



SCRUPLES®



The purest color in its simplest form

## Scruples HIGH DEFINITION® Color Gel

- 12 pure-base colors are all you need to produce over 200 permanent and demi-permanent haircolors and toners.
- All haircolor shades are developed as pure-base mixing colors and produce true-to-level natural colors.
- Gives complete and unsurpassed gray coverage without color fading. Finished haircolors stay true and last longer.
- Color gel mixture is thick enough to be applied with a brush yet smooth enough to be pushed through a bottle for traditional application.
- **Permanent Color:** Scruples PURE Oxi Clear and Creme Developers mix with HIGH DEFINITION Color Gel to produce beautiful brown, red and blonde shades that cover gray and resist fading.
- **Demi-Permanent Color:** Scruples PURE Oxi Demi-Permanent Color Developer contains a revolutionary pH adjuster that neutralizes the ammonia in the color gel. This mixture is transformed into a demi-permanent, deposit-only haircolor that produces richer colors than semi-permanent haircolor and leaves hair incredibly conditioned and shiny.



## Low Inventory System

At a paint store, there are hundreds of color swatches to choose from. The store doesn't physically inventory all of the colors it offers. Instead, each swatch has a formula created from 13 basic pigments that are mixed into the paint base.

Scruples HIGH DEFINITION Color Gel uses the same concept and incorporates just 12 pure-base mixing colors. This system allows the professional colorist to use Scruples formulas or to create their own custom-blended shades and reduce salon inventory by 70%.



## Protective Barrier Complex

HIGH DEFINITION Color Gel contains Scruples exclusive **Protective Barrier Complex (PBX®)**. PBX® protects the color molecule, allowing it to be deposited deep into the hair. This results in longer lasting, more vibrant haircolor. PBX® also conditions and strengthens hair during the coloring process, leaving hair incredibly shiny.



## Scruples Color Reference Wheel

The Scruples Color Reference Wheel is a tool used for determining natural levels, underlying tones and gray hair percentages. In addition to providing processing times, it is a critical component to the formulation process.





	NATURAL	COOL SERIES				GOLD SERIES			RED SERIES				CLEAR
COLORS													
	1N Brown Black	3BV Cool Brown	4BV Light Cool Brown	10BG Ash Blonde	12V Cool Blonde	2G Dark Golden Brown	4G Light Golden Brown	8G Golden Blonde	3RV Dark Cool Red	5RV Cool Red	6RR Red Red	6RG Warm Red	00 Clear Base
BASES	Neutral	Blue Violet	Blue Violet	Blue Green	Violet	Gold	Gold	Gold	Red Violet	Red Violet	Red Red	Red Gold	Without Pigment
<ul style="list-style-type: none"> <li>■ The number indicates the color level (1 through 12).</li> <li>■ The letter following the number indicates the color base.</li> </ul>													

- 1N Brown-Black is the darkest attainable natural brown-black. It has a neutral base that can be used alone or mixed with other colors to add depth or to create artistic blends.
- 3BV Cool Brown and 4BV Light Cool Brown are excellent alone or mixed for bold brown shades.
- 10BG Ash Blonde and 12V Cool Blonde yield beautiful blonde shades while controlling unwanted underlying tones.
- 2G Dark Golden Brown, 4G Light Golden Brown and 8G Golden Blonde are pure-based colors that can be used alone or mixed with other colors to add depth and a golden shimmer to natural hair color.
- 3RV Dark Cool Red and 5RV Cool Red are used to create cool red tones when used alone or mixed with other colors to produce vivid red shades.
- 6RR Red Red is a brilliant, pure-based color used to maximize the radiance of red haircolor. Whether used alone for a strong fashion shade or mixed with other colors, these reds have unsurpassed holding power.
- 6RG Warm Red pure-based color holds its tone and vibrancy. It performs perfectly alone or as a mixing color to create brilliant, warm or natural reds.
- 00 Clear Base is the base formula without pigment. It can be used when formulating permanent or demi-permanent haircolor, as a clear shine on natural hair or as part of a toner formula.



## Ultra Light Blondes

- Scruples Ultra Light Blondes are highly concentrated blonde shades designed for natural levels 6 and lighter. These shades achieve 4 levels of lift and deposit beautiful tones in a single process.
- HIGH DEFINITION Color Gel Ultra Light Blondes are formulated with PBX® which helps protect the hair while lifting and allows for maximum color deposit.

UL - N Ultra Light Neutral	UL - A Ultra Light Ash	UL - G Ultra Light Gold	UL - B Ultra Light Beige
<ul style="list-style-type: none"> <li>■ Ultra Light Blondes yield the lightest possible results, therefore they do not have any level identification.</li> </ul>			

- UL-N (Neutral Base) yields the most believable natural blonde tone while achieving maximum lift.
- UL-A (Ash Base) produces the lightest results while counteracting the development of unwanted underlying tone.
- UL-G (Gold Base) achieves beautiful, buttery blonde tones without brassiness.
- UL-B (Beige Base) produces the lightest iridescent, pearly beige blonde.

## Color Gel Intensifiers

- Scruples HIGH DEFINITION Color Gel Intensifiers are highly concentrated colors. They can be used to reduce undesirable underlying tone or intensify a desired shade in hair when added to any HIGH DEFINITION Color Gel formulation.



