

*Giulietta*

TECHNICAL  
GUIDE



**sens.ùs®**

*Giulietta*

**ULTIMATE  
BRIGHT SYSTEM**  
Resorcinol Free

**PERMANENT  
HAIR COLOR**

**1:1,5**

ma colorante per capelli. Solo per uso professionale. I  
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adferuzione citanea e...

# Giulietta

GIULIETTA IS COMPOSED  
OF **86 SHADES**, **1 CLEAR**,  
**1 LIFTING BOOSTER**  
AND **5 HIGH LIFTS**

## SHADES

The shades offered by Giulietta allow 100% coverage of white hair and make it possible to lighten natural hair by up to 3 levels. Up to 4 with the Lifting Booster 000.

To obtain the best results, Always mix Giulietta shades with **CREAM ACTIVATOR** or **LUX ACTIVATOR** in a 1:1.5 ratio.

Giulietta	Mixing	Lux/Cream Activator	Dev. Time	Coverage White Hair	Levels of Lift
NUANCE	1:1,5	10 VOL. 3%	30' - 35'	100%*	0
		20 VOL. 6%	35' - 40'	100%	1
		30 VOL. 9%	40' - 45'		2
		40 VOL. 12%	45' - 50'		3

*\*check carefully, especially on resistant and/or thick hair*

## EXAMPLE:

40 g of Giulietta shade + 60 g of **CREAM ACTIVATOR** or **LUX ACTIVATOR** 10 Vol. 3%, 20 Vol. 6%, 30 Vol. 9% and 40 Vol. 12%

## NOTE:

- All volumes or percentages of **CREAM ACTIVATOR** and **LUX ACTIVATOR** ensure full coverage of white hair.
- Select the appropriate volume or percentage of **CREAM ACTIVATOR** or **LUX ACTIVATOR** based on the lightening goal for virgin hair.
- Ensure you follow the recommended mixing ratio, using a scale for accuracy.
- Using a developer other than **CREAM ACTIVATOR** or **LUX ACTIVATOR**, or altering the mixing ratio and/or processing times, may affect the colour result.

# Giulietta

## CLEAR

**Giulietta CLEAR** has the same composition and mixing ratio as all 86 shades (apart from the High Lift 100 series) but, unlike the shades, **Giulietta CLEAR** contains no colour.

**Giulietta CLEAR** has the same composition and mixing ratio as all 86 shades (apart from the High Lift 100 series) but, unlike the shades, **Giulietta CLEAR** contains no colour.

Giulietta			Mixing	Lux/Cream Activator	Dev. Time	Levels of Lift
NUANCE	+	CLEAR	1:1,5	10 VOL. 3%	30' - 35'	0
				20 VOL. 6%	35' - 40'	1
				30 VOL. 9%	40' - 45'	2
				40 VOL. 12%	45' - 50'	3

By incorporating Giulietta CLEAR into the nuances, the pigment concentration is diluted, yielding a lighter result.

## EXAMPLE:

Mixing **Giulietta CLEAR** in a 1:1 ratio with a shade achieves a slight lightening effect, approximately equivalent to 1 level lighter.

20 g **Giulietta** shade + 20 g **Giulietta CLEAR** + 60 g **CREAM ACTIVATOR** or **LUX ACTIVATOR** (mixing ratio 1:1.5).

## NOTE:

- Assess the use of **GIULIETTA CLEAR** carefully when covering white hair. Diluting the intensity of the shades may reduce their ability to provide effective coverage.
- Select the appropriate volume or percentage of **CREAM ACTIVATOR** or **LUX ACTIVATOR** based on the lightening goal for virgin hair.
- Ensure you follow the recommended mixing ratio, using a scale for accuracy.
- Using a developer other than **CREAM ACTIVATOR** or **LUX ACTIVATOR**, or altering the mixing ratio and/or processing times, may affect the colour result.



## LIFTING BOOSTER 000

LIFTING BOOSTER 000 can be added to the **Giulietta** shades to lighten hair up to one extra level.

It should be added to the mixture when the choice of **CREAM ACTIVATOR** or **LUX ACTIVATOR** at 40 Vol. 12% is not sufficient to lighten as needed.

Use **LIFTING BOOSTER 000** with the shades strictly as directed below.

