color
one®

P A T R I C E   M U L A T O

color
one
PATRICE MULATO

4.0
CHÂTAIN
BROWN

Coloration d'origine naturelle
Natural origin haircolor

JUSQU'À / UP TO 100%
DE PRISE DES CHEVEUX BLANCS / GREY HAIR COVERAGE

90%
d'ingrédients d'origine naturelle
natural origin ingredients

Beurre de Cupuaçu, huile de Chia
extraits de mûre et cerise Bio
*Cupuaçu butter, chia oil,
organic blackberry and cherry extracts*

0% ammonia, SLS, peroxide,
resorcin, (PPD) diamine, toluene
sans parfum / fragrance free

4 à 6 semaines de tenue, sans effet racine
4 to 6 weeks of wear, no root effect

INNOVATION
AWARDS ★ 2019
MCB
L'ÉCLAIREUR

TECHNICAL GUIDE
FOR NATURAL HAIR COLOURING

m

P A T R I C E   M U L A T O

french sustainable haircare

AN **EXCLUSIVE FORMULATION** FOR EXCEPTIONAL RESULTS

—

Natural composition

OVER **90%** **NATURAL ORIGIN** INGREDIENTS

NO AGGRESSIVE CHEMICALS

0% | *AMMONIA, SLS, PEROXIDE, RESORCIN, (PPD) DIAMINE, TOLUENE, PERFUME*

Innovating technology that optimises the coverage of grey hair

Natural® color process

Fragrance-free

Gentle formula for scalp and hair

Combination of high quality natural ingredients for a triple action on the hair:

✔ **intensity**
✔ **shine**
✔ **protection**

- Organic blackberry and cherry extracts
- Chia oil and Cupuaçu butter
- Jojoba oil
- Rosemary floral water

INNOVATION AWARDS
MCB L'ECLAIREUR

Color One was awarded the 1st prize for innovation in the "Hair Cosmetics – Technical Products" category at the MCB 2019 fair

THE NEW GENERATION
NATURAL COLOUR
—

Perfect for

✔ Colouring with no visible roots
✔ Darkening a colour
✔ Adding or modifying highlights

Technical characteristics

✔ Compatible with all types of hair colours (oxidation, tone-on-tone, vegetal, balayage...) and different hairdressing techniques (perm, straightening...)

✔ Gel texture for better coverage of grey hair and easier application

✔ No unpleasant smell

✔ The result obtained with Color One® is much more natural than with oxidative colouring. It is ideal to bring out the natural hair pigmentation

RESULTS

✔ Up to 100% grey hair coverage
✔ Bright and harmonious colour
✔ Brighter hair from first use
✔ Visibly improved healthier hair, colour after colour
✔ Lasts 4 to 6 weeks
✔ No visible roots, fades gradually

A **FULL AND SHORT RANGE**
TO SHOWCASE YOUR SKILLS
AS A COLOURIST
—

Custom colour: colours can be blended with chromatic shades without limits
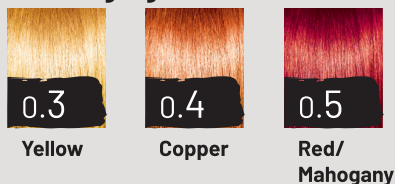
7 fundamental shades
for a radiant natural colour

1.0	3.0	4.0	5.0	6.0	7.0	8.0
Black	Dark brown	Brown	Light brown	Dark blonde	Blonde	Light blonde

5 chromatic shades

to create cool or warm highlights, or to neutralise an unwanted hue

Cool neutralising highlights

0.1	0.2
Blue/Ash	Iridescent

Warm highlights

0.3	0.4	0.5
Yellow	Copper	Red/Mahogany

After-colour shampoo

to fix and protect the colour

RULES OF COLORIMETRY

—

Colorimetric scale
How to neutralise unwanted highlights?

