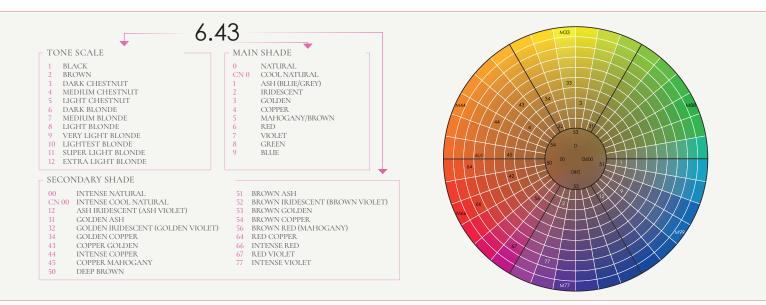
KINCREM PRESTIGE NUMBERING SYSTEM



DIRECTIONS

TONES	MIXTURE	EXPOSURE TIME	LIGHTENING STRENGTH ACCORDING TO OXIDANT
Basics, Rouges and Browns Collection	(1+1) 1 part of KINCREM Prestige + 1 part of any KINCREM oxidant	35 min.	10 vol. = lightens up to 1 tone 20 vol. = lightens up to 1 to 2 tones 30 vol. = lightens up to 2 to 3 tones 40 vol. = lightens up to 3 to 4 tones
Blondes Collection (Super Lighteners)	(1+2) 1 part of KINCREM Prestige Blondes Collection + 2 parts of Blondes Oxydant (40 vol.)	45 min.	11. Lightens up 4 tones 12. Lightens up 5 tones

Do not wash hair before applying color

Apply to dry hair
Use a scale for accurate measurement of the color formula and for creating custom formulations

VIRGIN HAIR APPLICATION

Apply the product to the warm zone or 1/2 inch from the scalp. Reformulate and apply to the ends using 1 step up in volume of developer. Allow to process for 35 minutes

OUTGROWTH RETOUCH & MAINTENANCE

The application in this case will depend on the condition of the color and of the color on the midshaft and ends of the hair. The total processing time of the application to the outgrowth will always be 35 minutes and will be distributed/applied to the mid-shaft and ends in the following way:

COLOR CONDITION	OUTGROWTH	LENGTHS AND ENDS
Color slightly changed	25-30 min.	10-5 min.
Color moderately changed	20-25 min.	15-10 min.
Color significantly changed	10-15 min.	25-20 min.

*Technical tip: In a case of highly sensitive hair and/or high levels of porosity, multiple levels of poros high lift processes, make a pre-pigmentation formula and apply to those areas first.

COLOR CORRECTION GUIDELINES

CASE 1 | REPIGMENTATION (HAIR IS TOO LIGHT)

Directions for when desired color is more than 2 levels darker:

- 1. Determine the desired level. Refer to the chart* for correct formula
- 2. Mix KINCREM Prestige with warm water (1+1)
- 3. Gently and evenly apply the re-pigmentation formula to the lighter portions of hair (do
- not rinse) 4. Apply KINCREM Prestige color as directed

REPIGMENTATION TONES TABLE									
TARGET LEVEL	9	8	7	6					
TONE KINCREM	8.3	8.3	7.34	6.45	5.56	5.56	5.56	5.56	5.56

Wear suitable gloves Mix in a non-metallic bowl until creamy, smooth and completely blended

Apply mixture evenly to ensure optimum color and perfect gray hair coverage

TONE APPLICATION BY SHADE

% GRAY	SHADES						
HAIR	GOLDEN & BROWN	ASH & IRIDESCENT	COPPER, RED & VIOLET				
Up to 50%	Ар	oply directly desired tone					
50% to 70%	Apply directly desired tone	Mix 1/4 tube of cool na- tural tone with the same tone level	Mix 1/4 tube of natural tone with the same tone level				
More than 70%	Mix 1/4 tube of natural tone with the same tone level	Mix 1/2 tube of cool na- tural tone with the same tone level	Mix from 1/4 to 1/2 tube of natural tone with the same tone level				

*Technical tip: on hair that is not gray, apply the shade directly on the lengths and ends of hair.

