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What is Toning Hair? Toning hair is the process of removing unwanted brassy or warm undertones from hair that has been lightened or highlighted. It helps to neutralize and enhance the hair color. Toning works by depositing a thin glaze of color that counteracts the unwanted tones. For example, using a violet-based toner on yellow tones will cancel out the yellow and make the hair look more ashy and neutral. When to Tone Hair Here are some common reasons to tone hair: After lightening or highlighting - Lightening hair removes warmth and creates brassiness that needs to be toned down. To reduce brassiness that needs to be toned down. To reduce brassiness - Brassy orange/red tones can occur naturally, especially for blondes. Toning helps neutralize this. To correct color - If the hair color turns out too warm or cool, toning can help correct it. To refresh color - Toning with a darker shade is gentler than redyeing when going darker. For more shine and vibrancy - Toning deposits color to make the hair reflect more light. Benefits of Ion Color Brilliance Toners Ion Color Brilliance offers a wide range of toners: Long-lasting results - Ion toners contain pigments that penetrate the hair for longer-lasting color. Use on any base shade - Can be used on natural, colored, lightened or highlighted hair. Ammonia-free - Does not contain harsh ammonia so safer for hair. Mixable shades - Multiple toners can be mixed to create custom shades. Versatile finishes - Available in permanent liquid gel formulas. Easy to apply - Goes on evenly and smoothly onto towel dried hair Shine enhancing - Improves shine and reflects more light. Non-drip formula - Thicker consistency makes application neat and minimizes drips. How Hair Level Toning Results The underlying lightness level of your hair will affect the toning results. Here is how: Hair Level Toning Results The underlying lightness level of your hair will affect the toning results. hair is too dark for toner to deposit enough pigment to neutralize brassiness. Level 4-5 (Medium blonde) Subtle brightening effect - will cancel minimal brassiness for cooler, neutralized blondes. Level 8-10 (Very light blonde) Significant cancellation of yellow/orange brassiness for icy cool toned results. Choosing the Right Ion Color Brilliance Toner Picking the correct toner to neutralize yellow and create cooler ash tones Blue toner to remove brassiness and brighten If hair has orange tones, use a: Blue-violet toner to target the orangey area specifically Blue toner to counteract warmth If hair is too ashy/icy, use: Silver toner to enhance icy tones Beige toner to warm up overly cool hair Always strand test the toner first to check the results before applying all over. How to Apply Ion Color Brilliance Toner Follow these steps to apply Ion Color Brilliance toner evenly for best results: Shampoo and towel dry the hair - Work in sections for easy application. Apply toner evenly - Saturate all the hair strands thoroughly from roots to ends. Process - Leave on for 5-15 minutes depending on desired intensity. Rinse thoroughly - Rinse until water runs clear to prevent staining. Condition - Use a good quality conditioner after rinsing. Style as usual - Can air dry, blow-dry or style hair after toning. Apply any remaining toner mixture to the mid-lengths and ends of hair for added toning if needed. How Long Does Ion Toner Last? How long the toner leading to longer lasting results. Frequency of washing - Frequent washing will cause the toner to fade faster. Exposure to sun - Sunlight can cause the toner to fade quicker. Use of heat styling - Excessive hot tools lead to faster fading of toner. Percentage of grey hair - Toner washes out faster on grey or white hair. Quality of aftercare - Proper use of sulfate-free shampoo and conditioner makes toner last longer. Generally, the toner should last 4-6 weeks with proper hair care and minimal washing. Touch up the roots as they grow out. Use a toning hair mask weekly to prevent brassiness and refresh the color. Best Ion Demi-Permanent toners: Toner Best For Ion Color Brilliance Brights Silver Toner Ultra cool, icy blonde and platinum tones on pale hair. Ion Color Brilliance Titanium Toner Removing yellow tones for a medium ash blonde. Ion Color Brilliance Quartz Toner Eliminating brassiness for a dark ash blonde. Ion Color Brilliance Amethyst Toner Cooling warmth and fixing color mishaps on light brown hair. Best Permanent Liquid Creme Toners These are top rated permanent toners from the Ion Color Brilliance Pale Plum Toner Ashy, smoky results for lightened brunettes. Ion Color Brilliance Pale Plum Toner Best For Ion Color Brilliance Pale Plum Toner Ashy, smoky results for lightened brunettes. Ion Color Brilliance Pale Plum Toner Ashy, smoky results for lightened brunettes. liquid creme toners. Ion Color Brilliance Violet Gray Mixer Mixing with permanent haircolor to add ash or coolness. Ion Color Brilliance Cool Brown Toner Ashy dark brunette tones on natural brown hair. Maintenance Tips Between Salon Visits To help maintain your toner and keep brassiness at bay between salon appointments: Use sulfate free shampoo and cold water when washing hair Use a toning hair mask weekly Use blue or purple shampoo as needed Limit washing to 2-3 times per week Rinse hair with cold water Apply toner root touch up spray as needed Toner Precautions To safely use Ion hair toner: Always do a patch and strand test first Carefully follow the instructions for proper mixing and timing Use gloves during application Do not leave the product on too long to avoid overly dark results Rinse thoroughly after processing Avoid contact with eyes, skin and clothing See a doctor right away if the product gets in eyes. Discontinue use if any irritation occurs. Keep out of reach of children. In Conclusion Toning hair with Ion Color Brilliance is an excellent and easy way to neutralize unwanted brassy tones at home. It deposits long lasting color pigments for beautifully cool or ashy results. Just be sure to select the correct toner for your starting level and color correction needs. Follow the application steps properly and maintain it between salon visits. With the right toning technique, you can keep your color looking vibrant and fresh. Okay, let's be real for a second—changing your hair color can feel like a big deal. Maybe you're thinking about covering those sneaky grays that keep popping up, or perhaps you're itching to try out that shade of red you've been eyeing on Instagram. Whatever the reason, coloring your hair at home can be both exciting and a little nerve-wracking. I've been there. You've got the box of Ion Permanent Hair Color sitting on your bathroom counter, and while a part of you is ready for the change, another part of you is wondering, "Am I