COOL SHADES

WARM SHADES

1. **Blue/Ash**
BLUE

2. **Iridescent**
PURPLE

6. **Green**
GREEN

5. **Red/Mahogany**
RED

3. **Yellow**
YELLOW

4. **Copper**
ORANGE
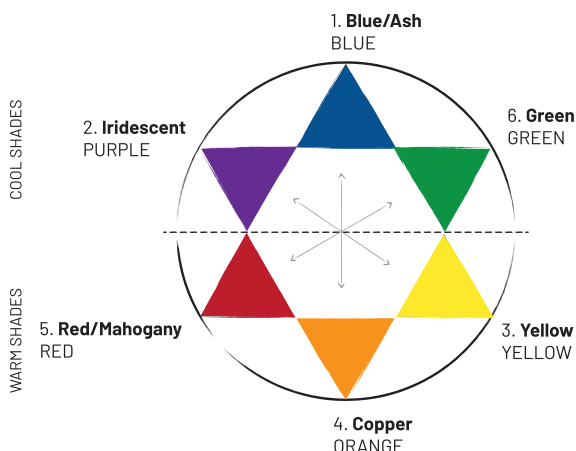
Primary colours and their complementary shades oppose and neutralise one another.

- To neutralise a green background, apply a .5 Red/Mahogany
- To neutralise an orange background, apply a .1 Blue/Ash
- To neutralise a yellow background, apply a .2 Iridescent (purple)

The 10 different colour depths
and their respective natural pigmentation

Colour depth		Natural pigmentation	
10	Extremely light blonde	10	Very light yellow
9	Very light blonde	9	Light yellow
8	Light blonde	8	Yellow
7	Blonde	7	Orangy yellow
6	Dark blonde	6	Orange
5	Light chestnut	5	Orangy red
4	Chestnut	4	Red
3	Dark chestnut	3	Dark red
2	Dark brown	2	Very dark red
1	Black	1	Extremely dark red

HOW USE

—

1 **Diagnosis**

Before choosing a fundamental colour and possibly a chromatic shade, carry out a **good diagnosis** is essential by asking yourself **the following questions:**

What is the hair type?

| Fine | Normal | Thick |

Has the hair been treated?

| No (Natural hair) | Streaked/highlighted | Coloured |

What is the proportion* of white hair?

| 0% to 30% | 30% to 50% | 50% to 100% |

Indices for normal hair

In what condition is the hair?

| Dry | Normal | Greasy |

What is the desired colour?
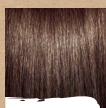
| 1.0 | 3.0 | 4.0 | 5.0 | 6.0 | 7.0 | 8.0 |
| Black | Dark brown | Brown | Light brown | Dark blonde | Blonde | Light blonde |

Choosing the right tone[*]

HAIR TYPE

Thick hair	1 tone darker		3 tones darker
Normal hair	Same tone	1 tone darker	2 tones darker
Fine hair			1 tone darker

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |
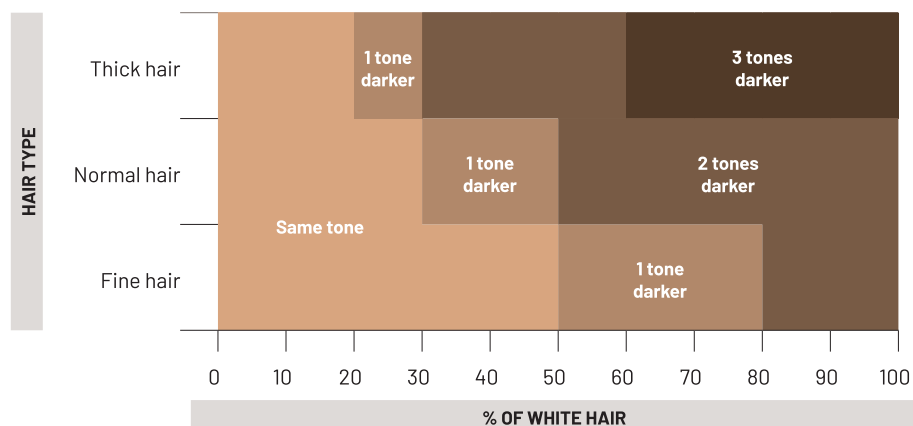
% OF WHITE HAIR

[*] Table valid except to obtain a light blonde 10.0, 9.0, 8.0. In this case we always keep the same tone 8.0.