## PURE OXI® Developers

- PURE OXI clear and creme developers are fully stabilized to provide long-lasting potency and ensure optimal color results. The clear formula creates a gel-like consistency that is desirable for bottle application. The creme formula thickens the consistency of the color mixture and is suitable for a bowl-and-brush application.
- Scruples PURE OXI 10 and 20 Volume Clear Developers produce rich, thick gels that glide easily through the hair.
- Scruples PURE OXI 10, 20, 30 and 40 Volume Creme Developers produce creamy consistencies and contain conditioning emollients that leave hair silky and shiny.
- Scruples PURE OXI Demi-Permanent Developer is available as a liquid and a creme. The developer contains a revolutionary pH adjuster that neutralizes the ammonia in the color gel. The haircolor mixture is transformed into a deposit-only color.



Burgundy Level 5 (2 oz 5RV)



Fiery Sunset (1 oz 6RR + 1 oz 8G)

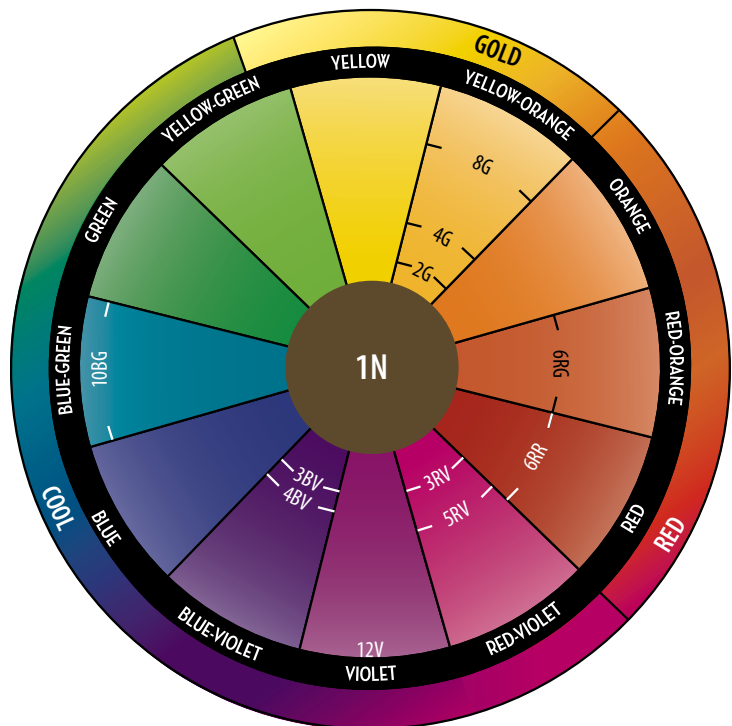


Rockstar Red (2 oz 6RR)

## Color Theory

The color wheel diagram identifies Scruples HIGH DEFINITION Color Gel pure-base colors. This provides a visual of the haircolor shade selection within the theory of the color wheel.

- **Basic Color Theory:** Natural hair color contains a neutral balance of all three primary colors at every level. Darker colors contain more blue, midrange colors contain more red and lighter colors contain more yellow. You must have this balance to achieve natural looking results.
- **Neutralize Underlying Tone:** Select the haircolor base directly across the color wheel from the underlying tone at your desired level to create a neutral balance (refer to Underlying Tone Chart, page 5). For example, underlying tone at a level 8 is yellow/orange; the color directly across the color wheel is blue/violet. Therefore level 8 cool (12V/4BV) will create the most natural results when lifting to a level 8.
- **Compliment Underlying Tone:** To compliment underlying tone, work around the color wheel instead of across. If, for example, the client desires to be a brilliant warm redhead at a level 7, the underlying tone is orange. Selecting colors on either side of orange will increase the intensity of the haircolor. Scruples Fiery Sunset (6RR/8G) formula contains red and yellow-orange (gold) and will enhance the finished haircolor.



Underlying Tone + Scruples Base Colors Chosen = Final Result



### 5. Application:

- **Virgin Application:** Divide hair into 4 sections. Apply color mixture to the cold shaft in the back quadrants, starting ½ inch away from scalp. Process for 30 minutes on length or until haircolor is half the desired shade. If cold shaft is resistant, place client under a preheated dryer for 5 to 10 minutes to open the cuticle. Continue processing at room temperature. Be sure scalp has cooled, then prepare a fresh color mixture and apply to root area. Process 30 to 45 minutes or until desired haircolor is even from scalp to ends.
- **Retouch Application:** Divide hair into 4 sections. Apply color to new growth only, starting in the darkest area of hair on the head. Process 30 to 45 minutes or until desired shade is achieved. Be sure not to overlap color onto previously lightened hair. To ensure beautiful, even color, a retouch application is recommended every 4 to 6 weeks. Failure to do so may result in the appearance of band marks.
- **Color Balancing Ends:** Do not color balance or refresh ends with HIGH DEFINITION Color Gel Ultra Light Blondes. Ends should be refreshed with a standard HIGH DEFINITION Color Gel formula mixed with PURE Oxi Demi-Permanent Developer.

- 6. **Removal:** Rinse hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Spray hair with Scruples No H2O2 (No Peroxide) to condition, improve color retention and remove all peroxide residue from the hair. Leave on 3 to 5 minutes, then rinse. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse.
- Due to the high concentration of pigment in HIGH DEFINITION Ultra Light Blonde shades:
  - These shades should never be applied to hair that is already blonde or has previous highlights; doing so may cause drab results.
  - While processing, colors appear bluish green, light blue or purple. This is part of the normal oxidation process. The finished results are consistently beautiful blonde tones.
  - The only HIGH DEFINITION Ultra Light Blonde shade recommended for 50% or more gray hair is Ultra Light Gold.

## How to Use As Demi-Permanent Haircolor

- Color lasts 4 to 6 weeks and fades gradually, allowing first-time haircolor clients the opportunity to try haircolor without long-term commitment.
- Makes switching clients to permanent haircolor easier by replacing demi-permanent developer

- with PURE Oxi 10, 20, 30 or 40 Volume Developer and using a similar color gel formulation.
- Provides better coverage and blending of gray than semi-permanent haircolor to create the longest lasting, most natural coverage possible.

