

ColourB4™ Instructions. Important, please Read!

About Your Colour Correction

Thank you for purchasing ColourB4™. You are no doubt incredibly keen to begin your colour removal process and rid yourself of that unwanted hair colour. HOWEVER – don't jump in just yet. Please read this information at least twice before commencing your colour removal. Remember you are correcting your hair colour so it's vital you understand every step of the process. A little time at this stage will lead to a hair colour you are really happy with.

About Hair Colour

ColourB4™ reverses your hair colouring process. A permanent hair colour works by depositing small artificial pigment molecules inside your hair. If you think of your hair as a swimming pool imagine those artificial pigment molecules as hundreds of marbles. However, all permanent hair colour requires hydrogen peroxide to create that permanent result. Peroxide causes something called 'oxidation' meaning the hydrogen peroxide 'oxidizes' when the air hits it and causes those artificial hair molecule marbles to expand to the size of colourful footballs and become trapped inside that swimming pool (your hair). It's a little like popcorn expanding and 'popping' as you heat it. Because those colour molecules have expanded they simply cannot be washed from the hair – no matter how hard you try – they are trapped and permanent.

How Does ColourB4™ Work?

ColourB4™ works by literally reversing the above process. When intermixed (and applied to the hair), parts A and B of ColourB4™ are able to shrink those big (football) artificial hair colour molecules back to their original (marble) size.

The most important step of the ColourB4™ process is the Buffering and rinsing stage. Whilst you have successfully shrunk the colour molecules back to their 'pre-permanent' size, they still remain inside the hair. If you do not completely flush them out, the air (oxygen) will cause them to oxidize and expand again – returning your hair to its previous dark colour. Therefore you must ensure the Buffer (Part C) is used and your hair is rinsed for at least ten minutes, before, during and after applying this post treatment Buffer.

What ColourB4™ Cannot Do?

ColourB4™ can only remove artificial pigment from the hair. If your hair has been subjected to high lifting tints or bleaches your natural pigment has been lightened and altered. It will not be possible to restore your natural hair colour pigment by using ColourB4™. In these instances (and if your original natural colour is desired) you should re-colour your hair (initially) using a semi-permanent hair colourant which is one shade lighter than your original colour.

In addition, all permanent and even semi permanent hair colourants contain peroxide. Even when a very dark or black result has been achieved, your own (natural) hair colour may have been lightened. Although most permanent hair colours (when darkening) only lighten by a tiny amount, there are some colourants which contain higher strengths of peroxide and lighten much more. If your hair has received multiple colour applications (either from permanent or semi-permanent products) it has been exposed to peroxide on more than one occasion. Therefore (once you have successfully removed your unwanted hair colour) you may notice a warm, brassy or even copper tone to the hair – which is often more predominant near the roots (due to heat from the scalp accelerating the previous colour). This can be remedied by applying a Level 1 temporary hair colour in your desired shade. If you wish to stay at the revealed lighter level but want to eradicate the warm tone, simply apply an ash toned temporary hair colour one shade lighter than your desired shade. If your hair is blonde and appears brassy or yellow you can easily tone down the colour this by washing the hair with blonde shampoo which contains violet or purple. This counteracts the brightness of the brassy or yellow hair colour.

*****Cuticle staining***** Whilst ColourB4™ can reverse and remove the artificial pigment molecules deposited inside your hair, it cannot remove cuticle staining. High fashion colours such as blue-black, red, purple, green etc can all stain the cuticle and make removal much harder. Some standard red shade permanent hair colours also rely on cuticle staining to achieve their result. Hair colourants which contain Henna also stain the cuticle and cannot be removed by ColourB4™. Herbal and plant based colours (found in health food shops) may also use Henna derivatives which ColourB4™ will be ineffective at removing. Always check your previous method of hair colouring prior to using ColourB4™.

Safety

- Protect clothing as ColourB4™ can permanently stain both clothes and upholstery.
- Keep out of reach of children.
- Do not mix ColourB4™ with other products during procedure.
- Do not apply if skin is broken, abraded or irritated.
- Do not use ColourB4™ over henna or gradual colour restorers which contain metallic salts.
- Always conduct a patch test prior to application if you suffer sensitive skin or from allergy.
- Never use on eyelashes and eyebrows. If product comes in contact with the eyes rinse immediately with cold water and seek medical attention.
- Always mix according to instructions. Once mixed do not keep Parts A & B.
- Do not exceed recommended development time.

