

COLOR STORY PRIME



**In the past, today, and even ten years in the future,
“My favorite hair color.”**

Life with my favorite hair color is fun.

For those who want to be free and enjoy being playful,
In the past, today, and in the future,
The joy of loving your hair color lasts forever.
Choose from your usual color and new colors.
Your hair color tells the story of who you are.

Stay beautiful with age...” My favorite hair color.”

COLOR STORY PRIME



PRODUCT

A product line-up that elevates the expressiveness of gray hair color.

COLOR STORY PRIME has put together a line-up of shades that specialize in hair with grays, catering in detail to clients with a wide range of values.

Color Cream

71 shades / 2 LT / CL [Oxidative hair color • Lightener] 90g each

Cover gray hair well

Add color to gray hair

Make gray hair look brighter



BROWN TYPE

7 colors < 34 shades >

Dye gray hair with a warm, natural brown base.

Color cream : OX (6% / 2.8%) = 1:1

Time : 30 min

Case

For clients who want to
• Dye their grays completely.
• Get a natural impression.

HYBRID TYPE

3 colors < 16 shades >

Dye gray hair with blue-brown base with few red tones.

Color cream : OX (6% / 2.8%) = 1:1

Time : 30 min

Case

For clients who want to
• Dye their grays completely.
• Enjoy a fashionable color with few red tones.

QUICK TYPE

3 colors < 7 shades >
For new growths

Retouch color for the time-conscious.

Color cream : OX (6%) = 1:2

Time : 10 min

Case

For clients who want to
• Dye their hair quickly in a short visit.
• Dye their hair frequently.

VEIL TYPE

10 colors < 12 shades + CL >

Low-alkaline color to add color to the ends of grays.
※ Does not give lift.

Color cream : OX (2.8%) = 1:1

Time : 20 min

Case

For clients who want to
• Enjoy shiny hair.
• Supplement their shade.

LIGHTENER TYPE

2 colors < 2 shades + 2LT >

Make the ends look brighter without bleach. Also for controlling brightness at roots.

Color cream : OX (6% / 2.8%) = 1:1~2

Time : 20~30 min

Case

For clients who want to
• Get a bright impression but do not want to bleach their hair.
• Brighten their hair little by little.

※ LT=LIGHTENER / CL=CLEAR

Developer

1000g each



OX 6%



OX 2.8%

TECHNOLOGY

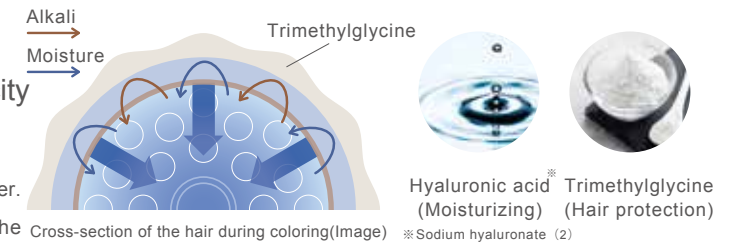
Evolved "Water color" that penetrates deep into the hair.

COLOR STORY PRIME focused on the α helix deep inside the hair strands. As well as a fresh, shiny finish, we also sought a wide choice of color expressions.

FEATURE POINT 1

Power of water gives high dyeing capacity from deep inside the hair strands.

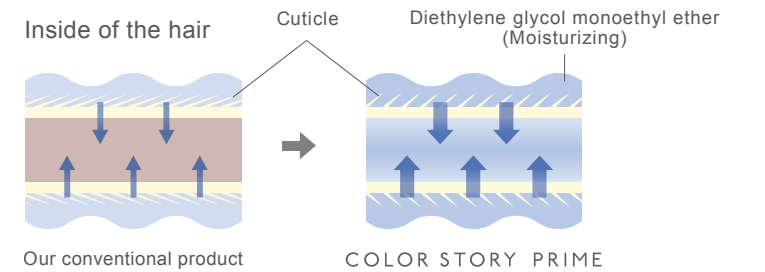
Penetrates and spreads efficiently with the power of water. Active ingredients penetrate deep into the hair to dye the strands.



FEATURE POINT 2

Swelling of hair strands for an effective approach to gray hair.

