

# **BIG<sup>®</sup>** **PROFESSIONAL** presents

## **SUPER SONIC** **PRO.COLOR**

**00 CLEAR BOOSTER**  
**3VOL 1% ACTIVATOR**



# THE NEW PRO-STANDARD

## American Ingenuity Made In Italy



- EU Compliance Approved
- Dermatologically Tested
- Clinically Verified Ammonia Vapor Reduction

FRAGRANCE FREE  
BLUTEN FREE  
SLS FREE  
PARABEN FREE  
VEGAN FRIENDLY  
SUSTAINABLE



TESTED ONLY ON HUMANS

Up to 90% Reduction of  
Ammonia Vapor Inhalation and Irritation

Up To 50% Reduction  
In Color Processing Times

PURE, CLEAN, SIMPLE & SAFE FORMULAS

BOND MANAGEMENT & INTEGRATION  
for integral strong hair

COLOR DEPOSIT, MELANIN LIFT, NO BOND DAMAGE

Pigment Rich, Deep Italian Color

ECOLOGY & ECONOMY

PROFESSIONAL MAXI SIZES

Reduces over 75% 'packaging bulk waste' into the environment.

OVER 200% Stock Reduction

Reduced SKU's for salon acquisition and simplified stock management

GUARANTEE OF QUALITY, PURITY & ACCOUNTABILITY  
OF ALL RAW MATERIALS AND INGREDIENTS

# 00 CLEAR BOOSTER



The 00 Booster is a lift enhancer, pigment lightener multi use product that gives flexibility to the colorist and can be used in many ways...

Booster 00 will lighten any BIG PRO. Color shade by 1 or 2 levels without the need to increase the peroxide strength

- Booster 00 will brighten and lift Reds and Coppers making them ultra luminous and super shiny without diluting the tone.
- Booster 00 added into the color will help to even out old color banding from previous application overlapping from other brands.
- Booster 00 can be used alone with 30VOL, 9% or 40VOL, 12% OXY BUTTER and will lift and brighten old tint.
- Booster 00 mixed with 10VOL, 3% OXY BUTTER will polish and brighten tired color giving extra shine.
- Booster 00 + 40VOL, 12% OXY BUTTER on Red tint will add Copper glints and on naturally dark hair it will add Copper-Golden tone highlights.
- Booster 00 can assist with color deposit on resistant hair.

Each Booster 00 technique requires specific mixing methods which are explained in more detail following:

## USING 00 TO LIGHTEN A SHADE ONE LEVEL

### OBJECTIVE:

You need a lighter color level but there isn't one on the shade chart.

Example: you need 7.20

The usual solution would be to use 6.20 and increase the OXY BUTTER from 6% to 9%. This will lighten the color but it will also significantly brighten the undertone, intensifying tone highlight and the melanin making the color more translucent and brilliant especially if there is a high % of grey.

### SOLUTION:

To lift the color shades, 00 Booster mixes 1 to 2, therefore when using 00 to lighten the color, more peroxide is added, but only for the amount of 00 used...

If you want deep pigmentation and rich coverage by using a 1 to 1 mixing ratio on your standard base-shade, we recommend you first mix the base-shade as normal (in this case 1:1 with OXY BUTTER) then mix the 00 Booster 1:2 with OXY BUTTER in a separate bowl and then blend the two mixes together. The same rules apply when using 1 to 1 ½ mixing ratios.

Example: for 1 shade lighter. To lift 6.20 to 7.20:

Add 25% 00 into the mixture based on the quantity of tint used and increase the peroxide for the 00 added.

Example: 40g 6.20 + 40g 20VOL 6% OXY BUTTER (1 to 1 mix ratio)

In another bowl mix 10g 00 + 20g 6% OXY BUTTER (1 to 2 mix ratio)

Total mix: 50g tint (6.20 & 00) + 60g 20VOL, 6% OXY BUTTER

Quick review: first measure the tint and add the peroxide 1 to 1, or 1 to 1 ½ mix ratio, then measure the 00 and add peroxide 1 to 2 mix ratio. Blend the two mixes together and apply as usual.



## USING 00 TO LIGHTEN A SHADE TWO LEVELS

### OBJECTIVE:

You want to create a 9.6 and we only have 7.6, this time the amount of 00 added would be + 50% (and not 25%) according to the 7.6 tint quantity in grams used. (40g 7.6 to 20g 00 Booster)

### SOLUTION:

Example: Mix: 40g 7.6 + 60g 20VOL 6% OXY BUTTER (1 to 1 ½ mix ratio)

Then mix 20g 00 + 40g 20VOL 6% OXY BUTTER (1 to 2 mix ratio).

Blend the two mixes together and apply as usual.



### TOP TIP

For those who love deep rich color results, tints work their best using lower volumes of peroxide. Using high volumes of peroxide to lighten a color may cause some eventual color fading, with the exception of light coppers and high lift tints.

Using the Booster 00 with the extra peroxide enhances lift without diluting the tone hue, lessening the risk of potential color fading.

