

PRAVANA[®]
DIGITAL SWATCH CHARTS



CHROMASILK

PERMANENT CREME COLOR

CHROMASILK®

	VIOLET Violet Base				MAHOGANY Blended Cool Violet Base			CHOCOLATE Cool Gold Base			PEARL Silver Pink Base		BEIGE Double Blue Violet Base				SMOKEY SERIES Cool Blue Base			ASH Cool Green Base	INTENSE ASH Cool Double Green Base	ASH Cool Green Base	
	0.07	0.7	0.72	0.77	0.5	0.52	0.56	0.31	0.35	0.37	0.08	0.8	0.02	0.2	0.22	0.23	0.91	0.92	0.99	0.1	0.11	0.12	0.13
10 Extra Light Blonde	10.07 / 10v Extra Light Sheer Violet Blonde		10.72 / 10Vbv Extra Light Violet Beige Blonde								10.08 / 10p Extra Light Sheer Pearl Blonde		10.02 / 10bv Extra Light Sheer Beige Blonde				10.91 / 10Sa Extra Light Smokey Ash Blonde			10.1 / 10A Extra Light Ash Blonde			10.13 / 10Ag Extra Light Ash Golden Blonde
9 Very Light Blonde		9.7 / 9V Very Light Violet Blonde									9.8 / 9P Very Light Pearl Blonde				9.22 / 9BVBV Very Light Intense Beige Blonde	9.23 / 9BVg Very Light Beige Golden Blonde				9.1 / 9A Very Light Ash Blonde	9.11 / 9AA Very Light Intense Ash Blonde	9.12 / 9ABv Very Light Ash Beige Blonde	
8 Light Blonde		8.7 / 8V Light Violet Blonde						8.31 / 8Ga Light Golden Ash Blonde				8.8 / 8P Light Pearl Blonde			8.22 / 8BVBV Light Intense Beige Blonde			8.92 / 8Sbv Light Smokey Beige Blonde		8.1 / 8A Light Ash Blonde	8.11 / 8AA Light Intense Ash Blonde		
7 Blonde		7.7 / 7V Medium Violet Blonde			7.5 / 7M Mahogany Blonde	7.52 / 7Mbv Mahogany Beige Blonde		7.31 / 7Ga Golden Ash Blonde	7.35 / 7Gm Golden Mahogany Blonde			7.8 / 7P Pearl Blonde			7.22 / 7BVBV Intense Beige Blonde					7.1 / 7A Ash Blonde	7.11 / 7AA Intense Ash Blonde		
6 Dark Blonde					6.5 / 6M Dark Mahogany Blonde				6.35 / 6Gm Dark Golden Mahogany Blonde	6.37 / 6Gv Dark Golden Violet Blonde		6.8 / 6P Dark Pearl Blonde			6.22 / 6BVBV Dark Intense Beige Blonde	6.23 / 6BVg Dark Beige Golden Blonde				6.1 / 6A Dark Ash Blonde	6.11 / 6AA Dark Intense Ash Blonde		
5 Light Brown		5.7 / 5V Light Violet Brown			5.5 / 5M Light Mahogany Brown			5.31 / 5Ga Light Golden Ash Brown		5.37 / 5Gv Light Golden Violet Brown					5.22 / 5BVBV Light Intense Beige Brown			5.92 / 5Sbv Light Smokey Beige Brown			5.11 / 5AA Light Intense Ash Brown		
4 Brown				4.77 / 4VV Dark Intense Violet Brown		4.52 / 4Mbv Mahogany Beige Brown	4.56 / 4Mr Mahogany Red Brown			4.37 / 4Gv Golden Violet Brown				4.20 / 4BVbv Bright Beige Brown									
3 Dark Brown																			3.99 / 3BB Dark Intense Blue Brown		3.11 / 3AA Dark Intense Green Brown		
2 Very Dark Brown																							
1 Black																							



