



WELCOME TO THE
PHI PMU PIGMENT

COLOR GUIDE



This guide is dedicated to helping you understand which components go into each pigment, which PMU techniques they are great for, and tips on how to best match the perfect color to your client's complexion and features.

New Phi PMU Pigments: Revolutionizing Treatments



Inclusivity: Colors for All

Our Phi PMU Pigments range has been developed to accommodate diverse skin tones and hair colors. Featuring darker shades for rich, lasting color, our collection is dedicated to inclusivity in the world of permanent makeup.

Improved Application and Durability

Phi Pigments use PVP (polyvinylpyrrolidone), which is a pharmaceutical-grade binder that improves fluidity, for smooth application and stable color.

Benefits include:

- **Optimal Flow:** Smooth flow through PMU cartridges.
- **Uniform Healing:** Promotes consistent healing across the treatment area.
- **Treatment Longevity:** Prevents fading and color spread over time.

Remember to shake the pigments for at least one minute before use to ensure perfect consistency.

Safety First

Safety is central at Phi. Our pigments comply with EU tattooing regulations and REACH restrictions, and are CTL® (Chemical Technologies Laboratory) certified. No substances classified as eye and skin irritants, damaging, or corrosives are used in our products.

This guide emphasizes our commitment to quality, safety, and diversity, ensuring professionals can confidently achieve excellent PMU results.

Understanding Color Theory

As a PMU professional, it's key to refer back to the color theory training you received during your training.

A solid understanding of how different colors interact, pigment blending, and contrast is important in order to choose the right pigments. This makes sure that you can reach the desired effect, without compromising the durability and vividity of the pigment applied.

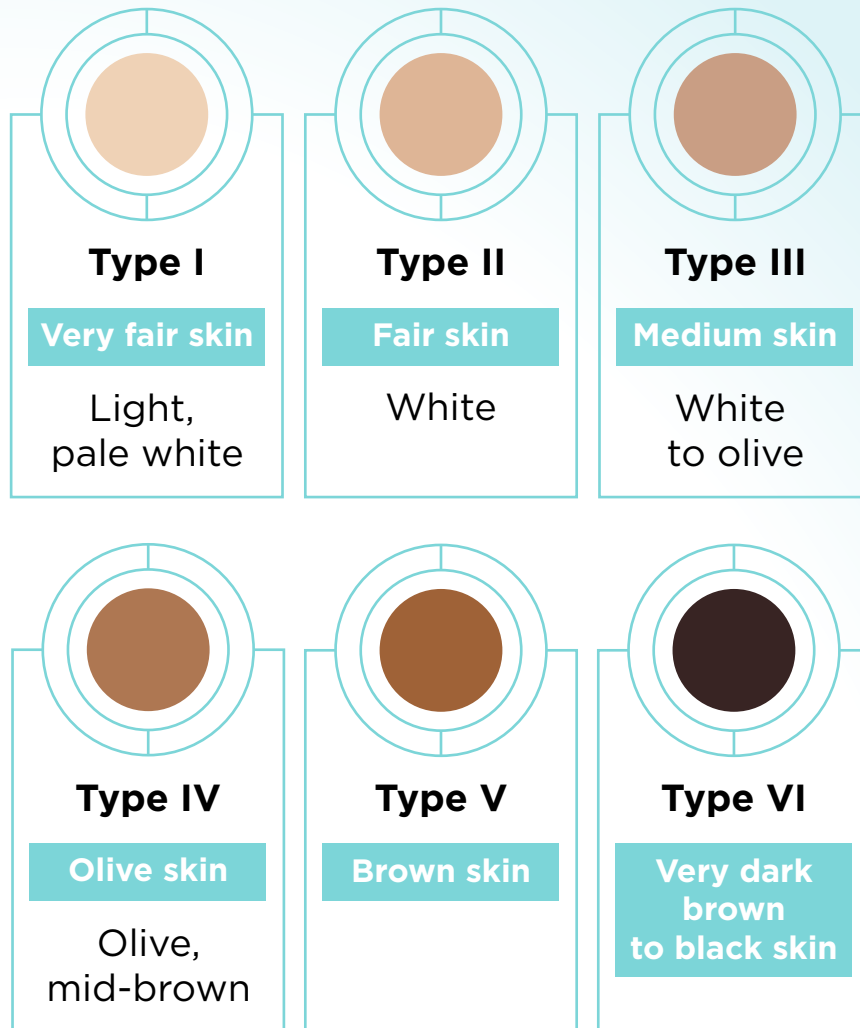
What do you need to consider when choosing a pigment color for your client?

- Skin complexion
- Skin tone
- Natural hair color



Skin Complexion

The *Fitzpatrick Skin Type Scale* is a way to classify different skin colors. It was originally used to see how skin behaved and reacted in the sun, but it also provides great recommendations for color matching PMU procedures.



