

DANGER JONES



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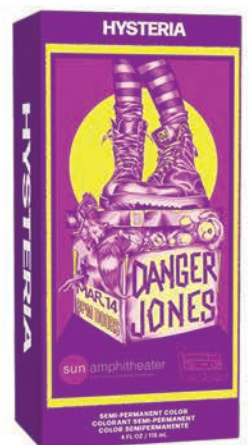
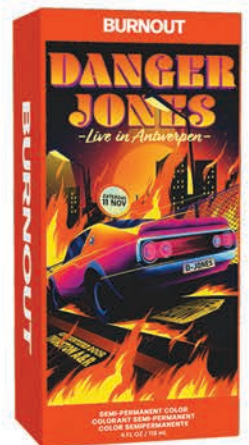
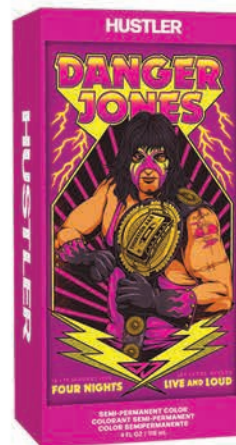
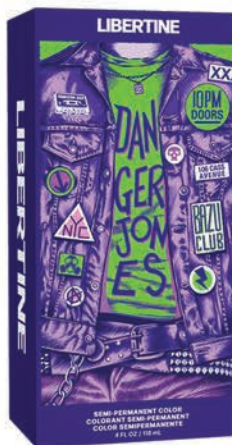
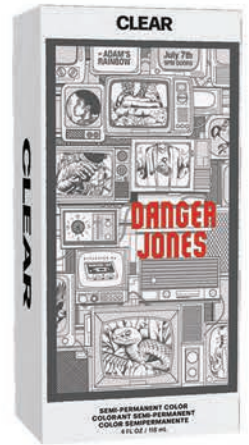
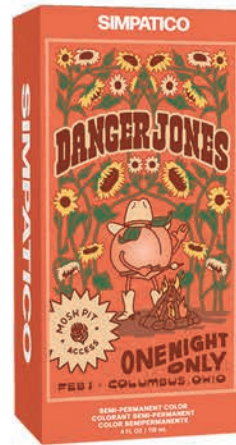
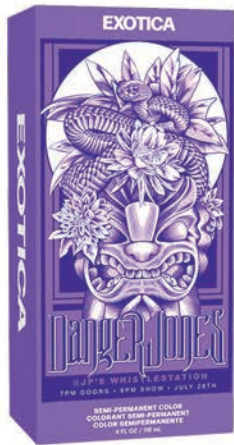


we believe there is a better way

Over the last few years, our industry has generally focused on cutting costs. Companies cheapened their formulations and packaging, disappeared from hair shows, replaced most of their in-person education with digital, shrunk or disbanded their communities, and stopped creating opportunities for artists to grow through their companies.

At Danger Jones, **we're not about cutting costs, we're about increasing quality.** We use premium formulations and create elevated packaging. And since building an artist community is the very reason we exist, we invest in and show up big to shows, we replace digital education with in-person, we support independent education, and we constantly create new opportunities for artists to shine through Danger Jones. In everything we do, our focus is to increase quality. Because we know, *there is a better way.*

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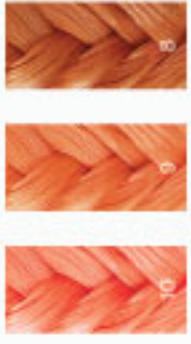
on level
SEMI-PERMANENT
HAIR COLOR

