

# sens.us<sup>®</sup>

## MC2

PERMANENT HAIR COLOR  
1:1,5



**ARC**  
Active  
Revitalizing  
Complex



AMMONIA  
FREE



NO ADDED  
PPD & RESORCINE



VEGAN

TECH GUIDE



NATURAL & BIO INGREDIENTS

# sens.us®

## MC2

### PERMANENT HAIR COLOR 1:1,5



AMMONIA  
FREE



NO ADDED  
PPD & RESORCINE



VEGAN

## MC2

The ammonia-free oxidation color system with performance on a par with more traditional color.

Sens.ùs R&D laboratory expertise has culminated in the development of the MC2 formula using latest-generation technologies and raw materials, while maintaining focus on ethical and sustainable production methods.

MC2 Hair Color offers all the advantages of professional permanent oxidation color, without paraphenylenediamine (PPD) and without resorcinol, for a safe, gentle, high-performance service.

## BENEFITS

MC2 Hair Color is a pleasantly fragranced cream color with a rich texture and caring and emollient properties; it delivers purity, richness and depth of tone.

MC2 Hair Color protects and reconditions, thanks to the ARC (Active Revitalizing Complex), which guarantees even, long-lasting color and excellent white hair coverage.

**Natural, neutral, radiant color.**

## FEATURES

- Mix 1: 1.5
- Wide range of shades
- 100% white hair coverage
- Up to 4 or more levels of lift with the Super High Lift Series - Mixing ratio 1:2
- Kind to hair and scalp
- Brilliant results
- Perfectly balanced tones and bases - Consistent results every time
- Easy to use
- Lasting color you can rely on
- A multitude of Services are available on the Sens.ùs App
- Fresh, delicate fragrance

## MC2 SECRETS

**A.R.C.** allows hair to be colored while nourishing it and caring for it from the inside.

**A.R.C.**, a blend of biomimetic plant-based amino acids mimics the activities of the hair's keratin structure, restructuring it.



## A.R.C.: COMPONENTS

### A.R.C. (Active Revitalizing Complex)

With natural, certified, and innovative ingredients that help strengthen the hair's internal structure. It promotes ionic bonds with the hair's keratin structure; it penetrates deep into the hair fiber bringing it back to the levels of virgin hair.

A blend of biomimetic plant-based amino acids mimics the activities of the hair's keratin structure.

*Strengthens and rejuvenates hair.*

Its multifunctional restructuring action is optimized to interact at a molecular level in hair. *Restructures the hair fiber*



### QUINOA

Contains natural proteins that protect and condition hair and make its color last longer. An approved, natural and gluten-free active ingredient

Protects hair, leaving it shiny and hydrated.

*Guarantees maximum color coverage and duration.*



### ACAI

Acai berries are native to the Amazon and are rich in phytosterols, fatty acids and vitamin C.

They are widely used in cosmetics, thanks to their emollient and energy-boosting properties.

*Revitalizes and hydrates hair with an emollient action*



## I PLUS: THE MANY FUNCTIONS

 *Intense action on the hair cortex and cuticle*

 *Excellent hair protection and brilliant results thanks to Acai Berries and the ARC*

 *Excellent coverage and long-lasting color thanks to Quinoa*

## SHADES

The extensive MC2 Hair Color range features 91 shades.

for best results, always mix MC2 Hair Color with Cream Activator or Lux Activator in a 1:1.5 ratio. Follow the recommended mixing ratio, using scales.

**Example:**

40 g of MC2 Hair Color + 60 g of Cream Activator or Lux Activator 10 vol. 3%, 20 vol. 6%, 30 vol. 9% or 40 vol. 12%.

**N.B.** Using a developer other than Cream Activator or Lux Activator, altering the mixing ratio and/or development times can compromise the end color result.

## NOMENCLATURE

MC2 Hair Color identifies each shade with a numerical code.

This system makes shade identification easy and intuitive.



### COLOR LEVELS

- 1 Black
- 3 Dark Chestnut
- 4 Chestnut
- 5 Light Chestnut
- 6 Dark Blonde
- 7 Blonde
- 8 Light Blonde
- 9 Very Light Blonde
- 10 Platinum Blonde
- 11 Ultra Platinum Blonde

### TONES

- .0 Natural
- .00 Natural Intense
- .01 Cold Natural
- .1 Ash
- .12 Oak
- .2 Beige
- .24 Cool Brown
- .27 Violet Beige
- .3 Gold
- .34 Copper Gold
- .36 Warm Brown
- .4 Copper
- .43 Golden Copper
- .44 Intense Copper
- .55 Red
- .6 Mahogany
- .7 Violet
- .71 Ash Violet
- .75 .755 Red Violet
- Super high lift**

## SUPER HIGH LIFT 100 SERIES

formulated to deliver intense lightening, the Super High Lift 100 series lifts natural hair more than 4 levels. for best results with the Super High Lift 100 series, always mix the cream color with Cream Activator or Lux Activator 40 vol. 12% in a 1:2 ratio.