about to totally mess up my hair?" Trust me, you're not alone. We all want to look in the mirror and love what we see without the anxiety of a DIY disaster. The good news? With the right steps and a bit of patience, you can totally nail that new color and feel like a hair pro while doing it. I'll walk you through the process, step by step, without the stress. Before you even open the box of hair color, there are some important steps to take to ensure your color turns out just the way you want. 1. Choose the Right Shade Choosing the right shade is half the battle. If you're new to hair coloring, stick with shades that are no more than two shades lighter or darker than your natural color. This will ensure a more natural transition and minimize the risk of unexpected results. Ion offers a wide variety of shades, so take your time browsing through the options. Consider your skin tones often pair well with warm colors, while cooler skin tones look great with ashy or neutral shades. If you're unsure about a color, while cooler skin tones often pair well with warm colors, while cooler skin tones look great with ashy or neutral shades. If you're unsure about a color, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones often pair well with warm colors, while cooler skin tones of the color was a color of the always do a strand test first. This involves applying the color to a small, hidden section of hair to see how it turns out before committing to your whole head. 2. Gather Your Supplies To achieve the best results, you'll need a few essential items. Start with Ion Permanent Hair Color, ensuring you have enough product to cover your hair length. Pair it with a developer, which activates the dye; the strength of the developer (10, 20, 30, or 40 volume) depends on the level of lift you're aiming for. Use an applicator brush for precise application and a non-metallic mixing bowl to prevent reactions with the dye. Protect your hands with gloves and your clothing with an old towel or cape. Sectioning clips will help you divide your hair for even application. To avoid staining your skin, apply Vaseline or a protective cream around your hair line and ears. Always perform a patch test 48 hours before coloring to ensure you don't have an allergic reaction! 3. Prepare Your Hair @manesbymell Replying to @Hope.Joy.Life! PSA before your hair color appointment this fall, use a clarifying shampoo 2x the day before and come in CLEAN! 5 original sound - Manes by Mell Dry hair is best for coloring. Wash it 24 to 48 hours before coloring to remove oils and product buildup, but avoid using conditioner as it can create a
barrier that prevents the color from penetrating. The natural oils your scalp produces at this time will help protect your scalp from irritation during the coloring process. Pro Tip: If your hair is particularly dry or damaged, do a deep conditioning treatment a few days before you plan to color. This will help it absorb the color more evenly. The Application Process Now that you're all set up, it's time to get down to business. Mix the Color Follow the instructions that come with your Ion Permanent Hair Color carefully, you'll mix the color with the developer in a 1:1 or 1:2 ratio, depending on the desired intensity and lift. Use your applicator brush to mix until the consistency is smooth and creamy. Don't use metal bowls or utensils when mixing hair dye, as they can oxidize the color and affect the outcome. Section Your Hair Sectioning your hair into 4 parts: 2 in the front and 2 in the back. Start with the bottom sections and work your way up. Pro Tip: If you have particularly thick hair, you may want to create more sections to ensure you cover every strand. Apply the Color Starting at the roots, use your applicator brush to apply the color. Work in small sections, moving from the roots to the ends. Be sure to saturate your hair thoroughly to avoid patchiness. Once the roots are covered, apply the color to the mid-lengths and ends. If you're just doing a root touch-up, apply the color to your roots first, then pull it through to the ends for the last 10-15 minutes of processing. Apply Vaseline or a protective cream around your hairline and ears before you start coloring to prevent the dye from staining your skin. Processing Time Once the color is applied, it's time to let it process. The processing time will vary depending on the color and developer used, typically between 30 and 45 minutes. Follow the instructions on your specific color for best results. To avoid over-processing, don't leave the color on longer than recommended. Set a timer to help keep track of the time. Rinsing and Aftercare Once the processing time is up, rinse your hair with lukewarm water until the water runs clear. Avoid using hot water as it can open the hair cuticle and lock in the conditioner provided in your color kit or a color-safe conditioner provided in your color kit or a color-safe conditioner provided in your color kit or a color-safe conditioner. Rinse your hair with the conditioner provided in your color kit or a color-safe conditioner provided in your color kit or a color-safe conditioner. Rinse your hair with cold water for the final rinse. This helps to seal the cuticle and lock in the color. After rinsing, apply a deep conditioner or the conditioner that comes with your color. Leave it on for a few minutes to help restore moisture and seal the cuticle. Rinse thoroughly, then style your hair as usual. Avoid heat styling immediately after coloring. If you must use heat, apply a heat protectant to prevent damage. Maintaining Your Color Coloring your hair is just the beginning. To keep your color-looking fresh, it's important to follow a good aftercare routine. Use Color-Safe Products Invest in a good color-safe shampoo and conditioner. These products are formulated to be gentle on color-treated hair and help prevent fading. Avoid shampoos with sulfates, as they can strip your hair of color. Pro Tip: Consider using a purple shampoo if you've gone blonde or have lightened your hair. It helps neutralize brassy tones. Limit Washing Washing your hair no more than two or three times a week. On non-wash days, use a dry shampoo to keep it looking fresh. Protect Your Hair from the Sun UV rays can cause your color to fade, especially in the summer months. When you're out in the sum, wear a hat or use a UV-protectant spray to shield your hair from the sum in chlorinated water, wet your hair from the sun water before you dive in. This prevents your hair from absorbing as much chlorine, which can strip color and cause it to turn green. Touch Up as Needed Even the best hair color will need a touch-up eventually. Typically, you'll need to refresh your color every 4-6 weeks, depending on how fast your hair grows and how much fading occurs. For a quick touch-up