

evo

*HUE***VERSE**

OUT-OF-THIS-WORLD COLOUR

TECHNICAL GUIDE

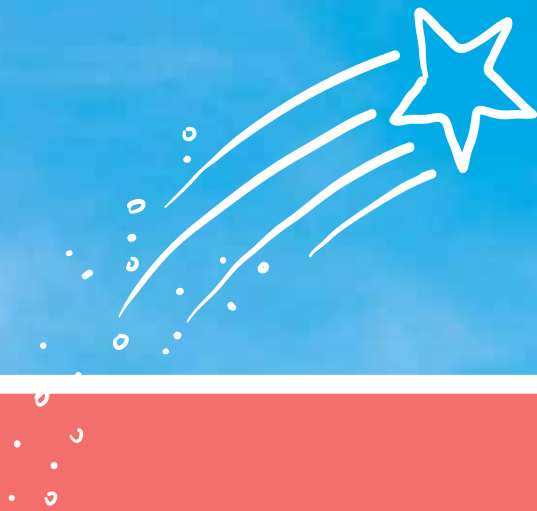
**PERMANENT COLOUR
DEMI-PERMANENT GLOSS**



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PERFORMANCE WITHOUT COMPROMISE



PERFORMANCE

we're here to empower colourists with a complete colour portfolio that doesn't contain imaginary technologies, hyped-up ingredients or overcomplicated systems, only hardworking formulas that offer...

- ✦ complete coverage
- ✦ long-lasting results
- ✦ superior condition
- ✦ out-of-this-world shine
- ✦ unique viscosity
- ✦ less sensitivity
- ✦ simplicity

a complete range of ammonia-free permanent colour and demi-permanent gloss that provides out-of-this-world performance without compromise.



SQUEAKY CLEAN

we believe in creating honest products that respect people and the planet. we left the bad stuff out and put more clean stuff in because it's the right thing to do and it didn't compromise on performance.

WHAT'S OUT

- ☼ ammonia
- ☼ ppd
- ☼ resorcinol

WHAT'S IN

- ☼ organic oils
- ☼ allergen-free fragrance
- ☼ vegan + cruelty-free

THE HUE-VERSE COMPLEX

we deliver on our commitment to performance with a simple formula... a complex... without the complexity... or made-up technology.





GOOD GENES



hue-verse pigments are the best quality micro pigments we could source. they penetrate deep into the hair quickly and effectively without needing to lift the cuticle to the extreme, meaning maximum colour penetration while preserving the integrity of the hair.

POWERFUL MOJO



hue-verse is packed full of naturally derived, concentrated organics that contain high levels of mighty antioxidants. these super-strength naturals protect against free radical damage while preserving the integrity of the scalp and hair, for longer-lasting more vibrant colour with out-of-sight condition and shine.

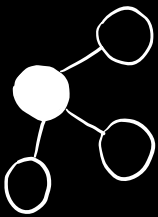
MUTUAL ATTRACTION



hue-verse colour and developers are a match made in heaven, the combined consistency is velvety smooth providing the perfect viscosity for maximum adherence and colour penetration. only once the pair are mixed, and have penetrated the hair, does oxidation take place providing even results.

WHAT'S OUT

we deliver on our commitment to providing squeaky clean formulas by taking the bad stuff out.



AMMONIA

instead of ammonia, we use monoethanolamine (mea) for its high degree of purity and regulation. mea provides less scalp sensitivity, less odour and less swelling of the cuticle, meaning gentler, longer lasting and shinier colour without the overpowering smell or irritation... win, win, win.



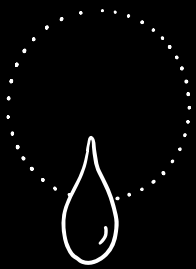
PPD

instead of ppd, we use tds and hpps which are less likely to cause reaction or scalp sensitivity for a more pleasant colouring experience for anyone and everyone.