Using **LIFTING BOOSTER 000**:

**Giulietta** shade + **CREAM ACTIVATOR** or **LUX ACTIVATOR** 40 vol. (mixing ratio 1:1.5); this solution lightens up to 3 levels.

When added to the **Giulietta** shades, **LIFTING BOOSTER 000** can lighten up to one additional level. **LIFTING BOOSTER 000** is best added in the mixture, using an amount equal to  $\frac{1}{4}$  of the colour cream.

Giulietta	Lux/Cream Activator	Lifting Booster 000	Dev. Time	Levels of Lift
MIXING 1:1,5		$\frac{1}{4}$ OF THE SHADE	50' - 55'	UP TO 4
NUANCE	40 VOL. 12%			

Ensure the quantity of **LIFTING BOOSTER 000** is added after the standard preparation of the **Giulietta** shade mixture.

### EXAMPLE:

60 g **GIULIETTA** shade + 90 g **CREAM ACTIVATOR** or **LUX ACTIVATOR** 40 Vol. 12% + 15 g **LIFTING BOOSTER 000**

### NOTE:

- **LIFTING BOOSTER 000** is not a booster for the **High Lift** series.
- Ensure you follow the recommended mixing ratio, using a scale for accuracy.
- Using a developer other than **CREAM ACTIVATOR** or **LUX ACTIVATOR**, or altering the mixing ratio and/or processing times, may affect the colour result.

## SUPER HIGH LIFT

The **Giulietta HIGH LIFT** series makes it possible to lighten natural hair by over four levels.

For best results when using this range, always mix **Giulietta HIGH LIFT** with **CREAM ACTIVATOR** or **LUX ACTIVATOR** 40 vol. 12% in a 1:2 ratio.

Giulietta	Mixing	Lux/Cream Activator	Dev. Time	Levels of Lift
SUPER HIGH LIFT	1:2	40 VOL. 12%	50' - 55'	> 4

### EXAMPLE:

40 ml of **HIGH LIFT** + 80 ml of **CREAM ACTIVATOR** or **LUX ACTIVATOR** 40 Vol. 12%

### NOTE:

- Ensure you follow the recommended mixing ratio, using a scale for accuracy.
- Using a developer other than **CREAM ACTIVATOR** or **LUX ACTIVATOR** 40 vol. 12%, or altering the mixing ratio and/or processing times, may affect the lightening result.
- The **Giulietta HIGH LIFT** series is recommended for lightening virgin hair of medium intensity (Levels 5 – 6).

# Giulietta

GIULIETTA ASSIGNS  
A **NUMERIC CODE**  
TO EACH **SHADE**

## NAMING SYSTEM

TONE LEVEL		TONE			
1	Black	.0	Natural	.34	Copper Golden
3	Dark Chestnut	.00	Intense Natural	.36	Brown
4	Chestnut	.02	Beige Natural	.4	Copper
5	Light Chestnut	.07	Violet Natural	.43	Golden Copper
6	Dark Blonde	.1	Ash	.44	Intense Copper
7	Blonde	.11	Intense Ash	.5	Red
8	Light Blonde	.12	Beige Ash	.6	Mahogany
9	Very Light Blonde	.18	Matte	.7	Violet
10	Platinum Blonde	.2	Beige	.75	Red Violet
11	Ultra Platinum Blonde	.27	Violet Beige	.3	Golden

Thanks to this system, identifying the shade will be easy and intuitive.

## EXAMPLE:



## UNDERSTANDING THE COLOUR WHEEL

The new **Giulietta** colour wheel makes it easy to understand the colour characteristics or the Super High Lift.

Both the brown tones and more reflective shades have been placed in the same circle.

