

BRITEPLEX BLEACH

BRITE

YOU MUST READ ALL SAFETY DIRECTIONS AND INSTRUCTIONS CAREFULLY BEFORE YOU USE ME.

INSTRUCTIONS

PREPARATION:

Make sure you wear protective clothing and have a clock for timing as you will need to keep an eye on the developing time during lightening.

The product should be applied to clean, dry hair. Your hair should not be freshly washed – next day clean hair is best.

Make sure you read all the instructions and know what you are doing before full head application.

If you have very dark hair, we recommend using a 50/50 mixture of lightening cream and developing cream as this will be the strongest.

Use one kit for shorter hair or roots. For longer roots or long hair you will need at least two kits. For very long and thick hair, use at least three kits.

WHAT IS IN THIS BOX

- 80ml / 2.7 fl oz Developing Cream
- 50ml / 1.69 fl oz Lightening Cream
- 20ml / 0.67 fl oz Briteplex Hair Mask
- 12ml / 0.4 fl oz Briteplex No. 1
- Pair of gloves
- Instruction leaflet

APPLICATION:



HAVE YOU DONE THE SENSITIVITY & STRAND TEST FIRST ?

(See other side of the page for SENSITIVITY and STRAND testing.)

1. Before applying the Bleach Kit to your hair perform a **strand test** to make sure you're happy with the results. Everyone's hair is different so results may vary.

2. Protect your clothing and protect your hands with the gloves provided

3. Comb hair into a centre part then divide into three sections – two ponytails at the side and one at the back

4. Mix the Lightening cream, developing cream and Briteplex No. 1 together in a plastic or porcelain bowl, then start application immediately. Briteplex works by targeting each strand of hair to repair and prevent any breakages during the lightening process.

5. Work quickly to achieve the best colouring result. Apply the bleach mixture using a tint brush or your gloved hands from roots to ends, starting with each side ponytail before moving to the back. Do not massage the product into the scalp.

6. Let the product develop for 15-30 minutes, then check the first front section and the last section at the same time. If the lightest colour is pale yellow, the product can be rinsed off. If not, leave for another 15 minutes to a maximum of 45 minutes. Do not leave the lightening mixture in your hair for longer than 45 minutes.

7. Rinse your hair thoroughly until the water runs clear. Be careful to minimise contact with your face and body. Shampoo hair twice.

8. Apply the Briteplex Hair Mask provided or conditioner to towel dried hair and leave for 5-10 minutes before rinsing. The Briteplex will secure the lightening and leave your hair feeling healthy.

9. Follow with a toner if desired.

10. Discard any unused bleaching mixture

If at any stage during lightening, your head or hair feels uncomfortably hot, rinse lightening mixture from hair immediately with lukewarm water in a way that minimises any contact with your face and body as you may have an allergy to the lightening mixture. Shampoo and condition hair as normal. Discontinue use of this product.

BRITEPLEX HAIR MASK

A nourishing hair mask with our bond building Briteplex to repair and strengthen your hair after lightening.

DIRECTIONS: After shampooing, work through damp hair. Concentrate on the ends. Leave for 10 to 20 minutes before rinsing.

BRITEPLEX NO. 1

A bond building treatment that targets each hair strand to repair and protect as you lighten your hair.

DIRECTIONS: Mix with lightening cream and developing cream. Apply to hair immediately.

A BIT MORE INFORMATION ABOUT LIGHTENING

The end result will be affected by the natural colour and condition of your hair. The length of time you leave the product on the hair will affect the lightening also. Lightening products remove the natural colour pigments from your hair. During the lightening process your hair will lighten first to red/gold tones then to yellow. This is normal. Make sure you leave the product on your hair for the correct amount of time to fully lighten.

TIPS

Lightened hair needs some love. Make sure you trim hair regularly to prevent split ends. Make sure your hair is at its best before lightening it. Treat your hair to regular treatments to keep it in the best condition. When you lighten your hair it changes the structure. You need to take extra care of lightened hair. Hair does not like to be repeatedly lightened so if you already have light hair just touch up the regrowth. A purple based toner can keep your blonde colour nice and Brite (we use a tiny bit of purple semi in our masque).

