Colour is Colour.

However formulating and executing perfect colour results time after time is dependent on following basic rules. Follow these rules and you will achieve perfect colour results time after time.

Pidielle the manufacturers of MOOD are based in Milan, Italy. They are a leading Hair Colour manufacturer who believe hair colour need not be expensive therefore created MOOD without compromising on quality.

MOOD colours guarantee reliability, hair brightness, superb hair condition and perfect grey coverage.

MOOD uses the latest Micro Pigment Technology which, because of their micro size, penetrate deeper into the cortex where the colour molecules lock into the hair structure giving a high resistance to fading.

MOOD contains Chamomile and Hammamelis to soothe the scalp and reduce irritation.

MOOD has 30-50% less ammonia than other brands. Lower ammonia means less cuticle damage and better hair condition.

MOOD has 94 colours in the range including 5 boosters-correctors all of which are intermixable to give endless possibilities.
BENEFITS OF USING MOOD COLOUR

• Low cost but high quality product.
• 100 ml tube
• Vibrant fashion shades
• Natural base colours
• Ultra high lift blondes
• Low ammonia content
• Base is infused with botanical elements for protection
• Quick and easy to mix
• Lanolin base gives a creamy consistency.
• Dermatologically tested
• Contains Salicylic Acid to make hair brighter
• Lactic acid softens the hair and adds shine.
• Colours are true to shade chart
• Pleasant perfume
• 30/45 minute’s development time
• Uses I.C.C. coding for clear identification of depths and tones.
• Mood tint mixes 1 to 1 / High lift is 1 to 2
USER INSTRUCTIONS.

MOOD tubes are 100ml and mix with equal peroxide
1 part colour + 1 part developer.
E.g. 20mls tint + 20mls developer

The SUPER HIGH LIFTS 12 series mix
1 part colour + 2 parts peroxide.
E.g. 20mls 12.0 +40mls developer

For maximum lightening we recommend using 0/0 into your chosen high lift colour
E.g. 10mls 12.0 plus 10mls 0/0 +40mls 12% peroxide.

Please note:
Always measure developer carefully
Adding too much will dilute the tone
Not adding enough and the result could be darker.
For total accuracy we recommend using scales.

TOP TIP
It was always taught not to shampoo before a tint because the oil on the scalp protected it. This was true when tint formulas were much harsher than today's modern formulas.
A lot of the old, harsh ingredients have now been removed. Yet we still apply tint onto hair that is coated with styling products or natural oil. For optimum results it is best to shampoo the hair prior to colour, however it is important after shampooing that the hair is towel dry and not wet because blow drying the hair closes the cuticle
MIXING RATIOS
MOOD mixes 1 part colour to 1 part peroxide
MOOD HIGH LIFT: 12 series
Mix 1 part colour +2 parts developer.

PEROXIDE STRENGTHS
Darkening, covering grey or changing the tone use 3%
For 1-2 shades lift 6%
For 2-3 shades lift 9%
For 4-5 shades lift 12%

LIFTING OR DEPOSITING
Selecting the correct peroxide is vital to achieve the correct colour.

TOP TIP
MOOD developers should always be used as they contain compatible ingredients and work in synergy with the tint.
Cheaper brands can contain different ingredients that could affect the working Ph. of the tint.
For this reason we only guarantee perfect results if MOOD developers are used.

DEVELOPMENT TIMES
Development time for normal colouring is 35 minutes

For maximum coverage when colouring grey hair the development time should be extended to 45 minutes.

The Super High lift development time is 45/55 minutes.

TOP TIP:
Heat sources such as Roller Balls or Climazone can be used to speed up development time but the hair should always be allowed to cool down completely before rinsing.
FULL HEAD APPLICATION
Section the hair into 4 sections
Apply the tint to mid lengths and ends first approx. 5cms from the scalp
then apply to the roots.
Develop for 35 minutes

FULL HEAD APPLICATION TO LIGHTEN
Section the hair into 4 sections
Apply the colour to mid lengths and ends
Develop for 20/25 minutes
Apply to the roots and process for 35 minutes total

REGROWTH APPLICATION.
Apply to the re-growth only and develop for 35 minutes. To refresh
minimum fade take through to the ends for the last 5/10 minutes.
For maximum fade take through for the last 10/15 minutes
Do not mix fresh tint to do this.
International Colour Code NUMBERING SYSTEM

The International Colour Code enables us to identify both the depth and tone of every colour. The first number tells us how light or dark the colour is. The second number tells us the tone or the actual colour we see. E.g. copper, golden etc.

