

COLOUR FOR LONGER INSTRUCTIONS.

Please Read

The Colour Stabiliser and Protector

Did you know peroxide and trace elements from colourants, lightening and other chemical products can remain active in the hair for up to 72 hours following a hair treatment? This can cause a phenomenon known as 'Creeping Oxidation' whereby the hair continues to alter beyond the desired level. Quite often colourant users can find their hair has a warm or coppery hue which wasn't initially there or feels dry and even porous after initial washing. By comparison, oxidation can also be evoked in the hair by exposure to sun, water and even the atmosphere. When excessive oxygen enters the hair it can attach itself to artificial colour molecules and cause them to fade unnecessarily. In those severe cases the hair can become excessively dry and even damaged if additional heat or peroxide based products are subsequently applied. Oxidation is bad

news for artificial hair colour molecules and the culprit for most of the fading seen in both home and salon colours.

Colour For Longer is an Anti-Oxidant Stabiliser which not only counteracts Oxidation, but also balances the hair's natural pH level and ensures it remains in optimum health whilst deterring artificial colours from fading. The Colour For Longer formula works by reversing the oxidation process. Vitamin E prevents the production of oxygen and neutralises its potency in the hair, whilst ionised water introduces further stabilising anti-oxidation ability. Both these ingredients combined ensure those artificial colour molecules are left intact and neither destroyed by additional lightening nor flushed from the hair completely when washed.

Colour For Longer:

- **Stabilises newly applied (peroxide based) colours to ensure 'Creeping Oxidation' does not occur and the hair retains the desired shade and condition.**
- **Has UV protection to prevent against sun damage.**
- **Prevents warm or copper hues appearing in dark or brunette shades.**
- **Can be used after Colour Correction treatments to prevent re-oxidation.**
- **Can be used as a Colour Buffer on damaged and very porous hair (prior to permanent colourant application) to prevent 'colour grabbing' and over development.**

Colour For Longer can also be used whenever desired (following washing) to not only prevent oxidation occurring in the hair, but to retain artificial hair colour and maximize hair health. The rich, creamy Colour For Longer formula hydrates and replenishes lost moisture with key ingredients such as honey and wheat protein to not only save colour, but encourage health, shine and vitality in the hair.

Directions

After removal of your colourant apply a walnut sized amount of Colour For Longer into your palm and apply to damp (towel dried) hair. Comb through and leave for five minutes to fully absorb, rinse thoroughly and style as normal. For a regular and effective hair clarifying and colour protection treatment apply Prepare For Colour to the hair followed by Colour For Longer, leave Colour For Longer to develop for 1 minute and rinse thoroughly and style as normal.

Colour For Longer can also be used as a 'Leave In Hair Sun Screen' ideal for the beach or in hot climates. Simply apply a walnut sized amount of Colour For Longer to the hair, comb through and leave to dry naturally. The UV protection within Colour For Longer will shield against harmful rays and protect both the hair colour and health in one easy step.

Please Note

Colour For Longer may be ineffective at preventing colour fade or oxidation when the hair is incredibly dry, damaged or excessively porous. In cases where the hair has been damaged with heat appliances, bleaching, continual colouring and chemical texture services (such as perming and relaxing) the cuticle layer may be impaired or even destroyed. In these instances the hair's natural fibres will have been exposed to excessive amounts of oxidation and UV and it may no longer be possible for the hair to retain colour as desired. In such circumstances users may find their hair 'stains' when coloured, or the colour fades in the three to four washes following application. Using Colour For Longer will help this issue and give added protection and hydration to the hair, but it may not be able to stabilise colour results as fully as desired.