

COLORS FOR CREATORS

YOU ARE
CREATOR
OF JOY

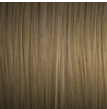
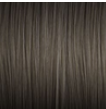
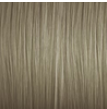
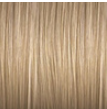
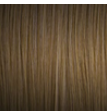
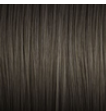
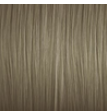
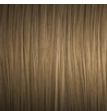
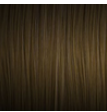
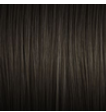
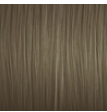
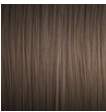
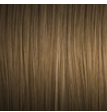
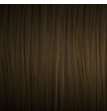
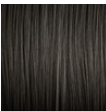
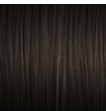
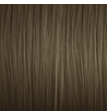
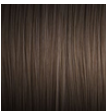
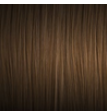
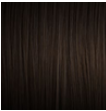
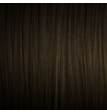
RICH

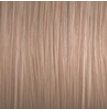
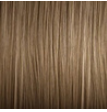
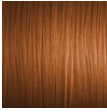
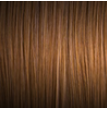
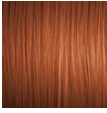
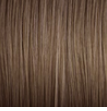
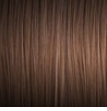
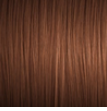
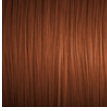
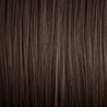
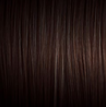
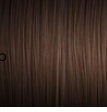
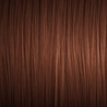
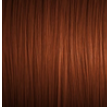
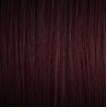
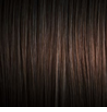
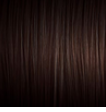
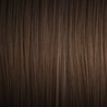
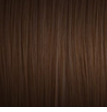
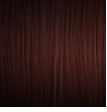
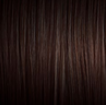
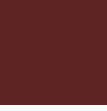
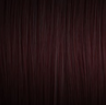
mood
MATTER

INTRODUCING
RICH

YOU ARE THE
CREATOR OF JOY.



NATURAL	COOL NATURAL	ASH	GOLD ASH	WARM NATURAL	GOLD
 10.0 • 10N Extra Light Blonde Biondo Extra Chiaro Rubio Extra Claro Blond Extra Clair	 10.01 • 10NA CoolEx.Light Blonde Biondo Ex.Chiaro Freddo Rubio Frío Extra Claro Blond Extra Clair Froid	 10.1 • 10A Extra Light AshBlonde Biondo Ex. Chiaro Cenere Rubio Ceniza Extra Claro Blond Extra Clair Cendré	 10.31 • 10GA Extra LightGold Ash Blonde Biondo Extra Ch. Dorato Cenere Rubio Dorado Ceniza Extra Cl Blond Extra Clair Doré Cendré		 10.3 • 10G Extra LightGoldBlonde Biondo Extra Chiaro Dorato Rubio Dorado Extra Claro Blond Extra Clair Doré
 9.0 • 9N Very Light Blonde Biondo Chiarissimo Rubio Clarísimo Blond Très Clair	 9.01 • 9NA CoolVery LightBlonde Biondo Chiarissimo Freddo Rubio Frío Clarísimo Blond Très Clair Froid	 9.1 • 9A VeryLightAsh Blonde Biondo Chiarissimo Cenere Rubio Ceniza Clarísimo Blond Très Clair Cendré	 9.31 • 9GA VeryLightGold Ash Blonde Biondo Ch.mo Dorato Cenere Rubio Dorado Ceniza Cl.mo Blond Très Cl.Doré Cendré		 9.3 • 9G VeryLightGold Blonde Biondo Chiarissimo Dorato Rubio Dorado Clarísimo Blond Très Clair Doré
 8.0 • 8N Light Blonde Biondo Chiaro Rubio Claro Blond Clair	 8.01 • 8NA CoolLight Blonde Biondo Chiaro Freddo Rubio Frío Claro Blond Clair Froid	 8.1 • 8A Light AshBlonde Biondo Chiaro Cenere Rubio Ceniza Claro Blond Clair Cendré	 8.31 • 8GA Light GoldAsh Blonde Biondo Chiaro Dorato Cenere Rubio Dorado Ceniza Claro Blond Clair Doré Cendré		 8.3 • 8G Light GoldBlonde Biondo Chiaro Dorato Rubio Dorado Claro Blond Clair Doré
 7.0 • 7N Blonde Biondo Rubio Blond	 7.01 • 7NA Cool Blonde Biondo Freddo Rubio Frío Blond Froid	 7.1 • 7A Ash Blonde Biondo Cenere Rubio Ceniza Blond Cendré	 7.31 • 7GA Gold AshBlonde Biondo Dorato Cenere Rubio Dorado Ceniza Blond Doré Cendré	 7.03 • 7NG Warm Blonde Biondo Caldo Rubio Cálido Blond Chaude	 7.3 • 7G Gold Blonde Biondo Dorato Rubio Dorado Blond Doré
 6.0 • 6N Dark Blonde Biondo Scuero Rubio Oscuro Blond Foncé	 6.01 • 6NA CoolDark Blonde Biondo Scuro Freddo Rubio Frío Oscuro Blond Foncé Froid	 6.1 • 6A Dark AshBlonde Biondo Scuro Cenere Rubio Ceniza Oscuro Blond Foncé Cendré	 6.31 • 6GA Dark GoldAsh Blonde Biondo Scuro Dorato Cenere Rubio Dorado Ceniza Osc. Blond Foncé Doré Cendré	 6.03 • 6NG Dark Warm Blonde Biondo Scuro Caldo Rubio Cálido Oscuro Blond Foncé Chaude	 6.3 • 6G Dark GoldBlonde Biondo Scuro Dorato Rubio Dorado Oscuro Blond Foncé Doré
 5.0 • 5N Light Brown Castano Chiaro Castaño Claro Châtain Clair	 5.01 • 5NA Cool Light Brown Castano Chiaro Freddo Castaño Frío Claro Châtain Clair Froid	 5.1 • 5A LightAsh Brown Castano Chiaro Cenere Castaño Ceniza Claro Châtain Clair Cendré	 5.31 • 5GA LightGoldAsh Brown Castano Chiaro Dor.Cenere Castaño Dorado Ceniza Cl. Châtain Clair Doré Cendré	 5.03 • 5NG Light Warm Brown Castano Chiaro Caldo Castaño Cálido Claro Châtain ClairChaude	 5.3 • 5G Light Gold Brown Castano Chiaro Dorato Castaño Dorado Claro Châtain ClairDoré
 4.0 • 4N Brown Castano Castaño Châtain					
 3.0 • 3N Dark Brown Castano Scuro Castaño Oscuro Châtain Foncé					
 1.0 • 1N Black Nero Negro Noir		 1.11 • BB Blue Black Nero Blu Negro Azulado Noir Bleu			

