

THE STORY OF HAIR COLOUR



changes
by
tints of nature™

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24 PERMANENT HAIR COLOURS

120 ML.



- Carton made from 100% recycled board
- See-through sleeve made from corn husks;
- Contains no petrochemicals and decomposes within 60 days
- Sleeve displays colour example
- Likely colour result indicator incorporated on sleeve

- Contains certified organic ingredients:
- Comfrey extract for its soothing and healing properties
- Roman Chamomile extract – the finest of all and rich in natural Azulin, renowned for its calming and healing
- Aloe Vera to moisturise and cool the scalp during the colouring process
- No ammonia or ammonia substitutes (ammonia swells the hair shaft and lifts the cuticle causing damage)
- Covers all grey hair - Full range of 24 colours
- Paraben free
- No resorcinol (pigment) or nonoxynol (harsh detergent)
- Contains top grade peroxide (pharmaceutical grade used in contact lenses)
- Lowest possible percentage of PPDs (Paraphenylenediamines – pigment)
- Naturally derived base
- Conditioning action as you colour
- Contains Vitamin E to protect
- Contains no animal ingredients and product is not tested on animals
- Able to close the hair cuticle down by following with Tints of Nature pH balanced shampoo and conditioner sachets included in your Tints of Nature hair colouring pack
- Advanced, professionally tested formula for accurate results

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2 SHAMPOOS & 2 CONDITIONERS (Contain Certified Organic Ingredients - 250 ML)



Tints of Nature companion products are designed to complement Tints of Nature colours and are integral to the colouring process as they are vital for maintaining the hair's natural moisture and protein balance.

Advanced, professionally tested formula.

pH balanced to open and close hair to ensure minimum fade. Hair is coloured at 8.5 pH; shampoo opens hair at 5.5 pH; conditioner locks in colour and closes hair at 3 pH; after colouring the hair pH levels return to 5.5 pH.

These products contain no animal ingredients and products are not tested on animals.

SULFATE FREE SHAMPOO

- 100% sulfate, ethanolamine, silicone and paraben free
- Uses naturally based lathering agents
- Uses natural wheat protein and plant amino acids
- Maintains the essential moisture balance of the hair and is pH balanced
- Substantial vitamin B5 content to add volume
- Suitable for all hair types – gives a kind, gentle and non-irritating wash

SHAMPOO

- Contains wheat proteins and natural conditioners
- Contains natural moisturisers without too much added weight
- pH balanced and suitable for all hair types
- Extremely effective on dry or damaged hair
- Contains natural UV filter

CONDITIONER

- New generation – formulated from the latest high tech materials
- Provides super shine and the ultimate in hair protection
- Contains natural polymers
- Contains plant derived softening agents
- pH balanced
- Suitable for all hair types
- Aloe, Chamomile and Comfrey ensure hair and scalp are protected.

SEAL AND SHINE

- A spray on, leave in conditioner
- Rich in herbs and natural conditioners
- Forms a barrier between the cuticles of the hair and the environment
- Protects the hair from the harmful effect of the sun, sea, chlorine and heat from hairdryers
- Leaves the hair smooth and shiny without added weight
- pH balanced

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SCALP TREATMENT

50 ml bottle with spray pump



- 100% natural product
- Can be regarded as non-irritant and non-sensitising
- Reduces irritation and inflammation of the scalp
- Uniquely produces enzymes which protect the scalp
- Improves the skin of the scalp with a proven soothing action
- Reduces pain and the chances of infection
- Greatly enhances the healing process
- Can be used after a hair colour process or shampoo application
- Instant relief for sufferers of dermal scalp, skin and hands
- Contains natural extracts of Fennel Seed to neutralise any chemicals remaining on the scalp, Green Seaweed to reduce irritation and Aloe Vera to soothe and cool the scalp.
- No animal ingredients and the product is not tested on animals.

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LIGHTENER KIT HIGHLIGHT KIT



These products contain no animal ingredients and products are not tested on animals.

