

oligo

CALURA
gloss

ISSUE #3

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THE LOOKBOOK '26

TAKE YOUR GLOSS GAME TO THE NEXT LEVEL

WITH OUR EXCLUSIVE CALURA GLOSS LOOKBOOK.

“At Oligo Professionnel, we pride ourselves on innovation and excellence, and Calura Gloss exemplifies our commitment to delivering top-quality, vibrant hair colour solutions. Dive into our lookbook to explore the rich, glossy shades and the versatile formulas that are sure to inspire your creativity and meet your clients' diverse needs!”

— *Ilan Cohen*

President, Oligo Professionnel

Our comprehensive guide offers **over 100 meticulously crafted formulas**, ensuring you have the knowledge to achieve flawless results with Calura Gloss every time.

In the world of hair colour, understanding the nuances of every shade and the science behind each formula can make all the difference.



WHAT YOU'LL GAIN:

Detailed Formulas, Expert Insights, Testimonials.





DISCOVER 100+ LOOKS

BLONDES

Discover the luminous and versatile shades of Calura Gloss Blondes. From soft, natural tones to warm, eye-catching hues, these blondes are designed to illuminate and enhance.

BRUNETTES

Explore the rich, deep, and luxurious shades of Calura Gloss Brunettes. Perfect for adding depth and dimension, these colours offer a sophisticated, timeless appeal.

REDS

Unleash the bold and fiery spirit of Calura Gloss Reds. From vibrant, intense reds to subtle, warm tones, these shades are sure to make a statement.

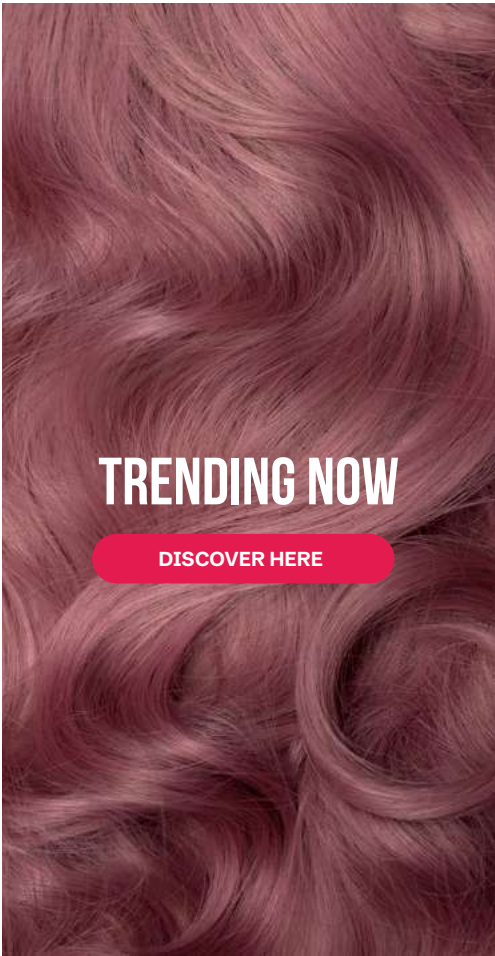
FASHION

Step into the world of creativity with Calura Gloss Fashion shades. These bold, vibrant colours are perfect for those looking to make a unique and stylish statement.

TRENDING NOW

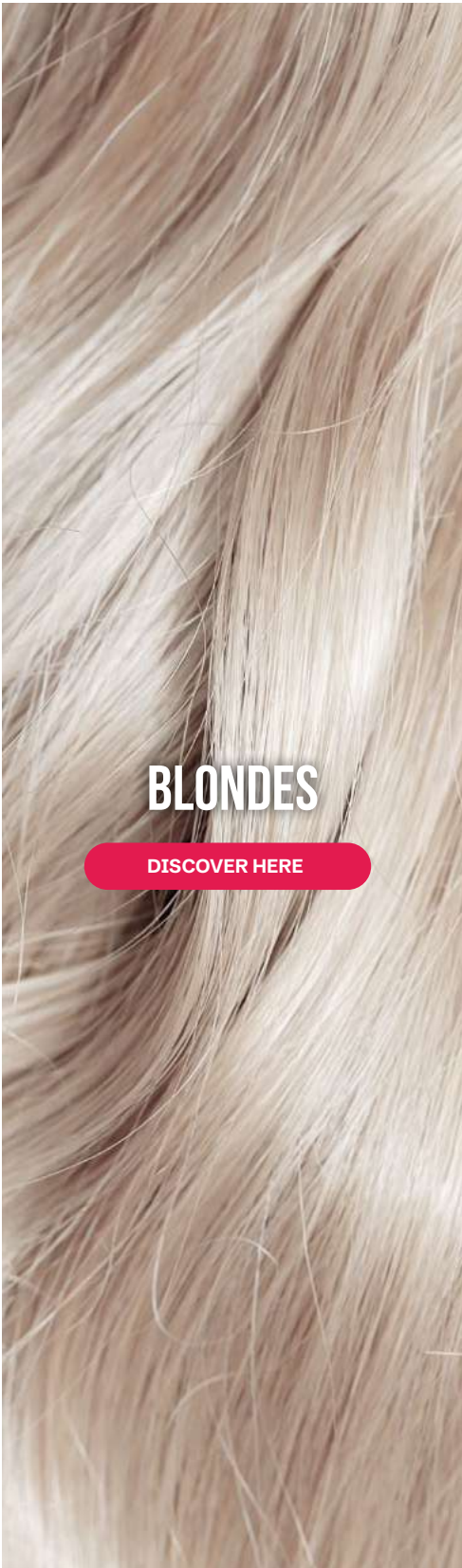
Stay ahead of the curve with the latest shades trending in the world of hair colour. Calura Gloss Trending Now features the most current and in-demand shades for a fresh, modern look.

LOOKS & FORMULAS



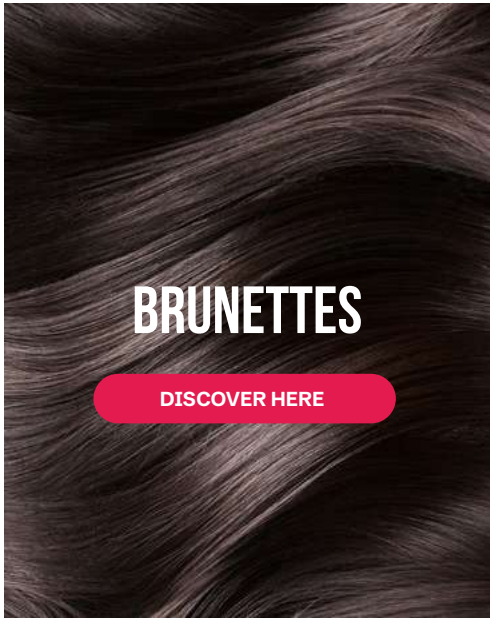
TRENDING NOW

DISCOVER HERE



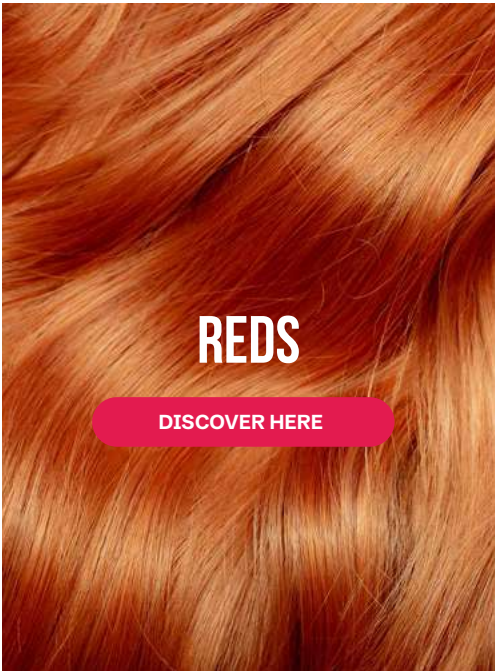
BLONDES

DISCOVER HERE



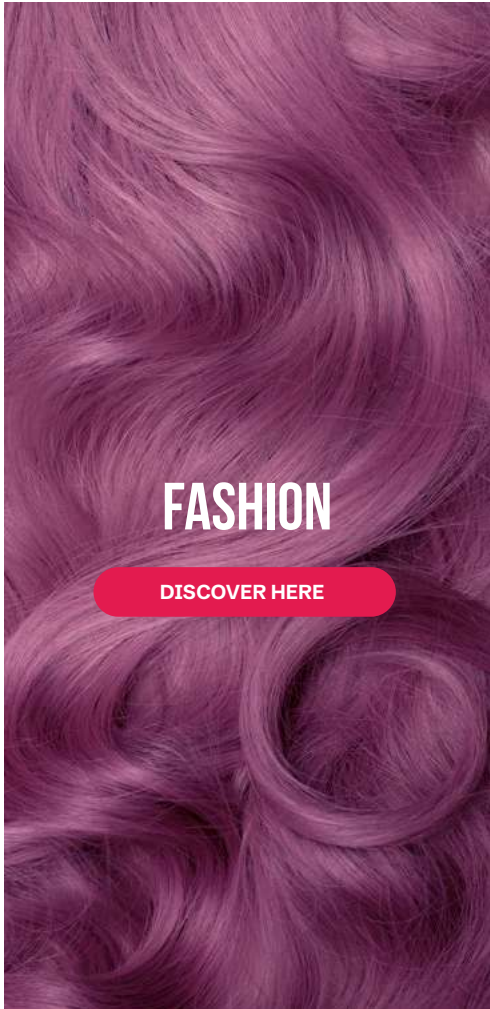
BRUNETTES

DISCOVER HERE



REDS

DISCOVER HERE



FASHION

DISCOVER HERE



CHAPTER 1

COOL BLONDE

Effortlessly chic and modern, cool blonde tones bring a fresh, icy edge to any look. From silver ash to platinum hues, these shades are perfect for those who crave clean, sophisticated color with a bold twist.

1

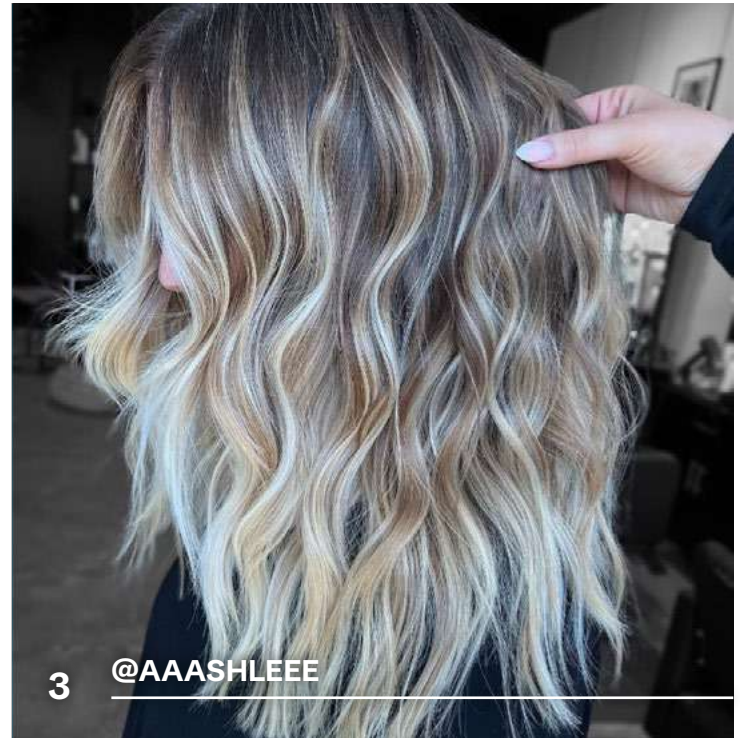
Zone 1: 20ml 6 Neutral + 20ml 6-11/6AA**Zone 2 & 3:** 30ml 10-12/10AI + 30ml 10-6/10V**Developer:** 7 Vol. Lotion

2

Global: 30ml 9-12/9AI + 30ml 9 Neutral**Developer:** 7 Vol. Lotion

3

Lowlights: 20ml 8 Neutral + 20ml 8-36/8GV**Global:** 30ml 9-12/9AI + 30ml 9-6/9V**Developer:** 7 Vol. Lotion



1

Global: 25ml 10-6/10V + 5ml 10-12/10AI
Developer: 7 Vol. Lotion

2

Global: 30ml 10 Neutral + 10ml 9-6/9V
Developer: 7 Vol. Lotion

3

Global: 10-36/10GV
Developer: 7 Vol. Lotion

NAME: SHELBY DAVIDSON
@THETINYHAIRMAGICIAN

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?
 "My favorite way to use Calura gloss is as a root tap/base color. It's the perfect thickness and consistency for the perfect melt."