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SUITABILITY

If your hair has already been dyed with a darker colour, you may not be able to achieve the desired lightening as this product may not be able to remove the built-up colour.

That is why you must strand test before application. A professional hairdresser will be able to advise you.

This product works best on mid-coloured, untreated hair. If you're lucky enough to have super long or super thick hair, you may need two packs. It is better to have more on hand so you don't run out during application.

This product is not intended for and is therefore not suitable for grey hair or for hair that is very dark, has been dyed with henna, metallic dyes or colour restorers.

Do not use this product on over-processed or damaged hair, as it can result in further irreparable damage.

SENSITIVITY TEST

Even if you have used this product before, check for sensitivities 48 hours before using this product.

Use a cotton bud dipped in alcohol to gently clean an area (about 1 cm) behind your ear, then dab on a small amount of lightening cream using the gloves provided. Wait 45 minutes then rinse off.

During the next 48 hours, if you experience any itching or redness in the test area, do NOT use this product.

You don't need to use the developing cream during the sensitivity test.

The sensitivity test helps detect those who are likely to develop allergies or a reaction from use. However, it is not a guarantee that a reaction, intolerance or allergy will not occur during the lightening process.

STRAND TEST

A strand test before application is always a good idea, even if you have used the product before.

Ensure that care is taken during application to prevent any unwanted lightening of clothing, floors, walls or soft furnishings.

Take a small section of hair from an area at the back of your head where your hair is the thickest. Make sure you take only a small sample and it is from an area where it will not be missed. Hair should be taken from a section similar to the hair you are colouring.

Protect clothing and put on the gloves provided. Mix together, in a plastic or porcelain bowl, equal quantities of the lightening cream and developing cream (you don't need much for the strand test).

Mix the product well then apply to the hair sample.

Leave for 30 minutes then wipe the hair clean to check the level of lightening. During the lightening process your hair will lighten first to red/gold tones then to yellow. This is normal. Once the hair sample is pale yellow, rinse the product out thoroughly and proceed to full application following the directions.

If the colour is not as desired, reapply for a further 15 minutes. Do not leave the lightening mixture on your hair longer than 45 minutes in total as it can damage your hair.

If at any stage during lightening, your head or hair feels uncomfortably hot, rinse lightening mixture from hair immediately with lukewarm water in a way that minimises any contact with your face and body as you may have an allergy to the lightening mixture. Shampoo and condition hair as normal. Discontinue use of this product.

INGREDIENTS

Developing Cream Ingredients: Aqua (water), Hydrogen Peroxide, Cetearyl Alcohol, Steareth-20, Ceteareth-6, Ceteth-2, Tetrasodium Etidronate, EDTA, Phosphoric Acid, Lauryl Pyrrolidone.

Lightening Cream Ingredients: Mineral Oil (PARAFFINUM LIQUIDUM), Magnesium Carbonate, Potassium Persulfate, Sodium Metasilicate, Ammonium Persulfate, Cyamopsis Tetragonoloba (Guar) Gum, Tetrasodium EDTA, Sodium Stearate, Sodium Lauryl Sulfate.

Hair Mask Ingredients: Aqua (water), Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer, Soy Isoflavones, Glycosphingolipids, Acetyl Cysteine, Polyglyceryl-10 Dilaurate, Watermelon Seed Oil Polyglyceryl-6 Esters, Hazel Seed Oil Polyglyceryl-6 Esters, Cetearyl Alcohol, Paraffinum Liquidum, Glycerin, Dimethicone, Cetrirmonium Chloride, Behentrimonium Chloride, Parfum, Panthenol, Polyquaternium-37, Argania Spinosa Kernel Oil, Lactic Acid, Hydrolyzed Wheat Protein, Phenoxyethanol, Ethylhexylglycerin.