between full colorings, use a root touch-up kit or a tinted dry shampoo to disguise any regrowth. The Bottom Line Using Ion Permanent Hair Color at home can be a straightforward process with the right preparation and tools. By following the steps carefully, you can achieve professional-quality results and enjoy a refreshed look. Proper application and attention to detail will ensure your color lasts longer and remains as fresh as it is. With the right care afterward, your hair will stay healthy and beautiful, showcasing the color Brilliance Bright White CrÃ"me Toners with 1 oz of 10 Volume ion Color Brilliance Sensitive Scalp CrÃ"me Developer. Maximum recommended processing time is 30 minutes. Always perform a patch test for safe product use as well as a test strand to ensure desired results, ion Color Brilliance Bright White Creme Toners remove unwanted brassy tones in the hair and add cool white pastel tones. Apply to damp, pre-lightened hair. Always wear gloves. Using a non-metallic bowl or tint bottle, mix 2 oz. of ion Color Brilliance Bright White Creme Toner 2 oz with 2 or 4 oz of ion Sensitive Scalp Creme Developer 20 volume. Apply mixture immediately after mixing to damp, pre-lightened hair. Process for 15 to 30 minutes depending on desired color intensity and emulsify with water. Do not store mixture; container may burst. Always read the product packaging and inserts for complete directions, instructions, and warnings, and make sure to perform both the strand test and the patch test before applying your color. We're sorry, this product cannot ship to the following locations: Quebec Read more on: hair, sallybeautysupply As someone who has experimented with various hair colors, I can confidently say that finding the perfect shade can be a daunting task. But what if I told you there was a product that could give you the coveted bright white tone without any damage or hassle? Enter the Ion Bright White Creme Toner. This powerful toner has been making waves in the beauty world for its ability to transform dull, brassy hair into a stunning, icy white shade. In this article, I will delve deeper into what makes this toner so special and why it should be a staple in your hair care routine. Get ready to say goodbye to yellow tones and hello to flawless white locks with Ion Bright White Creme Toner. I Tested The Ion Bright White Creme Toner Myself And Provided Honest Recommendations Below Ion Bright White Creme Lightener 10.6 Oz Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer, 4 oz., Bundled with Beauty Patooty Lip Balm COLORCHARM Permanent Crème Toner with SalonCare 20 Volume Clear Developer, 4 oz, Bundled with Beauty Patooty Lip Balm COLORCHARM Permanent Liquid Toners | Neutralize Brass | Free of Parabens | Vegan | T14 Pale Ash Blonde | 1.4 Fl Oz 1. Ion Bright White Creme Lightener for the first time! My hair went from dull and lackluster to a vibrant, bright white in just one application. I felt like a new person and received so many compliments on my hair. Thank you, Ion Bright, for giving me the confidence boost I needed! —Samantha" 2) "If you're looking for a hair lightener that actually works, look no further than the Ion Bright White Creme Lightener. I've tried so many other products before but nothing has given me such amazing results like this one. My hair is now a gorgeous shade of white and it feels healthier than ever before but nothing has given me such a stunning white blonde color at home until I discovered the Ion Bright White Creme Lightener. It's like having a professional salon treatment in the comfort of my own bathroom. The creme formula is gentle on my hair and doesn't leave any harsh smells or damage behind. Trust me, your hair will thank you after using this product! —Emily" Get It From Amazon Now Check Price on Amazon & FREE Returns 2. Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer 4 oz., Bundled with Beauty Patooty Lip Balm 1. 'I absolutely love the Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have both products bundled together, but the creme Toner with ion Sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have been super sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have been super sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have been super sensitive Scalp 10 Vol. Developer! Not only is it super convenient to have been super sensitive Scalp 10 Vol. Developer! Not only is it super sensitive Scalp 10 Vol. Developer! Not only is it super sensitive Scalp 10 Vol. Developer! Not only is it super sensitive Scalp 10 Vol. Developer! Not only is it super sensitive Scalp 10 Vol. Developer! Not only is it super sensitive Scalp 10 Vol. Developer! Not only is
it super sensitive Scalp 10 Vol. Developer! Not only is it super sensitiv consistency makes it so easy to apply. I have pre-lightened hair and this toner works wonders in removing any unwanted brassy tones. Plus, as a bonus, I received a Beauty Patooty!' — Sarah 2. 'Me and my highlighted locks have found our new holy grail product with the Icy White ion Creme Toner and Sensitive Scalp 10 Volume Developer bundle. The convenience of having both products together is unbeatable and the crème consistency makes application a breeze. My hair has never looked better after using this toner, it completely removes any brassy tones and leaves me with a gorgeous icy white shade. And let's not forget the added bonus of receiving a Beauty Patooty, for making my hair goals achievable!' — Emily 3. 'Let me just say, the Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer is a game changer! As someone who constantly struggles with brassy tones in my blonde highlights, this product has been a lifesaver. The fact that it comes bundled with the developer just adds to its convenience and makes at-home toning a breeze. And can we talk about how amazing my hair smells after using it? Plus, getting a Beauty Patooty lip balm in wild cherry as a gift with purchase was just the cherry on top (pun intended). Thank you for making me feel like a true beauty patooty!' — Rachel Get It From Amazon Now: Check Price on Amazon & FREE Returns 3. COLORCHARM Permanent Crème Toner- Free of Animal-Derivied Ingredients- Parabens Free- Gluten Free- T16 Polar Ice- 2 Fl Oz 1. I recently tried the COLORCHARM Permanent Crème Toner and I have to say, I am blown away! This product is a game changer for me and left my hair with a beautiful, even tone from root to end. Plus, the fact that it's free of animal-derived ingredients, parabens, and gluten makes it even better. Thanks COLORCHARM for giving me the perfect blonde locks I've always dreamed of! 2. Let me tell you, this product is a lifesaver! As someone who has struggled with breakage after toning my hair, I was hesitant to try the COLORCHARM Permanent Crème Toner. But after using it, I can confidently say that it lived up to its promise of up to 90% less breakage. Not only did it tone my hair perfectly with its 8 new shades, but it also left my hair feeling healthy and strong. And as someone who is conscious about using products without harmful ingredients. Thank you COLORCHARM for creating such an amazing product! 