

ELEVEN<sup>TM</sup>  
AUSTRALIA  
COLOUR

**PERMANENT  
CREAM COLOUR**  
COULEUR CRÉME  
PERMANENTE



# WELCOME TO ELEVEN AUSTRALIA PERMANENT CREAM COLOUR

**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**.

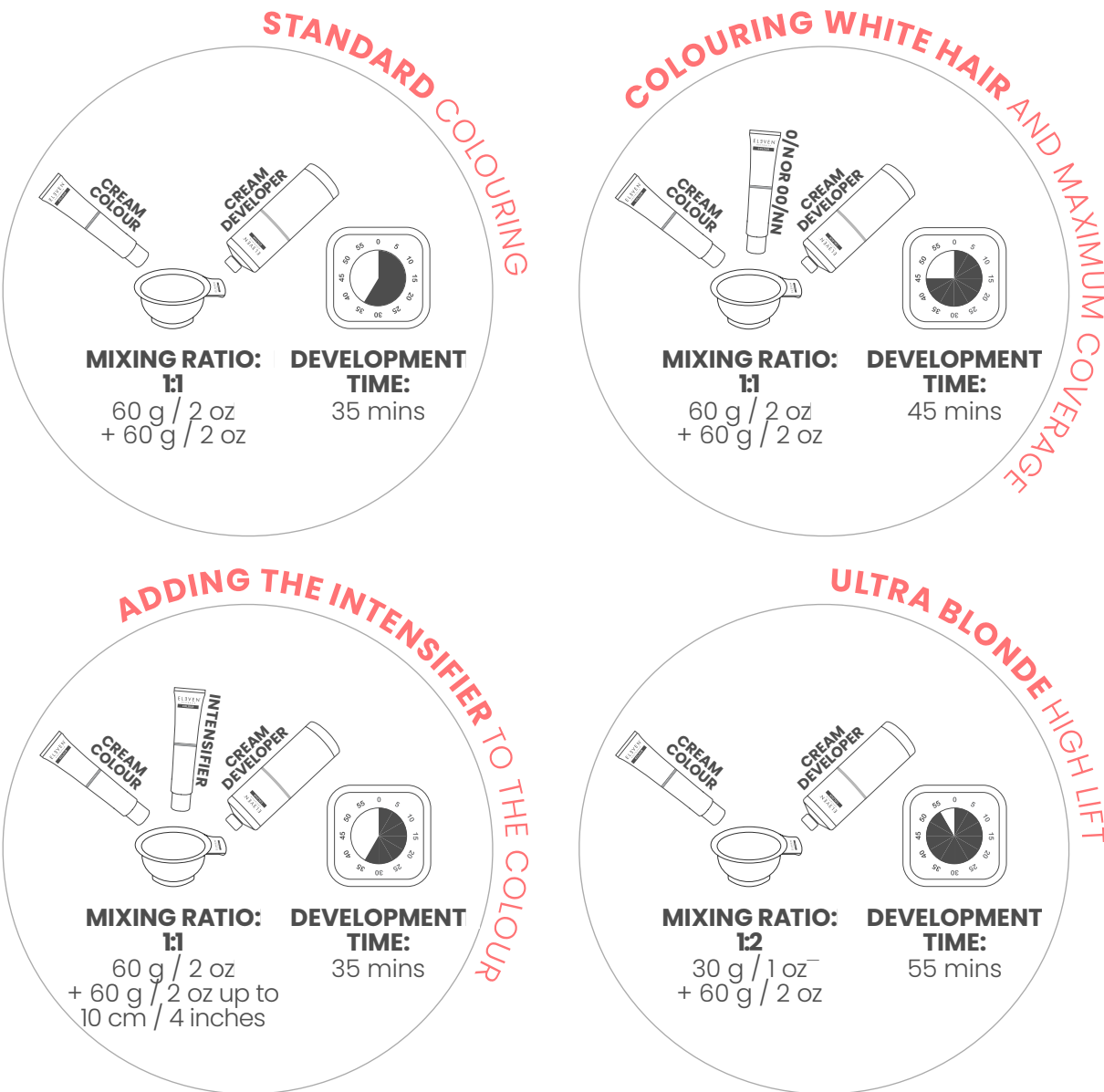
Global leaders in professional colour technology, **ELEVEN Australia Colour** is made in Italy and tested in Australia on diverse, multi-cultural hair textures in extreme climates.

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.

