



The instructions provided by your CLAIROL[®] Hair Colour Experts, will guide you step by step through an easy colouring experience.

BEFORE YOU COLOUR

48 HOURS IN ADVANCE

- 👉 Take the **ALLERGY TEST**
- 👉 Do the **STRAND TEST** to determine your optimal colouring time.
- 👉 Read the entire instruction leaflet before you begin.

USEFUL TIPS BEFORE YOU START

- 👉 To prevent staining, smear a little moisturizer around your hairline.
- 👉 Use a towel to protect your clothes.
- 👉 Apply to dry hair that is free of styling products.
- 👉 Do not shampoo immediately before colouring.
- 👉 If you are deciding between two similar shades, choose the lighter shade for a more subtle result.

QUESTIONS & ANSWERS

- 👉 **What kind of results will I get with Natural Instincts For Men?**
It will blend away all of your gray and restore your natural colour with all of its vitality. Your results will be totally natural-looking.
- 👉 **Is Natural Instincts For Men gentle enough for thinning, easily damaged, permed or relaxed hair?**
Yes, Natural Instincts For Men has been specially formulated with a unique fortifying complex of ingredients like vitamin E, proteins and aloe to protect and condition your hair while colouring. The result is healthy-looking hair that feels thicker and fuller.
- 👉 **Can I use Natural Instincts For Men on my beard, mustache and sideburns?**
Yes, Natural Instincts For Men will blend away grey on your beard, mustache and sideburns. The thick, creamy lotion lets you apply colour where you want it, with no running or dripping. For best results, apply to facial hair first.
- 👉 **How long will my grey coverage last?**
Our long-lasting formula blends away greys for up to 6 weeks.
- 👉 **When's the best time to apply?**
Anytime. Many men like to apply it just before showering.

ALLERGY TEST

Hair colour products may cause allergic reactions, which in rare instances can be serious. Do not colour if you've had a previous reaction. To help minimize your risk it is important to perform the skin allergy test 48 hours prior to every application.

You will need: a cotton ball or swab, a plastic bowl and a plastic spoon.

1. To open, unscrew the entire **Developing Lotion**. (Don't remove the tip.) Then unscrew the cap from the **No Ammonia Colorant** bottle.
2. Mix small, equal parts of the **No Ammonia Colorant** and **Developing Lotion** in a plastic bowl.
3. Tightly recap both the Colourant Bottle and the Developing Lotion.
4. Apply small amount of the mixture to inside of elbow. Allow to dry. Do not wash this area for 48 hours. Use the remaining mixture for the Strand Test (see below).
5. Examine the test area during the next 48 hours.
If no reaction occurs, you are ready to colour.

If a rash or redness, burning or itching occurs you may be allergic and you must not use this product. Retain the product for identification and call 1-800-Clairol.

If during colouring you experience intense stinging or burning and/or a rash, rinse immediately.

Do not colour your hair again before consulting a doctor or seeking medical advice. If you experience shortness of breath, seek prompt medical attention.

STRAND TEST

Do the Strand Test **each** time you color to determine optimal timing and colour results. Perms, relaxers, previous colour, and the sun can affect your results and timing. **You will need: scissors, tape and a clock.**

1. Cut a 1/4 inch strand of your dry hair and tape at the cut end. Dampen with water.
2. Completely cover the hair strand with the mixture remaining from Allergy Test. Start timing.
3. After 10 minutes (8 minutes for permed or relaxed hair), check the strand. If the strand is not the colour you want, return it to the mixture and check the colour every few minutes for up to 20 minutes. Fill in your personal colour time below:

My timing for desired color: _____ minutes

SPECIAL CAUTIONS

- 👉 This product contains ingredients including hydrogen peroxide, which may cause severe irritation and possible permanent eye injury. If the developer or hair colour mixture gets into your eye, flush immediately with a large amount of water and call a doctor or seek medical advice.
- 👉 We recommend removing contact lenses before applying hair colour. If you must wear contact lenses during application and any product gets into your eye, remove the lens first, then flush immediately with a large amount of water and call a doctor or seek medical advice.
- 👉 Never use hair colour on eyebrows or eyelashes or if your scalp is irritated or injured.
- 👉 Prepare and use the product in a well-ventilated area. If you experience inhalation difficulties, move to fresh air.
- 👉 Keep developer in a cool place away from heat and light. Do not mix this colourant with any other products.
- 👉 **KEEP ALL HAIR COLOURING PRODUCTS OUT OF THE REACH OF CHILDREN.**

THIS PACK CONTAINS:



1
No Ammonia
Colorant



2
Developing
Lotion



3
Deep Conditioning
Treatment with Aloe



4
Premium
Men's Gloves

EASY PREPARATION

A. Put on the Premium Men's Gloves provided.

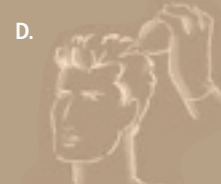
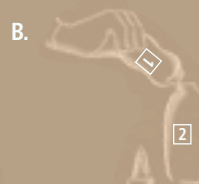
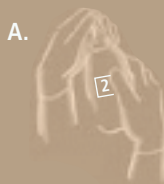
Unscrew the cap from the Developing Lotion **2**.

B. Open the No Ammonia Colorant **1** and pour the entire contents into the Developing Lotion **2**.

C. You need to remove the tip of the Developing Lotion **2** before putting top back on the bottle. Shake well until the colour is totally blended and the mixture thickens.

D. Apply the colour to your dry hair immediately.

Once mixed, never reseal or store the colour in a closed container as it could burst.



HEAD AND FACIAL HAIR APPLICATION

Tips:

- Don't worry if the colour of the mixture on your hair looks different from your desired colour.
- For easier facial hair application, use an old toothbrush.
- Please do not use the toothbrush for any other purpose.

- Wait 24 hours before shampooing to prevent colour loss.

3 EASY STEPS...

Step 1. Apply Colour

- If you are applying colour to both your facial and head hair, apply colour to your beard, mustache, sideburns and temples first.
- Saturate your facial hair using a small amount of the product, avoiding eyebrows, and eyelashes.
- Wipe excess product from skin immediately.
- Use the balance of the product on your head immediately.
- When covering grey start where you have the most grey. Work gently and thoroughly through hair to ensure even distribution.

Step 2. Time it

- Start timing after you have applied product to both your head and facial hair. Wait **10 minutes**. (For more resistant grey, leave on for up to 20 minutes.)

Step 3. Rinse & Condition

- Rinse thoroughly until water runs clear.
- Apply the Deep Conditioning Treatment with Aloe **3** to hair. Leave for 2 minutes and then rinse.
- Use weekly to protect hair and lock in color.



Step 1.



Step 2.



Step 3.