



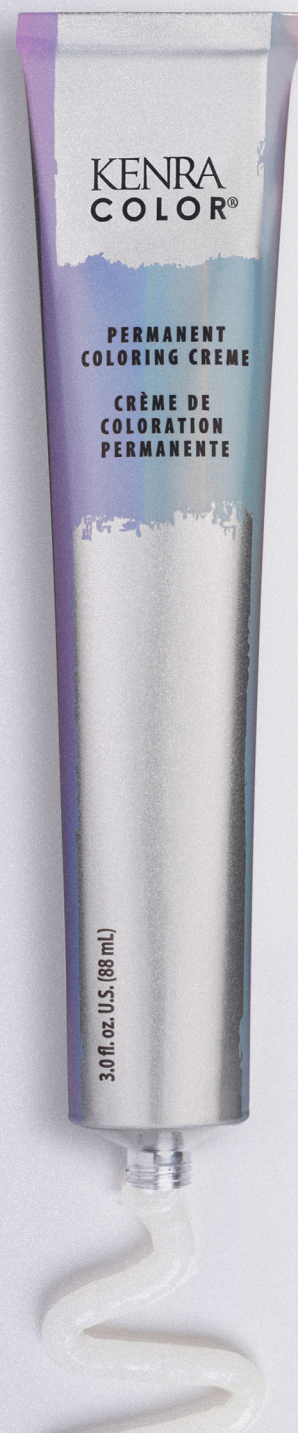
KENRA
COLOR®

Color Workbook

Hair Color Shown: Perm 6C + Ultra Lift Natural, 6C + Clear Gloss Demi

“My results with
Kenra Color *have*
been incredible!”

Eric Vaughn
Kenra Color® Artistic Director



KENRA COLOR®

Experience proven
performance &
limitless creativity.

Kenra Color® empowers colorists of all levels to craft the perfect formula – so you can give every client The Power of *Great Hair*.™

- + 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 The Power of Kenra Color®

Here's our P.O.V. (Point of View)

- Performance** Predictable, easy to use, 3x more conditioning
- Outstanding Shine** Up to 2x intense shine
- Value** More than just price; experience all the support Kenra Color® has to offer

Kenra Color®

- + 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

Shade Identifier

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

Secondary Reflection

(B) Brown

Level
6

Dominant Color
(R) Red

Kenra Color® Level System

Level	Underlying Pigment	Neutralizing Color
10 Extra Light Blonde	10 Pale Yellow	10 Pale Violet
9 Light Blonde	9 Yellow Gold	9 Violet
8 Blonde	8 Light Gold	8 Violet Blue
7 Medium Blonde	7 Gold	7 Blue Violet
6 Dark Blonde	6 Gold Orange	6 Dark Blue Violet
5 Light Brown	5 Orange	5 Blue
4 Medium Brown	4 Dark Orange	4 Blue Green
3 Dark Brown	3 Red Orange	3 Green Blue
1 Black	1 Darkest Red Orange	1 Green

Note: This system does not observe level 2 because levels below 3 are difficult to differentiate to the human eye.

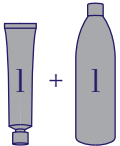
- + The Kenra Color® Level System denotes the degree of darkness or lightness of the hair.
- + It ranges from 1-10 with 1 representing the darkest form of brown (referred to as Black) and 10 indicating the lightest (referred to as Extra Light Blonde).
- + Underlying pigment refers to the undertones that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

