

# FAQ

## When do I use 5% vs 10% pH.D?

When using pH.D at 10% or 5% of your shade amount, the higher the amount of pH.D the lower the pH of your colouration. Both pH.D amounts transform your alkaline permanent colour into a more acidic no-shift, no lift, deposit only colour.

**pH.D at 5%** of your shade amount is used for regular toning and grey blending with slightly denser depositing.  
**pH.D at 10%** of your shade amount is well suited for maximum gentleness with a refining or glossing service.

Control your desired reflect and depth by following the table "Mixing recommendation by reflect"

## Can pH.D be mixed with all SHADES (including HIGH.LIFT, BOOSTER, TONER, CLEAR)?

You can add pH.D to all SHADES. pH.D can also be added to SHADES when mixed with CLEAR and/or BOOSTER. Do not add to HIGH.LIFTS or TONERS.

## Why can't pH.D be mixed with TONERS?

The specifics of the TONER formula makes it not compatible for predictable results.

## Why can't pH.D be mixed with LIGHTENERS or HIGH.LIFTS?

The formulations are not compatible. LIGHTENERS and HIGH.LIFTS need their original alkalinity to lighten by breaking down colour molecules through oxidation (= lightening).

## What makes pH.D different than a liquid colour line?

The biggest point of difference is that pH.D eliminates the need for carrying a separate colour line in the salon, saving you precious time and money! pH.D gently transforms shades from alkaline to acid, resulting in deposit-only colour with long-lasting brilliance and shine.

## Why is the post pH.D colour service different than the COLOR.ME finishing regimen?

ANGEL.WASH and RINSE offer the ideal cleansing and lightweight conditioning in combination with a gentle pH for acid hair colouration.

## Can pH.D be mixed with LIGHTENERS?

No.



## Can I mix pH.D with CREAM.ACTIVATOR?

Yes, you can mix pH.D with CREAM..ACTIVATOR 10 VOL. (3%). We would recommend this to be mixed with a bowl and whisk and applied with a colour brush.

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## **Can we use pH.D with the new LIQUID.ACTIVATOR 3.5 VOL. (1%)?**

We always recommend LIQUID.ACTIVATOR 10 VOL. (3%) to develop the colouration with predictable results each time.

## **Why don't you offer LIQUID.ACTIVATOR in a 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)?**

Our LIQUID..ACTIVATOR 10 VOL. (3%) provides optimum results when utilising pH.D enabling a fast, easy back bar application.

## **How long does a colour service created with pH.D last?**

Results will depend on the condition of your client's hair, home maintenance and lifestyle.

## **Does pH.D effect the end appearance of the colour?**

pH.D transforms the shade to a no-lift, no-shift colour. This creates true tone-on tone or darker results. Since the natural underlying pigment is not triggered, the end result, especially with the natural and cool shades, tends to appear slightly denser and even cooler. You can control this by shortening the development time, by mixing with CLEAR, or choosing a lighter and warmer reflect, or adding BOOSTER from the beginning.

## **How much should I charge for a colour service with pH.D?**

Pricing is entirely up to you and will vary from salon to salon. In general, the price for a pH.D colour service will be slightly higher than without, due to the added conditioning and shine benefits pH.D provides.

## **How many applications are in a bottle of pH.D?**

On average, there are about 30 applications in a bottle of pH.D. Amount used will vary due to the technique and the client's hair length and condition.





### **Do I have to apply with the APPLICATOR.BOTTLE, or can I use a bowl/brush?**

A brush and bowl can be used if you apply onto towel-dried hair and ensure a very quick application. But for a fast, efficient and effective colour service, we recommend using the APPLICATOR.BOTTLE and MIXING.SPHERE.

### **What kinds of hair colours/textures does pH.D work on?**

For best results, hair should not be overly processed or damaged. Keep in mind that a pH.D service is non-lift and deposit only. So, the darker the hair, the more subtle the reflect will be. pH.D should also not be used for colour corrections.

### **What products should I be using at home to maintain my colour after pH.D?**

Whichever KEVIN.MURPHY products you normally use! Not sure what's right for your hair type? Use our Product Matchmaker to determine your ideal at-home hair care and styling regimen.

### **Can I use pH.D with other colour lines besides COLOR.ME?**

pH.D is designed, tested and recommended to only be used with COLOR.ME.

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### **Does pH.D cover grey hair?**

While you won't experience full grey coverage when working with pH.D, you will experience a subtle blending effect that helps reduce the appearance of grey hair with SHADES of depth 7 and darker.

### **Why is the LIQUID.ACTIVATOR more lotion than liquid, so it could spread easier?**

LIQUID.ACTIVATOR, although it is called "liquid", it features more a viscosity of a lotion that serves two purposes. It mixes with the regular colour cream just by shaking in an applicator bottle. It becomes a smooth consistency with a lower viscosity to be applied easily with the applicator bottle that still spreads easily on the hair without running. The best way to mix pH.D is to apply your LIQUID.ACTIVATOR into the bottle first, then your selected SHADES and BOOSTERS, followed by pH.D then the MIXING.SPHERE and shake really well.



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## **Can we use heat with pH.D?**

No, you must not use heat. COLOR.ME is an ammonia free colour that is designed to exclusively work without heat. That applies to the regular usage as well as to the pH.D service.

## **Can I use LIQUID.ACTIVATOR 10 VOL. (3%) with SHADES also when not adding pH.D?**

Yes, but then ensure the regular mixing ratio of 1:1.5. With pH.D the mixing ratio is 1 part SHADE + 2 parts LIQUID.ACTIVATOR.

## **Can I use pH.D with CREAM.ACTIVATOR 3.5 VOL. (1%), 20 VOL. (6%), 30 VOL. (9%), or 40 VOL. (12)%?**

No, you cannot. pH.D has been formulated to create a demi-permanent result. It has been tested exclusively with 10 VOL. (3%) for predictability and reliability.

## **Why can't you apply to dry hair?**

Cleansed damp hair has a slightly opened hair structure that allows the pH acid colouration to deposit and develop pigments in the gentlest way for best results in terms of shine and durability.



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## **What's the main difference between a traditional Alkaline colouration and an Acidic colouration? How does this affect the hair and results?**

Acidic colourations work on the outer layers of the hair whereas alkaline colourations can penetrate through the cuticle layers deeper into the cortex. Acidic colour is demi-permanent and, pH.D is no exception. It does not lift or shift the natural hair colour as it deposits only. Alkaline formulas can shift the natural hair depth throughout the cuticle layers and the outer cortex and expose warmth. Additionally, Alkaline formulations generate more permanent colour results.

## **When would I choose pH.D over a TONER?**

pH.D is mixed with SHADES therefore it has depth in the formula. A TONER has reflects but doesn't have the natural depth in the formula. SHADES + pH.D should be used when you need depth, stronger counteraction, or cooler colour on the end result. A TONER works best for long lasting results when creating pastel colours or when no depth is required in your formula.

## **How do I achieve brighter, more vibrant colours with pH.D, especially when using copper?**

To achieve vibrant results with copper consider adding CLEAR + YELLOW BOOSTER to brighten your result. If you are still unsure contact your distributor or COLOR.MASTER for technical advice.