BRITEPLEX NO. 1 Ingredients: Aqua (water), Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer, Panthenol, PVP, Soy Isoflavones, Glycosphingolipids, Acetyl Cysteine, Polyglyceryl-10 Dilaurate, Watermelon Seed Oil Polyglyceryl-6 Esters, Hazel Seed Oil Polyglyceryl-6 Esters, Dicetyl Phosphate, Glycine, Sodium PCA, Phenoxyethanol, Valine, Ethylhexylglycerin



POISON
KEEP OUT OF REACH OF CHILDREN
READ SAFETY DIRECTIONS

SAFETY INSTRUCTIONS

I am not intended for use by or on anybody under 16 years of age.

IMPORTANT:

IRRITANT. WARNING – This product contains ingredients which may cause skin irritation to certain individuals. A preliminary test according to the accompanying directions should be made before use. This product must not be used for dyeing eyelashes or eyebrows; to do so may be injurious to the eye.

Contains persulfates. Can cause an allergic reaction.

DO NOT USE IF:

You are sensitive to persulfates or have previously experienced an allergic reaction to hair lightener, or if your scalp is sensitive, irritated, itchy, damaged or has any abrasions. A medical doctor can answer any questions about your personal sensitivity to hair lightening and colouring products.

Do not use on broken skin. Wash hands thoroughly after use.

Mix strictly according to the instructions.

This lightening mixture contains hydrogen peroxide and persulfates. Make sure you read and understand the safety precautions before you use this product.

The final colour result will be determined by many factors such as the condition of your hair, previous treatments, natural hair colour, porosity, length and fineness of hair.

If your hair is excessively damaged from previous lightening or bleaching, is fragile, feels straw-like or breaks easily, we recommend you seek advice from a professional hairdresser before using this or any other bleaching or lightening hair product.

Do not inhale or ingest the lightening cream or developing cream. In the event this product is ingested, do not induce vomiting. Seek medical attention.

We recommend you complete a sensitivity and strand test first before full head application.

If at any stage during lightening, your head or hair feels uncomfortably hot, rinse lightening mixture from hair immediately with lukewarm water in a way that minimises any contact with your face and body as you may have an allergy to the lightening mixture. Shampoo and condition hair as normal. Discontinue use of this product. A medical doctor can answer any questions about your personal sensitivity to hair lightening and colouring products.

Follow all directions and use the gloves provided during lightening.

This product is designed for use on the hair on your head only. Do not use it to lighten eyelashes, eyebrows or facial hair.

Avoid contact with your eyes. If the product does come into contact with your eyes, rinse your eyes thoroughly. If you wear contact lenses, take them out before rinsing your eyes. If irritation persists, seek medical advice.

Avoid contact with your skin. If the lightening mixture comes into contact with your skin, use a towel to wipe off immediately. Do not massage lightening mixture into the scalp; try to keep it off the scalp as much as possible to avoid any unwanted irritation.

Keep the product away from heat and light. Do not mix this product with any other products. Discard any unused product. Do not leave the mixture in a closed pack as it may explode.

Keep my developing cream away from light, heat, sparks and naked flames. It may cause fire if it comes into contact with other chemicals, paper or other flammable materials.

Always follow the timing guidelines given. If you do not leave the product on for the correct time, your hair may become patchy or it may not fully develop, leaving your hair an unwanted brassy colour.

The temperature at which the hair is kept during lightening can have an impact on the lightening. To achieve the best results, do not clump hair together and do not cover hair during the lightening process, allowing as much air as possible to penetrate the hair follicles.

Do not use metallic tools (clips, grips, combs etc.) in your hair when using this product as these can stain the hair.

Ensure that care is taken during application to prevent unwanted lightening of clothing, floors, walls or soft furnishings. Remove spills immediately by wiping up excess cream then using an appropriate home cleaning product to clean the surface.

FIRST AID

For advice, contact a Poisons Information Centre Australia 13 11 26, New Zealand 0800 764 766, USA 1-800-222-122 or a doctor. If swallowed do NOT induce vomiting. If in eyes, hold eyelids apart and flush the eye continuously with running water. Continue flushing until advised to stop by a Poisons Information Centre or a doctor, or for at least 15 minutes. If skin contact occurs, remove contaminated clothing and flush skin with running water.