**ICC NUMBERING SYSTEM**

<table>
<thead>
<tr>
<th>DEPTH</th>
<th>TONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 - Extra super light blonde</td>
<td>. 1 Green (ash)</td>
</tr>
<tr>
<td>10 - Very light blonde</td>
<td>. 2 Violet (ash)</td>
</tr>
<tr>
<td>9 - Extra Light blonde</td>
<td>. 3 Yellow</td>
</tr>
<tr>
<td>8 - Light Blonde</td>
<td>. 4 Orange</td>
</tr>
<tr>
<td>7 - Medium blonde</td>
<td>. 5 Red</td>
</tr>
<tr>
<td>6 - Dark Blonde</td>
<td>. 6 Mahogany</td>
</tr>
<tr>
<td>5 - Light brown</td>
<td>. 7 Blue (ash)</td>
</tr>
<tr>
<td>4 - Medium brown</td>
<td></td>
</tr>
<tr>
<td>3 - Dark brown</td>
<td></td>
</tr>
<tr>
<td>1 - Black</td>
<td></td>
</tr>
</tbody>
</table>

Therefore:

- 10.3 = Very Light Golden Blonde
- 7.4 = Medium Copper Blonde

Some colours have 2 numbers after the point
These are double colours E.g. .43 Copper Gold .36 Golden Mahogany

The first number after the point is the predominant tone and is more visible. The second number is the secondary tone and is added to enhance or subdue the predominant tone: E.g.8.43 - 8.34 These colours look the same but are in fact 2 completely different colours:

- 8.43 = Light copper golden blonde
  The predominant tone is copper
- 8.34 = Light golden copper blonde
  The predominant tone is gold
COLOUR BOOSTERS-CORRECTORS

The 5 Mood intense colour boosters are:
Red, Violet, Blue, Orange and an Anti-Red (Green).

These colour boosters have oxidising bases which means they can be added into all the colours to enhance or subdue the tone. Because they oxidise with the tint they become part of the host colour giving high resistance to fading.

The boosters can also be used alone with 3% peroxide to create fashion tones on bleached hair but we recommend a test strand to determine the final result when doing this.

Anti-Red / GREEN

The Anti-Red additive can be used when lightening dark shades to subdue natural warmth.
Anti-Red is especially effective when lightening very dark hair to a neutral, flat brown.
Lightening natural dark hair more than 3 shades will expose the underlying pigment which is always warm.
Adding Anti-Red will cancel and neutralise any warm tones that are exposed when lightening.

Add 25/30 % into the mix

E.g. 40mls tint +10 to15mls Anti-Red +50 to 55mls peroxide.
GREY COVERAGE
Some grey hair can be very resistant to colour because it has a compacted cuticle. There are several ways to deal with this.

SEE TOP TIP ON PAGE 3 ESPECIALLY ON GREY HAIR

METHOD 1
Pre softening the hair
Mix 10mls 6% peroxide + 10mls water + Sprinkle of bleach powder + 10mls of shampoo
Work through dry hair quickly and leave on for 3/5 minutes.
Rinse, dry and apply the colour.
Develop the colour for 45 minutes

METHOD 2
Shampoo the hair with a deep cleanse shampoo or a shampoo with a high Ph. Towel the hair dry and apply the colour on damp hair NOT WET.

This method works really well and is much kinder than pre softening with peroxide. This method does 2 things the shampoo removes product residue such as oil or wax and cleanses the hair of any barriers. The high Ph. raises the cuticle slightly and this allows the tint to penetrate better. Applying the tint on damp hair is better because drying the hair closes the cuticle.

MOOD tint covers grey hair well, however when base is required for instance when using warm colours such as 8.43, 5.66…… we recommend the following 40/60% grey 40mls tint +10mls Base +50mls peroxide. 60/100% grey 40mls tint +20mls base +60mls peroxide.

TOP TIP
The .00 base shades are perfect for grey coverage as they contain extra pigment and are double base shades.
HIGH LIFT BLONDE 12 SERIES

12.0 SUPER BLONDE  
12.11 SUPER ASH BLONDE  
12.61 SUPER ROSE BLONDE  
12.71 SUPER SILVER BLONDE  
0/0 BOOSTER

Ideal for creating toned blondes on base 7 and upwards. 
Mix 1 part to 2 parts developer. 
0/0m is added to increase the lightening action. 
E.g. 10mls 12.0 + 10mls 0/0 +40mls 12% Processing time up to 55mins.

