, suitable for all hair types
- Creatine rebuilds & reinforces hair structure, reducing breakage while nourishing
- Hemp extract contains Omega 3 & 6 and proteins
- Signature fragrance

CLEANSING & CONDITIONING



ESSENTIAL
Shampoo & Conditioner
Hydrating for hair & body



REFRESHING
Shampoo & Conditioner
Refreshing & stimulating



FORTIFYING
Shampoo & Lotion
Prevents hair loss



PURIFYING
Shampoo
Dandruff control



DEEP CLEANSING
Shampoo
Clarify oil & build up

GROOMING ESSENTIALS



BEARD BALSAM
Style & Hold



BEARD OIL
Softens & hydrates



SUPERIOR SHAVING CREAM
Protects & soothes

STYLING STAPLES



CLASSIC GEL
Extra strong hold



STRONG HOLD WAX
Strong shaper



PREMIER PASTE
Matte definer



PREMIUM CLAY
Dry texturiser



ORIGINAL POMADE
Classic shine

KEUNE



ACADEMY | 24

Certified



keuneanz



keuneHaircosmeticsanz

Keune strives to deliver accurate and current technical information.

The information provided are methods optimised for use within Australia and New Zealand in addition to Keune Global practices.

A thorough consultation and patch test is recommended before all services.

Always apply best-practice technical methods when preparing and applying your colour and forming treatments.

Cocktail formulas provided are a guide only and may need to be adjusted for each individual scenario. Always strand test for best results.

If you require additional technical support, please contact your Keune Technical Advisor or Keune Head Office (02) 8886 4600 / (NZ) 0800 440 443

This document is subject to copyright. It is created for exclusive use as part of the Australia & New Zealand Keune Academy curriculum.

It is not to be printed, published, shared or posted without permission

Keune Consultation & Record Sheet



Title _____ First _____ Last _____
 Address _____
 Phone _____ Email _____
 DOB ____/____/____ Date of first visit ____/____/____
 Stylist _____ Colourist _____

HAIR ANALYSIS					
Nat. Level			ULP		
% White	Front _____%	Top _____%	Sides _____%	Back _____%	Even _____%
Texture	Fine	Medium	Thick	Coarse	
Density	Sparse	Medium	Thick	Very thick	
Porosity	Roots		Lengths		Ends
	Roots		Lengths		Ends
Level & reflect	Roots		Lengths		Ends
Hair Shape	Straight	Frizzy	Wavy	Curly	Tight Curl

BACKGROUND INFORMATION	
Genetic Red Tones?	
General Health	
Medications	
Cuts or abrasions	
Allergies	
Additional	

CHEMICAL SERVICE HISTORY			
Care	Prof / Consumer	Styling	Prof / Consumer
Lighter	Yes / No	Darker	Yes / No
Tint	Yes / No	Semi	Yes / No
Highlights	Yes / No	Balayage	Yes / No
Perm	Yes / No	Straight	Yes / No
DIY colour	Yes / No	Henna	Yes / No
Previous service notes			

PATCH / STRAND TEST INFORMATION			
Patch Test	Yes / No	Date	By
Patch location	Ear	Elbow	Other
Product & shade	Tinta	Semi	So Pure
Outcome	No Reaction	Reaction	
Strand Test	Yes / No	Date	By
Strand Location			
Product			
Outcome	No Reaction	Reaction	

CLIENT ANALYSIS					
Hair Concerns?					
Colour fade	Dry / damage	Frizz	Dull	Lacks volume	Curl
Scalp Concerns?					
Dry	Dandruff	Itchy	Sensitive	Oily	Hair loss
How often do you shampoo?					
Daily	2-3 days	3-4 days	Weekly	Rarely	Never
Salon visit frequency?					
2-3 Weekly	Weekly	2-4 weeks	4-6 weeks	6-8 weeks	10+ weeks
Hair Exposure frequency?					
Sun	Daily	2-3 days	Weekly	Rarely	Never
Salt, chlorine	Daily	2-3 days	Weekly	Rarely	Never
Thermal styling	Daily	2-3 days	Weekly	Rarely	Never

CLIENT FEATURES		
Complexion	Warm	Cool
Eye Colour		
Face Shape		
Oval	Round	Square
Rectangle	Diamond	Triangle
Inverted Triangle	Heart	

