#mydentity @Guy_Tang

CONVERSION GUIDE

KENRA COLOR → MYDENTITY

KENRA PERM	#MYDENTITY PERM
3NUA	3NI
4NUA	4NI
5NUA	5NI
6NUA	6NI
5NA	5NI
6NA	6NI
7NA	7NI
8NA	8NI
5NB	5BB + 5NI
6NB	(2) 7NI + (1) 5BB
7NB	(2) 7NI + (1) 8BB
8GB	8GI
9GB	NAKED GLOW 9
10GF	WICKED SHADOW 7 + CLEAR
1A	1A
5A	WICKED SHADOW 5
6A	6A
7A	WICKED SHADOW 7
8A	8A OR WICKED SHADOW 8
10A	10A OR WICKED SHADOW 10
6AA	6AA
7AA	7AA
8AA	8AA
4B	5BB + 4NI
5B	5BB + 4NI
5B	5BB +5NI
6B	5BB + 6NI
7B	8BB +7NI
8B	8BB
4BC	4NI +7GG
6BC	7GG + 7NI
7BC	7GG + 8NI
5C	5G 5NI + 35G 7GG + 5G 6CRC
6C	3.5 PARTS 7GG + 1 PART 7CRC + 1 Z 6CRC

KENRA PERM	#MYDENTITY PERM
8C	8GI + NAKED GLOW 8
7CG	55G NAKED GLOW 8 + 5G 7CRC
8CG	55G NAKED GLOW 9 + 5G 7CRC
7G	7GG
6CN	3.5 PARTS 7NI + 1 PART 7CRC + 1 PART 6CRC
7CN	3.5 PARTS 8NI + 1 PART 7CRC + 1 PART 6CRC
8SM	8SP
10SM	10SP
7VM	6DL
8VM	8DL
9VM	10DL
8BRM	NAKED GLOW 8
9BRM	NAKED GLOW 9
10BRM	NAKED GLOW 9
8ROM	9AR
10ROM	10RG
ICE HL	PEARL
ROSE HL	TITANIUM
ICE ULTRA	PEARL
6RR	6RR
4RB	3 PARTS 5MR + 1 PART 4NI
5RB	3 PARTS 5MR + 1 PART 5NI
6RB	3 PARTS 6MR + 1 PART 6NI
3VR	3MV
5RV	5MR
6RV	6MR
10V	10A
9PV	10A
VIO BOOST	ULTRA VIOLET BOOSTER
BLU BOOST	AQUA BLUE BOOSTER

KENRA PERM	#MYDENTITY PERM
MAGENTA	MAGENTA MAGIC
TEAL	GREEN AURORA
PINK	PINK POSSESSION
RED	CRIMSON SPELL
BLUE	BLUE MYSTIQUE
CHARCOAL	CHARCOAL
WHITE	SHEER POWER
10VB	10DL

KENRA DEMI	#MYDENTITY DEMI
5NB	5NI + 5BB
7NM	1 PART 6NI + 2 PARTS 7BB
8GB	NAKED GLOW 8
9GB	NAKED GLOW 9
6A	6A
7A	7A
10A	10A
5B	5BB
7B	7BB
8B	7BB + 9BB
10B	9BB + 1 PART CLEAR
7CG	55G NAKED GLOW 8 + 5G 7CRC
7SM	6SS
8SM	8SS
10SM	10SS
7VM	6DL
8VM	8DL
9VM	10DL
8BRM	NAKED GLOW 8
10BRM	NAKED GLOW 9
8ROM	NAKED BLUSH 7
6RR	6RR
5RB	3 PARTS 6MR + 1 PART 5NI

CONVERSION GUIDE
KENRA COLOR → MYDENTITY

#mydentity @GUY_TANG

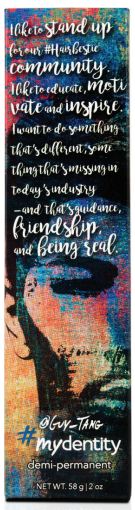
#Mydentity by Guy Tang offers an assortment of **pre-blended**, completely **customizable** color designed with ultimate creativity in mind! Create shades that enable you to easily recreate the most iconic, but also natural, wearable salon looks. #Mydentity color is created by your #hairbestie Guy Tang to be true to tone and more opaque! **Miru-Style X-HP™** delivers x-treme heat protection—**up to 232°C**— to radically reduce the damaging effects of thermal styling. **Advanced VibraRiche™** technology for hair color provides two times the shine — that shine, though! Exclusive **Keratin & Argan Seed Oil Blend** ensures hair is protected and conditioned. YASSS #hairbesties!

PERMANENT



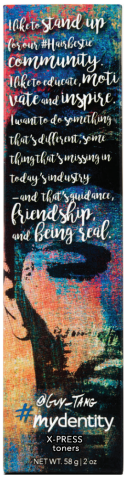
#Mydentity Permanent (1:1) hair color offers **100% gray coverage** in the NI series, which has a cool base to control any unwanted warmth—no hot roots! Get long-lasting results with these rich pre-blended shades, which can be used on their own or intermixed. Recreate iconic hair color with our **fashion shades** such as CRC or RR, which offer tones that will shine and never brown out! The permanent line covers all the core shades without being redundant so you can have total creative control to customize your clients' hair color to create countless looks.

DEMI-PERMANENT



#Mydentity Demi-Permanent (1:2) shades are formulated without ammonia, sitting at an **average pH of 6.9**. This closes the cuticle and will ensure you will never break the base. No PARANORMAL HAIRTIVITY situations! #Hairbesties will create hair that will look and feel healthy with **added shine** from **VibraRiche™** technology. Get that SHINE BAND! Create many custom looks with these intermixable shades, including my **signature shades ROSE GOLD, SILVER SMOKE and LAVENDER LUST** for beautiful tones. From blending grays to having built-in heat protection, every client will enjoy their color as it evolves.

DEMI-PERMANENT



#Hairbesties, our intermixable five-minute **X-PRESS Toners (1:2)** were created for quick, damp application. These are great for **instant toning** and layering for **added pigment**, increasing **longevity**. You all know I love X-PRESS Toners. My fave is Eclipse! These seven shades will give you a full range of options that will not break the base! These toners sit at a level 9, except for Eclipse, which sits at a level 6. **#Hairbestie Tip:** Eclipse is the perfect quick SHADOW ROOTAGE.

PERMANENT



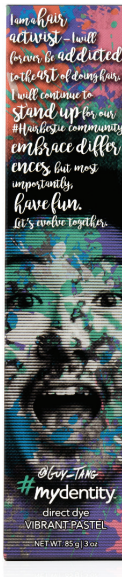
Dual Booster Color Max has unique tones to customize, boost, **correct or neutralize** both Permanent or Demi-Permanent shades. They also can be used for direct application for a more impactful color.

SEMI-PERMANENT



Super Power Direct Dyes offer maximum longevity and depth like no other. All shades can be intermixed, used on their own for extremely pigmented color or added to **Vibrant Pastel direct dyes** to customize shades for any individual. These **vibrant tones** have a consistency that will allow easy application and **great spreadability**. This line offers the full range without having to stock numerous shades.

SEMI-PERMANENT



{#Hairbestie Tip: Our color boxes are color coordinated for ease of use! White box = **Perm**, Black box = **Demi**, and Colorful boxes = **Semi}**