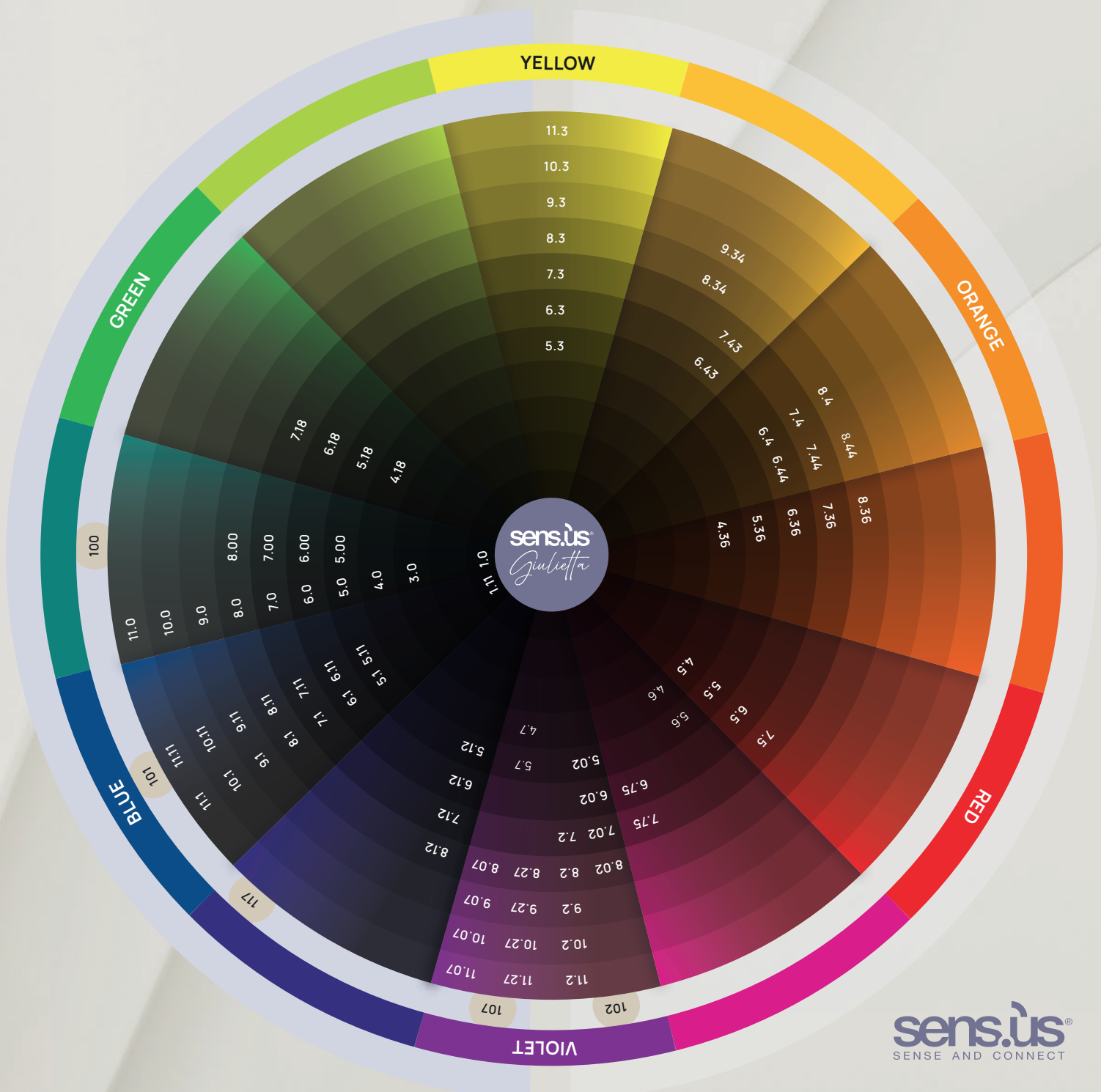
### EXAMPLE:

In the purple segment of the colour wheel, apart from the true purple tones (.7), we also observe beige tones (.2) located in the browner region of the purple wedge. This is because beige shades inherently possess a subtle purplish undertone, which is not immediately perceptible to the naked eye.

Moreover, the structure of the colour wheel makes it easier to find complementary shades in order to contrast or neutralise tones.

### EXAMPLE:

To neutralise the residual orange warm undertones in lightened hair, refer to the colour wedge directly opposite the diagnosed tone on the colour wheel. This will help identify the appropriate shade required to effectively neutralise or counteract the unwanted warmth. For instance, when addressing copper (.4) or golden copper (.43) tones identified during the diagnosis, ideal counteracting options include ash (.1), intense ash (.11) or beige ash (.12) tones.



Giulietta has been created specifically for professionals, and its use requires absolute precision and accuracy. The colour cream must be simply applied rather than “brushed in”.

