
PLUM PERSUASION TECHNIQUE



FORMULA 1

- 2oz AGEbeautiful 4V Demi Permanent Hair Color
- 2oz AGEbeautiful Demi Permanent Developer (1:1 mixing ratio)

FORMULA 2

- 2oz AGEbeautiful Tint Shine Sheer Plum
- 2oz AGEbeautiful Demi Permanent Developer (1:1 mixing ratio)



Ignite dark shades with a dash of drama—minus the commitment—by pairing AGEbeautiful 4V and Tint Shine Sheer Plum Demi Permanent Haircolor. 4V adds an alluring infusion of plum and dimensional shine while blending away gray and restoring softness, manageability and volume. And when you're ready to revive your color, Tint Shine Sheer Plum gives you a glossy violet veil and brilliant shine – in just 10 minutes.

STEP 1

Apply Formula 1 to the root area first, crossing through sections to ensure even application.

STEP 2

Proceed down to the mid-lengths and ends of the hair shaft, completely saturating the hair.

STEP 3

Allow to process for 20 minutes, then rinse, shampoo and condition.

STEP 4

As a bonus refresh in a few weeks, apply Formula 2 from roots to ends for 10 minutes. Rinse, shampoo and condition.