

# STRATEGY

## PROGRESSIVE

### HAIR FIBER RE-PIGMENTATION LOTION

MEN

#### USE INSTRUCTIONS

- Covers gray hair progressively.
- The different hair color is due to its natural melanin pigments, protein that gives the color.
- The grays appear when the melanin production decreases.
- Strengthens the hair fiber making your hair look healthier and stronger.
- Not stain nor wash away its color.
- Leave your hair softer, more voluminous and easy to comb.

#### RECOMMENDATIONS

- Read the instructions respecting the time of application and expected.
- Do the allergy test 24 hours before the application.

#### 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. Do not apply if skin is irritated or injured. In case of eye contact, wash with water, keep out of reach of children. 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 bottle labeled "Natural Color" to the test area. Once it is dry, do not wash, cover or disturb for 48 hrs. Examine test area at 24 and 48 hours 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.

#### A USE INSTRUCTIONS

##### PREPARATION

1

SHAMPOO YOUR HAIR AS USUAL.

2

DRY BEFORE APPLICATION.

3

SHAKE BOTTLE UNTIL LOTION GETS TOTALLY BLENDED.

#### B APPLICATION

1. Pour a small amount of lotion in your hand.
2. Lather in on the gray area you want to restore your color. Apply enough product so that your hair look slightly wet. Do not rinse. Comb your hair as usual and then wash your hands.



#### ESSENTIAL ADVICES

- Wash any spatter of product quickly.
- During the first application period we recommend to use a soft shampoo.

#### REMEMBER

- If you have thin hair, color will be restored faster.
- As blonde hair contains less amount of melanin, natural color is recovered quicker than or dark hair.
- You will not obtain quicker results by applying more quantity of product or by using it more frequently.

#### SHAMPOOING

During the period of time when you apply the product daily, we recommend to shampoo your hair only once a week. Frequent shampoos may delay the desired results. Once you've reached the desired color you can wash your hair as many times as you want.

Once you've reached your natural hair color, you may use Strategy Progressive 2 or 3 times per week to maintain it. Your hair will absorb only the quantity of lotion necessary to start the repigmentation process.