NATURTINT®
Permanent Hair Color Gel
Expert Color & Care

Colors inspired by nature

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THANK YOU FOR CHOOSING NATURTINT®

Laboratorios Phergal thanks you for choosing **NATURTINT®**, the leading permanent hair color without ammonia. In a single application, this gentle formula combines the shine and long-lasting effectiveness of permanent hair color, while covering up to 100% of your grays.
Naturtint® provides OPTIMUM CARE and OPTIMUM COLOR for more vibrant-looking hair.
With Naturtint® Permanent Hair Colors you can choose to enhance your current color, darken, or lighten your hair up to 2 shades at a time.
Select from 44 shades, ranging from Ebony Black to Light Dawn Blonde, each shade is mixable with other Naturtint® shades to create an endless spectrum of colors.
Please remember, anyone can be sensitive to a whole manner of ingredients and allergies can develop at any time. For this reason, it is very important that you read these instructions carefully and perform the skin sensitivity test described here every time you color your hair.

For more information, please visit **www.naturtintusa.com**

THIS BOX CONTAINS: Everything you need to color, nourish and care for your hair and scalp in one complete treatment.

1 NATURTINT® COLORANT
Ammonia-free hair color is the secret to beautiful, healthy-looking hair.

Naturtint® Colorant

2 COLOR DEVELOPER
Enables the colorant to penetrate deeply into the hair, giving long-lasting permanent color.
PLEASE NOTE: Because this bottle is used as the mixing vessel and applicator, it is only partially filled to allow space to add and blend the Colorant.

Color Developer Applicator Bottle

3 QUINOA MASK
Formulated with 99% naturally-derived ingredients, this mask moisturizes and enhances shine, while nourishing your hair from root to tip. There is enough quantity to repeat the application in subsequent weeks to prolong the vibrancy and intensity of your Naturtint® color.
Remove the foil seal before putting on the gloves and apply this mask after the coloring has been thoroughly rinsed out.

Quinoa Mask Conditioner

4 PROTECTIVE GLOVES
Prevents staining during the coloring process. You will find the gloves attached to this instruction leaflet.

Protective Gloves

5 INSTRUCTION LEAFLET
Please read carefully before use.

Instruction Leaflet

OUR SHADE CODING EXPLAINED

Each Naturtint® hair color has a shade code, which aligns with hair salon industry standards. Typically, this code has a number to indicate the lightness level, followed by a letter to indicate the color category.

1 DARKER		10 LIGHTER
N-NATURAL	C-COPPER	M-MAHOGANY
A-ASH	G-GOLDEN	R-RED
		W- RADIANT

ASH (A) shades add a cool tone to your hair and are ideal for counteracting 'brassiness'.
COPPER (C) & GOLDEN (G) shades add warmth to your hair whilst the MAHOGANY (M), RED (R) & RADIANT (W) shades add vibrancy - ideal for a more striking or fashion-forward look.
NATURAL (N) shades are the best for covering gray hair because they provide a more natural-looking result. Gray hair has lost its natural pigment and can soak up hair dyes more readily. This means brighter shades can sometimes look unnatural. The NATURAL (N) shades give a more uniform look to your hair color.

FREQUENTLY ASKED QUESTIONS

How long will it take to color my hair with Naturtint®? It usually takes 30-40 minutes, after the color has been applied.
Will Naturtint® cover my gray hair? Yes, Naturtint® covers all normal gray hair with the first application. For best gray coverage choose a color from the Natural shades. Mahoganies and Coppers can be used on gray hair but may appear too bright if used on their own. To achieve a uniform and natural-looking color on gray hair with an M or C shade, mix it with a similarly numbered Natural shade before applying. For example, if your desired shade is 7M, mix with 7N.
Can I use Naturtint® to color my roots only? Yes, if you just want to color your roots, you may not need to use the whole box. Simply mix the required amount of colorant 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. Make sure to secure the lids to the unmixed Colorant and Color Developer Bottles and store them in a cool, dry place until your next application.
Can I use Naturtint® if I have been using another permanent hair colorant? Yes! However, we recommend that you carry out a color strand test before applying the full color to make sure it's the color you want.
Can I lighten my hair with Naturtint®? Yes, but we recommend choosing a tone that is only one or two shades lighter than your current shade. For example, if your hair color is currently 3N, the very lightest you can go is 5N.
Can I use Naturtint® if my hair has been previously colored with henna or a progressive color? Yes, but only after the color has completely grown out/been removed.
Can I apply Naturtint® on permed, relaxed, chemically straightened or bleached hair? Yes, but you should wait 14 days before applying the colorant and ensure that 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 coloring treatment. A color strand test will help you identify the color and development time required for your hair.
How long do I need to wait between coloring with Naturtint®? For best results, we recommend waiting at least 2 weeks between coloring.

