



SENSIDO COLORIST

Basic Guide

Sim
SENSITIVE



Welcome

TO THE SENSIDO FAMILY!

Our original three-part SensiDO Colorist education program to introduce you to SensiDO colors and help you build confidence working behind the chair.

This SensiDO Color Guide is designed by our technicians sharing their knowledge and techniques working with SensiDO colors. It contains everything you need to know about SensiDO range. SensiDO colors are professional perfume free hair colors developed and manufactured in Finland.

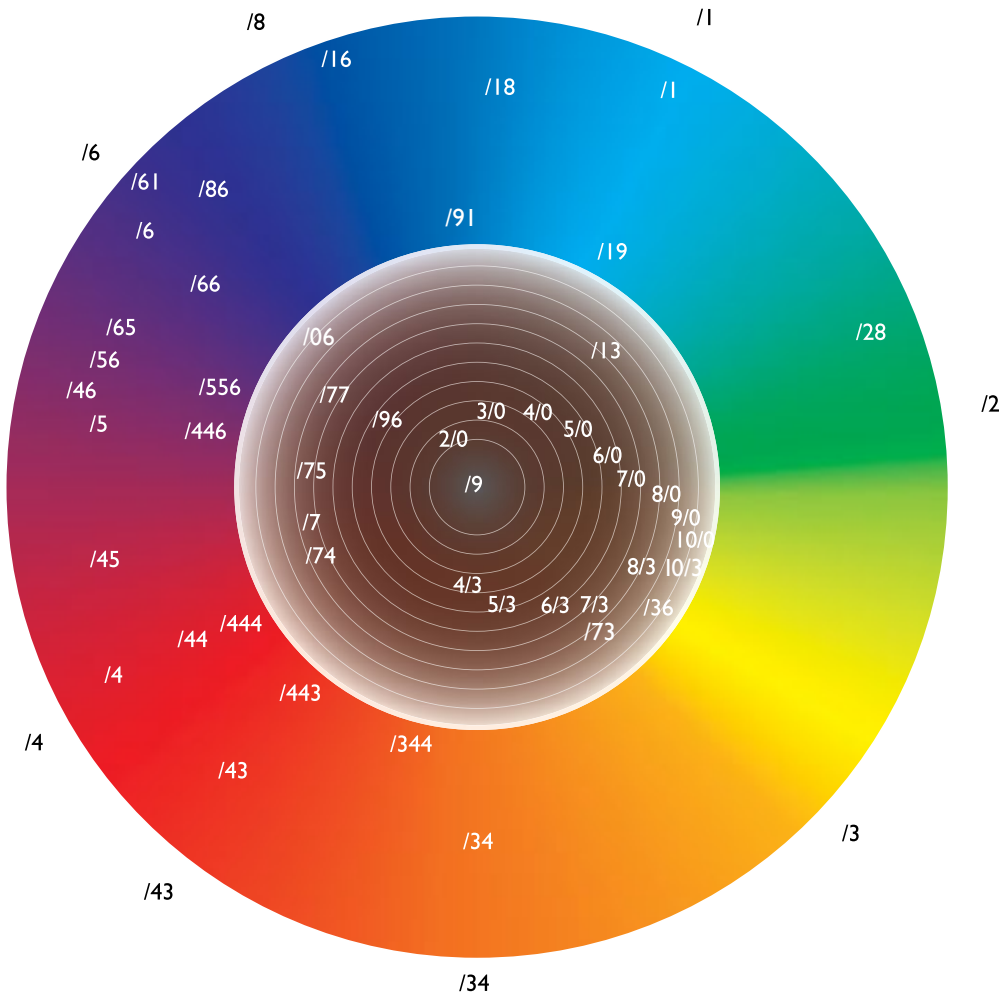
Sim
SENSITIVE



PROFESSIONAL HAIR COLOR PRODUCED BY SOLAR ENERGY

- Versatile professional hair color that has been awarded the Key Flag mark by the Association of Finnish Work
- Great price-to-quality ratio as one of keys for success
- One color that can be used for semi-permanent and permanent coloring, as well as glossing – reduces stock
- Vegan and perfume free
- By choosing a perfume free hair color for your salon you are also choosing a healthier working environment

