

sens.us®

ColorGrace



M3K PERMANENT HAIR COLOR

the SOUND  
of TIMELESS  
BEAUTY

A decorative graphic consisting of a series of overlapping, wavy lines that create a sense of motion and depth, positioned behind the text 'of TIMELESS BEAUTY'.

TECH GUIDE

the **SOUND**  
of **TIMELESS**  
**BEAUTY**



scan here  
to listen  
to the sound  
of beauty

**sens.ùs®**

*ColorGrace*



**M3K**  
PERMANENT HAIR COLOR



## COLORGRACE

COLORGRACE Hair Color is the ultimate oxidation color system.

Twenty years' experience of "color science" has culminated in Sens.ùs R&D laboratories developing the COLORGRACE Hair Color formula with latest-generation ethical and sustainable technologies.

COLORGRACE Hair Color offers all the advantages of professional permanent oxidation color, without paraphenylenediamine (PPD), parabens and resorcinol, for a safe, gentle, high-performance service.

## BENEFITS

COLORGRACE is a dynamic, multi-purpose coloring cream with a rich texture and powerful caring and hydrating properties; it produces rich, pure, deep and natural tones.

COLORGRACE Hair Color has an enveloping, cosmetic and protective action thanks to the exclusive K.A.P.SHINE TRIPLEX and guarantees perfect white hair coverage, lasting shine and color with level and tone that remains stable over time.

Natural, classic, radiant color.

## CARATTERISTICHE

- Mix 1: 1.5
- Wide range of shades: pure naturals, rich naturals, light naturals, vibrant fashion and special blondes
- 100% white hair coverage
- Up to 4 levels of lift and more thanks to the Super High Lift series
- Kind to scalp and hair
- Bright results
- Perfectly balanced base and tones
- Consistent results every time
- Easy to use
- Lasting color you can rely on
- A multitude of Services are available on the Sens.ùs App
- Pleasantly neutral fragrance

## COLORGRACE SECRETS

K.A.P. SHINE TRIPLEX nourishes scalp and hair from the inside during the color service.

KAPS are the essential components of the hair's internal structure.



## K.A.P. SHINE TRIPLEX: COMPONENTS

### KAPs (Keratin Associated Proteins)

The hair fiber is a very complex and sophisticated structure. In addition to being made up of keratin, the cortex contains a large number of keratin-associated proteins (KAPs). They include over 100 different proteins and are organized into two main groups that have different effects on the mechanical properties of hair.

*High sulfur KAPs*, contain large amounts of sulfur-containing amino acids and form cross-links with keratin fibrils. They are thus primarily responsible for the structural strength of the hair fiber.

*KAPs with a low sulfur content*, do not form keratin bonds. They are simply filler proteins that make the hair fiber strong and flexible. They are the first proteins to be damaged and removed by chemical and physical treatments, which causes reduced protein cohesion and ultimately results in fragile hair.

#### *Kappaphycus and Laminaria Algae*

These algae reproduce hair KAPs and repair fragile and damaged hair by protecting the hair fiber against chemical and physical stress.

#### *Rice and Soy Proteins*

These proteins work in synergy with the algae to repair keratin.



### Isosorbite Dicaprilate

An ingredient that retains water, giving hair shine and brilliance. This molecule coats the hair, seals the scales and boosts volume.



### Inulin

This plant prebiotic nourishes the microbiota present on the skin and in the hair follicle while its powerful hydrating and emollient properties condition the hair.

Thanks to its hydroscopic structure, it is able to trap water molecules



## K.A.P. SHINE TRIPLEX: THE MANY FUNCTIONS

● *Work deep inside the cortex*  
KAPs, Algae and Rice and Soy proteins

● *Cares for the cuticle*  
Isosorbide Dicaprilate

● *Improved scalp and hair protection*  
Inulin, with prebiotic and probiotic properties

KAPSHINE COMPLEX	PROPERTIES	BENEFITS
KAPs	restructuring	healthy hair
ISOSORBITE DICAPRILATE	hydrating	shiny hair
INULINA	soothing	soft hair

## SHADES

The extensive COLORGRACE Hair Color range features 100 shades. For best results, always mix COLORGRACE Hair Color with Cream Activator or Lux Activator in a 1:1.5 ratio. Follow the recommended mixing ratio, using scales.

