

sensiDO®



- SensiDO Colorist 2/3 -  
EDUCATION GUIDE

# ADVANCED

Sim  
SENSITIVE

# Tervetuloa

## TUTUSTUMAAN KOTIMAISEEN SENSIDO-VÄRIPERHEESEEN

Ainutlaatuinen kolmiosainen SensiDO Colorist -koulutusohjelmamme elää ajan hengessä, antaen ratkaisuja liiketyöskentelyn haasteisiin.

SensiDO-väriopas on kampaamoalan ammattilaisen työskentelyä helpottamaan tehty ohjekirja. Olemme konneet tähän värioppaaseen käyttökelpoisimmat vinkit sekä SensiDO Colorist Basic- ja Advanced-kurssien oppimäärän. Selkeä opas kertoo kaiken olellisen SensiDO-värjäksistä. SensiDO-värit ovat suomalaisia hajusteettomia hiusvärejä, jotka on kehitetty yhteistyössä alamme parhaiden ammattilaisten kanssa.



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Päivitämme koulutustarjontaamme jatkuvasti. Löydät ajankohtaisimmat koulutukset sekä webinaarit Sim Koulutusportaalista osoitteesta [edu.sim.fi](http://edu.sim.fi)

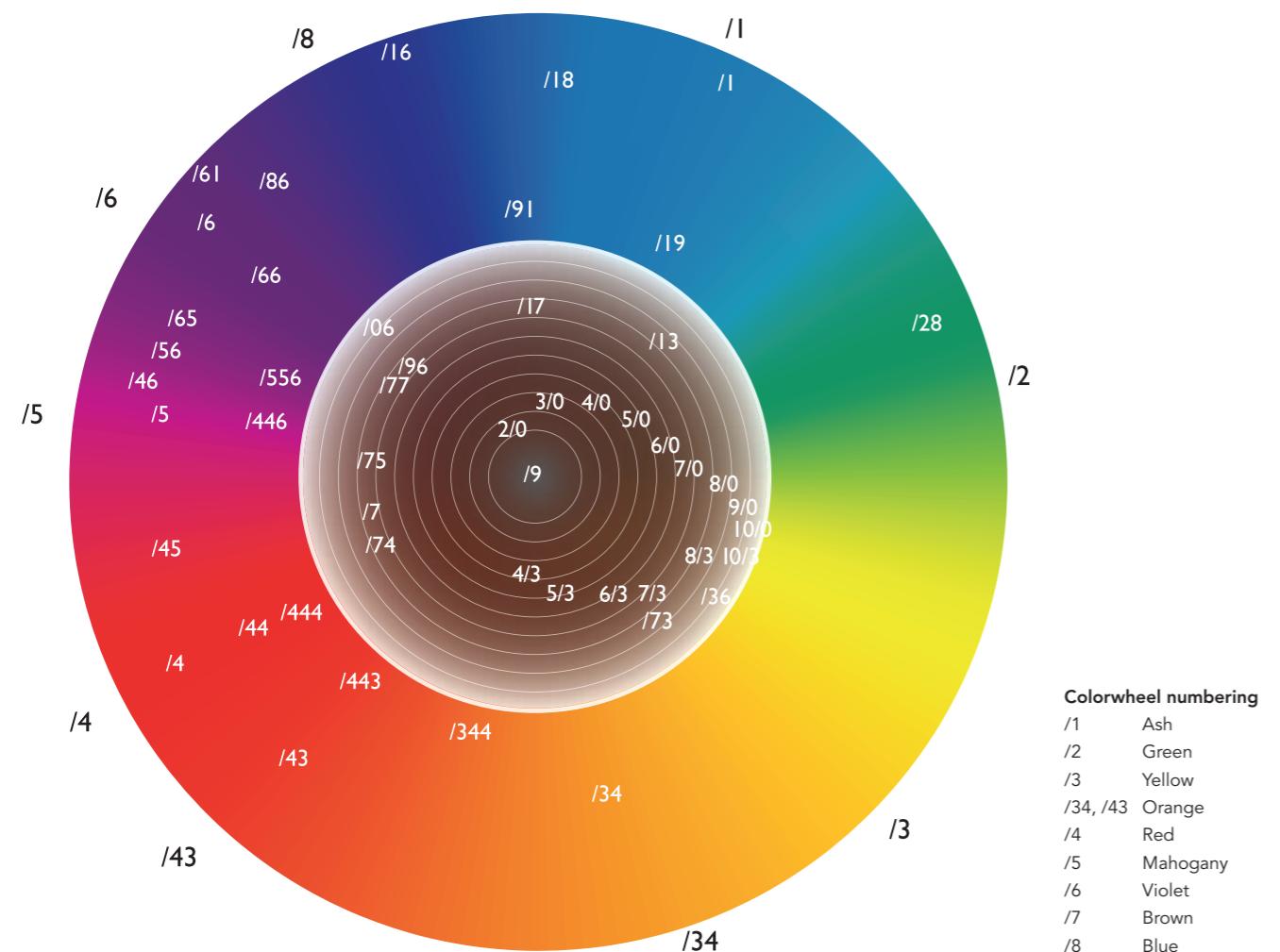


## PROFESSIONAL HAIR COLOR PRODUCED BY SOLAR ENERGY



- 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 toning – reduces stock
- SensiDO colors are neutral undertone based and Quick colors are cool undertone based
- By choosing a perfume free & vegan hair color for your salon you are also choosing a healthier working environment

