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[kenraprofessional.com](https://www.kenraprofessional.com)



KENRACOLOR®

WORKBOOK

KENRACOLOR®

Color Fearlessly. Color Beautifully.

Discover inspiring & trend-driven innovations with reliability and performance.

From the just-out-of-beauty-school novice to the master colorist, our ever-evolving color portfolio allows for limitless customization and creativity.

Discover Kenra Color

5 Key Features and Benefits

Balancing Complex 5

1. Vibrant, long-lasting color
2. Intense shine
3. Helps improve hair's condition and manageability
4. Gentle formulation on hair
5. Outstanding coverage and color saturation



Kenra Color Shade Identifier

The Kenra Color shade identifier is easy to read and follows a standard numerical and alphabetical identification system.

Example: **7NA**

Number = Level Identification: **7**

First Letter = Dominant Color Reflection: **Natural (N)**

Second Letter = Secondary Color Reflection: **Ash (A)**



Kenra Color Level System

The Kenra Color Level System denotes the degree of darkness or lightness of the hair. It ranges from 1-10 with 1 representing the darkest form of brown (referred to as Black) and 10 indicating the lightest (referred to as Extra Light Blonde).

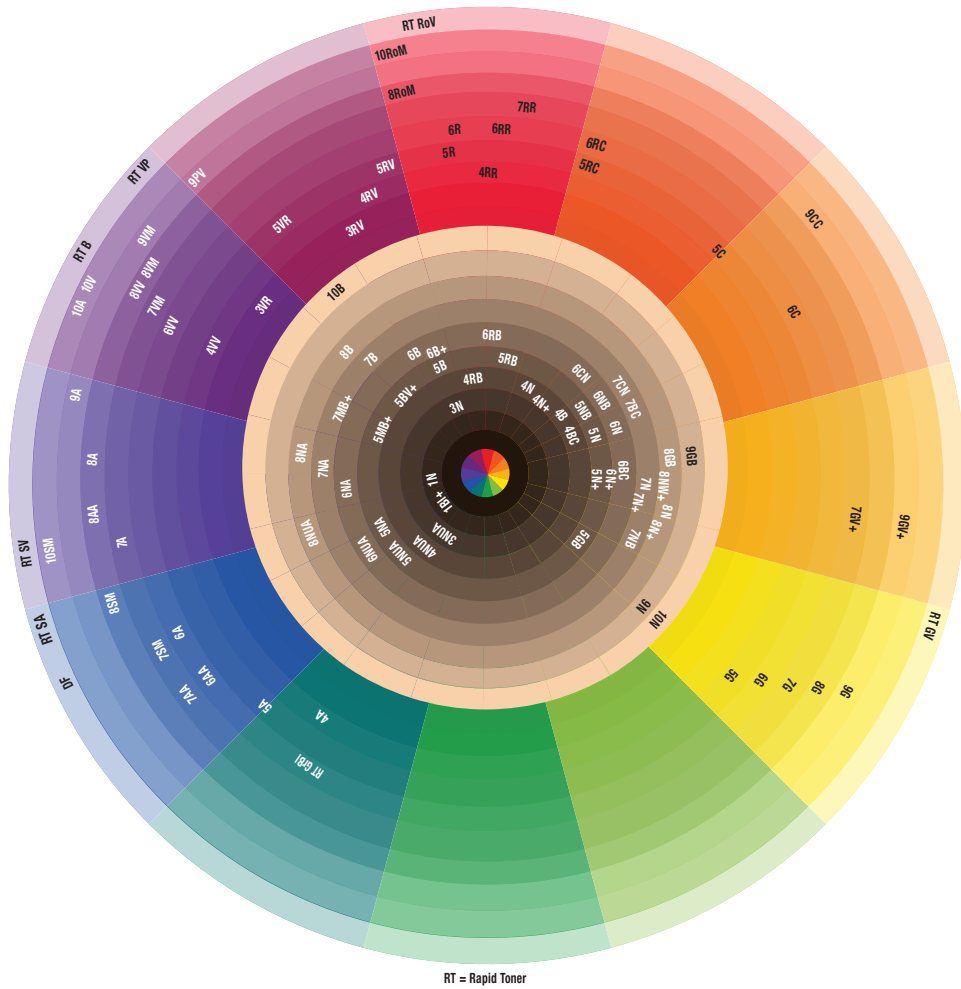
Underlying Pigment

Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted. Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

Level	Underlying Pigment	Neutralizing Color
10 Extra Light Blonde	Pale Yellow	Pale Violet
09 Light Blonde	Yellow Gold	Violet
08 Blonde	Light Gold	Violet Blue
07 Medium Blonde	Gold	Blue Violet
06 Dark Blonde	Gold Orange	Dark Blue Violet
05 Light Brown	Orange	Blue
04 Medium Brown	Dark Orange	Blue Green
03 Dark Brown	Red Orange	Green Blue
01 Black	Darkest Red Orange	Green

Note: This system does not observe level two because levels below three are difficult to differentiate to the human eye.