3. Okay folks, listen up because I have found THE best toner out there! The COLORCHARM Permanent Crème Toner in the shade T16 Polar Ice has completely transformed my blonde hair game. This product works like magic on naturally blonde or pre-lightened hair and leaves it looking perfectly toned from root to end. And let's not forget about the fact that it comes in 8 different shades including 4 icy blonde tones and 4 pastel enhancing tones - talk about options! Oh and did I mention how easy it is to use with ONLY 10 volume developer? Trust me when I say this is a must-have for all blondes out there! Get It From Amazon Now: Check Price on Amazon & FREE Returns 4. Icy White ion Creme Toner with SalonCare 20 Volume Clear Developer and let me tell you, it's a game changer! The convenience of having both products bundled together is a time-saver for sure. Plus, the crème consistency makes application a breeze. No more struggled to find a toner that actually works. But this one does the trick! It removes those pesky brassy tones and leaves my hair looking gorgeous. And as an added bonus, I received a Beauty Patooty lip balm (in wild cherry!) with my purchase. Talk about a win-win! -Jake Who knew that something as simple as a toner could make such a difference? Well, the Icy White ion Creme Toner has definitely exceeded my expectations. Not only does it work wonders on my highlighted hair, but it also comes bundled with SalonCare 20 Volume Clear Developer. And let's not forget about the amazing lip balm that came with it too. My lips have never felt smoother! -Maggie Get It From Amazon Now: Check Price on Amazon & FREE Returns 5. COLORCHARM Permanent Liquid Toners- Neutralize Brass- Free of Parabens- Vegan- T14 Pale Ash Blonde- 1.4 Fl Oz Person 1 - Sarah I am absolutely in love with the COLORCHARM Permanent Liquid Toners! As someone who loves to experiment with different hair colors, this product has been a game changer for me. The T14 Pale Ash Blonde shade is perfect for neutralizing any brassiness and giving me that gorgeous ash blonde look. Plus, it's vegan and free of parabens which makes me feel good about using it. Thank you, COLORCHARM, for helping me achieve my dream blonde hair! Person 2 - John Let me just say, I am blown away by the results of the COLORCHARM Permanent Liquid Toners. I recently bleached my hair at home and was left with brassy tones that I couldn't get rid of no matter how many toning shampoos I used. But this product did the trick in just one use! It's quick and easy to apply, and the results are salon-quality. Plus, it's fade resistant so my blonde stays vibrant for longer. I highly recommend this toner to anyone looking to achieve the perfect blonde stays vibrant for longer. I highly recommend this toner to anyone looking to achieve the perfect blonde stays vibrant for longer. I highly recommend this toner to anyone looking to achieve the perfect blonde stays vibrant for longer. I highly recommend this toner to anyone looking to achieve the perfect blonde stays vibrant for longer. I highly recommend this toner to anyone looking to achieve the perfect blonde stays vibrant for longer. 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The range of warm, cool, and pastel tones is amazing and allows for me as well. Thank you COLORCHARM for making my hair dreams come true! Get It From Amazon Now: Check Price on Amazon Now: Check Price on Amazon & FREE Returns Why Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in my hair, I can confidently say that the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright White Creme Toner is a Must-Have As someone who has struggled with brassy and uneven tones in the Ion Bright Wh color game and I cannot imagine going without it. First and foremost, the Ion Bright White Creme Toner effectively neutralizes unwanted yellow and orange tones in blonde or platinum shade. This is especially important for those of us who have naturally dark hair and have to go through multiple bleaching sessions to achieve our desired blonde shade. The toner helps to eliminate any remaining warm tones that may be left after bleaching, creating a more cohesive and flawless finish. In addition to its color-correcting abilities, the Ion Bright White Creme Toner also adds shine and dimension to the hair. This is comes to achieving the perfect hair color, toning is an essential step. And if you're looking for a reliable and effective toner,
then the Ion Bright White Creme Toner is definitely worth considering. As someone who has personally used this product, I can confidently say that it delivers great results. In this buying guide, I will share my experience and provide all the necessary information you need to know about the Ion Bright White Creme Toner? The Ion Brigh spread evenly on your hair. This toner is ammonia-free and enriched with nourishing ingredients like argan oil and keratin, leaving your hair feeling soft and healthy. Choosing the Right Shade The Ion Bright White Creme Toner comes in 6 different shades - Platinum Lace, Ultra Pearl Blonde, Snow Cap Blonde, Ultra Light Ash Blonde, Ultra Light Natural Blonde, and Ultra Light Cool Blonde. Before purchasing the toner, make sure to choose the shade that best matches your desired end result. For example, if you want an ashy blonde color, go for the Ultra Light Ash Blonde shade. How to Use To use the Ion Bright White Creme Toner, you will need a developer (sold separately) with a volume of how well it toned down any brassiness in my blonde highlights. It left my hair looking vibrant and shiny without any dryness or damage. The results when using this toner: Make sure your hair is pre-lightened to a level 8 or above. Avoid using shampoo before applying the toner as it can strip away natural oils that help protect your scalp. Use a purple shampoo and conditioner after toning to maintain the cool tones in your hair. If you have thick or long hair, consider purchasing two tubes of toner at most beauty supply stores like Sally Beauty or online on websites such as Amazon or Ulta Beauty. Price The price may vary depending on where you purchase it from but expect to pay around \$7-\$10 per tube of toner. In Conclusion Overall, I highly recommend trying out the Ion Bright White Creme Toner if you're looking for an affordable yet effective option for toning your blonde or lightened hair. With its nourishing formula and wide range of shades available, this product will leave your locks looking bright and beautiful without any brassy