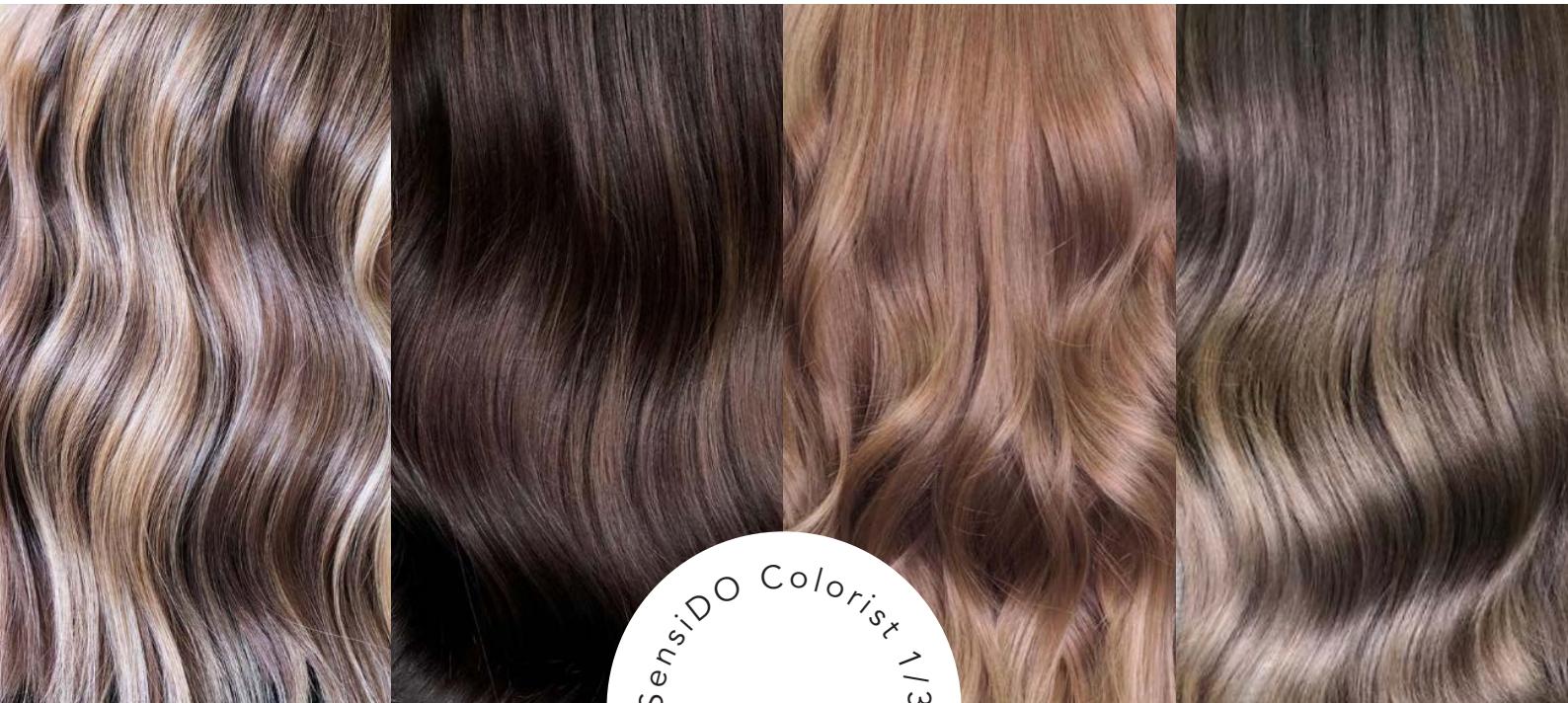


sensiDO®



- SensiDO Colorist 1/3 -
EDUCATION GUIDE -

BASIC

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 koonneet tähän värioppaaseen käyttökelpoisimmat vinkit sekä SensiDO Colorist Basic- ja Advanced-kurssien oppimäärän. Selkeä opas kertoo kaiken oleellisen SensiDO-värjäksistä. SensiDO-värit ovat suomalaisia hajusteettomia hiusvärejä, jotka on kehitetty yhteistyössä alamme parhaiden ammattilaisten kanssa.



