

*Hi Lift*<sup>®</sup>

PROFESSIONAL

TrueColour<sup>®</sup>



## Natural



**1.0** | Black



**2.0** | Darkest Brown



**3.0** | Dark Brown



**4.0** | Brown



**5.0** | Light Brown



**6.0** | Dark Blonde



**7.0** | Blonde



**8.0** | Light Blonde



**9.0** | Very Light Blonde



**10.0** | Extra Light Blonde

## Intense Natural



**4.00** | Intense Brown



**5.00** | Light Intense Brown



**6.00** | Dark Intense Blonde



**7.00** | Intense Blonde



**8.00** | Light Intense Blonde



**9.00** | Very Light Intense Blonde

## Ash



**1.10** | Blue Black



**5.1** | Light Ash Brown



**6.1** | Dark Ash Blonde



**7.1** | Ash Blonde



**8.1** | Light Ash Blonde



**9.1** | Very Light Ash Blonde

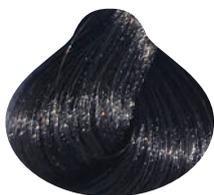


**10.1** | Extra Light Ash Blonde

## Intense Ash



**5.11** | Light Intense Ash Brown



**6.11** | Dark Intense Ash Blonde



**7.11** | Intense Ash Blonde



**8.11** | Light Intense Ash Blonde



**9.11** | Very Light Intense Ash Blonde



**10.111** | Extra Light Intense Ash Blonde

## Ash Violet



**5.12** | Light Ash Violet Brown



**6.12** | Dark Ash Violet Blonde



**7.12** | Ash Violet Blonde



**8.12** | Light Ash Violet Blonde



**9.12** | Very Light Ash Violet Blonde

## Beige



**6.23** | French Beige



**7.23** | French Beige Blonde



**8.23** | Light French Beige Blonde



**9.23** | Very Light French Beige Blonde



**10.23** | Extra Light French Beige Blonde

## Golden



**5.3** | Light Golden Brown



**6.3** | Dark Golden Blonde



**7.3** | Golden Blonde



**8.3** | Light Golden Blonde



**9.3** | Very Light Golden Blonde

## Ash Brown



**6.71** | Dark Brown Ash Blonde



**7.71** | Brown Ash Blonde



**8.71** | Light Brown Ash Blonde



**9.71** | Very Light Brown Ash Blonde

## Metallic Brown



**5.53** | Metallic Brown



**6.15** | Dark Ash Mahogany Blonde



**6.53** | Bronze Metallic Brown



**7.35** | Golden Mahogany Blonde



**9.75** | Spiced Bamboo

## Havana Chocolate



**4.75** | Rich Chocolate Brown



**4.77** | Dark Intense Chocolate



**5.7** | Coffee



**6.77** | Intense Cocoa



**7.7** | Toffee Blonde

## Copper



**5.4** | Copper Brown



**6.4** | Titan



**7.4** | Saffron



**7.44** | Blazing Copper



**8.4** | Copper Tango

## Autumn Collection



**5.41** | Aztec



**6.41** | Autumn Amber



**7.41** | Tuscan Sunrise

## Copper Red & Mahogany



**5.5** | Tropical Mahogany Brown



**5.56** | Persian Red



**6.46** | Red Republic



**6.5** | Tropical Mahogany Blonde



**6.56** | Antique Rose

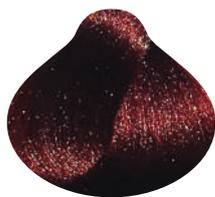


