

# NATURTINT®

PERMANENT HAIR COLOUR WITH ANTI-AGEING RESULTS  
100% GREY COVERAGE

FREE FROM

AMMONIA, RESORCINOL, PARABENS, COCAMIDE DEA, SLS, MINERAL OILS, PARAFFIN, SILICONES

ENRICHED WITH NATURAL & ORGANIC PLANT & SEED OILS & EXTRACTS TO GENTLY CARE FOR YOUR HAIR & SCALP

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## OUR HAIR COLOUR HELPLINE

If you have any questions or queries please call our helpline on +44 (0) 345 601 8129 or email [help@naturtint.co.uk](mailto:help@naturtint.co.uk)

Our team of hairdressers and colour technicians are on hand to make sure you get the very best colour results. You'll also find lots of hints and tips for achieving the best results with Naturtint® in our FAQ section overleaf, and many more on our website [www.naturtint.co.uk](http://www.naturtint.co.uk)

## THIS BOX CONTAINS

Everything you need to colour, nourish, repair, strengthen, protect and care for your hair and scalp in one complete treatment:



### NATURTINT® COLOURANT

Enriched with **Meadowfoam Seed Oil** and other natural ingredients to protect and care for your scalp during the colouring process, reducing flaking and dryness. CONTAINS PPD (see website for more information).



### NATURTINT® COLOUR DEVELOPER

(IN APPLICATOR BOTTLE - NOW WITH SNIP TOP LID)

Gently enables the colourant to penetrate deeply into the hair, giving long lasting permanent colour. CONTAINS Hydrogen Peroxide (see website for more information).

**PLEASE NOTE:** Because this bottle is used as the mixing vessel and applicator, it is only partially filled - to allow space for the Colourant (A) to be added and blended.



### NATURTINT® COLOUR FIXING SHAMPOO

Enriched with **Organic Linseed Extract**, rich in omega 3 fatty acids, gently cleanses and moisturises your hair - leaving it smooth, manageable and full of shine. **Organic Rosemary and Eucalyptus Oils** strengthen the hair and help to fix the colour.



### NATURTINT® PROTECTIVE CONDITIONER

Enriched with **Natural Hydrolysed Wheat Proteins** which reduces hair breakage by up to 80%, increasing volume, strength and shine. **Organic Sunflower Extract, Linseed Extract and Lemon Fruit Water** help to detangle your hair, protect it against external hair damage and prolong the life and vibrancy of your colour.



### NATURTINT® ANTI-AGEING CC CREAM

Enriched with **Natural Baobab and Pea Extracts**, which help to combat the main signs of hair ageing. This leave-in cream helps to rebuild your hair's natural keratin and protect your hair from damage, heat, UV and pollution.



### PROTECTIVE GLOVES

To protect your hands from staining during the colouring process.



### INSTRUCTION LEAFLET

Please read the instructions for use carefully.



## NATURAL & ORGANIC INGREDIENTS FOR HEALTHIER HAIR

At Naturtint®, we choose the very best ingredients for our hair colours, selecting natural and organic plant and seed oils and extracts wherever possible, to give you:

### LONG LASTING, NATURALLY RADIANT COLOUR & SHINE



#### Organic Linseed Extract:

Rich in Omega 3 & 9, helps to ensure a long lasting colour that does not fade.

#### Organic Sunflower Extract:

Helps to protect hair from damage caused by free radicals.



### STRONGER, SMOOTHER, SOFTER HAIR



#### Natural Hydrolysed Wheat Protein:

Helps to repair hair fibres from within.

#### Organic Rosemary Oil:

Helps ensure hair fibres are smooth and soft and locks in moisture.



### OPTIMUM SCALP PROTECTION



#### Natural Meadowfoam Seed Oil:

Helps to care for your scalp during the colouring process.

#### Organic Lemon Fruit Water:

Helps to clarify and refresh the scalp.



### HEALTHIER, YOUNGER LOOKING HAIR



#### Baobab Extract:

Helps to provide protection from heat, UV and pollution.

#### Pea Extract:

Helps to rebuild natural keratin and combat the main signs of hair ageing.