SensiDO Color Wheel & Pigmentation Chart



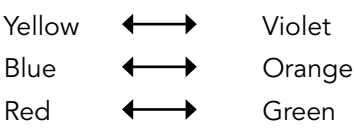
Color Wheel numbering

- /1 = Ash
- /2 = Green
- /3 = Yellow
- /4 = Red
- /5 = Mahogany
- /6 = Violet
- /7 = Brown
- /8 = Blue
- /9 = Grey
- /34, /43 = Orange

SensiDO Color Wheel

Shades are grouped in the color wheel. All shades are created from 3 primary colors. Two colors opposite each other in the color wheel are called complementary

- Secondary colors are orange, violet and green
- Secondary colors are created by mixing 2 primary colors
- Complementary colors neutralize each other



PIGMENTATION CHART



SensiDO Cream Color



SERIES

One color for glossing, semi-permanent and permanent coloring. More than 130 color shade range.

Natural /0

Full coverage natural shades

Gold /3

Full coverage golden shades

Golden Red /34

Copper shades with red accents

Red Mahogany /45

Red mahogany shades

Intensive Natural /00

Perfect grey hair coverage

Sand /13

Sophisticated sandy golden shades

Red /4

Perfect dewy red shades

Mahogany /5

Intensive mahogany shades

Ash /1

Matte ashy shades

Silver Grey /19

Ashy grey shades

Red Gold /43

Red shades with warm golden accents

Violet /66

Dark intensive violet



SERIES

One color for glossing, semi-permanent and permanent coloring. More than 130 color shade range.

Brown /7

Soft chocolate brown shades

Intensive Brown /77

Intensive, strong brown shades

Brown Gold /73

Soft golden browns

Brown Red /74

Brown with red undertones

Brown Purple /75

Brown mahogany with cold accents

Intensive Red

Intensive shades from mahogany to pink

Blonde

Versatile, beautiful light shades

Special Blonde 12/

Strong accents with up to 4 levels lighter abilities. Can be mixed into other colors.

Metallic 99/

Metallic sheen and pastel accents to light blonde hair

Highlight color /S

Highlight shades for balayage, somber and ombre coloring techniques. Lifts up to 4 levels.

Mix Tones

Mix tones

NORDIC SHADES

Low-alkaline color range inspiring hairdressers and clients alike. Perfectly suitable for after bleaching application

