

## A TO Z PIGMENT GUIDE

We are introducing a new pigment range. Used to the current ones? This Guide will help you understand the changes.

| PREVIOUS RANGE                 | NEW 2013 RANGE              | FURTHER INFORMATION  |
|--------------------------------|-----------------------------|--|
| A                              |                             |  |
| Pre-mix<br>ALMOST BLUE         | > ALMOST BLUE [172]         | Carried over from the Pre-Mix range, we find this a very versatile soft blue.                              |
| Pre-mix<br>ALMOST GREY         | > ALMOST GREY [162]         | We'd describe this as a softer grey, superb for a very natural look, or advanced effects such as shading.  |
| AREOLA 1                       | > AREOLA 1 [502]            | Carried over from the 2010 range.  |
| AREOLA 2                       | > AREOLA 2 [504]            | Carried over from the 2010 range.  |
| AREOLA 3                       | > AREOLA 3 [506]            | Carried over from the 2010 range.  |
| AREOLA 4                       | > AREOLA 4 [508]            | Carried over from the 2010 range.  |
| B                              |                             |  |
| BEBE                           | > DISCONTINUED              | We have so many new pigments, some had to go. A blend will be required to replicate Bebe.                  |
| BERRY BERRY                    | > BERRY RED [362]           | With a new, more intense formula Berry Red is the perfect successor to Berry Berry.                        |
| BITCHY BLONDE                  | > DISCONTINUED              | Gone, but we have a 3 new blonde pigments! You might consider a Medium Cool Blonde or Warm Blonde.         |
| BLACK IS BLACK                 | > BLACK IS BLACK [150]      | Great news! Black is Black is now slightly darker and more intense.  |
| BLONDE ON BLONDE               | > DISCONTINUED              | Light Cool Blonde a new pigment which is similar in tone, but has a cooler base than Blonde on Blonde.     |
| Pre-mix<br>BLUE IS BLUE        | > BLUE IS BLUE [176]        | Bored of using black? This is a gorgeous rich blue which we think is well worth a try.                     |
| BLUE OUT                       | > BLUE OUT [609]            | Carried over from the 2010 range.  |
| C                              |                             |  |
| CAMO A                         | > CAMO A [401]              | Carried over from the 2010 range.  |
| CAMO B                         | > CAMO B [409]              | Carried over from the 2010 range.  |
| CAMO C                         | > CAMO C [405]              | Carried over from the 2010 range.  |
| CAMO D                         | > CAMO D [407]              | Carried over from the 2010 range.  |
| CHOC CHOC                      | > DISCONTINUED              | Gone but not forgotten. We have some amazing new browns. Try Dark Cool Brown or Dark Deep Brown!           |
| D                              |                             |  |
| Pre-mix<br>DARK ASH BLONDE     | > DARK ASH [278]            | Popular for soft, natural hairstrokes. Particularly useful for clients with capillary redness.             |
| Pre-mix<br>DARK BLONDE         | > DARK BLONDE [270]         | A very natural looking blonde, which has proven extremely popular for clients wanting softer results.      |
| Pre-mix<br>DARK DEEP BROWN     | > DARK DEEP BROWN [298]     | This is proving to be one of our most popular pigments from the Pre-Mix range. Now part of the 2013 range! |
| Pre-mix<br>DARK MAHOGANY BROWN | > DARK MAHOGANY BROWN [294] | Rich, smouldering and one of our favourite dark brown pigments.  |

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|---------------------------------------|----------------------------|--|
| <b>D</b>                              |                            |  |
| DARK RED OUT                          | > DARK RED OUT [607]       | Carried over from the 2010 range.  |
| <sup>Pre-mix</sup> DARK WARM BROWN    | > DARK WARM BROWN [296]    | We love this used neat, but it also can be useful for blending and warming other pigments.                       |
| DEEP PURPLE                           | > DISCONTINUED             | Discontinued. The nearest pigment in the new range is Dark Purple. The hue is not identical, so test before use. |
| DÉJÀ VU                               | > CERISE [358]             | This beautiful cool, reddish pink has a new intense formula.   |
| DIVA                                  | > DARK RED [374]           | A new formula for this stunning, sheer woody red pigment.  |
| <b>G</b>                              |                            |  |
| GIGA GREEN                            | > FERN GREEN [164]         | A popular pigment with so many uses. Giga Green returns as Fern Green with a new formula.                        |
| <sup>Pre-mix</sup> GREY IS GREY       | > GREY IS GREY [160]       | We love this medium charcoal grey. It has just a hint of blue. Versatile for a range of clients or effects.      |
| <b>H</b>                              |                            |  |
| HOLLYWOOD                             | > FIRE ENGINE RED [360]    | Stronger than ever and we feel just the right balance of intensity and brightness.                               |
| <b>K</b>                              |                            |  |
| KISS KISS                             | > VERMILLION RED [370]     | Beautiful, bold, spicy. This warm punchy red strikes a wonderful balance between red and orange hues.            |
| <b>L</b>                              |                            |  |
| LA LOREN                              | > DISCONTINUED             | Replaced new black / grey pigments! Consider the beautiful Grey Black.   |
| LA ROCCA                              | > SIENNA [382]             | New formula, more intense.   |
| <sup>Pre-mix</sup> LASH GREEN / BLACK | > LASH GREEN / BLACK [170] | A softer black with added green tones. Use neat or blend to darken other green toned pigments.                   |
| <sup>Pre-mix</sup> LIGHT ASH BLONDE   | > LIGHT ASH [274]          | We think this is great for some first time clients. Not too dark, enabling them to build their confidence.       |
| <sup>Pre-mix</sup> LIGHT ASH BROWN    | > LIGHT ASH BROWN [280]    | Have you tried this yet? We think you should! Can be used to create a range of beautiful brow blends.            |
| <sup>Pre-mix</sup> LIGHT BROWN        | > LIGHT BROWN [284]        | Use alone for a natural result, or darken for more intensity. Golden warm undertones. A fave!                    |
| <sup>Pre-mix</sup> LIGHT SILVER PEARL | > LIGHT SILVER PEARL [158] | Popular with the pros as it has so many applications for advanced eye treatments.                                |
| LIFE IS A PEACH                       | > DISCONTINUED             | We have so many new lip pigments, something had to give. Life is a Peach has been discontinued.                  |
| LIGHT RED OUT                         | > LIGHT RED OUT [601]      | Carried over from the 2010 range.  |
| LILAC OUT                             | > LILAC OUT [605]          | Carried over from the 2010 range.  |
| LIQUID LOLA                           | > TERRA COTTA [354]        | Warm, coffee, caramel. Who couldn't love it? Now with an improved formula.                                       |
| <b>M</b>                              |                            |  |
| MACCHIATO                             | > LIGHT WARM BLONDE [264]  | Macchiato has a new improved formula: the colour amended a little to work even better for brows.                 |
| MARRON                                | > DISCONTINUED             | Marron has been discontinued. If it's a favourite of yours, you might try Medium Warm Blonde instead.            |

