

studio stylist
express

Unmatched coverage
in only 10 minutes

TECHNICAL MANUAL



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Unmatched coverage
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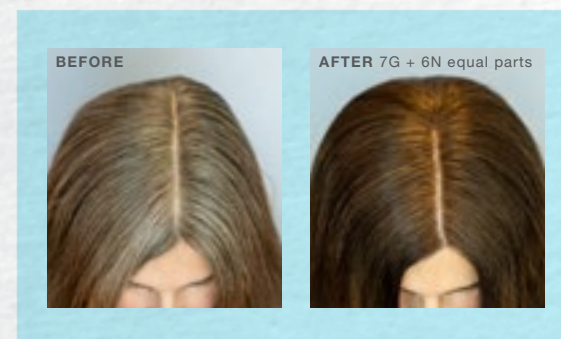
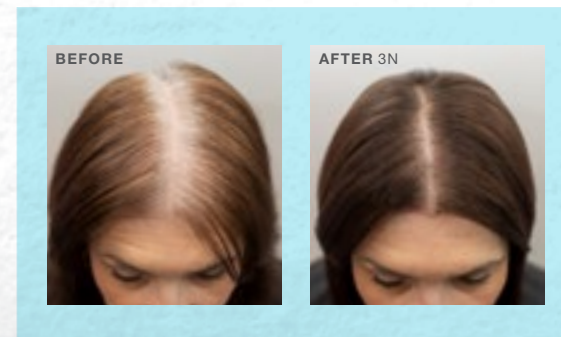
In today's fast-paced salon environment where some clients prefer minimal contact, stylists seek tools to maximize efficiency from behind the chair. With 15 total permanent shades, **Studio Stylist Express** is designed to process in 10 minutes or less, making it the perfect time-saving tool for precision root retouches, melts and more!

- **15 shades** in neutral and fashion tones
- Permanent color that **processes in 10 minutes** or less
- Lifts and deposits
- Up to **100% gray coverage**
- Time-saving tool for getting **more clients in your chair**

How It Works

- **Studio Stylist Express** is a professional, permanent hair color that fully processes in 10 minutes.
- Formulated to help **condition the hair** while processing for long lasting color with **outstanding shine**.

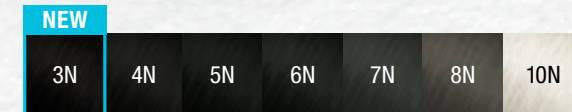
PRO TIP: Increase your client turnover and boost overall sales with quick application and processing.



Portfolio

NEUTRAL SERIES

Quick process, full coverage shades



TONAL SERIES

Intermixable shades for endless combinations and customized results



SHADE & TONE

Shade Chart

N	Natural 3N, 4N, 5N, 6N, 7N, 8N, 10N	Balanced reflection designed to give up to 100% gray coverage
A	Ash 5A, 7A, 9A	Neutralizes unwanted warmth to produce a cooler end result
B	Brown/Beige 4B, 6B	Rich, reflective brown tones
G	Gold 7G	Adds warmth to any color and a natural gold tonality
CR	Red Copper 6CR	Dominant copper tones supported by red reflection
RR	Red Red 6RR	Vibrant and pure red end results

MIXING & PROCESSING

1:1

Studio Stylist Express Coloring Creme
with
Studio Stylist Express 20vol Developer*

Process 10 minutes

*Kenra Professional always recommends utilizing a scale to measure color.

FORMULATION EXAMPLES

How To Use	Mixing Ratio Formula
N Series Standalone: Cool Coverage	• 50% 8N + 50% 10N for coverage on natural levels 9 and 10
N Series Standalone: Gray Blending	• N series + 20vol for 5 minutes on damp hair
Tonal Series Standalone: Express Reflection	• 25% 6B + 25% 6CR + 50% 6RR • 50% 6B + 50% 6CR
Intermixing N Series + Tonal Series: Custom Coverage	• 50% 8N + 50% 6CR • 50% 7G + 50% 6N • 50% 5N + 50% 4B • 75% 10N + 50% 9A • 75% 6RR + 25% 4N

HOW TO USE

ROOT SMUDGE

Depth and dimension with no harsh line of demarcation



COLOR MELT

Gradient blend from dark to light with no harsh line of demarcation



ROOT RETOUCH



Follow us on **YouTube** for more educational content!