# NATURTINT®

CARE FOR YOUR COLOUR, EVERY TIME YOU WASH

Naturtint's Aftercare and Styling Range, enriched with organic plant and seed oils and extracts, has been specifically designed to help maintain the healthy condition of your hair and promote a long lasting colour and shine.

## NATURTINT® COLOUR FIXING SHAMPOO

A frequent-use shampoo for coloured, dry and damaged hair. Formulated with **naturally-derived cleansers** and **Rock Rose** and **Lemon Fruit Waters** to help strengthen and rejuvenate your hair, leaving it moisturised, repaired and nourished - for a long lasting colour and shine.

## NATURTINT® COLOUR FIXING PROTECTIVE CONDITIONER

A highly concentrated frequent-use conditioning treatment for coloured, dry and damaged hair. Formulated with **Organic Shea Butter** and **Sunflower Seed extract** to give natural strength to your hair - for a long lasting colour and shine.

## NATURTINT® ANTI-AGEING CC CREAM FOR COLOURED HAIR

A leave-in intensive anti-ageing and restorative treatment. Formulated with natural and organic plant and seed oils and extracts, **Naturtint's Anti-Ageing CC Cream** helps to combat the main signs of hair ageing and protect your hair from damage, heat, UV and pollution. Your hair's natural keratin is restored, leaving it strong and full of shine. Hair looks and feels younger and your colour lasts longer.

### 7 BENEFITS:

**STRENGTHENS, ENHANCES SHINE, SOFTENS, MOISTURISES, REPAIRS, NOURISHES & REDUCES SPLIT ENDS**



### NEW!

## ECOCERT CERTIFIED NATURAL STYLING PRODUCTS

Add bounce and vitality to your hair with **Naturtint's new Styling Foam**, enriched with **Baobab Extract** and **natural conditioners**, to volumise and hold.

**Naturtint Hairspray** is formulated with natural ingredients that fix the hair giving flexible style and vibrant shine, whilst reducing frizz. **Effective non-tacky hold without build up!**

Extend the time between hair washes with **Naturtint Dry Shampoo**, which contains natural ingredients such as **Rice** and **Barley Starch** that absorb excess oil, freshening hair and adding texture and volume.

## THANK YOU FOR CHOOSING NATURTINT.

**NATURTINT®** is committed to delivering naturally better hair colourants and has been at the forefront of reducing the amount of chemicals in hair colourants for the last 20 years.

**NATURTINT®** hair colours are formulated with **high levels of natural ingredients, including organic plant and seed oils and extracts.** It's our mission to find new, naturally better, more gentle ingredients that care for your hair and scalp, give your hair radiant colour and shine and respect the environment.

With **Naturtint's Permanent Hair Colours** you can choose to enhance your natural colour, darken your hair or lighten it by up to 2 shades. Select from 30 shades, ranging from **Ebony Black** to **Light Dawn Blonde**, each one mixable with another to create an endless spectrum of colours.

Please remember, anyone can be sensitive to a whole manner of ingredients - both natural and synthetic - and allergies can develop at any time. For this reason it is very important that you read this instruction leaflet carefully and perform your own skin sensitivity test every time you colour your hair.

For more information please visit [www.naturtint.co.uk](http://www.naturtint.co.uk)

## SAFETY INSTRUCTIONS: READ AND FOLLOW INSTRUCTIONS BEFORE USE



### WARNING HAIR COLOURANTS CAN CAUSE SEVERE ALLERGIC REACTIONS

This product is not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase your risk of allergy. 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 experienced a reaction to a temporary "black henna" tattoo in the past.

Contains phenylenediamines and hydrogen peroxide.

The proportion for mixing colourant and colour developer must always be 1:1

### SPECIFIC CAUTIONS

If you experience a reaction during the application, such as stinging, burning, irritation or a rash on the scalp, rinse immediately and discontinue use. If you experience difficulty breathing, a rapidly spreading skin rash, dizziness or faintness and/or swelling to eyes/face, seek immediate medical attention. Before colouring your hair again you should consult a doctor.

