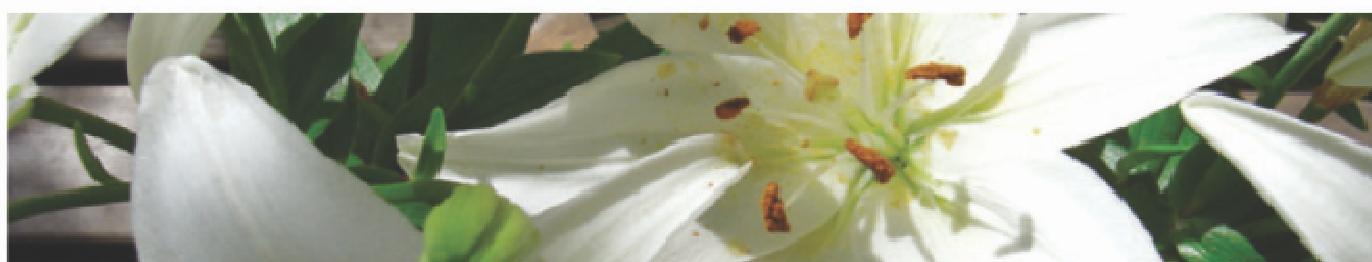




COLOURHERBE®

technical manual



CONTENTS

| | |
|---|----|
| hair structure | 3 |
| ammonia-based tints | 4 |
| about ColourHerbe | 5 |
| using ColourHerbe | 6 |
| the shade chart | 7 |
| colour selection | 8 |
| colour wheels | 9 |
| colour wheels | 10 |
| enhance or neutralise | 11 |
| covering grey | 12 |
| mixing ColourHerbe | 13 |
| applying ColourHerbe | 14 |
| developers | 15 |
| concentrates | 16 |
| how to use Chi Lightener | 17 |
| normalising shampoo & cream conditioner | 18 |
| tone on tone | 19 |

Before we can appreciate the benefits of **ColourHerbe**, we first need to remind ourselves of the hair structure and how other permanent colour ranges work.

HAIR STRUCTURE

CUTICLE

Outer Protective Layer

Approximately 5-10 layers, encircles hair (arranged much like fish scales overlapping) is translucent and has the ability to hinge outwards.

CORTEX

Main Layer

Contains bulk of hair, a complex fibrous structure with soft “putty” substance and colour pigments.

MADULLA

Central Core

Intermittent honeycomb structure, not always present in fine hair types.

NATURAL COLOUR PIGMENT

YELLOW, RED, BLUE Everyone’s natural hair colour is made up from a combination of these three colours. Someone who is naturally dark will have mainly blue with some red and a few yellow, whereas someone who is naturally a light blonde will have mainly yellow with some red and a few blue, and so on. When removing these pigments, the blue will be removed first, followed by the red and then the yellow (at no time should the yellow pigments be totally removed).

White hair contains no pigment, therefore is colourless.

Grey hair is a combination of colourless hair and hair that still contains pigments.



HOW AN AMMONIA-BASED TINT WORKS

Ammonia is extremely alkaline (pH 12.5) and is used to open the cuticle of the hair in order to deposit the artificial colour pigments within the cortex.

Such a high pH will be particularly damaging to the hairs' natural protein structure. It is noticeable how ammonia treated hair becomes very dry and coarse. This is simply because having forced the cuticle to open so far it is not possible to completely re-close it.

These highly alkaline tints also contain silicones which coat the outside of the hair shaft initially making it feel soft, look shiny and trapping the colour pigments. However, with subsequent shampooing these silicones are removed leaving the cuticle partially open, allowing pigment to escape and resulting in a deterioration of the condition of the hair.

N.B.A 1991 study published in the American Journal of Epidemiology found that hair-stylists had triple the risk of developing breast cancer when they worked with hair colourants for five years or more and are five times more likely to be diagnosed with bladder cancer after ten years. This is because the stylists not only mix the chemicals which generate ammonia fumes, but they will be closer to the customer's hair and therefore closer to the chemicals than the customer.

WHY HYDROGEN PEROXIDE?

Hydrogen Peroxide (H_2O_2) is totally natural and is mixed with permanent tints in order to "oxidise" the colour pigments. During the tinting process the H_2O_2 breaks down into its component parts of water and oxygen with the oxygen oxidising, or expanding the colour pigment. This expansion helps to trap the pigment within the hair shaft.

Different strengths of hydrogen peroxide will also determine the level of "lift" achieved.

Quite simply, the higher the percentage, or volume of peroxide, the larger the pigments become. As when inflating a balloon; the larger it becomes the lighter it becomes!



WHY COLOURHERBE?

Firstly, **ColourHerbe** contains **NO AMMONIA**, immediately noticeable when the product is mixed as there is no smell. This means a safer, and more pleasant environment for the salon staff and clients.