DUAL PROCESS

Application of color in between foils



MEN'S HAIR COLOR

5 minutes for gray blending*, 10 minutes for full coverage



*For a blended effect, use a comb for application.

FREQUENTLY ASKED QUESTIONS

Q: Do all Studio Stylist Express shades provide up to 100% gray coverage when used alone?

A: No. If using shades from the tonal series alone, full coverage may not be achieved. The **Studio Stylist Express** Neutral (N) series provides the balance of pigments to ensure even color saturation and maximum pigment uptake and should be incorporated into all gray coverage formulations for full gray coverage results.

Q: What is the recommended processing time for full gray coverage?

A: For up to 100% gray coverage, we recommend that you process shades for 10 minutes.

Q: What outcome is achieved if shades are processed for less than 10 minutes?

A: Shorter processing time will reduce the amount of gray coverage achieved and decrease color longevity. For gray blending, we recommend that you process shades for 5 minutes.

Q: Can shades be processed under heat to speed up the process even more?

A: No. We do not recommend processing **Studio Stylist Express** under heat.

PRO TIP: To easily refresh your clients mid-lengths and ends during a **Studio Stylist Express** root retouch service, use a corresponding shade from the Kenra Color Demi-Permanent portfolio.

Q: Are Studio Stylist Express shades intermixable with Kenra Color shades?

A: We do not recommend mixing the **Studio Stylist Express** shades with Kenra Color permanent or demi-permanent shades due to the difference in formulations.

Q: Can Studio Stylist Express be utilized on beards or eyebrows as additional men's service?

A: No. We do not recommend applying hair color to the face.

Q: Is the color progressive?

A: Yes. **Studio Stylist Express** shades contain progressive dyes. If processed for longer than 10 minutes, the end result will be darker.

Q: What are the new Studio Stylist Express shades best used for?

A: Get the same outstanding coverage and shine you expect in 10 minutes, now with more shade options!

NEW 3N – best for darker level clients looking for up to 100% gray coverage or added depth in a color formulation when intermixed with a tonal series shade.

NEW 7G – best for adding warmth to color formulations for a balanced end result.

NEW 9A – perfect customization tool to cool down or add tone to color formulations.

Tell us why you love Studio Stylist Express!



WESLEY BOYCE – “I love the fact that it processes in less than half the time of Kenra Color, and **it provides more shine than other 10 minute colors on the market!** The tube also makes it super easy to dispense.”

@webostyle

KELLY MURPHY – “I love **Studio Stylist Express** because of the quick processing time and the gray coverage! I can get a retouch, cut, and style completed in only one hour. **This is great for those busy client’s that don’t have a ton of time to come into the salon, and great for myself because I am able to see more clients in a day.** It’s also great for a quick root shadow/smudge. You can adjust the processing time to receive the desired coverage you are looking for.”

@kellyjo_hair



KARINA HOTCHKISS – “I love this color line for its time saving abilities and performance. **It allows me to work smarter not harder, and get more money in less time.**

I also like using **Studio Stylist Express** on men for gray coverage/blending.”

@krina_creates



ALYSSA VIVIRITO – “**Studio Stylist Express** is a game changer behind the chair. **It allows stylists to service and see more guests, as well as offering endless possibilities.** When using **Studio Stylist Express**, you are never sacrificing the outcome or quality over time. It truly is a product that separates Kenra Color from other brands. I love to use **Studio Stylist Express** for my male clientele. I use it to perform gray blending or 100% coverage services.”

@alyssamarie_hair

FAVORITE CREATIVE FORMULATIONS

End Result	Mixing Ratio Formula
Balanced Men’s Gray Blending*	N shade + A shade (*Mixing ratio and levels based on % of gray and desired end result)
Express Mushroom Brown	2 parts 8N + 1 part 6B
Deep Strawberry Red	4 parts 10N + 1 part 6CR
Natural Root Smudge	1 part 7A + 1 part 8N
Rich Autumn Red	2 parts 6CR + 1 part 6RR + 1 part 6B

Try **Studio Stylist Express** today!

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