## SensiDO Color Wheel & Pigmentation Chart



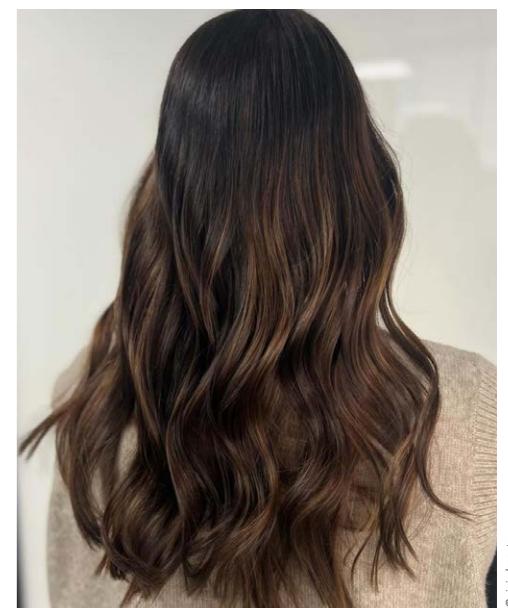
SensiDO Color Wheel

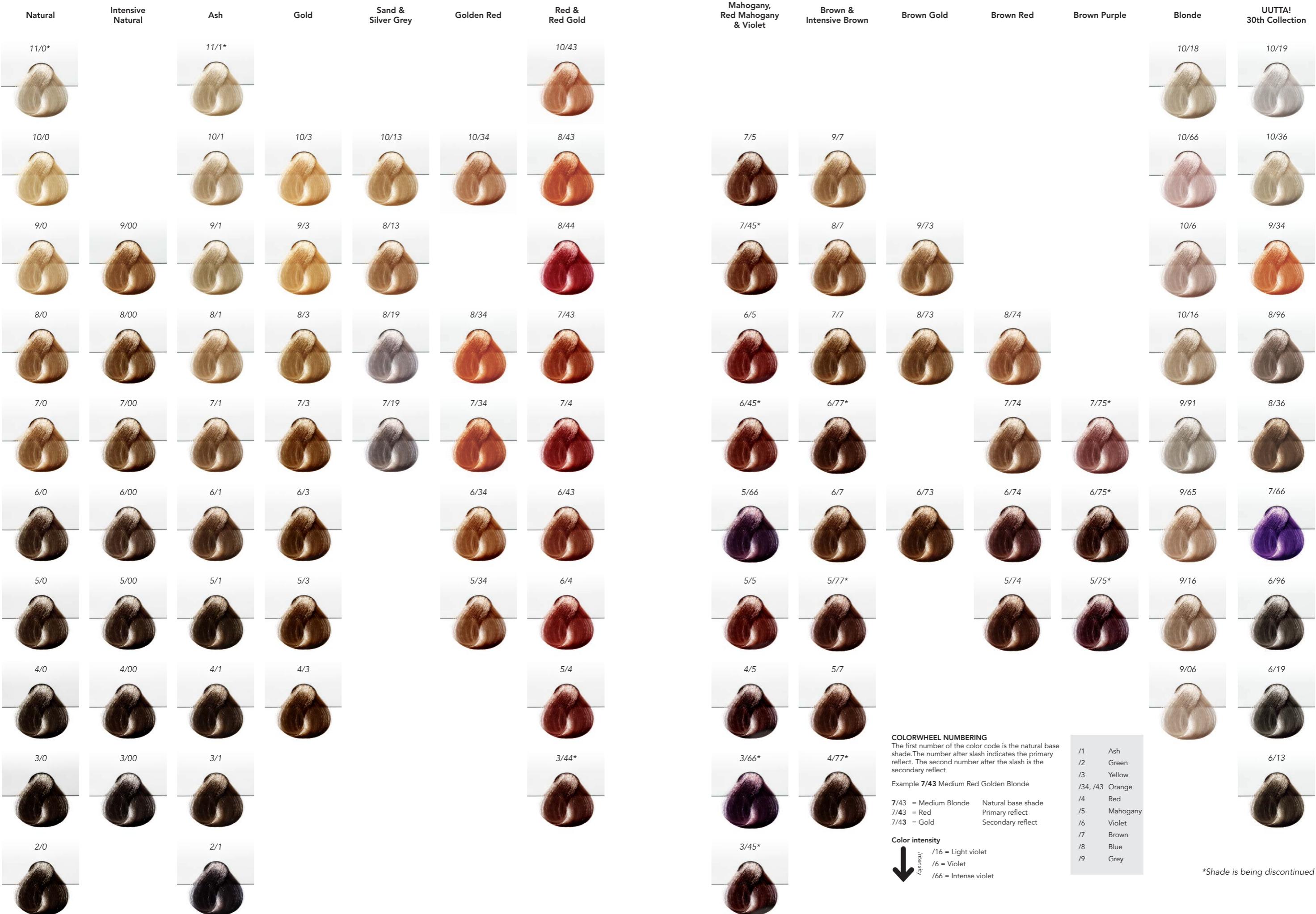
- Attn: SensiDO colors are neutral undertone based and Quick colors are cool undertone based
  - Shades are grouped in the color wheel
  - All shades are created from 3 primary colors
  - Secondary colors are orange, violet and green
  - Secondary colors are created by mixing 2 primary colors
  - Two colors opposite each other in the color wheel are called complementary
  - Complementary colors neutralize each other

Yellow       $\longleftrightarrow$       Violet  
Blue       $\longleftrightarrow$       Orange  
Red       $\longleftrightarrow$       Green

## PIGMENTATION CHART

Level	Color
Lightest Blonde 10	Yellow
Very Light Blonde 9	Yellow
Light Blonde 8	Yellow Orange
Medium Blonde 7	Orange
Dark Blonde 6	Red Orange
Light Brown 5	Red
Medium Brown 4	Red
Dark Brown 3	Red
Black 2	Red





**COLORWHEEL NUMBERING**  
The first number of the color code is the natural base shade. The number after slash indicates the primary reflect. The second number after the slash is the secondary reflect.

