HAIR COLOURANTS CAN CAUSE SEVERE ALLERGIC REACTIONS. An allergy alert test must be performed 48 hours prior to any haircolour application, even if the client has previously used a haircolour product from this brand or another.

READ AND FOLLOW THE SAFETY INSTRUCTIONS CAREFULLY BEFORE USE.
The best shades are the ones you invent

Colour is one of the most stimulating and vital aspects of fashion. It enhances a person’s image, evokes mood and feelings, serving as an extension of your personality.

TIGI Copyright Colour provides the tools that enable the colourist to push their creativity, develop techniques and provide the ultimate customised colour service.

Use fundamentally or creatively

Colourists can create an infinite number of shades from fundamental to the most creative results, enabling colourists to push their artistry. Shades can be used alone or intermixed to customise results, even between permanent and demi-permanent shades to create iridescent, high shine, soft permanent results.

Client loyalty

Impress clients and increase loyalty with unique shades and services customised exclusively for them.

Outstanding results

Delivers up to 100% coverage on non-pigmented hair, with superb condition and shine.

Improved cash flow

It’s win-win: TIGI Copyright Colour’s compact, intermixable range eliminates the need to stock unnecessary shades. This means you can invest elsewhere in your business and see increased profit opportunities.

More mixed product

A 1:1.5 mixing ratio and larger tube size, provides more mixed colour per tube than other leading brands.

Ongoing training and education

World Class education programmes both in-salon and in TIGI Academies where events are designed to inspire and improve colourists’ skills and creativity.

Christel Lundqvist

TIGI Global Creative Technical Director
### TIGI copyright©olour™

#### Gloss
- Demi-permanent hair colour.
- Lasting up to 20 shampoos.
- Cover up to 20% of non-pigmented hair.*
- High impact shine.
- Fully intermixable.
- No visible lift when mixed with 8.5vol/21.5%.
- Up to 1 level of lift when mixed with 20vol/6%.

#### Creative
- Permanent hair colour.
- Up to 100% coverage of non-pigmented hair.*
- High impact shine.
- Fully intermixable.
- Up to 4 levels of lift.

#### Mix Master
- Permanent pure tone cream hair colour to neutralise or intensify.
- Designed to be used alone, or fully intermixed.
- Up to 4 levels of lift.

#### Lift
- Lift, neutralise and tone in one application.
- Fully intermixable.
- Designed to be used on- or off-scalp.
- Up to 5 levels of lift.

#### True Light/True Light White
- High performance lighteners which deliver fast, efficient lift.
- Gentle formula, perfect for on- or off-scalp applications.
- Up to 7 levels of lift.

#### Rich Creme Activator
- Smooth and creamy to help create accurate level, tone, and consistency.
- Available in 5vol/1.5%, 8.5vol/21.5%, 20vol/6%, 30vol/9%, 40vol/12%.
- Depends on product choice.

### Mixing Ratio
- Gloss: 1:1.5
- Creative: 1:1.5
- Mix Master: 1:1.5
- Lift: 1:1.5
- True Light/True Light White: 1:1 up to 1:2
- Rich Creme Activator: 1:1.5

### Levels of Lift
- Gloss: No visible lift.
- Creative: Up to 1 level of lift.
- Mix Master: Up to 4 levels of lift.
- Lift: Up to 5 levels of lift.
- True Light/True Light White: Up to 7 levels of lift.

### Processing Time
- Gloss: 10 mins
- Creative: 15 mins
- Mix Master: 15 mins
- Lift: 15 mins
- True Light/True Light White: 25 mins

*When used with activator 20vol/6%.

**Note:** Heat is not required and not recommended on any TIGI copyright©olour™ products.
The TIGI global numbering system guides hairdressers through the range of natural and artificial hair colours, and helps to define our colour descriptions. 1/ to 10/ represents the level, /0 to /8 represents the tone or tones.

The level of colour refers to how light or how dark the colour is, and the tone describes the hue or essence of the colour.

Lightening progression
During the lightening process, the undertone of the hair colour is taken through stages, from red through to a very pale yellow. Taking this undertone into account is essential when deciding on product choice and processing time. In order to neutralise the undertone, a complementary tone must be used in the formula.

