

STRATEGY

COLORANT SHAMPOO

MEN

USE INSTRUCTIONS

FOR HAIR, BEARD AND MUSTACHE

- Can be applied like any shampoo and works in only 5 minutes.
- Maintains your original color.
- Works only on the gray hair, providing an uniform and natural color. Choose the shade closest to your hair's natural color or a lighter one in your first application. If you choose a darker base color, you will get a darker reflection.
- Strenghtens the hair fiber making your hair, beard and mustache look healthier and stronger.
- Not stain nor wash away its color.

RECOMMENDATIONS

- Read the instructions respecting the application and waiting times.
- Do the allergy test 24 hours before the application.
- For permed or relaxed hair: wait at least 7 days after perming or relaxing before applying color and shampoo at least once before apply the product.
- For lighter / darker shades, adjust the exposure time.
- In case you currently use a gradual color restorer, interrupt its application, wash your hair daily for at least a week and then switch to Strategy Colorant Shampoo.
- For a first application select a lighter shade to your natural color.

CAUTION

This product contains ingredients which may cause skin irritation on certain individuals and a preeliminary 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. Do not apply if skin is irritated or injured. Use appropriate gloves. In case of contact with eye, wash with water. Keep out of reach of children. It contains ammonia, phenylenediamine, resorcinol, alpha naphhtol and aminophenols. It contains hydrogen peroxide. Discard any unused mixture. Wear a towel to protect clothing. Avoid apply on clothes or any other surface, permanent staining may occur. On skin, rinse with cool water.

ALLERGY TEST

With mild soap and water, wash an area the size of a quarter at the inside bend of your elbow. Let it dry.

Use a cotton swab or tissue to apply a small amount of product from the brown haircolor bottle to the test area. Once it is dry, do not wash, cover or disturb for 48 hs.

Examine test area at 24 and 48 hour later. If no reactions occur you can proceed to color your hair. In case you see reddening or feel burning or other irritation, wash the area immediately and do not use the product or any permanent haircoloring.

COLOR TEST

If your hair was permed or relaxed, or if you simple want to preview colorant shampoo results before its application in all your hair, follow the above steps:

1. Apply colorant shampoo mixture in a strand of dry, gray hair.
2. Leave in mixture for 5 minutes.
3. Rinse and dry the strand to preview your color result.

CUSTOMER SERVICE

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USE INSTRUCTIONS

PREPARATION

1

PUT ON PLASTIC GLOVES TO PREVENT NAIL STAINING.

2

POUR ENTIRE CONTENT OF "NATURAL COLOR" INTO THE "APPLICATOR" BOTTLE. SHAKE THE MIXTURE WELL UNTIL IT THICKENS.

3

CUT THE APPLICATOR TIP AND APPLY IMMEDIATELY ON YOUR HAIR, BEARD OR MUSTACHE

APPLICATION

FOR HAIR

FIRST TIME

1. Apply the product to dry, non washed hair. Start the application at temples, hairlines or wherever hair is grayest. Next apply to the roots, parting hair into strands and then extend the mixture to lengths.

(To keep some gray at the sideburns or temples, apply to those areas last and wipe away mixture right after.)

2. Lather in like shampoo, making sure to cover all parts.



3. Do not add water. If haircolor gets on skin, wipe it with a damp paper towel.

4. EXPOSURE TIME

Start timing after the application is completed. Wait five minutes. If you want to obtain a darker color than the one you chose or if you have resistant hair and need more development time, please let color act for no more than 15 minutes.

(continue to final step).

5' MIN. 5'

APPLIED THE PRODUCT WITHIN THE LAST 3 TO 6 WEEKS

A DIFFERENCES BETWEEN ENDS AND ROOTS

1. Apply quickly to dry hair that hasn't been washed.
2. Apply firstly only on roots.
3. Wait 5 minutes. Then comb mixture through all your hair, wiping excess mixture from comb into hair.
4. Do not add water.
5. Wait one more minute (continue to final step).

B IF YOU HAVE A UNIFORM COLOR

1. Apply quickly to dry hair that hasn't been washed.
2. Apply mixture on entire hair uniformly.
3. Wait 5 minutes. (continue to final step).

C IF YOU HAVE HIGH PERCENTAGE OF GRAY HAIR

1. Apply quickly to dry hair that hasn't been washed.
2. Apply mixture on roots an then on entire hair uniformly.
3. Wait 5 minutes. (continue to final step).

FOR BEARD OR MUSTACHE

FIRST TIME

1. Apply the product to dry, non washed beard or mustache.
2. Apply by massaging gently with the tips of your fingers and with the help of a comb open the area. Avoid contact with the skin.
3. Do not add water. If haircolor gets on skin, wipe it with a damp paper towel.

4. EXPOSURE TIME

Wait five minutes. If you want to obtain a darker color than the one you chose or if you have resistant beard or mustache and need more development time, please let color act for no more than 15 minutes. (continue to final step).

APPLIED THE PRODUCT WITHIN THE LAST 3 TO 6 WEEKS

Apply as the first time.

FINAL STEP

Once development time is over, add a little warm water and work into lather.



Rinse thoroughly until water runs clear. Then, dry your hair as usual. Wash skin stains with soap and water. For resistant skin stains, use cold cream or peroxide. Discard any unused mixture.