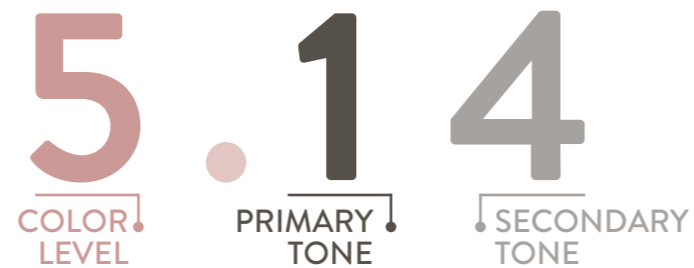
**Example:**  
40 g COLORGRACE + 60 g Cream Activator / Lux Activator (10 vol 3%, 20 vol 6%, 30 vol 9%, 40 vol 12%)

**N.B.**  
Using a developer other than Sens.us Activator or Lux Activator, altering the mixing ratio and/or development times can compromise the end color result.

## NOMENCLATURE

COLORGRACE identifies each shade with a numerical code.

This system makes recognizing a shade easy and intuitive.



### COLOR LEVELS

- 1 Black
- 3 Dark Chestnut
- 4 Chestnut
- 5 Light Chestnut
- 6 Dark Blonde
- 7 Blonde
- 8 Light Blonde
- 9 Very Light Blonde
- 10 Platinum Blonde
- 11 Ultra Platinum Blonde

### TONES

- .nl Natural Light
- .0 Natural
- .00 Natural Intense
- .1 Ash
- .11 Intense Ash
- .12 Oak
- .18 Matte
- .2 Beige
- .30 Natural Gold
- .3 Gold
- .34 Copper Gold
- .36 Brown
- .43 Golden Copper
- .40 Natural Copper
- .4 Copper
- .44 Intense Copper
- .5/.55 Red
- .6 Mahogany
- .7 Violet
- Super high lift**

## SUPER HIGH LIFT 100 SERIES

The extensive COLORGRACE Hair Color range features 100 shades. For best results, always mix COLORGRACE Hair Color with Cream Activator or Lux Activator in a 1:1.5 ratio.

**Example:**  
50 ml of Super High Lift + 100 ml of Cream Activator or Lux Activator 40 vol.  
Follow the recommended mixing ratio, using scales.

**N.B.** Using a developer other than Sens.us Activator or Lux Activator, altering the mixing ratio and/or development times can compromise the end color result.

### Series 100 - shades::



## MODULATER BOOSTER

The Modulator Booster series consists of pure tones so can be used to:

- enhance fashion shades
- deliver extreme color (on bleached hair)

**How to use Modulator Boosters:** the maximum amount of Modulator Booster to be added is ¼ the amount of coloring cream

**Example:** 45 g COLORGRACE + 15g Modulator Booster + 90 g Cream Activator / Lux Activator (MIX 1:1,5)

**N.B.** Although they have no natural base or color level, the specific characteristic of the tone (e.g. blue is naturally more intense than yellow) give Modulator Boosters a different light-dark intensity. Take this into consideration by mixing the color with more intense Modulator Boosters such as purple, blue and green. The use of Modulator Boosters – either pure or mixed with the color – is not recommended for white hair coverage.

### Modulator Booster - nuances:



## MODULATER CLEAR

The Modulator Booster Clear shade brings added versatility to the color range, considerably broadening the palette of fashion tones and basic colors. The basic ingredient and the mixing ratio of Modulator Clear are the same as for all the other shades (except the Super High Lift 100 series), the only difference is that Modulator Booster Clear contains no pigment.

