

TEXTURES & TONES 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.

1/ PREP

1 / Put on the gloves provided.

2 / Remove and discard the applicator tab on the tip of the Color Activating Crème Applicator bottle (2).

3 / Unscrew the Applicator bottle cap. If using a Blonde shade with Booster, gently mix the booster packette with the Color Activating Crème (2) and lightly shake before adding the color.

4 / Empty the contents of the Haircolor bottle (1) (previously opened for allergy test) into the Applicator bottle.

5 / Place gloved finger over the Applicator tip, then shake bottle thoroughly until color is uniform and mixture thickens.

6 / Apply color immediately following the instructions below.

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

2/ APPLICATION OPTIONS

A TOUCH UP.

Use the touch up method if you have already colored your hair and you want to touch up your roots.

A1/ APPLY COLOR.

- Starting with one section, part off thin sections (1/4" -1/2" or 6-13MM) using the top of the Applicator bottle.

- Squeeze Applicator bottle to apply color to the new growth at the roots only. Follow this application procedure for each of the four hair sections.
- Continue section by section until all of the hair has color at the roots. If any color gets on skin or household surfaces, wipe immediately with a damp towel.

SPECIAL CONSIDERATIONS

- If hair is relaxed/permed, color will be absorbed faster than on non-chemically treated hair.
- After suggested time, wipe a strange clean with a wet paper towel and again with a dry paper towel to determine color. If satisfied, rinse. If not, work strand back into the existing color on scalp and repeat every 5 minutes until desired color is achieved. Wipe a different strand clean each time you wish to determine the color result.
- Leave haircolor on for an additional 5-15 minutes for hard-to-cover gray.

A2/ TIME IT

FOR RELAXED/PERMED HAIR

- 15 minutes or 5 minutes less than the time indicated by your Strand Test.

FOR HAIR THAT IS NOT RELAXED/PERMED

- 25 minutes or 5 minutes less than time indicated by your Strand Test.
- When time is up, use your gloved fingers to work the color through hair to ends. Thoroughly saturate all of the hair, adding more color if necessary. Then leave on for 5 more minutes
- Pour any unused color mixtures down the drain. Once mixed, it will lose its effectiveness after an hour.

B ALL OVER COLOR.

Use the all over color method if you are coloring your hair for the first time or if you haven't colored your hair for 3 months or longer.

B1/ APPLY COLOR.

IF GOING LIGHTER THAN NATURAL HAIR COLOR:

- Apply color starting ½ inch (13mm) away from scalp, out through ends of the thin sections. Follow this application procedure for each of the four sections.
- Allow color to process for 10-15 minutes.
- Next, apply color to scalp area and allow processing for the recommended time or until color is even.

IF MATCHING OR DEEPENING NATURAL HAIR COLOR:

- Apply color to hair from roots to ends of the thin sections. Follow this application procedure for each of the four sections.
- Use as much of the haircolor as necessary to thoroughly saturate hair.
- Work color into hair, but do not rub into scalp.

NOTE: THE COLOR OF THE PRODUCT IS NOT INDICATIVE OF THE COLOR RESULTS.

- Loosely pile hair on top of head. If any colors gets on skin or household surfaces, wipe immediately with a damp towel.
- Pour any unused color mixture down the drain. Once mixed, it will lose its effectiveness after one hour.

TIPS:

- When using haircolor to cover gray, start where there is the most gray.
- When using haircolor to lighten, start where your hair is darkest.

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YOUR COLOR EXPERT

B2/ TIME IT

FOR RELAXED/PERMED HAIR

- 20 minutes or time indicated by Strand Test.

FOR HAIR THAT IS NOT RELAXED/PERMED

- 30 minutes or time indicated by Strand Test.

3/ RINSE, SHAMPOO, CONDITION

1 / Add a little warm water to hair and gently work into a lather.

2 / Rinse thoroughly until the water runs clear. Shampoo.

3 / Fully saturate your hair with the Pantene Pro-V Relaxed & Natural Intensive Moisturizing Conditioner. Wait 2-3 minutes. Rinse and style as usual. Use any remaining conditioner the next time you shampoo and condition your hair.

4 / To keep haircolor looking beautiful, reapply color every 4-6 weeks following the touch up application instructions.

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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.