

sensiDO®



BLONDE

Sim
SENSITIVE

Tervetuloa

TUTUSTUMAAN KOTIMAISEEN SENSIDO-VÄRIPERHEESEEN

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

SensiDO-väriopas on kampaamoalan ammattilaisen työskentelyä helpottamaan tehty ohjekirja. Olemme koonneet tähän värioppaaseen käytännön vinkkejä sekä SensiDO Colorist Blonde -kurssin oppimäärän. Selkeä opas kertoo kaiken oleellisen SensiDO-värijäykistä ja -vaalennuksista. SensiDO-värit ovat suomalaisia hajusteettomia hiusvärejä, jotka on kehitetty yhteistyössä alan parhaiden ammattilaisten kanssa.



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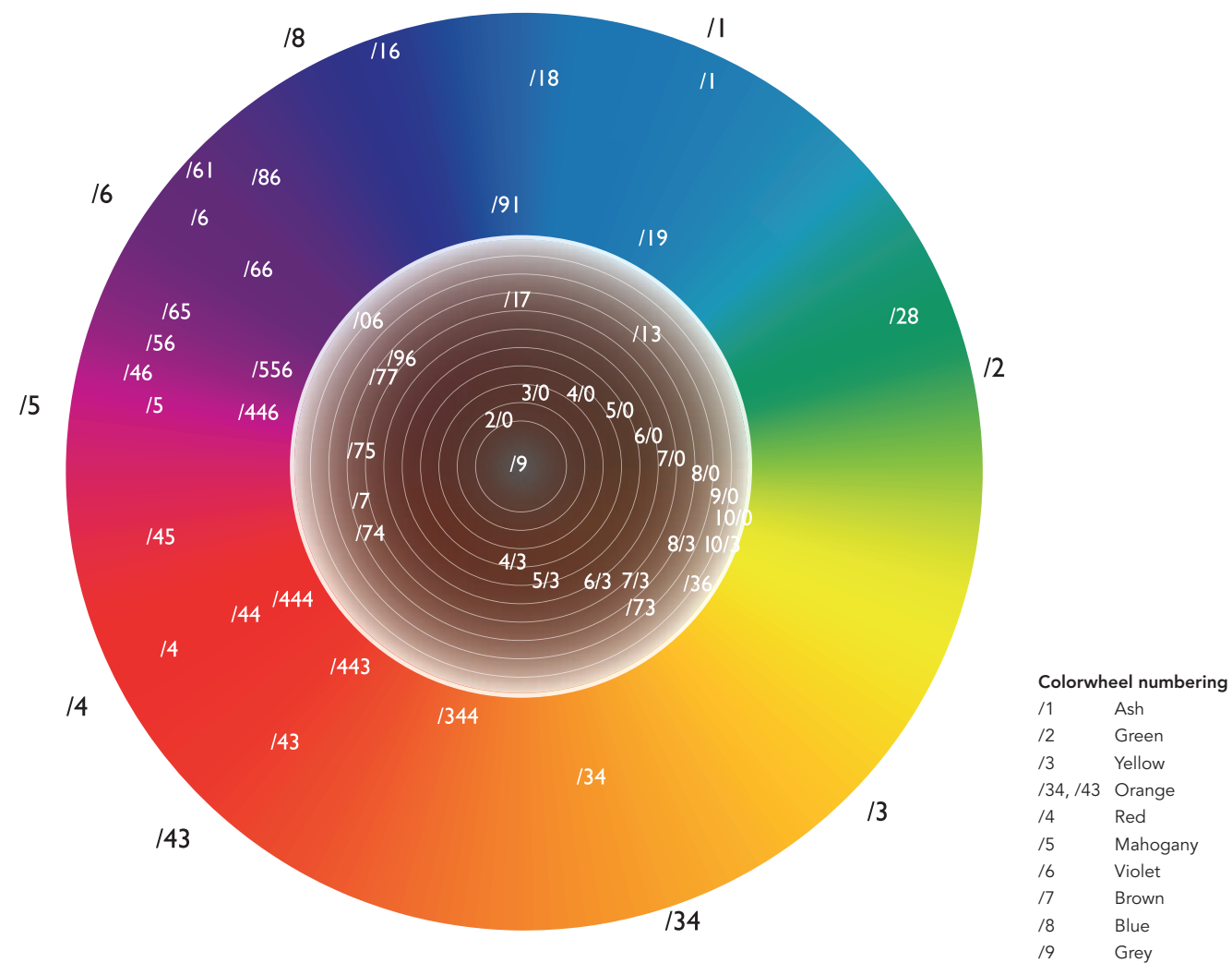
Päivitämme koulutustarjontaamme jatkuvasti. Löydät ajankohtaisimmat koulutukset sekä webinaarit Sim Koulutusportaalista osoitteesta edu.sim.fi