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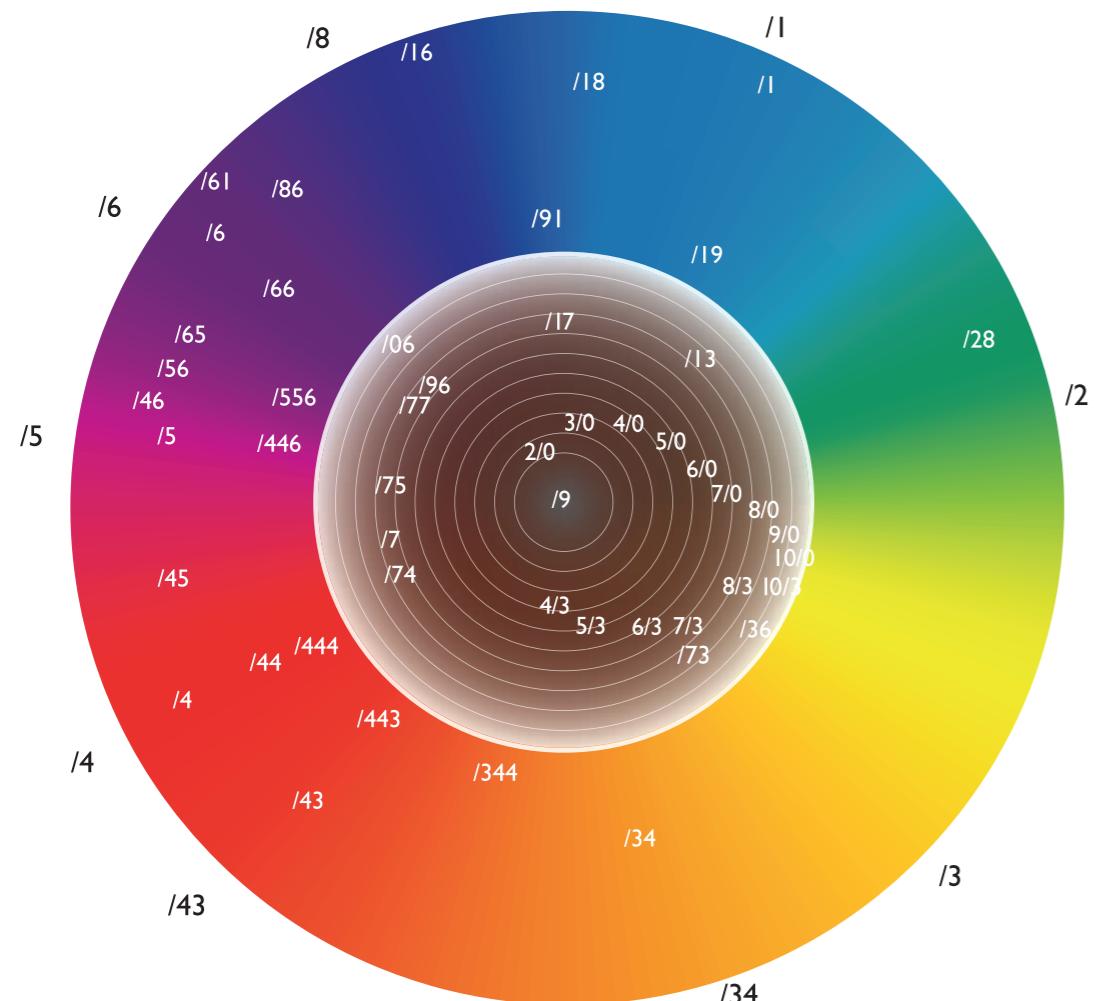
Päivitämme koulutustarjontaamme jatkuvasti. Löydät ajankohtaisimmat koulutukset sekä webinaarit Sim Koulutusportaalista osoitteesta edu.sim.fi



