



# BE A BETTER COLORIST— GUARANTEED.



“Beth Minardi Signature® is the haircolor collection you need to help you succeed with your most discerning clientele. Now, you can deliver superior color and conditioning every time.”

—Beth Minardi

You’ve come to expect the very best from Beth Minardi, and now the Industry’s Leading Color Expert has made dimensional, natural-looking, high-shine salon color easier and more profitable to achieve than ever before.

With a unique Calibrated Nutrition System that ensures precise conditioning during processing + 77 expertly designed shades—from ultra-natural to fashion-forward—that cover gray flawlessly, Beth Minardi Signature guarantees you’ll discover the finest in professional haircolor.

Use this Conversion Chart to transition from your existing haircolor line to Beth Minardi Signature, and let your work shine brilliantly.



## BB COLOR CONVERSION CHART

*beth minardi*  
SIGNATURE®

# BB Color Conversion Guide

| Schwarzkopf<br>Igora Royal   | Beth Minardi Signature®<br>Permanent Crème |
|--|--|
| 4-0  | 4BB  |
| 5-0  | 1 oz 4BB + 1 oz 5BB                        |
| 6-0  | 5BB  |
| 7-0  | 6BB  |
| 8-0  | 8BB  |
| 9-0  | 10BB                                       |
| 10-0   | N/A  |
| Rusk®<br>Permanent Deep Shine<br>(*As Recommended mixed with<br>10 Volume for gray coverage) | Beth Minardi Signature®<br>Permanent Crème |
| 4NC  | 1¾ 4BB + ¼ 4ICE                            |
| 5NC  | 1 oz 4BB + 1 oz 5BB                        |
| 6NC  | 1¾ 6BB + ¼ 7ICE                            |
| 7NC  | 1 oz 6BB + 1 oz 8BB                        |
| 8NC  | 1¾ oz 8BB + ¼ 9ICE                         |
| 9NC  | N/A  |
| 10NC   | 1¾ oz 10BB + ¼ 9ICE                        |
| 5NW  | 1 oz 4BB + 1 oz 5BB                        |
| 6NW  | 6BB  |
| 8NW  | 8BB  |
| 9NW  | 1¾ oz 10BB + ¼ 9ICE                        |
| 10NW   | N/A  |
| Kenra Color®<br>Permanent Crème  | Beth Minardi Signature®<br>Permanent Crème |
| 4N   | 1 oz 4BB + 1 oz 5BB                        |
| 5N   | 1¼ oz 5BB + ¾ oz 4BB                       |
| 6N   | 6BB  |
| 7N   | 1 oz 6BB + 1 oz 8BB                        |
| 8N   | 8BB  |
| 9N   | N/A  |
| 10N  | 10BB                                       |

| Pravana™<br>Chromasilk Permanent     | Beth Minardi Signature®<br>Permanent Crème |
|--------------------------------------|--|
| 4N                                   | N/A  |
| 5N                                   | 1 oz 4BB + 1 oz 5BB                        |
| 6N                                   | 6BB  |
| 7N                                   | 1 oz 6BB + 1 oz 8BB                        |
| 8N                                   | 1½ oz 8BB + ½ oz 6BB                       |
| 9N                                   | 8BB  |
| 10N                                  | 10BB                                       |
| Wella™<br>Koleston Perfect Permanent | Beth Minardi Signature®<br>Permanent Crème |
| 4/                                   | 1 oz 4BB + 1 oz 5BB                        |
| 5/                                   | 4BB  |
| 6/                                   | 5BB  |
| 7/                                   | 6BB  |
| 8/                                   | 8BB  |
| 9/                                   | N/A  |
| 4/0                                  | 4BB  |
| 5/0                                  | 5BB  |
| 6/0                                  | 6BB  |
| 7/0                                  | 1 oz 6BB + 1 oz 8BB                        |
| 8/0                                  | 1¾ oz 8BB + ¼ oz 6BB                       |
| 9/0                                  | 10BB                                       |
| Goldwell<br>Top Chic® Permanent      | Beth Minardi Signature®<br>Permanent Crème |
| 4N                                   | 1 oz 4BB + 1 oz 4ICE                       |
| 5N                                   | 1½ 5BB + ½ 4BB                             |
| 6N                                   | 6BB  |
| 7N                                   | 1 oz 6BB + 1 oz 8BB                        |
| 8N                                   | 1½ oz 8BB + ½ oz 6BB                       |
| 9N                                   | 10BB                                       |
| 10N                                  | 1 oz 8BB + 1 oz 10BB                       |

| Matrix®<br>SoColor Permanent            | Beth Minardi Signature®<br>Permanent Crème |
|---|--|
| 4N                                      | 1 oz 4BB + 1 oz 5BB                        |
| 5N                                      | 5BB  |
| 6N                                      | 6BB  |
| 7N                                      | 1 oz 6BB + 1 oz 8BB                        |
| 8N                                      | 8BB  |
| 9N                                      | 1¾ oz 10BB + ¼ oz 8BB                      |
| 10N                                     | 10BB                                       |
| Paul Mitchell®<br>"The Color" Permanent | Beth Minardi Signature®<br>Permanent Crème |
| 4N                                      | N/A  |
| 5N                                      | 5BB  |
| 6N                                      | 1½ oz 8BB + ½ 6BB                          |
| 7N                                      | 1 oz 6BB + 1 oz 8BB                        |
| 8N                                      | 8BB  |
| 9N                                      | N/A  |
| 10N                                     | 10BB                                       |
| Redken™<br>Color Fusion Permanent       | Beth Minardi Signature®<br>Permanent Crème |
| 4N                                      | 1½ oz 5BB + ½ oz 4BB                       |
| 5N                                      | 5BB  |
| 6N                                      | 6BB  |
| 7N                                      | 1 oz 6BB + 1 oz 8BB                        |
| 8N                                      | 8BB  |
| 9N                                      | N/A  |
| 10N                                     | 10BB                                       |