- Keep out of reach of children.
- Always wear the gloves provided.
- Avoid contact with eyes. Rinse immediately if product comes into contact with them with plenty of water. Visit your doctor if irritation persists. (If you wear contact lenses, remove them before rinsing).
- This product is designed for use on the scalp area only. Do not use to dye eyelashes or eyebrows or any other areas of hair, such as facial hair.
- Avoid any unnecessary contact with the skin.
- Do not inhale or ingest the product.
- Prepare and apply the mixture in a well-ventilated area.
- If your hair has been permed, bleached or relaxed recently, wait at least 2 weeks before applying Naturtint® Permanent Hair Colour.
- Always complete the colour strand test to check you will achieve your desired colour result.
- If, during the days following application, you experience itching, redness, spots, swelling, blisters and/or oozing of the eyes, face and/or scalp seek medical attention.
- For all questions concerning your individual sensitivity, consult your doctor.

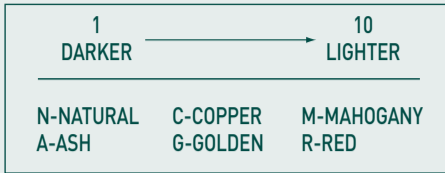


READ ALL INSTRUCTIONS FOR USE COMPLETELY AND THOROUGHLY AT LEAST ONCE BEFORE YOU BEGIN THE COLORING PROCESS, PAYING PARTICULAR ATTENTION TO THE SAFETY WARNINGS AND SPECIFIC CAUTIONS OVERLEAF.



## OUR SHADE CODING EXPLAINED

Each Naturtint® hair colour is given a shade code, which is in line with hair salon industry standards and typically consist of a number followed by a letter.



**ASH (A)** shades will add a cool tone to your hair and are ideal for counteracting 'brassiness'.

**COPPER (C) & GOLDEN (G)** shades will add warmth to your hair whilst the **MAHOGANY (M) & RED (R)** shades will add vibrancy - ideal for those looking for a more striking or fashion led look.

**NATURAL (N)** shades are the best for covering grey hair because they provide a more natural looking result. Grey hair has lost its natural pigment and can soak up hair dyes more readily - meaning brighter shades can sometimes look unnatural. The **NATURAL (N)** shades will give a more uniform look to your hair colour.

## FREQUENTLY ASKED QUESTIONS

### How long will it take to colour my hair with Naturtint®?

It usually takes 30-40 minutes, once the colour has been applied.

### Will Naturtint® cover my grey hair?

Yes, Naturtint® covers 100% of grey hair from the first application. For best results when colouring grey hair choose a colour from the Natural shades. Mahoganies and Coppers can be used on grey hair but may appear too bright if used on their own. To achieve a uniform and natural looking colour with an M or C shade, mix it with a similar numbered Natural shade before applying (i.e. If your desired shade is 5M, mix with 5N).

### Can I use Naturtint® to colour my roots only?

Yes, if you just want to colour your roots you may not need to use the whole box. Simply mix the required amount of colourant and developer (in equal measures in a glass or plastic bowl) and apply to the desired area. Only mix up as much as you need. **DO NOT** save any prepared mixture. Always ensure the lids are securely returned to the unmixed Colourant and Colour Developer Bottles and that they are stored safely, in a cool dry place, until your next application.

### Can I use Naturtint® if I have been using another permanent hair colourant?

Yes, although we recommend you carry out a colour strand test to check your expected colour result before applying the full colour.

### Can I lighten my hair with Naturtint®?

Yes, but we do not recommend choosing a tone that is more than 2 shades lighter than your current one. For example, if your hair colour is currently 3N it would be possible to go to 5N. Lighter colour results could be achieved on subsequent applications.

### Can I use Naturtint® if my hair has been previously coloured with henna or a progressive colour?

Yes, but only after the colour has completely grown out/been removed.

### Can I apply Naturtint® on permed, relaxed, chemically straightened or bleached hair?

Yes, but you should wait at least 14 days before applying the colourant and ensure your hair has been shampooed at least once. Permed, relaxed or chemically straightened hair is more porous and may require a shorter development time. As bleach removes your natural pigment you may need to put back some warm tones during the colouring treatment. A colour strand test will help you identify the colour and development time required for your hair.

