

TO BE LOVED BY SOMEONE MAKES YOU STRONG,
TO LOVE SOMEONE MAKES YOU BRAVE.

THE PRESENT TIME

TECHNICAL DOSSIER



THE PRESENT TIME

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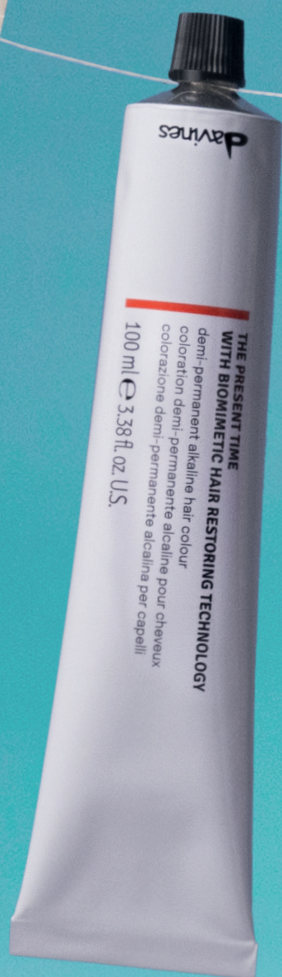
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LIVE IN A GOOD PLACE. KEEP YOUR MIND DEEP.
TREAT OTHERS WELL. STAND BY YOUR WORD.
MAKE FAIR RULES. DO THE RIGHT THING.
WORK WHEN IT'S TIME.

THE PRESENT TIME
WITH BIOMIMETIC HAIR RESTORING TECHNOLOGY
demi-permanent alkaline hair colour
coloration demi-permanente alcaline pour cheveux
colorazione demi-permanente alcalina per capelli

100 ml e 3.38 fl.oz. U.S.

davines

KNOWING OTHERS IS INTELLIGENCE;
KNOWING ONESELF IS TRUE WISDOM.





1. THE LINE

1.1. KEY FEATURES

Davines research laboratories have designed an innovative demi-permanent alkaline colour that's low-commitment and strengthening with the advanced power to create extra vibrancy, delicate lightening, gentle coverage with more longevity, reflective shine, and dimensional colour results.

Our sustainable formula gives outstanding colour results, plus the extra benefit of restoring hair lipid composition to optimise the appearance of hair.

General features

Typically, demi-permanent colours are associated with certain characteristics that determine their performance.

Standard Features

- Low commitment colour
- Up to one level of lift and colour deposit
- Natural and beautiful true-to-tone colour that lasts up to 24 shampoos*
- Up to 70% white coverage on naturals, 50% on fashion reflects
- Ammonia-free

*Depending on hair porosity and quality. Based on 115 in-vivo tests performed by hairdressers.

At Davines, we elevate the standard to a new level, promoting a highly sustainable colour profile and in-salon colour moment with a care benefit.

Our unique features:

- Fast and easy mixing
- Cream-gel texture
- Sustainable formula*
- Delicate on scalp**
- Reflective shine
- Restores the hair lipids
- Protects the integrity of the colour
- Reinforces the hair properties

*Refer to chapter 4.3 "Sustainability and innovation" for more details.

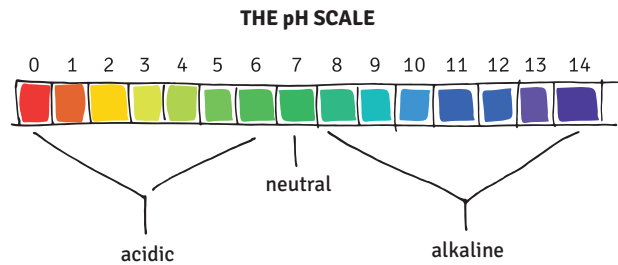
**Dermatologically tested.

1.2 DEMI-PERMANENT ALKALINE COLOUR

Davines' portfolio will include two demi-permanent colours: acidic (View) and alkaline (The Present Time).

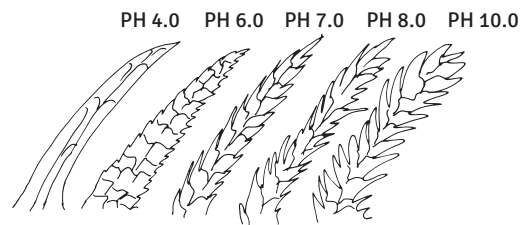
What is the difference between acidic and alkaline?

The main difference between these two types of acidic and alkaline formulas is the pH. The demi-permanent acidic colour performs in an environment below 7 on the pH scale, whereas demi-permanent alkaline colour performs above 7.



The alkaline pH causes the hair cuticle to swell and open, which helps the dyes to penetrate and go deeper into the hair shaft. The colour results are more powerful in an alkaline environment.

With an acidic pH, the cuticle swells more gently, and the opening of the cuticles is minor. This results in a soft deposit on the hair, creating subtler colour.



