



# FOUR REASONS

## LUXIMA

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Based only on toned pigments, the composition of Four Reasons Luxima reveals the subtle differences in depth in the base and creates a three-dimensional impression. This always makes the end result unique, exceptionally vibrant and multi-toned – exactly what today's customers want. Hair toned with Luxima never looks dyed or unnatural; instead, it sparkles in a clear and natural way.

The color series is known for its exceptionally long-lasting shine that reflects light gloriously. This shine comes from our specifically designed Shine Enhance Complex. The compound's vitamins and vegetable oils effectively boost the color pigments' ability to reflect light.

Luxima hair color is ammonia-free and 100% vegan. Low-alkaline Luxima colors hair gently – it doesn't lift the hair's natural base, so you don't need to worry about unwanted warm tones.

The muted tones of Luxima's color selection create guaranteed, reliable and natural results. You can easily achieve the desired result by using the various elements of the series as appropriate, such as BASE tones, which increase coverage, or Mixers. The gel-like composition is easy to mix and apply, with tint brush, by hands or from an applicator bottle.



BASE

EXPRESS

BROWNS

BLONDS

PASTELS

MIXERS



9-10



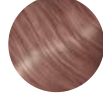
PEARL JAM  
10



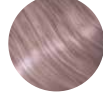
BLACK  
LEATHER  
2-4.12



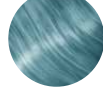
MINERAL GREY  
6-8.11



PEARLY  
PASTEL  
7-9.12



PEARLY  
BLOND  
8-10.12



BLUE SKY



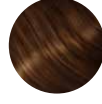
ANTHRACITE  
11



8-9



BLUSH  
10



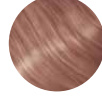
ESPRESSO  
4-6.12



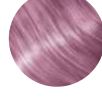
ICE COFFEE  
6-8.12



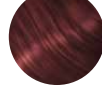
SMOKY  
ROSE  
7-9.16



FROZEN  
ROSE BLOND  
8-10.16



LAVENDER



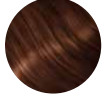
VIOLA  
22



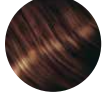
7-8



SALMON  
10



CHOCOLATE  
CHERRY  
4-6.25



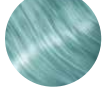
MAROON BROWN  
6-8.25



INKY PINKY  
7-9.26



STRAWBERRY  
BLOND  
8-10.26



MINT



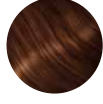
MAGENTA  
26



5-6



SUNKISS  
10



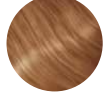
DARK  
CHOCOLATE  
4-6.32



MILK  
CHOCOLATE  
6-8.32



SANDY  
7-9.13



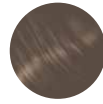
BEACH BLOND  
8-10.13



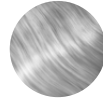
ROSE



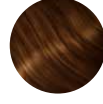
REDISSIMO  
66



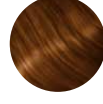
4-5



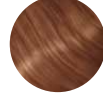
SILVERFOX  
10



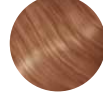
FRENCH  
ROAST  
4-6.13



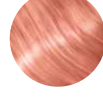
MOCHACCINO  
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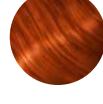
CHAI LATTE  
7-9.32



CREAM BLOND  
8-10.32



PEACH



ORANGE  
44



3

NEUTRAL

7-8



CHESTNUT

4-6.35



TRUFFLE

6-8.35



MACADAMIA

7-9.75



NUDE BLOND

8-10.75



APRICOT



MARIGOLD

34



1

COOL

7-8



BROWNIE

4-6.73



PEANUT BUTTER

6-8.73



CARDAMOM

7-9.77



NUTMEG

8-10.77



NEUTRAL

5-6



BROWN SUGAR

4-6.34



HONEY FUDGE

6-8.34



CARAMEL KISS

7-9.14



APRICOT BLOND

8-10.14



METALLIC MAUVE

15



COOL

5-6



CHOCOLATE CARAMEL

4-6.74



HOT TOFFEE

6-8.74



TOASTED HONEY

7-9.74



HONEY BUNNY

8-10.74



TERRACOTTA

42



NEUTRAL

4



AMBER

7-9.33



BISCUIT

8-10.33



CLEAR



BRONZE

47



FOUR REASONS

LUXIMA

## SHINE ENHANCE COMPLEX – REFLECTIVE SHINE WITH NATURAL OILS AND EXTRACTS

Four Reasons Luxima gets its crystal-like shine from our **Shine Enhance Complex**, which strengthens the pigments' ability to reflect light, thanks to its nourishing, plant-based oils.

### Limnanthes alba seed oil

Extracted from the seeds of limnanthes alba (meadow-foam), this oil highlights the hair's natural shine, gives it texture and a soft feel.

### Calendula extract

Known for its soothing and anti-inflammatory properties, calendula extract is rich in moisturizing ingredients that make hair healthy and shiny.

### Strength from vitamins

Vitamins E and C are antioxidants that care for hair, protect it from UV rays and improve the durability of the color. We only use plant-based vitamins.

