

JUST THE FACTS

EXPRESS TONES

The new Express Tones are quick-deposit toners that can achieve a level 8 deposit in as little as 5 minutes. Express Tones Clear is provided to mix with the other tones when less deposit is desired for levels 9 and 10. For level 9 deposit in 5 minutes, you will mix equal parts Clear with your desired Express Tone. For a level 10 deposit in 5 minutes, you will mix 2 parts Clear with 1 part desired Express Tone. If more time is needed, then you will need to add more Clear. Like any oxidative color, if left on the hair longer than the suggested processing time of 5 minutes, the color will continue to deepen. This can be a great advantage when toning out stubborn brassy tones or when special effects coloring is desired, but always be sure to keep an eye on the process and adhere to the timing instructions.

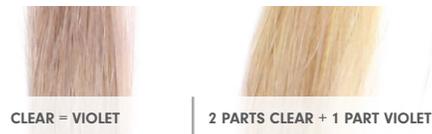
Of course, like any oxidative color there are many factors aside from processing time that will determine the amount of deposit achieved from these (and any) toners; porosity, amount of moisture in the hair, hair level, and underlying pigment being the main factors. Express Tones are likely to take more rapidly to hair that is dry, hair that is porous, hair that is super light, and hair that is in the same tonal family as the chosen shade.

It is also worthy to note that these pigments are pure-tone colors, meaning that they do not contain a brown base. If a more natural outcome is desired, we recommend mixing your desired tone with Express Tones Natural.

Should an Express Tones user find they have over-processed their toner, leaving the hair too dark, PRAVANA's Artificial Hair Color Extractor easily removes even the darkest deposit in only 5 minutes (express lift!) with no damage to the hair what-so-ever.

The Express Tones demi-permanent collection is an exciting addition to the family of ChromaSilk colors. We're excited to introduce these shades to our PRAVANA users, and we look forward to seeing the success stories with these fun, new shades.

EXPRESS TONES VIOLET - 5 MIN.



CHROMASILK 6N



EXPRESS TONES VIOLET



REMOVED WITH AHCE - 5 MIN.