Example 7/43 Medium Red Golden Blonde

7/43 = Medium Blonde      Natural base shade  
7/43 = Red      Primary reflect  
7/43 = Gold      Secondary reflect

**Color intensity**  

 /16 = Light violet  
 /6 = Violet  
 /66 = Intense violet

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

\*Shade is being discontinued

*Permanent, semi-permanent and glossing  
all with the same tube of color.*

## 3 IN ONE

More than 130 color shade range. All shades have neutral base.

### Permanent coloring

#### Peroxide choice:

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

**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:** 1:2 or 1:3 | **Processing time:** 10–40 min.

### Toning

#### Peroxide choice:

- 0.9 % Toning

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



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to help us find your picture!

## ABSOLUTE

Ammonia free Absolute hair color infused with Argan oil is available in more than 70 shades. All shades are built on the same neutral base as the classic SensiDO 3 IN ONE colors.

### Permanent coloring

#### Peroxide choice:

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

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

### Toning

#### Peroxide choice:

- 0.9 % Toning

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

## QUICK

10 minutes quick color. 13 shades available. Unlike other SensiDO color lines, Quick has cool color base. Easy to apply. Perfect for short hair.

#### Peroxide choice:

- 0.9 % Toning
- 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.





## SPECIAL BLONDE

### 12-series

Special Blonde -12 series - ultra-light blonde shades that lighten up to 4 levels, giving coverage and pure intense end results. An amazing tool for toning and brightening, adding delicate reflections to light hair.

- Up to 4 level lightening
- Can be mixed with any other SensiDO color shades

**Peroxide choice:**

6 % 1 level lift and deposit

9 % 2 level lift and deposit

12 % 3–4 level lift and deposit

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



## HIGHLIGHT COLORS

### S-series

SensiDO Highlight colors are perfect for all free hand techniques like balayage and ombre. Due to higher alkaline level it allows higher lift and color deposit in natural and colored hair. **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.

- Lifts up to 4 levels
- Strongly lightening/brightening
- Can be mixed with other SensiDO colors

**Peroxide choice:**

3 % Tone to tone

6 % 1 level lift and deposit

9 % 2 level lift and deposit

12 % 3–4 level lift and deposit

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

**Processing time:** Max. 50 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. **Mixing ratio:** E.g. Color 40 g + Mix Tone 5 g + Peroxide 40 g

- /0 (**Gloss**) diluting clear tone that doesn't lift
- /00 (**Lift**) lifting clear tone, when using it remember mixing ratio 1 part chosen hair color shades + 1 part /00 + 2 parts developer - this will allow you achieve 1 level lighter hair color
- /3 and /4 do not contain oxidizing pigments, can be used as direct color, lasts around 6–10 washes
- /2, /6 and /8 contain oxidizing pigments
- /9A strong grey undertone for dark hair (level 8 and darker) and /9B strong grey undertone for light hair (level 9 and lighter) shades contain oxidizing pigments



## METALLIC COLORS 99-series\*

Metallics -99/ series allows quick unique pastel highlights, or a full coverage metallic color finish on lighter hair. Brilliantly covers and evens out the end result. From pastel shades to deeper finish depending on processing time.

- Strong metallic finish
- Can be mixed with other SensiDO color lines
- Does not contain direct dye pigments
- Does not lift

### Peroxide choice:

- |       |                        |
|-------|------------------------|
| 0.9 % | Toning                 |
| 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.

Color swatches are done on base 9

\*the line is being discontinued



## INTENSIVE RED

Intensive and long lasting red shades. Shades are intermixable or can be used on their own for a vibrant red finish. Special pigments help create exceptionally long lasting rich red shades.

- Long lasting red shades
- Versatile shade range from cool to bright warm red shades
- Can be mixed with other SensiDO color lines



## MEN SHADES

SensiDO Men Shades is developed and manufactured in Finland perfume free beard color for those who want to quickly achieve and stylish and groomed beard. Available in five shades that can be mixed to gather.



