1. FORMULATION

PAUL MITCHELL COLOR XG
Permanent cream hair color

FORMULATION STEPS
1. Determine the hair texture.
2. Determine the natural level and percentage of gray.
3. Identify the target level and tone.
4. Determine the dominant pigment at the target level.
5. Refer to the color map to neutralize or intensify the dominant pigment at the target level.
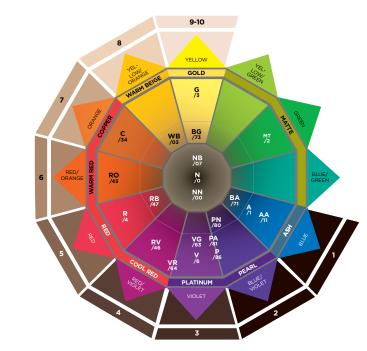6. Select the volume of developer and mixing ratio.

Note: To intermix and achieve a level of shade not available (e.g. 7WB), always use ⅔ of the lighter shade and ⅓ of the darker shade. **Example to achieve 7WB (7/03):** Intermix 2 parts 8WB (8/03) + 1 part 6WB (6/03).

PIGMENT CHART

Level	Shade Name	Dominant Pigment	Neutralizing Base
10	LIGHTEST BLONDE	PALE YELLOW	Violet
9	VERY LIGHT BLONDE	YELLOW	Violet
8	LIGHT BLONDE	YELLOW/ORANGE	Blue/Violet
7	BLONDE	ORANGE	Blue
6	DARK BLONDE	RED/ORANGE	Blue/Green
5	LIGHT BROWN	RED	Green
4	BROWN	RED/VIOLET	Yellow/Green
3	DARK BROWN	VIOLET	
2	DARKEST BROWN	BLUE/VIOLET	
1	BLACK	BLUE	

Triangles represent dominant pigment and point to corresponding level.

TONAL BASE KEY

NATURAL	/0
ASH	/1
MATTE	/2
GOLD	/3
RED	/4
MAHOGANY	/5
VIOLET	/6
BROWN	/7
PEARL	/8

TONAL SERIES CHART

NATURALS		
NATURAL	N	/0
NATURAL NATURAL	NN	/00
NATURAL BROWN	NB	/07
BLENDS		
BROWN GOLD	BG	/73
WARM BEIGE	WB	/03
RED BROWN	RB	/47
BROWN ASH	BA	/71
PEARL NATURAL	PN	/80
PURES		
GOLD	G	/3
COPPER	C	/34
RED ORANGE	RO	/43
RED	R	/4
RED VIOLET	RV	/46
VIOLET RED	V	/6
VIOLET	V	/6
PLATINUM	P	/86
VIOLET GOLD	VG	/63
PEARL ASH	PA	/81
ASH	A	/1
ASH ASH	AA	/11
MATTE	MT	/2

GRAY COVERAGE FORMULATIONS
Use a combination or any one of these tips to achieve full coverage on over 70% gray hair:
• Add up to 50% N, NB, NN to your selected shade.
• Drop one level darker than your desired end result.
• Extend processing time by 10-15 minutes.

RED FORMULATIONS
The fashion shades are extremely vibrant.
• For a more muted red tone, 50% of the formula should contain added base tone of N, NB or RB.
• When using a fashion shade to darken more than two levels, repigmentation should be considered for full tonality and longevity.

CLEAR BOOSTER GUIDELINES
• Levels 1-10, achieve up to 1 additional level of lift by adding up to 50% Clear Booster to your shade formula.
• When added to Ultra Toners, Clear Booster will create a more refined result.
• Clear Booster should not be added to Highlifts.
• Adding Clear Booster will create a more translucent result on gray hair.

INTENSIFIER GUIDELINES
Prior to adding Paul Mitchell Cream Developer:
• As a general use guideline, for each 1 oz. or 30 ml/g of selected shade, add the amount of Intensifier specified in the adjoining chart.
• For very strong or vibrant results, add up to 30% of the formula to neutralize extreme tonality and up to 50% for vibrant intensity.
• When using Intensifiers on levels 9-12, expect extremely vivid results.