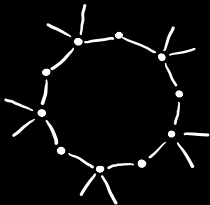
RESORCINOL

instead of resorcinol, we use derivatives of resorcinol, which are manufactured to a higher standard and provide less sensitivity.



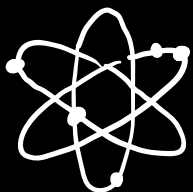
MINERAL OIL

instead of mineral oil, we use naturally derived organics that are not only much better for people and the planet but they also provide epic shine and condition.



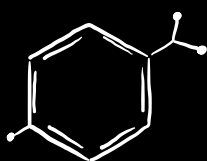
SILICONES

instead of silicones, we pack our formulas full of naturally derived ingredients that are much better for our waterways and offer increased moisture, shine and protection.



SULFATES

instead of harsh sles and sls surfactants, we use a balanced blend of gentle surfactants to improve the rinsing process.



PARABENS

instead of commonly used parabens that increase shelf-life, we use better regulated, safer preservatives to keep hue-verse formulas performing at their peak.

WHAT'S IN

because we took the bad stuff out we were able to put more of the good stuff in.



ORGANIC AVOCADO OIL

rich in omega fatty acids and vitamin e, avocado oil is the perfect oil to provide intensive moisture, nutrition and shine without weighing hair down.



ORGANIC YELLOW CHAMOMILE EXTRACT

chamomile is a source of nutrient rich flavonoids, which act as antioxidants playing an important role in protecting hair against free radical damage and colour fading.



ORGANIC SUNFLOWER SEED OIL

sunflower seed oil is packed full of vitamin e which helps to support healthy hair and scalp while protecting against ageing to keep hair nourished, smooth and shiny.



COCONUT OIL

coconut oil is a super nourishing, nutrient-rich oil that deeply penetrates the hair to provide intensive nutrition and reduce damage.



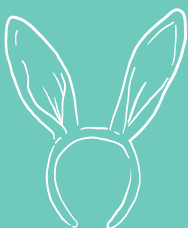
PLANT-DERIVED GLYCERIN

glycerin is a humectant that penetrates the cuticle to hydrate the hair from the inside out making it stronger, less prone to breakage and more voluminous.



ALLERGEN-FREE FRAGRANCE

low levels of allergen-free fragrance reduce scalp irritation and make the whole colouring process more enjoyable for colourist and client.



VEGAN + CRUELTY-FREE

each and every formula is free-from animal by-products and not tested on our furry friends... humans only.





NAMING AND NUMBERING

we've kept it simple. hue-verse permanent shades are perfectly complimented by the demi-permanent gloss shades and share the same easy to understand numbering and naming system. they even share the same colour chart.

6.

depth

8

primary
reflect

1

secondary
reflect



DEPTH

level	description	undertone
12	ultra light natural blonde	● palest yellow
10	lightest natural blonde	● pale yellow
9	very light natural blonde	● yellow
8	light natural blonde	● yellow orange
7	natural blonde	● orange
6	dark natural blonde	● orange red
5	light natural brown	● red orange
4	natural brown	● red
3	dark natural brown	● red
2	darkest brown	● red
1	black	● red

REFLECTS

the hue-verse colour wheel shows the tonal characteristic of each reflect.



PERMANENT COLOUR



hue-verse permanent colour delivers a full spectrum of cream-based ammonia-free shades that provide out-of-this-world performance.

FEATURES + BENEFITS

- 🌀 free-from ammonia, ppd and resorcinol
- 🌀 complete white hair coverage
- 🌀 vibrant, uniform and long-lasting results
- 🌀 up to 4 levels of lift
- 🌀 unique viscosity for superior adhesion
- 🌀 low levels of allergen-free fragrance
- 🌀 preserves integrity of hair and scalp
- 🌀 perfectly complimented by demi-permanent gloss shades

PERMANENT DEVELOPERS

hue-verse permanent developers are creamy and rich all purpose developers for maximum colour performance.

