

ELEVEN™

A U S T R A L I A

COLOUR

**PERMANENT
CREAM COLOUR**
COULEUR CRÉME
PERMANENTE



WELCOME TO ELEVEN AUSTRALIA PERMANENT CREAM COLOUR



CHAT WITH DiGi NOW
digi.elevenaustralia.com

ELEVEN Australia PERMANENT CREAM COLOUR gives you confidence to colour with ease, and to achieve long lasting results. It's true to tone and with maximum coverage, our range can be identified by a **universal number and letter colouring system** with a **simple mixing ratio of 1:1**.

Global leaders in professional colour technology, **ELEVEN Australia Colour** is made in Italy and tested in Australia on diverse, multi-cultural hair textures in extreme climates.

Developed using the latest professional colour innovation our entire range is **free from PPD, Resorcinol and Silicones** meaning hair is left in optimal condition so you can colour with confidence.

Formulated with naturally derived ingredients including **Hydrolysed Pea Proteins** to restore moisture and add strength, while **Organic Sunflower Seed Oil**, packed full of Vitamin E and Essential Fatty Acids **prevents colour fade** by adding a protective shield against UV exposure.

Hydrolysed Quinoa improves colour uptake for a more intensive result, enhances colour retention, adds shine, and **Alpha Bisabolol** (made from Chamomile Oil) improves comfort during the colour service. Our colour formulas are **Vegan and Gluten Free** while all our packaging is both **recyclable and made with recycled material**.

HOW TO MIX ELEVEN AUSTRALIA PERMANENT CREAM COLOUR

STANDARD COLOURING



MIXING RATIO: 1:1
60g / 2 oz.
+ 60g / 2 oz.

DEVELOPMENT TIME: 35 mins

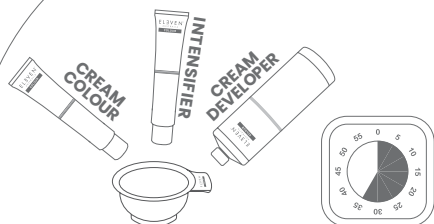
COLOURING WHITE HAIR AND MAXIMUM COVERAGE



MIXING RATIO: 1:1
60g / 2 oz.
+ 60g / 2 oz.

DEVELOPMENT TIME: 45 mins

ADDING THE INTENSIFIER TO THE COLOUR



MIXING RATIO: 1:1
60g / 2 oz.
+ 60g / 2 oz. up to
10cm / 4 in.

