

ELEVEN™
AUSTRALIA

COLOUR

**DEMI-PERMANENT
LIQUID COLOUR**
COULEUR LIQUIDE
DEMI-PERMANENTE

WELCOME TO ELEVEN AUSTRALIA DEMI-PERMANENT LIQUID COLOUR

ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR gives you confidence to colour with ease, and to achieve long lasting results. It's true to tone, and 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 all our shades are intermixable, giving stylists endless possibilities and optimal colour choices for their clients.

Formulated with naturally derived ingredients including **Hydrolysed Pea Protein** and **Organic Sunflower Oil** to deliver high gloss, shine and optimal condition.

Our Demi-Permanent Liquid Colour formulas are **Vegan, Gluten free & Ammonia free**.

HOW TO MIX ELEVEN AUSTRALIA DEMI-PERMANENT LIQUID COLOUR

WORKING WITH 2% (7 Vol) ACTIVATOR

MIXING RATIO	ACTIVATOR	TIMING	SERVICES
		 5-20 mins	<ul style="list-style-type: none">• Pure Gloss• Sheer Tone• Pastel Colouring• Tone on Tone• White Hair Blending• Fashion Colouring• Colour Refreshing• Corrective Colour

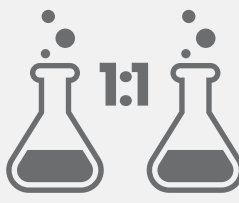
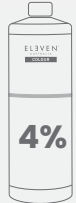

DIGI TIPS



ELEVEN Australia DEMI-PERMANENT LIQUID COLOUR CLEAR can be mixed in a 1:1 ratio with 2% (7 Vol) ACTIVATOR and used alone for pure gloss service, giving the hair luminosity and shine!

Mix CLEAR with any DEMI-PERMANENT LIQUID COLOUR shade to reduce the intensity of the result or provide more control when working on porous hair.

WORKING WITH 4% (13 Vol) ACTIVATOR

MIXING RATIO	ACTIVATOR WORKING WITH 4% (13 Vol) ACTIVATOR	TIMING	SERVICES
		 20-35 mins	<ul style="list-style-type: none">• Intensifying Colour• Vibrant Fashion Colour• Colour• White Hair Blend Intensifier• Corrective Colour• Colour Longevity