## PERMANENT COLOUR SERVICES

# FIRST FULL COLOURING

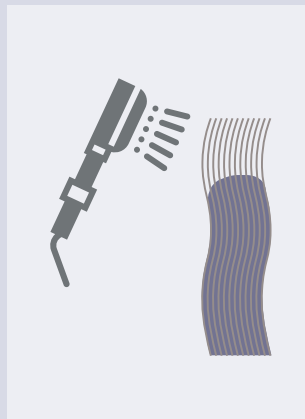
### (NATURAL HAIR)

This service is crucial to achieve a uniform colour result along the entire length of hair.



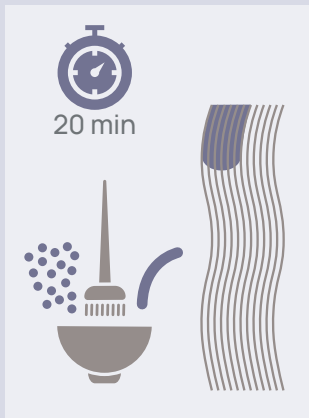
1

Apply the **Giulietta** shade to the mid-lengths and ends, maintaining a 2 cm distance from the roots.



3

Once the processing time has elapsed, emulsify and rinse out completely.



2

After 20 minutes, remove the colour without rinsing. Prepare a fresh mixture of the same formula, then apply it to the roots, mid-lengths and ends. Leave in place for the duration specified based on the type of developer used.



4

Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

### EXAMPLE

- Virgin Base 6, Target Colour 7.3
- Apply **Giulietta 7.3 + CREAM ACTIVATOR** or **LUX ACTIVATOR 20 Vol. 6%** in a 1:1.5 ratio to the mid-lengths and ends.
- After 20 minutes, remove the product without rinsing. Prepare a fresh mixture of **Giulietta 7.3 + CREAM ACTIVATOR** or **LUX ACTIVATOR 20 Vol. 6%** in a 1:1.5 ratio and apply to the roots, mid-lengths and ends.
- Leave in place 35 minutes.
- Total processing time: 55 minutes for mid-lengths and ends and 35 minutes for roots.
- Emulsify and rinse out completely.
- Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

*Note: If the hair length is no longer than 2-3 cm, immediately apply the colour to the entire head of hair.*



## PERMANENT COLOUR SERVICES

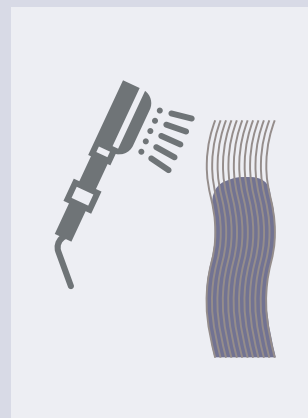
# COLOUR RETOUCHING (NATURAL HAIR)

This process represents the standard periodic colour maintenance service. For a more uniform result, ensure precise application exclusively to the regrowth.



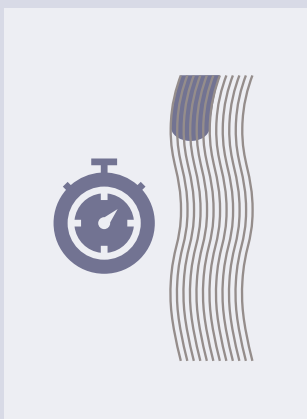
1

Apply the **Giulietta** shade to the regrowth.



3

Once the processing time has elapsed, emulsify and rinse out completely.



2

Allow it to process for the time recommended according to the type of developer being used.



4

Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

### EXAMPLE

- Virgin Base 6, Target Colour 7.3
- Apply **Giulietta 7.3 + CREAM ACTIVATOR** or **LUX ACTIVATOR 20 Vol. 6%** in a 1:1.5 ratio to the regrowth
- Leave in place 35 minutes.
- Emulsify and rinse out completely.
- Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

## PERMANENT COLOUR SERVICES

### COLD SHADES

For a true-to-colour result, we recommend selecting cool shades and using **CREAM ACTIVATOR** or **LUX ACTIVATOR** volumes or percentages one level higher than the standard diagnosis. This approach ensures that the applied colour retains its cool pigments, effectively neutralising the natural residual tone revealed during the lightening process, while simultaneously enhancing the applied shade.

#### CLASSICAL DIAGNOSIS EXAMPLE

When lifting level 5 (light brown) virgin hair to level 7 (medium blonde), the typical recommendation is 30 vol. or 9% developer, which provides two levels of lift on virgin hair.

