

The background of the entire page is a smooth rainbow gradient, transitioning from purple on the left to blue, green, yellow, and orange on the right. Two horizontal, textured brush strokes in various colors are positioned above and below the main text.

# KENRACOLOR<sup>®</sup>

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.

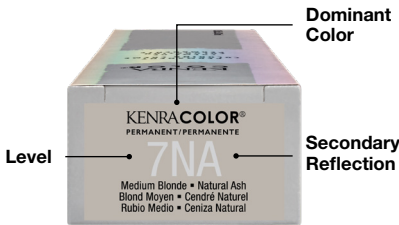
Discover Kenra Color

Why Choose Kenra Color?  
Here’s our POV (Point of View):

- PERFORMANCE**  
Predictable, easy to use, 3x more conditioning\*
- OUTSTANDING SHINE**  
up to 2x intense shine\*\*
- VALUE**  
more than just price; it is the support you get from Kenra
- Provides up to 2X intense shine\*\*
- Leaves hair up to 3X more conditioned\*
- Leaves hair healthy-looking
- Gentle on hair
- Contains Aloe Vera Leaf Extract

Kenra Color Shade Identifier

The Kenra Color shade identifier is easy to read and follows a standard alphanumeric system.



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

1 + 1

**Processing Time**  
30 Minutes

**Processing Time for Gray Coverage**  
Up to 40 Minutes

**Demi-Permanent Color Mixing Ratio**  
One part Demi-permanent Coloring Creme plus two parts Activator (1:2)

1 + 2

**Processing Time**  
Up to 25 Minutes

**Application**  
Apply from scalp to ends

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

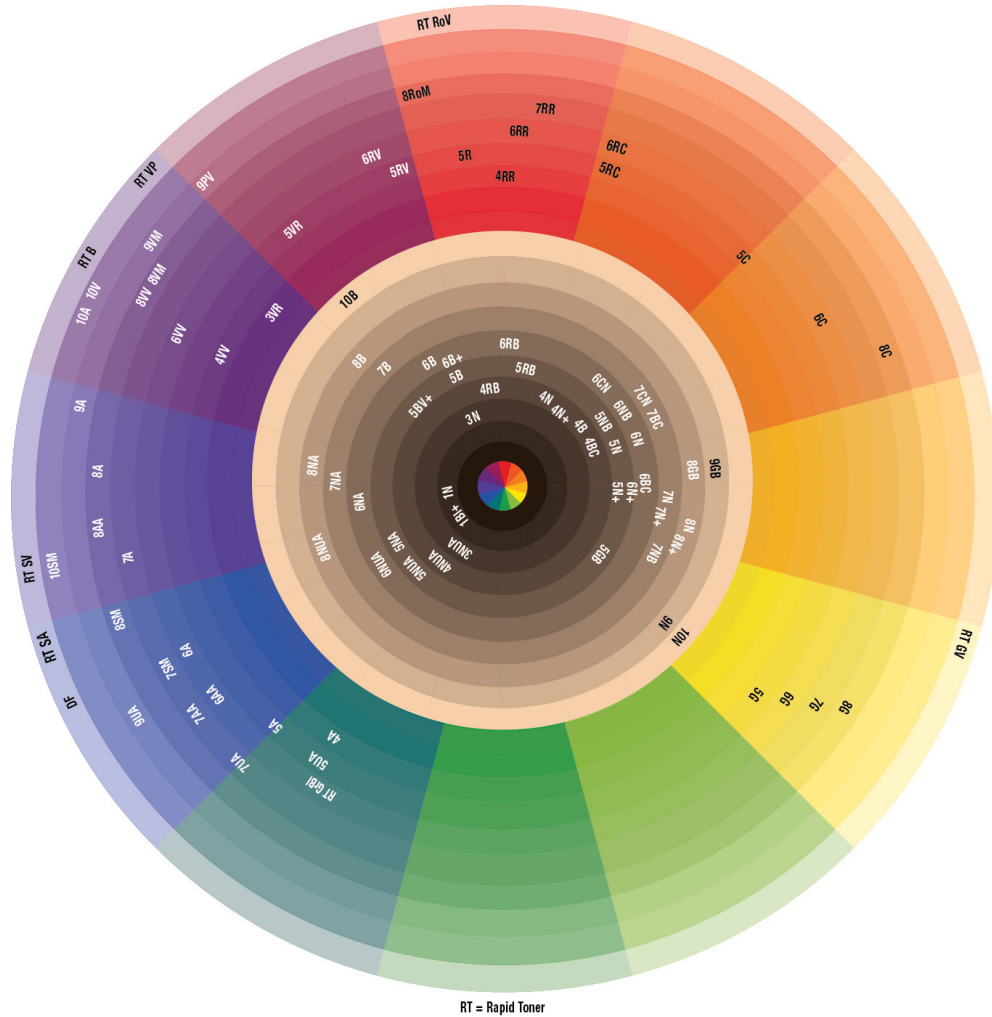
Underlying pigment refers to the undertones that are exposed anytime natural hair color is lifted. Use this chart to determine what underlying pigment will be exposed at the level you are coloring to and what neutralizing color can benefit your color formulation.