Instead of ammonia **ColourHerbe** utilises plant-based alkalines such as Cinchona which have a pH level of no more than 8.5.

This results in no structural damage to the hair shaft and also means that the cuticle can be re-closed once the artificial pigments have been deposited. By closing the cuticle the pigments become properly trapped resulting in far less colour fade, the hair feels softer to the touch and looks shinier. Obviously, the need for a silicone coating is dispensed with.

If the client subsequently uses the correct shampoo and conditioner i.e. Aloe Vera Intensive Normalising Shampoo and Royal Cream Conditioner for home maintenance then the colour will last longer and appear more vibrant.

DOES COLOURHERBE NEED HYDROGEN PEROXIDE?

All permanent hair colourants have to be mixed with Hydrogen Peroxide; if not the colour would wash out immediately.

However, because **ColourHerbe** contains highly pure organic colour pigments that are of very small molecular structure, they require very low volumes of peroxide for expansion.

Oxidising Oil contains just 5% hydrogen peroxide and Fixcolour, which is used for lifting contains just 8%!

USING COLOURHERBE

Many clients who wish to change to **ColourHerbe** for their hair colouring do so for a variety of reasons.

In the recent past many concerns have arisen following press articles suggesting a link between permanent hair colours and some forms of cancer. From that aspect **ColourHerbe** appears to be the safest of the permanent tints as the absence of ammonia results in little, or no penetration of the epidermis. Visual proof of this is far less staining of the scalp compared to ammonia-based tints.

Substantial numbers of people having their hair permanently coloured are experiencing allergic reactions to the tints and in these situations it is invariably the colour pigment (paraphenylenediamines or PPDs) that cause the problems. In most cases **ColourHerbe** does NOT induce an adverse reaction. However, we still strongly recommend that a skin test is performed prior to colour application.

In theory EVERY client should have a skin test before EVERY colour application. In practice it is unusual for a salon to carry out these tests prior to every hair colouring, but not to do so could, potentially, be very harmful to the client and also the salon's reputation. Also, check with your insurance requirements.

Through many years of experience it has been found that the majority of people who have reacted adversely to ammonia-based tints DO NOT have a reaction to **ColourHerbe**. NEVERTHELESS a skin test is IMPERATIVE for your peace of mind and the safety of your client.

To perform a skin test simply mix a very small amount of tint and developer and apply to the skin just behind the ear, or in the elbow bend. This should be left, preferably uncovered for 48 hours. If the skin shows no reddening and the client experiences no irritation it is safe to proceed.

Having satisfied yourself that the client will not experience any reaction, or discomfort from **ColourHerbe** the process is as simple as using all other brands of hair colourants.



THE SHADE CHART

The colours in the Herb range number 1 to 30

- 1-10** are the base shades (naturals) and correspond to the international numbering system. If you have previously used another manufacturer's brand on a base of a 6 you would use 6 in the Herb range.
- 11-15** are the golds (the second number denotes the base) ie 14 is a base 7
- 16-18** are the mahogany tones
- 19-22** are the copper tones
- 23-28** are the ash tones
- 29-30** are the copper gold tones

Numbers 1 – 10 can be used by themselves, or mixed with any of the other shades, including the concentrates (more information on these on page 15)

Numbers 11 – 30 can be used independently to add tones, or with a base shade to cover white, or grey hair.

COLOUR SELECTION USING COLOURHERBE

Using swatches on the shade chart decide on the natural depth of the client's hair. If the hair is predominately white this must be determined by consultation with the client, but also using your own judgement. At this stage all you need to determine is how light, or dark you believe the hair should be.

N.B. ALWAYS REMEMBER that with age and greying of the hair comes a change in the skins pigmentation.

It is a common mistake for clients to want to go back to their original colour.

ALWAYS encourage them to accept a depth 1 or 2 shades lighter.

The base shades will give very natural results when used by themselves. The slight translucent nature of the **ColourHerbe** colours allows the natural tones of the hair to show through which avoids the “block colour” effect that many ranges give.

N.B. Numbers 1 – 5 are predominately red-based and give a natural warm result. Numbers 6 – 10 are predominately yellow-based and give a slightly cooler result.

