


MOOD

TECHNICAL MANUAL

MOOD

	NATURALS	.00 INTENSE NATURALS	NATURAL ASH	.1 BLUE ASH	.2 GREEN ASH	.3 GOLD				.4 COPPER				.5 RED			.6 MAHOGANY			.7 VIOLET	.8 BROWN			
Toner																					901			
White Booster	0.0																							
Extra High Lift Blondes	12.0			12.11																	12.61	12.71		
High Lift Blondes	11.0		11.10		11.2																			
Platinum Blonde	10	10.00																						
Extra Light Blonde	9	9.00		9.1		9.23	9.3																	
Light Blonde	8	8.00	8.01	8.1		8.23	8.3	8.33	8.38			8.43												
Medium Blonde	7	7.00	7.01	7.1		7.23	7.3			7.34		7.44	7.45	7.48		7.55		7.57					7.82	7.86
Dark Blonde	6	6.00	6.01	6.1		6.23	6.3			6.34		6.4				6.55	6.50	6.57			6.7	6.82	6.86	
Light Brown	5	5.00	5.01	5.1			5.3			5.34					5.5	5.55				5.6		5.82	5.86	
Brown	4	4.00																					4.7	4.86
Dark Brown	3	3.00																						
Black	1			1.11																				
Creators				Blu	Verde						Arancio				Rosso						Viola			

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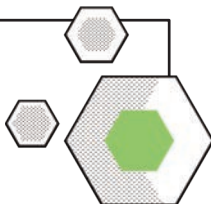
MOOD COLOR CREAM

WHAT IS MOOD COLOR?

- **MOOD COLOR Cream** is a complete range of 77 vibrant colours from rich naturals to fashion shades to highlift Blondes.
- All the colours are intermixable to give endless possibilities.
- **MOOD COLOR 1:1** should always be mixed with **Mood Activator** to guarantee stability of the mixture and excellent development of pigments.

COLOR YOUR HAIR,
CHANGE YOUR **MOOD**

MOOD provides all that a salon needs
to color, bleach and protect the hair color.



NEW CREAM BASE

- **MOOD Color Cream** has been reformulated with a new cream base.
- It has improved moisturising action that guarantees a perfect penetration of pigments and a prolonged duration of the colour.

MOOD

MOOD COLOR CREAM

WHAT ARE THE INGREDIENTS?

Working together to deliver optimal colour, shine and coverage.



QUINOA EXTRACT

- Helps protect and repair the hair.
- Adds shine.
- Increases colour brilliance.
- Hydration to the scalp.



CRANBERRY EXTRACT

- Naturally rich in Vitamin C and Tannins.
- Antioxidant and fights free radicals to prolong colour longevity.

BENEFITS OF

MOOD COLOR CREAM

- Excellent coverage
- Incredible shine
- Ultra long lasting, intense colour
- Dermatologically tested



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MOOD COLOR CREAM

MOOD NUMBERING SYSTEM

- If you look at a colour chart you will see that all colours have names and numbers.
- Names are for clients, numbers are for hairdressers.

HOW DOES THE NUMBER SYSTEM WORK?

- The **first number** represents the depth of the colour, which is how light or dark the colour appears.
- The **following numbers** define the primary and secondary tone.

EXAMPLE

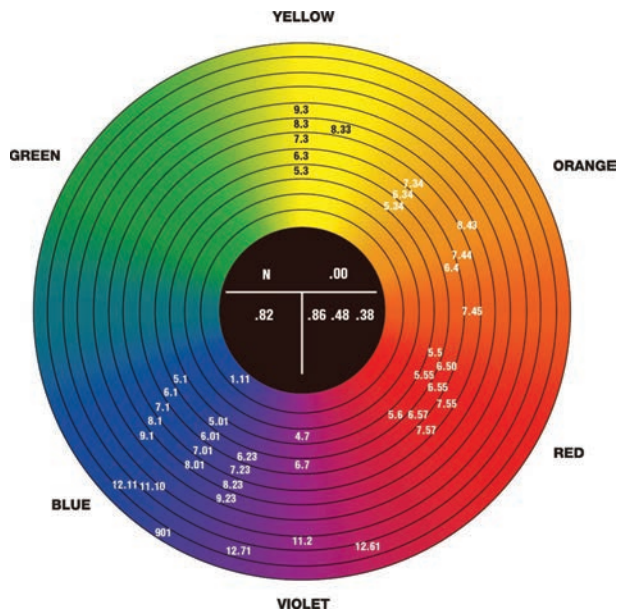
7.45 is Copper Red Blond.

Depth: Blonde
Secondary tone: Red

7.45

Primary tone: Copper

MOOD CHROMATIC WHEEL



Top Tip

Darker colours will make tone appear more subdued as it's too dark to reflect a true tone.