GOLD VIOLET	GOLD MAHOGANY	GOLD COPPER	COPPER	INTENSIVE COPPER	RED
		 10.34 • 10GC Extra LightGold Copper Bl. Biondo Extra Ch. Dorato Rame Rubio Dorado Cobre Extra Cl. Blond Extra Clair Doré Cuivré			
 9.32 • 9GV VeryLightGold Beige Bl. Biondo Chiarissimo Dorato Beige Rubio Dorado Beige Clarísimo Blond Très Clair Doré Beige				 9.44 • 9CC VeryLight Int.Copper Blonde Biondo Chiarissimo Rame Intenso Rubio Cobre Intenso Clarísimo Blond Très Clair Cuivré Intense	
		 8.34 • 8GC Light GoldCopperBlonde Biondo Chiaro Dorato Rame Rubio Dorado Cobre Claro Blond Clair Doré Cuivré		 8.44 • 8CC Light Intense Copper Blonde Biondo Chiaro Rame Intenso Rubio Cobre Intenso Claro Blond Clair Cuivré Intense	
 7.32 • 7GV Gold BeigeBlonde Biondo Dorato Beige Rubio Dorado Beige Blond Doré Beige	 7.35 • 7GM Gold Mahogany Blonde Biondo Dorato Mogano Rubio Dorado Caoba Blond Doré Acajou	 7.34 • 7GC Copper Copper Blonde Biondo Dorato Rame Rubio Dorado Cobre Blond Doré Cuivré	 7.4 • 7C Copper Blonde Biondo Rame Rubio Cobre Blond Cuivré	 7.44 • 7CC Intense CopperBlonde Biondo Rame Intenso Rubio Cobre Intenso Blond Cuivré Intense	 7.6 • 7R Red Blonde Biondo Rosso Rubio Rojo Blond Rouge
 6.32 • 6GV Dark GoldBeigeBlonde Biondo Scuro Dorato Beige Rubio Dorado Beige Oscuro Blond Foncé Doré Beige	 6.35 • 6GM Dark GoldMahogany Blonde Biondo Scuro Dorato Mogano Rubio Dorado Caoba Oscuro Blond Foncé Doré Acajou	 6.34 • 6GC Dark GoldCopperBlonde Biondo Scuro Dorato Rame Rubio Dorado Cobre Oscuro Blond Foncé Doré Cuivré	 6.4 • 6C Dark Blonde Biondo Scuro Rame Rubio Cobre Oscuro Blond Foncé Cuivré	 6.44 • 6CC Dark Intense Copper Blonde Biondo Scuro Rame Intenso Rubio Cobre Intenso Oscuro Blond Foncé Cuivré Intense	 6.6 • 6R Dark RedBlonde Biondo Scuro Rosso Rubio Rojo Oscuro Blond Foncé Rouge
 5.32 • 5GV LightGoldBeige Brown Castano Ch.Dorato Beige Castaño Dorado Beige Claro Châtain Clair Doré Beige	 5.35 • 5GM LightGoldMahogany Brown Castano Ch.Dorato Mogano Castaño Dorado Caoba Claro Châtain Clair Doré Acajou	 5.34 • 5GC LightGoldCopper Brown Castano Ch.Dorato Rame Castaño Dorado Cobre Claro Châtain Clair Doré Cuivré	 5.4 • 5C Light Copper Brown Castano Chiaro Rame Castaño Cobre Claro Châtain Clair Cuivré		 5.6 • 5R Light Red Brown Castano Chiaro Rosso Castaño Rojo Claro Châtain Clair Rouge
	 4.35 • 4GM GoldMahogany Brown Castano Dorato Mogano Castaño Dorado Caoba Châtain Doré Acajou		 4.4 • 4C Copper Brown Castano Rame Castaño Cobre Châtain Cuivré		 4.6 • 4R Red Brown Castano Rosso Castaño Rojo Châtain Rouge

