



O&M

/Original Mineral/

/tran(t)sparənt/

TRANSPARENCY the condition of being transparent.

A quality of brightness, reflected from light.

Clean from PPD, resorcinol, ammonia.

Permitting light to pass through hair but diffusing it so that painted lines and shapes are transparent. Indulgent in shine and luster.



we are

CLEAN.liquid

KEEP OUT OF
REACH OF CHILDREN
READ SAFETY DIRECTIONS

O&M

CLEAN.liquid
High Gloss Colour

60ml / 2 Fl. Oz.



Are you
being
transparent
with your
hair?

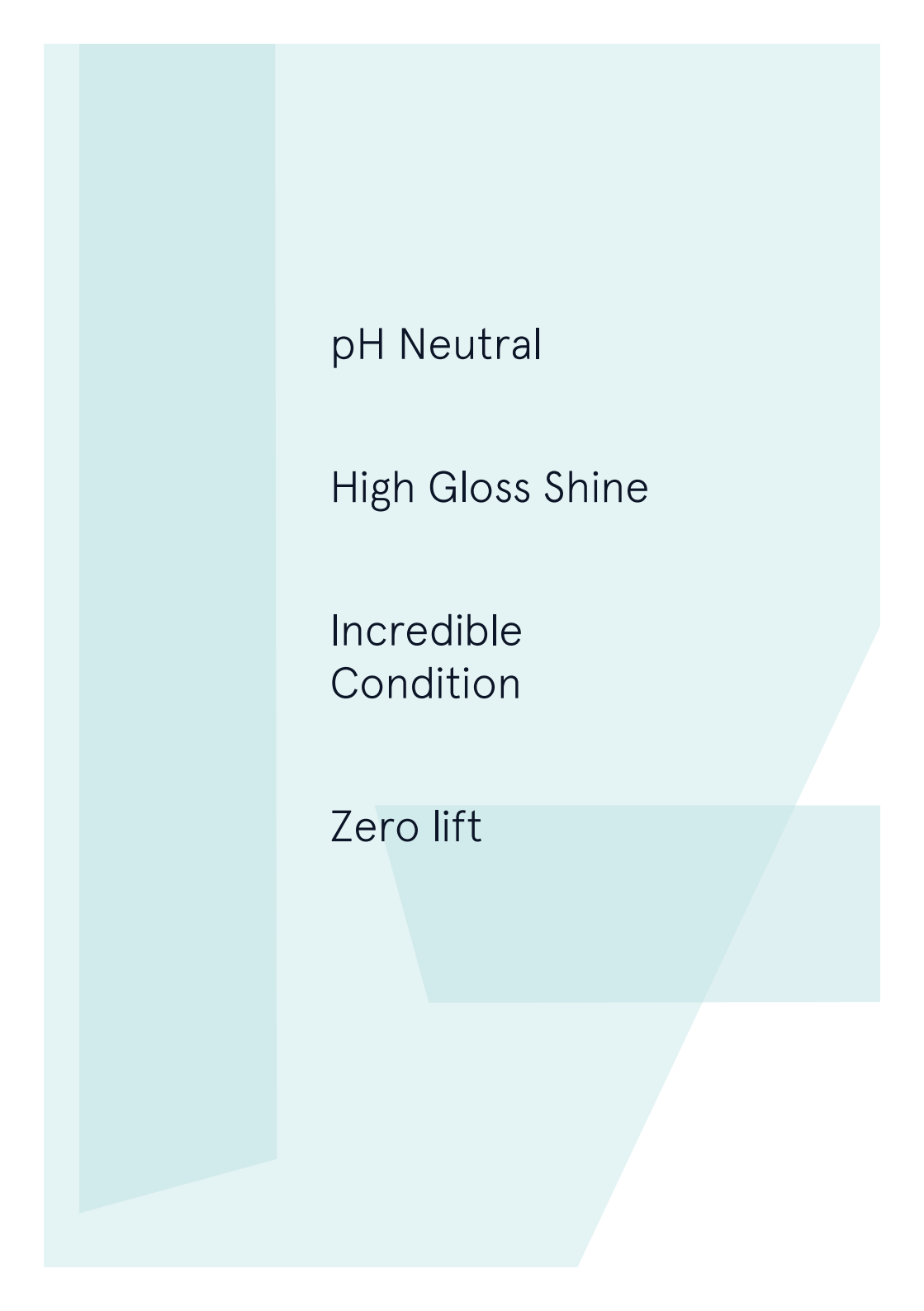
M
liquid
Colour
1. Oz. Liq. e

Tone on tone colouring system

CLEAN from
Ammonia, PPD
and Resorcinol

23 Shades
including
a Clear and
its own
1.8% Activator

Intermixable
for customised
tone creation

The background is a light teal color with several darker teal geometric shapes. On the left, there is a vertical rectangle. In the lower right, there is a large, complex shape composed of several overlapping triangles and quadrilaterals, creating a layered effect.

pH Neutral

High Gloss Shine

Incredible
Condition

Zero lift

CLEAN.liquids

High Fives



01 Colour Introduction

For your guest that has always wanted to try a colour does not want to commit, this transparent light coverage is a great place to start. Maximum shine, minimal commitment.



02 Grey Blending

Your guest has some grey, she wants to diffuse it but does not want commit to permanent hair colour every six weeks, this is for them!



03 Refresh

To refresh all your 6 week old CØR.color guests use on the ends of your single process, for a high gloss finish.



04 Toning

Beautiful transparent coverage for all your highlights.
Hand painting, fine weave foils, intricate blonde work.
None will be covered just the desired tone enhanced.

05 Colour Correction

These liquids are killer for banishing unwanted tones can be used for correction on highly sensitized hair, perfect filler for going back darker.

Testimonials



The love I have for O&M continues to grow. With the release of the liquids, it has given me incredible shine and results while giving me complete creative freedom. A crowd favourite for melting post highlight services. We love it!