By adding Modulator Booster Clear to the other shades, the pigment concentration is reduced and the result is lighter.

**Example:**  
Mixing equal amounts of Modulator Booster Clear and a color shade delivers similar lift to a higher level.

20 g Hair Color + 20g Modulator Booster Clear + 60 g Cream Activator / Lux Activator (MIX 1:1,5)

## COLORGRACE SERVICES

COLORGRACE delivers up to 3 levels of lift and 100% white hair coverage while being kind to the scalp and hair fiber. Lasting shine and color that stays true are guaranteed.

The mixing ratio is 1:1.5 with Cream Activator or Lux Activator 10 vol 3%, 20 vol 6%, 30 vol 9%, 40 vol 12%.

**Development time:** 30/55 minutes (depending on the developer used)

COLORGRACE is for professional use only and must be applied with care and precision. **The coloring cream must be applied on the surface and not brushed in.**

### 1. PERMANENT COLOR SERVICES

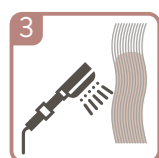
#### 1.1 FIRST FULL COLOR SERVICE (NATURAL HAIR)

This process must be followed to ensure color is evenly distributed over the lengths.



Apply color to lengths and ends, starting 2 cm from the hairline.

After 20 minutes, remove the color without rinsing. Prepare a fresh mixture and apply to roots, lengths and ends and leave according to the developer used.



When development time is up, emulsify and rinse thoroughly.



Use an acidifying shampoo and mask (Sens.üs Locking)

**Example:**

- Natural base 6 > Target color 7.3
- Apply COLORGRACE Hair Color 7.3 + Cream Activator or Lux Activator 20 Vol. (6%) to lengths and ends.
- After 20 minutes, remove the product without rinsing, prepare a fresh mixture (COLORGRACE Hair Color 7.3 + Cream Activator or Lux Activator 20 Vol. 6%) and apply to roots, lengths and ends.
- Leave for 35 minutes.
- Total development time 55 minutes on lengths and ends and 35 minutes on roots.
- Emulsify and rinse thoroughly.
- Use an acidifying shampoo and mask (Sens.üs Locking)

For hair length up to 2-3 cm, immediately apply the color to the whole head.

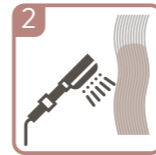
#### 1.2 COLOR RETOUCH (NATURAL HAIR)

This is the classic regular color maintenance service. For even results, we recommend applying precisely to regrowth only.



Apply the color to the regrowth and leave according to the type of developer used.

When development time is up, emulsify and rinse thoroughly.



Use an acidifying shampoo and mask (Sens.üs Locking)

**Example:**

- Natural base 6 > Target color 7.3
- Apply COLORGRACE Hair Color 7.3 + Cream Activator/Lux Activator 20 Vol. (6%) to regrowth.
- Leave for 35 minutes.
- Emulsify and rinse thoroughly
- Use an acidifying Shampoo and Mask (Sens.üs Locking)

## 2. SERVICES THAT CAN BE REALIZED WITH NECTAR

Nectar Recovery for colors with ammonia allows you to expand your range of COLORGRACE Hair Color services and is the perfect solution to meet all your salon needs.

The Nectar Recovery for colors with ammonia concentrate is packed with restructuring active ingredients. The exclusive biomimetic action of the ARC (Active Revitalizing Complex), it means you can:

- provide more than one service at the same time
- save time
- earn more per service
- extend the life of color