FINAL TREATMENT

1. Emulsify hair color using gentle massage 2. Rinse with tepid water

CASE 2 | COLOR DRAG OR CORRECTING AN

3. Apply the product to dry and unwashed hair (it is not necessary to wash o

4. Cover the hair with a processing cap and let it process for 15 to 30 minutes

6. Rinse with plenty of water and wash the hair 4 times with KINMASTER

Equilibrant Shampoo using a "milking" motion when shampooing the hair

6. Apply Color Plus Oxydant 10 vol. and let it process for 3 minutes. Check the

*Technical tip: on resistant hair substitute the 10 vol. oxidant emulsion for the following formula 1 part of KINBLOND + 2 parts of Color Plus Oxydant 20 vol. + 1 part of KINMASTER Equili-brant Shampoo. Apply to the hair (there should not be any trace of Color Remover) and leave it

Directions for a color drag with Color Remover:

mix the caps of the bottles

dampen hair)

color result*

7. Rinse and dry the hair

. Shake both bottles thoroughly before using

(with heat) or 25 to 45 minutes (without heat)

helping to drag/pull out the unwanted color

processing for a few minutes. Rinse thoroughly.

3. Wash with KINMASTER Equilibrant Shampoo 4. Maintain color with KINACTIF products

CASE 3 | INTENSIFICATION OR UNWANTED HIGHLIGHT WITH COLOR REMOVER NEUTRALIZATION OF HIGHLIGHTS USING MIX TONES

The Mix Tones are 7 veru strong colors + 1 neutral lightene (M/00). The tones M/11, M/33, M/44, M/66, M/77, M/88 and Mix 1+1 (in case of not using all the product, measure it with a scale). Do not M/99 are used to intensify or neutralize unwanted highlights

Directions depending on the case

INTENSIFY	NEUTRALIZE							
Add an extra 15-30 g of the desired Mix Tones color to the	Add the weight in grams of Mix Tones to the mixture, as indicated in the table, depending on the tone level:							
mixture It is not necessary to add any additional oxidant	TONE LEVEL 1 2 3 4 5 6 7 8 9 10 G. MIX TONES 10 9 8 7 6 5 4 3 2 1							
oxidant								

RELATED PRODUCTS

OXIDANTS

Combine KINCREM Prestige coloring with Creme Oxydant, Color Plus Oxydant or Blondes Oxydant which have been specially developed to achieve a superior color result.

60 ml 20 vol. 30 vol.	1.000 ml 10 vol. 20 vol.	CREME	
40 vol.	20 vol. 30 vol. 40 vol.	Creme Oxydant g	juarantees the succe
60 ml 20 vol. 30 vol.	1.000 ml 10 vol. 20 vol. 30 vol.	COLOR PLUS OXYDANT Color Plus Oxydd shades, thanks to	+ INTENSITY + PROTECTION ant offers a higher l the high cosmetic o
120 ml 40 vol.	1.000 ml 40 vol.	BLONDES OXYDANT	+ INTENSITY + PROTECTION
		Blondes Oxydant properties of its f	achieves soft and l ormula.

COMPLEMENTS

COLOR REMOVER

Corrective tool that reduces the artificial non-desired pigment without affecting the natural hair color/pigment. Its gentle formula does not bleach hair or modify the natural hair features/characteristics. It can be used for a total color change or for a light/moderate color correction.

COLOR SCREEN

Stain-resistant wax that protects sensitive skin and prevents stains and/or irritations.

COLOR CLEANSER

Cleansing gel that effectively removes color stains in only 3 minutes.

BLEACHING

KINBLOND

Formulated with an advanced Delicate Blonde Technology for all blond techniques.