Skin Tone

Skin tones can be categorized into three undertones: cool (with hints of blue, pink, or reddish tones and blue veins), medium/neutral (lacking obvious pink, red, blue, or yellow undertones and may show both green and blue veins), and warm (appearing peachy, golden, or yellow with yellow, red, or caramel undertones and green veins).

Why Is Skin Tone Important?

Permanent makeup pigment is applied to the skin surface and settles beneath after healing. When matching pigment to a client's skin tone, consider the warmth or coolness of the pigment. Incorrectly matching pigment to skin tone can result in the pigment color appearing cooler (bluish) or warmer (orangey) due to the interaction when healing.

For example with eyebrows: warm pigments on warm skin may produce reddish brows, and cool pigments on cool skin might yield bluish brows.

To avoid colors clashing with a client's skin undertones, pigments are often adjusted by adding a complementary color from the color wheel. This helps create shades that neutralize unwanted hues and better match the skin tone.

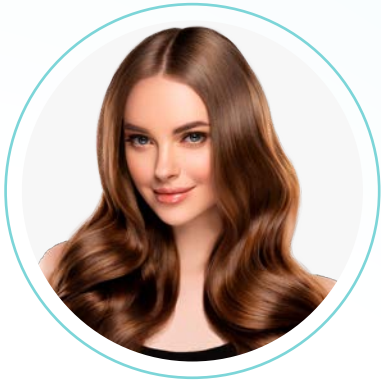
Natural Hair Color Considerations

When selecting pigments, consider your client's natural hair color:



Blondes

Lighter pigments work best, avoiding overly dark shades that can overwhelm fair hair.



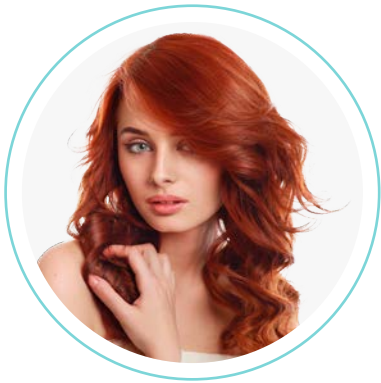
Mid Brunettes

Medium to rich brown pigments are ideal, enhancing the natural warmth and depth without appearing too harsh.



Deep Brunettes

Deep, rich tones work well, complementing the depth and darkness of the hair.



Redheads

Look for pigments with a warm undertone to harmonize with the natural vibrancy of red hair.



Black Hair

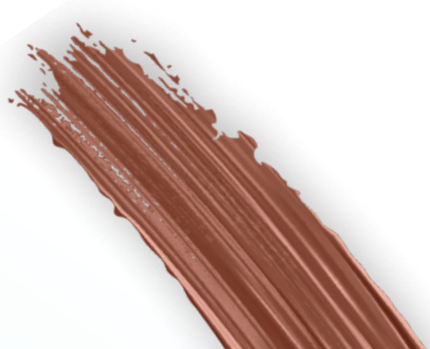
Dark, intense pigments enhance the natural richness, while medium shades can soften features.



Hair Stroke PMU Pigments

Our Hair Stroke PMU pigments feature cutting-edge Fusion Black pigment technology. This innovative formula combines iron oxide with carbon black, creating a blend that delivers stable, long-lasting color while preventing the fade into undesirable tones.

With a diverse range of shades, our Hair Stroke pigments are designed to suit a variety of skin tones and types, so clients all over the world can get their dream eyebrow look.



Coffee Charm

Organic

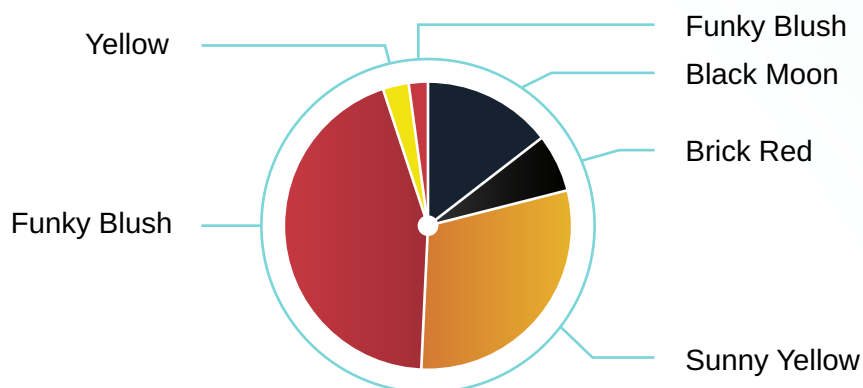
Inorganic

Hybrid

Coffee Charm is an essential pigment for artists specializing in hair stroke permanent makeup. It's designed for creating natural, refined brows that match brunette hair, making it a top choice for broad versatility among clients.



Composition:



Pigment Tone:



Suitable For:

Fitzpatrick skin types I and II, particularly those with medium to darker brunette hair. Creates a soft, natural-looking brow that complements very fair to fair skin types.

