

# LET'S GET STARTED...

## IN THIS PACK YOU WILL FIND:

- Colour • Developer • Colour Protection Shampoo • Colour Protection Conditioner • Gloves • Barrier Oil • Colour Remover Wipe.

## APPLICATION INSTRUCTIONS

### 1 BEFORE USE

- Please read the Safety Instructions overleaf before use.
- Do not wash your hair for 24 hours prior to application.

### 2 PREPARATION

- Wear a front-opening robe or shirt
- Put on gloves and protective cape.
- Have your bowl, tint brush and clips ready to use on your benchtop mat.
- Open the barrier oil sachet and apply to your forehead, ears and neckline to protect it from colour staining.
- Apply the colour mixture directly to dry, not prewashed hair.

### 3 MIXING

Open the colour tube and developer sachet and squeeze contents into the mixing bowl. Use the tint brush to mix well.

### 4 HAIR SECTIONING



Section your hair into 4 sections or quarters using clips provided.

### 5 FULL LENGTH HAIR APPLICATION OR 5 REGROWTH APPLICATION



Apply the colour mixture to the hair at the front hairline and centre part line of the hair and to the roots in sections to ensure the roots are fully covered.

After the roots are covered in each section, undo the hair clips and apply the colour mixture down the full length of the hair.

 LEAVE FOR 35 MINUTES  
+ 10 minutes for stubborn greys


### 6 RINSE

Rinse well until water runs clear.

This application is recommended for hair that is already coloured permanently and regrowth is visible.

Use the tint brush to apply to the roots/regrowth area only. Leave the mixture for 10 minutes.

After 10 minutes, use the tint brush to apply the remaining colour evenly throughout the full length of your hair.

 LEAVE FOR 35 MINUTES  
(10 minutes on roots & 25 minutes on roots and full length)  
+ 10 minutes for stubborn greys

### 7 COLOUR PROTECTION SHAMPOO AND CONDITIONER

Shampoo your hair with the Colour Protection Shampoo and rinse out thoroughly. Apply the Colour Protection Conditioner into wet hair, leave in for 2 minutes and rinse out thoroughly.

THE SHADE  
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# SAFETY INSTRUCTIONS | PLEASE READ BEFORE USE

## HAIR COLOUR PRODUCTS CAN CAUSE SEVERE ALLERGIC REACTIONS.

- Read and follow instructions for use.
- This product is not intended for use on persons under the age of 16.

## DO NOT COLOUR YOUR HAIR IF:

- you have a rash on your face or sensitive, irritated and damaged scalp,
- you have ever experienced any reaction after colouring your hair,
- you have coloured hair with henna or experienced a reaction to a temporary henna tattoo in the past.

## SAFETY GUIDELINES:

- Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them.
- Do not use to dye eyelashes, eyebrows, beard or moustache or for any other purpose than colouring your hair.
- Keep out of reach of children.
- Keep this instruction leaflet in case you experience a reaction.
- Do not inhale or ingest.
- Prepare and apply in a well-ventilated area.
- Wear the gloves supplied.

## 1. ALLERGY ALERT TEST

Perform an allergy alert test 48 hours before each product use even if you have already used colouring products before.

Perform the allergy alert test: Apply a small amount of the Colour cream in a thin layer on an area of skin sized approximately 1cm x 1cm on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes. Avoid contact with clothes. After 45 minutes, wash the colour off carefully with lukewarm water.

If any reaction occurs during the processing time or during the following 48 hours, you should rinse immediately and not use this product.

The allergy alert test is not a guarantee of avoiding future allergic reactions.

Please consult a doctor if you have any doubts.

## 2. IF DURING COLOURING YOU EXPERIENCE

- Any stinging or burning and/or rash, rinse immediately and discontinue colouring your hair as this may be an indication of a more serious reaction.
- Do not colour your hair again before consulting a doctor or seeking medical advice.
- Rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face, rinse immediately and seek immediate medical attention.

## 3. IF AFTER COLOURING OR ON THE FOLLOWING DAYS YOU EXPERIENCE PROBLEMS SUCH AS

- Skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/ or skin or scalp weeping, seek immediate medical attention and contact the manufacturer on 1800 466 510.

## PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. If the developer or hair colour mixture gets into your eye, (remove contact lens first if applicable) flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not inhale or ingest the product.
- Avoid unnecessary skin contact.
- Remove all metal objects such as clips and hair pins from the hair before colouring and keep them away during colouring. Do not use metal tools.
- Keep developer away from heat and light. Do not mix this colourant with other products. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand or burst).

### QUESTIONS?

For any questions about this product or colouring advice, contact us directly via live chat  
[THESHADE.COM.AU](https://www.theshade.com.au)

**First Aid:** For advice, contact the Poisons Information Centre (Australia 13 11 26) or a doctor. If swallowed, do NOT induce vomiting. If in eyes, hold eyelids apart and flush the eye continuously with running water. Continue flushing until advised to stop by the Poisons Information Centre or doctor, or for at least 15 minutes. If skin contact occurs, remove contaminated clothing and flush skin with running water.