



NUMBER THREE

HUE

Mirai

CERTIFIED PROFESSIONAL
HAIR COLOR WITH
BOTANICAL INGREDIENTS

SHIFT to your MIRAI.

Shift to the Future, Color the Future.

HUE mirai shifts towards future-focused haircare and color possibilities, unlocking individuality and creativity to embrace a new you and a new style. With clean beauty innovation and colorist artistry, step into a new stage of professional design.



Why choose mirai – Reasons Why Professionals Love It –

Reason.1

Vivid colors and brilliance,
Mix colors freely and creatively

Make color design more fun and more beautiful. Advanced color-development technology meets nourishing care ingredients, to deliver vibrant, vivid shades with a silky, glossy finish.

Reason.2

HUE mirai delivers unmatched shine,
silky smooth touch, and care for the scalp.

Turn processing time into a moment of care for both hair and scalp. HUE mirai enhances shine and brilliance while achieving clear, vivid color. It protects hair texture and supports a healthy finish.

Reason.3

From tube to cap, every part is made from
eco-conscious materials.

We've chosen recyclable, sustainable designs to care for the planet as much as for beauty.

A new concept that transcends the boundaries between fashion colors and gray color.
We explore the new appeal that comes from blending shades.

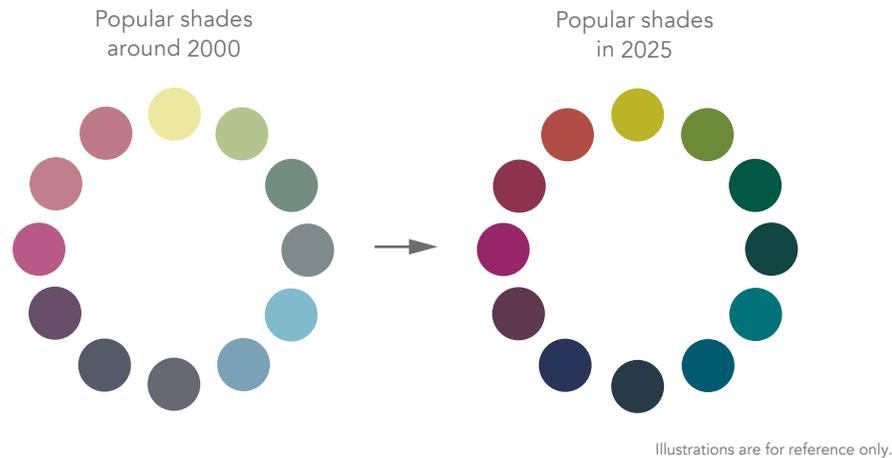
Market

As the boundary between fashion color and gray color becomes less distinct, we have unified our color chart to adapt to changing trends. This new approach reflects both fashion demands and gray coverage needs.

Point.1

Fashion Color Market

In recent years, vivid tones have become increasingly popular in the fashion color market. Shades that used to be around level 6 have shifted toward level 8 in vividness. This trend reflects the growing demand for richer, deeper hues and more vivid colors.