Caramel Cake

Organic

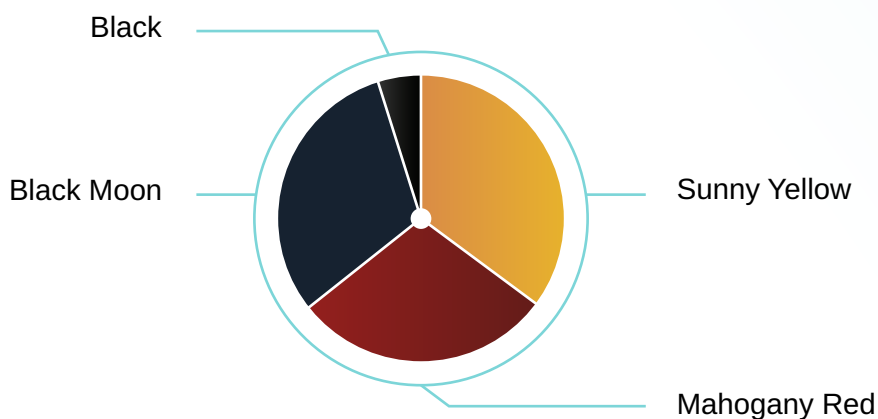
Inorganic

Hybrid

Caramel Cake is a specialized pigment for hair stroke permanent makeup, ideal for enhancing the natural beauty of blondes, from platinum to honey blonde clients.



Composition:



Pigment Tone:



Suitable For:

Fitzpatrick skin type I — extremely light skin prone to freckles and sunburns, with light hair and eyes. It is also beneficial for elderly clients with lighter hair, for a delicate and precise brow enhancement tailored to thinner, more mature skin.

Sweet Cinnamon

Organic

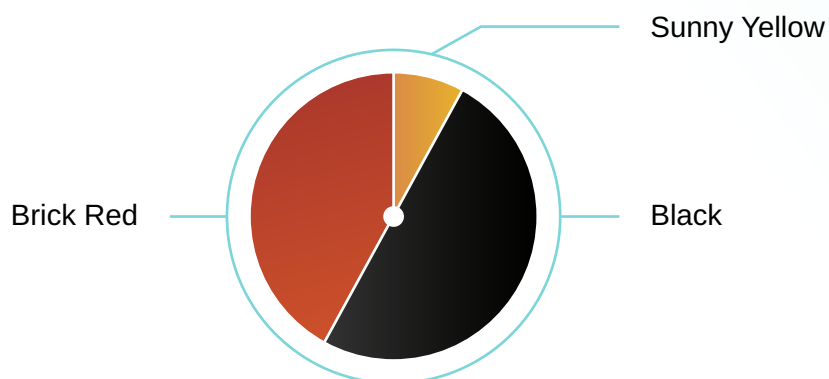
Inorganic

Hybrid

Sweet Cinnamon is a vibrant pigment perfect for specialists in hair stroke permanent makeup. It's formulated to complement the natural tones of red and auburn hair.



Composition:



Pigment Tone:



Suitable For:

Primarily for natural redheads, or clients who dye their hair red or mahogany. It aims to match the characteristics of Fitzpatrick skin types I and II, providing a color that works with very fair to fair skin types.

Cacao Dream

Organic

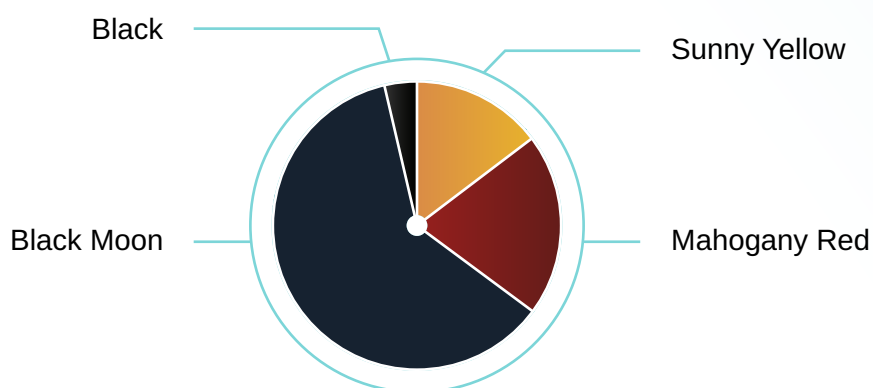
Inorganic

Hybrid

Cacao Dream is a hair stroke permanent makeup pigment perfect for clients with light brown, ashy blonde, or very light brown hair.



Composition:



Pigment Tone:



Suitable For:

Cacao Dream is darker than Caramel Cake but still has a yellow hue, making it a good choice for lighter-brown pigmentation. It's ideal for clients with Fitzpatrick skin types I and II — particularly those with naturally blonde or very light brown hair and light skin tones.