DEVELOPMENT TIME: 35 mins

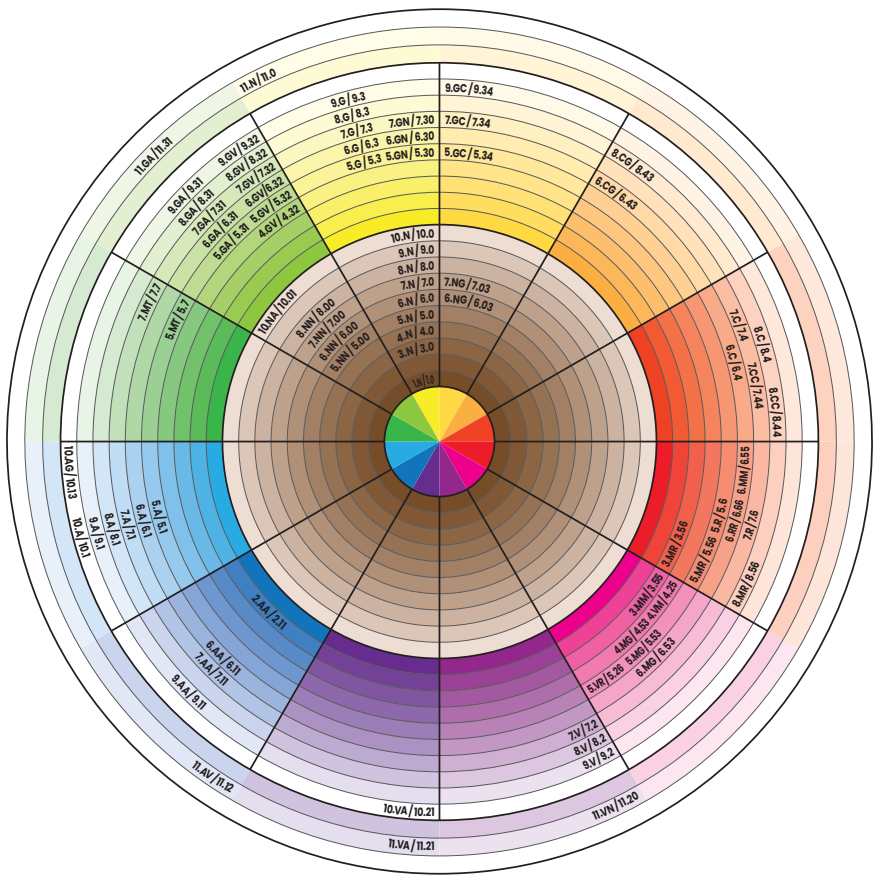
ULTRA BLONDE HIGH LIFT



MIXING RATIO: 1:1
30g / 1 oz.
+ 60g / 2 oz.

DEVELOPMENT TIME: 55 mins

PERMANENT CREAM COLOUR CIRCLE



NUMBER AND LETTER SYSTEM

Shade Description	Shade Letter	Shade Number
Natural	N	.0
Natural Intensive	NN	.00
Natural Ash	NA	.01
Natural Gold	NG	.03
Ash	A	.1
Ash Intensive	AA	.11
Ash Violet	AV	.12
Ash Gold	AG	.13
Violet	V	.2
Violet Natural	VN	.20
Violet Ash	VA	.21
Violet Mahogany	VM	.25
Violet Red	VR	.26
Gold	G	.3
Gold Natural	GN	.30
Gold Ash	GA	.31
Gold Violet	GV	.32
Gold Copper	GC	.34
Copper	C	.4
Copper Gold	CG	.43
Copper Intensive	CC	.44
Mahogany Gold	MG	.66
Mahogany Red	MR	.56
Mahogany Intensive	MM	.55
Red	R	.6
Red Intensive	RR	.66
Muted	MT	.7



7.34

1st Number = Depth of Colour
2nd Number = Major Colour Tone
3rd Number = Secondary Colour Tone

7.GC

1st Number = Depth of Colour
2nd Letter = Major Colour Tone
3rd Letter = Secondary Colour Tone

NATURAL

1.0
1.N

3.0
3.N

4.0
4.N

5.0
5.N

6.0
6.N

7.0
7.N

8.0
8.N

9.0
9.N

10.0
10.N

NATURAL

5.00
5.NN

6.00
6.NN

7.00
7.NN

8.00
8.NN

NATURAL COOL

10.01
10.NA

COOL

5.1
5.A

6.1
6.A

7.1
7.A

8.1
8.A

9.1
9.A

10.1
10.A

2.11
2.AA

6.11
6.AA

7.11
7.AA

9.11
9.AA

COOL

10.13
10.AG

10.21
10.VA

7.2
7.V

8.2
8.V

9.2
9.V

5.7
5.MT

7.7
7.MT

GOLD

5.3
5.G

6.3
6.G

7.3
7.G

8.3
8.G

9.3
9.G

5.30
5.GN

6.30
6.GN

7.30
7.GN

6.03
6.NG

7.03
7.NG

BEIGE

5.31
5.GA

6.31
6.GA

7.31
7.GA

8.31
8.GA

9.31
9.GA

4.32
4.GV

5.32
5.GV

6.32
6.GV

7.32
7.GV

8.32
8.GV

9.32
9.GV

GOLD COPPER

5.34
5.GC

7.34
7.GC

9.34
9.GC

COPPER

6.43
6.CG

8.43
8.CG

6.4
6.C

7.4
7.C

8.4
8.C

7.44
7.CC

8.44
8.CC

WARM

4.53
4.MG

5.53
5.MG

6.53
6.MG

3.56
3.MR

5.56
5.MR

8.56
8.MR

ULTRA BLONDE HIGHLIGHT

11.0
11.N

11.12
11.AV

11.20
11.VN

11.21
11.VA

11.31
11.GA

FASHION

4.25
4.VM

5.26
5.VR

3.55
3.MM

6.55
6.MM

5.6
5.R

7.6
7.R

6.66
6.RR

INTENSIFIERS

GOLD

ORANGE

RED

VIOLET

BLUE

CLEAR

WHITE HAIR %

10%

30%

50%

80%

* Hair swatches indicate the tonal direction of the shade and don't represent the actual colour.