CHROMASILK

PERMANENT CREME COLOR

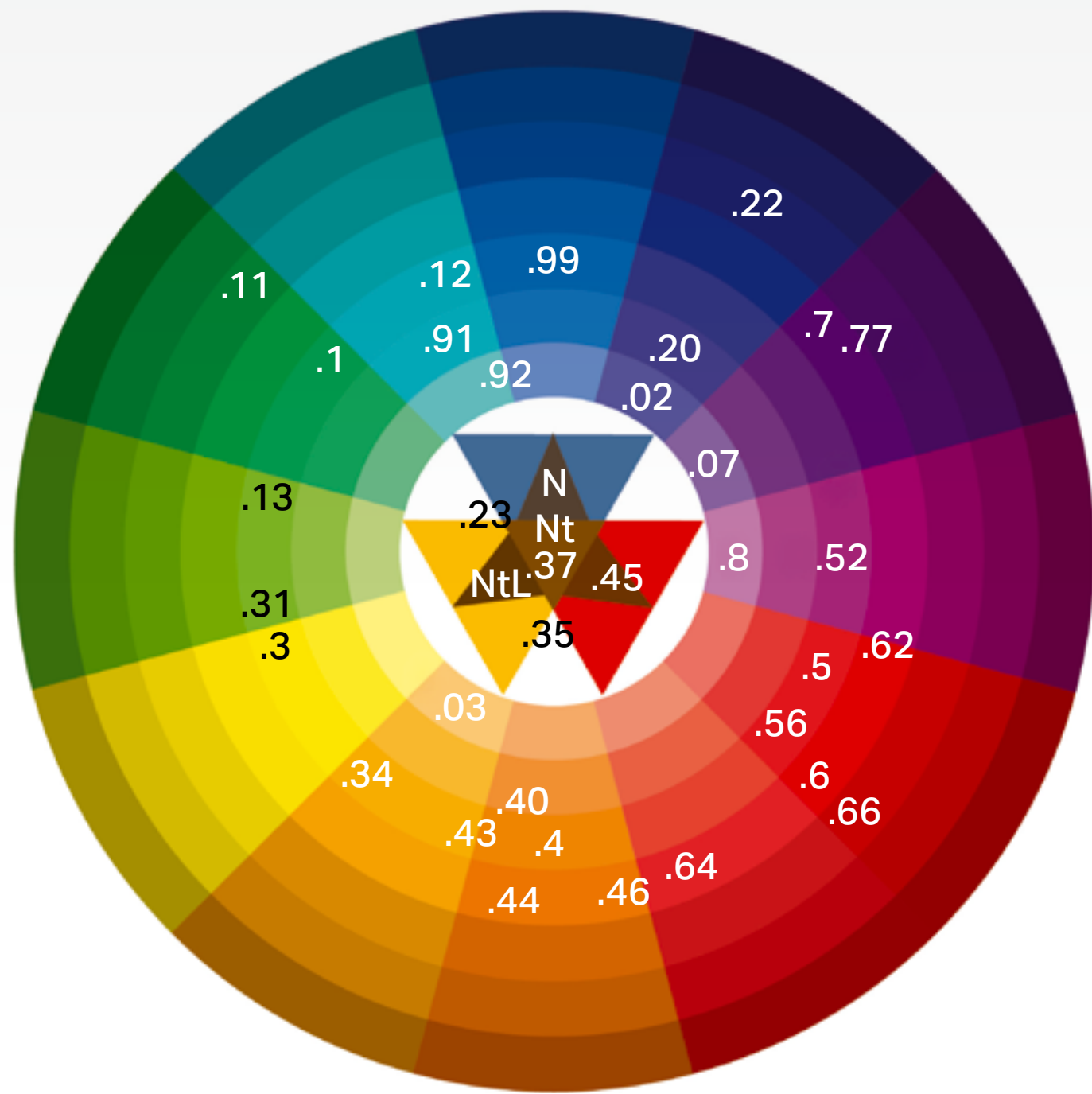
CHROMASILK®

	NATURALS Slight Blue Base	BLENDED NEUTRALS Neutral Base				NEUTRAL LOW LIGHT Neutral Base	GOLDEN Gold Base		COPPER Blended Orange Base				RICH COPPER Orange With Violet Base			VIBRANT RED Red Base			VIVIDS EVERLASTING
		nt2	Nt	Nta	Nt		0.03	0.3	0.34	0.4	0.43	0.44	0.40	0.45	0.46	0.6	0.64	0.66	
10 Extra Light Blonde	10N Extra Light Blonde						10.03 / 10g Extra Light Sheer Golden Blonde												Encanted Pink
9 Very Light Blonde	9N Very Light Blonde							9.3 / 9G Very Light Golden Blonde		9.4 / 9C Very Light Copper Blonde									Mystic Magenta
8 Light Blonde	8N Light Blonde					8NtL Light Neutral Lowlight		8.3 / 8G Light Golden Blonde	8.34 / 8Gc Light Golden Copper Blonde		8.43 / 8Cg Light Copper Golden Blonde								Pastel Potion
7 Blonde	7N Blonde	7nt2 / 6Ntbv Natural Beige Blonde		7Nta Neutral Ash Blonde	7Nt / 7Nt Neutral Blonde		7.3 / 7G Golden Blonde		7.4 / 7C Copper Blonde	7.43 / 7Cg Copper Golden Blonde	7.44 / 7CC Intense Copper Blonde	7.40 / 7Cc Bright Copper Blonde	7.45 / 7Cm Copper Mahogany Blonde	7.46 / 7Cr Copper Red Blonde	7.62 / 7Rbv Red Beige Blonde	7.64 / 7Rc Red Copper Blonde	7.66 / 7RR Intense Red Blonde		Poison Berry
6 Dark Blonde	6N Dark Blonde	6nt2 / 6Ntbv Dark Neutral Beige Blonde	6Ntgv Dark Neutral Golden Violet Blonde	6Nta Dark Neutral Ash Blonde	6Nt / 6Nt Dark Neutral Blonde	6NtL Dark Neutral Lowlight	6.3 / 6G Dark Golden Blonde	6.34 / 6Gc Dark Golden Copper Blonde					6.45 / 6Cm Dark Copper Mahogany Blonde	6.46 / 6Cr Dark Copper Red Blonde		6.64 / 6Rc Dark Red Copper Blonde	6.66 / 6.RR Dark Intense Red Blonde		Scarlette Red
