



Salermvison

bySalerm



# Salermvision 1 + 1,5 the evolution of color

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With over 50 years of experience in creating formulas and fabricating colors, Salermvision is able to combine experience, avant garde technology, safety in application, and updated formulations.

Born from the root of Salermvision, is Salermvision 1 + 1,5. An ample color chart that guarantees luminous tones, natural brilliance, excellent coverage of white hairs, and longer lasting results.

Built with a potent foundation that protects, nurtures the scalp and hair, thanks to excellent natural oils extracted from almonds, castor oil, wheat germ and selectively quaternized conditioners.

Salermvision 1 + 1,5 is quality turned in to color and profitability. Thanks to 56% more product per application, it's become a basic tool for any professional hairdresser.

Salermvision 1 + 1,5: Healthy protected hair. Longer lasting colors. More profitability.

Salermvision 1 + 1,5: The Evolution.





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1. First Subject

# ■ Strategic Plan for Market Placement

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## ■ Introduction

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Almost five years ago, during Salermvision's presentation, we talked about experience being the most important attribute any individual can possess. It allows anyone the maturity to face everyday obstacles and overcome them successfully.

Leaving no room for argument, it is necessary to add that technology, human as well as material, is necessary to reassure that it's what gives way to evolve and come forth.

For a company that is known in over 40 countries and backed up by over 50 years of experience in color fabrication, VMV Group and its brand Salerm, color signifies the culmination in production of capillary products. That which its I + D lab calls "technologically advanced".

In today's world, driven by the lack of individualism in areas of life, some people feel the need to stand out among others and recover a sense of character. Hair, generally, and most specifically its color, is what allows an individual to be noticed in an exclusive manner in a society that relies on personal image qualities.

As far as research and product development goes, a color formulation is a lab's "right of passage". A breakthrough because accumulated experience is put into the work of creating a color line that responds effectively and efficiently fulfilling the needs of an individual whose desire is to look and feel good. Such individuals that are aware that hair color can improve and brand their personal image.

Today, that alone, isn't enough.

It's not enough to create a color which results are longer lasting each time. Such color should also focus on taking care of the scalp and hair, reaching reflective levels never before seen in addition to the ease of application, legendary in Salerm's line.

It is essential that this color will serve as a conditioning hair mask able to penetrate the hair like no other line out on the market.

In the VMV Group, after having worked for more than half a century fabricating colors, it's been achieved to rise higher than the standards set by Salermvision. Task that has been long, tedious, and expensive because it needed to reach a certain level of cleanliness and treating the skin and hair in a unique way achieved by no other in the same industry.

Once again, more than a two year research costing more than four million euros has been necessary to find a new color molecule fixation system baptized as the new generation of micro molecular colorization exclusively of Salerm. Capable of fixing coloring pigments in the most internal areas of the hair shaft. Areas that can withstand attacks from shampoos, sun exposure, salt water, chlorine, and other treatments that can affect the longevity of hair color.

As always, it was essential for the Application Laboratory, situated in the Salerm Academy & Technical Centre, to carry out certain tests with daily scenarios in various countries to ensure the correct results depending on hair types until Salermvision 1 + 1,5 was deemed efficient on all hair types.





Along with a hydrating cream, the same for which Salermvision is an icon in the coloring industry, that has now undergone modifications that make it more efficient.

In order to keep up with a market that demands constant change, the amount of product has increased per packaging. Each tonality has been modified so a 1 + 1,5 ratio with the peroxide will give the professional 56% more product per application.

All this time and work invested has as its objective to strengthen Salermvision, strength needed to make Salerm a company that countries and professionals trust in. Keep being trustworthy so it can continue being a pioneer in the improvement of hundreds of thousands procedures in hair salons around the world.

The product is all set.

Our production companies are ready with capable productivity to take on this new challenge.

Our professionals are ready to assist and showcase the qualities of the new Salermvision 1 +,5.

Now, it's time to gather all the effort and dedication to present and sell the product making sure it's everywhere Salerm is known.

In this manual, almost book-like, are the key points on how to understand the importance of the Salermvision evolution. Also included is the breakdown of it's components and application procedures.

It is necessary to become a good aide for consultation of those who use Salermvision already, as well as those who haven't had the chance to.

All of that allows VMV, and its brand Salerm, to bring to the market a scientific breakthrough in the color world, the new Salermvision 1 + 1,5.

The evolution.

Evolution we will get to know in the following pages.





# Objectives

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In the moment in which it was decided that Salermvison's formula needed a makeover, it was kept in mind the accumulated experience in the years it has been on the market to give way to changing necessities.

All I +D projects tend to be long and difficult because a series of in-depth tests have to be carried with each of its components.

With color the process gets tedious because each tone must be treated as a different formula, as if there were (in this case) 93 different products going out on the market.

In conclusion:

1. Keep all characteristics that make Salermvison stand out from others out in the market. Qualities such as the low levels of alkaline agents, the presence of a hydrating creme base unique in the business, the purity and efficacy of the reflective components, and the capability to be used on all hair types no matter race or country.
2. Open new color clientele in countries that are familiar with VMV Group as well as professionals that know of Salerm products but haven't had the opportunity to work with the color.
3. Improve presentation with safer packaging in the box as well as in the tube to promptly identify the product to prevent results other than those desired due to misinterpretation.
4. Incorporate identifiable colors on boxes to make it easy to distinguish and store in salons.
5. To make up a new color chart system which includes new tones. The color industry keeps changing and this gives way for new colors to replace others that come and go.
6. Prepare the system for incorporation of future Salerm color lines.
7. Increase the amount of product per application. 60ml is enough keeping in mind that everyday more and more people opt to change their tonality during shorter periods of time.
8. Provide the professional more tones to choose from and mix crating a more personalized color application.
9. Take advantage of technology with all of VMV Group's lines to ease the use of toners and fantasy colors, grouping them in one formula.





10.  
Relocate the tones that were in separate in smaller charts and placing them in corresponding families or creating new ones.
11.  
Increase in the color setting power by adding Salerm's micro molecular coloring technique to all of the tones in this line.
12.  
Increase in the conditioning substances so Salermvision can continue to be easy on the hair.
13.  
Ease the transition from Salermvision to Salermvision 1+ 1,5 with offers and promotions for the market.

All these objectives have been listed through the fabrication time period of the new Salermvision 1 + 1,5.