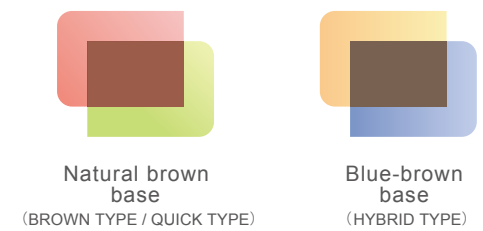
Contains ingredients that help hair strands to swell. Gray hairs are usually difficult to dye, but by dyeing them evenly to the core, we sought color expressions that give a sense of transparency and shine that our previous products could not achieve.



FEATURE POINT 3

Choice of 2 base colors.

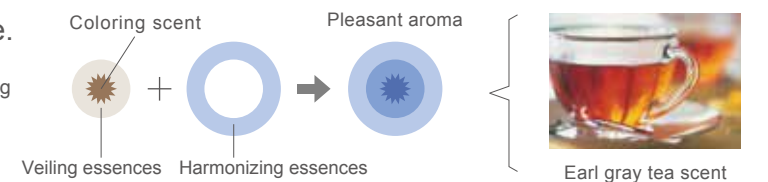
Choose between a warm, natural brown base and a blue-brown base with few red tones. Expanding the color expressions of gray.



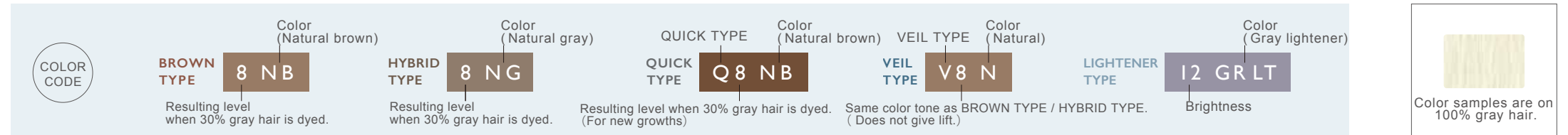
FEATURE POINT 4

Pursuit of comfort during dyeing time.

Instead of masking the smell of the dye with strong perfumes, we used it as part of the fragrance. It leaves a light fragrance with few lingering odors.



COLOR CHART



BROWN TYPE 34 shades

Cover gray hair well (Natural brown base)

	NB Natural brown	CB Cool brown	WB Warm brown	MB Mocha brown	AB Ash brown	OLB Olive brown	SB Sakura brown
10							
9	9 NB	9 CB	9 WB	9 MB	9 AB	9 OLB	9 SB
8	8 NB	8 CB	8 WB	8 MB	8 AB	8 OLB	8 SB
7	7 NB	7 CB	7 WB	7 MB	7 AB	7 OLB	7 SB
6	6 NB	6 CB	6 WB	6 MB	6 AB	6 OLB	6 SB
5	5 NB	5 CB	5 WB	5 MB			
4	4 NB						
1	1 NB						

※Levels on the BROWN TYPE, HYBRID TYPE, and QUICK TYPE indicate resulting levels when 30% gray hair is dyed.

HYBRID TYPE 16 shades

Cover gray hair well (Blue-brown base)

	NG Natural gray	GR Gray	BE Beige
10	10 NG	10 GR	10 BE
9	9 NG	9 GR	9 BE
8	8 NG	8 GR	8 BE
7	7 NG	7 GR	7 BE
6	6 NG	6 GR	6 BE
5	5 NG		
4			
1			

QUICK TYPE 7 shades

Speedy retouch color

	NB Natural brown	CB Cool brown	AB Ash brown
10			
9			
8	Q8 NB	Q8 CB	Q8 AB
7			
6	Q6 NB	Q6 CB	Q6 AB
5			
4	Q4 NB		

※QUICK TYPE <Mix ratio> Color cream : Developer(6%) = 1 : 2

VEIL TYPE [Low-alkaline type] 12 shades+CL

Add color to gray hair

	N Natural	C C natural	W W natural	M Mocha	A Ash	OL Olive	S Sakura	NG Natural gray
10	V10 N							
8	V8 N	V8 C	V8 W	V8 M	V8 A	V8 OL	V8 S	V8 NG
6	V6 N							

	GR Gray	BE Beige	CL Clear
			CL
	V8 GR	V8 BE	

LIGHTENER TYPE 2 shades+2 LT

Make gray hair look brighter

	LT Lightener	GR LT Gray lightener	BE LT Beige lightener
14	14 LT		
12		12 GR LT	12 BE LT
10	10 LT		

※ Mix ratio for above 11 level Color cream : Developer = 1 : 2

※ Printed color may differ slightly from actual results.