- 8 levels of lift Benefits:
- 100% dust free
- Neutralizes yellowy tones
- Low ammonia levels

KINACTIF COLOR

Contains antioxidant properties that strengthen and regenerate the hairs internal structure. They also protect the hair fiber from UV rays to aid in prolonging the hair color.



cess of color applications thanks to the advanced conditioning properties.

level of hair and scalp protection while also providing more intense quality of its formula.

luminous shades of blond thanks to the superior conditioning

COLOR BALANCE

Pre-coloring, protective treatment that protects hair and regulates its structure (evens out the hair fiber) and porosity to guarantee an even color result (even color uptake).

KINMASTER DEEP CLEANSING SHAMPOO

Shampoo with an alkaline pH (pH 9) that deeply cleanses the hair, removing the build-up of residues of finishing products. It is the ideal treatment to apply before coloring when there is an accumulation of residues which can alter the results.

KINMASTER EQUILIBRANT SHAMPOO

Balancing shampoo with acidic pH (pH 5) that rebalances the hair and protects the color. It is the ideal treatment to apply after coloring.

• Enriched with silk oil and proteins • Pleasing fragance



RECOMMENDED MAINTENANCE TREATMENTS

KINESSENCES DETOX

Thanks to the combination of its natural ingredients that are free from sulphates, parabens and silicones, this unique treatment prevents and protects the hair and scalp both internally and externally from harmful environmental elements The integrity of the color is prolonged, making hair silky.





KIN COSMETICS, S.A.U. Polígono Industrial Bujonis, 7-9 17220 Sant Feliu de Guíxols (Giror K N www.kincosmetics.com



KINCREM PRESTIGE COLORACIÓN COSMÉTICA DE BELLEZA • COSMETIC BEAUTY COLORING



QUICK COLOR GUIDE

KIN

DISCOVER THE COLOR ERA OF KINCREM PRESTIGE

KINCREM Prestige, the permanent hair color now enriched with Keratin, formulated with CRK+ technology and is PPD-free.

Advanced technology for creating vibrant, long lasting color and healthy hair.



CRK+ technology is a proprietary blend of active ingredients that preserve the health of hair fibers during the chemical coloring process:



CERAMIDES

Are naturally occurring lipids that function as a binder to keep the cuticle in place. Ceramides strengthen the cuticles and provide smooth and lustrous hair.

WHEAT AND KERATIN PROTEINS

Natural nutrients create a protective film around the hair fiber while also protecting and hydrating the hair.

SUBSTANTIAL POLYMER

> Polymers, due to their molecular structure help to deep condition, soften and brighten the hair.

CRK+ TECHNOLOGY INCORPORATES TWO UNIQUE COMPLEXES:



Multi-Color Shades+ Complex

Innovative combination of piqments and micro-molecules that provide a very rich spectrum of shades, luminosity and strength.

Bright Booster Complex

It combines ceramides, proteins and Substantive Polymers by creating a transparent film that covers the hair surface leaving it completely and extraordinarily bright.



KINCREM PRESTIGE COLORING IS NOW EVEN MORE EFFECTIVE AS IT HAS BEEN ENRICHED WITH KERATIN

Keratin is naturally present in the hair and provides many benefits, both inside and outside the hair fiber:

- Improves hair texture by providing softness
- Helps to maintain hydration
- Improves hair strength

• Repairs

HOW DOES IT WORK?

This is how the CRK+ technology achieves a perfect color

MAXIMUM HEALTH AND PROTECTION.

Ceramides, wheat and Keratin proteins deposit in the cortex and cuticle, providing protection and strength to the hair fiber.

? INTENSITY AND LONG-LASTING.

The dye molecules of Multi- Color Shades+ Complex penetrate to the cortex and are deposited, creating long-lasting, vibrant, shiny hair color. SUBLIME BRIGHT.

