CONVERSION GUIDE

WELLA → MYDENTITY

#mydentity @GUY_TANG

WELLA SEMI	#MYDENTITY SEMI
Hyper Coral	Cosmic Coral
Tomorrow Clear	Sheer Power
Neverseen Green	Green Aurora
New Blue	Blue Mystique
Ultra Purple	Purple Raven
High Magenta	Magenta Magic
Next Red	Crimson Spell
Infinite Orange	Phoenix Fire +Lightning Bolt + Crystal Clear
Future Yellow	Lightning Bolt
Pure Violet	Violet Sorcery
Super Petrol	Ocean Reign
08/68	Ultra Violet Booster
0/28	Turquoise Booster
0/65	Love Booster
0/88	Aqua Blue Booster

WELLA PERM	#MYDENTITY PERM
9/01	10NI + 9NI
8/01	8GI
8/07	8NI
7/0	2 parts 7GG + 1 part 8NI
77/0	7NI + 8NI
7/01	7NI + 8NI
7/03	2 parts 8NI + 2 parts 7GG
7/07	2 parts 8NI + 1 part 7GG
6/0	6NI + 7NI
66/0	6NI + 7NI
6/07	7NI
5/0	5NI + 6NI
55/0	5NI + 6NI
5/07	2 parts 5BB + 1 part 5NI
4/0	4NI
44/0	4NI

WELLA PERM	#MYDENTITY PERM
4/07	4NI + 5BB
3/0	3NI
33/0	3NI
2/0	1NI
10/1	10NI
10/16	10IG
10/8	2 parts 10A +1 part Naked Glow 9
10/86	10A
10/95	10IG +10RG
10/96	10RG +10IG
10/97	3 parts 10IG + 1 part 8GI
9/1	10NI + 9NI
9/16	2 parts 10IG + 1 part 8GI
9/17	1 part 4NI + 1 part 7GG
9/8	10A + Naked Glow 9
9/81	10A
9/97	9NI + 8BB
8/1	8NI + 8BB
8/2	8NI
8/38	8GI + 10GI
8/96	Naked Glow 8
8/97	8GI
7/1	7NI + 8BB
7/17	7NI + 8GI
7/18	8A
7/2	7NI + 8NI
7/3	7GG
7/31	Naked Glow 8
7/38	Naked Glow 8
6/1	2 parts 6NI + 1 part 8BB
6/2	6NI
6/3	3 parts 6NI + 1 part 8BB
6/97	2 parts 6NI + 1 part 8BB
5/1	5NI
5/2	5NI, Wicked Shadow 5
2/8	1MB
8/34	Naked Glow 8 + 7CRC

WELLA PERM	#MYDENTITY PERM
8/41	7GG + Naked Glow 8 + 8GI
8/43	Naked Glow 8 + 7CRC
8/45	Naked Glow 8 + 1/8 7CRC
7/43	3 parts Naked Glow 8 +1 part 7CRC
77/43	3 parts Naked Glow 8 +1 part 7CRC
77/44	7GG + 8NI +7CRC
7/45	7CRC + 6RR
77/46	7CRC + 6RR
7/47	7GG + Naked Glow 8
6/34	7GG + 6CRC
6/41	5BB + Naked Glow 8 + 6CRC
6/43	Naked Glow 8 + 6CRC
66/44	2 parts 7GG + 2 parts 7NI + 1 part 7CRC
6/45	6RR
66/46	6RR
66/55	6MR
55/44	5BB + 6CRC + 6RR
55/46	5BB + 6MR + 6RR
5/5	2 parts 6MR + 1 part 3MV
55/66	5MR
44/44	2 parts 7GG + 2 parts 4NI + 1 part 6CRC
44/65	1 part 3MV + 2 parts 5MR
33/55	3MV + 5MR
33/66	3MV
9/7	Naked Glow 9
9/73	Naked Glow 9
8/7	8GI
8/71	3 parts 8GI + 1 part 8NI
8/74	7GG + Naked Glow 8 + 8GI
7/7	Naked Glow 8 + 7NI
7/71	Naked Glow 8 + 7NI
7/73	7GG
7/75	7GG + 8BB
6/7	7GG + 7NI
6/71	2 parts 5BB + 1 part 7NI

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WELLA PERM	#MYDENTITY PERM
6/73	7GG + 7NI
6/74	5BB + Naked Glow 8
6/75	4NI + 7GG + 7CRC
6/77	6NI + 5BB
5/71	5BB
5/73	2 parts 5NI + 1 part 7GG
5/75	5NI + 5MR
4/71	3 parts 5BB + 1 part 4NI
4/75	4NI
4/77	4NI + 5BB
9/43	Naked Glow 9 + 1/8 7CRC
9/7	9NI + 8GI
8/37	9NI + 7GG + 7CRC
7/3	7GG
7/35	8NI + 7GG
7/43	Naked Glow 8 + 7NI + 1/8 7CRC
7/7	1 part 7GG + 2 parts 7NI
6/37	7GG + 7NI
6/76	7NI + 7GG + 7CRC
5/35	6NI +7GG
5/7	6NI +7GG
10/	10NI + 10IG
9/	2 parts 9NI + 1 part 10IG
8/	8NI
7/	7NI
6/	6NI
5/	5NI
4/	4NI