PROCESS

Basic process

Basic use Color cream : Developer = 1 : 1 ~ 2



Choosing color depending on the volume of gray hair

Desired level	% of gray hair		
	Gray hair 10%	Gray hair 30%	Gray hair 50%
● 8 level	9	8	7
● 7 level	8	7	6
● 6 level	7	6	5

BROWN TYPE HYBRID TYPE Toning down Color cream : Developer (2.8%) = 1:1

Current level \ Desired level	● 7level	● 8level	● 9level	● 10level	● 11level
● 9 level				10 (9:CL=3:1)	9
● 8 level			10 (9:CL=3:1)	9	8
● 7 level		9	9	8	7
● 6 level	8	8	8	7	6

VEIL TYPE Toning down Color cream : Developer (2.8%) = 1:1

Current level \ Desired level	● 7level	● 8level	● 9level	● 10level	● 11level	● 12level
● 11 level						10N (8:CL=2:1)
● 10level					10N (8:CL=2:1)	8:CL 3:1
● 9 level				10N (8:CL=2:1)	8:CL 3:1	8
● 8 level			10N (8:CL=2:1)	8:CL 3:1	8	8:6N 3:1
● 7 level		10N (8:CL=2:1)	8:CL 3:1	8	8:6N 3:1	8:6N 1:1

※ Colors may darken more on colored hair above 12 level. ※ The ratio shows the mix ratio.



CASE STUDY

Offering technology that is ideal for a variety of clients

There are clients who want “something more” that goes beyond merely covering grays. They want to enjoy the colors they like, they want their hair to feel shinier, they want their hair done quicker, they want their hair to look brighter, etc. COLOR STORY PRIME provides a meticulous fit for clients' many and varied wishes.

CASE 1	Basic use : Dye completely from the roots to the ends.
Request	<ul style="list-style-type: none"> I want to dye my gray roots completely. I want to cover the flash of my gray ends. <p>Warm natural brown base — BROWN TYPE Blue-brown base with few red tones — HYBRID TYPE</p>
Sample	<p>Before</p> <p>Dye W-vol 30% new growths to 7 level natural gray.</p>
	<p>Let stand for 5 min</p> <p>Apply 7 NG: 6% = 1:1</p> <p>Let stand for 20 min</p> <p>Apply 9 NG: 2.8% = 1:1</p> <p>Rinse when even coloring is achieved</p> <p>COLOR CHECK</p> <p>7 level Natural gray</p> <p>Finish</p>

CASE 3	Short application with leave-in time of 10 minutes.
Request	<ul style="list-style-type: none"> I want to dye my gray roots completely. I am time-poor so want my hair to be ready quickly. <p>Rerouch color for the time-conscious — QUICK TYPE (For new growths)</p>
Sample	<p>Before</p> <p>Dye W-vol 30% new growths to 6 level natural brown with leave-in time 10 minutes.</p>
	<p>Let stand for 10min</p> <p>Apply Q6 NB: 6% = 1:2</p> <p>When the gray hair is dyed, rinse hair after combing.</p> <p>COLOR CHECK</p> <p>6~7 level Natural brown</p> <p>Finish</p>

CASE 2	Enjoy shiny color to the ends.
Request	<ul style="list-style-type: none"> I want to dye my gray roots completely. I want to enjoy shiny, healthy color to the ends. <p>Add color and shine to the ends with low-alkaline color — VEIL TYPE ※Does not give lift.</p>
Sample	<p>Before</p> <p>Dye 11 level colored hair to 8 level gray.</p>
	<p>Let stand for 5 min</p> <p>Apply 8 GR: 6% = 1:1</p> <p>Let stand for 10~20 min</p> <p>Apply V8 GR: 2.8% = 1:1</p> <p>Rinse when even coloring is achieved</p> <p>COLOR CHECK</p> <p>8 level Gray</p> <p>Finish</p> <p>※We recommend using the BROWN TYPE / HYBRID TYPE if gray hair is showing in the colored parts.</p>