COLOR WHEEL



Notes

SHADE AND TONE

Kenra Color offers a variety of shade families in a balanced collection of warm and cool tones to meet the needs of any client. Each shade series allows for ease of mixing and delivers intense shine and maximum coverage.

Shade Chart		
N	Natural	Combination of the three primary colors calibrated at the designated level to achieve full gray coverage (Permanent) and natural gray coverage up to 75% (Demi-permanent). (See Gray Coverage chart on page 13).
NA	Natural Ash	Calibrated at each level to optimize gray coverage and neutralize warmth. Covers and blends gray while controlling underlying pigment in a single process.
NUA	Natural Ultra Ash	Calibrated at each level with a blend of violet, blue and green tones for maximum warmth control while providing full gray coverage.
+	Monochrome	Deeply saturated tones that create a unique and polished, high shine finish with enhanced gray coverage.
NB	Natural Brown	Cover and blend gray with warm brown tones.
CN	Copper Natural	Copper tones with gray coverage up to 75%.
A	Ash	Neutralizes unwanted warmth to produce a cooler end result. The Ash Series is formulated to neutralize underlying pigment.
AA	Ash Ash	Increased ash pigments for added neutralization of unwanted warm tones.
NB	Neutral Brown/Beige	Pre-mixed neutral beige or brown reflection designed to provide up to 100% gray coverage.
VR	Violet Red	Dominant violet tones supported by red undertones for cool vibrancy at darker levels.
V	Violet	Pale violet tone to reduce or tone unwanted yellow.
VV	Violet Violet	Superior vibrancy and pure violet end results.
PV	Pearl Violet	Combination of blue violet and violet tones to neutralize unwanted yellow-gold tones.
B	Brown/Beige	Warm reflective brown tones from levels 4-7 and beige tones for levels 8-10.
BC	Brown Copper	Warm brown dominant tones supported by copper secondary reflection.
G	Gold	Adds warmth to any color, increased light reflection and a natural gold tonality.
GB	Gold Brown/Beige	Dominant gold tones with secondary brown undertones.
C	Copper	Brilliant warm red/orange tones.
CC	Copper Copper	Superior vibrancy and pure copper end results.
R	Red	True red tones for maximum vibrancy.
RR	Red Red	Superior vibrancy and pure red end results.
RC	Red Copper	Dominant red tones supported by copper undertones for vibrancy.
RB	Red Brown	Dominant red tones supported by secondary reflection of brown.
RV	Red Violet	Dominant red tones supported by cool violet undertones.
SM	Silver Metallic	Cool blue tones supported by blue violet secondary reflection.
VM	Violet Metallic	Cool violet tones supported by a metallic secondary reflection.
RoM	Rose Metallic	Cool rosy tones supported by a metallic secondary reflection.
DF	Diamond Frost	Clear gloss with a slight blue undertone.
Clear	Clear Gloss	Adds shine without change in level or tone.

