



Hi Lift<sup>®</sup>

PROFESSIONAL

# TrueShades

Demi Permanent Colour

Technical Manual

Ammonia & PPD Free  
Vegan • Avocado & Jojoba Oils

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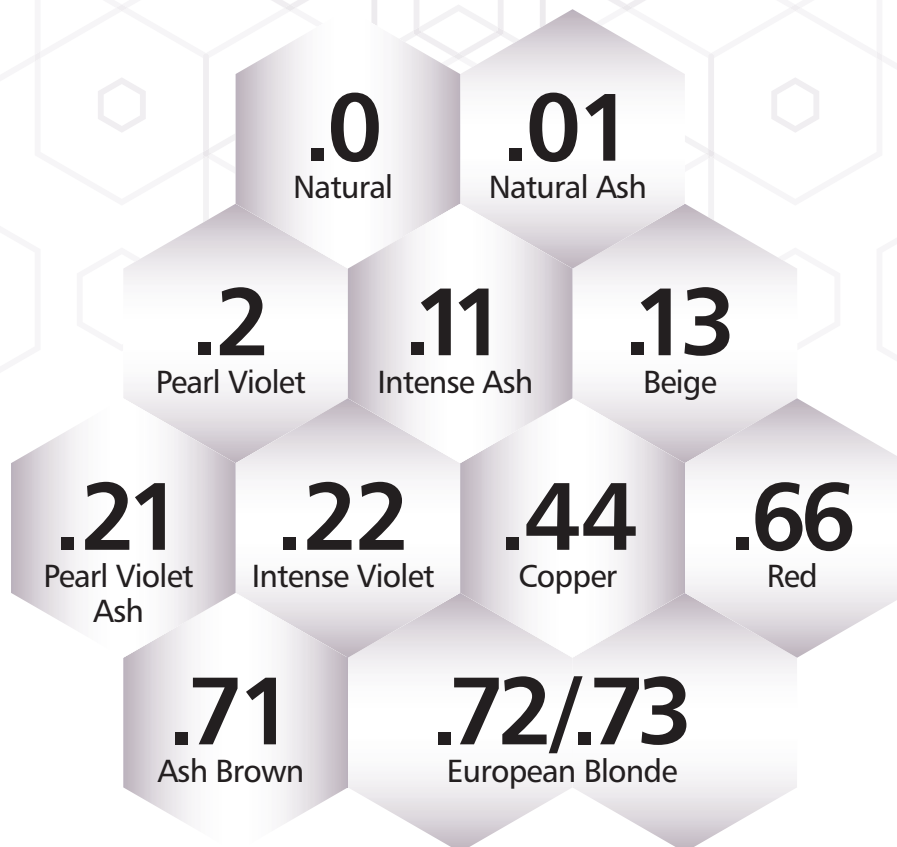
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# TrueShades

Demi Permanent Colour  
Gloss • Condition • Equalise

Hi Lift TrueShades is a high-performance multifunctional ammonia and PPD free demi permanent colour. The superior formulation replenishes, restores and equalises hair delivering concentrated high shine pigments and conditioning agents to nourish and revitalise the hair. Manufactured in Italy, Hi Lift TrueShades has been developed exclusively for professional salon use.

## TrueShades Reflect Keys



- Ammonia and PPD Free
  - Blends Grey
  - Revitalises Tone
  - No Commitment
- Refreshes Dull Dry Hair
  - Levels Porosity
- Corrects Unwanted Tones
  - Vegan

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## TrueShades Colour Mixing Ratios



### Tone on Tone Colour

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

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



### Grey Blending

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

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



### Colour Refresher

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

- Mixing Ratio – 1:2
- Processing Time – 15 to 20 minutes



### Toning

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

- Mixing Ratio – 1:1.5
- Processing Time – Visual up to 20 minutes



### Gloss Treatment Using Clear Shade

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

- Mixing Ratio – 1:2
- Processing Time – 5 to 20 minutes

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## TrueShades Processing Solution

TrueShades Processing Solution enriched with Squalane, contains exceptional and unique properties. When combined with Hi Lift TrueShades colour the results are truly remarkable.

