

# HAIR COLOUR REMOVER INSTRUCTIONS.

## IMPORTANT, PLEASE READ!

### About Your Colour Correction

Thank you for purchasing Hair Colour Remover. You are no doubt incredibly keen to begin your colour removal process and rid yourself of that unwanted hair colour. HOWEVER – don't jump in just yet. Please read this information at least twice before commencing your colour removal. Remember you are correcting your hair colour so it's vital you understand every step of the process. A little time at this stage will lead to a hair colour you are really happy with.

### About Hair Colour

Hair Colour Remover reverses your hair colouring process. A permanent hair colour works by depositing small artificial pigment molecules inside your hair. If you think of your hair as a swimming pool imagine those artificial pigment molecules as hundreds of marbles. However, all permanent hair colour requires hydrogen peroxide to create that permanent result. Peroxide causes something called 'oxidation' meaning the hydrogen peroxide 'oxidizes' when the air hits it and causes those artificial hair molecule marbles to expand to the size of colourful footballs and become trapped inside that swimming pool (your hair). It's a little like popcorn expanding and 'popping' as you heat it. Because those colour molecules have expanded they simply cannot be washed from the hair – no matter how hard you try – they are trapped and permanent.

### How Does Hair Colour Remover Work?

Hair Colour Remover works by literally reversing the above process. When intermixed (and applied to the hair), parts A and B of Hair Colour Remover are able to shrink those big (football) artificial hair colour molecules back to their original (marble) size.

The most important step of the Hair Colour Remover process is the Buffering and rinsing stage. Whilst you have successfully shrunk the colour molecules back to their 'pre-permanent' size, they still remain inside the hair. If you do not completely flush them out, the air (oxygen) will cause them to oxidize and expand again – returning your hair to its previous dark colour. Therefore you must ensure the Buffer (Part C) is used and your hair is rinsed for at least ten minutes, before, during and after applying this post treatment Buffer.

### What Hair Colour Remover Cannot Do?

Hair Colour Remover can only remove artificial pigment from the hair. If your hair has been subjected to high lifting tints or bleaches your natural pigment has been lightened and altered. It will not be possible to restore your natural hair colour pigment by using Hair Colour Remover. In these instances (and if your original natural colour is desired) you should re-colour your hair (initially) using a semi-permanent hair colourant which is one shade lighter than your original colour. In addition, all permanent and even semi permanent hair colourants contain peroxide. Even when a very dark or black result has been achieved, your own (natural) hair colour may have been lightened. Although most permanent hair colours (when darkening) only lighten by a tiny amount, there are some colourants which contain higher strengths of peroxide and lighten much more. If your hair has received multiple colour applications (either from permanent or semi-permanent products) it has been exposed to peroxide on more than one occasion. Therefore (once you have successfully removed your unwanted hair colour) you may notice a warm, brassy or even copper tone to the hair – which is often more predominant near the roots (due to heat from the scalp accelerating the previous colour). This can be remedied by applying a Level 1 temporary hair colour in your desired shade. If you wish to stay at the revealed lighter level but want to eradicate the warm tone, simply apply an ash toned temporary hair colour one shade lighter than your desired shade. If your hair is blonde and just appears brassy you can easily resolve this by washing the hair in a violet based blonde shampoo.

**\*\*\*Cuticle staining\*\*\*** Whilst Hair Colour Remover can reverse and remove the artificial pigment molecules deposited inside your hair, it cannot remove cuticle staining. High fashion colours such as blue-black, red, purple, green etc can all stain the cuticle and make removal much harder. Some standard red shade permanent hair colours also rely on cuticle staining to achieve their result. Hair colourants which contain Henna also stain the cuticle and cannot be removed by Hair Colour Remover. Herbal and plant based colours (found in health food shops) may also use Henna derivatives which Hair Colour Remover will be ineffective at removing. Always check your previous method of hair colouring prior to using Hair Colour Remover.

### Safety

- Protect clothing as Hair Colour Remover can permanently stain both clothes and upholstery.
- Keep out of reach of children.
- Do not mix Hair Colour Remover with other products during procedure.
- Do not apply if skin is broken, abraded or irritated.
- Do not use Hair Colour Remover over henna or gradual colour restorers which contain metallic salts.
- Always conduct a patch test prior to application if you suffer sensitive skin or from allergy.
- Never use on eyelashes and eyebrows. If product comes in contact with the eyes rinse immediately with cold water and seek medical attention.
- Always mix according to instructions. Once mixed do not keep Parts A & B.
- Do not exceed recommended development time.

