MASTERS OF BALAYAGE

neutral should actually be neutral

SOHO Formula Guide

SOHO COLOR GUIDE

Why true neutrals matter

When you're lifting with alkaline color, you're already working with natural remaining pigment.

The last thing you need?

A "neutral" shade adding unexpected warmth or coolness to the equation.
Your neutral should be the foundation — not another problem to solve.



Hair by @ryan.weeden
SOHO Root Shadow 6.0 6.3
SOHO Gloss 9.0

Start with .0

Think of SOHO's .0 series as your formula foundation.

- True neutral.
- Balanced.
- Predictable.



Then customize the tone from there.
Want warmer? Add warmth.
Want cooler? Add cool.

You stay in control of the result.

Build a warm neutral

Want warmth without going overly golden?

1 part .0 + 1 part .3



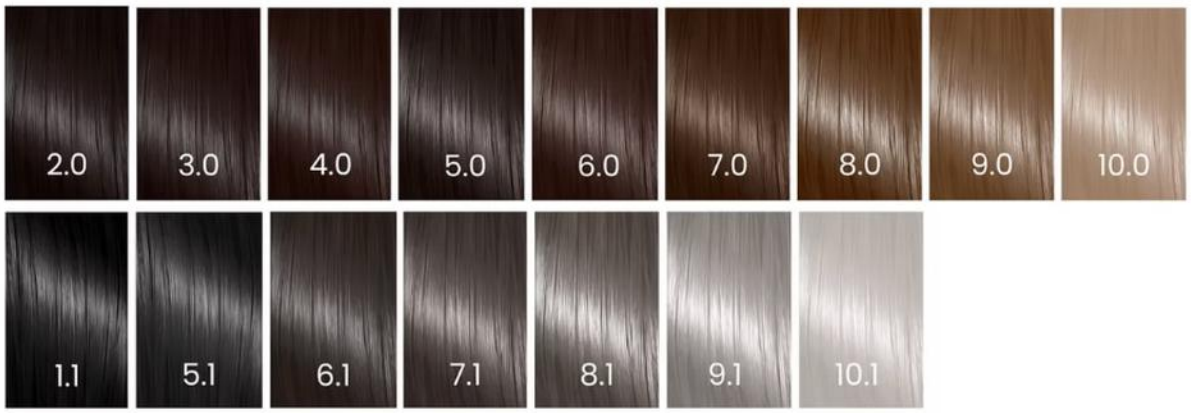
The neutral gives you balance. The gold gives you warmth.

Result:
Rich. Soft. Intentional.

Build a cool neutral

Want a cooler finish without sending your color into the mud?

1 part .0 + 1 part .1



Your .0 keeps the formula grounded while .1 directs the tone cooler.

Control the cool — don't let it control you.

Know your golds

.3 SERIES



More pronounced, sun-kissed warmth.

Use alone for a visibly golden result.

.03 SERIES



A softer whisper of warmth.

Perfect when you want delicate gold, buttery blondes or a beautiful gloss.

Same family. Very different assignment.

When to reach for .00

Double neutral = extra pigment.



Consider .00 when you're working with:

- 60%+ gray
- Medium/coarse hair
- Resistant gray

And remember:
More pigment = more opacity.

So .00 can appear approximately ½ level deeper than its .0 counterpart.

Don’t forget the warmth

Higher percentages of resistant gray still need some of the pigment that naturally lives in the hair.

That’s why pairing .00 with some gold can help prevent a result from feeling flat or hollow.

Gray coverage isn't just about covering.

It's about replacing what's missing.



Hair by @danielle.did.my.hair
SOHO Root Melt 5.0 5.3
SOHO Gloss 6.3 7.0

Save this lowlight formula

For a natural-looking lowlight on blonde:

7.0

Simple. Neutral. Reliable.

Working on an over-lightened or porous canvas?

Make 7.03 approximately ¼ of your formula to help fill without creating excessive warmth.





Hair by @painter.julie
SOHO Lowlight 7.0 7.03
SOHO Gloss 9.03