BEFORE YOU START, please complete the following necessary 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 48 hours before coloring 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 color 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 color 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 or on your inner elbow and dry gently.

2 Put on the gloves provided and carefully unscrew the caps from the **Colorant** & the **Color Developer** bottles.

3 In a plastic or glass bowl, using plastic utensils, mix a small amount (in equal measures) of the **Colorant** & the **Color Developer** until totally blended. Do not use a metal or ceramic bowl or metal or ceramic utensils. Reseal both bottles immediately to preserve the contents for a full application 48 hours later.

4 Using a cotton swab, apply the mixture to the cleansed area behind your ear or on your inner elbow and allow it to dry.

5 Repeat the application two more times, allowing the area to dry between applications.

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.** We recommend that you follow up with a medical professional in order to determine what you may be allergic to.

COLOR STRAND TEST

Your final color result will depend on the color, thickness, and overall condition of your hair. To ensure that you are pleased with your Naturtint® color, we recommend the following test so you can see the results and determine the best processing time before a full application.

HOW TO PERFORM A COLOR STRAND TEST:

1 Put on the gloves provided and carefully unscrew the caps from the **Colorant** & the **Color Developer** bottles. In a plastic or glass bowl, using plastic utensils, mix a small amount (in equal measures) of the **Colorant** and the **Color Developer** until totally blended.

2 Section off a lock of hair at least one-half inch across on your scalp and secure with a hair elastic.

3 Apply the formula to the lock and leave on for about 30 minutes. If your roots contain a high percentage of gray, apply the formula to the root first and process for 10 minutes before applying it to the rest of the lock for the remaining 20 minutes. In the case of stubborn grays, or to achieve a more intense color, leave the mixture on for an additional 5-10 minutes.

4 Thoroughly rinse the lock.

5 Gently dry the section of hair to reveal your color result, remembering to take note of your hair's specific development time.

COLOR STRAND TEST RESULTS:

- If the color result is too dark, reduce development time by 5-10 minutes or choose a lighter shade.
- If the gray coverage is insufficient, increase the development time to a maximum of 40 minutes.
- If the color result is too light, choose a darker shade.

max.40'

SAFETY INSTRUCTIONS: READ AND FOLLOW INSTRUCTIONS BEFORE USE

⚠ WARNING: HAIR COLORANTS CAN CAUSE SEVERE ALLERGIC REACTIONS

Caution - *This product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness.*
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 COLOR YOUR HAIR IF:
- *You have a rash on your face or a sensitive, irritated or damaged scalp.*
- *You have ever experienced an adverse reaction after coloring your hair.*
- *You have experienced an adverse reaction to a temporary "black henna" tattoo in the past.*
- ***Contains phenylenediamines and hydrogen peroxide.***
- *The proportion for mixing colorant and color 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 of the eyes/face, seek immediate medical attention. Before coloring your hair again you should consult a doctor.

- Keep out of reach of children.
- Always wear the gloves provided when handling this product.
- Avoid contact with eyes. Rinse immediately with water if product comes into contact with them. If you wear contact lenses, remove them before rinsing. See a doctor if irritation persists.
- This product is designed for use on the scalp area only. Do not apply to eyelashes or eyebrows as it could result in blindness.
- Do not apply to 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 Color.
- Always complete the color strand test first, to make sure that you can achieve your desired color result.
- Seek medical attention if you experience any of the following after using this product: itching, redness, spots, swelling, blisters, or oozing of the eyes, face, or scalp.
- For all questions concerning your individual sensitivity, consult your doctor.

INSTRUCTIONS FOR USE: Follow these steps for your hair color

If your sensitivity test (see BEFORE YOU START section) showed no reaction, you can now color your hair. Prior to use, please read the SAFETY INSTRUCTION section on the back of this leaflet.

STEP 1: PREPARE AND MIX UP YOUR COLOR

Ensure your hair is dry and clean, as a build-up of styling products can affect your color result. We recommend coloring your hair the day after washing, to give your scalp time to produce oils that help protect it during the coloring process. Comb your hair before application. **Always wear the gloves provided and ensure you have all the utensils you may need at 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 the color mixture is accidentally spilled.