Shade Chart

KENRA COLOR SHADE CHART

P = Permanent
D = Demi-permanent

NATURAL

1N	3N	4N	5N	6N	7N	8N	9N	10N
P/D	P/D	P/D	P/D	P/D	P/D	P/D	P/D	P/D

NATURAL ASH

5NA	6NA	7NA	8NA
P	P	P/D	P/D

NATURAL BROWN

5NB	6NB	7NB
P/D	P	P/D

ASH

4A	5A	6A	7A	8A	9A	10A
P	P	P/D	P/D	P	P	P/D

ASH ASH

6AA	7AA	8AA
P	P	P

RED

5R	6R
P	P/D

RED RED

4RR	6RR	7RR
P	P/D	P

RED BROWN

4RB	5RB	6RB	7RB
P	P/D	P	P

RED COPPER

5RC	6RC
P	P

RED VIOLET

5RV	6RV
P	P

VIOLET RED

3VR	5VR
P/D	P/D

BROWN/BEIGE

4B	5B	6B	7B	8B	10B
P/D	P/D	P	P/D	P/D	P/D

NATURAL ULTRA ASH

3NUA	4NUA	5NUA	6NUA	8NUA
P	D	P/D	P/D	D

GOLD

5G	6G	7G	8G
P	P	P	P

GOLD BROWN/BEIGE

5GB	8GB	9GB
P	P/D	P/D

BROWN COPPER

4BC	6BC	7BC
P	P	P

COPPER

5C	6C	8C
P	P/D	P

COPPER NATURAL

6CN	7CN
P	P

COPPER COPPER

5CC
D

SILVER METALLIC

7SM	8SM	10SM
P/D	P/D	P/D

VIOLET METALLIC

7VM	8VM	9VM
P	P/D	P/D

ROSE METALLIC

8RoM	10RoM
P/D	P

RAPID TONER

SA	GV	RoV	SV	VP	B	GrBl
D	D	D	D	D	D	D

BOOSTER

Red	Violet	Blue
P	P	P

CREATIVES

Red	Yellow	Blue	Violet	Magenta	True Black	Clear	Sandy Beige	Honey Coral	Dusty Rose	Muted Copper	Velvet Wine	Deep Plum
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VIOLET VIOLET

4VV	6VV	8VV
D	D	D

PEARL VIOLET

9PV
D

CLEAR

Gloss D

DIAMOND FROST

DF
D

MONOCHROME

4N+	5N+	6N+	7N+	8N+	6B+	1B+	5B+
P	P	P	P	P	P	P	P

4B+	4BR+	5MB+	7MB+	7GV+	9GV+	8W+
P	P	P	P	P	P	P

STUDIO STYLIST EXPRESS

NEUTRAL

3N	4N	5N	6N	7N	8N	10N	6NB	8NB
NEUTRAL							NEUTRAL BROWN/BEIGE	

TONAL

4B	6B	5A	7A	9A	5G	7G	9C
BROWN		ASH			GOLD		

SIMPLY BLONDE

Result is different depending on the starting base

BASE BREAKER

Cool	Extra Cool
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ULTRA LIFT

Ice	Natural	Pearl
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Permanent Color

KENRA COLOR PERMANENT PORTFOLIO

1. Features Balancing Complex 5
2. Formulated with low ammonia
3. Up to 100% gray coverage



Permanent Color Mixing Ratio
One part Permanent Coloring Creme plus one part Developer (1:1)

Processing Time
30 minutes

Processing Time for Gray Coverage
Up to 40 minutes

Developer	Levels of Lift
10 Volume (3%)	Tone-on-tone / deposit only*
20 Volume (6%)	1 level of lift / deposit / gray coverage*
30 Volume (9%)	2-3 levels of lift*
40 Volume (12%)	3-4 levels of lift*

REMEMBER:
Kenra Color does not recommend the use of a dryer, steamer, or accelerator drops for processing.

*Based on texture, density, and porosity.

Gray Coverage

Kenra Color Permanent Natural Series provides the essential balance of pigments to ensure even color saturation and maximum pigment uptake and should be incorporated into all gray coverage formulations for full gray coverage. **Processing time is up to 40 minutes.**

% of Gray	% of Natural Series	% of Desired Color
25%	25%	75%
50%	50%	50%
50-100%*	75%	25%

*When hair is 80% gray or more, 20 Volume Developer is recommended.

5 Easy Steps to Color Formulation



Step 1: Determine the natural level of the hair

- Analyze the client's natural level by holding the Natural Series swatches against the client's regrowth area.

Step 2: Determine the desired level / desired tone

- Select the appropriate color shade utilizing your swatchbook for reference.

Step 3: Define levels of lift, deposit, or tonal change

- Use the developer / levels of lift chart to determine the developer required to ensure proper lifting during the coloring process.

Step 4: Determine the percentage of gray

- Identify the percentage of gray to assess how much of the Kenra Color Natural Series should be incorporated.

Step 5: Identify the underlying pigment

- Determine the underlying pigment at the desired level you are coloring to assess whether you will need to add a neutralizing color to the formulation to control the underlying pigment. Reference our underlying pigment chart.

Demi-permanent Color

KENRA COLOR DEMI-PERMANENT PORTFOLIO

1. Features Balancing Complex 5
2. Formulated without ammonia
3. Natural gray coverage up to 75%



Demi-permanent Color Mixing Ratio

One part Demi-permanent Coloring Creme plus two parts 9Vol Activator (1:2)



Processing Time
Up to 25 minutes

Application

Apply from scalp to ends on damp or dry hair.



Demi-permanent Gray Blending Mixing Ratio

Following the gray coverage chart, incorporate the percentage of the appropriate N series (N, NA, NB, NUA) and mix with the desired shade at a **1:1 ratio** with Kenra Color 9Vol Activator



Processing Time
Up to 25 minutes

Application

Apply to dry hair

DEMI-PERMANENT SERVICE OPTIONS

Color Enhancing Service

Offer a color enhancing service to enhance any natural color tone or deepen an existing color tone.

