

BES
BEAUTY & SCIENCE

ART. 08010
1000 ml - 35.2 Fl. Oz.



**BEYOND
COLD**

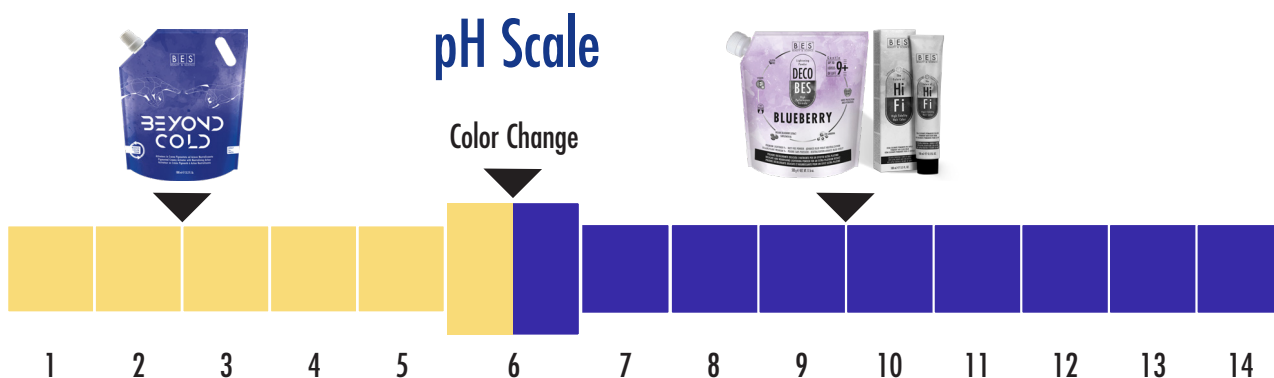
ONLY
for
PROS

ACTIVATOR
25 Vol.
7.5%

PIGMENTED
CREAMY
ACTIVATOR

Pigmented creamy activator.

Contains special blue-violet pigments that change their color depending on the pH of the solution they are in.
At an acidic pH, the activator appears a yellow-amber color, while at a basic pH, it assumes on a deep blue-violet color.



For this reason BEYOND COLD will therefore be activated only if mixed with lightening products or oxidative dyes, assuming the color needed to perform its neutralizing action.

BEYOND....DECO

BEYOND COLD can improve the lightening service, making it more effective, eliminating unwanted warm tones, thus obtaining a more neutral lightening effect.

In some cases most of the times, it will not be necessary to tone or neutralize unwanted reflection.

BEYOND COLD can be used on both natural bases and cosmetic colored bases (obviously with a more limited result).

Starting from a level 4, a single application can achieve a neutral result up to level 9 (depending on the type of lightening product used).

If, however, you want to achieve platinum blonde, starting from a level 4, we recommend a double lightening process anyway (following the instructions on the DECO BES folder).

Once the desired lightening result has been achieved, it will not be necessary (unless you want it) to tone or neutralize, as **BEYOND COLD** will have already performed its neutralizing action throughout the entire lightening process.

However, it is extremely important, in order to safeguard the color, the health of the hair, and the integrity of the hair fiber, to perform an acidifying action to block the reflection and maintain the desired level over time.

BEYOND COLD can be mixed alone with the lightening product, (powder, cream, oil) following the dilution ratio required by the product itself (1:1, 1:1.5, 1:2).

We recommend using BEYOND COLD by itself (always in mix with the lightening product) starting from level 3/4 to level 7.

Beyond level 7, it will be necessary to dilute **BEYOND COLD** with another activator of the desired volume.

Up to level 7, in fact, the hair's underlying pigments are so intense that they counteract the neutralizing pigments of **BEYOND COLD** in an equivalent manner.

Beyond level 7, the underlying pigments are not intense enough to balance the neutralizing action, and the blue/violet pigments will take over, leaving some unwanted cold residues on the hair.

When lightening above level 7 or on pre-lightened hair, it will be necessary to dilute **BEYOND COLD** with a non-pigmented activator (OXIBES, REGAL ZERO Activator, SOFT COLOR Activator) of the desired volume (0, 5, 10, 20, 30 or 40 Vol.).

The dilution ratio must be established by the stylist based on:

- Hair porosity
- Hair type (coarse, fine, thick, etc.)
- Pre-existing cosmetic shade always respecting general colorimetric rules and color law.

Please remember that **BEYOND COLD** is a highly professional product intended only for the most experienced colorists.

Always be careful when using it.

Example: DECOBES WHITE (60 grams) + BEYOND COLD (30 grams) + SOFT COLOR ACTIVATOR No. 2 (30 grams).

To do highlights, partial highlights or Balayage on pre-lightened hair, the pre-lightened areas should be treated, as far as possible, with protective and inhibitory products such as COLOUR LOCK COLOR CHECK or COLOUR LOCK EMULSION D.

Please keep in mind that these products can slow down the neutralizing action of **BEYOND COLD**.

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BEYOND COLD

BEYOND...TONING

BEYOND COLD can be used to neutralize brassiness and yellow after lightening. It can be used after deco in a 2:1 ratio with Special Blond from Soft Color and Regal Zero, depending on the desired result: natural, neutral, or cold.

Example: BEYOND COLD (60 grams) + SOFT COLOR 10.47 (30 grams)

Processing time: Keep a close eye on the hair while processing.

BEYOND...COLOR

To achieve cooler tones, amplify the neutralizing effect of certain shades, or to emphasize and accentuate the reflection and the cold colors, we recommend using **BEYOND COLD** mixed with color, respecting the following dilution ratios:

HI-FI:

- | | |
|--------------------------------|-------|
| - Level 1 to 10 | 1:1 |
| - Series 90 (Superlighteners) | 1:1.5 |
| - Series 900 (Ultralighteners) | 1:2 |

REGAL ZERO:

- | | |
|-----------------|-------|
| - Level 1 to 9 | 1:1.5 |
| - Special Blond | 1:2 |

SOFT COLOR:

- | | |
|------------------------|-------|
| - Level 1 to 10 | 1:1.5 |
| - Special Blond and G. | 1:2 |

BEYOND COLD depolymerizes the hair's natural melanins, neutralizing them. It thus neutralizes the expression of the underlying pigments of the hair. By doing so, the shade's oxidizing pigments no longer have to counteract a naturally expressed underlying pigment, but rather a partially neutralized pigment. The final result will be a greater expression of the chosen shade's reflection, especially cold shades, with results closer to those reported in the color chart.

BEYOND COLD can be used for color cleansing or shampoo cap (bleach bath) to eliminate color buildup, dull or opaque highlights, unwanted reflection, and color overlap.

BEYOND COLD cannot be used alone or with acidic direct or semi-permanent colors. These, being acidic, would prevent the activator from "transforming" and taking on the neutralizing color.
BEYOND COLD is activated only if it comes into contact (by mixing it) with basic substances during the oxidation process.
Do not apply BEYOND COLD on ultra-lightened or platinum bases unless you really want to.