### For beard, moustache, eyebrows and hair

Easy-to-apply, non-bleeding consistency beard color with short development time. Allows to avoid visible root re-growth, ideally camouflages and blends grey hair, helps even out natural tone for a fuller more groomed look. Men Shades colors are ammonia free to minimize irritation due to intended application.

- Start the coloring process from the areas that have more grey hair or are completely grey
- If the grey hair amount is 70–100% prolong the development time by 5–15 minutes
- For a lighter end-result development time is about 10 minutes
- For a darker end-result development time is about 15 minutes
- After the development time rinse thoroughly with water, wash with shampoo and if needed use conditioner

Grey hair	Mixing ratio	Peroxide	Processing time	End result
Less than 30 %	1:2	3 %	7–10 min.	Semi-translucent up to 30 %
30–60 %	1:1,5	3 %	10 min.	Translucent up to 50 %
60–100 %	1:1	3 %	10–15 min.	Saturated up to 80 %

# 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 allows to lift and color even darker level hair on the same go. Up to 6 level lift with shades ranging from cool blondes to rich red shades. All shades are intermixable.

- Highlight color that lightens up to 6 levels and deposits at the same time
- No need to pre-lighten hair up to level 2
- Used together with SensiDO Bleaching Paste
- Can be used without Bleaching Paste on pre-lightened hair
- Contains direct pigments - they don't fade with bleaching
- For application on chemically treated hair - for virgin hair we suggest to use S-series



#### Mixing ratio 1:1:2

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

/16 Very Light Ash Violet /74 Brown Red /71 Light Brown Ash



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

Heat intensifies the color efficiency and adds intensity. 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.

Hair level	Magic Color Paste /64, /44, /34, /74, /71 and /16	Bleaching Paste	SensiDO 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 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! /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)

SensiDO Magic shades can be mixed with each other, which offers you endless shade possibilities but do not mix these shades with other SensiDO Colors.

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



## NORDIC SHADES

Low-alkaline SensiDO Nordic Shades color range inspiring hairdressers and clients alike.



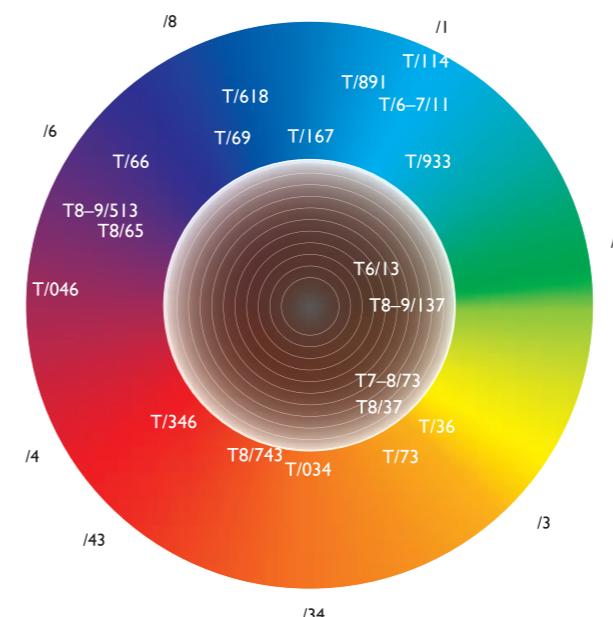
Quick and long-lasting reflective shades best suitable for right after bleaching to add dimension and tone, or to neutralize brassiness for a perfect end result. SensiDO Nordic Shades now also have several level darkening and deepening shades.

- Perfectly suitable for after bleaching application
- Low-alkaline, durable shades
- Does not contain direct pigments
- Tones / adds dimension / neutralizes brassiness

**Choosing peroxide:** Can be used with 0.9 %, 2.1 % or 3 % developer. To avoid excessive warmth, when looking to achieve a cool tone, use 0.9% peroxide.

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

**Pay attention!** Cold shades might need only 5–10 minute processing time. If the shade has some warmth to it, it might require 15–20 minute processing time. The longer processing time, the longer lasting color result.