Exemple I would like to get a 5.0 on normal hair with 60% white hair
> I choose 2 tones darker, i.e. a 3.0 as a fundamental shade.

Note
Color One® tends to bring out the natural pigmentation of the hair.
Color One® cannot be used to lighten hair.
All the colouring products have the same dark visualappearance. But this does not affect the final colour.

2 Preparing the mixture

Weight

Roots + Colour pull through the tips	HAIR TYPE		
	Fine hair	Normal hair	Thick hair
Long hair	**50g** + 10g	**50g** + 20g	**60g** + 20g
Shoulder-length hair	**40g** + 10g	**50g** + 10g	**60g** + 20g
Short hair	**30g** + 10g	**40g** + 10g	**50g** + 10g

HAIR LENGTH

Very dry and dry hair = +10g

Blends proposed for a base of 50g

The first digit indicates the depth of colour

The first digit after the point refers to the main highlight

The second digit after the point refers to the secondary highlight

Example: 7.35

7.   3   5

| Colour depth: Blonde | Main highlight: Yellow | Secondary highlight: Red |

Desired shade	Fundamental shades	Chromatic shades	
4.3	40g of **4.0**	+ 10g of golden chromatic 0.**3**	
4.5	40g of **4.0**	+ 10g of red/mahogany chromatic 0.**5**	
4.53	35g of **4.0**	+ 10g of red/mahogany chromatic 0.**5**	+ 5g of golden chromatic 0.**3**
5.02	47g of **5.0**	+ 3g of iridescent chromatic 0.**2**	
5.1	46g of **5.0**	+ 4g of blue/ash chromatic 0.**1**	
5.15	46g of **5.0**	+ 3g of blue/ash chromatic 0.**1**	+ 1g of red/mahogany chromatic 0.**5**
5.3	40g of **5.0**	+ 10g of golden chromatic 0.**3**	
5.34	40g of **5.0**	+ 7g of golden chromatic 0.**3**	+ 3g of copper chromatic 0.**4**
5.4	40g of **5.0**	+ 10g of copper chromatic 0.**4**	
5.5	40g of **5.0**	+ 10g of red/mahogany chromatic 0.**5**	
5.6	36g of **5.0**	+ 12g of red/mahogany chromatic 0.**5**	+ 2g of iridescent chromatic 0.**2**

To create a warm or cool highlight or to neutralise an unwanted hue, use a chromatic shade

Wear suitable gloves.
Shake the tube before use.

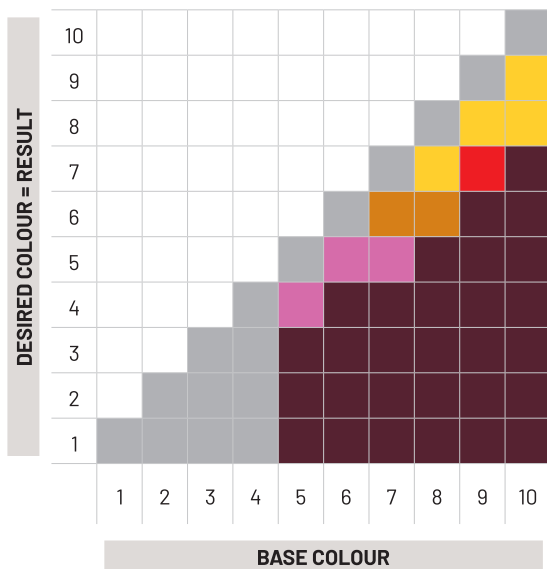In a bowl, pour the fundamental colour only or mix with the chosen chromatic shade. Mix well.