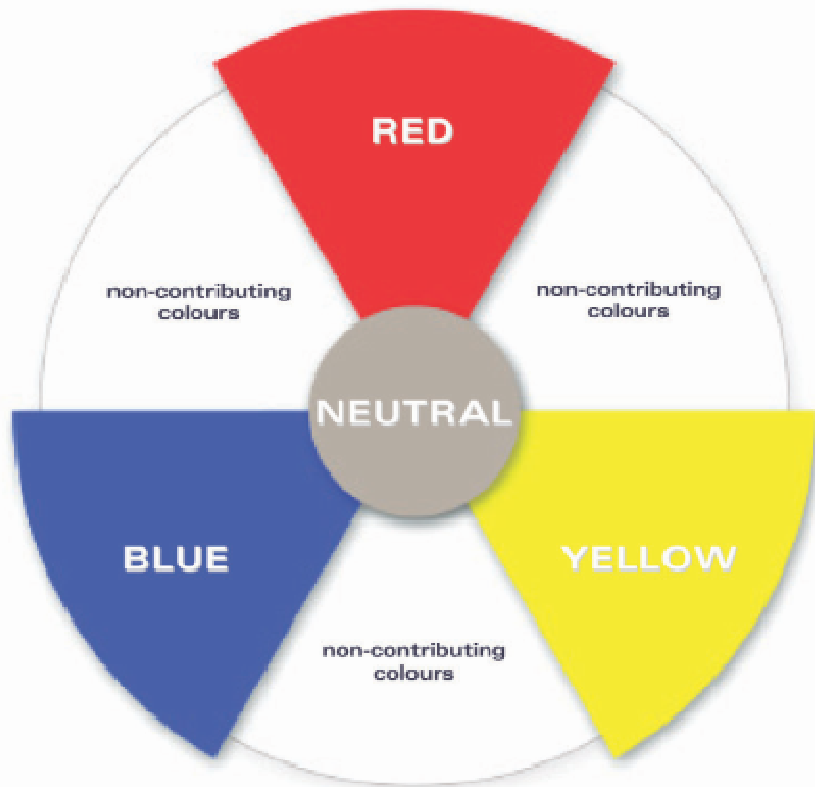
When covering white, or grey hair numbers 1 – 8 will give 100% coverage. Number 9 will give good coverage on white hair that is not too resistant. Number 10 is not recommended for use on white hair by itself as it contains very little colour pigment.

If the client would like warmer tones then again through consultation and visual contact decide between Gold and, or Copper, or Mahogany. Generally speaking, someone with pale skin and light blue or green eyes would suit Copper tones. Someone with olive skin and dark eyes would suit Mahogany tones (there are always exceptions where either tones could be used). Gold tones are suitable for all.

Many clients would like to see very little warmth in their hair. In these cases the Ash numbers are extremely effective at negating red tones. ALWAYS remember that by their very nature Ash tones tend to be flatter and duller shades that can appear darker than their base suggests. A good tip would be to use one shade lighter than the base you are mixing with, i.e. working on a base of 5, use number 25 which actually has a base of 6.