Patch Test Recommended

If you suffer from sensitive skin or are prone to allergy, a preliminary patch test is recommended. Mix a pea sized amount of Part A and an equal amount of Part B. Using a cotton bud or tissue apply a dab of the mixed product behind the ear. Remove after 24 hours with water and a cleanser. Remove immediately if irritation occurs. If irritation or a reaction is apparent do not conduct a ColourB4™ application.

Hair Strand Test

It is essential that you undertake a strand test to view your potential results before you apply the entire contents. See instructions. If you wish to preview results (prior to full head application) conduct a strand test using a small section of hair no more than a centimetre in width. Mix equal parts of A and B (in pea sized amounts) and apply with a cotton bud or tissue to segregated hair. Fully saturate and leave to develop for **30 minutes (Regular Strength)** or **60 minutes (Extra Strength)**. Rinse for five minutes, dry and check result. **DO NOT APPLY POST TREATMENT BUFFER (Part C)** to hair when strand testing as it could affect results of a subsequent whole head application of ColourB4™.

How To Use – Step By Step

Before you start

- ColourB4™ should be applied to dry hair unless you desire an incredibly light/subtle tonal removal (please see Q&A section).
- Make sure you cover nearby surfaces (which could stain) and yourself. NB: To create a cape simply cut a black bin liner along one side and open out. Wrap it around shoulders and secure with a hair sectioning clip at the front of the neck.
- Never use metal combs or bowls to apply ColourB4™. Ensure all products used are plastic.
- Always wear the gloves provided during application.

Preparation

- Before you use the ColourB4™ process it is strongly recommended to achieve the best possible removal that you start with clean dry hair. We recommend that you wash your hair twice with a clarifying treatment like B4U Colour™ to remove product residue and silicone build-up from the cuticle. This will help to prevent 'patchy colour', root glow and colour build-up. It will also remove any temporary colours.

STEP ONE – MIXING

- 1) Remove applicator nozzle from Part B (Remover) and pour in entire contents of Part A (Activator). Shake for 30 seconds. If you prefer to apply ColourB4™ with a tint bowl and brush, you can do so (at this stage) by pouring the mixed contents of the applicator bottle into the bowl – once above mixing has been undertaken.

STEP TWO – APPLICATION

- 2) Begin applying the mixed ColourB4™ (from the applicator) onto the areas of the hair which need hair colour correction. For precision (and as outlined above) or on shorter hair you may wish to use a tint bowl and brush. In addition you might find it easier to squeeze small amounts of product into the (gloved) palm of your hand and apply with finger tips. Use a large toothed plastic tangle comb to separate sections and ensure even distribution of ColourB4™ into the hair.

STEP THREE – PROCESSING

- 3) Once evenly applied, process for **30 minutes (Regular Strength)** or **60 minutes (Extra Strength)**. It is at this stage the artificial hair molecules are being shrunk. You must ensure the room is not cold and there are no drafts. A cold environment will slow down the rate ColourB4™ is able to shrink those artificial colour molecules. If you have very long or thick hair a good tip is to cover in cling film. This will trap the heat and accelerate removal.

STEP FOUR – FIRST RINSING AND REMOVAL OF THE HAIR COLOUR

- 4) Once the **30 minutes (Regular Strength)** or **60 minutes (Extra Strength)** processing time has elapsed, the hair will now be ready for the rinsing stage. It is at this point the artificial colour molecules will have shrunk and be capable of being flushed from the hair. But remember these colour molecules are still present within your hair! Begin rinsing with warm water and continue to do so for at least 5 minutes and up to 10 for longer hair. You will find the whole rinsing process more comfortable if you stand in the shower to rinse the hair. Ensure you keep directing the water into your hair and running your fingers through it to release those colour molecules. Use a mobile phone or alarm clock to time your rinsing. The longer and thicker your hair – the more you should rinse.

STEP FIVE – BUFFERING AND SECOND RINSING

- 5) After you have rinsed the hair for at least 5 minutes, apply half of the contents of Part C Buffer. Lather up well and leave for 1 minute to absorb. After this minute has elapsed continue rinsing the hair with warm water for a further 5 minutes (at least).

STEP SIX – FINAL BUFFER AND RINSE

- 6) Finally (and after at least 10 minutes of rinsing and buffering) apply the rest of the contents of Part C Buffer a second time, lather and rinse just as you would a regular shampoo. After all traces of the Buffer have been successfully rinsed from the hair you may conclude and towel dry

STEP 7 – NEXT STEPS

- 7) After an application of ColourB4™, **30 minutes (Regular Strength)** or **60 minutes (Extra Strength)** development and rinsing and buffering for at least 12 minutes your unwanted artificial colour molecules should have been removed from the hair. Ensure the hair is 100% dry before making a judgement on the result (wet hair tends to look darker than dry). If the hair requires further colour removal repeat the application (applying only to areas which need colour correction). Do not exceed 3 ColourB4™ applications and always ensure hair is in suitable condition before commencing procedure.

