

# SOCOLOR ReCRAFTED Q&A

**Q: Can I mix existing SOCOLOR with the new formulation?**

A: Yes, both formulas are intermixable

**Q: How does the Cera-Oil Conditioning Complex benefit the hair?**

A: Cera-Oil Conditioning Complex continuously conditions for up to 30 shampoos. Contains:

- HexaForce polymer that penetrates the cortex of the hair attracting to damaged areas, reinforcing the hair structure.
- Ceramide Complex and cationic polymer equalize porosity for an even surface.
- Natural Jojoba Oil nourishes and polishes

**Q: The consistency seems different, why?**

A: The richer, creamier anti-drip formula is for ease of application with either a bottle or bowl and brush.

**Q: Will there be new developers?**

A: No, SOLITE Cream Developer is fully compatible with new SOCOLOR formula

**Q: How do I formulate the new SOCOLOR?**

A: Formulate with the 4 Basic Rules that have always been used for SOCOLOR.

**Q: How has the fragrance changed?**

A: The new fragrance is a light, fruity, floral scent to provide a pleasant experience for both hairdressers and clients during application.

**Q: What is ColorGrip dye technology?**

A: Patented ColorGrip technology with high tenacity dyes are larger color molecules that grip to the hair fiber. Their larger size makes them more resistant to change, resulting in long lasting color, exceptional grey coverage and consistently stunning results.

**Q- Are the shades identical? Or is there a difference between the shades in the current and the new formula?**

A: Some shades have been adjusted based on SOCOLOR user comments:

The entire Ash series (4A, 5A, 6A, 7A, 8A, 9A, and 11A) has been made slightly cooler for better neutralization of warm undertones.

The entire AA series (6AA, 7AA, and 8AA) has been also adjusted with added cooling tones for a more ash result.

Within the Red Brown (RB) series, two shades (6RB and 7RB) have been very slightly adjusted for more vibrancy and redder tone.

Within the Grey't Naturals series (500 series) shades 508N, 509N and 510N have been slightly adjusted to appear more natural. 507R will appear redder.

Within Color Additions CA-Gold has been modified for better vibrancy and CA-Blue has been adjusted for better neutralization.

**Q: Do I need to adjust my formulas?**

A: If you have any concern about the slight changes to your favorite shades, add ¼ ounce of the same level of Neutral to your formula to bring the shade closer to its previous appearance.

**Q- Have any shades been discontinued?**

**Yes the following chart has the discontinued shades as well as their replacement formulas:**

8RB	7RB + 9CG
11W	1 ½ oz 11 + ½ oz 8W
Color Additions Red-Orange	7CG
Color Additions Red	7RR + 2" SORed
6R	6RR + 7RB
7R	1 ½ oz 7RB + ½ oz 8CC
9CC	1 oz 9G + ½ oz 8CC
4RR	½ oz 4RV + 1 oz 5RR
8RC	8CC+7RR
503R	1 oz 504R + ½ oz 3N
509R	¼ oz 7CG + ¼ oz Gold CA + 1 ½ oz 9G

**In addition, the discontinued shades have affected the filler formulas which are now as follows:**

<b>SOCOLOR FILLER FORMULAS</b>		
<b>TARGET FORMULA</b>	<b>FOR POROUS HAIR</b>	<b>OVERLY POROUS HAIR</b>
7 Dark Blonde	1 oz 9G + ½ oz 8CC	1 oz 9G + ½ oz 9CG + ½ oz 8CC
6 Light Brown	1 oz 7Cc + ½ oz 9G	1 oz 7CC + ½ oz 9G + 5 inches 8CC
5 Medium Brown	1 oz 7RB + 1 oz 7CC + 5 inches 6RC	1 oz 7RB + 1 oz 7CC + ½ oz 6RC
4 ( or darker) Dark Brown to Black	1 ½ oz 5CG + ½ oz 6RC	1 oz 5CG + ½ oz 7CC + 5 inches 6RC

**Q- Have any new shades been added?**

A- The palette has not been added to with this restage. We did change 503R to a 504R because the tones were more visible and beautiful at that level.

**Q- Are the HD Reds still a part of the SOCOLOR portfolio?**

A- Yes, the HD Reds are still a part of the SOCOLOR portfolio.

**Q. Can the HD Reds be mixed with other colors?**

A – No HD Red technology is a very different type of dye that would overwhelm any Reflect shade and turn purple when mixed with natural shades such as Neutrals, Warmes, or 500's.

**Q- Has SoRED changed?**

A- SoRed shades are in the new base with the same anti-drip formula for ease of application and light, fruity, floral scent to provide a pleasant experience for both hairdressers and clients during application. The shade results and usage have not changed.

**Q- Does SoRED contain high-tenacity dyes?**

A- SoRed contains direct chromatic dyes. The High-Tenacity dyes are oxidative dye technology.

**Q- Has the UL Series changed?**

A- The UL series has been adjusted to provide optimal lifting within the safety standards of L'Oreal. No significant differences were observed during testing.

**Q- Are there specific Color Sync shades to refresh the new SOCOLOR shades?**

A- No the relationship between SOCOLOR and Color Sync is the same.

**Q- How have the benefits been proven?**

A- SOCOLOR 2009 benefits have been assessed through a series of metrology tests that are detailed here-after: Brushing, friction and combing to assess hair resistance and cuticle condition. In addition, an in-salon test has been conducted, in which stylists from various salons were asked their opinion about the qualities of this new technology.