The TIGI global numbering system allows us to identify the level and tone of a shade. The first number before the / represents the level. Tones are found after the / and are divided into major and minor. The first number after the / is the major tone and the second number after the / is the minor tone. Duplicate numbers before the / signify that the shade is an intense colour.

Neutral tone – Denoted by a single number without a / (over), for example 8. A neutral shade is a calibration of complementary tones, that help to achieve an overall neutral end result with enhanced uniform coverage on non-pigmented hair.

Natural tone – Denoted with /0, a natural shade is a combination of complementary tones, designed with a slight warm hue.

<table>
<thead>
<tr>
<th>Natural level</th>
<th>Undertone</th>
<th>Neutraliser</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/34 = dark golden copper blonde.</td>
<td>very pale orange</td>
<td>very pale violet</td>
</tr>
<tr>
<td>6/4 = intense red copper dark blonde.</td>
<td>red</td>
<td>red</td>
</tr>
<tr>
<td>6/34 = dark golden copper blonde.</td>
<td>dark red</td>
<td>dark green</td>
</tr>
<tr>
<td>8/0</td>
<td>very light blonde</td>
<td>very light blonde</td>
</tr>
<tr>
<td>7/0</td>
<td>light blonde</td>
<td>light blonde</td>
</tr>
<tr>
<td>6/0</td>
<td>dark blonde</td>
<td>dark blonde</td>
</tr>
<tr>
<td>5/0</td>
<td>light brown</td>
<td>light brown</td>
</tr>
<tr>
<td>4/0</td>
<td>brown</td>
<td>brown</td>
</tr>
<tr>
<td>3/0</td>
<td>dark brown</td>
<td>dark brown</td>
</tr>
<tr>
<td>2/0</td>
<td>darkest brown</td>
<td>darkest brown</td>
</tr>
<tr>
<td>1/0</td>
<td>black</td>
<td>black</td>
</tr>
<tr>
<td>Creative, Lift &amp; Mix Master</td>
<td>Shade Portfolio</td>
<td>Gloss</td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Ultra Light Blonde</td>
<td>Extra Light Blonde</td>
<td>Light Blonde</td>
</tr>
<tr>
<td>Very Light Blonde</td>
<td>Light Blonde</td>
<td>Medium Blonde</td>
</tr>
<tr>
<td>Light Blonde</td>
<td>Medium Blonde</td>
<td>Red Blonde</td>
</tr>
<tr>
<td>Dark Blonde</td>
<td>Red Blonde</td>
<td>Ash Blonde</td>
</tr>
<tr>
<td>Light Brown</td>
<td>Ash Blonde</td>
<td>Copper Blond</td>
</tr>
<tr>
<td>Dark Brown</td>
<td>Copper Blond</td>
<td>Mahogany Blond</td>
</tr>
<tr>
<td>Lightest Brown</td>
<td>Mahogany Blond</td>
<td>Mahogany Blond (Calibrated)</td>
</tr>
<tr>
<td>Darkest Brown</td>
<td>Mahogany Blond</td>
<td>Mahogany Blond (Calibrated)</td>
</tr>
</tbody>
</table>

**NOTES:**
- Under THI (with/without/without hair) use 10/1.
- THI (with/without hair) gloss 80 will provide no lift when mixed with 80/1/1/1 or 80/1/1/1/1 activator.
Everyday millions of people across the world use professional hair colour products safely and effectively. The safety of hair colour has been repeatedly confirmed by independent scientists and global regulatory authorities.

However, a small but significant number of people will experience an allergic reaction of some sort when using hair colour.

As part of our Colour Wise programme, we recommend conducting an Allergy Alert Test on every client at least 48 hours before every colour service. Conducting an Allergy Alert Test in this way is currently the best available method to predict a potential allergic reaction to haircolour.

6 simple steps to a professional and effective Allergy Alert Test for every client/model.

1. At least 48 hours before the planned service, carry out a full consultation with the client and select the shade(s) you will use. Explain the very small risk of an allergic reaction, and reassure the client/model that an Allergy Alert Test will help avoid such a reaction. Record the chosen shade(s) on a client record sheet.

2. Clean a small area either behind the ear with soap and water, and pat dry using cotton.

3. Put on protective gloves. Prepare the target shade(s) by mixing in a non-metallic bowl 1 part TIGI copyright©olour to 1.5 parts TIGI copyright©olour activator.