PROFESSIONAL HAIR COLOR PRODUCED BY SOLAR ENERGY



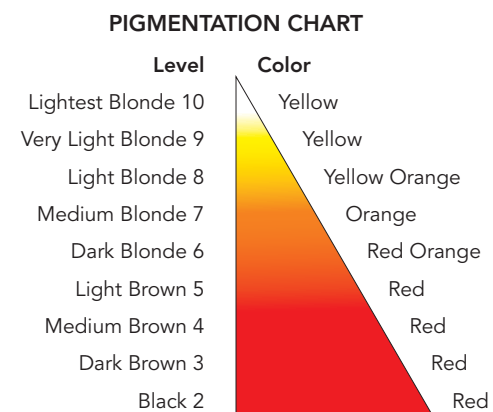
- Versatile professional hair color that has been awarded the Key Flag mark by the Association of Finnish Work
- Great price-to-quality ratio as one of the keys for success
- One color that can be used for semi-permanent and permanent coloring, as well as toning – reduces stock
- SensiDO colors are neutral 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

- 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 ↔ Violet
Blue ↔ Orange
Red ↔ Green



@byrosamila



@jennyblonds



@blondbyemmi



Hair lightening with bleach

Hair bleaching is an oxidation reaction with hair melanin, which causes color removal. Strong bleaching requires the presence of hydrogen peroxide and persulfate to function. The persulfates used in the bleaching process are ammonia, sodium or potassium persulfates. Persulfates and hydrogen peroxide release oxygen, with persulfates being stronger oxidants. This swells the hair and breaks the structure of melanin. By this method, the hair can be lightened by a maximum of 6-7 degrees. There are no permanent dyes present in the bleaching process..

Hair lightening with permanent color

Lightening your hair with permanent dye will bring a maximum of 3-4 degree lightening. In this process, an alkaline (usually ammonia or ethanolamine), hydrogen peroxide, as well as oxidizing bases and couplers are present. Oxidizing bases and couplers are color precursors, very small colorless molecules, monomers. In the process, hydrogen peroxide lightens the hair and oxidizes the oxidizing base so that the coupler is able to react with the oxidized form of the base and to-

gether they form a large colored molecule. The function of alkaline is to swell the hair so that these color precursors can penetrate the hair fiber. In the reaction of alkaline and hydrogen peroxide, hydrogen peroxide decomposes into water and oxygen.

The differences of bleaching products

The pH of the ammonia-free bleach is significantly higher than the ammonia containing bleach. Thus, the treatment of the ammonia-free bleach is also more harmful to the hair. This has also been studied in the laboratory by empirical experiments by lightening the hair several times, whereby the differences have been clearly visible. Various comparative washing tests have also been carried out by coloring prebleached hair swatches with direct dyes. In all tests, the ammonia containing bleach left the hair in better condition and the color remained better when the hair was pre-bleached with ammonia containing bleach. Ammonia and jojoba oil containing SensiDO Bleaching Paste was a clear winner in our laboratory tests with the best lightening effect and it also left the hair in the best condition.



PURE BLOND
Bleaching Powder

Dust free bleaching powder suitable for various bleaching techniques. Use with SensiDO Cream Developer to achieve supple and soft consistency, that is easy to apply. Bleaching mixture does not swell or dry out, but remains workable and moist during the application process. Updated consistency helps achieve even clearer bleaching results. Contains ammonia.

- Lifts up to 7-8 levels
- Cleaner lightening results
- Suitable for all bleaching techniques
- Non-swelling consistency
- Perfume free and vegan

Peroxide choice: Can be used with all peroxide strengths depending on hair darkness and desired end result. **Attn!** Use Max 6 % peroxide for root application.

Mixing ratio: 1:2 or 1:3
Development time: 10–45 min.

Do not use metal utensils and bowls with the mixture.



CREATIVE 7.0 BLEACH POWDER

For free-hand techniques

Clay-based SensiDO Creative 7.0 Bleach Powder is ideal for various free-hand bleaching techniques like e.g. Balayage, Flamboyage, Ombre, Sombre or Babylights. Contains ammonia.