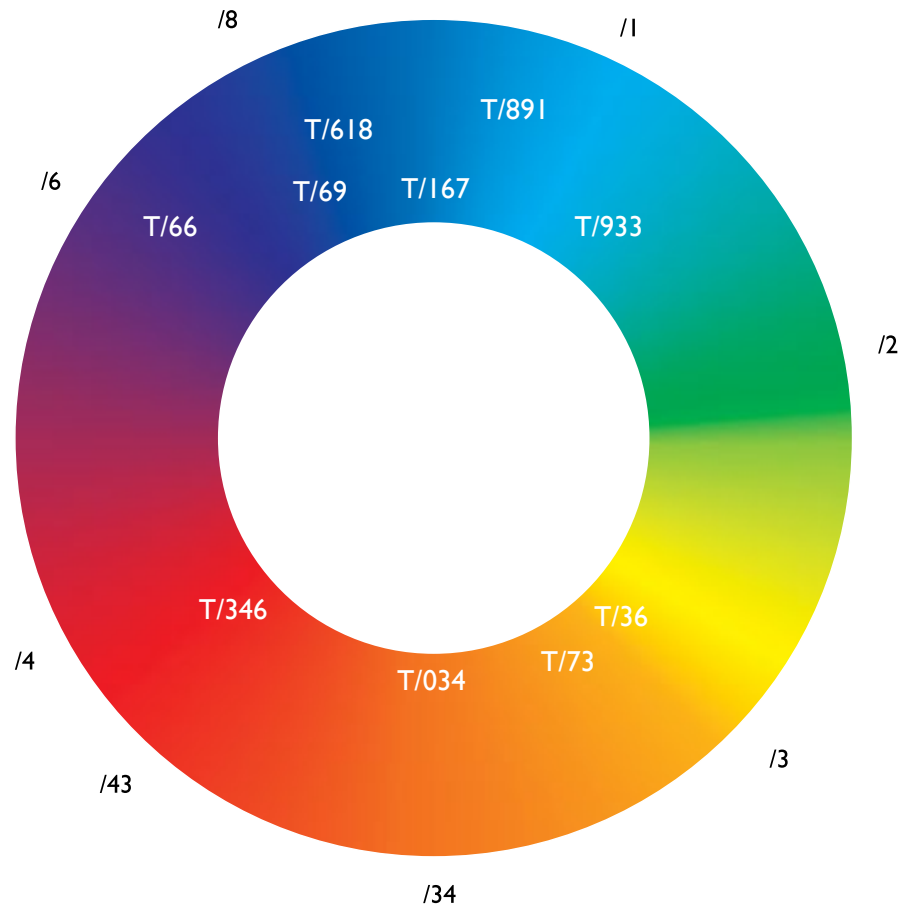


Quick and long-lasting reflective shades best suitable for right after bleaching to add dimension and tone, or to neutralize brassiness for a perfect end result.

- Low-alkaline, durable shades
- 10 shades
- Doesn't create heat, thus perfectly suitable for highlight toning
- Does not contain direct pigments
- Tones / adds dimension / neutralizes brassiness

Choosing peroxide: Glossing 0.9 %, 2.1 % or 3 % peroxide.

Mixing ratio: 1:1, 1:2 or 1:3 **Processing time:** 5–30 min.



Please remember that tone intensity depends on processing time!
Cool nuances develop faster than warm ones.

Colorwheel numbering

- | | | |
|-------------------|---------------|------------|
| /1 = Ash | /4 = Red | /7 = Brown |
| /2 = Green | /5 = Mahogany | /8 = Blue |
| /3 = Yellow | /6 = Violet | /9 = Grey |
| /34, /43 = Orange | | |



INSTRUCTIONS

Coloring with SensiDO colors is easy and versatile as by simply changing the strength of peroxide you can make semi-permanent or permanent coloring, as well as glossing.

PERMANENT COLORING (3 IN ONE & ABSOLUTE)

Peroxide choice:

- 3 % Tone to tone, darker as well as grey hair coverage
- 6 % Tone to tone, darker or 1 level lighter
- 9 % 2 levels lighter
- 12 % 3–4 levels lighter

Mixing ratio: 1:1 | Processing time: 30–40 min.

SEMI-PERMANENT COLORING

Peroxide choice:

- 2.1 % Tone to tone or darker
- 3 % Tone to tone or darker

Mixing ratio: 1:1 and 1:3 | Processing time: 10–40 min.

GLOSSING

Peroxide choice:

- 0.9 % Glossing

Mixing ratio: 1:1 and 1:2 | Processing time: 1–30 min.



INSTRUCTIONS

METALLIC - 99/-series

Metallic colors perfectly suitable for various color applications, metallic toning or as a quick booster.

Peroxide choice:

0.9 % Glossing

2.1 % Tone to tone or darker

3 % Tone to tone or darker

Mixing ratio: 1:1 or 1:2 | **Processing time:** 1–30 min.

HIGHLIGHT COLORS - S/-series

S-series highlight colors for balayage, somber and ombre techniques. Lifts up to 4 levels. **Attn.!** Highly alkaline S/-series is not suitable for on-scalp application. With on-scalp application the S-series shade can be only up to 1/3 of the total color mass.

Peroxide choice:

3 % Tone to tone

6 % 1 level lighter

9 % 2 levels lighter

12 % 3–4 levels lighter

Mixing ratio: 1:1, shades S/16 and S/36 1:2

Processing time: Max. 50 min.