4. Use a cotton-tipped applicator dipped once into the colour solution.

5. Apply once to an area of skin no greater than the size of a small coin. Advise the client/model not wash, cover or disturb the area for 48 hours.

6. When the client/model returns after 48 hours, ask them if they experienced any reaction and check for any visible signs of redness, rash or irritation. Record the test result on the client record card, and sign by both client/model and stylist.
TIGI copyright©olour gloss

High-performance demi-permanent haircolour creme that delivers a tone-on-tone, low commitment colour for your clients.

- Lasts up to 20 shampoos, gradually losing intensity after each shampoo.
- Designed to be used with activator 5vol/1.5%, 8.5vol/2.55% and 20vol/6%.

Can be used for darkening the hair, pre-pigmentation, changing the level, or maintaining the tone; it provides no lift when used with recommended activator 5vol/1.5% or 8.5vol/2.55%, but provides up to 1 level of lift and up to 75% coverage on non-pigmented hair when mixed with 20vol/6%.

A compact range of shades from natural to intense, plus a series of toners, which can all be used alone, or intermixed to customise and create an endless colour palette.

Recommended for use with:

Mixing ratio

<table>
<thead>
<tr>
<th>Mixing ratio</th>
<th>Lift</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 : 1.5</td>
<td>up to 1 level*</td>
<td>up to 75%*</td>
</tr>
<tr>
<td>60 ml : 90 ml</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Processing time

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

*when used with 20vol/6% activator
virgin head application
1. Mix your chosen gloss shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55% or 20vol/6%.
2. Apply product mixture directly from the roots straight through to the mid-lengths and ends.
3. Process for 20 minutes.

retouch application
1. If new hair growth exceeds 1.5 inches, follow relevant virgin head application above.

refreshing application
TIGI copyright©olour gloss is an excellent choice for refreshing:
– Ammonia-free, deposit only results.
– Gentler on the hair
– Helps maintain vibrancy and provides exceptional shine.

refreshing with gloss
Once regrowth application complete, follow refreshing guidelines

Minimum fade
Slight loss of minor tone

Apply or emulsify target gloss shade through mid-lengths and ends for the last 5 minutes of full processing time.

Moderate fade
Loss of minor and major tones

Apply target gloss shade to the mid-lengths and ends and process for up to the last 10 minutes of the development time.

Maximum fade
Depth and tone missing

Apply target gloss shade to the new growth, mid-lengths and ends, process for up to 20 minutes.

toning
During the lightening process the hair colour is taken through stages, from red through to a very pale yellow. This remaining undertone within the hair can act as a visual cue for the colourist, informing them what stage/level the lightening process is at. When pre-lightening hair, always lighten to the undertone which corresponds to your target level.

Taking this undertone into account is essential when deciding on product choice and development time. The chart on the right shows how undertones relate to different levels, with examples of products which can be used to achieve cool, neutral and warm results on levels 7 to 10. Process visually up to 20 minutes.

gloss product service options

<table>
<thead>
<tr>
<th>Service</th>
<th>Glaze</th>
<th>Gloss</th>
<th>Cover</th>
<th>Oishlist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>Soft demi-permanent</td>
<td>Demi-permanent</td>
<td>High performance demi-permanent</td>
<td>Soft permanent</td>
</tr>
<tr>
<td>Product</td>
<td>gloss</td>
<td>gloss</td>
<td>gloss</td>
<td>2 parts gloss + 1 part creative</td>
</tr>
<tr>
<td>Activator</td>
<td>5vol/1.5%</td>
<td>8.5vol/2.55%</td>
<td>20vol/6%</td>
<td>20vol/6%</td>
</tr>
</tbody>
</table>

Usage
– Toning
– Refreshing
– Colour change/colour correction
– Changing tone
– Darkening
– Blending up to 25% of non-pigmented hair

– Toning
– Refreshing
– Colour change/colour correction
– Changing tone
– Darkening
– Blending up to 50% of non-pigmented hair

– Multi-dimensional coverage
– Lighten up to 1 level
– Up to 75% coverage on non-pigmented hair on levels 7/0 and below
– For maximum coverage with a tonal shade, the target formula must contain ¼ of the corresponding natural shade

– Indiscernible shine and gloss
– Lightening up to 2 levels
– Up to 75% coverage on non-pigmented hair on levels 7 and below*
– Increased tonal intensity
– For maximum coverage on the same level
– For maximum coverage with a tonal shade, the target formula must contain ¼ of the corresponding base shade

gloss application
Apply to dry or pre-shampooed towel-dried hair using a bowl and brush.