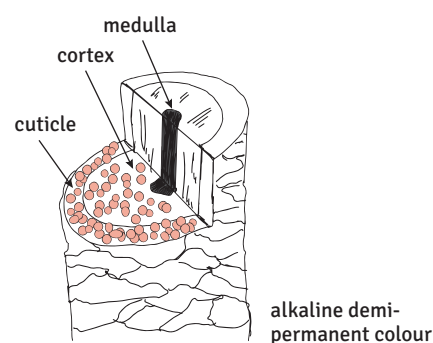
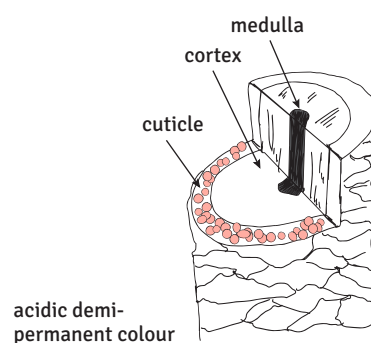
Recap key points:

ACIDIC:

- **Blending:** up to 50% white hair blending
- **Lightening:** no
- **Colour deposit:** cuticle
- **No commitment**

ALKALINE:

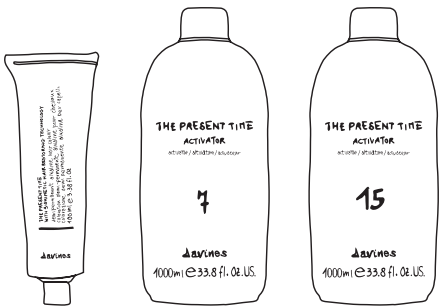
- **Coverage:** up to 70% white hair coverage
- **Lightening:** yes, up to one level
- **Colour deposit:** cuticle-cortex
- **Low commitment**



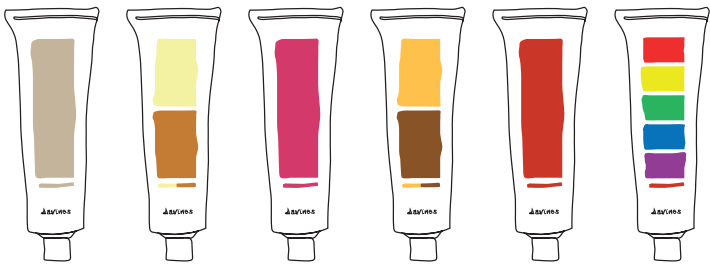
2. THE SYSTEM

2.1. ASSORTMENT

A two-component system with two dedicated activators.



60 nuances divided into six families: natural, cool blonde and brown, cool red, warm blonde and brown, warm red, and Specialities.



The Activators

ACTIVATORS	7vol	15vol
REFLECT CHANGE ON NATURAL HAIR	YES for same depth or darker	YES for a lighter colour result
REFRESH LENGTHS AND ENDS	YES for same depth or darker	YES for a lighter colour result
BASE-BREAKING	NO	YES
WHITE HAIR COVERAGE	YES for optimal white hair coverage (up to 70%)	YES
TONING AFTER PRE-LIGHTENING	YES	YES for a lighter colour result
DELICATE LIGHTENING	NO	YES
CREATIVE - SPECIALITIES	YES	YES for a lighter colour result
DARKENING - RE-PIGMENTATION	YES	NO

2.3. CLASSIFICATION

Level

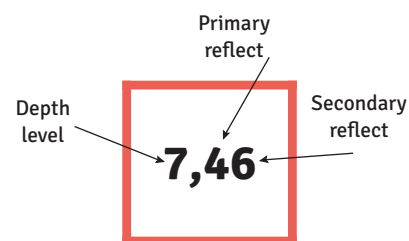
The Present Time classification system follows the international numbering system, which defines colour depth levels using numbers.



Reflect

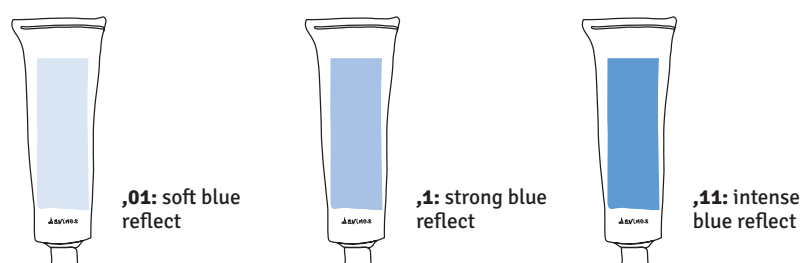
The second number corresponds to the primary reflect, and the third number corresponds to the secondary reflect. The numbers will appear combined after the comma, like the following:

Technical reflect names



What is the difference between ,01 and ,1 and ,11?

