

HUE...the dawn of new color aeon.



NUMBER THREE

H U E
G L O S S

CERTIFIED PROFESSIONAL
HAIR COLOR WITH
BOTANICAL INGREDIENTS



Unfading impressionable vibrant & lustrous hair.



Luster of HUE GLOSS

Repeated hair coloring can restore color, but causes damage that diminish innate luster of hair. HUE GLOSS is infused with botanical essence that magnifies the natural beauty of hair. Glossy texture inhibits damages, and promotes intrinsic shine of hair, creating canvas that enhances spectrum of color service. The possibility of new coloring tool that fosters natural transparency, shine and HUE back into hair.

Gloss Hair Color – the Global Standard What is HUE GLOSS?

This liquid oxidative hair coloring product is superior in its ease for color blending and transparency compared to the traditional crème type. The gel properties foster operability and permeability with minimal alkali contents.

*Do not lift or lighten hair color.



















*Ammonium, Paraphenylenediamine, and Silicon free.

Doing our part to promote the global movement of establishing harmonious (WELLBEING) balance between people and the environment in product developments.

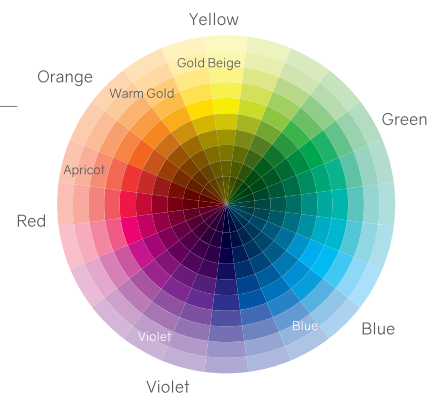


Gel mixture developed from 1st and 2nd agents.

HUE GLOSS Lineup

Titanium	Green Natural	Blue	Natural	Gold Beige	Warm Gold	Apricot	Violet
Grayish tint-less color that brings out luster.	Essential for creating the depth in tones for the sun-kissed look.	Controls brassiness into clear and blue tone.	Natural, ideal for manipulating tones.	Step closer to sun-kissed blond. Easily pairable beige.	Flaxen beige with a gentle tint of gold.	Tint of energetic reddish orange that cancels out the cold tones.	Lavender violet tones down yellow brassiness.
							
9/T	9/GN	9/B	9/N	9/GB	9/WG	9/Ap	9/V
							
6/T	6/GN	6/B	6/N	6/GB	6/WG		6/V
							
CL		1/B	3/N				

COLOR WHEEL



HUE GLOSS Items



HUE GLOSS
Hair Color/1st Agent
Line-up 17 colors/Net 2.03 Fl. oz./60mL



HUE GLOSS CL
Hair Color/1st Agent
Net 20.29 Fl. oz./600mL



HUE GLOSS OX2T
Hair Color Developer
(contains 2% Hydrogen Peroxide)
/2nd Agent
Net 20.29 Fl. oz./600mL

Mixing Ratio
Mix 1st and 2nd agent (OX2T) in 1:1 ratio

*Color chart based on standard color treatment on 100% gray hair.

*Results can vary due to base hair color differentials.

*Actual results may differ from printed materials.

*The numerical associated with each color level is based on convenience of expression for color concentration.

H U E G L O S S

Color Formula

Color Setting for “Lasting Hue and Luster”

HUE GLOSS is bare minimum alkali content hair color developed for pre-colored hair. Gel form permeates rapidly resulting in short service time in comparison to crème counter types.

3 Merits

Speediness

Due to its gelatinous properties, permeability and maneuverability is superior compared to conventional crème type counterparts.

Low Alkali Content

Contains over 90% less alkali compared to conventional alkali colors.

60% less alkali contents compared to conventional low-alkali type hair colors.

*internal comparison

Sheer and Luster

27% up in smoothness of cuticles compared to alkali colors.

14% up compared with low-alkali type hair colors.

*internal comparison

Color Development - Conventional Hair Color Products

Effective at creating warm tones.



Paraphenylenediamine/Ammonia

Color Development - HUE GLOSS

Effective at creating cold tones.