INSTRUCTIONS

SPECIAL BLONDE - 12/-sarja

Up to 4 level lightening and efficient coverage! Special Blonde shades can be mixed with any other SensiDO color shades.

Peroxide choice:

- 6 % 1 level lighter
- 9 % 2 levels lighter
- 12 % 3–4 levels lighter

Mixing ratio: 1:2 or 1:3 | **Processing time:** 30–60 min.

MIX TONES

Adding mix tones to intensify chosen color shades. Mix Tones -shades can be added to all SensiDO colors. End result intensity directly depends on the amount of added Mix Tone shade.

- /0 Does not contain pigments, used to reduce color intensity. When using /0 remember that mixing ratio of 1 part chosen shade + 1 part /0 + 1 part peroxide will result in a 1 level lighter shade than the chosen shade.
- /3 ja /4 Do not contain oxidizing pigments, can be used as direct color, lasts around 6–10 washes.
- /6 ja /8 Contain oxidizing pigments.
- /9A Strong grey undertone for dark hair.
- /9B Strong grey undertone for light hair.



INSTRUCTIONS

Coloring with SensiDO colors is easy and versatile as by simply changing the strength of peroxide you can make semi-permanent or permanent coloring, as well as glossing.

QUICK - 10 minutes quick color

Quick and easy color application with processing time of just 10 minutes. Perfect for short hair. Easy to apply.

Peroxide choice:

- 0.9 % Glossing
- 2.1 % Semi-permanent
- 3 % Tone to tone or darker
- 6 % Tone to tone or darker

Mixing ratio: 1:1, 1:2 or 1:3 | **Processing time:** 10 min.

USE OF PEROXIDES

SensiDO peroxides are perfume free and vegan. Their consistency is optimized for SensiDO colors and bleaching products to always achieve perfect end results.



@hairstylistjenna



@annikkiii

SensiDO Oxidant

- Liquid peroxide, creates a gel-like, easy to apply consistency
- Innovative S.O.C.S.- technology delays oxidization of the ready color mass, providing additional time for color application for example in multiple color application
- We especially recommend it to be used when coloring grey hair, or when using lifting color and trendy bright shades
- Available in strengths 2.1 %, 3 %, 6 %, 9 % and 12 %

SensiDO Creme Developer

- Cream peroxide, creates easy to use color and bleaching mixture
- Easy to mix with SensiDO colors. Creates ideally thick, but easy to spread consistency
- Available in strengths 0.9 %, 2.1 %, 3 %, 6 %, 9 % and 12 %



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PEROXIDE CHOICE

0.9 %	Vol. 3	Glossing
2.1 %	Vol. 7	Semi-permanent coloring
3 %	Vol. 10	Semi-permanent coloring, tone to tone or darker + covering grey with SensiDO 3 IN ONE series
6 %	Vol. 20	Tone to tone, darker or 1 level lighter + covering grey with SensiDO Absolute series
9 %	Vol. 30	2 levels lighter
12 %	Vol. 40	3–4 levels lighter

Oxidant or Creme Developer? You can use SensiDO Creme Developer with all SensiDO colors and bleaching products. SensiDO Oxidant is not recommended to use with SensiDO Blonde bleaching powders as well as SensiDO Bleaching Paste.

COVERING GREY

Completely grey hair is clear, as hair is lacking pigments (natural or artificial pigments). Most often hair is not completely clear, but a combination of naturally colored, grey and clear hair. When coloring grey hair it is important to pay attention to the level of grey, which then defines the shade, as well as peroxide choice

Amount of grey hair

Amount of color

Less than 20 %

Trendy color can be used alone

20–50 %

1/3 Natural, Intensive Natural or Gold series
or 2/3 of other trendy color shade

50–70 %

1/2 Natural, Intensive Natural or Gold series
color shade and 1/2 of other trendy color shade

70–100 %

2/3 Natural, Intensive Natural or Gold series
color shade and 1/3 of other trendy color shade