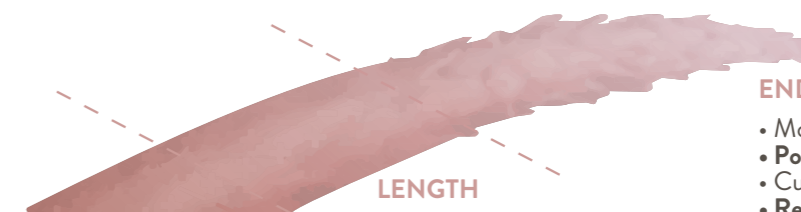
**N.B.**

1. Preparations with Nectar Recovery for colors are only ever mixed with 10 vol 3%.
2. Nectar Recovery for colors formulas do not provide white hair coverage
3. In preparations with Nectar Recovery for colors, the mixing ratio of coloring cream to developer is always 1:1.5, 1 part coloring cream to 1.5 parts of developer + the appropriate amount of Nectar Recovery for colors depending on the chosen service (see services with Nectar Recovery for colors)

PLUS NECTAR	PROPERTIES	BENEFITS
ARC ACTIVE REVITALIZING COMPLEX	<p>With natural, certified, and innovative ingredients that make the hair's internal structure stronger</p> <p>It promotes ionic bonds with the hair's keratin structure; it penetrates deep into the fiber bringing it back to the levels of virgin hair</p> <p>A blend of biomimetic vegetable amino acids mimics the activities of the hair's keratin structure</p>	<p>It strengthens and rejuvenates hair.</p> <p>It has a restructuring, multifunctional action that is optimized to interact at a molecular level in hair.</p> <p>It helps restructure the hair fiber</p>

**ROOT/REGROWTH**

- 1 cm in length
- **Healthy structure**
- 7/0 cuticle layers present
- Soft keratin



**LENGTH**

- Up to 12 cm in length
- **Sensitized structure**
- About 4 cuticle layers present
- Advanced keratinization - hard keratin
- **Reconstruction service needed!**

**END**

- More than 12 cm in length
- **Porous/very porous structure**
- Cuticle may be absent
- **Reconstruction service needed!**

## 2. SERVICES THAT CAN BE REALIZED WITH NECTAR

### 2.1 RESTRUCTURING PERMANENT COLOR

After applying color to the roots, you can take advantage of the development time to recolor lengths and ends, if necessary. This allows you can offer a nourishing, restructuring color treatment for lengths and ends at the same time as the root retouch. All thanks to Nectar.



1 apply the product to regrowth (see the "COLOR RETOUCH" SERVICE).  
Start timing the development time



3 Restructuring permanent color is always applied to the lengths and ends of previously colored or lightened hair, using 10 vol, and the development time is based on the development time of the color at the roots and is, in any case, never less than 15 minutes.



2 prepare the mixture with Nectar for lengths and ends, adding to the color 1/5 of Nectar Recovery for colors with ammonia.

### 2.2 TONE ON TONE COLOR

NECTAR RESTRUCTURING FOR COLORS WITH AMMONIA when added to the color mixture you will be able to provide a tone on tone service that transforms the entire color chart into the perfect solution for bringing customers one step closer to a color service, or for covering or concealing the first white hairs.

**Preparation:**

prepare the chosen color and add 1/3 of Nectar Recovery for colors with ammonia.

**Example:**

40 g of coloring cream + 60 g of Cream Activator or Lux Activator 10 vol 3% (total 100 g) + 33 g of Nectar Recovery for colors with ammonia (1/3 of 100 g = 33 g)

The tone on tone service is used to darken hair or to create tones and shades with the same color level.

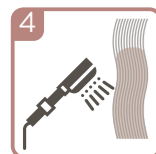
It is not designed to lighten hair.



2 Tone on tone restructuring color can be applied with a bowl and brush or with a bottle applicator.  
It is only ever mixed with 10 vol developer



the development time is 25 minutes.



4 When development time is up, emulsify and rinse thoroughly.



5 Use an acidifying shampoo and mask (Sens.ùs Locking)

### 2.3 BRIGHTENING COLOR BATH

Brightening Color Bath with NECTAR RESTRUCTURING FOR COLORS WITH AMMONIA is the fastest service and is usually carried out at the wash basin.

It allows you to "revive" the color of faded hair with an extremely nourishing and restructuring color service. It is also very useful for enriching or neutralizing bleached hair.