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 2 because levels below 3 are difficult to differentiate to the human eye.

\*when followed by Kenra Triple Repair Shampoo & Conditioner vs. untreated damaged hair \*\*vs. untreated hair

## COLOR WHEEL



## Notes

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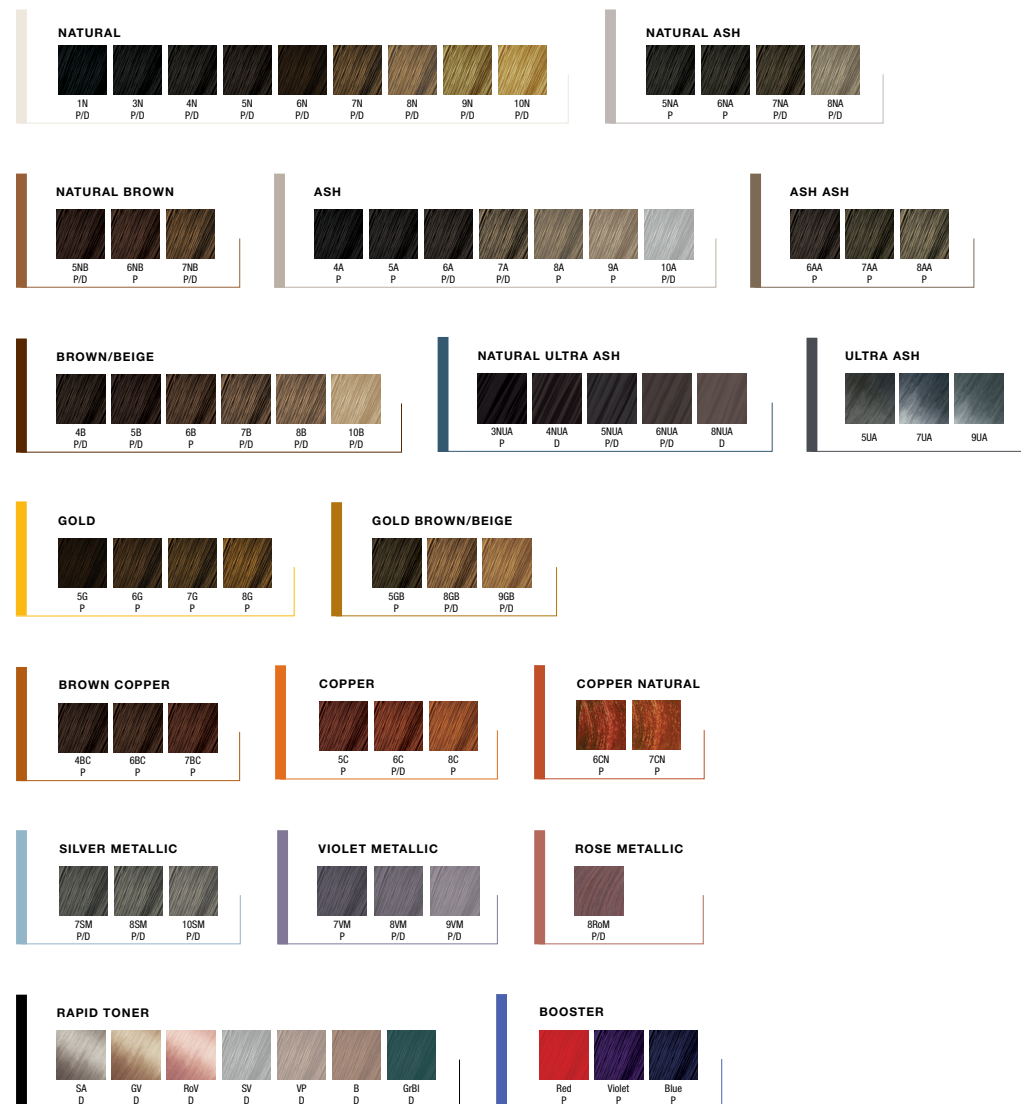
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## SHADE AND TONE

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.
UA	Ultra Ash	Predominantly blue-based ashes that provide a high amount of neutralization.
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.
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.