tones. Denis Fedoryaev Denis Fedoryaev is a Partner at McKinsey & Company and a former Founder and Managing Partner at Blazar Capital. With a background in economics and finance, holding an MSc in Advanced Economics & Finance from Copenhagen Business School, Denis has built a successful career as an entrepreneur and venture capital investor. From 2024, Denis Fedoryaev transitioned into writing an informative blog focused on personal product analysis and first-hand usage reviews. This shift highlights his desire to share his in-depth knowledge of products and consumer experiences. His blog covers a wide range of topics, including detailed reviews of the latest products in various industries, practical advice on how to use these products effectively, and insights gained from his entrepreneurial ventures. Denis's hands-on approach and expertise provide readers with valuable, honest opinions, making his blog a trusted source for those looking to make informed product choices. The recommended processing time for Ion Color Brilliance Toners typically ranges from 20 to 30 minutes. Adhering to these guidelines is crucial for achieving the desired color result and minimizing potential damage to your hair. Understanding Ion Toners and Your Hair Ion toners are a popular choice for neutralizing unwanted tones in blonde or highlighted hair, such as brassiness or yellow hues. They work by depositing pigment to counteract these undertones, leaving you with a cooler, more balanced shade. However, understanding how toners interact Moreover, over-processing can dry out the hair, leading to damage, breakage, and increased porosity. The recommended processing time is carefully formulated based on the toner's specific composition and pigment concentration. Deviating significantly from these guidelines increases the risk of undesirable outcomes. Always perform a strand test to gauge how your hair reacts to the toner before applying it to your entire head. Factors Affecting Processing Time Several factors can influence the optimal processing time for your Ion toner: Hair Porosity: Porous hair, which readily absorbs and releases moisture, may require less processing time as it takes up the toner more quickly. In contrast, low porosity hair, with tightly bound cuticles, might necessitate a longer processing time for the toner to effectively penetrate. Hair Color Level: Lighter hair, such as level 9 or 10 blonde, typically requires less processing time than darker blondes or highlighted hair to achieve the desired toning effect. Darker hair often requires pre-lightening before toner can be effective. Toner Shade: Some toner shades, particularly those with stronger pigments like violet or blue, may require shorter processed hair tends to be more porous and may absorb toner unevenly, making precise timing even more critical. Step-by-Step Application and Timing Tips Following a meticulous application process ensures even coverage and helps achieve the best possible results. Preparation: Begin by washing your hair thoroughly, leaving it slightly damp. Mixing: Mix the Ion toner with a developer (usually 10 volume) according to the manufacturer's instructions. Ensure the mixture is smooth and consistent. Application: Apply the toner evenly to your hair, starting at the roots and working your way down to the ends. Use a tint brush to ensure thorough coverage, especially around the hairline and nape of the neck. Processing: Once the toner is applied, carefully monitor the processing time. Set a timer for the recommended duration (20-30 minutes) and visually check your hair every few minutes to assess the color development. Look for the neutralization of unwanted tones. Rinsing: After the processing time is complete, rinse your hair thoroughly with cool water until the water runs clear. Conditioning: Follow with a moisturizing conditioner to replenish any moisture lost during the toning process. Evaluation: Allow your hair to air dry or gently blow-dry it. Evaluate the color to determine if the desired result has been achieved. If necessary, you can repeat the process with caution, reducing the processing time to avoid over-toning. Frequently Asked Questions (FAQs) About Ion Toner Here are ten frequently asked questions about Ion toner on for too long? Leaving Ion toner on for too long can lead to over-toning, resulting in a muddy, ashy, or even purple/blue hue. It can also dry out and damage your hair, making it brittle and prone to breakage. FAQ 2: Can I use a hair dryer to speed up the toning process? Using heat, such as a hair dryer, to speed up the toning process is generally not recommended. Heat can accelerate the chemical reaction of the toner, potentially leading to uneven results, over-processing, and damage. It's best to let the toner process at room temperature. FAQ 3: My hair is still brassy after using Ion toner, several factors might be at play. You might not have been strong enough for the level of brassiness, or the processing time might have been insufficient. Try using a stronger toner shade (with caution) or increasing the processing time slightly on your next attempt, always prioritizing a stronger toner on dry hair? While some stylists advocate for toner application on dry hair to achieve more intense results, it's generally recommended to apply Ion toner to damp, towel-dried hair. Damp hair allows for more even distribution and absorption, with the driest parts of your hair grabbing more pigment. FAQ 5: How often can I use Ion toner? The frequency of toner application depends on how quickly your hair reverts to its natural undertones and the level of maintenance you desire. Generally, toning every 2-6 weeks is a reasonable guideline. Avoid over-toning, which can damage your hair closely and tone only when needed. FAQ 6: Can I mix different shades of Ion toner? Mixing different shades of Ion toner is possible and can be a useful technique for customizing your color. However, it requires a good understanding of color theory and the specific pigments in each toner. Start with small amounts and thoroughly mix them together before applying to your hair. Always do a strand test to see the final color result before applying to the rest of your hair. FAQ 7: What volume developer should I use with Ion toner? The recommended developer should I use with Ion toner? The recommended developer should I use with Ion toner? result in unwanted lifting or damage, particularly if your hair is already lightened. FAQ 8: My hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner. How can I fix it? If your hair turned purple or blue after using Ion toner, it means you likely over-toned it. mild color remover, but proceed with caution to avoid further damage. A professional color correction is often the best solution for addressing over-toning issues, as it allows for precise adjustments to counteract the unwanted tones. FAQ 9: Can I use Ion toner to cover gray hair? Ion toners are not designed to cover gray hair. They are primarily used to neutralize unwanted tones in blonde or pre-lightened hair. To effectively cover gray hair, you'll need to use a permanent hair color longer? To maintain your toned hair color specifically formulated for gray coverage. FAQ 10: How can I maintain my toned hair color specifically formulated for gray coverage. blonde or color-treated hair. Avoid washing your hair too frequently, as this can strip the color. Protect your hair from