### Skin Patch Test

If you suffer from sensitive skin or are prone to allergy, a preliminary patch test is recommended. Mix a pea sized amount of Part A and an equal amount of Part B. Using a cotton bud or tissue apply a dab of the mixed product behind the ear. Remove after 24 hours with water and a cleanser. Remove immediately if irritation occurs. If irritation or a reaction is apparent do not conduct a Hair Colour Remover application.

### Hair Strand Test

If you wish to preview results (prior to full head application) conduct a strand test using a small section of hair no more than a centimetre in width. Mix equal parts of A and B (in pea sized amounts) and apply with a cotton bud or tissue to segregated hair. Fully saturate and leave to develop for 30 minutes (Regular) or 60 minutes (MAX). Rinse for five minutes, dry and check result. DO NOT APPLY POST TREATMENT BUFFER (Part C) to hair when strand testing as it could affect results of a subsequent whole head application of Hair Colour Remover.

**Caution.** Always ensure that you conduct the Hair Colour Remover process in a well ventilated room.

## How To Use – Step By Step

### Before you start

- Hair Colour Remover should be applied to dry hair unless you desire an incredibly light/subtle tonal removal (please see Q&A section).
- Make sure you cover nearby surfaces (which could stain) and yourself. NB: To create a cape simply cut a black bin liner along one side and open out. Wrap it around shoulders and secure with a hair sectioning clip at the front of the neck.
- Never use metal combs or bowls to apply Hair Colour Remover. Ensure all products used are plastic.
- Always wear the gloves provided during application.

### STEP ONE – MIXING

- 1) Remove applicator nozzle from Part B (Remover) and pour in entire contents of Part A (Activator). Shake for 30 seconds. If you prefer to apply Hair Colour Remover with a tint bowl and brush, you can do so (at this stage) by pouring the mixed contents of the applicator bottle into the bowl – once above mixing has been undertaken.

### STEP TWO – APPLICATION

- 2) Begin applying the mixed Hair Colour Remover (from the applicator) onto the areas of the hair which need hair colour correction. For precision (and as outlined above) or on shorter hair you may wish to use a tint bowl and brush. In addition you might find it easier to squeeze small amounts of product into the (gloved) palm of your hand and apply with finger tips. Use a large toothed plastic tangle comb to separate sections and ensure even distribution of Hair Colour Remover into the hair.

### STEP THREE – PROCESSING

- 3) Once evenly applied, process for 30 minutes (Regular) or 60 minutes (MAX). It is at this stage the artificial hair molecules are being shrunk. You must ensure the room is not cold and there are no drafts. A cold environment will slow down the rate Hair Colour Remover is able to shrink those artificial colour molecules. If you have very long or thick hair a good tip is to cover in cling film. This will trap the heat and accelerate removal.

### STEP FOUR – FIRST RINSING AND REMOVAL OF THE HAIR COLOUR

- 4) Once the 30 minutes (Regular) or 60 minutes (MAX) processing time has elapsed, the hair will now be ready for the rinsing stage. It is at this point the artificial colour molecules will have shrunk and be capable of being flushed from the hair. But remember these colour molecules are still present within your hair! Begin rinsing with warm water and continue to do so for at least 5 minutes and up to 10 for longer hair. You will find the whole rinsing process more comfortable if you stand in the shower to rinse the hair. Ensure you keep directing the water into your hair and running your fingers through it to release those colour molecules. Use a mobile phone or alarm clock to time your rinsing. The longer and thicker your hair – the more you should rinse.

### STEP FIVE – BUFFERING AND SECOND RINSING

- 5) After you have rinsed the hair for at least 5 minutes, apply Part C Buffer. Lather up well and leave for 1 minute to absorb. After this minute has elapsed continue rinsing the hair with warm water for a further 5 minutes (at least).

### STEP SIX – FINAL BUFFER AND RINSE

- 6) Finally (and after at least 10 minutes of rinsing and buffering) apply the Buffer a second time, lather and rinse just as you would a regular shampoo. After all traces of the Buffer have been successfully rinsed from the hair you may conclude and towel dry

### STEP 7 – NEXT STEPS

- 7) After an application of Hair Colour Remover, 30 minutes (Regular) or 60 minutes (MAX) development and rinsing and buffering for at least 12 minutes your unwanted artificial colour molecules should have been removed from the hair. Ensure the hair is 100% dry before making a judgement on the result (wet hair tends to look darker than dry). If the hair requires further colour removal repeat the application (applying only to areas which need colour correction). Do not exceed 3 Hair Colour Remover applications and always ensure hair is in suitable condition before commencing procedure.