# Product Presentation

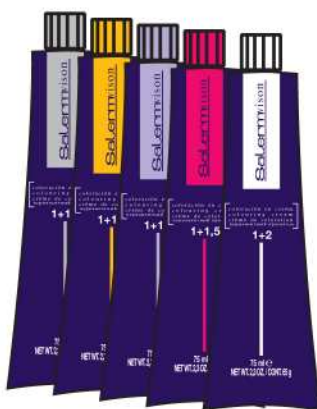
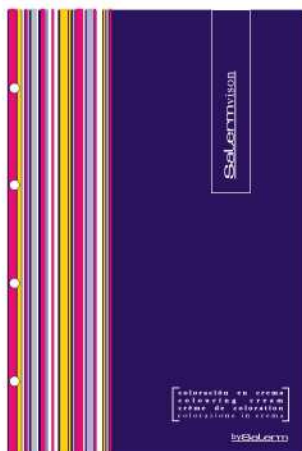
One of the main objectives to fulfill is that all salespeople (including technicians) are able to transmit all of the characteristics of the new Salermvision 1 + 1,5.

We all have to be on the same page, with the same concepts and the same objectives.

The first key point is to make the professional aware that the virtues of the Salermvision were kept in this new formula. Like the potent treating agent, the fidelity of reflectors, easy in tone mixing, great white hair coverage, and its longer lasting results.

None of this is lost with the new Salermvision. Actually, what it does now is take the qualities and kick them up a notch along with new ones. New ones such as an increase in product and a mix with a one to one and a half ratio.

The new FC tones, colors from the new creation, the integration of two charts, the formula's treating agent boost, the incrementation of coverage of all tones, and longer lasting and stability of reflectors.



All these qualities must be described by all team members in the same manner, speaking the same terms and pursuing the objectives written in this book which were achieved in the testing period of this product.

No product in the world would have good results for the professional without a thorough explanation from salespeople or technicians which is why the success depends on the efforts made.

In the following chapters of this book are described meticulously tone to tone the changes applied so it can help as a base for the product before the professional working with them.





## Updated Product Presentation

Inside the I + D product's plan and the product's presentation, a new image has been established.

The name is kept, because as we have previously stated, Salermvision has become a known product out in the market trusted by thousands of professionals around the world for daily usage. The name along with the logo have stayed the same. The only additive is the 1 + 1,5 characteristic which defines this new evolution.

One of the updates worth discussing is the assignment of a color as a cover and back fold to each one of the reflective families. Of course keeping the violet background common to each line.

This system allows an immediate optical identification of the color in search of. Even where back stock of every hair salon where all tones are kept.



nature  
máxima  
cobertura  
ceniza  
perlado  
e irisé



doré  
beige  
marron doré  
marron intenso



marron cobrizo  
marron caoba  
mezclas  
especiales  
mora violin  
brasil  
dorados calidos  
violetas  
cobre  
orange red  
cobre rojizo  
caoba  
rojizo  
rojo caoba



blond magic



fantasia  
&  
correctores



salermix contrast

The name and number of each color is now printed in both sides of its packaging box, allowing it to be seen either way it's placed.

The eight languages in which the color is presented in is also printed on both sides of the box to have better visibility.

As far as the color tube, the cap is the same color as its corresponding family, visible if the box is discarded.

The number is now laser engraved making it strong enough to withstand damage that could possibly erase it. Each tube's identification is now secure.









The physical placement of the number is now closer to the cap. That way, if the tube is ever folded to be used in one fourth increments, the number remains visible and easily identifiable.

The product amount is another updated that now takes the product up to 75ml.





The mixing ratio with peroxide has also changed. It is now a 1 + 1,5 giving it a 56% boost to each application.

		
 4/4	75 ml./ 65 gr.	MIX  112 ml./ 97 gr.
 2/4	37 ml./ 32 gr.	MIX  56 ml./ 48 gr.
 1/4	18 ml./ 16 gr.	MIX  28 ml./ 24 gr.

The pamphlet inside the box undergoes a complete makeover. Incorporating new graphics that make the application procedure crystal clear with new languages due to high demand of placing the product in countries where the VMV Group and its brand Salerm are known.

The color chart changed also following the recommendations expressed by the group's sales-people.

The families are placed in the same manner as the previous chart. Placed vertically and in order from darkest to lightest.

The numbering kept its basic standards that were acclaimed internationally among professionals taken from the previous Salermvision chart.

For a faster recognition of the tones, a series of tabs colored to correspond with the box all different for each family.

Through out the box and tube are bits and pieces of information regarding mixing and application of each color group and situations in which a change of family can be made in order to refresh the professional's knowledge.





On some color chart tones, next to the number, there will be a blue or green colored square or a green circle. This means that the color is available in new color lines and that it's in the testing process and has a release date.

The blue square represents SalermSoft, previously known as Color Soft.

The green square represents SalermShine, a new creation.

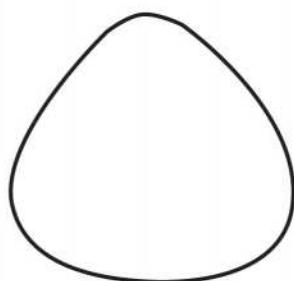
Lastly, the the chart design has been created keeping in mind further modifications with a system divided into tone families giving way to giving room to add new colors by only changing a certain part of the chart.

This decision has been taken so that there will be no additional color charts. Future additions such as SalermSoft and SalermShine will go under Salermvision.

This guarantees the comfort of the professionals because all of Salerm's color line's information will be in the same place.



**castaño** claro  
light **brown**  
**châtain** clair  
**castano** chiaro



2. Second Subject

# Salermvision's Technical Aspects

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# Definition of a Formulated Hair Color

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To begin with, one must be aware of the principles that make up a formulated hair color so that the audience will have a general understanding of the hair coloring process and therefore able to explain with technical terms the product qualities and answer any questions a professional might have.

Hair colors, such as Salermvision 1 + 1,5, work together with developers.

Salermvision 1 + 1,5 is classified as a permanent hair color.

It works with organic synthetic oxidizing colorants, distinguished because the result is the sum of the developer's ability to strip the natural pigmentation and the color the tube offers.

The addition of both gives the final result.

Each person's natural pigmentation is different, generally categorized by race. Therefore obtaining a different result on each person the color is applied to.

**The previous hair color and percentage of gray hair should always be kept in mind when choosing a color because the color wanted might not be the color needed to be applied.**

Either way, an experienced professional should always be able to calculate the end result of a color on each individual. There's guidelines to follow (such as base color, gray percentage, previous color applied, etc.) that allow a precise estimate of the outcome.

The color change effect is achieved by the combination of the color with a developer, adding on to what was previously done to the hair.

Salermvision's 1 + 1,5 main characteristics are:

- They're instantaneous. In a time period of 30 to 40 minutes (depending on the color) a permanent hair color is achieved.
- They have more coverage in all tonalities, following the basic laws of colorimetry.
- Greater resistance to fading out based on porosity of hair and the frequency of which an individual washes the hair.





