

FASHION BASICS

HAIR COLOR CREAM

To express our individuality, we play with our hair. We color it, cut it and do many things to it. To keep the hair healthy and still have all the fun, MAYA PROFESSIONAL created FASHION BASICS, to help you bring out your personality. Have fun and put your vision in color.

FASHION BASICS makes your most colorful hair fantasies come true. Spice up your look with fresh and vibrant color and have fun coloring the new you!

FASHION BASICS gives you tones in every shade to brighten your whole look with colors that last.

PLEASE REMEMBER:

- Please read instructions and expert advice carefully before you start.
- It is possible, that this product may cause an allergic reaction. Always do the Allergy Patch Test 48 hours before application.
- See Allergy Patch Text instructions.
- Avoid contact with eyes. Should contact occur, rinse eyes immediately with cold water. If irritation persists, consult a doctor.
- Do not use the colorant for eyebrows or eyelashes.
- Do not use a hair colorant if your scalp is irritated, inflamed or has abrasions.
- Always rinse hair well after application.
- Do not use over metallic dyes, compound hennas or color restorers. Please wait at least 1 week after perming before using a permanent color
- DO NOT exceed the development time stated
- Please avoid spilling on to absorbent surfaces such as fabrics, carpets, paint work or clothing as permanent staining may occur.
- Keep all coloring products out of the reach of children.
- Use externally only.
- Store in a cool dry place.

Contains: Special wax, color material additives.

BEFORE YOU START:

These two test should be done before you start coloring:

The Allergy Patch Test:

1. Clean a small area on the inside of the elbow.
2. Blend a small amount of color cream with an equal amount of FASHION BASICS cream developer to a smooth cream.
3. Apply a small bit onto the cleaned area and leave on for 48 hours. If no sign of irritation or reddening occurs, go ahead and proceed with coloring.

The Preview Test:

(ideally done together with the Allergy Patch Test)

1. Snip a small strand of hair close to the roots. To avoid coloring your fingers, fasten one end of the hair strand with tape.
2. Apply color onto the strand (use left-over of Allergy Patch Test).
3. Leave for 30 min. on fine and porous- 40 min. on thick, resistant hair.
4. Check the result after rinsing and drying the strand.

Choice of color: The color result will depend on the natural hair color i.e. on dark natural color the result will always look darker than on light natural color. If you are uncertain, always choose a lighter shade. Tinted hair can only be colored on the same level or darker, but never be colored lighter. To lighten hair which has previously been colored darker, please use a bleaching product beforehand (bleaching product from FASHION BASICS).

Grey Hair: If you like to have a more fashionable color to cover your gray hair (50% or more) it is necessary to mix the chosen fashion shade with a corresponding natural shade: e.g. ½ tube 5/4+ ½ tube 5/0+ 50ml FASHION BASICS Cream developer.

For the best color results always use the corresponding FASHION BASICS cream developer.

Instructions:

Always mix in a ration 1+1 i.e. 1 tube of FASHION BASICS cream hair color 50ml+ 50ml of FASHION BASICS cream developer.

Choice of FASHION BASICS cream developer

6% (20 vol.) is used for:

- coloring the same level of darkness or darker.
- covering gray hair.
- subtle lightening/using lighter shades.

9% (30 vol.) is used for:

- lightening, blonde colors or bright reds.

EASY APPLICATION METHODS

MIXING:

Put on gloves. Squeeze the required amount of color cream into a non-metallic bowl. Add the required amount of the corresponding FASHION BASICS cream developer and stir, using a tint brush. The mixture must be of a smooth consistency.

APPLICATION:

Cover your clothes with an old towel or a gown. To prevent staining, apply a rich cream around the hair-line and the nape of your neck without touching the hair.

1. TYPE OF COLORING - HOW TO START

For all lightening and fashion shades. Start from the back of the head and work your way to the front.

For all covering gray or darker shades: Start where the hair is grayest or lightest (usually in the front).

2A. FIRST TIME APPLICATION

(natural- not previously colored hair).

Start according to type of coloring (see pt.1). There must be sufficient color on each hair.

Apply to lengths and ends first, staying away 1 inch from the roots.

Leave on for 10 min.

Apply remainder of the color onto the roots and leave on for further 30 min. for fine, 40 min. for thick hair.

2B. REGROWTH APPLICATION

Start according to type of coloring (see pt.1).

Apply sufficient color onto roots. Leave on for 30 min. for fine, 40 min. for thick hair.

After developing, for even result, dampen mid-lengths and ends with water.

With a comb, spread the color through the lengths and ends.

Leave on for 10 min.

3. AFTER TREATMENT:

After development time is completed, add a little water and form a foam. Rinse thoroughly and wash with a light FASHION BASICS shampoo.

In order to maintain the hair in perfect condition and make the hair color last, it is essential to use FASHION BASICS conditioner as a final treatment.

