

BARE FACE BEAUTY

Softap Pigments and Colour Guide

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Gorgeous Brow Colors

Cool Browns (silver tubes)

light	800 Earl Grey
	700 Champagne
medium	730 Mink
	760 Brown Sugar
dark	740 Pecan Pie
	770 Chocolate Eclair
	090 Charcoal

Neutral Browns (gold tubes)

light	009 Platinum Blonde
	010 Bashful Blonde
	020 Hazelnut
medium	030 Fawn
	040 Cappuccino
	050 Cafe' Vienna
dark	060 Espresso
	070 Earth
	080 Mahogany

Warm Browns (copper tubes)

light	015 Amber
	100 Caramel
medium	110 Milk Chocolate
	120 Bordeaux
	130 Copper
dark	140 Cocoa
	150 Chocolate Truffle
	160 Royal Fudge
	170 German Chocolate
	180 Cafe' Ole'

Cool Browns



Champagne: This is a light ash blonde used on people with very fair, pink tones in their skin. It heals beautifully on those with very light, ash-blond hair. Champagne can also be used to lighten and cool SofTap eyebrow colors.



Mink: This color is great for medium ash blondes with pink tones in their skin, and can also be used as smudgy eyeliner. Mix Mink into medium SofTap eyebrow colors to cool them.



Brown Sugar: A lovely brown for light ash brunettes who don't like a lot of red tones. Brown sugar can also be used for soft eyeliner and for cooling medium/dark eyebrow colors.



Pecan Pie: This tasty treat is designed for medium ash brunettes or brunettes with blonde highlights. Pecan Pie can also be used as soft eyeliner. Mix a little into SofTap eyebrow colors to darken and cool them.



Chocolate Éclair: This color is popularly used on dark ash brunettes with warm skin tones, and is nice for cool eyeliner. Chocolate Éclair can be mixed into any SofTap eyebrow color to darken and cool it.



Charcoal: A slate black for smoky eyeliner or a very soft, peppered color fill in the eyebrows. Charcoal is a bit dark to apply solidly, so instead only very lightly fill in sparse areas that have brow hairs matching this color. You can also mix Lemon-Aid into Charcoal to get any shade of grey.

Neutral Browns



Bashful Blonde: Great for light blondes preferring ashier tones in the eyebrow area, and one of our most popular colors for blondes. You can lighten this color by adding Golden Sunrise, or cool it with a light color from the SofTap Cool Collection.



Hazelnut: This color is perfect for blondes who prefer a bit of gold tones in their brows—or for redheads who want to minimize the red in their eyebrows. You can lighten this color by adding Golden Sunrise, or cool it with a light color from the SofTap Cool Collection.



Fawn: This pigment is best for ash blondes or blondes mixed with grey. Fawn tends to heal cooler to give a taupe color, it is also great for toning down old reddish tones in eyebrows.



Cappuccino: This beautiful color is very versatile—wonderful for ash blondes or brunettes, and darker redheads who don't like a lot of red in their brows. Cappuccino is a great choice for light African American skin as well, and on clients who want light brown brows, but not too red



Café Vienna: Very popular for medium and dark brunettes who have some hair in their brows and just want a soft, natural fill. Café Vienna is a natural, non-overpowering medium brown. Great for Asian skin types.



Espresso: A fantastic color for people with less than 50% grey in their hair. Espresso is very nice on Hispanic and Asian clients who don't want any red in their healed eyebrows.

Neutral Browns Continued:



Earth: Just as it sounds, earth is a dark, ash brown with some granite-like hues, perfect for clients with dark/ash-toned hair. Earth can also be used as eyeliner; it looks fabulous on blondes and women with blue eyes. Note: you can add Pearl to Earth to make any shade of grey.



Mahogany: This deep brown heals as a soft black on African American, Indian, Hispanic, Asian, and Mediterranean skin types that contain a lot of melanin. Mahogany is also used for eyeliner and heals as a soft black.

