

PREPARE FOR COLOUR INSTRUCTIONS.

Please Read

Fantastic Colour Starts with Prepare For Colour

Colourants, chemicals and other hair alteration treatments work by opening the cuticle layer and allowing molecules and elements inside the very centre to alter colour and evoke change. However, residue from styling products, shampoos and conditioners can build up on the hair's surface. Couple this with the use of heavy silicone based style aids, ironing and heat appliances and this residue can literally melt and encase the cuticle layer in a thick residue which can prove impossible to shift with regular shampooing. Subsequently, when you apply those desired colours, chemicals and other hair alteration treatments they are unable to penetrate and open the closed cuticle to evoke any change in the hair – resulting in patchy, inconsistent colour, root glow and in some cases no effect to the hair whatsoever. This can be disappointing, timely and expensive for many – especially when undertaking salon treatments.

Prepare For Colour is a brand new home formula which clarifies the hair and dissolves and removes cuticle surface build up. Use Prepare For Colour to ensure every colour works perfectly. Prepare For Colour can also be used prior to:-

- **Colour Correction**
- **Permanent Straightening**
- **Perming**
- **Deep Conditioning**
- **And as a weekly clarifier**

Prepare For Colour works by dissolving that surface build up, however it also cleanses the cuticle and causes no damage whatsoever to the hair. After using Prepare For Colour your hair will be clarified and free from residue which acts as a barrier between your next home or salon service. Future hair treatments will work at optimum performance and you are guaranteed a great home or salon result time after time. Use Prepare For Colour in replacement of your standard cleansing treatment prior to your colour or hair service. Providing you do not use any other products (conditioning or styling) following use, your hair will be entirely clarified.

Directions

Wet hair thoroughly and apply a walnut sized amount of Prepare For Colour into your palm. Apply to hair and lather – leave for between 2 and 5 minutes depending on build up and hair length. Rinse thoroughly and apply a second amount of Prepare For Colour to the hair, lather well and rinse immediately. **DO NOT CONDITION.** Your cuticle surface will now be clarified and at an optimum level to accept hair treatments.

To prevent cuticle build up and colour fading, use Prepare For Colour once a week followed by Colour For Longer

Prepare For Colour can also be used both to remove temporary hair colours and as a Chlorine Remover after swimming.

For After Colour Hydration and Protection use Colour For Longer

Whilst Prepare For Colour is effective at removal of build up from the cuticle (caused by shampoos, conditioners, styling aids and silicones), it may not be effective at reversing silicone damage. Silicone damage can happen if the hair has been subjected to a large amount of silicone based products which have entered the hair's cortex (its centre). The silicone polymers can often be found in colourants which have 'anti-fade' or 'water resistant' technology. Alone these silicone polymers are perfectly fine, however if an appliance (such as a straightening iron) is used with a very high temperature above 200 degrees this silicone can melt inside the hair and once cool set into a synthetic fibre. This will make it difficult (if not impossible) for subsequent hair products to work effectively on the hair. Whilst using Prepare For Colour regularly can improve this issue in the long term, it may not offer immediate results or enable satisfactory re-colouring.