#### EXAMPLE OF DIAGNOSIS FOR COOL-TONED COLOR

- Level 5 virgin hair (light brown).
- Target: 7 (any neutral or cool tone).
- In this case, to achieve 3 levels of lift on virgin hair and ensure a true neutral or cool result, use a 40 vol. or 12% developer.

Virgin Hair Level	3	3	3	3	3
Cool Shade Level	6.x	7.x	8.x	9.x	10.x
Recommended Developer	—*	—*	—*	—*	—*

Virgin Hair Level	4	4	4	4	4
Cool Shade Level	6.x	7.x	8.x	9.x	10.x
Recommended Developer	40 Vol. 12%	—*	—*	—*	—*

Virgin Hair Level	5	5	5	5	5
Cool Shade Level	6.x	7.x	8.x	9.x	10.x
Recommended Developer	30 Vol. 9%	40 Vol. 12%	—*	—*	—*

Virgin Hair Level	6	6	6	6	6
Cool Shade Level	6.x	7.x	8.x	9.x	10.x
Recommended Developer	30 Vol. 9%	30 Vol. 9%	40 Vol. 12%	—*	—*

\*Bleaching service required for achieving optimal color performance.

## PERMANENT COLOUR SERVICES

# WHITE HAIR COVERAGE

### SUGGESTIONS FOR USE

The entire **Giulietta** hair colour range ensures 100% coverage of white hair. Where more than 40% of the hair is white, and cool or fantasy shades are being used, we recommend adding 1/4 to 1/2 of .0 natural base tone to the mixture. This helps ensure optimal white hair coverage.

*\*For cool tones, we recommend adding 1/4 of natural tone when there is at least 20% white hair.*

#### PERCENTAGE OF WHITE HAIR FROM 0% TO 40%

Mix the desired **Giulietta** shade in a 1:1.5 ratio with **CREAM ACTIVATOR** or **LUX ACTIVATOR** to achieve the intended result, then apply to virgin hair.

#### EXAMPLE

- Target colour: **Giulietta** shade 6.43.
- Percentage of white hair: 30%
- Colour mixture: 6.43 with **CREAM ACTIVATOR** or **LUX ACTIVATOR** in a 1:1.5 ratio.
- Use acidifying shampoo, conditioner and spray (**Sens.us IllumynaTech**).

#### PERCENTAGE OF WHITE HAIR FROM 40% TO 70%

Prepare the desired **Giulietta** shade with the addition of 1/4 of .0 natural base tone. Mix the colour in a 1:1.5 ratio with **CREAM ACTIVATOR** or **LUX ACTIVATOR** to achieve the intended result.

#### EXAMPLE

- Target colour: **Giulietta** shade 6.43.
- Percentage of white hair: 60%
- Colour mixture: 3/4 6.43 + 1/4 6.0 + **CREAM ACTIVATOR** or **LUX ACTIVATOR** in a 1:1.5 ratio.

#### PERCENTAGE OF WHITE HAIR FROM 70% TO 100%

Prepare the desired **Giulietta** colour with the addition of 1/2 of .0 natural base tone. Mix the colour in a 1:1.5 ratio with **CREAM ACTIVATOR** or **LUX ACTIVATOR** to achieve the intended result.

#### EXAMPLE

- Target colour: **Giulietta** shade 6.43.
- Percentage of white hair: 80%
- Colour mixture: 1/2 6.43 + 1/2 6.0 + **CREAM ACTIVATOR** or **LUX ACTIVATOR** in a 1:1.5 ratio.

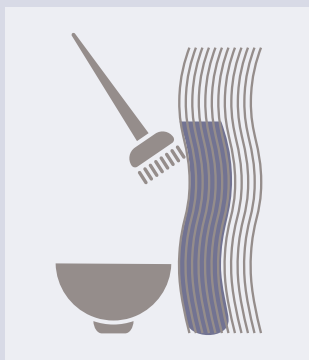


**Note: The Giulietta high lift service is not suitable for situations where white hair coverage is required.**

## HIGH LIFT SERVICE

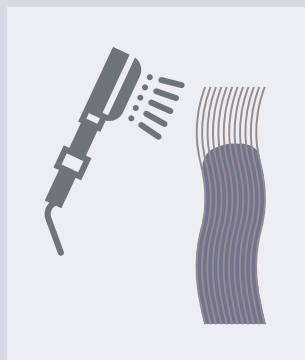
# FIRST FULL HIGH LIFT SERVICE (NATURAL HAIR)