- Its effect is permanent because once the hair color is changed it will remain like that for an undefined period of time with the logical fade out that natural colors also undergo.
- A stripping of the natural pigments happens simultaneously with the replacement of artificial ones.
- That's where the reflectors come in play so that the colorimetry laws will not be broken and causing unwanted tones to be present.
- The color wanted by the client might not be the color that needs to be applied, given that the basic laws of colorimetry must be followed.
- Keep emphasis on the laws that state "color won't lift color, it can only darken" (Salermix Contrast being the exception) and mixing colors with primary reflectors add up with each other and the complementary ones cancel each other.

As of right now, permanent hair colors along with semi permanent hair colors (such as Color Soft) and correctors are the ones that take up the majority of the color industry.

**Definition of a formulated hair color: coloring formula capable of partially eliminate melanic pigments causing a partial discoloration that gives way for organic synthetic colors to provide colors lighter, same as, or darker than the individual's original hair color.**

Salermvision's 1 + 1,5 formulated color has four fundamental components which are:

- 1- The Salerm Cream Oxidant
- 2- Alkalizing agents (Salermvision 1 + 1,5 has the lowest amount out in the market)
- 3- The colorants (color forerunners)
- 4- Added substances such as moisturizers, reconstructors, conditioners, and agents that protect the hair and scalp. In Salermvision 1 + 1,5 the additives used are castor oil, sweet almond oils, wheat germ and selectively quaternized conditioners.





The functioning system is quite simple.

The Salermvision color is mixed with the oxidant.

It is in this step that the oxidant begins to transform the colorants in the tube.

This process is necessary to convert the chemical substances present in a color formula (revealing the pigment)

At the moment the mixture makes contact with the hair, the alkalizing component in the formula is in charge of separating the cuticle to facilitate the color entry.

The oxidant that keeps developing all of the formula's colors is also discoloring (erasing) all of the hair cortex's natural pigments.

In the final stages of the developing time, the interchanging coloring substances and pigments takes place because artificial color adheres to the natural one filling in the pigments eliminated by the oxidant.

The final hair color is visible at the moment, just before removing the color and washing the hair.



In conclusion:

Step 1: By mixing the color with the oxidant, the process of developing the colorants in the formula begins.

Step 2: When the mixture comes in contact with the hair, the alkalizing agent is in charge of "opening the door" (opening the cuticle) to allow entry of the mixture of oxidant and colorants (which cannot pass the cuticle on its own being an acid).

This process can weaken the hair, but not with Salermvision 1 + 1,5 because of the levels of alkalizing agents the formula contains. Levels much lower than other brands.

Along with hydrating substances and a cocktail of vegetable oils, Salermvision 1 + 1,5 is a very treating formula that's gentle to the hair.







Step 3: The oxidant begins the stripping (discoloring) of all natural pigments.

Step 4: Simultaneously, pigments already developed fill up the space the oxidant has discolored.

Step 5: Once the developing time is up, the hair is shampooed with a specific shampoo (Protein or Biokera) that closes the cuticle and sets the hair color. The use of Protect Color is recommended.

Step 6: The obtained color is the sum of the color applied and the color it turned out to be after developing time which is why there's a difference between painting a surface with paint and coloring hair.

We can state that a color like Salermvision 1 + 1,5 eliminates part of the hair's natural color, lightening it, to substitute the gap with the color that's in the tube and sum of both procedures gives us the final color that will go on the hair.

**Color applied + discoloring of the pigment by the oxidant = final hair color.**





# Chemical Characteristics of a Salermvision 1 + 1,5 Formula

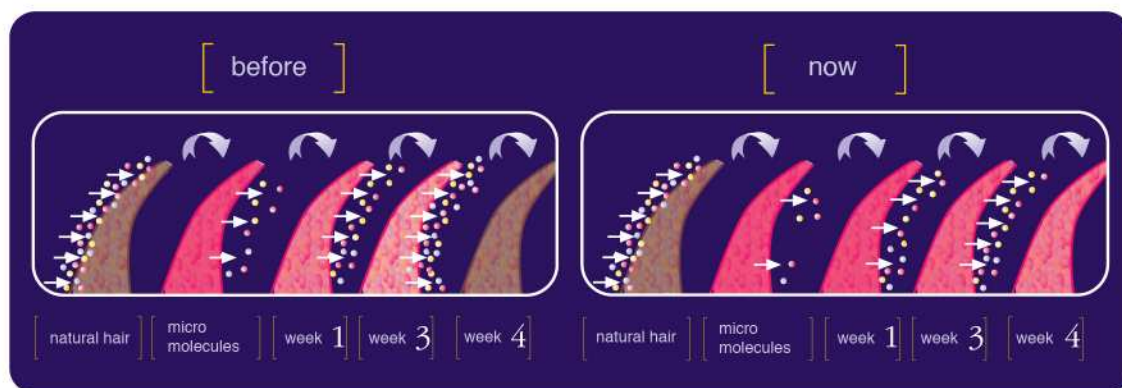
The new Salermvision 1 + 1,5 keeps all of its traits that have made Salermvision the line that protects the hair during and after the process of coloring.

Accumulated experience and constant improvement studies that take place in the VMV Group's I + D Laboratory, have helped to further improve new Salerm color.

Prominent components are:

1- Following Salermvision's footsteps, a cream base is still being used. It acts as a hair mask that protects the scalp and hair during the color application. A cream to which pigments are added to achieve the desired color. Now, the viscosity has gotten a boost so the mixture will have a greater content of hydrogen peroxide bringing a creamier product that adheres better to the hair so there's greater coverage of gray hairs and the developing time and the setting of pigments will have optimum results.

2- The famous "colorant cocktail", created in the VMV Group's I + D Lab, has been incorporated to obtain clean cut colors with deep reflectors and brilliant hues, unique in the market. Thanks to the new generation micro molecular colorant system, a Salerm exclusive, pigment mobility to interior layers of the cortex is possible. Integration needed for greater durability, intensity and chromatic vitality. The pigment molecules are pure and minute, and when placed away from the cuticle, they can withstand washes, atmospheric agents, and the effects of hot styling tools etc. Studies have shown that the more pure and smaller the color molecule is, the better and longer lasting the results will be. It's no good to create spectacular pigments in the layers closer to the cuticle if they're less resistant, less stable, and less durable as a consequence. By adopting this technology, the new Salermvision 1 + 1,5 becomes the color with most duration, greater intensity and chromatic vitality and more stable hues in the market.





The system that controls oxidizing and alkalizing substances has been altered, necessary to reduce its presence without losing coverage and natural base lightening qualities. Keeping treating the hair and scalp as its main objective during the application.

This way, one of the market's lowest lever of alkalizer is achieved, incrementing the softness and protection of the shaft.