High lift tints are always used with 9 or 12 % peroxide 
They are not recommended for use on grey hair.
High lift blondes contain extra ash pigments to cancel yellow tones and if used with 
low volumes of peroxide on grey hair these pigments can be too intense. 
It is perfectly safe to use 12% peroxide with the 12 series on the scalp. The base contains special ingredients to protect and cool the scalp during development time. 
Do not cover with a cap when processing on the scalp.

To refresh faded ends add water to remaining tint after 40 minutes and take through for 5/10 minutes. Do not mix fresh tint to do this.
High lift tints are always used with 9 or 12 % peroxide 
They are not recommended for use on grey hair.
High lift tints contain extra pigments to cancel yellow pigment and if used with lower volumes of peroxide or on grey hair these tones will be too intense.

**TOP TIP**

*We do not recommend adding bleach powder into the mixture to increase lightening. This will enable the tint to lift more but it will completely destroy the tone.*
High lift tints are always used with 9% or 12 % peroxide. They are not recommended for use on grey hair. High lift blondes contain extra ash pigments to cancel yellow tones and if used with low volumes of peroxide on grey hair these pigments can be too intense.

It is perfectly safe to use 12% peroxide with the 12 series on the scalp. The base contains special ingredients to protect and cool the scalp during development time.

We do not recommend using 12% on the scalp with a heat source. Do not cover with a cap when processing on the scalp.

On Asian or Chinese hair it will give soft Caramel tones.

**ADDING 0/0 INTO HIGH LIFT 12 SERIES**

0/0 is always added into the high lift blonde series in equal parts.

The power of 0/0 enables the 12 series to remove stubborn yellow pigment.

Example mix

20mls 12.71
20mls 0/0
80mls 12% peroxide

Development time 45/55 minutes.

To refresh the tone at the end of development time.
Add an equal amount of water into the left over tint mixture and work through the hair for 5 minutes.
The colourists best friend MOOD 0/0, this lightening enhancer is an amazing multi use product that gives flexibility to the colourist and can be used in many ways:

- 0/0 will lighten any colour by 1 or 2 shades without the need to increase the peroxide strength.
- 0/0 will brighten Reds and Coppers making them ultra luminous and super shiny without diluting the tone.
- 0/0 will give the tint more power to help cover resistant grey hair.
- 0/0 added into the colour will help to prevent banding and also help to even out banding from previous applications.
- 0/0 can be used alone with 12% peroxide and will lift tint.
- 0/0 can be mixed with ELGON I-LIGHTS direct dyes to give lift and bright colour results. E.g. high lift Reds and Coppers.
- 0/0 is always added into the 12 series in equal parts to boost the lifting power.
- 0/0 mixed with 3% peroxide will polish and brighten tired colour giving extra shine.
- 0/0 + 12% will lift tint. On Red tint it will add copper glints and on naturally dark hair it will add Copper golden tones.
- Each 0/0 technique requires specific mixing methods which are explained in more detail on the following pages.
- 0/0 allows more flexibility to MOOD colours with the added bonus of shine and luminosity.
USING 0/0 TO LIGHTEN A TINT

PROBLEM
You need a lighter colour but there isn’t one on the shade chart.
E.g. you need 8.4

The usual solution would be to use 7.4 and increase the peroxide from 6% to 9%. This will lighten the colour but it will destroy the tone, the colour will fade quickly and be translucent especially if there is any grey hair.

Mood tint mixes 1 to 1

0/0 mixes 1 to 2 so when using 0/0 to lighten the colour more peroxide is added but only for the amount of 0/0 used.
We recommend you first mix the colour as normal then mix the 0/0 + double developer and then mix together

E.g.. For 1 shade lighter.
To lift 7.4 to 8.4
Add 25% 0/0 into the mixture and increase the peroxide for the 0/0 added.