WHAT IS YOUR FAV CALURA GLOSS SHADE?
 "My go-to favorite Calura gloss shade is a 6NB or and NB of any level. The richness of this shade is unmatched and the most complimentary color for almost anyone!"

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?
 "My favorite formula this month is 8NB with 8GV"

-Shelby Davidson



Lowlights: 20ml 7 Neutral Brown + 20ml 7 Neutral
Global: 30ml 10 Neutral Brown + 30ml 9-3/9G + 4ml 10-34/10GK
Developer: 7 Vol. Lotion



Zone 1: 20ml 5 Neutral + 5ml 4 Neutral
Zone 2 & 3: 15ml 8-12/8AI + 15ml 7-36/7GV + 15ml 8 Neutral Brown
Developer: 7 Vol. lotion



Zone 1: 20ml 7 Neutral Brown + 20ml 8 Neutral Brown
Zone 2 & 3: 30ml 10-3/10G + 15ml 10-36/10GV + 15ml Clear
Developer: 7 Vol. Lotion



1

Global: 10-12/10AI
Developer: 7 Vol. Lotion

2

Global: 20ml 10-12/10AI + 20ml 10-6/10V
Developer: 7 Vol. Lotion

3

Global: 15ml 10-12/10AI + 15ml 9-32/9GI + 5ml 9-11/9AA
Developer: 7 Vol. Lotion

1

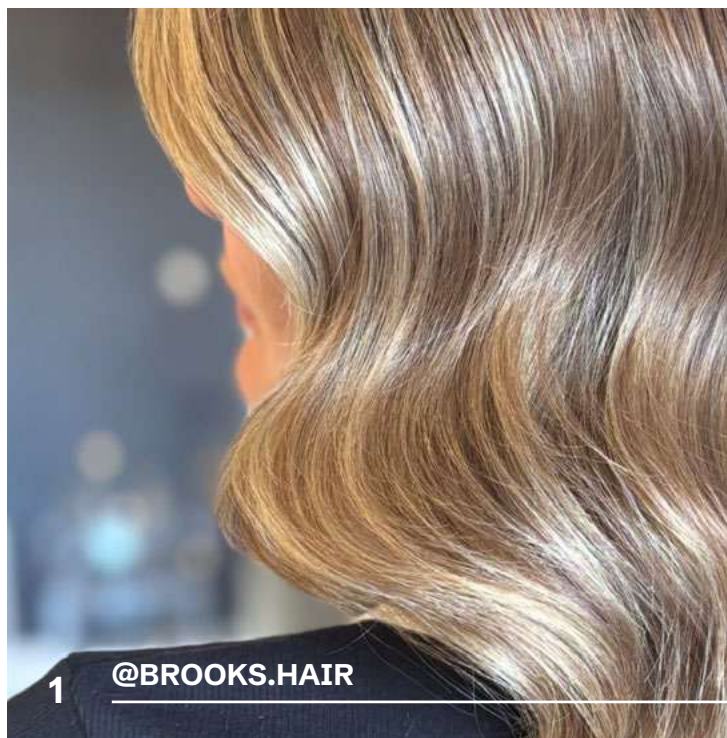
Global: 20ml 9-6/9V + 20ml 9-12/9AI**Developer:** 7 Vol. lotion

2

Global: 20ml 10-12/10AI + 20ml 10-6/10V**Developer:** 7 Vol.

3

Global: 40ml 10-36/10GV + 5ml 0-16/0AV**Developer:** 7 Vol. Lotion



1

Global: 20ml 9-32/9GI + 20ml 9 Neutral
Developer: 7 Vol. Lotion

2

Zone 1: 20ml 6-11/6AA + 20ml 7 Neutral
Zone 2 & 3: 15ml 8-11/8AA + 15ml 8-12/8AI + 15ml 9 Neutral
 Brown + 15ml 9-1/9A
Developers: 7 Vol. Cream

3

Global: 20ml 8-11/8AA + 20ml 10-12/10AI
Developer: 7 Vol. Lotion

1

Zone 1: 20ml 6 Neutral + 20ml 7-1/7A**Zone 2 & 3:** 20ml 10-12/10AI + 20ml 10 Neutral Brown**Developer:** 7 Vol. Lotion

2

Lowlights: 35ml 7-11/7AA + 10ml 7 Intense Neutral**Developer:** 7 Vol. Cream

3

Zone 1: 15ml 6 Neutral + 15ml 6-11/6AA + 10ml 6-32/6GI
+ 10ml 6-34/6GK**Zone 2 & 3:** 20ml 8-11/8AA + 10-6/10V**Developers:** 7 Vol. Cream

@HAIR.DESIGNS.BY.DEB

2



@COLOURBYMEGAN

1



@VERONICARIOSMAGIA

3



CHAPTER 2

BEIGE BLONDE

Soft, sunlit elegance meets understated luxury. This palette blends creamy neutrals with muted gold undertones, creating a timeless look that radiates warmth and sophistication. Effortlessly versatile, Beige Blonde captures the essence of modern minimalism with a hint of classic charm.

1

Global: 15ml 10-6/10V + 15ml 10-12/10AI + 5ml 9-6/9V**Developer:** 7 Vol. Lotion

2

Zone 1: 6-1/6A**Zones 2 & 3:** 60ml 10-12/10AI + 30ml 10 Neutral + 10ml 10-3/10G**Developer:** 7 Vol. Lotion

3

Zone 1: 20ml 5 Neutral + 20ml 6-13/6AG**Zone 2 & 3:** 15ml 9-12/9AI + 15ml 9-6/9V + 15ml 10-12/10AI
+ 5ml 0-16/0AV**Developers:** 7 Vol. Cream

2

@EMMANUELLSTYLEZ



1

@CLAUDIAPAGEARTISTECOIFFEUSE



3

@_HAIREDCATION

@THETINYHAIRMAGICIAN



Lowlights: 20ml 7 Neutral Brown + 20ml 7 Neutral

Global: 30ml 10 Neutral Brown + 30ml 9-3/9G
+ 4ml 10-34/10GK

Developer: 7 Vol. Lotion

@MARRISA.ANN.BEAUTY



Global: 20ml 8 Neutral Brown + 20ml 8 Neutral
+ 20ml 8-32/8GI

Developer: 7 Vol. Lotion



1

Zone 1: 15ml 5 Neutral + 7ml 6 Neutral brown + 7ml 6-1/6A
Zone 2 & 3: 20ml 8-32/8GI + 20ml 8 Neutral Brown
Developers: 7 Vol. Cream

2

Global: 15ml 9-36/9GV + 15ml 9 Neutral Brown
 + 15ml 9-32/9GI
Developer: 7 Vol. Lotion

3

Global: 15ml 9 Neutral + 15ml 9-6/9V + 15ml 10-12/10AI
Developer: 7 Vol. lotion

NAME: VERONICA RIOS PAGAN
@VERONICARIOSMAGIA

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way to use Calura Gloss is to create customized tones, refine unwanted undertones, and enhance shine while maintaining the integrity of the hair. I love its versatility for toning, colour correction, and perfecting the final result of every color Services."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"One of my favorite Calura Gloss shades is 8AI. It allows me to create sophisticated, balanced blondes with beautiful neutralization and consistently predictable results. It's a shade I can always rely on for elegant, modern colour work."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"8NB + 7AI + 6GK + 7GI with 7 Volume
 I love this combination because it creates rich dimension, natural-looking depth, and incredible shine. It delivers the perfect balance between neutralization and warmth, resulting in sophisticated, customized colour that complements a wide variety of clients."

-Veronica Rios Pagan



Zone 1: 20ml 6-11/6AA + 20ml 7 Neutral

Zone 2 & 3: 15ml 8-11/8AA + 15ml 8-12/8AI + 15ml
 9 Neutral Brown + 15ml 9-1/9A

Developers: 7 Vol. Cream

Zone 1: 15ml 6 Neutral + 15ml 6-11/6AA + 10ml 6-32/6GI
 + 10ml 6-34/6GK

Zone 2 & 3: 20ml 8-11/8AA + 10-6/10V

Developers: 7 Vol. Cream



@JESSICAS.HAIRANDBEAUTY



Global: 9-6/9V
Developer: 7 Vol. Lotion

@RYLEES_HAIRSTUDIO



Global: 10-36/10GV
Developer: 7 Vol. Lotion

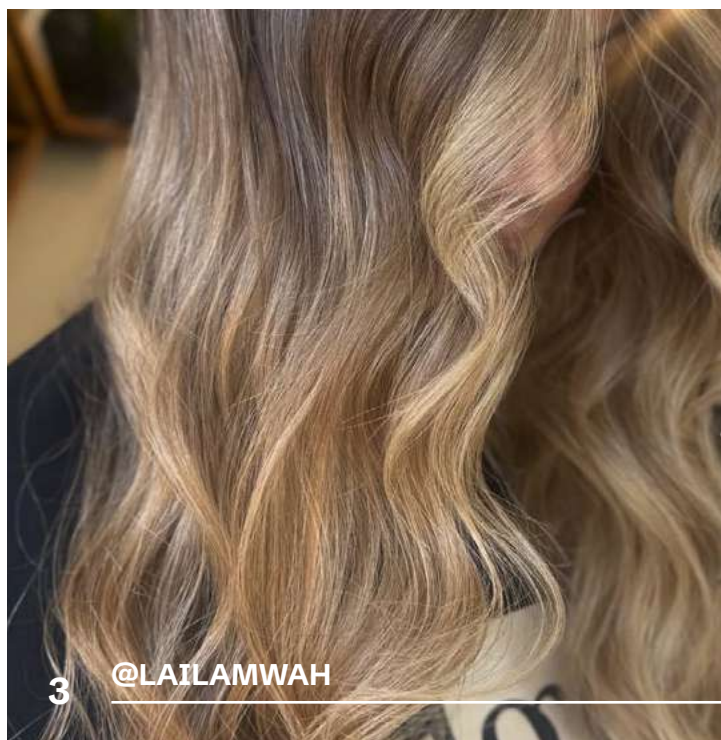
1

Zone 1: 20ml 6-32/6GI + 20ml 5 Neutral Brown**Zone 2 & 3:** 20ml 10 Neutral + 20ml 9-36/9GV + 20ml Clear**Developer:** 7 Vol. Lotion

2

Zone 1: 20ml 6 Neutral + 20ml 6-1/6A**Zone 2 & 3:** 40ml 10 Neutral + 40ml 9-36/9GV**Developer:** 7 Vol. Lotion

3

Global: 15ml 8 Neutral Brown + 15ml 7-12/7AI + 1ml 0-55/0RR**Developer:** 7 Vol. Cream

@TIANABRYNNHAIR

**Global:** 30ml 9-12/9AI + 30ml 9-32/9GI**Developer:** 7 Vol. Lotion

@HAIRBYLIBBYD

**Global:** 9 Neutral Brown**Developer:** 7 Vol. Lotion



CHAPTER 3

WARM BLONDE

The biggest blonde trend of the moment. Warm Blondes are all about golden richness—think honey, caramel, and sunlit amber tones that radiate effortless glow. Rich, vibrant, and undeniably modern, these shades bring a soft warmth with serious impact. It's blonde, but refined.

