

## NATURAL INSTINCTS FOR MEN DIY HOW TO COLOR

Reminder: 48 hours in advance of coloring:

1 / Take the allergy test

2 / Do the strand test to determine your optimal coloring time

Helpful Hints:  
Apply color to dry hair that is free of styling product build-up. Have a clock ready for timing before you color.

**EASY PREPARATION**

1 / Put on Professional Men's gloves.

2 / Tear off and discard tab from the Developing Lotion bottle (2). Unscrew the cap from the Developing Lotion (2).

3 / Open the No Ammonia Colorant and pour the entire contents into the Developing Lotion (2).

4 / Put the applicator bottle cap back onto the Developing Lotion (2).

5 / Place gloved finger over the open tip, point away from face, and shake well until the color is totally blended and the mixture thickens.

6 / Apply the color to your dry hair immediately.

NOTE: ONCE MIXED, NEVER RESEAL OR STORE THE COLOR IN A CLOSED CONTAINER, AS IT COULD BURST.

**HEAD & FACIAL HAIR APPLICATION**

1 / APPLY COLOR

- If you are applying color to both your facial and head hair, apply color to your beard, mustache, sideburns and temples first. For facial application, use product before shaving.
- Squeeze applicator bottle to apply mixture onto hair.
- Saturate your facial hair using a small amount of the product, avoiding eyebrows and eyelashes.
- If any color gets on your skin or household surface, wipe it off immediately with a damp cloth.
- Use the balance of the product on your head immediately.
- When covering gray, start where you have the most gray.
- Work gently and thoroughly through hair to ensure even distribution.

**2 / TIME IT**

- Start timing after you have applied product to both your facial and head hair. Wait 10 minutes. For more resistant gray, leave on for up to 20 minutes or for the time indicated by the Strand Test.

**3 / RINSE & CONDITION**

- Wearing gloves, rinse hair until water runs clear.
- Apply a small amount of the Color Conditioning Treatment (3) evenly to your hair. For best results leave on for 2 minutes, then rinse thoroughly with warm water.
- Use the Color Conditioning Treatment weekly to infuse hair with shine and actively help protect it from damage.
- Style hair as usual.

# CLAIROL®

YOUR COLOR EXPERT

## SPECIAL CAUTIONS

THE INSTRUCTIONS BELOW, PROVIDED BY THE HAIR COLOR EXPERTS, WILL GUIDE YOU STEP-BY-STEP THROUGH AN EASY COLORING EXPERIENCE. ALWAYS READ THE SAFETY INSTRUCTIONS AND FOLLOW THE DIRECTIONS FOR USE CAREFULLY. IMPORTANT: THIS PRODUCT IS NOT INTENDED FOR USE ON PERSONS UNDER THE AGE OF 16.

### IMPORTANT SAFETY INSTRUCTIONS

CAUTION: HAIR COLORANTS CAN CAUSE SEVERE ALLERGIC REACTIONS. TEMPORARY "BLACK HENNA" TATTOOS MAY INCREASE YOUR RISK OF ALLERGY. TO REDUCE YOUR RISK FOLLOW THESE INSTRUCTIONS. DO NOT COLOR YOUR HAIR IF:

- YOU HAVE A RASH ON YOUR FACE OR SENSITIVE, IRRITATED AND DAMAGED SCALP,
- YOU HAVE EVER EXPERIENCED ANY REACTION AFTER COLORING YOUR HAIR,
- YOU HAVE EXPERIENCED A REACTION TO A TEMPORARY "BLACK HENNA" TATTOO IN THE PAST.

KEEP THE EMPTY CARTON AND THE INSTRUCTION LEAFLET IN CASE YOU EXPERIENCE A REACTION.

PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH PRODUCT USE, EVEN IF YOU HAVE ALREADY USED COLORING PRODUCTS BEFORE.

### ALLERGY ALERT TEST INSTRUCTIONS

1 / Mix small, equal amounts of (1) and (2) by using a plastic bowl and a plastic spoon and tightly recap both bottles after use.

2 / Apply a small amount with a cotton ball or swab to an area approximately to the size of a quarter in the bend of your elbow.

Allow to dry.

3 / Do not wash this area for 48 hours.

4 / During washing, protect with an adhesive bandage and remove it immediately after washing.

5 / Do not use if your hair has been colored with henna or metal dyes.

6 / Examine the test area during the next 48 hours. If no reaction occurs, you are ready to color. This test represents an important precaution. However, be aware that even if an allergy alert test has been carried out you may still experience an allergic reaction when you color your hair. The allergy alert test is not a guarantee to avoid future allergic reactions. Please consult a doctor, if you have any doubts.

NOTE: IF A RASH, REDNESS, BURNING OR ITCHING OCCURS YOU MAY BE ALLERGIC. STOP.  
YOU MUST NOT USE THIS PRODUCT.

### IF DURING COLORING YOU EXPERIENCE

Any stinging or burning and/or rash, rinse immediately and discontinue use as this may be an indication of a more serious reaction. DO NOT color your hair and consult a doctor or seek medical advice. Rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling eyes/face, rinse immediately and SEEK IMMEDIATE MEDICAL ATTENTION AND CONTACT THE MANUFACTURER.

IF AFTER COLORING OR ON THE FOLLOWING DAYS YOU EXPERIENCE problems such as skin or scalp itching, skin or scalp rash,

swelling to eyes/face, blistering and/or skin or scalp weeping SEEK IMMEDIATE MEDICAL ATTENTION AND CONTACT THE MANUFACTURER. Call 1-800-CLAIROL and our Color Experts will advise you what to do next.

### SPECIAL CAUTIONS

- Avoid contact with eyes
- Rinse eyes immediately if product comes into contact with them.
- We recommend removing contact lenses before applying hair color. If you must wear contact lenses during application and any products gets into your eye, remove the lens first, then flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not use to dye eyelashes or eyebrows.
- Do not use if your scalp is irritated or injured.
- Do not inhale or ingest product.
- Prepare and use the product in a well-ventilated area. If you experience inhalation difficulties, move to fresh air.
- Avoid unnecessary skin contact.
- Do not exceed the development time stated.
- Wear gloves and rinse hair well after application.
- Immediately rinse any color splashes on the skin and clothing.
- Keep product away from heat and light. Do not leave the mixture in a closed bottle (bottle may expand/burst), if a bottle is used for mixing. Do not keep any unused product.
- Do not perm, relax or straighten the hair immediately before or after coloring.
- Do not use when the hair has previously been colored with henna or metal dyes.
- Remove all metal objects from hair before coloring and keep them away during coloring.

- Do not use metal bowl/stirrer for mixing.
- Do not mix this colorant with any other product.
- Heavy sweating may cause bleeding of colorant and staining of textiles.

### DO THE STRAND TEST EACH TIME YOU COLOR

Perms, relaxers, previous color can affect your color results.

1 / Cut a inch wide strand of hair from your roots (back of head) and tape strand.  
2 / Completely cover with the mixture remaining from the Allergy Test.  
3 / Time for 20 minutes (18 minutes for permed or relaxed hair), check the color every few minutes for upto 30 minutes maximum.  
4 / Rinse and dry the strand to determine your haircolor results.

KEEP OUT OF REACH OF CHILDREN.