Rich Mocha

Organic

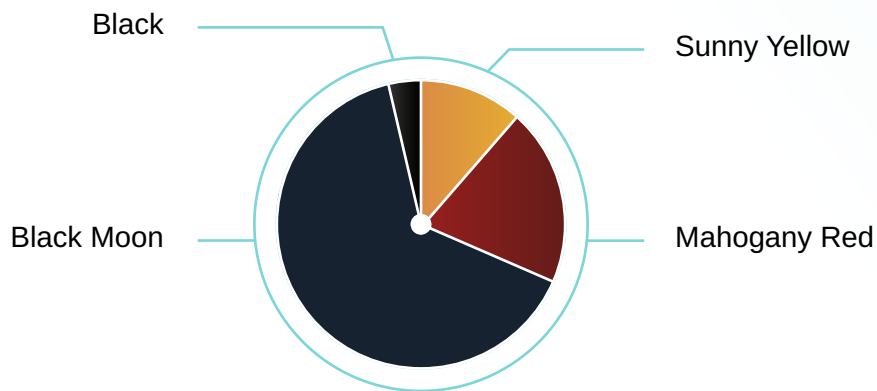
Inorganic

Hybrid

Rich Mocha is a versatile hair stroke pigment. It's designed for a wide range of applications. This pigment is great for enhancing the natural beauty of medium to darker hair.



Composition:



Pigment Tone:



Suitable For:

Fitzpatrick skin types I and II, who have medium to darker hair. This pigment delivers a natural brown color to complement or emphasize the natural brows.

Dark Choco

Organic

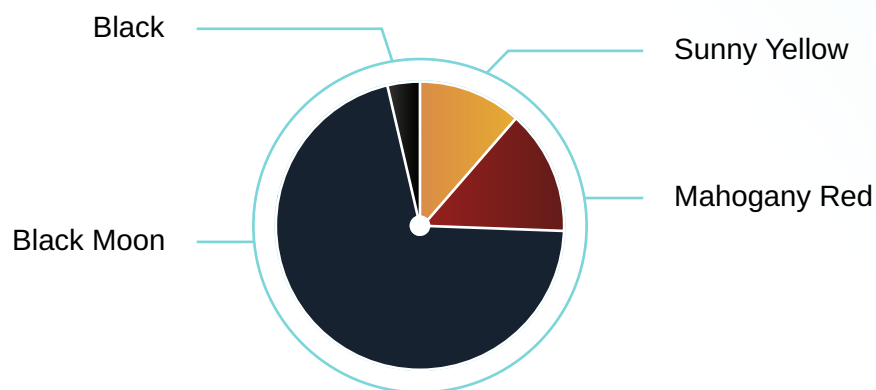
Inorganic

Hybrid

Dark Choco is a highly adaptable pigment designed for hair stroke professionals. It is suitable for a broad range of clients, especially those with darker complexions or darker natural hair colors.



Composition:



Pigment Tone:



Suitable For:

Fitzpatrick skin types III and IV, providing a hue that complements darker skin and hair. When darkened further using Black, it can be suitable for clients with Fitzpatrick skin types V.

Additionally, it works well for clients with lighter skin complexion and dark hair.

In order to create even more customized hair stroke shades for clients, it is possible to add different pigment shades to lighten, darken, warm or cool down the tone to match the specific needs of each client.

Lip Blush Shader PMU Pigments

Our Lip Shader PMU pigments feature advanced technology for top-quality lip contouring and coloring. These pigments are crafted from both inorganic and hybrid blends, for stable and long-lasting true color.

Designed for diverse skin tones and preferences, the lip collection offers completely customizable options through mixing and creating unique colors. This means you can meet every client's PMU treatment wishes!



Wild Passion

Organic

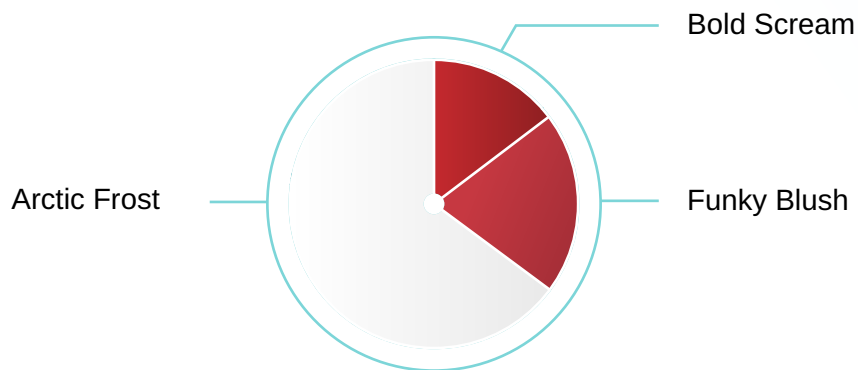
Inorganic

Hybrid

Wild Passion is a dynamic pigment perfect for creating a vibrant and lasting lip color. This pigment combines inorganic and organic components to achieve a rich, durable color that supports a natural look.