This service is crucial for achieving a uniform colour result along the entire length of the hair when using the **Giulietta** high lift product



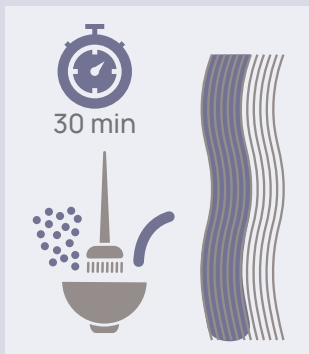
1

Apply the **Giulietta** high lift product to the mid-lengths and ends, maintaining a 2 cm distance from the roots.



4

Once the processing time has elapsed, gently rinse out completely.



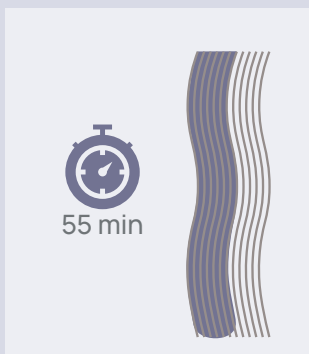
2

After 30 minutes, remove the cream from the hair without rinsing. Prepare a fresh batch of the same mixture and re-apply it to the roots, mid-lengths and ends.



5

Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).



3

Leave in place for 55 minutes.

### EXAMPLE

- Natural Base 6, Target Colour Platinum Blonde.
- Apply **Giulietta 101 + CREAM ACTIVATOR** or **LUX ACTIVATOR 40 Vol. 12%** in a 1:2 ratio to the mid-lengths and ends.
- After 30 minutes, remove the product without rinsing. Prepare a fresh mixture of **Giulietta 101 + CREAM ACTIVATOR** or **LUX ACTIVATOR 40 Vol.12%** in a 1:2 ratio and apply to the roots, mid-lengths and ends.
- Leave in place 55 minutes.
- Total processing time: 85 minutes for mid-lengths and 55 minutes for roots.
- Rinse out completely.
- Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

*Note: If hair is no longer than 2-3 cm, apply the color directly to the entire head of hair.*

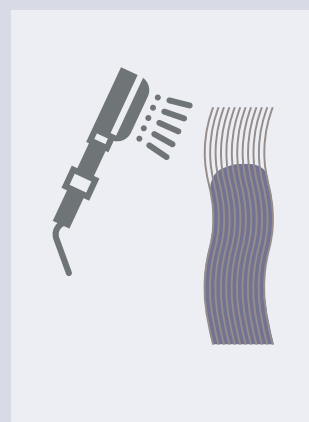
## HIGH LIFT SERVICE HIGH LIFT TOUCH-UP SERVICE (NATURAL HAIR)

This process represents the standard periodic maintenance of the **Giulietta** high lift service.



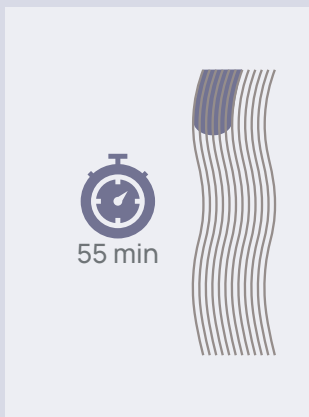
1

Apply the **Giulietta** high lift product to the regrowth.



3

Once the processing time has elapsed, gently rinse out completely.



2

Leave in place for 55 minutes.



4

Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).

### EXAMPLE

- Natural Base 6, Target Colour Platinum Blonde.
- Apply **Giulietta 101** high lift + **CREAM ACTIVATOR** or **LUX ACTIVATOR 40 Vol. 12%** in a 1:2 ratio to the regrowth.
- Leave in place 55 minutes.
- Rinse out completely.
- Use acidifying shampoo, conditioner and spray (**Sens.ùs IllumynaTech**).



