

Brassiness—or the unwanted red and orange tones in hair—is one of the most common complaints among women who color their hair. Fortunately, Natural Instincts has a solution. New Brass Free from Natural Instincts contains brass-seeking dyes that counteract those unwanted tones, providing healthy, natural-looking color and shine with less brass.

What is brassiness?

Most people have some level of underlying red and/or orange pigments in their hair. When hair is colored*, the red pigments can become exposed more than usual, resulting in what is commonly referred to as “brassiness.” Brassiness can be caused by multiple factors, one of which is when a person chooses a shade that is too warm for their current haircolor. The unwanted red and/or orange tones will appear either right after coloring or after color starts to fade.

Why is Natural Instincts Brass Free unique?

Imagine a color wheel. The warm colors are across from the cool colors, making them complementary because they balance each other out. The same theory applies to haircolor. Brassy (or warm) tones in hair can be counteracted by cool tones. Natural Instincts Brass Free contains brass-seeking dyes made up of the cool tones that counteract brassiness, resulting in healthy, natural-looking color and shine.

Who should use Brass Free?

Natural Instincts Brass Free is perfect for those looking for rich, naturally stunning blonde or brunette color without unwanted red and orange tones.

Is it healthy for hair?

Yes! Natural Instincts has a gentle, no ammonia formula that helps protect hair against dryness during the coloring process. The Natural Instincts formula also contains a unique blend of antioxidants and vitamins C&E. It's haircolor that actually improves the healthy look of your hair.

Why are there only four shades?

Natural Instincts Brass Free is available in four shades that represent the range of haircolor hues from light blonde to dark brown. The four shades—medium blonde, dark blonde, light brown and medium brown—are also those most commonly known to experience brassiness.

How is it different from regular Natural Instincts?

Natural Instincts Brass Free still has all the great benefits of the Natural Instincts women know and love, with an added advantage of being specifically designed for brassy starting shades. Brass Free is offered in a range of shades created to achieve rich, naturally stunning haircolor without adding unwanted red and orange tones.

How long does it last?

Natural Instincts Brass Free is a non-permanent color that lasts through 28 shampoos. The Once-A-Week Color Treat™ Conditioning Treatment, formulated with aloe to nourish hair, helps protect hair against dryness and seals in color resulting in healthier, natural-looking color and shine for up to six weeks.

Availability

Natural Instincts will be available in four shades: two blonde—Medium Blonde and Dark Blonde and two brunette—Light Brown and Medium Brown starting in September 2007 wherever health and beauty aids are sold. Suggested retail price is \$8.99. For more information, women can visit [www.clairol.com](#) or call 1-800-CLAIROL.

*with any permanent haircolor product