*t for softer results, TIGI recommends to intermix with gloss clear 00/.
TIGI ColourGloss: Pre-pigmentation

- Colour mass: 60g + 90g activator (5vol/1.5%)
- Total mass in bowl: 150g

Level Undertone: Cool/Natural shades, Warm shades

Mixing ratio: 1:1.5

Processing time: 8/0

<table>
<thead>
<tr>
<th>Colour</th>
<th>Formula</th>
<th>Processing time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light blonde yellow</td>
<td>60g gloss</td>
<td>8/0</td>
</tr>
<tr>
<td>Blonde yellow/orange</td>
<td>30g gloss</td>
<td>7/0</td>
</tr>
<tr>
<td>Dark blonde orange</td>
<td>60g gloss</td>
<td>6/0</td>
</tr>
<tr>
<td>Light brown orange/red</td>
<td>60g gloss</td>
<td>5/0</td>
</tr>
<tr>
<td>Brown red/orange</td>
<td>60g gloss</td>
<td>4/0</td>
</tr>
<tr>
<td>Dark brown red</td>
<td>60g gloss</td>
<td>3/0</td>
</tr>
</tbody>
</table>

TIGI ColourGloss: Mix master

- Colour mass: 38g + 4g mix master + 51g activator (5vol/1.5%)
- Total mass in bowl: 85g

- Colour mass: 44g + 1g mix master + 48g activator (5vol/1.5%)
- Total mass in bowl: 80g

- Colour mass: 36g + 6g mix master + 54g activator (5vol/1.5%)
- Total mass in bowl: 90g

- Colour mass: 32g + 7g mix master + 60g activator (5vol/1.5%)
- Total mass in bowl: 100g

- Colour mass: 40g + 2g mix master + 57g activator (5vol/1.5%)
- Total mass in bowl: 95g

- Colour mass: 66g + 3g mix master + 60g activator (5vol/1.5%)
- Total mass in bowl: 110g

Procedure:

- Apply chosen formulation to the colour correction/change area;
- Process for 20 minutes;
- Light shampoo, blow dry the hair;
- Apply your chosen target shade to the roots area;
- Apply the target shade to the colour correction/change area, process for the recommended time depending on product used.
TIGI copyright©colour creative
Permanent haircolour creme which has been formulated to be used individually or intermixed to create an endless colour palette. Create a personalised formulation to lighten natural hair up to four levels, darken, and/or change the tone of the hair. Creative can be used to cover up to 100% of non-pigmented hair.

Have the confidence to lighten, cover with multi-dimensional or uniform results, or add vibrancy by using the intense collection.

Designed to be used with all activator strengths to darken, lighten, or remain on the same level. All creative shades are fully intermixable with each other providing endless opportunities for customisation.

Recommended for use with:
- NO HEAT: Heat is not required nor recommended on any TIGI copyright©colour products.
- Mixing ratio: 1 : 1.5
- Processing time: up to 45 min on resistant hair
- Lift: up to 4 levels
- Coverage: up to 100%

Mixing ratio
Lift
Processing time
Coverage

Recommended for use with:
*when used with 30vol/6% activator
retouch application
1 – Mix your chosen creative shade(s) with activator and apply to new growth area only.
2 – Once application is complete, process for 35 minutes (up to 45 minutes on darker/coarse, resistant non-pigmented hair).

Notes:
– If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow the relevant virgin head application.
– Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

covering non-pigmented hair
To enhance coverage of non-pigmented hair, TIGI recommends mixing 1/3 of a neutral or natural shade to 1/3 of a fashion shade.
TIGI copyright|Colour offers both neutral and natural shades, allowing stylists to tailor the end result from classic and uniform, to modern and multi-dimensional.
To create a more classic uniform end result, TIGI recommends selecting a neutral shade to intermix with a fashion shade.
To create a more modern multi-dimensional end result, TIGI recommends selecting a natural shade to intermix with a fashion shade.

refreshing with creative
For instructions to refresh using a gloss shade, see the gloss application section.
Notes:
– Total development time for new growth should be 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).
– Always refresh mid-lengths and ends using activator 5vol/1.5% or 8.5vol/2.55% mixed in a ratio of 1:1.5.
– For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.

covering non-pigmented hair
1 – Mix your chosen creative shade(s) with activator and apply to new growth area only.
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– For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.
TIGI copyright©olour mix master

Pure tone creme haircolour designed to accent, modify or intensify the TIGI copyright©olour palette. Intermix with gloss, creative and lift to achieve an endless colour palette of customised results, or use alone for bold statement effects.