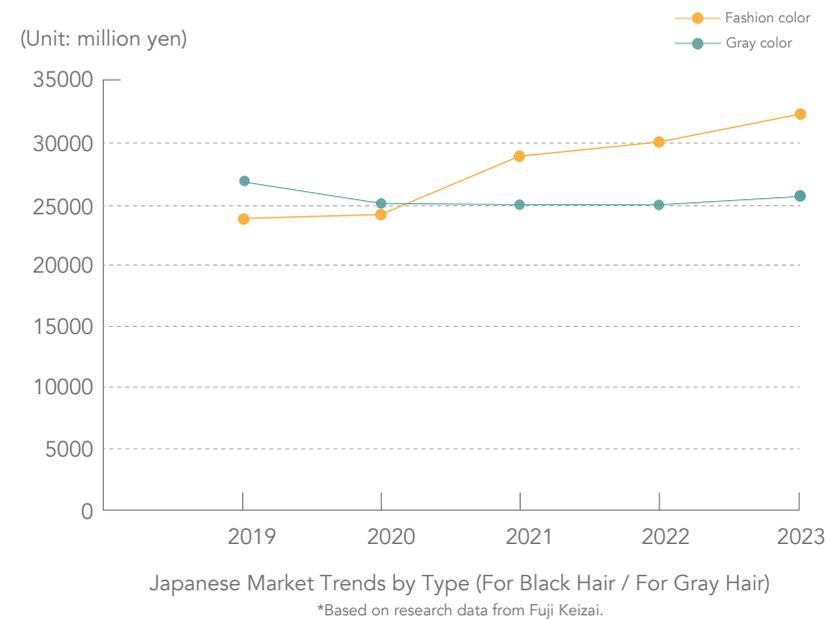


Point.2

Possibilities for Hair Color that Transcend Boundaries

The boundary between fashion color and gray color has blurred, and more salons are incorporating fashion colors into gray coverage services.

Since 2020, the demand for better color vibrancy has increased, making approaches that embrace natural grays while adding vibrant color more popular.





Enjoy free and limitless color design — more fun, more beautiful.
Experience new possibilities that combine the joy of creating colors with a glossy, refined finish.

Feature

HUE mirai supports professional techniques while offering the flexibility to create a wide range of colors with minimal stock. Our advanced color-development technology blends with care ingredients, repairing the cuticle and achieving beautiful results even on damaged hair.

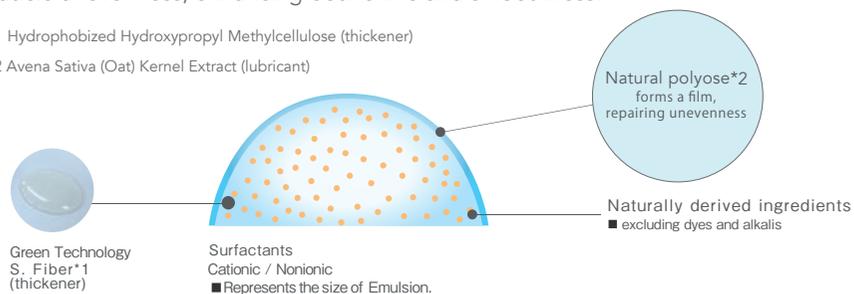
Point.1

Green Technology Formula *Excluding NUMBER THREE HUE mirai SHIFT TEXTURE

HUE mirai cream uses Number Three's original technology applying hydrophobized plant fibers (S.Fiber)*1. With the addition of natural polyose polymers*2, it fills in cuticle unevenness, enhancing both shine and smoothness.

*1 Hydrophobized Hydroxypropyl Methylcellulose (thickener)

*2 Avena Sativa (Oat) Kernel Extract (lubricant)



Organic & Botanical Ingredients *Excluding NUMBER THREE HUE mirai SHIFT TEXTURE

Camellia oil (Hair protectant)	Macadamia nut oil (Hair protectant)	Meadowfoam oil (Hair protectant)	Avocado oil (Hair protectant)	Grape seed oil (Hair protectant)	Olive oil (Hair protectant)
Jojoba oil (Hair protectant)	Almond oil (Hair protectant)	Evening primrose oil (Hair protectant)	Shea butter (Hair protectant)	Rosehip oil (Emollient)	Aloe Vera powder (Moisturizing agent)

(Only Aloe Vera powder is organic.)

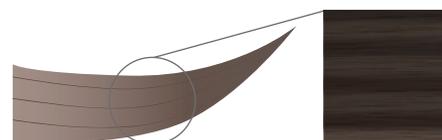
Point.2

Advancement in Color Development Technology *Excluding NUMBER THREE HUE mirai SHIFT TEXTURE

We use Enhance Oil*3, which enables a uniform approach to complex hair damage.

By improving dye penetration, it allows even coloring from root to tip, even on damaged hair.

*3 Isodecyl Pivalate (emollient)



Unevenly colored from root to tip



With Enhance Oil*3



Evenly colored from root to tip

*Photos and illustrations are for reference only.



Turn processing time into a moment of care for hair and scalp.
Beautiful color with thoughtful care for both hair and scalp.