The Bright Booster Complex attaches to the hair creating a transparent layer that provides a greater reflection of light.

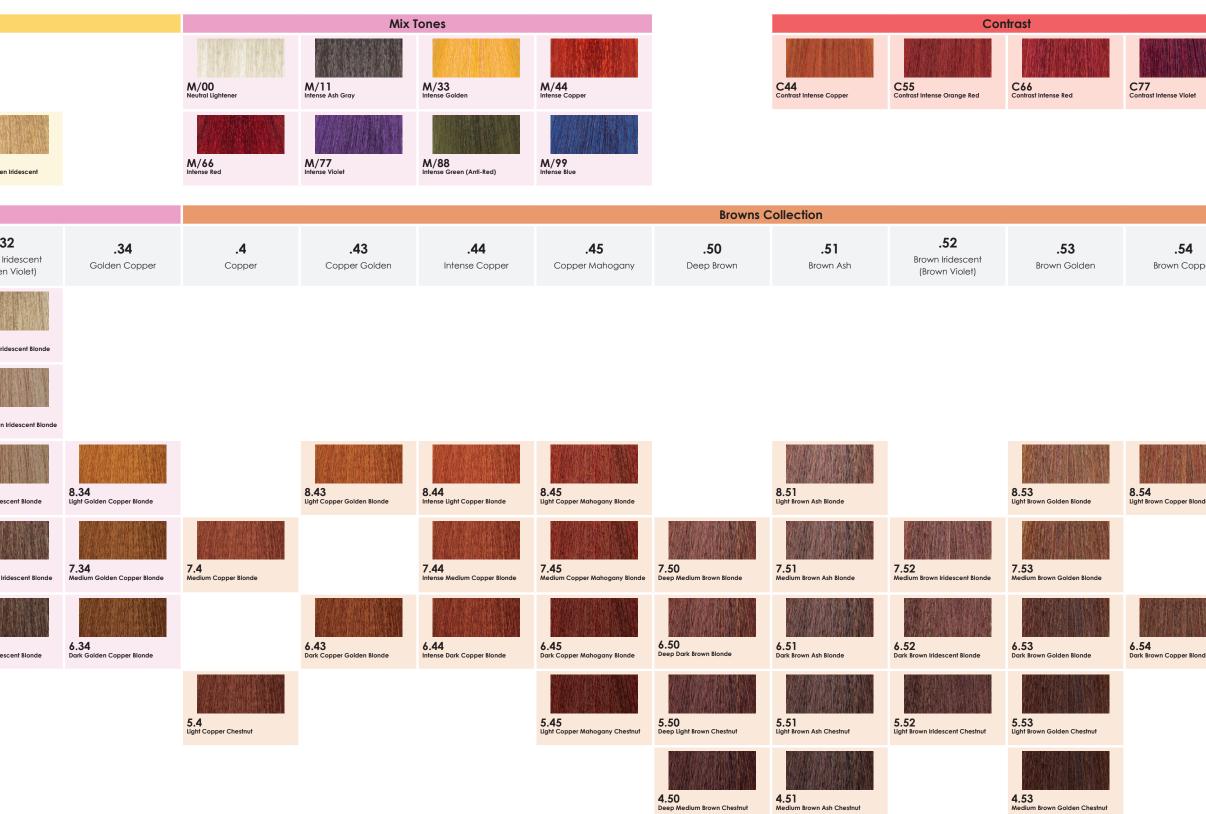
BENEFITS

- Intense, balanced and long-lasting colors
- 100% gray hair coverage
 Healthy and protected hair

- Silky texture
- Magnificent shine
- Reduces the risk of allergies (PPD-free)