Usage
- Custom colouring, adding into target shade.
- Using alone, provides up to four levels of lift on natural hair.
- Refreshing.
- Pre-pigmentation & post-pigmentation.

Recommended for use with:

Mixing ratio
1 : 1.5
60 ml : 90 ml

Lift
up to 4 levels

Processing time
up to 45 min on resistant hair

Coverage
N/A

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.

*when used with 20vol/6% activator
**mix master application**

**lifting artificial colour**

Mix master +00/ has been designed to give lift and shift on previously coloured hair. Use on mid-lengths and ends or target areas to help remove slight colour build-up.

- **Mixing ratio**
  - 1:1.5 using activator:
    - 5vol/1.5% or 8.5vol/2.55% for sensitised or fine, delicate hair and slight colour build-up.
    - 20vol/6% for fine to medium textured hair and slight colour build-up.
    - 30vol/9% or 40vol/12% for thicker/coarser hair types or hair which has more colour build-up.

- Apply to dry hair and process visually or up to 35 minutes.

**virgin head application**

1. Mix your chosen mix master shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9% or 40vol/12%.
2. Apply your chosen product mixture 1 inch away from the scalp, through to the mid-lengths and ends.
3. Once complete, immediately apply the remaining product mixture to the root area.
4. Process for 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).

**retouch application**

1. Mix your chosen mix master shade(s) with activator and apply to new growth area only.
2. Once application is complete, process for 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).

**refreshing with creative**

For instructions to refresh using a gloss shade, see the gloss application section.

- **Total development time** for new growth should be 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).
- Always refresh mid-lengths and ends using activator 5vol/1.5% or 8.5vol/2.55% mixed in a ratio of 1:1.5.
- For maximum fades, if going more than 2-3 levels darker, then pre-pigmentation will be required.

**refreshing with mix master**

For instructions to refresh using a mix master shade, follow the refreshing guidelines:

- **Minimum fade**
  - Slight loss of minor tone
  - Apply or emulsify target mix master shade through mid-lengths and ends for the last 5 minutes of full processing time.

- **Moderate fade**
  - Loss of minor and major tones
  - Apply target mix master shade to the mid-lengths and ends and process for up to the last 15 minutes of the development time.

- **Maximum fade**
  - Depth and tone missing
  - Apply target creative shade to the mid-lengths and ends and process for up to 35 minutes.

**notes**

- If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow the relevant virgin head application.
- Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

**accent, modify, or intensify any colour result.**

Working with 1 tube (60ml/58g) to:

- **Accent**
  - Add slight tone
  - 1-3 inches/grams (2.5-7.5cm) Ideal for levels 7 and above

- **Modify**
  - Add moderate tone
  - 3-6 inches/grams (7.5-15cm) Ideal for levels 5-7

- **Intensify**
  - Add maximum tone
  - 6-12 inches/grams (15-30cm) Ideal for levels 5 and below

**tiger copyright ©olour activator**

- Total development time for new growth should be 35 minutes (up to 45 minutes on darker/coarse, resistant, non-pigmented hair).
- Always refresh mid-lengths and ends using activator 5vol/1.5% or 8.5vol/2.55% mixed in a ratio of 1:1.5.
- For maximum fades, if going more than 2-3 levels darker, then pre-pigmentation will be required.

**note**

- When used within 60ml/58g of a colour shade, 1-12 inches or grams of mix master can be added without extra TIGI copyright ©olour activator. Above 12 inches (12 grams), extra activator will be required. Example: Extra 15 grams/15 inches = 22.5 grams of chosen TIGI copyright ©olour activator.

- For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.

**example**

- Extra 15 grams/15 inches = 22.5 grams of chosen TIGI copyright ©olour activator.

- For maximum fade, if going more than 2-3 levels darker, then pre-pigmentation will be required.
TIGI copyright®colour lift

High lift permanent haircolour that provides up to 5 levels of lift in only 35 minutes.