SHIFT

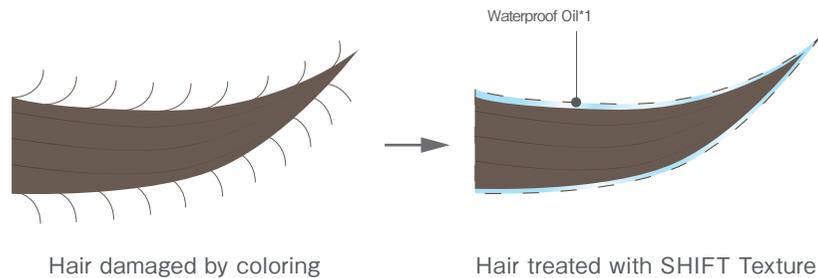
With HUE mirai, the processing time becomes a moment of care-bringing out your hair's natural shine while delivering clear, vivid color. Nurture your hair as you preserve vibrant results, protect texture, and support healthy condition.

SHIFT Texture

Gentle care for your precious hair

Formulated with waterproof oil*¹ to target dryness, tangling, and frizz caused by color damage. Also blended with plant-based VEGANPLEX*² to repair salt bonds inside the hair, adding shine, smoothness, and manageability unique to HUE mirai.

*¹ Methyl Hydrogen Polysiloxane (hair protectant)
*² Levulinic Acid (hair protectant)

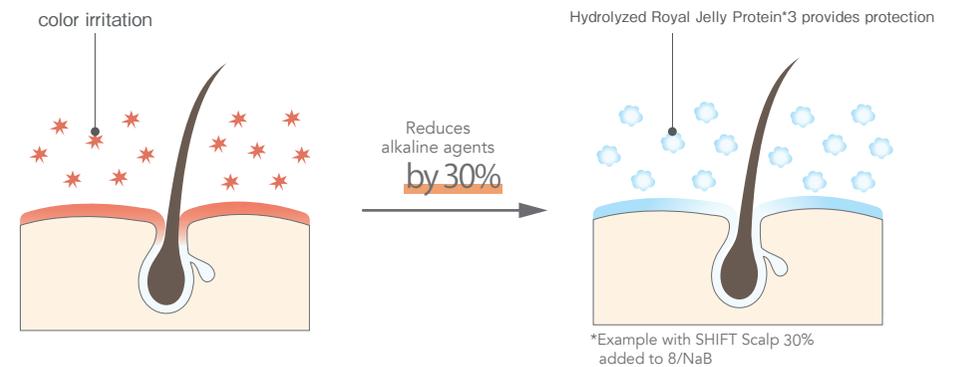


SHIFT Scalp

Relieves stress on hair and scalp

Formulated with Hydrolyzed Royal Jelly Protein*³ to ease stress on hair and scalp. Using SHIFT Scalp allows reduction of alkaline agents, protecting both hair and scalp from color irritation.

*³ Hydrolyzed Royal Jelly Protein (moisturizer)



*Illustrations are for reference only.

MIX BALANCE

■ Transition from 10Lv NaB¹ to Flame Red³

Shows the shift from natural brown to vibrant red.
High-saturation color with a light and airy impression.



■ Transition from 8Lv NaB² to Flame Red³

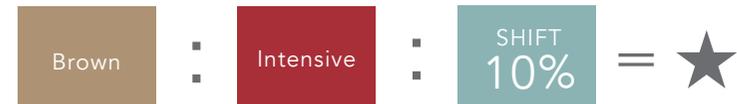
A deeper tone than 10Lv.
Transitions from a rich brown to a chic red, creating a sophisticated impression.



*1 NUMBER THREE HUE mirai 10/NaB
*2 NUMBER THREE HUE mirai 8/NaB
*3 NUMBER THREE HUE mirai FR
*4 NUMBER THREE HUE mirai SHIFT TEXTURE, NUMBER THREE HUE mirai SHIFT SCALP

■ Changes in finish when SHIFT⁴ is added⁵

When combined with brown or intensive colors, SHIFT helps reducing dryness and frizz caused by coloring, resulting in a smoother finish.