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



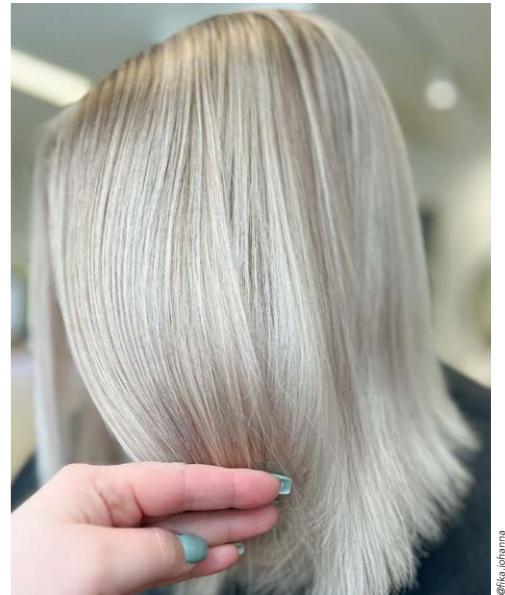
Colorwheel numbering	
/1	Ash
/2	Green
/3	Yellow
/34, /43	Orange
/4	Red
/5	Mahogany
/6	Violet
/7	Brown
/8	Blue
/9	Grey

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

PIGMENTATION CHART



@hairbypharma



@hairbypharma



@hairandcolorbyzora



3 IN ONE

More than 130 color shade range.

All shades have neutral base.



Versatile series

Cover Shades 100 % grey coverage	Red /4 Perfect dewy red shades	Intensive Violet /66 Dark intensive violet	Mix Tones Mix tones
Natural /0 Full coverage natural shades	Golden Red /34 Copper shades with warm golden accents	Grey Violet /96 Grey shades with violet accents	Blonde Versatile, beautiful light shades
Intensive Natural /00 Perfect grey hair coverage	Golden Violet /36 Golden shades with violet accents	Brown /7 Soft chocolate brown shades	Special Blonde 12/ Strong accents with up to 4 levels lighter abilities
Ash /1 Matte ashy shades	Red Gold /43 Copper shades with red accents	Intensive Brown /77* Intensive, strong brown shades	Intensive Red Intensive shades from mahogany to pink
Gold /3 Full coverage golden shades	Red Mahogany /45 * Red mahogany shades	Brown Gold /73 Soft golden browns	Metallic 99/* Metallic sheen and pastel accents to light blonde hair
Sand /13 Sophisticated sandy golden shades	Mahogany /5 Intensive mahogany shades	Brown Red /74 Brown with red undertones	Highlight color S/ Highlight shades for balayage, somber and ombre coloring techniques. Lifts up to 4 levels
Silver Grey /19 Ashy grey shades	Violet /6 Violet shades	Brown Purple /75* Brown mahogany with cold accents	

*the line is being discontinued



@hairbyrikkiitalanen

One color for toning, semi-permanent and permanent coloring.

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 or 1:2 | **Processing time:** 1–30 min.



3 IN ONE

Special Series

Special Blonde - 12/-series

Up to 4 level lightening and efficient coverage! Special Blonde shades 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.

Metallic - 99/-series*

Metallic colors perfectly suitable for various color applications, metallic toning or as a quick booster.

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.



Highlight colors - S/-series

S-series highlight colors for balayage, somber and ombre techniques. Lifts up to 4 levels. **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.

Peroxide choice:

3 %	Tone to tone
6 %	1 level lift and deposit
9 %	2 level lift and deposit

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

Processing time: Max. 50 min.