MOOD COLOR CREAM

DEPTH	
1	Black
3	Dark Brown
4	Brown
5	Light Brown
6	Dark Blonde
7	Blonde
8	Light Blonde
9	Extra Light Blonde
10	Platinum Blonde

TONE	
Tone	Tonal name
0	Natural
1	Ash
2	Beige
3	Gold
4	Copper
5	Red
6	Mahogany
7	Violet
8	Brown
9	Olive

MOOD COLOUR THEORY

THE OSWALD CHROMATIC WHEEL

- Every colour imaginable is a combination of the primary colours in different amounts.
- The mixture of all colours together creates a neutral brown.
- Understanding neutralisation together with the undertones in the hair colour are fundamental to professional hair colouring.



PRIMARY COLOURS

All the colours derive from 3 primary colours, they cannot be recreated through mixing other colours.

Red, Yellow & Blue.



SECONDARY COLOURS

Secondary colours are created when 2 primary colours are mixed together at equal proportions.

Red + Blue = Violet



TERTIARY COLOURS

Tertiary colours are combinations of primary and secondary colours.

Blue (Primary) + Violet (Secondary) = Blue Violet.



COMPLEMENTARY COLOURS

Complementary. Colours that are opposite each other on the colour wheel. When combined, cancel each other out.

Violet <-> Yellow



MOOD COLOUR THEORY

LIGHTENING NATURAL HAIR

Hair, by nature, is coloured. Natural hair colour is due to specific pigments in the hair fibre called melanin.

WHAT HAPPENS?

- During the lightening process the brown base will disappear quickly.
- This will reveal a warm red colour, which then lightens to orange then finally to yellow.
- These underlying pigments are referred to as **undertones**.



UNDERTONE CHART

Level	Undertone	Neutraalising Tone
10	Very pale yellow	Violet
9	Pale Yellow	Violet
8	Yellow	Violet
7	Orange Yellow	Blue/Violet
6	Orange	Blue
5	Red/Orange	Green/Blue
4	Red	Green
3	Red	Green
2	Red	Green
1	Red	Green

UNDERTONES

- Undertones will affect final colour result, so it is important to consider this when colouring the hair.
- The chart above clarifies the undertone that is exposed at each level during the lightning process.

MOOD

MOOD DIAGNOSIS

DIAGNOSIS

- A precise diagnosis of the client's hair is essential.
- Misjudgment at this stage means the result may not be what the client was expecting.
- Normally it is immediately obvious if a client has natural, virgin or previously coloured hair.
- In many cases, this may not be as obvious as it seems.



DIAGNOSIS GUIDELINES

Natural colour	<ul style="list-style-type: none">• Assess the natural depth and tone of the hair.
Previous treatments	<ul style="list-style-type: none">• Check for previous technical treatments as this can affect the outcome.
% of white hair	<ul style="list-style-type: none">• Use the white hair guidelines.
Evaluate the scalp	<ul style="list-style-type: none">• If there are any disorders such as inflammation or open wounds, do not proceed.• Recommend referral to a doctor or dermatologist.
Skin Allergy Testing	<ul style="list-style-type: none">• Check if the client has had a skin test and a history of reactions to colour.• If a client has had a previous allergic reaction, it is not recommended to colour the hair.

Top Tip

- Asses the natural depth and tone.
- Check for any previous technical treatments.
- The **MOOD** Shade guide has been designed to ensure that colour matching is as easy as possible. Consider the root, mid-length and end colours.

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MOOD DIAGNOSIS

SKIN TESTING

- All clients must have a skin allergy test 48 hours prior to a technical service.
- If there has been a previous allergic reaction, do not colour the hair.

Top Tip

- Use record cards not only for colour mixes but also to record skin tests.
- The clients should sign the skin test record as evidence it has been done.
- Record your mixes accurately for reference.

HOW TO DO A SKIN TEST

- Mix the target colour with **MOOD Activator**.
- Place a dot of product on the crease of the arm or behind the ear using a cotton bud.
- Allow to develop for at least one hour, uncovered.
- Allow a period of 48 hours between the test and colour application.
- If any irritation appears DO NOT PROCEED.



MOOD

MOOD USAGE

MOOD Color Cream Guidelines

All Shades

Desired result	MOOD Activator
<ul style="list-style-type: none"> Same level or darker. Lighten 0-1 levels. 	3% (10 vol)
<ul style="list-style-type: none"> Lighten 1-2 levels. 	6% (20 vol)
<ul style="list-style-type: none"> Lighten 2-3 levels. 	9% (30 vol)



Lighten up to
3 Levels



30-40 mins



Highlift Blonde Guidelines

Highlift series

Desired result	MOOD Activator
Highlift Blondes 11 Series <ul style="list-style-type: none"> Lighten 3-4 levels. 	<ul style="list-style-type: none"> 9% (30 vol) 12% (40 vol)
Highlift Blondes 12 Series <ul style="list-style-type: none"> Lighten 4 levels. 	<ul style="list-style-type: none"> 12% (40 vol)



Lighten up to
4 Levels



45-50 mins



MOOD USAGE

White Coverage Guidelines

% White hair	% Target Colour	% Natural series
0/40%	Total mixture	
40/70%	75%	25%
70/100%	50%	50%



RESISTANT WHITE HAIR?