1

Lowlights: 7 Neutral + 7-32/7GI**Global:** 9-32/9GI + 10-3/10G**Developer:** 7 Vol. Lotion

2

Global: 25ml 10 Neutral Brown + 25ml 10-36/10GV

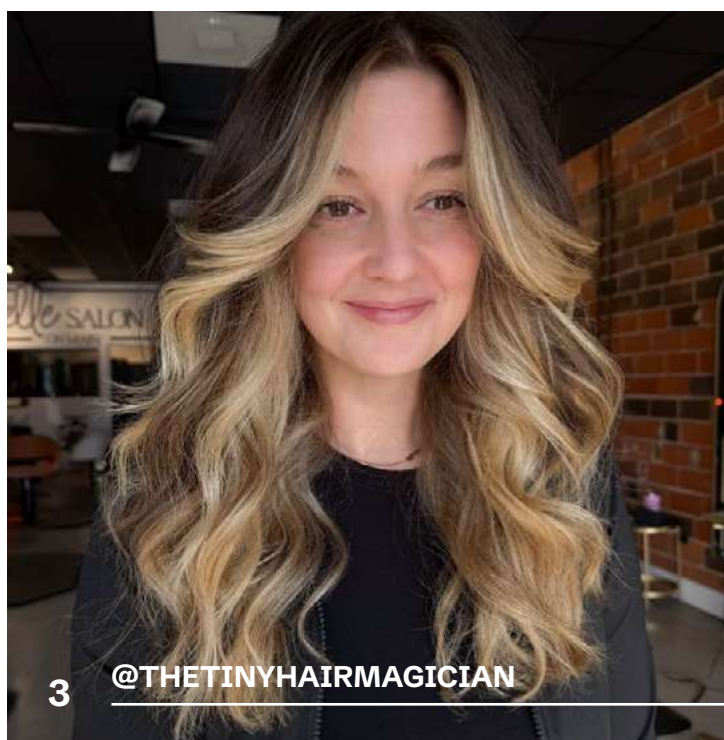
+ 10ml 10-12/10AI + 10ml Clear

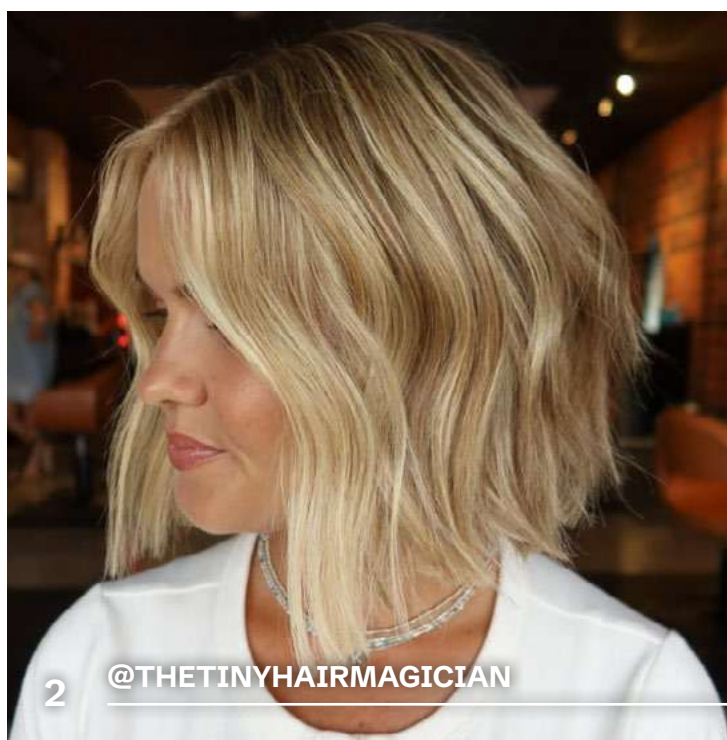
Developer: 7 Vol. Lotion

3

Global: 30ml 10-3/10G + 30ml 9 Neutral Brown

+ 4 ml 10-34/10GK

Developer: 7 Vol. Cream



1

Zone 1: 7 Neutral**Zone 2 & 3:** 20ml 9-32/9GI + 20ml 9-36/9GV**Developer:** 7 Vol. Cream

2

Zone 1: 20ml 7 Neutral Brown + 20ml 8 Neutral Brown**Zone 2 & 3:** 30ml 10-3/10G + 15ml 10-36/10GV + 15ml Clear**Developer:** 7 Vol. Lotion

3

Lowlights: 20ml 9 Neutral + 20ml 9-32/9GI**Global:** 20ml + 9 Neutral + 20ml 9-36/9GV + 10ml Clear**Developer:** 7 Vol. Lotion

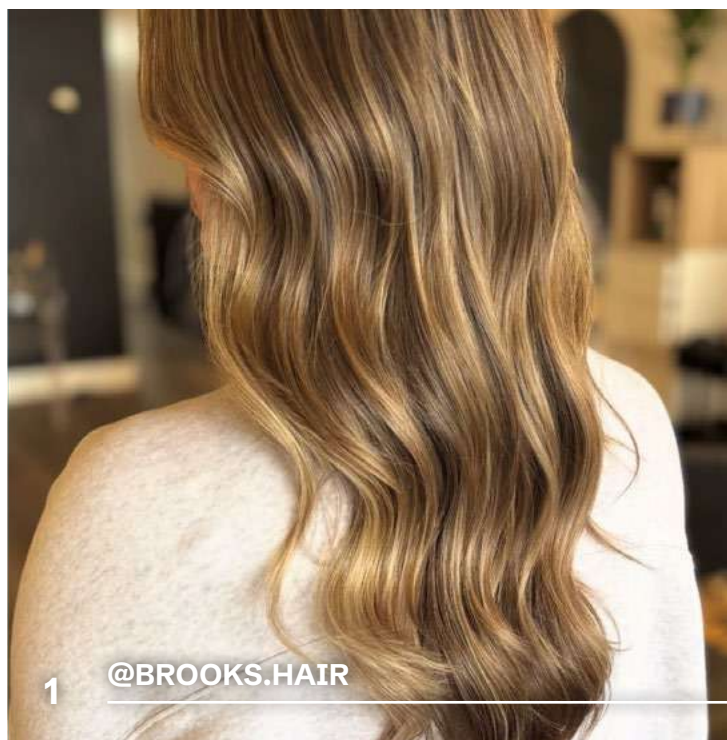
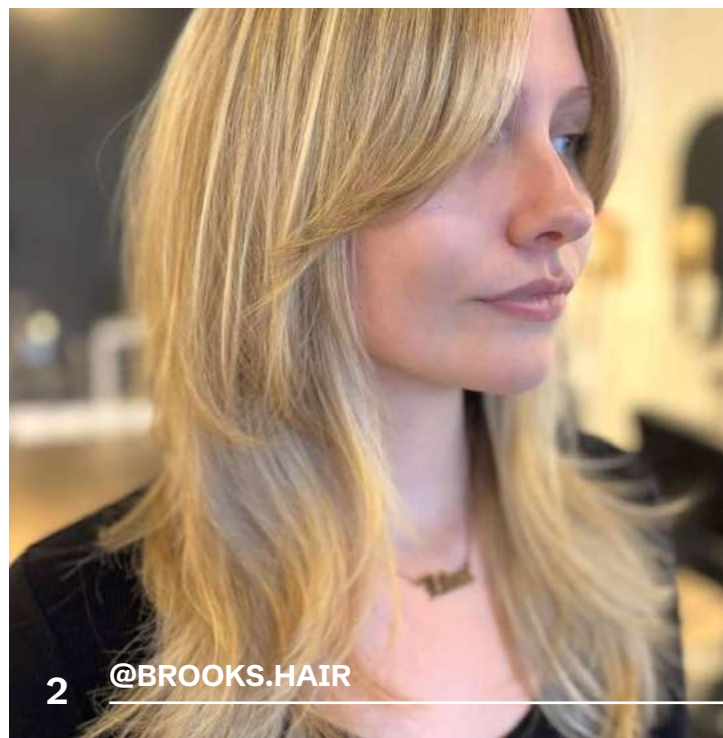
1

Global: 20ml 9 Neutral Brown + 8-32/8GI**Developer:** 7 Vol. Lotion

2

Global: 15ml 10-12/10AI + 15ml 10 Neutral + 1ml 0-33/0GG**Developer:** 7 Vol. Lotion

3

Zone 1: 20ml 7 Neutral Brown + 20ml 7 Neutral**Zone 2 & 3:** 40ml 9-34/9GK + 15ml Clear**Developer:** 7 Vol. Lotion



1

@PUREANDHEALTHYHAIRSalON



3

@NUOVAEQUIPEPARRUCCHIERI



2

@ANGGTM.STYLES

1

Global: 10-6/10V**Developer:** 7 Vol. Cream

2

Zone 1: 20ml 7 Neutral + 20ml 7-32/7GI**Zone 2 & 3:** 9-36/9GV**Developer:** 7 Vol. Lotion

3

Zone 1: 20ml 6 Intense Neutral + 10ml 7-12/7AI**Zone 2 & 3:** 20ml 10 Neutral + 10ml 9-36/9GV
+ 5ml 9-12/9AI**Developers:** 13 Vol. Cream **Zone 1**7 Vol. lotion **Zone 2 & 3**

@ASHWHAIR



@ITS.ANNASHAIRWORLD



Zone 1: 7 Neutral
Zone 2 & 3: 30ml 9-32/9GI + 30ml 10-12/10AI
Developer: 7 Vol. Lotion



Global: 20ml 9-12/9AI + 20ml 9-36/9GV
Developer: 7 Vol. Lotion

NAME: JESSICA DENT
@JESSICAS.HAIRANDBEAUTY

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"I love using Calura Gloss to refresh faded ends, boost shine, and create that lived-in, expensive-looking tone between color appointments. It's my secret weapon for keeping hair looking fresh without a full color service. The ways of toning with Gloss are endless."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My current obsession is a cool beige blonde. It gives the perfect balance of softness, shine, and dimension while keeping all that brassiness under control."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"This month I'm loving a custom blend of neutral and pearl tones for a glossy, creamy finish. It creates that effortless, modern color that looks amazing in every light and grows out beautifully! It's the start of summer after all so my blonde clients are my focus this month. 9ai + 10n"

- Jessica Dent



Global: 9-6/9V
Developer: 7 Vol. Lotion



Global: 15ml 9 Neutral + 15ml 9-6/9V
 + 15ml 10-12/10AI
Developer: 7 Vol. lotion



Global: 20ml 10-12/10AI + 20ml 10-6/10V
Developer: 7 Vol.