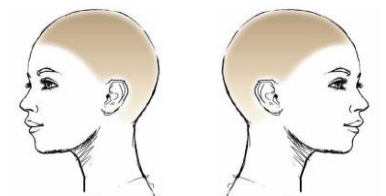
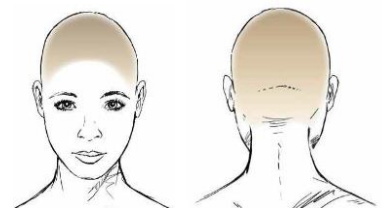
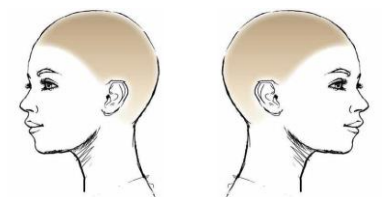
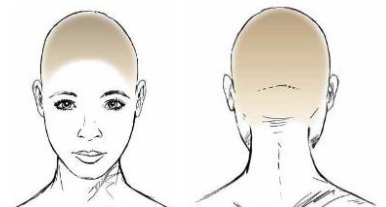
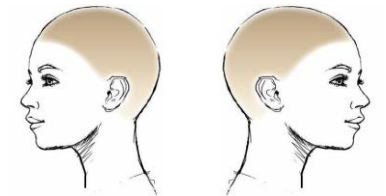
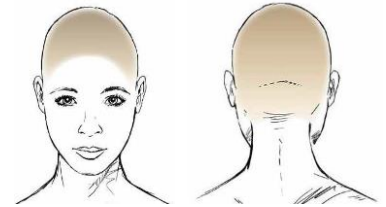
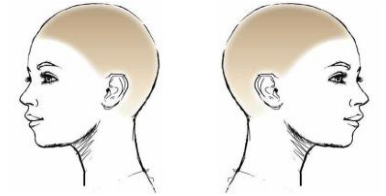
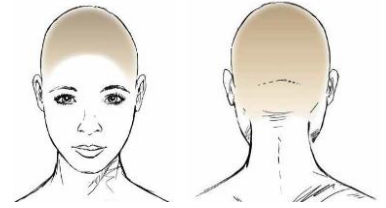
ADDITIONAL NOTES

Detail is key! Record your:

- Natural & reflects used
- Developer used
- Formula in grams
- Lightener formula
- Bond Fusion addition
- Processing time
- Toner formulas
- Recommended regime
- Ideas for next time

Date & stylist

Service record, notes & recommendations



Keune Master Pathways are our pre-set educational programs to inspire & unleash professional greatness. Combining some of most popular courses, these pathways challenge & grow knowledge, confidence & skills. On completion, you'll be recognised with one of our Keune Master badges. Don't just be; be your best.

KEUNE GRAND MASTER

Attained by completing:

- Keune Master Colourist Keune Master Stylist International Master

(within a 5-year timeframe)

INTERNATIONAL MASTER

Eligibility for attending International Masters Tour

Completion of:

- Keune Master Colourist Keune Master Stylist

(within a 5-year timeframe)

MASTER COLOURIST

Colour-focused courses completed within a 24-month timeframe

- Consultation Essentials
- Colour Essentials
- Blonde Essentials
- Grey Area
- Correction Light
- Correction Dark
- Blonde Creator
- Blonde On
- Blonde Perfector
- Keune Blonde Degree
- Keune Colour Degree
- + your choice of 1 of the following:
 - Masterclass: Lived-in Blondes
 - Masterclass: Polished Copper
 - Masterclass: Bleach Please
 - Masterclass: Blend Master

MASTER STYLIST

Cut & style-focused courses completed within a 24-month timeframe

- Consultation Essentials
- Retail Essentials
- Classic Long
- Classic Short
- Creative Long
- Creative Short
- Fringe Benefits
- Mane Story
- + your choice of 2 of the following:
 - Mentor: Craft Fundamental Program
 - Mentor: Craft Progression Program
 - Mentor: Long Hair Bootcamp
 - Mentor: Short Hair Bootcamp
 - Masterclass: Classics 3x3x3

KEUNE

ACADEMY | 24

KEUNE.COM

KEUNE AUSTRALIA
23 Liberty Road, Huntingwood, NSW 2148
PO BOX 787, Kings Langley, NSW 2147
PH 02 8886 4600
info@keune.com.au

KEUNE NEW ZEALAND
PO BOX 15336 Miramar Wellington 6243
PH 0800 440 443
info@keune.co.nz



keuneanz



keuneHaircosmeticsanz

KEUNE INDONESIA
Rukan Graha Cempaka Mas Blok C No.1
Jl. Letjend Suprpto, Sumar Batu, Jakarta Pusat
10640 PH 4287 2885
info@keune.co.id

KEUNE SINGAPORE
06-03 SYH Logistics Building
68 Kallang Pudding Road, Singapore 349327
PH 6848 6007
info@keune.sg