Composition:



Pigment Tone:



Enigmatic Whisper

Organic

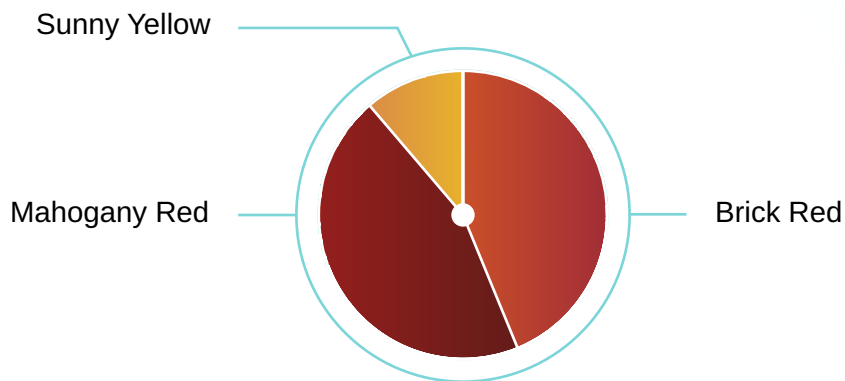
Inorganic

Hybrid

Enigmatic Whisper is crafted from purely inorganic components, known for color stability and ability to integrate well into the skin.



Composition:



Pigment Tone:



Cherry Crash

Organic

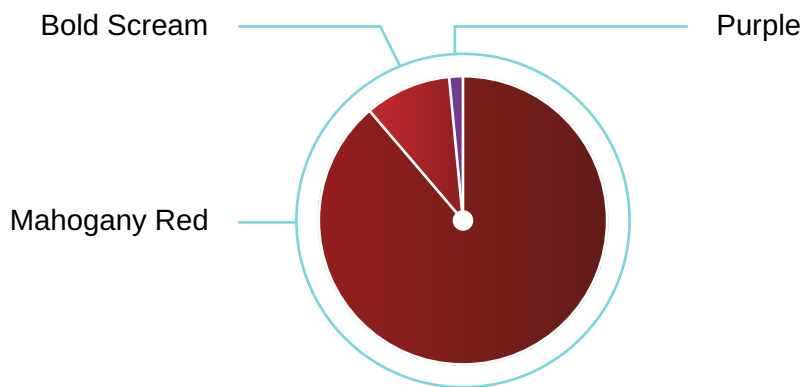
Inorganic

Hybrid

Cherry Crash has a hybrid composition of inorganic and organic elements, balancing vibrant color and natural skin compatibility. This pigment is great for those seeking a lively yet authentic look.



Composition:



Pigment Tone:



Mystic Tone

Organic

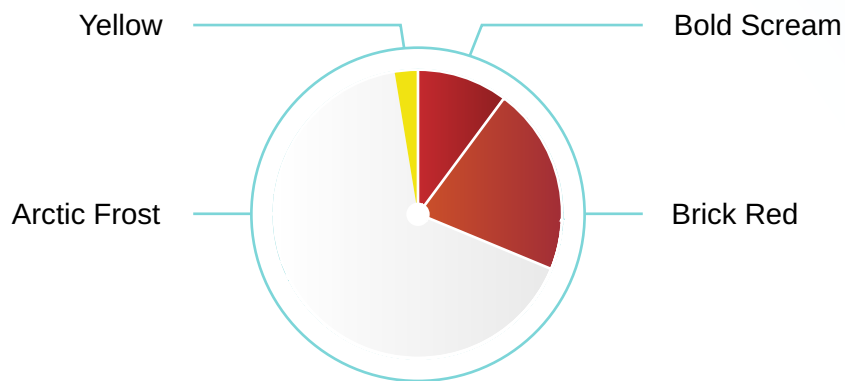
Inorganic

Hybrid

Mystic Tone features a hybrid blend of inorganic and organic elements, creating a balance of vibrant color and skin compatibility.



Composition:



Pigment Tone:



Wicked Game

Organic

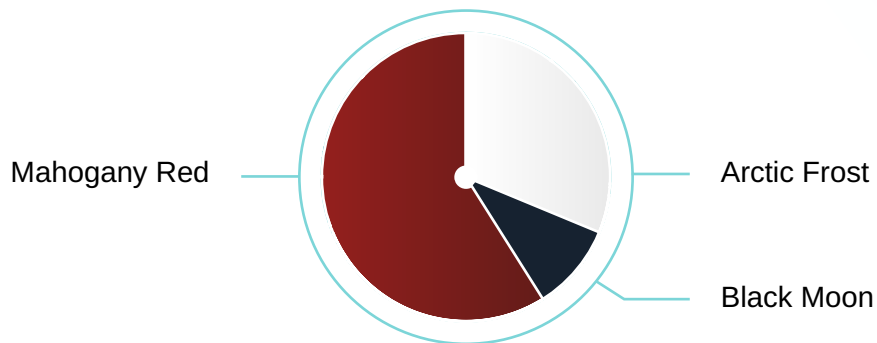
Inorganic

Hybrid

Wicked Game is a purely inorganic pigment. This makes it ideal for achieving a natural look and effect, with a formula for great stability, safety, and skin integration.



