






PAUL MITCHELL® THE COLOR Ab FAMILY SHADE SECRETS



The Ash blue family is the perfect cool, smoky addition to the Paul Mitchell® the color palette. The shades provide soft control of dominant pigment when lifting and are cool enough to create smoky results. Create neutral to cool born-with-it brunettes that are deep, rich and solid. Whether you're looking for permanent, demi-permanent or semi-permanent results, the Ab family delivers an infinite amount of formulating options for your services.

NEW! PAUL MITCHELL® THE COLOR Ab FAMILY:

- Designated as Ab, the first letter refers to the dominant tone (Ash), and the second one is the softer and more diminished tone (blue). The Ab shades are formulated with a black-to-gray background color and a soft blue tone.
- The Ab family is best for use on natural levels 3-7. You can use the Ab shades as a stand-alone or you can add them to a formula when you want subtle coolness.
- The Ab family lives in the blue zone of the Color Map.

SHADES	DESCRIPTION
<p>7Ab Ash blue Blonde</p> 	<p>7Ab is ideal for lifting a light brunette while controlling warmth, and for adding icy tones to a dark blonde base. It performs best on natural levels 6 and 7.</p>
<p>6Ab Dark Ash blue Blonde</p> 	<p>6Ab is a dark blonde with a cool, smoky aura. It performs best on natural levels 4 and 5. When lifting and depositing against natural warmth, results can be described as “baker’s chocolate.”</p>
<p>5Ab Light Ash blue Brown</p> 	<p>5Ab is a versatile light brown shade that mixes well with N shades at the same or similar level to achieve gray blending and minimize warm tones. Results can be described as “fudge brownie.”</p>







USING THE Ab FAMILY IN THE SALON

What's the difference between the A (gray/blue) family and the new Ab (Ash with blue) family?



SHADE FAMILY	A gray/blue	Ab ash with blue
Levels	1, 3-10, Highlift and Ultra Toner	5, 6, 7
Background Color	Black to gray	Black to gray
Tone	A Gray/blue = gray and blue are equally dominant, creating more deposit	Ab Ash with blue = ash (a lighter version of gray) with a softer blue tonality
Results	For maximum control of warm dominant pigment, they perform on the darker side of their level	For neutralization of warm dominant pigment with softer results
Swatches Levels 5, 6, 7		



TIP HOW TO ACHIEVE COOL GRAY COVERAGE:

For cool tonal results and coverage, try mixing a new Ab family shade with an N family shade that is at the same or a similar level in the following ratios: ½ oz. 5Ab + 1½ oz. 5N + 2 oz. 20 volume Paul Mitchell® developer. You'll achieve balanced, brown results.

TIP HOW TO USE AS A DEMI-PERMANENT CORRECTOR:

After your root application you can either wait 15 minutes and pull the base formula through for the remaining time (35 minutes), or wait 15 minutes, spray mid-shafts/ends with Awapuhi Moisture Mist®, then remix the Ab shade with 5 volume and apply to the brassy mid-shafts/ends. Process for an additional 20 minutes.