•HIGHLIGHT KIT

- First ammonia free Conditioning Permanent Highlight Kit.
- Contains salon formulated products to achieve naturally blonde highlights.
- Contains everything needed to achieve professional results.
- For Dark Brown to Blonde Hair
- Creates beautiful, naturally blonde highlights.

•LIGHTENER KIT

- First ammonia free Conditioning Permanent Lightener.
- Salon formulated kit that contains everything needed to create beautiful lightened hair.
- Uses a naturally derived soya, coconut and palm oil blend to protect scalp during the Lightening Process.
- Lighten hair by several shades.
- For Medium Brown to Blonde Hair.

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8 SEMI PERMANENT HAIR COLOURS



- Conditioning Semi-Permanent Hair Colour.
- Covers 70% grey hair
- 8 lovely shades
- No ammonia or peroxide, Resorcinol, PPD's or Parabens
- Contains natural colours
- Based on plant and vegetable extracts
- Unique conditioning formula that does not damage
- Contains Carrageenan Extract (Irish seaweed) – a natural conditioner
- Lasts for 6 – 8 shampoos
- Environmentally safe
- Contains no animal ingredients and product is not tested on animals.

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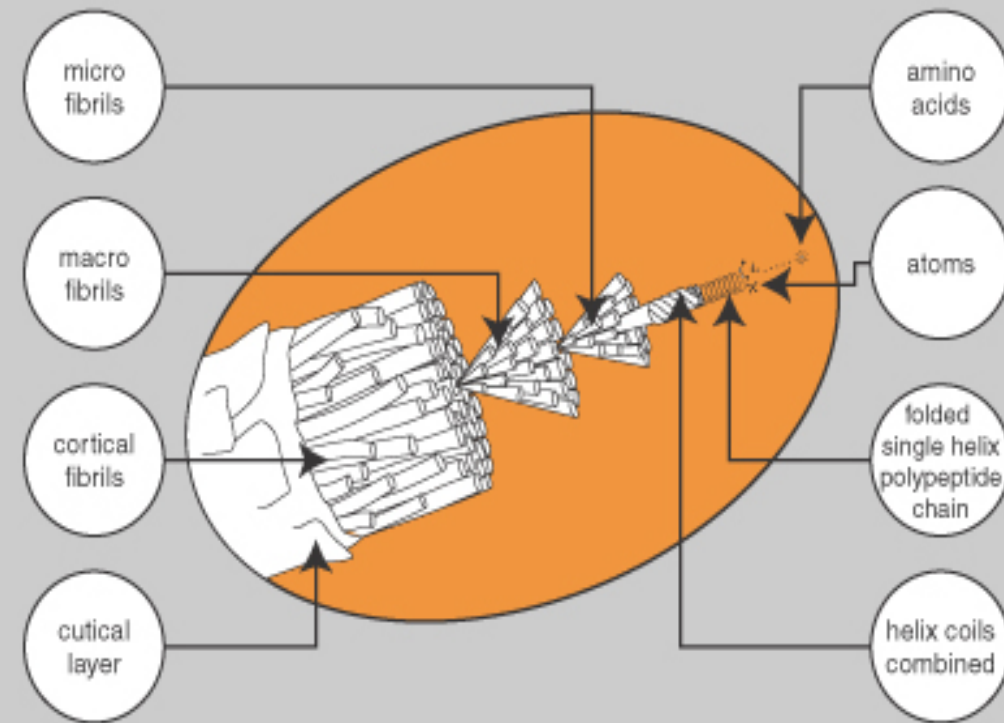
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USING THE TINTS OF NATURE COLOUR SWATCH