Mixing Ratios & Processing Times

Permanent Color

Mixing Ratio 1:1

One part Permanent Coloring Creme plus one part Developer



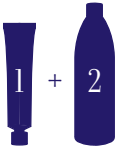
Permanent ⌚
30:00
Minutes

Gray Coverage ⌚
Up to 40:00
Minutes

Demi-Permanent Color

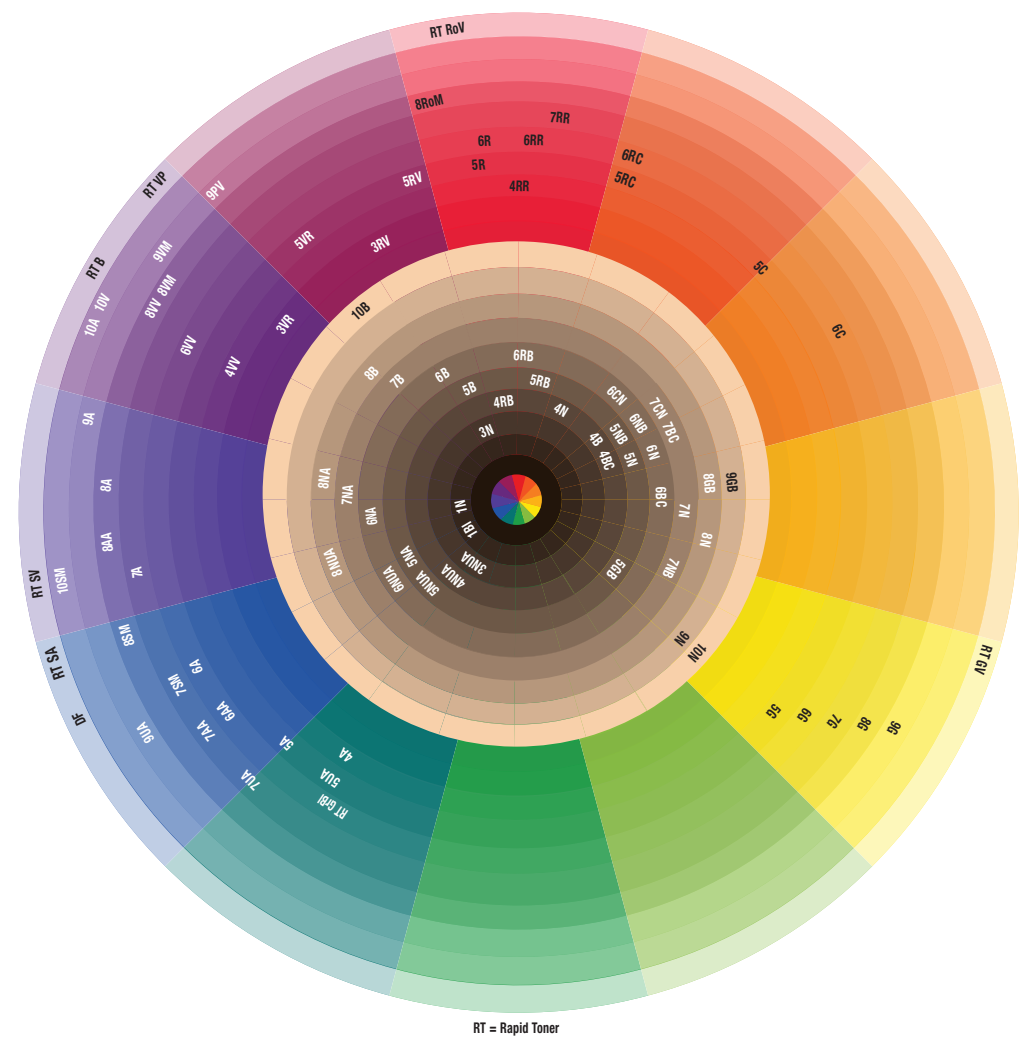
Mixing Ratio 1:2

One part Demi-permanent Coloring Creme plus two parts Activator



Demi-Permanent ⌚
Up to 25:00
Minutes

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.

N Natural

Combination of the three primary colors calibrated at the designated level to achieve full gray coverage (Permanent) and natural gray blending up to 75% (Demi-permanent). (See Gray Coverage chart on page 13).

VR Violet Red

Dominant violet tones supported by red undertones for cool vibrancy at darker levels.

RR Red Red

Superior vibrancy and pure red end results.

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.

V Violet

Pale violet tone to reduce or tone unwanted yellow.

R Red

True red tones for maximum vibrancy.

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.

VV Violet Violet

Superior vibrancy and pure violet end results.

RC Red Copper

Dominant red tones supported by copper undertones for vibrancy.

NB Natural Brown

Cover and blend gray with warm brown tones.

PV Pearl Violet

Combination of blue-violet and violet tones to neutralize unwanted yellow-gold tones.

RB Red Brown

Dominant red tones supported by secondary reflection of brown.

