

The background of the entire page is a vibrant, abstract composition. On the left side, there is a close-up, high-contrast portrait of a man's face, rendered in a style that resembles a halftone or screen print. The colors are primarily purple, blue, and green, with a textured, grainy appearance. To the right of the portrait, the background is filled with a chaotic and colorful pattern of splatters, dots, and streaks in shades of orange, yellow, green, and blue. The overall effect is one of dynamic energy and artistic expression.

#myidentity™
@GUY-TANG

EDUCATION MANUAL

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This is
#mydentity

My Story:

Growing up, I struggled every day with my identity. I didn't know who I was, what I wanted to do in life, or what my purpose was. It wasn't until hair – that I found my purpose, my direction – and it truly saved my life. I found my identity (#mydentity). It was to make a difference, change the world doing hair. But more than that, it was to be a friend, a #hairbestie, and inspire other stylists just like me to find their #mydentity,

because I had such a hard time finding mine. I want to create a community that empowers our #hairbestie family and enables all of us to find our #mydentity – because when you know who you are, you have the courage to do anything you dream of.

Category	Description	# Shades
#mydentity Permanent Haircolor	Pre-blended Shades Full Coverage	35
#mydentity Demi-Permanent Haircolor	Pre-blended Shades Acid Balanced Color	34
#mydentity Demi-Permanent X-PRESS Toner	5 Minute Toners	7
#mydentity REFLECT Liquid Demi-Permanent Haircolor	Quick 15 minute Liquid Color	15
#mydentity Super Power Direct Dyes	Highly Pigmented Vibrant Shades	13
#mydentity Direct Dye VIBRANT PASTEL	Pigment-Empowered Pastels	8
#mydentity Dual Booster COLOR MAX	Impact Color Effects	1
#mydentity #Big9 Crème Lightener	On/Off-Scalp Lightening	1
#mydentity #Magnum8 Powder Lightener	Dust-Free On/Off-Scalp Lightening	1
#mydentity Developers	Range of 6V-40V	5

#Hairbesties, in the following sections, I'm sharing everything you need to know to be successful with #mydentity – from technical education, to signature

techniques, and all my secret formula tips in between. I can't wait to see what you create using #mydentity!



This is #mydentity

I created #mydentity because I wanted to customize colors we all dream of — colors that are missing from today's haircolor. I want to create a line that brings back the fun & excitement in our industry. But most

of all, I want to create a community that empowers our #hairbestie family, and enables all of us to find our #mydentity — because when you know who you are, you have the courage to do anything you dream of.



Customized Colors We All Dream Of

What inspired me to create my signature collection? My #hairbesties! This collection

features an assortment of pre-blended, completely customized color designed with ultimate creativity in mind! I wanted to create shades that, not only, enable you to easily recreate the hottest haircolor trends of the season, but also, natural, wearable, salon-sellable looks. It's exciting to see what you create using #mydentity!



Exclusive Keratin & Argan Seed Oil blend

#Hairbesties, it's a process to achieve fashion colors,

we have to pre-lighten — often to a pale level 10. Let's face it, our client's hair goes through a lot! That's why I incorporated an exclusive Keratin & Argan Seed Oil Blend in our Direct Dyes – to ensure your client's hair is protected & conditioned. YASSS 🙌 #Hairbesties! I can't wait to see what you think of our Vibrant Pastels!



My Favorite Lavender Fragrance

#Hairbesties, we want our clients to experience more than just another haircolor service. That's

why I added my favorite Lavender Fragrance! You guys, it smells so good. 🌸👃🌸 I can't wait to see what you think!



Haircolor with 2x the Shine

Please, we want it to shine like Mariah!! That's why I added VibraRiche™* technology - sounds fancy, huh? But it gives 2x the shine!!!

*versus other major professional haircolor brands; from Croda International Plc

#myidentity
@GUY-TANG

#Hairbesties, knowing Haircolor Fundamentals is the starting point to being successful using #myidentity. Let's get started!

	Temporary Haircolor	Semi-Perm Haircolor	Demi-Perm Haircolor	Permanent Haircolor
Color Penetration	Coats cuticle layer	Coats cuticle & outer layer of cortex	Penetrates cuticle & slightly penetrates the cortex	Fully penetrates the cortex
Oxidative Agent	Not mixed with Developer	Not mixed with Developer	Mixed with low volume Developer (e.g. 6V)	Mixed with 10 Volume (3%), 20 Volume (6%), 30 Volume (9%) and/or 40 Volume (12%) Developer
Chemical Change to the Hair	Does not alter natural pigment	Does not alter natural pigment	Deposit only	Permanently alters natural pigments
Uses	Color enhancement	Direct dye color that fades gradually	Gray Blending Color Refresh	Full gray coverage Lift and deposit



Notes:

growing up, I struggled every day with my identity. Being able to overcome challenges only made me stronger. It built the person I am

Notes:

The Law of Color

#Hairbesties, haircolor follows the Law of Color, a system of understanding relationships between color.

The Law of Color is something that never changes. #Hairbesties, mastering this will give you the artistic freedom to create brilliant, unique haircolor individualized for every client. The most important concept from the Law of Color that we can apply to haircoloring is that cool tones neutralize warm tones and warm tones neutralize cool tones. It's easy to identify warm and cool colors if you understand the Law of Color.

Primary Colors

Independent colors, which cannot be achieved by mixing other colors. These three colors make up all other colors (Blue, Red and Yellow)

Primary Color	Tone
Blue	Cool
Red	Warm
Yellow	Warm

Secondary Colors

A mix of two Primary Colors in equal proportions creates a Secondary Color.

Secondary Color	Primary + Primary	Tone
Green	Blue + Yellow	Coolest Secondary Color
Violet	Red + Blue	Cool Secondary Color
Orange	Yellow + Red	Warm Secondary Color

Tertiary Colors

A mix of a Primary Color and Secondary Color in equal proportions creates a Tertiary Color.

Tertiary Color	Primary + Secondary	Tone
Yellow-Green	Yellow + Green	Cool
Blue-Green	Blue + Green	Cool
Blue-Violet	Blue + Violet	Cool
Red-Violet	Red + Violet	Cool
Red-Orange	Red + Orange	Warm
Yellow-Orange	Yellow + Orange	Warm

The Color Wheel

#Hairbesties, the Universal Law of Color tells us that every color you can imagine are created by mixing the 3 Primary Colors: Blue, Red, Yellow.

Using the Color Wheel

#Hairbesties, by mixing all primary colors together, you create different variations of brown.

- To enhance or create a new color, work around the Color Wheel
- To neutralize or "cancel out" a color, use its direct opposite on the Color Wheel. This will create a neutral, dark gray or brown color.

A basic rule of haircolor is that cool tones neutralize warm tones and vice versa, warm tones neutralize cool tones. For example, blue neutralizes orange tones. This occurs by combining a primary blue and opposing secondary orange, which is composed of two Primaries (Red + Yellow). In doing so, you are mixing all 3 primaries together – creating your neutral form of dark gray or brown.



P = Primary S = Secondary T = Tertiary

#myidentity Level System

#Hairbesties, the #mydentity Level System denotes the degree of dark to light. Level 1 being the darkest form of brown, which we call black, and Level 10 being the lightest form of brown, which we call Ultra Light Blonde.



10 – Ultra Light Blonde



9 – Light Blonde



8 – Blonde



7 – Medium Blonde



6 – Dark Blonde



5 – Light Brown



4 – Medium Brown



3 – Dark Brown



1 – Black

#mydentity Cream Color Shade Families

Shade Family	Features	Primary Tone	Secondary Tone
Natural Ice NI	Offers maximum gray coverage with a cool, natural result. The NI Series gives balanced control and is great for intermixing with other #mydentity shades when a natural result is desired.	Brown	Blue-Violet
Ash A	How to keep our cool, #hairbestie! The Permanent Ash Series gives control over warmth while lifting. They are also great for mixing into any of the #mydentity shades when a cool tone is desired.	Gray	Violet-Blue
Shadow Ash	Gives the most powerful control, with the highest concentration of smoky ash dye load, to cancel any trace of warmth. Controls warm tones at lower levels while lifting the hair lighter to deliver a cool base.	Gray	Gray-Blue
Wicked Shadow	Controls any unwanted red or brassy tones with a strong smoky green base. These shades deliver intense pigment for those who desire cool tones.	Green	Gray
Brown Beige BB	I am obsessed with the BB Series, #hairbesties! With the Permanent BB Shades, you get the coolest chocolate tones on lower levels and creamy mocha tones on lighter levels while lifting & depositing.	Beige	Gray-Red-Violet
Pink Sky Dream	Perfect for when a pink blush blonde tone is desired. Can be mixed with the Dusty Lavender series for a pink lilac result.	Rose	Rose
Silver Moon Dream	#hairbesties, now you can easily create a true silver! Silver moon Dream has a sterling silver tone with an icy reflection. Use demi-permanent Silver moon Dream 8 on the rootage and blend into demi-permanent Silver Moon Dream 10 on the mids and ends for a seamless silver color.	Iridescent Gray	Gray-violet
Champagne Dream	Champagne Dream is amazing for achieving the perfect blonde tone! This series offers a dual tonality, each shade has a soft gold tone with an iridescent finish.	Beige	Iridescent Violet
Naked	The Naked Series delivers cool tones with a warm reflection for a soft, powder-like finish.	Cool Beige	Mauve
Naked Glow	The Naked Glow Series is the ideal balance of cool and warm tones. These are great for lowlighting to create the most natural, flesh-like glow!	Cool Gold	Blush Beige
Twilight Dream	When you need a sparkle of gold, turn to Twilight Dream! Great for mixing into any permanent shade to add warmth. You can also mix with the permanent NI series to achieve a natural gold tone.	Brown Gold	Copper
Copper Red Copper CRC	The CRC Series offers pure, fiery copper tones with extreme vibrancy! Mix with the NI Series for warm, brown, copper-red tones, or with the GG Series for bright, warm copper tones.	Copper	Red-Copper