First determine the client's natural level, and then choose the appropriate tone to accentuate, neutralize or deepen. Use the standard Kenra Color Demi-permanent mixing ratio and processing time.

Color Equalizing Service

A color equalizing service is used anytime a client requires a permanent retouch service on their new growth and needs a corresponding formula to be used on the mid-shaft to ends.

Clear Glossing

Clear Glossing services add intense shine and increase manageability for all hair types and textures.

Toning Services

Toning Services are recommended to tone unwanted warmth for highlighted or previously lightened hair and can take as little as five minutes at the shampoo bowl. Shade selections are available in warm and cool options, each ensuring maximum shine and condition on any pre-lightened hair.

RAPID TONERS

Rapid Toner Shade	Effect
Beige	Toning on levels 9-10 with violet reflection creates a neutral beige end result
Violet Pearl	Toning on levels 8-10 with a violet pearl reflection
Silver Violet	Toning on levels 8-10 with a silver violet reflection
Silver Ash	Toning on levels 8-10 for a cool ash blonde reflection
Gold Violet	Toning on levels 8-10 for a cool gold blonde reflection
Rose Violet	Toning on levels 8-10 for a blush blonde reflection
Green Blue	Toning on levels 4-6 with green blue tones to neutralize unwanted warmth

COLOR FORMULATION EXAMPLES

DEMI-PERMANENT COLOR EQUALIZING SERVICE

Natural Level: 6

Desired Level / Desired Tone: 5B

Developer: _____

Percent Gray: 50%

Underlying Pigment: N/A

Regrowth Formulation

1 oz. 5N + 1oz. 5B + 2 oz. 20 Vol

Notice we are using Kenra Color permanent on the regrowth to provide full gray coverage.

Midshaft & Ends Formulation

1 oz. 5B + 2 oz. 9 Vol

Notes

GRAY BLENDING

Natural Level: 6

Desired Level / Desired Tone: 5B

Developer: _____

Percent Gray: 50%

Underlying Pigment: N/A

Formulation

1 oz. 5N + 1 oz. 5B + 2oz. 9 Vol Activator
(Mix demi at 1:1 for gray blending)

Notes

Kenra Color Support

POROSITY EQUALIZING SPRAY

Porosity Equalizing Spray helps to ensure even pigment absorption on hair with uneven or high porosity. It also helps to condition and detangle the hair prior to a Kenra Color service.

Spray onto damp or dry hair in sections and comb through for even distribution.



When to use Porosity Equalizing Spray?

Application

Spray in sections and comb through for even distribution.

For fine hair, select 1" sections.

For medium hair, select 1/2" sections.

For thick hair, select 1/4" sections.

Notes

Semi-permanent Color

KENRA COLOR CREATIVES

These intermixable semi-permanent colors allow you to maximize creativity and create custom vibrant tones to subtle and softer wearable tones.

- Intense color vibrancy that lasts up to 50 shampoos*
- Formulated without ammonia
- **Clear:** to pastelize any shade
- **True Black:** to deepen or smoke out any shade
- **No developer** or heat needed

Directions: Apply to dry, pre-lightened hair.**
Process for 20 minutes

*Depends on daily care habits, hair texture and porosity

**For maximum vibrancy, pre-lighten to level 10.












CLASSICALLY BOLD



TRENDY CHIC



Simply Blonde

ASSORTMENT				
	BEYOND BOND LIGHTENER	BLUE POWDER LIGHTENER	CLAY LIGHTENER	NO AMMONIA LIGHTENER
Lighteners				
Ideal Services	Maintenance of hair condition while lifting through DualBond technology	All services	Foil-free balayage and freehand painting	All services
Lifting Power	Up to 9+ levels	Up to 8 levels	Up to 8 levels	Up to 8 levels
On/Off-Scalp	On & off-scalp	On & off-scalp	Off-scalp	On & off-scalp
Why You'll Love It	Integrated DualBond technology that mends inner bonds and seals the outer cuticle	Blue base for neutralization during the lifting process for anti-yellowing effects	Formulated with kaolin clay to create a cast and lock in moisture	Ammonia-free and fragrance-free formulation with integrated DualBond technology
Coloring Cremes	 ULTRA LIFTS  Ice  Natural  Pearl		 BASE BREAKERS  Cool  Extra Cool	

LIGHTENERS



Mixing Ratio

1:2 to 1:3
10V-30V* Kenra Color Developer

*30V off scalp only.