Desired shade	Fundamental shades	Chromatic shades	
6.1	46g of **6.0**	+ 4g of blue/ash chromatic 0.**1**	
6.13	46g of **6.0**	+ 3g of blue/ash chromatic 0.**1**	+ 1g of golden chromatic 0.**3**
6.3	45g of **6.0**	+ 5g of golden chromatic 0.**3**	
6.4	42g of **6.0**	+ 8g of copper chromatic 0.**4**	
6.45	36g of **6.0**	+ 10g of copper chromatic 0.**4**	+ 4g of red/mahogany chromatic 0.**5**
6.6	38g of **6.0**	+ 12g of red/mahogany chromatic 0.**5**	
7.1	46g of **7.0**	+ 4g of blue/ash chromatic 0.**1**	
7.3	46g of **7.0**	+ 4g of golden chromatic 0.**3**	
7.4	42g of **7.0**	+ 8g of copper chromatic 0.**4**	
7.44	30g of **7.0**	+ 20g of copper chromatic 0.**4**	
8.3	48g of **8.0**	+2g of golden chromatic 0.**3**	
8.4	47g of **8.0**	+3g of copper chromatic 0.**4**	

3   Preparing the hair

• **If needed,** exfoliate the hair:
- If the treatment the hair has received acts as a barrier to the dyeing process,
- In case of excess sebum.

• **In all cases,** use a pigment shampoo or a silicone-free alkaline shampoo to open the hair scales and promote the dyeing process. Towel dry the hair.

• **In cases where your client wishes to darken their hair colour** a colour lift or a pre-colour will be required (see below).

DESIRED COLOUR = RESULT

	1	2	3	4	5	6	7	8	9	10
10										
9										
8										
7										
6										
5										
4										
3										
2										
1										

BASE COLOUR

If the hair are highlighted, lightest hair tone.

No pre-colour, no colour lift.
Apply the colour directly

Colour lift
**Pigment cream hair care
3/4 Havana Ochre
1/4 Natural ombre (hot)
Or 1/4 Cool chestnut brown (cold)**

Colour lift
**Pigment cream hair care
1/4 Havana Ochre
3/4 Natural ombre (hot)
Or 1/4 Cool chestnut brown (cold)**

Colour lift
**Pigment cream hair care
Natural ombre (hot)
Or Cool chestnut brown (cold)**

Colour lift
**Pigment cream hair care
Havana Ochre**

Pre-colour
**Pigment cream hair care
Natural ombre (hot)
Or Cool chestnut brown (cold)**

Exemple:

The customer has blonde highlights, tone 10 (extremely light blond), and she wants to return to her natural colour which is a 6 (dark blonde):

- Apply the Pigment hair care Ombre Naturelle (Natural warm brown) or Marron Glacé (Glossy chestnut brown) toall her highlights. Leave for 5 minutes. Do not rinse.
- Then apply the Color One® No. 6.0 from the roots to the tips. Leave for 40 minutes wrapped in cellophane and rinse.

Colour lift

Technique

> When pulling the colour to the tips, select the appropriate warm or cool shade from the Patrice Mulato Pigment cream hair care®

> Add 2 to 3 pump presses of the selected shade into the remaining Color One® hair colouring

> Apply from mid-length to the tips

Pre-colour

Technique

Use the Patrice Mulato Pigment cream hair care®

> Work the lengths and tips with the Pigment cream hair care® of your choice, strand by strand

> Massage well and detangle the strands as you go for an even pigment distribution

> Do not rinse or leave to stand. Apply the Color One® hair colouring on the roots, lengths, tips

color one
PATRICE MULATO

4   Application on washed en towel-dried hair

Apply generously the colour with a brush on the roots. Start applying the colour from the top of the head, sectioning the hair into thin strands (for the n°7.0 and 8.0 start from the vertex).

For maximum effectiveness, do not spread the coloring.

If needed, apply on the lengths and tips (see colour pulling chart below).

Cover the hair with a plastic film. For optimal coverage, use a Climazon.

Development time

Shade	1.0	3.0	4.0	5.0	6.0	7.0	8.0
Development time	40 to 45 min			30 to 40 min		10 to 20 min	

Application time to be observed before lengthening (for first application)

Shade	1.0	3.0	4.0	5.0	6.0	7.0	8.0
	Highly oxidised colour: after 10 minutes of development time **Moderately oxidised colour:** after 25 minutes of development time					**Oxidised colour:** during the last 5 minutes of development time	

Note

A colour doesn't always need to be pulled through the lengths and tips. To do so, it is sometimes better to use a Pigment hair care
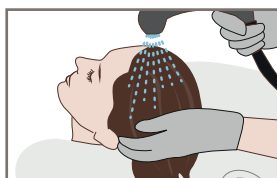
Remove the plastic film from the hair.

