

# SIMPLER

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HAIR COLOR



**START HERE**

## SENSITIVITY TEST

We recommend you do a sensitivity test before coloring your hair. Perform this test at least 2 days (48 hours) before use, even if you have used **Simpler** HAIR COLOR or other coloring products before. The sensitivity test is an important precaution. Dispense a small amount (less than the size of a dime) of both creams from our single can in about equal amounts onto the tip of the brush and apply it behind the ear. Keep dry and do not wash off for at least 30 min. 48 hours later, if there is no adverse reaction to the area, you are ready to color. The color may leave a small temporary stain, but it should wipe away in a few days.

However, be aware that even if a sensitivity test has been carried out, you may still experience an allergic reaction when you color your hair. The sensitivity test is not a guarantee of avoiding future allergic reactions. Always consult a physician if you have any questions.



## PREFER WATCHING A VIDEO?

VISIT:

<http://simplerhaircolor.com/vmanual>

QR Code:



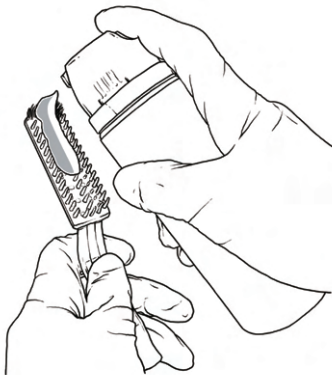
## *Optional:* **APPLY STAIN GUARD**

- Use your finger to apply around hair or beard line to prevent skin staining. Wearing gloves is optional.
- Be careful not to cover your hair or it will prevent coloring.



## 1. DISPENSE

- Wear gloves
- Remove cap and **fully press button** to dispense one layer of both creams onto half the brush.



## 2A. APPLY

- Apply cream from the roots, starting with grays first, and spread to hair ends by combing.
- Comb repeatedly until both creams are mixed thoroughly and white cream is blended away.
- The mixed cream may look different than the finished color. This is normal. Don't freak out.



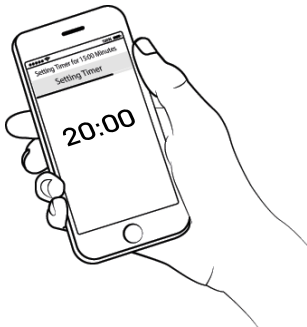
## 2B. APPLY

- Continue applying dye until all grays are covered.
- Use the tip of the brush for better detailing.



### 3. WIPE & WAIT

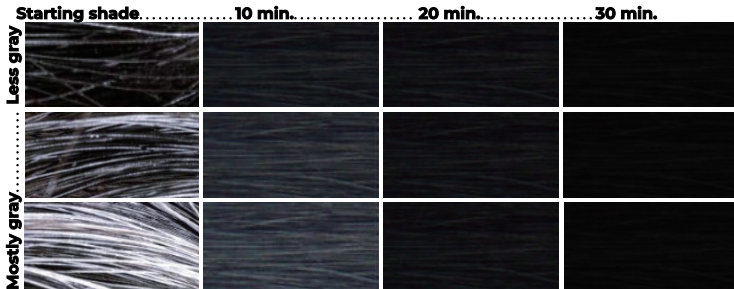
- Wipe off any dye on skin using the included wipe.
- Leave-in times for each color are on the following pages.





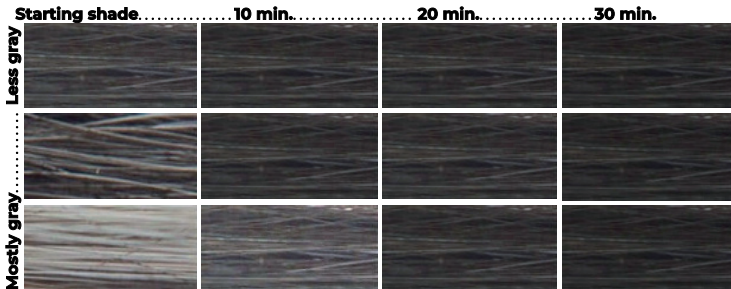
## 4A. WAIT - Natural Black

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 30-35 minutes.