4-

With accumulated experience in research, developing and fabricating new tones and lines known for high levels of rehydration (Biokera, Pro.line, Salerm 21, for example) it is assured that the same intensions of taking care of the hair and scalp will be kept in the new Salermvision 1 + 1,5. Additive substances with natural origins, such as wheat germ oil, almond oil, castor oil, and quaternized conditioners, that act regulating color absorption in sync with the shaft's porosity.

All these substances depend on the vehicle that drive them to the hair's cortex. Salermvision's 1 + 1,5 creamy hair mask base assures effectiveness in the protection of the scalp and hair.

**Hydrating components and natural restructurants present in Salermvision's formula are:**

● **Wheat Germ Oil:**

Oleaginous extract form germinated wheat seeds. Natural source of vitamin E (antioxidants). Brings vitality and hair shine. Recommended in treatments for dry or damaged hair.

● **Sweet Almond Oil:**

Extracted from the amygdalus communis tree, dulci variety, made up of oleic acid and vitamins A and E.

Dispersing properties of coloring pigments.

Properties that moisturize the hair and dermis, protecting scalp and hair from chemical procedures.

Refracts solar rays creating the effect of shiny hair.

Hydrophobic properties that guarantee stable hydrolipidic balance throughout time, which translates into more vibrant colors while the hair keeps natural properties.

Balancing properties that treat dry or irritated skin.

● **Castor Oil:**

Obtained from ricinus communis seeds.

Made up of triglycerides from unsaturated fatty acids (ricinoleic, oleic, linoleic).

Solubilizers and transporters of colorants. Facilitates penetration of the fiber and allows homogenous dispersal throughout.

Lubricating properties that stabilize the lipid balance of the hair and dermis, preventing the typical drying out that comes with salon procedures.

Properties that protect the hair and give a healthy aspect for a longer time giving life to color applied.

● **Quaternized Conditioners:**

Quaternized conditioners used exclusively by Salerm have three characteristics that define them: Conditioning, because they're micro molecules that will totally cover the capillary fiber with an even shield and invisible protector that will bring manageability of the hair, wet or dry, and great shine at the end result. This characteristic is common among many conditioners, but what makes it exclusive to Salermvision 1+ 1,5 is that it is quaternized. Meaning that chemically modified to present positive charges along the structure which will neutralize electrostatic charges that are produced when the hair is styled.

The trait that allows for more conditioner to be deposited in areas that need it the most, and less where the cuticle is best conserved. It optimizes the deposit of conditioner over the hair and obtains colored hair with a uniform treatment all throughout the hair.





# ■ Updates on Salermvision's 1 + 1,5 Formula

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From a technician's point of view, the new Salermvision 1 + 1,5, maintains all of the technical characteristics that have made its ancestor a reference point in the professional color market.

Also, characteristics have been added that will improve profits, durability, and the result of the product.

Emphasis on the following:

1- The principle of working with a cream base is kept. However, more treating substances have been added to this base, specially the selectively quaternized conditioners.

2- Salerm's exclusive micro molecular colorant technique is applied to all tones. Molecules that are transported to the interior of the cortex's layers integrating complete to provide longer lasting results, greater vitality and intensity, and more stable hues.

3- The alkalizing levels are kept the same, still being the lowest in the market. The measurement being 1,66 with some being 0 and the Blond Magic that goes to 2,8 but still far away from 4 and 4,5 where all other brands stand. This ensures extra care in the hair during the processing period with no damage or dehydrating.

4- The amount of product in each tube is incremented from 60ml to 75ml, which makes Salermvision 1 + 1,5 in one of the most profitable lines out in the industry.

5- The amount of oxidant in the mixture gets adjusted going from a 1 +1 ratio to a 1 + 1,5. This gives the product a 56% boost. This is enough for someone who has let more than a month pass since the last application.

6- New colors have been added to compliment the most used color families and to establish new reflectors that make it easier to mix more and better colors in the new Salermvision 1 + 1,5.

7- The fantasy and corrector colors are combined in one family with a new formula so they can be used in both cases: when a fantasy or corrector are needed and when a fantasy color wants to be achieved.

8- The outdated colors have been removed from the chart as well as those less frequently used. A minimum of one tone per family is kept to allow mixtures without losing possibilities.

9- New reflecting families are created, including tones that were previously on the smaller two charts.

All these updates make Salermvision 1 + 1,5 in to a color chart that puts in to good use the more than 50 years of experience in fabricating color at the same time it incorporates technical advances obtained by the daily use of millions of professionals around the world. Tidbits that have been transmitted by commercial agents and adapted in the new Salermvision evolution.





# Color Chart Nomenclature

When it came time to work on the color chart, it's essential for the professional to know the correct way to interpret the numeration of the tones.

It is advisable to use the numbers as guides, and not the names. The names can lead to errors because they do not always describe the tone and hue of the color.

In the new Salermvsnion 1 + 1,5, the use of the international tone enumeration system was kept because it is known among most professionals and the one taught in the majority of cosmetology schools.

In this system the first number represents the tone, in accordance to the natural scale.

The second number stands for the reflection, according to the natural tone.

The third number is the hue, in accordance to the reflection and natural tone.

The fourth number, if any, is the graduation of the hue.

## Definitions:

**Tone:** In a natural color, is the level it stands on in the scale that goes from black to platinum blond.

**Reflection:** The property that reflects or redirects light. The reflection affects the tone, modifying it without changing the base color.

**Hue:** Is the graduation that a color might have that differentiates them even if they are closely related and or have the same reflection or tone.

In the Salermvsnion 1 + 1,5 color chart, a color will have only one number if the color is natural. (For example, 6 Dark Blond)

If there's a number after the coma, the first one is the tone and the second one will be the reflection. (Example: number 7,3 Golden Blond, is a blond tone with a golden reflection.)

If there's a number and two numbers after the coma, the first one will be the tone, the second will be the reflection, and the third one the hue of the reflection. (Example: number 6,46 is a Dark Blond, orange reflection, and red hue.)

If there's a number and three numbers after the coma, the first one will be the tone, the second will be the reflection, the third one the hue of the reflection, and the forth one the gradient of the hue.

This way, with the definition of tone, reflection and hue, a color can be identified without the name making it easier the mixing of different tones.

