

OLIOSETA ORO DEL MAROCCO
AMMONIA FREE PERMANENT HAIR COLORING CREAM
WITH CERTIFIED ORGANIC ARGAN OIL



ORO DEL MAROCCO

COLOR LIST
1:1.5 RATIO

NATURAL

- 1.0 BLACK
- 2.0 DARKEST NATURAL BROWN
- 3.0 DARK NATURAL BROWN
- 4.0 NATURAL BROWN
- 5.0 LIGHT NATURAL BROWN
- 6.0 DARK NATURAL BLONDE
- 7.0 NATURAL BLONDE
- 8.0 LIGHT NATURAL BLONDE
- 9.0 VERY LIGHT NATURAL BLONDE
- 10.0 LIGHTEST NATURAL BLONDE

GOLDEN

- 4.3 GOLDEN BROWN
- 5.3 LIGHT GOLDEN BROWN
- 6.3 DARK GOLDEN BLONDE
- 7.3 GOLDEN BLONDE
- 8.3 LIGHT GOLDEN BLONDE
- 10.3 LIGHTEST GOLDEN BLONDE

BEIGE

- 5.31 LIGHT BEIGE BROWN
- 7.31 BEIGE BLONDE
- 8.31 LIGHT BEIGE BLONDE
- 9.31 VERY LIGHT BEIGE BLONDE
- 10.31 LIGHTEST BEIGE BLONDE

ASH

- 6.1 DARK ASH BLONDE
- 7.11 INTENSE ASH BLONDE
- 8.176 LIGHT ASH PEARL BLONDE
- 9.11 VERY LIGHT INTENSE ASH BLONDE

TOBACCO

- 4.35 TOBACCO BROWN
- 5.35 LIGHT TOBACCO BROWN
- 6.35 DARK TOBACCO BLONDE
- 7.35 TOBACCO BLONDE
- 8.35 LIGHT TOBACCO BLONDE

COPPER

- 6.43 DARK GOLDEN COPPER BLONDE
- 7.4 COPPER BLONDE
- 8.4 LIGHT COPPER BLONDE
- 10.4 LIGHTEST COPPER BLONDE

RED

- 4.66 INTENSE RED BROWN
- 6.66 DARK INTENSE RED BLONDE

VIOLET

- 1.7 VIOLET BLACK
- 6.7 DARK VIOLET BLONDE
- 10.7 LIGHTEST VIOLET

MOCHA

- 5.87 LIGHT BROWN MOCHA
- 6.87 DARK BLONDE MOCHA
- 7.87 BLONDE MOCHA

EXTRA LIFTING

1:2 RATIO

- 11.0 NATURAL MEGA BLONDE
- 11.01 NATURAL MEGA ASH BLONDE
- 11.03 NATURAL MEGA GOLDEN BLONDE
- 11.31 MEGA BEIGE BLONDE
- 11.07 NATURAL MEGA VIOLET BLONDE

EXTRA SHINE

- ULTRA SHINE
- SILVER SHINE

OLIOSETA ORO DEL MAROCCO
AMMONIA FREE PERMANENT HAIR COLORING CREAM
WITH CERTIFIED ORGANIC ARGAN OIL

APPLICATION DIRECTIONS:

COLOR PREPARATION: MIX IN A NON-METALLIC BOWL ODM CREAM DEVELOPER IN A 1:1.5 RATIO WITH HAIR COLORING CREAM. APPLY THE MIXTURE IMMEDIATELY TO DRY AND UNWASHED HAIR.

FIRST APPLICATION (ON HAIR THAT HAS NEVER BEEN COLORED BEFORE)– APPLY HAIR COLORING CREAM TO LENGTHS AND ENDS AND LET SET FOR 20 MINUTES. PREPARE A NEW BATCH OF HAIR COLORING CREAM AND APPLY TO ROOTS, LENGTHS AND ENDS AND LET SET FOR ANOTHER 30-35 MINUTES.

APPLICATION ON COLORED HAIR (TOUCH UPS-GRAY ROOTS)- APPLY HAIR COLORING CREAM TO ROOTS AND LET SET FOR 30 MINUTES. TO UNIFORM LENGTHS AND ENDS, AFTER SETTING TIME, WET HAIR WITH WATER AND EMULSIFY THE PREVIOUSLY APPLIED COLOR OF THE REGROWTH AND DISTRIBUTE ON THE LENGTH AND ENDS, LETTING SET FOR ANOTHER 5 MINUTES.

FOR RED SHADES, INCREASING SETTING TIME BY 5 TO 10 MINUTES IS SUGGESTED.

ATTENTION: WHEN USING HEAT SOURCE, SETTING TIME IS HALVED.

EXTRA LIFTING CREAM APPLICATION DIRECTIONS:

PREPARATION: MIX IN A NON-METALLIC BOWL, USE ODM CREAM 30/40 VOLUME DEVELOPERS IN A RATIO 1:2. APPLY THE MIXTURE IMMEDIATELY, TO DRY AND UNWASHED HAIR.