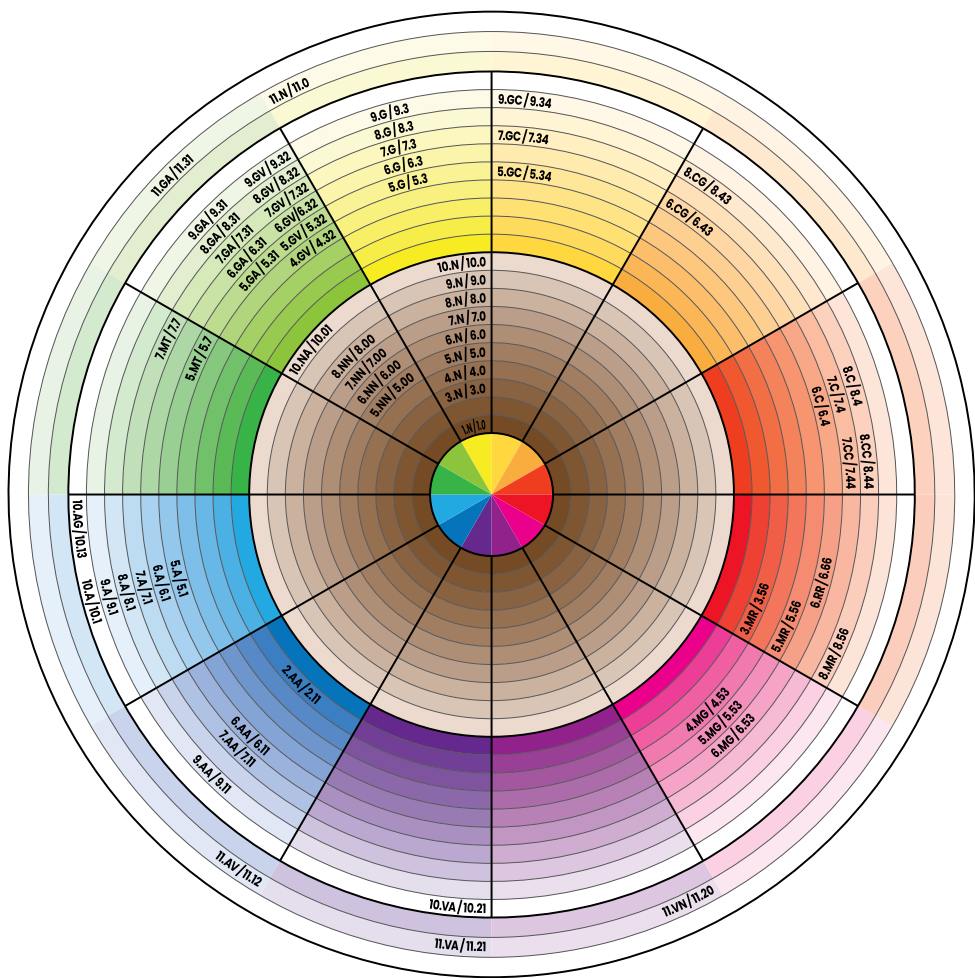
Formulated with naturally derived ingredients including **Hydrolysed Pea Proteins** to restore moisture and add strength, while **Organic Sunflower Seed Oil**, packed full of Vitamin E and Essential Fatty Acids **prevents colour fade** by adding a protective shield against UV exposure.

**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



# 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
Ash	A	.1
Ash Intensive	AA	.11
Ash Violet	AV	.12
Ash Gold	AG	.13
Violet Natural	VN	.20
Violet Ash	VA	.21
Gold	G	.3
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	.53
Mahogany Red	MR	.56
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

PERMANENT  
CREAM COLOUR  
COULEUR CRÉME  
PERMANENTE

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



PERMANENT  
CREAM COLOUR  
COULEUR CRÉME  
PERMANENTE

COOL

PERMANENT  
CREAM COLOUR

COULEUR CRÉME  
PERMANENTE

**5.1**  
5.A



**6.1**  
6.A



**7.1**  
7.A



**8.1**  
8.A



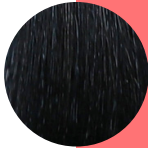
**9.1**  
9.A



**10.1**  
10.A



**2.11**  
2.AA



**6.11**  
6.AA



**7.11**  
7.AA



**9.11**  
9.AA



COOL

PERMANENT  
CREAM COLOUR

COULEUR CRÈME  
PERMANENTE

**10.21**  
10.VA



**10.13**  
10.AG



**7.7**  
7.MT



**5.7**  
5.MT



BEIGE

PERMANENT  
CREAM COLOUR  
COULEUR CRÈME  
PERMANENTE

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

PERMANENT  
CREAM COLOUR  
COULEUR CRÈME  
PERMANENTE

5.3  
5.G



6.3  
6.G



7.3  
7.G



8.3  
8.G



9.3  
9.G



GOLD COPPER

PERMANENT  
CREAM COLOUR  
COULEUR CRÉME  
PERMANENTE

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

PERMANENT  
CREAM COLOUR  
COULEUR CRÉME  
PERMANENTE

4.53  
4.MG



5.53  
5.MG



6.53  
6.MG



3.56  
3.MR



5.56  
5.MR



8.56  
8.MR



FASHION

6.66  
6.RR



ULTRA BLONDE HIGHLIGHT

PERMANENT  
CREAM COLOUR  
COULEUR CRÉME  
PERMANENTE

11.0  
11.N



11.12  
11.AV



11.20  
11.VN



11.21  
11.VA



11.31  
11.GA



INTENSIFIERS

GOLD



ORANGE



RED



VIOLET



BLUE



CLEAR

PERMANENT  
CREAM COLOUR

COULEUR CRÉME  
PERMANENTE

C