### Example:

50 ml of Super High Lift + 100 ml of Cream Activator or Lux Activator 40 vol. Follow the recommended mixing ratio, using scales.

**N.B.** Using a developer other than Cream Activator or Lux Activator, altering the mixing ratio and/or development times can compromise the end color result.

### Series 100 - shades::



## PURE

The Pure shade brings added versatility to the color range, considerably broadening the palette of fashion tones and basic colors. The basic ingredient and the mixing ratio of Modulator Clear are the same as for all the other shades (except the Super High Lift 100 series), the only difference is that Pure contains no pigment.

By adding Pure to the other shades, the pigment concentration is reduced and the result is lighter.

### Example:

Mixing equal amounts of Pure and a color shade delivers similar lift to a higher level.

20 g Hair Color + 20g Pure + 60 g Cream Activator / Lux Activator (MIX 1:1,5)

PURE



## MC2 SERVICES

MC2 delivers up to 3 levels of lift and 100% white hair coverage while being kind to the scalp and hair fiber. Lasting shine and color that stays true are guaranteed.

The mixing ratio is 1:1.5 with Cream Activator or Lux Activator 10 vol 3%, 20 vol 6%, 30 vol 9%, 40 vol 12%.

**Development time:** 30/55 minutes (depending on the developer used)

MC2 is for professional use only and must be applied with care and precision.

**The coloring cream must be applied on the surface and not brushed in.**

## 1. PERMANENT COLOR SERVICES

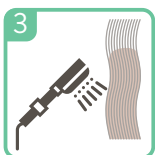
### 1.1 FIRST FULL COLOR SERVICE (NATURAL HAIR)

This process must be followed to ensure color is evenly distributed over the lengths.



Apply color to lengths and ends, starting 2 cm from the hairline.

After 20 minutes, remove the color without rinsing. Prepare a fresh mixture and apply to roots, lengths and ends and leave according to the developer used.



When development time is up, emulsify and rinse thoroughly.

Use an acidifying shampoo and mask (Sens.Ûs Illumyna Tech)



#### Example:

- Natural base 6 > Target color 7.3
- Apply MC2 Hair Color 7.3 + Cream Activator or Lux Activator 20 Vol. (6%) to lengths and ends.
- After 20 minutes, remove the product without rinsing, prepare a fresh mixture (MC2 Hair Color 7.3 + Cream Activator or Lux Activator 20 Vol. 6%) and apply to roots, lengths and ends.
- Leave for 35 minutes.
- Total development time 55 minutes on lengths and ends and 35 minutes on roots.
- Emulsify and rinse thoroughly.
- Use an acidifying shampoo and mask (Sens.Ûs Illumyna Tech)

for hair length up to 2-3 cm, immediately apply the color to the whole head.

### 1.2 COLOR RETOUCH (NATURAL HAIR)

This is the classic regular color maintenance service. For even results, we recommend applying precisely to regrowth only.



Apply the color to the regrowth and leave according to the type of developer used.

When development time is up, emulsify and rinse thoroughly.



Use an acidifying shampoo and mask (Sens.Ûs Illumyna Tech)

#### Example:





- Natural base 6 > Target color 7.3
- Apply MC2 Hair Color 7.3 + Cream Activator/Lux Activator 20 Vol. (6%) to regrowth.
- Leave for 35 minutes.
- Emulsify and rinse thoroughly
- Use an acidifying Shampoo and Mask (Sens.Ûs Illumyna Tech)



## 2. SERVICES THAT CAN BE REALIZED WITH NECTAR

Nectar Recovery for ammonia free colors allows you to expand your range of MC2 Hair Color services and is the perfect solution to meet all your salon needs.

The Nectar Recovery for ammonia free colors concentrate is packed with restructuring active ingredients. The exclusive biomimetic action of the ARC (Active Revitalizing Complex), it means you can:

-  provide more than one service at the same time
-  save time
-  earn more per service
-  extend the life of color

**N.B.**

1. Preparations with Nectar Recovery for colors are only ever mixed with 10 vol 3%.
2. Nectar Recovery for colors formulas do not provide white hair coverage
3. In preparations with Nectar Recovery for colors, the mixing ratio of coloring cream to developer is always 1:1.5, 1 part coloring cream to 1.5 parts of developer + the appropriate amount of Nectar Recovery for colors depending on the chosen service (see services with Nectar Recovery for colors)

