

OVERTONE®

How to Work with oVertone

A helpful reference for Professional Colorists and Stylists.

Learn everything you need to know about our Coloring Conditioners—
and how to create a custom color plan for hair that's been colored with oVertone.

WHAT IS OVERTONE?

oVertone is a Coloring Conditioner. The product can be used regularly to add color while nourishing the hair. Some clients use oVertone to change their hair color, others use it to maintain color between appointments. oVertone is categorized by shade (eg: blue, red, pink) and intensity (Pastel, Vibrant, Extreme, Neon, For Brown). Pastel contains the least amount of pigment, while Extreme and For Brown shades contain the most. Since many clients use oVertone every time they shower, it's important to note that this will impact lightening and/or color processes.



*Pastel Purple
on Platinum Blonde*



*Vibrant Purple
on Platinum Blonde*



*Extreme Purple
on Platinum Blonde*



*Purple for Brown
on Platinum Blonde*

IMPORTANT POINTS TO CONSIDER IN A CONSULTATION:

- When was the last time the client used oVertone? What shade(s) did they use, and how many times?
- What, if anything, have they done to fade/remove the color at home?
- When possible, remind your clients to stop using any color depositing products like oVertone at least 3 weeks prior to their visit—and to use clarifying shampoo during that time period.
- Inform the client that even though color may no longer be visible, it likely remains in their hair. A strand test with the removal product you plan to use will be a useful first step when approaching your color correction process. Keep in mind the base condition of the client's hair — is it all virgin or are there color-treated sections?

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PROFESSIONAL GUIDE

How To Remove oVertone and/or Transition To a New Shade:

- Begin with a clarifying or dandruff shampoo, washing out as much pigment as possible. oVertone recently released The Fader Shampoo, a clarifying cleanser made to fade semi-permanent color at home or in the shampoo bowl.
- Use a professional direct dye remover on remaining color (avoiding oxidative color correctors). Remember to strand test your removal product before applying all over.
- Use color theory to select an appropriate toner to tone out the remaining color, keeping your client's end goals in mind.
- If absolutely necessary, a very gentle-volume lightener (10 volume) on the hair may assist in removing more color. **Be aware** – a high level lightener will push the pigments deeper into the hair shaft, making them brighter and more difficult to remove.

Knowing which shade and intensity of oVertone your client has used, when they last used it, and what their goals are will help you determine the gentlest path forward.

NON-OXIDATIVE COLOR REMOVERS:

- Rusk Elimin8 Direct Dye Lifter - available at CosmoProf
- Scruples Urban Shock Direct Dye Remover - available at CosmoProf
- Malibu DDL (Direct Dye Lifter) - available SalonCentric
- Joico Color Intensity Eraser - available at most supply stores

Disclaimer: oVertone does not ensure or promise any specific product quality or results with the listed non-oVertone products. This is not a complete list of non-oxidative color removers. All clients present unique situations. Stylist judgment should be used when creating a color plan for their client. Stylists should educate themselves on proper use and application of these products independently.

TONERS:

- oVertone Toning Conditioners
- Pravana Express Tones
- Goldwell Colorance
- Redken Shades EQ

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