

LIVE – ReL20 – Colour + Moisture – UK (1-lang.)

295 mm

205 mm

Schwarzkopf
LIVE
COLOUR + MOISTURE

1. 2551511 2. 3. a 30 MINS 3. b 20-30 MINS 4. 5. 2 MINS

THIS KIT CONTAINS: PAIR OF GLOVES PRE-COLOUR SERUM LIVE COLOUR CREAM APPLICATOR BOTTLE WITH DEVELOPER LOTION CARE CONDITIONER

INSTRUCTION LEAFLET

ATTENTION, PLEASE NOTE

Before application, please read the SAFETY INSTRUCTIONS on the reverse side of the instruction leaflet carefully.

1. PREPARATION

Before starting the application, cover your clothing with an old towel/cape and put on the gloves provided. Keep a watch nearby to check the developing time. Apply **LIVE Colour + Moisture** on **dry, unwashed hair**.

Step 1: Apply Pre-Colour Serum on the ends of the hair. Leave in as you colour your hair.

2. MIXING

Step 2: Unscrew the applicator nozzle of the Developer Lotion bottle. Pierce the Colour Cream tube with the reverse side of the cap. Carefully squeeze the entire content into the Developer Lotion bottle. Replace the applicator nozzle and shake vigorously until all components are thoroughly mixed into smooth, creamy consistency. Twist off the tip of the applicator nozzle and immediately start the application as follows:

Attention: The colour of the mixture may change during the colouration process, but this will not influence the final colour result.

3. a FULL HEAD APPLICATION

Step 3. a: This method is recommended if:

- you are colouring your hair permanently for the first time.
- your previous hair colour has completely grown out.

40 mm



Apply the entire mixture evenly, from the roots to the ends of your hair.

4 mm

Apply to grey areas first. Massage the mixture in with fingertips to ensure all hair is evenly covered.

Leave to develop for **30 minutes**.

3. b REGROWTH APPLICATION

Step 3. b: This method is recommended if:

- your hair has been coloured and the regrowth is visible
- the ends of your hair are darker or in poor condition.

Part a section of your hair using the tip of the Applicator Bottle. Apply $\frac{2}{3}$ of the mixture throughout the whole regrowth area. To do this, part a section of your hair using the tip of the Applicator Bottle. With the supplied gloves still on, gently work in with fingertips to ensure all of the regrowth is covered. Repeat this procedure until the whole regrowth area is covered.

Leave to develop for **20 minutes**.

Apply the remaining mixture throughout the mid-lengths and ends of the hair. Work in evenly and leave for an additional **10 minutes**. The processing time in total should be **30 minutes**.

4. RINSING

Before rinsing your hair, put on the gloves again.

Step 4: At the end of the developing time, apply warm water to the hair and work into a lather while gently rubbing around the hairline to avoid staining. Rinse thoroughly until water runs clear.

5. CONDITIONING

Step 5: Apply the Care Conditioner with Kera-Bond PLEX into towel-dried hair and leave in for **2-3 minutes**. Rinse thoroughly.

GENERAL DATA	APPROVAL DATA	PHONE	Printing material:
Die cut / size (mm) 295 x 205 mm	Responsible person marketing Xylem Thomson	+49 211 797 6357	<input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver
Nuance no. -	Date of approval by marketing 20.05.2019 (Master)		Coloration filling code: <input checked="" type="checkbox"/> Datamatrix <input type="checkbox"/> FB_TB code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none
IDH no. -	Responsible person IPD Maros Fürster (SSC)		Basic Pack. Mat. No.: 196727
Material no. 2551511	Responsible person country Bettina Finkbeiner,		USED PANTONE TONES ARE JUST INDICATORS!
Data Matrix 2551511	Date of approval 10.06.2019/13.06.2019/27.06.2019 SSC		Colors Printing process Colors Printing process
FB_TB Code -	Delivered by Jennifer Zobel +49 211 74849 471		PANTONE 293 U <input type="checkbox"/> - <input type="checkbox"/> -
EAN outer box -	Responsible person LSD JZ / AP / JK +49 211 74849 471		BLACK <input type="checkbox"/> - <input type="checkbox"/> -
Short sign -	Printing company Cetus		<input type="checkbox"/> - <input type="checkbox"/> -
Product LIVE Colour + Moisture GBA	LSD job no. 1118951, 1119887		<input type="checkbox"/> - <input type="checkbox"/> -
Country UK (1-lang.)	LSD file name:		<input type="checkbox"/> - <input type="checkbox"/> -
EAN (please check) -	UK_LIVE_ReL20_GBA_Colour_Moisture_0519.indd		<input type="checkbox"/> - <input type="checkbox"/> -
EAN size -	Infos: -		<input type="checkbox"/> - <input type="checkbox"/> -
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Creation date 23.05.2019			<input type="checkbox"/> - <input type="checkbox"/> -
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Logo of printing company	TO BE COMPLETED BY PRINTING COMPANY		<input type="checkbox"/> printing area (does not print)
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none		<input type="checkbox"/> die cut (does not print)
	* if yes please do provide a detailed description of all changes made		
			These files have been set up without trapping parameters or any other print options. Please adapt the data according to your usual guidelines and/or profiles.
			LSD
			LSD GmbH & Co. KG In der Steele 13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 94 10
			Kind regards, LSD GmbH & Co. KG
			5 cm

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INSTRUCTION LEAFLET

IMPORTANT ADVICE:

Before application, please read the **SAFETY INSTRUCTIONS** below carefully.