PLUS NECTAR	PROPERTIES	BENEFITS
<b>ARC</b> ACTIVE REVITALIZING COMPLEX	<p>With natural, certified, and innovative ingredients that make the hair's internal structure stronger</p> <p>It promotes ionic bonds with the hair's keratin structure; it penetrates deep into the fiber bringing it back to the levels of virgin hair</p> <p>A blend of biomimetic vegetable amino acids mimics the activities of the hair's keratin structure</p>	<p>It strengthens and rejuvenates hair.</p> <p>It has a restructuring, multifunctional action that is optimized to interact at a molecular level in hair.</p> <p>It helps restructure the hair fiber</p>

**ROOT/REGROWTH**

- 1 cm in length
- **Healthy structure**
- 7/0 cuticle layers present
- Soft keratin



**LENGTH**

- Up to 12 cm in length
- **Sensitized structure**
- About 4 cuticle layers present
- Advanced keratinization - hard keratin
- **Reconstruction service needed!**

**END**

- More than 12 cm in length
- **Porous/very porous structure**
- Cuticle may be absent
- **Reconstruction service needed!**

## 2. SERVICES THAT CAN BE REALIZED WITH NECTAR

### 2.1 RESTRUCTURING PERMANENT COLOR

After applying color to the roots, you can take advantage of the development time to recolor lengths and ends, if necessary. This allows you can offer a nourishing, restructuring color treatment for lengths and ends at the same time as the root retouch. All thanks to Nectar.



1 apply the product to regrowth (see the "COLOR RETOUCH" SERVICE).  
Start timing the development time



2 prepare the mixture with Nectar for lengths and ends, adding to the color 1/5 of Nectar Recovery for ammonia free colors.



3 Restructuring permanent color is always applied to the lengths and ends of previously colored or lightened hair, using 10 vol, and the development time is based on the development time of the color at the roots and is, in any case, never less than 15 minutes.

**Example:** 40 g of MC2 Hair Color + 60 g of Cream Activator or Lux Activator 10 vol 3% (total 100 g) + 20 g of Nectar Recovery for ammonia free colors (1/5 of 100 g = 20 g).

### 2.2 TONE ON TONE COLOR

NECTAR RESTRUCTURING for ammonia free colors when added to the color mixture you will be able to provide a tone on tone service that transforms the entire color chart into the perfect solution for bringing customers one step closer to a color service, or for covering or concealing the first white hairs.

**Preparation:**

prepare the chosen color and add 1/3 of Nectar Recovery for ammonia free colors.

**Example:**

40 g of coloring cream + 60 g of Cream Activator or Lux Activator 10 vol 3% (total 100 g) + 33 g of Nectar Recovery for ammonia free colors (1/3 of 100 g = 33 g)

**The tone on tone service is used to darken hair or to create tones and shades with the same color level.**

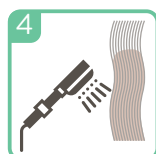
**It is not designed to lighten hair.**



2 Tone on tone restructuring color can be applied with a bowl and brush or with a bottle applicator.  
**It is only ever mixed with 10 vol developer**



the development time is 25 minutes.



4 When development time is up, emulsify and rinse thoroughly.



5 Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)

### 2.3 BRIGHTENING COLOR BATH

Brightening Color Bath with NECTAR RESTRUCTURING for ammonia free colors is the fastest service and is usually carried out at the wash basin.

It allows you to "revive" the color of faded hair with an extremely nourishing and restructuring color service. It is also very useful for enriching or neutralizing bleached hair.

**Preparation:**

prepare the chosen color and add 1/2 of Nectar Recovery for ammonia free colors.

**Example:**

40 g of MC2 Hair Color + 60 g of Cream Activator or Lux Activator 10 vol 3% (total 100 g) + 50 g of Nectar Recovery for ammonia free colors (1/2 of 100 g = 50 g)

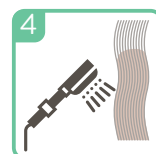
**The brightening color bath service is not designed to lighten hair or to cover or conceal white hair.**



2 It can be applied with a bowl and brush or with a bottle applicator.  
**It is only ever mixed with 10 vol developer**



The development time is for 15 minutes max, checking regularly.



4 When development time is up, emulsify and rinse thoroughly.



5 Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)

### 3. SUPER HIGH LIFT SERVICE

The MC2 Super High Lift series is designed to lift natural hair 4 -5 levels, contains a minimal quantity of pigments to neutralize the natural residual tone, and does not cover white hair.

for best results when using this range, we recommend applying to medium-intensity natural hair (level 5 - 6).

**The mixing ratio is 1:2 with** Cream Activator or Lux Activator 40 vol 12%.

Development time: 55 minutes

The MC2 Super High Lift series is for professional use only and must be applied with care and precision.

