



WELCOME TO THE

PHI PMU AQUA PIGMENT

COLOR GUIDE



This guide is dedicated to help you understand which components go into each pigment, for which PMU techniques they are great for, and to provide you with tips for selecting the ideal color. By understanding these key elements, you can achieve best and customized PMU results and match the perfect color to your clients complexion and features.

New Aqua Collection PMU Pigments



Inclusivity: Colors for All

Our Aqua collection of PMU pigments has been developed to provide a pigment that is more liquid, more pigmented and has high retention in the skin. The color composition varies from shade to shade with formulations using organic, inorganic, or both organic and inorganic pigment blends to achieve well balanced, long lasting results and proper healing.

Improved Application and Durability

The consistency of our Aqua collection pigments ensures:

- Optimal smooth flow through PMU cartridges, and even distribution on the skin.
- Smoother and more uniform healing process as pigments are equally distributed.
- Maximum pigment retention in the skin: Prevents premature fading and color spreading.

Remember to shake the pigments well before use.

Safety First

Our Aqua PMU pigments comply with EU tattooing regulations and REACH restrictions, and they are in compliance with all European tattooing agent regulations. No substances classified as eye and skin irritants, damaging, or corrosives are used in our products. All pigments in Aqua Collection have formulas that are vegan-friendly and also cruelty-free, which makes these products suitable for a wide range of clients.

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 understand how different colors interact and pigment blend so you can choose the right and reach the desired effect, without compromising the durability and vividness of the pigment applied.

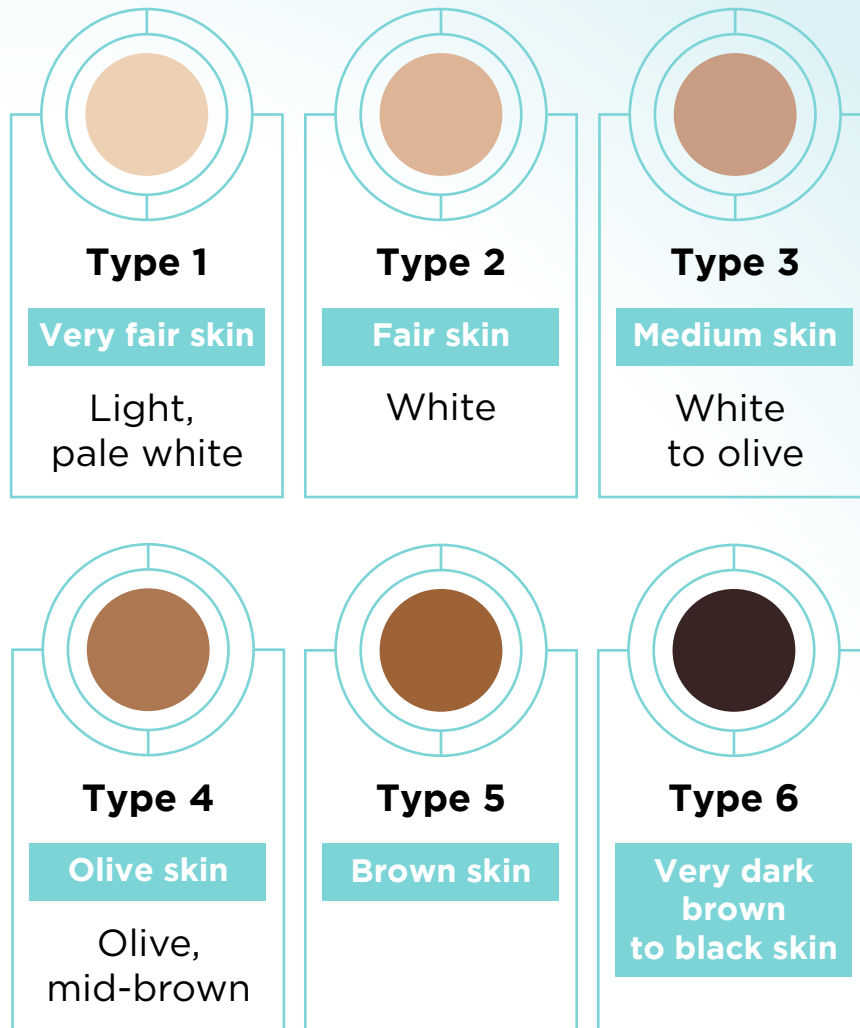
What do you need to consider when choosing a pigment color for your client?

- 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, red, or caramel undertones and green veins).

Why Is Skin Tone Important?

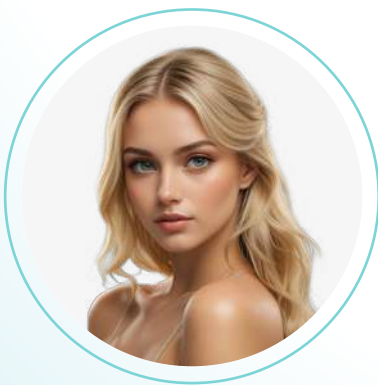
Permanent makeup pigments are applied to the surface of the skin and settle beneath it as the skin heals. However, if the pigment isn't properly matched to the client's skin tone, it can develop unwanted hues, such as a bluish or orangey due to the way the pigment interacts with the skin during the healing process.

