

# PIGMENT PRODUCT GUIDE (PPG)

## “THE NEW INK ON THE BLOCK™”

Li Pigments NEW - LOADED® is a revolutionary organic eyebrow pigment line featuring 15 new shades! This water based formulation is highly concentrated for a smooth consistency & will dry at a workable procedure rate, suited for all skin types & techniques. Color neutralizers are blended into the formula to minimize mixing, allowing pigment application directly to the skin. This pigment virtually eliminates unnecessary separation & maintains consistency during body fluid contact and repels intracellular secretion that will minimize dilution during PMU procedures.

-15 SHADES -



**GOLD DUST**

**Description:** Light Blonde Brow Color.  
**Temperature:** Neutral  
**Base:** Warm Yellow  
**Fitzpatrick:** II & III with slightly cool undertones and light redheads  
**Organic**

**COWGIRL**

**Description:** A Dark Brown Eyebrow Color.  
**Temperature:** Medium Cool  
**Base:** Yellow & Green  
**Fitzpatrick:** II, III & IV with warm undertones  
**Organic**

**RAWHIDE**

**Description:** This is a Medium to Dark Blonde Brow Color.  
**Temperature:** Slightly Cool  
**Base:** Cool Yellow & Green  
**Fitzpatrick:** II & III with neutral or warm undertones  
**Organic**

**SMOKE**

**Description:** A nice Medium to Dark Brown Color.  
**Temperature:** Neutral to Slightly Warm  
**Base:** Warm Yellow & Brown  
**Fitzpatrick:** II, III & IV with neutral or cool undertones  
**Organic**

**OH MY DARLING**

**Description:** This is a Light to Medium Brow Color.  
**Temperature:** Slightly Cool  
**Base:** Yellow & Green  
**Fitzpatrick:** I, II & III with neutral or warm undertones  
**Organic**

**SADDLE BROWN**

**Description:** A nice Medium to Dark Brown Color.  
**Temperature:** Neutral to Slightly Warm  
**Base:** Warm Yellow & Brown  
**Fitzpatrick:** II, III & IV with neutral or cool undertones  
**Organic**

**SAGE**

**Description:** A Medium Ash-Brown Eyebrow Color. Due to its green base, this color could also be used to neutralize pink to red eyebrows.  
**Temperature:** Slightly Cool - Medium Cool  
**Base:** Yellow & Green  
**Fitzpatrick:** I, II & III with warm/very warm undertones  
**Organic**

**MUSTANG**

**Description:** A Beautiful Medium to Dark Brown Color.  
**Temperature:** Medium Cool  
**Base:** Black & Brown with small amount of warmth  
**Fitzpatrick:** IV & V with warm undertones or Asian skin tones  
**Organic**

**SILVER SPUR**

**Description:** A Medium Grey/Brown Color. A good color choice for clients who have white, gray or salt and pepper hair types.  
**Temperature:** Slightly Cool  
**Base:** Yellow/Green  
**Fitzpatrick:** I & II with more neutral and warm undertones  
**Organic**

**MAVERICK**

**Description:** A Dark Brown Color.  
**Temperature:** Very Cool  
**Base:** Black & Brown with small amount of warmth  
**Fitzpatrick:** IV & V with very warm undertones  
**Organic**

**WHISKEY BROWN**

**Description:** A Medium Warm Brown. This is a good option for red heads. Can be used to add warmth to other colors. Darker alternative to Gold Dust.  
**Temperature:** Medium Warm  
**Base:** Warm Yellow  
**Fitzpatrick:** I & II with cool undertones and deeper redheads  
**Organic**

**OUTLAW BROWN**

**Description:** Dark Brown Black Color. This is a good option for clients who are looking to have the appearance of rich brown black eyebrow color.  
**Temperature:** Very Cool  
**Base:** Black & Brown  
**Fitzpatrick:** V & VI and warm undertones  
**Organic**

**CHEATIN' HEART**

**Description:** A well balanced Rich Medium Brown.  
**Temperature:** Medium Cool  
**Base:** Cool Yellow Brown  
**Fitzpatrick:** IV & V with neutral (yellow), warm undertones & Asian skin tones  
**Organic**

**SUNDOWN**

**Description:** Darkest Black-Brown Color. May consider adding Warm Sunset, or Whiskey Brown to avoid a “too cool” healed eyebrow. Can also be used as an additive to darken up other colors.  
**Temperature:** Extremely Cool  
**Base:** Black & Brown  
**Fitzpatrick:** VI  
**Organic**

**WARM SUNSET**

**Description:** Formulated specifically to modify or warmup a target color. Only a very small is needed.  
**Temperature:** Very Warm  
**Base:** Orange & Warm Yellow  
**Organic**

Please Note: Due to limitations in the printing process, the colors shown on this sheet may vary slightly from the actual pigment color.

**DISCLAIMER:** This Pigment Product Guide (PPG) is NOT intended to replace education or training in cosmetic tattooing procedures or color theory. This PPG consists only of suggestions and recommendations for the technician working with the Loaded® pigments. This PPG is a living document. Li is constantly working to provide its valued customers the latest technologies in permanent cosmetic pigments.



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