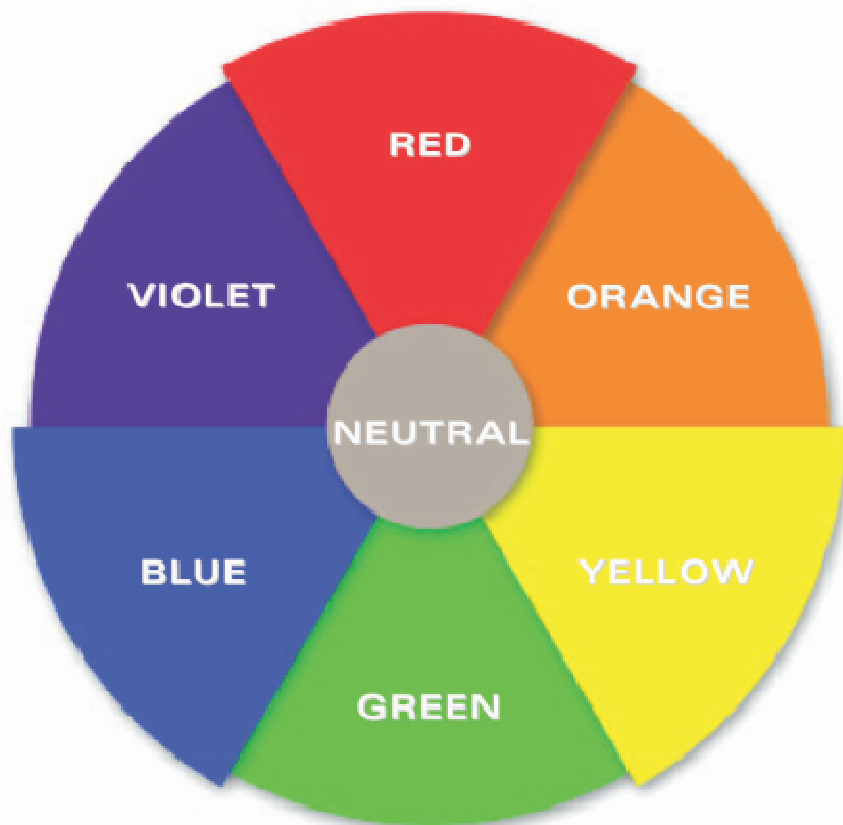


PLATE 3



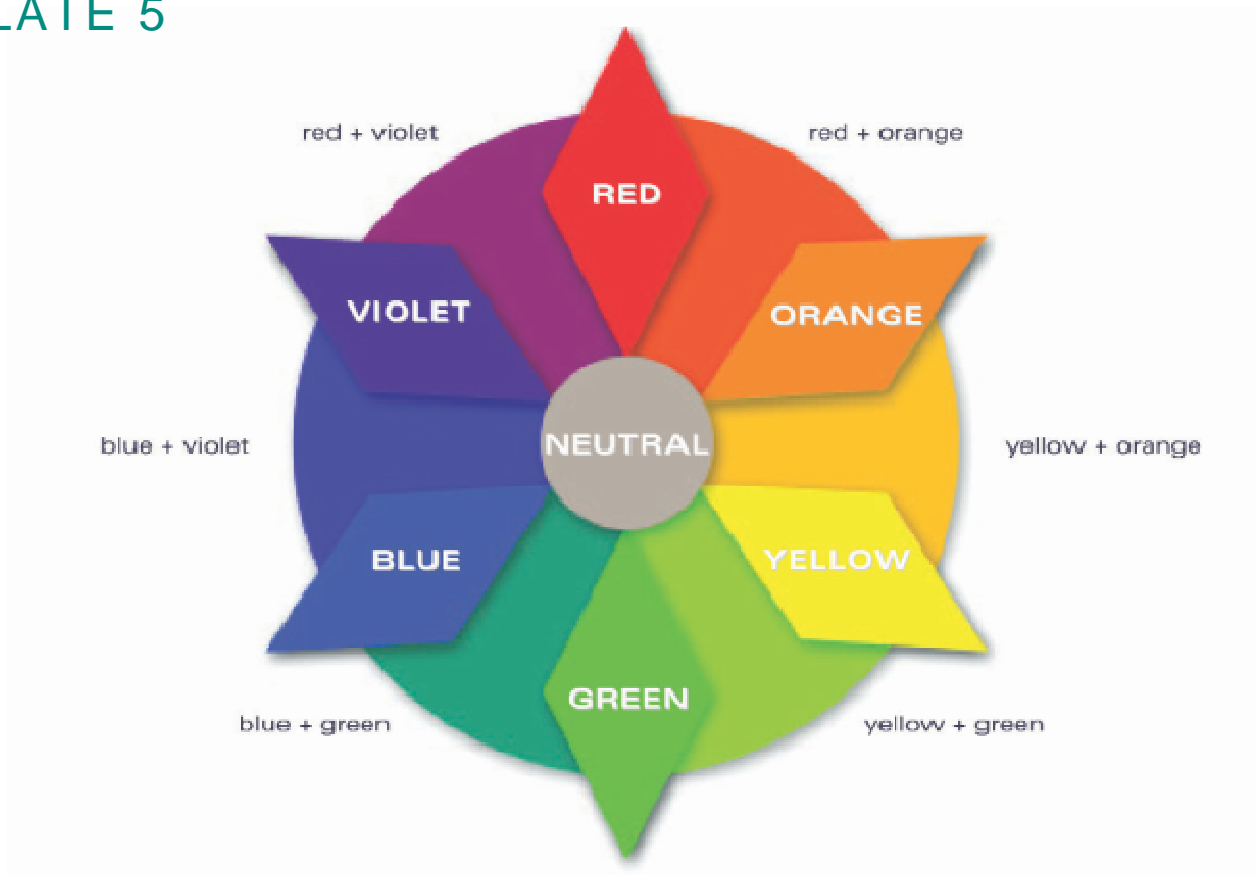
Red, Blue and Yellow combined equally to create neutral