5 Light Brown	5N Light Brown		5.Nt3 / 5Ntg Lght Neutral Golden Brown				5.3 / 5G Light Golden Brown						5.45 / 5Cm Light Copper Mahogany Brown		5.6 / 5R Light Red Brown	5.62 / 5Rbv Light Red Beige Brown	5.66 / 5RR Light Intense Red Brown		Violet Reign
4 Brown	4N Brown						4.3 / 4G Golden Brown		4.4 / 4C Copper Brown				4.45 / 4Cm Copper Mahogany Brown				4.66 / 4RR Dark Intense Red Brown		
3 Dark Brown	3N Dark Brown		3.Nt7 / 3Ntv Dark Neutral Violet Brown																
2 Very Dark Brown																			
1 Black	1N Black																		



CHROMASILK

CHROMASILK®
PERMANENT CREAM COLOR



- | | | | |
|--------------------|-----------------------|-----------------------|----------------------|
| .1 - Ash | .3 - Gold | .45 - Copper Mahogany | .66 - Intense Red |
| .11 - Intense Ash | .31 - Golden Ash | .46 - Copper Red | .7 - Violet |
| .12 - Ash Beige | .34 - Golden Copper | .5 - Mahogany | .07 - Sheer Violet |
| .13 - Ash Gold | .35 - Golden Mahogany | .52 - Mahogany Beige | .77 - Intense Violet |
| .02 - Sheer Beige | .37 - Golden Violet | .51 - Mahogany Ash | .8 - Pearl |
| .20 - Bright Beige | .4 - Copper | .56 - Mahogany Red | .99 - Intense Blue |
| .22 - Beige | .40 - Bright Copper | .6 - Red | .92 - Smokey Beige |
| .23 - Beige Gold | .42 - Copper Beige | .62 - Red Beige | .91 - Smokey Ash |
| .03 - Sheer Gold | .44 - Intense Copper | .64 - Red Copper | |

CHROMASILK®
VIVIDS
everlasting



- 1 - Violet Reign
- 2 - Poison Berry
- 3 - Enchanted Pink
- 4 - Mystic Magenta
- 5 - Scarlet Red

