



Colors and Undertones Guide

Understanding color theory is essential when choosing the right solution for each client. All of the solution will appear brown but each solution has an appearance of a different color category. The color category is determined by the secondary color that appears along with the brown giving it a certain "Hue". We have seven different categories of hues for our Silk solutions, Red, Violet, Golden, Green, Brown, Ash, and Yellow. These will sometime be referred to as the "Base" of the solution. In addition to the color base of the solution each individual color we produce will also fall into an "undertone" category. All colors on the wheel are either warm, cool, or neutral. Below each one of the Silk solutions are categorized by base, undertone, and color description.

Aruba



Base category: Brown
Undertone: Cool
Description: Caramel



Capri



Base category: Brown
Undertone: Neutral
Description: Pure brown



Ibiza



Base category: Violet
Undertone: Cool
Description: Orchid



Bali



Base category: Ash
Undertone: Cool
Description: Taupe



Cayman



Base category: Yellow
Undertone: Warm
Description: Butterscotch



Samoa



Base category: Brown
Undertone: Cool
Description: Espresso



Bermuda



Base category: Green
Undertone: Warm
Description: Olive



Hawaii



Base category: Red
Undertone: Warm
Description: Cinnamon



Santorini



Base category: Ash
Undertone: Warm
Description: Sable



If your client wants a natural looking tan then choose a matching undertone and if they want a dark tan use the opposite undertone. Undertones of skin are either warm, cool or neutral. The Aviva solutions will either be a warm, cool, or neutral brown. Silk Capri is a neutral undertone and can be used on everyone and darkness level is determined by length of time of the skin.

Cool



Natural Tan



Dark Tan



Warm



Natural Tan



Dark Tan



Neutral



Natural Tan



Dark Tan