TRAVIS BANDIERA, ROYALS HAIR NSW



Absolutely loving the new O&M CLEAN.liquids. They leave the hair looking super glossy and just glide through the hair. Can't live without them now for all my colour services.

MARY ALAMINE, ROYALS HAIR NSW



And just like that my beloved O&M colour range just got even better!!! CLEAN.liquids is secretly what I've been waiting for - The beautiful gel consistency is so easy to work with, the range of colour is so easily mixed together for some truly gorgeous shiny tones.

TRISH SPESSA, FLUID THE COLOR SALON QLD



We feel very spoilt to have O&M CLEAN.liquids. They smell beautiful, are really easy to apply and leave the hair looking so glossy. Particularly great for doing root shadow effects at the basin for our signature lived in blonde looks. What's not to love about the CLEAN.liquids range? The results speak for themselves.

NATALIE PATERSON, OSCAR & IVY HAIR CO



Seriously obsessed with the new O&M CLEAN.liquids. They leave the hair feeling silky smooth and have the shiniest end results, with the most amazing colour tone which clients LOVE. They are super easy to mix and apply on the hair.

BEC WYATT, JAMES THE SALON



O&M New CLEAN.liquids are the icing on the cake in the O&M range. Most amazing shine, easy to apply and of course on nasty fumes. Love the colour range and the beautiful condition the liquid colours have on the hair. Actually never felt hair so soft.

CARLY ELLIOTT STEELE

Key Ingredients

MACADAMIA SEED OIL Smoothing, leaving hair tangle free and frizz free. Helps to extend colour treatment by reducing fading.

PRICKLY PEAR SEED OIL The oleic acid in prickly pear seed oil controls water loss in hair, which seals in moisture leaving your hair feeling nourished and soft.

ÇAİ FRUIT OIL Rich in fatty acids help prevent environmental damage and protect hair from breakage. Anti-inflammatory and scalp soothing.

CHAMOMILE FLOWER EXTRACT Brightens hair colour and adds shine. Hydrates the scalp and soothes irritation.

O&M CLEAN.liquid Activator 1.8% 6Vol

O&M CLEAN.liquid has its own specific liquid activator which mixes into a gel formula that can be applied to wet or dry hair with a bowl and brush or applicator bottle.