Composition:



Pigment Tone:



Shy Blush

Organic

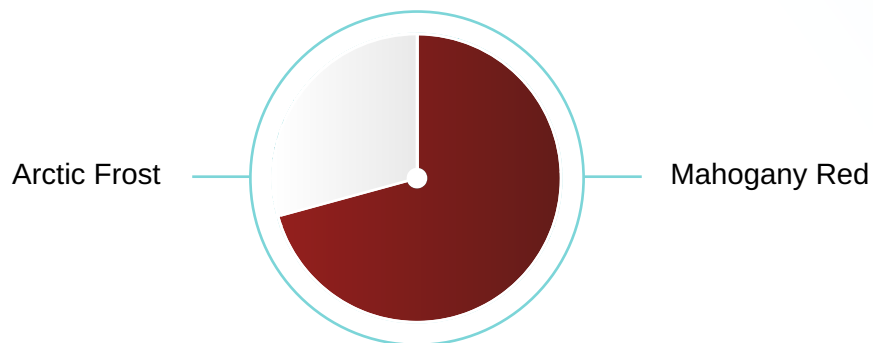
Inorganic

Hybrid

Shy Blush is crafted entirely from inorganic elements for durable, stable color. This pigment enhances the natural beauty of the lips and when used alone is a more subtle option.





Composition:



Pigment Tone:



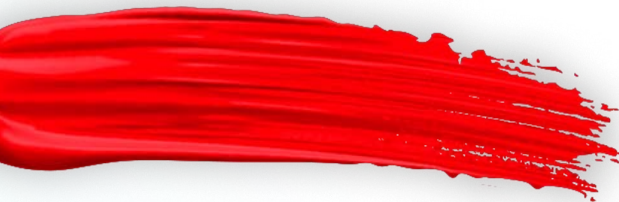


Mix Shader PMU Pigments



Phi's Mix Shader PMU Pigments are designed for ultimate customization in PMU treatments. The collection features both purely organic and purely inorganic pigments, so when they are mixed you get stable, vivid pigment colors.

The intention to blend these colors not only allows you to broaden your color options, but also means that pigments can be adjusted to adapt and align with clients' specific skin tone, skin complexion and natural hair color needs. Please refer closely to your professional color theory education when mixing pigment shades.



Sunny Yellow

Organic

Inorganic

Hybrid

Sunny Yellow is a purely inorganic pigment, meaning it provides stable, lasting color.

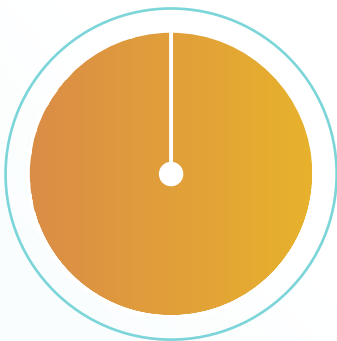


Use Cases:

- **Creating Shades of Green:** By mixing Sunny Yellow with black, artists can create a spectrum of olive-green shades, which are excellent for simulating blonde hair or making precision corrections on older, reddish PMU eyebrows.
- **Correcting Faded Colors:** Sunny Yellow is also effective for adjusting PMU eyebrow colors that have faded into purple or blue tones.
- **Custom Brown Shades:** Mixing Sunny Yellow with red and different amounts of black allows practitioners to create any shade of brown desired, catering to a wide range of brow treatments.

Composition:

Pure Sunny Yellow



Pigment Tone:



Burning Orange

Organic

Inorganic

Hybrid

Burning Orange is a vivid, dynamic shader pigment from our PMU Mixer collection, made entirely from organic components.

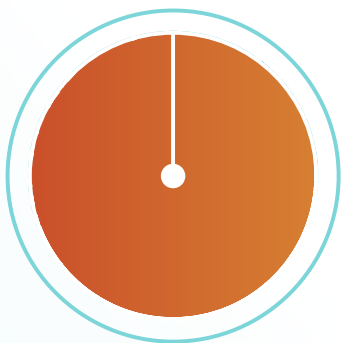


Use Cases:

- **Improving Warmth & Vibrancy:** Ideal for PMU brow corrections requiring a boost of vividness, especially effective for eyebrows that have faded to lighter gray, or for rejuvenating pink or red tones in faded lip PMU.
- **Custom Lip Shades:** By blending Burning Orange with other pigments, professionals can create unique lip colors, offering clients a completely personalized PMU experience.

Composition:

Pure Burning Orange



Pigment Tone:



Bold Scream

Organic

Inorganic

Hybrid

Bold Scream is a purely organic pigment in our PMU Mixer collection. This pigment is especially effective for adding warmth and depth to pigment colors, making it essential for both lip and brow enhancements.