If the two numbers after the comma are the same, this indicates intensity in the reflect, leading to a more vibrant colour.

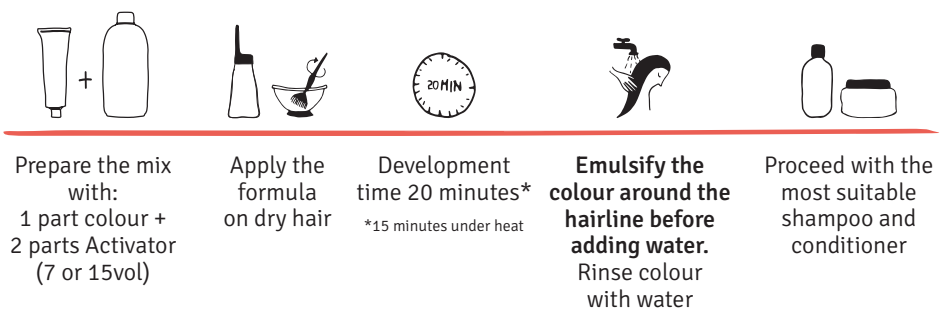


2.4 HOW TO USE

Colour sensitivity test

Perform a sensitivity test 48 hours before application. Prepare the mixture as required by the application and apply a small amount on the client's skin, behind their ear or on their forearm. Allow to dry, rinse after 45 minutes; if after 45 minutes or within 48 hours the client observes itching, redness or allergic reactions, do not perform the colouring service and advise consultation with a dermatologist. Absence of a reaction to this test does not guarantee that there might not be an allergic reaction following hair colouring services in the future. It is therefore recommended to perform a sensitivity test before every colouring service.

The cream-gel consistency makes The Present Time fast and easy to mix.



Important tips:

- When toning after pre-lightening, apply on shampooed and towel-dried hair.
- Use the applicator bottle with spring ball for fast application services. First insert the spring ball into the bottle then the activator solution and lastly the colour cream.
- Use the bowl and brush for precise application services.

2.5 SPECIALITIES

- Can be mixed with other nuances for endless creativity.
- Can be mixed with each other for endless creativity.
- Can be used to intensify, correct, and control colour results.
- Can be used to dilute nuances (with 00).
- Can be used alone for pure intense creative colour results.

Intensify and control

The addition of Specialities in fashion reflects can be used to intensify or control nuances.

3 TYPES OF INTENSITY: SOFT, MEDIUM, STRONG

Total colour cream (g)	SOFT INTENSIFY		MEDIUM INTENSIFY		STRONG INTENSIFY	
	Quantity (g)		Quantity (g)		Quantity (g)	
	Nuance	Specialities	Nuance	Specialities	Nuance	Specialities
40	36	4	32	8	28	12
30	27	3	24	6	21	9
20	18	2	16	4	14	6
10	9	1	8	2	7	3

Example - based on 40g of colour cream. Images are a guide only.

6,66 40g + Activator 80g



Soft: 6,66 36g + Red 4g + Activator 80g



Medium: 6,66 32g + Red 8g + Activator 80g



Strong: 6,66 28g + Red 12g + Activator 80g



Dilution

The addition of 00 can be used to soften reflects:

- Soft dilution creates a subtle change in the reflect.
- Strong dilution creates intensity and enhances the reflect.

It's not a booster to lighten, but the strong dilution yields an overall lighter result.

2 TYPES OF DILUTION: SOFT, STRONG

Total colour cream (g)	SOFT DILUTION		STRONG DILUTION	
	Quantity (g)		Quantity (g)	
	Nuance	00	Nuance	00
40	32	8	24	16
30	24	6	18	12
20	16	4	12	8
10	8	2	6	4

Example - based on 40g of colour cream. Images are a guide only.

8,22 40g + Activator 80g



Soft: 8,22 32g + 00 8g + Activator 80g



Strong: 8,22 24g + 00 16g + Activator 80g








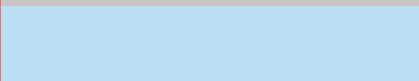


Creative

- Can be used on natural level 10 and on pre-lightened hair.
- Can be diluted with 00 to create pastel colour results.

TIP

All the favourite formulas from our Davines community for creative colour results:

10,22 + Yellow + 00 3g + 2g + 5g	15vol	
10,33 + Violet + 00 1g + 1g + 8g	15vol	
9,21 + Yellow + 00 2g + 1g + 7g	15vol	
10,33 + Red + 00 4g + 0,5g + 4,5g	15vol	
10,12 + Red + 00 1g + 0,5g + 8,5g	15vol	
9,11 + Violet + 00 1g + 2g + 7g	15vol	
9,11 + Green + 00 0,8g + 0,2g + 9g	15vol	
Violet + 00 0,5g + 9,5g	15vol	
9,21 + Violet + 00 0,5g + 0,5g + 9g	15vol	

3. THE SALON SERVICES

Reflect change on natural hair

Service for all types of clients who want to change the reflect.