O&M CLEAN.liquid CLEAR (0.00)

O&M CLEAN.liquid CLEAR (0.00) is designed to be intermixed with all shades from the CLEAN.liquid range and can be used to lighten the chosen colour by up to 1 level. Can be used to pastelise and soften a reflect. A great colour choice when working on highly sensitised hair in order to ensure oversaturation of colour does not occur.

Mixing

Shake O&M CLEAN.liquid High Gloss Colour well. Do not use metal tools (e.g. bowls, clips, combs). Mix 60ml of CLEAN.liquid High Gloss Colour with 60ml of CLEAN.liquid Activator (1:1). Do not cover or wrap.

PASTELISE ¼ colour + ¾ clear

SENSITISED HAIR ½ colour + ½ clear

Timing

COLOUR INTRO	30min	COVERAGE GREY BLEND	30min
REFRESH	20min	TONING	10–30min
CORRECTION	20–30min	SENSITISED HAIR	10–15min

Rinsing

Once the development time is over, rinse hair thoroughly until the water runs clear and proceed with shampoo and conditioner.

Colour Correction

When reinstating colour using CLEAN.liquid to go darker in colour, a pre pigmenting process is required. This will ensure you achieve the desired result and longer lasting colour.

TARGET LEVEL	PRE-PIGMENT SHADE
9	9.3
8	9.3
7	7.3
6	7.3
5	7.4
4-2	7.4

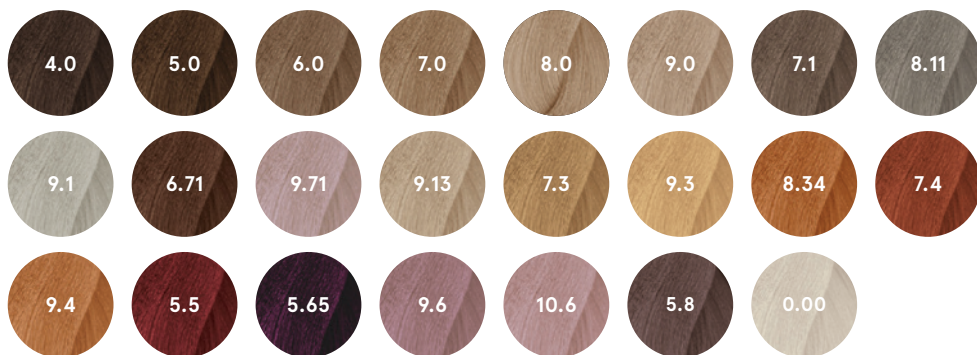
MIXING

1 part CLEAN.liquid High Gloss Colour
2 parts CLEAN.liquid Activator (1:2).

APPLICATION

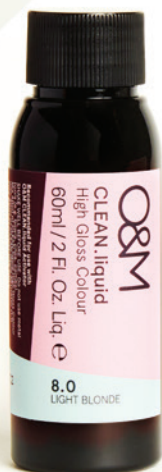
Apply pre-pigment shade to dry unwashed hair. Leave to process for 15min. Rinse and gently shampoo to remove excess colour. Towel dry hair. Apply target shade. Process for 30min.

O&M CLEAN.liquid Colours



4.0	NATURAL BROWN
5.0	LIGHT NATURAL BROWN
6.0	DARK NATURAL BLONDE
7.0	NATURAL BLONDE
8.0	LIGHT NATURAL BLONDE
9.0	VERY LIGHT NATURAL BLONDE
7.1	ASH BLONDE
8.11	LIGHT INTENSE ASH BLONDE
9.1	VERY LIGHT ASH BLONDE
6.71	DARK BRUNETTE ASH BLONDE
9.71	VERY LIGHT BRUNETTE ASH BLONDE

9.13	VERY LIGHT BEIGE BLONDE
7.3	GOLDEN BLONDE
9.3	VERY LIGHT GOLDEN BLONDE
8.34	LIGHT COPPER GOLDEN BLONDE
7.4	COPPER BLONDE
9.4	VERY LIGHT COPPER BLONDE
5.5	LIGHT RED BROWN
5.65	LIGHT VIOLET RED BROWN
9.6	VERY LIGHT VIOLET BLONDE
10.6	LIGHTEST VIOLET BLONDE
5.8	LIGHT PEARL BROWN
0.00	CLEAR



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