Lift, neutralise and tone in one application on natural hair. Designed to be used on or off the scalp with all activators.

Create shades from soft, smokey caramel and flat bronze on darker bases, to bright, clean vanilla, and coolest arctic blondes on lighter levels of natural hair. Customise by adding even more tone with mix master, or intermix lift with creative for truly limitless lifting and toning options.

Mixing ratio
1 : 1.5
60 ml : 90 ml

Processing time
up to 45 min on coarse hair

Coverage
N/A

Recommended for use with:
NO HEAT: Heat is not required nor recommended on any TIGI copyright®colour products.
virgin head application
1 – Mix your chosen lift shade(s) with the relevant activator 5vol/1.5%, 8.5vol/2.55%, 20vol/6%, 30vol/9% or 40vol/12%.
2 – Apply your chosen product mixture 1 inch (2.5 cm) away from the scalp, through to the mid-lengths and ends.
3 – Process for 20 minutes.
4 – Mix fresh product and apply to the root area.
5 – Process for 35 minutes (up to 45 minutes for darker/coarse hair).

retouch application
New growth of a maximum 1 inch
1 – Mix your chosen lift shade(s) with activator and apply to new growth area only.
2 – Once application is complete, process for 35 minutes (up to 45 minutes for darker/coarse, resistant, non-pigmented hair).
3 – Depending on the level of fade, consider the appropriate refreshing application for the mid-lengths and ends.

Note: If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow relevant virgin head application above.

refreshing mid-lengths and ends
Use the appropriate gloss shade(s) with 5vol/1.5% activator and process visually up to 20 minutes.

Apply lift to dry, unwashed hair using a bowl and brush, blue on- or off-scalp, with activator 40vol/12% maximum.

Note: swatches shown on white hair, end result will vary depending on natural level, undertone, hair type, processing time and formulation used.

lift series
ultra light intense ash blonde 100/88
Neutralisation: maximum
Ash tones neutralise orange/red undertones.
ultra light violet blonde 100/2
Neutralisation: minimum/moderate
Violet blue tones neutralise yellow/orange undertones.
ultra light violet blonde 100/21
Neutralisation: moderate
Violet blue tones neutralise yellow/orange undertones.
ultra light ash blonde 100/83
Neutralisation: minimum
Soft ash golden tones gently neutralise pale yellow undertones.
ultra light ash blonde 100/8
Neutralisation: moderate/maximum
Soft ash golden tones gently neutralise pale yellow undertones.
ultra light ash blonde 100/82
Neutralisation: moderate/maximum
Soft ash golden tones gently neutralise pale yellow undertones.
ultra light intense ash blonde 100/88
Neutralisation: maximum
Ash tones neutralise orange/red undertones.
true light/
true light white

TIGI copyright©olour true light
- Contains hydrolysed Keratin and Aloe Vera.
- Violet base helps to camouflage unwanted warm tones.

TIGI copyright©olour true light white
- Comprised of a white, fine powder.
- Infused with amino acid, chamomile and sugar crystal.

what is the difference?
true light versus true light white
- TIGI copyright©olour true light white gives a clear reading of the undertone while lightening.
- TIGI copyright©olour true light will help to camouflage the undertone while lightening.

high-performance lightener delivers fast, efficient lift.
- Zero-dust powder for safer working environment.
- Can be used for on- and off-scalp applications.
- Can be used for all highlighting techniques.
- Ideal for colour correction.

Mixing ratio
- 1:1 up to 1:2

Lift
- up to 7 levels

Processing time
- 40 min

Coverage
- N/A

Recommended for use with:
- On-scalp
- Off-scalp

NO HEAT: Heat is not required nor recommended on any TIGI copyright©olour products.
**global virgin application**
1. Begin application of lighter starting 1 inch (2.5 cm) away from new growth area, applying from the mid-lengths to ends of the hair.

2. Process without heat until half a level from your desired undertone is achieved.

3. Mix true light with the relevant activator and apply to new growth area, reapply on to the mid-lengths and ends over the top of previous application.

4. Process without heat for up to 40 minutes or until the desired undertone has been achieved.

5. Rinse, shampoo, and condition using water.

6. Dry or towel-dry before applying gloss – we recommend toning with gloss shades 10/02, 10/08, 10/28 to help neutralise unwanted warm tones in the hair.