CASE 4	Make the ends brighter without using bleach.
Request	<ul style="list-style-type: none"> I want to dye my gray roots completely. I want to give hair ends a brighter feel little by little. <p>Make the ends brighter little by little — LIGHTENER TYPE</p>
Sample	<p>Before</p> <p>Dye 7 level colored hair to somewhat brighter natural brown. ※ Using the LIGHTENER TYPE for the next time as well will gradually brighten the hair.</p>
	<p>Apply in a row</p> <p>Apply 7NB: 6% = 1:1</p> <p>Let stand for 20min</p> <p>Apply 12 BE LT: 6% = 1:2</p> <p>Rinse when the gray roots is dyed.</p> <p>COLOR CHECK</p> <p>7~7.5 level Natural brown</p> <p>Finish</p>

※ W-vol is White volume = Volume of gray hair ※ The ratio shows the mix ratio.

HOME CARE LINK

Support beautiful hair 365 days a year with 3 maintenance items

Gray hair maintenance products to support diverse clients' beauty every day.

POINT CONCEALER	POINT FOUNDA
 <p>Speedy gray coverage with a comb applicator</p> <p>For clients like this</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Scattering of grays <input checked="" type="checkbox"/> Want something that is easy to use <p>< 30~40 applications if covering hairline or part ></p>	 <p>Wide gray coverage with foundation</p> <p>For clients like this</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Gray patches <input checked="" type="checkbox"/> Want to cover gray hair all over <p>< 80~90 applications if covering hairline or part ></p>
POINT CONCEALER M [Temporary hair color] 10mL	POINT FOUNDA M [Temporary hair color] 3.9g

POINT COVER								
 <p>Color for salon-quality self-retouch</p> <p><Single-use type></p> <p>For clients like this</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Scattering of grays ~ Gray patches <input checked="" type="checkbox"/> Noticeable gray roots <input checked="" type="checkbox"/> Combines with home dyes <input checked="" type="checkbox"/> Visits salon once every 1.5 ~ 2 months <p>Includes a tray, a brush, and gloves.</p>	<table border="1"> <tr> <th>Color</th> </tr> <tr> <td style="text-align: center;">  8 NB </td> </tr> <tr> <td style="text-align: center;">  6 NB </td> </tr> </table>	Color	 8 NB	 6 NB	<table border="1"> <tr> <th>How to</th> </tr> <tr> <td style="text-align: center;">  <p>Use on part and hair around face, where grays are noticeable.</p> </td> </tr> <tr> <td style="text-align: center;">  <p>Let stand for 25 min</p> </td> </tr> </table>	How to	 <p>Use on part and hair around face, where grays are noticeable.</p>	 <p>Let stand for 25 min</p>
Color								
 8 NB								
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 <p>Use on part and hair around face, where grays are noticeable.</p>								
 <p>Let stand for 25 min</p>								
POINT COVER 2 shades (6NB/8NB) [Oxidative hair color] Color cream • Developer 30g each								

※ Images are for illustrative purposes only. Printed color may differ slightly from actual results.

Salon benefits

- No need for hair color correction at next visit.
- A wider range of color suggestions and long-term proposals.
- Propose home maintenance to clients.

Client benefits

- Take action as soon as grays become a concern.
- Get advice from hairstylist.
- Maintain high-quality color.

Before using COLOR STORY PRIME

- ※ Thoroughly read instruction manual before using products.
- ※ Perform an allergy patch test every time you use the products.
- ※ Never use on anyone who has had an allergic reaction to a color product in the past.
- ※ Always wear gloves when handling products, such as during application and when rinsing.

Performing a strand test to test color

Take 2-3 strands of hair at the back of head, underneath the surface, where the overall design will not be affected. Apply color within a piece of foil, and leave for 15 minutes. Wipe and check color, and use results to determine formula.