### Demi-Permanent Haircolor Directions:

1. **Determine the client's natural level and percentage of gray** using the Scruples Color Reference Wheel.
2. **Select the client's desired haircolor formula** by using the HIGH DEFINITION Formulation Chart. Deposit-only color processes darker than permanent color; choose a color formula 1 level lighter than the desired level or add ½ oz to 1 oz of 00 Clear Base to the formula. ½ oz 00 Clear Base will cause the color being deposited to become 1 level lighter. 1 oz 00 Clear Base will cause the color being deposited to become 2 levels lighter. Never use more than ½ oz 00 Clear Base on hair containing 25% or more gray.
3. **Mixing:** The mixing ratio is 1 : 1; e.g. 2 oz color gel to 2 oz demi-permanent developer.
- Always increase the amount of demi-permanent developer to accommodate the amount of 00 Clear Base added to the formula, e.g. 2 oz color gel plus 1 oz 00 Clear Base and 3 oz demi-permanent developer. If a thicker consistency is desired, add ¼ to ½ oz Scruples COLOR WHIP Haircolor Thickener or select PURE Oxi Demi-Permanent Creme Developer.
4. **Application:** Apply the mixture according to instructions for virgin or retouch applications.

## How to Use Intensifiers

- Create high-impact shades with HIGH DEFINITION Color Gel Intensifiers.

### Intensifier Directions:

1. **Select a haircolor formula** using the HIGH DEFINITION Formulation Chart.
2. **Refer to the Desired Level Chart** to determine the proper developer necessary to achieve the desired amount of natural hair color lift and color deposit.
3. **Mixing:** The mixing ratio is 1 : 1. When adding any intensifier to an existing 2 oz color formula, always add an equal amount of developer so quantities of color and developer in the mixture are equal parts. For example, use 2 oz color gel with ¼ oz Intensifier and 2 ¼ oz developer.
4. **Application:** Apply mixture according to the application instructions for a virgin or retouch application.

Intensifier Chart			
Base	Red	Violet	Blue
Results	Enhances vibrancy in red shades	Counteracts undesirable yellow and orange shades (levels 7-12)	Counteracts undesirable red/orange and red shades (levels 1-6)
¼ oz	Enhances up to 25%	Counteracts up to 15%	Counteracts up to 25%
½ oz	Enhances up to 50%	Counteracts up to 30%	Counteracts up to 50%

- Adding an intensifier to an existing formulation customizes the color by increasing the brilliance and depth of red tones or reducing yellow, orange and red tones.

**Note:** When adding violet or blue intensifier to a color formula for retouch applications, do not pull haircolor mixture through the ends of the hair; to do so may cause the ends of the hair to become too cool based on the hair's porosity.

- 5. **Removal:** Rinse hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Spray hair with Scruples No H2O2 (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Leave on 3 to 5 minutes, then rinse. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

## How to Use Toners

- Creates an array of toners including soft beige, ivory and champagne for use on hair prelightened to a pale yellow.
- Leaves hair incredibly conditioned and shiny.

### Double Process Toner Directions:

1. **Prelighten hair** to a pale yellow with Scruples BLONDE EXPRESS Hair Lightener or POWER BLONDE Lightening Powder.
2. **Select the client's desired toner formula** from the HIGH DEFINITION Formulation Chart.
3. **Mixing:** Mix 1 ½ oz 00 Clear Base with ½ oz of the selected color. Add 2 oz PURE Oxi Demi-Permanent Developer.
4. **Application:**
  - Virgin Hair: Apply toner formula on damp hair from scalp to ends for 5 to 20 minutes or until desired color is achieved.
  - Retouch: Apply toner formula to damp new growth and process for 5 minutes. Apply mixture to remaining hair and work through the ends. Process for an additional 5 to 15 minutes or until color is even from scalp to ends.
5. **Removal:** Rinse hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Apply Scruples No H2O2 (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse.



Champagne Toner (¼ oz 4G + 1 ¾ oz 00)

## How to Use As Permanent Haircolor

### Permanent Haircolor Directions:

1. **Determine the client's natural hair color level** using Scruples Color Reference Wheel. If the client's hair is less than 50% gray, refer to the standard formulations highlighted in white on the Formulation Chart. If the client's hair is 50% or more gray, refer to the gray coverage formulations highlighted in gray on the Formulation Chart and gray coverage directions (page 9).
2. **Select the client's desired level.** If lift is needed, determine the underlying tone at the desired level using the Underlying Tone Chart (right).
3. **Select the client's desired haircolor formula** and the HIGH DEFINITION Color Gel base that will enhance or counteract the underlying tone. Refer to the Underlying Tone Chart (right) and the Formulation Chart (center fold-out) as guides for determining the exact level and formula.

UNDERLYING TONE CHART			
Level	Description	Underlying Tone	Corrective Base
12	Ultra Light Blonde	Paldest Yellow	Violet
10	Ultra Pale Blonde	Pale Yellow	Violet
9	Very Light Blonde	Yellow	Violet
8	Light Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue/Violet
6	Dark Blonde	Red/Orange	Blue/Violet
5	Light Brown	Red	Blue/Violet
4	Medium Brown	Red/Violet	Blue/Violet
3	Dark Brown	Violet	N/A
2	Darkest Brown	Blue/Violet	N/A
1	Black	Blue	N/A

■ **Note:** Underlying tones are the unrefined warm tones exposed during the lifting process. Scruples recommends a blue/violet corrective base for levels 4 and 5 instead of a blue and blue/green corrective base; the blue color is dominant and avoids development of green tones at these levels.

