

# NO BLEACH 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

- 60ml / 2.7 fl oz Developing Cream
- 60ml / 2.7 fl oz Colorant
- 20ml / 0.67 fl oz Hair Mask
- 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 colorant and developing lotion together in a plastic or porcelain bowl, then start application immediately.
5. Work quickly to achieve the best colouring result. Apply the bleach mixture using a tint brush or your hands protected by the gloves provided, brush 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. Be careful to minimise contact with your face and body. Shampoo hair twice.
8. Apply the Hair Mask provided or conditioner to towel dried hair and leave for 5-10 minutes before rinsing.
9. Follow with a toner if desired.

## 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.

### DO NOT USE IF

Do not use on hair that has been bleached - been dyed with temporary, semi-permanent or permanent hair dye, or henna - been bleached, high-lift tinted or color restored - been chemically straightened, keratin straightened, relaxed or permed.

### TIPS

High-lift tint will damage your hair and make it feel dry. A strand test must be performed on your hair before using to check the condition and how it will feel after lightening. Do not lighten your hair if the strand test feels damaged or you don't like how it feels.

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# B R I T E

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## SPECIAL PRECAUTIONS

In case of a reaction during the application such as:

Stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. Consult your doctor.

If you experience shortness of breath seek immediate medical attention before coloring your hair again, consult a doctor.

If, during the day following application, itching, redness or spots on the scalp and/or skin occurs, it is recommended that you consult a doctor.

Keep the empty package and this instruction leaflet for a few days in case you experience a reaction.

- Wear the gloves supplied in the carton.
- Remove all metal objects from hair before coloring and keep them away during coloring. Do not use metal styling tools.
- Prepare and apply the mixture in a well ventilated area.
- Avoid contact with eyes, ears and face. Do not use to dye eyelashes or eyebrows.
- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. Rinse the eyes immediately and thoroughly if the product comes into contact with them. If you wear contact lenses, take them out before rinsing your eyes thoroughly with water. In both cases, seek medical advice.
- Do not inhale or ingest.
- Do not use to dye a beard or moustache or for any other purpose than coloring your hair. Avoid any unnecessary contact with the skin.
- Rinse hair well after application.
- **Wait at least 2 weeks after using a relaxer, a perm or a straightening process on the hair before applying this colorant.**

Do not use if your hair has been colored with henna or with a progressive hair colorant. Keep developer away from heat and light. Do not mix this colorant with any other product. Do not keep any unused product. Do not leave the mixture in a closed bottle (the bottle may expand or burst).

Keep out of reach of children.

If coloring hair that is shoulder length or longer or thick you may need 2 or 3 packs.

## 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 colorant 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 coloring 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 coloring.

Protect clothing and put on the gloves provided. Mix together in plastic or porcelain bowl in equal quantities of the colorant 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 color. Only proceed if you happy with the color. Please contact us for further advice if needed.

## INGREDIENTS

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

Colorant Ingredients: Aqua(water), Cetearyl Alcohol, Ammonium Hydroxide, Paraffinum Liquidum, PEG-40 Hydrogenated Castor Oil, Laureth-20, Propylene Glycol, Ethanolamine, Fragrance, Sodium Sulphite, Sodium erythorbate, Disodium EDTA.

Hair Mask Ingredients: Aqua (water), Cetearyl Alcohol, Behentrimonium Chloride, Glycerin, Cetrimonium Chloride, Propylene Glycol, Amodimethicone, Phenoxyethanol, Isopropyl Alcohol, Fragrance (Parfum), Octyldodecanol, Sodium Benzoate, Polyamide-2, Lactic Acid, Hydrolyzed Wheat Protein, Hydrolyzed Vegetable Protein PG-Propyl Silanetriol, Lauryl Pyrrolidone, Trideceth-12.



**POISON  
KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS**

### 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 color hair if you have a rash on your face or sensitive or irritated and damaged scalp.

Do not use if you have ever experienced any reaction after coloring your hair.

Do not use if you have experienced a reaction to a temporary "black henna" tattoo in the past.

**! IGNORING AN ALLERGY CAN BE LIFE THREATENING.**

You must conduct an ALLERGY ALERT TEST 48 HOURS BEFORE each time you colour your hair even if you have already used this colouring product before.

Remember to buy the product 48 hours in advance (and read and follow the instructions). In case of any reaction or when in doubt, consult a doctor before using any hair colour product.

"Developer" contains hydrogen peroxide.

The colorant contains resorcinol, phenylenediamines (Toluenediamines).

Wear the gloves supplied in the box.

Avoid contact with eyes.

Do not use to dye eyelashes or eyebrow. Rinse the eyes immediately and thoroughly if the product comes into contact with them.

Rinse hair well after application. Wait at least 2 weeks after using a relaxer, perm or a straightening process on the hair.

Do not use if your hair has been colored with henna or with a progressive colorant.

Keep out of reach of children.

**SAFETY DIRECTIONS: DO NOT SWALLOW WARNING** - This product contains ingredients which may cause skin irritations 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. Irritant. Avoid contact with eyes.

**First Aid.** For advice, contact a Poisons information Centre (Phone Australia 13 11 26 and USA 1-800-222-122) 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 the Poisons Information Centre or a doctor, or for at least 15 minutes. If skin or hair contact occurs remove contaminated clothing and flush skin and hair with running water.

**FOLLOW THE INSTRUCTION LEAFLET**

Please read Ingredient list on this pack.