FEATURES + BENEFITS

- 🌀 creamy and thick viscosity for superior adhesion
- 🌀 yellow chamomile + plant-derived glycerin add condition and shine



MIXING AND TIMING NATURAL AND TONAL SERIES

when using hue-verse permanent shades and cream developers, follow this guide:

developer	levels of lift
10 vol	0-1
20 vol	1-2
30 vol	2-3
40 vol	3-4



35min



1:1.5

example: 40g permanent colour + 60g cream developer

- ⊗ when hue-verse permanent shades are mixed with 6.5 vol cream developer, reduce timing to 20 min and a softer deposit of colour will be achieved.



FOR BEST RESULTS

APPLICATION

- ⌚ never use metallic tools
- ⌚ always apply to clean, dry hair
- ⌚ apply colour mixture immediately after preparation
- ⌚ fully saturate hair with colour mixture
- ⌚ when white hair coverage is required, apply to areas with the highest percentage of white hair first
- ⌚ when lightening, apply to the darkest areas of hair first
- ⌚ always process at room temperature

REMOVAL

- ⌚ thoroughly emulsify and rinse to ensure complete removal of colour mixture from hair and scalp
- ⌚ once rinsed, use a colour-safe shampoo and conditioner like evo ritual salvation for final residue removal to return hair to a natural pH

WHITE HAIR COVERAGE

hue-verse permanent standard natural, warm natural and intense natural series provide 100% white hair coverage. all other tonal series provide a minimum of 50% white hair coverage.



for white hair coverage, use 20 vol or 30 vol cream developer depending on the required level of lift.

for opaque coverage, follow this guide:

white hair	natural series	tonal series
0% – 25%	0	1
25% – 50%	1/4	3/4
50% – 75%	1/2	1/2
75% – 100%	3/4	1/4



35min



1:1.5

example: when using 7.55 on 100% white hair, mix 30g 7.03 + 10g 7.55 + 60g 20 vol cream developer

STANDARD NATURAL SERIES

white hair coverage with a cool tone.

WARM NATURAL SERIES

white hair coverage with a warm tone.

INTENSE NATURAL SERIES

opaque white hair coverage on resistant hair types.

when formulating with more than 50% intense natural shades, use 30 vol to fully develop pigments and avoid demarcation lines that can appear in resistant white hair.

RESISTANT MIX

when achieving white hair coverage is challenging, consider using a 1:1 mixing ratio and intense naturals.



HIGH LIFT

hue-verse permanent high lift series provides up to 4 levels of lift.

depending on desired level of lift, follow this guide:

developer	levels of lift
30 vol	up to 3 levels
40 vol	up to 4 levels



50min



1:2

example: 40g 12.1 + 80g 40 vol cream developer

CLEAR LIFTER

☞ clear lifter is the same strength as the high lift series without tone and can be used to achieve up to 4 levels of lift on natural hair and 1 level of lift of artificial colour when used alone.

example: 40g clear lifter + 80g 40 vol cream developer

☞ clear lifter can also be used to increase lift or to shift artificial colour build-up during a colour process. when doing so, mix with a tonal series shade at a 1:1.5 mixing ratio.

example: 20g 7.55 + 20g clear lifter + 60g 30 vol cream developer

MIX TONES

hue-verse permanent mix tone series provides a complete array of corrective and intensifying options for any shade.

when neutralising, follow this guide:

target level	colour mixture	quantity of mix tone
● 12 – palest yellow	40g	+ 1.5g silver
● 10 – pale yellow	40g	+ 0.5g silver
● 9 – yellow	40g	+ 1g silver
● 8 – yellow orange	40g	+ 2g silver
● 7 – orange	40g	+ 2g intense blue
● 6 – orange red	40g	+ 3g intense blue
● 5 – red orange	40g	+ 4g intense blue
● 4 – red	40g	+ 3g anti red
● 3 – red	40g	+ 4g anti red
● 2 – red	40g	+ 5g anti red

example: 40g 6.1 + 3g intense blue + 60g cream developer

⤵ mix tones can be used up to 1/4 of the total formula without needing to add additional developer.