■ 12 Hue Recipes

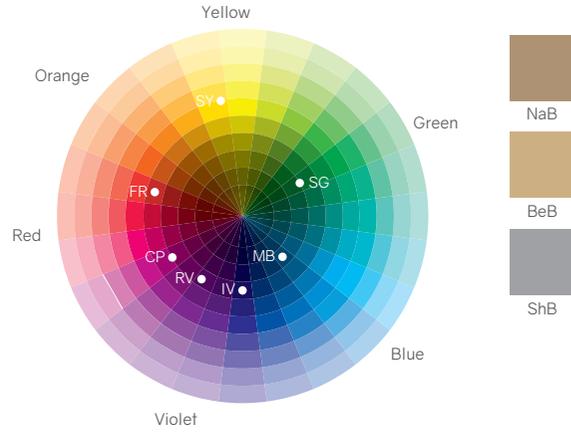


*Photos and illustrations are for reference only
*Colors may vary slightly from the actual due to printing limitations.
*Final results may vary depending on the natural hair color

Color Lineup

	Natural Brown NaB	Beige Brown BeB	Sheer Brown ShB
14			
12			
10			
8			
7			
6			
5			
4			
3			

Brown Color



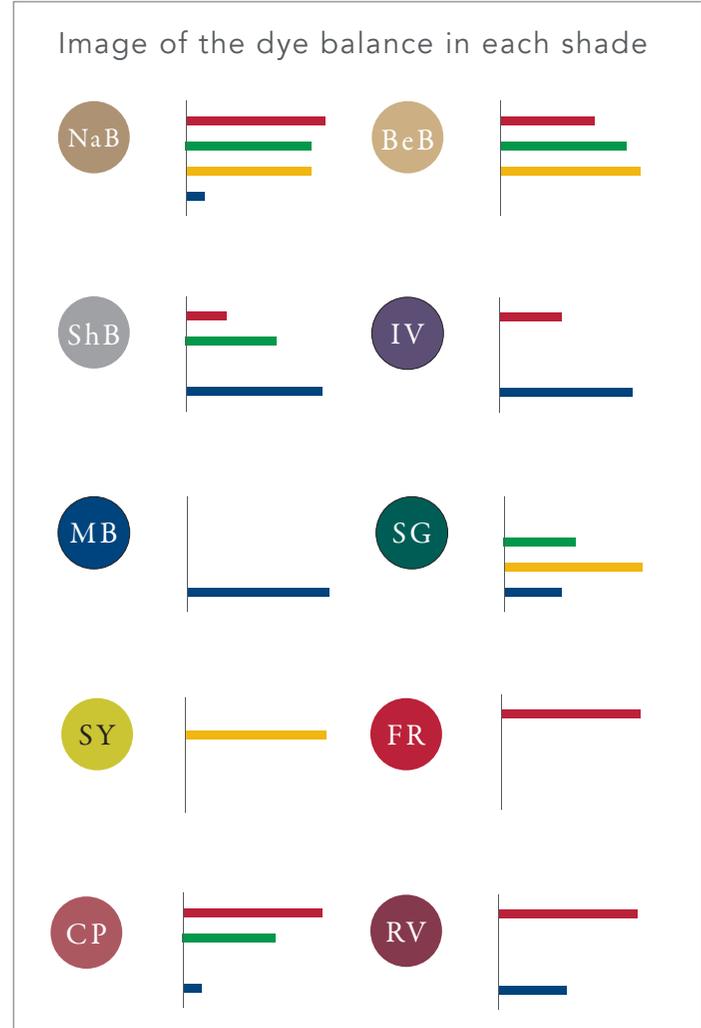
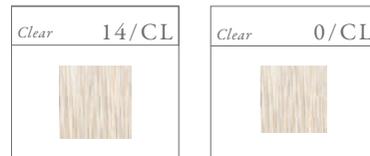
How to read the color code

10/NaB — Hue (NaB = Natural Brown)

 |—— Level (result when applied on black hair)

 *Gray coverage from level 8 and below

- Do not use if you have ever had an allergic reaction to hair color.
- Always perform a skin allergy test (patch test) before each use.



*Photos and illustrations are for reference only

Indigo Violet IV	Marine Blue MB	Sage Green SG	Sunrise Yellow SY	Flame Red FR	Cassis Pink CP	Raspberry Violet RV

Intensive Color

*If you experience any abnormal reaction during use, rinse off immediately and discontinue use.

*Colors shown in the chart are based on standard application to white hair.

*Final results may vary depending on natural hair color.

*Colors may vary slightly from the actual due to printing limitations.

*Numbers for each level are based on a 15-level scale as an approximate guide.