7. To be mixed with activator 5vol/1.5% or 8.5vol/2.5%.

**true light cleaning**
True light cleaning removes tone.

Ideally used when working globally or on large areas, also use with a low activator as a search cleanse to expose problem areas.

- Mix 1 scoop (27g) true light or true light white with up to 60ml of warm water + 30ml (30g) activator 20vol/6%, and TIGI shampoo to aid with consistency and application.
- Apply to pre-shampooed, towel-dried hair.
- Divide the hair into four sections and begin to work the cleaning mix into the hair.
- Do not rub the hair or scalp; work the product into the hair in the same direction as the cuticle scales to avoid sensitivity.
- Continue with the cleaning technique until desired result is achieved. Process visually for a maximum of 20 minutes.
- If no action/cleaning has been achieved, move on to the next stage: cleansing.
- Once completed, shampoo and condition the hair using TIGI-recommended products and colour or style the hair as required.

8. true light cleansing
True light cleansing removes level and tone.

Ideally used when working globally or on large areas, use a low activator as a search cleanse to expose problem areas.

- Mix 1 scoop (27g) true light or true light white with up to 60ml of warm water + 30ml (30g) activator 20vol/6%, and TIGI shampoo to aid with consistency and application.
- Apply to pre-shampooed, towel-dried hair.
- Divide the hair into four sections and begin to work the cleaning mix into the hair.
- Do not rub the hair or scalp; work the product into the hair in the same direction as the cuticle scales to avoid sensitivity.
- Continue with the cleaning technique until desired result is achieved. Process visually for a maximum of 20 minutes.
- If no action/cleaning has been achieved, move on to the next stage: cleansing.
- Once completed, shampoo and condition the hair using TIGI-recommended products and colour or style the hair as required.

**global retouch application**
1. If new growth is longer than 1 inch (2.5 cm) boundary, mix true light or true light white with either 8.5vol/2.5% or 20vol/6% – do not overlap onto previously lightened hair.

2. Process without heat for a maximum of 40 minutes or until the desired undertone has been achieved.

3. Rinse, shampoo, and condition using cool or tepid comfortable water.

4. Dry or towel-dry before applying gloss – we recommend toning with gloss shades 10/02, 10/08, 10/28 to help neutralise unwanted warm tones in the hair.

5. To be mixed with activator 5vol/1.5% or 8.5vol/2.5%.
TIGI copyright© colour activator

TIGI copyright© colour rich crème activator is designed to work with all products within the TIGI copyright© colour range. It is vital to use TIGI copyright© colour activators with TIGI copyright© colour products for maximum benefits of the range.

Activator usage
Always measure or weigh the appropriate amount of activator for the chosen range.

TIGI copyright© colour activators should always be used with all TIGI copyright© colour products for maximum benefits of the range.

