

Hints and Tips

Because Gentle Hair Dye Water Colour doesn't contain any bleaching agents or ammonia, it is important to follow the instructions carefully to ensure you get good results. Here is a list of helpful pointers to remember:

- Please note that the colour results may be affected by your natural colour, the condition of your hair and any previous treatments. Water Colour may be used over most other hair colourants but not over colour restorers, metallic dyes and compound henna containing metallic salts.
- The day before applying Water Colour wash your hair with a 'clarifying' or 'detox' shampoo – this is designed to remove a possible build-up of product residues which we can get from some regular shampoos and conditioners, styling products and even pollutants in the air.
- Do not apply any hairspray or other styling products after detoxing your hair as above.
- For maximum grey coverage the dye must be applied to dry hair. (Used in this way the colour could last indefinitely but of course you will need to treat re-growth).
- When mixing the colour use hand hot water. (Too cool and it will not activate the dye, too hot and it will process in the bottle and not on your hair! The optimum temperature is approximately 38°C.)
- Always 'sandwich' the powder when mixing – first put in a centimetre of water, then the powder, then the rest of the water. (Never go over the fill line, if the powder is over diluted it won't work.)
- Some people prefer to apply Water Colour with a tint brush (available online) especially when targeting the roots only. After mixing in the applicator, squeeze the mousse into a bowl, then using the tail of the brush to part the hair; brush the dye carefully along each parting working your way from front to back.
- Ensure you use the plastic hat provided and secure with a hair clip to keep it tight around the hairline and over the ears. (If the mousse dries out it will not penetrate the hair.)
- If your hair is resistant or coarse you may wish to follow these extra steps:
 - Use 55ml of water instead of up to the 60ml fill line
 - Wrap a towel over the secured plastic hat to keep your head warm
 - Leave the dye on for up to 1 hour 20 mins* (it will stop working after this time) *with the exception of the 'Ash' shades: 91, 81, 71, 61, 51 which should only be left on for a maximum of 50 minutes* as after this time the desired neutral ash effect will lessen. *Please note: for this reason the Ash shades may not be the most suitable for coverage of resistant grey.

Statutory cautions

Please read the instructions carefully before use. Avoid contact with eyes. Rinse immediately if product comes into contact with eyes. Do not use to colour eyelashes or eyebrows. Use processing hat and gloves provided and protect clothing during the colouring process. Shampoo your hair well after use. This product does not contain p-phenylenediamines but does contain other potential sensitizers which can still produce an allergic reaction, particularly in those already sensitised to p-phenylenediamines. Do not use on damaged or irritated scalp.

Ingredients – Water colour

All Gentle Hair Dye Water Colour Contains:

- sodium dodecyl sulphate
- sodium percarbonate
- sodium sulphate
- sodium silicate
- sodium lauroyl sarcosinate
- xanthan gum

May contain (depending on shade):

- p-toluene diamine sulphate
- m-amino phenol sulphate
- 4-amino-2-hydroxytoluene sulphate
- p-aminophenol sulphate
- 2,4-diaminophenoxyethanol hel
- 4-amino-m-cresol 1
- 2-aminom6-chloro-4-nitrophenol sulphate
- 2-methyl-5-hydroxyethylaminophenol
- 4-amino-2-hydroxytoluene

Our applicator bottles are very robust, so please re-use for as long as possible to help keep plastic waste down – and get 50p off your order when you opt out! You can remove the applicator from your basket at the checkout.

For more information including on recycling please visit our website: www.gentlehairdye.com or if you have any questions we would love to hear from you – phone: 0345 230 2124 / 01548 830 560 for advice or orders.



REMEMBER
Patch test each
time, every time
for at least 48
hours!

Gentle Hair Dye

Water Colour

Gentle water based hair dye

Water Colour is a gentle water-based PPD-FREE formula which produces beautiful long lasting colour and shine. Water Colour gently penetrates the hair cuticle without changing the structure of the hair, leaving it soft, silky and smooth.

Water Colour was developed to be kind to the hair and produce natural looking colours, capable of up to 100% grey coverage yet without the use of damaging chemicals. Water Colour contains no ammonia, alcohol, resorcinol, perfume, bleaching agents or p-Phenylenediamine (PPD).

Before you start

Please read the instructions thoroughly to ensure you select the best method suited to your requirements. Always carry out the skin sensitivity/allergy test outlined in this leaflet at least 48 hours before colouring your hair. For best results wash your hair the day before applying Water Colour to remove any possible build-up of pollution or styling product residues. Prior to application avoid two-in-one shampoos or conditioners, which may contain silicone. Protect clothes and furnishings from accidental staining and use old towels for drying your hair if possible. Excess product can be removed from your skin and hairline with soap or shampoo on a dampened cloth.

You will need:

- 1 vial of Water Colour powder dye
- 1 Water Colour applicator
- 1 plastic hat
- 1 set of plastic gloves
- Instructions

Each item can be ordered separately

Skin Sensitivity/Allergy Test

Because Water Colour does not contain p-Phenylenediamine (PPD) it is much less likely to trigger allergic sensitisation. However, skin patch testing is an essential part of the process of applying any hair dye; this is because people can develop a sensitivity or intolerance to any substance at any time – whether man-made or natural. Apply the patch test as described in this leaflet at least 48 hours prior to use. **If you have had an allergic reaction to any other hair dye before, we recommend waiting 1 week after applying the skin patch test.**

1. Take a tiny pinch of Water Colour powder from the vial and mix it with a drop of warm water on a saucer. Reseal the vial immediately. Do not allow the remaining powder to get wet.