- Lifts up to 7 levels
- Non-swelling consistency allows precise and quick application without foils.
- Pleasant and easy to work with
- Perfume free and vegan

Peroxide choice: Can be used with all peroxide strengths depending on hair darkness and desired end result. **Attn!** Use Max 6 % peroxide for root application.

Mixing ratio: 1:2 or 1:3
Development time: 10–45 min.

Do not use metal utensils and bowls with the mixture.



BLEACHING PASTE

Gentle & effective

Gentle and effective bleaching product. Suitable for various highlighting and bleaching techniques. Ammonia guarantees efficient lightening and jojoba oil, as well as significantly lower pH level makes this paste more gentle compared to conventional bleaching products.

- Lifts up to 7 levels
- Gentlest option for bleaching
- Pleasant and easy to work with
- Perfume free and vegan

Peroxide choice: Can be used with all peroxide strengths depending on hair darkness and desired end result. **Attn!** Use Max 6 % peroxide for root application.

Mixing ratio: 1:2 or 1:3
Development time: 10–45 min.

Do not use metal utensils and bowls with the mixture.



SENSIDO PRO COOLER

Perfume free and vegan pigment admixture to create a perfect blonde. Effectively neutralizes yellow tones for bright blonde shades.

Depending on the base color of the hair even a few drops can be enough to achieve the desired end result. Either a trendy Granny-style silver grey, cool accents to blonde hair or cold tones on dark brown hair. Due to high pigment consistency we recommend to use protective gloves when handling the product.

RECOMMENDED MIXING RATIO

Before applying product to the hair it is always recommended to analyze current hair state and initial darkness level. Amount of Pro Cooler needs to be decided according to the lightest parts of the hair.

- With a bleaching product: 1 part of Pro Cooler, 1 part of bleaching product and 2 or 3 parts of peroxide
- With shampoo or conditioner: 1 part of Pro Cooler, 3 or 4 parts of conditioner

Darkness levels 2–6

1 part Pro Cooler + 1 part Bleaching powder/paste + 2 or 3 parts peroxide

Darkness levels 6–8

1/3 – 1/2 part Pro Cooler
+ 1 part Bleaching powder/paste
+ 2 or 3 parts peroxide

Darkness levels 8–10

A very small amount of Pro Cooler depending on hair condition and desired end result + 1 part Bleaching powder/paste + 2 or 3 parts peroxide.



@charlynoormaria



@mirevashair



@byrosamila

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



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.



Lifting colors



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.

The difference between Blonde and Special Blonde lines is small, yet significant. While the Blonde line can achieve 2-3 levels of lifting, the Special Blonde can go up to 3-4 levels. Should you wish a strong neutralization to an already fairly light base, the Blonde line would work best since it works especially well on pre-lightened hair when you wish to lift it another level or two and also combine it with a strong neutralization. Special Blonde works best on untreated hair and provides beautifully natural tones.

Lifting colors



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.

NORDIC SHADES

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



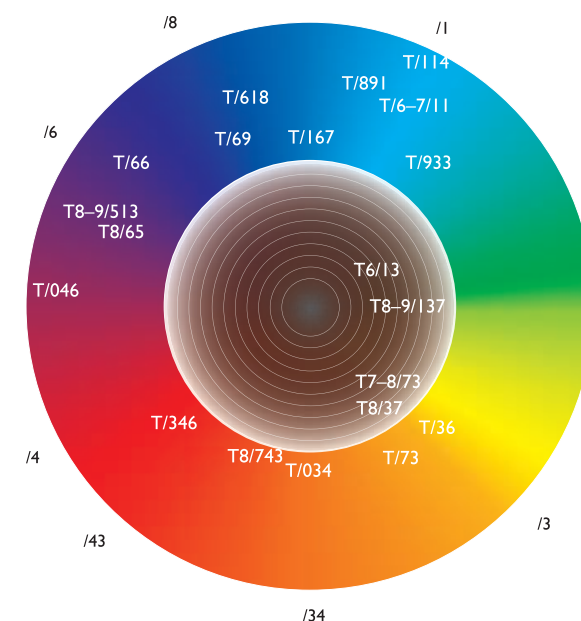
Quick and long-lasting reflective shades best suitable for right after bleaching to add dimension and tone, or to neutralize brassiness for a perfect end result. SensiDO Nordic Shades now also have several level darkening and deepening shades.

- 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 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.