#mydentity Cream Color Shade Families

Shade Family	Features	Primary Tone	Secondary Tone
Midnight Love	The Midnight Love Series gives the purist form of ruby tones. I love mixing it with the CRC Series to create different variations of fiery tones! You can also mix with the BB or NI Series' to create more natural, chocolate cherry colors.	Red	Red-Red
Midnight Rose	I love the Midnight Rose Series to create a rich, deep cool-red color! It is also great for intermixing with Dusty Lavender or Rose colors for a different creative direction in tonality. I can't wait to see what you create!	Red	Violet
Midnight Fantasy	These are truly special, #hairbesties! These tones offer a unique cool magenta reflection. Mix into Midnight Rose or Midnight Love shades to create a variation of ruby tones	Violet	Red
Midnight Violet	This is the deepest, richest cool-violet tone and is great for mixing with the Dusty Lavender series to get variation in smoky, violet tones. The MV Series can also be mixed with Midnight Rose to achieve a cooler end result.	Violet	Blue
Midnight Blue	Create the blue-black color you dream of! The MB Series can also be intermixed with any of the Silver Smoke or Dusty Lavender shades for endless color combinations.	Blue	Black
Dusty Lavender DL	Dusty Lavender is beautiful alone but can also be mixed with the Rose Gold series for cool, lilac tones or with the Silver Smoke series for unique smoky, pearl tones.	Violet	Gray
Rose Gold RG	Get the Rose Gold color of your dreams! These shades can be mixed with the Dusty Lavender series to get many different rose reflections.	Red-Violet	Beige-Gray
Amber Rose AR	Amber Rose is perfect for when you want to lift that natural level 8-9 to a warm rose blonde or use on pre-lifted hair to achieve a cool, animated rose result.	Red-Violet	Gold
Silver Pearl SP	Silver Pearl is great when lifting dark hair to a smoky icy caramel color when highlighting. Can be used on pre-lightened hair for icy pearl/silver results.	Gray	Blue-Violet
Silver Smoke SS	Reach your sliver hair goals or control warmth on natural hair when you desire maximum control of any brass. Offers a subtle iridescent violet to control yellow in the hair without the fear of the silver turning blue or green.	Gray	Gray-Violet
Dark Shadows	Use to smoke out any of the Permanent Shades and add depth. Allow color to process for the full time when mixing with any Permanent Color Shade so the dyes have time to fully develop.	Gray	Charcoal-Blue
Crystal Clear	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #mydentity Demi-Permanent shades to soften or sheer out any color for unlimited creative color control. Also, it adds Shine when used alone, mixing 1:2 ratio.	Clear	Clear

SHADE ASSORTMENT

CREAM COLOR

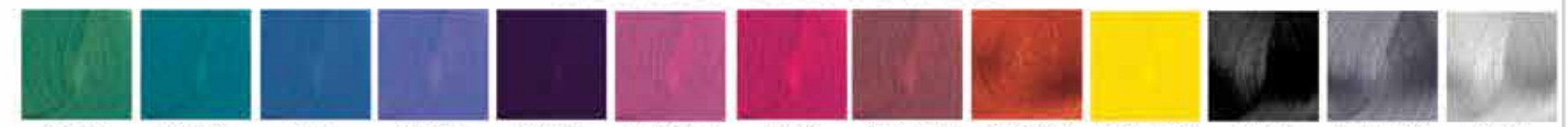
M COLOR																						
		Natural Series					Dream Series			Naked Series		Fashion Series					Signature Shades					
		NATURAL ICE	ASH	SHADOW ASH	WICKED SHADOW	BROWN BEIGE	CHAM-PAGNE DREAM	TWILIGHT DREAM	SILVER MOON DREAM	PINK SKY DREAM	NAKED	NAKED GLOW	COPPER RED COPPER	MIDNIGHT FANTASY	MIDNIGHT LOVE	MIDNIGHT ROSE	MIDNIGHT VIOLET	MIDNIGHT BLUE	DUSTY LAVENDER	ROSE GOLD	SILVER PEARL	SILVER SMOKE
		NI	A	SHADOW	WICKED	BB					NAKED	GLOW	CRC	MF	ML	MR	MV	MB	DL	RG	SP	SS
10	ULTRA LIGHT BLONDE																					
9	LIGHT BLONDE																					
8	BLONDE																					
7	MEDIUM BLONDE																					
6	DARK BLONDE																					
5	LIGHT BROWN																					
4	MEDIUM BROWN																					
3	DARK BROWN																					
1	BLACK																					