Pay attention to:

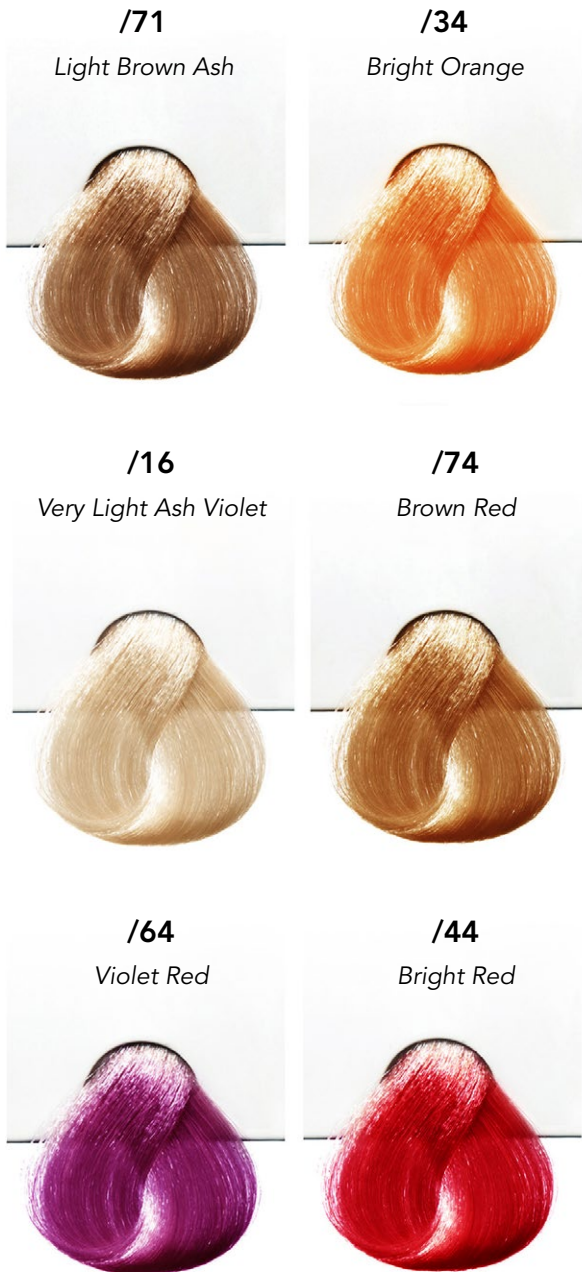
- 100 % grey hair coverage with Natural /0, Intensive Natural /00 and Gold /3 series.
- When coloring with 3 IN ONE -series, use 3 % Oxidant
- When coloring with Absolute-series, use 6 % Oxidant
- Remember to use a generous amount of color mass when coloring grey hair, which is usually more than during normal hair coloring



@tmiemmipeltoniemi



@hairstylistjenna



SENSIDO MAGIC

Simultaneously lift up to 7 levels and color. Desired end result when applied to hair from darkest (level 2) to bright red and cool blonde (level 10).

SensiDO Magic use: Mixing ratio 1:1:2

SensiDO Magic Color Paste (40 g) + SensiDO Bleaching Paste (40 g) + SensiDO Creme Developer (80 g)

Heat intensifies the color efficiency and adds intensity

Shade	With heat	Without heat
Light shades	15–30 min.	20–40 min.
Red shades	30–45 min.	40–60 min.

Follow color processing, during the intended development time. The end result might differ from the one presented in color chart if hair has been previously colored black or dark brown.

Tummuus	Magic Color Paste /64, /44, /34, /74, /71 ja /16	Bleaching Paste	Peroxide
9–10	x		2.1 % or 3 %
6–8	x	x	2.1 % or 3 %
5	x	x	3 % or 6 %
2–4	x	x	6 % or 9 %

Attn! /16 and /71 are not suitable. for level 9 and lighter

SENSIDO MAGIC



Mixing ratio 1:1:2

SensiDO Magic Color Paste (40 g)
+ SensiDO Bleaching Paste (40 g)
+ SensiDO Creme Developer (80 g)

SensiDO Magic Color use on previously highlighted hair

Apply SensiDO Magic color mass to the darkest hair first and follow the development time.