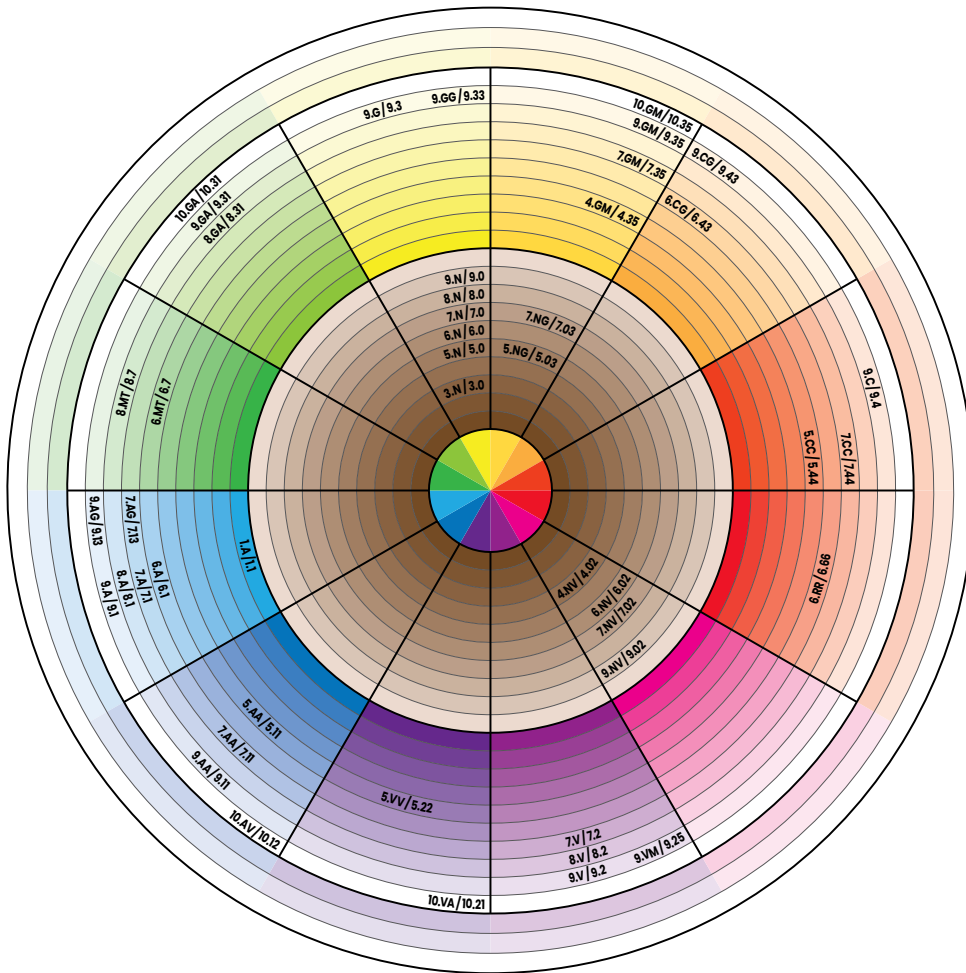
DIGI TIPS



When working on highly resistant or white hair, using vibrant or intense shades, apply colour to the hair, cover and place under a pre-warmed heat source for up to 20 minutes.

Allow to develop further at room temperature for 15 minutes and remove as normal.

DEMI-PERMANENT LIQUID COLOUR CIRCLE



NUMBER AND LETTER SYSTEM

Shade Description	Shade Letter	Shade Number
Natural	N	.0
Natural Violet	NV	.02
Natural Gold	NG	.03
Ash	A	.1
Ash Intensive	AA	.11
Ash Violet	AV	.12
Ash Gold	AG	.13
Violet	V	.2
Violet Ash	VA	.21
Violet Intensive	VV	.22
Violet Mahogany	VM	.25
Gold	G	.3
Gold Ash	GA	.31
Gold Intensive	GG	.33
Gold Mahogany	GM	.35
Copper	C	.4
Copper Gold	CG	.43
Copper Intensive	CC	.44
Red Intensive	RR	.66
Muted	MT	.7

9.13

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

9.AG

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



GLUTEN FREE



Global Animal Test Policy

NATURAL

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

3.0
3.N



5.0
5.N



6.0
6.N



7.0
7.N



8.0
8.N



9.0
9.N

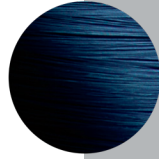


COOL

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

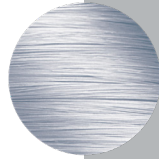
1.1
1.A



6.1
6.A



7.1
7.A



8.1
8.A



7.2
7.V



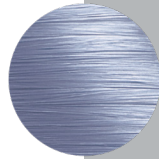
8.2
8.V



5.11
5.AA



7.11
7.AA



7.13
7.AG



6.7
6.MT



8.7
8.MT



NATURAL COOL

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

9.02
9.NV



7.02
7.NV



6.02
6.NV



4.02
4.NV



WARM

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

5.03
5.NG



7.03
7.NG



4.35
4.GM



7.35
7.GM



6.43
6.CG



8.31
8.GA



FASHION

5.22
5.VV



6.66
6.RR



5.44
5.CC



7.44
7.CC

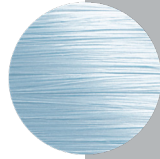


PASTEL

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

9.1
9.A



9.2
9.V



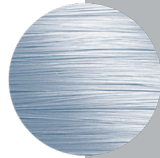
9.3
9.G



9.4
9.C



9.11
9.AA



9.13
9.AG



9.25
9.VM



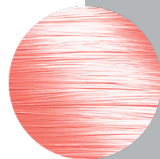
9.31
9.GA



9.33
9.GG



9.35
9.GM



9.43
9.CG



PASTEL

DEMI-PERMANENT
LIQUID COLOUR

COULEUR LIQUIDE
DEMI-PERMANENTE

10.12
10.AV



10.21
10.VA



10.31
10.GA



10.35
10.GM



CLEAR

C



ELEVEN™
AUSTRALIA
COLOUR