DUAL BOOSTER SHADE

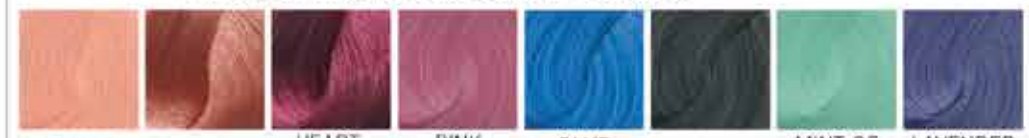


ULTRA VIOLET

SUPER POWER™ DIRECT DYE SHADES



VIBRANT PASTEL DIRECT DYE SHADES



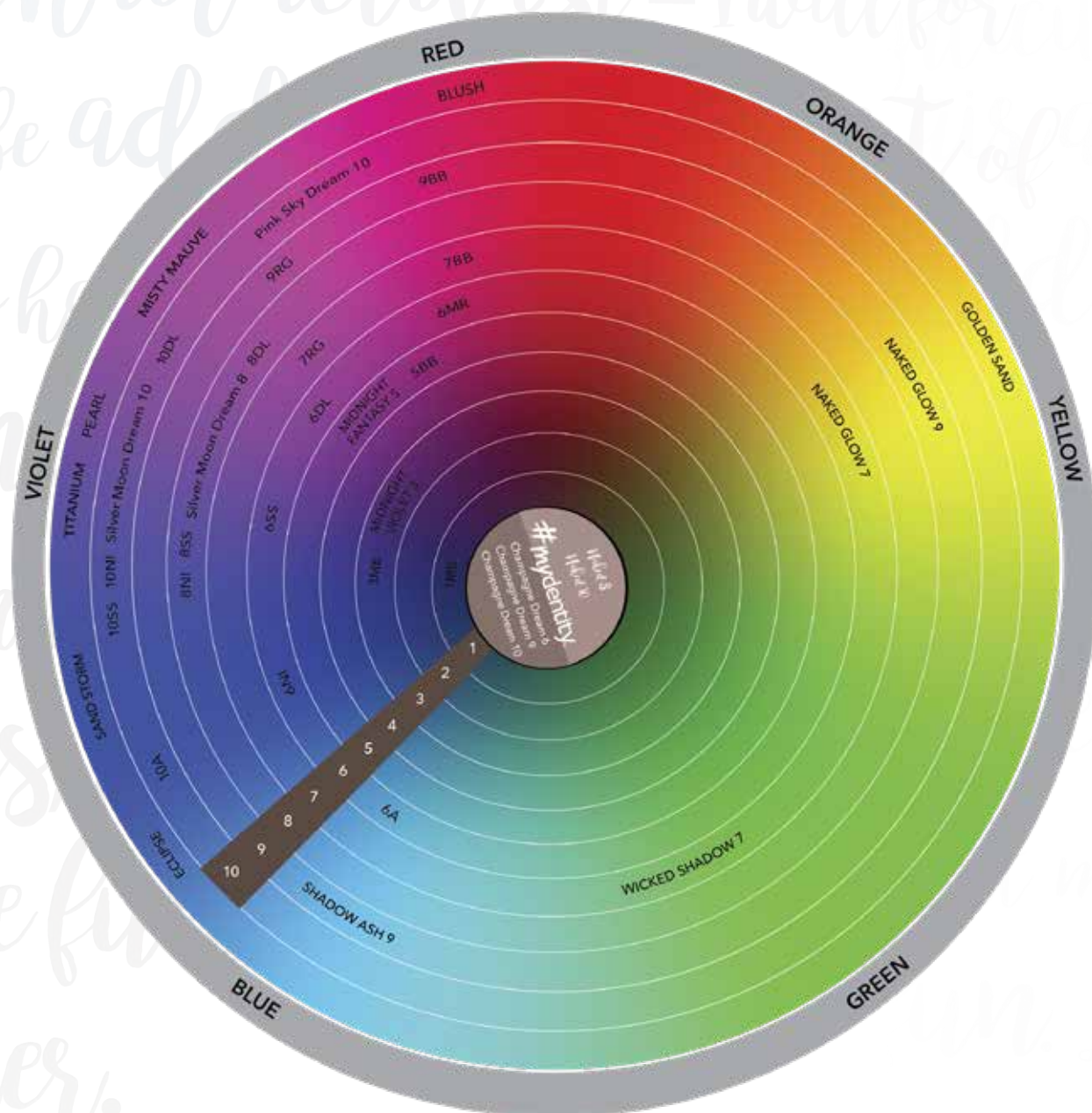
X-PRESS TONERS



*Display device may alter tonality of swatches

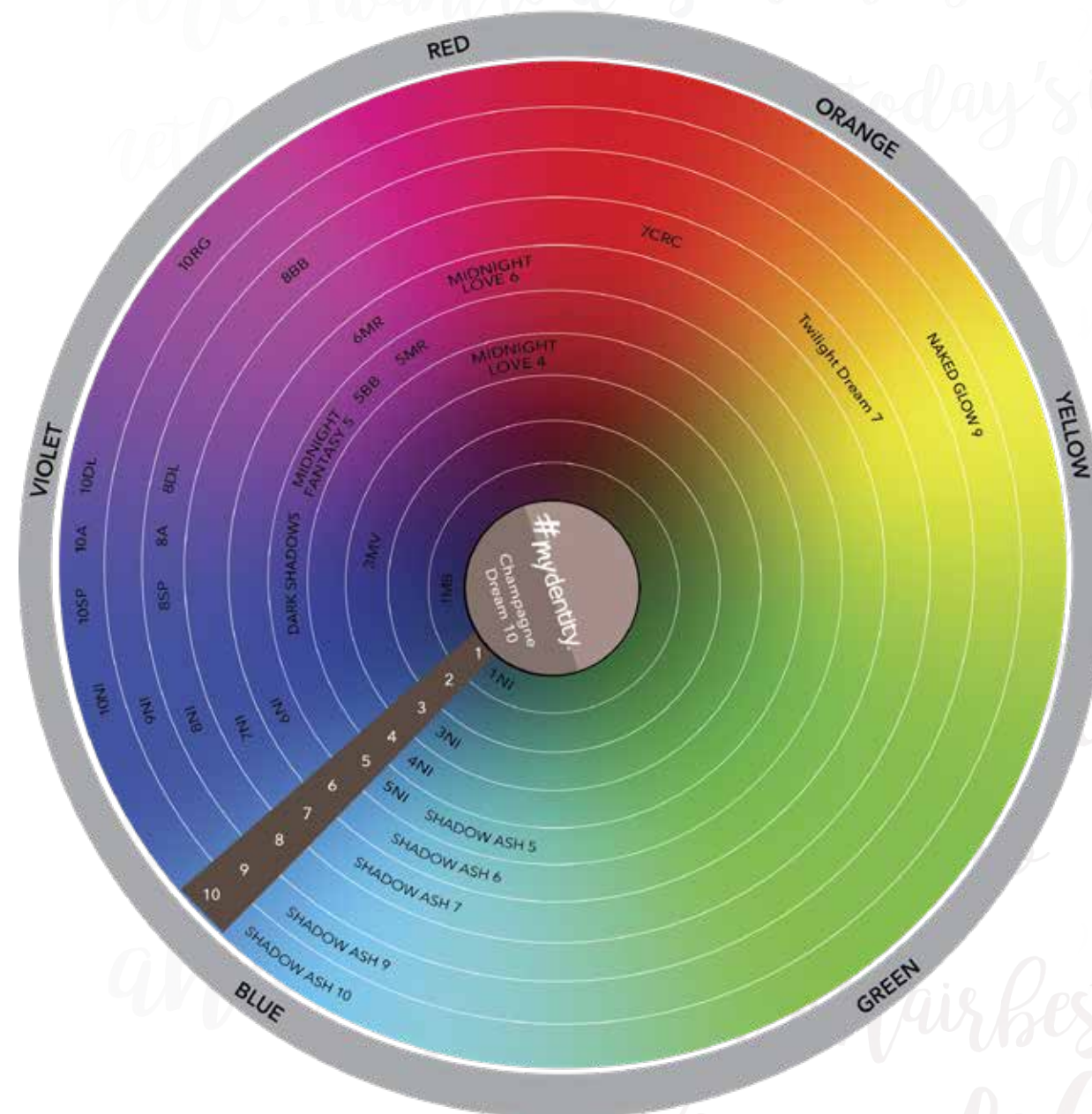


#mydentity Cream Color Wheel DEMI-PERMANENT



Notes:

#mydentity Cream Color Wheel PERMANENT



Notes:

#myidentity Developers

#Hairbesties, all Developers were specially formulated with my favorite lavender fragrance. Available in the following range for all your #myidentity haircolor needs:

Developer	%	Usage & Levels of Lift
Demi-Permanent 6V	1.8%	For deposit only
Permanent 10V	3%	Deposit or up to 1 level of lift
Permanent 20V	6%	1-2 levels of lift
Permanent 30V	9%	Up to 3 levels of lift
Permanent 40V	12%	Up to 4 levels of lift



Formulating with #myidentity



Notes:

Formulating with #mydentity Permanent Haircolor

#Hairbesties, all Permanent haircolor cremes feature:

- Full gray coverage*
- Long lasting results – up to 50 shampoos
- Pre-blended shades for independent use or inter-mixability allow you to re-create the most demanded haircolor trends
- Improves shine by up to 2x**
- Formulated with VibraRiche

Instructions for Use:

In a non-metallic bowl, mix one part #mydentity @Guy_Tang Permanent Color Crème with one part #mydentity @Guy_Tang Permanent Crème Developer10-40V (1:1), and apply color. Process for 30 minutes – up to 40 minutes for gray coverage.



Mixing Ratio: One part #mydentity Permanent with one part #mydentity Permanent Developer (1:1)



Processing Time: 30 minutes – up to 40 minutes for gray coverage

#mydentity Permanent Developers

Developer	%	Useage & Levels of Lift
Permanent 10V	3%	Deposit or up to 1 level of lift
Permanent 20V	6%	1-2 levels of lift
Permanent 30V	9%	Up to 3 levels of lift
Permanent 40V	12%	Up to 4 levels of lift

*Excluding level 10 shades
**vs. untreated damaged hair



Notes:

Steps To Formulation

- 1 Determine your client's Natural Level using the Natural Level Finder located in your #mydentity Swatchbook. Compare these swatches against your client's re-growth & scalp area. Always remember you are looking for the level of the natural hair, not tonality. #Hairbesties, if you see gray first, your client's hair is likely more than 50% gray. Follow the formulation instructions located in our Gray Coverage section.
- 2 Determine your client's Desired Level and Tone. You can select the appropriate color shade using your swatchbook for a reference. To formulate for this tone, first, you must determine the Natural Underlying Pigment at the desired level. Use our Natural Underlying Pigment (NUP) Chart as your guideline (see below). The NUP will need to be neutralized to create your client's desired tone. This is where you use your Color Wheel to determine the correlating #mydentity Color base that will neutralize the NUP.
- 3 Determine the proper volume of #mydentity Developer after deciding how many levels of lift are required to reach your client's Desired Level.

Natural Underlying Pigment (NUP)

Natural Underlying Pigment are the undertones exposed anytime natural hair-color is lifted. You may choose to neutralize the NUP by using your Color Wheel. #Hairbesties, always remember the final result of any haircolor service relies on the combination of the color selected & formulated by you and the contribution of underlying pigment.

Use this chart to help you determine what underlying pigment will be exposed at the level you are coloring to.

Level	Level Description	Natural Underlying Pigment	Neutralizing Pigment
10	Ultra Light Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Gold	Blue-Violet
7	Medium Blonde	Light Orange	Blue
6	Dark Blonde	Dark Orange	Blue-Green
5	Light Brown	Red-Orange	Green
4	Medium Brown	Red	Yellow-Green
3	Dark Brown	Red-Brown	N/A

Formulating For Gray Coverage

Steps for Formulating for Gray Coverage:

- 1 Determine your client's Natural Level and Percentage of Gray. The key factor in superior gray coverage is to correctly determine how much gray is in the hair. Examine all areas of the regrowth or scalp area – your formulation will depend on what you observe throughout your client's regrowth area. If the Natural Level is seen first, your client is less than 50% gray. If gray is seen first, your client is 50% or more gray.
- 2 Determine the client's Desired Level.
- 3 Determine your client's Desired Tone.
- 4 Determine the proper volume Developer. I recommend 20V when hair is more than 75% gray.
- 5 Process for a full 40 minutes to ensure full gray coverage.

#myidentity Gray Coverage Guideline Chart

% Gray	%NI	% Fashion Shade
Up to 30%	25%	75%
30-75%	50%	50%
75-100%	75%	25%



#Hairbestie Tips for Gray Coverage:

1. Always start your application in the most resistant gray area.
2. If your client has an area that is vastly different in percentage of gray, consider using two different formulas to achieve an even tonal and level end result.
3. For Vibrant Reds & Gray Coverage, you can use Twilight Dream 7 or Naked Glow 9 in place of the NI Series shade.

Before:



After:



@HairByNoora

Notes:

Notes:

Formulating with #myidentity Demi-Permanent Haircolor

#Hairbesties, all Demi-permanent hair color cremes feature:

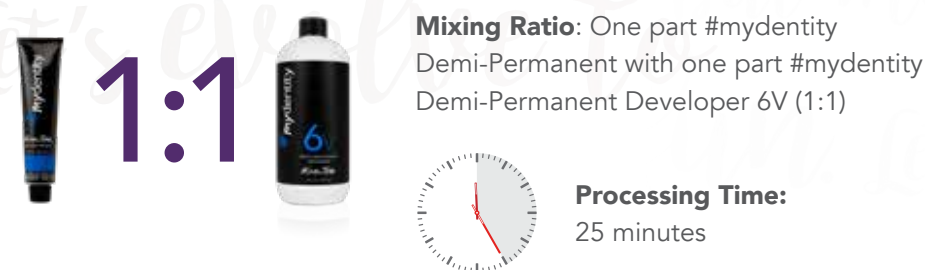
- Improves shine by up to 2x**
- Formulated with VibraRiche
- Gray blending
- Lasts up to 25 shampoos
- Fades true to tone
- Formulated without ammonia

Instructions for Use:

In a non-metallic bowl or applicator bottle, mix one part #mydentity @Guy_T. Demi-Permanent Color Crème with two parts #mydentity @Guy_Tang Demi-Permanent Crème Developer 6V (1:2), and apply color. Process for 5-25 minutes. For more opaque coverage, mix one part #mydentity @Guy_Tang Demi-Permanent Color Crème with one part #Mydentity @Guy_Tang Crème Developer 6V (1:1).