INTENSIVE RED

8.66 • 8RR
Light Intense Red Blonde
Biondo Chiaro Rosso Int.
Rubio Rojo Intenso Claro
Blond Clair Rouge Int.

7.66 • 7RR
Intense Red Blonde
Biondo Rosso Intenso
Rubio Rojo Intenso
Blond Rouge Intense

6.66 • 6RR
Dark Intense RedBlonde
Biondo Scuro Rosso Int.
Rubio Rojo Int.Oscuro
Blond Foncé Rouge Int.

5.66 • 5RR
LightIntense RedBrown
Castano Chiaro Rosso Int.
Castaño Rojo Int.Claro
Châtain Clair Rouge Int.

INTENSIVE VIOLET

10.22 • 10VV
Extra LightInt.Violet Blonde
Biondo Extra Chiaro Viola Intenso
Rubio Violeta Int.Extra Claro
Blond Extra Clair Violet Intense

9.22 • 9VV
VeryLightInt.Violet Blonde
Biondo Chiarissimo Viola Intenso
Rubio Violeta Int.Clarísimo
Blond Très Clair Violet Intense

5.22 • 5VV
LightIntenseViolet Brown
Castano Chiaro Viola Intenso
Castaño Violeta Intenso Claro
Châtain Clair Violet Intense

HIGH LIFT

CLEAR
Highlift

11.00 • 11N
Extra Blonde
Biondo Extra
Extra Rubio
Extra Blond

11.10 • 11AN
Extra AshBlonde
Biondo Extra Cenere
Extra Rubio Ceniza
Extra Blond Cendré

11.21 • 11VA
Extra Pearl
Blonde Biondo
Extra Perla Extra
Rubio Perla
Extra Blond
Perle

INTENSIFIER

NEUTRAL
Neutral
Neutro
Neutro
Neutre

ASH
Ash
Cenere
Ceniza
Cendré

GOLD
Gold
Dorado
Dorado
Doré

ORANGE
Copper
Rame
Cob re
Cuivré

RED
Red
Rosso
Rojo
Rouge

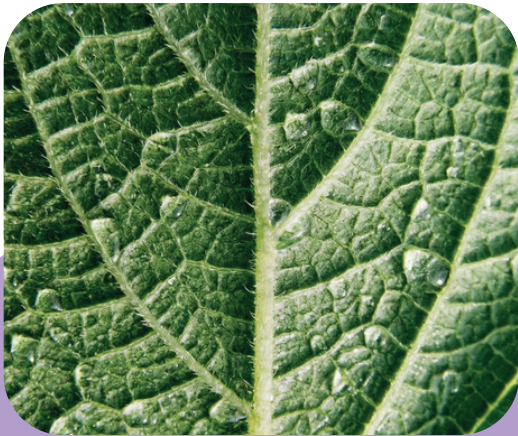
BLUE
Blue
Blu
Azul
Bleu

THE TECHNOLOGY
INSIDE RICH

We wanted a color that doesn't just look beautiful — but feels beautiful on the hair.

That's why **RICH** is powered by our **Salvia Hispanica Seed Complex**, a next-generation ingredient created from chia protein using advanced biomimetic design. Inspired by the **natural architecture of the hair's cuticle**, this complex forms a soft, conditioning micro-veil during the color process, offering gentle, lightweight care when hair needs it most.

The result is a **smoother**, more **radiant, healthy-looking finish** that both you and your clients can feel.



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OF JOY

COLORS FOR CREATORS

RICH
PERMANENT
COLOR

The
Technical
Foundation



LEVELS OF LIFT	DEVELOPER	DEVELOPMENT TIME	MIXING
0.5 - 1	10 vol 3%	30 min	1:1.5
1 - 2	20 vol / 6 %	35 min	1:1.5
2 - 3	30 vol / 9 %	40 min	1:1.5
3 - 4	40 vol / 12 %	45-50 min	1:1.5
High Lift 4	40 vol / 12 %	45-50 min	1:2

GREY COVERAGE

For optimal grey coverage, mix Naturals with fashion shades according to the table below.

% OF GREY	NATURALS	FASHION SHADES
UP TO 25%	Use any shade - no need to add a natural	
25%-50%	1/3 (20ML)	2/3 (40ML)
50% AND UP	1/2 (30ML)	1/2 (30ML)