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Warm Browns



Caramel: Great for strawberry blondes or blondes who like a little more red in their brows. Caramel is also great for turning blue/gray brows to brown tones after neutralizing with Lemon-Aid.



Milk Chocolate: Perfect for light brown hair and light warm brows. Also great for light skinned African Americans who desire light brows. You can also add a little Milk Chocolate to lip colors for an earthier look. Don't add too much though! Ethnic skin types will turn colors darker without adding anything to them.



Bordeaux: A nice warm color for medium to dark haired people who desire a brow that is not too dark and not too ash. Bordeaux is also great for dark blondes and Mediterranean skin types.



Copper: Great color for redheads! Also lovely on African American people with medium toned skin and who desire matching medium browns in their eyebrows.



Cocoa: I love Cocoa on auburns, medium to dark brunettes, and African Americans who want medium browns. Cocoa creates a rich, warm brown eyebrow on Asian and Hispanic skin types, and can also be used as a lip liner for African American women with very dark lips.



Chocolate Truffle: A beautiful warm brown for dark brunettes who don't want their brows too dark, or for neutral, light-skinned African American women's eyebrows.

Warm Browns Continued



Royal Fudge: A rich, warm brown, great for brows on darker skin tones. Royal Fudge is perfect for correcting old blue eyeliner to dark brown/black, depending to the skin type



German Chocolate: A delicious color for a medium to dark brow on women of color. German Chocolate is also great for medium/dark brown eyeliner on women who don't want black.



Café Ole: Darkest of the warm collection, Café Ole is very popular on Mediterranean skin types who desire a soft black. The natural coolness of these skin types needs the extra warmth from Café Ole to get this effect.

Other Colours:



Black Orchid: This is a pure black, used for eyeliner. Never to be used alone on brows. Can be used in a small amount to darken other colours.



Lemon-Aid: Great for blending into a desired pigment if a slightly lighter shade is desired.

Colour Selection Guide - The Fitzpatrick Scale:

The Fitzpatrick scale is a useful guide for choosing colour. This scale is important for pigments because certain skin types can hyper-pigment colour and turn it darker. (Types 4-6 most commonly although you check for this on your client questionnaire)

Fitzpatrick Skin Types			
Type	Hair Color	Skin Color	Eye Color
1	Red	Light	Blue/Green
2	Blonde	Light	Blue
3	Brown	Medium	Brown
4	Brown/Black	Medium/Dark	Brown/Black
5	Black	Dark	Dark
6	Black	Black	Black

For Black, Asian or Mediterranean Skin types 4, 5, & 6 use the following colours as your guide:

- For a black look, use **Mahogany**.
- For a dark brown look, then use **German Chocolate, Cafe` Ole, or Royal Fudge**.
- For a medium or light brown look try mixing **German Chocolate** with **Caramel**.

For Brunettes of Dark, Medium, and Light Brown hair with skin types 1,2, or 3:

- For a black colour use **Charcoal** or **Mahogany**
- For a medium to dark brown colour, use **Earth** or **Espresso** or **German Chocolate**.
- For a medium brown colour, use **Cafe Vienna** or **Cappuccino**

For Blondes, Gray, or White hair with skin types 1, 2, or 3:

- For ash blondes are those in the Cool Collection, try **Chocolate Éclair mixed with Cafe Vienna**
- The most popular colour for warm blondes is **Milk Chocolate, or Caramel**.

For Strawberry Blondes, Redheads or Auburn hair colour with skin types 1, 2, or 3:

- For a dark brown look, try **Chocolate Truffle, Royal Fudge, or Cafe` Ole`**.
- For a medium brown look, you may use **Royal Fudge** mixed with **Caramel**.
- For a medium or light look try **Hazelnut**.

These are just guidelines as every client has different skin tones, eye and hair colour. You can test for best colour by rubbing a very small amount of the pigment on the skin you can gauge if the colour is suited to the client skin tone.