#Hairbesties, for more opaque coverage mix 1:1



#myidentity Demi-permanent developer

Developer	%	Useage & Levels of Lift
Demi-Permanent 6V	1.8%	For Deposit only

**vs. untreated damaged hair

#mydentity Demi-Permanent X-PRESS Toners

Notes: @/UV-TANG

#myidentity™
@GUY-TANG

#Hairbesties, I LOVE our five minute X-PRESS Toners! These are great for quick toning or pre-toning to increase the longevity of any delicate shade (like Rose Gold). Mute out, enhance, control – yassssssssss, #Hairbesties, who's excited??!

Our 5 minute X-PRESS Toners are available in the following shades: _____

Shade	Features	Primary Tone	Secondary Tone
Titanium	Delivers the most control while giving cool results with a soft, silver cast.	Silver	Iridescent Violet
Pearl	A soft, violet cast to help control excess gold.	Gray	Violet
Blush	Attain the most delicate, soft, pink-blush tone.	Beige	Rose
Eclipse	Creates a smoky ash brown or gunmetal gray cast on pre-lightened levels 6-7.	Gray Gray	Blue Violet
Misty Mauve	Offers a unique, cool control with a touch of mauve.	Gray	Violet-Red
Golden Sand	Achieve the most rich, gold ever when toning.	Gold	Gold
Sand Storm	Delivers a cool, sand tone for a natural or neutral end result.	Tan	Blue Violet

Instructions for Use: _____

Mix one part #myidentity @Guy_Tang Demi-Permanent X-Press Toner Color Crème with two parts #myidentity @Guy_Tang Demi-Permanent Developer 6V (1:2). Apply to freshly shampooed and conditioned towel-dried hair. Process up to 5 minutes until desired shade is achieved. Rinse thoroughly, and shampoo & condition with desired care product.



#Hairbestie Tip:

Pre-toning with X-PRESS Toner gives you additional dye-load providing for added color longevity.

Formulation Example:

Pre-tone with X-PRESS Toner Blush prior to any Rose Gold Formulation. This gives you extra color longevity, a softness to the color tone plus a glaze-like finish to your end result.



NEW!

LIQUID DEMI-PERMANENT COLOR

New @Guy_Tang REFLECT liquid demi-permanent color range consists of 15 new shades, from warm to cool, that process in 15 minutes to gloss, enhance, tone or intensify. The liquid viscosity allows for extremely easy mixing and application to hair. Formulated without ammonia or alcohol for a gentle process that improves softness of the hair and delivers shiny color results.

	NEUTRAL	NEUTRAL GOLD	VIOLET GOLD	ROSE GOLD	SILVER ICE	SILVER PLATINUM	VIOLET	PEARL
LEVEL 9	9N		9VG	9RG	9SI	9SPL	9V	9P
LEVEL 8								
LEVEL 7	7N	7NG	7VG				7V	7P
LEVEL 6					6SI			
LEVEL 5							5V	



FEATURES



- Quick 15-minute processing time
- 1:1 Mixing Ratio with 6V
- Gloss. Enhance. Tone. Intensify.
- Deposit only hair color
- Color formula improves softness of the hair
- Increases shine
- Lasts up to 25 shampoos

INSTRUCTIONS FOR USE



MIX 1:1 WITH 6V
 Mix one part #myidentity @Guy_Tang REFLECT Liquid Demi-Permanent Color with one part #myidentity @Guy_Tang Crème Developer 6V (1:1)



APPLY TO HAIR
 Apply color to damp or dry hair using a bowl and brush or applicator bottle.



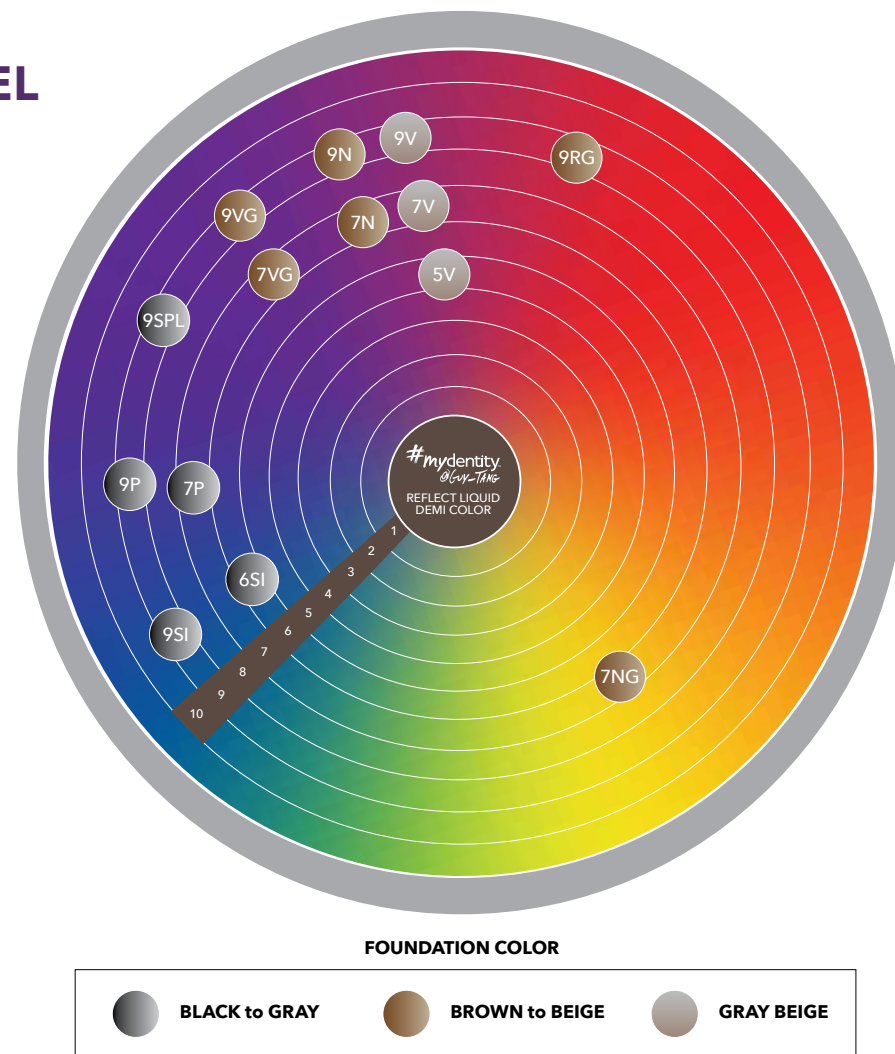
PROCESS
 Process for 15 minutes. Rinse, shampoo, and conditioner the hair.

#Hairbestie Tip:

@Guy_Tang REFLECT Liquid Demi-Permanent Color Clear is a clear non-pigmented formulation that can be used to dilute any @Guy_Tang REFLECT shade or can be used as a stand-alone gloss service.

REFLECT COLOR WHEEL

All REFLECT Liquid Demi-permanent shades are supported by a natural foundation color. The foundation color supports the primary and secondary tone of each shade resulting in the natural tonal result. Such as the V series. This series primary and secondary tone is Violet but because it has a Gray Beige foundation, the end result is a natural muted looking violet tone.



Notes:

REFLECT SHADE FAMILY	PRIMARY TONE	SECONDARY REFLECTION
Neutral (N)	Brown	Cool Beige
Violet Gold (VG)	Violet	Gold
Neutral Gold (NG)	Brown	Gold
Rose Gold (RG)	Pink	Gold
Violet (V)	Violet	Violet
Silver Platinum (SPL)	Silver	Iridescent Violet
Silver Ice (SI)	Gray	Blue - Gray
Pearl (P)	Gray	Violet-Blue
CLEAR	Clear	Clear

FAST COLOR MELT WITH **REFLECT LIQUID DEMI** *OLYMP-TAN* **REFLECT**

Apply **REFLECT** to dry hair over existing color for a quick color enhancement.



BEFORE

#myidentity™
@GUY-TANG



FAST COLOR MELT

AFTER



BEFORE



#myidentity
@Guy-Tang

GLOSS
GLOW UP

Apply **REFLECT** to damp hair from roots to ends at the shampoo bowl for a fast color gloss refresh.



AFTER



ROOTS
TO ENDS
REFLECT
9RG

BLEND & TONE WITH REFLECT LIQUID DEMI

REFLECT

@Guy-Tang

#myidentity
@Guy-Tang



ROOTS
REFLECT
7VG

MIDS
REFLECT
7VG +
9VG

ENDS &
MONEY
PIECE
REFLECT
9VG +
CLEAR

After highlighting, apply **REFLECT** to dry hair from roots to ends to blend highlights with natural hair color.



Notes:

#mydentity Dual Booster COLOR MAX

Dual Booster COLOR MAX Ultra Violet can be used for direct application or to customize, boost, correct, or neutralize any of your #myidentity formulations.

Shade	Features
Ultra Violet	I love using Ultra Violet to increase the vibrancy of any Dusty Lavender formulation!

Instructions for Use:

Direct Application:

- Apply directly onto pre-lightened hair



#Hairbestie Tip: these can be mixed with Permanent or Demi-Permanent Developer 6V-40V to reach your desired consistency



Processing Time:
20 minutes

Customize, Boost, Correct or Neutralize any #myidentity shade:

- Incorporate desired amount of Dual Booster up to 50% to enhance any #myidentity Permanent or Demi-Permanent formulation.
- Process according to your Permanent or Demi-Permanent formulation.