Hair longer than shoulder length or very thick hair may require 2 boxes

Questions & Answers

HAVE A QUESTION? VISIT OUR WEBSITE AT

www.colourb4.com

OR CALL OUR CUSTOMER SERVICES ON 0845 689 1560

Q) How soon can I re-colour after using ColourB4™?

A) Immediately, due to the Buffer step (Part C) the hair is left at a suitable pH level for safe re-colouring. However, there are several factors which come into play that can dictate how well your next colour application develops. If your previous hair colour application (or applications) have made your hair porous this will become evident after using ColourB4™. If you wish to apply a new colour application to porous hair, always select a non peroxide semi-permanent product and apply to wet hair, checking the colour's development every few minutes. Porous hair will grab colour faster. To achieve the best results after using ColourB4™, always re-colour with a Level 1 temporary (or true semi) hair colour in your desired shade, and rest the hair for several weeks before applying the permanent (peroxide based) alternative/variant. This allows the porosity in your hair to normalise and take permanent colour evenly.

Q) My salon wanted to charge me a fortune to correct and re-highlight my hair. Can I use ColourB4™ to rid this unwanted dark colour and then visit my salon to have my (usual) highlights re-done immediately afterwards?

A) Absolutely. ColourB4™ is a home colour correction system. Once you have removed your unwanted dark colour you can immediately ask your salon to re-highlight your hair as they would normally. There is no reason why there should be any conflict and the cost should be exactly the same as you would pay normally for a highlight service.

Q) The ends of my hair have now gone very blonde – has ColourB4™ bleached my hair? I haven't had highlights in over a year!

A) ColourB4™ hasn't bleached your hair, even though you haven't had highlights in over a year the evidence of them is still present. ColourB4™ has simply revealed this old hair. If you want to tone down the blonde ends, apply a semi-permanent hair colour 2 shades lighter than your natural (or re-growth) colour and apply to the blonde areas only. The result will be a soft version of your natural colour.

Q) My blonde hair colour is not too bad, but I don't like the tone – can I use ColourB4™?

A) Try a tonal cleansing with ColourB4™ Regular. With this method, you mix the product but only apply 1/3 of the bottle to damp hair. Comb the product through and develop for 10 minutes (rather than the standard 30) and rinse and buffer the hair just as instructed (for regular colour removal). This method of ColourB4™ removal is very weak but ideal for removing unwanted tone in blonde hair.

Q) My hair was really dry before I made my colour mistake, will using ColourB4™ make it worse and can I re-colour immediately afterwards?

A) ColourB4™ won't make your hair condition (necessarily) any worse, but it won't make it any better either. You can use ColourB4™ but do not apply a permanent colour immediately afterwards. You need to rest the hair. Instead opt for a Level 1 temporary 6 wash colourant (which contains no peroxide or ammonia) and use this in your hair for 4 weeks. Give your hair frequent conditioning treatments too. If after 4 weeks your hair feels in better condition you can upgrade the Level 1 temporary colour to a level 2 or 3 permanent or semi-permanent colour. If you do apply a permanent hair colour to dry, porous hair the result may well be darker and more intense than you desired and it could require another colour removal application, so always rest the hair and get that condition back.

Q) Can I have a perm or straightening on the same day I have used ColourB4™?

A) In theory you can (if you haven't re-coloured afterwards). The After Treatment Buffer will leave your hair at a suitable pH to take a perm or straightening satisfactorily. However, both perms and straightening treatments are very stressful to the hair. It is advisable you wait at least two weeks before you undertake them after using ColourB4™.

Q) I used ColourB4™ to remove a black hair colourant and bring back my original blonde shade but although the hair is no longer black, it's still very dark. What can I do?

A) Firstly, very dark colours may require more than one ColourB4™ application as there is a great deal of artificial pigment which needs to be removed. Secondly the cuticle of bleached blonde or porous hair can stain if a black colourant is laid onto it. In severe cases this staining can prove impossible to remove. Unfortunately, you can only judge how much staining has occurred and how much pigment can actually be removed by conducting a maximum of three ColourB4™ applications. After this, if dark staining is still present it may be necessary to grow the colour out. Bleaching can remove some stains – but seek professional expertise if you choose this option.