					Blondes	Collection			
12 Extra Light Blonde	12.0 Extra Light Blonde				12.1 Extra Light Ash Bionde				
11 Super Light Blonde	11.0 Super Light Blonde				11.1 Super Light Ash Blonde	11.12 Super Light Ash Iridescent Blonde			11.32 Super Light Golden Iride Blonde
					Basics (Collection			
	.0 Natural	CN.0 Cool Natural	.00 Intense Natural	CN.00 Intense Cool Natural	.1 Ash (Blue/Grey)	.12 Ash Iridescent (Ash Violet)	.3 Golden	.31 Golden Ash	.32 Golden Iride (Golden Vie
10 Lightest Blonde	10.0 Lightest Blonde	CN 10.0 Lightest Cool Blonde	10.00 Intense Lightest Blonde	CN 10.00 Intense Lightest Cool Blonde	10.1 Lightest Ash Blonde		10.3 Lightest Golden Blonde		10.32 Lightest Golden Iridesce
9 Very Light Blonde	9.0 Very Light Bionde	CN 9.0 Very Light Cool Blonde	9.00 Intense Very Light Blonde	CN 9.00 Intense Very Light Cool Blonde	9.1 Very Light Ash Blonde	9.12 Very Light Ash Iridescent Blonde	9.3 Very Light Golden Blonde	9.31 Very Light Golden Ash Blonde	9.32 Very Light Golden Iride:
8 Light Blonde	8.0 Light Blonde	CN 8.0 Light Cool Blonde	8.00 Intense Light Blonde	CN 8.00 Intense Light Cool Blonde	8.1 Light Ash Bionde		8.3 Light Golden Blonde	8.31 Light Golden Ash Blonde	8.32 Light Golden Iridescent
7 Medium Blonde	7.0 Medium Bionde	CN 7.0 Medium Cool Bionde	7.00 Intense Medium Bionde	CN 7.00 Intense Medium Cool Bionde	7.1 Medium Ash Blonde		7.3 Medium Golden Blonde	7.31 Medium Golden Ash Blonde	7.32 Medium Golden Iridesc
6 Dark Blonde	6.0 Dark Blonde	CN 6.0 Dark Cool Blonde	6.00 Intense Dark Blonde	CN 6.00 Intense Dark Cool Bionde	6.1 Dark Ash Bionde		6.3 Dark Golden Blonde		6.32 Dark Golden Iridescent
5 Light Chestnut	5.0 Light Chestnut	CN 5.0 Light Cool Chestnut	5.00 Intense Light Chestnut	CN 5.00 Intense Light Cool Chestnut	5.1 Light Ash Chestnut		5.3 Light Golden Chestnut		
4 Medium Chestnut	4.0 Medium Chestnut	CN 4.0 Medium Cool Chestnut	4.00 Intense Medium Chestnut	CN 4.00 Intense Medium Cool Chestnut			4.3 Medium Golden Chestnut		
3 Dark Chestnut	3.0 Dark Chestnut	CN 3.0 Dark Cool Chestnut	3.00 Intense Dark Chestnut	CN 3.00 Intense Dark Cool Chestnut					
2 Brown	2.0 Brown								
1 Black	1.0 Black				1.1 Blue Black				



			Rouges	Collection		Grey
pper	.56 Brown Red (Mahogany)	.64 Red Copper	.66 Intense Red	.67 Red Violet	.77 Intense Violet	.9 Grey
						9.9 Very Light Iridescent Grey Blonde
onde						
	7.56 Medium Brown Red Blonde	7.64 Medium Red Copper Blonde	7.66 Infense Medium Red Bionde		7.77 Intense Medium Violet Bionde	7.9 Medium Blue Grey Blonde
onde	6.56 Dark Brown Red Blonde		6.66 Intense Dark Red Blonde	6.67 Dark Red Violet Blonde		
	5.56 Light Brown Red Chestnut			5.67 Light Red Violet Chestnut	5.77 Infense Light Violet Chestnut	
	4.56 Medium Brown Red Chestnut			4.67 Medium Red Violet Chestnut	4.77 Intense Medium Violet Chestnut	
	3.56 Dark Brown Red Chestnut					