Why Pigment Adjustment is Necessary?

To achieve a natural look, it's essential to consider the client's undertones before selecting a pigment. 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.



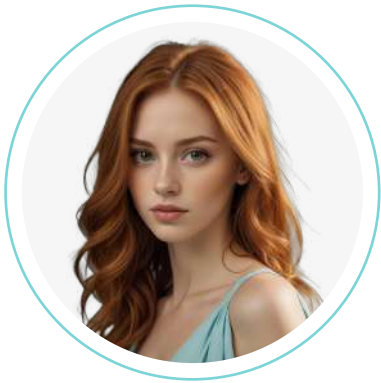
Mid Brunettes

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



Deep Brunettes

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



Redheads

Look for pigments with undertone witch harmonize the natural vibrancy of red hair.



Black Hair

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

Aqua Collection

Brows collection

With a diverse range of shades, our Aqua Brows collection is designed to suit a variety of skin tones and types, so clients all over the world can get their dream eyebrow look.



Black Sea



Deep Wave Brown



Riverstone Brown



Burgundy Waterfall



Golden Tides

Lips collection

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



Orange Lagoon



Rose Nude Bay



Terracotta Nude



Nude Watermelon Crush



Red Sea



Flaming Water



Aqua Pink Blush



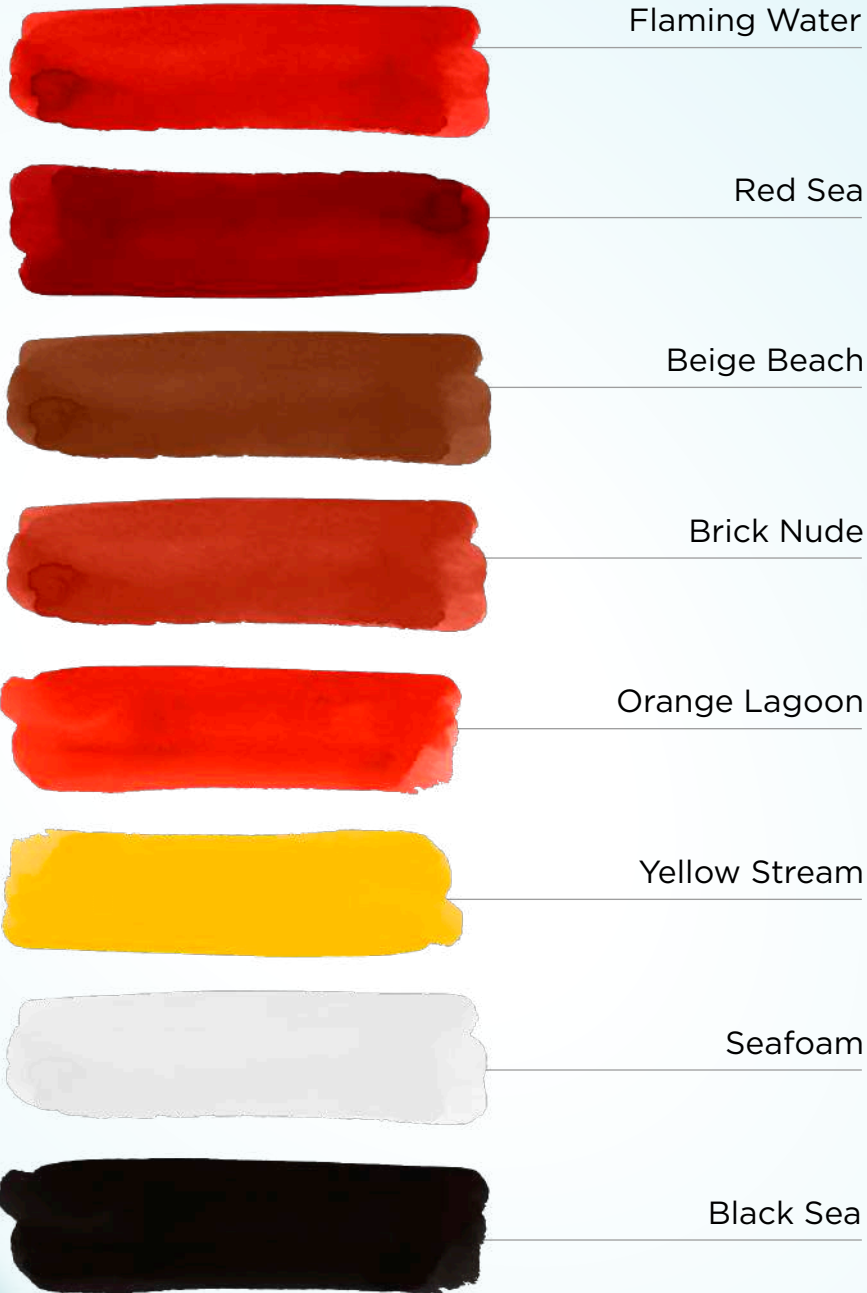
Coral Water Lily



Hydra Rose

Mix collection

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 client's specific skin tone, complexion and natural hair color needs.



