

RAVISHING RED-VIOLET TECHNIQUE



HERE'S WHAT YOU NEED
AGEbeautiful Intense Lift
Medium Intense Red-Violet

AGEbeautiful
30-volume Developer

Virgin, uncolored Hair



Michelle started at a Level 2,
and was lifted to a Level 5 in one step.

Looking to turn up the intensity of your dark hair? AGEbeautiful Intense Lift lightens up to 4 levels in 1 step, and deposits pigment-packed colors for those who live life vividly.

“These brand new shades are perfect for someone who wants to grab the spotlight everywhere they go. Intense Lift will deliver up to 4 levels of lift in one step, on even the darkest hair, while treating your hair to breathtaking bold hues.”

AGEbeautiful Artistic Director Mike Petrizzi

HERE'S WHAT YOU'RE GOING TO DO

For Full Head: Virgin Hair Application Only

1. In either an applicator bottle or mixing bowl, mix **4oz AGEbeautiful 30-volume Developer** and **2oz AGEbeautiful Intense Lift Medium Intense Red-Violet**.
2. Saturate the **mid-lengths and ends of hair**, omitting the root area.
3. Allow to process for 15 minutes.
4. Apply to root area and process for additional 30 minutes for total processing time of 45 minutes.
5. Rinse, shampoo and condition hair.

For Root Touch-Up

1. In either an applicator bottle or mixing bowl, mix **2oz AGEbeautiful 30-volume Developer** and **1oz (1/2 tube) AGEbeautiful Intense Lift Medium Intense Red-Violet**.
2. In thin sections, apply to root area only.
3. Process for 45 minutes.
4. Rinse, shampoo and condition hair.