SensiDO Magic Color use on previously bleached hair

SensiDO Magic color can also be used separately from the SensiDO Bleaching Paste, mixing it with peroxide. Attention! Shades /16 and /71 are not suitable for application on level 9 and lighter.

Mixing ratio with peroxide 1:3

SensiDO Magic Color Paste (20 g) + Creme Developer (60 g)

Mixing shades together: SensiDO Magic shades can be mixed with each other, which offers you endless shade possibilities. Attention: Do not mix these shades with other SensiDO Colors.

After coloring: After development time use SensiDO Color Lock emulsifier that will help you lock the hair color in. Apply generously, emulsify and rinse. Use conditioner.



Break rules not hair

SIMPLEX BONDER

SensiDO Simplex Bonder prevents hair disulfide bonds from breaking, repairs previously broken bonds and strengthens hair. Improves hair color endurance and protects hair from damages caused by mechanical stress.

- Versatile tool to use during coloring and bleaching processes, perming, relaxing and keratin treatments, as well as an intensive conditioning treatment
- Product efficiency is built upon simultaneous hair protection, repair and strengthening
- SensiDO Simplex Bonder is suitable for all hair types and conditions, and performs great in both processed and virgin hair

Cost effective

Versatile

Revives even most damaged hair, leaving it looking shiny and smooth

Efficiently protects hair during coloring and bleaching processes

Repairs existing damages

Easy to use and apply

Vegan & perfume free

Strengthens hair and improves color endurance



COLORING + SIMPLEX BONDER

Color	Peroxide	Simplex Bonder
1 part	1, 2 or 3 parts	0.1 parts
40 g	40–120 g	4 g

Do not increase strength of peroxide! Measure the necessary amount of Simplex Bonder to add to the color mixture. The amount of the peroxide does not alter the amount of Simplex Bonder.

BLEACHING + SIMPLEX BONDER

Bleaching product	Peroxide	Simplex Bonder
1 part	2 or 3 parts	0.25 part
40 g	80–120 g	10 g

Do not increase strength of peroxide! The amount of peroxide does not alter the amount of Simplex Bonder. Follow the bleaching instructions of the bleaching product used and prepare the mixture based on them.

Pay attention to:

- Prepare the mixture according to the instructions of the colorant used.
- First mix the bleaching product/color and the peroxide together and then add Simplex Bonder.
- After processing time rinse hair thoroughly, wash and condition with products of your choice.

Using heat with Simplex Bonder

- Remember to follow the process closely, checking regularly every 3–5 minutes
- If hair heats up during bleaching process, it is caused by metals and minerals accumulated in the hair from water, not by Simplex Bonder
- Temperature cannot exceed 40 °C
- Processing time max 20 min.

Intensive conditioning treatment

Simplex Bonder is a completely new repairing and strengthening intensive treatment product. Simplex Bonder can be used simply as an intensive conditioning treatment also it can allow to color or bleach even most damaged hair. If client's hair is in a really bad condition, perform Simplex Bonder-intensive conditioning treatment 1–3 days prior to coloring or bleaching.

INTENSIVE CONDITIONING TREATMENT

Water	Simplex Bonder
70 % (e.g. 70 ml)	30 % (e.g. 30 ml)

Mix 70 % of water and 30 % of Simplex Bonder in an applicator bottle. Saturate dry hair with the mixture from roots to ends and brush through. Leave on for 15 minutes or longer. Do not rinse, simply apply SensiDO

Simplex Bonder Conditioning Mask directly on top, from roots to ends. Leave on for 15 minutes or longer. Attn. You can prolong product's processing time; the longer processing time, the better end results of the treatment, but always remember to rinse off the product in the end.

