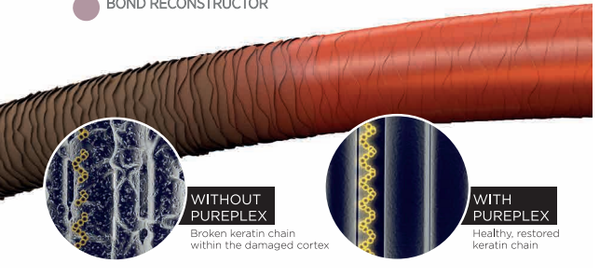
PUREPLEX

BOND RECONSTRUCTING **COLOUR CREAM**

AMINOFIX
REPAIR & PROTECT
BOND RECONSTRUCTOR



PLEASE ENSURE YOU READ THESE INSTRUCTIONS TWICE BEFORE COMMENCING YOUR COLOUR

UNDERSTANDING THE SHADES

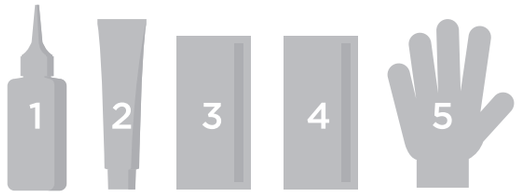
PUREPLEX Bond Reconstructing Colour Cream is a range of permanent shades that will provide up to 100% grey coverage.

REMEMBER Colour results depend on your natural hair colour and may also vary on hair that has been previously coloured.

We recommend a regrowth application every 4 - 5 weeks.

IMPORTANT The 10.21 shade is different. This shade is packaged with a slightly higher strength developer, allowing you to achieve 2 - 3 levels of lift and achieve lighter, sunkissed tones on natural hair. It is not recommended for use on white hair, and CANNOT lighten previously coloured hair. 10.21 is not a bleach and cannot lighten natural hair beyond 3 levels. So, if used on natural dark brown bases only a warm light brown result can be achieved. If a lighter result is required, use Colour-Freedom Cream Bleach.

BOX CONTENTS



1. Cream Developer
2. Colourant
3. Bond Reconstructing Treatment
4. Conditioner
5. Pair of gloves

YOU WILL NEED

- Your chosen PUREPLEX shade.
- The gloves provided.
- A clock or watch.
- An old towel and T-Shirt.
- A non-metallic wide toothed comb.

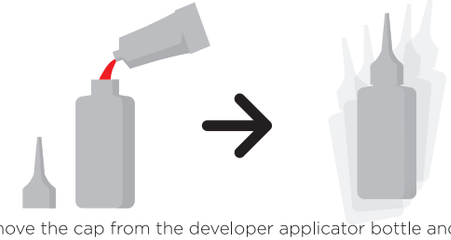
YOU MAY ALSO NEED

- A non-metallic bowl.
- A tint brush.

USEFUL TIPS BEFORE YOU START

- Applying colour to very damaged hair is never recommended. If your hair is particularly damaged, apply PUREPLEX Hair Repair System 5-7 days prior to colouring.
- Check your pack contains 1 tube of colourant, 1 developer bottle, 1 sachet of Bond Reconstructing Treatment, 1 sachet of conditioner and 1 pair of gloves.
- Although the included applicator bottle works well, for optimum precision during application, we recommend emptying the contents of the colourant tube and developer bottle into a plastic colour bowl, mixing and applying with a tint brush.
- Although the hair should be dry at time of application, if styling products have been used in the hair, first remove build-up with a clarifying shampoo. For best results use the Purifier from the Style Freedom Hair Detox Kit.
- Always colour hair in daylight hours, as artificial light can sometimes cause inaccurate application placement.
- Apply colour immediately after mixing.
- Wear an old T-Shirt and cover upholstery before commencing.
- Always wear gloves provided.

MIXING



Remove the cap from the developer applicator bottle and carefully place to one side. Squeeze the entire contents of the colourant tube into the developer bottle and re-fasten the lid, checking it is fully secure. Now shake the applicator bottle to ensure the colourant and developer are fully intermixed.

COLOUR APPLICATION

FIRST TIME

Follow these instructions if using permanent colour on your hair for the first time, OR if your previous colour has completely grown out.

Apply the mixed product to root areas first and then work through to mid-lengths and ends. Once you are happy that the hair has been fully covered in colourant, lightly massage from roots to ends for 1 minute.