DEVELOPER SELECTION CHART													
Desired Level													
Natural Level	1	2	3	4	5	6	7	8	9	10	12		
	10	10	10	10	10	10	10	10	10	10	10	20	
	9	10	10	10	10	10	10	10	10	10	20	30	
	8	10	10	10	10	10	10	10	10	20	20	40	
	7	10	10	10	10	10	10	10	20	20	30	x	
	6	10	10	10	10	10	10	20	20	30	40	x	
	5	10	10	10	10	10	20	20	30	40	x	x	
	4	10	10	10	10	20	20	30	40	x	x	x	
	3	10	10	10	20	20	30	40	x	x	x	x	
	2	10	10	20	20	30	40	x	x	x	x	x	
	1	10	20	20	30	40	x	x	x	x	x	x	

PURE Oxi DEVELOPERS		
Volume	Processing Time	Results
Demi-Permanent Liquid or Creme	20 - 30 Minutes	Level on Level or Darker
10 Volume Clear or Creme	20 Minutes	Level on Level or Darker
20 Volume Clear or Creme	30 Minutes	1 - 2 Levels of Lift
30 Volume Creme	40 Minutes	3 Levels of Lift
40 Volume Creme	45 - 50 Minutes	4 Levels of Lift

**Note:** PURE Oxi 30 and 40 Volume Developers are offered in creme bases only. Scruples PURE Oxi creme developers contain conditioning emollients that are excellent for keeping hair moist while achieving maximum lift.

- 4. **Determine the proper volume PURE Oxi developer** necessary to achieve the desired amount of natural hair color lift and color deposit. Using the Developer Selection Chart (left), select the client's natural level (left side) and then determine the client's desired level (across top). Move down and across to the point where the two boxes intersect; this is the suggested volume of developer to use. Wherever an X appears, it will be necessary to prelighten the hair to achieve that level of color. To prelighten the hair, use Scruples BLONDE EXPRESS Hair Lightener or POWER BLONDE Lightening Powder.
- Scruples PURE Oxi liquid/clear developers produce gel consistencies that are excellent for bottle applications.
- Scruples PURE Oxi creme developer thickens the consistency of the color mixture and is perfect for bowl-and-brush applications.
- Processing times are approximate and should be used as guides only.
- A strand test should always be done to determine exact processing time.

**Note:** For best gray coverage, always use PURE Oxi 20 Volume Clear or Creme Developer.

- 5. **Mixing:** Mix the formula as indicated at the bottom of each color on the Formulation Chart using a 1 : 1 mixing ratio. For example, mix 2 oz HIGH DEFINITION Color Gel with 2 oz PURE Oxi developer. Always mix equal parts of color gel and developer unless working with the Ultra Light Blonde series or resistant gray formulas. If a thicker consistency is desired, add ¼ to ½ oz Scruples COLOR WHIP Haircolor Thickener or select a creme developer.

## Permanent Haircolor Continued

- 6. **Application:** Scruples HIGH DEFINITION Color Gel should always be applied to dry hair.
- Virgin Application: Divide hair into 4 sections. Apply color mixture to the hair starting ½ inch from the scalp. Process for 15 minutes or until haircolor is half the desired shade. Mix a fresh color mixture and apply to the scalp area. Process for an additional 10 to 50 minutes or until desired haircolor is even from scalp to ends. When coloring the hair the same shade or darker than the client's natural hair color, use PURE Oxi 10 Volume or Demi-Permanent Color Developer and apply the color mixture from scalp to ends, processing for 20 to 30 minutes. If hair is excessively porous or has damaged ends, a strand test should always be done to determine processing time.
- Retouch Application: Divide hair into 4 sections. Apply color mixture to new growth only, making ¾-inch partings. Process color for the proper amount of time based on the volume of developer selected.
- Color Balancing Ends: When the ends of the hair need refreshing, it is recommended that the HIGH DEFINITION formula be used with PURE Oxi 10 Volume or Demi-Permanent Color Developer during the last 5 to 10 minutes of the processing cycle.
- 7. **Removal:** Rinse hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Spray hair with Scruples No H2O2 (No Peroxide) to condition, improve color retention and remove all peroxide residue from the hair. Leave on 3 to 5 minutes, then rinse. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

## How to Use 00 Clear Base

- **00 Clear Base with Permanent Color:** Adding ½ oz 00 Clear Base to the mixture will cause the color being deposited to become 1 level lighter in the same tone. Adding 1 oz 00 Clear Base to the mixture will cause the color being deposited to become 2 levels lighter in the same tone. Never use more than ½ oz 00 Clear Base on hair containing 25% or more gray when complete gray coverage is desired.
- **00 Clear Base with Demi-Permanent Developer:** When using HIGH DEFINITION Color Gel as deposit-only demi-permanent color, adding 00 Clear Base to the mixture reduces color deposit and prevents the color from becoming too dark by increasing the demi-permanent color's transparency. Adding ½ oz 00 Clear Base to the mixture will increase the color's transparency by 25%. Adding 1 oz 00 Clear Base to the mixture will increase the color's transparency by 35%.
- **00 Clear Base as a Clear Shine:** Mix equal parts 00 Clear Base and Scruples PURE Oxi Demi-Permanent Color Developer. Apply for 5 to 10 minutes on natural hair to create long-lasting brilliance, shine, body and manageability.
- **00 Clear Base with Toners:** Mix 1 ½ oz 00 Clear Base with ½ oz of various combinations of HIGH DEFINITION Color Gel and PURE Oxi Demi-Permanent Color Developer to produce soft pastel blonde toners for application on hair prelightened to a pale yellow.