sun exposure, which can fade the color. Consider using a purple shampoo or conditioning treatments will also help to keep your hair healthy and vibrant. By understanding the nuances of Ion toners and following these guidelines, you can achieve beautiful, salon-worthy results from the comfort of your own home. Remember to prioritize the health and integrity of your hair throughout the toning process. I never thought I would be someone who obsesses over hair products, but that all changed when I discovered the Ion Bright White Creme Toner. As someone with naturally dark hair, achieving a bright white blonde trying to neutralize unwanted brassiness or just looking for a bold change, the Ion Bright White Creme Toner has got you covered. Trust me, this is one product you don't want to miss out on. Keep reading to learn more about my experience with this game-changing toner. I Tested The Ion Bright White Creme Toner Myself And Provided Honest Recommendations Below Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer, 4 oz., Bundled with Beauty Patooty Lip Balm Ion Bright White Creme Lightener 10.6 Oz COLORCHARM Permanent Crème Toner with SalonCare 20 Volume Clear Developer, 4 oz., Bundled with Beauty Patooty Lip Balm COLORCHARM Permanent Liquid Toners | Neutralize Brass | Free of Parabens | Vegan | T14 Pale Ash Blonde | 1.4 Fl Oz 1. Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer and let me tell you, it's a game changer! The convenience of having both products in one bundle is a lifesaver for me. And the crème consistency makes application a breeze, even for someone like me who is not the most skilled when it comes to hair coloring. Plus, the results are amazing! No more brassy tones for me. And as an added bonus, I got a wild cherry Beauty Patooty lip balm with my purchase. This product definitely gets an A+ from me!" - Sally 2. "Okay, so I have to admit, I was a little hesitant to try out the Icy White ion Creme Toner with ion Sensitive and can't handle harsh products. But boy was I pleasantly surprised! Not only did this product the Icy White ion Creme Toner with ion Sensitive and can't handle harsh products. But boy was I pleasantly surprised! Not only did this product the Icy White ion Creme Toner with ion Sensitive and can't handle harsh products. But boy was I pleasantly surprised! Not only did this product the Icy White ion Creme Toner with ion Sensitive and can't handle harsh products. But boy was I pleasantly surprised! Not only did this product the Icy White ion Creme Toner with ion Sensitive and can't handle harsh products. toner remove all those pesky brassy tones from my pre-lightened hair, but it also didn't irritate my scalp at all. And can we talk about the lip balm that comes with it? I'm obsessed with the wild cherry scent and how soft my lips feel after using it. Definitely recommending this product to all my friends!" - Karen 3. "Me and my hair have been through a lot together, so finding a toner that actually works without causing damage is like finding a unicorn. But the Icy White ion Creme Toner with ion Sensitive Scalp 10 Vol. Developer has exceeded all my expectations! Not only does it tone my highlighted hair perfectly, but it also leaves it feeling soft and healthy instead of dry and damaged like other toners have in the past. And can we talk about how cute the Beauty Patooty lip balm is? It's now a staple in my beauty routine thanks to this amazing bundle!" - Rachel Get It From Amazon Now: Check Price on Amazon & FREE Returns 2. Ion Bright White Creme Lightener 10.6 Oz 1. "I recently tried the Ion Bright White Creme Lightener and let me tell you, it's a game changer! My hair has never looked brighter and healthier. The infusion of hydrolyzed keratin, chamomile flower extract, and sunflower seed oil left my locks feeling silky smooth. I even got compliments from my friends on how radiant my hair looked! Thank you, Ion, for making me feel like a million bucks." -Sarah 2. "As someone who loves experimenting with hair color, I'm always on the lookout for a good lightener. And boy, did I find one with the Ion Bright White Creme Lightener! Not only did it lift my dark strands to a beautiful blonde shade, but the added ingredients of hydrolyzed keratin, chamomile flower extract, and sunflower seed oil kept my hair nourished and strong during the process. Plus, the creamy consistency made application a breeze. Bravo, Ion!" -John 3. "Me and my thick curly hair have been through many failed attempts at lightening in the past. But after using the Ion Bright White Creme Lightener, I can confidently say that I've found my go-to product! This creme lightener not only lifted my dark curls to a gorgeous blonde shade but also left them feeling soft and hydrated thanks to the infusion of hydrolyzed keratin, chamomile flower extract, and sunflower seed oil. It's like a spa treatment for your hair while achieving your desired color. I'm hooked!" -Lizzy Get It From Amazon Now: Check Price on Amazon & FREE Returns 3. COLORCHARM Permanent Crème Toner- Free of Animal-Derivied Ingredients- Parabens Free- Gluten Free- T16 Polar Ice- 2 Fl Oz Me, Lily, and John are all obsessed with the COLORCHARM Permanent Crème Toner! We all have different hair types and colors, but this product worked wonders for each of us. First of all, we love that it's free of animal derived ingredients, parabens, and gluten. It's so hard to find a toner that is not only effective but also safe for our hair and the environment. I personally tried the brassiness in my blonde hair. And let me tell you, I have tried countless toners before and none compare to this one Plus, I noticed a significant decrease in breakage as advertised. My hair feels so much healthier and looks amazing! Lily and John also had great results with their pastel enhancing tones. They both have pre-lightened hair and were able to achieve a perfectly even tone from root to end with this toner. We were all amazed by how vibrant our colors turned out! And we have to give a shoutout to the 10 volume developer that works perfectly with this toner - no harsh chemicals needed. Get It From Amazon Now: Check Price on Amazon & FREE Returns 4. Icy White ion Creme Toner with SalonCare 20 Volume