



SIMPLER

HAIR COLOR
FOR WOMEN

SENSITIVITY TEST

We recommend you do a sensitivity test before coloring your hair. Perform this test at least 2 days (48 hours) before use, even if you have used SIMPLER HAIR COLOR or other coloring products before. The sensitivity test is an important precaution.

- 1 Dispense a small amount (less than the size of a dime) of both creams from our single can, in about equal amounts onto the tip of the brush and apply it behind the ear.
- 2 Keep dry and do not wash off for at least 30 minutes. 48 hours later, if there is no adverse reaction to the area, you are ready to color. The color may leave a small temporary stain, but it should fade away in a few days.

! Even if you have completed a sensitivity test, you may still experience an allergic reaction when coloring your hair. In rare cases reaction may be severe. The sensitivity test does not guarantee protection against future allergic reactions. Always consult a physician if you have any concerns or questions.



PREFER WATCHING A VIDEO?

VISIT:

<https://simplerhaircolor.com/wmanual>



QR Code



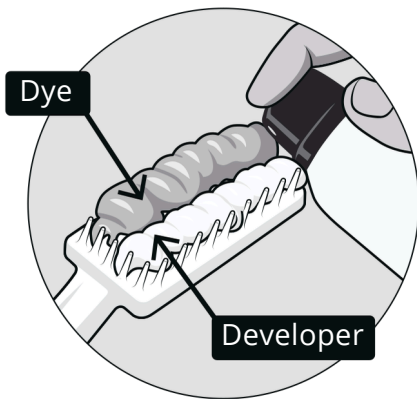
Optional: APPLY STAIN GUARD

- Use your finger to apply around hairline to prevent skin staining. Wearing gloves is optional.
- Be careful not to cover your hair or it will prevent coloring.



1 DISPENSE

- Wear Gloves
- Remove the cap and press the button **firmly, straight down** to dispense the cream. The dye and developer should come out together, each covering one half of the brush.



2

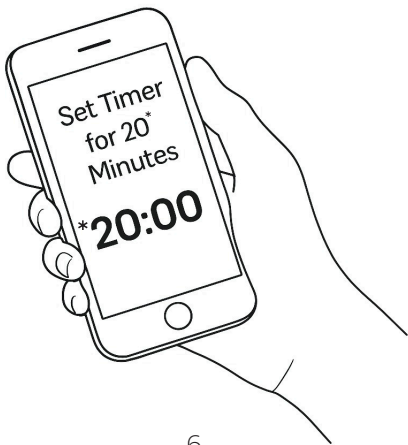
APPLY

- Apply cream from the roots, starting with grays first and spread to the hair ends by combing.
- Comb repeatedly until both creams are mixed thoroughly and white cream is blended away.
- Continue applying dye until all grays are covered.
- Use the tip of the brush for better detailing.



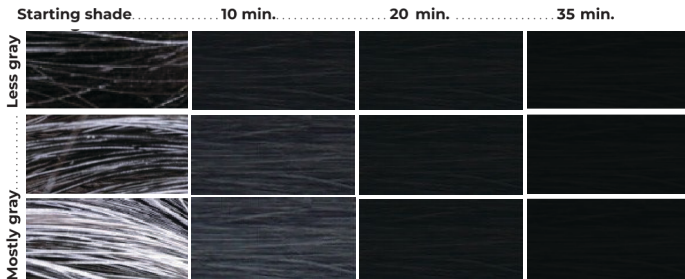
3 WIPE & WAIT

- Wipeoff anydye on skin using the included wipe.
- *Leave-in times for each color are on the following pages.
- The mixed cream may look darker than the finished color. This is normal. Don't freak out.