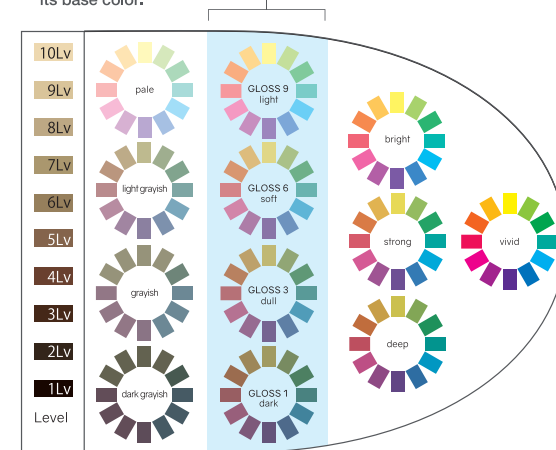


Gradual non-color fading
2,5-Diaminotoluene sulfate/Monoethanolamine

COLOR TONE CIRCLE

- LIGHT SHADE**
Level 9 is suitable for expression of luster and bleached light tone color.
- SOFT SHADE**
Level 6 is suitable for expression of luster and medium tone lightness color.
- DULL/DARK SHADE**
Levels 1 & 3 is suitable for expression of luster and dark tone color suppressing the lightening.

HUE GLOSS is in the middle of the color saturation and has blue as its base color.



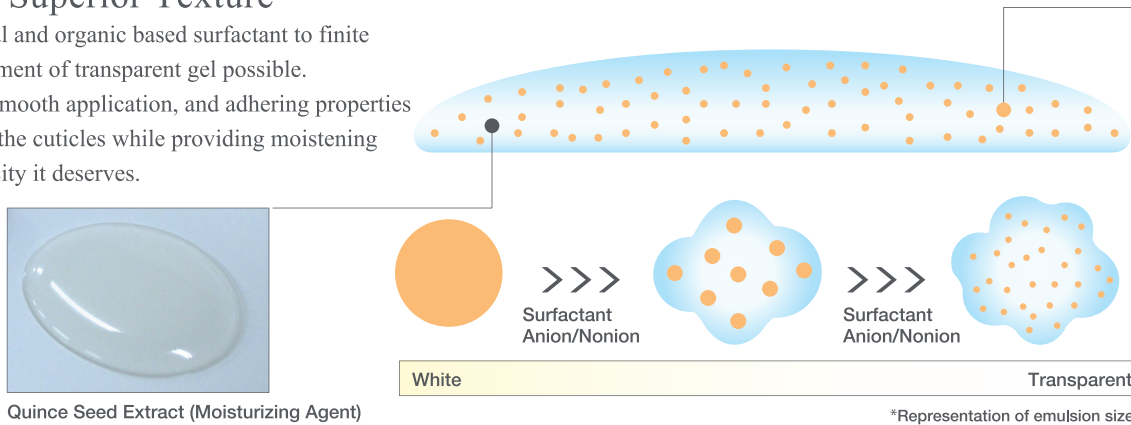
Saturation

GREEN TECHNOLOGY (HUE GLOSS)

Thixotropic gel

Permeability × Superior Texture

Breaking down botanical and organic based surfactant to finite materials made development of transparent gel possible. Experience the ease of smooth application, and adhering properties when applied. It aligns the cuticles while providing moistening effects, shine and elasticity it deserves.



Endless Possibilities – 3 Assurances

1. **PPD (Paraphenylenediamine) FREE**
Contains 2,5-Diaminotoluene sulfate
2. **AMMONIA FREE**
Contains low volatile Monoethanolamine.
Lingers in trace amounts and do not affect fading or damages to the hair.
3. **SILICONE FREE**
Aiming for a more natural finish with GREEN TECHNOLOGY.

What is 'Vegan' ?

The concept of Vegan refers to the way of lifestyle focused on wellbeing, health, beauty, animal protection and the environment. Vegan means "absolute vegetarian way of life". A choice to refuse animal-derived ingredients for food, clothing and housing for the promotion of better health, beauty and the environment. Vegan has become a choice of lifestyle for vegetarians, organic and naturalist fans around the world, and has set a renowned standard of life choices that permeated throughout the world. This new standard has created sensations, and possibly can ignite new level of consciousness for health, safety and beauty.