### Colorwheel numbering

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

**NOTE!** Color swatches that don't have the darkness level indicated were done on level 10 base.



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

# OXIDANTS

## and their differences

SensiDO peroxides are perfume free and vegan.

Their consistency is optimized for SensiDO colors and bleaching products to always achieve perfect end results.



You can use SensiDO Creme Developer with all SensiDO colors and bleaching products. Available in 5 strengths. Check the chart below to see best suitability with SensiDO color and bleaching products.

	Creme Developer	Oxidant	Developer for Toners
3 IN ONE	x	x	x
Absolute	x	x	x
Quick	x	x	x
Nordic Shades	x	x	x
Men Shades	x		
Pure Blond	x		x
Creative 7.0 Bleach Powder	x		x
Bleaching Paste	x		x
Magic Color Paste	x	x	x

### Developer for Toners

Perfect consistency peroxide that allows quick color mixture application - even from a nozzle bottle at the wash station. Contains oil to ensure soft color mixture consistency and protect scalp during coloring, making Nordic Shades application even more pleasant.

0.9 %

Size 1000 ml

### Creme Developer

Creamy oxidizer for SensiDO colors and lighteners. Contains mineral oil. Mineral oil enhances the effect of the oxidant, preventing color or lightener mixture from drying out, while protecting the hair during color and lightening treatments. Thanks to the creamy composition, the mixture can be easily applied

2.1 %, 3 %, 6 %, 9 %, 12 %

Size 1000 ml

### Oxidant

Liquid peroxide. Creates a gel-like, easy to apply consistency. Innovative S.O.C.S.- technology delays oxidation 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.

2.1 %, 3 %, 6 %, 9 %, 12 %

Size 1000 ml

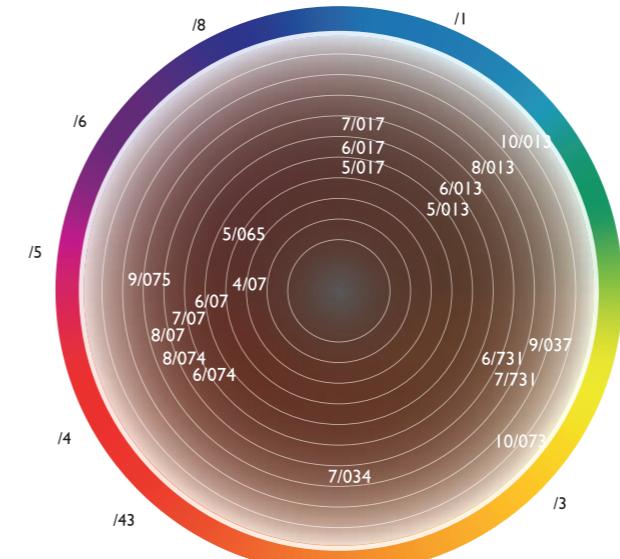
# COVER SHADES

Ready pre-mixed shades for easy grey hair coverage and coloring hair darker.



New innovative color line for easy and inspiring coloring. Cover Shades, specifically developed for grey hair coverage, contain all the elements white hair needs. Cover shades are also amazing in colouring lighter hair into darker.

- Available in 20 shades
- Can be mixed with other SensiDO colors
- Enriched with Argan oil
- Vegan and perfume free
- Lifts only two levels
- If using /0 Clear mix tone with Cover Shades remember it will affect the coverability of the color



#### Colorwheel numbering

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

#### Permanent color

##### Peroxide choise:

- 3 % Same level, darker, grey coverage  
 6 % Same level, darker, grey coverage

**Mixing ratio: 1:1 | Development time: 30–40 min.**

#### Semi-permanent color

##### Peroxide choise:

- 2.1 % Same level, darker, grey coverage  
 3 % Same level, darker, grey coverage