AQUA COLLECTION

Golden Tides

Golden Brown



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



SCALP



CAMOUFLAGE

Golden Tides is versatile hair stroke permanent makeup pigment designed for creating refined brows that match natural beauty of blondes, from platinum to honey blonde hair colors, making it a best choice for a broad versatility among clients.

COMPOSITION

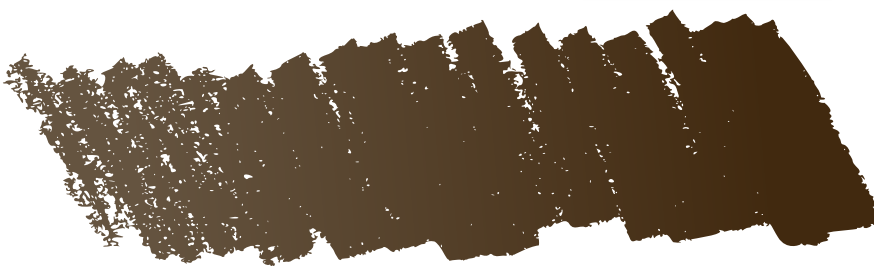
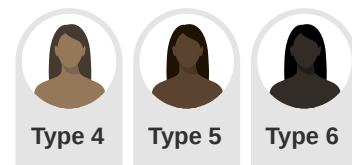
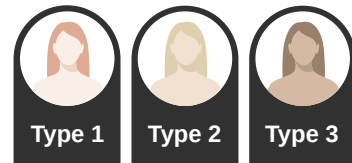


CI 77266

CI 77491

CI 11785

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Burgundy Waterfall

Fox



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



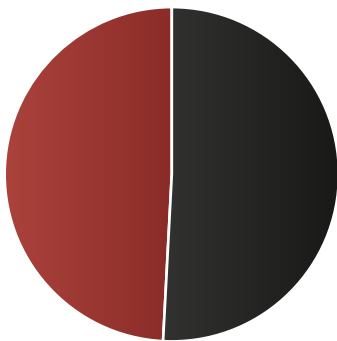
SCALP



CAMOUFLAGE

Burgundy Waterfall is a vibrant hair stroke permanent makeup pigment formulated to complement the natural tones of red pigmented hair colors.

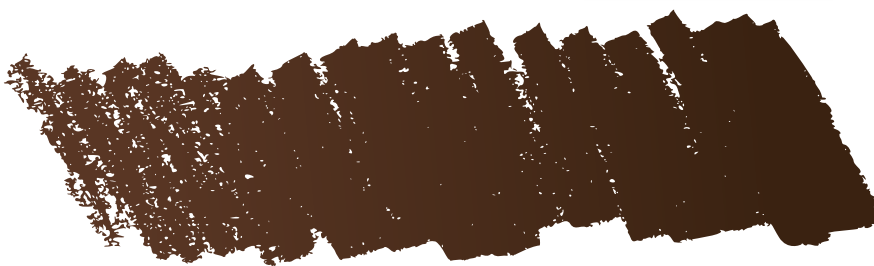
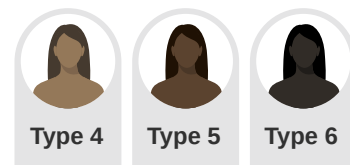
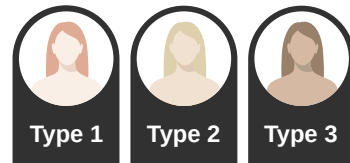
COMPOSITION



CI 77266

CI 77491

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



10.

AQUA COLLECTION

Riverstone Brown

Brown 2



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



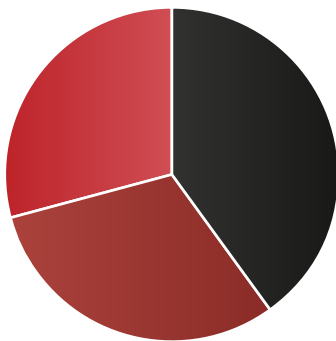
SCALP



CAMOUFLAGE

Riverstone Brown is, rich brown, hair stroke permanent makeup pigment specially designed for creating ideal brows for clients with natural brunette hair color.

COMPOSITION

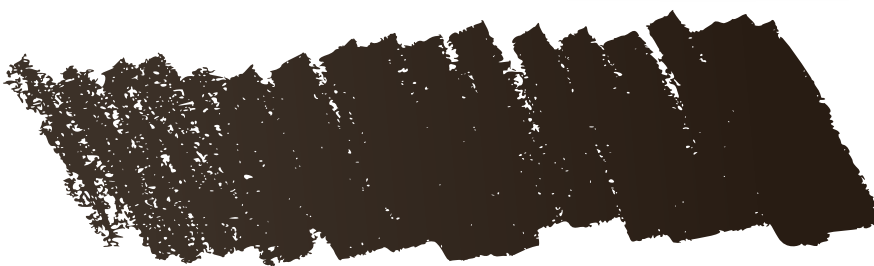
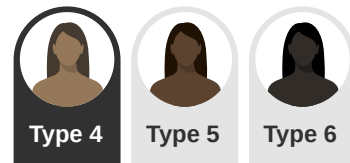
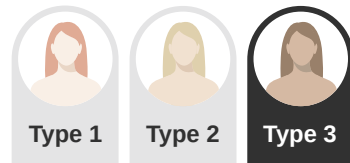