**reflection**

7, 335

tone      hue

**blond brazilian chocolate**





# Basic Salermvision 1 + 1,5 Pigments

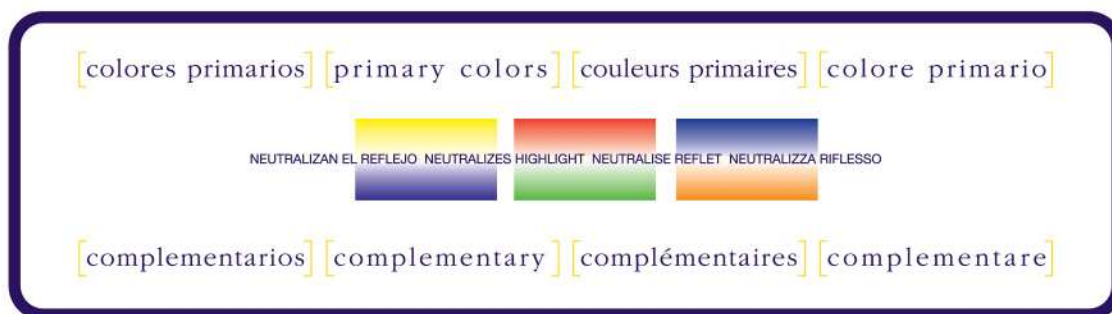
When it came to deciding the color to be applied, it is fundamental to know the basic pigment each reflection of color in the chart. Following the principles of colorimetry, the outcome can be calculated based on the reflectors. (basic pigments)

Normally, the basic pigments vary from chart to chart. There is a basic nomenclature that is known internationally and taught in schools.

In Salermvision 1 + 1,5 such nomenclature has been adopted because it is commonly known by professionals from all over the world.

This is the reason professionals appreciate the information provided by manufacturers that informs of what primary color is present in the tones. It is also why technicians should know such reflections, to instruct with detail and efficiency the hairdressers that require it.

The first thing to know is what the three primary reflectors are, and the secondary or complementary that have the power to neutralize among each other.



As the picture shows, the primary reflectors are the following: yellow, red, and blue.

The secondary reflectors, made from a combination of two primary ones at 50%, are: purple, green, and orange.

The complementary reflectors that neutralize each other are the following:

Purple neutralizes yellow and vice versa.

Green neutralizes red and vice versa.

Orange neutralizes blue and vice versa.





In the Salermvision 1 + 1,5 chart, each enumeration after the coma describes the reflection according to the following table:

#### Basic reflections in Salermvision color charts.

<b>Nature Family 0</b>	<b>basic blue reflection</b>
<b>Ash Family 1</b>	<b>basic blue gray reflection</b>
<b>Pearl Family 2</b>	<b>basic white grayish reflection</b>
<b>Gold Family 3</b>	<b>basic yellow reflection</b>
<b>Copper Family 4</b>	<b>basic orange reflection</b>
<b>Mahogany Family 5</b>	<b>basic red blue reflection</b>
<b>Reddish Family 6</b>	<b>basic red reflection</b>
<b>Brown Family 7</b>	<b>basic neutral brown reflection</b>
<b>Blue Family 8</b>	<b>basic pure blue reflection</b>
<b>Purple Family 9</b>	<b>basic purple reflection (blue and red)</b>
<b>Smoke Family 11</b>	<b>basic intense gray reflection</b>
<b>Silver Family 12</b>	<b>basic bluish gray reflection</b>
<b>00 Family</b>	<b>absence of reflection (pure tone)</b>

In order to facilitate the work of the hairdresser, during the Salermvision's 1 + 1,5 testing period the following family groups are:

- Nature Family:** Neutral blue base (neutralized gray)
- Maximum Coverage Family:** Base with neutral reflection.
- Ash Family:** Intense blue base. (very gray)
- Pearl Family:** Purple base, with more blue than red.
- Irise Family:** Intense blue base with part neutral yellow.
- Gold Family:** Neutral gold base.
- Beige Family:** Yellow base with small blue part.
- Golden Brown Family:** Brown base with a light touch of yellow.
- Dark Brown Family:** Pure brown base.
- Brown Copper Family:** Brown base with intense orange.
- Mahogany Brown:** Brown base with a touch of blue and red.





### In the Special Tones line:

- 1,88 Black Blue is intense blue
- 6,64 Rock Fire is orange with great quantity of red.
- 7,52 Marrón Glacé is a red blue neutralized with brown.

**For the Black-Berry Violin family:** Red purple base

**For the Brasil family:** Brown base, yellow and a touch of blueish red. In Cacao Brasil, brown with purple.

**For the Warm Golds family:** Dim gray with bluish red, yellow with bluish red and intense yellow with orange.

**For the Purple family:** Purple with bluish red and purple with red.

**For the Copper family:** Orange base.

**For the Orange Red family:** Intense orange base.

**For the Reddish Copper family:** Reddish orange base.

**For the Mahogany family:** Bluish red base. (subtle purple)

**For the Reddish family:** Red base.

**For the Mahogany Red family:** Red base with small part of blue.

**To be able to mix colors successfully, it must be kept in mind that the color applied is added to the result of the oxidizing natural pigments, product of the oxidant.**

### For the Blond Magic family:

- 10 neutral base.
- 10,1 lightly gray base.
- 10,12 lightly purple base.
- 10,3 very dim yellow base.
- 12,112 intense blue base derivative to pearl. (to neutralize yellow)
- Clear 0,00 lack color because its function is to help lighten other tones.

**For the Fantasy & Correctors family:** In the family the primary color is the same as the strand.

**For the Salermix family:** Red, purple, and orange primary base.







With the knowledge of basic reflections comes the effectiveness of the results obtained.

In order to neutralize colors or to make them potent, it is essential to know the reflection each chart brings and the correspondence in the scale of primary, secondary, and complementary colors.

Practicing, the professional must first calculate the function of the neutral base of the hair to be colored and the percentage of gray, what will be the oxidation of the coloring process, and what reflector must be applied to neutralize or empower the result therefore having a positive outcome.

Basically, this is the art of coloring hair causing the color wanted not being the color that is going to be applied.

The natural pigmentation oxidation on each individual varies in function with the amount of pigment (skin color) and there's no mathematical equation for that. It is necessary for the professional to calculate, case by case, the color applied in function to the color wanted. Although a bit difficult to explain in a book, it is enough to know primary pigments of each family in the chart in order to be able to inform the professional when necessary and convenient.

The rest is up to technicians to learn in courses or salon assistance.





# ■ New Salermvision 1 + 1,5 Colors

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At the beginning of the new Salermvision's 1 + 1,5 color chart it was kept in mind the need to put out new colors.

This time, instead of just choosing fashion colors, the criteria was broadened and colors that complemented existing families were brought along with with new Salermvision 1 + 1,5 creations.

Analyzing the chart, it was concluded that there was already enough browns and warm blonds. Giving way for additions in medium and dark tones, insufficient in already concrete families.

It was decided to put out six new colors, ranging in 3, 4, and 5, to increase the chromatic possibilities of the chart as well as the reflectors at the hands of the professional.

Now, let's take a run down the new tones.

**5,31 Light Brown Beige:** Destined to cover the darkest branch of a family that is known for great coverage and chromatic neutrality, the result is a beige tone appreciated well by clients.