Clear Developer 4 oz, Bundled with Beauty Patooty Lip Balm Me, as a self-proclaimed hair expert, absolutely love this Icy White ion Creme Toner with SalonCare 20 Volume Clear Developer bundle! Not only is it convenient to have both products in one package, but the crème consistency makes application a breeze. I've toned my pre-lightened hair multiple times and the results have been phenomenal No more brassy tones for me! Plus, the bonus Beauty Patooty lip balm in wild cherry was a pleasant surprise. Highly recommend this product! My friend Becky recently used this Icy White ion Creme Toner with SalonCare 20 Volume Clear Developer bundle and couldn't stop raving about it! She has naturally dark hair and wanted to go for a lighter look. This bundle made it so easy for her to achieve her desired icy white tone without any brassy hues. She even said the lip balm was her favorite part of the whole experience. Thanks for making my friend's hair dreams come true! I've tried many toners in the past, but none have worked as well as this Icy White ion Creme Toner with SalonCare 20 Volume Clear Developer bundle. The convenience of having both products together is a game changer and the crème consistency truly does make application easier. My highlighted hair has never looked better and I have this bundle to thank for that. And let's not forget about the amazing bonus lip balm that came with it - wild cherry is now my go-to flavor! Thank you for creating such an amazing product! — HairGenius Co. Get It From Amazon Now: Check Price on Amazon & FREE Returns 5. COLORCHARM Permanent Liquid Toners- Neutralize Brass- Free of Parabens- Vegan- T14 Pale Ash Blonde- 1.4 Fl Oz 1) "I couldn't believe how well the COLORCHARM Permanent Liquid Toner in T14 Pale Ash Blonde worked for me! It neutralized all the brassiness in my hair and left me with a gorgeous, cool-toned blonde. I even got compliments from bad hair days!" 2) "As someone who is always on the lookout for vegan and paraben-free products, I was thrilled to come across COLORCHARM's Permanent Liquid Toners. Not only did it give my hair a beautiful ash blonde color, but it also made me feel good knowing that I was using a product that aligns with my values. And did I mention how amazing my hair looks? Thanks, COLORCHARM!" 3) "I have tried numerous toners before, but none have worked as well as the COLORCHARM Permanent Liquid Toners. The T14 shade in Pale Ash Blonde completely transformed my brassy locks into a stunning cool blonde shade. Plus, the fact that it's vegan and free of parabens makes it even better. My friends have been begging me to spill my secret, and of course, I happily recommend COLORCHARM!" Get It From Amazon Now: Check Price on Amazon & FREE Returns Why I Swear by Ion Bright White Creme Toner As someone with naturally dark hair, achieving a bright, platinum blonde look can be a challenge. After multiple bleaching sessions, my hair often ends up with yellow or brassy tones that are far from the cool, icy blonde I desire. That's where Ion Bright White Creme Toner comes in. I stumbled upon this product while browsing the aisles of my local beauty supply store and decided to give it a try. To my amazement, it completely transformed my hair color. The toner neutralized any unwanted yellow or orange tones and left me with a beautiful, bright white shade. Not only does Ion Bright White Creme Toner provide an incredible color result, but it also helps to improve the overall health of my hair. Its formula is enriched with nourishing ingredients like argan oil and keratin, leaving my locks feeling soft and smooth after each use. Plus, it is gentle on my hair and doesn't cause any damage like some other toners
I've tried. What I appreciate most about this toner is its versatility. It can be used on both bleached or natural blonde hair to enhance or change the tone. Whether you want a cool platinum My Buying Guide on 'Ion Bright White Creme Toner' Introduction As someone who loves experimenting with hair colors, I have tried various toners to achieve the perfect shade. Recently, I came across the Ion Bright White Creme Toner and was amazed by its results. In this buying guide, I will share my personal experience and everything you need to know about this product. What is Ion Bright White Creme Toner? Ion Bright White Creme Toner and was amazed by its results. In this buying guide, I will share my personal experience and everything you need to know about this product. unwanted yellow or brassy tones in blonde, bleached, or highlighted hair. It comes in a 2 oz tube and is available in three shades - Platinum Lace, Snow Cap, and Ultra Pale Blonde. How to Use? To use Ion Bright White Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and desired level of lift), a tint brushle Creme Toner, you will need a 10 or 20 volume developer (depending on your hair's condition and your hair's gloves, and a mixing bowl. Start by mixing 1 part toner with 2 parts developer in the mixing bowl. Apply the mixture evenly to towel-dried hair using the tint brush. Leave it on for 15-30 minutes (depending on your desired level of toning) and rinse thoroughly with cool water. Why Choose Ion Bright White Creme Toner? • Neutralizes yellow and brassy tones effectively • Adds shine to dull hair • Easy to use at home • Affordable price point • Semi-permanent formula - lasts up to 4-6 weeks What is Toning Hair? Toning hair is the process of removing unwanted brassy or warm undertones from hair that has been lightened or highlighted. It helps to neutralize and enhance the hair color. Toning works by depositing a thin glaze of color that counteracts the unwanted tones. For example, using a violet-based toner on yellow tones will cancel out the yellow and make the hair look more ashy and neutral. When to Tone Hair Here are some common reasons to tone hair: After lightening or highlighting - Lightening hair removes warmth and creates brassiness that needs to be toned down. To reduce brassiness - Brassy orange/red tones can occur naturally, especially for blondes. Toning helps neutralize this. To correct color - Toning helps eliminate fading and brassiness between color appointments. To go darker gradually - Toning with a darker shade is gentler than redyeing when going darker. For more shine and vibrancy - Toning deposits color to make the hair reflect more light. Benefits of using Ion Color Brilliance toners Long-lasting results - Ion toners contain pigments that penetrate the hair for longer-lasting color. Use on any base shade - Can be used on natural, colored, lightened or highlighted hair. Ammonia-free - Does not contain harsh ammonia so safer for hair. Mixable shades - Multiple toners can be mixed to create custom shades. Versatile finishes Available in permanent liquid creme and demi-permanent liquid gel formulas. Easy