2. **Put on the gloves** provided and keep them on during the entire coloring process.

3. Unscrew the caps of both the **Colorant** and the **Color Developer.** Pour the total contents of the **Colorant** into the **Color Developer bottle** and **replace the cap of the Color Developer.** NOTE: If you are coloring short hair or roots only, please follow OPTION 2 below.

4. **Shake the Color Developer bottle** for 2 minutes until the mixture is totally blended.

5. **If you are using the Color Developer bottle** to mix and apply, **IMMEDIATELY** unscrew and remove the tip of the nozzle and progress to **STEP 2: APPLY YOUR COLOR.**

CAUTION:

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

Do not squeeze or put pressure on the Color Developer Applicator bottle until it is completely open.

Take extra care when handling the contents of the bottle.

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

Never store any prepared mixture - dispose of it immediately.

STEP 2: APPLY YOUR COLOR

OPTION 1: FULL HEAD
Recommended if you are coloring your hair for the first time, you have significant regrowth, or you are dramatically changing your color.

1. **Using gloved hands,** first apply the mixture to your roots, using the tip of the Color Developer bottle to part your hair into small sections.

2. Immediately massage the remaining mixture through the rest of your hair to ensure the colorant is evenly spread.

3. Leave to develop for 30 minutes.

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

OPTION 2: SHORT HAIR/ROOTS ONLY
Recommended if you are staying close to your previous color and/or just want to cover regrowth of your natural color in the root area.

1. **Using gloved hands,** pour your required amount of Colorant and Color Developer in to a plastic bowl and mix with brush or plastic utensil for 2 minutes until totally blended. The ratio for mixing the hair colorant and the developer must always be 1:1. Using a brush, apply the mixture to your roots in sections to ensure complete coverage.

2. Massage the mixture into your roots and leave to develop for 20 minutes (30 minutes if you have stubborn grays).

3. Then, **using gloved hands,** massage the remaining mixture throughout the rest of your hair and leave for an additional **5-10 minutes.**

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

TIP: If you regularly (every 4-6 weeks) color your hair with the same shade there is no need to cover the full length of your hair for the full development time. Simply color your roots and then run the color through the lengths of your hair for the last 5-10 minutes of your application. This will help to ensure an even result and will add radiant shine. Store the remaining unmixed colorant and developer in their original containers with caps tightly secured until your next application.

STEP 3: RINSE AND PERFECT

1. RINSE: After you have reached your desired development time, using gloved hands, gently **massage** the hair while thoroughly rinsing it with warm water until the water runs completely clear. Make sure that no hair color gel remains in the hair.

2. Apply a small amount of the **QUINOA MASK** to your hair while still wet, working from the roots to the tips to ensure all of your hair is covered. This an important step in the application process and will help lock in your new color.

3. After 3-5 minutes, rinse your hair thoroughly to remove the mask. Dry and style as usual.

TIP: The QUINOA MASK contains enough quantity to repeat the application in subsequent weeks to prolong the vibrancy and intensity of your Naturtint® color.

PLANT-BASED INGREDIENTS FOR HEALTHIER LOOKING HAIR
For our Naturtint® hair colors, we choose the very best ingredients, selecting plant and seed oils and extracts whenever possible.

PERMANENT HAIR COLOR ENRICHED WITH

OLIVE OLEIC ACID
Provides **vitality** and **moisturization,** for **smoother, nourished hair**

MEADOWFOAM SEED OIL
Nourishes and conditions the hair for extended **shine** and **color**

QUINOA MASK

QUINOA*
A "complete protein" with all **essential amino acids** that helps to fix the hair color, resulting in longer-lasting and more intense shades

ORGANIC SHEA BUTTER*
Deeply moisturizing and nourishing, thanks to its high concentration of vitamins and fatty acids

BAOBAB PROTEINS*
Nourishes the hair from root to tips, providing vitality, shine and volume for **healthier, younger looking hair**

*Grown and harvested using sustainable practices

USDA CERTIFIED BIOBASED PRODUCT
PRODUCT 79%

Naturtint® Permanent Hair Color exceeds minimum USDA certified biobased content for Hair Styling Products. The USDA Certified Biobased Product label is a certification mark of the U.S. Department of Agriculture. Biobased products are derived from plants and other renewable agricultural and forestry materials. Biobased products are cost-comparative, readily available and perform as well or better than their petroleum-containing counterparts. Biobased products also help us increase our use of renewable resources while decreasing our use of non-renewable resources, such as petroleum. For more information, go to http://www.biopreferred.gov.