example: 30g 6.7 + 10g intense violet + 45g cream developer







FILLING

filling of the hair is recommended to achieve a predictable outcome when a colour result two or more shades deeper is required. we recommend using evo fab pro when filling, however hue-verse permanent mix tones can also be used to add the correct undertone.

based on target shade, apply chosen formula to lightened areas of clean, dry hair. towel-blot excess colour mixture until hair becomes tacky and follow with chosen colour mixture.

depending on desired outcome, follow this guide:

target level	fill formula	undertone
9	1g intense gold + 40g water	● yellow
8	4g intense gold + 1g intense copper + 40g water	● yellow orange
7	5g intense copper + 40g water	● orange
6	4g intense copper + 1g intense red + 40g water	● orange red
5	2g intense red + 2g intense copper + 40g water	● red orange
1 – 4	5g intense red + 40g water	● red

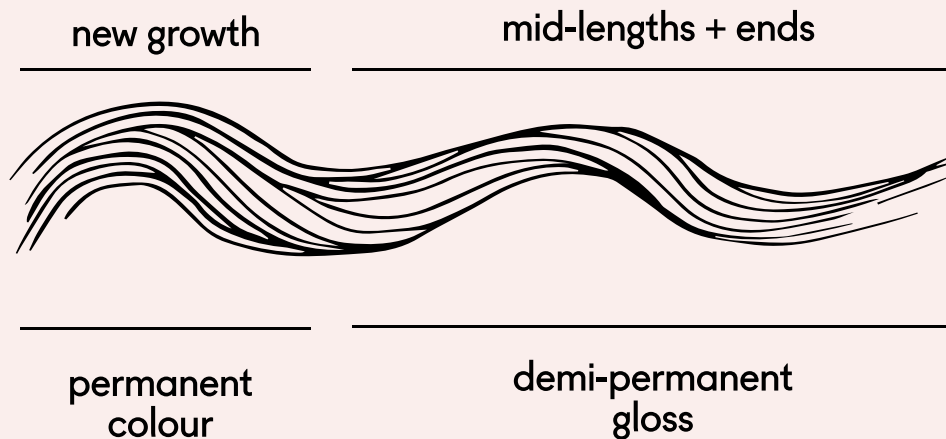
APPLICATION

for virgin hair, follow this guide:

lift	technique
tone-on-tone or darker	apply desired shade, mixed with 10 vol cream developer from roots to ends and process for 35 min.
1 level lighter	apply desired shade, mixed with 10 vol cream developer to new growth (first 2cm of hair) and immediately follow with desired shade, mixed with 20 vol cream developer from mid-lengths to ends and process for 35 min.
2 levels lighter	apply desired shade, mixed with 20 vol cream developer to new growth (first 2cm of hair) and immediately follow with desired shade, mixed with 30 vol cream developer from mid-lengths to ends and process for 35 min.
3 levels lighter	apply desired shade, mixed with 30 vol cream developer to new growth (first 2cm of hair) and immediately follow with desired shade, mixed with 40 vol cream developer from mid-lengths to ends and process for 35 min.
high lift	apply desired high lift shade, mixed with either 30 vol or 40 vol cream developer from mid-lengths to ends, avoiding new growth (first 2cm of hair) and process for 20 min. mix fresh colour and apply to new growth and process for an additional 50 min.

COLOUR BALANCING

when up-to two levels of fade exists on mid-lengths and ends, apply desired permanent shade to new growth and process for 10 min. follow with chosen demi-permanent gloss shade from mid-lengths to ends and process for a further 20 min.



DEMI-PERMANENT GLOSS



hue-verse demi-permanent gloss delivers a full spectrum of liquid shades that provide tone-on-tone results.

