

Radico
COLOUR ME
Organic

I am Inka
and I am
#AlagangRadico!



Recommended
for all ages!



#ALAGANG
RADICO

**The HEALTHY WAY
to color your hair**

**100% Organic.
100% Herbs.**

Certifications



Scientifically Tested and Certified Organic in US and Europe

NO ADDED SYNTHETIC CHEMICALS

FREE FROM: - PPD - RESORCINOL - PARABENS
- AMMONIA - PEROXIDE - BLEACH

Radico

ABOUT RADICO

Radico is one of the leading brands of **certified organic hair care** in the Philippines, with Radico Colour Me Organic Hair Color as its most popular and top-selling product. Founded by the visionary CEO and Director **Mr. Sanjeev Bhatt**, Radico is a multinational company based in India and the US that creates and distributes organic and natural hair care products globally. Radico delivers the promise "*Organic is real natural*" because of the organic certifications from ECOCERT and the USDA of its products. From hair color to herb hair treatments and hair oils, Radico is an alternative to people who are looking for a healthy way to take care of their crowning glory. **LineaOrganica Corporation**, its exclusive distributor in the Philippines, started carrying Radico products in 2017 and has long since distributed them in multiple channels in the country.

**Join the Organic Hair Trend Worldwide!
Radico is now in 120++ countries**



France



USA



Germany



Italy



Japan



South Korea



Hong Kong

and many more...

Meet our best-selling RADICO ORGANIC HAIR COLOR

- ✓ Manufactured with 100% organic herbs and plants with no chemical additives
- ✓ No chemical fertilizers or pesticides are used during the plantation process
- ✓ It can effectively conceal gray hair
- ✓ The hair dyeing effects are sustainable for 3-4 weeks (depending on the types and conditions of hair quality)
- ✓ FREE from any preservatives, Paraphenylenediamine (PPD), ammonia, peroxide, resorcinol, parabens, bleach, dioxane, and formaldehyde
- ✓ Achieves 100% organic accreditations from US, EU, and other countries
- ✓ Sold in many countries around the world; widely popular
- ✓ Apart from the hair dyeing functions, it can repair the damaged hair and make it healthy and shiny
- ✓ Strengthens the hair quality, allowing it to be thicker, and restores its soft and shiny characteristics



HOW TO USE

1



Shampoo and cleanse hair thoroughly. (Note: Make sure there's no oil in the shampoo ingredients. Please do NOT use conditioner).

2



Mix the hair colour powder with hot water, until it reaches a ketchup-like consistency.

3



Apply paste within 15-30 minutes as herbs are activated when warm.

4



Cover your hair with a shower cap or cling film.

5



Wait for about 60 minutes (Use a hair dryer to heat up the hair for 2 minutes in each 15-minute interval). The longer the herbs stay, the more intense color you'll get.

6



Rinse hair with water. Allow 3-5 days of oxidation before shampooing the hair. Oxidation is when the hair dye settles in the hair and deepens in color like a cut apple exposed to air.



SHADE CHART

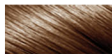
Soft Black



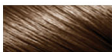
Dark Brown



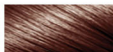
Brown



Mahogany



Burgundy



Copper Brown



*These 6 colors are available in the Philippines + 17 more colors in other countries!

**Resulting hair color may vary from print.

NOTE: The hair dyeing effects would vary according to several factors, such as the synthetic chemical contents in the hair due to different products and the length of time they were used, natural hair color, hair quality, gray hair quantity, strand thickness, etc. For best results, please choose the hair color that is closest to your natural hair color. This product is an organic hair color, and it requires to stay on the hair for at least 60 minutes. The longer it stays on the hair, the better the coloring effects. As this product is 100% organic, the effects would be relatively more gentle and subtle. Experience the unique beauty of using organic products.

INGREDIENTS CHART

	Henna	Indigo	Amla	Bhringraj	Hibiscus	Manjistha	Methi
Soft Black							
Dark Brown							
Brown							
Copper Brown							
Burgundy							
Mahogany							

BENEFITS FROM THE HERBS



Henna

Henna (*Lawsonia inermis*) colors the hair by coating it, helping to repair and strengthen the hair



Indigo

Indigo (*Indigofera tinctoria*) creates beautiful dark shades without damaging your hair



Amla

Amla (*Embllica officinalis*) helps deepen the hair color for lesser gray hair



Bhringraj

Bhringraj (*Eclipta alba/prostrata*) deeply nourishes your hair and scalp for longer, stronger hair



Hibiscus

Hibiscus (*Hibiscus rosa-sinensis*) clarifies the scalp and reinforces hair shine



Manjistha

Manjistha (*Rubia cordifolia*) cleanses and revitalizes the scalp for healthy hair growth



Methi

Methi (*Trigonella foenum-graecum*) moisturizes hair, giving it shine, volume, and bounce

*Each hair color shade has a different blend of ingredients that have coloring, cleansing, and nourishing benefits.

FREQUENTLY ASKED QUESTIONS

Q. HOW LONG CAN THE HAIR COLOR BE SUSTAINED?

A: It may last 3-4 weeks, but it depends on how you take care of your hair. We suggest using gentler organic shampoos. The duration also depends on the condition of individual hair strands, as well how fast the gray hair grows. Generally speaking, the gray hair would be reborn in about 3-4 weeks, and you would need to supplement it with another round of hair dyeing.