Mix Tones

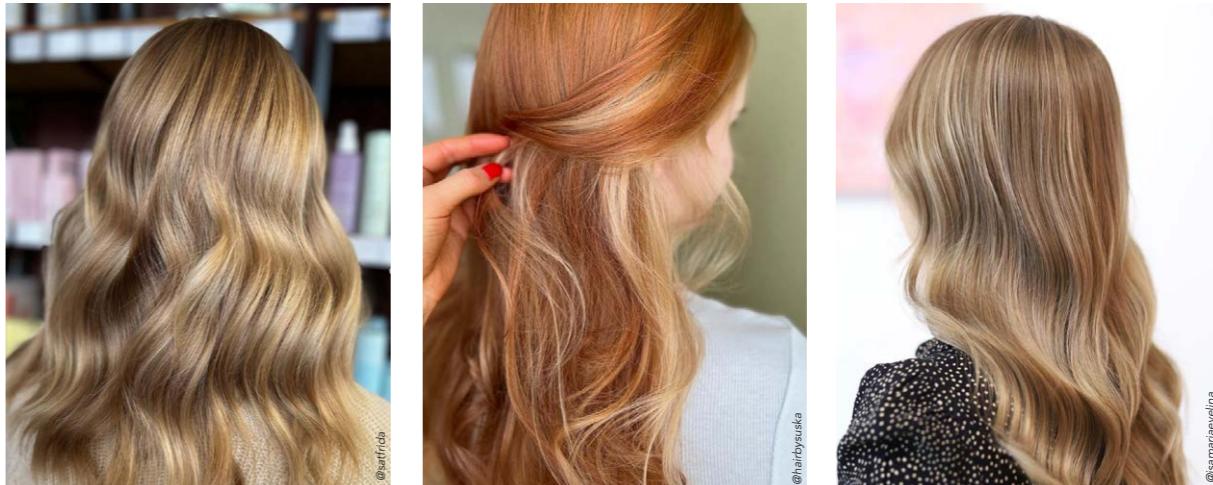
Adding mix tones to intensify chosen color shades. Mix Tones -shades can be added to all SensiDO colors. End result intensity directly depends on the amount of added Mix Tone shade. **Mixing ratio:** E.g. Color 40 g + Mix Tone 5 g + Peroxide 40 g

- /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



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.



@Samarievelina

You can use Absolute colors to make permanent color, semi-permanent color or toning.

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.

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 or 1:2 | **Processing time:** 1–30 min.

Versatile series

Natural /0 Full coverage natural shades	Red Gold /43 Copper shades with red accents	Brown Gold /73 Soft golden browns
Intensive Natural /00 Perfect grey hair coverage	Intensive Brown /77 Intensive, strong brown shades	Brown Red /74 Brown with red undertones
Gold /3 Full coverage golden shades	Silver Grey /19 Ashy grey shades	Brown Purple /75 Brown mahogany with cold accents
Ash /1 Matte ashy shades	Sand /13 Sophisticated sandy golden shades	Intensive Red Intensive red shades
Brown /7 Soft chocolate brown shades	Intensive Violet /66 Dark intensive violet	Blonde Versatile, beautiful light shades
Red /4 Perfect dewy red shades	Golden Red /34 Copper shades with warm golden accents	

QUICK

You can use these 10 minute Quick colors to make permanent color, semi-permanent color or toning. 13 color shade range. Unlike other SensiDO color lines, Quick has cool color base.



10 minutes quick color

Quick and easy color application with processing time of just 10 minutes. Perfect for short hair. Easy to apply.

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.