#mydentity Direct Dye VIBRANT PASTELS

#Hairbesties, #myidentity Direct Dyes are formulated with a Keratin & Argan Seed Oil blend.

The formula helps to improve softness of the hair and gives you long lasting vibrant color that fades true to tone.

Direct Dye VIBRANT PASTELS last up to 30 shampoos and are available in the following shades:

Shade	Features
Cosmic Coral™*	Apply to level 10. Cosmic Coral is a more pigmented Naked tone with a sherbet reflection. Add a dot of Crimson Spell to create a watermelon coral.
Mint of Steel	Apply to levels 9-10. Mint of Steel creates soft, mint tones. Add Blue Ghost to make variations of ocean tones or Lavender Lust to create a unique periwinkle color.
Lavender Lust	Apply to levels 9-10. Lavender Lust creates a cool, soft lavender tone. Add Pink Diamond to enhance lilac and bright vibrancy. Add Blue Ghost and Charcoal to create a light indigo cast.
Pink Diamond	Apply to levels 9-10. Pink Diamond creates a vibrant, yet soft pink tone. Create a mauve tone by adding Charcoal. Add Lavender Lust to cool and soften.
Blue Ghost	Apply to levels 9-10. Creates a vibrant, cool blue tone. Smoke out by adding Charcoal or mix with Pink Diamond to make a custom deep lavender color.
Charcoal	Apply to levels 6-10. Use Charcoal to smoke out any of the vibrant pastel shades. Mix with Blue Ghost to create denim tones or with Pink Diamond to create a custom mauve color. Also great for a shadow rootagé!
Love boy	Apply to levels 9-10 Subtle nude blush tone. Add Cosmic Coral or Pink Diamond for a brighter pink reflection.
Heart Breaker	Apply to levels 9-10 Cool rose pastel tone. Mix with Lavender Lust to create an even cooler reflection.

Instructions for Use:

Direct Application:

- #Hairbesties, remember these are Direct Dyes, so no Developer is needed.
- Do not mix with Developer



Processing Time:
20 minutes

#Hairbestie Tip: For maximum vibrancy & animation, pre-lighten the hair using #Big9 or #Magnum8 prior to application

(**Note:** See Pre-lightening Suggestions in our Lightener Section that follows)

Notes:

#myidentity Super Power™ Direct Dyes

#Hairbesties, #mydentity Direct Dyes are formulated with a Keratin & Argan Seed Oil blend. The formula helps to improves softness of the hair and gives you long lasting vibrant color that fades true to tone.

Super Power Direct Dyes last up to 30 shampoos and are available in the following shades:

Shade	Features
Green Aurora™	Apply to levels 9-10. Green Aurora delivers a rich emerald tone. Add Blue Mystique into Green Aurora to make a teal tone.
Ocean Reign™	Apply to levels 9-10. Ocean Reign creates an intense and deep teal-blue tone. Mix with Green Aurora for a deep aqua marine tone.
Blue Mystique™	Apply to levels 9-10. Blue Mystique creates a deep royal tone with sapphire reflections. Mix with Crimson Spell for merlot tones.
Purple Raven™	Apply to levels 9-10. Purple Raven creates a cool indigo tone. Mix with Magenta Magic for different amethyst violet tones.
Violet Sorcery	Apply to levels 9-10. Violet Sorcery creates a super rich, royal orchid color. Mix with Purple Raven for a deep smoky plum.
Magenta Magic™	Apply to levels 9-10. Magenta Magic provides shocking romantic pink tones. Mix with Cosmic Coral for strawberry sherbet tones.
Pink Possession™	Apply to levels 9-10. Pink Possession creates a vibrant hot pink tone. Mix with Cosmic Coral for a rosy-sunset tone.
Crimson Spell™	Apply to levels 6-10. Crimson Spell delivers a rich seductive red with ruby reflections. I love to add Magenta Magic for candy apple tones.
Phoenix Fire™	Apply to levels 7-10. Phoenix Fire delivers a fiery flame red tone. Add in Lightning Bolt to create different flame tones.
Lightning Bolt™	Apply to levels 8-10. Lightning Bolt gives electric vibrancy to the hair when used alone or mixed with other Super Power shades. Mix with Green Aurora to make lime tones.
Titanium Shield™	Apply to levels 9-10 Delivers a true silver metal tone. Mix with Sheer Power to create an icy light silver.
Night Warrior™	Apply to levels 7-10 Delivers a deep black tone. Mix into any formula to deepen the tone and to create the perfect shadow root.
Sheer Power™	Mix with any Super Power Shade for a soft, muted pastel look.

Instructions for Use:

Direct Application:

- #Hairbesties, remember these are Direct Dyes, so no Developer is needed.
- Do not mix with Developer



Processing Time:
20 minutes

#Hairbestie Tip: For maximum vibrancy & animation, pre-lighten the hair using #Big9 or #Magnum8 prior to application

(**Note:** See Pre-lightening Suggestions in our Lightener Section that follows)



@GUY-TANG
#STRIPTease

#STRIPTease CONDITIONING DIRECT DYE COLOR REMOVER

This fast-acting direct dye remover rids hair of unwanted pigment in as little as five minutes. Use to remove any of #myidentity Super Power or Vibrant pastel shades.



GENTLE, YET
SUPERIOR
RESULTS



Removes
pigment
in as little as
5 minutes



AFTER USE OF
#STRIPTease



Instructions for Use:

Mix 28g #Stripease + 84g 10V or 20V #Mydentity developer (1:3) ratio.
Apply on damp or dry hair. Process 5 to 45 minutes to remove
unwanted direct dye pigments and help protect the integrity of the hair.



1:3



#Hairbestie Tip: For non-compromised hair, a second application of #Striptease may be applied on damp hair if pigment is still left in the hair.



Processing Time:
5 to 45 minutes

#Big9 Crème Lightener	#Magnum8 Powder Lightener
 <p>#Hairbesties, this is the creamiest! I named it #Big9 because it lifts up to 9 levels in a single application! #ThatBig9Tho</p>	 <p>#Hairbesties, this is your ideal solution for fast-acting, on- and off-scalp lift, maximum control & superior conditioning.</p>
Mixing & Timing	Mixing & Timing
 1:1  1:1 1/2	 1:1  1:3
For Global Consistency	For Precision Foil or Retouch Application
	1:1 – 1:3 for desired consistency
	 #Hairbestie Tip: I prefer 1:2 for the best consistency and 1:3 for color correction at the shampoo bowl
Application	Application
For on- and off-scalp Use: <ul style="list-style-type: none"> On-scalp – up to 20V Off-scalp – up to 40V 	For on- and off-scalp Use: <ul style="list-style-type: none"> On-scalp – up to 20V Off-scalp – up to 40V
Processing Time	Processing Time
 20-45 minutes No Heat Required	 20-45 minutes No Heat Required

#hairbestie Pre-Lightening tips

So many #Hairbesties ask me “How can we achieve beautiful color tones like Silver Pearl, Rose Gold or even the Vibrant Pastels?!” My answer is simple, you have to take the right steps in order to achieve these delicate tones and **pre-lightening is KEY**!

Desired Shade Families	Pre-Lightenen To Ideal Level
Midnight Rose Copper Red Copper	Levels 6-7
Rose Gold	Levels 8-10
Dusty Lavender Naked	Levels 9-10
Silver Smoke Silver Pearl Vibrant Pastels	Levels 9-10

#Hairbesties, always remember if the hair is only lifted to yellow, then you will have to lift it lighter. Some hair cannot get light enough, so certain tones may not be attainable for all clients. Be sure you talk with your clients about this and that you are honest with them from the beginning. We don’t want to over-promise an end-result that is simply unattainable.

#LiftMeUp Blonding System

A range of high lift liquid toners and an oil booster that provide up to 6 levels of lift while depositing a visible iridescent blonde reflection, when used as a system.

Dual action processing system lifts up to 6 levels while toning for iridescent highlights

Features:

- Timesaving collection that lifts and tones in one-step
- Range of high lift demi-permanent liquid toners and oil booster
- Ideal for creating subtle highlights on levels 5-9
- Lifts evenly through color providing up to 6 levels of lift
- Each toner deposits an unique iridescent blonde reflection without over processing
- Ideal for precision highlighting, babylights or foil applications

#LiftMeUp Liquid Toners:

Illuminate Pearl Blonde:

- Provides a cool shimmer reflection
- Allows you to achieve a reflective cool blonde tone while maintaining brightness in the hair
- Lift and control in one step, giving a vibrant blonde in half the time

Passion Bright Blonde:

- Delivers a warm, caramel reflection
- Creates a seamless blend with the hairs natural starting level
- Cut time in half and achieve a bright sun-kissed blonde result your client desires

Inspire Rose Blonde:

- Provides a pink, blush reflection
- A pure rose tone designed without a background tone to deliver vibrant results
- Lifts and deposits simultaneously to achieve a unique iridescent result in one easy step

#LiftMeUp Empower Oil Booster:

The Oil Booster is an essential part of the LiftMeUp system. It is used to protect the dyes in the toners and aids in achieving the amount of lift #LiftMeUp provides.



How to Mix #LiftMeUp System:

Mix 10g #Magnum8 Powder Lightener + 40g 10-30V Developer (1:4). Then mix in 14g of desired Liquid Toner + 14g of Oil Booster (1:1). Apply to dry hair. Process up to 45 minutes.