Activator to use:

7 vol for same depth or darker

15 vol for up to 1 level of lift

Mixing ratio 1:2

Development time 20 minutes

TIP

- We recommend using the Protection Provider for clients who are susceptible to skin staining.

Refresh lengths and ends

For more vibrant longer lasting colour with a reflective shine.

Activator to use:

7 vol for same depth or darker

15 vol for lighter colour deposit

Mixing ratio 1:2

Development time 20 minutes

TIP

- This service can be used while working on the natural regrowth with Mask with Vibrachrom or A New Colour.

Base breaking

Breaking and softening regrowth in between or on the day of highlights service.

Activator to use:

15 vol

Mixing ratio 1:2

Development time 20 minutes

TIP

- The maximum recommended regrowth 2,5 cm (1 inch).
- Level 9 and 10 are recommended for this service.

White hair coverage

For clients who want to cover white hair with low commitment and are not ready for a permanent colour.

WHITE HAIR COVERAGE ACHIEVED	NUANCE	MIXING RATIO NUANCES	MIXING RATIO ACTIVATOR	EXAMPLE
Up to 70%	Naturals used alone		1:2	40g of Natural 3,0 + 80g of Activator 7vol
Up to 70%	Fashion reflects + Naturals* Intermixing**	3:1	1:2	30g of Fashion reflect 7,4 + 10g of Natural 7,0 + 80g of Activator 7vol
Up to 50%	Fashion reflects used alone		1:2	40g of Fashion reflect 8,72 + 80g of Activator 7vol

Activator to use:

7 vol for optimal result

15 vol when 1 level of lift is required

Mixing ratio 1:2

Development time 20 minutes

TIPS

- For white hair coverage we recommend Bowl and Brush (more precise application), starting from the area where the white hair is most prominent.
- For white hair above 70%, a gentle white hair blending will be achieved.

Toning after pre-lightening

For a long-lasting effect and optimal colour deposit.

Activator to use:

7 vol for a full colour result

15 vol for a lighter colour result

Mixing ratio 1:2

Development time 20 minutes

TIPS

- **For this service, apply on shampoo towel-dried hair.**
- 00 can be used to dilute the nuance in case a lighter colour result is required (see 'dilution' chapter for more info).

*Recommended from level 2 to 8 when more white hair coverage is required.

**There may be a reduction in the intensity of the fashion reflect.

Delicate lightening on natural hair

For all type of clients that want natural lightening, Sunkissed effect - service based on Speciality 00.

Activator to use:

15 vol

Mixing ratio 1:2

Development time 20 minutes

TIP

- For natural hair only.

Creative - with Specialities

For creative results on natural level 10 and pre-lightened hair.

Activator to use:

7 vol for a full colour result

15 vol for a lighter colour result

Mixing ratio 1:2

Development time 20 minutes

TIP

- They can be intermixed with each other for endless creativity.

Darkening service, re-pigmentation

We can achieve two levels darker without the need of a re-pigmentation service.

The method of re-pigmentation is based on a 2 steps layer application: first applying the re-pigmentation formula, and second applying the target nuance colour formula on top.

Step 1: re-pigmentation formula

Activator to use: 7 vol

Mixing ratio 1:1

Development time 10 minutes

Step by step

1. Choose the re-pigmentation formula from the chart.
2. Prepare the step 1 formula: 1 part of re-pigmentation nuance/s + 1 part of Activator 7vol.
3. Apply a fine layer of the formula on dry hair using a brush or Davines Colour Blending Brush only on the lighten part of the hair where the re-pigmentation is needed. **Remove excess of product if necessary (see Re-pigmentation with The Present Time).**
4. Development time: 10 minutes.
5. **Do not rinse.**
6. Proceed with step 2 formula (see below).



Step 2: target nuance colour formula

Activator to use: 7 vol

Mixing ratio 1:2 (standard of The Present Time)

Development time 20 minutes (standard of The Present Time)

Step by step

1. Prepare step 2 formula: mix 1 part of target nuance + 2 parts of Activator with bowl and brush or applicator bottle.
2. Apply the formula from regrowth to ends (on top of the step 1 formula).
3. Development time: 20 minutes.
4. Before adding water, emulsify the colour around the hairline.
5. Rinse the colour with water.
6. Proceed with most suitable shampoo and conditioner.

