



ZERO AMMONIA
TEINTURE

Normal Color Application

Formulation

Mixture: 1 to 1

example:

2 oz. Teinture 6.0

2 oz. Mastey Crème Developer 20 Volume

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle on preferably clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water.

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat

20 - 30 minute cool down

Where there is a high proportion of gray hair add warm shades to your formula.

See Gray Hair Chart Bellow.

Refreshing faded lengths & ends (normal fadage)

Formulation

Mixture: 1 to 1

example:

2 oz. Teinture 6.0

2 oz. Mastey Crème Developer 20 Volume

Apply color to new growth as described above. For minimal fadage on lengths and ends, pull through remaining Teinture formulation for the last 10 – 15 minutes of development time. Watch for visual development.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

New Growth:

45 minutes

New Growth With Heat:

15 minutes heat

20 - 30 minute cool down

Lengths & Ends:

Last 15 minutes of development time

Refreshing faded lengths & ends (extreme fadage)

Formulation

Apply color to new growth as described above.

Lengths & Ends Mixture: Add Mastey's Color Instantané to remaining color mixture in a 1:1 ratio

example:

1 oz. Remaining Color Mixture

1 oz. Color Instantané in appropriate shade

Pull through mixture on lengths and ends 15 minutes before full development time.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

New Growth:

45 minutes

New Growth With Heat:

15 minutes heat

20 - 30 minute cool down

Lengths & Ends:

Last 15 minutes of development time

Refreshing faded lengths & ends (Color Instantané)

Formulation

If there is no original color formulation left in the bowl

Apply appropriate Color Instantané shade directly to the hair 15 minutes before the end of development time. Massage throughout hair and scalp and leave on for 15 minutes

Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Last 15 minutes of color development time

Lengths & Ends:

Blonding: Highlighting without Bleach

Formulation

Mixture: 1 to 1

example:

2 oz. Teinture 11.2

2 oz. Mastey Crème Developer 60 Volume

Mix thoroughly in a bowl or a bottle.

Apply mixture to desired highlighting area with brush or applicator bottle. This mixture can be taken through the lengths.

Cover with foil.

After development time is completed Rinse thoroughly with warm water

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat

20 - 30 minute cool down

Intensify an Existing Shade

Formulation

Shade Creation Mixture:

1 ½ oz Teinture Shade

½ oz of selected Amplifier

Final Mixture: 1 to 1

2 oz of Shade Mixture

2 oz of Mastey Crème Developer in desired volume (see developer sheet for lifting ratio by volume)

Mix thoroughly in a bowl or bottle.

Apply the mixture with a brush or applicator bottle on preferably clean towel-dried hair. After development time is complete Rinse thoroughly with warm water.

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat

20 - 30 minute cool down

NOTE: After all shades have been mixed in your shade mixture you need to make sure that the amount of color used matches the amount of Crème developer you use. Your final mixture should always be a 1 to 1 ratio.

Create your own Shade

Formulation

Shade Creation Mixture:

1 oz Teinture Shade
1 oz of selected Amplifier

Final Mixture: 1 to 1

2 oz of Shade Mixture
2 oz of Mastey Crème Developer in desired volume (see developer sheet for lifting ratio by volume)

Mix thoroughly in a bowl or bottle.

Apply the mixture with a brush or applicator bottle on preferably clean towel-dried hair. After development time is complete Rinse thoroughly with warm water.

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

NOTE:

Where there is a high proportion of gray hair add warm shades to your formula.

After all shades have been mixed in your shade mixture you need to make sure that the amount of color used matches the amount of Crème developer you use. Your final mixture should always be a 1 to 1 ratio.

Get More Lift With Color

Formulation

Teinture 11.2 can be mixed with any other shade when higher lift is needed.

Shade Mixture:

½ oz Teinture 11.2
1 ½ oz Desired Teinture Shade

Final Mixture: 1 to 1

example:

2 oz. Teinture Shade Mixture
2 oz. Mastey Crème Developer 40 Volume

Mix thoroughly in a bowl or a bottle. Apply the mixture with a brush or applicator bottle on preferably clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

NOTE:

Where there is a high proportion of gray hair add warm shades to your formula.

After all shades have been mixed in your shade mixture you need to make sure that the amount of color used matches the amount of Crème developer you use. Your final mixture should always be a 1 to 1 ratio.

Can be used with Reds or Ash

Use up to 60 volume peroxide when you need more lift.

100% Gray Coverage with Mastey Teinture

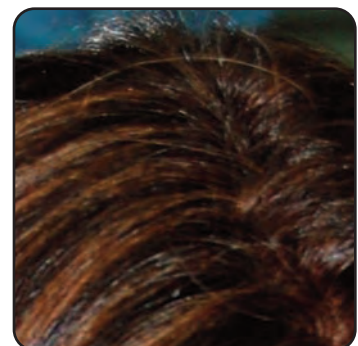
Black, Brown, Red, and Blonde hair leave remaining pigment when you lift them to higher levels. This remaining pigment as you learned earlier is very important, when selecting shades to use in your color process. Since there is no remaining pigment in gray white hair, it is necessary for the colorist to add warmth to the color mixture by including a percentage of a gold (.3) shade in their color formula. This addition of warmth compensates for the lack of remaining pigment in gray white hair.

First determine the percentage of gray in your clients hair. Less than 50% or More than 50%. Consult the Teinture Gray Coverage Chart bellow for your optimal formula.