1

Global: 20ml 10 Neutral + 20ml 9-32/9GI
Developer: 7 Vol. Lotion

2

Global: 30ml 10-12/10AI + 30ml 10 Neutral Brown
Developer: 7 Vol. Lotion

3

Zone 1: 20ml 7 Neutral + 20ml 7-12/7AI
Zone 2 & 3: 40ml 10 Neutral + 10ml 10-43/10KG
Developer: 7 Vol. Lotion

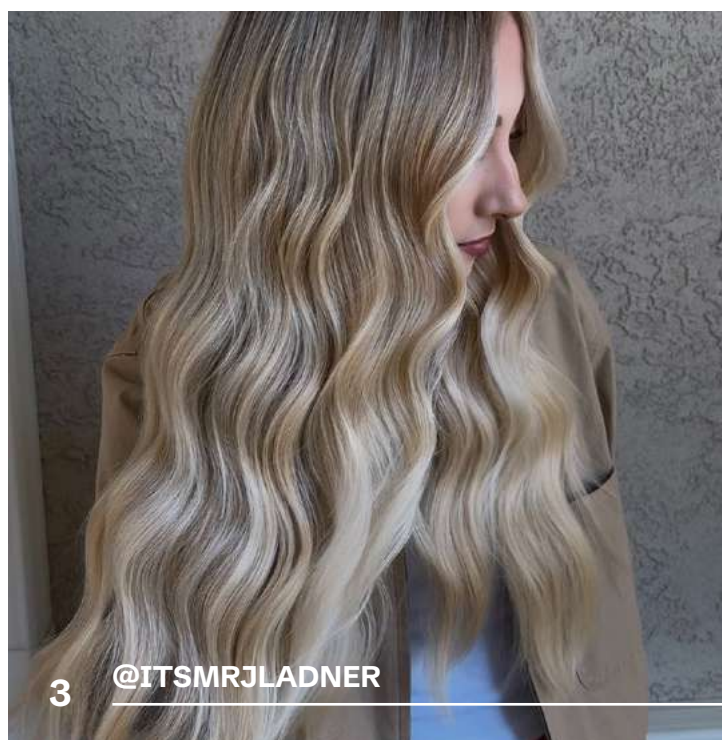
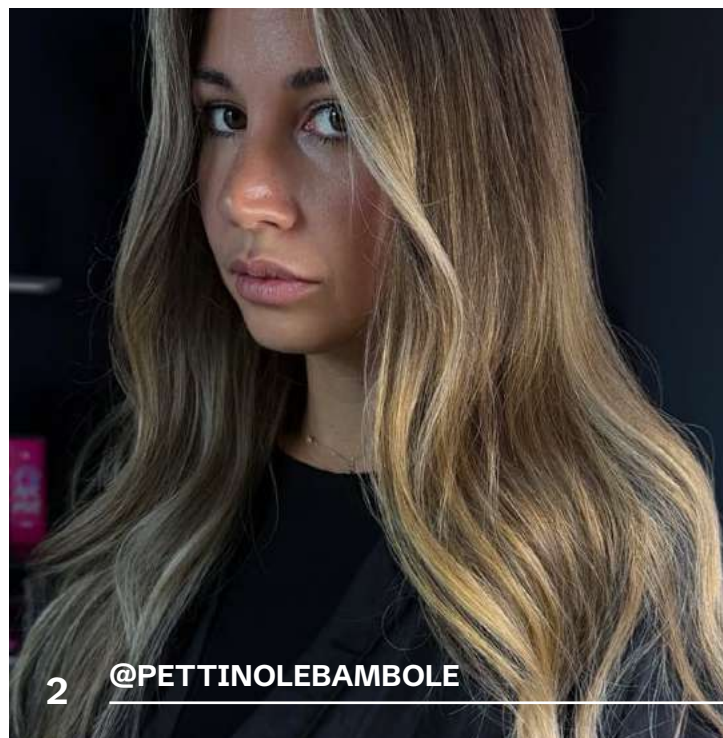
1

Global: 20ml 10-34/10GK + 10ml 10-43/10KG + 5ml 9-32/9GI**Developer:** 7 Vol. Lotion

2

Zone 1: 20ml 7-1/7A + 20ml 8 Neutral Brown**Zone 2 & 3:** 15ml 9-32/9GI + 15ml 10-12/10AI + 15ml 9-3/9G**Developer:** 7 Vol. Lotion

3

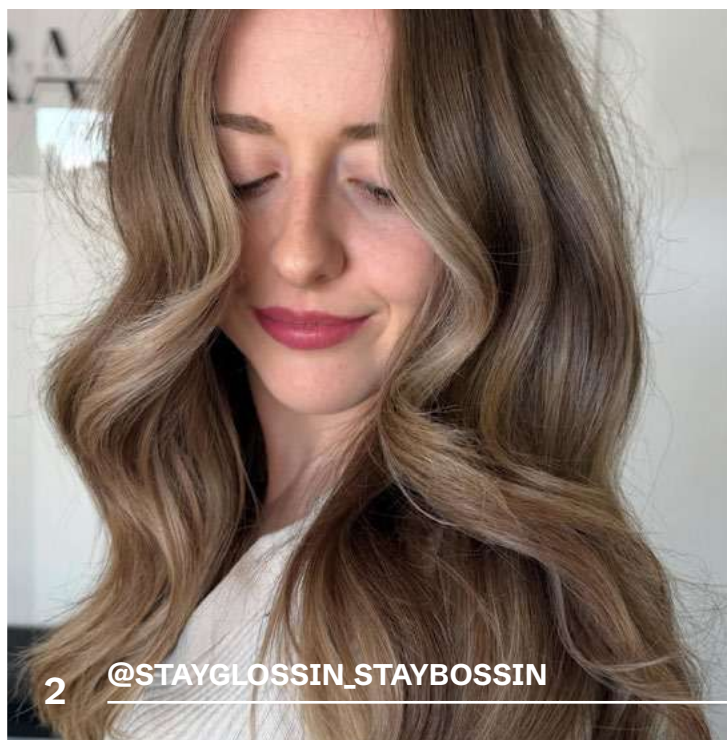
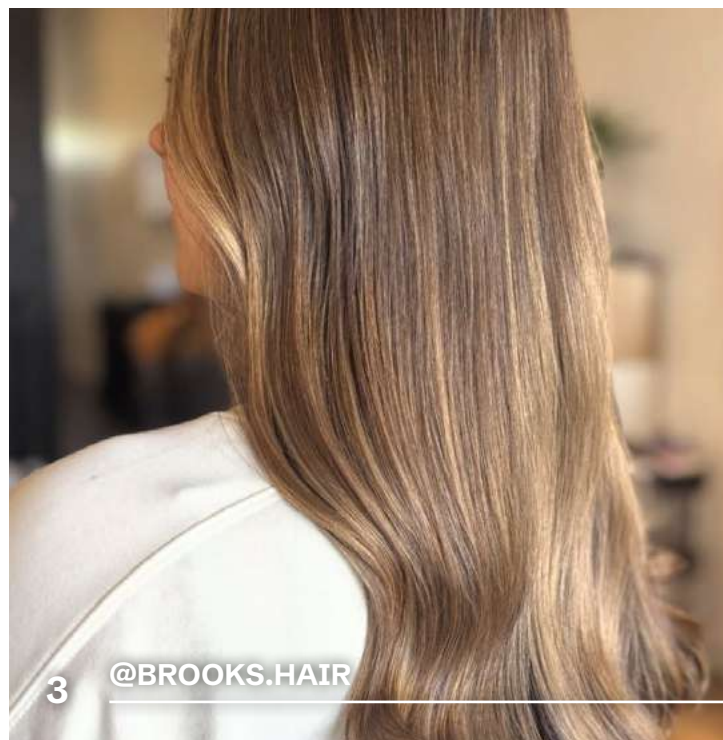
Zone 1: 10ml 7-36/7GV + 10ml 7 Neutral Brown**Zone 2 & 3:** 20ml 10 Neutral + 20ml 10-36/10GV + 5ml 10-34/10GK**Developer:** 7 Vol. Cream



CHAPTER 4

DARK BLONDE

Rich, dimensional, and effortlessly sophisticated, dark blondes live in that perfect space between blonde and brunette. Think soft depth, natural warmth, and subtle contrast that creates a luxurious, lived-in finish.



1

Global: 15ml 9-36/9GV + 15ml 8-36/8GV + 15ml 8-3/8G
+ 15ml 9-3/9G

Developer: 7 Vol. Lotion

2

Global: 15ml 9-36/9GV + 15ml 9 Neutral Brown
+ 15ml 9-32/9GI

Developer: 7 Vol. Lotion

3

Global: 15ml 9 Neutral + 15ml 9 Neutral Brown
+ 15ml 8-32/8GI

Developer: 7 Vol. Lotion

NAME: **BROOK DEVERELL**
@BROOKS.HAIR

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favourite way to use Calura Gloss is to tone blondes, and blend grey! Calura gloss is my go to for any blonde toned especially warm tones. But its use for full colours and grey blending is unmatched to any other colour line I have ever used."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go-to Calura shade is 9Gi or anything GI, it helps control tone from going too warm without over dulling out the shade. I use it over and over again in blonde as well as brunette brunette formulas. You can't go wrong with using this shade as a building block to any formula."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"My favourite formula this month would be 10nb + 9Nb + 9G for the perfect warm tone blonde. Think Tate McRae blonde!"

- Brook Deverell



Global: 20ml 9 Neutral Brown
 + 8-32/8GI
Developer: 7 Vol. Lotion



Zone 1: 6 Neutral
Zone 2 & 3: 15ml 8 Neutral + 15ml
 8-32/8GI + 15ml 7-32/7GI + 15ml
 9-11/9AA
Developers: 7 Vol. Cream



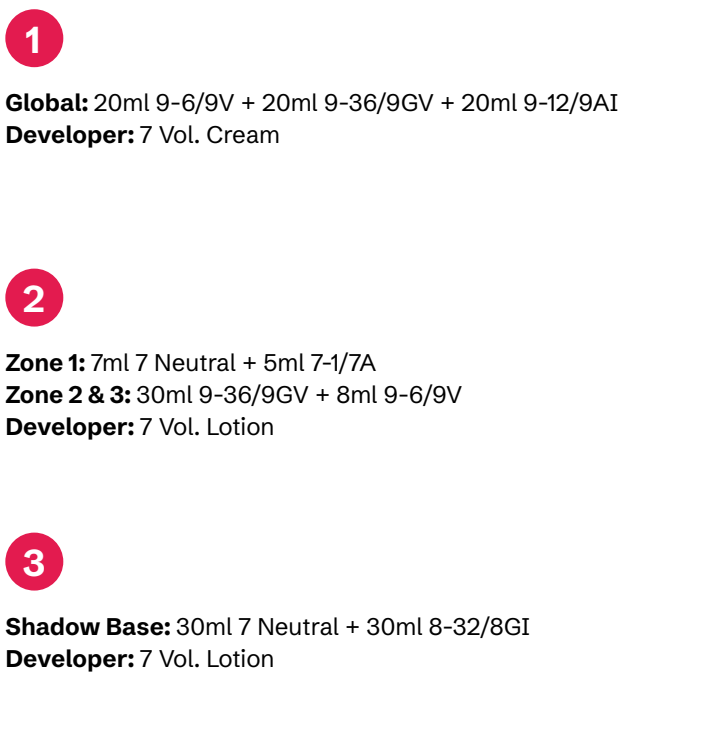
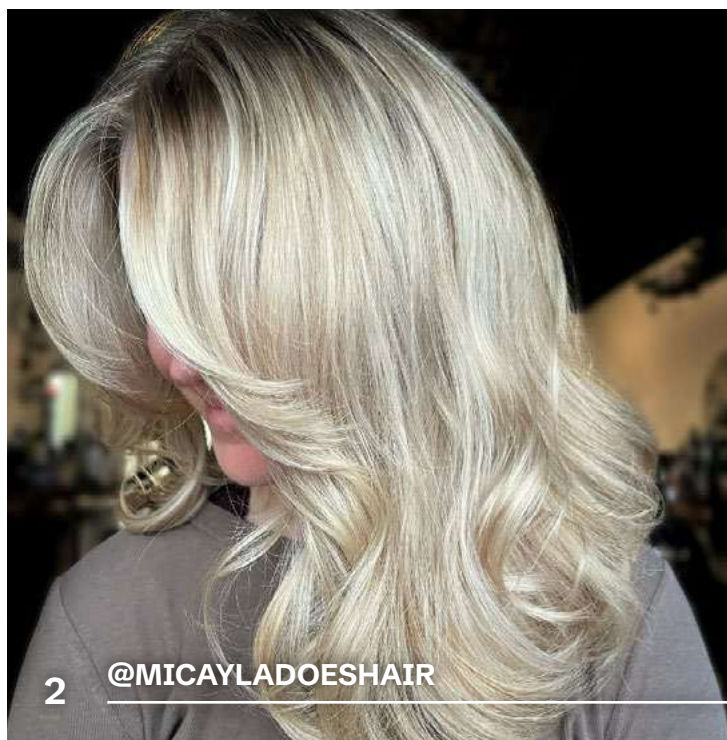
Global: 40ml 10-36/10GV + 5ml 0-16/OAV
Developer: 7 Vol. Lotion





CHAPTER 5 **NEUTRAL BLONDE**

Balanced, soft, and beautifully timeless, neutral blondes blend warm and cool tones for a perfectly harmonious finish. Neither too golden nor too ashy, these versatile shades create natural-looking dimension and a polished, sophisticated blonde.