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## INSTRUCTIONS FOR USE

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### BRILLIANT TONE RANGES



#### BASE tones

BASE tones increase coverage and the capacity to even out the color. They are easy to use for darkening or brightening hair color, including root growth, and to cover grey hair. You can use BASE tones mixed with other colors or as is.



#### EXPRESS tones

Cool, natural tones in various darkness levels, and selected light tones for express tinting and color corrections. When used as is, the processing time is only 5 minutes.



#### BROWN tones

Muted, brown tones for freshening up or deepening the tone of colored hair or for changing the color in two different depth levels: 4–6 and 6–8.



#### BLOND tones

Muted tones for toning, deepening and evening out the color of blond hair in two different depth levels: 7–9 and 8–10. All the tones already contain substances to counteract yellow undertones.



#### PASTEL tones

Ready-made pastel tones with Luxima's gorgeous shine and clarity. Use for toning lightened hair or for pastelizing BLOND tones.



#### MIXER tones

Rich mixture tones from cold to warm in both pure and broken tones – use to emphasize other tones or as is.

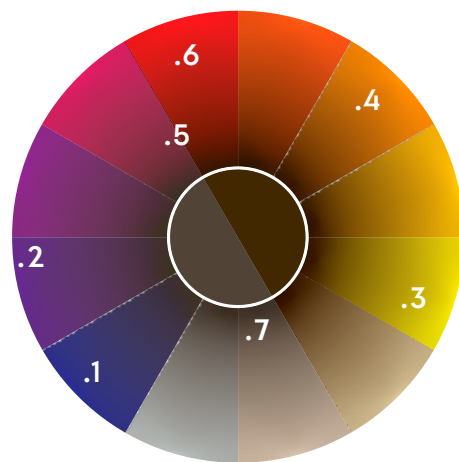
#### Tone identifiers

The tones are marked with numbers that indicate the depth level and character of the tone.

- The first few numbers reveal where within the depth range the tone is, i.e. the amount of pigment in it.
- The latter numbers are based on the color star and denote the character of the tone.

#### Choosing the tone

1. Determine the natural depth level of the hair, as well as the depth level and tone of any artificial tone.
2. Determine the tone and translucence of the desired end result. If you want to achieve a multidimensional result, choose your Luxima tone according to the lightest part of the hair. If you are aiming for a more nuanced and tranquil result, choose the tone according to the darkest part of the hair.



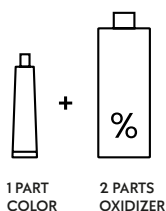
- |               |                    |
|---------------|--------------------|
| .1 Ash        | .5 Mahogany        |
| .2 Iridescent | .6 Red             |
| .3 Golden     | .7 Tobacco / Brown |
| .4 Copper     |                    |

E.g. 7–9.16 Smoky Rose / 7–9 = the depth level of the base that suits the color, and .16 = the character of the tone  
Please note that the end result in lightened hair is 8 in terms of depth level; in other words, it is somewhere between 7 and 9.

## MIXING RATIO

The mixing ratio is 1:2  
(1 part color + 2 parts oxidizer)

Color (g)	Oxidizer (g)	Total (g)
20	40	60
30	60	90
40	80	120
50	100	150
60	120	180
70	140	210
80	160	240
90	180	270
100	200	300



## CHOOSING THE OXIDIZER

Choose the strength of the oxidizer based on the current base and the tone used:

	Four Reasons Oxid
Toning of colored or lightened hair	1,5 %
Darkening or evening out root growth using a BASE tone	3 %
Brightening root growth using a BASE tone	6 %

## APPLICATION AND PROCESSING TIME

Apply the color using generous sections, emulsify by massaging it in and leave to process:

Luxima  
15 min



Luxima Express  
5 min



Luxima + Luxima BASE  
30 min



After the processing time, emulsify, rinse and wash the hair.

## LET YOUR CREATIVITY SHINE – TIPS FOR IMPRESSIVE RESULTS

Four Reasons Luxima is a fabulous aid for freshening up the vibrancy and shine of hair color, for example, in connection with a haircut. The product tones hair with highlights and strengthens the existing color without darkening the base.

### Don't forget these tips when using Four Reasons Luxima:

- By lengthening the processing time, you can boost the intensity of the end result. The longer the processing time, the deeper and more intense the result.
- Strong differences in hair porosity have an effect on the end color and emphasize the cool tones in the tone mixture.
- The amount of color used influences the intensity of the color result; by massaging the color into the hair throughout, you prevent the patchiness caused by an insufficient amount of color.
- When mixing EXPRESS tones with other Luxima tones, please note that by extending the processing time, you emphasize the tone's depth.
- The BLOND tones already contain substances to counteract yellow undertones. If the base is completely pure blond, you can keep the breaking of the yellow in check by mixing in, for example, tone .13.
- Use BASE tones mixed in with other Luxima tones when coloring untreated hair. If you also want to color the root growth, for example, mix in either a dark or blond BASE tone with the Luxima tone according to the desired end result. Dark BASE tones increase the color's coverage, whereas blond tones brighten and lightly break warm shades.

### SHARE YOUR SUCCESS WITH

#LUXIMA

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