NOTE: When using the Natural Ash or Intensive Ash shades, the addition of Booster 00 may warm the base undertones, therefore you may need to compensate adding 3g to 5g of 11A Ash Booster to the formula.

## USING 00 TO BRIGHTEN AND ILLUMINATE WARM SHADES, REDS & COPPERS

Booster 00 can be added into Warm Fashion Shades, Reds and Coppers to give them brightness and brilliance.

The base shade stays the same but the color appears brighter more iridescent.

Every 10g added into the tint mixture brightens 10%, then use desired mixing ratio with BIG OXY BUTTER.

Example: For rich translucency 40g 5.5 + 10g 00 + 75g 20VOL 6% OXY BUTTER (1 to 1 ½ mix ratio)

Example: For richer intensity: 40g 5.5 + 10g 00 + 50g 20VOL 6% OXY BUTTER (1 to 1 mix ratio)

## 00 added to base shade 10g 20g 30g



### Review:

USING Booster 00 TO LIGHTEN 1 to 2 SHADES the peroxide is doubled to the 00 tint amount. Extra peroxide + 00 lightens the color shade level.

USING 10g Booster 00 TO BRIGHTEN THE COLOR the peroxide mix ratio is standard, 1 to 1 or 1 to 1 ½ or 1 to 2 mixing ratios to the sum of the total tint mixture. The lifting power of 00 brightens and illuminates the color without necessarily lightening it. Every 10 grams added to the mix brightens by 10% the overall highlight effect.

### USING 00 WHEN COLORING RESISTANT HAIR

Booster 00 contains a higher percentage of ammonia than tint and has a slightly higher Ph. Combined with the extra lightening power of 00 and the extra oxygen in the peroxide, 00 helps the tint to penetrate the cuticle easier. The extra Alkalinity raises the cuticle more allowing the color molecules to penetrate deeper into the cortex.

### Example:

Mix 35g tint + 5g 00 Booster, mixing ratio 1 to 1 or 1 to 1 ½ 20VOL 6% for warm shades or 10VOL 3% BIG OXY BUTTER for the natural and Ash shades.

### USING 00 TO HELP EVEN OUT BANDING

Some hair can have bands of color due to overlapping of different brands or due to previous poor applications with other colors.

The Booster 00 gives extra power that helps the color applied break-up old tint and create a more even result.

Example: 40g of chosen color shade, add 10g of 00 for darker shades 5g of 00 for lighter shades, then use desired mixing ratios of BIG OXY BUTTER as desired.

## 00 assisting with lifting tint, smoothing out banding & shade lightening (double process)



### USING 00 TO LIFTING TINT

Booster 00 mixed with 40VOL 12% BIG OXY BUTTER will lift tint by 1, 1 ½ to 2 levels on darker shades and 2/3 levels on shade levels 6-7 and higher.

1 part 00 + 2 parts 40VOL 12% BIG OXY BUTTER, 15 TO 25 minutes development time, depending on desired lift, works best when placed under a warm dryer.

NOTE: apply only over old tint and not to natural regrowth!

### DO NOT FORGET:

The BIG Booster 00 is also a wonderful opportunity to personalize your color blends when mixed with any of the other shades from the BIG Boosters series!

Being the 00 lightens and brightens our base-shades, it opens up the possibility to truly influence the hue and tone of the base-shades by also adding into the mix any of the other Booster shades.

### Example:

Starting with base-shade 6.20 Dark Blonde Int. Violet, and we want to lighten it 2 levels with 50% 00 added to the mixture as shown before, once we have completed the mixture, having added together the 6.20 with the 00, in addition, we can also add an extra 10g of Booster 22V & 10g of Booster 88B directly to the mix with no added peroxide and in this way truly intensify the violet and blue highlights making the overall effect more fashion metallic!

**The possibilities are endless; all you need is your imagination!**

INTRODUCING NEW OXYBUTTER

# 3VOL 1% ACTIVATOR

3VOL 1% ACTIVATOR



- FOR DEPOSIT ONLY DEMI-PERMANENT RESULTS
- COVERS GREY AND DEEPENS THE COLOR WITH TRANSLUCENCY
- CAN BE USED FOR TONING AND INTENSIFYING BLONDE SHADES
- CAN BE USED FOR INTENSIFYING HIGHLIGHTS ON NATURAL HAIR
- FOR TONE-ON-TONE DEPOSIT, LEVEL-TO-LEVEL OR DARKER
- IS IDEAL FOR MEN'S HAIR COLORING TO INTENSIFY WITH TRANSPARENCY FOR A MORE NATURAL LOOKING EFFECT
- LEAVES A VERY DIFFUSED LINE OF GROW-OUT DEMARCATION
- RECOMMENDED FOR COLORING DAMAGED, OVER POROUS, SENSITIZED HAIR
- IS RECOMMENDED FOR PRE-COLORATION, COLOR CORRECTION TECHNIQUES

# 5 VELVETY LUSH DEVELOPERS

BIG OXY BUTTER H<sub>2</sub>O<sub>2</sub> contains stabilizers that ensure proper maintenance of the volume. BIG OXY BUTTER developers are enriched with thick protective natural emollients and oils and is formulated with A-BkC Complex to fight anti-radicals and impart reconstructive conditioning and strengthening action to the cortex of the hair while also forming a protective natural shielding film on the surface of the hair to smoothen and soothe the cuticle.