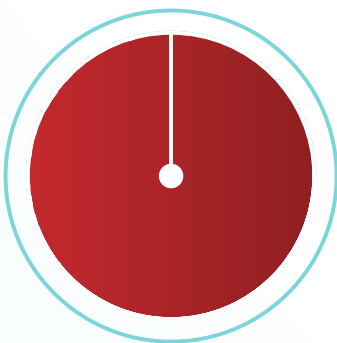


Use Cases:

- **Custom Lip Shades:** Mixing Bold Scream with other pigments means that you can craft unique lip colors that perfectly suit each client's preferences.
- **Warm Browns and Auburn Tones:** When combined with other pigments, Bold Scream can produce a range of warm browns and auburns, ideal for matching natural hair colors or achieving desired brow shades.
- **Neutralizing Blue or Gray Tones:** This pigment is effective in working to balance out bluish or grayish hues in faded brow PMU, to restore a natural brown appearance.
- **Revitalizing Faded Colors:** Adding Bold Scream to light or ashy brow tattoos can reintroduce warmth, to improve the richness of the brow color.
- **Evening Out Color Inconsistencies:** It helps adjust uneven pigmentation in faded brow PMU.

Composition:

Pure Bold Scream



Pigment Tone:



Funky Blush

Organic

Inorganic

Hybrid

Funky Blush is a purely organic pigment, known for its vivid color delivery.

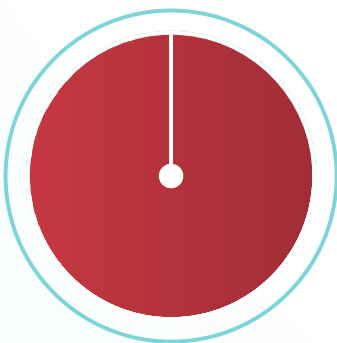


Use Cases:

- **Custom Lip Shades:** Mixing Funky Blush with other pigments enables custom lip colors.
- **Versatile Color Matching:** This pigment can be blended to produce a wide range of tones, perfect for achieving natural hair colors or desired shades during PMU brow treatments.
- **Neutralizing Dark or Cool Tones:** Funky Blush is ideal for warming up and correcting brows or lips that have faded to unwanted dark or cool blue or grayish tones.
- **Enhancing Faded Pigments:** A touch of Funky Blush can restore depth to previous PMU work, especially beneficial for red or pink-based colors that have lost their vibrancy.
- **Adjusting Undertones:** When an existing PMU appears too ashy or is too cool, blending Funky Blush can warm the overall tone for a richer and more vibrant effect.

Composition:

Pure Funky Blush



Pigment Tone:



Black Moon

Organic

Inorganic

Hybrid

Black Moon is a purely inorganic mix shader pigment, known for its color stability and integration into the skin.



Use Cases:

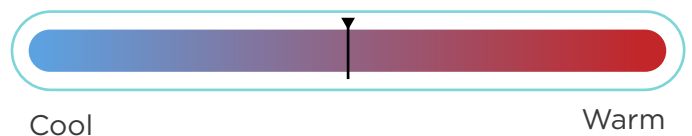
- **Deepening Shades:** Black Moon is excellent for mixing with other pigments to create darker tones, crucial for brow PMU where deeper shades may be necessary to match a client's natural hair color.
- **Enhancing Definition:** Adding a small amount of Black Moon to other colors can significantly boost their definition and richness. This technique is popular in lip PMU to deepen the color to give lips a fuller, more defined appearance.
- **Creating Custom Colors:** Black Moon can be blended with brighter or lighter pigments to alter and create custom colors, ensuring the perfect shade for each client.
- **Neutralizing and Correcting:** It's also valuable for toning down overly bright or vivid shades in corrective PMU procedures, adjusting color balance effectively.

Composition:

Pure Black Moon



Pigment Tone:



Cool

Warm

Galactic Black

Organic

Inorganic

Hybrid

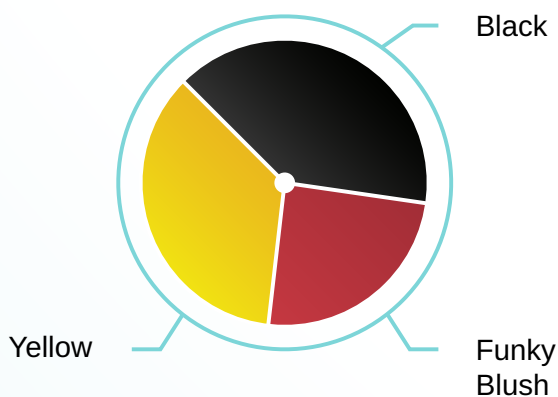
Galactic Black is a hybrid pigment, blending organic elements with carbon black. It's designed for professionals who need a deeply saturated black for sharp, vivid definitions in PMU applications. This pigment delivers an intense black color, perfect for creating bold, dramatic effects.