**Preparation:**

prepare the chosen color and add 1/2 of Nectar Recovery for colors with ammonia.

**Example:**

40 g of COLORGRACE Hair Color + 60 g of Cream Activator or Lux Activator 10 vol 3% (total 100 g) + 50 g of Nectar Recovery for colors with ammonia (1/2 of 100 g = 50 g)

The brightening color bath service is not designed to lighten hair or to cover or conceal white hair.



2 It can be applied with a bowl and brush or with a bottle applicator.  
It is only ever mixed with 10 vol developer



The development time is for 15 minutes max, checking regularly.



4 When development time is up, emulsify and rinse thoroughly.



5 Use an acidifying shampoo and mask (Sens.ùs Locking)

## 3. SUPER HIGH LIFT SERVICE

The COLORGRACE Super High Lift series is designed to lift natural hair 4 -5 levels, contains a minimal quantity of pigments to neutralize the natural residual tone, and does not cover white hair.

For best results when using this range, we recommend applying to medium-intensity natural hair (level 5 - 6).

The mixing ratio is 1:2 with Cream Activator or Lux Activator 40 vol 12%.

Development time: 55 minutes

The COLORGRACE Super High Lift series is for professional use only and must be applied with care and precision.

The Super High Lift range cream must be applied to the surface only and not brushed in.

### 3.1 FIRST FULL APPLICATION SUPER HIGH LIFT - NATURAL HAIR

This process must be followed to ensure the color is evenly distributed over the lengths.



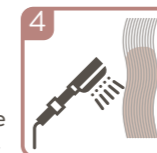
1 Apply super high lift to lengths and ends, starting 2 cm from the hairline.



2 After 30 minutes, remove the cream from the hair without rinsing, then prepare a fresh batch of the Super High Lift mixture and apply to roots, lengths and ends



3 Leave for 55 minutes



4 When development time is up, emulsify and rinse thoroughly.



5 Use an acidifying shampoo and mask (Sens.ùs Locking)

**Example:**

- Natural base 6 > Target color Platinum Blonde
- Apply COLORGRACE Super High Lift 100 + Lux or Cream Activator or Lux Activator 40 Vol. 12% in a 1:2 mixing ratio.
- After 30 minutes, remove the product without rinsing, prepare a fresh mixture (COLORGRACE Super High Lift 100 + Cream Activator or Lux Activator 40 Vol. 12%) and apply to roots, lengths and ends.
- Leave for 55 minutes.
- Total development time 85 minutes on lengths and ends and 55 minutes on roots.
- Rinse thoroughly.
- Use an acidifying shampoo and mask (Sens.ùs Locking)

For hair length up to 2-3 cm, immediately apply the color to the whole head.

### 3.2 RETOUCH APPLICATION SUPER HIGH LIFT - NATURAL HAIR

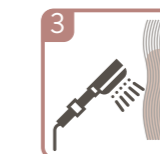
This is the classic regular super high lift maintenance service. For even results, we recommend applying precisely to regrowth only.



1 Apply super high lift to regrowth



2 Leave for 55 minutes



3 When development time is up, emulsify and rinse thoroughly.



4 Use an acidifying shampoo and mask (Sens.ùs Locking)

**Example:**

- Natural base 6 > Target color Platinum Blonde
- Apply COLORGRACE Super High Lift 100 + Cream Activator or Lux Activator 40 Vol. 12% in a 1:2 mixing ratio.
- Leave for 55 minutes.
- Rinse thoroughly
- Use an acidifying shampoo and mask (Sens.ùs Locking)

## COLORGRACE COLOR SYSTEM SERVICES

SERVICE	AVERAGE MIXTURE	TIME
Super High Lift Color Service	40g COLORGRACE Hair Color + 80g Cream Activator / Lux Activator 40 vol 12%	55'
Permanent Color Service	40g COLORGRACE Hair Color + 60g Cream Activator / Lux Activator 10vol 3%, 20vol 6%, 30vol 9%, 40vol 12%	30'- 55'
Restructuring Permanent Color Service	40g COLORGRACE Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 20g di Nectar (1/5)	15' min
Tone on Tone Color Service	40g COLORGRACE Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 33g di Nectar (1/3)	25'
Brightening Color Bath Service	40g COLORGRACE Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 50g di Nectar (1/2)	15' max

## DIRECTIONS

### WHITE HAIR COVERAGE

The entire COLORGRACE Hair Color range delivers 100% white hair coverage.