Vegan Certification



- ✓ Animal Derived Ingredients Free.
- ✓ No Animal Testing.
- ✓ Genetically Modified Organism (GMO) Free.

*Usage other than animal based DNA indicated on the label.

Organic & Botanical Ingredients



Camellia Oil
(Hair protectant)



Macadamia Nuts Oil
(Hair protectant)



Meadowfoam Oil
(Hair protectant)



Avocado Oil
(Hair protectant)



Grape Seed Oil
(Hair protectant)



Olive Oil
(Hair protectant)



Joboba Oil
(Hair protectant)



Almond Oil
(Hair protectant)



Evening Primrose
(Hair protectant)



Rosehip Oil
(Emollient)



Shea Butter
(Hair protectant)



Aloe Vera Leaf Extract
(Humectant)

How to use

GLOSS ON

Maintaining Color and Luster

Pre-rinse.

Dry hair with towel after washing

Application of GLOSS (with brush or applicator bottle).

Apply on either wet or dry hair. Process for 10 minutes.

Shampoo/Treatment

Shampoo lightly once and apply treatment and rinse.

Dry/Style hair

Usage Amount:

Short hair:

1st agent 1.01 Fl. oz./30mL + 2nd agent 1.01 Fl. oz./30mL
Total: 2.03 Fl. oz./60mL

Medium hair:

1st agent 1.35 Fl. oz./40mL + 2nd agent 1.35 Fl. oz./40mL
Total: 2.71 Fl. oz./80 mL

Long hair:

1st agent 1.69 Fl. oz./50mL + 2nd agent 1.69 Fl. oz./50mL
Total: 3.39 Fl. oz./100mL



Total time: 25 min.

Warning:

*Read the instructions until the end and follow all directions before use.

*This product contains ingredients which may cause severe allergy and/or skin irritation on certain individuals.

*Preliminary Patch Allergy Test per accompanying directions should first be done 48 hours before every usage.

*Do not use on persons who have already had an allergic reaction to any hair color product.

*This product must not be used for dyeing eyelashes or eyebrows; to do so may cause blindness.

Layering Colors for Expression.

Use hair color or bleach as base.

Lift up color of regrowth hair while controlling lightness.

Shampoo

Shampoo lightly once, then towel dry.

Application of GLOSS (with brush or applicator bottle).

Apply at booth or sink, process for approximately 10 min.

Shampoo/Treatment

Shampoo lightly once and apply treatment and rinse.

Dry/Style hair



Total time: 45 minutes

BASE BREAK and GLOSS

Expressing Natural Gradation to Pre-Colored Hair with Luster, but Minimal Damage.

BASE BREAK

Lift up regrowth hair in short period of time with fashion color. Process for 5~10 min.

Shampoo

Shampoo lightly once and dry.

Application of GLOSS (with brush or applicator bottle).

Apply at booth or sink, process for approximately 10 min.

Shampoo/Treatment

Shampoo lightly once and apply treatment and rinse.

Dry/Style hair



Total time: 40 minutes

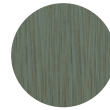


HUE COLOR Lineup

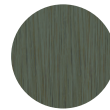
<i>Fashion Color</i> <i>Natural Fudge</i>	N	<i>Gray Color</i> <i>Natural Fudge</i>	0N
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Natural Fudge
Fashion

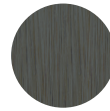
Natural Fudge
Gray



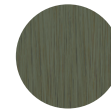
11/N



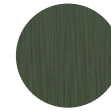
9/N



7/N



9/0N



7/0N



5/0N

Mix Ratio

Mix the 1st and 2nd agent (OX6) in a 1:1 ratio

*Color chart based on standard color treatment on 100% gray hair.

*Results can vary due to base hair color differentials.

*Actual results may differ from printed materials.

*The numerical associated with each color level is based on convenience of expression up to 15 scale level for color concentration.

HUE COLOR Items



HUE FASHION / HUE GRAY
Hair Color/Net Wt.2.82oz./80g/1st agent



HUE OX6
Hair Color Developer/Net 40.58 Fl. oz. /1200mL/2nd agent





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