NATURALS AND COOL REFLECTS		
Target Level	Target Reflect	Re-pigmentation nuance to use for step 1
8	,0 ,1 ,22	8,0
7	,0 ,18 ,12	7,0
	,55	7,55
6	,0 ,1 ,21	6,0
5	,0 ,11 ,12 ,14 ,22 ,55	5,0
4	,0 ,1	4,0
3	,0	3,0
2	,0 ,18	2,0
WARM REFLECTS		
Target Level	Target Reflect	Re-pigmentation nuance to use for step 1
8	,3 ,72 ,34	8,0 + 8,3 (1:1)
	,31	8,0
	,66	7,0 + 8,3 (1:1)
	,62	9,0
7	,4	7,0 + 8,3 (1:1)
	,44 ,46	6,0 + Yellow (1:1)
6	,3 ,66 ,61	6,0
	,34 ,31 ,72 ,73	6,0 + 6,3 (1:1)
	,65	6,3
5	,33 ,46	5,0 + 5,33 (1:1)
4	,3 ,7	4,0 + 4,3 (1:1)

Example: Target nuance: 7,4

Step 1 re-pigmentation formula: 7,0 5g* + 8,3 5g* (1:1) mix with Activator 7 vol 10g

Step 2 target nuance colour formula: 7,4 40g mix with Activator 7 vol 80g

*Amount of product needed depends on the amount of lighten hair to be re-pigmented.

4. THE FORMULA

4.1. TECHNOLOGY AND INGREDIENTS

Our formula has been designed in a new way. For the first time in a Davines colour line, we introduce the biomimetic concept.

The Present Time with Biomimetic Hair Restoring Technology

Hair lipids and their importance

Lipids represent 1% to 9% of the hair shaft. The major component of those lipids is fatty acids, representing 83%.

Lipids play a vital role in hair health. By their structure and action, they are fundamental to fighting damage and maintaining healthy hair. A chemical service (colour service) can alter lipids, which results in damaging and weakening the hair.

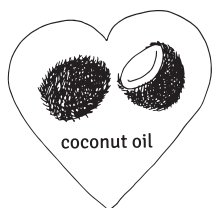
When lipids are altered in the hair shaft, they must be restored by an external source. To protect the hair from the alkaline aggression of hair dyes, we developed this innovative technology that strengthens and repairs damaged hair.

Biomimetic

Biomimetic describes a compound that mimics a biological material in its structure or function. Biomimetic ingredients are compounds that mimic the natural compound of the hair. These ingredients are designed to replace the natural components that are present in healthy hair such as lipids. The idea is to use these biomimetic ingredients to repair, protect, and enhance hair by imitating its natural properties.

The Present Time contains biomimetic lipids, mirroring the natural composition of healthy hair, to significantly improve the hair structure and restore the hair lipids lost, which can be caused by service colour.

Our two biomimetic ingredients consciously selected are: Regenerative Organic Certified **coconut oil** and **omega-9**.



Coconut oil is a mix of fatty acids; we chose to include it in our formulation because of its specific affinity to the hair. The oil works both internally and externally. Externally, the coconut oil forms a coating over the hair shaft, which seals the cuticle and helps trap moisture inside. Internally, the coconut oil can easily penetrate the

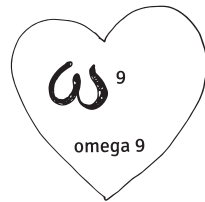
hair shaft, thanks to its structure. Our coconut oil comes from Sri Lanka, via a partnership with Serendipol*. Supported by its global partners, Serendipol charges a Fair-Trade premium for its coconut products, and this premium is then invested in the development of communities, with a focus on improving healthcare, education, and rural infrastructure.

"We have always advocated for going back to our roots and applying cultural practices in coconut farming that are more respectful of the earth. We need to restore, not deplete, the planet's resources. We are proof that widespread regenerative organic practices are possible, but we are also still a work in progress. There's a long road ahead to creating a movement of regeneration."

Sonali Pandithasekera, CFO, Serendipol

Our coconut oil is the first ROC (Regenerative Organic Certified) ingredient used in a Davines colour line.

Refer to Chapter 4.3 Sustainability and innovation.



Omega 9 is a fatty acid that helps to protect and strengthen hair fibre with its distinctive structure. Our omega-9 is obtained by the fermentation of microalgae (sourced from the sap of a chestnut tree in Germany) with sugarcane, resulting in triglyceride oils. The sugarcane is consciously sourced from Brazil, not the Amazon, Pantanal, or the Upper

Paraguay Basin. This simple and controlled manufacturing process takes place far from fragile ecosystems, resulting in minimal environmental impact: a low carbon footprint, low land use impact, and low water consumption.

Our two biomimetic ingredients work in synergy with **Cellulose** which plays a crucial role in this technology. In addition to creating texture, this ingredient has a specific affinity to the hair, helping the biomimetic ingredients and dyes penetrate the cortex.

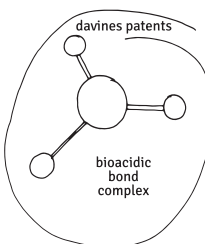


Cellulose – Davines patent**

Cellulose is a multi-functional ingredient: it not only works as an additive to stabilise and offer important structural support to the formula (normally obtained with synthetic gelling agents such as acrylates), but it also acts as a performance enhancer that boosts the conditioning effect thanks to the

protective film that forms with the hair. This revolutionary ingredient in the cosmetic field, based on micro-fibrillated cellulose, is sustainably obtained from Norway and South Africa. It's a plant-derived alternative to acrylates and petroleum derivatives.