1

MIX



40G DESIRED PERMANENT DEVELOPER

+

2

MIX



10G #MAGNUM 8 LIGHTENER

+

3

MIX



14G DESIRED HIGH LIFT LIQUID TONER

+

4

MIX







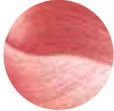
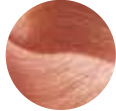
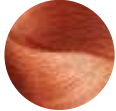












14G OIL LIFT BOOSTER

4:1

+

1:1

LiftMeUp Swatch Result Chart

	9 LIGHT BLONDE	8 BLONDE	7 MEDIUM BLONDE	6 DARK BLONDE	5 LIGHT BROWN
STARTING LEVEL					
INSPIRE ROSE BLONDE					
PASSION BRIGHT BLONDE					
ILLUMINATE PEARL BLONDE					

Notes:

#Hairbestie tip:

#LiftMeUp Liquid Toners can be used as deposit only demi-permanent color and for an added color boost in any #Mydentity color formula.

Option #1
For deposit only, mix equal parts #LiftMeUp Liquid Toner with #mydentity Demi-Permanent 6V Developer (1:1). Apply glaze onto damp hair. Process for 1-25 minutes.

Option #2
For an added color boost, mix the #LiftMeUp Liquid Toners into any #mydentity Demi-Permanent shades for a more intense look.



Formula examples:

X-PRESS TONER BLUSH





X-PRESS TONER PEARL





X-PRESS TONER GOLDEN SAND





X-PRESS TONER BLUSH + #LIFTMEUP ROSE BLONDE (1:1)



X-PRESS TONER PEARL + #LIFTMEUP PEARL BLONDE (1:1)



X-PRESS TONER GOLDEN SAND + #LIFTMEUP BRIGHT BLONDE (1:1)



Conversion Chart:

28 GRAMS	1 OZ
16 GRAMS	0.5 OZ
1 FL OZ	29 ML

Notes:



Guy's Favorite Formulas

#Hairbestie Formulation Tips

Shade Family	#Hairbestie Formulation Tips	My Favorite Color Cocktails
Natural Ice NI	When retouching gray coverage, used desired Permanent NI shade at the regrowth and refresh mids & ends with Demi-Permanent color two levels lighter.	10NI + 9RG 7NI + Twilight Dream 7
Ash A	For maximum control with longevity, always apply the color to dry hair and allow the full processing time.	8A + Shadow Ash 6 10A + 10RG
Shadow Ash	This series delivers an intense pigment to combat unwanted warmth with lasting longevity. Mix Dark Shadows into the rootage formula to prevent hot roots.	Shadow Ash 6 + Dark Shadows Shadow Ash 7 + 7NI
Wicked Shadow	This series is great when lifting dark bases lighter, while neutralizing as much red tones as possible. Amplify the control by adding Turquoise Dual Booster to the formula, if a matte result is desired.	Wicked Shadow 7 + 8SS
Brown Beige BB	To get the most natural result, mix 1-2 levels darker for your rootagé formula. This will help you achieve a subtle rooty feel.	9BB +9RG 5BB + Midnight Love 6
Copper Red Copper CRC	After lifting with Permanent CRC, you can glaze the hair with the corresponding Demi-Permanent CRC Shade to give an extra pop of color & shine!	7CRC + Twilight Dream 7 7CRC + Midnight Love 6
Naked	The Naked Series is great to intermix into Rose Gold for a blushing effect. These shades are also great to intermix into the Natural Ice Series for a variation of naked tones.	Naked 10 + 9RG Naked 8 + 8DL Naked 8 + 6SS
Naked Glow	For warmer end results, mix the Naked Glow Series with the Copper Red Copper and Rose Gold Series.	Naked Glow 7 + Naked8 Naked Glow 9 +10DL
Midnight Rose MR	I love to mix a few grams of Midnight Blue into the Midnight Rose shades -- this gives you unique Midnight Violet tones.	5MR + 3MV 6MR + 3MB
Midnight Violet MV	I love using Permanent 10DL as a dilutor for 3MV -- this creates a lighter tone for any type of creative coloring!	3MV + 8DL + 10RG 3MV + 10DL 3MV + 5MR
Midnight Blue MB	For creative coloring in the Demi-Permanent range, you can mix Crystal Clear with a few grams of 3MB to achieve a light, indigo-blue tone.	3MB + Crystal Clear 3MB + 1MB 3MB + 6MR
Dusty Lavender DL	Demi-Permanent 6DL is great for a gloss on a natural level 6-7 to achieve an iridescent cool chocolate brown color.	8DL + 9RG 8DL + 7RG

#Hairbestie Formulation Tips

Rose Gold RG	You can always pre- tone pre-lightened hair with #myidentity X-PRESS Toner Blush to have a filler before you apply Rose Gold onto dry hair for maximum longevity.	10RG + 10A 10RG + 8BB
Silver Pearl SP	Mix Permanent 8SP with Dark Shadows for a gunmetal gray.	8SP + Dark Shadows 8SP + 8DL
Silver Smoke SS	Always process on dry hair for the full 25 minutes for maximum longevity in silver color.	8DL + 8SS 6SS + 8SS
Dark Shadows	Use to smoke out any of the Permanent Shades and add depth. Dark Shadows has a base sitting at level 5 with a deep charcoal smoke cast allowing it to perform unlike anything else. This shade is formulated with the lowest ammonia possible, making it the best choice for shadow rootagé.	Dark Shadows + 8SP
Crystal Clear	#Hairbesties, Crystal Clear is my most versatile shade! Mix into any of your #myidentity Demi-Permanent shades to soften or sheer out any color for unlimited creative color control. Also, it adds Shine when used alone, mixing 1:2 ratio.	Crystal Clear + Any X-PRESS Toner



#mydentity
Care and Styling

@GUY-TANG

#MyHero PROFESSIONAL INTENSE RESTORATIVE SYSTEM



#MyHero Intense Restorative System

is a 5-step system designed to shield the hair from damage caused during a color service and repair the health and hydration after any chemical service.

KEY INGREDIENTS



ALOE



HYDROLYZED COLLAGEN



KERATIN

- **PROTECTS & REINFORCES** by creating a protective barrier around hair structure to prevent damage before it starts
- Powered by X-Tech, a combination of 10 Keratin & Amino Acids, #MyHero **REBUILDS** the hair's inner matrix, while **SMOOTHING & SEALING** the cuticle
- The hair is **REPLENISHED** with lost amino acids, which are essential for strong, healthy hair & **REJUVENATED** to a fuller, healthier looking state
- Ideal for **CHEMICALLY TREATED** and/or **STRESSED VIRGIN HAIR**

#MyHero Collagen Powder

#MyHero Collagen Powder Protective Booster is a patented powder additive that can be used with any lightener and/or color formula to shield the hair against damage during a chemical service.

SHIELDS AGAINST DAMAGE



- **COLLAGEN & AMINO ACIDS**
deliver conditioning properties for
added protection

- **SUCCINIC ACID** forms bridges between
broken Keratin chains to further strengthen
the hair while processing

NO noticeable **difference to formula** appearance or viscosity

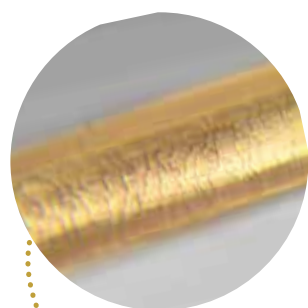
NO effect to color/lightening **results**

NO additional processing **time** needed

HAIR CUTICLE

LIGHTENED WITHOUT

COLLAGEN POWDER

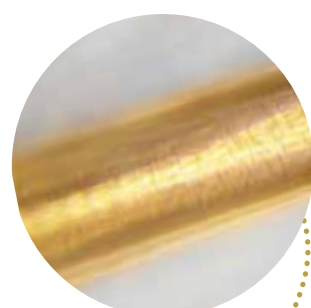


RAISED,
DAMAGED
CUTICLE

HAIR CUTICLE

LIGHTENED WITH

COLLAGEN POWDER



SMOOTH,
STRONG
CUTICLE

COLLAGEN POWDER DIRECTIONS:

MAX BOOST:

1 scoop (2g) + 1oz (28g) of color or lightener
Ideal for high porosity hair and curly hair

STANDARD BOOST:

1/2 scoop (1g) + 1oz (28g) of color or lightener
Ideal for medium porosity hair and glazing
medium-low porosity hair

MINI BOOST:

1/4 scoop (.5g) + 1oz (28g) of color or lightener
Ideal for low porosity or virgin hair
Follow standard processing instructions
for your color or lightener.

#HAIRBESTIE TIP:

I use #MyHero Collagen Powder in ALL of my color formulations, especially when lightening to a level 10 to achieve my perfect signature Rose Gold, Lavender & Silver Tones.

BEFORE COLLAGEN POWDER



AFTER COLLAGEN POWDER

#MyHero In-Salon Restorative Treatment



COLLAGEN REPAIR



Cuticle Sealer & Hair Softening Treatment

Usage: Pre-styling & post chemical service, spray on damp hair after shampooing. Leave on 3-5 mins to repair & restore strength and elasticity.



COLLAGEN POWDER



Protective Booster

Usage: Powder additive that mixes into any color or lightener formula to help prevent damage and maintain the hair's strength & elasticity.



INTERNAL COLLAGEN RECONSTRUCTOR



Internal Recovery Concentrate

Usage: After X2 has sat on hair for 3-5 mins, layer X3 on top. Massage into hair for 1 min to replenish lost amino acids within the cortex of the hair.



CLEANSER



Dual Action Cleanse & Clarifier

Usage: Shampoo prior to chemical service to remove dulling deposits that create an uneven canvas.