**Mixing ratio: 1:2 or 1:3 | Development time: 10–40 min.**

#### Toning

##### Peroxide choise:

- 0.9 % Toning

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

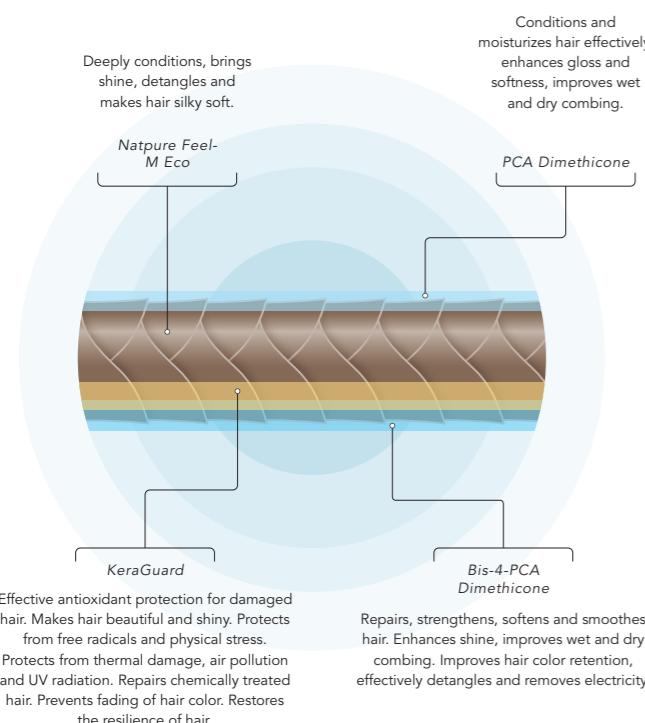


Use hashtags #simsensitive #sensido so we can find and share your pictures!

# 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.*



## 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. Prepare the mixture according to the instructions of the colorant used. First mix color and peroxide together, only 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. Temperature cannot exceed 40 °C and processing time max 20 min. If hair heats up during bleaching process, it is caused by metals and minerals accumulated in the hair from water, not by Simplex Bonder.



On the left is picture of hair after bleaching treatment without using Simplex Bonder and on the right with Simplex Bonder. Photos taken with microcamera.



#### **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.

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

**Use:** 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. Always remember to rinse off the product in the end.



When performing the treatment: The longer the treatment time - the better the end result.

### **Home care products**

Highly effective repairing and moisturizing perfume free home use products for daily use. Suitable to protect hair as well as repair already damaged hair. Home care products are perfume free and vegan.

## Re-Bonding Shampoo

- Deeply moisturizes, conditions and repairs, protecting damaged hair
  - Adds manageability and shine, leaving hair looking nourished
  - Sizes 250 and 1000 ml

## Conditioning Mask

- Deeply moisturizes, conditions and repairs, protecting even from mechanical stress
  - Repairs and strengthens hair
  - Works as 2 in 1, as a conditioner or a mask
  - Sizes 250 and 1000 ml

**PRO COOLER**

Pigment admixture

Versatile pigment admixture to add during bleaching process, to hair color, shampoo or a conditioner. Effectively neutralizes yellow tones for bright blonde shades. Perfume free and vegan. Size 250 ml.

**With hair color:** Maximum 25 % Pro Cooler in the ready mixture

**With shampoo or conditioner:**  
1 part of Pro Cooler, 3 or 4 parts of conditioner

**COLOR REMOVER**

Gentle foaming liquid

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.

**Use:** Add stain removing liquid to a cotton ball and gently massage the affected skin area. Repeat if necessary.

**COLOR LOCK**

Lock color pigments into the hair

A perfume free 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. Vegan. Size 500 ml.

**Use:** Apply a generous amount of product to hair after hair color processing time and gently massage it onto the scalp and through hair. Leave on for about five minutes and rinse thoroughly. Towel dry hair and use conditioner. Remember that the product replaces shampooing process.