When colouring resistant white hair (70-100%) there are additional steps that can be taken to optimise the coverage of **MOOD COLOR CREAM**.

 **ADD 0.0
10%** **OR**  **ACTIVATOR
9% / 30 Vol**

Top Tip

- Application is key to a successful coverage of white hair.
- Ensure that plenty of product is applied.
- Don't forget to cross check your application.

MOOD

MOOD USAGE

WHAT IS 0.0?

- **MOOD 0.0** is a lightening enhancer.
- It is a multi use product that gives flexibility to the colourist and can be used in many ways.
- Since 0.0 has the same base without colour pigments, it mixes perfectly with all the shades.

Natural Hair

Up to 3-4 levels lift.



Coloured Hair

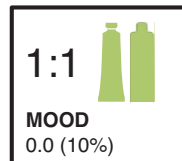
Up to 1-2 levels lift.



RESISTANT WHITE HAIR



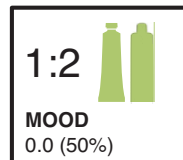
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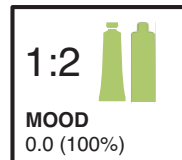
HIGHLIFT BOOSTER



+



TINT REMOVAL



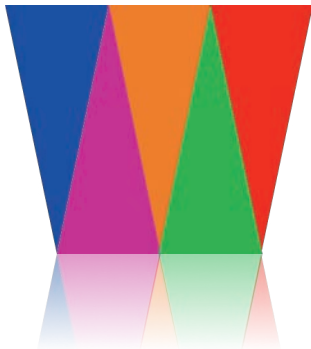
MOOD USAGE

WHAT ARE THE MOOD CREATORS?

The creators have been designed to be mixed with the other shades and aid in achieving the desired tone.

Color Creators have two uses:

- Enhancing colours.
- Neutralising colours.



Creators Guidelines

Creator - Neutralise

If used to neutralise, the creators should be mixed from 1% and up to a maximum of 10% of the total mixture.

Level	% Corrector
10	1%
9	2%
8	4%
7	6%
6	8%
5	10%

Creator - Enhance

- If used to enhance or strengthen the tonal character, it is recommended the creator is mixed up to 25% of the total formula.
- Always remember to include the quantity of Creator added when calculating Activator.

All levels	Up to 25%
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MOOD USAGE

MOOD BLEACH Guidelines

10/20/30/40 Volumes

Product	Action
• MOOD White bleach	<ul style="list-style-type: none">• Classic bleach powder.• Suitable for all types of lifting.
• MOOD Blue bleach	<ul style="list-style-type: none">• Specific anti-orange bleach with blue pigment.• Suitable for all types of lifting.

Lighten up to
6 Levels



Top Tip

- It isn't recommended to cleanse the hair prior to the colour application.

MIXING WITH MOOD

When mixing colour, always:

- Use a scale for precise measuring.
- Mix the cream and peroxide until a homogeneous mixture is obtained.
- Apply mixture as soon as it is ready and don't let it oxidise.



MOOD

MOOD COLOR ASSIST

COLOR ADDITIVE – SKIN PROTECTOR

400ml

Color additive and skin protector with natural oils. Prevents scalp staining and adds extra softness, combability and shine to final color result.

HOW TO USE:

- AS A COLOR ADDITIVE

Add 7g MOOD COLOR ASSIST every 80g color mixture and apply as usual.

- AS A SKIN PROTECTOR

To prevent staining, apply a small quantity of pure product along the hairline using finger tips.

LIVE IN COLOR,
FEEL YOUR MOOD



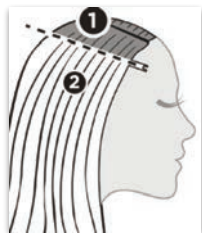
MOOD

MOOD APPLICATION

1

REGROWTH APPLICATION

All shades	30-40 mins
Highlift Blondes 11 Series	45 mins
Highlift Blondes 12 Series	50 mins



2

REFRESH APPLICATION

Refresh of depth	10-15 mins
Tonal refresh	Emulsify with water for 5 mins



VIRGIN HEAD APPLICATION

1

Start application on **mid-lengths & ends** in small sections.

10-15 mins

Leave 2 cm of the root area out.