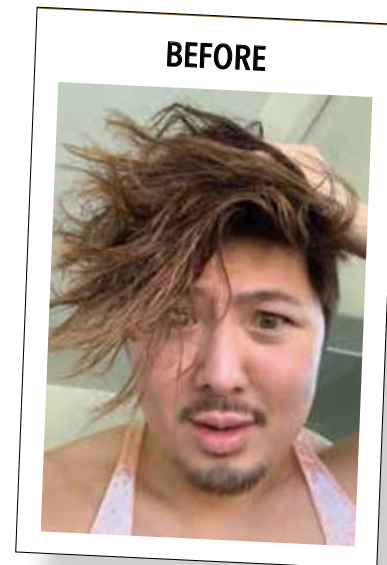
EXTERNAL COLLAGEN RECONSTRUCTOR



Cuticle Repair Concentrate

Usage: After rinsing X3 from hair, massage X4 into hair for 1 min to seal and strengthen the cuticle for intense moisture & shine.

#MyHero 4-Step Restorative Treatment



CLEANSER

dual action cleanse & clarifier

- Color safe clarifying shampoo
- Gently removes dulling deposits from the hair that can affect color saturation
- Thinner pearlescent formula designed to easily be worked through most hair types



COLLAGEN REPAIR

cuticle sealer & hair softening treatment

- Preps and primes the hair cuticle creating an even canvas for color applications or styling products
- Balances the pH within the hair ideal for irritated color-treated hair
- Absorbs easily into the hair to restore signs of damage
- Targets only damaged areas to not weigh hair down
- Ideal for all hair types and textures



INTERNAL COLLAGEN RECONSTRUCTOR

internal recovery concentrate

- Replenishes lost amino acids within the cortex of the hair
- Delivers hydrolyzed collagen to stabilize the cuticle
- Deposits keratin amino acids into the hair for added strength



EXTERNAL COLLAGEN RECONSTRUCTOR

cuticle repair concentrate

- Seals added amino acids from prior steps into the hair cuticle
- Strengthens the sealed hair cuticle for added hydration and moisture
- Creates 2x the shine with VibraRiche™ Technology

REPAIR & RESTORE - AT HOME

#MyHero X2 Collagen Repair Treatment can be used at home 1-3 times/week to further strengthen and repair hair in between salon visits.

Directions: Wash hair with #MyConfidant Shampoo and rinse. Apply #MyHero X2 on damp hair, leave on for 1-5 minutes, then rinse thoroughly. Follow with #MyConfidant Conditioner.



Notes:

THERMAL PROTECTION

ENHANCE SHINE

DETANGLES THE HAIR



@GUY-TANG
MY HERO
LEAVE-IN PROTECTANT SPRAY
COLLAGEN SHIELD SPRAY

FEATURES AND BENEFITS:

- Helps prevent damage from combing and heat styling
- Increases combability by up to 70%, making it easy to detangle the hair
- Increases shine
- Provides heat protection up to 450 degrees
- Lightweight leave-in conditioner ideal for all hair types
- Formulated with Hydrolyzed Collagen, Keramatch V, Aloe Vera, and Seaweed Extract

DIRECTIONS: Spray throughout clean towel dried hair. Brush through for increased combability, heat protection, and shine. Style as desired.



#Mydentity Color FAQ's

Q: Can I use a different brand's developer?

Never, both #mydentity Permanent and Demi-Permanent color were specifically formulated to work with #mydentity Developer (Demi-Permanent 6V and Permanent 10V-40V). I cannot guarantee consistent results, or the fabulous Lavender Fragrance if another brand's developer is used.

Q: Can I use the 10V Permanent Developer with Demi-Permanent color?

No, you need to use the 6V Demi-Permanent Developer with the Demi-Permanent colors.

Q: How do I use Dark Shadows?

Dark Shadows is used to smoke out any shade or to create a shadow rootagé. Enhance any Permanent shade by adding into Permanent formulation, no extra Developer needed and process according to Permanent formulation. Example- 28g 8DL + 28g 20V + Desired amount of Dark Shadows. Or for direct application mix with 6-20V and process for 20 minutes.

Q: Can you tone with Permanent color shades?

Yes, you can tone with the #mydentity Permanent shades using the 10V #mydentity Developer.

Q: Does #mydentity haircolor contain ammonia?

The ammonia level of each permanent shade is different, but the average is 2%. Demi-permanent shades do not contain ammonia.

Q: Does #mydentity haircolor products contain PPD/PPT?

Ingredients vary by product. If the shade contains PPD, it will be listed on the package.

Q: What lightener do you recommend for balayage?

#Hairbesties, both of our lighteners - #Big9 or #Magnum8 – can be used for balayage techniques. You pick which one you prefer!

Q: Will the Direct Dyes stain my skin, clothing, etc.?

Yes, I recommend using gloves and a protective barrier creme around your client's hairline.

Q: How long does #mydentity color last?

Like all color lines, there are a variety of factors that play into color longevity including what type of color you used, the specific application and process, the client's hair type (porosity, level, care, etc.). For most people, tones last: up to 50 shampoos for #mydentity Permanent haircolor; up to 25 shampoos for #mydentity Demi-Permanent haircolor; up to 30 shampoos for #mydentity Direct Dye

Q: How does the color fade?

With #mydentity, color fades true to tone.

Q: What is your best advice to maintain color longevity?

#Hairbesties, remember density, texture and porosity will always affect lifting capabilities, your final color result as well as color longevity. Be sure to assess your client's hair thoroughly prior to application. If you notice the hair is very porous – I recommend evening out the porosity with a quick conditioning before applying your color formulation. It is also important to apply to dry hair, weigh your color formulation to achieve the most accurate mixing ration and process for the full amount of time. Using a sulfate free shampoo will also help with color longevity.

Q: Can I use Olaplex® with #mydentity?

Of course, Olaplex® can be mixed with all #mydentity color.

Q: Are #mydentity products tested on animals?

Never.

Q: Do I need to use developer to activate the Direct Dyes?

No Developer is needed.

Q: Why are they called Dual Boosters?

Because they can be used in 2 different ways – 1: Direct Application or 2: to Customize, Boost, Correct, or Neutralize any #mydentity formulation.

Q: Can #mydentity colors be intermixed?

Of course - as long as you are mixing permanent shades with permanent shades and demi-permanent shades with demi-permanent shades. I can't wait to see your #mydentity creations!

#MyHero FAQ'S

Q: Is the #MyHero System protein or moisture focused?

BOTH! X1-4 work together to provide protein for strength, while also providing deep moisturization for softer, stronger, healthier-looking hair.

Q: Do the 4 products always have to be used together?

Can they be used alone?

#MyHero is designed to be used as a full system, with X2 being the only product that can be used alone. Each product serves a unique purpose and is specifically developed to deliver optimal results when used all together.

Q: Is the #MyHero X1 Cleanser Color Safe?

Yes! The cleanser is the most clarifying without stripping color. #MyHero X1 Cleanser is safe to use on color-treated hair.

Q: Can I start with the #MyHero Cleanser and system after color has finished processing?

Yes! If clarifying the hair prior to a color/chemical service is not needed, start with #MyHero Cleanser after processing, followed by #MyHero X2-4.

Q: Can the #MyHero System only be used with a chemical service?

No! If your client's hair needs extra care, strength, and moisture, #MyHero X1-4 can be used as a stand-alone treatment at the backbar.

Q: How many uses will I get out of the system?

As a system, #MyHero X1-4 will provide approximately 37 uses. #MyHero X2 Collagen Repair provides approximately 65 uses.

Q: What is the source of the Keratin & Collagen in #MyHero X Collagen Powder?

The Keratin & Collagen in Collagen Powder are lab-derived.

Q: What is the recommended price to add #MyHero X Collagen Powder to a service?

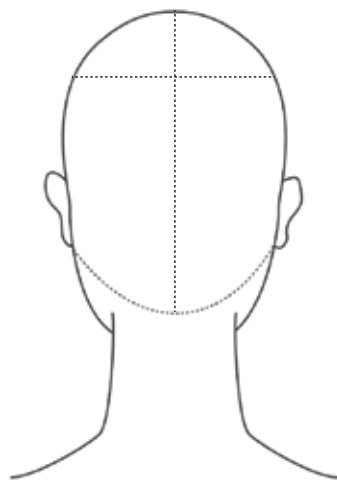
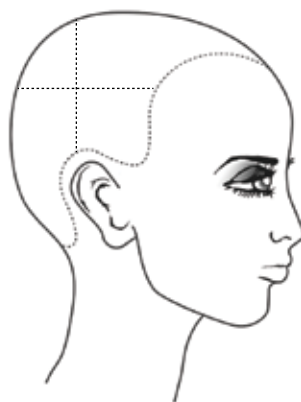
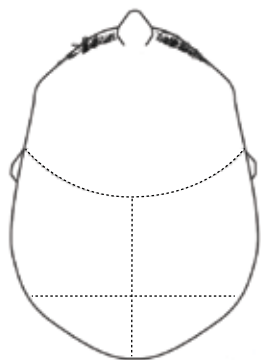
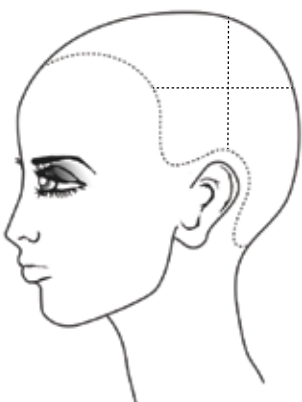
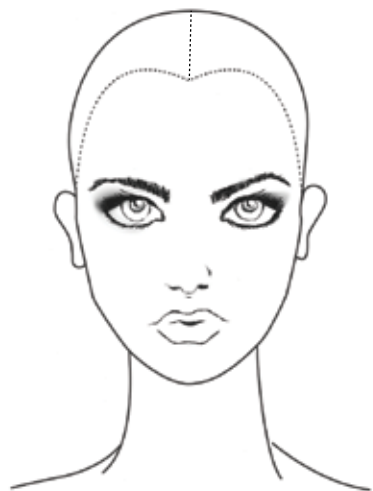
Pricing for a full Collagen Powder + X1-4 service can start anywhere from \$45+. Ultimately #Hairbesties, charge what you're worth!