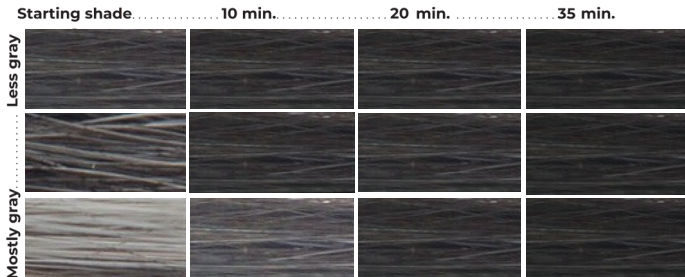
4a WAIT - Natural Black

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



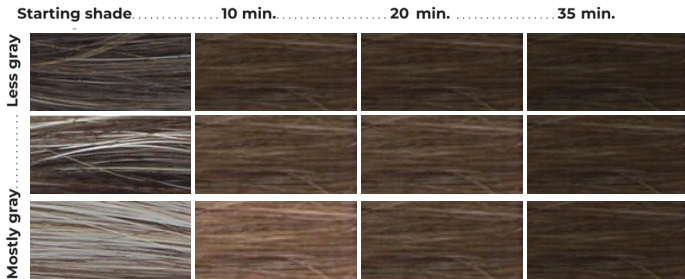
4^b WAIT - Brown Black

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



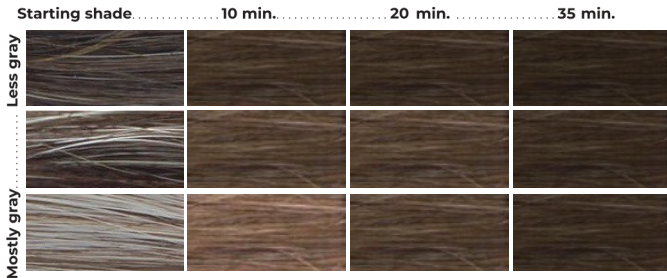
4c WAIT - Dark Brown

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



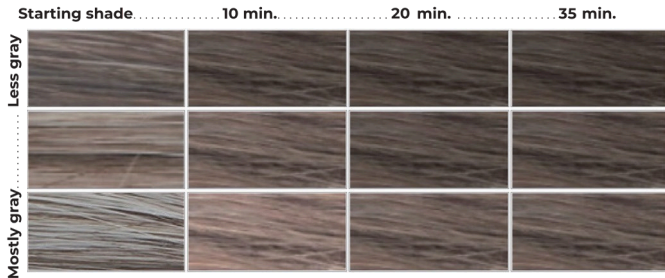
4^d WAIT - Medium Brown

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



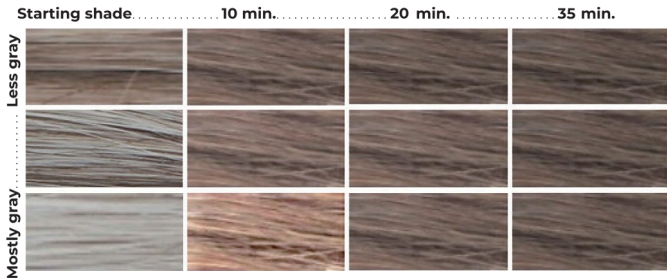
4^e WAIT - Light Brown

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



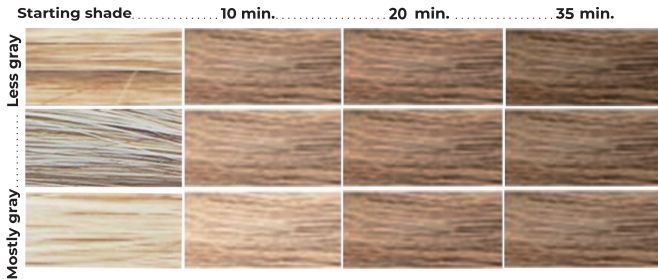
4^f WAIT - Golden Brown

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



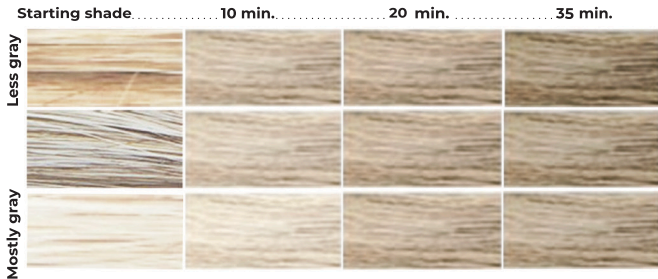
4g WAIT - Blonde

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



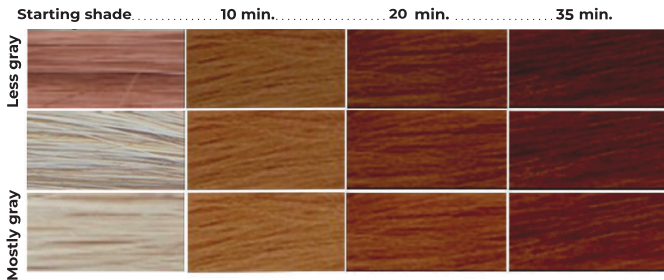
4h WAIT - Champagne Blonde

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



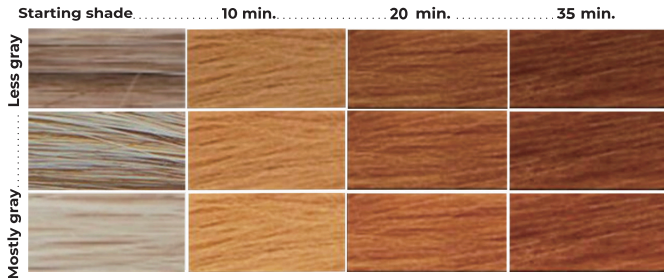
4i WAIT - Auburn

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



4j WAIT - Ginger

- We recommend a 20-minute leave-in time. You can adjust this to go lighter (less time) or darker (more time) as shown.
- Those with resistant grays may need to leave on 35 minutes.



5

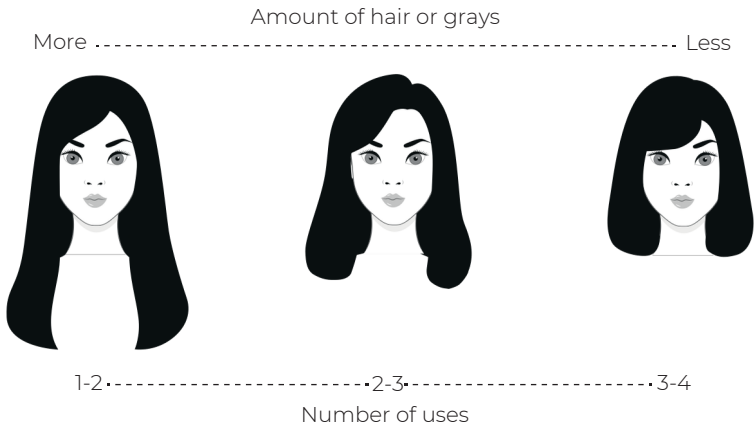
RINSE

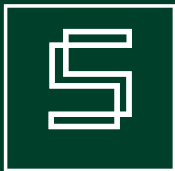
- Rinse hair thoroughly with warm water until water runs clear. Keep dye away from your eyes.
- Shampoo and condition, preferably using a color-extending or color-safe formula.



NUMBER OF USES

- About 2 or more, depending on the amount of hair, or grays.
- Color is permanent, i.e., it won't wash away. So you're good until new hair grows out.





We're committed to Never using PPD, Ammonia, Parabens, Lead Acetate or Animal Testing & Cruelty. Offering the highest quality products.