CHROMASILK®
HI LIFTS

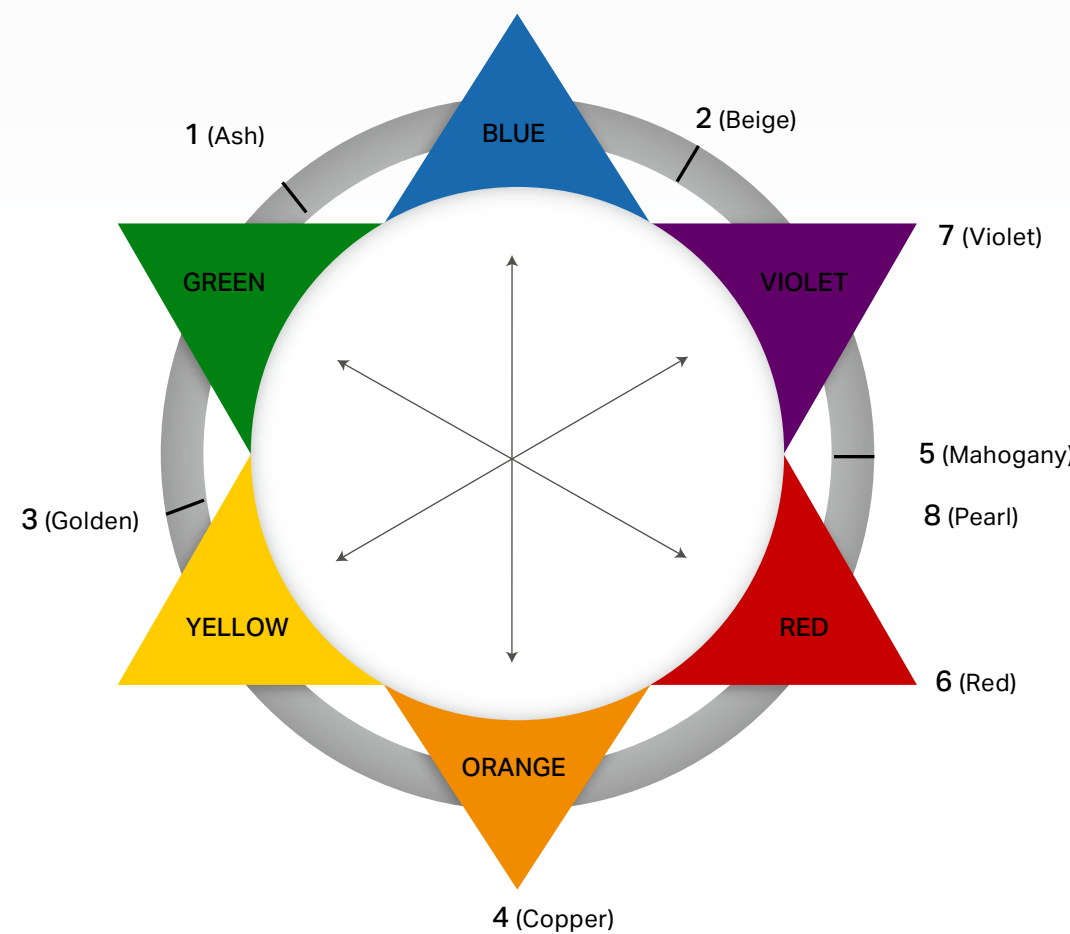


- 1 - Pale Violet
- 2 - Light Violet
- 3 - Violet Blue
- 4 - Cool Violet
- 5 - Champagne

COLOR WHEEL

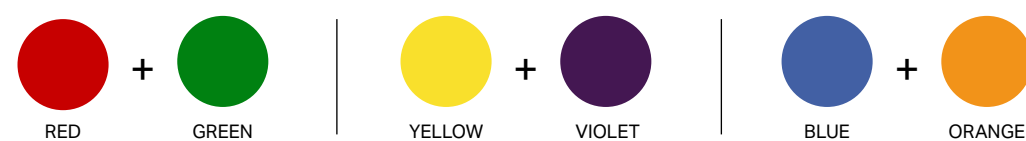
UNDERSTAND HOW TO ENHANCE, CHANGE OR NEUTRALIZE TONES

To effectively understand the nature of hair color tones, we should think in terms of primary colors: Red, Yellow and Blue, and secondary colors: Orange, Green and Violet. Then we can quickly understand how to accentuate hair color tones and more importantly, understand how to neutralize unwanted tones.



NEUTRALIZED TONE

A neutral tone is achieved by "neutralizing" the underlying pigment using an opposing color on the color wheel.



CHROMASILK NUMBER SYSTEM

USING CHROMASILK LEVEL AND TONAL VALUE NUMBER SYSTEM WHEN COLORING HAIR



5.37 / 5Gv

#. LEVEL OF DEPOSIT

The first number before the decimal point expresses the level or depth of color.

100% OF TONE
EXAMPLE: .4 (C)

The number or numbers following the decimal point express the tonal value of the particular shade. When there is one number after the decimal point, that number represents 100% of the tone of that shade.

INTENSE
EXAMPLE: .44 (CC)

When the first and second numbers following the decimal point are the same, this indicates a doubling of that tone, creating intense shades.

##0 BRIGHT
EXAMPLE: .40 (CC)

When the second number following the decimal is a 0, then the color is a bright shade. The 0 indicates an absence of a secondary pigment. This means the color is only 70% pigmented and thus has less depth. This makes it appear brighter.

70% PRIMARY/
30% SECONDARY
EXAMPLE: .37 (GV)

If there are two numbers after the decimal point, the first number represents the primary base tone which is 70% of the color. The second number following the decimal point represents a secondary accent tone, which is 30% of the color.

#.0# SHEER
EXAMPLE: .02 (BV)

When the first number following the decimal point is a 0, then the color is a sheer version of the tone represented by the number following the decimal point, as there is no primary tone and only 30% at the secondary tone.