Series

Natural /0	Ash /1	/6	/19
Full coverage natural shades	Matte ashy shades	Soft violet	Ashy grey shades
Gold /3	/16	/91	Strong grey shades
Full coverage golden shades	Matte violet shades	Strong grey shades	

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 %



NORDIC SHADES

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



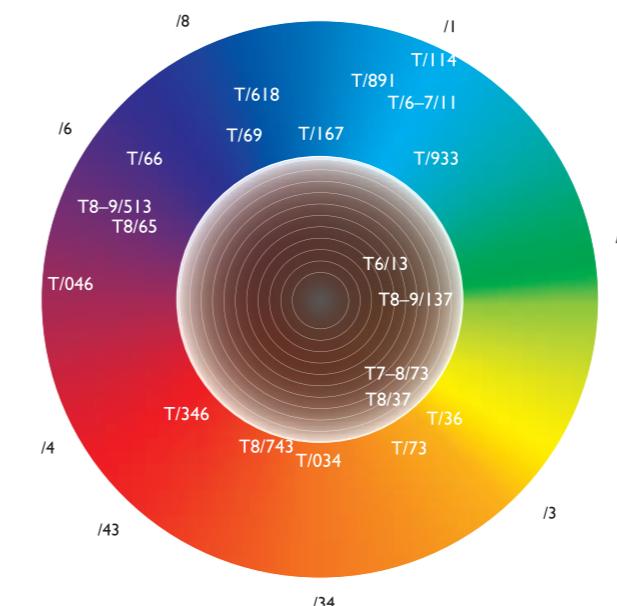
Quick and long-lasting reflective shades best suitable for right after bleaching to add dimension and tone, or to neutralize brassiness for a perfect end result. SensiDO Nordic Shades now also have several level darkening and deepening shades.

- 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		



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

Oxidant or Creme Developer? You can use SensiDO Creme Developer with all SensiDO colors and bleaching products. SensiDO Oxidant is not recommended to use with SensiDO Blonde bleaching powders as well as SensiDO Bleaching Paste.

COLORING GREY HAIR with SensiDO colors

Completely grey hair is clear, as hair is lacking pigments (natural or artificial pigments). Most often hair is not completely clear, but a combination of naturally colored, grey and clear hair.

TIP! Basic instructions 7/0 + 7/3 + Oxidant 3% (1:1)

If you want a cooler result: 7/0 + 7/3 + 7/1 + Oxidant 3% (1:1:1)

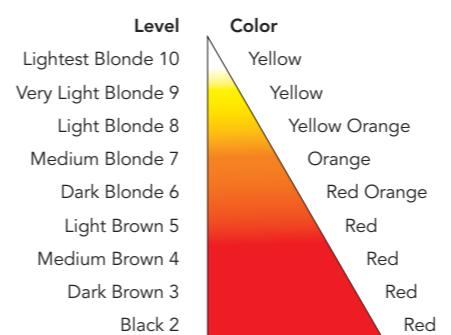
When coloring grey hair it is important to pay attention to the level of grey, which then defines the shade, as well as peroxide choice, often resulting in 3%. The higher the amount of grey hair, the more Natural, Intensive Natural or Gold series shades we will need to add.

Amount of grey hair	Amount of color
Less than 20 %	Trendy color can be used alone
20-50 %	1/3 Natural, Intensive Natural or Gold series or 2/3 of other trendy color shade
50-70 %	1/2 Natural, Intensive Natural or Gold series color shade and 1/2 of other trendy color shade
70-100 %	2/3 Natural, Intensive Natural or Gold-series color and 1/3 of other trendy color

Pay attention to:

- 100 % grey hair coverage with Natural /0, Intensive Natural /00 and Gold /3 series
- When coloring with 3 IN ONE -series, use 3 % Oxidant
- When coloring with Absolute-series, use 6 % Oxidant
- Remember to use a generous amount of color mass when coloring grey hair, which is usually more than during normal hair coloring