Q. IS THIS PERMANENT HAIR COLOR?

A: It is semi-permanent. Please do NOT compare organic hair color to synthetic chemical hair dyes, because they color the hair differently. The ammonia in chemical dyes opens the hair cuticle for the color to enter, while hydrogen peroxide helps deposit the new pigment there. On the other hand, organic hair dye colors the external layer of the hair shaft only and does not open the hair cuticle at all.

Q. WOULD THERE BE ANY ALLERGIC REACTIONS WHILE USING IT?

A: It is unlikely since Radico Colour Me Organic Hair Color is 100% made up of herbs. However, some people can be allergic to them. To rule out any adverse reactions, please do a patch test first on your skin for at least 15 minutes. If you have a certain condition, please consult with your doctor first before using this product.

Q. CAN PREGNANT AND LACTATING WOMEN USE THIS?

A: Yes. It has a **MADE SAFE** certification which means that it was made without ingredients known to harm human health. **MADE SAFE** screens product ingredients for known behavioral toxins, carcinogens, developmental toxins, endocrine disruptors, fire retardants, heavy metals, neurotoxins, high risk pesticides, reproductive toxins, toxic solvents, and harmful VOCs. Still, it is best to consult your physician first.



Q. IS IT APPLICABLE FOR USERS WHO HAVE PREVIOUSLY USED SYNTHETIC CHEMICAL HAIR DYES?

A: Yes. However, if you have previously used shampoos, conditioners, or hair dyes that contain synthetic chemicals, these leave chemical residues in the hair. Thus, in the first application of Radico Organic Hair Color, the mixture will neutralize the effects of chemicals in your hair. We suggest that you use the Radico Colour Foundation Treatment when shifting to organic before you apply the hair color.

Q. CAN IT EFFECTIVELY COVER MY GRAY HAIR?

A: Yes, but for best results, we recommend that you follow our suggestion using the Radico Colour Foundation Treatment as base/primer before applying Radico Organic Hair Color.

Q. WHY IS IT NOT TAKING EFFECT AFTER I FIRST APPLIED IT?

A: Please see the following solutions and explanations below:

You did not finish the oxidation period. Oxidation is when the hair color darkens even more. Radico Organic Hair Color is made up of organic herbs only. Also, the coloration process is different—the herbs mixture only coats the hair and does NOT penetrate the hair strands at all, making sure that they are intact.

You may have used a hair product with oils or silicones before you apply Radico Organic Hair Color. The oils will make your hair slippery, so the herbs mixture won't easily coat and cover it. Simply cleanse your hair with shampoo, rinse it, and then damp dry the hair.

You may have applied the herbs mixture on hair that is still soaking wet. Make sure that you damp dry your hair with a towel after shampooing. If it's still soaking wet or dripping with water, the herbs mixture won't stick easily to your hair.

You didn't follow the instructions exactly. Maybe you've applied the herbs mixture when it has cooled off completely! This won't take effect at all. The coloring properties of the herbs are activated when they're warm.

You have naturally dark hair, and you chose a lighter shade. You could have naturally black hair, and you chose something lighter like Darkest Ash Blonde or Copper Brown. It may take several applications to achieve this; this is why if your goal is to cover gray hair, we suggest that you go for the shade that's closest to your natural hair color.

Some people's hair is resistant to hair color. That's why we recommend the Radico Colour Foundation Treatment to help those who have resistant gray/white hair. It will help balance the colors, so this is what you need to apply first before Radico Organic Hair Color.



2-Step Organic Hair Coloration on Gray Hair



Radico Colour Foundation Treatment

Covering gray hair is made easier through organic means with the Radico Colour Foundation Treatment, composed of powerful herbs like henna, amla, ritha, shikakai, and bhringraj. It is recommended to be used as a **base/primer** to those who have gray hair or mature hair. *Applying this before Radico Organic Hair Color will result to better dyeing effects.*

- If you have gray hair and you prefer dark shades like Soft Black, Dark Brown or Brown, you may use this as a primer to avoid green, bluish, and purple outcomes.
- If you originally have natural dark colored hair, you may use this also as a primer to make a lighter orange or light reddish shade to your hair, then choose your preferred color like Burgundy, Mahogany, or Copper Brown.

Sample Result on Gray Hair



Before



1 After Colour Foundation



2 After Organic Hair Color

**This method works on regular hair but for extreme cases where hair may be too resistant to be colored, too damaged, too oily, or has a long history of being treated with chemical products, you may need professional guidance. Please message our Customer Service at Facebook or Instagram for consultation and further evaluation.*

Other Radico Organic Hair Care Products



Henna



Indigo Leaf



Amla



Brahmi



Methi



Hair Treatment Powder (Amla+Ritha+Shikakai)
Helps restore hair health and nourishes the scalp to address various hair concerns



Shikakai



Bhringraj



Colorless Henna



Ritha



Neem



Ayurvedic Hair Oil
Free from synthetic additives & preservatives, it helps reduce dandruff and promote healthy hair growth

Customer Care

SCAN ME



LEARN MORE

www.radico.ph

Let us help you switch to the **HEALTHY WAY** to color your hair!

Message us at:



Facebook: Radico Philippines



Instagram: @radicoph

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