Use Cases:

- **Custom Brow Shades:** Ideal for mixing with lighter browns to craft personalized brow shades for clients with naturally darker hair.
- **Lip Color Customization:** Can be blended with reds or pinks to create unique, deep lip colors tailored to individual preferences.
- **Enhancing Other Colors:** A small amount of Galactic Black adds depth and dimension to other pigments, perfect for sophisticated color gradients in PMU.

Composition:



Pigment Tone:



Arctic Frost

Organic

Inorganic

Hybrid

Arctic Frost is an inorganic white pigment, part of our PMU mixer collection developed for diversifying color palettes in PMU applications.



Use Cases:

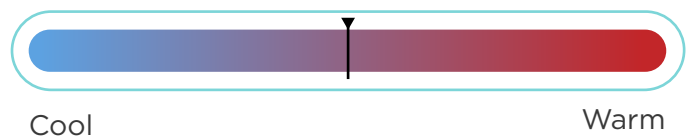
- **Lightening Shades:** Mix Arctic Frost with darker pigments to customize and lighten colors, great to create pigment matches for specific skin tones.
- **Adding Highlights:** Apply strategically to enhance the brow bone or lips, highlighting the contours of the face.
- **Creating Soft Edges:** Blend with other colors for a softer, more natural PMU appearance.
- **Correcting and Neutralizing:** Adjust and neutralize overly dark or intense previous PMU applications.
- **Diluting Pigment Intensity:** Combine with vibrant pigments to tone down saturation for subtle enhancements.

Composition:

Pure Arctic Fox



Pigment Tone:



Brick Red

Organic

Inorganic

Hybrid

Brick Red is a warm, inorganic mixer pigment with an earthy hue that complements various skin tones.

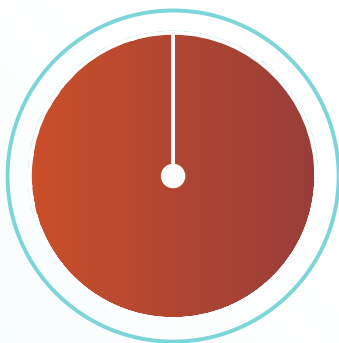


Use Cases:

- **Enhancing Lip Color:** Mix Brick Red with other lip pigments to create customized pigment shades tailored to each client's wishes.
- **Warm Brow Tones:** Ideal for adding warmth to brow pigments, producing natural-looking auburn or chestnut shades.
- **Color Corrections:** Use Brick Red to correct PMU colors that have healed too cool or ashy, adding a warm, natural tone.

Composition:

Pure Brick Red



Pigment Tone:



Mahogany Red

Organic

Inorganic

Hybrid

Mahogany Red is an inorganic shader pigment designed to add depth and richness to permanent makeup applications.

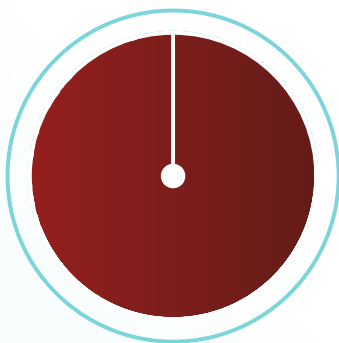


Use Cases:

- **Deepening Lip Colors:** Ideal for blending with other lip pigments to create deeper reds and burgundies, boosting the vibrancy and depth of lip applications.
- **Corrective Coloring:** Use Mahogany Red to neutralize overly warm or bright PMU shades, subtly shifting them towards more subdued hues.

Composition:

Pure Mahogany Red



Pigment Tone:



Cool

Warm

Orange Bloom Activator

Organic

Inorganic

Hybrid

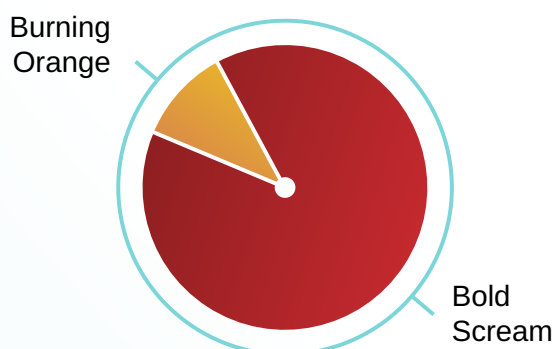
Orange Bloom Activator is a bright, organic pigment intended for mixing within our PMU collection. It enhances and adjusts the hues of other pigments, adding vibrancy and warmth. This pigment is ideal for creating customized shades and for correcting or balancing colors in various PMU applications.



Use Cases:

- **Enhancing Vibrancy:** Boosts brightness and adds warmth, perfect for intensifying other pigments.
- **Color Correction:** Neutralizes cool or ashy tones, for a balanced and natural look.
- **Creating Custom Shades:** Allows for the creation of unique lip and brow colors by blending seamlessly with other pigments.
- **Restoring Faded PMU:** Revitalizes and rejuvenates faded PMU pigments. This is especially useful for brows that have faded to grayish tones or for lips where pink or red has diminished.

Composition:



Pigment Tone:



PHISHOP