2

VIRGIN HEAD APPLICATION

Apply the colour to the **roots** for the remainder of time.

As instructed



Top Tip

- Development time depends on activator and desired result.

MOOD APPLICATION

LIGHT TO DARK - COLOUR CHANGE

- When hair has been bleached, highlifted or highlighted, clients sometimes desire a darker shade.
- If darkening more than 2 levels, a pre-pigmentation is necessary to ensure the perfect result.

PRE-PIGMENT COLOUR

Target level	Recommended shade
Levels 8-9	9.3 
Levels 6-7	8.43 
Levels 1-5	6.50 




1:1



Water

Pre-pigmentation Guidelines

APPLICATION

- Do not cleanse the hair.
- Apply the appropriate undertone shade to the previously lightened areas.
- **Mix 1:1 with water.** 
- Dry the hair.
- Apply the target shade.

Top Tip

- Consider the porosity and elasticity of the hair, due to its previous history of being lightened.
- Ensure that you select the appropriate shade for your target colour.

MOOD APPLICATION

DARK TO LIGHT - COLOUR CHANGE

A bleach cleanse can be used to remove oxidation colour.

Depending on the correction needed, different types of bleach cleanses provide different types of removal.

This can vary from a soft removal of undesired tonality through to depth and tone.



Top Tip

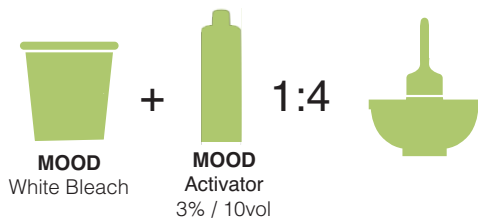
- The gentler a formula, the less reactive it will be to removal of colour - Ideal for tonal correction.
- On dry hair a bleach cleanse may not penetrate the hair as thoroughly.
- When using a shampoo you will find that a more caring the shampoo and the lower its pH level, the softer the process.

Dark To Light Guidelines

CORRECTION TYPE	OUTCOME
Deep Cleanse Bleach and MOOD Activator	Ideal for full colour corrections where the removal of depth and tone are required. Note: <i>This is the strongest option for colour correction.</i>
Moderate Cleanse Bleach, MOOD Activator, shampoo and water.	Ideal for full colour corrections where the removal of depth and tone are required. Note: <i>This is less reactive and strong due to the introduction of water and shampoo.</i>
Soft Cleanse Bleach and shampoo	Ideal for the removal of tonal corrections.

MOOD APPLICATION

DEEP CLEANSE



SOFT CLEANSE



MODERATE CLEANSE



Top Tip

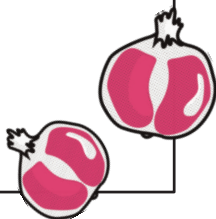
- All 3 options are relevant for colour corrections.
- The decision should be made depending on the level of lift needed and the consistency.
- For corrections of little spots, a thicker consistency is better and a quick and even distribution is easier using a more liquid consistency.

MOOD APPLICATION

Rinse and removal of tint

1. Add a small quantity of warm water.
 2. Gently massage to emulsify and rinse out thoroughly until water runs clear.
- Cleanse: MOOD Color Protect Shampoo.
 - Treat: MOOD Color Protect Conditioner.
 - Protect: MOOD Color Protect Serum.

COLOR PROTECT,
PROTECT THE COLOR,
KEEP YOUR **MOOD**



Top Tip

- When emulsifying the colour, pay special attention to the scalp and hairline.

MOOD CURL&WAVE



Top Tip

- Create sections for winding that are the same width as the curler.
- Each curler should have a maximum of 6/8 rotations.
- During the processing time with MOOD Wave Lotion, take a test curl every 3/5 minutes.
- For hair with highlights, spray hair with water to keep it moist during the winding phase and again before saturation.

PERM LOTION - 400ml

Enriched with plant keratin with restructuring properties and an odor control fragrance. Two different strengths, for natural or treated hair.

NEUTRALIZER - 1000ml

Formulated to work in synergy with MOOD Wave Lotion.

HOW TO USE:

Wash hair with MOOD Daily Care Shampoo, remove excess water and begin winding hair on chosen curlers.

Saturate each curler evenly WITH MOOD Curl & Wave lotion.

Allow to process for 5 to 12 minutes (according to hair type and desired result), without heat and without a cap.

Rinse thoroughly for a few minutes with lukewarm water.

Blot the hair and then saturate each curler with the MOOD Neutralizer.

Allow to process for 5 minutes, remove the curlers gently and reapply the neutralizer, leaving it on for a further 5 minutes.

Rinse WITHOUT SHAMPOO. Continue with a MOOD conditioner or mask according to hair type.

MOOD

MOOD
is ...
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