**The Super High Lift range cream must be applied to the surface only and not brushed in.**

#### 3.1 FIRST FULL APPLICATION SUPER HIGH LIFT - NATURAL HAIR

This process must be followed to ensure the color is evenly distributed over the lengths.



Apply super high lift to lengths and ends, starting 2 cm from the hairline.

After 30 minutes, remove the cream from the hair without rinsing, then prepare a fresh batch of the Super High Lift mixture and apply to roots, lengths and ends



Leave for 55 minutes

When development time is up, emulsify and rinse thoroughly.



Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)

#### Example:

- Natural base 6 > Target color Platinum Blonde
- Apply MC2 Super High Lift 100 + Lux or Cream Activator or Lux Activator 40 Vol. 12% in a 1:2 mixing ratio.
- After 30 minutes, remove the product without rinsing, prepare a fresh mixture (MC2 Super High Lift 100 + Cream Activator or Lux Activator 40 Vol. 12%) and apply to roots, lengths and ends.
- Leave for 55 minutes.
- Total development time 85 minutes on lengths and ends and 55 minutes on roots.
- Rinse thoroughly.
- Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)

for hair length up to 2-3 cm, immediately apply the color to the whole head.

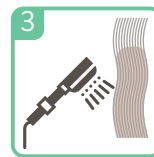
#### 3.2 RETOUCH APPLICATION SUPER HIGH LIFT - NATURAL HAIR

This is the classic regular super high lift maintenance service. for even results, we recommend applying precisely to regrowth only.



Apply super high lift to regrowth

Leave for 55 minutes



When development time is up, emulsify and rinse thoroughly.

Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)



#### Example:

- Natural base 6 > Target color Platinum Blonde
- Apply MC2 Super High Lift 100 + Cream Activator or Lux Activator 40 Vol. 12% in a 1:2 mixing ratio.
- Leave for 55 minutes.
- Rinse thoroughly
- Use an acidifying shampoo and mask (Sens.ùs Illumyna Tech)

## MC2 COLOR SYSTEM SERVICES

SERVICE	AVERAGE MIXTURE	TIME
Super High Lift Color Service	40g MC2 Hair Color + 80g Cream Activator / Lux Activator 40 vol 12%	55'
Permanent Color Service	40g MC2 Hair Color + 60g Cream Activator / Lux Activator 10vol 3%, 20vol 6%, 30vol 9%, 40vol 12%	30'- 55'
Restructuring Permanent Color Service	40g MC2 Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 20g di Nectar (1/5)	15' min
Tone on Tone Color Service	40g MC2 Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 33g di Nectar (1/3)	25'
Brightening Color Bath Service	40g MC2 Hair Color + 60g Cream Activator / Lux Activator 10vol 3% + 50g di Nectar (1/2)	15' max

## DIRECTIONS

### WHITE HAIR COVERAGE

The entire MC2 Hair Color range delivers 100% white hair coverage.

If hair is more than 50% white, when using cool\* or fantasy shades, we recommended adding 1/3 natural base .0, .00 to the mixture for improved white hair coverage.

#### PERCENTAGE OF WHITE HAIR: 0% - 50%

Mix the desired shade in a 1:1.5 mixing ratio with the ideal developer for the target result, then apply to natural hair.

##### Example:

- Target color: 6.43.
- Percentage of white hair 30%
- Color mixture: fashion shade 6.43 with developer in a 1:1.5 mixing ratio

\*for cool tones we recommend using 1/3 natural for hair that is more than 30% white

Prepare the desired shade, adding 1/3 of natural base .0, .00. Mix the color in a 1:1.5 ratio with the ideal developer for the target result

##### Example:

- Target color: 6.43.
- Percentage of white hair 70%
- Color mixture: 2/3 fashion shade 6.43 + 1/3 natural base 6.0/6.00 + developer in a 1:1.5 mixing ratio

#### PERCENTAGE OF WHITE HAIR: 50% - 100%

## COOL SHADES

for an accurate color result, we recommend using cool shades, with a volume or % of developer that is one level higher than the usual diagnosis. This ensures that the color applied does not disperse the cool pigment to counteract the natural residual tone (made visible by the developer) but develops while enhancing the tones of the shade applied.

NATURAL COLOR	3	3	3	3	3
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	4	4	4	4	4
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	5	5	5	5	5
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	30 Vol.	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>	-- <sup>1</sup>

NATURAL COLOR	6	6	6	6	6
COOL SHADE LEVEL	6.x	7.x	8.x	9.x	10.x
ACTIVATOR	20 Vol.	30 Vol.	40 Vol.	-- <sup>1</sup>	-- <sup>1</sup>

--<sup>1</sup> Bleaching necessary to ensure an accurate color result



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