**5,73 Light Brown Golden Blond:** Tone in the golden brown family, at a 5 altitude that makes it easy to mix with other colors.

**4,77 Brown Dark Brown :** One more possibility in one of the most successful families in the Salermvision chart, on the dark side, given that there is demand of brown tones at level 4.

**4,74 Brown Brown Copper:** Another brown at level 4 to complement mixing possibilities, a warm brown meant to be used on its own or in combination with other tones.

**3,69 Dark Brown Black-Berry:** This is a tone just as special as its brother 1,69, and it is the only case in which the level has been lifted giving way to mixture in between lighter bases.

**5,735 Light Brown Brazilian Chocolate:** A special color that contains a combination of brown, gold, and a light touch of mahogany, making it special because at a level 5 it can fan out in application, specially on darker bases.

In the new Salermvision 1 + 1,5 chart, is the absence of colors that are outdated in a fashion's point of view based on the low demand in the last two years.





All in all, in none of the cases has a complete family been removed from the color chart, and as a minimum one tone of each has been kept to carry out mixtures in which cases the professionals have kept a close eye on.

### NEW TONES

- 5,31** light brown beige
- 5,73** light brown golden blond
- 4,77** brown dark brown
- 4,74** brown brown copper
- 3,69** dark brown black-berry
- 5,735** light brown brazilian chocolate

### NEW FANTASY & CORRECTORS

- fc1** green
- fc3** gold
- fc4** orange
- fc6** red
- fc8** blue
- fc9** purple
- fc12** silver

### ELIMINATED TONES

- 6,12** dark blond pearl
- 7,12** blond pearl
- 9,12** extra light blond pearl
- 6,13** dark blond irise
- 8,13** light blond irise
- 8,44** orange red
- 0,0** control color

The third update in the chart is the presence of new formulas that bring together fantasy colors and toners in one, its nomenclature being "fc", a synthesis of the name Fantasy & Correctors.

With the new generation in micro molecular colorants, an extraordinary purity of reflectors is obtained with Salermvision. That is why the same formula can be used as a fantasy color and a corrector with the advantage of tones not darkening.





# Salermvision 1 + 1,5 Application Guidelines

## ALL TONES, EXCLUDING BLOND MAGIC

The application of Salermvision 1 + 1,5 is similar to Salermvision.

The most important hang resides in the amount of oxidant per tube. It has been changed to a 1 + 1,5 proportion.

The new Salermvision 1 + 1,5 is valid for any work technique that the professional decides to perform.

As far as the application systems go, they can be divided in to major groups:

### FIRST TIME APPLICATION

1- If the person has never colored their hair, before beginning the process, a patch test must be completed. 24 yours later, if there is no reaction, apply the desired color with a 30 or 40 vol. oxidant.



2- Without touching the new growth, apply color from mid-strand to ends. Let it process for 25 minutes.

3- Do not wash hair yet.





4/5- Apply color to new growth with a 20 vol. oxidant without overlapping color on mid-strands and ends. Let it process for 30 to 45 minutes if using Blond Magic.

6- Once processing time is up, rinse with water and shampoo hair with a specific shampoo from the Salerm line.



### FOR SUBSEQUENT PROCEDURES



7- Apply color to new growth without touching mid-strands or ends. Let it process.

8/9- After applying the rest of the color on mid-strands and ends, let it process. Processing time is 30 minutes except when using Blond Magic which should process for 45 minutes.



10- After processing time is up, rinse with water and shampoo hair with a specific shampoo from the Salerm line.





## FANTASY & CORRECTORS

The Salermvision correctors (fc) are valid to increase or neutralize reflectors, mixed with any other color on the chart.

### CORRECTOR APPLICATION GUIDELINES

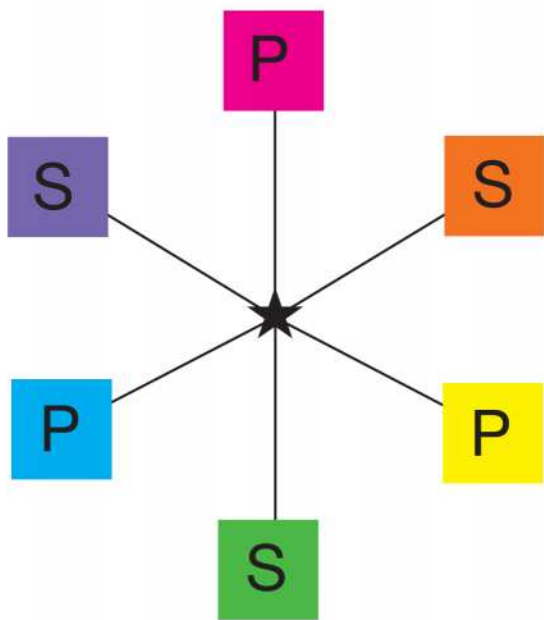
Add to the mixture of colorant and oxidant in small proportions of the chosen fc corrector following the norms of colorimetry.

**When adding the corrector, the normal amount of oxidant should not be increased.**

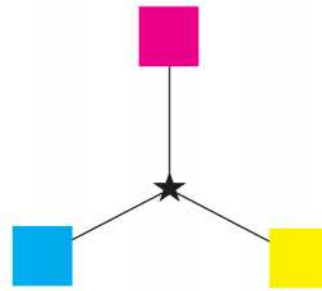
For example: 75ml of 6,35 + 10ml of fc4 mixed with 112ml of oxidant, should be the same if 6,35 was being mixed on its own with no corrector, keeping the same quantity of oxidant.

### APPLICATION GUIDELINES FOR FANTASY COLORS

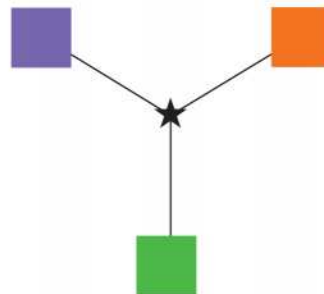
- 1- Pre-lighten hair to necessary level. Rinse, shampoo, and dry the hair.
- 2- Apply the chosen fc color in pre-pigmentation mode, meaning that no oxidant will be mixed with the color. Do not rinse, let it sit for 10 minutes.
- 3- Add a bit more of the fc tone, but now mixed with a 10 vol. oxidant in a 1 + 1 with a Color Soft Developer. Let it process between 20 to 30 minutes according to the hair's porosity.
- 4- rinse, shampoo with a Salerm shampoo and finalize the application with a Protect Color sealer.



### PRIMARY



### SECONDARY





## SALERMIX CONTRAST

### APPLICATION GUIDELINES AS A CONTRAST COLOR

A- Mix one part Salermix Contrast with two parts Salerm oxidant, with a time processing time of 45 minutes. Additional heat is recommended.