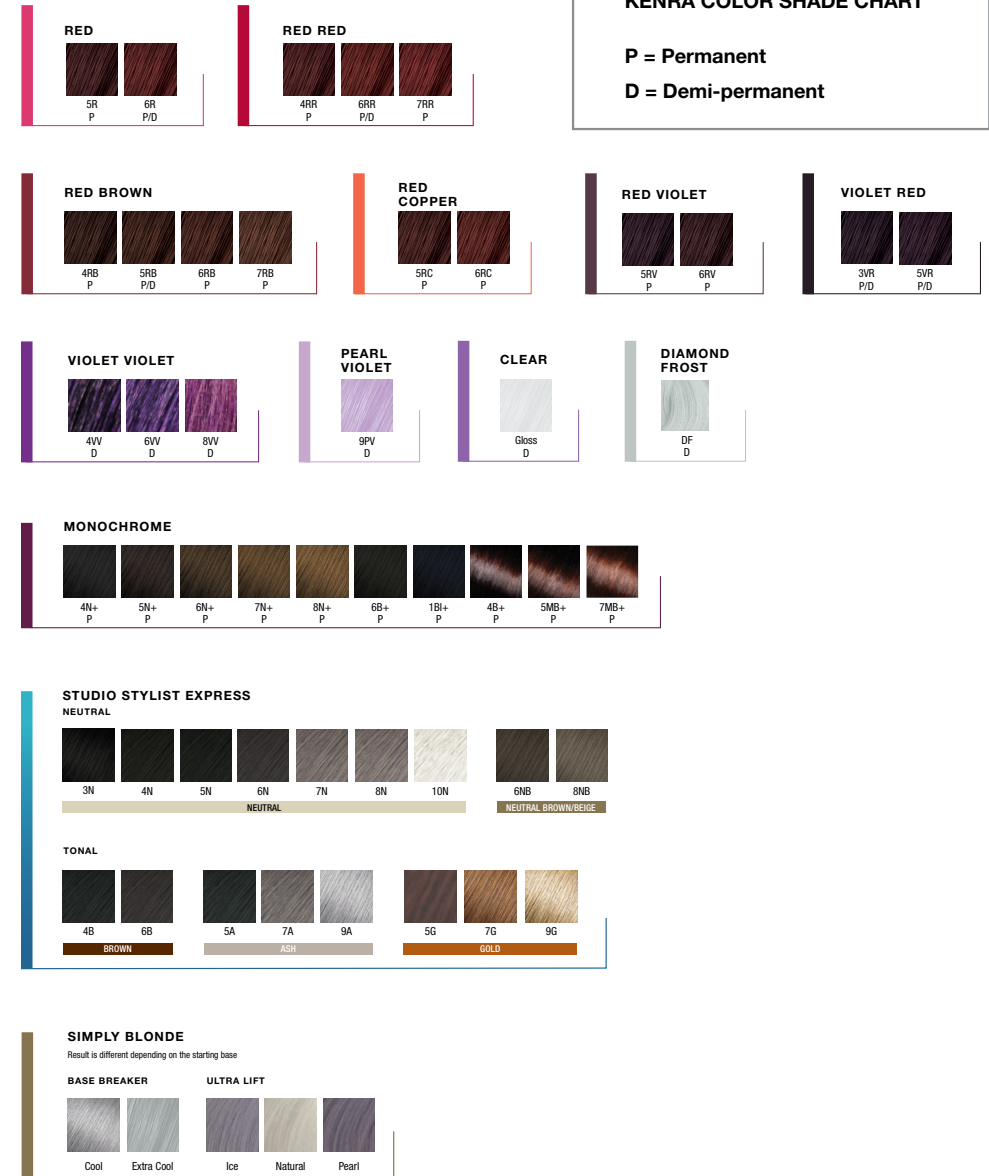
# Shade Chart



## KENRA COLOR SHADE CHART

P = Permanent

D = Demi-permanent



# Permanent Color

## KENRA COLOR PERMANENT PORTFOLIO

- 1. Up to 2x intense shine\* \* vs. untreated hair
- 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 to 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.

