

# the demi

demi-permanent hair color

100% VEGAN



36% more condition\*

6x the shine\*

\*Based on third party testing with The Demi Clear, as compared to untreated hair.



Your guests will love this vegan, demi-permanent hair color that conditions while it colors. The Demi delivers incredibly rich results with exceptional shine. This versatile, no-ammonia formula is ideal for toning, refining blondes and refreshing color with a quick 5-20 minute processing time.

## MIXING RATIO



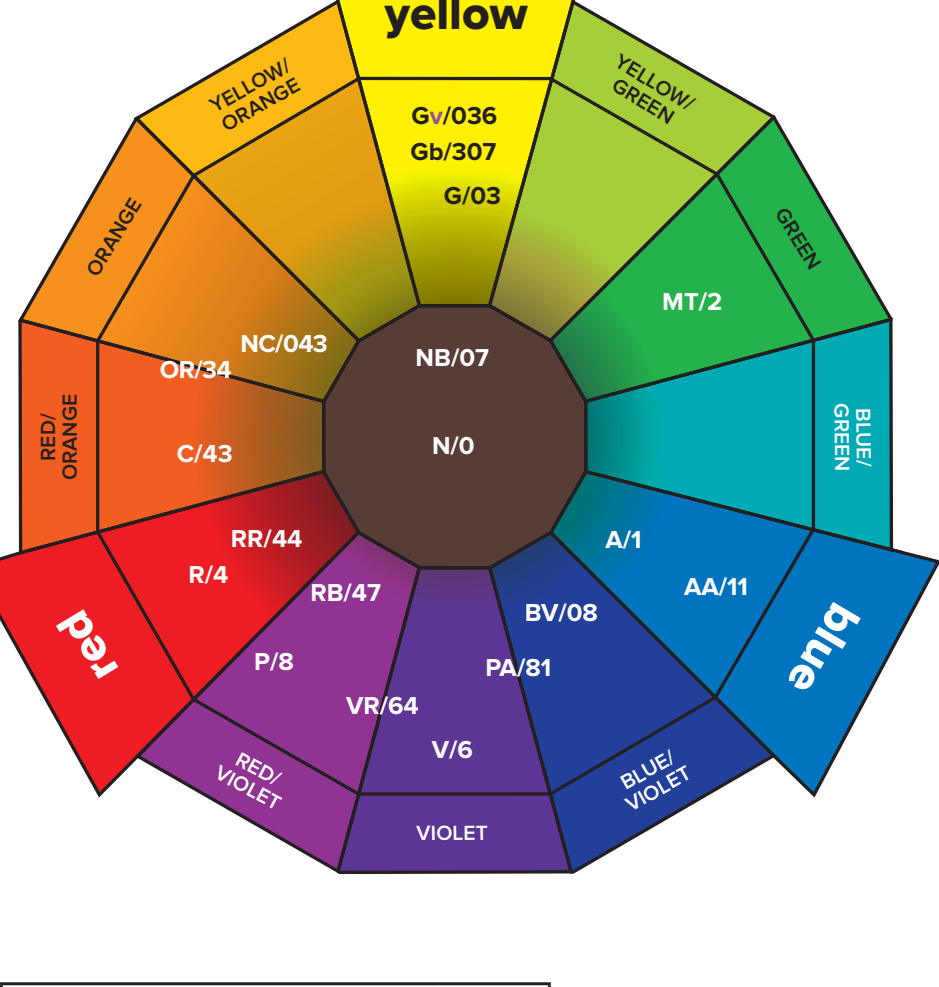
Only use The Demi with Paul Mitchell Processing Liquid. (7 volume / 2%)

## FORMULATION STEPS

- ◆ Determine the natural level or color-treated level of the hair using The Demi Natural (N) family swatches. Consider the hair's texture, condition and percentage of gray.
- ◆ Determine the target level, tone and desired result.
- ◆ Refer to the Color Map to enhance, intensify or neutralize tones.

**Formulation Example:**

- Natural Level: Level 3 dark brown / 0% gray
- Target Color: Cool natural brunette
- Formula: 2 oz. 3A + 2 oz. Paul Mitchell Processing Liquid