PIGMENTATION CHART





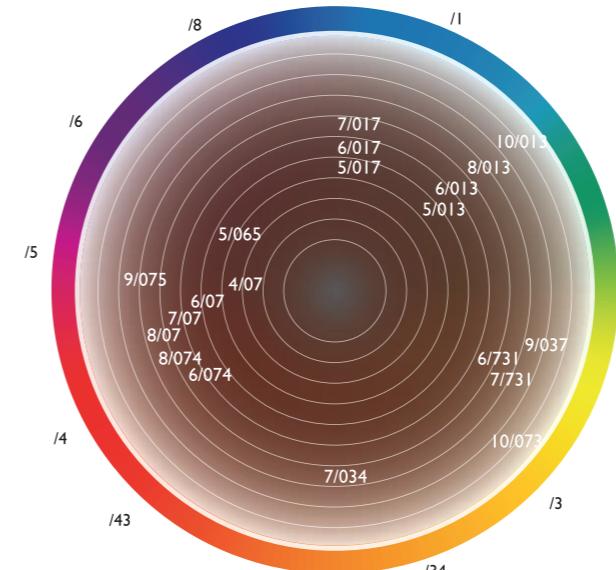
COVER SHADES

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

- 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, checking regularly every 3–5 minutes
- Temperature cannot exceed 40 °C
- Processing time max 20 min.



Intensive conditioning treatment

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. Attn. You can prolong product's processing time; the longer processing time, the better end results of the treatment, but always remember to rinse off the product in the end.

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

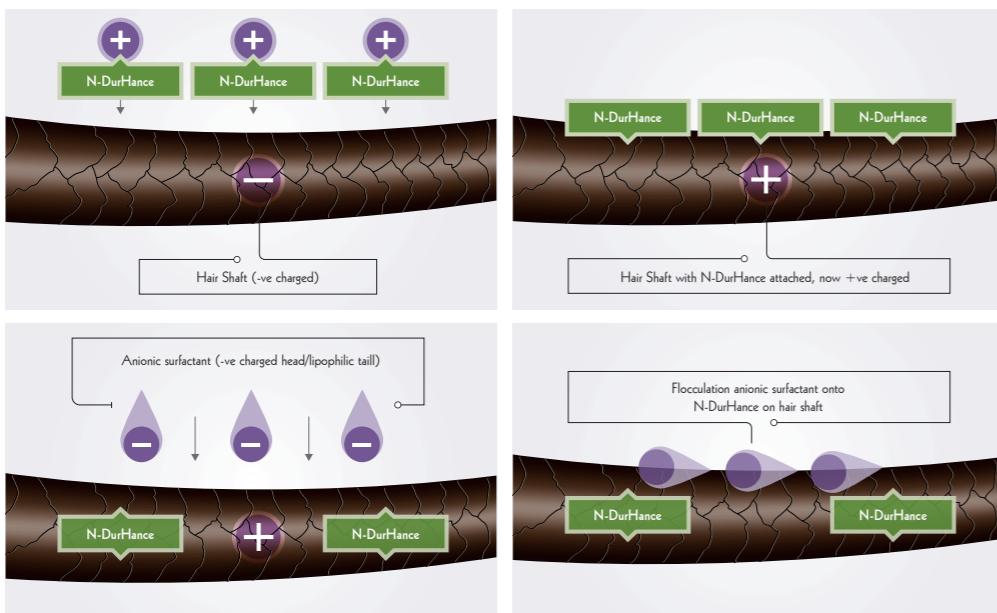
- Deeply moisturizes, conditions and repairs, protecting even from mechanical stress
- Repairs and strengthens hair
- Works as 2 in 1, as a conditioner or a mask
- Sizes 250 and 1000 ml

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



SENSIDO COLOR LOCK

Color Lock to be used right after color processing time before rinsing color off.



- Contains conditioning **polymer**, that creates a long-lasting moisturizing effect in hair. Polymer activates inside the hair during the next five washes enhancing hair's natural hydrophobicity and wet combability.
- Plant-derived active ingredients support hair natural moisture balance and improve hair resistance against chemical and mechanical damage. Improves hair elasticity and resistance to stretching, resulting in hair breakage resistance.
- Pro vitamin B5** effectively moisturizes and strengthens hair. Improves elasticity, making hair more manageable.
- Sunflower seed extract** is an antioxidant that helps prevent hair color from fading. Protects against UV-rays.
- Allantoin** is a keratolytic ingredient that soothes and moisturizes scalp after coloring process.
- 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 5 minutes and rinse thoroughly. Towel dry hair and use conditioner.
- Size 500 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.