UNDERLYING PIGMENTS

BASE TONES

PRAVANA TONAL FAMILIES



HYDRAGLOSS

CHROMA **SILK**
HydraGloss

31 Shades in 12 Color Families

	COOL					NEUTRAL	WARM						
	ASH BEIGE	PEARL	BEIGE	SMOKEY	BLUE	NEUTRALS	GOLDEN BEIGE	GOLD	GOLDEN COPPER	COPPER	COPPER RED	RED	CLEAR
10 Extra / Ultra Light Blonde	10Abv Ultra Light Ash Beige Blonde	10P Extra Light Pearl Blonde		10S Extra Light Smoke Blonde	10b Ultra Sheer Blue Blonde	10Nt Extra Light Neutral Blonde							Clear
9 Very Light Blonde						9Nt Very Light Neutral Blonde	9Gbv Very Light Golden Beige Blonde	9G Very Light Golden Blonde					
8 Light Blonde		8BV Light Beige Blonde			8B Light Blue Blonde	8Nt Light Neutral Blonde							
7 Blonde	7Abv Ash Beige Blonde					7Nt Neutral Blonde		7G Golden Blonde		7C Copper Brown	7Cr Copper Red Blonde		
6 Dark Blonde	6Abv Dark Ash Beige Blonde		6BV Dark Beige Blonde			6Nt Dark Neutral Blonde	6Gbv Golden Beige Brown		6Gc Dark Golden Copper Blonde				
5 Light Brown				5S Light Smokey Brown		5Nt Light Neutral Brown						5R Light Red Brown	
4 Brown						4Nt Neutral Brown	4Gbv Dark Golden Beige Blonde						
3 Dark Brown						3Nt Dark Neutral Brown						3R Dark Red Brown	
2 Very Dark Brown													
1 Black					1B Blue Black	1Nt Neutral Black							



HYDRAGLOSS

CHROMA **SILK**
HydraGloss

HOW TO READ THE LABEL

The number refers to the resulting level. 1=Black.



This is the mixing ratio. Mix with ChromaSilk Zero Lift Creme Developer.

The letters refer to the shade family. Nt = Neutrals.



The capital letter denotes the primary tones in this shade family. G=Gold.