The formula is also powered by our hero ingredient, the **Biacidic Bond Complex**.



Biacidic bond complex – Davines patent

The Biacidic Bond Complex is a mix of two molecules created and patented by the Davines laboratories: maleic acid and liposol maleate, an antioxidant. The complex improves the hair integrity by repairing damaged bonds, and it protects the hair from oxidative stress. In addition, working in synergy with the biomimetic ingredients and

Cellulose, this ingredient protects the final colour of the hair from UV exposure and shampooing over time.

*Supplier might change in the case of a shortage of raw materials. Another supplier can be involved to maintain regular production. **In Italy and South Africa, pending for the rest of the world.

By their structure, **Omega 9** and **Coconut oil** have a high affinity with hair: they mimic the hair lipids. **Cellulose** guarantees better adhesion of the key ingredients on the hair. **Biacid bond complex** protects the hair colour from fading and improves the longevity of colour.

The condition of the hair has a direct consequence on the final colour result: When the hair is in good condition, the cuticles are closed, and more light is reflected. A good hair condition also results in better colour longevity.

Usage

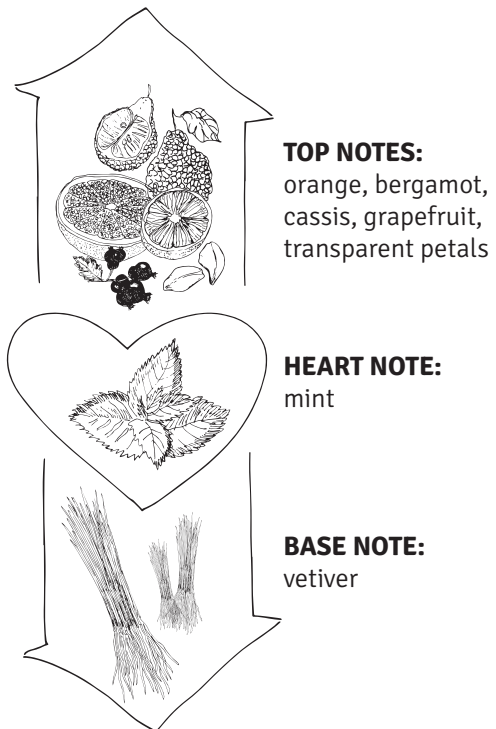
The Present Time is unique in the way of usage; the product has a smart how-to-use. The synergy between the colour cream and activators yields a cream-gel texture that is easy and fast to mix and use.

Fragrance

The fragrance begins with a vibrant burst of orange and bergamot linked with the lush nuances of blackcurrant and the invigorating zest of grapefruit, and then softens with a delicate hint of transparent florals.

The aromatic journey continues, diving into cool, crisp notes of mint blended with the subtly sweet, herbaceous undertones of spearmint.

The fragrance finds its grounding in the earthy, sophisticated depths of vetiver.



4.2. CLAIMS AND EFFICACY TESTS

The Present Time can be used not just as a colour service but also as a care-like service. Our formula provides care benefits that have been supported by strong efficacy test results.

Restoration of hair lipids

- RESTORES THE HAIR LIPIDS BY UP TO 76% AFTER ONE COLOUR SERVICE*

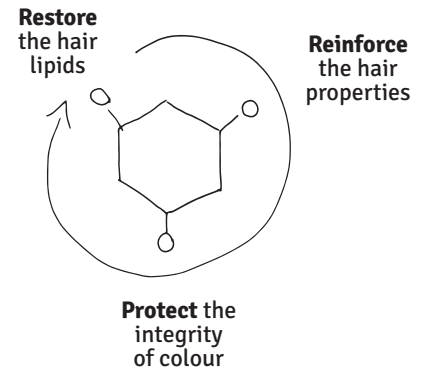
*Instrumental test performed on a lock of hair by an independent laboratory. Colour service: toning after pre-lightening.

Colour protection

- TOTAL COLOUR PROTECTION FROM UV EXPOSURE FOR 4 WEEKS*
- COLOUR GRADUALLY FADES NATURALLY AND BEAUTIFULLY WITH UP TO 24 SHAMPOOS**

*Instrumental test: colour applied on hair locks stressed under UV exposure.

** Depending on hair porosity and quality, based on 115 in-vivo tests performed by hairdressers.



Reinforcing the hair properties

- UP TO 34% MORE RESISTANCE TO BREAKAGE*
- UP TO 43% IMPROVED COMBABILITY AND DETANGLING*

*Instrumental test: colour applied on hair lock vs. untreated bleached hair.