CI 77266

CI 77491

CI 12475

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Deep Wave Brown

Brown 3



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



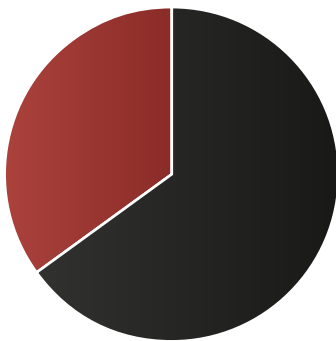
SCALP



CAMOUFLAGE

Deep Wave Brown is a specialized hair stroke permanent makeup pigment, designed for creating natural, refined brows ideal for clients with dark brown, almost black natural hair color.

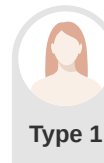
COMPOSITION



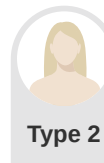
CI 77266

CI 77491

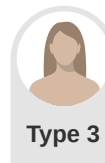
SUITABLE FOR



Type 1



Type 2



Type 3



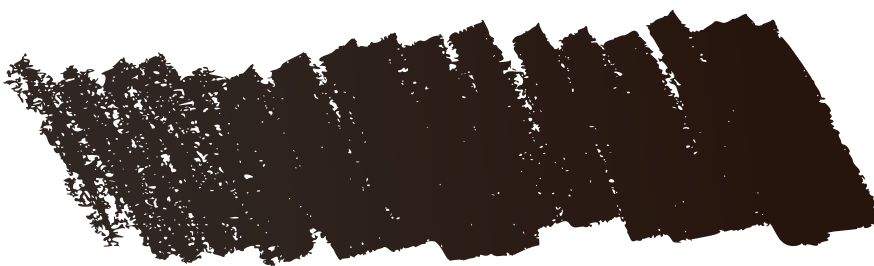
Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Black Sea

Black



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



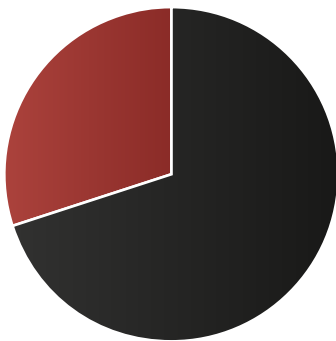
SCALP



CAMOUFLAGE

Black Sea is a rich hybrid pigment that represents a deep black shade, an ideal mixing color for creating custom shades, especially for clients with naturally black hair.

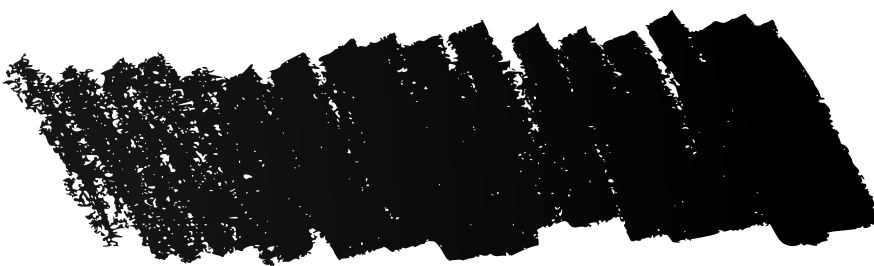
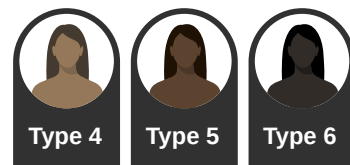
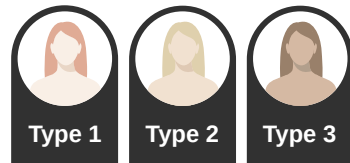
COMPOSITION



CI 77266

CI 77491

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Coral Water Lily

Correction Color



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



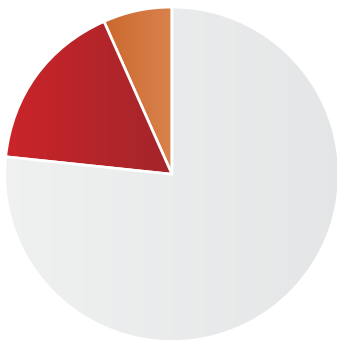
SCALP



CAMOUFLAGE

Coral Water Lily offers a soft, flattering tone, that combines inorganic and organic components to achieve a rich, durable color. This pigment can be used straight from the bottle as well as for mixing with other colors to design custom shades, or as a correction color for lip neutralization.