## BEFORE YOU START- CHECK YOUR SKIN SENSITIVITY AND EXPECTED COLOUR RESULT BY COMPLETING THE FOLLOWING 2 TESTS:

### SKIN SENSITIVITY TEST

Any cosmetic product can cause an unexpected allergic reaction and, for this reason, a skin sensitivity test must be carried out before each and every use, for 48 hours, before colouring your hair - even if you are a regular user of hair dyes. If your scalp is irritated, or you have damaged or broken skin, do not complete the skin sensitivity test and do not colour your hair until your scalp is fully healed. Be aware that even if a sensitivity test has been carried out you may still experience an allergic reaction when you colour your hair. The sensitivity test is an important precaution but it is not a guarantee to avoid future allergic reactions.

#### HOW TO PERFORM A SKIN SENSITIVITY TEST:

- 1 Remove any earrings. Cleanse a small area (1-2cm) of skin behind your ear and on your inner elbow and dry gently.
- 2 Put on the gloves provided and carefully unscrew the caps from the Colourant (A) & the Colour Developer (B) bottles.
- 3 In a plastic bowl, using plastic utensils, mix a small amount (in equal measures) of the Colourant (A) & the Colour Developer (B) until totally blended. Do not use a metal bowl or metal utensils. Reseal both bottles immediately to preserve the contents ready for full application 48 hours later.
- 4 Using a cotton bud, apply the mixture to the cleansed area behind your ear and on your inner elbow and allow it to dry.
- 5 Then apply 2 more layers, each time allowing the areas to dry in-between.
- 6 Leave the test mixture on the skin for at least 48 hours without washing, covering or touching the test area.
- 7 If you experience any signs of a reaction, such as swelling, redness, blistering, rash or itching, in or around the test area, you are sensitive to one or more of the ingredients within the formula - **RINSE IMMEDIATELY AND DO NOT USE THIS PRODUCT ON YOUR HAIR.**

### COLOUR STRAND TEST

Your final colour result will depend on the colour, thickness and overall condition of your hair. To ensure you will be pleased with your Naturtint® colour, we advise you to carry out a colour strand test to identify your expected final colour result and the development time required to achieve it.

#### HOW TO PERFORM A COLOUR STRAND TEST:

- 1 Use the same mixture you prepared for your skin sensitivity test.
  - 2 Cut a small section of your hair from the root (approximately 3cm wide) and, wearing the gloves provided, completely cover with the mixture.
- TIP: secure the strands of hair at one end with some sticky tape.**
- 3 Rinse the hair clean after 20-30 minutes. In the case of stubborn grey, or to achieve a more intense colour, leave the mixture for a further 5-10 minutes.
  - 4 Gently dry the section of hair to reveal your colour result, remembering to take a note of your hairs specific development time.

#### COLOUR STRAND TEST RESULTS:



- If the colour result is too dark reduce the development time for your full colouring process.
- If the grey coverage is insufficient increase the development time to a maximum of 40 minutes.
- If the colour result is too light, we recommend you choose a darker shade.

## INSTRUCTIONS FOR USE - FOLLOW THESE STEPS TO ACHIEVE YOUR HAIR COLOUR

If your sensitivity test (see BEFORE YOU START section above) showed no reaction then you can now colour your hair. Although very unlikely, you may still go on to have a reaction during the full colouring process. Please read the specific cautions section of this leaflet carefully.

### STEP 1: PREPARE AND MIX UP YOUR COLOUR

Ensure your hair is dry and clean, as a build-up of styling products can affect your colour result. We recommend colouring your hair the day after washing, to allow some of the scalp's natural oils to be produced. This will further help protect your scalp during colouring. Comb your hair before application. **Always wear the gloves provided and ensure you have all the utensils you may need to hand.**

- 1 Protect your shoulders with a towel to prevent accidental staining of your clothes. You may also wish to protect the immediate surrounding area, especially any carpets or fabric, as permanent staining may occur if colour mixture is accidentally spilt.
- 2 Put on the gloves provided and keep them on during the whole colouring process.
- 3 Unscrew the caps of both the Colourant (A) and the Colour Developer (B). Pour the total contents of A into B and replace the cap of B. NOTE: If you are colouring short hair or roots only, please see the \*TIP below before mixing, and follow OPTION 2 below.
- 4 Shake the Applicator Bottle (B) well for 2 minutes until the mixture is totally blended.
- 5 If you are using the Applicator Bottle (B) to mix and apply, IMMEDIATELY cut off the tip of the nozzle and progress to STEP 2: APPLY YOUR COLOUR.