@JADEBEAUTYCO

**Zone 1:** 7 Neutral**Zone 2 & 3:** 30ml 10-12/10AI + 45ml 9 Neutral**Developers:** 7 Vol. Cream

@HAIRBYABLONDE

**Global:** 30ml 10-12/10AI + 30ml 9-36/9GV**Developer:** 7 Vol. Lotion

NAME: **BEATRICE SCIPIONI**
@PETTINOLEBAMBOLE

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"I love using CALURA Gloss as an essential part of every technical service. Whether it's refreshing tone, enhancing shine, perfecting a blonde, or adding depth and dimension, it gives me the flexibility to customize every color while leaving the hair incredibly healthy, luminous, and silky. For me, no color service is truly complete without it."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"Without a doubt, 9-32/9GI. If it were up to me, I'd put it on everything, even on my bread! It's the perfect shade for creating beautiful, sophisticated, and effortlessly radiant results."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"8-12/8AI + 9-32-9GI + 10NB"

- Beatrice Scipioni



Global: 20ml 7-4/7K + 20ml 7-36/7GV
 + 20ml 10 Neutral Brown
Developer: 7 Vol. Lotion



Zone 1: 20ml 7-1/7A + 20ml
 8 Neutral Brown
Zone 2 & 3: 15ml 9-32/9GI + 15ml
 10-12/10AI + 15ml 9-3/9G
Developer: 7 Vol. Lotion



Global: 20ml 4 Neutral + 15ml 0-66/0VV
 + 20ml 7-4/7K
Developer: 7 Vol. Lotion

1

Zone 1: 15ml 7 Neutral + 15ml 7-32/7GI**Zone 2 & 3:** 20ml 9-36/9GV + 20ml 10-3/10G**Developers:** 7 Vol. Cream

2

Global: 15ml 10 Neutral + 15ml 10-36/10GV + 15ml 10-32/10GI**Developer:** 7 Vol. Lotion

3

Global: 20ml 10-12/10AI + 20ml Clear**Developer:** 7 Vol.

@PETTINOLEBAMBOLE



@CUTSBYRACHEL



Zone 1: 8-12/8AI

Zone 2 & 3: 15ml 10 Neutral + 15ml 10-12/10AI
+ 15ml 9-32/9GI

Developers: 7 Vol. Cream



Global: 20ml 10-6/10V + 20ml 10-12/10AI
+ 20ml 9-32/9GI

Developer: 7 Vol. Lotion



CHAPTER 6

COOL BRUNETTE

Sleek, refined, and effortlessly elevated. Cool Brunette shades are rich in depth with ashy, and smoky undertones that bring a polished edge to every look. Understated yet striking, this tone turns simplicity into statement.

@VICTORIABINETTI_HAIR



Global: 40ml 5-1/5A + 10ml 1-1/1A
Developer: 7 Vol. Cream

@LAILAMWAH



Zone 1: 15ml 7-32/7GI + 15ml 7 Neutral
Zone 2: 20ml 8-32/8GI + 20ml 9 Neutral Brown
Developer: 7 Vol. Lotion

@CUTSBYRACHEL



Zone 1: 6 Intense Neutral

Lowlights: 15ml 7 Neutral Brown + 15ml 8-3/8G
+ 15ml 8 Neutral + 15ml 7-36/7GV

Global: 20ml 8-36/8GV + 20ml 8-3/8G

Developer: 7 Vol. Lotion

@CLAUDIAPAGEARTISTECOIFFEUSE



Global: 30ml 9-32/9GI + 15ml 9 Neutral Brown
+ 15ml 8 Neutral

Developer: 7 Vol. Lotion



CHAPTER 7

WARM BRUNETTE

Lush, radiant, and endlessly wearable. Warm Brunette shades glow with rich chestnut, cocoa, and amber tones, bringing dimension and softness to every strand. It's warmth that feels natural, depth that feels effortless, and color that always catches the light.

1

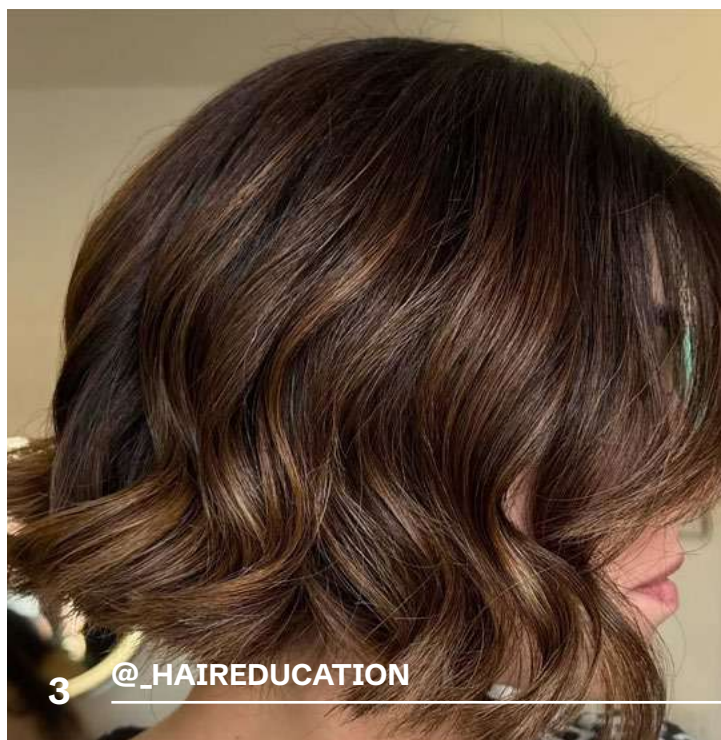
Global: 30ml 5 Neutral Brown + 30ml 8 Neutral Brown
+ 5ml 0-33/0GG
Developer: 7 Vol. Cream

2

Global: 50ml 7 Neutral Brown + 15ml 8-34/8GK + 6ml 7-4/7K
Developer: 7 Vol. Lotion

3

Zone 1: 6 Neutral Brown
Zone 2 & 3: 10ml 8-36/8GV + 10ml 8 Neutral Brown
+ 5ml 0-33/0GG
Developer: 7 Vol. Lotion





1

Zone 1: 20ml 6 Neutral Brown
Zone 2 & 3: 30ml 8 Neutral + 15ml 9-36/9GV + 20ml 9-34/9GK
Developers: 7 Vol. Cream

2

Zone 1: 20ml 4 Neutral + 20ml 5-13/5AG
Zone 2 & 3: 10ml 5 Neutral Brown + 10ml 5-34/5GK + 10ml 6-3/6G
Developers: 7 Vol. Cream

3

Zone 1: 20ml 5 Neutral + 20ml 6-1/6A
Zone 2 & 3: 30ml 7 Neutral Brown + 30ml 7-12/7AI
Developer: 7 Vol. Lotion

@PETTINOLEBAMBOLE



Global: 20ml 7-4/7K + 20ml 7-36/7GV + 20ml
10 Neutral Brown

Developer: 7 Vol. Lotion

@BROOKS.HAIR



Zone 1: 6 Neutral

Zone 2 & 3: 15ml 8 Neutral + 15ml 8-32/8GI + 15ml
7-32/7GI + 15ml 9-11/9AA

Developers: 7 Vol. Cream

NAME: **IRENE TEDDE**
@_HAIREducation

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"Calura gloss is my must have on every client! After each foiling service, I use a different formula for toning roots, lengths and ends, creating a seamless blend for my low-maintenance looks... And the shine is insane!"

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"I love the -43/KG series; 8-43/8KG and 10-43/10KG add that extra magic brightness to each blonde or brunette I create behind the chair."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"I'm obsessed with this "cinnamon-looking" formula: 9-34/9GK + 6-43/6KG + 9-3/9G and a splash of 0-33/0GG."

-Irene Tedde



Zone 1: 20ml 6 Neutral + 20ml 6-11/6AA
Zone 2 & 3: 30ml 10-12/10AI + 30ml 10-6/10V
Developer: 7 Vol. Lotion



Zone 1: 6 Neutral Brown
Zone 2 & 3: 10ml 8-36/8GV + 10ml 8 Neutral Brown + 5ml 0-33/0GG
Developer: 7 Vol. Lotion



Zone 1: 20ml 5 Neutral + 20ml 6-13/6AG
Zone 2 & 3: 15ml 9-12/9AI + 15ml 9-6/9V + 15ml 10-12/10AI + 5ml 0-16/0AV
Developers: 7 Vol. Cream

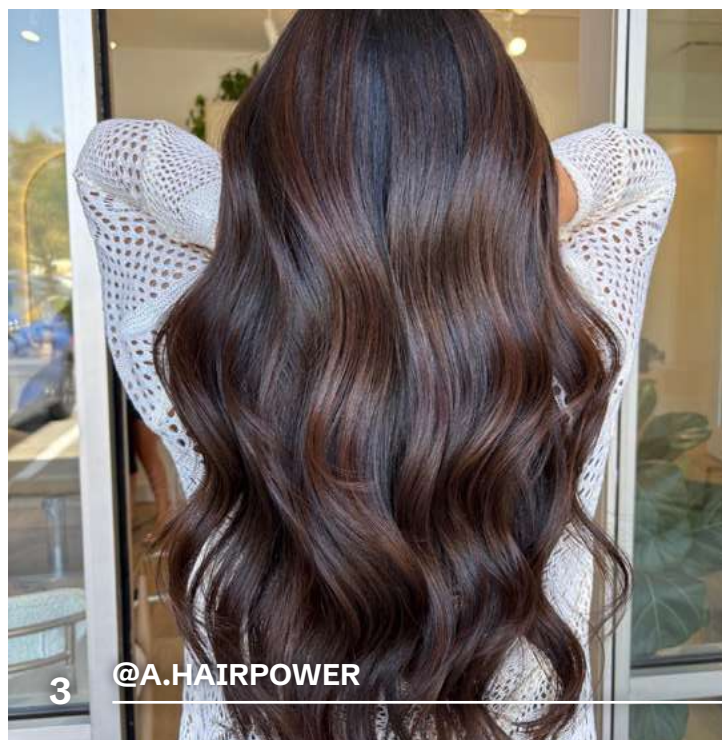
1

Lowligh: 5 Neutral Brown**Global:** 30ml 7 Neutral Brown + 30ml 8-3/8G**Developer:** 7 Vol. Lotion

2

Global: 30ml 6-34/6GK + 30ml 7 Neutral Brown**Developer:** 7 Vol. Lotion

3

Zone 1: 4 Neutral**Zone 2 & 3:** 30ml 8-34/8GK + 30ml 8 Neutral Brown**Developer:** 7 Vol. Lotion



CHAPTER 8

BRONDES

The perfect balance between blonde and brunette, brondes combine rich depth with soft, luminous highlights. This dimensional blend creates a natural, sun-kissed result with beautiful contrast, making it a versatile choice for those wanting the best of both worlds.

