

CHARCOLITE

FAQ

FAQ



**Cool Toning
Lightening Paste**
250 g / 8.8 oz
500 g / 17.6 oz

WHAT IS IT?

Charcolite Lightening Paste is a 9 level lift lightener designed to neutralize yellow and brassy tones while lifting.

HOW DOES IT WORK?

*Activated Charcoal purifies the hair from buildup to achieve a brighter blonde result.

*Crystalline Graphite Pigments have a natural "blue/silver" base to provide total warmth control.

CAN I ADD A BOND BUILDER?

No. Our Lightening Paste is formulated with *Inulin BondPlex, a blend of vegan oils and proteins designed to encapsulate moisture and protect the disulfide bonds during lightening. Adding any additional bond builder will dilute or diminish its lifting capabilities.

HOW LONG SHOULD I PROCESS?

Every application is unique, and timing will vary based on each individual's texture, chemical history, desired result. A good rule of thumb is to check at the 45 minute mark, it can take up to 60 minutes to achieve palest blonde and, in some cases, a second application may be required. For Platinum results, hair should be lifted to beyond yellow, almost white.

CAN I USE HEAT TO PROCESS?

Yes. Typically, heat is not necessary for on scalp applications as they are subject to "radiant heat" produced by body temperatures, however, when applying heat to mid lengths and ends (as in a free hand technique or highlight) we recommend using a "processor" or heat lamp and temperatures should not exceed 95-105 degrees Fahrenheit. Best practice is to process at room temperature for the first 45 minutes, check, if additional lift is needed, applying heat at this stage will help deliver the desired result by giving it that extra lift.



**Platinum
Pigmented Powder**
500 g / 17.6 oz

WHAT IS IT?

Charcolite Platinum Powder is a 10 level lift lightener designed to neutralize yellow and brassy tones while lifting to palest blonde.

HOW DOES IT WORK?

*Activated Charcoal purifies the hair from buildup to achieve a brighter blonde result.

*Crystalline Graphite Pigments have a natural "blue/silver" base to provide total warmth control.

CAN I ADD A BOND BUILDER?

No. Our PLATINUM Powder is formulated with *Inulin Bondplex, a blend of vegan oils and proteins designed to encapsulate moisture and protect the disulfide bonds during lightening. Adding any additional bond builder will dilute or diminish its lifting capabilities.

HOW LONG SHOULD I PROCESS?

Every application is unique, and timing will vary based on each individual's texture, chemical history, desired result. A good rule of thumb is to check at the 30 minute mark, it can take up to 45 minutes to achieve PLATINUM and, in some cases, a second application may be required. For PLATINUM results, hair should be lifted to palest blonde, beyond yellow, almost white.

CAN I USE HEAT TO PROCESS?

Yes. Typically, heat may not be necessary but in the event you should choose to use heat, we recommend using a "processor" or heat lamp and temperatures should not exceed 95-105 degrees Fahrenheit. Best practice is to process at room temperature for at least 45 minutes, check, if additional lift is needed, applying heat at this stage will help deliver the desired result by giving it that extralift.



**Cool Toning Anti-Brass
Shampoo & Conditioner**
250 ml / 8.5 oz
600 ml / 20.3 oz

WHAT IS IT?

Cool Toning Anti-Brass Shampoo with Restorative BondPlex:

This high-performance post blonding shampoo eliminates yellow and brassy tones from natural or chemically treated blonde shades. This Shampoo contains natural graphite pigments that work to maintain the perfect blonde shade and has a pH of 4 to restore balance and improve elasticity.

Cool Toning Anti-Brass Conditioner with Restorative BondPlex:

This highly effective post blonding Conditioner controls yellow and brassy tones in all blonde shades. Thanks to our Restorative BondPlex, an exclusive blend of naturally derived oils that rebuild fragile hair bonds, hair is instantly strengthened and with a pH of 3 it works restore balance, improve elasticity and naturally seal the cuticles, providing both internal and external repair.

HOW LONG SHOULD I LEAVE THE CONDITIONER ON?

For best results, leave on for 10 minutes, up to 20 minutes for maximum toning results. The longer you leave it on, the cooler your results will be.

HOW OFTEN CAN I USE IT?

We recommend using our Anti-Brass Shampoo and Anti-Brass Conditioner at least once a week to maintain optimal toning, twice a week for gentle toning, or up to three times a week for maximum cool toning results. This will also help to maintain optimal moisture levels and keep your hair perfectly pH balanced.

WILL MY RESULTS VARY?

Whether your blonde is natural, highlighted, balayage or highly processed, toning results will vary based on the color of your hair. For example, darker blonde shades should expect a more subtle result, however lighter, more dimensional tones will reflect cooler, more platinum results.

WILL IT WORK ON NATURAL GRAY HAIR?

Yes. Our Anti-Brass Shampoo is designed to work on all types of hair, both color treated or natural hair. This product is a great way to maintain silvery tones on natural gray.

WILL IT DRY MY HAIR OUT?

No. Our Anti-Brass Shampoo contains BondPlex and is designed to replace moisture and rebuild hair bonds that may have been compromised during lightening.

WILL MY HAIR TURN PURPLE?

Unlike most "pigmented shampoos", our Anti-Brass Shampoo has a natural "silver/gray" pigment derived from graphite. Because this is not a direct pigment, it will not stain the hair, yet it will naturally tone and add a shimmering effect. With a pH of 4 our Anti-Brass shampoo works to seal the surface of the hair while adding tone and reflection.