Q: Can I still use #MyHero's Intense Restorative Treatment X1-4 with #MyHero X Collagen Powder?

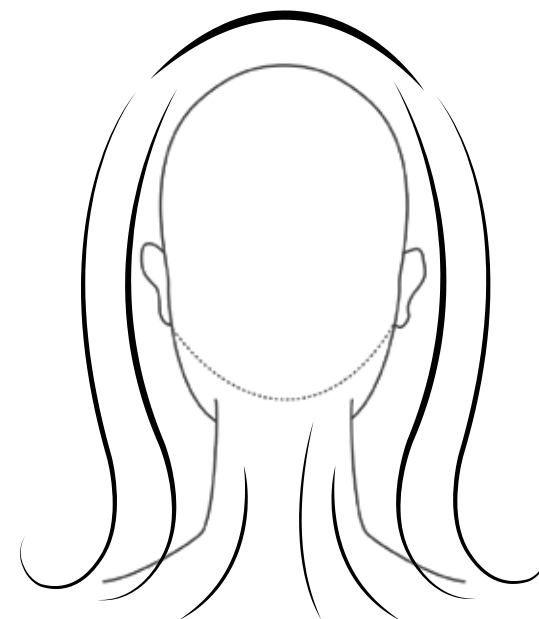
Yes! Collagen Powder & #MyHero X1-4 are addressing different concerns & are in fact the perfect partners! Collagen Powder is protecting the hair during oxidative services. #MyHero X1-4 can then be used to restore hair back to a stronger, healthier-looking state.

Q: How does #MyHero X Collagen Powder differ from other bonding additives in the market?

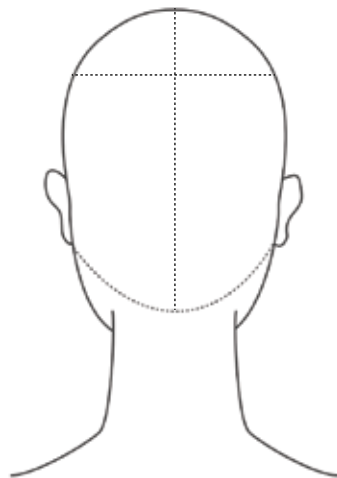
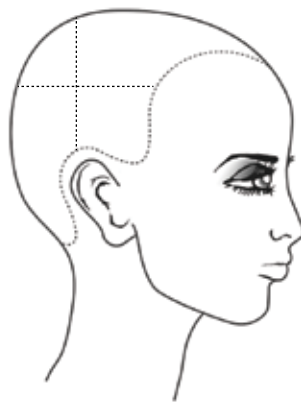
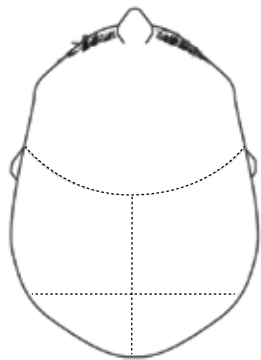
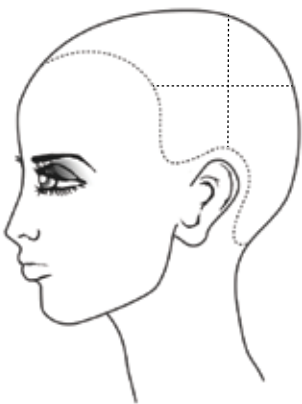
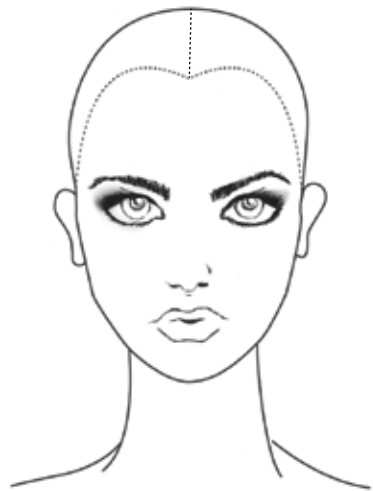
Most bonding additives in the market target broken bonds and work to rebuild these broken bonds. However, the primary function of Collagen Powder is to PROTECT the hair and its structure during lightening/color processing. Collagen Powder is developed to help prevent damage before it starts.



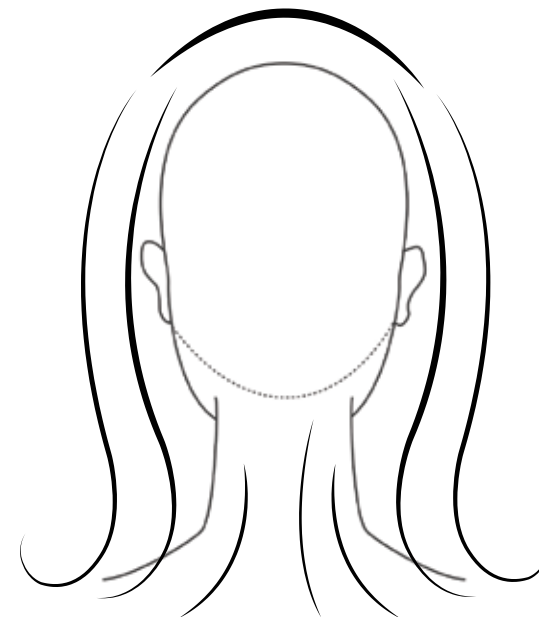
Notes:



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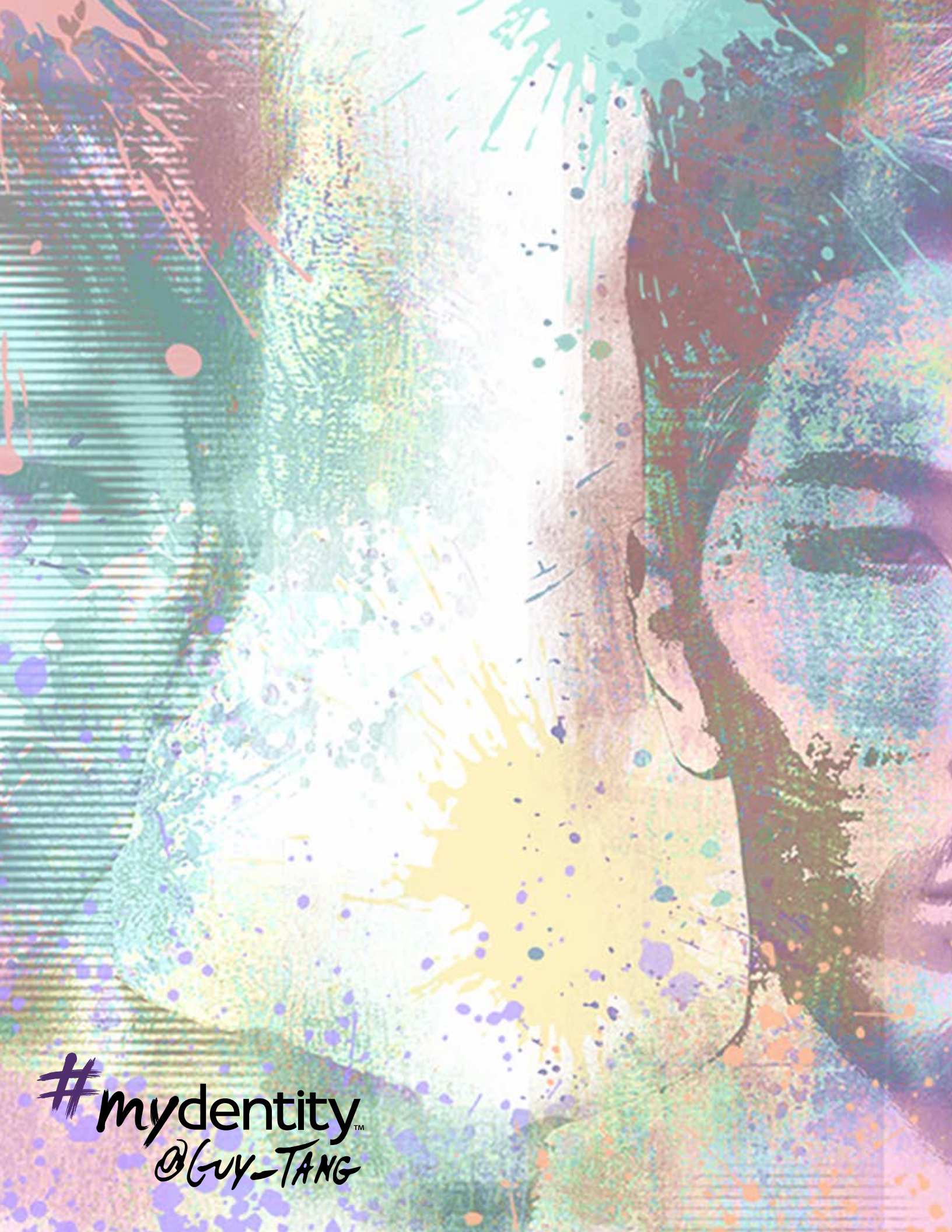
Notes:

Notes:

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across the entire width of the page, providing a guide for handwriting or typing. The background is a solid off-white color.

Notes:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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