









LUNAR SHADES : is a range of **demi-permanent hair toners**





It allows the hairdresser to offer a **Toning Service** that enhances the hair

WITHOUT ALTERING ITS NATURAL APPEARANCE.

With LUNAR SHADES hair shines with Its OWN light from within.



LUNAR SHADES : what does it do?

- TONES LIGHTENED HAIR
- Provides a «COLOUR REFRESH»
- CORRECTS unwanted **YELLOW TONES**
- Increases **SHINE** ON BLONDE or NATURAL HAIR of other colours, without altering the base colour









but above all the **EVERYGreen LUNAR SHADES toners only act on pre-lightened hair** <u>with a level of 9 or 10.</u>

This is why they can be applied on the whole head, but will only have a **TONING EFFECT ONLY ON PRE-LIGHTENED AREAS**.

They do not lighten the natural pigments of the hair. They do not change the natural and artificial bases.

LUNAR SHADES : what are the formulation characteristics?

Their formula **is AMMONIA FREE**, to guarantee HIGH TOLERABILITY and less aggressive action on hair and scalp

They are products with **REDUCED ALKALINE CONTENT**, which makes the colour last longer

They contain **JOJOBA** and **ROSEHIP OILS of ORGANIC ORIGIN**, which limit the aggressive action of the colouring process Their pleasant fruity <u>fragrance</u> is **ALLERGEN-FREE**;

The EVERY Green LUNAR SHADE Toners **do not contain animalderived ingredients** or **ingredients for which animals have been exploited**. For this reason they are considered **VEGAN COSMETICS**

In addition the EVERY Green LUNAR SHADES Toners **defend animals**, in **compliance** with the **directive** which, since 2009, imposes the **ban on animal testing**, as well as the **use and import of cosmetic ingredients tested on animals**.





* Tonalizzante ** Attivatore





It is extracted from the seeds of SIMMONDSIA CHINENSIS, a plant native to China. Thanks to its film-forming properties, it leaves the hair **SOFT** and **Voluminous**. IT also **HELPS STRENGTHEN HAIR**. **Protects** and **moisturizes hair fibers**.



It acts directly on the hair structure, affecting its consistency and increasing its strength. Basically: it makes hair **HEALTHIER** and **IMPROVES ITS APPEARANCE**.









CLEAR is a NEUTRAL colour specially designed to:

delicate						
colour result						
					11	
more delicate,	LIGHT PASTEL EFFECT	TONER 45ml	+	CLEAR TONER 15ml	+	ACTIVATOR 90ml
less «coloured» result	ENHANCED PASTEL EFFECT	TONER 30ml	+	CLEAR TONER 30ml	+	ACTIVATOR 90ml
even more	VERY ENHANCED PASTEL EFFECT	TONER 15ml	+	CLEAR TONER 45ml	+	ACTIVATOR 90ml
delicate and				10 10 10 10 10 10 10 10 10 10 10 10 10 1		

CLEAR 300 ml add **GREATER SHINE** to **HAIR** without altering the base colour, if used alone. TO ENHANCE THE FINAL PASTEL EFFECT, if mixed with any of the 7 other CLEAR **EVERYGreen LUNAR SHADES.** softening or lightening them.



The PASTEL EFFECT achieved is directly proportional to the amount of CLEAR toner used in a mixture with the other TONERS: the more CLEAR toner you use, the greater the final PASTEL effect achieved.

even less «coloured»

result

If mixed with other LUNAR SHADES, the CLEAR TONER can be applied on the whole head, but it will have a toning effect only on the pre-lightened areas.

When the toning mixture contains more than 50% of CLEAR, the DURATION OF THE TREATMENT may be reduced.





For the EVERYGreen LUNAR SHADES Toners, a specific ACTIVATOR with a low hydrogen peroxide content has been designed. The SYNERGISTIC action of the Toner and Activator ensures optimal results in terms of tone and duration. Available in 1000 ml bottle.

Enriched with :

HYDROLYSED RICE PROTEINS

ORGANIC POMEGRANATE OIL

ORGANIC MACADAMIA OIL



LUNAR SHADES : with whom do we confront ourselves?



REDKEN Shades EQ

Demi-permanent colour with an **acid pH formula** <u>without ammonia</u> ideal to be used to refresh all Redken permanent colours.

Translucent Coverage to 50% white hair with a natural result.

Increases hair **shine by 100%** compared to non-coloured hair

Range <u>of 99 colours</u> 60 ml bottle with 1:1 mixing ratio



LUNAR SHADES : with whom do we confront ourselves?

HSA – Nouvelle fluid color shades

Multifunctional demi-permanent liquid toning colour: revives, corrects or tones the colour, leaving hair soft and shiny.