COMPOSITION

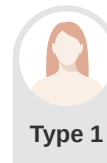


👉 CI 77891

👉 CI 56110

👉 CI 561170

SUITABLE FOR



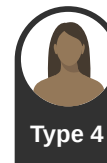
Type 1



Type 2



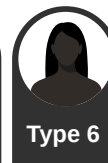
Type 3



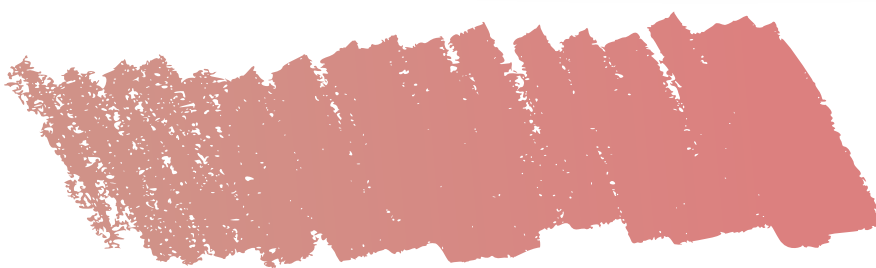
Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Aqua Pink Blush



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



SCALP



CAMOUFLAGE

Aqua Pink Blush delivers a beautiful pink tone for lips. This highly pigmented hybrid formulation ensures smooth, even applications and excellent retention.

COMPOSITION



👉 CI 77891

👉 CI 56110

SUITABLE FOR



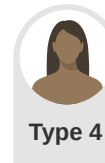
Type 1



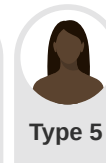
Type 2



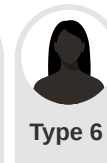
Type 3



Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Flaming Water

Correction Color



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



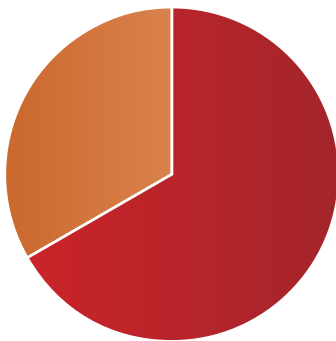
SCALP



CAMOUFLAGE

Flaming Water is a pure organic pigment that offers a striking lip color. This pigment can be used straight from the bottle or mixed with other colors to design custom shades, also this pigment is a correction color for lip neutralization.

COMPOSITION



CI 56110

CI 561170

SUITABLE FOR



Type 1



Type 2



Type 3



Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Red Sea



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



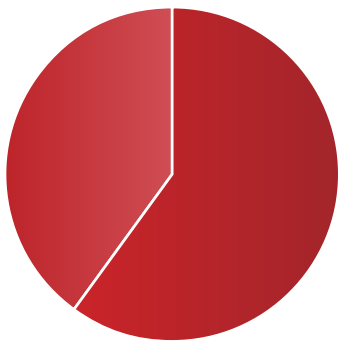
SCALP



CAMOUFLAGE

Red Sea represents deep, rich red color. With its organic pigment composition it ensures excellent color retention and smooth application. This pigment is great for those seeking a lively yet authentic look.

COMPOSITION



CI 56110

CI 12475

SUITABLE FOR



Type 1



Type 2



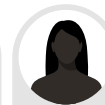
Type 3



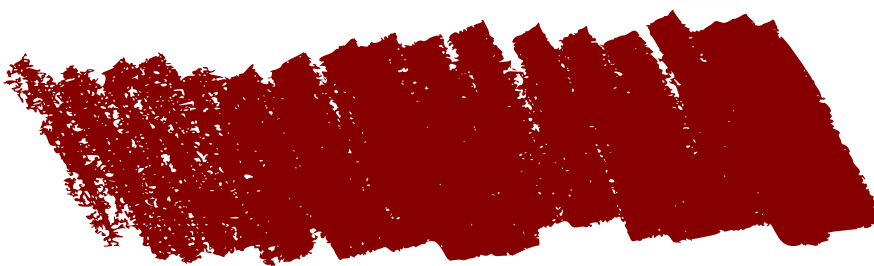
Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Nude Watermelon Crush



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



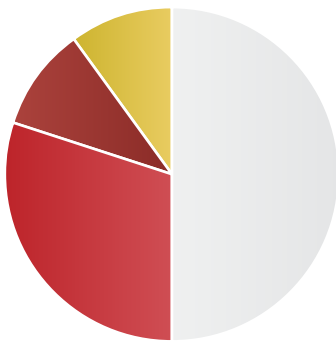
SCALP



CAMOUFLAGE

Nude Watermelon Crush is hybrid pigment that is offering rich pigmentation, creating a long lasting natural looking effect.