## TONAL SERIES CHART

PEARL ASH	PA	/B1	Cool purple-pearl diminishes unwanted gold
ASH ASH	AA	/F1	Controls red, orange and yellow-orange
ASH	A	/1	Neutralizes warmth and orange undertones
MATTE	MT	/2	Controls unwanted red and cancels orange undertones
BLUE VIOLET	BV	/08	Creates cool browns and blondes
NATURAL	N	/0	Allows natural and balanced browns and blondes
NATURAL BEIGE	NB	/07	Allows for soft beige reflects in all levels
GOLD violet	Gv	/036	Deposits subtle golden-violet tones
GOLD beige	Gb	/307	Deposits balanced golden beige tones
GOLD	G	/03	Imparts golden-brown tones
NATURAL COPPER	NC	/043	Provides balanced ginger tones
RED BROWN	RB	/47	Imparts mahogany-like red brown reflects
ORANGE RED	OR	/34	Creates intense orange with a red tone
COPPER	C	/43	Delivers fiery tangerine tones
RED	R	/4	Delivers rich red results
RED RED	RR	/44	Extra dose of red adds intense ruby tones
VIOLET RED	VR	/64	Creates deep, cool violets with red tones
VIOLET	V	/6	Neutralizes at lighter levels and deposits eggplant tones at darker levels
PEARL	P	/8	Refines yellow in lighter levels and adds rose to medium levels

## TONAL BASE KEY

NATURAL	/0
ASH	/1
MATTE	/2
GOLD	/3
RED	/4
MAHOGANY	/5
BROWN	/7
PEARL	/8

## INTERMIXING SHADES

Intermixing shades to create levels outside of the shades offered will provide stylists with the most predictability and creativity.

**FOR EXAMPLE: TO ACHIEVE 7A (7/1), MIX:**

OR

**1:2**  
 9A (9/1) + 6A (6/1)

9A (9/1) 0.5 oz. or 15 g/ml  
 +  
 6A (6/1) 1 oz. or 30 g/ml  
 +  
 Paul Mitchell Processing Liquid  
 1.5 oz. or 45 g/ml

Note: Muted Metallics & Flash Toners may not be intermixed with any other The Demi blended shades.

## PRE-SERVICE PREP

Prepare your guests for color and chemical services with the Paul Mitchell Professional Pre-Service Prep.

**STEP 1**

Begin with the Charcoal Clay Cleanse—a purifying shampoo designed to remove buildup, metals and impurities from the hair fiber.

**STEP 2**

Follow with the Porosity Equalizer—a professional leave-in spray for all hair types that neutralizes and balances porosity.

## SERVICES & APPLICATION

### TOP COAT OR FIRST-TIME APPLICATION

- STEP 1**  
Divide dry hair into four segments.
- STEP 2**  
Take fine 1/4-inch sections and apply The Demi formula from base to ends. Work through all four segments in the same way. Process for up to 20 minutes.
- STEP 3**  
Rinse, shampoo with Paul Mitchell Color Protect Post Color Shampoo and condition.

### REFRESH (DURING A PERMANENT COLOR RETOUCH)

- STEP 1**  
Divide dry hair into four segments.
- STEP 2**  
Apply permanent color formula to the regrowth. Take fine, 1/4-inch sections and complete all four segments. Set a timer based on permanent color directions.
- STEP 3**  
With about 20 minutes remaining, take 1/2-inch sections and apply The Demi formula to the mid-lengths and ends. Process for remaining time. (Consider porosity of mid-lengths and ends; adjust timing accordingly.)
- STEP 4**  
Rinse the retouch color first before rinsing the mid-lengths and ends. Then shampoo with Paul Mitchell Color Protect Post Color Shampoo and condition.

### STONE & REFINE (PRE-LIGHTENED)

- STEP 1**  
Divide towel-dried hair into four segments.
- STEP 2**  
Take fine, 1/4-inch sections and apply The Demi formula to the base area first, then onto the mid-lengths and ends. If the hair is porous, add an equal amount of The Demi Clear + Paul Mitchell Processing Liquid to your remaining mixture before pulling it through. Process up to 20 minutes.
- STEP 3**  
Rinse, shampoo with Paul Mitchell Color Protect Post Color Shampoo and condition.

### ROOT RETOUCH USING THE DEMI

- STEP 1**  
Divide dry hair into four segments.
- STEP 2**  
Take fine 1/4-inch sections and retouch all of the regrowth. If the mid-lengths and ends need a refresh, pull the color through as needed for up to 20 minutes.
- STEP 3**  
Rinse, shampoo with Paul Mitchell Color Protect Post Color Shampoo and condition.

### GRAY BLENDING

For an initial application, follow the steps for Top Coat or First-Time Application. For retouching gray hair, follow the steps for Root Retouch using The Demi.

## GRAY BLENDING FORMULATION GUIDELINES

The Demi will discreetly blend gray. Use these tips for optimal gray blending.

- ◆ Select shades that are level 6 or darker.
- ◆ Formulate one level darker than your desired result.
- ◆ For more natural results, use one of these brown-based shades (N, NB, BV, G or RB) alone or in a customized mixture.
- ◆ When formulating The Demi, consider texture, natural level and percentage of gray. The darker, coarser and/or grayer the hair, the less blending you will achieve.