CN Copper Natural

Copper tones with gray coverage up to 75%.

B Brown/Beige

Warm reflective brown tones from Levels 4-6 and beige tones for Levels 7 and up.

RV Red Violet

Dominant red tones supported by cool violet undertones.

A Ash

Neutralizes unwanted warmth to produce a cooler end result. The Ash Series is formulated to neutralize underlying pigment.

BC Brown/Copper

Warm brown dominant tones supported by copper secondary reflection.

SM Silver Metallic

Cool blue tones supported by blue violet secondary reflection.

AA Ash Ash

Increased ash pigments for added neutralization of unwanted warm tones.

G Gold

Adds warmth to any color, increased light reflection and a natural gold tonality.

VM Violet Metallic

Cool violet tones supported by a metallic secondary reflection.

UA Ultra Ash

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

GB Gold Brown/Biege

Dominant gold tones with secondary brown undertones.

RoM Rose Metallic

Cool rosy tones supported by a metallic secondary reflection.

C Copper

Brilliant warm red/orange tones.

DF Diamond Frost

Clear Gloss with a slight blue undertone.

Clear Clear Gloss

Adds shine without change in level or tone.

Shade Chart

P = Permanent D = Demi-permanent

N Natural

1N P/D

3N P/D

4N P/D

5N P/D

6N P/D

7N P/D

8N P/D

9N P/D

10N P/D

NA Natural Ash

5NA P

6NA P

7NA P/D

8NA P/D

NB Natural Brown

5NB P/D

6NB P

7NB P/D

A Ash

4A P

5A P

6A P/D

7A P/D

8A P

9A P

10A P/D

AA Ash Ash

6AA P

7AA P

8AA P

B Brown/Beige

4B P/D

5B P/D

6B P

7B P/D

8B P/D

10B P/D

NUA Natural Ultra Ash

3NUA P

4NUA D

5NUA P/D

6NUA P/D

8NUA D

UA Ultra Ash

5UA P

7UA P

9UA P

G Gold

5G P

6G P

7G P

8G P

GB Gold Brown/Beige

5GB P

8GB P/D

9GB P/D

BC Brown/Copper

4BC P

6BC P

7BC P

C Copper

5C P

6C P/D

8C P

CN Copper Natural

6CN P

7CN P

SM Silver Metallic

7SM P/D

8SM P/D

10SM P/D

VM Violet Metallic

8VM P/D

9VM P/D

RoM Rose Metallic

8RoM P/D

Rapid Toner

SA D

GV D

RoV D

SV D

VP D

B D

GrBl D

Booster

Red P

Violet P

Blue P

Lifting Creme

LC P

R Red

5R P

6R P/D

RR Red Red

4RR P

6RR P/D

7RR P

RB Red Brown

4RB P

5RB P/D

6RB P

7RB P

RC Red Copper

5RC P

6RC P

RV Red Violet

5RV P

6RV P

VR Violet Red

3VR P/D

5VR P/D

VV Violet Violet

4VV D

6VV D

8VV D

PV Pearl Violet

9PV D

V Violet

10V D

Clear

Clear Gloss

DF

Diamond Frost

Gloss D

DF D

Studio Stylist Express

Neutral

3N

4N

5N

6N

7N

8N

10N

6NB

8NB

Neutral

Neutral Brown/Beige

Simply Blonde

Result is different depending on the starting base

Ultra Lifts

Ice

Natural

Pearl

Tonal

4B

6B

5A

7A

9A

5G

7G

9G

Neutral Brown/Beige

Ash

Gold

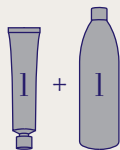
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Permanent Color Portfolio

Permanent Color Mixing Ratio 1:1

One part Permanent Coloring Creme
plus one part Developer



Permanent

30:00
Minutes

Gray Coverage

Up to
40:00
Minutes



Mixing Ratios and Processing Times

Volume	Mixing Ratio	Levels of Lift	Processing Time
10	3%	1:1	tone on tone / deposit only
20	6%	1:1	1 level of lift / deposit / gray coverage
30	9%	1:1	2-3 levels of lift*
40	12%	1:1	3-4 levels of lift*

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.

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

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

5 Easy Steps to Color Formulation



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.