PERM + SIMPLEX BONDER

Perming lotion	Simplex Bonder
1 part	0.2 parts
40 ml	8 ml

Perform perming according to the instructions of the product used. Towel dry hair. Mix 30 % Simplex Bonder with 70 % water (e.g. 30 ml Simplex Bonder + 70 ml Water) in a nozzle bottle. Apply to hair and leave on for 15 minutes.

SensiDO Simplex Bonder



HOME CARE PRODUCTS

Perfume free and vegan home care products are suitable for daily use. Reinforce, repair and strengthen damaged hair. Contain UV filter. Sizes 250 and 1000 ml.

Re-Bonding Shampoo: Reinforces hair with every use, strengthening and repairing all hair types and conditions. Improves hair color retention, adds manageability and shine, leaving hair looking nourished.

Conditioning Mask: Reinforces, protects and strengthens damaged hair. Deeply moisturizes, conditions and repairs, protecting even from mechanical stress. Reinforces your hair with every use, strengthening and repairing all hair types and conditions. Improves hair color retention, increases manageability and shine, leaving hair looking nourished. Protects against environmental damage. Conditioning mask can be used both as a mask or a quick conditioner.

SENSIDO COLOR LOCK

Color Lock to be used right after color processing time before rinsing color off.



Color Lock effectively locks color pigments into the hair, significantly improving hair color retention. Seals hair cuticles after coloring and prevents hair color from fading. Moisturizes and strengthens hair, adding manageability. Removes static electricity and adds a beautiful shine. Size: 500 ml.

ABOUT INGREDIENTS

Contains **conditioning polymer**, that creates a long-lasting moisturizing effect in hair. Polymer activates inside the hair during the next five washes enhancing hair's natural hydrophobicity and wet combability. **Allantoin** is a keratolytic ingredient that soothes and moisturizes scalp after coloring process. **Plant-derived active ingredients** support hair natural moisture balance. **Pro vitamin B5** effectively moisturizes and strengthens hair. **Sunflower seed extract** is an antioxidant that helps prevent hair color from fading.

SENSIDO PRO COOLER

Perfume free and vegan pigment admixture to create a perfect blonde. Effectively neutralizes yellow tones for bright blonde shades.



- To be used in combination with a bleaching product or lifting hair color to effectively neutralize yellow tones and warmth in end results
- Can be used with conditioner to add brightness to already bleached, lightened hair
- The product can be used only with bleaching or conditioning products
- Due to high pigment level consistency we recommend to use protective gloves when handling it
- Size 250 ml

Additional products



SensiDO Color Mass Thickener

Perfume free and vegan liquid
SensiDO Color Mass Thickener.
Adjust hair color mass consistency for perfect application and versatile use. For desired color mass consistency add around 1 g of the thickener to 50 g of ready color mixture. Size 100 ml.



SensiDO Color Remover

Gentle foaming liquid to remove color stains from skin. Quickly and easily removes permanent and semi-permanent color stains from e.g. forehead, ears, neck line or hands. Perfume free and vegan. Size 100 ml



SensiDO Skin Protection

Skin protection cream that prevents hair line from coloring during semi-permanent and permanent coloring. Easy to wash off. Perfume free and vegan.
Size 100 ml



SENSIDO MATCH

SensiDO Match is an intense direct dye line. Vivid, bold and vibrant custom made colors. With 12 shades in the line you will certainly find your match!

- Perfume free and vegan
- 12 shades available + white diluter
- Three shades that glows under the UV-light
- You can mix all shades together
- Processing time 10–20 minutes
- Size 125 ml

SHADES: Blackout, Smokey, Platinum, Coffee, Caramel Copper, Classy Red, Electric Violet, Midnight Blue, Mermaid, Unicorn Pink [neon], Fireball [neon] ja Hello Banana [neon] + White [clear base]



MIXING TIPS

Grey shades: By mixing Smokey and Platinum shades, you can create different shades of grey.

Metallic tones: By adding Smokey shade to any other shade you can achieve a cold metallic sheen.