% of Gray	Tone on Tone	Lighten	Darken	Development Time
Less than 50%	1½ oz Desired Shade	1½ oz Desired Shade	1 ½ oz. - Desired Shade	Without Heat: 55 -60 minutes With Heat: 15 minutes heat 30 - 40 minute cool down
	½ oz (.3) Gold Shade	½ oz (.3) Gold Shade	½ oz. - (.3) Gold Shade	
	2 oz 10 Volume	2 oz 20 or 30 Volume	2 oz. - 10 Volume	

% of Gray	Tone on Tone	Lighten	Darken	Development Time
More than 50%	1 oz. - 1 Level Darker than Desired Shade	1 oz 1 Level Darker than Desired Shade	1 oz 1 Level Darker than Desired Shade	Without Heat: 55 -60 minutes With Heat: 15 minutes heat 30 - 40 minute cool down
	1 oz (.3) Gold Shade	1 oz (.3) Gold Shade	1 oz (.3) Gold Shade	
	2 oz 10 Volume	2 oz 20 or 30 Volume	2 oz 10 Volume	

Apply Teinture Gray Coverage Mix to the areas with the highest percentage of gray/white hair first. Then apply elsewhere. Make sure to apply enough product and leave on for the full development time.



BEFORE

AFTER

Stylist Tips for stubborn gray:

Extend Development Time:

You can extend development time by 10 to 15 minutes without any adverse effects.

Adding Heat:

You may put clients under the dryer with low heat after application for 15+ minutes, then let them cool down for the rest of the prescribed development time.

Shade Selection:

Select a shade darker than your target level.

Double the Pigment:

You can add Color Instantané to your color mix to increase the amount of pigment. See Color Instantané technical information for formulations.

Make sure you always add your percentage of (.3) GOLD to every gray color mixture.

Advanced Color and Touch Ups

Formulation

Mixture: 2 to 1 to 1

Example:

- 2 oz. (60 ml) Teinture
- 1 oz. (30 ml) Color Instantané
- 1 oz. (30 ml) Crème Developer 40 Volume

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle and brush on clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

Where there is a high proportion of gray hair, the development time may be extended and you should add warm shades to your formula.

See Gray Hair Chart For Details.

Advanced High Lift Color

Formulation

Mixture: 1 to 1

example:

- 2 oz. (60 ml) Teinture
- 1 oz. (30 ml) Color Instantané
- 1 oz. (30 ml) Crème Developer 60 Volume

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle and brush on clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

Where there is a high proportion of gray hair, the development time may be extended and you should add warm shades to your formula.

See Gray Hair Chart For Details.

Demi Permanent Formulation

Formulation

Mixture: 1 to 2 to 1

- 1 oz. (30 ml) Teinture
- 2 oz. (60 ml) Instantané
- 1 oz. (30 ml) Crème Developer 10 Volume
(or 20 volume for lighter shades)

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle and brush on clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

Where there is a high proportion of gray hair, the development time may be extended and you should add warm shades to your formula.

See Gray Hair Chart For Details.

Color Depositing and Glazing Formula

Formulation

Mixture: 1 to 2 to 1

1 oz. (30 mL) Teinture
2 oz. (60 mL) Instantané
1 oz. (30 mL) Crème Developer 10 Volume
(or 20 volume for lighter shades)

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle and brush on clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

Where there is a high proportion of gray hair, the development time may be extended and you should add warm shades to your formula.

See Gray Hair Chart For Details.

Ultra light toners on pre-lightened hair and highlights

Formulation

Mixture: ½ to 3 to ½

example:
½ oz. (15 mL) Teinture
3 oz (90 mL) Color Instantané
½ oz. (15 mL) Crème Developer 20 Volume

Mix thoroughly in a bowl or a bottle.

Apply the mixture with a brush or applicator bottle preferably on clean towel-dried hair.

After development time is completed Rinse thoroughly with warm water

Shampoo with Traite Sulfate-Free Shampoo

Development

Without Heat:

45 minutes

With Heat:

15 minutes heat
20 - 30 minute cool down

Where there is a high proportion of gray hair, the development time may be extended and you should add warm shades to your formula.

See Gray Hair Chart For Details.

Formula to restore and correct toners and brassy highlights

Formulation

Choose appropriate Instantané shade that matches for client's toner shade and apply directly to hair or the highlighted areas.

Development

Leave on 15 – 20 minutes, then rinse. No Peroxide is needed.



The Patch Test

Under the Food, Drug, and Cosmetic Act, preliminary skin testing is required before all applications of oxidizing hair color. It is an established fact that some people are allergic to certain foods, drugs, or cosmetics, including hair-color, especially if a person is currently experiencing some form of skin or scalp disorder. To ascertain whether a person is sensitive to hair-color, a standard patch test is required prior to each application of hair color.

With bland soap and water wash an area about the size of a quarter on the inner fold of the elbow, or behind either ear, extending partly into the hair line. Dry by blotting with absorbent cotton.

Mix 1 capful of Teinture with 1 capful of 20 volume Mastey Crème Developer and blend well.

Use an absorbent cotton tip applicator to apply the test solution on the previously cleaned area.

Allow test area to dry. Leave uncovered and undisturbed for 24 hours.

Test area should be examined in 24 hours. If found negative, then the shade used in the patch test can be applied immediately.

If at anytime during the test period, any burning, itching, swelling, irritability or abnormal reaction is experienced in or around the test area, this person is considered to be sensitive, and the preparation should not be applied. If the scalp or adjacent area shows evidence of any abrasion, eruption, or if any other abnormal condition arises, the application should be avoided.

The Strand Test

To ensure correct color selection results, a strand test is necessary before proceeding with entire application.

Mix 1 capful of Teinture desired shade with 1 capful of 20 volume peroxide and blend well.

Apply to a few selected strands

Leave on for 40 to 45 minutes

Rinse and towel dry and check color selection.

Note timing and condition of hair after test. Taking results of strand test into consideration, proceed with selection and application.



COLOR HOTLINE
1.800.6.MASTEY