Determine the desired level / desired tone

Select the appropriate color shade utilizing your swatchbook for reference.



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.



Determine the percentage of gray

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



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 on page 5.



Finalize the formulation

Color Formulation *Examples*

Permanent Color

Gray Coverage

Natural Level 6

Formulations

Desired Level / Desired Tone: 6RB
Developer: _____
Percent Gray: 25%
Underlying Pigment: N/A

For 25% Gray .5 oz. 6N + 1.5 oz. 6RB + 2oz. 20 Vol
For 50% Gray 1 oz. 6N + 1oz. 6RB + 2oz. 20 Vol
For 75% Gray 1.5 oz. 6N + .5 oz. 6RB + 2oz. 20 Vol

Lifting 1 Level

Natural Level 4

Formulation

Desired Level / Desired Tone: 5B
Developer: _____
Percent Gray: 0%
Underlying Pigment: N/A

2oz. 5B + 2oz. 20 Vol

Lifting Formulation + Gray Coverage

Natural Level 5

Formulations

Desired Level / Desired Tone: 8B
Developer: _____
Percent Gray: 50%
Underlying Pigment: Light Gold

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

Formulation

Desired Level / Desired Tone: 8B
Developer: _____
Percent Gray: 90%
Underlying Pigment: Light Gold

1.5 oz. 8N + .5 oz. 8B + 2 oz. 20 Vol

Natural Level 4

Formulations

Desired Level / Desired Tone: 7B
Developer: _____
Percent Gray: 0%
Underlying Pigment: Gold

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

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
	Blue	Blue enhancement to level 5 and below
	Violet	Violet reflection to level 6 and below
	Red	Enhanced red reflection to levels 7 and below

Booster Use	Mixing Ratio Formula
For Increased Vibrancy	1 oz. Permanent Coloring Creme 1 oz. Permanent Developer Add up to ¼ oz. Color Booster



Color Formulation Examples

Natural Level 5

Formulation


Desired Level / Desired Tone: 6RC-Intense
Developer: _____
Percent Gray: 0%
Underlying Pigment: N/A

2 oz. 6RC + 2 oz. 20 Vol + .5 oz. Red Booster

Notes


Kenra Color® *Lifting Creme*

Kenra Color® Lifting Creme provides creative versatility such as natural highlighting and added lift. It does not contain neutralizing pigment, so the result will be warmer when used on natural hair.



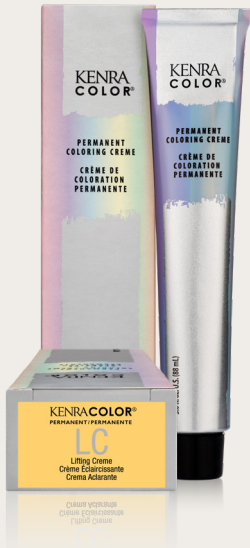
Natural Highlighting

Up to
30:00
Minutes



Additional Lift in Existing Formula

Up to
40:00
Minutes



First, it can be used for natural accents or highlights.

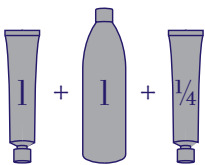


Mixing Ratio 1:1

One part Lifting Creme plus one part Developer




Second, Lifting Creme can be added into any Kenra Color Permanent formulation for added lift and/or vibrancy.



Mixing Ratio 1:1:¼ (up to ¼ of total color portion) for added lift, achieving ½ - 1 level of additional lift.

One part Permanent Color, plus one part Developer and 1/4 part Lifting Creme



Lifting Creme Usage

Lifting Creme	Mixing Ratio Formula
Natural Highlighting	1 oz. Lifting Creme 1 oz. Permanent Developer
Achieve .5 to 1 Level of Additional Lift	1 oz. Permanent Coloring Creme 1 oz. Permanent Developer 1/4 oz Lifting Creme (up to 1/4 of color portion)

Color Formulation Examples

Standard Formulation for adding Lifting Creme to a permanent color formulation

The client is a natural level 4. The desired level is 8 (4 levels lighter) with a copper tone. The client has 0% gray hair. The underlying pigment exposed is light gold at a level 8.