- Anti-aging properties
- Aids in exceptional hydration
- Prevents ongoing loss of hydration
- Allows more rapid absorption of formulation
- Wonderful hair and skin protective function
- Saturated and stable
- Naturally sustainable derived from sugarcane
- Contains remarkable powers used in skincare formulations

We recommend TrueShades Processing Solution enriched with Squalane to be used in conjunction with Hi Lift TrueShades colour for premium lasting results.

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## Service Applications

Apply to clean towel dried  
or dry hair.

### Virgin Head Application

- Taking fine sections, apply to midlengths first.
- After analysing the ends (adjusting formula if required for porosity) proceed with application.
- Prepare formula for root area and apply precisely.
- Process for recommended time.

### Toning

- Apply toner, working through the hair in fine sections.
- Take into consideration the importance of a seamless application.  
*A helpful Tip: Mids and ends can be prepped using Hi Lift Leave-In Conditioning Spray to equalise porosity.*
- Up to 20 mins Visual processing (porosity will determine your application and processing time).

### Colour Refresher/Grey Blending

- Apply TrueShades to roots/mids/ends taking fine sections.
- Mids and ends can be prepped with Hi Lift Leave-In Conditioning Spray to equalise porosity.
- 15-20 mins processing.

### TrueShades Clear Gloss

This demi permanent clear gloss can be used in conjunction with the Hi Lift TrueShades Processing Solution to create a glossy lasting finish on the hair. Clear Gloss can also be intermixed with any of the Hi Lift TrueShades colours to either brighten/lighten/dilute tone or reflect, creating endless formulations for your clientele.

### Gloss Treatment Using Clear

- For a gloss effect—Apply your Clear Gloss mixed with TrueShades Processing Solution on clean towel dried or dry hair.
- Mids and ends can be prepped using Hi Lift Leave-In Conditioning Spray to equalise porosity.
- Taking fine sections work through evenly.
- Up to 20 mins processing.

### Colour Gloss Lamination Service

A technique of mixing 2 to 3 Hi Lift TrueShades colours to create individual gloss toners and custom colours.



## Underlying Pigment Chart

Level of Hair	Level Description	Underlying Pigment
10	Extra Light Blonde	Pale Yellow
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow/Gold
7	Blonde	Orange/Gold
6	Dark Blonde	Orange
5	Light Brown	Orange
4	Brown	Red/Orange
3	Dark Brown	Red
2	Darkest Brown	Red
1	Black	Red