*actual results may vary



Get Started




no animal testing




light peach | **SIMPATICO**


rose gold | **ANTIQUE**



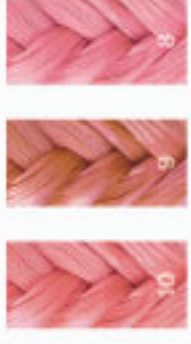

light blue | **POOLSIDE**


green | **EMPIRE**



CLEAR
pastelize the depth of any shade to create limitless tones

light pink | **CHEAP DATE**



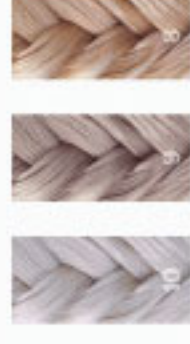

light purple | **EXOTICA**






violet | **LIBERTINE**






mauve | **BURLESQUE**


silver | **CYCLONE**

red | **DIABLO**

pink | **HUSTLER**




purple | **MASQUERADE**





blue | **SOLITUDE**






grey | **PAVEMENT**






yellow | **STARRIDER**



orange | **BURNOUT**


berry | **HYSTERIA**

teal | **OBLIVION**

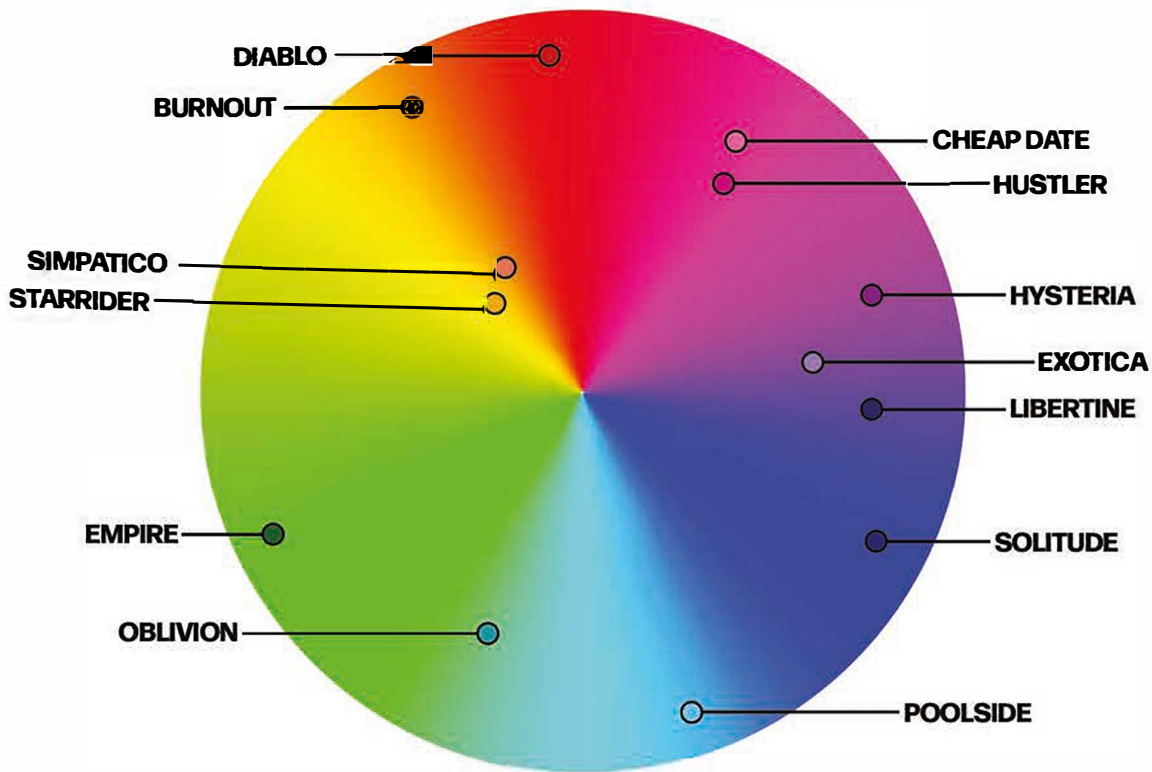



black | **DOPAMINE**



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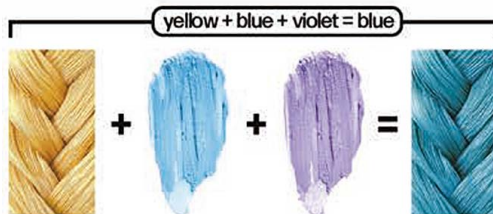
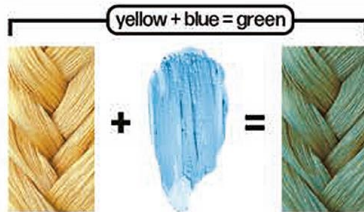
semi-permanent mastery



Undertones

canceling with the color wheel

When formulating semis, consider the undertones in your canvas and how they'll impact your results.



example:

Adding violet to the formula will cancel existing warmth.

Tone Depth

pastelize your formula

Beginning with Clear, gradually add any shade to customize its depth.

example:



The Details

Reduced Viscosity

smoother consistency makes fully saturating the hair easier, leading to better results (and requiring less product)

Intense Pigment

highly pigmented pastels that aren't flimsy (*they have guts*)

Gluten-Free Rice Protein

adds natural shine, helps to bind moisture, and can increase the flexibility and strength of hair.

■ acidic (pH of 4)

■ intermixable + customizable

■ conditioning + detangling formula



vegan formula



no ammonia, PPD, or MEA



animal cruelty free

QUALITY, SUSTAINABLY-MADE FASHION

MADE IN LOS ANGELES



SHOP NOW