SENSIDO 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.

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.

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



Vivid Turquoise
INTENSIVE

Suitable for medium blonde to blonde hair. Intensive color pigments to add long-lasting vivid turquoise shade.



Vibrant Violet
INTENSIVE

Intense color pigments add bright and long-lasting vivid purple color. Suitable for purple color maintenance.



Deep Red
INTENSIVE

For red hair. Adds brightness and make hair color more vivid. Maintains color intensity and radiance, adds a beautiful shine.



Gorgeous Blue
INTENSIVE

Intensive color pigments to add a vivid and long-lasting blue color.



Bright Yellow
NEON

Suitable for pre-lightened hair. Gives hair bright neon yellow tones. Glows under UV-light.



Super Pink
NEON

Suitable for pre-lightened hair. Maintains the brightness of pink tones and vibrant radiance in hair. Glows under UV-light.



Blooming Orange

NEON

Suitable for orange and pre-lightened hair.
Gives hair bright neon orange tones.
Glowes under UV-light.



Illuminating Platinum

NATURAL

Suitable for pre-lightened and grey hair.
Helps upkeep cool undertones in hair
and neutralises yellow.



Beautiful Brown

NATURAL

Suitable for brown-colored hair. Dark brown
color maintaining and reviving pigments
help keep color vibrantly radiant.



Perfect Pearl

PASTEL

Suitable for pre-lightened hair. Neutralises
warm undertone and adds a pearly
accent to hair.



Honey Copper

NATURAL

Suitable for medium blonde to blonde
hair. Adds beautiful golden copper tone.
Emphasises color intensity.



Adorable Pink

PASTEL

Suitable for pre-lightened. Gives hair pastel
light pink tones. Makes hair silky soft
and adds shine.



Lovely Rose Gold

PASTEL

Suitable for pre-lightened hair. Creates
pastel light rose gold tones. Makes hair
silky soft and adds shine.



Dusty Lavender

PASTEL

Suitable for pre-lightened hair. Gives hair
pastel lilac/violet tones. Väripigmentit tait-
tavat myös hiusten lämpöisiä vivahteita.



Sweet Peach

PASTEL

Suitable for pre-lightened hair. Gives hair
pastel peach tones. Makes hair silky soft
and adds shine.





MIX & MATCH

Perfume free & vegan color conditioner

Pigment-rich color conditioner Mix & Match colors processed hair, improves hair color and shade intensity, adds shine. You can create a perfect color match to any of the 150 SensiDO colors from the chart or prepare your individual vivid, metallic, pastel or any other IT shade. Customized Mix and Match color conditioners are not ready available for sale from the shelf, making them unique for your clients as an after-care product perfectly matched to their hair color. Great product to offer as an additional service to clients who came for a haircut or sell for home use



Individual color conditioner is created by mixing 5 SensiDO Mix & Match base colors: White, Cyan, Magenta, Yellow, Black. Available in 1000 ml

Miksi valita SensiDO Mix & Match?

- Why choose SensiDO Mix & Match?
- 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

DIRECT DYE REMOVER

Helps fading and removing direct dyes quickly and safely. It also works to effectively remove SensiDO Match direct dyes.