Providing the best customer service, including hassle-free returns.

We believe the world is a better place when we feel confident expressing the look we want.

CONTACT US

Email: hello@simplerhaircolor.com

Call: (800) 699-2659

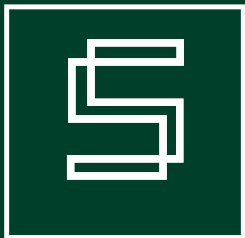
IMPORTANT SAFETY WARNINGS

Permanent hair color contains ingredients that can cause an allergic reaction, which in rare cases can be severe. Therefore, you must follow these precautions:

- Do not use if you have had a reaction to a hair color product or you have sensitive, irritated or damaged scalp or facial skin.
- Conduct a skin allergy test 48 hours before each time you color, even if you have used coloring products before.
- Temporary “black henna” tattoos may increase your risk of allergy to this product.
- Avoid eye contact. In case of eye contact, immediately flush with water. If you are wearing contact lenses, remove them before rinsing the eyes.
- Use gloves provided. Do not leave product on roots or hair for longer time than recommended.
- This product is not intended to be used on children. Keep out of reach of children.

! In case of reaction while coloring, such as rash or burning sensation on the scalp or skin, rinse immediately and discontinue use. Call a doctor if irritation persists. For any questions relating to your individual sensitivities or specific allergies, consult a doctor. If swallowed, call a doctor or poison control center immediately.

CAUTION: THIS PRODUCT CONTAINS INGREDIENTS THAT MAY CAUSE SKIN IRRITATION, WHICH IN RARE CASES CAN BE SEVERE. A SENSITIVITY TEST AS DESCRIBED IN THE SAFETY INSTRUCTIONS SHOULD BE DONE FIRST. THIS PRODUCT MUST NOT BE USED FOR DYEING THE EYELASHES OR EYEBROWS. TO DO SO MAY CAUSE BLINDNESS. KEEP OUT OF REACH OF CHILDREN.



SIMPLERHAIRCOLOR.COM