## How to Use Ultra Light Blondes

- Formulated with a high concentration of pigment to ensure sufficient toning while controlling underlying tone.
- Packaged in convenient 1 oz single application bottles to ensure fresh color application. Single application bottles should not be saved after breaking seal and are not designed to be used as mixing colors.

### Ultra Light Blonde Directions:

1. **Determine client's natural level** using Scruples Color Reference Wheel. For optimal results, use HIGH DEFINITION Color Gel Ultra Light Blonde shades on natural levels 6 or lighter to attain a level 10 blonde. Ultra Light Blondes may be used on darker levels when four levels of lift are desired.
2. **Select desired HIGH DEFINITION Ultra Light Blonde shade.** There is no need to reference the Underlying Tone Chart. HIGH DEFINITION Ultra Light Blonde shades have all been formulated to provide maximum lift while controlling underlying tones.
3. **Mixing:** The mixing ratio for a HIGH DEFINITION Ultra Light Blonde shade is 1 : 2, e.g. 1 oz Scruples HIGH DEFINITION Color Gel Ultra Light Blonde with 2 oz Scruples PURE Oxi 40 Volume Creme Developer.
4. **Processing:** Process 30 to 45 minutes at room temperature. Start timing once application is complete.



# High Definition® Color Gel Formulation Chart

SERIES	NEUTRAL	COOL	GOLD	STRAWBERRY BLONDE	GOLDEN RED	AUBURN	WINE AUBURN	BURGUNDY
Bases	B/R/Y	BV/G/V	Y	Y/R	Y/O	R/O	RV/RO	RV
12	1/2 oz 8G + 1/2 oz 12V + 1 oz 00 1 1/4 oz 12V + 1/2 oz 8G + 1/4 oz 4G	12V 2 oz 12V 1 1/4 oz 12V + 1/2 oz 4BV + 1/4 oz 8G						
10	1 oz 8G + 1 oz 12V 1 oz 12V + 3/4 oz 8G + 1/4 oz 4G	10BG 2 oz 10BG 3/4 oz 12V + 1/2 oz 10BG + 1/2 oz 4BV + 1/4 oz 8G	1 oz 8G + 1 oz 00 1 1/4 oz 8G + 1/2 oz 10BG + 1/4 oz 4G					
9	1 oz 8G + 1 oz 10BG 1 oz 10BG + 3/4 oz 8G + 1/4 oz 4G	3/4 oz 12V + 3/4 4BV + 1/2 oz 00 1 1/4 oz 10BG + 1/2 oz 4BV + 1/4 oz 8G	1 1/2 oz 8G + 1/2 oz 00 1 oz 8G + 1/2 oz 10BG + 1/2 oz 4G	3/4 oz 8G + 1/4 oz 6RG + 1 oz 00 1 oz 12V + 1/2 oz 4BV + 1/4 oz 6RG + 1/4 oz 8G	1/2 oz 8G + 1/2 oz 6RG + 1 oz 00 1 1/4 oz 12V + 1/2 oz 6RG + 1/4 oz 8G + 1/4 oz 4G			
8	1 oz 4G + 1 oz 12V 1 oz 8G + 1/2 oz 10BG + 1/2 oz 4BV	1 oz 12V + 1 oz 4BV 1 oz 4BV + 3/4 oz 12V + 1/4 oz 4G	8G 2 oz 8G 3/4 oz 8G + 3/4 oz 4G + 1/2 oz 10BG	1 1/2 oz 8G + 1/2 oz 6RG 3/4 oz 12V + 3/4 oz 4G + 1/4 oz 6RG + 1/4 oz 8G	1 oz 8G + 1/2 oz 6RG + 1/2 oz 00 3/4 oz 12V + 1/2 oz 6RG + 1/2 oz 4G + 1/4 oz 8G			
7	1 oz 8G + 1/2 oz 4BV + 1/2 oz 10BG 3/4 oz 8G + 1/2 oz 4BV + 1/2 oz 4G + 1/4 oz 10BG	1 oz 10BG + 1 oz 4BV 1 oz 4BV + 3/4 oz 10BG + 1/4 oz 4G	1 1/2 oz 8G + 1/2 oz 4G 1 oz 4G + 3/4 oz 8G + 1/4 oz 10BG	1 oz 8G + 1/2 oz 4G + 1/2 oz 6RG 1/2 oz 10BG + 1/2 oz 8G + 1/2 oz 4BV + 1/4 oz 4G + 1/4 oz 6RG	1 oz 8G + 1 oz 6RG 1/2 oz 10BG + 1/2 oz 6RG + 1/2 oz 8G + 1/2 oz 4BV			
6	1 oz 8G + 1 oz 4BV 1 oz 4G + 1/2 oz 10BG + 1/2 oz 4BV	1 oz 4BV + 1 oz 00 1 oz 4BV + 1/2 oz 10BG + 1/2 oz 4G	1 oz 8G + 1 oz 4G 1 1/4 oz 4G + 1/2 oz 8G + 1/4 oz 10BG	1 oz 4G + 1/2 oz 8G + 1/2 oz 6RG 3/4 oz 4BV + 1/2 oz 8G + 1/2 oz 4G + 1/4 oz 6RG	2 oz 6RG 3/4 oz 6RG + 3/4 oz 4BV + 1/2 oz 8G			
5	3/4 oz 4G + 3/4 oz 4BV + 1/2 oz 00 1 oz 4BV + 1/2 oz 8G + 1/2 oz 4G	1 1/2 oz 4BV + 1/2 oz 00 1 oz 3BV + 1/2 oz 10BG + 1/2 oz 4G	1 1/2 oz 4G + 1/2 oz 00 1 1/2 oz 4G + 1/2 oz 8G					SRV 2 oz SRV 2 oz SRV + 1/2 oz 1N
4	1 oz 4G + 1 oz 4BV 1 1/2 oz 4BV + 1/2 oz 4G	4BV 2 oz 4BV 2 oz 4BV	4G 2 oz 4G 2 oz 4G					1 oz 4G + 1 oz 6RG 1 oz 3RV + 1/2 oz 6RG 1 1/4 oz 3RV + 1/4 oz 6RG 1 oz 3RV + 1 oz 5RV 1 oz 3RV + 3/4 oz 5RV + 1/4 oz 4G
3	1 oz 2G + 1 oz 4BV 1 oz 3BV + 1 oz 2G	3BV 2 oz 3BV 2 oz 3BV	1 oz 4G + 1 oz 2G 1 oz 4G + 1 oz 2G					3RV 2 oz 3RV 1 1/2 oz 3RV + 1/2 oz 4BV + 1/4 oz 2G 1 1/4 oz 3RV + 1/2 oz 4BV + 1/4 oz 2G
2	1 1/2 oz 1N + 1/2 oz 00 1 oz 2G + 1/2 oz 3BV + 1/2 oz 1N		2G 2 oz 2G 2 oz 2G					1 oz 1N + 1 oz 3RV 1 oz 1N + 1 oz 3RV
1	1N 2 oz 1N 2 oz 1N							