**Natural**



4.0 Brown



6.0 Dark Blonde



7.0 Blonde



8.0 Light Blonde



9.0 Very Light Blonde

**Natural Ash**



6.01 Dark Natural Ash Blonde



7.01 Natural Ash Blonde



8.01 Light Natural Ash Blonde



9.01 Very Light Natural Ash Blonde

**Intense Ash**



7.11 Intense Ash Blonde



8.11 Light Intense Ash Blonde



9.11 Very Light Intense Ash Blonde

**Beige**



7.13 Beige Blonde



9.13 Very Light Beige Blonde

**Pearl Violet**



8.2 Light Pearl Violet Blonde



9.2 Very Light Pearl Violet Blonde

**Pearl Violet Ash**



7.21 Pearl Violet Ash Blonde



8.21 Light Pearl Violet Ash Blonde



9.21 Very Light Pearl Violet Ash Blonde

**Intense Violet**



6.22 Dark Intense Violet Blonde



8.22 Light Intense Violet Blonde

**Ash Brown**



5.71 Light Ash Brown



7.71 Brown Ash Blonde



9.71 Very Light Brown Ash Blonde

**European Blonde**



9.72 French Blonde



9.73 Danish Blonde

**Red**



6.66 Lava Red



9.62 Blush

**Copper**

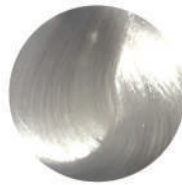


8.44 Copper Flame



9.14 Autumn Blonde

**Clear**



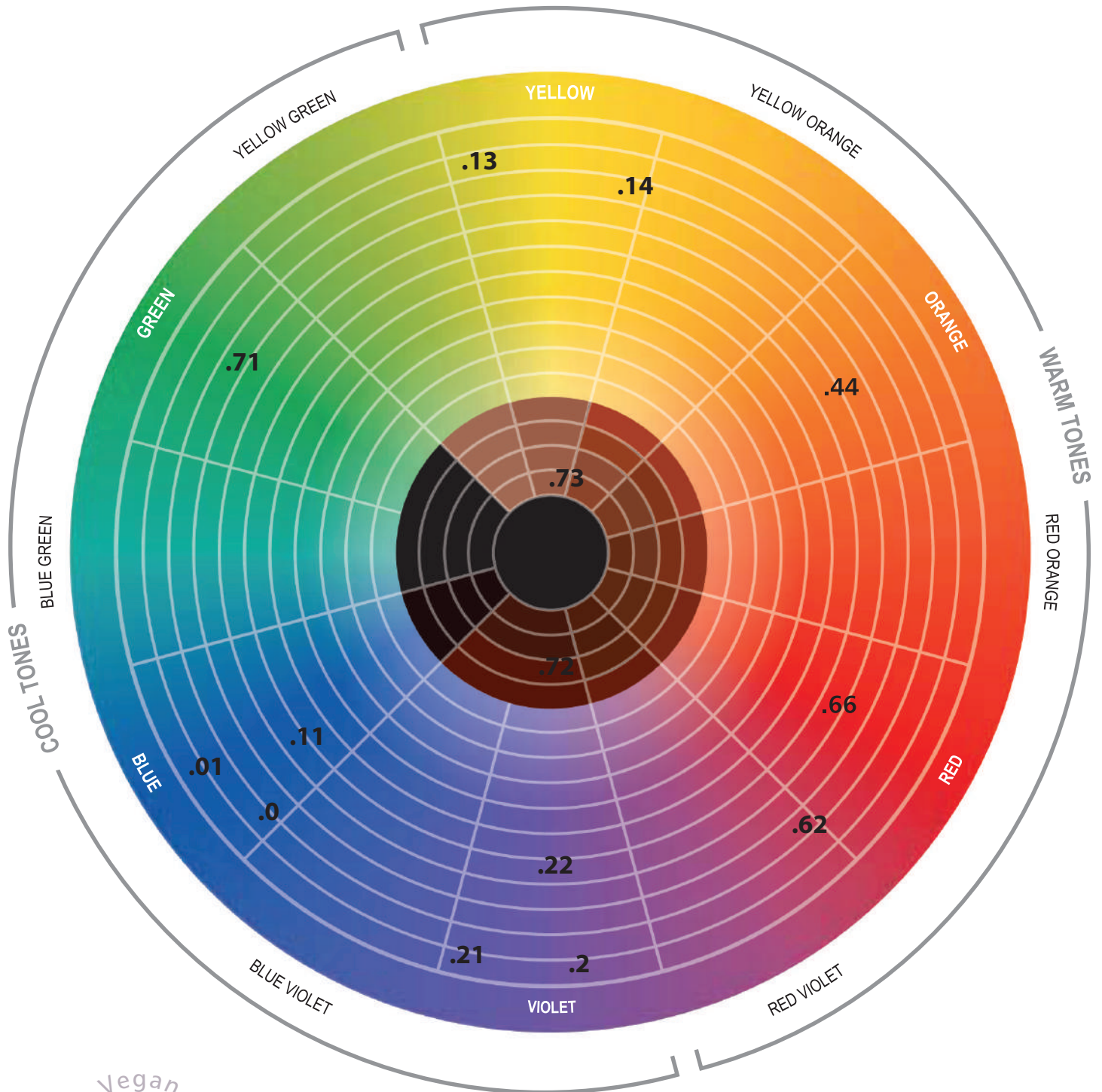
Clear Gloss

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Ammonia & PPD Free

Hi Lift TrueShades offers  
online technical support.



TrueColour  
Professional Group



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