COMPOSITION



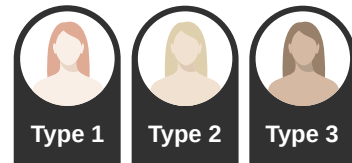
👉 CI 77891

👉 CI 12475

👉 CI 77491

👉 CI 11785

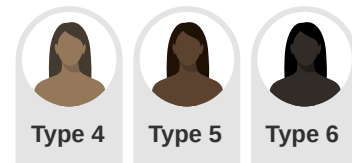
SUITABLE FOR



Type 1

Type 2

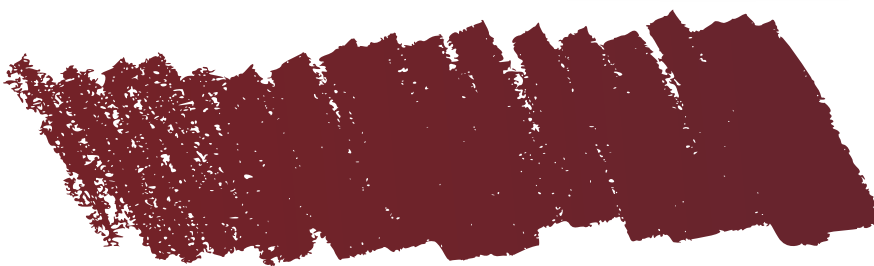
Type 3



Type 4

Type 5

Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Terracotta Nude



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



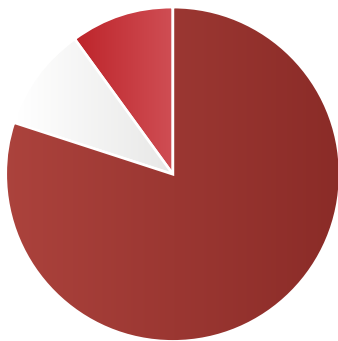
SCALP



CAMOUFLAGE

Terracotta Nude is highly pigmented hybrid formulation that ensures long lasting color with excellent retention.

COMPOSITION

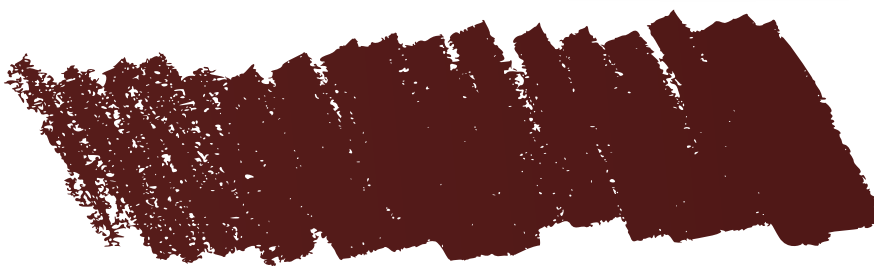
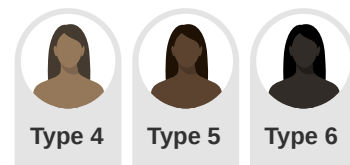
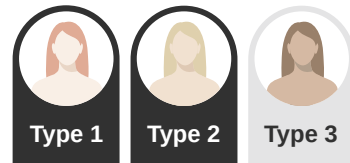


CI 77491

CI 77891

CI 12475

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Rose Nude Bay



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



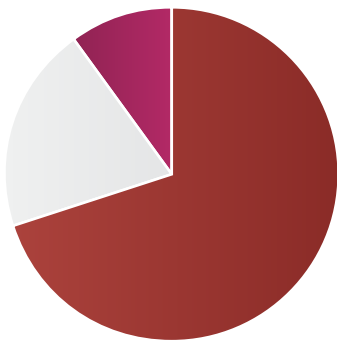
AREOLA



SCALP

Rose Nude Bay is hybrid pigment that combines inorganic and organic components to achieve long lasting results. This pigment enhances the natural beauty of the lips.

COMPOSITION

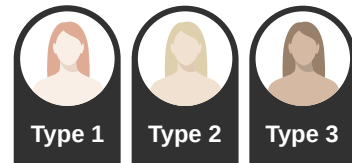


CI 77491

CI 77891

CI 73915

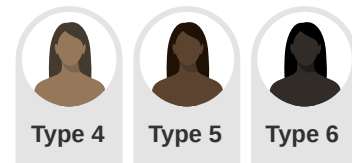
SUITABLE FOR



Type 1

Type 2

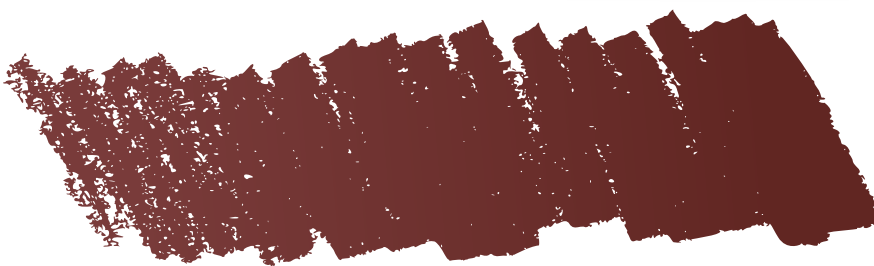
Type 3



Type 4

Type 5

Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



20.

AQUA COLLECTION

Hydra Rose

Correction Color

Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



SCALP



CAMOUFLAGE

Hydra Rose is a soft, versatile pigment, made from organic and inorganic pigments, created to be used for mixing with other pigments for different custom shades, this pigment is also a corrective color for lip neutralization.