PLATE 4



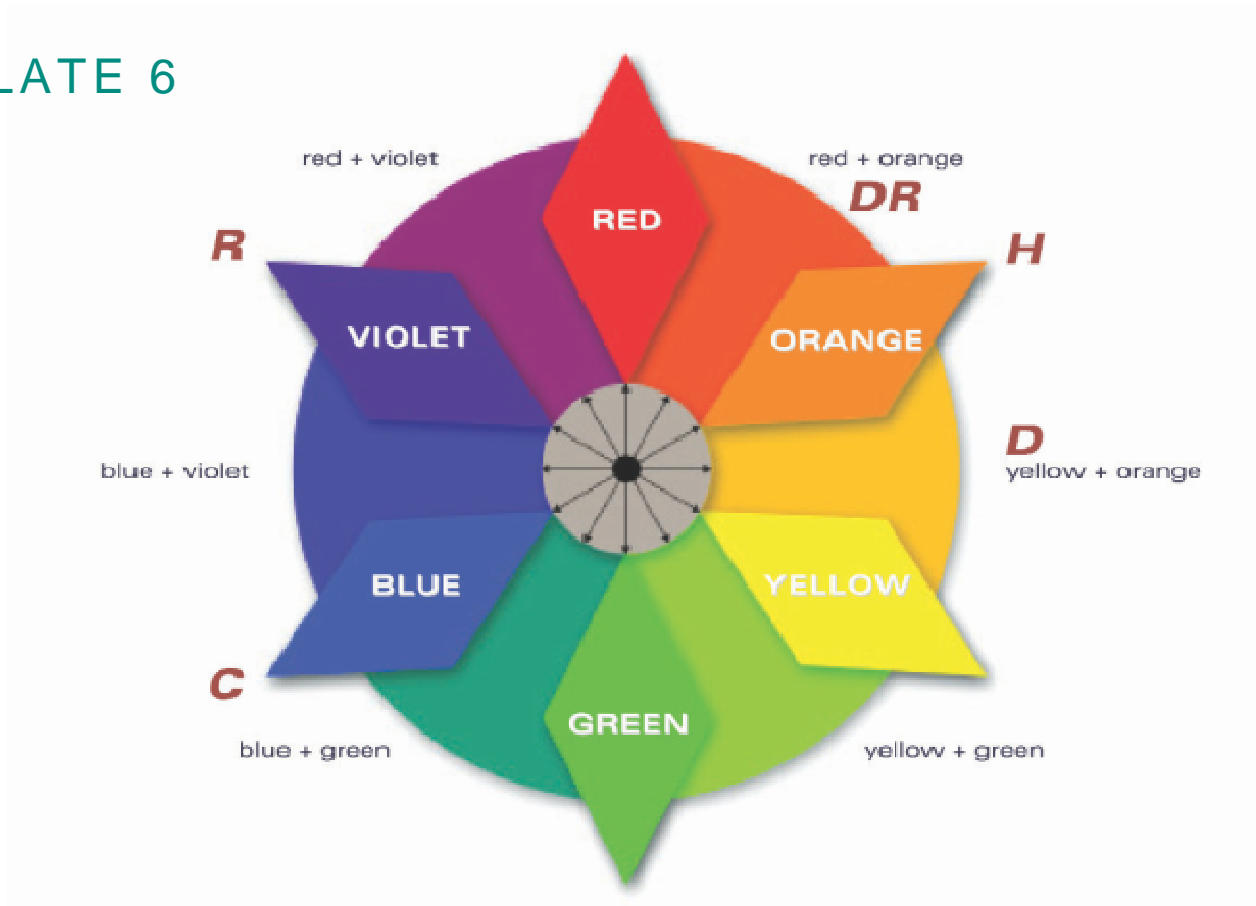
Secondary colours are created from equal parts of two primaries

PLATE 5



Wheel showing how the combination of primary and secondary colours create tertiary colours

PLATE 6



Complete colour wheel arrows to indicate which colours neutralise others

ENHANCE OR NEUTRALISE?

If you want to enhance natural tones, use the level and tone closest to the hairs' natural colour (or 1 or 2 shades lighter on white hair).

If you want to neutralise existing tones, use an opposite tone as shown on the colour wheel.

N.B. Direct opposites, at the same level, control or neutralise each other.

WHY NO GREEN?

ColourHerbe's system is based on the Laws of Colour. Looking at the colour wheel you will see that green is the opposite colour of red, therefore, it will counteract, or neutralise red. However, no-one has natural red hair (fire engine red)

When we analyse "red" hair what is seen is actually orange. **ColourHerbe**, therefore, has selected blue as the base of the ash tones to neutralise the orange.

The use of a blue base gives the best control of orange tones without producing the undesirable "greenish" cast.



DETERMINE AND COVER GREY PERCENTAGE (%)

When covering grey, or white hair, the base colours 1 – 8 give 100% coverage. Therefore, in order to achieve this percentage with the ash, gold, copper and mahogany (fashion colours) it is necessary to mix the chosen shade with one of the base numbers.

| Grey % | Amount of base | Fashion | Colour Developer |
|---------------|-----------------------|----------------|-------------------------|
| Up to 30% | 20 ml | 40 ml | 60ml Oxidising Oil |
| 31 – 60% | 30 ml | 30 ml | 60ml Oxidising Oil |
| 61 – 100% | 40 ml | 20 ml | 60ml Oxidising Oil |

N.B. **ColourHerbe** is the gentlest of ALL permanent tints as it contains NO AMMONIA and mixes with VERY LOW VOLUMES of Hydrogen Peroxide.

