

**What a hair colour is and how they work
Semi-Permanent Hair Colouring**

A true semi-permanent colour only stains the hair cuticle with colour. It cannot penetrate inside the hair to physically change your hair colour permanently. Think of it in the same way as wrapping coloured cellophane around a light bulb: the light bulb itself doesn't change colour, it simply picks up the colour from the cellophane.

Permanent Hair Colouring

Alters the colour of your hair permanently and on the inside. For this to work we have to lift the cuticle and allow the permanent colour to work into the cortex of the hair. The only way to do this is to alter the pH of the hair, and this is why the type of colour used is so very important.

There are two methods to open the cuticle

One is to suspend the hair in a substance with a very high pH such as volatile ammonia. This takes the hair well beyond its normal pH and causes it to swell considerably. This is effective to allow the hair colour to work but has numerous side-effects, including damage to the hair.

The other, and more natural method is to suspend the hair in a substance that is non volatile and acts as a moisturiser, yet allows the hair colour to work. This will soften and lift the cuticle slightly to allow the colour to penetrate inside the hair. This is how Tints of Nature works.

Tints of Nature Permanent Hair Colour

Tints of Nature is the first and only range of long lasting permanent hair colours on the market today containing certified organic ingredients which is produced using an advanced formula containing natural ingredients to cover all grey hair. Our unique blend of natural extracts and Vitamins E & C, combined with plant derived conditioners, will actually enhance, protect and moisturise as you colour your hair.

- Containing certified organic ingredients
- No ammonia or ammonia substitutes (ammonia swells the hair shaft and lifts the cuticle causing damage)
- No resorcinol (pigment) or nonoxynol (harsh detergent)
- Able to close the hair cuticle down by following with Tints of Nature pH balanced shampoo and conditioner sachets included in this pack. **This step is essential to restore the pH of the hair and close the cuticle.** This prevents colour fade and leaves the hair with natural shine and feel.
- Uses pharmaceutical grade peroxide (highest quality and most mild)
- Lowest possible percentage of PPD's (paraphenylenediamines – pigment)
- Naturally derived base

Companion Products

Linea Natura products have been formulated using the latest developments in natural ingredient technology. The entire range contains some of the finest and purest of nature's own ingredients.

Nature's Essential Shampoo

One of the most luxurious, rich and gentle shampoos to have been created. Rich in wheat proteins and natural conditioners which help to moisturise the hair without too much added weight. Leaves dry or damaged hair easy to comb, yet full of lustre, shine and with natural gloss. pH balanced at 5.5



Nature's Essential Sulphate-Free Shampoo

The first 100% sulphate, ethanolamine, silicone free shampoo to have been created. Sulphate Free Shampoo gives a kind, gentle and non-irritating wash that will give the hair fabulous body and shine. The wheat protein and plant amino acids help maintain the essential moisture balance of the hair to keep it supple and healthy. The vitamin B5 adds volume to fine or limp hair, making this shampoo suitable for all hair types. pH balanced to 5.5

Nature's Essential Conditioner

A new generation conditioner formulated from the latest high tech materials to provide all hair types with a super shine and the ultimate in protection from everyday life. Containing plant derived softening agents, leaves the hair smooth to the touch, easy to comb and seals in the effects of moisture treatment for longer lasting results. pH balanced at 3.0.

Nature's Essential Intensive Treatment

This specialist treatment is rich in natural humectants and proteins to help restore the hair's natural moisture balance. Designed specifically for dry, brittle, damaged or sun burnt hair. It imparts softness, suppleness and increases the essential elasticity to the hair, leaving it far more manageable and with a deep-rooted gloss and shine. Essential as a weekly treatment in hot climates or for hair that has been chemically treated. pH balanced at 5.5.