COMPOSITION

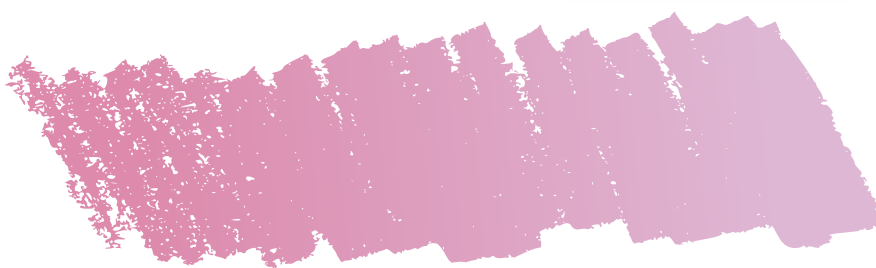
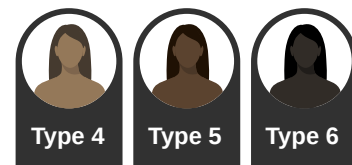
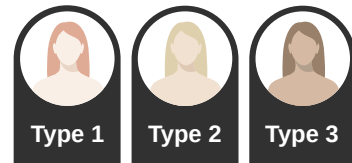


👉 CI 77891

👉 CI 56110

👉 CI 73915

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Beige Beach



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



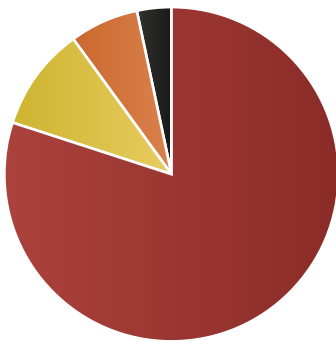
SCALP



CAMOUFLAGE

Beach Beige is a hybrid pigment, a perfect blend of inorganic and organic elements with carbon black for a subtle, long-lasting color. This soft pigment is specially designed for mixing with other pigments to warm up custom brow shades.

COMPOSITION



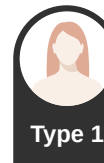
CI 77491

CI 11785

CI 561170

CI 77266

SUITABLE FOR



Type 1



Type 2



Type 3



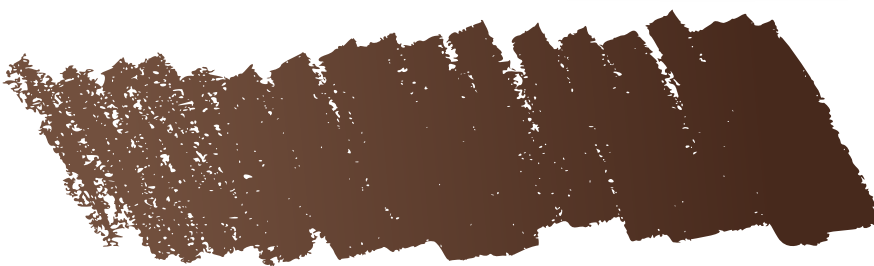
Type 4



Type 5



Type 6



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Brick Nude



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



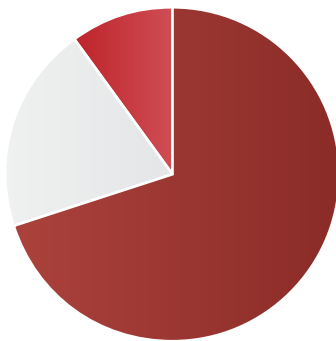
SCALP



CAMOUFLAGE

Brick Nude is a blend of organic and inorganic pigments, this is a perfect nude shade specially created for mixing and achieving a diversity of different natural looking shades.

COMPOSITION

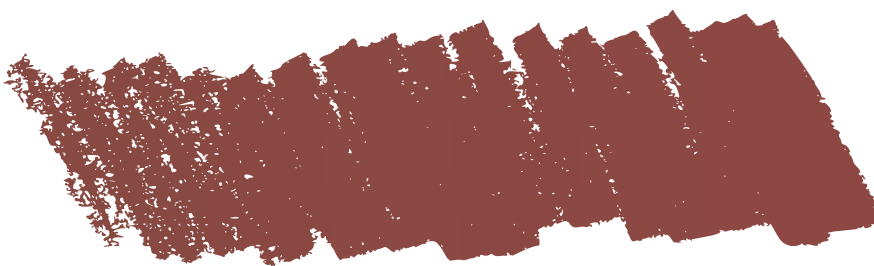
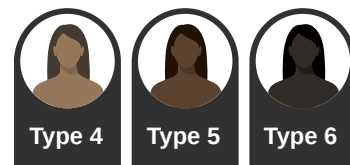
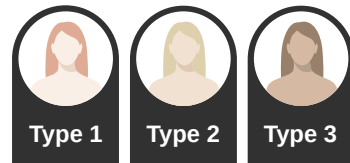


