



FAQ

Features

1. WHAT TYPE OF DYES ARE USED IN COLORWAYS VIBRANT SEMI-PERMANENT HAIR COLOR?

Colorways uses cosmetic-grade, cationic semi-permanent dyes. They are positively charged and show a strong affinity to the hair, because hair is usually negatively charged. Paul Mitchell® does not use textile dyes in any of our hair color brands.

2. WHAT IS UNIQUE ABOUT COLORWAYS' SEMI-PERMANENT DYES?

Colorways uses cationic dyes that have a strong affinity for bleached hair. The cationic dyes interact with the hair cuticle due to their opposite charges, and this improves color longevity. The results are superior deposit, vibrant tones and minimized off-tone fading.

3. COLORWAYS IS FORMULATED WITH A MEDIUM DYE LOAD. WHAT DOES THAT MEAN?

There are three types of dye loads: light, medium and heavy. Light is a light amount of dye, which results in average vibrancy. Medium and heavy dye loads both result in maximum vibrancy. However, because heavy dye loads have an additional amount of dye, there are some downsides, including greater staining (hands, light-colored surfaces) and faster initial fade. This is due to the fact that hair can only absorb so much dye. Colorways is formulated with a medium dye load for maximum vibrancy without the drawbacks associated with a heavy dye load.

4. WHAT IS THE FRAGRANCE OF COLORWAYS?

The Colorways scent has fresh and woody notes.

Mixing/Application/Processing

1. DO I NEED TO MIX COLORWAYS WITH A DEVELOPER? ARE THE SHADES INTERMIXABLE?

No developer is required. Colorways can be used as a stand-alone or mixed and matched for customized, creative results.

2. THE STANDARD PROCESSING TIME FOR COLORWAYS IS 30 MINUTES. WHAT HAPPENS IF I PROCESS FOR LESS OR MORE TIME?

Processing for less than 30 minutes decreases color vibrancy and sacrifices longevity. There is no need to process longer than 30 minutes; this will not change results.

3. CAN I USE COLORWAYS ON VIRGIN OR COLOR-TREATED HAIR?

No, Colorways was intended to work on pre-lightened, somewhat porous, negatively charged hair that attracts the cationic dyes. See the Colorways swatch ring and chart for the recommended pre-lightened level, based on your shade choice. For best results, achieve at least a level 7 and lighter for many Colorways shades, and a level 10 for diluted/pastel shades.

Maintenance

1. HOW LONG WILL COLORWAYS LAST IN THE HAIR?

Based on informal fade tests, the Paul Mitchell® Product Innovation Center team observed results on 10x and 20x consecutive shampoos and blow-dries. Colorways gradually reduces intensity with each shampoo but tends to fade on tone. You can find these test results on the Colorways swatch ring.

2. WHAT ARE THE BEST TIPS FOR MAINTAINING COLORWAYS?

- Avoid excessive use of heat styling tools on fresh Colorways.
- Recommend a color-safe shampoo and conditioner, and avoiding hot water.
- To extend color longevity, shampoo less frequently or use a dry shampoo.

3. INSTRUCTIONS SAY NOT TO SHAMPOO AFTER RINSING. WHY IS THAT?

It is recommended to shampoo before the application but not after. Shampooing after may remove some of the absorbed dyes.

4. IF A STYLIST WANTS TO CONDITION AFTER A COLORWAYS APPLICATION, CAN THEY?

Colorways is formulated with built-in conditioners, so there is no need to condition after rinsing out Colorways. If the stylist feels it is necessary to condition again, it will require additional rinsing, which may cause premature fade.

5. CAN I RECOMMEND COLORWAYS BE INTERMIXED WITH A TAKE-HOME CONDITIONER/TREATMENT?

No, Colorways is for professional use only. Paul Mitchell® does not recommend retailing Colorways for at-home use.

Best Practices

1. WHAT IS THE BEST WAY TO USE THE CLEAR DILUTER?

Use Clear Diluter mixed 1:1 or 1:2, depending on how much dilution you want. Using it 1:1 softens tonal intensity, while 1:2 introduces lighter tones that are not quite pastel. Note: Diluter is clear, not white, so when it's mixed with Colorways, it dilutes the intensity without altering the tone. Also, keep in mind that longevity is sacrificed when diluting.

2. ANY TIPS OR TRICKS FOR REMOVING COLORWAYS FROM THE HAIR?

The most effective way to remove Colorways from the hair is to work with a Paul Mitchell® Lightener. Use a lightener based on your strand test. Take fine partings and thin isolations to improve saturation, and avoid deep weaves when highlighting. Greater saturation of the bleach mixture will help lift out the semi-permanent Colorways.

3. WHAT ARE THE BEST PRACTICES FOR WORKING WITH COLORWAYS?

- Wear gloves and always perform strand and patch tests.
- For the most vibrant and true results, pre-lighten the hair to the recommended level, based on your desired result.
- Apply Colorways to clean, freshly shampooed (do not condition) and completely dried hair to achieve optimal vibrancy and longevity. Application to damp hair may result in less vibrancy and faster fade.
- Take ½-inch sections, apply Colorways directly to the hair evenly and fully saturate the strands. Work neatly in small sections to ensure complete and even saturation.
- Process for 30 minutes. Processing less than 30 minutes may result in less vibrancy and faster fade.
- No need to shampoo Colorways. Simply rinse well with cool/tepid water until the water runs clear.
- Be mindful when rinsing; the product can stain porous surfaces and light-colored towels.

4. WHAT CAN I USE TO PRE-TONE THE PRE-LIGHTENED HAIR BEFORE A COLORWAYS SERVICE?

In general, if you do not over-bleach the hair, pre-toning is not necessary. If you bleached past the target level, or if the hair is highly porous, you may pre-tone with The Demi.

5. IF I WANT TO ACHIEVE MORE PASTEL RESULTS WITH COLORWAYS, WHAT IS THE RECOMMENDATION?

If you want to lighten the tonality of a Colorways shade, it is recommended to use the Clear Diluter in a 1:1 or 1:2 dilution. The Clear Diluter, unlike white conditioner, won't interfere with mixed shades or dilute color purity, plus it has the same base—minus the dye—to guarantee easy mixability.

6. CAN I INTERMIX BOND RX STEP 1 INTO MY COLORWAYS FORMULA?

No, it is not recommended to use Bond Rx with Colorways.