FEATURES + BENEFITS

- 🌿 free-from ammonia, ppd and resorcinol
- 🌿 even and vibrant tone-on-tone results
- 🌿 zero-lift, acidic formula doesn't break base
- 🌿 adjustable viscosity for easy brush or bottle application
- 🌿 blends greys
- 🌿 low levels of allergen-free fragrance
- 🌿 preserves integrity of hair and scalp
- 🌿 perfectly compliments permanent colour shades

DEMI-PERMANENT DEVELOPERS

hue-verse demi-permanent gloss developers provide maximum colour performance.

FEATURES + BENEFITS

- 🌀 different viscosities (liquid and cream) for varied application methods
- 🌀 yellow chamomile + plant-derived glycerine add condition and shine



MIXING AND TIMING



when using hue-verse demi-permanent gloss shades with 6.5 vol cream or liquid developer, follow this guide:

developer	levels of lift	application
6.5 vol liquid	0	bottle
6.5 vol cream	0	brush and bowl



20min



1:1

example: 20g demi-permanent gloss + 20g 6.5 vol developer

- ⌚ depending on desired outcome, hair porosity or if a softer result is required, dilute colour formula with clear rather than reducing the 20 min processing time.

FOR BEST RESULTS

APPLICATION

- ⌚ never use metallic tools
- ⌚ always apply to clean, dry or evenly towel-dried hair
- ⌚ apply colour mixture immediately after preparation
- ⌚ fully saturate hair with colour mixture
- ⌚ always process at room temperature

REMOVAL

- ⌚ thoroughly emulsify and rinse to ensure complete removal of colour mixture from hair and scalp
- ⌚ once rinsed, use a colour-safe shampoo and conditioner like evo ritual salvation for final residue removal to return hair to a natural pH

MIX TONES

hue-verse demi-permanent gloss mix tone series provide intensifying options for any shade and can also be used creatively alone. the demi-permanent mix tone series has a 1:1 mixing ratio.

example 1: 30g 6.7 + 10g intense violet + 40g 6.5 vol developer

example 2: 40g intense violet + 40g 6.5 vol developer



APPLICATION

use hue-verse demi-permanent gloss to achieve the applications outlined in this guide:

function	action
balancing	refresh previously coloured mid-lengths and ends
toning	even deposit of tone without breaking base
clear	dilute shades for a softer deposit or use alone to add shine

› when using 1/2 tonal series with 1/2 clear, the end result will be one shade lighter

example: to obtain a 7.55 result, mix 15g 6.55 + 15g clear + 30g 6.5 vol developer



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BOTTLE BLONDE

***THE
SWIFTER
LIFTER***





BETTER PERFORMANCE

we put performance first so colourists can achieve complete lightening flexibility and epic lifting power with clean, even blonde results.



BETTER FOR THE PEOPLE

all formulas are fragrance-free to reduce scalp irritation and sensitivity during the lightening process. plus, they're vegan and cruelty-free.



BETTER FOR THE PLANET

we've used refill bags to help reduce plastic waste and formulated without petrochemicals, like mineral oil. instead, we use better for the planet ingredients like isopropyl myristate, guar gum and kaolin.

POWDER LIGHTENER

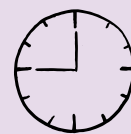


bottle blonde powder lightener is suitable for all lightening applications and evenly lifts up to 9 levels while preserving hair strength and moisture.