Processing Time

Up to 45 minutes
*45-55 minutes for Beyond Bond

ULTRA LIFTS



- Lift up to 4 levels in a single application
- Formulated with a cool blue base



Processing Time
Up to 40 minutes

Mixing Ratio

1:2
30V-40V Kenra Color Developer

BASE BREAKERS



- Up to 1 level of lift in 5 minutes



Processing Time
Up to 5 minutes

Mixing Ratio

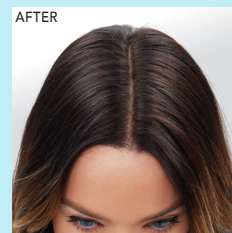
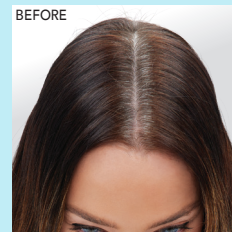
1:1
20V Kenra Color Developer

Studio Stylist Express

studio stylist
express

With 17 total permanent shades, Studio Stylist Express is designed to process in 10 minutes or less, making it the perfect time-saving tool for precision root retouches, melts, and more!

- **17 shades** in neutral and fashion tones
- Permanent color that **processes in 10 minutes** or less
- Lifts and deposits
- Up to **100% gray coverage**
- Time-saving tool for getting **more clients in your chair**
- **Developer Usage:**
 10vol - Deposit-only color
 20vol - Lift and gray coverage
 30vol - Lift and added vibrancy



Portfolio Overview

NEUTRAL SERIES

Quick process, full coverage shades

TONAL SERIES


Intermixable shades for endless combinations and customized results

Shade & Tone

Shade Chart

N	Neutral 3N, 4N, 5N, 6N, 7N, 8N, 10N	Balanced reflection designed to give up to 100% gray coverage
A	Ash 5A, 7A, 9A	Neutralizes unwanted warmth to produce a cooler end result
B	Brown/Beige 4B, 6B	Rich, reflective brown tones
G	Gold 5G, 7G, 9G	Adds warmth to any color and a natural gold tonality
NB	Neutral Brown/Beige 6NB, 8NB	Balanced gray coverage with added brown/beige tones

MIXING & PROCESSING



+ 1:1

Studio Stylist Express Coloring Creme
with Kenra Color Developer 10V-30V*

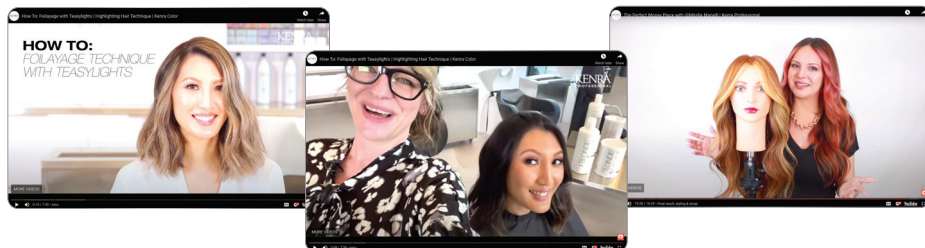
Process 10 minutes

*Kenra Professional always recommends utilizing a scale to measure color.

KENRA PROFESSIONAL EDUCATION

CRAFTED TO MEET THE NEEDS OF THE MODERN STYLIST

VIRTUAL EDUCATION • YOUTUBE • IN-SALON EDUCATION



VIRTUAL EDUCATION:

Free Live Education
Classes Updated Monthly
Interactive Classes on
Theory & Techniques

YOUTUBE:

Always On-Demand
Trends & Techniques
Extensive Tutorial Library

IN SALON:

Advance Your Skillset
Exclusive In-Salon Classes
Request through your Brand
Development Representative



SCAN HERE FOR
MORE EDUCATION!

To see our full class offerings and learn more about Kenra Professional Education, visit:

kenraprofessional.com/education

PATHWAY TO EDUCATION

Kenra Professional's pathway to education features a straightforward approach to learning. The 3-tier Level System includes a series of **Essential, Intermediate, and Advanced classes** in hair color, cutting, and stylist elevation meant to help you seamlessly master your craft.

1 Essential

Setting a solid foundation for success in your journey with Kenra Professional, these classes will provide valuable tools and information that are essential to every stylist at every experience level.

2 Intermediate

Our Intermediate Series of classes will inspire through our replicable and reliable approach to trending salon services and techniques, taking a deeper dive into product usage and formulations.

3 Advanced

These master level classes are grounded in advanced theory, giving you the true understanding of your craft needed to take on any challenge.

