

OXYCUR PLATIN

ULTRA



For accurate and gentle lifting: Oxycur Platin Ultra

Oxycur Platin Ultra: Gentle, dust-free high performance highlift granules, lifting up to 7 levels for accurate and brilliant, natural-looking blonde results.

Package sizes: Available in a 500g container sufficient for approximately 20 applications.

Tip: The white granules make it very easy to visually control and check the lifting process – valuable for sophisticated, creative techniques.

Features & Benefits:

- Dust-free white bleach granules for optimum control and gentle lift of up to 7 levels
- No Ammonium Persulphate
- Contains Silicon Polymers
- Contains Wheat Protein
- Pleasant Fragrance
- Dust-free dispensing and mixing
- Easy and precise handling
- NEW attractive cutting-edge inspired design

When To Use:

- Lightening hair up to 7 levels
- On and off scalp applications
- Highlighting with foils, caps and other creative methods
- Clear or pastel results are desired on darker hair
- To prelighten hair prior to a Colorance or Elumen overlay for an avant-garde result
- Decolorizing previously tinted hair (corrective work with bleach wash)



OXYCUR PLATIN

DUST-FREE



Powerful lightening: safe, fast and gentle

Improved Oxycur Platin Dust-Free

The blue, dust-free high performance powder bleach with improved Platin Plus Formula provides fast and effective lift with maximum possible protection of the hair. The creamy consistency is easy to apply and work with and meets the requirements of even the most demanding colorist. The risk of clumping and drying out is now a thing of the past. The swelling of the product in the bowl is kept to a minimum.

Package sizes:

Available in a 500g container sufficient for approximately 20 applications, and a 1000g container for approximately 40 applications.

Satisfied clients are the best foundation for a successful business.

Experience a new dimension of highlift performance with Oxycur Platin Dust-Free. Due to its especially effective performance, Oxycur Platin is perfectly suitable for fast and effective highlift action. Independent of the technique used, Oxycur Platin lifts up to 7 levels and achieves clear blonde results. Conditioning polymers guarantee ultimate protection of the hair during the lightening process.

Note: Oxycur Platin Dust-Free puts you into the spotlight promoting your expertise by using a product that allows a fast service and provides brilliant results everytime.

Features & Benefits:

- Improved Platin Plus Formula for a fast, powerful lift with perfect results
- Dust-free blue powder bleach for lifting the hair up to 7 levels
- Cationic Polymers for best possible protection of the hair and improved combability
- Dust-free measuring
- Easy and comfortable to apply and work with
- **NEW:** Even better mixability without clumping
- **NEW:** Improved creamier consistency to prevent drying out
- **NEW:** Cutting edge inspired design

When To Use:

- Lightening hair up to 7 levels
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Oxycur Platin Dust-Free & Ultra Instructions — For Professional Use Only

Read Instructions and Caution Statements Prior to Application

CAUTION:

- **PRODUCT MAY CAUSE AN ALLERGIC REACTION**
- **ALWAYS PERFORM A STRAND TEST PRIOR TO APPLICATION**
- **DO NOT** use with Goldwell Topchic 40 Volume (12%) Developer or any non-Goldwell developer
- **AVOID** use of metal containers or utensils during mixing
- **DO NOT** use with hair dryer or any type of heat source, including fan heat
- **DO NOT** use on anyone with a history of allergies or skin disorders, or scalp that is sensitive or shows signs of abrasions or abnormal conditions
- **CAREFULLY** check hair every 5-10 minutes during process
- **DO NOT** exceed 45 minutes for a process
- **DO NOT** use if hair is colored with Henna or metal dyes
- **DO NOT** use on eyelashes, eyebrows, facial hair or any other body hair

Other Important Instructions

- **DO NOT** use on minors
- **DO NOT** use on hair in poor condition
- **DO NOT** shampoo hair within 24 hours prior to application
- **DO NOT** perm hair 48 hours before or after application
- **DO NOT** apply more than once in a 48 hour period
- **DO** wear suitable gloves during mixing and application
- Store in a cool, dry place. Always reseal container after use to protect from moisture. Only dispose of container when completely empty.

KEEP OUT OF REACH OF CHILDREN.

NOTE: If product reacts during preparation (e.g. if foaming, steaming or bubbling occurs), **DO NOT** proceed further. If adverse reaction occurs during treatment (e.g. itching, burning, rash or any unexpected reaction), **STOP** and immediately rinse thoroughly with lukewarm water. If necessary, seek medical treatment.