<table>
<thead>
<tr>
<th>activators</th>
<th>Product options</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloss</td>
<td>Glazing, toning, colour correction, staying on the same level, pre-pigmentation, changing tone darker, blending up to 25% non-pigmented hair.</td>
<td>Gloss activator</td>
</tr>
<tr>
<td>Creative</td>
<td>Darkening, adding and changing tone on the same level, blending up to 25% non-pigmented hair &amp; toning the hair.</td>
<td>Creative activator</td>
</tr>
<tr>
<td>Mix Master</td>
<td>Depending, refreshing tone and/or vibrancy, pre-pigmentation.</td>
<td>Mix Master activator</td>
</tr>
<tr>
<td>Lift</td>
<td>Up to 1 level of lift, refreshing tone on mid-lengths and ends.</td>
<td>Lift activator</td>
</tr>
<tr>
<td>True Light/Light White</td>
<td>Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.</td>
<td>True Light/Light White activator</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activator Strength</th>
<th>5vol/1.5%</th>
<th>8.5vol/2.55%</th>
<th>20vol/6%</th>
<th>30vol/9%</th>
<th>40vol/12%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloss activator</td>
<td>Darkening, staying on the same level, changing tone, blending up to 25% non-pigmented hair.</td>
<td>Darkening, staying on the same level, changing tone, blending up to 50% non-pigmented hair.</td>
<td>Up to 100% coverage on non-pigmented hair.</td>
<td>Lightening up to 4 levels on natural hair.</td>
<td>Lightening up to 4 levels on natural hair.</td>
</tr>
<tr>
<td>Creative activator</td>
<td>Darkening, adding and changing tone on the same level, blending up to 25% non-pigmented hair &amp; toning the hair.</td>
<td>Darkening, adding and changing tone on the same level, blending up to 1 level of lift, blending up to 50% non-pigmented hair &amp; toning the hair.</td>
<td>Up to 1 level of lift, darkening up to 2 levels on natural hair, adding or changing tone.</td>
<td>Lightening up to 4 levels of lift depending on the hair's natural level, texture and history.</td>
<td>Lightening up to 4 levels of lift depending on the hair's natural level, texture and history.</td>
</tr>
<tr>
<td>Mix Master activator</td>
<td>Up to 1 level of lift, depending and refreshing tone and/or vibrancy.</td>
<td>Up to 2 levels of lift, depositing and refreshing tone and/or vibrancy.</td>
<td>Up to 2 levels of lift.</td>
<td>Up to 3 levels of lift and deposit.</td>
<td>Up to 3 levels of lift and deposit.</td>
</tr>
<tr>
<td>Lift activator</td>
<td>Up to 1 level of lift, refreshing tone on mid-lengths and ends.</td>
<td>Up to 2 levels of lift, refreshing tone on mid-lengths and ends.</td>
<td>Up to 2 levels of lift.</td>
<td>Up to 3 levels of lift and tonal deposit, ideal for delicate or extremely fine hair.</td>
<td>Up to 4 levels of lift depending on the hair's natural level, texture and history, ideal for extremely fine hair.</td>
</tr>
<tr>
<td>True Light/Light White activator</td>
<td>Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.</td>
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<td>20vol/6%</td>
<td>Lighten up to 1 level of lift, blending up to 75% non-pigmented hair on coarse hair types.</td>
<td>Up to 100% coverage on non-pigmented hair.</td>
<td>Lightening up to 2 levels on natural hair, adding or changing tone.</td>
<td>Lightening up to 3 levels on natural hair, adding or changing tone.</td>
<td>Lightening up to 4 levels of lift depending on the hair's natural level, texture and history.</td>
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<tr>
<td>30vol/9%</td>
<td>Lightening up to 3 levels on natural hair, adding or changing tone.</td>
<td>Up to 3 levels of lift and deposit.</td>
<td>Use on previously coloured dark hair to deposit tone and vibrancy.</td>
<td>Ideal for coarse hair types.</td>
<td>Ideal for coarse hair types.</td>
</tr>
<tr>
<td>40vol/12%</td>
<td>Lightening up to 3 levels on natural hair, adding or changing tone.</td>
<td>Up to 3 levels of lift and deposit.</td>
<td>Use on previously coloured dark hair to deposit tone and vibrancy.</td>
<td>Ideal for coarse hair types.</td>
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Gloss activator
TIGI copyright© colour gloss activator is designed to work with all products within the TIGI copyright© colour range.

It is vital to use TIGI copyright© colour gloss activators with TIGI copyright© colour products for maximum benefits of the range.

Gloss activator usage
Always measure or weigh the appropriate amount of activator for the chosen range.

TIGI copyright© colour gloss activators should always be used with all TIGI copyright© colour products for maximum benefits of the range.

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<td>8.5vol/2.55%</td>
<td>20vol/6%</td>
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<td>Darkening, staying on the same level, changing tone, blending up to 25% non-pigmented hair &amp; toning the hair.</td>
<td>Depending, refreshing tone and/or vibrancy, pre-pigmentation.</td>
<td>Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.</td>
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<tr>
<td>Creative activator</td>
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<td>Darkening, adding and changing tone on the same level, blending up to 1 level of lift, blending up to 50% non-pigmented hair &amp; toning the hair.</td>
<td>Up to 1 level of lift, darkening up to 2 levels on natural hair, adding or changing tone.</td>
<td>Gentle control of up to 7 levels of lift, refreshing lengths and ends, on- or off-scalp application.</td>
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<tr>
<td>Mix Master activator</td>
<td>Depending, refreshing tone and/or vibrancy, pre-pigmentation.</td>
<td>Up to 2 levels of lift, depositing and refreshing tone and/or vibrancy.</td>
<td>Up to 2 levels of lift.</td>
<td>Up to 3 levels of lift and tonal deposit, ideal for delicate or extremely fine hair.</td>
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