**6.64** | Cranberry

## Red & Intense Red



**4.6** | Garnet



**4.66** | Rich Inferno Red



**5.6** | Ruby Red



**5.66** | Sangria Punch



**6.6** | Poppy



**6.66** | Volcanic Red

## Red Violet



**4.62** | Plum Berry



**5.62** | Red Velvet



**7.62** | Cherry

## Violet



**2.20** | Darkest Violet Brown



**4.20** | Violet Intense Brown



**5.20** | Light Violet Intense Brown



**6.20** | Dark Violet Intense Blonde

## Ice Blonde



**9.201** | Silver Ice



**9.206** | Pink Ice

## Violet Blonde



**8.21** | Violet Gem



**9.21** | Violet Haze



**10.21** | Violet Silk

## Classic Blonde



**10.01** | Urban Ash



**10.02** | Swedish Blonde



**10.08** | Silver Shimmer



**10.11** | Silvery Moon



**10.22** | Iced Violet

## Arctic Blonde



**11.0** | Arctic Blonde



**11.16** | Titanium



**11.20** | Arctic Pearl



**11.81** | Arctic Platinum



**12.00** | Arctic Light Blonde



**12.01** | Arctic Ash Blonde



**12.89** | Arctic Silver

### Toners



Graphite



Silver



Pearl



Champagne



Pearl Ash Blonde



Ice



Lavender



Rose

### Meches – Lift & Deposit



Magenta



Red Violet



Red Copper



Red

### Intensifiers



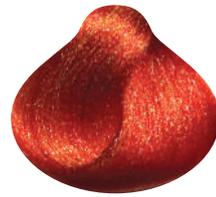
**002** | Violet



**0131** | Green



**021** | Ash Light Violet



**044** | Copper



**056** | Fuchsia



**066** | Red



**088** | Intense Blue



**091** | Silver

### Corrector



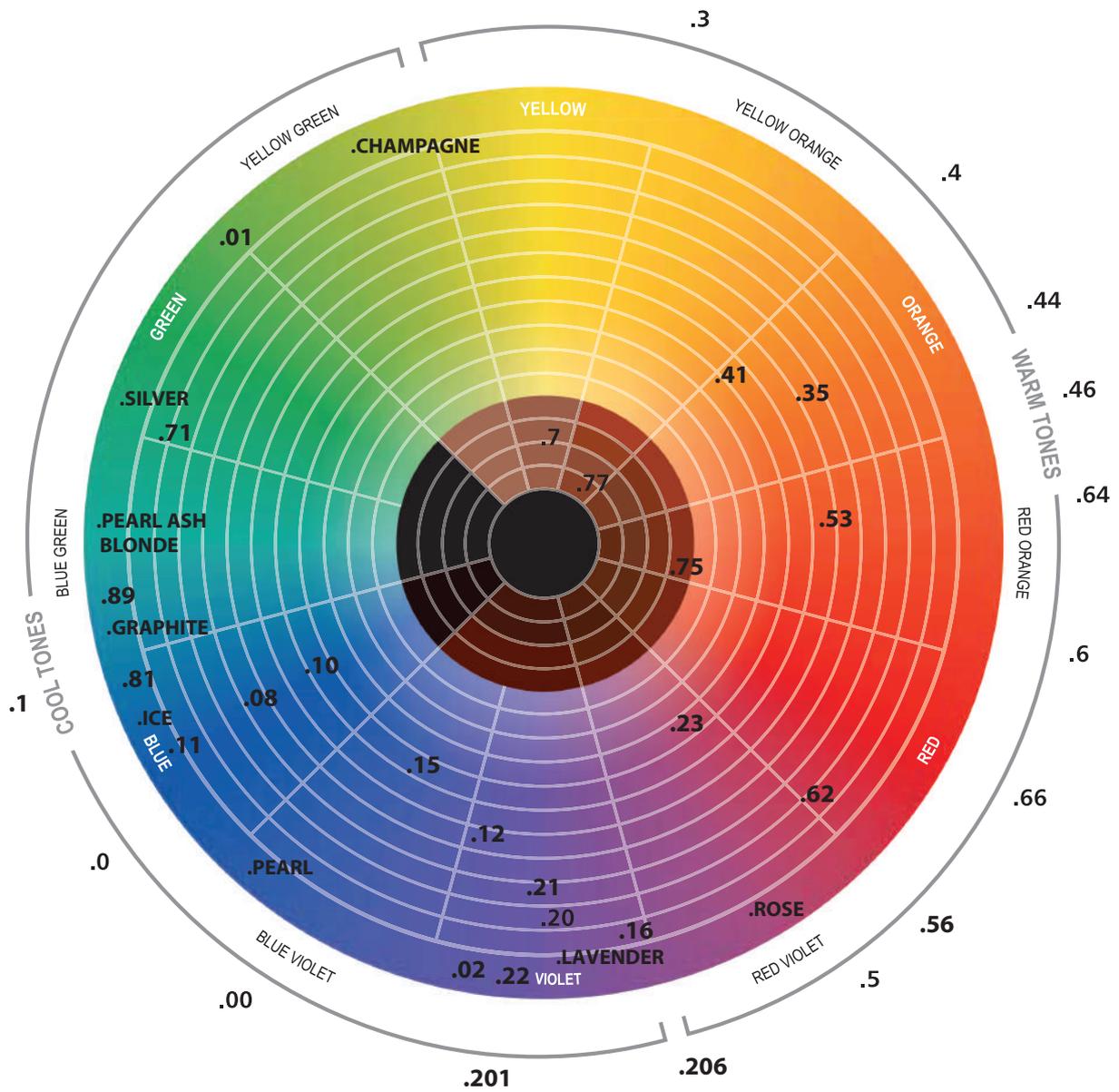
**AC** | Ash Corrector

### Neutral



**000** | Neutral

Hi Lift<sup>®</sup>  
 PROFESSIONAL  
**TrueColour<sup>®</sup>**



Hi Lift TrueColour offers online technical support.



TrueColour Professional Group



truecolour\_australia

Hi Lift<sup>®</sup>  
PROFESSIONAL  
**TrueColour<sup>®</sup>**

Hi Lift TrueColour is a high performance multi-functional hybrid colouring crème. The unique formulation of colouring agents and herbal extracts produce exceptional performance, enabling long lasting results, superior grey coverage, brilliant shine and condition.

Hi Lift TrueColour is a versatile system for permanent, semi/demi permanent colouring and toning.

Hi Lift TrueColour is made in Italy and developed exclusively for professional salon use.

### Reflect Key

The second number indicates the primary colour reflect and the third number indicates the secondary colour reflect of the shade.

.00 Intense	.3 Golden	.6 Red
.0 Natural	.23 Beige	.7 Fashion Browns
.1 Ash	.4 Copper	.8 Pearl
.2 Violet	.5 Mahogany	

### For example 7.12

7 = Blonde 1 = Ash 2 = Violet