E.g. 40mls 7.4 +40mls 6% peroxide (1 to 1 mix)
Plus 10mls 0/0 +20mls 6% peroxide. (1 to 2 mix)
Total mix 50mls tint +60mls peroxide

TOP TIP
First measure the tint and add the peroxide 1 to 1
Then measure the 0/0 and add peroxide 1 to 2
Mix well together and apply as usual.
TO LIGHTEN 2 SHADES

PROBLEM: You need 9.4 but only have 7.4
This time the amount of 0/0 added would be 50%

SOLUTION
Mix: 40mls 7.4 + 40mls 6% peroxide add 20mls 0/0 + 40mls 6% peroxide
Total mix 60mls tint + 80mls peroxide.

TOP TIP
All tints work at their best using lower volumes of peroxide. Using high volumes of peroxide to lighten a colour is one of the biggest causes of colour fade. With the exception of high lift tints

Using the power of 0/0 with the extra peroxide gives the tint maximum lift by increasing the lifting power without diluting the tone or creating a colour that will fade.

TO BRIGHTEN AND ILLUMINATE REDS and COPPERS
0/0 can be added into Reds and Coppers to give them luminosity and incredible shine.
The base shade stays the same but the colour appears brighter.
Add 10mls into the mixture using equal peroxide.
E.g. 50mls 5.55 + 10mls 0/0 + 60mls peroxide
When using 0/0 to luminise Reds and Coppers the peroxide added is equally, exactly like the tint.

RECAP
USING 0/0 TO LIGHTEN 1 to2 SHADES the peroxide is doubled. Extra peroxide + 0/0 lightens the colour.
USING 0/0 TO BRIGHTEN THE COLOUR the peroxide is equal. The lifting power of 0/0 brightens the colour without lightening it.
COLOURING RESISTANT HAIR

0/0 contains a higher amount of ammonia than tint and has a slightly higher Ph. Combined with the extra lightening power of 0/0 and the extra oxygen in the peroxide 0/0 helps the tint to penetrate the cuticle easier. The extra Alkalinity raises the cuticle more which allows the colour molecules to penetrate deeper into the cortex.

This method is much kinder than pre softening resistant hair with peroxide and bleach powder. E.g.:
Mix 50mls tint + 10mls 0/0 + 60mls 6% 45mins development time.

TO HELP EVEN OUT BANDING

Some hair can have bands of colour due to different brands being used or due to previous poor applications. The 0/0 gives extra power to help the tint to create a more even result.
E.g. 50mls chosen colour
5/10mls 0/0
55/65mls peroxide

LIFTING TINT

0/0 mixed with 12% will lift tint by 2/3 levels
1 part 0/0 + 2 parts 12% peroxide.
35 TO 45mins development time

TOP TIPS 0/0 will:
• Create sun kissed highlights on virgin hair
• Break up a solid colour with soft tones
• Used on Red tint it will create copper glints
USING 0/0 WITH ELGON I-LIGHTS DIRECT DYE

0/0 Mixed 1 to 2 with 12% peroxide will lift 2/3 shades.
Adding I-LIGHTS Red pigment will create 2/3 shades lift with red colour.

E.g.
20mls 0/0
40mls 12% peroxide
40mls I-LIGHTS Red pigment

In this instance the I-LIGHTS is not included in the measurement but is added as an extra.
The 0/0 lightens the hair and the pigment colours it. This works equally well with all the intense pigments in the I-LIGHTS range but is especially effective with Reds and Coppers.
It is important when using I-LIGHTS never to massage.

The base contains detergent to aid its removal and massaging will activate it. Apply with a brush and comb through.
Extra care should be taken when using ELGON I-LIGHTS pigments as they stain easily.

TOP TIP
0/0 will polish and revitalise tired dull looking tinted hair.
Mix equal parts with 3% peroxide apply to dry hair from roots to ends for 35 minuets
REMOVING TINT.

**TOP TIP**
When processing time is complete it is important to emulsify first before removing.

Apply a small amount of water to the hairline and work it into any stains around the face. Then apply water onto the scalp and emulsify the tint before removing completely.

Tint removes tint and emulsifying removes all stains.

Rinse until the water runs clear then shampoo and condition as normal.

SKIN TESTS

A skin test should always be carried out before every application.
It should also be updated regularly

**METHOD**

Apply a small amount of mixed tint mixed with 3 or 6% peroxide in your chosen colour to the inside of the arm or behind the ear.
Allow to dry and leave uncovered for 24 hours.
If no irritation occurs it is safe to proceed.

SKIN TEST RECORDS

**TOP TIP**
Records should be kept and updated regularly.
It is important to date it and for the client to sign the record.
THANK YOU
AND
ENJOY USING MOOD