It is a fact that grey hair can be very stubborn and resistant to colour resulting in unsatisfactory coverage on some occasions.

In order to ensure total coverage with **ColourHerbe** on particularly resistant grey hair try any, or all of the following:

- 1) Apply **ColourHerbe** to the root area, once applied return to where you started your application and re-apply using cross-section method i.e. take sections in opposite direction to first application to ensure total coverage. For very resistant hair cover hair loosely with plastic wrap and leave for 35-45 minutes. (Do not apply heat).
- 2) Use an equal amount of Oxidising Oil (5%) with an equal amount of Fixcolour (8%) i.e. if using 30ml of colour mix 15ml of Oxidising Oil and 15 ml of Fixcolour. Once applied return to where you started application and re-apply using the cross section method, paying particular attention to temples and facial hairline. If the hair is particularly resistant in these areas, make a band with plastic wrap and wrap loosely around the hairline area. Leave for 35- 45 minutes. (Do not apply heat).

If ends need 'refreshing' please see the tips on page 15.



MIXING AND APPLYING COLOURHERBE

N.B. Before you colour.

Do not shampoo the hair (unless using in a quasi application – details on page 18)

Wait one week between perming and applying colour.

Shake bottles well before use. The colour pigments are suspended in oil and need to be shaken well to mix.

Always point bottle away from the face during preparation and mixing.

Do NOT use for colouring eyebrows, eyelashes.

Should mixture come in contact with the eyes, rinse immediately with cool water.

MIXING

Always mix equal parts of colour and developer (i.e. 30ml of Number 6 and 30ml of Oxidising Oil), unless applying in a quasi form (see page 19). Use a clean plastic bowl and brush.

Although in liquid form in the bottles **ColourHerbe** mixes into an easily manageable gel and can be used for ALL application methods.

Once mixed you will notice NO SMELL, revolutionary for a permanent hair colour and well worth pointing out to your client.

Because **ColourHerbe** is plant-based, different batches can appear different colours when mixed in the bowl. However, this WILL NOT affect the final colour result. The tints have an indefinite shelf-life and DO NOT “go off” providing the tops are put in place after use.

APPLICATION

ColourHerbe can be used for ALL application methods; full, or partial colouring, cap, mesh, or foil and as a quasi which will give a tone on tone effect (see page 19).

1st case: *Previously un-coloured hair*

Natural shades

Apply **ColourHerbe** roots to ends; use plenty of colour to ensure total coverage (tint only colours where it touches). Once applied return to where you started application and re-apply to roots as scalp heat can push tint away from root area. Develop without heat for up to 45 minutes.

Warm tones and Lightening

When using shades with a warm tone (gold, copper or mahogany) or using shades lighter than the client's natural base, the heat from the scalp will cause warm and lighter tones to develop quicker on the roots than the cooler areas from the midlengths to ends, so to ensure even colour it is recommended to apply using the following method. Apply **ColourHerbe** to midlengths and ends, leave for 20 minutes, then apply colour to the root area. After applying to the roots, develop without heat for a further 30 minutes.

Once processed, wet hair and emulsify the tint. Work through hair and continue rinsing until most of the tint has been removed. Shampoo twice using **ColourHerbe's Normalising Shampoo** and ensure all areas particularly behind the ears and in the nape of the neck are tint free. Towel blot and apply **ColourHerbe's Cream Reconditioner** to the full lengths of the hair. Having applied once then work hands together re-emulsifying the Cream and run through hair with fingers. Finally use a wide-tooth comb to gently free any tangles. Leave the Cream Reconditioner on the hair for a FULL 5 MINUTES and DO NOT be tempted to wash off sooner. Finally rinse the hair, towel dry and your client's hair is now ready for cutting or styling.

2nd case: *Previously coloured hair*

Apply **ColourHerbe** to the root regrowth area ONLY. Make sure you use plenty of tint. Return to where you started your application and re-apply using the cross-section method. (For resistant hair follow tips on page 12). Leave for 45 minutes without heat. **ColourHerbe** is very gentle and should be allowed to develop naturally. N.B **ColourHerbe** does not fade in the way that Ammonia-based colours do and, therefore, will not need to be taken through to the ends every time the roots are coloured. Remember if you keep running the colour over the colour you will get a darkening effect and 'colour build up'. However if you feel the ends need 'Refreshing' follow the tips on the next page.

Once tint has developed, rinse, emulsify, shampoo and condition. **NB FOR BEST RESULTS use ColourHerbe's Normalising Shampoo and Cream**

Reconditioner which contain the same herbal base as the tints and are pH balanced perfectly to close the cuticle and ensure no colour fade and prime condition.