Hair before Direct Dye Remover

Hair after Direct Dye Remover

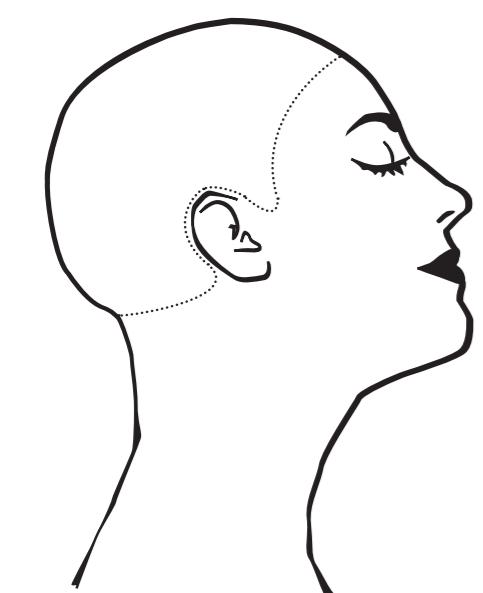
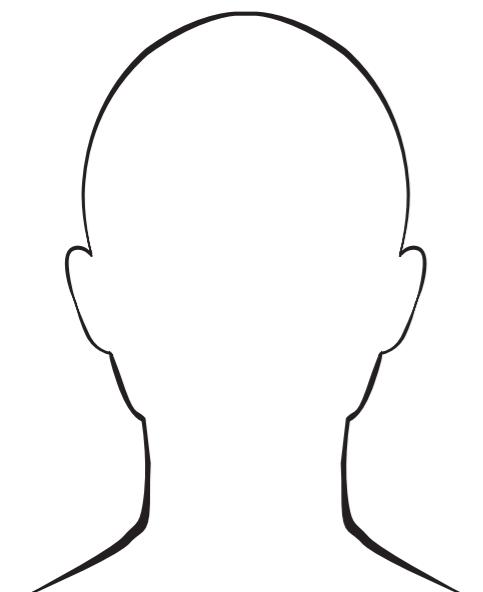
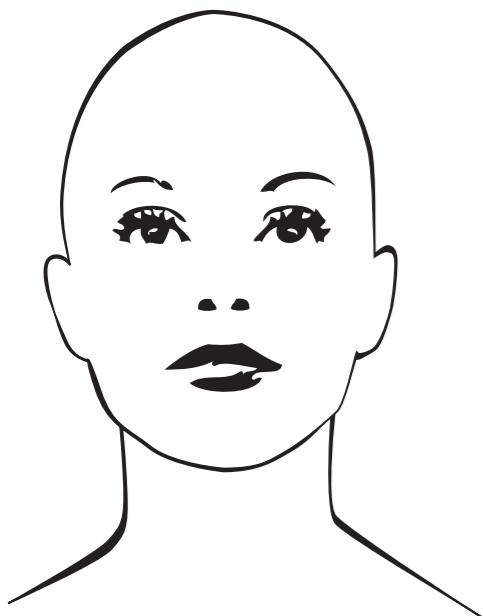
After coloring hair



Many admire vivid and rainbow-colored hair. They are also concerned about how the hair will look when these colors fade. 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.

Use:

- Shake the bottle, until the liquid inside turns almost white
- Mix 1 part of bleaching product with 7 parts of Direct Dye Remover
- Apply generously on dry or towel-dried hair
- Process for 45 minutes
- It is recommended to work the mixture into the hair and, if needed increase the mass during the processing time
- Rinse with warm water, wash with shampoo and use a conditioner
- Wear protective gloves



A smartphone screen showing the Instagram profile of 'Sim Sensitive'. The profile picture is a logo with the letters 'S' and 'm'. The bio reads: 'Finnish Hair Professionals', 'Hairs & styling', 'Inspiration with #sensido hair colors', 'Manufacturing in Finland with solar energy', 'Read more', and a link. The profile has 1960 posts, 14.1 t., 660 followers, and 660 following. The feed shows various hair color swatches and product shots. To the right of the phone are several images: a blonde hair texture, a cluster of hair color swatches, a row of hair care products (shampoo, conditioner, etc.), and a brown hair texture.

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)

PINTEREST

Inspiring photos
[pinterest.com/simsensitive](https://www.pinterest.com/simsensitive)

| Finnish hair professionals |

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