

# CODE RED HIGHLIGHTS

EXPRESS HIGHLIGHTS WITH EXCEPTIONAL RADIANCE  
IN A SINGLE STEP

# MARCWEISS

PARIS

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### Code Red Highlights

Express highlights with exceptional radiance, in a single step.

The MARC WEISS care complex with almond protein and valuable plant oils adds precious moisture to your hair during coloring. Healthy, beautiful hair, naturally, with a silky gloss and a sensational sheen.

Color of 99% natural origins



MARCWEISS  
PARIS

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COLOR

# OVER 80% OF THE INGREDIENTS USED TO FORMULATE OUR COLORS ARE OF NATURAL ORIGINS.

Color consists of plant-derived fatty alcohols, emulsifiers, and plant-derived fatty acids. Natural lanolin protects the hair from drying out and argan oil locks in moisture, making the hair smooth, voluminous, soft, and glossy. Citric acid provides the hair with natural vitamin C. Ingredients derived from animals are limited to a total of 3%. Our high-quality ingredients in combination with our multi-pigment-complex system makes our color irreplaceable for our customers.



MULTI-PIGMENT-COMPLEX SYSTEM

# MARC WEISS COLOR IS EASY TO USE THANKS TO THE SIMPLE COLOR CHART

No matter whether you or your colleagues prefer a number or letter based system, with MARC WEISS color you have the choice and can always prepare your formulation with certainty. The MARC WEISS color chart is easy to read. The base tones are on the left and the respective fashion tone is placed to the right of the base color. So if you want a gold medium blonde, then you want to go to the gold category base on medium blonde and select 7-4 (or 7/3). It's as easy as that!

- Perfectly selected harmonious color precursors for precise shading with the MARC WEISS multi-pigment-complex-system
- All colors are free from p-phenylenediamine
- Red tones with coloring agent P5 (pyrazole sulfate) for flawless radiant shine and enhanced durability
- All colors can be mixed interchangeably with one another  
Exception: V-V Violet from the Code Red series



## **Keratin**

In hair care, keratin is used as a premium-quality ingredient that strengthens and rebuilds the hair from the inside. Keratin helps restoring the health of the hair structure, smoothing and replenishing coarse and porous hair. The hair becomes smoother, shinier, and easier to style. With MARC WEISS, keratin penetrates the hair during the coloring process and adheres to the hair together with the color. The structure of the hair is restored or preserved. Keratin constitutes up to 90% of each strand of hair.

## **Argan oil**

Argan oil is one of the most expensive oils in the world as a result of its special properties and its combination of ingredients. The expensive and exclusive argan oil originates from Morocco. It is obtained from the seeds or nuts of the argan fruit, grown on the name-sake tree. It contains nourishing vitamin E and a special compound of phytosterols that stimulates cell, therefore encouraging the hair growth. It provides incredible shine.

## **Rice extract**

Rice, the beauty genius – versatile and talented – is rich in minerals and peptides and adds moisture to the hair.

## **Wheat protein**

Made up of amino acids similar to the natural keratin in hair. This is then deposited on the cuticle layer and forms a protective film. Hair becomes smoother and more manageable.

# KERATIN & ARGAN OIL

WITHOUT P-PHENYLENEDIAMINE



# IT MAY NOT BE NEWS TO YOU, BUT HERE ARE THE 8 MOST IMPORTANT THINGS TO CONSIDER WHEN USING A MARC WEISS COLORATION.

## 1. GREY COVERAGE/PIGMENTATION

- Level 8 and lower: Perfect coverage of grey hair owing to optimal pigmentation levels in the color.
- Tones 5/00 to 9/00 have been specifically formulated to cover resistant grey hair; their formulation is highly pigmented and the alkalinity is optimized so that the hair cuticle is gently opened, enabling lots of pigments to penetrate.
- Grey coverage (level 9 and lower) is perfectly obtained with MARC WEISS Smooth Peroxide 6%.
- Optimal coverage of grey hair is not possible for levels 10 to 12, because the pigmentation level in these colors is too low, meaning only shading and brightening can be obtained. The addition of 9/00 is, however, recommended to achieve an appropriate grey hair covering that then blends harmoniously with the overall result.