- You will need adequate lighting and the mirror attached to Swatch.
- The natural range of colours runs from 1N to 10N
- These are designed to cover grey hair and give a natural result
- The fashion colours will add tone to natural hair, ranging from mahogany to ash
- To cover grey with a fashion colour you must mix it with a natural colour in equal amounts - e.g. 25 ml 5D + 25 ml 5N + 50 ml of Activator (save the balance of colour for next application)
- To increase the colour range you may intermix the fashion colours
- Match swatch to existing base from 1 – 10. e.g. 6N
- If required step up 1 shade to lighten 1 shade. e.g. 7N, 7D, 7M, 7R
- Same base coverage choose tone, e.g. 6N, 6RM, 6C
- Recommend a choice or change of tone if necessary
- People with long hair may have to purchase 2 cartons of Tints of Nature.
- Customer should be encouraged to purchase shampoo and conditioner to ensure minimum fading.

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THE STRUCTURE OF HAIR



- Human Hair in good condition is actually very strong and one hair can hold the weight of a chicken's egg.
- Unlike skin, hair cannot repair itself. It is a balance of protein and moisture which keeps it in good condition with natural shine.
- Inside the hair structure is a system of springs that are suspended in a glue like material called fatty acid. This is where we find the moisture and the hard and soft protein
- On the outside are transparent layers of interlocking scales, which are called the cuticle. We have about 7 to 11 layers all wrapped around the delicate inner structure.
- Protein levels in hair are around 83% to 87%. Moisture levels are about 3%. The balance is made up of sugar, salt and trace elements. If this essential balance is maintained the hair will stay healthy, strong and in good condition.

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HAIR COLOUR

There are 2 methods to colour hair

A semi – permanent - which is like wrapping coloured cellophane around a light bulb. The light bulb doesn't change colour – it picks up the colour from the cellophane.

The second is a permanent colour.

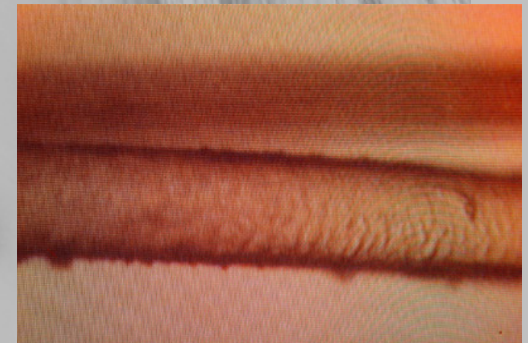
For this to work we have to lift the cuticle and allow the permanent colour into the hair. The only way to do this is to alter the pH of the hair.

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HOW WE DO IT

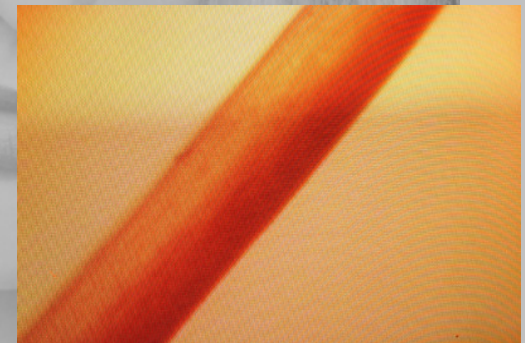
There are 2 methods to open the cuticle

The first is to suspend the hair in a substance such as ammonia. Ammonia has what is called a volatile pH which means that once you add heat the pH level is achieved more rapidly. It also takes the hair well beyond its normal pH and causes it to swell considerably. This is effective for attaching colour but has numerous side effects including damage to the hair.



Hair shaft after use of chemical colour

The second and more natural method is to suspend the hair in a substance that is mildly alkaline and acts as a conditioning agent. This softens the cuticle and as a result of using a pH adjuster, does not take the hair as far from its natural pH and causes it to open rather than to swell up. This minimises protein and moisture loss and also causes the colour to wind its way into the hair. This is a far more effective method and also assists in reducing colour fade.