IT IS A FACT that at the point of shampooing, the hair will feel very rough to the touch. This is quite simple proof that there are NO FILLERS or silicones in **ColourHerbe** and the cuticle at this point is fully open. It is therefore IMPERATIVE that **ColourHerbe's** Cream Reconditioner is applied to the hair in order to firmly re-close the cuticle (please read the information on page 18).

Refreshing colour

- 1) After applying colour to the roots, use your tinting brush to 'paint' fine streaks of colour through the mid-lengths and ends on the top layers of the hair, this creates a very lovely 'highlighted' look.
- 2) After applying colour to roots leave for 20 minutes then damp down the mid-lengths and ends with a water spray. Mix a couple of pumps of **ColourHerbe** Normalising Shampoo with any remaining colour in your bowl and apply to mid-lengths and ends and leave for a further 20 minutes.
- 3) Emulsify the tint with water at the basin until you have a rich, thick lather. Leave on the hair for 5-10 minutes before shampooing and conditioning using Normalising Shampoo and Cream Reconditioner.

COLOURHERBE DEVELOPERS

The two developers used with **ColourHerbe** are pure Hydrogen Peroxide (H₂O₂) in an olive oil and distilled water base. They contain no man-made ingredients and are totally natural.

OXIDISING OIL (5% OR 8 VOL)

Contains H₂O₂, olive oil, distilled water, rosemary protein, a herb distillate and vegetable enzymes. It is generally used for staying on the same level, or going darker. On resistant grey hair it can be mixed with Fixcolour to help give 100% coverage.

FIXCOLOUR (8% OR 22 VOL)

Contains H₂O₂, olive oil, distilled water, rosemary protein, a herb distillate and vegetable enzymes.

Fixcolour will give 1 – 5 shades of lift.

1 – 3 shades with **ColourHerbe** range.

3 – 5 shades with the CHI Blondest Blonde Lightener (see page 17).

ALWAYS mix Oxidising Oil, or Fixcolour with an equal amount of **ColourHerbe** (unless mixing a quasi colour, see page 17).

ALWAYS ensure the top is replaced firmly on the bottle between uses.

COLOURHERBE CONCENTRATES

ColourHerbe has 4 concentrates, red, silver, gold and blue, which together with the 30 shades on the chart can be mixed to match any colour from any other range.

As they use stable colour pigments the concentrates can be used by themselves for really vibrant results.

Each has a natural depth:

Blue is a depth of 1
Red is a depth of 6
Gold is a depth of 7
Silver is a depth of 8

Blue: Only use for a blue / black result. A great tip is to use on Chinese, or Asian hair to get a “bluebottle” effect.

Red: If used alone on white hair will give “pillar box” results and can be used to warm any colour. As with all concentrates, use sparingly, if mixing to warm up a colour.

Gold: Use to emphasise coppers to add a rich glow.

Silver: Use when lifting to help subdue natural warmth.

i.e For natural hair with depths 5 – 7

30ml Colourherbe number 10
15ml Colourherbe number 27
15ml Silver concentrate
60ml Fixcolour

For natural depths 8 – 9

30ml Colourherbe number 10
15ml Colourherbe number 28
5ml Silver concentrate
60ml Fixcolour

Loosely wrap in clingfilm or apply a plastic processing cap and process for 35 – 45 minutes.

THESE MIXTURES ARE FOR GUIDANCE ONLY.
USE YOUR DISCRETION!

HOW TO USE THE CHI LIGHTENER WITH COLOURHERBE

The clay-based Glitzes have now been replaced with a CHI LIGHTENER. Made by the same company, Farouk Systems, you can use this product to obtain a high lift of 4-5 shades.

Instructions for using the Chi Blondest Blonde

For maximum lift mix

10mls Chi powder and 10mls Fix Colour.

4-5 levels of lift

For medium lift mix

10mls Chi powder, 10mls ColourHerbe 10 and 10mls Fix Colour.

up to 3 levels of lift

For low lift mix

5mls Chi powder, 10mls ColourHerbe 10 and 10mls Oxidising Oil.

2 levels of lift

The clay-based Glitzes have now been replaced with a CHI LIGHTENER. Made by the same company, Farouk Systems, this new LIGHTENER is much easier to use and produces amazing tone on tone lighting, with beautiful shine and fabulous condition.

You may find it easier to measure the Chi powder out using a long handled teaspoon.

2 teaspoons = 10mls.

Measure the powder into a plastic mixing bowl and then add the other elements using a plastic measuring cup. Mix to a creamy consistency.

Don't overload the hair with product, a little goes a long way. The following mixtures should be enough for a half head of foils.

For a full head of foils, use a slightly weaker mix for your underneath and sides.

Check processing after 30 mins. Max processing time 45 minutes.

Heat is not recommended.