Always mix The Demi and Paul Mitchell Processing Liquid in a 1:1 ratio. Apply immediately and process for a full 20 minutes at room temperature.

% of gray	N, NB, BV, G or RB	+ Other The Demi Shade
Up to 25%	½ oz. (15 g/ml)	1½ oz. (45 g/ml)
25-50%	1 oz. (30 g/ml)	1 oz. (30 g/ml)

## CLEAR USAGE GUIDELINES

**CLEAR**

Clear adds brilliant shine when used alone, or creates increasingly translucent results, depending on how much you intermix with other shades.

- ◆ Use Clear in a 1:1 ratio with Paul Mitchell Processing Liquid to add shine without lift.
- ◆ Add Clear to any The Demi formula for less depth and more translucency.
- ◆ Add Clear to a toning formula for softer, paler results.
- ◆ When working with porous hair, add Clear to the formula to help avoid over-deposit.
- ◆ Customize your formula by adding any percentage of Clear.

## MUTED METALLICS GUIDELINES

**LAVENDER**

Muted Metallics are uniquely formulated to produce diffused, wearable fashion shades.

- ◆ They may not be intermixed with each other or any other of The Demi shades.
- ◆ They can be mixed with Clear for a more translucent look.
- ◆ Apply to dry or towel-dried, blonde or pre-lightened, level 7-10 hair.
- ◆ Process for up to 20 minutes, depending on the desired depth.

Recommended Starting Level(s) by Shade	
Lavender	8-10
Rose Gold	7-10
Silver	10
Evening Jade	8-10

Process for up to 20 minutes at room temperature

1:1

Note: All Muted Metallic swatches are shown on white hair.

## FLASH TONERS GUIDELINES

**BRASS-FREE BLUE**

Tone level 9 or 10 hair in under ten minutes.

- ◆ Flash Toners are only intermixed with each other and The Demi Clear.
- ◆ Because Flash Toners process in 2-10 minutes and The Demi shades require a standard 20-minute processing time, intermixing Flash Toners with The Demi shades will result in either over-processing the Flash Toners or under-processing The Demi standard shades.
- ◆ Apply Flash Toners to towel-dried hair.
- ◆ Decide how long to process Flash Toners based on the desired amount of deposit.

2-10 minutes on towel-dried hair

1:1

Note: All Flash Toner swatches are shown on white hair.

## BROWN-TO-TAN BACKGROUND COLOR

LEVEL	BLUE VIOLET BV	NATURAL N	NATURAL BEIGE NB	GOLD violet Gv	GOLD beige Gb	GOLD G	NATURAL COPPER NC	RED BROWN RB
	BROWN-TO-TAN BACKGROUND COLOR							
10	10BV 10/08		10NB 10/07	10Gv 10/036			10NC 10/043	
9	9BV 9/08	9N 9/0	9NB 9/07		9Gb 9/307	9G 9/03		
8		8N 8/0	8NB 8/07		8Gv 8/036			
7		7N 7/0	7NB 7/07		7Gb 7/307		7NC 7/043	
6	6BV 6/08	6N 6/0	6NB 6/07	6Gv 6/036		6G 6/03		6RB 6/47
5		5N 5/0	5NB 5/07					
4		4N 4/0	4NB 4/07					4RB 4/47
3	3BV 3/08	3N 3/0				3G 3/03		
2								
1		1N 1/0						

## BLACK-TO-GRAY BACKGROUND COLOR

LEVEL	PEARL ASH PA	ASH ASH AA	ASH A	MATTE MT
	BLACK-TO-GRAY BACKGROUND COLOR			
10	10PA 10/81	10AA 10/11	10A 10/1	
9	9PA 9/81		9A 9/1	9MT 9/2
8	8PA 8/81			8MT 8/2
7	7PA 7/81			
6		6AA 6/11	6A 6/1	6MT 6/2
5				
4				
3			3A 3/1	
2				
1		1AA 1/11		

## PURE TONE BACKGROUND COLOR

LEVEL	ORANGE RED OR	COPPER C	RED R	RED RED RR	VIOLET RED VR	VIOLET V	PEARL P
	PURE TONE/NO BACKGROUND COLOR						
10						10V 10/6	10P 10/8
9	9OR 9/34		9R 9/4			9V 9/6	9P 9/8
8							
7							
6	6OR 6/34	6C 6/43	6R 6/4	6RR 6/44	6VR 6/64	6V 6/6	6P 6/8
5							
4							
3	3OR 3/34		3R 3/4		3VR 3/64	3V 3/6	
2							
1							

Note: All swatches on the chart are shown on hair that's pre-lightened to pale yellow.