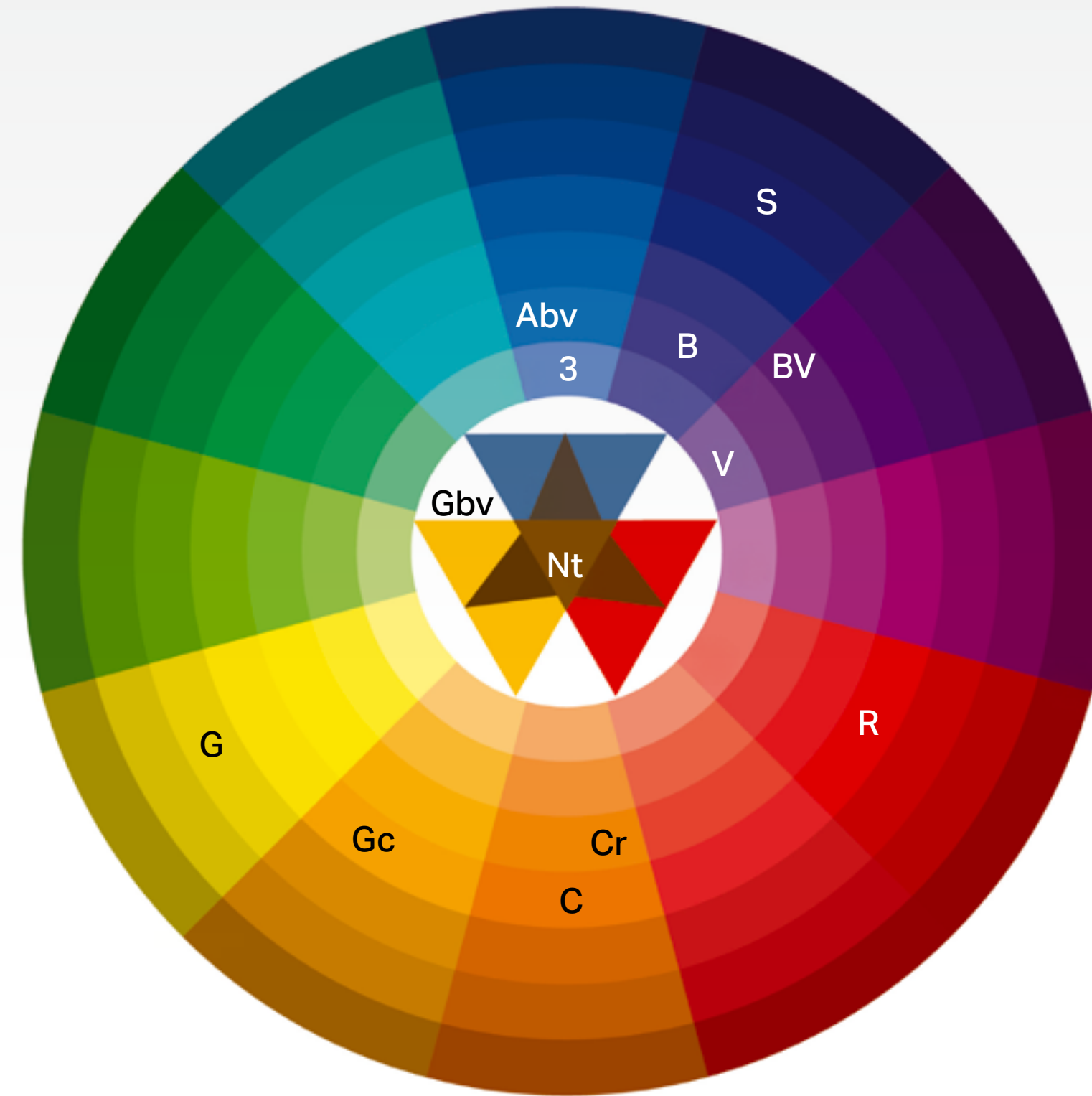


This is the full ingredient list for this individual shade.

Two capital letters refer to a blended shade family. BV = Beige, which has a blue violet base.



A single lower-case letter indicates sheer results.



Nt - Neutral
Gbv - Golden Beige
Abv - Ash Beige
Bv - Beige

Cr - Copper Red
R - Red
B - Blue
S - Smokey

G - Gold
Gc - Gold Copper
C - Copper
Clear

12 SHADE FAMILIES

Neutrals (Nt)

The Neutral family has a neutral base, allowing the final result to be a balanced neutral tone.

Ash Beige (Abv)

The Ash Beige family has a green and blue-violet base to neutralize warmth and provide a cool result inspired by trending earthy tones.

Blue (B)

The Blue family has a blue base to counteract orange and enhance cool tones, leaving an icy finish.

Smokey (S)

The Smokey family has an intense blue base with a hint of ashy violet) to neutralize unwanted brassiness and leave a sultry and sophisticated finish. It can also create silver or gray tones.

Beige (Bv)

The Beige family has a blue violet base to create balanced and soft tones, leaving hair with a creamy yet dimensional finish.

Red (R)

The Red family has a red base to add intentional warmth and create intense and vibrant results.

Copper (C)

Blended Orange base for bold yet wearable warmth that brings high-impact shine and vibrancy.

Copper Red (Cr)

The Copper Red family has a golden red base for fiery results.

Gold (G)

This family has a gold base for radiant warmth and a sunlit finish that enhances dimension, for refreshing blondes and brunettes alike.

Golden Beige (Gbv)

The Golden Beige family has a gold and blue-violet base for a sun-kissed, sandy result.

Golden Copper (Gc)

The Golden Copper family has a gold and blended orange base for warm, radiant results with a rich golden glow and a touch of copper sparkle—ideal for creating dimensional, sunlit brunettes.

Pearl (P)

The Pearl family has a silver-pink base for soft, iridescent results that neutralize unwanted warmth and leave behind a cool, luminous finish.

Clear

The Clear shade allows for custom deposit when mixed with other HydraGloss shades. It can also be used as a standalone shine treatment.