### High Definition® Color Gel Standard Formulations

### High Definition® Color Gel Gray Coverage Formulations (50% or more gray)

FOR TECHNICAL ASSISTANCE, CALL SCRUPLES TOLL FREE: 1-888-SCRUPLES (1-888-727-8753)

# High Definition® Color Gel Formulation Chart

SERIES	ULTRA LIGHT BLONDES	TONERS	CREATIVE REDS	ARTISTIC BLENDS	INTENSIFIERS
UL-N	ULTRA LIGHT NEUTRAL / 1 oz UL - N NOT RECOMMENDED	PLATINUM TONER / 1/2 oz 8G + 1/4 oz V + 1 1/4 oz 00 NOT RECOMMENDED			R RED INTENSIFIER NOT RECOMMENDED
UL-A	ULTRA LIGHT ASH / 1 oz UL - A NOT RECOMMENDED	GOLDEN TONER / 1/2 oz 8G + 1 1/2 oz 00 NOT RECOMMENDED	FIERY SUNSET / 1 oz 6RR + 1 oz 8G 3/4 oz 6RR + 3/4 oz 8G + 1/2 oz 6RG + 1/4 oz 4G		V VIOLET INTENSIFIER NOT RECOMMENDED
UL-G	ULTRA LIGHT GOLD / 1 oz UL - G 1 oz UL - G	SANDY TONER / 3/4 oz 8G + 3/4 oz 4G + 1 1/2 oz 00 NOT RECOMMENDED	BURNT COPPER / 1 oz 6RR + 1 oz 6RG 1 oz 6RR + 1/2 oz 6RG + 1/2 oz 4BV		B BLUE INTENSIFIER NOT RECOMMENDED
UL-B	ULTRA LIGHT BEIGE / 1 oz UL - B NOT RECOMMENDED	BEIGE TONER / 3/4 oz 8G + 1/4 oz 10BG + 1 1/2 oz 00 NOT RECOMMENDED	6RR ROCKSTAR RED / 2 oz 6RR 1 oz 6RR + 1/2 oz 6RG + 1/2 oz 4BV	APRICOT / 1 1/4 oz 8G + 1/4 oz 6RG + 1/4 oz 4G	
		IVORY TONER / 3/4 oz 8G + 3/4 oz 12V + 1 1/2 oz 00 NOT RECOMMENDED	RUBY / 1 oz 5RV + 1 oz 6RR 1/2 oz 5RV + 1/2 oz 6RR + 1 oz 4G	BUTTERY CARMEL / 1 1/4 oz 8G + 1/4 oz 1N + 1/4 oz 6RG NOT RECOMMENDED	
		CHAMPAGNE TONER / 3/4 oz 4G + 1 1/4 oz 00 NOT RECOMMENDED	CABERNET / 1 oz 4G + 1 oz 6RR 1 oz 6RR + 1 oz 4G + 1/4 oz 2G		
			VINTAGE ROSE / 1 oz 2G + 1/2 oz 6RR + 1/2 oz 6RG 1 oz 2G + 1/2 oz 6RR + 1/2 oz 6RG + 1/2 oz 1N		
			GARNET / 1 oz 4BV + 1 oz 5RV 1/2 oz 4BV + 1/2 oz 3RV + 1 oz 5RV	CHOCOLATE BROWN / 1 oz 8G + 1 oz 1N + 1/4 oz 6RG 1 oz 8G + 1 oz 1N + 1/4 oz 6RG	
			PINOT NOIR / 1 oz 2G + 1 oz 6RR 1 1/4 oz 2G + 3/4 oz 6RR + 1/4 oz 6RG	CHESTNUT BROWN / 1 oz 1N + 1 oz 6RG 1 oz 1N + 1 oz 6RG	
			BLACKBERRY / 1 oz 1N + 1 oz 6RR 1 oz 1N + 1 oz 6RR		

High Definition Ultra Light Blonde Color Gel has a mixing ratio of 2 : 1; 2 oz PURE Oxi 40 Volume Creme Developer to 1 oz High Definition Ultra Light Blonde Color Gel.

High Definition Ultra Light Blondes are single application only. Once the bottle seal is broken, discard any unused color. Do not mix shades.