Lavender: Mix a small amount of Electric Violet into Platinum direct dye to create a beautiful lavender shade or dilute Electric Violet with white.

Sandy shades: Adding a small amount of Caramel Copper into Platinum mixture you will achieve perfect sandy shades.

Cool tones: Mixing Electric Violet to other direct dyes will help add cool tones for example to brown or black shades.

Rose Gold: Add a drop of Unicorn Pink and Fireball shades to white base. You can change the shade by changing the mixing ratios of both colors.

Custom color conditioner



MIX & MATCH

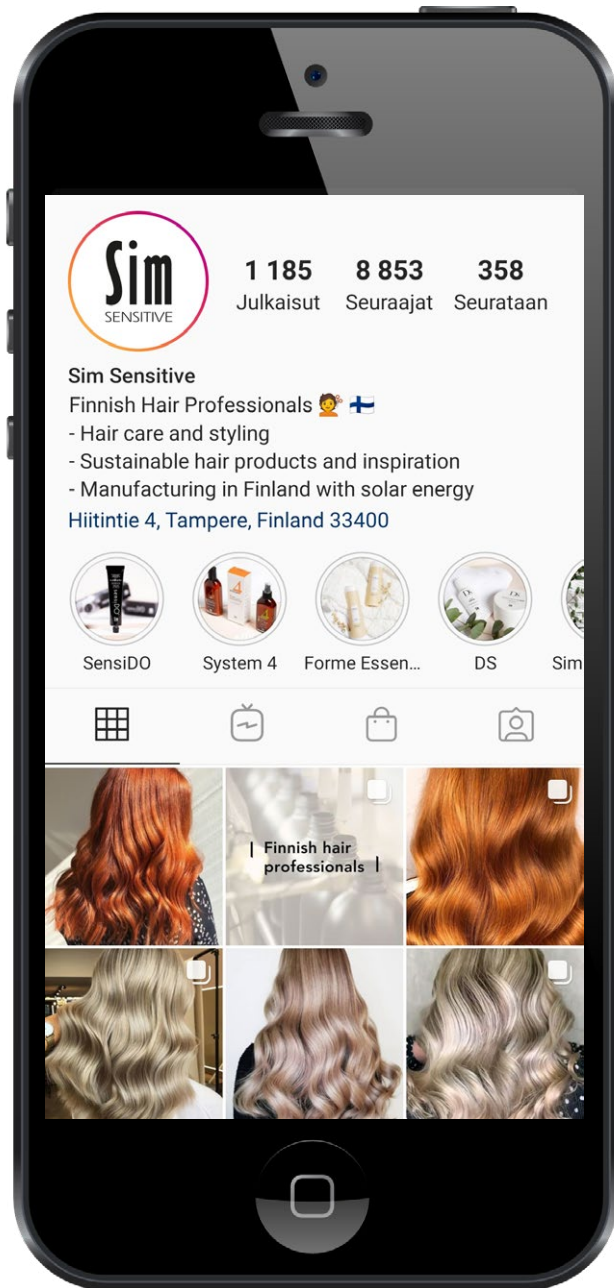
Pigment-rich color conditioner Mix & Match colors processed hair, improves hair color and shade intensity, adds shine.

- Perfume free and vegan
- Renews and add depth to current color
- Improves hair color durability between colorings
- Endless color possibilities
- Easy to color light hair e.g. into bright pink
- Lasts about 6–8 washes, depending on hair
- Great product to offer as an additional service to clients who came for a haircut or sell for home use

INDIVIDUAL COLOR CONDITIONER IS CREATED BY MIXING 5 SENSIDO MIX & MATCH BASE COLORS

White, Cyan, Magenta, Yellow, Black

Available in 1000 ml



SOCIAL MEDIA

Use hashtags #simsensitive #sensido so we can find and share your pictures!

FACEBOOK

Sim Sensitive facebook.com/SimSensitive
Trillion Tones facebook.com/TrillionTones

INSTAGRAM

Sim Sensitive instagram.com/simsensitive

YouTube

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