CI 77491

CI 77891

CI 12475

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Orange Lagoon

Activator



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



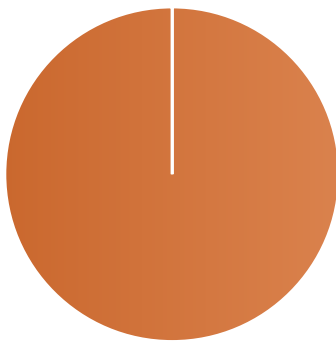
SCALP



CAMOUFLAGE

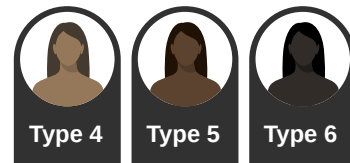
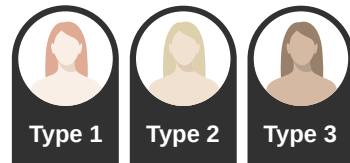
Orange Lagoon is a pure organic pigment, a perfect correction color when you require a boost of vividness, especially effective for eyebrows that have faded or for rejuvenating pink or red tones in faded lip PMU. This pigment can be used for mixing with other colors or as a correction color for lip neutralization.

COMPOSITION



CI 561170

SUITABLE FOR



UNDERTONE

MASSTONE

What you see in the bottle

OPACITY



AQUA COLLECTION

Yellow Stream

Correction Color



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



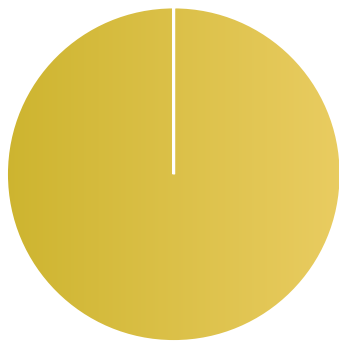
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CAMOUFLAGE

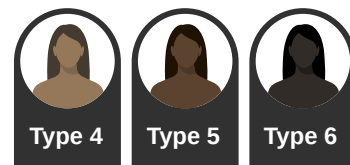
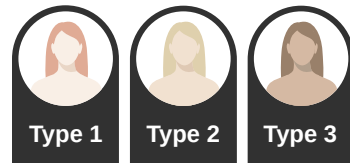
Yellow Stream is pure organic yellow pigment. As a part of our Aqua PMU Mix Collection it is a great mixing color for creating a custom brown shades, also effective for adjusting PMU eyebrow colors that have faded into purple or blue tones. This pigment can be used as a correction color for lip neutralization.

COMPOSITION



CI 19140

SUITABLE FOR



UNDERTONE

MASSTONE

What you see
in the bottle

OPACITY



AQUA COLLECTION

Seafoam



Organic

Inorganic

Hybrid



EYEBROWS



LIPS



EYELINER



AREOLA



SCALP



CAMOUFLAGE

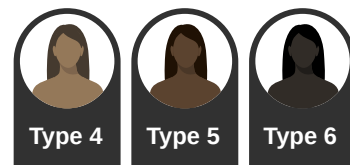
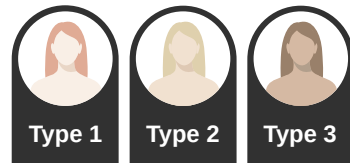
Seafoam is pure inorganic white pigment, a part of our Aqua PMU Mix collection developed for diversifying color palettes in PMU applications.

COMPOSITION



100% CI 77891

SUITABLE FOR



UNDERTONE



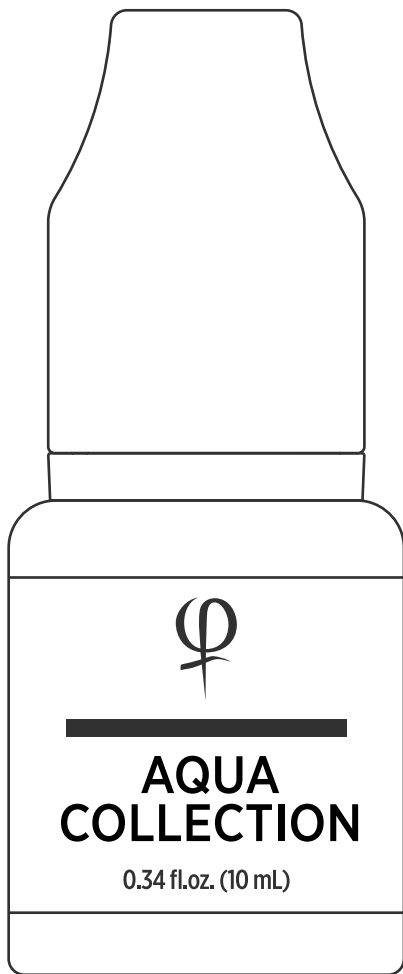
MASSTONE

What you see
in the bottle

OPACITY



PRODUCT CARE



BEFORE USE

Shake well!



KEEP CLEAN

Close cap tightly and wipe clean between procedures.



HOW TO STORE

Store in a cool, dark and dry place.



SHELF LIFE

3 years unopened
180 days after opening

PHI TIP

For the best results, we recommend using our pigments with the **BB Box**, our new device featuring three key functionalities essential for PMU treatments: **Pigment Shaker, UV Bottle Sterilization, and Refrigeration 10-15°C below ambient temperature.**

PHISHOP