Others claims

- DELICATE ON SCALP*
- 10 TIMES SHINIER ON FASHION REFLECTS AND 6 TIMES SHINIER ON NATURALS**

*Dermatologically tested.

**Instrumental test by independent laboratory, vs. no product applied.

4.3. SUSTAINABILITY AND INNOVATION

For Davines, beauty means harmony, respect, and enhancement of people and the environment; an inexhaustible source of inspiration that expresses itself through a continuous quest for and drive towards sustainability.

The constant scientific commitment of the formulators led to the development of this new colour, which combines several natural-origin ingredients in place of the most traditional chemical ones.

Moreover, this innovative product is designed for easy rinsing, surpassing other alkaline colours in efficiency. The formulation has been developed to significantly reduce water usage. Here is the outcome based on independent laboratory assessments:

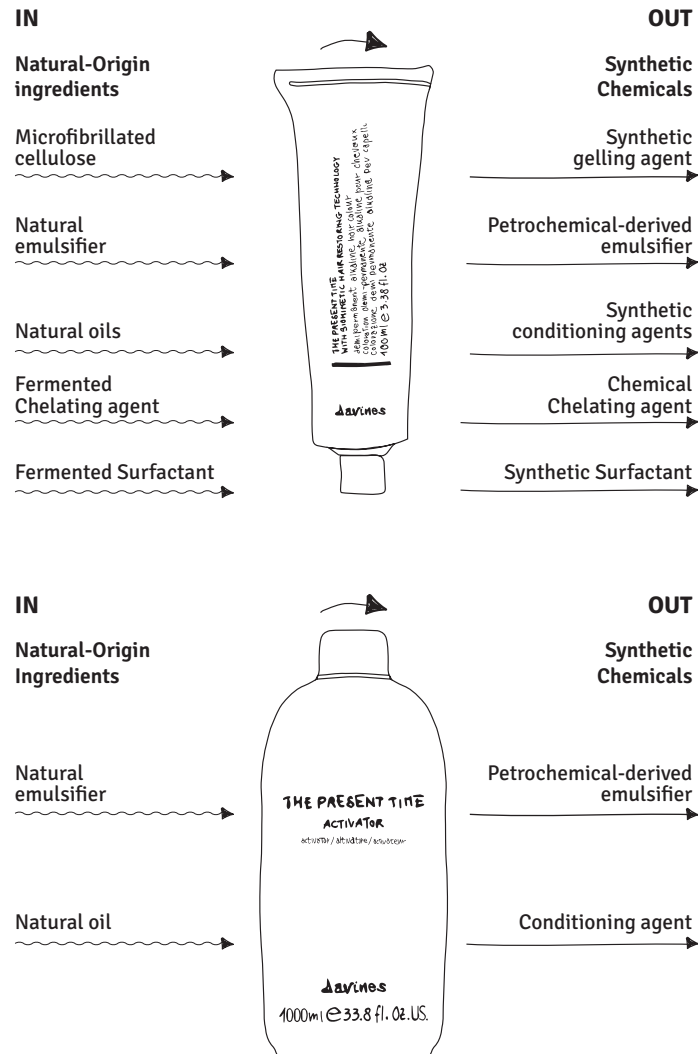
- Easy to rinse, up to 40% less water consumption compared to the market average alkaline dye colour.*

*Instrumental test on hair lock

The formulation was developed with up to 93% of natural derived ingredients, guaranteeing exceptional colour while preserving the integrity of the hair.

From synthetic chemicals to natural-origin ingredients

Our R&D laboratory worked intensively to replace the synthetic chemicals with natural-origin ingredients.



Petrochemical-free ingredients

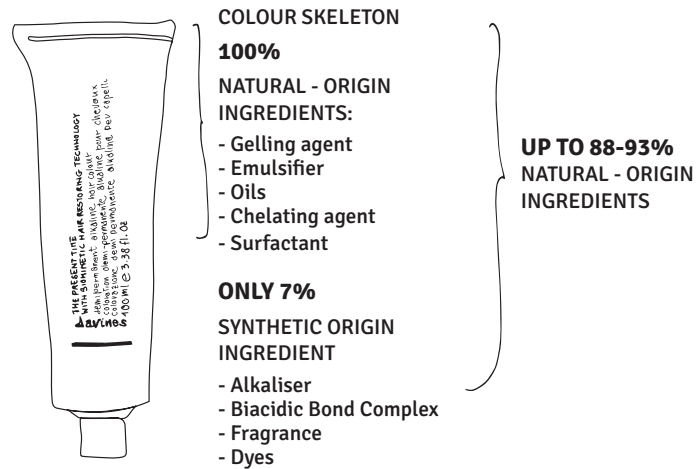
Not only are the natural assets made of 100% petrochemical-free ingredients but also our colour skeleton and activator formula.

