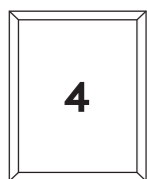
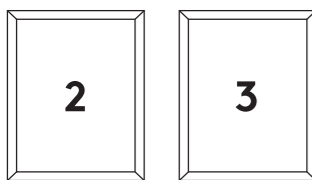
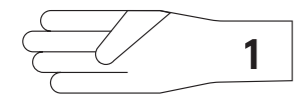
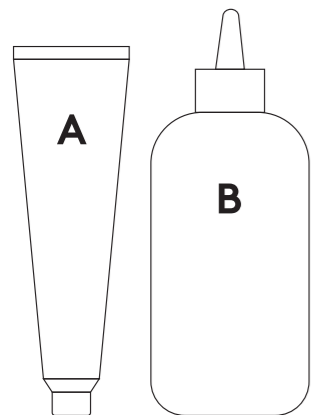


## LET'S GET STARTED.

### WHAT'S IN YOUR KIT



- A• Your expert colour
- B• Colour activator
- 1• Salon-grade gloves
- 2• Protective barrier cream
- 3• Stain removing wipe
- 4• Deep-conditioning treatment

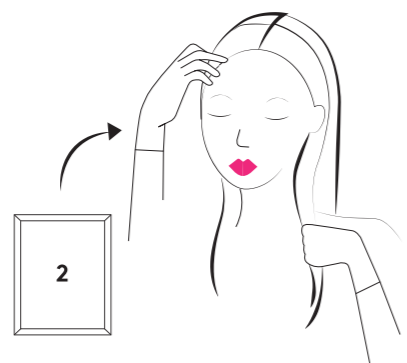
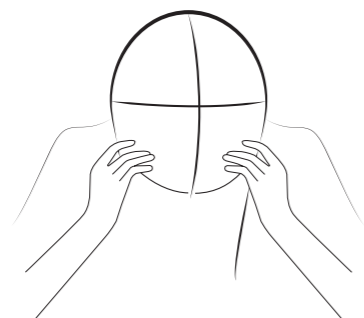
LAY EVERYTHING OUT READY. YOU'LL ALSO WANT TO HAVE A TOWEL TO HAND.

## 1. PREPARATION

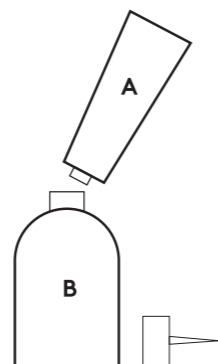
First things first: ensure you've done an allergy test at least 48 hours before use.

**Instructions for allergy test:** Take a cotton bud and apply a small coin-sized quantity of the mixed colour behind your ear. Reapply two or three times, allowing to dry in between each application, then leave without touching or washing off for 48 hours. If there is no sign of change to the area you can proceed with colour.

**1•** Divide your dry unwashed hair into four sections and apply a generous layer of barrier cream (2) around your hair line to prevent staining.



**2•** Put the gloves on (1). Squeeze your colour (A) into the activator (B) and shake vigorously until well mixed.



**Josh says:** "Before you start, make sure your hair is properly brushed through so that any knots are teased away. It helps the colour get distributed evenly and makes the whole process less messy."

## 2. APPLY

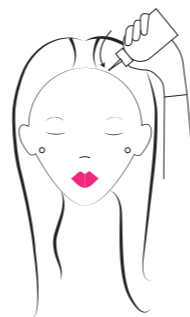
Expert colourists use **two different techniques** depending on your needs, so follow the instructions which **describe you best:**

### OPTION A

**I NEED A ROOT TOUCH-UP**

**IF:** your hair has been coloured less than 8 - 12 weeks ago with a similar shade and only the root regrowth is visible, or you want to protect the ends of your hair from over-treating or becoming too dark.

**1•** Start at the roots and apply in rows along your scalp, working from front to back.



**2•** Massage the colour in with your fingertips to ensure all hair regrowth is evenly coloured.

**3•** Leave on for 30 minutes. Keep gloves handy for later.



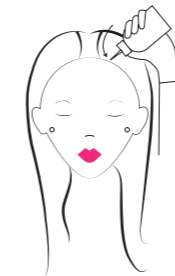
**Josh says:** "For a freshly-coloured salon finish, apply the rest of the colour to the lengths for 10 minutes before the end of the developing time."

### OPTION B

**I'M LOOKING FOR ALL-OVER COLOUR**

**IF:** it's the first time you've coloured your hair, your previous hair colour has completely grown out or you're applying a colour that's darker than your current shade.

**1•** Start at the roots and apply in rows along your scalp, working from front to back.



**2•** Apply the remainder of the colour down your hair lengths. Massage the colour in with your fingertips to ensure all hair is evenly coloured.



**3•** If you have chosen a similar shade to your current hair colour and want a more natural look, don't brush right to the very ends of your hair as these should naturally appear slightly lighter.

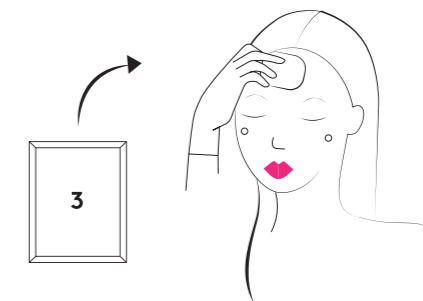
**4•** Leave on for 30 minutes. Keep gloves handy for later.



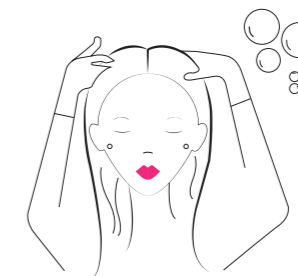
**Josh says:** "When you apply, begin with the areas where you see most grey - that way the colour will be saturated for longer ensuring maximum grey coverage."

## 3. RINSE & TREAT

**1•** At the end of the developing time, use the stain removing wipe (3) to remove any traces of colour from your skin.



**2•** Keep the gloves on and rinse off the colour with warm water until the water runs clear. Massage around the hairline to remove staining.



**3•** Shampoo your hair, rinse, and apply the deep-conditioning colour treatment (4) provided to lock in your colour and deep-condition your hair, then rinse off.

**Josh says:** "Don't throw the stain removing wipe away until after you've done the final rinse in case you need it again at the end."

For more support and suggestions on expert colouring techniques, or just for something great to read while you're waiting for your colour to be ready, visit [joshwoodcolour.com](https://www.joshwoodcolour.com) and see what's happening in our world of colour...

Keep up to date & share your hair @JoshWoodColour

**Josh  
wood  
colour.**