

GET READY TO COLOR

The instructions below, provided by the CLAIROL Haircolor Experts, will guide you step-by-step through an easy coloring experience.

- Read all the product instructions carefully, from beginning to end.
- Do an allergy patch test. A small percentage of people may have allergic reactions to haircolor, which can develop unexpectedly even if you've colored before without occurrence. We recommend you always do an allergy patch test 48 hours before each color application.
- To test: mix a small amount of the haircolor according to the package instructions for "Allergy Test." (Be sure to tightly recap the remaining product in the bottle.) Then apply a small patch (about a nickel's worth) of haircolor with a cotton swab or cotton ball to the inside of your elbow. Leave uncovered and undisturbed for 48 hours.
- Results: If no redness or irritation appears after 48 hours, go ahead with your haircolor application. If any redness, burning or itching occurs, you may be allergic and must not color with Natural Instincts. If you have any questions regarding an allergic reaction, call the Clairol Expert Color Consultants at 1-800-CLAIROL (1-800-252-4765).
- Use an old towel to protect your clothing and household surfaces.
- Have a clock handy for timing.
- Apply Pre-Treatment to dry hair. For Red shades, apply Pre-Treatment to damp hair (see Helpful Hints for All Red Shades below).
- Put on gloves provided for application of color after applying Pre-Treatment to hair.

HELPFUL HINTS FOR ALL RED SHADES

- Apply the Pre-Treatment to damp, unwashed hair, instead of dry hair. Follow remainder of instructions for Pre-Treatment below.
- When applying Color Crème, completely saturate hair using all the color available.
- For maximum red color results, leave color on for 30-45 minutes.

DO SKIN ALLERGY TEST 48 HOURS BEFORE EACH APPLICATION EVEN IF YOU HAVE ALREADY USED COLORING PRODUCTS

ALL OVER COLOR

Ideal For First Time Haircolor Users OR for Users Who Have Not Colored in 3 Months or Longer.

1. Pre-treat Dry Hair

Before coloring, apply our Pantene Pro-V 1-Minute Color Pre-Treatment and prepare hair to accept color evenly.

- Apply to dry hair (not wet).
- Open Pre-Treatment Sachet [1] by tearing at the perforation.
- Squeeze out Pre-Treatment into your hand.
- Apply Pre-Treatment to hair, avoiding the root area and concentrating on dry

ends.

- Leave on for at least 1 minute. Do not rinse.
- Wash hands. Begin color preparation, Step 2, "Prepare" below.

2. PREPARE

- Put on Professional Colorist Gloves.
- Pull up the tab to remove the tip of the Moisturizing Developer bottle [2b], discard the tab, and unscrew the cap.
- Empty entire contents of the Deep Moisturizing Color Crème tube [2a] (previously opened for Skin Allergy Test - see opposite side of leaflet) into the Moisturizing Developer bottle [2b] and replace cap.
- Place gloved finger over the applicator tip. Shake well, holding away from face, until color is totally blended and mixture thickens.
- Apply color immediately.

Never reseal bottle or store color mixture in a closed container. Once mixed, a sealed container of haircolor could burst.

3. START COLORING

- Squeeze Moisturizing Developer bottle [2b] to apply color onto hair. Apply color mixture to the whole head, including the Pre-Treatment application areas, for the best results. When covering gray, start where you have the most gray. When using haircolor to lighten, start where your hair is the darkest.
- Thoroughly saturate your hair, working the color into hair like shampoo but do not rub into scalp.
- Loosely pile hair on top of your head. Do not worry if the color of the mixture on your hair looks different from your desired color.
- If any color gets on your skin or household surface, wipe it off immediately with a damp towel.

4. TIME IT

- Once you have finished applying the color, leave it on hair for the time indicated by your Strand Test or 25 minutes.
- Pour any unused color mixture down the drain. Once mixed, it will lose its effectiveness after an hour.

Tip: For Intense Red (3RR) and resistant gray, it may be necessary to leave color on for up to 45 minutes.

5. RINSE & APPLY CONDITIONER

Add a small amount of warm water to your hair and work into a lather by gently massaging. Rinse thoroughly until water runs clear. Shampooing is not necessary.

- Apply a quarter-size amount of Pantene Pro-V After-Color Moisturizing Therapy [3] evenly to hair to condition and lock in lush, radiant color.
- For best color results, leave on for 2 minutes. Rinse thoroughly with warm water.
- Save the remainder for up to 5 more weekly treatments. Use once a week after shampooing to help seal in moisture and protect your color radiance.
- In addition, we recommend regular use of Pantene Pro-V Expressions for

Reds, Blondes, and Brunettes with specialized pro-vitamin formulas to make your unique shade look richer longer*. For maximum impact, use the complete Pantene Pro-V Expressions collections with shampoos, conditioners and more.

To keep hair looking fresh and vibrant, reapply Hydrience every 4-6 weeks using the Root Application Instructions.

*shampoo and conditioner vs. Pantene shampoo alone