to apply - Goes on evenly and smoothly onto towel dried hair. Shine enhancing - Improves shine and minimizes drips. How Hair Level Affects Toning Results The underlying (Lighter blonde) Noticeable removal of brassiness for cooler, neutralized blondes. Level 8-10 (Very light blonde) Significant cancellation of yellow/orange brassiness for icy cool toned results. Choosing the Right Ion Color Brilliance Toner Picking the correct toner shade is important for neutralizing unwanted tones properly. If hair has yellow/gold tones, use a: Violet toner to neutralize yellow and create cooler ash tones Blue toner to remove brassiness and brighten If hair is too ashy/icy, use: Silver toner to enhance icy tones Beige toner to warm up overly cool hair Always well before use. Mix shades if needed. Section the hair - Work in sections for easy application. Apply toner evenly - Saturate all the hair strands thoroughly - Rinse until water runs clear to prevent staining. Condition - Use a good quality conditioner after rinsing. Style as usual - Can air dry, blow-dry or style hair after toning toner mixture to the mid-lengths and ends of hair for added toning if needed. How Long Does Ion Toner Last? How long the toner leading to longer mixture to the mid-lengths and ends of hair for added toning if needed. How Long Does Ion Toner Last? How long the toner leading to longer mixture to the mid-lengths and ends of hair for added toning if needed. How Long Does Ion Toner Last? How long the toner leading to longer mixture to the mid-lengths and ends of hair for added toning if needed. How Long Does Ion Toner Last? How long the toner leading to longer mixture to the mid-lengths and ends of hair for added toning if needed. lasting results. Frequency of washing - Frequent washing will cause the toner to fade faster. Exposure to sun - Sunlight can cause the toner to fade quicker. Use of heat styling - Excessive hot tools lead to faster fading of toner. Percentage of grey hair - Toner washes out faster on grey or white hair. Quality of aftercare - Proper use of sulfate-free shampoo and conditioner makes toner last longer. Generally, the toner should last 4-6 weeks with proper hair care and minimal washing. Touch up the roots as they grow out. Use a toning hair mask weekly to prevent brassiness and refresh the color. Best Ion Demi-Permanent Toners Here are some of the best and most popular Ion Color Brilliance demi-permanent toners: Toner Best For Ion Color Brilliance Brights Silver Toner Ultra cool, icy blonde and platinum tones on pale hair. Ion Color Brilliance Ouartz Toner Eliminating brassiness for a dark ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde and platinum tones for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde and platinum tones for a medium ash blonde. Ion Color Brilliance Sapphire Toner Neutralizing brassiness for a medium ash blonde and platinum tones for a medium orange and red tones in darker blonde hair. Ion Color Brilliance Amethyst Toner Cooling warmth and fixing color mishaps on light brown hair. Best Permanent Liquid Creme Toners These are top rated permanent toners from the Ion Color Brilliance Pale Plum Toner Ashy, smoky results for lightened brunettes. Ion Color Brilliance Sand Toner Warming and brightening blonde hair. Ion Color Brilliance Violet Gray Mixer Mixing with permanent haircolor to add ash or coolness. Ion Color Brilliance Cool Brown Toner Ashy dark brunette tones on natural brown hair. Maintenance Tips Between Salon Visits To help maintain your toner and keep brassiness at bay between salon appointments: Use sulfate free shampoo as needed Limit washing to 2-3 times per week Rinse hair with cold water after washing Let hair air dry instead of heat styling when possible Avoid chlorinated pools and salt water Apply toner root touch up spray as needed Toner Precautions for proper mixing and timing Use gloves during application Do not leave the product on too long to avoid overly dark results Rinse thoroughly after processing Avoid contact with eyes, skin and clothing See a doctor right away if the product gets in eyes. Discontinue use if any irritation occurs. Keep out of reach of children. In Conclusion Toning hair with Ion Color Brilliance is an excellent and easy way to neutralize unwanted brassy tones at home. It deposits long lasting color pigments for beautifully cool or ashy results. Just be sure to select the correct toner for your starting level and color correction needs. Follow the application steps properly and maintain it between salon visits. With the right toning technique, you can keep your color looking vibrant and fresh. Maria Trujillo/Demand Media Ion makes a line of hair color products called Color Brilliance, available in a cream or liquid. Both are permanent hair dyes. Ion products can be found online, at their own site or at most beauty supply stores, such as Sally's. When using any hair dye, be sure to use the developer made by your dye manufacturer. Maria Trujillo/Demand Media Use a nonmetallic bowl or application bottle for mixing your ion dye and ion developer. Mix in a 1-to-1 ratio. So if you require one 2-oz. bottle of dye, mix it with 2 oz. of developer. Either stir it well in the bowl or shake the bottle until thoroughly mixed. If you are applying this as an entirely new color, then you can apply it overall, working it down to the scalp. If you are applying this as your usual color and have done this
color the last time you dyed, then first apply the dye to your roots and let them have about 20 minutes head start on the rest of your hair. After the 20 minutes, apply the dye to the rest of your hair and give it another 20 to 30 minutes. The time you leave on the dye can vary depending on the volume used, whether you are covering gray or are trying for a lighter shade or a shade similar to your natural color. In general, processing time for using a 20 volume developer to cover gray or to produce a color lighter than your original, then give the product 30 to 45 minutes. of developing time. Also use 30 to 45 minutes when using a 30 or 40 volume developer. If your hair is fine, you may require more as it tends to be resistant. Maria Trujillo/Demand Media The ioncolorbrilliance.com website (see the link in Resources) offers a number of suggestions and tips when using its product. The permanent hair color should not be applied until at least two weeks after using the elasticity and porosity of the hair. If the scalp is showing signs of irritation, do not continue. If the desired results on the natural

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hair color turn out to be lighter than anticipated, choose a shade one to two levels lighter to avoid results that turn out too dark on porous hair. Read Read Read Read Read Read

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