Bio-kinetic Manufacturing  
Technology

## Guaranty Quality Results

BIG OXY BUTTER has been formulated with the patented Bio-Kinetic Emissions Control Technology and the acidity-alkalinity ratio is perfectly balanced to work in synergy with the BIG PRO color as well as BIG BLUE BLEACH 1+2 and BIG CREAM BLEACH 1+1, for optimum condition and predictable results.



## AMMONIA VAPORS REDUCTION

OXY BUTTER is positively charged with carbonic molecular-magnets that assist with the electromagnetic encapsulation of activated ammonia molecules and the developing vapors at the moment of oxidation.

3VOL 1% ACTIVATOR CAN BE USED TO CREATE INTERMEDIATE DEVELOPER VOLUMES (PERCENTAGES%)!

## INTERMEDIATE DEVELOPER VOLUME DILUTION CHART

Volume	% H <sub>2</sub> O <sub>2</sub>	1% (3Vol)	3% (10Vol)	6% (20Vol)	9% (30Vol)	12% (40Vol)	Dilution g to g	Total in grams
5,5 Volume	1,65%	50 g	20 g				2,5 (3Vol) / 1 (10Vol)	70 g
7,5 Volume	2,25%	50 g		20 g			2,5 (3Vol) / 1 (10Vol)	70 g
15 Volume	4,50%	25 g			20 g		1,25 (3Vol) / 1 (30Vol)	45 g
25 Volume	7,50%	25 g				37 g	1 (3Vol) / 1,48 (40Vol)	62 g
35 Volume	10,50%	7,5 g				50 g	1 (3Vol) / 6,66 (40Vol)	57,5 g
<b>Grams</b>	<b>10,5 g</b>	<b>21 g</b>	<b>31,5 g</b>	<b>42 g</b>	<b>50,4 g</b>	<b>100,8 g</b>		
5,5 Volume	7,5g (3Vol) + 3g (10Vol)	15g (3Vol) + 6g (10Vol)	22,5g (3Vol) + 9g (10Vol)	30g (3Vol) + 12g (10Vol)	36g (3Vol) + 14,4g (10Vol)	72g (3Vol) + 28,8g (10Vol)		
7,5 Volume	7,5g (3Vol) + 3g (20Vol)	15g (3Vol) + 6g (20Vol)	22,5g (3Vol) + 9g (10Vol)	30g (3Vol) + 12g (20Vol)	36g (3Vol) + 14,4g (10Vol)	72g (3Vol) + 28,8g (10Vol)		
15 Volume	5,9g (3Vol) + 4,6g (30Vol)	11,8g (3Vol) + 9,2g (30Vol)	17,7g (3Vol) + 13,8g (30Vol)	23,6g (3Vol) + 18,4g (30Vol)	28,3g (3Vol) + 22,1g (30Vol)	56,6g (3Vol) + 44,2g (30Vol)		
25 Volume	4,2g (3Vol) + 6,3g (40Vol)	8,6g (3Vol) + 12,4g (40Vol)	12,6g (3Vol) + 18,9g (40Vol)	18,8g (3Vol) + 25,2g (40Vol)	20,2g (3Vol) + 30,2g (40Vol)	40,4g (3Vol) + 60,4g (40Vol)		
35 Volume	1,4g (3Vol) + 9,2g (40Vol)	2,6g (3Vol) + 18,4g (40Vol)	4,2g (3Vol) + 27,3g (40Vol)	5,2g (3Vol) + 36,8g (40Vol)	6,2g (3Vol) + 44,2g (40Vol)	12,4g (3Vol) + 88,4g (40Vol)		

# BIG PRO IS...

Advanced, secure, performance focused, professional chemical service formulations and technologies. We at BIG PRO are concerned with the health, wellbeing and success of the professional hairdresser, the salon and clients.



Stevn Thomas Yankowski founder BIG PRO, Professor Organic Bio-Chemistry Dott. Antonio Arcelli

## THE BIG PRO PROMISE

We at BIG PRO promise to evolve and progress towards healthier, safer, advanced cosmetic salon service solutions. To do our best to uphold the highest standards of integrity in all of our actions, to listen and learn from our professional colleagues and to work hard to constantly improve education, technologies, manufacturing and products.

## THE BIG PRO TARGET

Intelligent, experienced, creative beauty professionals dedicated to performance, sustainable growth and profit... Caring individuals and organizations whose priority is the wellbeing of self, colleagues, clients and society.

## Economy & Ecology PROFESSIONAL MAXI SIZES

Reduces over 75% 'packaging bulk waste' into the environment.

## OVER 200% Stock Reduction

Reduced SKU's for salon acquisition and simplified stock management.

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