*Levels 8 and below are designed for gray coverage. The color results shown are based on hair with 30% gray at levels 8 and below. On dark hair, the final shade may appear deeper than the indicated level.

HOW TO USE

Product Selection

Use OX6.0, OX4.5, OX2.8, or OX3AC**1 depending on the condition of the hair and the intended purpose.

Mixing of the 1st and 2nd agents.

○ Up to level 11: mix 1:1 ○ Level 12 and above: mix 1:2
*For agents at level 12 and above, avoid contact with the scalp.

SHIFT*2 (as needed)

Can be used from 10% up to a maximum of 30% of the combined total of the 1st and 2nd agents.

*When using two SHIFT products, adjust within the maximum amount (30% of total).
Example: If 1st agent 50g + 2nd agent 50g = 100g, SHIFT can be up to 30g.
When using two types, adjust to 15g+15g or 20g+10g.

Application / Processing / Emulsification

Adjust brightness and saturation with brown and intensive colors, apply evenly from the roots, and leave for 20–30 minutes.

Shampoo / Treatment

After shampooing and treatment, rinse thoroughly, then gently press out excess moisture with a towel.

Dry / Styling

Dry from the roots with a hair dryer and finish with styling products.

*1 NUMBER THREE OX 6.0, NUMBER THREE OX 4.5, NUMBER THREE OX 2.8, NUMBER THREE OX3AC
*2 NUMBER THREE HUE mirai SHIFT TEXTURE, NUMBER THREE HUE mirai SHIFT SCALP

Precautions

- Do not use if you have ever had an allergic reaction to hair color.
- Always perform a skin allergy test (patch test) before each use.

*The photo is for reference only.

NUMBER THREE WELLBEING ACTION

Carbon Zero

World's First Carbon-Capture Cap .We believe HUE mirai's environmental innovation helps protect the Earth.

This cap, made from bioplastic derived from captured greenhouse gases, is a negative-emission material that reduces more GHG than it emits. The cap itself contributes to reducing CO₂ emissions. For HUE mirai 0/CL and 3/NaB products, we have obtained Carbon Footprint (CFP) certification from the third-party body SGS, in accordance with ISO 14067:2018 (calculation of GHG emissions based on product life cycle). This certification verifies that the GHG emissions from raw material procurement to shipment (Cradle to Gate) are accurately calculated and recorded according to internationally recognized methods.



Aluminum Tube Recycle

We collect and recycle aluminum tubes to promote environmental conservation and social contribution.

Since September 2024, at Number Three Kobe Factory and selected partner salons, we have been collecting and recycling used hair color*¹ aluminum tubes and caps*². The collected resources are purchased by recycling companies, and the proceeds are used for reforestation projects in the Rokko Mountain Greenbelt and for vaccine donations to children worldwide. Through recycling, we aim to make effective use of resources while reducing environmental impact and contributing to society. With the cooperation of more salons, we will expand this initiative and work together to achieve a sustainable future.

*1 Limited to Number Three products

*2 Limited to Number Three Kobe Factory



HUE mirai's WELLBEING STANDARD

Animal-Derived Ingredient Free

Animal-friendly and committed to the environment. *Excludes NUMBER THREE HUE mirai SHIFT SCALP

Cruelty-Free

No animal testing. We stand for animal protection.

PPD (p-Phenylenediamine) Free

Contains Toluene-2,5-diamine, etc.

Silicone-Free

We use plant-based oils. *Excludes NUMBER THREE HUE mirai SHIFT TEXTURE

Nano-Material Free

Not contain inorganic particulate ingredients smaller than 100 nanometers.

Genetically Modified Organism(GMO)-Free

We do not use ingredients derived from genetically modified organisms that may cause long term harmful effects to human body and the environment.

Paraben-Free

Parabens are not used as preservatives.

Fragrance-Free

No added fragrances.

HUE mirai is certified by PeTA and HALAL.

* HUE mirai SHIFT Texture and SHIFT Scalp are not Vegan certified.



Visit WELLBEING
EC ONLINE here

◀ For details, please scan the QR code.