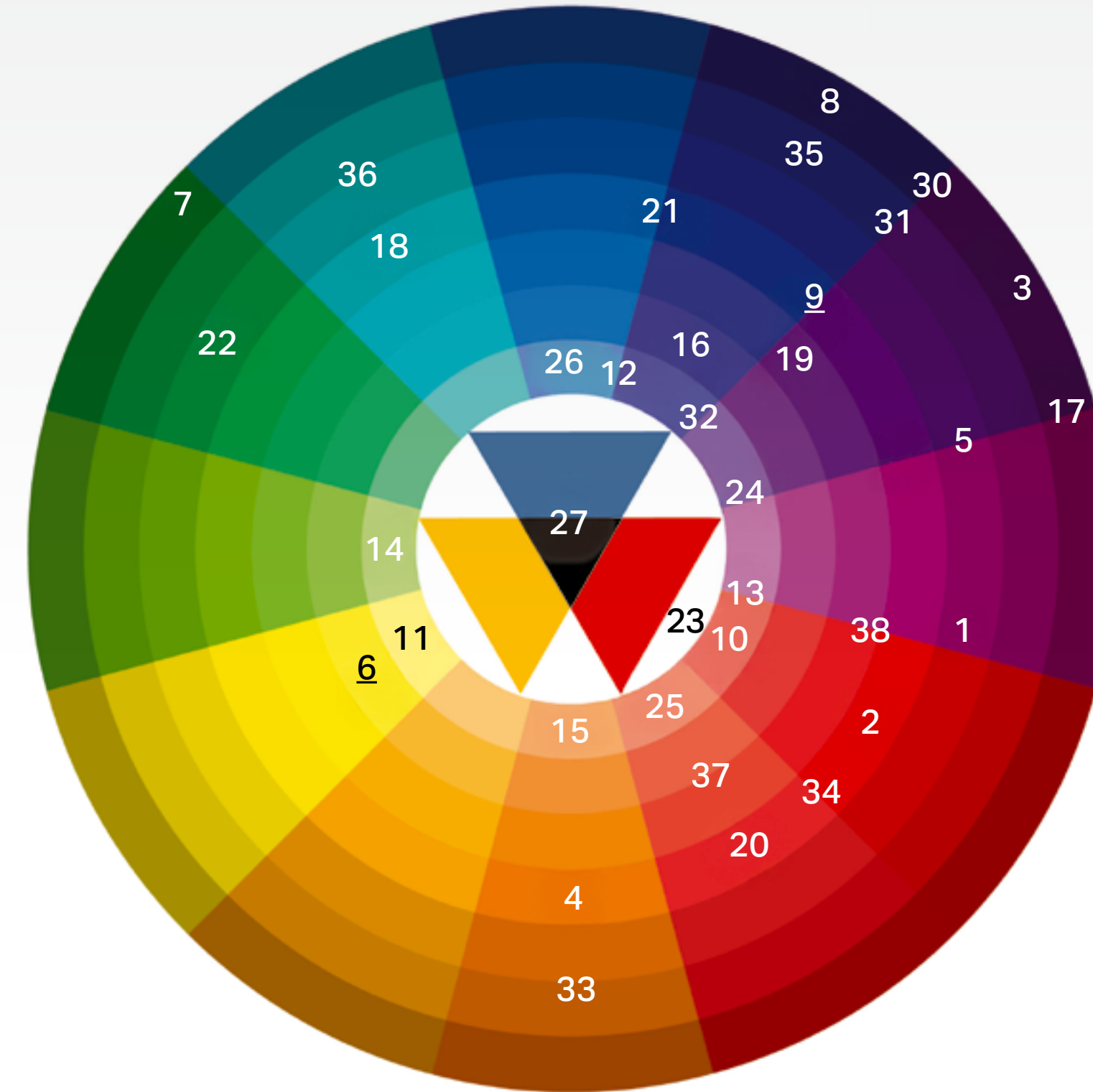
VIVIDS

CHROMASILK
VIVIDS™
NEONS

CHROMASILK
VIVIDS™

CHROMASILK
VIVIDS™
PASTELS

VIVIDS				
VIVIDS NEONS	VIVIDS CLASSICS			VIVIDS PASTELS
Neon Pink	Garnet	Red	Sangria	Too Cute Coral
Neon Orange	Flame	Orange	Sunstone	Pretty in Pink
Neon Yellow	Yellow	Green	Emerald	Blissful Blue
Neon Green	Aquamarine	Blue	Blue Topaz	Luscious Lavender
Neon Blue	Smokey Violet	Violet	Purple Tourmaline	
	Grape	Periwinkle	Wild Orchid	
	Magenta	Pink	Crush	
	Juicy	Black	All Nighter	
	Tempted	Silver	Smokey Silver	
	Clear - Dilute	Clear - Pastel		



- 1 - Magenta
- 2 - Red
- 3 - Violet
- 4 - Orange
- 5 - Wild Orchid
- 6 - Yellow
- 7 - Green
- 8 - Blue

- 9 - Silver
- 10 - Pink
- 11 - Neon Yellow
- 12 - Neon Blue
- 13 - Neon Pink
- 14 - Neon Green
- 15 - Neon Orange
- 16 - Smokey Silver

- 17 - Garnet
- 18 - Aquamarine
- 19 - Purple Tourmaline
- 20 - Sunstone
- 21 - Blue Topaz
- 22 - Emerald
- 23 - Pretty in Pink
- 24 - Luscious Lavender