## 2. LIGHTENER

- Levels 11 and 12 tones: It is possible to lighten by three to four levels with a ratio of one part color to two parts MARC WEISS Smooth Peroxide 12% and 45 to 60 minutes processing time! Perfect level of pigmentation for vivid blonde shades. Continued optimal stabilization system by means of additional alkalizing agents to preserve the pH value throughout the entire coloring process in order to incorporate new pigments.

- Level 11 tones (11/0, 11/1, and 11/3) are the original lighteners that you are used to. These are more gentle than level 12 tones, because the additional alkalizing agent is somewhat milder than in level 12 tones. A ratio of one to one is recommended, because there is a little less pigmentation in comparison to level 12 shades. However, a ratio of one to two is also possible, but pigmentation would then be somewhat weaker. The one to two ratio is nevertheless absolutely possible and is a little more gentle in comparison. Mixed with MARC WEISS Smooth Peroxide 12% in a ratio of one to two and a 45 to 60 minute processing time, this achieves a similar lightening results to level 12 tones and lightens by three to four shades. For shading and neutralizing, the lower pigmentation in level 11 tones means that, owing to the circumstances, the blonde tones are more natural and not quite so bright in comparison to the level 12 tones. An additional blonde toner may then be required. Ideally, the level 11 tones are also mixed with 9% MARC WEISS Smooth Peroxide for customers with sensitive hair and for a result between levels 6 and 8.

## 3. DIFFERENCE BETWEEN 9% AND 12% MARC WEISS SMOOTH PEROXIDE DURING HAIR LIGHTENING

- Strictly speaking, the degree of lightening is greater with 12% MARC WEISS Smooth Peroxide than with 9%.
- It is important to remember, however, that the oxidation rate increases along with the percentage of hydrogen peroxide, not only with the natural pigments but also the structure of the hair. The stress is thus correspondingly higher with 12% oxidant.
- It is therefore crucial to take the hair type and sensitivity of the skin into consideration when deciding which variant is to be used.

## 4. CLEAR TONES

- Clear 0/0 for pastel tones, e. g. mix tones, mixing to the fashion tone depending on the desired color; one to one with oxidant. The pigment concentration is changed proportionately by mixing.
- Super lightener 0/00 for lightening with fashion tones, mix in a ratio of one to one with the fashion tone (e.g. 20 g of 0/00 + 20 g of color cream) and then mix one to two with 12% oxidant; 35 minute processing time.

## 5. MIX TONES

- For creating more intense colors or fashion tones.
- For color correction (complementary colors on the color wheel).
- They are very highly pigmented, so use in carefully measured doses (a few grams is sufficient).
- Simply add to the finished color mixture and stir until homogeneous.
- For prepigmentation, mix with water in a ratio ranging from one to one to one to three and apply to hair. Next, apply the desired color without rinsing. Leave to process for 30 minutes.

## 6. MARC WEISS COLOR AS TONER

- In principle, the selection of MARC WEISS Smooth Peroxide 1.9% enables tone-in-tone hair coloring. Lifting up to 1 level with the use of 3%.
- Mixing ratio is one to two when used as toner; 25 minute processing time.

## 7. MARC WEISS SMOOTH PEROXIDE

- Contains jojoba oil.
- The MARC WEISS protection system is tailored to the color to perfectly maintain the pH value throughout the entire coloring process.

## 8. MIX SHADES

To reduce stock levels, we have created 24 shades that you can achieve simply by mixing and that you therefore don't have to keep in stock. This means you have 51 ready-mixed shades plus 24 mix shades. The mixing ratio for your target color is specified in the table in the color chart. Shades that can be achieved by mixing are highlighted in green.