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

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

DIRECT DYE REMOVER

Effectively remove and fade direct dye pigment with SensiDO Direct Dye Remover



Hair before Direct Dye Remover

Hair after Direct Dye Remover

Hair after coloring



Blue direct dye pigment in particular, is known to penetrate deep into hair and be more challenging to fade compared to other direct pigments, oftentimes resulting in blue-green faded shades. It can also be challenging to remove and until now the best trick to remove the faded blue was to cover it with a complementary pigment. Infused with oil to protect hair during treatment. Perfume free and vegan. Size 500 ml

How to 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 for 20–45 minutes
- Rinse with warm water, wash with shampoo and use a conditioner
- Wear protective gloves



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.



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.

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.*

Bleaching product	Peroxide	Simplex Bonder
1 part	2 or 3 parts	0,25 parts
40 g	80–120 g	10 g

Do not increase strength of peroxide! The amount of peroxide does not alter the amount of Simplex Bonder. Follow the bleaching instructions of the bleaching product used and prepare the mixture based on them. First mix the bleaching product and the peroxide together and then add Simplex Bonder. After the development time rinse hair thoroughly, wash and condition hair with products of your choice.

*Wood Mind
J-J WOODWORKING*

Improves hair color endurance and protects hair from damages caused by mechanical stress.

Bleaching product	Peroxide	Simplex Bonder
1 part	2 or 3 parts	0,25 parts
40 g	80–120 g	10 g

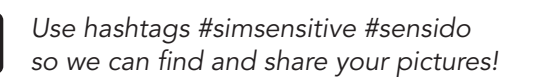


Do not increase strength of peroxide! Measure the necessary amount of Simplex Bonder to add to the color mixture. The amount of the peroxide does not alter the amount of Simplex Bonder. Prepare the mixture according to the instructions of the colorant used. First mix color and peroxide together, only then add Simplex Bonder. After processing time rinse hair thoroughly, wash and condition with products of your choice.

- If hair heats up during bleaching process, it is caused by metals and minerals accumulated in the hair from water, not by Simplex Bonder
- Remember to follow the process closely
- Temperature cannot exceed 40 °C and processing time max 20 min.

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.

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.

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HOME CARE PRODUCTS

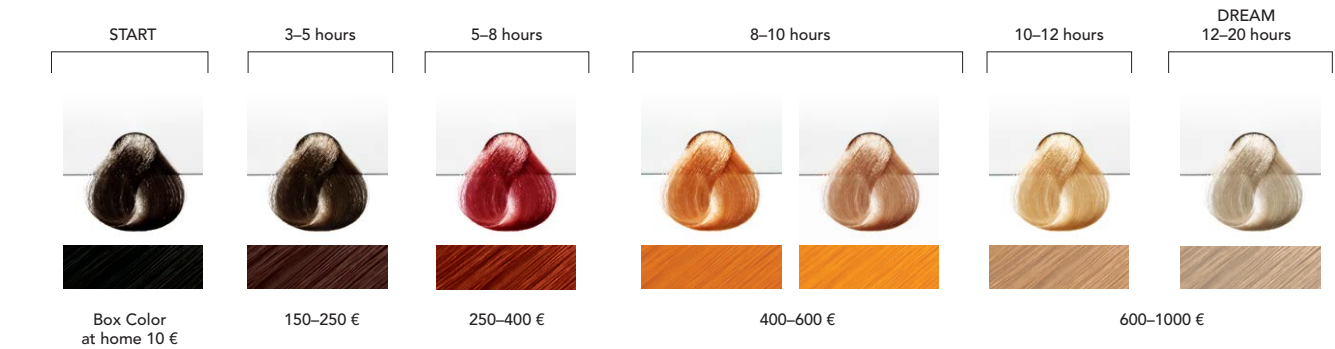
Highly effective repairing and moisturizing perfume free home use products for daily use. Suitable to protect hair as well as repair already damaged hair. Home care products are perfume free and vegan.