### High Definition® Color Gel Standard Formulations

### High Definition® Color Gel Gray Coverage Formulations (50% or more gray)

## CONVERSION CHART

### High Definition Color Gels : PURE Oxi Developers

Ounces	Milliliters	Grams
1/8 oz	3.75 ml	4 g
1/4 oz	7.5 ml	8 g
1/2 oz	15 ml	15 g
3/4 oz	22.5 ml	22 g
1 oz	30 ml	30 g
1 1/2 oz	45 ml	45 g
2 oz	60 ml	60 g

## DEVELOPERS

Volume	Processing Time	Results
PURE Oxi Demi-Permanent Liquid or Creme	20 - 30 Minutes	Level on Level or Darker
PURE Oxi 10 Volume Clear or Creme	20 Minutes	Level on Level or Darker
PURE Oxi 20 Volume Clear or Creme	30 Minutes	1 - 2 Levels of Lift
PURE Oxi 30 Volume Clear or Creme	40 Minutes	3 Levels of Lift
PURE Oxi 40 Volume Clear or Creme	45 - 50 Minutes	4 Levels of Lift

## GRAY COVERAGE RETOUCH APPLICATION PROCEDURE

**Neutral Level 6, 75% Gray**

- 1 oz 8G + 1 oz 4BV
- 2 oz PURE Oxi 10 Volume or Demi-Permanent Developer

**Color Balancing Ends:** When the ends of the hair need refreshing, Scruples recommends using a standard formula with PURE Oxi 10 Volume or Demi-Permanent Developer during the last 5-10 minutes of the processing cycle.

- 1 oz 4G + 1/2 oz 10BG + 1/2 oz 4BV
- 2 oz PURE Oxi 20 Volume Clear or Creme Developer

**Pulling the gray coverage formula through the ends may produce drab results.**

**Gray Coverage Retouch Application:** Apply the selected gray coverage formula on new growth only. Process color for 30 minutes using a 20 volume developer.

### Additional Notes:

- Process High Definition Color Gel at room temperature
- 1/8 oz = 1 capful High Definition Color Gel
- 1/4 oz = 2 capfuls High Definition Color Gel

# How to Use Gray Coverage Formulation Chart

- Scruples has created gray coverage formulations specifically designed for clients that are 50% or more gray.
- The gray coverage formulations are easy to identify because they are shown on a gray background. The standard formulations are shown on a white background.
- The gray coverage formulations deliver superior gray coverage and are designed to ensure perfect tone on gray hair.

## Gray Coverage Directions:

1. **Determine the client's natural hair color level** using Scruples Color Reference Wheel and determine the percentage of gray hair. If the client is 50% or more gray, use the gray coverage formulations highlighted in gray on the Formulation Chart.

2. **Select the client's desired level.** If lift is needed to achieve the desired level, determine the underlying tone at that level from the Underlying Tone Chart (page 5).

**Note:** Gray coverage formulations have been adjusted with the necessary pigments needed to achieve superior tone and coverage on gray hair.

3. **Select the client's desired haircolor formulation** and the HIGH DEFINITION Color Gel base that will enhance or counteract the underlying tone. Refer to the Underlying Tone Chart and the gray coverage formulations as guides to determine the exact color and level mixture.

4. **Determine the proper volume PURE OXI developer.** Use PURE OXI 20 Volume Clear or Creme Developer for the best gray coverage unless the desired level is 3 or more levels lighter than the client's natural level. Refer to the Developer Selection Chart to find the suggested volume developer (page 5). Recommended processing times are found in the PURE OXI Developers Chart (page 5).

5. **Mixing:** Once the correct gray coverage formula has been determined, mix the formula as highlighted in gray on the Formulation Chart. Then add developer and mix in a bowl or bottle. The standard mixing ratio is 1 : 1, e.g. 2 oz color gel with 2 oz developer. If a thicker consistency is desired, add ¼ to ½ oz Scruples COLOR WHIP Haircolor Thickener.

6. **Application:** Apply the mixture to dry hair according to the application instructions for virgin or retouch applications.

■ Color Balancing Ends: When the ends of the hair need refreshing, it is recommended that a HIGH DEFINITION standard formula be used with PURE OXI 10 Volume or Demi-Permanent Developer during the last 5 to 10 minutes of the processing cycle. Pulling the gray coverage formula through the ends may produce drab results.

7. **Removal:** Rinse hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Spray hair with Scruples No H<sub>2</sub>O<sub>2</sub> (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Leave on 3 to 5 minutes, then rinse. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

### Resistant Gray Hair:

■ Increase processing time from 30 to 45 minutes. This will dramatically improve coverage on resistant gray hair.

### Extremely Resistant Gray Hair: Double the dye load.

1. **Select a formula** from the HIGH DEFINITION Color Gel gray coverage formulations.

2. **Mixing:** Mix 2 oz color gel with 1 oz PURE OXI 40 Volume Creme Developer.

3. **Application:** Apply using either a virgin or retouch application and process for 30 minutes.

■ By using this unique mixing procedure, the PURE OXI 40 Volume Creme Developer is diluted to a 20 volume developer while doubling the amount of color pigment being deposited in the hair. This procedure delivers unbelievable coverage on extremely resistant gray hair without compromising the hair's condition.

## Corrective Color

- HIGH DEFINITION Color Gel's pure-based, concentrated formula can correct undesirable underlying tone problems in a single application.
- Do a strand test to determine proper color selection and processing time.

**PROBLEM:** Previous highlighting has made hair too blonde

**SOLUTION:** Low lighting

1. **Select a color** matching the client's natural hair color. It may be necessary to add 8G or 6RG to the formula if the hair is lighter than a level 8.

2. **Add 1 oz 00 Clear Base** to 2 oz Color Gel.