If hair is more than 50% white, when using cool\* or fantasy shades, we recommended adding 1/3 natural base .0, .00 to the mixture for improved white hair coverage.

#### PERCENTAGE OF WHITE HAIR: 0% - 50%

Mix the desired shade in a 1:1.5 mixing ratio with the ideal developer for the target result, then apply to natural hair.

#### Example:

- Target color: 6.43.
- Percentage of white hair 30%
- Color mixture: fashion shade 6.43 with developer in a 1:1.5 mixing ratio

\*for cool tones we recommend using 1/3 natural for hair that is more than 30% white

#### PERCENTAGE OF WHITE HAIR: 50% - 100%

Prepare the desired shade, adding 1/3 of natural base .0, .00. Mix the color in a 1:1.5 ratio with the ideal developer for the target result

#### Example:

- Target color: 6.43.
- Percentage of white hair 70%
- Color mixture: 2/3 fashion shade 6.43 + 1/3 natural base 6.0/6.00 + developer in a 1:1.5 mixing ratio

## COOL SHADES

For an accurate color result, we recommend using cool shades, with a volume or % of developer that is one level higher than the usual diagnosis. This ensures that the color applied does not disperse the cool pigment to counteract the natural residual tone (made visible by the developer) but develops while enhancing the tones of the shade applied.

NATURAL COLOR	3	3	3	3	3
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	4	4	4	4	4
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	5	5	5	5	5
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	30 Vol.	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	6	6	6	6	6
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	20 Vol.	30 Vol.	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>

--<sup>1</sup> Bleaching necessary to ensure an accurate color result

**.0 Naturale - Natural**

1.0 3.0 4.0 5.0 6.0 7.0 8.0 9.0 10.0 11.0

**.nl Natural Light**      **.00 Naturale Intenso - Intense Natural**

7nl 8nl 9nl 10nl      5.00 6.00 7.00 8.00

**.1 Cenere - Ash**

5.1 6.1 7.1 8.1 9.1 10.1 11.1

**.11 Cenere Intenso - Intense Ash**

1.11 5.11 6.11 7.11 8.11 9.11 10.11 11.11

**.12 Rovere - Ash Brown**      **.18 Matte**

4.12 5.12 6.12 7.12 8.12      4.18 5.18 6.18

**.2 Beige**

6.2 7.2 8.2 9.2 10.2 11.2

**.36 Marrone - Brown**

4.36 5.36 6.36 7.36 8.36

**.30 Dorato Naturale - Natural Golden**

6.30 7.30 8.30 9.30 10.30 11.30

**.3 Dorato - Golden**      **.34 Dorato Rame - Golden Copper**  
**.43 Rame Dorato - Copper Golden**

5.3 6.3 7.3 8.3 9.3 10.3      6.43 7.43 8.34 9.34

**.40 Rame Naturale - Copper Natural**      **.4 Rame - Copper**      **.44 Rame Intenso - Intense Copper**

7.40 8.40 9.40      5.4 6.4 7.4      6.44 7.44 8.44

**.5/.55 Rosso/Rosso Intenso - Red/Intense Red**      **.6 Mogano - Mahogany**

4.5 5.55 6.55 7.55      4.6 5.6

**.7 Viola - Violet**      **Superschiarente - Super High Lift Mixing Ratio 1:2**

3.7 4.7 5.7 6.7      100 101 102 107 119

**Booster / Modulator**

Clear Silver Yellow Green Blue Violet Red Orange





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G&P COSMETICS SRL

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