- Counteracts the yellow highlights of the bleaching process
 - <u>It provides pastel shades with the addition of Clear in any</u> shade of the Liquid Toners (modulator toners)
 - It gives life to the colour of the already coloured lengths
 - It increases the fullness of the colour
 - It corrects unwanted tones

HSA – Nouvelle fluid color shades

• The mixing and leave-on times vary depending on the desired result

After shampooing, mix with the specific activator in a 1:1.5 mixing ratio to colour and for tone-on-tone. 1:2 mixing ratio to refresh the colour. Leave-on time: from 10 to 20 minutes depending on the desired result.

Modulator toners : 1:1.5 – 5/20 minutes





	Shades eQ - Redken	Fluid color shades - Hsa	Every Green	
Liquid toner	Yes	Yes	Yes	
Ammonia	Ammonia-free	Ammonia-free	Ammonia-free	
Specific activator	Yes	Yes	Yes	
Number of shades	99	24	7	
Duration	A few washes	A few washes	10/15 washes	
Ph	Acidic	Acidic	Slightly alkaline pH8	
They alter natural pigments	Yes	Yes	NO	
They lighten the natural pigments	Yes	Yes	NO	
They act as tone- on-tone	Yes they cover white hair	Yes they cover white hair	No they don't cover white hair	
Applicable on any base	Yes	Yes	No, only on 9/10 natural or bleached bases	





- Ammonia-free
- Slight alkalinity of the product: It does not lighten the bases It does not alter the tones
- Vegan product
- Allergen-free fragrance
- Organic active ingredients (rosehip and jojoba oil)
- Super soft, hydrated hair
- Delicate and persistent fragrance
- Lasts 10/15 washes

- Limited range of colours
- Less versatility of use
- It does not cover white hair







How is Lunar Shades applied?



Mix the chosen shade of EVERYGREEN LUNAR SHADES toner with the Activator, in a 1:1.5 mixing ratio, until you obtain a fluid gel (average dose for long hair: 50/60 ml of product plus 75/90 ml of ACTIVATOR).



Apply at the shampoo bowl, after washing hair with the EVERYGreen COLORED HAIR RESTRUCTURING SHAMPOO, on natural hair with a tone level of 9/10 or previously Lightened, or immediately after the lightening treatment. The lighting tone level must be 9/10.



Process for 5 to 15 minutes, depending on the desired intensity of tone, hair porosity and the lightened base, at room temperature. Do not expose to sources of heat.



Rinse thoroughly without using shampoo or wash with a very gentle product.



Apply the EVERYGreen COLORED HAIR restructuring mask.



What is the advantage of being an AMMONIA FREE product?

Lower risk of allergic reactions (itching, dermatitis, skin hypersensitivity) thanks to a less aggressive formula, also suitable for sensitive skins.

And what is the advantage of being a product WITH REDUCED ALKALINE CONTENT? It makes the colour last longer.



What effects do the EVERYGreen LUNAR SHADES TONERS have on NATURAL or BLONDE hair with a tone level other than 9/10?

They add shine without changing the base colour.

How often must the EVERYGreen LUNAR SHADES Toner be applied?

As often as you wish, even if it has not washed out completely. Unbleached hair does not change its colour. It lasts about 10/15 WASHES.

Can EVERYGreen LUNAR SHADES be used to neutralise the various lightening bases of previously bleached hair?

YES, the toning process makes the base more even.

Green LUNAR SHADES

What is the mixing ratio of the EVERYGreen LUNAR SHADES Toners with the specific Activator?

The ratio is 1:1.5. It remains the same even when a Toner mixed with the CLEAR neutral shade is used (e.g.: 45ml TONER+ 15ml CLEAR TONER + 90ml ACTIVATOR).

When is the CLEAR neutral toner user?

To add shine to hair without altering the base colour, if used alone. TO ENHANCE THE FINAL PASTEL EFFECT, if mixed with any of the 7 other EVERYGREEN LUNAR SHADES, softening or lightening them. If mixed with other LUNAR SHADES, the CLEAR toner can be applied on the whole head, but it will have a toning effect only on lightened parts.

Is it possible to remove the effect of the EVERYGreen LUNAR SHADES Toner before it washes out naturally?

YES. To do this, we recommend using a shampoo with alkaline pH.

How to achieve toning like that of the models on the cover of the brochure?

MODEL ON THE LEFT: Use 9.13 SAND Toner in a 1:1.5 mixing ratio with Activator (e.g. 60ml + 90ml) Leave-on time 15 minutes. MODEL ON THE RIGHT: Use 9.022 MOON LAVENDER Toner. ON THE LENGTHS: in 1:1 mixing ratio with Activator (e.g. 60ml + 60ml), for greater toning intensity. ON THE ENDS: 9.022 MOON LAVENDER mixed in equal amounts with CLEAR (e.g. 30ml + 30ml) + 90ml of ACTIVATOR. Leave-on time: 15 minutes.



EVERY Green