INTENSIFIERS

0/33 GOLD	0/34 ORANGE	0/44 RED	0/22 GREEN	0/88 BLUE	0/66 VIOLET
YELLOW GOLD INTENSE	ORANGE INTENSE	RED INTENSE	GREEN/MATTE INTENSE	BLUE INTENSE	VIOLET INTENSE

TECHNICAL SUPPORT:
877.610.5405 (Within North America)
0845. 034. 0885 (Within the United Kingdom)
1300.365.350 (Within Australia)

For more details on these and other Paul Mitchell Professional products, log on to paulmitchellpro.com.

INTENSIFYING SHADES (Yellow/Gold 0/33, Green/Matte 0/22, Orange 0/34, Blue 0/88, Red 0/44, Violet 0/66)
NEUTRALIZING SHADES (Green/Matte 0/22, Blue 0/88, Violet 0/66)

DEPTH	SHADE + INTENSIFIER	DEPTH	SHADE + INTENSIFIER
8+	1 oz. or 30 g/ml + 1/4" or a pea size amount	4	1 oz. or 30 g/ml + 4.5" or 7 g/ml
7	1 oz. or 30 g/ml + 2.75" or 4 g/ml	3	1 oz. or 30 g/ml + 5.25" or 8 g/ml
6	1 oz. or 30 g/ml + 3.75" or 5 g/ml	2	1 oz. or 30 g/ml + 6" or 9 g/ml
5	1 oz. or 30 g/ml + 4" or 6 g/ml	1	1 oz. or 30 g/ml + 6" or 9 g/ml

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2. MIXING

STANDARD LEVELS 1-10 AND ULTRA TONERS

1:1

Mix 1 part of Color XG to 1 part of 10-40 volume Paul Mitchell Cream Developer (1:1 ratio). Mix Ultra Toners with 10 volume.

HIGHLIFTS

1:2

Mix 1 part of Color XG to 2 parts of 40 volume Paul Mitchell Cream Developer (1:2 ratio). For resistant hair, mix 1:2.5 ratio.

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3. PROCESSING

	USES	PAUL MITCHELL CREAM DEVELOPER	TIMING
PERMANENT	For deposit and minimal lift	10 VOLUME (3%) Paul Mitchell Cream Developer	25 minutes
	1-2 levels of lift or optimal coverage	20 VOLUME (6%) Paul Mitchell Cream Developer	35 minutes
	2-3 levels of lift	30 VOLUME (9%) Paul Mitchell Cream Developer	45 minutes
	3-4 levels of lift	40 VOLUME (12%) Paul Mitchell Cream Developer	45-55 minutes
HIGHLIFTS	4 levels of lift	DOUBLE 40 VOLUME (12%) Paul Mitchell Cream Developer	45-55 minutes
ULTRA TONERS	Deposit only	10 VOLUME (3%) Paul Mitchell Cream Developer, check color development for desired result starting at 5 minutes	5-15 minutes

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4. APPLICATION

VIRGIN & HIGHLIFT

1. Section the hair into 4 quadrants.
2. On dry hair, apply color ½ inch or approximately 1.5 cm from the base to the point where the ends show damage or porosity.
3. VIRGIN: Process for 10 minutes. HIGHLIFT: Process for 10-15 minutes.
4. Apply color to the base area and through the ends.
5. VIRGIN: Process for an additional 15-35 minutes depending on the selected Paul Mitchell Cream Developer. HIGHLIFT: Process for 45-55 minutes, depending on the selected Paul Mitchell Cream Developer.

RETOUCH

1. On dry hair, apply the chosen formula to new growth and process depending on the selected Paul Mitchell Cream Developer.
2. If desired, refresh the mid-shaft and ends for the last 10-15 minutes. To refresh with Crema XG, see guidelines for Color XG and Crema XG applications.

PRE-TREATMENT AND POST-TREATMENT

PRE-TREATMENT CHART

Excessive product or chlorine buildup	Shampoo Two® or Shampoo Three® and Super-Charged Treatment
Extreme porosity	Shampoo Three® and Awapuhi Wild Ginger® KeraTriplex® Treatment

POST-TREATMENT CHART

Extreme porosity	Color Protect® Post Color Shampoo and Awapuhi Wild Ginger Keratin Intensive Treatment® or Color Protect® Treatment

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REPIGMENTATION

REPIGMENTATION FORMULATION STEPS
When depositing more than 2 levels on **previously lightened or processed/damaged** hair, repigmentation is recommended.
1. Identify target level.
2. Select a formula from the Repigmentation Chart.
3. Apply the color to the lightened area only, not the natural new growth.
4. Time for 15 minutes.
5. Remove excess color with damp towel or rinse only with warm water.
DO NOT SHAMPOO!
6. Gently towel dry hair.
7. Mix up final result color using the N, NB or WB's + color tone desired + 5 volume Paul Mitchell Cream Developer.
8. Apply color formula.
9. Time for 20 to 30 minutes, strand test frequently.