FIRST APPLICATION (ON HAIR THAT HAS NEVER BEEN COLORED BEFORE) APPLY THE EXTRA LIFTING HAIR COLORING CREAM TO LENGTHS AND ENDS AND LET SETS FOR 30 MIN. PREPARE A NEW BATCH OF EXTRA LIFTING HAIR COLORING CREAM AND APPLY TO ROOTS, LENGTHS AND ENDS AND LET SET FOR ANOTHER 60 MIN.

APPLICATION ON COLORED HAIR (TOUCH UP-GRAY ROOTS) APPLY HAIR COLORING CREAM TO REGROWTH AND LET SET FOR **45-60 MIN.**

SUPER SHINE

THESE COLORS ARE USED TO ELIMINATE YELLOW/COPPER TONES FROM VERY LIGHT COLORS.

POPULAR TONERS IN ORO DEL MAROCCO THIS SEASON

COOL OR NEUTRALIZING

- ODM ULTRA SHINE AND ODM 10.0 WITH 10 VOL
- ODM 10.3 AND ODM ULTRA SHINE WITH 10 VOL
- ODM 10.7 AND ODM 10.1 WITH 10 VOL

NEUTRAL/ NATURAL BLONDES

- ODM 8.13, ODM 9.13, OR ODM 10.13- ABSOLUTELY GORGEOUS FOR COOLER BLONDE, BUT NOT TOO FAR. VERY NATURAL LOOKING

SEMI-WARM BLONDES

- ODM 8.31, ODM 9.31, OR ODM 10.31- GREAT FOR "CARAMEL" BALAYAGE OR HIGHLIGHTS IN BRUNETTE HAIR. IT'S A GO-TO FOR WARMTH WITH NO BRASS

GOLD WARM BLONDE

- ODM 8.3, MIX TO GET ODM 9.3, OR ODM 10.3- SUBTLE AND NATURAL, CAN BE INTENSIFIED BY PIGMENT

TIP: AFTER HIGHLIGHTING HAIR WITH SUPERPLEX OR ORO DEL MAROCCO BLUE LIGHTENER, SHAMPOO THEN APPLY FIRST TO ROOTS ODM 10.0 AND ODM ULTRA SHINE WITH 7VOL TO SHIFT ROOTS A LITTLE, BUT ONLY FOR 5 TO 10 MINS. THEN EMULSIFY COLOR TO ENDS AND RINSE. TOWEL DRY THE SCALP AND HAIR BEFORE APPLYING THE REBALANCING WHITE CLAY, STARTING AT THE SCALP AND WORK DOWN TO THE LENGTHS. LEAVE THE CLAY ON FOR 5 MINUTES AND THEN PROCEED WITH ORO DEL MAROCCO NOURISHING SHAMPOO FOLLOWED BY ORO DEL MAROCCO HYDRATING CONDITIONER.

POPULAR ROOT FORMULAS IN ORO DEL MAROCCO THIS SEASON

BLONDES

- ODM 7.0, ODM 10.1, ODM 10.7 WITH 7 VOL (GREY COVERAGE/BLENDING)
- ODM 7.11, ODM 10.1, ODM 10.7 WITH 7 VOL (NO GREY)
- ODM 7.0, ODM 10.1, ODM 10.7, ODM 8.176 WITH 7 VOL (GREY COVERAGE/BLENDING)
 - GREAT FOR BREAKING THE BASE WITH NO BRASS
 - LIFTS MAYBE 1 SHADE (IF CLIENT PULLS A LOT OF ORANGE ADD GREEN UNBLEND PURE PIGMENT)

SILVER/GREY BLONDE

- ODM 8.176 AND ODM 10.7 GIVES A COOL LEVEL 9
- ODM 8.176 ALMOST GUN METAL/CHARCOAL GREY
- ODM 9.11 PACKS A PUNCH- WATCH OVER IT

MOCHA

- ODM 6.87 WITH 7 VOL
- ODM 6.87 AND ODM 8.3 OR 8.0

EDUCATOR NOTES



1:1.5 MIXING RATIO

PRIMARY DEVELOPERS:

ORO DEL MAROCCO

- 7 VOLUME (USED FOR MOST COLOR APPLICATIONS)
- 10 VOLUME: (NOT AS USED. PRIMARILY ON PREVIOUSLY COLORED DARK HAIR TO AVOID OVER-DEPOSIT, OR REALLY DARK NATURAL HAIR)
- 30 VOLUME: (RARE)
- 40 VOLUME: (HIGHLIGHTS)

APPLICATION:

