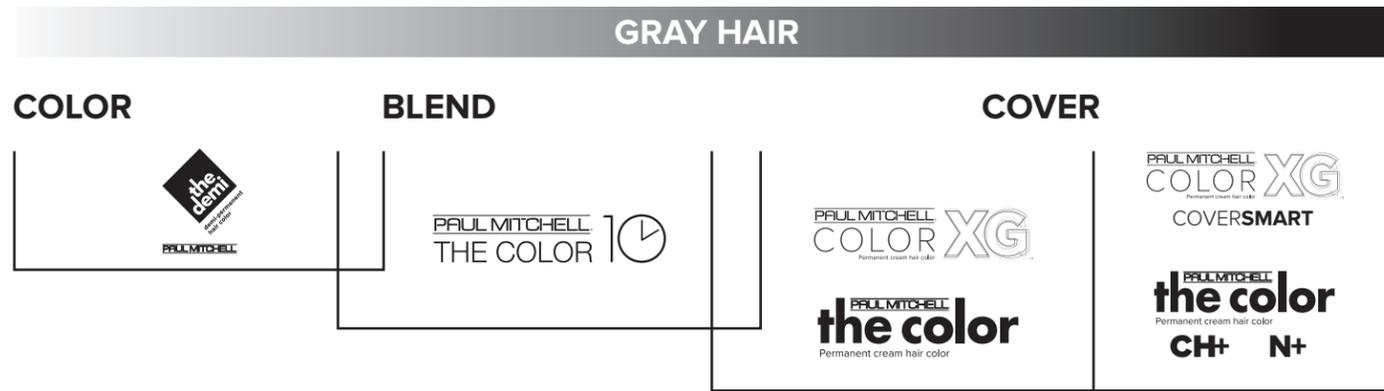


**PAUL MITCHELL
PROFESSIONAL HAIR COLOR
GRAY COVERAGE GUIDE**

This graph illustrates the range of brands and how each is positioned for your desired result. Some brands overlap—that means you have a choice in coloring gray hair, based on the results you and your guest agree upon during the consultation.



**FREQUENTLY
ASKED
QUESTIONS**

1. Who is the ideal guest for Paul Mitchell® the color 10?

Paul Mitchell® the color 10 is intended for use on guests with natural levels 3-7 and 40-60% gray hair, who want fast blending or up to 100% coverage.

2. How do you describe the finished color results of Paul Mitchell® the color 10?

Multi-dimensional and natural looking. Paul Mitchell® the color 10 provides slight lift, so the natural hair appears richer, and the gray hair appears highlighted, which is what creates the multi-dimensional effect.

3. How does Paul Mitchell® the color 10 fade? What can I expect in 2-3 weeks?

You can expect a gentle on-tone fade over a three-week period. Paul Mitchell® the color 10 releases its background color and tone evenly, so you won't see unwanted tones. Gentle on-tone fading means you can maintain your guest's touchup with Paul Mitchell® the color 10 or revert back to their standard permanent formula with minimal risk of the banding normally associated with changing color lines.

4. Why do some of my results look darker than I expected?

Paul Mitchell® the color 10 is intended for use on guests with natural levels 3-7 and 40-60% gray hair, who want fast blending or up to 100% coverage. If you get results that are darker than expected, it's possible that the guest is outside of the recommended range and Paul Mitchell® the color 10 is not the ideal choice. If the guest has more pigmented hair than gray, the final color result will appear darker.

5. What happens if I process longer than 10 minutes?

Standard processing time is 10 minutes. If you increase your timing to 20 minutes, you'll see a slight increase in gray coverage, and the final color will be richer and darker. There's no need to process longer than 20 minutes.

6. Can Paul Mitchell® the color 10 be used on facial hair?

No, it has not been formulated for use on facial hair.

SHADE USED ON MODEL: 5Nw (5.03)

TECHNICAL SUPPORT: 877.610.5405 (Within North America) 877.610.5405 (within North America), 0845-034-0885 (within the United Kingdom), 1-300-365-350 (within Australia), 01-800-788-6878 (within Mexico)