- Perform the **ALLERGY ALERT TEST** before each application in any case (see below), even if you have used this or a similar colourant previously.
- Do not use **LIVE Colour + Moisture** on bleached, permed and/or relaxed hair.
- If your hair is longer than shoulder length or thick, we recommend using 2 packs of LIVE Colour + Moisture.
- Please do not wash your hair prior to application.
- Do not use this product if your hair has been coloured with henna or metallic dyes.
- Wait until your hair has regrown and the coloured parts have been cut off for Full Head Application. If using 2 packs, first mix and apply the first pack entirely, and then open, mix and apply the second pack without delay.
- If your hair is already coloured, follow the Regrowth Application.
- Apply the colouring mixture immediately after mixing.
- Discard any unused mixture promptly. It cannot be stored for another application. Resealing may cause the container to burst.

TOP TIPS BEFORE YOU COLOUR

- The chart on the back of the pack provides an indication of the colour result that can be obtained with this shade.
- Protect forehead area and ears with petroleum jelly to prevent staining of skin.
- Do not apply or rub directly on scalp.
- If your hair is very dry or in poor condition, do not apply the colour to the ends of your hair until the last 5 minutes of the developing time. Otherwise, this could result in a more intensive colour.
- Always use an old towel when drying hair, since the colour will leave stains on your fabrics.
- We recommend repeating the regrowth application every 4 weeks as hair grows approximately 1 cm / 0.5 inch per month.
- Colour stains on skin can easily be removed using skin toner on a cotton pad.
- Avoid contact with clothing, plastic or absorbent surfaces as product will stain. In the event of spillage, rinse immediately with cold water.
- **LIVE Colour + Moisture** will bleed into clothing and bedding if your hair is wet or damp. Make sure hair is fully dry before getting dressed or going to bed.
- Results may vary on previously coloured hair.
- For more tips on colouring, go to livecolour.com.

SAFETY INSTRUCTIONS

 Hair colorants can cause severe allergic reactions.

Read and follow instructions. This product is not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase your risk of allergy.

Do not colour your hair if:

- you have a rash on your face or sensitive, irritated and damaged scalp,
- you have ever experienced any reaction after colouring your hair,
- you have experienced a reaction to a temporary "black henna" tattoo in the past.

Contains: see folding box. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Do not use to dye eyelashes or eyebrows. Rinse hair well after application. Wear suitable gloves.

Keep out of reach of children. Keep the empty carton and the instruction leaflet in case you experience a reaction. To reduce your risk, follow these instructions:

1. ALLERGY ALERT TEST

Perform an allergy alert test 48 hours before each product use even if you have already used colouring products before. Perform the allergy alert test on an area of skin sized approximately 1 cm x 1 cm on the inside of the elbow. Apply a small amount of the Colour Cream in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes. Avoid contact with clothes. Close tube again carefully. After 45 minutes, wash off the Colour Cream thoroughly with lukewarm water. If any reaction occurs during the processing time or during the following 48 hours, you should rinse immediately and not use this colourant.

This test represents an important precaution. However, be aware that even if an allergy alert test has been carried out, you may still experience an allergic reaction when you colour your hair. The allergy alert test is not a guarantee of avoiding future allergic reactions. Please consult a doctor, if you have any doubts.

2. IF DURING COLOURING YOU EXPERIENCE

- any stinging or burning and/or rash, rinse immediately and discontinue colouring your hair as this may be an indication of a more serious reaction. Do not colour your hair again before consulting a doctor or seeking medical advice.
- rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face, rinse immediately and seek immediate medical attention and contact the manufacturer.

3. IF AFTER COLOURING OR ON THE FOLLOWING DAYS YOU EXPERIENCE problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping, seek immediate medical attention and contact the manufacturer.

PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. If the developer or hair colour mixture gets into your eye, flush immediately with a large amount of lukewarm water and seek medical advice.
- If you wear contact lenses during application and any product gets into your eye, remove the contact lens first, then flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not inhale or ingest the product.
- Avoid unnecessary skin contact.
- Do not use if your hair has been coloured with henna or metallic dyes.
- Remove all metal objects such as clips and hair pins from hair before colouring and keep them away during colouring. Do not use metal tools.
- Keep developer away from heat and light. Do not mix this colourant with any other products. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand or burst).

PROFESSIONAL ADVICE

For further information and free colour advice, please call the Schwarzkopf Advisory Service on Freephone:

0800 328 9214 (UK),
1800 535 634 (Ireland),
or alternatively e-mail us at
consumer.advisory@henkel.com
www.livecolour.com


Schwarzkopf & Henkel
Düsseldorf · Germany
UK: Henkel Ltd., Hemel Hempstead,
Herts, HP2 4RQ

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