# Questions & Answers

- Q) How soon can I re-colour after using Hair Colour Remover?**
- A) Immediately, due to the Buffer step (Part C) the hair is left at a suitable pH level for safe re-colouring. However, there are several factors which come into play that can dictate how well your next colour application develops. If your previous hair colour application (or applications) have made your hair porous this will become evident after using Hair Colour Remover. If you wish to apply a new colour application to porous hair, always select a semi-permanent product and apply to wet hair, checking the colour's development every few minutes. Porous hair will grab colour faster. To achieve the best results after using Hair Colour Remover re-colour with a Level 1 temporary hair colour in your desired shade, and rest the hair for several weeks before applying the permanent alternative/variant. This allows the porosity in your hair to normalise and take permanent colour evenly.
- Q) My salon wanted to charge me a fortune to correct and re-highlight my hair. Can I use Hair Colour Remover to rid this unwanted dark colour and then visit my salon to have my (usual) highlights re-done immediately afterwards?**
- A) Absolutely. Hair Colour Remover is a home colour correction system. Once you have removed your unwanted dark colour you can immediately ask your salon to re-highlight your hair as they would normally. There is no reason why there should be any conflict and the cost should be exactly the same as you would pay normally for a highlight service.
- Q) The ends of my hair have now gone very blonde – has Hair Colour Remover bleached my hair? I haven't had highlights in over a year!**
- A) Hair Colour Remover hasn't bleached your hair, even though you haven't had highlights in over a year the evidence of them is still present. Hair Colour Remover has simply revealed this old hair. If you want to tone down the blonde ends, apply a semi permanent hair colour 2 shades lighter than your natural (or re-growth) colour and apply to the blonde areas only. The result will be a soft version of your natural colour.
- Q) My blonde hair colour is not too bad, but I don't like the tone – can I use Hair Colour Remover?**
- A) Try a tonal cleansing with Hair Colour Remover Regular. With this method, you mix the product but only apply 1/3 of the bottle to damp hair. Comb the product through and develop for 10 minutes (rather than the standard twenty) and rinse and buffer the hair just as instructed (for regular colour removal). This method of Hair Colour Remover removal is very weak but ideal for removing unwanted tone in blonde hair.
- Q) My hair was really dry before I made my colour mistake, will using Hair Colour Remover make it worse and can I re-colour immediately afterwards?**
- A) Hair Colour Remover won't make your hair condition (necessarily) any worse, but it won't make it any better either. You can use Hair Colour Remover but do not apply a permanent colour immediately afterwards. You need to rest the hair. Instead opt for a level 1 temporary 6 wash colourant (which contains no peroxide or ammonia) and use this in your hair for 4 weeks. Give your hair frequent conditioning treatments too. If after 4 weeks your hair feels in better condition you can upgrade the level 1 temporary colour to a level 2 or 3 permanent or semi-permanent colour. If you do apply a permanent hair colour to dry, porous hair the result may well be darker and more intense than you desired and it could require another colour removal application, so always rest the hair and get that condition back.
- Q) Can I have a perm or straightening on the same day I have used Hair Colour Remover?**
- A) In theory you can (if you haven't re-coloured afterwards). The After Treatment Buffer will leave your hair at a suitable pH to take a perm or straightening satisfactorily. However, both perms and straightening treatments are very stressful to the hair. It is advisable you wait at least two weeks before you undertake them after using Hair Colour Remover.
- Q) I used Hair Colour Remover to remove a black hair colourant and bring back my original blonde shade but although the hair is no longer black, it's still very dark. What can I do?**
- A) Firstly, very dark colours may require more than one Hair Colour Remover application as there is a great deal of artificial pigment which needs to be removed. Secondly the cuticle of bleached blonde or porous hair can stain if a black colourant is laid onto it. In severe cases this staining can prove impossible to remove. Unfortunately, you can only judge how much staining has occurred and how much pigment can actually be removed by conducting a maximum of three Hair Colour Remover (Extra Strength) applications. After this, if dark staining is still present it may be necessary to grow the colour out. Bleaching can remove some stains – but seek professional expertise if you choose this option.
- Q) I followed the instructions exactly, but the brown hair colour I was trying to remove is still on the ends of my hair.**
- A) This sounds like colour build up. When a permanent hair colour has been overlaid on the hair with multiple applications it can take longer to remove. You may want to try Hair Colour Remover on the ends only (processing to the full 60 minutes). Alternatively, if the dark colour is only on the very ends (the last inch or so) it is far easier to not apply another Colour removal – but instead just have the old colour cut out.