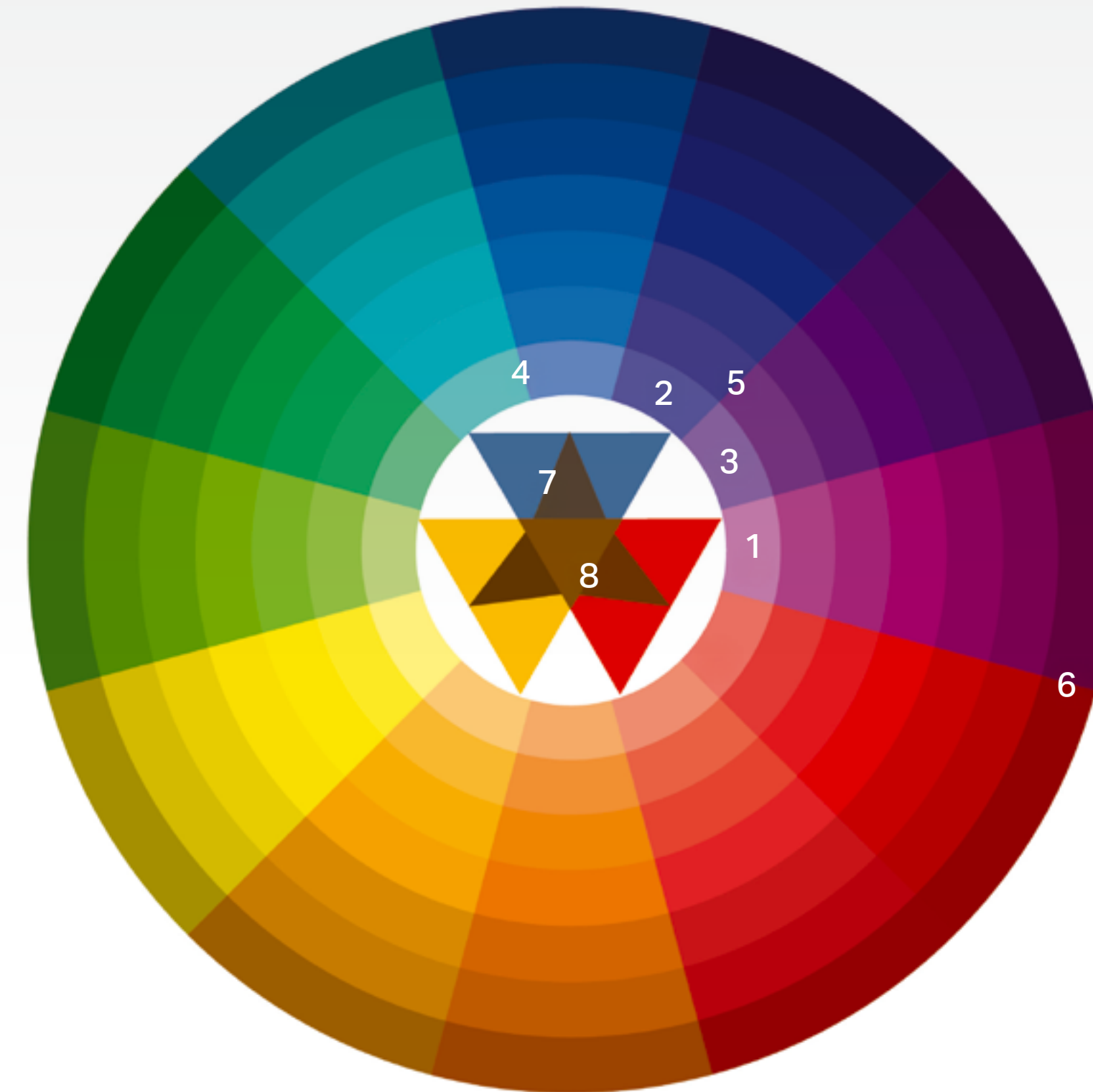
- 25 - Too Cute Coral
- 26 - Blissful Blue
- 27 - Black
- 28 - Clear - Pastel
- 29 - Clear - Dilute
- 30 - Smokey Violet
- 31 - Grape
- 32 - Periwinkle

- 33 - Sangria
- 34 - Flame
- 35 - All Nighter
- 36 - Tempted
- 37 - Juicy
- 38 - Crush

EXPRESS TONES

CHROMA **SILK**[®]
EXPRESS TONES

EXPRESS TONES		
EXPRESS TONES AFTER DARK	EXPRESS TONES BLONDES	
Dark Mahogany	Smokey Silver	Violet
Dark Neutral Ash	Ash	Pearl
Dark Neutral Pearl	Beige	
	Clear	



- 1 - Pearl
- 2 - Smokey Silver
- 3 - Violet
- 4 - Ash
- 5 - Beige
- 6 - Dark Mahogany
- 7 - Dark Neutral Ash
- 8 - Dark Neutral Pearl
- 9 - Clear

PLATINUM TONERS

CHROMA **SILK**[®]
PLATINUM TONERS



- 1 - Platinum Lilac
- 2 - Platinum Gold
- 3 - Platinum Sand
- 4 - Platinum Spice
- 5 - Platinum Smoke
- 6 - Platinum Blush

PRAVANA®