REPIGMENTATION FORMULAS
Mix with 1 oz. or 30 g/ml of 5 volume Paul Mitchell Cream Developer.
• **For red tint backs** add 3.75" or 5 g/ml of Orange Intensifier with 3/4 oz. or 25 g/ml 6N (6/0) + 3.75" or 5 g/ml 6C (6/34)
• **For cool end results** on level 4-5, mix 3/4 oz. or 25 g/ml 6N (6/0) with 3.75" or 5 g/ml 5R (5/4)
• **For cool end results** on level 6, mix 3/4 oz. or 25 g/ml 6N (6/0) with 3.75" or 5 g/ml 6C (6/34)

TARGET LEVEL	FORMULA
9	3/4 oz. or 25 g/ml 9G (9/3) + 3.75" or 5 g/ml 8C (8/34) + 1 oz. or 30 g/ml 5 volume Cream Developer
8	3/4 oz. or 25 g/ml 8G (8/3) + 3.75" or 5 g/ml 8C (8/34) + 1 oz. or 30 g/ml 5 volume Cream Developer
7	3/4 oz. or 25 g/ml 7G (7/3) + 3.75" or 5 g/ml 7C (7/34) + 1 oz. or 30 g/ml 5 volume Cream Developer
6	3/4 oz. or 25 g/ml 6G (6/3) + 3.75" or 5 g/ml 6C (6/34) + 1 oz. or 30 g/ml 5 volume Cream Developer
5	3/4 oz. or 25 g/ml 6C (6/34) + 3.75" or 5 g/ml 5R (5/4) + 1 oz. or 30 g/ml 5 volume Cream Developer
4	3/4 oz. or 25 g/ml 6C (6/34) + 3.75" or 5 g/ml 5R (5/4) + 1 oz. or 30 g/ml 5 volume Cream Developer

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COLOR SWATCH CHART

NATURALS
Natural and brown-based shades ideal for gray coverage

BLENDS
Natural or brown backgrounds blended with pure tones

PURES
Pure tones with no brown base

LEVEL	N NATURAL /0	NN NATURAL NATURAL /00	NB NATURAL BROWN /07	BG BROWN GOLD /73	WB WARM BEIGE /03	RB RED BROWN /47	BA BROWN ASH /71	PN PEARL NATURAL /80	G GOLD /3	C COPPER /34	RO RED ORANGE /43	R RED /4	RV RED VIOLET /46	VR VIOLET RED /64	V VIOLET /6	P PLATINUM /86	VG VIOLET GOLD /63	PA PEARL ASH /81	A ASH /1	AA ASH ASH /11	MT MATTE /2
ULTRA TONERS	UTN UTN0							UTPN UTPN/80							UTV UTV/6	UTP UTP/86		UTA UTA/1			
HIGHLIFTS	HLN 12/0							HLPN 12/80								HLP 12/86		HLPA 12/81	HLA 12/1		
10	10N 10/0		10NB 10/07		10WB 10/03			10PN 10/80	10G 10/3						10R 10/6			10PA 10/81	10A 10/1	10AA 10/11	
9	9N 9/0	9NN 9/00	9NB 9/73	9BG 9/73				9PN 9/80	9G 9/3						9V 9/6		9VG 9/63		9A 9/1		
8	8N 8/0	8NN 8/00	8NB 8/07		8WB 8/03			8PN 8/80	8G 8/3	8C 8/34						8PA 8/81			8A 8/1	8AA 8/11	8MT 8/2
7	7N 7/0	7NN 7/00	7NB 7/07	7BG 7/73		7RB 7/47	7BA 7/71	7PN 7/80	7G 7/3	7C 7/34	7RO 7/43	7R 7/4	7RV 7/46		7V 7/6		7VG 7/63		7A 7/1		7MT 7/2
6	6N 6/0	6NN 6/00	6NB 6/07	6BG 6/73	6WB 6/03	6RB 6/47	6BA 6/71	6PN 6/80	6G 6/3	6C 6/34	6RO 6/43	6R 6/4	6RV 6/46		6V 6/6		6PA 6/81		6A 6/1	6AA 6/11	6MT 6/2
5	5N 5/0	5NN 5/00	5NB 5/07			5RB 5/47	5BA 5/71		5G 5/3		5RO 5/43	5R 5/4	5RV 5/46	5VR 5/64			5VG 5/63	5A 5/1			5MT 5/2
4	4N 4/0	4NN 4/00	4NB 4/07			4RB 4/47	4BA 4/71		4G 4/3	4C 4/34			4RV 4/46		4V 4/6		4PA 4/81		4A 4/1	4AA 4/11	
3	3N 3/0													3VR 3/64							
2	2N 2/0																				
1	1N 1/0																		1AA 1/11		