Giulietta



**⚠ ITA - Crema colorante per capelli.** Solo per uso professionale. Coloranti per capelli possono causare gravi reazioni allergiche. Si consiglia di leggere e di seguire le istruzioni. Questo prodotto non è destinato essere usato su persone di età inferiore a 16 anni. I tatuaggi temporanei all'henne nero possono aumentare il rischio di allergia. Non tingere capelli - in presenza di eruzione cutanea sul viso o se l'eczema è molto variabile, irritato o danneggiato - se si sono avute reazioni dopo aver tinti i capelli - se in passato si sono avute reazioni dopo un tatuaggio temporaneo con henné nero. Portarsi guanti adeguati. Sciacquare i capelli dopo l'applicazione. Sciacquare immediatamente gli occhi se entrano in contatto con il prodotto. Da non usare per tingere ciglia e sopracciglia. Contiene: fenilendiammine (diamminotoluene), ammoniaca.

**⚠ ENG - Hair colouring cream.** For professional use only. Hair colours can cause severe allergic reactions. Read and follow instructions. The product is not intended for use on persons under the age of 16. Temporary 'black henna' tattoos may increase your risk of allergy. Do not colour hair if - you have a rash on your face or sensitive, irritated and damaged skin - you have ever experienced any reaction after colouring your hair - you have experienced a reaction to a temporary 'black henna' tattoo in the past. Wear suitable gloves. Rinse hair well after application. Rinse eyes immediately if product comes into contact with them. Do not use on eyelashes or eyebrows. CAUTION: This product contains resorcinol that may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for coloring the eyebrows or eyelashes. Not recommended for children. Contains: phenylendiamines (p-aminodiamines), ammonia.

**⚠ PT - Crema colorante para cabelos.** Só para uso profissional. As substâncias do pelo podem causar reações alérgicas graves. Leia e siga as instruções. Este produto não está destinado a pessoas com idades inferiores a 16 anos. Os tatuagens temporárias de henna negra podem aumentar o risco de alergia. Não utilize a tinta capilar se tiver uma erupção cutânea em el rosto o se o eczema é muito variável, irritado e danificado. - se alguma vez ha experimentado cabelo tingido de reação depois de la coloração do pelo - se já alguma vez ha experimentado uma reacção a los tatuagens temporales de henna negra. Usar guantes adequados. Enjuagar bien el pelo después de la aplicación. Enjuagar inmediatamente los ojos si el producto entra en contacto con estos. No usar para tñir pestañas o cejas. Contiene: fenilendiaminas (diaminotoluenos), amoníaco.

**⚠ PT - Crema colorante para cabelos.** Reservado aos profissionais. As substâncias do pelo podem provocar reações alérgicas graves. Leia e siga as instruções. Este produto não é destinado a ser utilizado em pessoas de 16 anos. As tatuagens temporárias de henna negra podem aumentar o risco de alergia. Não pintar o cabelo se - tiver uma erupção cutânea no rosto ou se apresentar o eczema cutâneo sensível, irritado e danificado - se já tiver tido alguma reação depois de pintar o cabelo - se já tiver tido alguma reação a uma tatuagem temporária de henna negra. Usar luvas adequadas. Enjuagar bem os cabelos após a aplicação. Enjuagar imediatamente se o produto entrar em contacto com a face. Não utilizar na coloração de pestanas ou sobrancelhas. Contém: fenilendiaminas (diaminotoluenos), amoníaco.

100 ml e 3.4 fl oz

PERMANENT  
HAIR COLOR

1:1,5

100 ml e 3.4 fl oz

# Giulietta

## MAINTENANCE AT HOME

To help the colour stay bright for longer, we recommend using **Illumyna Care Color Shampoo, Conditioner and Colour Spray** at home. For blonde and/or cold shades, we recommend using **Illumyna Care Blonde shampoo, conditioner and colour spray**.

### ILLUMYNA CARE

#### COLOR



#### BLONDE



## Giulietta GAME

**"WHICH GIULIETTA ARE YOU?"**

Help your clients discover the perfect hair color with a personalized color analysis.




## SENS.ÙS APP

For our entire community of hair professionals, the Sens.ùs app is available for immediate professional consultations.



ilovesensus.it

 @sensus\_hairlovers

 @sens.ùs



G&P COSMETICS SRL  
via Lorenzo Mascheroni, 27  
20145 - MILANO (MI)  
MADE IN ITALY - ilovesensus.it  
UK RP - Passion4hair Ltd.,  
41 Queen St, CO1 2PQ