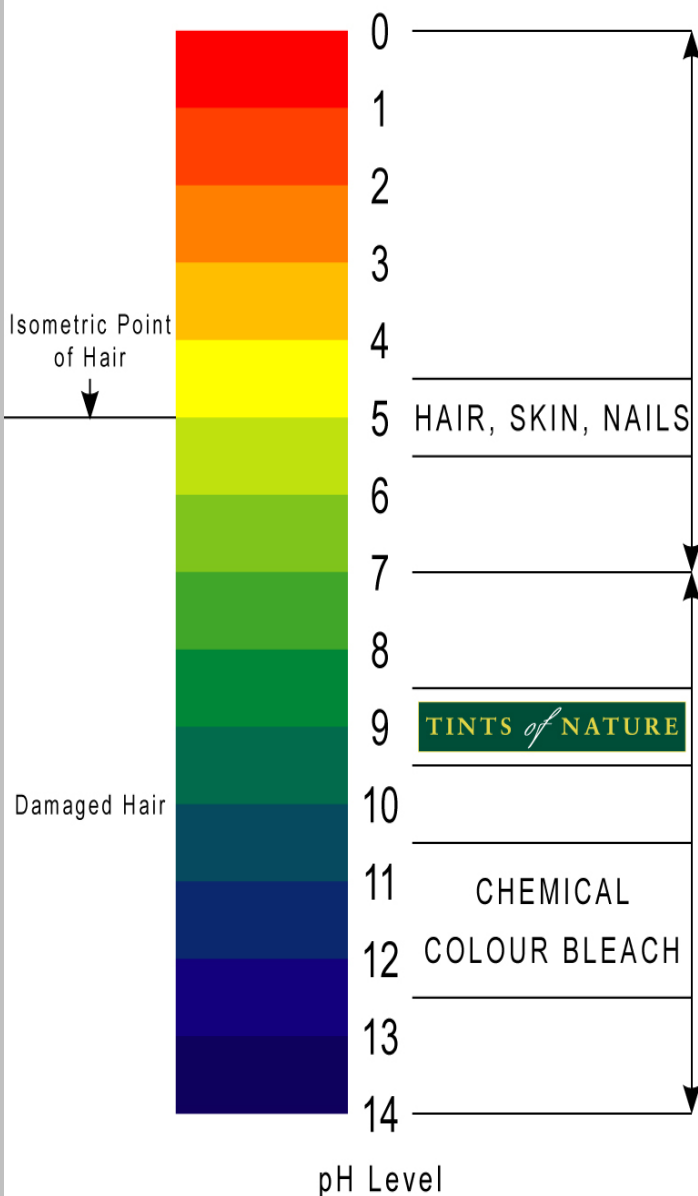


Hair shaft after use of Organic Colour

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pH BALANCE

The pH Scale



- This is a measure of acidity and alkalinity
- It ranges from 0 to 14
- 7 is neutral – pure water
- The ideal level for our hair and skin is between 4.5 and 5.5
- Above 5.5 the hair starts to open and below 4.5 it starts to contract
- For a permanent hair colour to work we have to open the hair by taking it out of it's ideal Ph
- To ensure the best possible condition of the hair we have to return it to it's ideal pH

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FEATURES AND BENEFITS

No Ammonia or ammonia substitutes	<ul style="list-style-type: none">•No damage to the hair•Maintains the hair's natural moisture and protein balance•Little to no staining on the skin•No ammonia gas to be inhaled
Contains Certified Organic Ingredients	<ul style="list-style-type: none">•Much purer product•Proof that the product is manufactured as naturally as possible
Does not take the hair as far from its Isometric Point as a chemical colour	<ul style="list-style-type: none">•Is able to close the cuticle down when shampooing and applying conditioner after the colour has been rinsed off•Gives the hair a natural feel and shine
Uses Pharmaceutical Grade Peroxide	<ul style="list-style-type: none">•Reduces irritation on the skin•Reduces burning on the hair
Has the lowest possible percentage of PPD's An average of 0.6% ranging from 2% to 0.01%	<ul style="list-style-type: none">•Reduces the risk of allergic reaction
Uses a naturally derived base	<ul style="list-style-type: none">•Less harmful chemicals in the product

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