More XG To Love

Crema XG™ is a rich, demi-permanent cream color that is perfectly shade-matched to Color XG® for a complete service solution. Formulated with no ammonia, this vegan cream color imparts shine and condition for soft, healthy hair.

- *40+ shades that are perfectly shade-matched to Color XG*
- *Gentle, no-ammonia color for ultimate condition and shine*
- *Opaque deposit, ideal for a wide variety of services*

SCAN ME!
for more information about Crema XG™.

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AVAILABLE 24/7

COLOR HQ
pmcolorhq.com

A one-stop shop for all things hair color, **Color HQ** makes you the color expert. Discover detailed product knowledge, conversion charts, downloadable tip cards, and the latest collection looks with tips from the pros who created them.

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CARING FOR YOUR HAIR COLOR
WITH PAUL MITCHELL® PRODUCTS

PAUL MITCHELL BLONDE

KEEP CLIENTS LIGHT AND BRIGHT

Whether the blonde is cool and dusty, platinum or golden, Paul Mitchell provides a cohesive collection of products to address every blonde texture and tone between salon visits.

COLOR PROTECT®

COLOR RINSING AND POST CARE

After color processing is complete, rinse color thoroughly out of hair and follow with Color Protect® Post Color Shampoo to gently remove all color product and help stop the oxidation process. Follow with Color Protect® Conditioner. Recommend that guests use Paul Mitchell® Color Protect® products to maintain color at home.

VIOLET TWIST
Artist: Paula Peralta

- Pre-lightened using Dual-Purpose Lightener + 10 volume Paul Mitchell® Cream Developer
- Overlaid Color XG® 7V (7/6) + 5 volume Paul Mitchell® Cream Developer

COLD BREW
Artist: Hope Schiller

- Achieved a smoky, cool brown by highlighting with Dual-Purpose Lightener next to HLPA (12/81), then adding depth and dimension using 4PA (4/81), 6PA (6/81) and 8PA (8/81)

MELTED MAUVE
Artist: Anya Segers

- Alternated 7RV (7/46), 5VR (5/64) and 7V (7/6) in eight simple sections

CHAMPAGNE BLONDE
Artist: Donna Mizell

- Created a rooty, beige blonde by smudging 8NB (8/07) and 10NB (10/07)

DIMENSIONAL PEARL
Artist: Colin Caruso

- Achieved a sun-kissed cool blonde using Skylight® and Color XG® Pearl Ash, Pearl Natural and Ash Ash series

FIERY COPPER
Artist: Jenn Montoya

- Created a reflective red using Color XG® Copper Series for maximum vibrancy

PEACH PEARL
Artist: Colin Caruso

- Achieved using a pearly-peach Color XG® 9PN (9/80) + 8C (8/34) + Clear Booster formula on the base, then shade-matched Crema XG™ alternating formulas in PA (/81), RO (/43), V (/6) families and Clear on the mid-lengths and ends

For the complete model formulas and techniques, please visit paulmitchellpro.com or pmcolorhq.com.

COLOR XG
PAUL MITCHELL

TRUSTED PERFORMANCE. BRILLIANT RESULTS.

100% VEGAN

PAUL MITCHELL. PROFESSIONAL HAIR COLOR