Davines is on a mission to boost sustainability standards by consistently selecting environmentally friendly ingredients. We aim to replace petrochemical-derived components with renewable sources, enhancing biodegradability and minimising waste and residues.

Our dedication to incorporating ingredients from renewable sources extends beyond functional actives to structural components, including emulsifiers, gelling agents, and surfactants. This holistic approach ensures that every part of our formulations aligns with our comprehensive sustainability goals.

Naturality

Colour cream > formulated with 88% to 93% natural origin ingredients*



Activators > formulated with 93 to 95% natural origin ingredients*

Biodegradability

Colour cream > formulated with 89% to 99% biodegradable ingredients**

Fragrance biodegradability = 97%**

Ingredients from Regenerative Organic Agriculture

The Present Time is the first Davines colour line using an ingredient certified from Regenerative Organic Agriculture (Regenerative Organic Certified).

Regenerative Organic Agriculture is a system of farming principles and practices that seeks to go beyond protection and rehabilitate and enhance the entire ecosystem of the soil. Building upon organic as a baseline, this method of growing food, fibre, and ingredients approaches farming as a holistic system, does not use synthetic pesticides and herbicides, and incorporates high standards for soil health, animal welfare, and farmworker fairness. Regenerative Organic farming has the potential to sequester more carbon in the soil, mitigate climate change, promote biodiversity, and protect our soil, air, and water.

With a fully traceable supply chain, the regenerative ingredient symbolises Davines' active commitment to addressing the issues that threaten our planet and represents a concrete initiative in promoting a positive environmental change.

*At Davines, an ingredient is considered "of natural origin" when 100% of its molecular structure is from natural sources, without any synthetic portion. This criteria is different and more restrictive than the one commonly used by other brands.

**Biodegradability is calculated as the sum of the percentage of readily biodegradable ingredients according to the OECD 301 method.

FAQ

1. Can other Davines activators be used with The Present Time colour line?

No, this line has been designed to work in synergy with 7 vol and 15 vol activators only. Using another activator will not give an optimal result.

2. Can I change the 1:2 mixing ratio?

No, The Present Time is calibrated to deliver optimal colour results with the 1:2 mixing ratio.

3. Do I need to shampoo the hair before applying The Present Time?

No, The Present Time is a demi-permanent alkaline colour and creates a perfect environment for the colour development.

4. Can I rinse The Present Time before the recommended 20 minutes development time?

No, by reducing the development time, the colour longevity will be compromised.

5. Can I extend the 20 minutes development time?

No, the colour target result will be darker than intended.

6. Can I use heat?

Yes, but when using a heat source, the development time must be reduced to 15 minutes (instead of 20 minutes without heat). It may result in better white hair coverage.

7. Can I apply The Present Time on 100% white hair?

Yes, but expect a blending of white hair versus white hair coverage. For 100% white hair coverage, use permanent colour Mask with Vibrachrom or A New Colour.

8. How many shampoos does The Present Time last through?

The Present Time lasts through up to 24 shampoos. This number can vary depending on hair porosity and quality.

9. Do I need to shampoo after rinsing The Present Time?

Yes, The Present Time is a demi-permanent alkaline colour. Applying shampoo helps the hair return to a non-alkaline pH so the cuticle can close and trap the dyes in the hair shaft (improving the longevity of the colour).

10. What is the difference between View and The Present Time?

View is acidic, and The Present Time is alkaline. The colour process differs from one to another. An alkaline pH environment opens up the hair cuticles and allows deeper penetration of the dyes, resulting in improved colour longevity. Whereas with View, in an acidic pH, the opening of the cuticle is minor, resulting in a softer colour deposit.

11. Can I use The Present Time after a perm or straightening service?

Only after 48 hours, though if you wish to colour on the same day, you may use View.

12. Why do I need to emulsify the product on the hairline before adding water?

The Present Time is rich in oils that have a high affinity with the dyes. By emulsifying on the hairline, we increase the affinity between oils and dyes, helping to “wash away” the blend of oils and dyes and therefore reduce staining on the skin. If the water is added before emulsifying, the results will be compromised.

13. Can The Present Time be applied on shampooed, towel-dried hair?

For toning after pre-lightening, The Present Time must be applied on shampooed, towel-dried hair. It can be done for other services, but the best results are obtained on dry hair application.

14. Are the colour chart swatches shaded on white hair?

The Present Time swatches are shaded on level so the colour results are shown on level. The Specialities swatches are shaded on natural level 10 and pre-lightened hair.

15. Is a colour sensitivity test required before applying The Present Time?

Yes, instructions are available on the colour tube box.



NOTES

This image shows a full page of blank handwriting practice paper. It features a series of evenly spaced, horizontal red lines running across the entire width of the page. The background is a clean, solid white color. There are no margins, text, or other markings present.



Handwriting practice lines consisting of 24 horizontal red lines.



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