### APPLICATION GUIDELINES AS A TONER OR LIGHTENING REINFORCER

B- Chose a Salermvision tone. Add an amount of Salermix Contrast chosen to intensify the reflection or neutralize it.

It must be kept in mind that the Salermix Contrast reinforces the lightening power of Salermvision in which the ratio can vary from 1 + 1,5 to 1 + 2. Remembering, the greater amount amount of oxidant and more grams of Salermix gives greater lightening of the resulting color.



3. Third Subject

# Additional Information for Mass Market and Technicians

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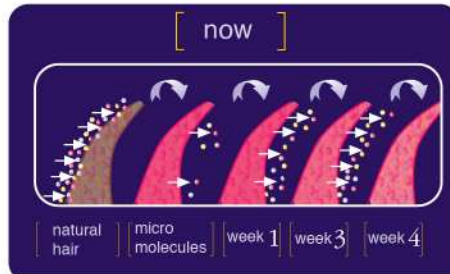


# Salermvision 1 + 1,5 Sales Pitch

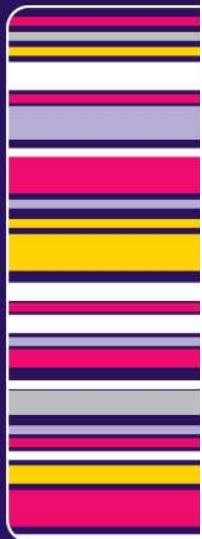


As a sales pitch, emphasis on the following should be made:

- Over 50 years fabricating color make it possible to combine experience and latest technology to updated formulation present in all Salermvision color lines.
- Revolutionized cream base (Creambase 562 E) with the same conditioning power as all of Salermvision's colors, but now with greater capacity to penetrate the hair to facilitate the coloring action.
- Increase in the coverage power on all tones, thanks to the new technology used in the formulas.
- Salerm's exclusive micro molecular colorant technique is applied to all tones. Molecules that are transported to the interior of the cortex's layers integrating complete to provide longer lasting results, greater vitality and intensity, and more stable hues.
- Color fixation in the layers closer to the cortex and farther from the cuticle: greater resistance against fading.



- The new 1 + 1,5 ratio along with the increase of product in each tube gives the professional 56% more product in each application.
- Pure colors, more brilliant, more stable, more resistance.
- Excellent kindness to the hair and profound respect for the scalp, now increased the selectively quaternized conditioners.
- Three tones specially formulated for gray hair coverage, that color without darkening.
- Branding each box with a label that matches each family with numbers clearly labeled and names in eight different languages.
- New tube presentation to modernize Salermvision without losing the essence of the brand.
- Unique fashion tones that were formulated based on daily practice and updated trends.
- New tones that complement the most used families, specially in the medium and darker tones, necessary to create more mixing possibilities.
- The joining of fantasy colors with correctors to form one family.
- Bringing all of Salerm color lines to one chart.
- Colors that fulfill every professional's needs: easy to mix and apply, more product quantity per application, greater purity of color, greater resistance, more shine, greater coverage, and gentle to the hair scalp.





# ■ Habitual Problem Solutions

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Before and during a hair coloring procedure unwanted results may appear, the majority of the time the cause can be avoidable.

In this chapter some of the most common problems and solutions are described.

**- The color has done nothing to the hair and the mixture is too dark when applying it.**

As described in a previous chapter in this book, the color develops with the hydrogen peroxide as soon as they mix. That is why the color must be applied immediately after mixing it with the oxidant. If time passes by, it oxidizes, the mixture darkens, therefore losing lightening power and won't cover gray hair.

**- The color doesn't cover gray hair.**

Pay close attention to the mixing quantities. Greater amount of oxidant equals less coverage. The colors mixed with the wrong ratio don't cover gray hair.

**- The color fades too fast. It's fine the first day, but a week later it is dull and washed out.**

Again, pay close attention to the mixture. A greater amount of oxidant will give way to a lesser pigment concentration, therefore lasting less. In over porous hairs, techniques such as pre-pigmentation should take place.

**- The color stains clothing after the application.**

In all cases, but specially with red and black tones, it is necessary to rinse and shampoo the hair thoroughly after the application. It is recommended to apply Protect Color to avoid later problems.

**-The color stains a lot and it's difficult to get stains out.**

Salermvision 1 + 1,5 is one of the colors that stains the least. Either way, it can be avoided if the skin protector in the Technique line is applied. Also, Dermoclean can be used.

**- A corrector color has been used but there's no results.**

It must be remembered that when using a corrector, a greater amount of oxidant must not be added to the mixture. Example: a 6,3 plus 10 grams of corrector fc3 gold, will still be mixed with a 1 + 1,5 ratio.





**- The tone Clear 0,0 stings when in contact with the skin.**

Normally, this tone should be used mixed with other Blond Magic tones, not on its own. The lightening potency makes it stronger, therefore it is advisable to be used along with other tones.

**- Blond Magic tones always sting when in contact with the skin.**

Once again, pay close attention to the oxidant amount. (in this case, 1+2) An excess of oxidant can cause stinging when mixed with any of the colors. Do not use an oxidant higher than 40 volumes. Use a good quality oxidant (Salerm Cream Oxidant). Do not apply on scalps that have gotten washed in the last 24 hours.

**- Can Clear 0,0 be mixed with all of the tones on the color chart?**

It can, but it must not. It lacks sense because it will make the lightening potent but weaken the color fixation, making the color last less.

**- There's no coverage when using a 9 or any of the Blond Magic tones.**

A color applied over a certain percentage of grays will always turn out lighter than what it looks like on the chart, therefore giving the feeling of less coverage. Apply the rules of colorimetry and go for a darker shade to get good coverage and the color wanted.

**- 12,112 goes on blue purple on gray hairs.**

Logically, because the color is designed to lighten darker bases and to get rid of yellow reflectors, not to cover gray hairs. In hair where gray is present, it is possible to mix 12,112 with 10 to diminish the reflection without losing the yellow reflection.

**- I've applied 6,00; 7,00; 8,00; and the hair looks reddish golden.**

These tones are aimed to cover gray hair, that is why they work best with hair that has a 60 / 70 percentage of gray. For fewer percentages, a simple 6; 7; or 8; can be used because they contain a light touch of blue reflector that neutralizes warm reflectors.

This is just a small portion of everyday problems that the technicians assist.

Obviously, not all all written. Therefore, it is advisable that any question, comment, or concern the professional might have, must be presented to a technician for assistance.





## ■ Salermvision 1 + 1,5 and Oxidants

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The mixing proportions of Salermvision 1+1,5 with Salerm Cream Oxidant are the following.