|   | PRE-MIX RANGE 2012      | NEW 2013 RANGE            | FURTHER INFORMATION   |
|---|-------------------------|---------------------------|---|
| M | Pre-mix MEDIUM BLONDE   | > DISCONTINUED            | We've got 3 new blonde brow pigments, so something had to go. Look at the new range and take your pick!       |
|   | Pre-mix MEDIUM BROWN    | > MEDIUM COOL BROWN [286] | If you were going to select just a few brow pigments, this one could be a great choice - very versatile.      |
|   | Pre-mix MEDIUM TAUPE    | > DISCONTINUED            | Medium Taupe has been discontinued.   |
|   | MIAMI PLUM              | > BRICK PINK [352]        | A new formula for our most popular lip colour. We love it for adding a dusky base to other pigments.          |
|   | MISTY                   | > CHAMPAGNE PINK [350]    | Misty returns with a new name and a more intense formula.   |
|   | MUCHACHA                | > DISCONTINUED            | Discontinued. We've been using Light Brown instead. It's a beautiful soft, brown with golden undertones.      |
| O | Pre-mix OLIVE           | > OLIVE [168]             | A deep olive green for use as a soft eyeliner. We've also used this for advanced work with stunning results.  |
|   | ORANGE SORBET           | > ORANGE RED [368]        | Carried over from the 2010 range.   |
| P | PASSION FRUIT           | > PLUM PINK [356]         | A very popular pigment, often used to complement the natural lip base or in blends. Improved formula.         |
|   | PHARAO                  | > DISCONTINUED            | Wot no Pharaoh? Yes it's true! We've been working with Dark Blonde, which is proving to be extremely popular. |
|   | POWDER PUFF             | > DISCONTINUED            | Discontinued. Light Warm Blonde and Light Cool Blonde are the lightest pigments in the brow range.            |
|   | PURPLE OUT              | > PURPLE OUT [603]        | Carried over from the 2010 range.   |
| R | RED VINTAGE             | > DISCONTINUED            | Discontinued. We've been using Charm Pink instead. It's got a cool, medium rosy hue with crimson undertones.  |
|   | ROCKOLA                 | > DISCONTINUED            | Don't worry you won't miss Rockola one bit. Lots of new brow colours including Dark Oak Brown - similar.      |
|   | ROQUE BRUNE             | > DISCONTINUED            | Discontinued but lots of brown pigments to choose from. Light Brown could be a good choice.                   |
|   | Pre-mix ROYAL BLUE      | > ROYAL BLUE [174]        | Deep, strong, midnight blue. We love it. Because of its richness, it must be used by qualified advanced pros. |
|   | RUBY PASSION            | > BURGUNDY [364]          | Incredibly popular for it's blending capabilities, yet not to be used neat. Ruby Passion is back!             |
|   | RUM RUNNER              | > RUSTY RED [366]         | Vibrant, red-brown, and more intense. We hope you like this new formula Rum Runner as much as we do.          |
| S | SHEER NUDE              | > DISCONTINUED            | With expanding our lip range so much, a few had to be dropped. Sheer Nude has been discontinued.              |
|   | Pre-mix SOFT ASH BLONDE | > SOFT ASH [272]          | Soft, light yet very versatile. Good for soft, shaded brows, but also as a secondary shade for 3D.            |
| T | TUSCANY                 | > BROWN TAUPE [156]       | A popular pigment and the great news is that it now has a more intense formula!                               |
| V | VAMP                    | > REDWOOD [380]           | With a new formula and more intensity, we think you'll like the new version of Vamp.                          |