

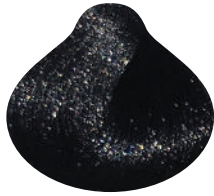
Hi Lift[®]

PROFESSIONAL

TrueColour[®]

The background features a complex, abstract design of overlapping circles and lines. The color palette is dominated by vibrant pinks, purples, and blues, with some darker, almost black, circular elements scattered throughout. The overall effect is a sense of dynamic movement and depth, typical of a modern, high-tech brand identity.

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

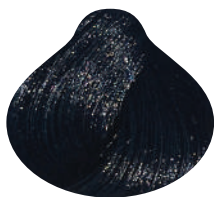


8.00 | Light Intense Blonde



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

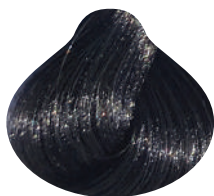


10.1 | Extra Light Ash Blonde

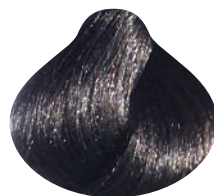
Intense Ash



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



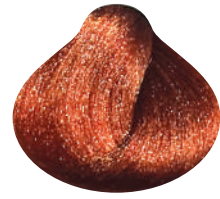
6.4 | Titan



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



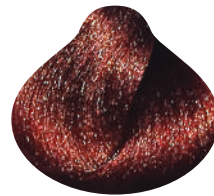
5.5 | Tropical Mahogany Brown



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

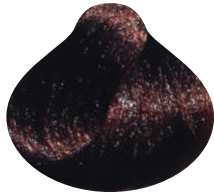


6.6 | Poppy



6.66 | Volcanic Red

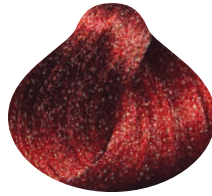
Red Violet



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



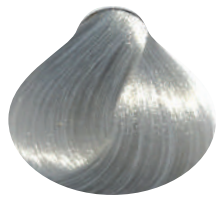
Pearl



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



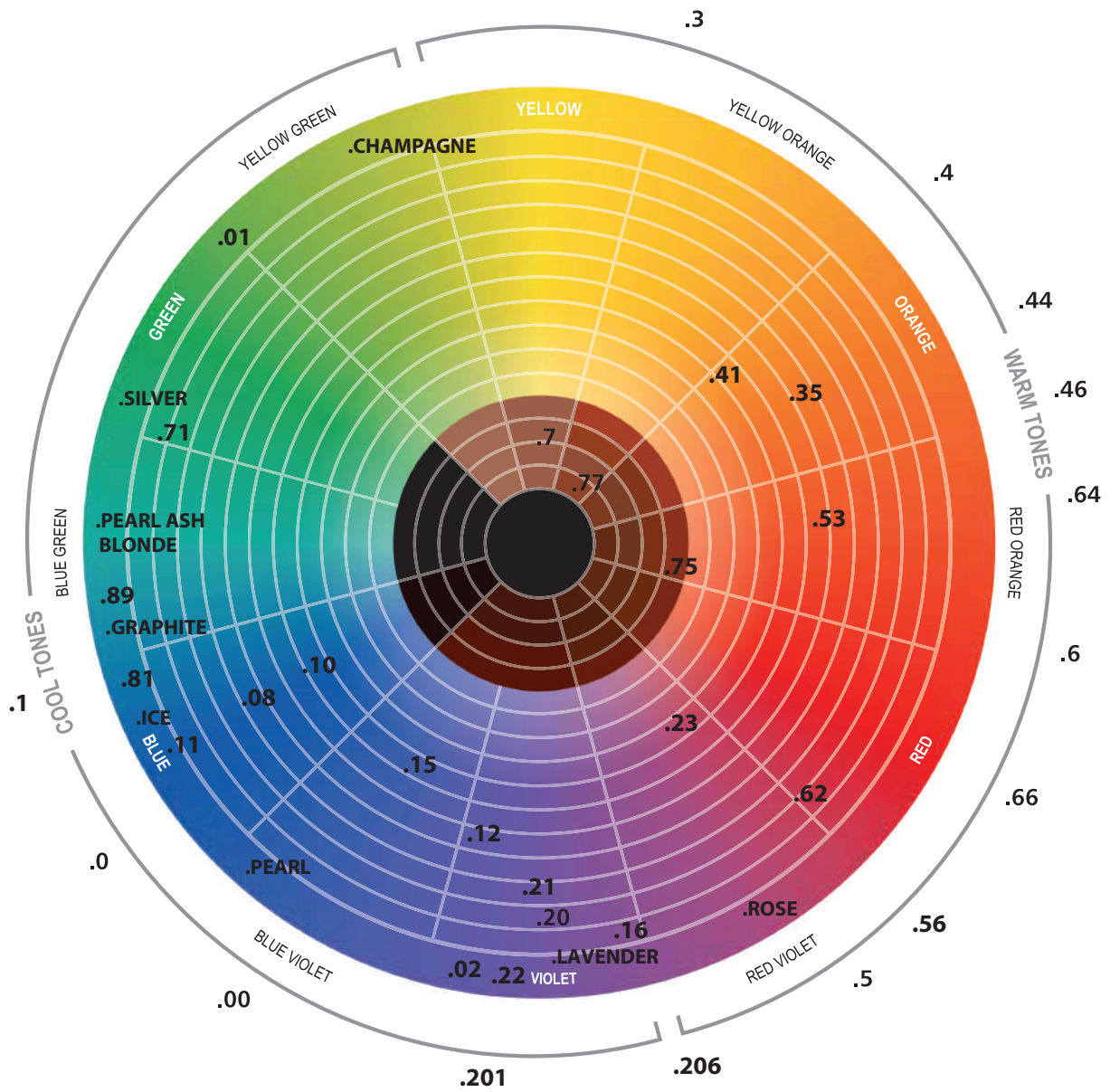
AC | Ash Corrector

Neutral



000 | Neutral

Hi Lift[®]
 PROFESSIONAL
TrueColour[®]



Hi Lift TrueColour offers online technical support.



TrueColour Professional Group



truecolour_australia

Hi Lift[®]
PROFESSIONAL
TrueColour[®]

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.



M&U imports
Hairdressing and Beauty Supplies

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