Mixing	Oxycur Platin Dust-Free & Ultra	Topchic Lotion
On scalp application	1 Level Scoop (25g)	35mL 10 (3%), 20 (6%) Volume
Off scalp application	1 Level Scoop (25g)	35mL 10 (3%), 20 (6%), 30 (9%) Volume
1. Do not use 40 Volume (12%) Lotion.		
2. Decolorizing Formula: 30mL 20 Volume (6%) Topchic Lotion + 30mL water + 5mL shampoo + 15mL conditioner per each level scoop of Oxycur Platin (25g). Apply evenly to hair.		
3. 5-20mL of Topchic Blonding Cream may be added to mixture for a creamier consistency as well as a slower process, but a more even lightening effect.		
4. Blend to a creamy consistency.		
5. Apply mixture evenly to hair.		
6. Process at room temperature for 10-45 minutes until desired lightness is achieved.		
7. Check frequently during processing to reach desired lightness.		
8. DO NOT USE ANY HEAT SOURCE.		
9. Once complete, rinse thoroughly.		
10. Shampoo and condition using a suitable Goldwell shampoo and conditioner to neutralize residual alkalinity in the hair. Style as desired or proceed with a toning process for best results if necessary.		

A PATCH TEST IS REQUIRED 48 HOURS PRIOR TO EACH HAIR COLOR APPLICATION

PATCH TEST INSTRUCTIONS: Gently wash the inside of the forearm or behind the ear with mild soap and water. Using a cotton-tipped swab, apply the exact Topchic/Colorance color formula to be used on the hair, to a 1" x 1" (2.5cm x 2.5cm) section of clean skin in either area. Let process for 45 minutes. After processing, rinse the test area thoroughly with lukewarm water. Examine the test area for signs of reaction. After 48 hours, examine the test area again. If no sign of reaction has occurred during the patch test or

within the following 48 hours, then the color formula may be applied to the client's hair. *Do not treat the hair if a reaction occurs in or around the test area.* If a reaction occurs, the client may be assumed to be hypersensitive to hair color. This is a precautionary test and does not mean conclusively that sensitivity or allergic reactions will not occur during treatment.

Hair color should not be used if the scalp or adjacent areas show signs of irritation, abrasion or skin abnormalities.

Colorance Blonde Toning

Using Colorance Blonde Toning, you can refine the color result in terms of shine and color brilliance.

Colorance Acid Color is ideal following foil highlights because it does not disturb the undertone of the natural hair.

- Treat hair with Goldwell Colorglow IQ Structure Equalizer Spray if available (balances structural differences with conditioning ingredients to promote an even color result).
 - For cool blondes, apply Colorance 10BS, 9NA, 10B, 10A or 10V.
 - For natural blondes, apply Colorance 10N or 9N.
 - For warm blondes, apply Colorance 10BG, 10GN, 10G, 9GB, 9BN, or 10BN.
1. Mix 2:1 (40mL Colorance Lotion to 20mL Colorance shade).
 2. Apply to towel-dried hair.
 3. Process 5-25 minutes without heat. Rinse well. Style as desired.

Topchic Toning

- Treat hair with Goldwell Colorglow IQ Structure Equalizer Spray if available (balances structural differences with conditioning ingredients to promote an even color result).
 - For cool blondes, apply Topchic 9NA, 10B, 10P, 10A or 10V.
 - For natural blondes, apply Topchic 10N or 9N.
 - For warm blondes, apply Topchic 10GN, 10G, 9GB, 9BN.
1. Mix 1:1 (30mL 10 Volume (3%) Topchic Lotion to 30mL Topchic shade).
 2. Apply to towel-dried hair.
 3. Process 30 minutes at room temperature. Shampoo, condition and style with appropriate Goldwell products.

Goldwell Inspiring Education

When you want to add new services to your salon menu or new techniques to your creative repertoire, Goldwell's Education Continuum brings that and more to you with our education events.

Meet the true experts in color-treated-hair—visit one of our North American Academies in: Baltimore, MD / Toronto, ON / Vancouver, BC / Santa Monica, CA or attend a locally sponsored Goldwell event in your area.

ACADEMY REGISTRATION

To Register in the United States: Visit www.goldwell-northamerica.com or call 800.627.3377. To Register in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

Attend a locally sponsored Goldwell event in your area by speaking with a KPSS Sales Consultant or by calling 800.288.9118. Find your inspiration through Goldwell education.

Core Programs

- Color Primary
- Color Secondary
- ColorFix
- Experience Elumen
- Ultimate Haircare

Creative Color Programs

- Color Enrichment
- Dimensional Color "Scheme" Placement
- "Chromatic" Palette Collections
Reds, Brunettes & Blondes
- Trend Zoom 09
- Signature Sessions

Specialty Color Programs

- Color Succession Phase 1 Laws of Color
- Color Succession Phase 2 Advanced Formulations
- Color Succession Phase 3 Everyday Hair Color Challenges
- Color Connection
- Decoding Decolorization

Goldwell Business Building Programs

- Be More Achieve More Customized In-Salon Program:
 - Consultation
 - Communication
 - Goal Setting
 - Maximize Results
 - Choose to Win
 - Client Types
 - Home Hair Care
 - Live the Color Cycle
 - New Generation
 - Passion Wins
 - Make It Happen
 - Salon Branding