Natural Level	4	Formulation
Desired Level / Desired Tone:	8C (4 levels lighter)	1 oz. 8C + 1 oz. 40 Vol + .25 oz. Lifting Creme
Developer:		
Percent Gray:	0%	
Underlying Pigment:	light gold	

Notes

Demi-permanent Color Portfolio



Demi-permanent
Up to
25:00
Minutes



Blending
Up to
25:00
Minutes

Mixing Ratio 1:2
Apply from scalp to ends
on damp or dry hair

Mixing Ratio 1:1
Apply to dry hair



- + Formulated without ammonia
- + Natural gray blending up to 75%

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

Demi-permanent Color Equalizing

Natural Level	6	Formulation
Natural Level: 6		
Desired Level / Desired Tone: 5B		
Developer: _____		
Percent Gray: 50%		
Underlying Pigment: N/A		
	Regrowth	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	1 oz. 5N + 1oz. 5B + 4 oz. 9 Vol

Gray Blending

Natural Level	6	Formulation
Desired Level / Desired Tone: 5B		
Developer: _____		
Percent Gray: 50%		
Underlying Pigment: N/A		
		1 oz. 5N + 1 oz. 5B + 2oz. 9 Vol Activator
		(Mix demi at 1:1 for gray blending)
		incorporate the percentage of the appropriate N series (N, NA, NB, NUA, N+) and mix with the desired shade

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.

How 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 .5" sections.

For thick hair, select ¼" sections.



Notes

studio stylist express

Mixing Ratio 1:1

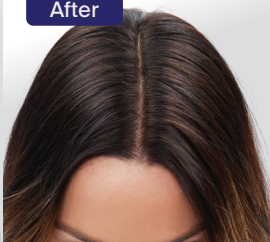
Studio Stylist Express Coloring Creme with Kenra Color® Developer 10V-30V*



Before



After



Permanent

Up to

10:00

Minutes



Neutral Series

Quick process, full coverage shades

Tonal Series

Intermixable shades for endless combinations and customized results

Portfolio Overview

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

10 Vol

Deposit-only color

20 Vol

Lift and gray coverage

30 Vol

Lift and added vibrancy

Shade & Tone



Neutral

Balanced reflection designed to give up to 100% gray coverage



A

Neutralizes unwanted warmth to produce a cooler end result



B

Rich, reflective brown tones



G

Adds warmth to any color and a natural gold tonality



NB

Balanced gray coverage with added brown/beige tones



Beyond Bond Lightener



Blue Powder Lightener



No Ammonia Lightener



Creme Lightener



Ultra Lifts

Processing Time	Mixing Ratio	Ideal Services	Lifting Power	On/Off-Scalp	Benefits
Up to 45 min	1:1 - 1:3 10 20 30 VOLUME VOL% VOL% VOL%	Maintenance of hair condition while lifting through DualBond technology	Up to 9 levels	On/Off-Scalp	Integrated DualBond technology that mends inner bonds and seals the outer cuticle
Up to 45 min	1:1 - 1:3 10 20 30 VOLUME VOL% VOL% VOL%	All services	Up to 8 levels	On/Off-Scalp	Blue base for neutralization during the lifting process for anti-yellowing effects
Up to 45 min	1:1 - 1:3 10 20 30 VOLUME VOL% VOL% VOL%	All services	Up to 8 levels	On/Off-Scalp	Ammonia-free and fragrance-free formulation with integrated DualBond technology
Up to 60 min	1:1 - 1:2 10 20 30 40 VOLUME VOL% VOL% VOL% VOL%	All services	Up to 8 levels	On/Off-Scalp	Ultra creamy consistency infused with marula and argan oils
Up to 40 min	1:2 30 40 VOLUME VOL% VOL%	Ice Natural Pearl	Up to 4 levels		

Kenra Professional® Education

Crafted to meet the needs of the modern stylist



YouTube

- + Always On-Demand
- + Trends & Techniques
- + Extensive Tutorial Library



In Salon

- + Advance Your Skill Set
- + Exclusive In-Salon Classes
- + Request through your Brand Development Representative



Virtual Education

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



Scan To Learn More
To see our full class offerings and learn more about Kenra Professional 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 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.



LET'S CONNECT!



KenraProfessional.com

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