



**DE LORENZO**

# User Guide

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**nova360°**  
TOTAL COLOUR SOLUTIONS

**novaBOND**  
TECHNOLOGY

# novatone®

Novatone is a gentle, ammonia-free, demi-permanent gel colour that has been formulated with exclusive Novabond Technology® to protect, improve moisture and deliver brilliant colour results.

Novatone is an acidic hair colour range that minimises stress placed on fragile hair. This versatile range provides the hairdresser with the flexibility to customise any shade resulting in multi-dimensional colour options. The depth and intensity of any Novatone colour can be adjusted by mixing lighter shades with darker shades or by diluting with Novatone Clear.

Novatone is a deposit only, rich tone on tone, no lift colour range. The range includes 12 intermixable Novatone shades plus Novatone Clear and a fragrance-free 1.9% Processing Solution. A non-drip liquid to gel formula that develops in 20 minutes and gradually fades, lasting up to 20+ shampoos.

Novatone was created as a standalone colour range which does not match the Novacolor tonal families. It can be used for toning, colour balancing, glossing, colour correction and zone toning. The gentle acidic formula is ideal for use following an alkaline lightening service to help close the cuticle and restore the pH back to an acidic state.

**Vegan certified and ammonia, PPD, sulfate and paraben free.**

## The shades

The Letter indicates reflect while the number represents level of depth (i.e. P9 is a Pearl reflect on a 9 level).

|                 |           |   |
|-----------------|-----------|---|
| Natural         | (N)       | Underlying blue/violet base to provide neutral results                      |
| Pearl           | (P)       | Reduces unwanted warmth provide a pearl finish                              |
| Gold            | (G)       | Provides golden tones   |
| Gold Iridescent | (GI)      | Delivers cool, gold violet tones with a balance of iridescent hues.         |
| Red             | (R)       | Creates sophisticated red tones   |
| Violet          | (V)       | Ideal for counteracting unwanted yellow tones. Creates pink and icy results |
| Clear           | No Colour |   |



## Appearance of the shades

The appearance of the shades when pouring from the bottle will vary between the shades depending on the amount of dye load within the formulas and what combination of direct and oxidative dyes the shades are created from. Some colours will mix in the bowl and be light in colour, example Novatone G9 Salty Grain and other shades will appear dark, example Novatone R5 Scarlet.

## Strand test

It is recommended to conduct a preliminary strand test to see how the hair will accept colour. Novatone can be readily absorbed by porous hair that has been chemically treated or damaged from mechanical or thermal styling. If the ends of hair are very porous use a diluted or lighter formula. Apply Novatone to a small section of hair according to your formula choice and process according to directions.

## Directions

- Conduct a skin sensitivity test 48 hours prior to use. Follow directions outlined below.
- Wear suitable gloves for all applications.
- For Optimum results apply Novatone to clean damp towel dried or dry hair.
- Application method can be with tint brush and bowl, bottle or sponge.  
The non-drip formula allows for application at the basin or chair.
- Apply Essential Treatments Oil Balance & Protein Complex to mid-lengths and ends.
- Weigh and mix 1 part Novatone Colour to 1 part Novatone Processing Solution.
- Mix colour directly prior to application.
- Apply to hair and process for 20 minutes.
- Rinse Novatone thoroughly from hair and lightly shampoo & condition with suitable De Lorenzo products.

## Skin sensitivity test

Although not common, allergic reactions can occur in individuals who have had no previous reactions to hair dyes. It is, therefore, essential that this test be carried out 48 hours before each and every application of this product. Cleanse a patch of skin on the inside of the elbow or behind the ear with a mild soap and water, pat dry. Mix a small amount of Novatone gel colour with an equal amount of Novatone Processing Solution and apply to this area. Allow to dry and leave uncovered and undisturbed for 48 hours. If during this period the client experiences itching or reddening of the skin, recommend that the test site be rinsed off and the product not be used. The test represents a reasonable precaution but an allergic reaction may still occur. Should you or your client experience a reaction, such as stinging, burning or a rash during application or processing, rinse immediately with water and discontinue use. Recommend medical advice or a consultation with a dermatologist to allay any further concerns.

## Notes:

Novatone does not provide lift or break the base of natural hair.

These shades are tone on tone colours and will provide strong colour saturation.

Mix shades with Novatone Clear if a more translucent result is desired.

Novatone colour mix will thicken upon standing.

## Mixing guide

| Use  | Mix ratio 1:1   | Novatone Colour     | Timing  | Usage  |
|--|---|---------------------|---|--|
| Toning<br>Zone Toning<br>Gloss<br>Adding Reflect<br>Adding depth | 60g Novatone Colour : 60g Processing Solution                         | All                 | 20 minutes  | Novatone colours look darker than expected while processing, but will rinse true to depth selected.<br>Deposit only, no lift |
| Level 10 and Pastels   | 60ml Novatone Colour : 60ml Processing Solution                       | ½ Level 9 + ½ Clear | 20 minutes  | When pastelising ratios may vary according to desired result.<br>Deposit only, no lift                                       |
| Grey Blending (30% - 70%)  | 60ml Novatone Colour : 60ml Processing Solution                       | N series            | 20 minutes  | Results will depend on texture of hair.<br>Does not provide grey - white coverage.<br>Deposit only, no lift                  |
| Resistant hair   | 60g Novatone Colour : 60g Processing Solution                         | All                 | 20minutes<br>15 minutes under heat 5 minute cool down | Cover with plastic cap or wrap while under heat  |
| Matching Novacolor Demi Permanent tone                           | 20g Novatone Colour plus 40g Novatone Clear : 60g Processing Solution | All                 | 20 minutes  | For translucent gloss and to mimic Novacolor demi saturation   |

## Colour removal

Method of removal will depend on levels of lift required and hair type.

| Novatone Removal            | Mix                                       |
|-----------------------------|---|
| Colour Eliminator           | See product instructions                  |
| Powder Lightener            | 1 part Novalite: 2 parts Novacreme (1.5%) |
| Colour Stain Remover (skin) | See product instructions                  |

## Options

Enhance Novatone application with;

| Product            | Suitable for   | Mix Ratio  |
|--------------------|--|--|
| Protect            | Protecting sensitive skin                              | 20g Novatone : 20g Processing Solution : 1g Protect  |
| Colour Accelerator | Reducing application time. Suitable to use under heat. | Mix Novatone and processing solution first then add Accelerator.<br>The mix will be a firmer gel than using Novatone on its own.<br><b>Mix Ratio :</b><br>1g Colour Accelerator : 10g Novatone : 10g Processing Solution<br>Process under heat for 10 minutes, cool down for 5 minutes |
| Novaplex           | Damaged hair for protection and repair                 | Mix Novatone and processing solution first then add Novaplex 1.<br><b>Mix Ratio:</b><br>1g Novaplex Bond Construct 1 : 15g Novatone: 15g Processing Solution.<br>Process and rinse Novatone from the hair, follow with Novaplex Restore 2 for 10 minutes. Rinse shampoo and condition  |