**DIRECT DYE REMOVER**

Remove direct dye pigments

With the help of Direct Dye Remover you can easily and safely remove and fade direct pigments. Infused with oil to protect hair during treatment. Perfume free and vegan. Size 500 ml.

**Use:** Mix 1 part of bleaching powder with 7 parts of Direct Dye Remover. Apply generously on dry or towel-dried hair. Work the mixture into the hair 20–45 minutes. Rinse with warm water, wash with shampoo and use a conditioner. Wear protective gloves.



Hair before Direct Dye Remover.

Hair after Direct Dye Remover.

Hair after coloring.



## MIX & MATCH

Color depositing mask that doesn't only add a beautiful hue to hair but also effectively conditions them. Contains KeraGuard™ that leaves hair silky soft and shine that lasts.

- A versatile shade line of 15 shades
- Development time 15–20 minutes
- Perfume free and vegan
- Manufactured in Finland with solar energy

KeraGuard active ingredients soften hair structure, moisturize hair, protects hair against damage and prevents hair color from washout. Hair feels silky soft and vibrant. An updated color mask shade line will make sure your client find a perfect shade for them.



## MIX & MATCH

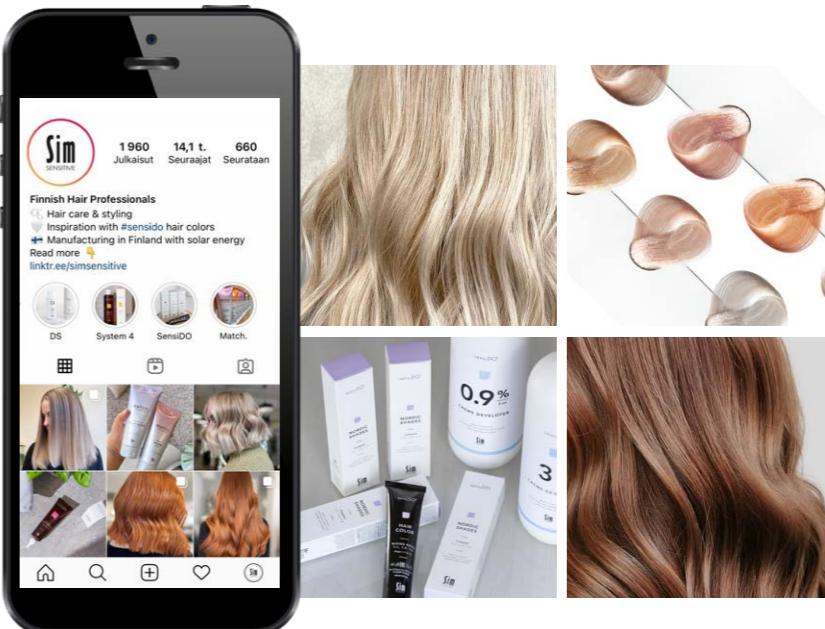
Custom-made color conditioner that adds shines and pigments to the hair, while colouring processed hair, adding intensity and shade depth.

Voit valmistaa asiakkaalle yhden yli 150 sävyn SensiDO-valikosta, tai aivan oman, muodikkaan pastellin, hohtavan metallin tai räväkän, kirkkaan värin. Great product to offer as an additional service to clients who came for a haircut or sell for home use. Size 1000 ml



- Individual color conditioner is created by mixing 5 SensiDO Mix & Match base colors: White, Cyan, Magenta, Yellow and black
- 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

## RECIPES



## SOCIAL MEDIA

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

**INSTAGRAM**  
Generous amount of hair photos,  
recipes, tips and inspiration!  
[instagram.com/simsensitive](https://www.instagram.com/simsensitive)

**FACEBOOK**  
[facebook.com/SimSensitive](https://www.facebook.com/SimSensitive)

**YouTube**  
Wide range of tutorials  
[youtube.com/simsensitive](https://www.youtube.com/simsensitive)

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