**- For all tones except the Blond Magic family:**

Mix one tube of Salermvision 1+1,5 in the desired tone, with 112ml of Salerm Cream Oxidant.

**- For the Blond Magic tones:**

Mix one tube of Blond Magic Salermvision with 150ml of Salerm Cream Oxidant.

Generally, the oxidant will be chosen as following:

10 Volumes (3%) to deposit color.

20 Volumes (6%) to cover gray hair.

30 Volumes (9%) to lighten two tones.

40 Volumes (12%) for lightening tones.

Perhoxyl for maximum lightening in less time.

Recommended developing time: 30 minutes.

Recommended developing time for Blond Magic: 45 minutes.



# ■ The Importance of Developers in Hair Color



During the Salermvision 1+1,5 research period, it was always kept in mind the interrelation of the color's formulas with the oxidants, because the color must always be used with oxidant.

The technical name for an oxidant is "Hydrogen Peroxide" and its chemical formula is  $H_2O_2$ . In words, two hydrogen molecules and two oxygen molecules.

This product is unstable and decomposes quickly in water and oxygen, giving off heat. Therefore, the production must be cautious, avoiding contamination and taking care of the formula's microbiologic characteristics.

It is important to know that hydrogen peroxide is an energetic oxidant and that when exposed in greater concentrations (above 40 volumes) it can produce lesions and even burn the skin.

The strength of oxidants is measured in "volumes".

The volumes is the quantity of gas oxygen the hydrogen peroxide can give off.

Greater oxygen, greater volume.

1 liter of 10 vols (3%) oxidant gives off 10 liters of gas oxygen = 10 volumes.

1 liter of 40 vols (12%) oxidant gives off 40 liters of gas oxygen = 40 volumes.

Oxidants used in hair salons must be stabilized in order to prevent losing volumes.

The mix between the color and oxidant must always be carried out with a measurer, following the manufacturer's instructions. An excess of oxidant will not cover grays, and if there is not oxidant the color will not be able to lighten the natural hair tone or fixate the artificial color.

A weak mixture gives way to problems in the function of the hair color. Problems that will be blamed on the color itself, when in reality, the person applying the color is responsible for the outcome.

It must be aware that oxidants higher than 40 volumes are banned by law because using them can cause serious burns or injury.

## FACTORS THAT CAN ALTER THE COMPOSITION OF HYDROGEN PEROXIDE.

### HEAT.

Oxidants must be placed on cool dry places away from heat sources.

### SUNLIGHT.

Oxidants must be kept away from direct sunlight. That is why Salerm use non see-through containers.

### ALKALINE PRODUCTS.

Oxidants mix with an alkaliizer to speed up the oxidation. A good oxidant must be acidic and Salerm's Oxidant pH is 3.0 - 3.5.

### METALS.

Just like hair colors, discolorations, and perms, oxidants must not come in contact with metals because it favors decomposition.





## HOW TO CORRECTLY USE OXIDANTS.

It is necessary to use the correct oxidant for the specific job, in function with and following the manufacturer's instructions in height of volumes and processing times.

Volumes higher than 40 can damage the scalp and hair.  
Storage must be appropriate, away from heat and highly sealed.

To reduce risks, the mix must be carried out with precision using always always a measuring cylinder because:

An excess in oxidant will make the color lose it's coverage power and the lightening will be irregular.

A lack of oxidant will disable the color to lighten the natural pigment and leave the hair dull.

When pouring oxidant into a container, the container must be completely dry and clean.

### CONCLUSION

**All work depends on the oxidant.**

**If the oxidant is of low quality, problems on the scalp and hair can be an effect. Also, the final result will not be a positive one.**

**Based on tests, Salerm's oxidant is the one with highest quality out on the market.**

**It is extremely important to to mix the color with the oxidant in the correct proportion recommended on the chart. A measuring cylinder must be used every time.**





# Utilizing and Interpreting the Color Chart

When it comes time to choose a color to be applied, the normal thing to do is go to the color chart for reference.

There are basic rules in colorimetry that make the results vary from the strands on the chart.

How many times have clients stated that the results are not the same as the ones on the chart?

I'm guessing plenty. Because they're not aware of the variables that influence the outcome.

In doing so state:

The first variable stands at the difference between a natural hair and one that has already been colored. They both will behave differently.

In order to go step by step, if a hair is natural (never been colored) the guidelines are the following:

First, patch test should be carried out to know if the client is allergic.

On the chart, look for the strand that most accurately matches the client's hair.

Then, find the strand that the client would like to achieve. Always speaking to the client using the chart as a reference point.

Once the client's matching strand and the one she hopes to get are located, there is another decision to make:

If the wanted color is darker, the color will be applied and the result will basically be the same.

If the color she wants is lighter, things might get complicated because of the difference between tones. For example, if the client's hair is a natural black and wants to get to a platinum blond, color alone will not do. The hair must first be pre-lightened. It is not possible with color alone because Salermvision 1+1,5 is only capable of lifting two - to - two and a half shades from the natural hair. It's to say, if we have a natural black color, we can only get to a light brown or a dark blonde as a maximum. That is why we rely on previous bleaching, that will take us from a black to a blonde. Only then can we apply color that will lift two more levels.

If the client's natural hair is black and only wants to go up two levels, we can do that with color alone. A color only being able to lift two levels is common in most color lines because in that aspect, all colors function the same. Function that makes people that are unaware of the colorimetry guidelines complain about not getting the results they want because going from a black to a blonde in one single process is not possible.

There's a series of tones that will lighten more levels which are the Blond Magic. They are formulated to lift more than normal colors but aren't capable of covering grays. In their formula there is no components that deposit color (to cover grays).





If the client's hair has already been colored, the way of working with the color chart changes. Following the colorimetry principle that states "Color over color does not lift color. It only darkens.", (except in Salermix Contrast tones) which means that a color will not lighten parts of the hair that have been previously colored.

If the color underwent natural discoloration, caused by direct sunlight or chlorine, a color just one shade lighter can be applied.

When a hair has already been colored, there is the possibilities:

If the client wants a lighter hair color, the only option is to bleach the hair first, and then applied the desired color. A colored hair will not get lightened with just color. (except with Salermix Contrast)

If the client wants the same color, just simply look back at the color chart and find what color was applied prior to and proceed to apply the color. The only thing to look out for is the new growth. If the new growth is two tones naturally darker than the color wanted, theoretically, the new growth would have to be bleached first.

If the client wants a darker hair color, look at the color chart, pick out a color, and proceed to apply the color. The result will match the strand on the color chart.

As noted here, the chosen color on the chart might not always match the outcome because there is variables that affect the overall process.







# ■ Salermvision 1 + 1,5 the evolution of color

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**1ª EDICIÓN, FEBRERO 2007.**