- Q) I have now used Hair Colour Remover twice and my brown hair is still the Ginger colour I tried to correct in the first place – why isn't it working?**
- A) Because that Ginger colour IS your hair colour. When brown hair is subjected to the peroxide in lightening colourants it too will lighten and reveal a great deal of warmth. Because your hair was lightened that warm colour you are seeing is actually your natural hair colour pigment. To remedy, you need to apply a hair colourant which is the same shade as your (original) natural colour. Because this will be darker (as your hair was previously lightened) it will cover the exposed warm pigment. Alternatively – try a semi-permanent shade the same depth as your exposed colour – but with ash tone. This may neutralise out the unwanted warmth you can currently see.
- Q) I have re-coloured my hair after using Hair Colour Remover and it has again gone to a really dark unwanted hair colour – why has this happened and can I correct it?**
- A) The good news is you can use Hair Colour Remover again – but opt for Extra Strength. Ensure you rinse for 20 minutes (rather than the suggested 12) and DO NOT use a permanent hair colour to re-colour your hair after Hair Colour Remover. Opt for a level 1 six wash temporary colourant. You must rest your hair and you need to establish exactly what shade works for you before committing to a permanent product. Firstly, did you rinse Hair Colour Remover from the hair (for the instructed time) and use the Buffer? If not, it's possible the original artificial colour molecules were left in the hair. Therefore, when you re-coloured the peroxide in the new application also re-oxidized (expanded) the old colour molecules – making the hair colour look darker than you desired. Secondly, another possibility is your hair is either porous (which causes the hair colour result to appear dark and flat) or you are selecting colours which may seem nice on the box, but in reality are too dark for your preference.
- Q) Why have semi-permanent and temporary colours been suggested so much for re-colouring after using Hair Colour Remover?**
- A) When changing a hair colour you need to be 100% certain you are happy with the shade you have selected. Many permanent colours give hard, dramatic results – if you are not happy with these results you will need to undertake a colour correction (using Hair Colour Remover) to rid them. Subsequently continually re-colouring your hair will weaken it and eventually cause damage. Semi-permanent colours give a reasonably long lasting result but contain less of the strong chemical found in their permanent counterparts. After a colour correction it's far better to use these types of colourants as you will obtain a good result which fades slowly over time. If you like the colour result you have obtained with a semi-permanent you can simply graduate onto the brand's permanent (Level 3) version – to receive exactly the same results but 100% permanent, 6 wash temporary colours (known as 1 bottle/Level 1 colourants) should be used to give colour to hair that needs 'resting'. These 'wash in' colourants contain no harsh chemicals (so hair needs re-colouring every six washes). If your hair feels particularly dry after colour correcting, simply use a temporary colour until the condition has returned and re-colour using a semi permanent (level 2) or permanent (level 3) product. Usually a month is a good time to rest hair.
- Q) I have applied Hair Colour Remover and it has made absolutely no difference to my coloured hair. I just have some degree of removal at the roots.**
- A) Although not exclusively the case, this can occur due to product build up on the cuticle or silicone damage from previous products and colourants. If the hair is coated in heavy conditioners, waxes, shampoo residues and styling aids Hair Colour Remover simply cannot penetrate the cuticle and get to the artificial colour molecules. This is why it's always advisable to wash your hair several times with a build up removing shampoo prior to applying Hair Colour Remover to dry hair. The other reason lack of removal occurs is due to silicone damage. Although many hair products and colourants use silicones these are (in general) completely harmless to the hair. However, if the hair is regularly subjected to heated appliances such as tongs and irons over 230 degrees the silicone can reach boiling point and melt. The silicone then re-hardens and encases the hair in a plastic shell. Hair which has suffered silicone damage has a flat, synthetic shine appearance and commonly the ends will be fluffy or frizzy. Unfortunately there is nothing which can remove this silicone and the effected hair has to be grown out. To avoid this happening in the future, do not use high temperature heats on products which claim to be 'anti fade', 'fade resistant', 'water proof', 'shine enhanced' or 'colour locking'. All of these phrases pertain to use of silicone. In general they give great results but you must not use incredibly high heats on or above 230 degrees in conjunction with them.