@ASHWHAIR



Zone 1: 5 Neutral

Zone 2 & 3: 20ml 7 Neutral Brown + 20ml 9-32/9GI
+ 20ml 9-34/9GK

Developers: 7 Vol. Cream

@THETINYHAIRMAGICIAN



Zone 1: 20ml 5 Neutral + 5ml 4 Neutral

Zone 2 & 3: 15ml 8-12/8AI + 15ml 7-36/7GV
+ 15ml 8 Neutral Brown

Developer: 7 Vol. lotion

NAME: **ASHLEY WALSH**
@ASHWHAIR

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"I love using Calura Gloss for color melts. It's my go to for refining lift, creating seamless blends and building the kind of lived in color that grows out beautifully and lasts for months."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"Picking a favorite shade is nearly impossible but if I had to choose just one, it would be GI."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"This month's obsession: 10GI a splash of 9RA + Clear for the perfect bright blonde with softness, shine and just the right amount of balance."

- Ashley Walsh



Zone 1: 7 Neutral
Zone 2 & 3: 30ml 9-32/9GI + 30ml 10-12/10AI
Developer: 7 Vol. Lotion



Zone 1: 15ml 7 Neutral + 15ml 7-32/7GI
Zone 2 & 3: 20ml 9-36/9GV + 20ml 10-3/10G
Developers: 7 Vol. Cream



Zone 1: 5 Neutral
Zone 2 & 3: 20ml 7 Neutral Brown + 20ml 9-32/9GI + 20ml 9-34/9GK
Developers: 7 Vol. Cream

@COLOURBYCATHERINE



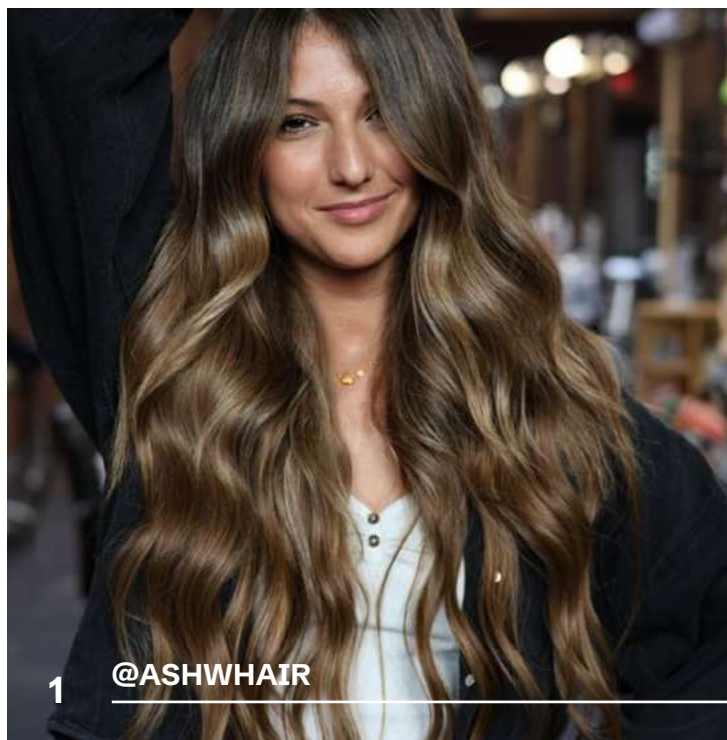
@ITSMRJLADNER



Global: 20ml 9-36/9GV + 10ml 10 Neutral Brown
Developer: 7 Vol. Lotion



Zone 1: 10ml 5 Neutral Brown + 10ml 5-3/5G
Zone 2 & 3: 20ml 8-34/8GK + 10ml 8-36/8GV
+ 10ml 8-3/8G
Developer: 7 Vol. Cream



1

@ASHWHAIR



3

@CORTNEYMANNHAIR



2

@CORTNEYMANNHAIR

1

Zone 1: 5 Neutral**Zone 2 & 3:** 20ml 7 Neutral Brown + 20ml 9-32/9GI
+ 20ml 9-34/9GK**Developers:** 7 Vol. Cream

2

Face Frame: 9-32/9GI**Global:** 45ml 7-32/7GI + 30ml 8 Neutral**Developer:** 7 Vol. Lotion

3

Global: 20ml 7 Neutral Brown + 20ml 7-3/7G**Developer:** 7 Vol. Lotion



CHAPTER 11

RED RED

Bold, vibrant, and full of impact, true reds deliver rich, pure red tones with striking intensity. From vivid crimson to deeper ruby hues, these shades create a confident, statement-making result with beautiful depth and shine.

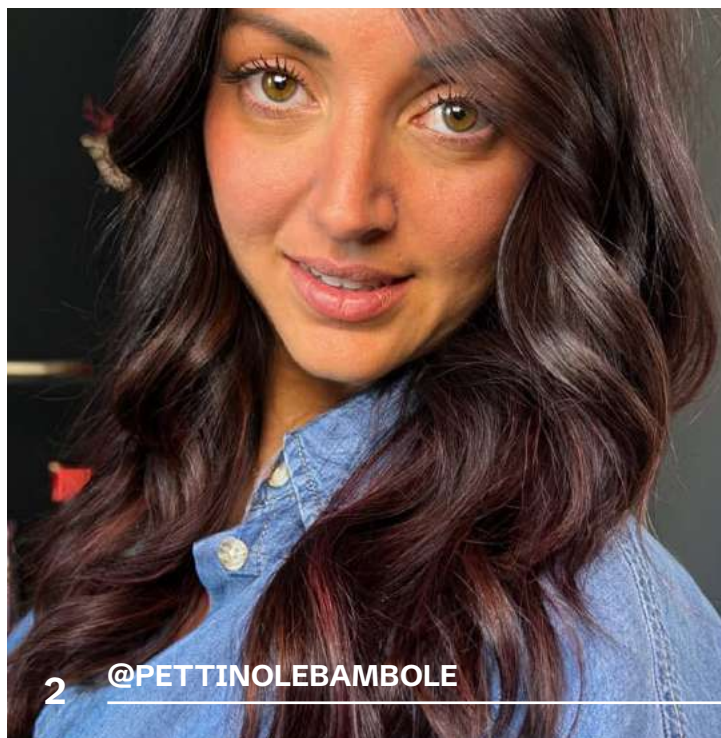
1

Global: 20ml 6-34/6GK + 20ml 6-5/6R**Developer:** 7 Vol. Lotion

2

Global: 20ml 4 Neutral + 15ml 0-66/0VV + 20ml 7-4/7K**Developer:** 7 Vol. Lotion

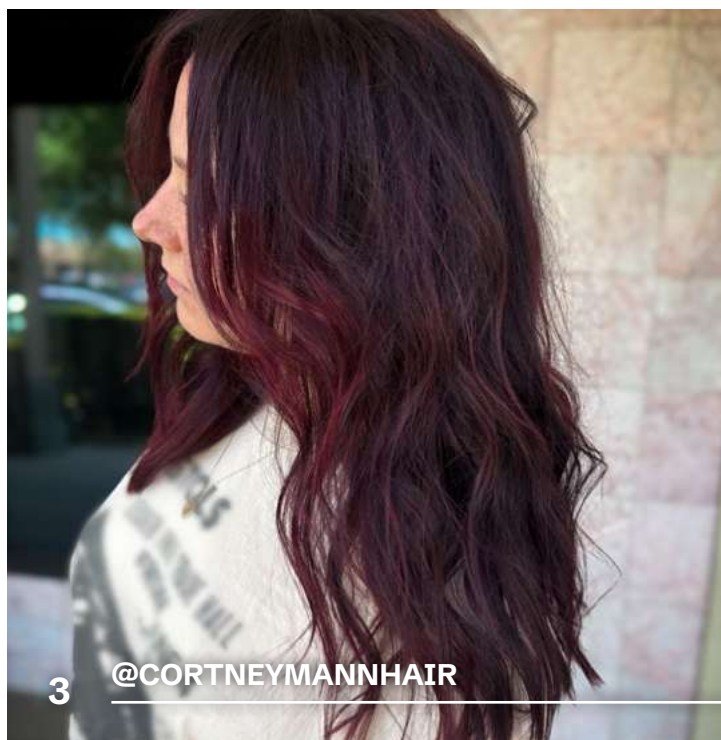
3

Global: 30ml 6-5/6R + 30ml 3-6/3V**Developer:** 7 Vol. Lotion

@PETTINOLEBAMBOLE



@A.HAIRPOWER



@CORTNEYMANNHAIR

NAME: **CORTNEY MANN**
@CORTNEYMANNHAIR

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way to use Calura gloss is as a balancer for color corrections. Either after the initial lightening process or to balance without lightening, Calura gloss allows me to stabilize the tone and proceed with my desired result from there or direct me on my next steps."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go to shade is 9-36/9GV, I believe this is the perfect blonde balance that allows for reflection but coolness at the same time packaged in a pretty little bottle."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"Summer is here and I am obsessing over bright buttery blondes, my current favorite formula is 9-32/9GI + 10 Neutral Brown + a splash of 0-33 for brightness giving you the perfect Sun-kissed Beach Blonde."

-Cortney Mann



Lowligh: 5 Neutral Brown
Global: 30ml 7 Neutral Brown
 + 30ml 8-3/8G
Developer: 7 Vol. Lotion

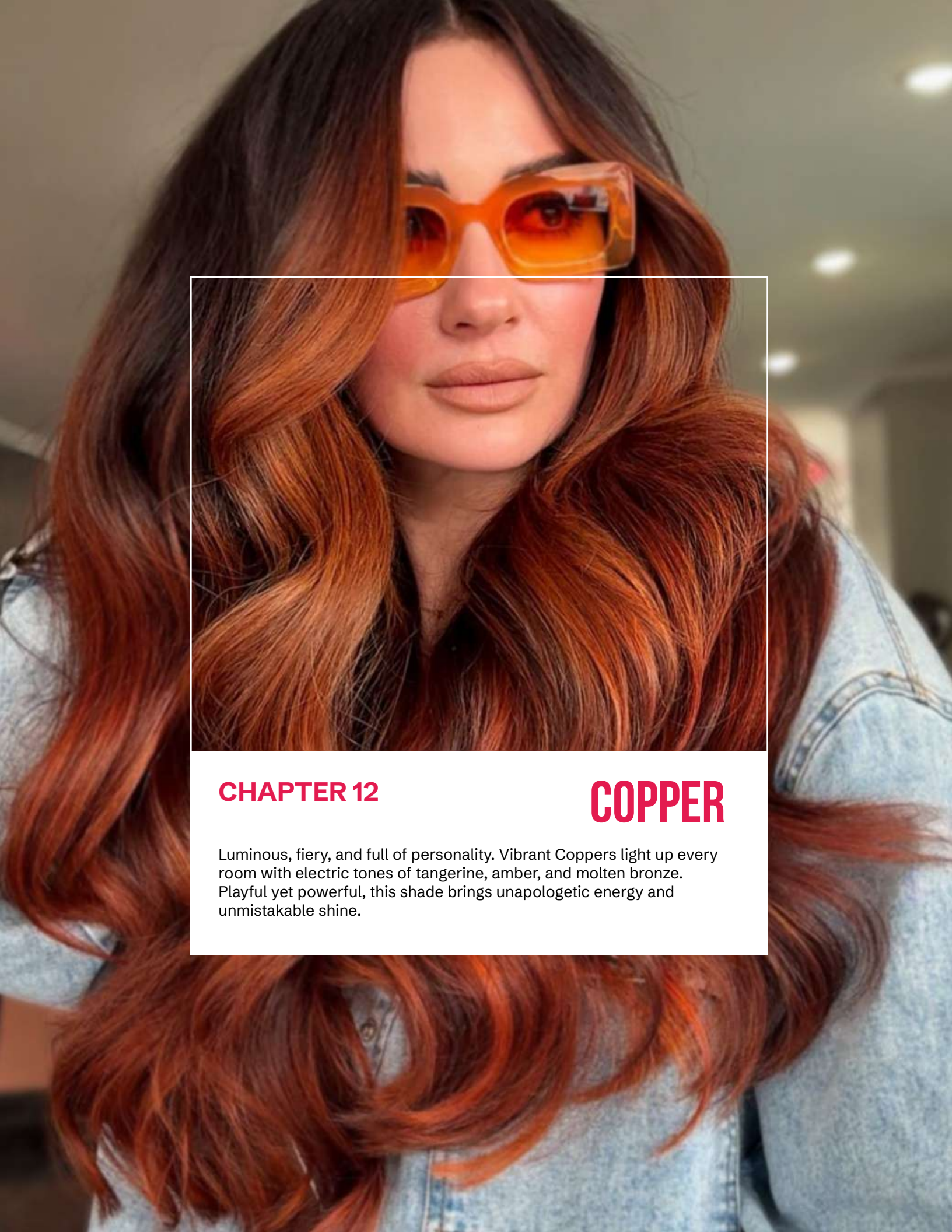


Global: 30ml 6-5/6R + 30ml 3-6/3V
Developer: 7 Vol. Lotion



Face Frame: 9-32/9GI
Global: 45ml 7-32/7GI + 30ml 8 Neutral
Developer: 7 Vol. Lotion