3. **Mix** with 3 oz PURE OXI Demi-Permanent Developer and apply to hair by foiling, paneling, painting or capping.

## BLAZING® Low Lights

- For corrective color applications, Scruples recommends BLAZING Low Lights haircolor system. This system eliminates the step of repigmenting the hair and creates stunning low light effects in a single process. BLAZING Low Lights may also be used for full-head tint backs.

### COMMON PROBLEMS . . . EASY SOLUTIONS

HIGH DEFINITION Color Gel can simplify corrective coloring

Problem:	Solution:
Hair is too . . .	Add colors with base . . .
Red	Blue/Green or Blue/Violet
Green	Red/Gold or Red/Violet
Orange	Blue/Green or Blue/Violet
Yellow	Blue/Violet or Violet
Violet	Gold

(Corrective Color cont. page 10)



## Corrective Color *Continued*

**PROBLEM:** Color is too light

**SOLUTION:** Tint back

1. **Repigment the hair.** Choose the proper repigmentation formula for the client's desired level using the Repigmentation Chart (right).
2. **Mix** the repigmentation formula with 2 oz PURE OXI Demi-Permanent Developer. The mixing ratio is 1 : 1.
3. **Apply** from scalp to ends or where hair is too light.
4. **Process** hair for 20 minutes.
5. **Rinse** hair thoroughly. Shampoo once with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo; rinse and dry hair.
6. **Apply** desired haircolor formula. The desired formula must be at the same level that you repigmented the hair.
7. **Mix** desired formula with equal parts PURE OXI Demi-Permanent Developer.
8. **Process** hair for 20 minutes.
9. **Rinse** hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Apply Scruples No H<sub>2</sub>O<sub>2</sub> (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

REPIGMENTATION CHART	
Level	Filler Formula
10	1 oz 8G + 1 oz 00
9	1 oz 8G + 1 oz 00
8	$\frac{3}{4}$ oz 8G + $\frac{1}{4}$ oz 6RG + 1 oz 00
7	1 $\frac{1}{4}$ oz 8G + $\frac{1}{4}$ oz 6RG + $\frac{1}{2}$ oz 00
6	1 $\frac{1}{4}$ oz 8G + $\frac{1}{2}$ oz 6RG + $\frac{1}{4}$ oz 00
5	$\frac{3}{4}$ oz 8G + $\frac{3}{4}$ oz 6RG + $\frac{1}{2}$ oz 00
4	$\frac{1}{2}$ oz 8G + $\frac{1}{2}$ oz 4G + 1 oz 6RG
3	$\frac{1}{2}$ oz 8G + $\frac{1}{2}$ oz 3RV + 1 oz 6RG
2	$\frac{1}{2}$ oz 2G + $\frac{3}{4}$ oz 3RV + $\frac{3}{4}$ oz 6RG
1	$\frac{3}{4}$ oz 2G + $\frac{3}{4}$ oz 3RV + $\frac{1}{2}$ oz 6RG

**PROBLEM:** Undesirable tones in hair

**SOLUTION:** Add proper corrective base

1. **Select a formula** in the same level as the client's existing hair color using the HIGH DEFINITION Color Gel Formulation Chart.
2. From the chart (right), identify the undesirable tone and select an appropriate formula from the recommended corrective series. Measure 2 oz color gel formula and add 1 oz 00 Clear Base. Add 3 oz demi-permanent developer using a 1 : 1 mixing ratio.
3. **Apply** mixture to discolored areas and strand test until discoloration has been neutralized or subdued.
4. **Rinse** hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Apply Scruples No H<sub>2</sub>O<sub>2</sub> (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

Undesirable Tone	Corrective Series 2 oz Formula	Add 1 oz 00 Clear Base	Add 3 oz Demi-Permanent Developer
Green or muddy tone	Golden Red or Auburn Series	1 oz	3 oz
Gold brassiness	Cool Series	1 oz	3 oz
Color is too red, too orange or brassy roots	Cool Series	1 oz	3 oz
Purple in very light or white hair	Gold Series	1 oz	3 oz

**Problem:** Color has processed too dark from permanent, demi-permanent or semi-permanent haircolor

**Solution:** Scruples COLOR DELETE Haircolor Remover (for permanent and demi-permanent haircolor)

1. **Apply** COLOR DELETE. COLOR DELETE's unique formula allows the colorist to determine how many levels of previously deposited color to remove. As previously deposited color is removed, a warm color is created in the hair. If the client wants a warm color, no toning is required. If the client wants to avoid warmth, select a color from the cool series one level lighter than the desired shade.

2. **Mix** the desired color gel formula with equal parts color gel and PURE OXI Demi-Permanent Developer.
3. **Apply** mixture to the areas treated with COLOR DELETE Haircolor Remover.
4. **Rinse** hair and shampoo twice with Scruples Renewal Color Retention Shampoo or WHITE TEA Sulfate Free Restorative Shampoo, rinsing thoroughly each time. Apply Scruples No H<sub>2</sub>O<sub>2</sub> (No Peroxide) to condition, improve color retention and remove peroxide residue from hair. Condition hair with Scruples Renewal Color Retention Conditioner or WHITE TEA Restorative Conditioner and rinse. Remove any color stains from the skin with Scruples COLOR AWAY Haircolor Remover.

### FOR TECHNICAL ASSISTANCE CALL

SCRUPLES TOLL FREE 1-888-Scruples (1-888-727-8753)

Please have the following information ready when calling:

1. What is the client's natural hair color level and percentage of gray?
2. What is the client's existing hair color level?

3. What is the desired haircolor?
4. Describe the condition of the hair.
5. Has the hair recently been bleached, tinted, permed or treated with any other chemicals?









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