**TACKLE
GRAY IN
TEN MINUTES**

PAUL MITCHELL® THE COLOR 10 TEN MINUTE PERMANENT HAIR COLOR

PAUL MITCHELL
THE COLOR



BEFORE



AFTER



TCTSP23G

FEATURES & BENEFITS

EXPRESS TOUCH-UP SERVICE OPPORTUNITIES	Offer express services for added convenience and additional salon revenue to guests levels 3-7 with 40-60% gray.
OPTIMIZED DELIVERY SYSTEM	Including a gentle Oleic Acid surfactant to optimize viscosity, expedite application, and dye deposition.
CALIBRATED LOWEST AMMONIA	Formulated with the lowest amount of ammonia required for the slight lift and rapid dye development with less structural damage and providing smoother, healthier-looking hair.
INTERMIXABLE SHADES	Fully intermixable shades for more versatility and customizable guest offerings. <i>Not intermixable with any Paul Mitchell the color shades.</i>
DESIGNED FOR EASY PAIRING	Formulated with background color and soft diminished tones to pair well with Paul Mitchell® and other permanent color brands.
SUSTAINABLE BEESWAX BASE	Delivers healthy-looking and conditioned hair with outstanding shine and manageability.
CHROMALUXE TECHNOLOGY AND ADVANCED OXIDATIVE DYES	Unique conditioning system delivers increased shine and condition while advanced oxidative dyes provide long-lasting color that fades on tone.

WHAT CAN 10 MINUTES BRING TO YOUR CHAIR?

Faster applications mean more guests in the salon! While Paul Mitchell® the color 10 is not intended to replace all traditional permanent color retouches, its simplicity and efficiency make it a must-have for guests with levels 3-7 and 40-60% gray.



Last-minute guests – ideal for those who need a gray coverage service on short notice.



Short-haired guests – offer a quick add-on service for gray guests, especially those with short hair.



Fast regrowth – an ideal solution for guests who see two or three-week regrowth.



Be a hero to your busy guest – squeeze in the guest who forgot to book their color service.



Lunchtime color – fill mid-day service appointments and provide a quick root touchup during a client's lunch break.



At-home color users – convert your at-home color guest and show them how quick and easy salon color can be.*

*Ideal for levels 3-7 with 40% - 60% gray.

FORMULATION/MIXING

- Determine the natural level and percentage of gray. Paul Mitchell® the color 10 is ideal for levels 3-7 with 40-60% gray.
- Determine if you are coloring on-level or up to 1 level lighter.
- Select the shade (level and tone) desired.



Formulation Example

Natural Level: 5, 50% gray.
Target Color: Level 5, natural and warm
Formula: 5Nw + Paul Mitchell® 20 Volume Cream Developer (1:1.5).

MIXING RATIOS SIMPLIFIED

Paul Mitchell® the color 10	20 volume Paul Mitchell® Cream Developer	Total Mixture
15 g / ½ oz.	22.5 g / ¾ oz.	37.5 g / 1¼ oz.
30 g / 1 oz.	45 g / 1.5 oz.	75 g / 2 1/2 oz.

For every 10 g of Paul Mitchell® the color 10, add 15 g of 20 volume Paul Mitchell® Cream Developer

APPLICATION TIPS

- Apply to clean, dry hair.
- Begin in the front quadrants or in the grayest areas, leaving the hairline or finer textured areas for last.
- Take fine partings, apply quickly and work systematically.

PROCESSING

Standard processing time is 10 minutes. Increase to 20 minutes to achieve a slight increase in gray coverage and richer results. Do not use heat.



SHADE CHART

Results shown on 40-60% gray hair.

N .0 NATURAL	Nw .03 NATURAL warm	Ng .73 NATURAL gold
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BROWN-TO-TAN BACKGROUND COLOR

NO ADDED TONE
Precisely balanced to deliver a natural result without appearing too cool or too warm.

SOFT, WARM TONE
Warm with no obvious red, mimics the way the sun lightens hair.

SOFT, GOLD TONE
Delivers butter-scotch-blond results.

Level 6
40-60% GRAY



7Nw / 7.03



7Ng / 7.73



6N / 6.0



6Nw / 6.03

Level 4
40-60% GRAY



5N / 5.0



5Nw / 5.03



4N / 4.0



3N / 3.0

ALLERGY TEST

Perform an allergy test prior to a color service. Just like certain foods and materials, hair color products can cause allergic reactions in some people. Conduct the following test 48 hours before application.

ALLERGY TEST STEPS

- Cleanse an area the size of a nickel behind the ear, touching the hairline. Pat dry.
- Apply the **ACTUAL COLOR MIXTURE YOU INTEND TO USE, INCLUDING DEVELOPER** to the test area.
- Let process for the intended processing time, rinse and pat dry.
- Do not wash or rinse area for 48 hours. If no reaction has occurred, proceed with process.
DO NOT USE hair color if the guest has experienced any signs of irritation.