## COLOR FORMULATION EXAMPLES

**Natural Level:** 6  
**Desired Level / Desired Tone:** 6RB  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 25%  
**Underlying Pigment:** N/A

## Notes

### Formulation

**25% Gray:** ½ oz 6N + 1 ½ oz 6RB + 2oz 20 Vol  
**50% Gray:** 1 oz 6N + 1oz 6RB + 2oz 20 Vol  
**75% Gray:** 1 ½ oz 6N + ½ oz 6RB + 2oz 20 Vol

**Natural Level:** 4  
**Desired Level / Desired Tone:** 5B  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 0%  
**Underlying Pigment:** N/A

## Notes

**Natural Level:** 5  
**Desired Level / Desired Tone:** 8B  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 50%  
**Underlying Pigment:** Light Gold

## Notes

### Formulation

1 oz. 8N + 1 oz. 8AA + 2 oz. 30 or 40 Vol\*  
1 oz. 8NA + 1 oz. 8A + 2 oz. 30 or 40 Vol\*  
1 oz. 8N + 1 oz. 8SM + 2 oz. 30 or 40 Vol\*

**Natural Level:** 5  
**Desired Level / Desired Tone:** 8B  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 90%  
**Underlying Pigment:** Light Gold

## Notes

**Formulation**  
1.5 oz. 8N + .5 oz. 8B a+ 2 oz. 20 Vol

**Natural Level:** 4  
**Desired Level / Desired Tone:** 7B  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 0%  
**Underlying Pigment:** Gold

## Notes

**Formulation**  
 2oz. 7SM + 2oz 30 Vol or 40 Vol\*  
 2oz 7AA + 2oz 30 Vol or 40 Vol\*  
 1oz. 7NA + 1oz 7AA + 2oz. 30 Vol or 40 Vol\*

Color Boosters are designed to create custom, signature color shades. For increased color vibrancy, color boosters can be added into any of your Kenra Color Permanent formulations up to ¼ of your color portion.



Booster	Effect	Booster Use	Mixing Ratio Formula
Blue	Blue enhancement to level 5 and below	For Increased Vibrancy	1 oz. Permanent Coloring Creme
Violet	Violet reflection to level 6 and below		1 oz. Permanent Developer
Red	Enhanced red reflection to levels 7 and below		Add up to ¼ oz. Color Booster

**Processing Time:** 30 - 40 minutes

**Natural Level:** 5  
**Desired Level / Desired Tone:** 6RC- INTENSE  
**Developer:** \_\_\_\_\_  
**Percent Gray:** 0%  
**Underlying Pigment:** N/A

**Formulation**  
2 oz. 6RC + 2 oz. 20 Vol  
+ ½ oz. Red Booster

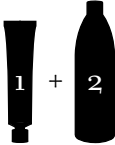
## Notes



# Demi-permanent Color

## KENRA COLOR DEMI-PERMANENT PORTFOLIO

- 1. Up to 2x intense shine\* \* vs. untreated hair
- 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





# Simply Blonde

ASSORTMENT					
	BEYOND BOND LIGHTENER	BLUE POWDER LIGHTENER	CLAY LIGHTENER	NO AMMONIA LIGHTENER	CREME LIGHTENER
Lighteners					
Ideal Services	Maintenance of hair condition while lifting through DualBond technology	All services	Foil-free balayage and freehand painting	All services	All services
Lifting Power	Up to 9+ levels	Up to 8 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	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	Ultra creamy consistency infused with marula and argan oils
Coloring Cremes	<div><b>ULTRA LIFTS</b>  Ice      Natural      Pearl</div> <div><b>BASE BREAKERS</b>  Cool      Extra Cool</div>				

Notes





**simply blonde®**

NEW! CREME LIGHTENER

BLONDING YOU CAN TRUST™

UP TO 8 LEVELS OF LIFT  
LEAVES HAIR FEELING & LOOKING MOISTURIZED  
INFUSED WITH MARULA & ARGAN OIL

**POWDERED 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

**CREME LIGHTENER**

**Mixing Ratio**  
1:1 or 1:2  
10V-40V Kenra Color Developer

**Processing Time**  
Up to 60 minutes

**ULTRA LIFTS**

**Mixing Ratio**  
1:2  
30V-40V Kenra Color Developer

**Processing Time**  
Up to 40 minutes

**BASE BREAKERS**

**Mixing Ratio**  
1:1  
20V Kenra Color Developer

**Processing Time**  
Up to 5 minutes

15

## 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  
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## 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 relatable 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.





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