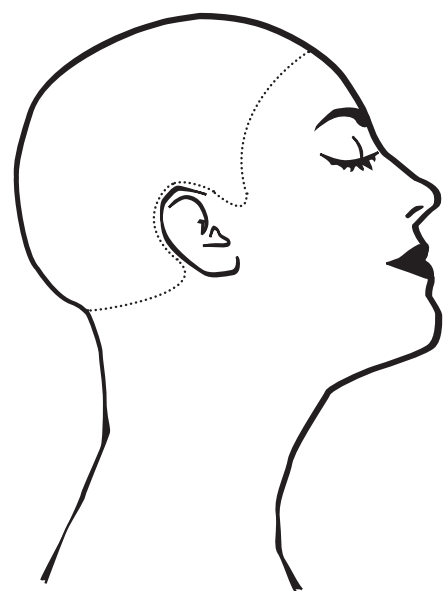
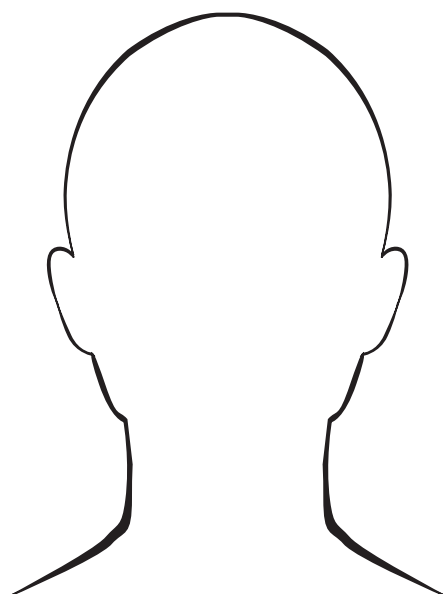
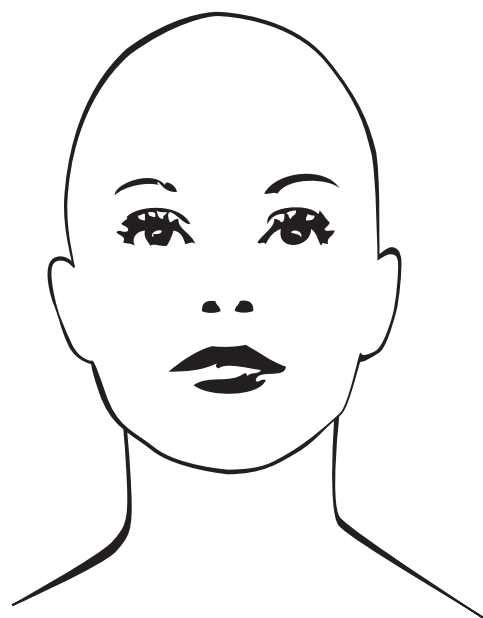
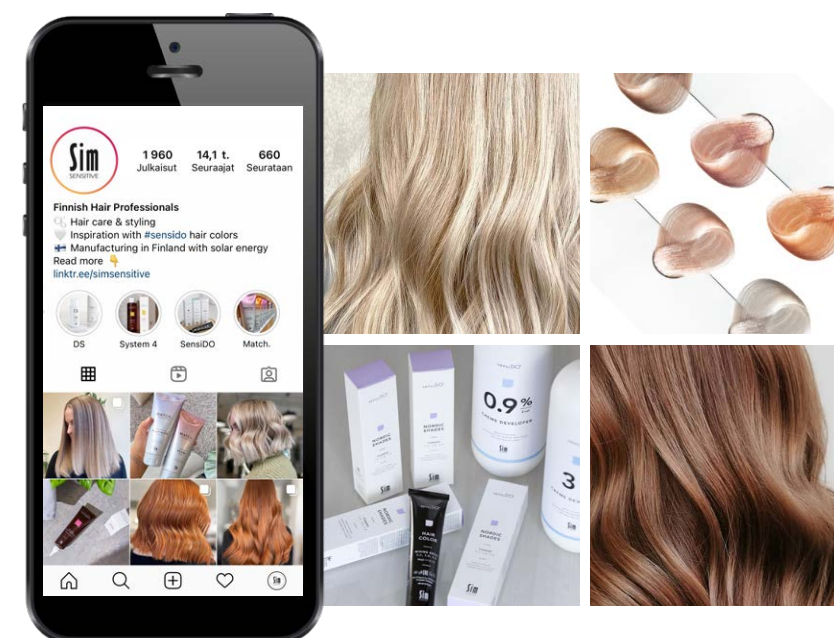
Re-Bonding Shampoo

- 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



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SOCIAL MEDIA

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



Generous amount of hair photos,
recipes, tips and inspiration!

[instagram.com/simsensitive](https://www.instagram.com/simsensitive)



Wide range of tutorials

youtube.com/simsensitive



facebook.com/SimSensitive





Inspiring photos

pinterest.com/simsensitive

| Finnish hair professionals |



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