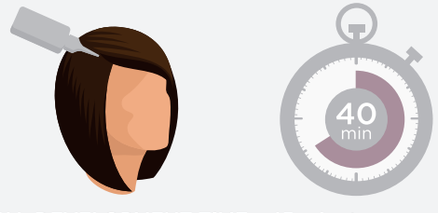
Once the colourant has been applied, allow to develop for 45 minutes without covering the hair.

TOTAL DEVELOPMENT TIME - 45 minutes.

IMPORTANT If there is a lot of white hair present, increase development time by 5 minutes - TOTAL TIME 50 minutes.

IMPORTANT FIRST TIME APPLICATION WHEN USING SHADE 10.21

Apply mixed product to midlengths and ends first. Leave for 5 minutes, then apply the rest of the colour to the root area and allow to develop for a further 40 minutes. Do not cover the hair.



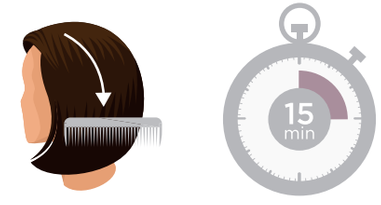
TOTAL DEVELOPMENT TIME - 45 minutes.

REGROWTH

When you need to re-apply your PUREPLEX shade to your regrowth, we recommend working with a plastic bowl and tint brush.

Mix the colourant and developer in the bowl and using the tint brush, apply (on dry hair) to only the new regrowth areas.

Develop for 30 minutes. Do not cover the hair.



Once developed, dampen a non-metallic comb and begin working the colourant from the roots through to the mid-lengths and ends. Leave for a further 15 minutes and then rinse as instructed.

TOTAL DEVELOPMENT TIME - 45 minutes.

IMPORTANT If you have fragile, damaged hair do not apply to the ends until the last 5 minutes of development.

If there is a lot of white hair present, increase development time by 5 minutes - TOTAL TIME 50 minutes.

IMPORTANT REGROWTH APPLICATION WHEN USING SHADE 10.21

Apply mix to regrowth area only and develop for 45 minutes.

If mid-lengths and ends need refreshing, quickly massage colour through for no more than 1 minute (any longer than this increases the risk of unwanted tones), before rinsing.

RINSING

After development has concluded, work a small amount of water into the hair and then work the colourant from the roots to the ends (as you would a shampoo). Pay particular attention to massaging around the hairline (front and back) as this will prevent staining. After massaging for 1 minute, begin rinsing the hair.

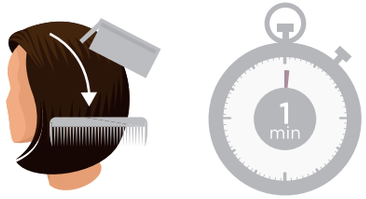
Carefully direct the water flow throughout, working the colourant mixture out of the hair. Rinse until the water runs completely clear and towel dry.

BOND RECONSTRUCTING TREATMENT

Apply Bond Reconstructing Treatment all over the hair, and massage in. The AMINOFIX technology replaces any amino acids lost during the colouring process, effectively rebuilding the hair's natural keratin structure.

Comb through with a wide tooth comb and leave on for 15 minutes, then rinse well.

PUREPLEX CONDITIONER



Once you are happy that the water is running fully clear and all Bond Reconstructing Treatment has been successfully rinsed, lightly towel dry the hair and apply PUREPLEX Conditioner to lock in colour.

Comb the conditioner through the hair (from roots to ends) and leave for 1 minute. After 1 minute, lightly rinse the conditioner from the hair for 2 minutes using warm water. Dry and style as usual.

FOR BEST RESULTS

After using PUREPLEX Colour Cream, maintain improved condition and lock-in colour with

PUREPLEX

Shampoo & Conditioner

⚠ SAFETY INFORMATION

- Hair colourants can cause severe allergic reactions.
- Read and follow instructions carefully.
- This product is not intended for use on persons under the age of 16.
- Temporary 'black henna' tattoos may increase your risk of allergy.
- Allergy to colourants can occur suddenly after long term use, therefore you should always conduct a skin test prior to each colourant application (even if you have used the product previously).
- Avoid contact with eyes. Rinse eyes immediately if product comes into contact with them.
- Do not use to colour eyebrows or eyelashes.
- Metallic Glory is not recommended for use on hair extensions.
- Ensure product is fully rinsed from the hair after application.
- Immediately rinse any splashes on the skin or clothing.
- Avoid contact with surfaces as permanent staining is possible.
- Always wear gloves provided.
- Keep out of the reach of children.