CHAPTER 12

COPPER

Luminous, fiery, and full of personality. Vibrant Coppers light up every room with electric tones of tangerine, amber, and molten bronze. Playful yet powerful, this shade brings unapologetic energy and unmistakable shine.

@MYRIAM.LAJOIE

**Global:** 10-43/10KG**Developer:** 7 Vol. Lotion

@GRACETHEGLAMOURGURU

**Global:** 30ml 8-43/8KG + 30ml 6-43/6KG**Developer:** 7 Vol. lotion

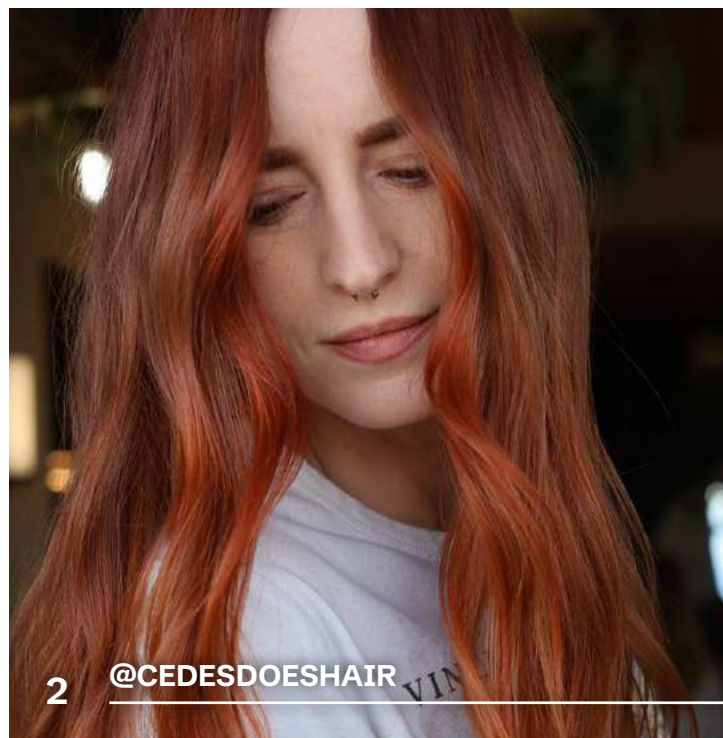
1

Global: 30ml 7 Neutral Brown + 30ml 8-34/8GK**Developer:** 7 Vol. Lotion

2

Zone 1: 25ml 6-34/6GK + 25ml 8-34/8GK**Zone 2 & 3:** 60ml 8-4/8K**Developers:** 7 Vol. Cream

3

Zone 1: 15ml 6 Neutral + 15ml 5 Neutral Brown**Zone 2 & 3:** 15ml 8-43/8KG + 15ml 6-43/6KG + 15ml 8-4/8K**Developers:** 7 Vol. Cream

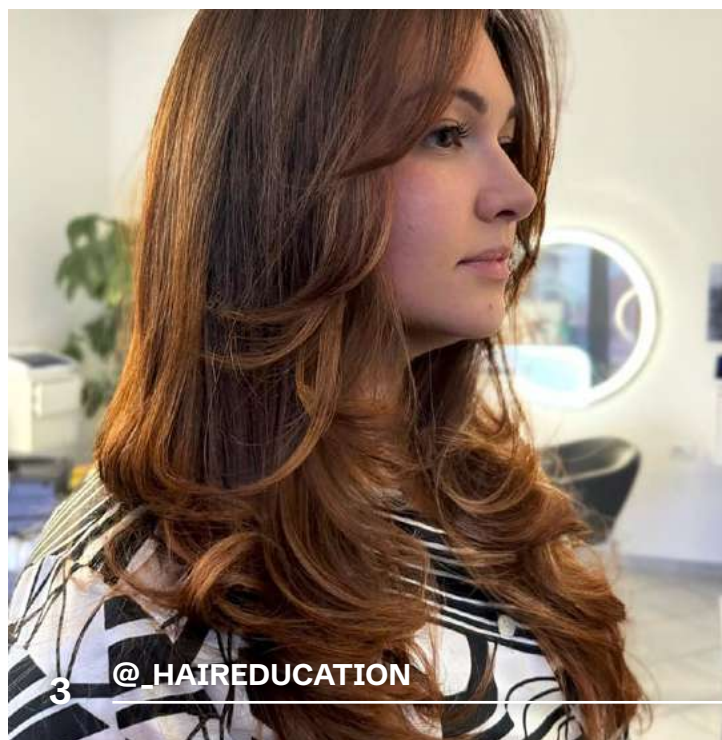
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@CEDESDOESHAIR



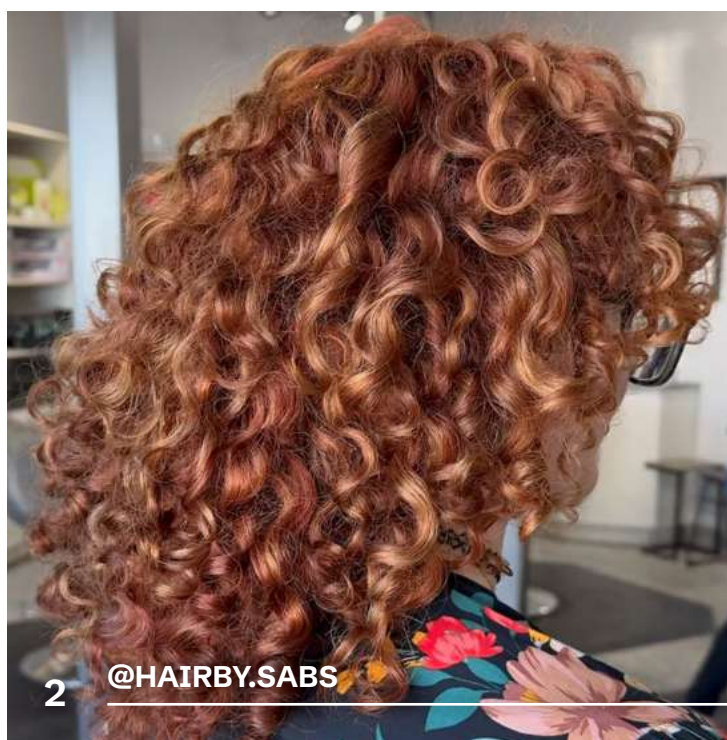
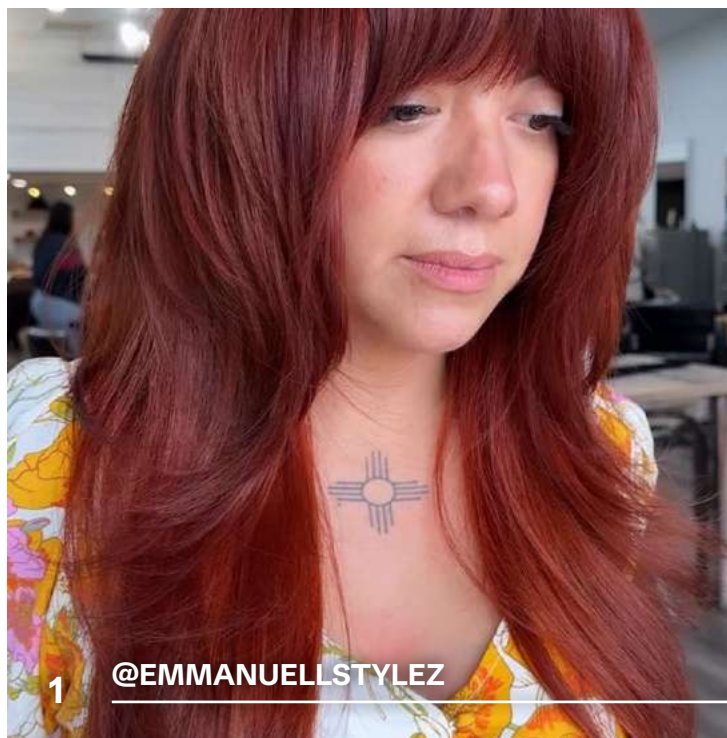
1

@HAIRBYMEGANPEREZ



3

@_HAIREducation



1

Global: 60ml 8-4/8K + 20ml 7 Neutral + 20ml 8 Neutral
+ 30ml 0-44/OKK

Developer: 7 Vol. Lotion

2

Lowlight: 30ml 7-4/7K + 10ml 7-34/7GK + 10ml 0-33/0GG

Global: 20ml 8-4/8K + 10ml 8-3/8G + 5ml 0-33/0GG
+ 5ml 0-44/OKK

Developer: 7 Vol. Lotion

3

Global: 15ml 8 Neutral Brown + 15ml 8-34/8Gk
+ 15ml 8-4/8K

Developer: 7 Vol. Lotion

@JUAHNN



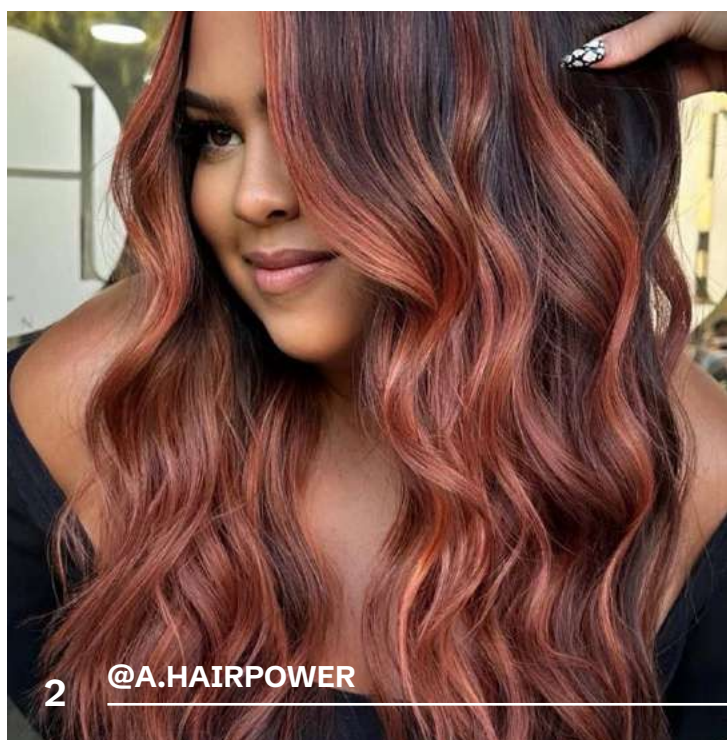
@JUAHNN



Zone 1: 4-13/4AG
Zone 2 & 3: 30ml 6-34/6GK + 30ml 7 Neutral Brown
Developer: 7 Vol. Cream



Global: 10-34/10GK
Developer: 7 Vol. Lotion



1

Face Frame: 20ml 8-34/8GK + 20ml 9-4/9K

Global: 40ml 6-43/6KG + 7-4/7K

Developer: 7 Vol. Lotion

2

Zone 1: 5 Neutral Brown

Zone 2 & 3: 20ml 9-3/9G + 20ml 8-43/8KG + 20ml Clear

Developer: 7 Vol. Lotion

3

Global: 30ml 8-34/8GK + 30ml 9 Neutral

Developer: 7 Vol. Lotion



CHAPTER 13

SOFT COPPER

Delicate, warm, and quietly radiant. Soft Coppers blend peachy undertones with golden rust hues for a glow that feels natural and fresh. Subtle yet distinctive, this shade adds a gentle warmth with a touch of modern softness.