(SPECIAL PROCEDURE DUE TO BEING AMMONIA FREE.) MIX UP THE FULL AMOUNT OF COLOR WITH HALF OF THE DESIRED DEVELOPER. USE 2-4 DROPS OF THE ODM PROTECTIVE SERUM. BEGIN MIXING. ADD THE REMAINING DEVELOPER AND FINISH MIXING. FOR DEPOSIT AND RICHNESS ADD A CAPFUL OF ODL PURE PROTEIN COCKTAIL. ONE CAPFUL FOR A HALF-TO-FULL TUBE, TWO CAPFULS FOR 1.5 TUBES AND UP. (THE ODL AMPULES CAN ALSO BE USED WITH ONE AMPULE EQUAL TO TWO CAPFULS.) ODM COLOR IS APPLIED LIKE MOST NORMAL COLOR LINES, ROOT RETOUCH OR SCALP TO ENDS. THE RINSING RITUAL POST-COLOR INVOLVES FIRST WASHING THE HAIR, THEN APPLYING ODM CLAY (REACIDIFIES, CLEANSSES, NEUTRALIZES ETHANOLOMINE) TO THE ROOTS AND WORK THROUGH THE ENDS, PROCESS 2-5 MINUTES, RINSE AGAIN, SHAMPOO, AND THEN RINSE BEFORE APPLYING THE REMINERALIZING SPRAY (SEALS AND RESTORES DEPLETED MINERALS LOST DURING THE ALKALINE PROCESS). RINSE AFTER APPROPRIATE TIME HAS PASSED. ALL THE RITUAL STEPS MUST BE PERFORMED OR THE COLOR WILL SUFFER.

CHARACTERISTICS:

EXTREMELY SOPHISTICATED COLOR FINISH. WITH ZERO PEROXIDE DISCOLORATION (THE YELLOW OR ORANGE UNDERGLOW USUALLY SEEN IN FADED OR FRESH ROOTS) THE COLOR DEPOSITS SEAMLESSLY AND FADES EXTREMELY WELL. THIS COLOR ACHIEVES THE HOLY GRAIL OF TRANSLUCENCY WHILE STILL HAVING INTERNAL DEPOSIT. AMMONIA FREE. TRUE ORGANIC HAIR COLOR.

USE WHEN:

WHENEVER YOUR CLIENT IS MORE DISCERNING TO FINISHED SHADES OR COMPLAINS OF UNWANTED BRASSINESS WHEN THE COLOR FADES. NOT AN INKY COLOR. EXCELLENT FOR VIRGIN HAIR APPLICATIONS WHERE A COLOR CHANGE IS DESIRED BUT A NATURAL REGROWTH AND FADING IS EXTREMELY IMPORTANT TO THE CLIENT. EXCELLENT FOR CLIENTS WHO CHANGE SHADES REGULARLY - EASILY LIFTED WITHOUT DAMAGE OR CORRUPTION OF FINISHED TONE. EXCELLENT FOR COOL, NEUTRAL, BEIGE AND ASHY TONES. THE PRECISENESS OF TONE IS ALSO EXCELLENT FOR CLIENTS WHO LIKE WARM COLORS BUT NOT OUTRIGHT RED UNDERTONES PER SE. WORKS WELL FOR CLIENTS WITH FINE OR THIN/SENSITIVE HAIR WHICH STRUGGLES TO GROW, OR ROUTINELY COMPLAIN OF DRY HAIR EVEN AFTER ALL-OVER COLOR DEPOSIT.

DON'T USE WHEN:

CLIENT HAS DARK ARTIFICIAL DYE BUILDUP, OR WHEN SOME GREY BLENDING IS UNACCEPTABLE INSTEAD OF TOTAL DEPOSIT.

COLORIST TIP:

ODM WORKS BEST WHEN THE DESIRED FINISHED SHADE IS WITHIN TWO LIGHTER LEVELS OF THE STARTING SHADE, OR WITHIN 4 LEVELS DARKER THAN THE STARTING SHADE. EVEN THOUGH 7 VOLUME IS NOT USUALLY ASSOCIATED WITH LIFT, THE UNIQUE NATURE OF ETHANOLOMINE (AMMONIA SUBSTITUTE) ALLOWS THE FOLLOWING ON VIRGIN OR COMPLETELY FADED HAIR:

2 LEVELS OF LIFT ON HAIR LEVELS 7 AND UP

1-1.5 LEVELS OF LIFT ON HAIR LEVELS 5-6

0.5 LEVEL OF LIFT ON HAIR LEVEL 4

0 LEVEL OF LIFT ON HAIR LEVELS 1-3

HAIR DAMAGE IS AVOIDED DURING THE COLORING PROCESS BY LOW PEROXIDE AND BY ETHANOLOMINE'S UNIQUE EFFECT OF OPENING THE CUTICLE ONLY SLIGHTLY (IT'S VERY WEIGHT KEEPS THE CUTICLE FROM FLEXING PAST ITS DAMAGE POINT, UNLIKE AMMONIA WHICH SHOCKS THE CUTICLE OPEN - OFTEN CAUSING ELASTIN SHOCK, PROTEIN LOSS AND CHEMICAL BURNING TO THE DERMAL LAYER AND OUTER CDM COMPLEX).