#### CAUTION:

Do not point the bottle towards your face while opening or using.

Do not squeeze or put pressure on the Applicator Bottle (B) until it is completely open.

Take extra care when handling the contents of the bottle.

Do not leave the cap closed after mixing the Colourant and Developer as the container may burst.

Never store any prepared mixture - dispose of it immediately.

\*TIP: FOR COLOURING SHORT HAIR OR ROOTS ONLY. If you are only colouring a small amount of hair you can mix a smaller amount of colourant and developer in a plastic bowl and apply using a brush. The ratio should always be 1:1. Immediately replace the caps. **You can keep any UNMIXED product for your next application.** Always store any unused Colourant and/or Developer in their original containers with the caps tightly secured.

### STEP 2: APPLY YOUR COLOUR

#### OPTION 1: FULL HEAD

Recommended if you are colouring your hair for the first time, you have significant regrowth, or you are dramatically changing your colour.

- 1 Using gloved hands, first apply the mixture to your roots, using the tip of the Applicator Bottle (B) to part your hair into small sections.
- 2 Immediately massage the remaining mixture through the rest of your hair, to ensure the colourant is evenly spread.
- 3 Leave to develop for 30 minutes.

To achieve a more intense colour, or to cover stubborn grey, increase the development time to a maximum of 40 minutes.

TIP: if you regularly (every 4-6 weeks) colour your hair with the same shade there is no need to cover the full length of your hair for the full development time. Simply colour your roots and then run the colour through the lengths of your hair for the last 5-10 minutes of your application. This will help to ensure an even result and add radiant shine.

#### OPTION 2: SHORT HAIR/ROOTS ONLY

Recommended if you are staying close to your previous colour and/or just want to cover regrowth of your natural colour in the root area.

- 1 Using gloved hands, pour your required amount of colourant and developer in to a plastic bowl and mix with a brush for 2 minutes until totally blended. Apply enough mixture to cover your roots using the brush.
- 2 Massage the mixture into your roots and leave to develop for 20 minutes (30 minutes if you have stubborn grey).
- 3 Then, using gloved hands, massage the remaining mixture throughout the rest of your hair and leave for a further 5-10 minutes.

To achieve a more intense colour, or to cover stubborn greys, increase the development time to a maximum of 40 minutes.

### STEP 3: RINSE, CLEANSE, CONDITION AND PERFECT Complete your colouring treatment with our trio of sachets.

**RINSE:** Once you have reached your desired development time, using gloved hands, gently massage your hair whilst thoroughly rinsing it with warm water until the water runs completely clear. Then use Sachets 1, 2 and 3 as instructed in the following steps.

**TIP:** At this point, and before applying the shampoo, carefully massage the hair line to remove any potential colour stain.

- 1 **CLEANSE:** Apply NATURTINT® Colour Fixing Shampoo (Sachet 1) to gently cleanse and moisturise your hair, returning it to its natural pH balance. Gently massage into a lather. Rinse and repeat. Leave for 1 minute and rinse thoroughly.

- 2 **CONDITION:** Gently squeeze excess moisture from your hair. Then apply NATURTINT® Protective Conditioner (Sachet 2) to help detangle your hair, add strength and boost shine. Gently massage through from the roots to the tips. Leave for 2-5 minutes and rinse thoroughly.

- 3 **PERFECT:** Towel dry your hair. Apply a small amount of NATURTINT® Anti-Ageing CC Cream (Sachet 3) to help combat the main signs of hair ageing. Gently massage the cream through from the roots to the tips then comb through. Dry and style as normal. **No need to rinse.**

### STEP 4: CARING FOR YOUR COLOUR

To continue to care for and protect your hair use Naturtint's full range of aftercare and styling products which have been specifically developed for coloured hair. See overleaf for the full range.



Folleto guante

060413UF0002

Tamaño abierto: 260x430 mm

Impresión a una tinta

PANTONE 3302C

28-05-2019