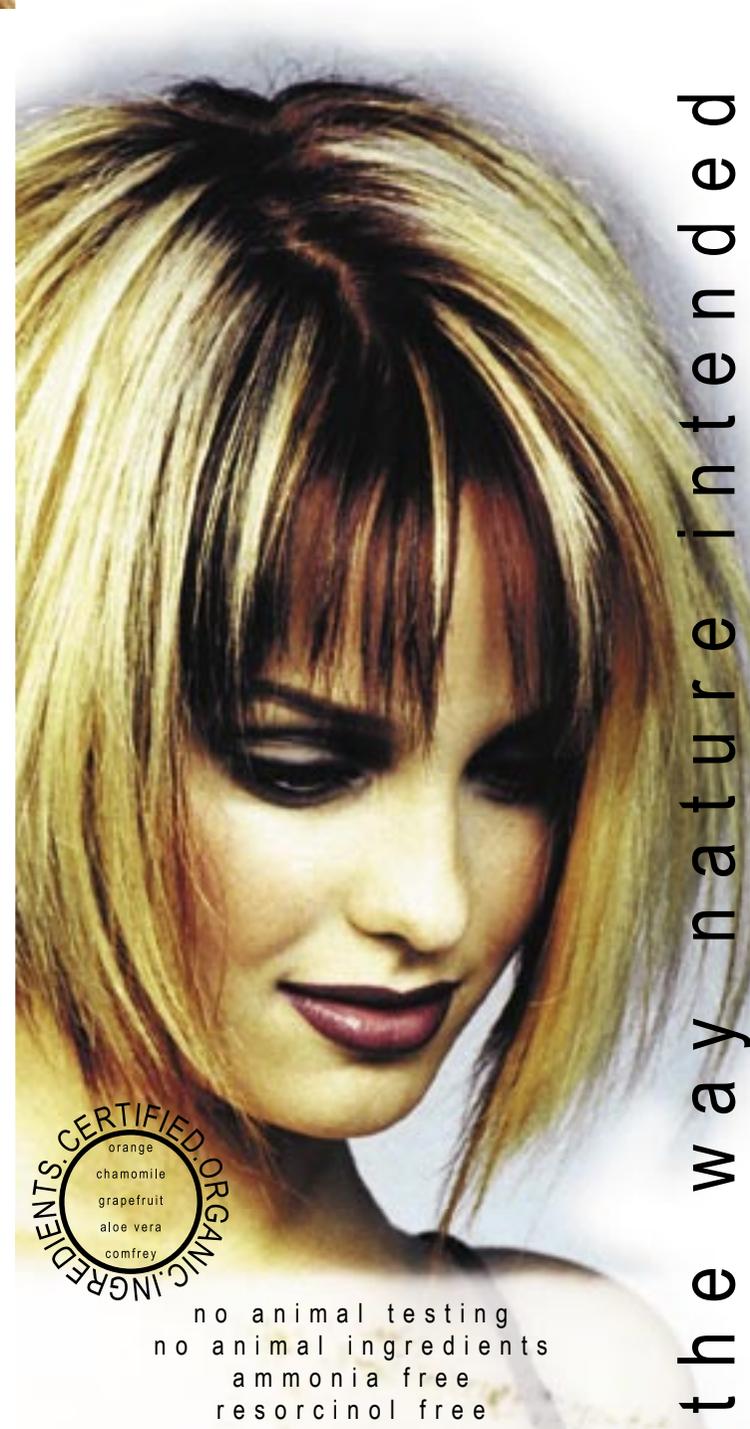
Nature's Essential Seal and Shine

A leave-in conditioner rich in herbs and natural conditioners, to help form a barrier between the cuticles of the hair and the environment. Protects the hair from harmful effects of the sun, sea, chlorine and the heat from hairdryers, leaving the hair smooth and shiny without added weight. Essential for sun worshippers or people who care for their hair.

Nature's Essential Styling Mousse

This is an environmentally friendly non-aerosol styling mousse with a unique action pump-spray designed to add hold, give body and leave the hair with a great shine. This unique mousse bottle is also re-fillable thereby reducing waste packaging. Simply purchase a refill bottle from your local stockist, unscrew pump and pour in the mousse liquid, replace the pump and use as normal.

Manufactured by :
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no animal testing
no animal ingredients
ammonia free
resorcinol free

the natural way to colour your hair

Tints of Nature is a highly effective hair colourant, created from as many certified organic ingredients as are available today. The products, in adherence with our principles have to be as natural and gentle as possible containing ingredients of the highest possible quality.



Each ingredient is added for a reason, such as:

Certified Organic Comfrey Extract well known for its soothing and healing properties

Certified Organic Roman Chamomile Extract the finest of all and rich in natural Azulin, renowned for its calming and healing properties

Certified Organic Aloe Vera to moisturise and cool the scalp during the process

All these materials are added in order to produce a product that will ensure the right results whilst protecting and caring for your hair and scalp as naturally as possible.

Colour Selection and ICC

Because of the more natural method used by Tints of Nature, the colour of the hair can only be lifted by one shade (meaning you can only lighten your hair by one level.)

- Each of our permanent colours is described by a number followed by a letter. This is called an ICC number
- Ranging from 1 (darkest) to 10 (lightest), the number on the box signifies the depth of colour
- First ascertain the natural base colour of your hair by comparing it with the colour on the shades ring
- Then go to the chart on the back of the box (shown above) to see which shades are recommended

Directions for Use

Check that your pack contains all of the items listed on the side of the box. Read the full instructions from inside the box. If you have any queries, please contact our Help Line.

The Story of Hair

Human hair is a hard fibrous substance with a delicate balance of protein and moisture. Unlike skin, hair is not living tissue and therefore does not have the ability to repair itself. This is why care must be taken to protect its condition and use the most natural and gentle products that are available, such as Tints of Nature.

Put simply, it is in the delicate inner structure of the hair where we find moisture (water) along with the hard and soft protein. On the outside there are 7 to 11 layers of interlocking scales which are called the cuticle. These form a protective barrier and hold the structure in place. Protein levels in the hair are around 83% to 87%. Moisture levels are about 3%. The balance is made up of sugar, salt and trace elements. It is essential that this balance is maintained to keep hair healthy, strong and in good condition, naturally.

It is essential to understand what products are, what is in them and how they work in order to maintain the good condition of both your hair and scalp and the pH is an important factor to consider.

The pH Scale



Why?

Your hair and the surface of your skin have a pH of between 4.5 and 5.5, known as the isometric point of hair. The pH scale is a measure of acidity and alkalinity which ranges from 0 to 14 with 7 (water) being neutral. For many products to work, such as permanent colour, they have to open the cuticles of the hair by taking it out of its normal pH and into the alkaline. At this point the hair is vulnerable and damage could occur to the sensitive internal structure. It is essential that any product that has this ability should contain natural protecting and moisturising ingredients in order to protect the hair during the process. Many of the Tints of Nature products contain these ingredients, most of which are Organically Certified. Finally to ensure the best possible condition for your hair we have to return it to its ideal pH, or isometric point after colouring, by using Tints of Nature Shampoo, pH 5.5 and Conditioner with a pH of 3.0. A sachet of both of which are contained in the kit and also available separately in a 250 ml bottle. The long term use of these will also help maintain your colour and the condition of your hair, naturally.



COLOUR SELECTOR



AMMONIA FREE
RESORCINOL FREE