Massage the scalp to remove the colour.

Trickle water gently and emulsify.

Rinse until the water runs clear.

Apply the Color One® Patrice Mulato post-colour shampoo (one shampoo is enough).

If needed, finish with the Patrice Mulato mask for coloured hair.

Try our new diagnosis tool: Color One diagnostic 2.0

This tool aimed at professionals will guide you step by step through the diagnosis and will allow you to recommend the best option for each of your customers.

Use on a laptop, tablet or smartphone, compatible with IOS and Android.

www.patricemulato.com/diagnostic/

FAQs

What are the main differences between Color One® and a traditional hair colour?

Color One® is not an oxidative hair colouring. Formulated with over 90% of natural ingredients, it does not contain harsh chemicals such as resorcin or (PPD) diamines. It does not distort the hair fibre as the pigments are simply applied onto the surface of the fibre.

Should I mix the natural hair colour with an oxidant?

No, Color One® is ready to use and requires no mixing with an oxidiser. This hair colour will not lighten the hair.

My customer's hair is 100% grey. Will the hair colour take?

Yes, and depending on the diagnosis, a fundamental 2 or 3 shades darker than the required result should be chosen.
For example, a client with fine hair wanting a 6, I would choose a 4.0. See table on page 7.

If my customer already has an oxidative hair colour, can I apply a Color One® hair colour?

Yes, you can apply Color One®, that's not a problem. Similarly, it is compatible with tone-on-tone or vegetal hair colouring and with all available hairdressing techniques (perm, straightening…).

How is it possible that without an oxidant, PPD or resorcin, grey hair is coloured?

Our NATURAL COLOR PROCESS® technology guarantees excellent coverage of grey hair with the combination of natural ingredients and innovative dyes that optimise the colouring.

How long does the Color One® colouring last?

Color One® has a resistance similar to oxidative hair colours, i.e. between 6 and 7 weeks (depending on the number of shampoos).

Can Color One® be compared to vegetal hair colours?

Yes, they are similar. However, Color One® is easier to use, results in more shades and less artificial highlights. Color One® is also compatible with other dyes, unlike vegetable hair dyes. Furthermore, Color One® requires a shorter time to develop and offers a much wider choice of shades than vegetable hair colouring.

Can I apply the chromatic shades directly, for example on a bleaching?

Yes, that's not a problem. However, you must watch out for the length of times used for developing the colour (between 5 and 30 minutes).

If a customer wants to stop dyeing her hair, should she first dye her hair the same colour as her natural hair colour to avoid a "root effect"?

No, she can stop colouring her hair at any time. Color One® colouring fades naturally when shampoo without leaving a root effect.

FOR A NATURAL BEAUTY
A committed brand with a single objective: Naturalness
With an average of 97% ingredients of natural origin, we draw the best natural active ingredients from Nature to create formulations that respect the hair, the hands that style them and the planet.

FOR AN ECO-RESPONSIBLE BEAUTY
All bottles are 100% recyclable
By 2022, all of our bottles will be 100% recycled from domestic plastic waste.
Our products contain on average 95% biodegradable ingredients.

FOR GENUINE ETHICAL BEAUTY
The products are guaranteed free from paraben, silicone, resorcin, ammonia, peroxide and PEG.
The last 3% of non-natural ingredients are needed to guarantee the stability and harmlessness of our products: preservatives and pH correctors.

FOR FAIR BEAUTY
With its special historical relationship with the ADAPEI du Rhône, most of our products are packaged in an ESAT, an association aiming at the social and professional integration of disabled adults.

FOR EFFICTIVE PROVEN PROFESSIONAL BEAUTY
Following their development by our partner laboratories, all our products are tested and approved by professional hairdressers, in real conditions, in their salons.

TESTED AND APPROVED PROFESSIONAL EFFECTIVENESS

97%*
NATURAL
ORIGIN
INGREDIENTS

NO AGGRESSIVE CHEMICALS
FREE FROM AMMONIA, SLS, PEROXIDE, RESORCINOL, (PPD) DIAMINE, TOLUENE, PERFUME

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