@NUOVAEQUIPEPARRUCCHIERI



Zone 1: 30ml 6 Neutral + 20ml 7-12/7AI

Zone 2 & 3: 30ml 6-34/6GK + 20ml 7-32/7GI

Developers: 7 Vol. Cream



CHAPTER 14

FASHION

Creative, daring, and unapologetically expressive. Fashion Shades push boundaries with bold tones: think vivid violets, apricot , pastels, and neons that turn heads instantly. These are statement colors made for those who lead, not follow.

NAME: **ANDREA ALARCON**
@A.HAIRPOWER

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way to use Calura Gloss is for toning all of my blonde clients, as it offers incredible, high-impact shine. I also love using it to refresh my red and copper clients because the longevity is unreal, and to blend natural white hair up to 75% for a beautiful, low-maintenance look."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go-to shades are 9-32/GI and 9-NB. I love to use them on their own or intermix them to tone my blonde clients; for me, it is the perfect balance of a beige and golden neutral."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"It has to be the Framboise shades! I can't get enough of 9-51/RA—I love how it's a cooler shade of pink that perfectly cancels out warm yellow tones. I have also been having so much fun intermixing it with the -6/V and -3/G series to create my own unique, customized formulas."

-Andrea Alarcon



Global: 20ml 6-34/6GK + 20ml 6-5/6R
Developer: 7 Vol. Lotion



Global: 9-51/9RA
Developer: 7 Vol. Cream



Zone 1: 4 Neutral
Zone 2 & 3: 30ml 8-34/8GK + 30ml
8 Neutral Brown
Developer: 7 Vol. Lotion



@HAIRBYMEGANPEREZ



Global: 30ml 7-66/7VV + 15ml 0-66/0VV

Developer: 7 Vol. Lotion

@ELISECAPIESH



Global: 0-66/0VV

Developer: 7 Vol. Lotion

@MEL.THEHAIRMAGICIAN



Global: 30ml 7-51/7RA + 15ml 9-66/9VV
+ 20ml 0-66/0VV

Developer: 7 Vol. Lotion

@A.HAIRPOWER



Global: 30ml 7-5/7R + 30ml 0-66/0VV
+ 30ml Clear

Developer: 7 Vol. Lotion



CHAPTER 15 TRENDING: FRAMBOISE

Not red, not pink: Framboise. This multidimensional shade delivers a bold yet refined result, with a juicy intensity that brings vibrancy, soft dimension, and beautiful shine to the hair.

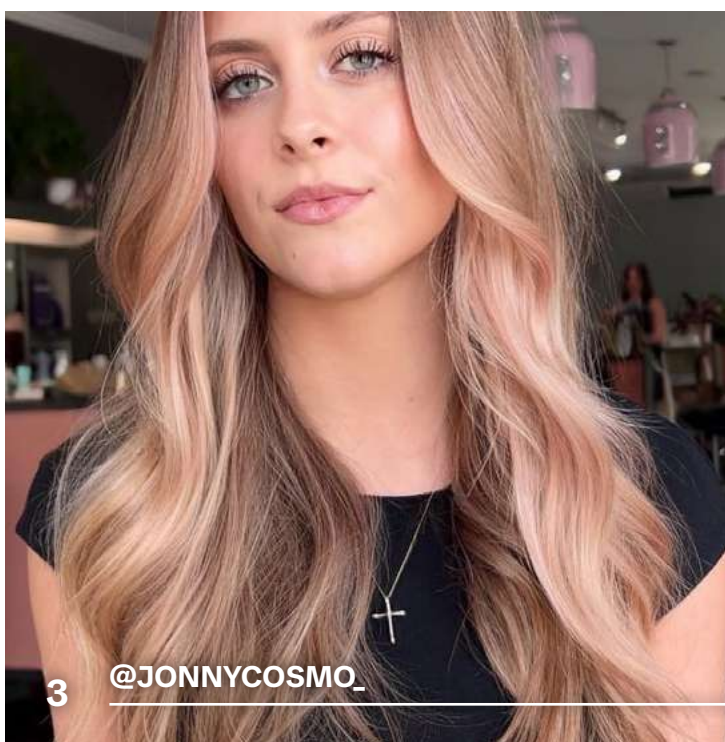
1

Global: 7-51/7RA**Developer:** 7 Vol. Lotion

2

Global: 9-51/9RA**Developer:** 7 Vol. lotion

3

Global: 15ml 10-51/10RA + 15ml 10-3/10G + 15ml 10-34/10GK**Developer:** 7 Vol. Lotion

NAME: **J LADNER**
@ITSMRJLADNER

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"It's my sidekick to add the finishing touches to my clients hair inspiration. I wouldn't be able to have exceptional tonal direction and longevity without it. To me, it's the most impost part as a colorist."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"You can find me with these series, G, GK and GV "

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"20g 10RA + 5g 10G - ROSE FROM THE SUN.
 Is what I have named it"

-JLadner



Zone 1: 10ml 7-36/7GV + 10ml
 7 Neutral Brown
Zone 2 & 3: 20ml 10 Neutral + 20ml
 10-36/10GV + 5ml 10-34/10GK
Developer: 7 Vol. Cream



Zone 1: 7-51/7RA
Zone 2 & 3: 20ml 10-51/10RA
 + 15ml 8-51/8RA
Developer: 7 Vol. Lotion



Zone 1: 10ml 5 Neutral Brown + 10ml
 5-3/5G
Zone 2 & 3: 20ml 8-34/8GK + 10ml
 8-36/8GV + 10ml 8-3/8G
Developer: 7 Vol. Cream





1
Global: 20ml 10-51/10RA + 20ml 9-51/9RA
Developer: 7 Vol. Lotion

2
Global: 30ml 10-51/10RA + 15ml 9-51/9RA
Developer: 7 Vol. Lotion

3
Zone 1: 7-51/7RA
Zone 2 & 3: 20ml 10-51/10RA + 15ml 8-51/8RA
Developer: 7 Vol. Lotion

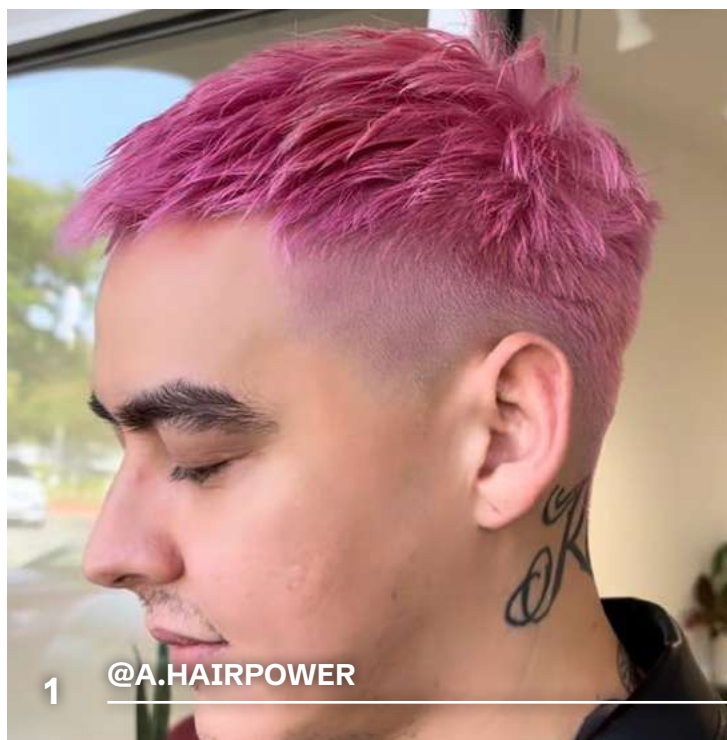
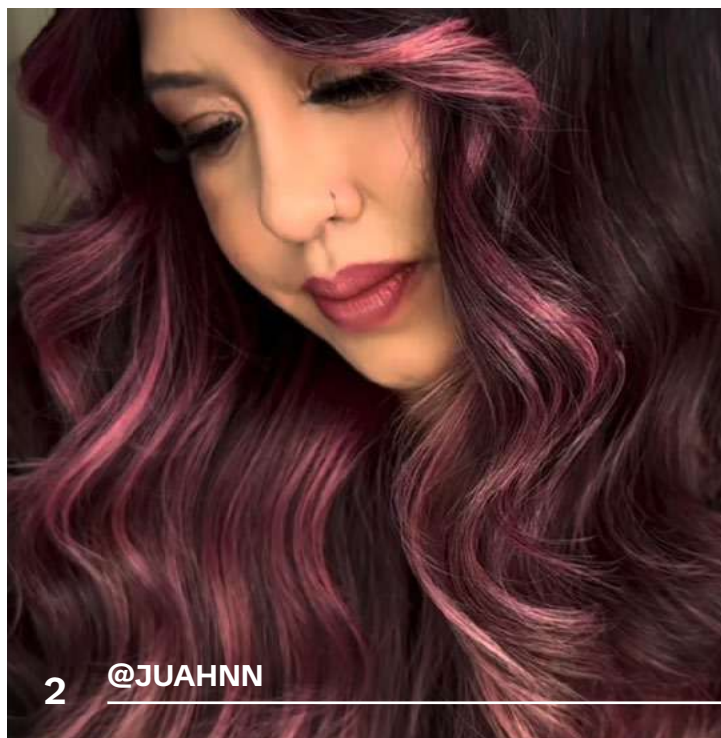
1

Global: 9-51/9RA**Developer:** 7 Vol. Cream

2

Zone 1: 7-51/7RA**Zone 2:** 8-51/8RA**Zone 3:** 10ml 10-51/10RA + 10ml 9-51/9RA**Developers:** 7 Vol. Lotion

3

Pre-tone: 10-12/10AI**Global:** 9-51/9RA**Developer:** 7 Vol. Lotion

FEATURED ARTISTS



J LADNER
@ITSMRJLADNER



SHELBY DAVIDSON
@THETINYHAIRMAGICIAN



ANDREA ALARCON
@A.HAIRPOWER



IRENE TEDDE
@_HAIREducation



ASHLEY WALSH
@ASHWHAIR



CORTNEY MANN
@CORTNEYMANNHAIR



BEATRICE SCIPIONI
@PETTINOLEBAMBOLE



VERONICA RIOS PAGAN
@VERONICARIOSMAGIA



BROOK DEVERELL
@BROOKS.HAIR



JESSICA DENT
@JESSICAS.HAIRANDBEAUTY