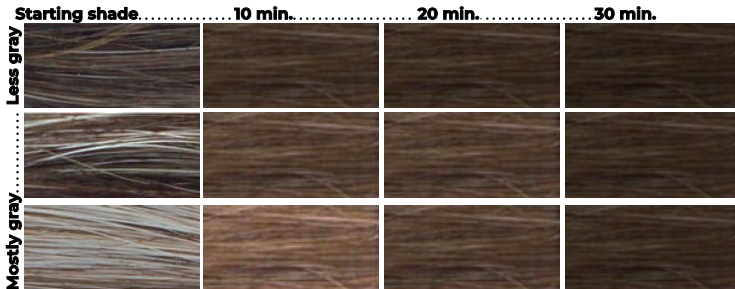
## 4B. WAIT - Brown Black

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes



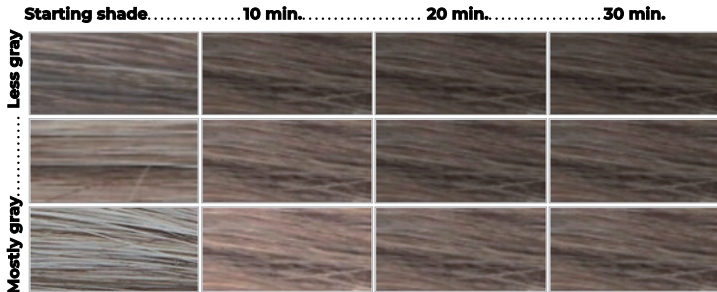
## 4C. WAIT - Dark Brown

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes



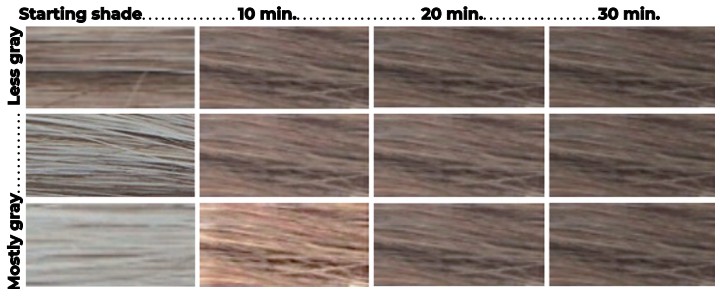
## 4D. WAIT - Medium Brown

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes.



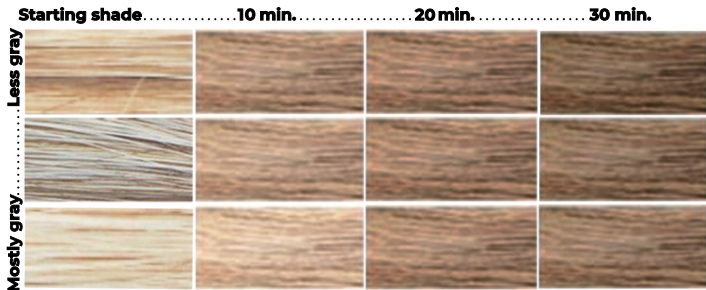
## 4E. WAIT - Light Brown

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes.



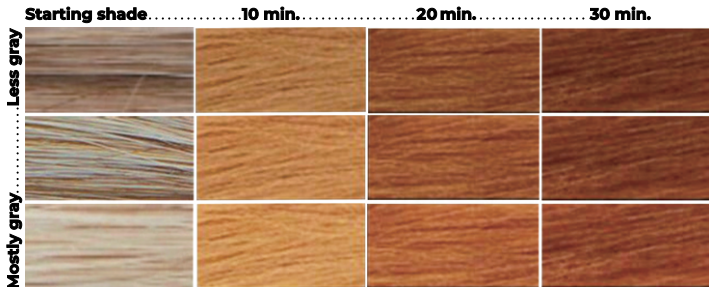
## 4F. WAIT - Blond

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes.



## 4G. WAIT - Ginger

- We recommend a 20 minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 25-30 minutes.



## 5. RINSE

- Rinse hair thoroughly with warm water until water runs clear. Keep dye away from your eyes.
- Shampoo and condition, preferably using a color extending or color safe formula.





## NUMBER OF USES

- About 4 or more, depending on the amount of hair, beard, or grays.
- Color is permanent, i.e., it won't wash away. So you're good until new hair grows out.

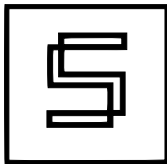
### Amount of hair, beard, or grays

More..... Less



3.....4.....5+

Number of uses



### **We're committed to**

- Never using harmful ingredients like PPD, Ammonia, Parabens, Lead Acetate, or Animal Testing & Cruelty.
- Offering the highest quality products.
- Providing the best customer service, including hassle-free returns.

**We believe** the world is a better place when we feel confident expressing the look we want.

## **CONTACT US**

Email: [hello@simplerhaircolor.com](mailto:hello@simplerhaircolor.com)

Call: (800) 699-2659

## **IMPORTANT SAFETY WARNINGS**

Permanent hair color contains ingredients which can cause an allergic reaction, which in rare cases can be severe. Therefore, you must follow these precautions:

- Do not use if you have had a reaction to a hair color product, or you have a sensitive, irritated, or damaged scalp or facial skin.
- Conduct a skin allergy test 48 hours before each time you color, even if you have used coloring products before.
- Temporary "black henna" tattoos may increase your risk of allergy to this product.
- Avoid eye contact. In case of eye contact immediately flush with water. If you are wearing contact lenses, remove them before rinsing the eyes.
- Use the gloves provided. Do not leave product on hair or beard for longer time than recommended.
- This product is not intended to be used on children. Keep out of reach of children.

In case of reaction while coloring hair, such as a rash or burning sensation on the scalp or skin, rinse immediately and discontinue use. Call a doctor if irritation persists. For any questions relating to your individual sensitivities or specific allergies, consult a doctor. If swallowed, call a doctor or poison control center immediately.

Caution: This product contains ingredients that may cause skin irritation on certain individuals and a skin sensitivity test should first be completed. This product must not be used for dyeing eyelashes or eyebrows - to do so may cause blindness.

Read and follow the instructions carefully before use. Always consult your physician if you have questions or concerns.



[SIMPLERHAIRCOLOR.COM](http://SIMPLERHAIRCOLOR.COM)