### Permanent Crème Colour

Mix well to obtain a smooth consistency in a non-metallic bowl, apply to dry hair.

- Mixing Ratio – 1:1.5
- Processing Time – 30 to 45 minutes

### Semi/Demi Colouring

Mix well to obtain a smooth consistency in a non-metallic bowl, apply to shampooed, towel dried hair.

- Mixing Ratio – 1:2
- Processing Time – 20 to 30 minutes

### Ice & Violet Blonde

Create icy and violet blondes, premium lift and seasonal tones. The Ice and Violet Blonde series can be used as a permanent tint or for toning to eliminate unwanted yellow/brassy tones.

- Tint Mixing Ratio – 1:1.5 Lifts up to 4 levels
- Tint Processing Time – 30 to 45 minutes
- Toning Mixing Ratio – 1:2
- Toning Processing Time – Visual up to 30 minutes

### Classic Blonde

Create pure blondes, elegant and refined lift with beautiful tones. The Classic Blonde series can be used as a permanent tint or for toning to eliminate unwanted yellow/brassy tones.

- Tint Mixing Ratio – 1:2 Lifts up to 4 levels
- Tint Processing Time – 45 to 60 minutes
- Toning Mixing Ratio – 1:2
- Toning Processing Time – Visual up to 30 minutes

### Arctic Blonde

Create crisp clean blondes with ultimate lift and delicate tones.

- Tint Mixing Ratio – 1:2 Lifts up to 4 levels
- Tint Processing Time – 45 to 60 minutes

### Toners

Eliminate unwanted yellow/brassy tones. This unique toning series allows the colourist to create clean long lasting results with luminous shine.

- Mixing Ratio – 1:2
- Processing Time - Visual up to 30 minutes

### Intensifiers

The intensifiers are designed to enhance reflect or intensify tone to your colour selection. No extra peroxide is required, do not exceed 30ml per 100ml of tint.

### Corrector

The AC ash corrector is designed with counter-acting properties, enhancing reflect or intensifying tone. No extra peroxide is required, do not exceed 30ml per 100ml of tint.

### Meches – Lift & Deposit

Meches are a lift and deposit system, creating vibrant reflects in one quick and easy application. Recommended on Level 2-6 natural bases with little colour build up.

Mix well to obtain a smooth consistency in a non-metallic bowl, apply to dry hair.

- Mixing Ratio – 1:1.5
- Processing Time – 15 minutes with heat or 30 minutes without heat

### Neutral 000

The Neutral 000 can be mixed with the Classic & Arctic Blonde series or any TrueColour shade in equal parts to increase lift capability by one level.

- Tint Mixing Ratio – 1:1.5
- Classic & Arctic Blonde Mixing Ratio – 1:2

**Please refer to the Salon Manual for full product details.**