- ☀️ doesn't dry out, swell or bleed
- ☀️ grey colour allows for a clear visual of the hair during processing
- ☀️ creamy consistency for easy and precise application
- ☀️ fragrance-free formula reduces sensitivity on scalp
- ☀️ suitable for all applications

depending on desired outcome, follow this guide:

levels of lift	developer	application
1-2 levels	6.5 vol	on and off scalp
2-3 levels	10 vol	on and off scalp
3-5 levels	20 vol	on and off scalp
5-7 levels	30 vol	off scalp only
up to 9	40 vol	off scalp only



45min

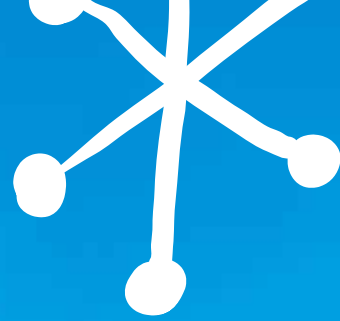


1:2

example: 30g powder lightener + 60g 20 vol cream developer

CLAY LIGHTENER



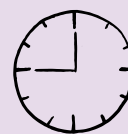


bottle blonde clay lightener is suitable for creative and precise free-hand lightening and evenly lifts up to 8 levels while preserving hair strength and moisture.

- ☀️ thick, creamy consistency adheres easily to the hair for precise free-hand application
- ☀️ forms a coating on the outside, while remaining moist on the inside to prevent dryness, crumbling, swelling or bleeding
- ☀️ fragrance-free formula
- ☀️ suitable for all free-hand applications without the need for foil

depending on desired outcome, follow this guide:

levels of lift	developer	application
1-3 levels	10 vol	free-hand techniques
3-5 levels	20 vol	free-hand techniques
5-7 levels	30 vol	free-hand techniques
5-8 levels	40 vol	free-hand techniques



45min



1:2 - 1:3

example: 30g clay lightener + 60g 30 vol cream developer

COLOUR REMOVER



bottle blonde colour remover is suitable for the removal of direct dye, demi-permanent and permanent colour from colour-treated hair.

- ☀️ effectively removes all types of hair colour
- ☀️ unique combination of gentle persulfates and strong cleansing agents efficiently remove pigment

depending on desired outcome, follow this guide:

removal	developer
maximum removal	20 vol
medium removal	10 vol



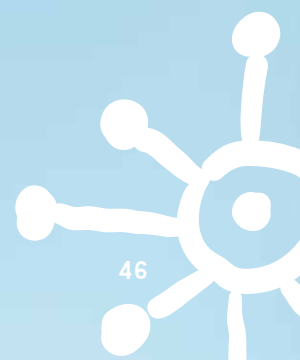
30min



1:2.5

example: 50g colour remover + 125g 10 vol cream developer

- ☀️ colour remover application tip: for enhanced removal, place bowl of colour remover and developer into a hot water bath, leaving mixture in bath during application.



BOTTLE BLONDE USAGE

FOR BEST RESULTS

APPLICATION

- ✦ never use metallic tools
- ✦ always apply to dry, unwashed hair in fine sections
- ✦ apply lightening mixture immediately after preparation
- ✦ fully saturate hair with lightening mixture
- ✦ apply to darkest area first
- ✦ always process at room temperature

REMOVAL

- ✦ thoroughly rinse to ensure complete removal of lightening mixture from hair and scalp
- ✦ once rinsed, use a colour-safe shampoo and conditioner like evo ritual salvation for final residue removal to return hair to a natural pH



SKIN SENSITIVITY TESTING

hue-verse and bottle blonde products are specifically formulated to reduce the chance of sensitivity or reaction during the colouring process. as some ingredients may still cause irritation, a preliminary skin sensitivity test must be mandatorily completed 48 hours before every application, even if the client has previously used hair colouring products.

PATCH TEST DIRECTIONS:

1. thoroughly clean a small area of skin behind the ear or the forearm (1cm²) with alcohol
2. mix 5g of chosen product and developer at the recommended mixing ratio
3. apply mixture to the prepared area with a cotton bud or a small spatula
4. leave for 48 hrs without washing, then rinse gently
5. if an abnormal reaction such as irritation, inflammation or itching occurs during this period, do not apply the product









ammonia, resorcinol, ppd-free/vegan/gluten-free/gimmick-free/tested on humans

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