HUE COLOR LINEUP

HUE mirai



C.L.E.A.N. Beauty
-NUMBER THREE-

NUMBER THREE
HUE mirai

Hair Color/1st agent
Brown Color, 23 colors, Net Wt. 2.82 oz. (80 g)
Intensive Color, 7 colors, Net Wt. 2.82 oz. (80 g)
Clear, 2 colors, Net Wt. 2.82 oz. (80 g)



C.L.E.A.N. Beauty
-NUMBER THREE-

NUMBER THREE
HUE mirai SHIFT TEXTURE

Hair Color/1st agent
Net Wt. 14.11 oz. (400g)



C.L.E.A.N. Beauty
-NUMBER THREE-

NUMBER THREE
HUE mirai SHIFT SCALP

Hair Color/1st agent
Net Wt. 14.11 oz. (400g)

HUE COLOR



HUE / Fashion

Hair Color/1st agent
Fashion line, 31 colors, Net Wt. 2.82 oz. (80 g)
Intensive line, 8 colors, Net Wt. 2.82 oz. (80 g)



HUE / Gray

Hair Color/1st agent
Gray Line, 21 colors, Net Wt. 2.82 oz. (80g)

NUMBER THREE OX



NUMBER THREE
OX6.0 / OX4.5 / OX2.8 / OX3AC

Hair Color Developer / 2nd agent
Total 4 types, Net 40.58 Fl. oz. (1200mL)

HUE GLOSS



HUE GLOSS

Hair Color/1st agent
30 colors, Net 2.03 Fl. oz. (60mL)



HUE GLOSS CL

Hair Color/1st agent
Net 20.29 Fl. oz. (600mL)



HUE GLOSS OX2T

Hair Color Developer / 2nd agent
Net 20.29 Fl. oz. (600mL)



Visit WELLBEING
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HUE HAIR CARE LINEUP

HUE CARE REVITALIZING



NUMBER THREE HUE CARE REVITALIZING SHAMPOO

Net 10.14 Fl. oz. (300mL)
Net 22.32 Fl. oz. (660mL)
Net 16.91 Fl. oz. (500mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**



NUMBER THREE HUE CARE REVITALIZING TREATMENT

Net Wt. 7.05 oz. (200g)
Net Wt. 21.87 oz. (620g)
Net Wt. 17.64 oz. (500g, refill)

Vegan **Cruelty-Free and Vegan** **حلال**

HUE CARE SCALP SERUM



NUMBER THREE HUE CARE SCALP SERUM Plus <Scalp Treatment>

Net Wt. 4.06 Fl.oz. (120mL)
Net Wt. 10.14 Fl.oz. (300mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**

HUE CARE NOURISHING



NUMBER THREE HUE CARE NOURISHING SHAMPOO

Net 10.14 Fl. oz. (300mL)
Net 22.32 Fl. oz. (660mL)
Net 16.91 Fl. oz. (500mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**



NUMBER THREE HUE CARE NOURISHING TREATMENT

Net Wt. 7.05 oz. (200g)
Net Wt. 21.87 oz. (620g)
Net Wt. 17.64 oz. (500g, refill)

Vegan **Cruelty-Free and Vegan** **حلال**

HUE CARE HAIR OIL



NUMBER THREE HUE CARE HAIR OIL

Net 3.89 Fl. oz. (115mL)
Net Wt. 10.14 Fl.oz. (300mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**

HUE NIGHT CARE



NUMBER THREE HUE NIGHT CARE TWILIGHT SHAMPOO

Net 10.14 Fl. oz. (300mL)
Net 22.32 Fl. oz. (660mL)
Net 16.91 Fl. oz. (500mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**



NUMBER THREE HUE NIGHT CARE MIDNIGHT TREATMENT

Net Wt. 10.58 oz. (300g)
Net Wt. 21.87 oz. (620g)
Net Wt. 17.64 oz. (500g, refill)

Vegan **Cruelty-Free and Vegan** **حلال**



NUMBER THREE HUE NIGHT CARE NIGHT TIME OIL <Hair Oil>

Net 3.89 Fl. oz. (115mL)
Net Wt. 10.14 Fl.oz. (300mL, refill)

Vegan **Cruelty-Free and Vegan** **حلال**



NUMBER THREE HUE NIGHT CARE LULLABY MASK

6 sheets

Cruelty-Free and Vegan

WELLBEING PRODUCTS LINEUP