WELLA DEMI	#MYDENTITY DEMI
10/0	3 parts Golden Sand + 1 part Crystal Clear
10/01	Naked 10
10/03	3 parts Golden Sand + 1 part Crystal Clear
9/0	Golden Sand
9/01	10NI + 9NI
9/03	Golden Sand + Sand Storm

WELLA DEMI	#MYDENTITY DEMI
8/0	Naked 8 + Naked 10
8/03	3 parts 7GI + 1 part Crystal Clear
7/0	2 parts 7NI + 1 part Naked Glow 9
7/03	2 parts 8NI + 1 part Naked Glow 7
6/0	2 parts 6NI + 1 part 8NI
5/0	5NI + 5BB
5/03	5NI + Naked Glow 7
4/0	5NI
2/0	1A
10/1	10NI + 10A
10/3	Golden Sand + Blush + Crystal Clear
10/81	Blush + Sandstorm
9/16	Naked 10
9/97	Naked 10
8/3	Naked Glow 7 + Naked Glow 8
8/81	Titanium + Pearl + Clear
7/1	8NI
7/3	Naked Glow 7
7/89	Pearl + Blush + Eclipse
7/97	Naked 7
6/3	6NI + Naked 7
6/35	1 part 5BB + 2 parts Naked Glow 7
5/1	5NI
5/3	5NI + Naked Glow 7
5/97	5NI + 5BB
10/6	Blush + Pearl + Clear
7/4	Naked Glow 8 + 7CRC
7/43	Naked Glow 8 + 7CRC
6/45	6RR
5/5	5NI + 6MR
44/65	4NI + 6MR
8/71	8NI + Naked Glow 9
7/7	Naked Glow 7
7/71	Naked Glow 7
7/73	Naked Glow 7
7/75	Naked Glow 7 + 1/8 7CRC
6/7	6IG + 5BB
6/71	6IG + 5BB
6/73	5BB + Naked Glow 7
5/71	5BB
4/71	5NI + 5BB
4/77	5NI + 5BB
88/07	7BB
77/03	Naked Glow 7 + 7BB
66/03	6NI
66/04	6NI + 1/8 7CRC
55/03	5NI + Naked Glow 7
55/04	2 parts 5BB + 1 part 6MR
55/05	5NI + 6MR
55/06	5NI + 6MR
55/07	5BB
44/05	2 parts 4NI + 1 part 6RR
44/06	2 parts 4NI + 1 part 6MR
44/07	4NI
33/06	3MB + 6MR
Smokey Amethyst	Pearl + Crystal Clear
Muted Muave	Misty Muave
Pink Dream	Blush
Clear Dust	Crystal Clear
0/00	Crystal Clear
0/34	7CRC + Crystal Clear
0/45	6RR
0/68	3MB + Ultra Violet Booster
0/88	3MB + Aqua Blue Booster
/00	Crystal Clear
/03	Golden Sand + 1g 7CRC
/18	Pearl
/86	1 part Pearl 2 parts Crystal Clear
/34	2 parts 7CRC + 1 part Crystal Clear
/43	1 part 6CRC + 2 part Crystal Clear
/47	Naked Glow 8 + 1/8 7CRC
/74	Naked Glow 8 + 1/8 7CRC

CONVERSION GUIDE
KENRA COLOR → MYDENTITY

#mydentity @GUY_TANG

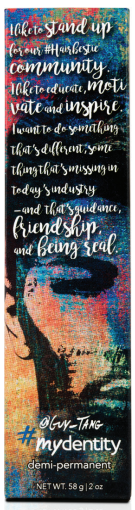
#Mydentity by Guy Tang offers an assortment of **pre-blended**, completely **customizable** color designed with ultimate creativity in mind! Create shades that enable you to easily recreate the most iconic, but also natural, wearable salon looks. #Mydentity color is created by your #hairbestie Guy Tang 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



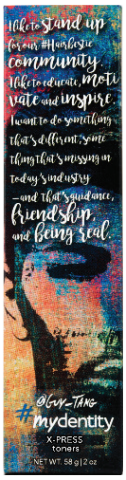
#Mydentity Permanent (1:1) hair color offers **100% gray coverage** in the NI series, which has a cool base to control any unwanted warmth—no hot roots! Get long-lasting results with these rich pre-blended shades, which can be used on their own or intermixed. Recreate iconic hair color with our **fashion 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.

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

SEMI-PERMANENT