We have tried it with all other herb colours above an 8 and it adds a bit more kick without changing the reflect too much but you do need to add a bit of concentrate to ensure that the reflect remains true. e.g. Mix H 22 + a sprinkle of Chi + Fix + a dash of Gold concentrate and a dash of red concentrate gives about 1 more level of lift. If the mix is too thick or starts drying out during application, add a touch more Fixcolour to the mix.



WHY USE NORMALISING SHAMPOO AND CREAM RECONDITIONER?

Normalising Shampoo (pH 5.5)

This acid-balanced shampoo contains high quality herbal extracts and will stop further oxidation of the tint.

At the time of removing the excess tint with Normalising Shampoo, the hair will feel very coarse to the touch. This is quite normal as there are no silicone fillers in **ColourHerbe** and the hairs' cuticle will still be open.

Cream Reconditioner (pH 3.2)

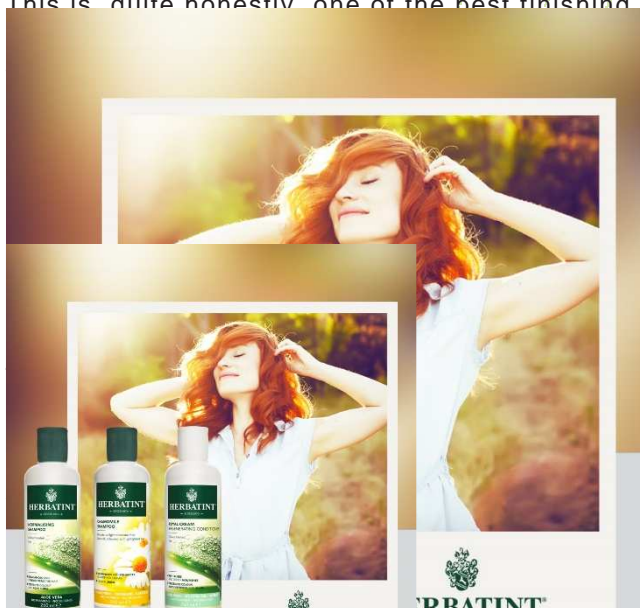
This is quite honestly one of the best finishing conditioners you will ever use.

the cuticle firmly having tinted with

ColourHerbe Cream Reconditioner is NOT a vegetable moisturiser. During the tinting of the hair, consequently, to pack more

of the cuticle as they close maintaining a

the Aloe Vera Intensive Normalising Shampoo to maintain that great feel and shine and to



MIXING COLOUR HERB AS A QUASI, TONE ON TONE COLOUR

Always a great way to introduce a new colour to the client as the result will fade over a period of 16 – 24 shampoos and, therefore, is not a permanent commitment.

Additionally, many clients do not like obvious re-growth lines when having permanent tints. A quasi is the perfect option.

To mix ColourHerbe for a quasi result:

Mix 30ml ColourHerbe
 15ml Normalising Shampoo
 15ml Oxidising Oil

Apply to pre-shampooed, towel dried hair. Develop for 20 minutes and remove by just rinsing until the water runs clear. Then apply Cream Reconditioner for 5 minutes.

To mix ColourHerbe for a semi-permanent result:

Mix 20ml ColourHerbe
 30ml Normalising Shampoo
 10ml Oxidising Oil

Apply to pre-shampooed, towel dried hair. Develop for 20 – 25 minutes, depending on the porosity of the hair. Remove excess tint by simply rinsing until the water runs clear. Then apply Cream Reconditioner for 5 minutes.

ALWAYS REMIND your client to stock-up on Normalising Shampoo and Cream Reconditioner.

Will they run out of either before their next visit?

Are they going on holiday?

Make sure you don't run out. Other shampoos could strip out some colour!

ColourHerbe is undoubtedly the most client-friendly and stylist-friendly permanent hair colour available on the world market.

REMEMBER there are very few bad products on the market, but there are many badly trained hair-dresser who will blame a product for their sub-standard workmanship.

COLOURHERBE®

Keep in touch and up to date with ColourHerbe:

ColourHerbe telephone numbers:

Product Order Line

0203 072 1000

Get the best out of **ColourHerbe** for your client and for yourself.

Work in an ammonia-free environment and give your clients an ammonia-free experience in your salon.

ColourHerbe brings colouring into the 21st century.

Tune in to www.youtube.com/gentlebeautyuk to watch our **ColourHerbe** tutorials and product reviews

Find **ColourHerbe** UK on Facebook and promote your salon business with us.

Follow Gentle Beauty on www.twitter.com/gentlebeauty

Have your salon listed free of charge on the www.ColourHerbe.co.uk website salon directory

Free promotional leaflets and posters available – please request these when ordering your products.

ColourHerbe is NOT TESTED ON ANIMALS.

ColourHerbe colours are suitable for VEGANS and registered with the UK Vegan Society.