2. Wash a small area of skin inside your elbow and dry gently but thoroughly. Apply a drop of the Water Colour mixture to the area with a cotton bud and allow to dry. Do not wash off for AT LEAST 48 hours (Please be aware that in some cases the skin sensitivity/allergy test can take longer to react – up to a week for some people).

3. If during this period you experience any irritation, redness, swelling or burning, it is likely you are allergic to an ingredient in this product and should not use it.

Do not use on damaged or irritated skin.

Water colour can be used as a semi, demi, or quasi-permanent

1. **Semi-permanent:** Applied to towel-dried hair for 30 minutes it can last up to approximately 8 washes with no grey coverage.

2. **Demi-permanent:** Applied to well towel-dried hair for 45 minutes it can last up to approximately 12 washes with subtle grey coverage.

3. **Quasi-permanent:** Applied to dry hair for between 1 hour and 1 hr 20 minutes it can colour up to 100% grey. With this method it can be completely permanent and last up to approximately 18+ washes (3-6 weeks or more) but as with all hair dyes is likely to fade gradually over time. However, please be aware that if you use this method too often on pre-dyed hair the colour can build up, become too dark and lose the ability to fade, which is why we recommend the regrowth application method if you only need to cover your roots.

The above is a guide only – the results may be affected by the condition of your hair and any previous treatments.

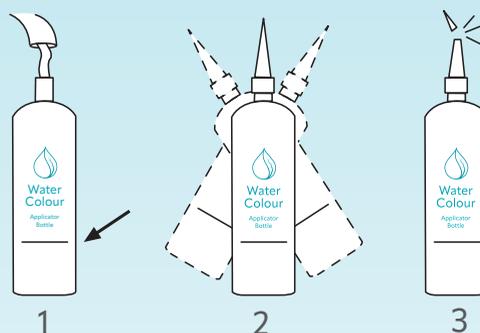
Preparing water colour for application

1. Pour approximately half the quantity of 'hand hot' water (around 38°C) into the applicator bottle.

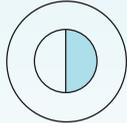
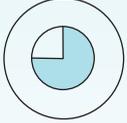
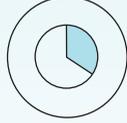
2. Empty all of the powder from the vial into the applicator, then add more warm water to bring the mixture up to just below the 'fill level' line. Take care not to overfill. Screw on the applicator nozzle securely.

3. Shake the solution vigorously for at least 30 seconds until the sound of liquid can no longer be heard and no movement felt inside the bottle. The mixture has now developed into the Water Colour mousse.

4. Holding the bottle over the sink to catch any excess colourant, cut off the tip. You are now ready to start application.



Timing Guide

Semi-permanent: Lasts up to 8 washes No grey coverage	Demi-permanent: Lasts up to 12 washes 50% grey coverage	Quasi-permanent: Lasts 18 or more washes Up to 100% grey coverage
Apply to damp hair	Apply to well towel-dried hair	Apply to dry hair
 30 mins	 45 mins	 1 hour – 1 hour 20 mins

Special Note

The colour of the Water Colour powder in the vial and the mousse when mixed with water is not representative of the final shade outcome on your hair and may look quite different.

Full Head Application (Permanent)

Use this method if colouring your hair for the first time or you do not have a marked colour difference between your roots, mid-lengths and ends.

1. Wearing the gloves provided, apply the Water Colour mousse to the roots of your hair at approximately 1.5cm intervals. Distribute the remainder of the mousse through your hair massaging it to the ends ensuring that it is covered evenly.



2. Pile your hair on top of your head and put on the cap, securing it to prevent any dripping.

3. Stay in a warm environment ensuring the solution does not dry out under the cap.

4. Follow the timing table for the colour depth you require.

5. Rinse the colour from your hair until the water runs clear. Shampoo your hair using your usual shampoo and rinse thoroughly again. Apply your usual conditioner and leave in for at least one minute to restore the pH balance; rinse and style as normal.



Regrowth application method

Use this method if you are covering regrowth of your natural colour at the roots and you have colour from previous applications of hair dye on the rest of your hair.

Apply to dry hair for Quasi-permanent, damp hair for Semi or Demi. (Ideally wash your hair the day before with a clarifying shampoo – see Hints & Tips).

1. Wearing the gloves provided, apply the Water Colour mousse to the roots of your hair at approximately 1.5cm intervals to the root area only.

2. Pile your hair on top of your head and put on the cap, securing it to prevent any dripping.

3. Stay in a warm environment ensuring the solution does not dry out under the cap.

4. Follow the timing table for the colour depth you require.

5. If the colour on the rest of your hair has faded and needs refreshing, reserve the remaining Water Colour mousse for the ends. 10 minutes before the end of the colouring process remove the cap and quickly distribute the remainder of the foam evenly through your hair, massaging it to the ends ensuring it is covered evenly. Replace the cap over your hair.

6. Rinse the colour from your hair until the water runs clear. Shampoo your hair using your usual shampoo and rinse thoroughly again. Apply your usual conditioner and leave in for at least one minute to restore the pH balance; rinse and style as normal.