DO NOT COLOUR YOUR HAIR IF:
- you have a rash on your face or sensitive, irritated & damaged scalp.
- you have ever experienced any reaction after colouring your hair.
- you have ever experienced any reaction to a temporary 'black henna' tattoo.

IF YOU EXPERIENCE ANY OF THE FOLLOWING DURING COLOURING:
- stinging or burning and/or rash, rinse colour from the hair immediately and stop the colouring process as this can be an indication of a more serious reaction. Do not attempt to colour your hair again (either at home or a salon) before contacting a doctor or seeking medical advice.
- dizziness, faintness or shortness of breath, rapidly spreading skin rash or swelling of eyes/face, rinse immediately and seek immediate medical attention and contact the manufacturer.

IF AFTER COLOURING OR ON THE FOLLOWING DAYS: you experience problems such as itching skin or scalp rash/weeping, swelling of eyes/face or blistering, seek immediate medical attention and contact the manufacturer.

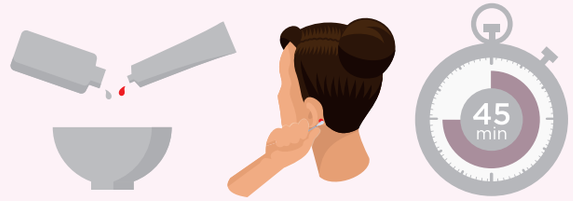
PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possibly permanent eye injury. If product gets into your eye, flush immediately with a large amount of lukewarm water and seek medical advice.
- If you wear contact lenses during application and any product gets into your eye, remove the contact lens first, then immediately flush with a large amount of lukewarm water and seek medical advice.
- Avoid unnecessary skin contact and use barrier creams such as petroleum jelly to protect hairlines

IMPORTANT

Please conduct a skin allergy test 48 hours prior to using this product, even if you have used this product or a similar before.

HOW TO PERFORM THE SKIN ALLERGY TEST

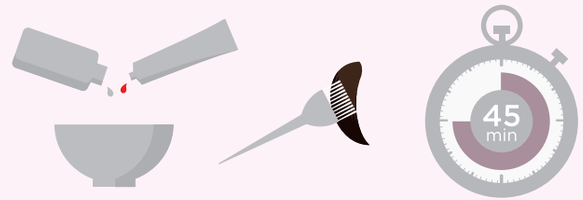


1. Remove any earrings.
2. Wear gloves provided.
3. In a plastic bowl or dish, mix a pea sized amount of the colourant (using a non-metallic brush or spatula) with an equal sized amount of the developer.
4. Using a cotton bud, apply a small amount of the mixed product behind the ear to about the size of a penny.
5. Leave for 45 minutes then remove.

6. If during the next 48 hour period you notice any abnormal reactions such as itching, redness or swelling, do not use this product.

HOW TO PERFORM A RESULT STRAND TEST

We advise new users to PUREPLEX Colour Cream check the results they can expect (for their hair type and base) by conducting a strand test and then checking the result in daylight.
Conducting a strand test before whole head application will enable you to fully decide if the finished shade is right for you.



To conduct a strand test:
- Remove any earrings.
- Wear gloves provided.
- In a plastic bowl or dish, mix a pea sized amount of the colourant (using a non-metallic brush or spatula) with an equal sized amount of the developer.
- On clean, dry hair, select a small section (no more than 1cm x 1cm) and using a tint brush, carefully (and fully) cover the strand in the mixed product.
- Allow the strand to develop for 45 minutes and then rinse fully and allow to dry, before judging the colour result in daylight.

DAMAGED HAIR? TRY THIS...

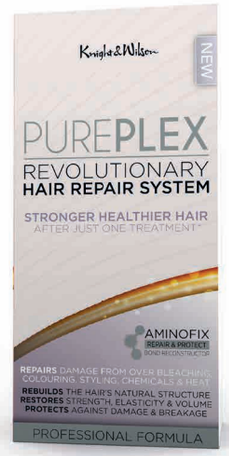
PUREPLEX

REVOLUTIONARY HAIR REPAIR SYSTEM

STRONGER, HEALTHIER HAIR AFTER JUST ONE TREATMENT*

Repairs damage from over bleaching, colouring, styling, chemicals & heat.

*vs. untreated hair



QUESTIONS ABOUT PUREPLEX?

If you have any questions or need additional advice, please get in touch:

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See the full range at knightandwilson.com

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