Q) I followed the instructions exactly, but the brown hair colour I was trying to remove is still on the ends of my hair.

A) This sounds like colour build up. When a permanent hair colour has been overlaid on the hair with multiple applications it can take longer to remove. You may want to try ColourB4™ on the ends only (**processing to the full 60**

minutes). Alternatively, if the dark colour is only on the very ends (the last inch or so) it is far easier to not apply another Colour removal – but instead just have the old colour cut out.

Q) I have now used ColourB4™ twice and my brown hair is still the Ginger colour I tried to correct in the first place – why isn't it working?

A) Because that Ginger colour IS your hair colour. When brown hair is subjected to the peroxide in lightening colourants it too will lighten and reveal a great deal of warmth. Because your hair was lightened that warm colour you are seeing is actually your natural hair colour pigment. To remedy, you need to apply a hair colourant which is the same shade as your (original) natural colour. Because this will be darker (as your hair was previously lightened) it will cover the exposed warm pigment. Alternatively – try a semi-permanent shade the same depth as your exposed colour – but with ash tone. This may neutralise out the unwanted warmth you can currently see.

Q) I have re-coloured my hair after using ColourB4™ and it has again gone to a really dark unwanted hair colour – why has this happened and can I correct it?

A) The good news is you can use ColourB4™ again. Ensure you rinse for 20 minutes (rather than the suggested 12) and DO NOT use a permanent hair colour to re-colour your hair after ColourB4™, instead, opt for a level 1 six wash temporary colourant. You must rest your hair and you need to establish exactly what shade works for you before committing to a permanent product. Firstly, did you rinse ColourB4™ from the hair (for the instructed time) and use the Buffer? If not, it's possible the original artificial colour molecules were left in the hair. Therefore when you re-coloured, the peroxide in the new application also re-oxidized (expanded) the old colour molecules – making the hair colour look darker than you desired. Secondly, another possibility is your hair is either porous (which causes the hair colour result to appear dark and flat) or you are selecting colours which may seem nice on the box, but in reality are too dark for your preference.

Q) Why have semi-permanent and temporary colours been suggested so much for re-colouring after using ColourB4™?

A) When changing a hair colour you need to be 100% certain you are happy with the shade you have selected. Many permanent colours give hard, dramatic results – if you are not happy with these results you will need to undertake another colour correction (using ColourB4™) to rid them. When hair has been continually coloured it can be porous and absorb future peroxide based hair colours like a sponge causing a darker (than expected) result. After using ColourB4™ it's far better to 'rest' the hair for at least a week and allow the hair to normalise (as you would do after a perm or straightening). If you would like to use a semi-permanent (peroxide based) colour after using ColourB4™, firstly condition well and then apply the colourant to damp towel dried hair – this evens porosity and reduces the risk of colour grabbing.

When 'resting' the hair after using ColourB4™ it's preferable to use six wash temporary shades (also known as 1 bottle/Level 1 colourants). These 'wash in' colourants contain no harsh chemicals (so hair needs re-colouring every six washes). If your hair feels particularly dry after colour correcting, simply use these temporary products until the condition has returned and re-colour using a semi-permanent (level 2) or permanent (level 3) product. Usually a month is a good time to rest very dry hair.

Q) I have applied ColourB4™ and it has made absolutely no difference to my coloured hair. I just have some degree of removal at the roots.

A) Although not exclusively the case, this can occur due to product build up on the cuticle or silicone damage from previous products and colourants. If the hair is coated in heavy conditioners, waxes, shampoo residues and styling aids, ColourB4™ simply cannot penetrate the cuticle and get to the artificial colour molecules. This is why it's always advisable to wash your hair several times with a build up removing shampoo prior to applying ColourB4™ to dry hair. The other reason lack of removal occurs is due to silicone damage. Although many hair products and colourants use silicones these are (in general) completely harmless to the hair. However, if the hair is regularly subjected to heated appliances such as tongs and irons over 230 degrees the silicone can reach boiling point and melt. The silicone then re-hardens and encases the hair in a plastic shell. Hair which has suffered silicone damage has a flat, synthetic shine appearance and commonly the ends will be fluffy or frizzy. Unfortunately there is nothing that can remove this silicone and the affected hair has to be grown out. To avoid this happening in the future, do not use high temperature heats on products which claim to be 'anti fade', 'fade resistant', 'water proof', 'shine enhanced' or 'colour locking'. All of these phrases pertain to use of silicone. In general they give great results but you must not use incredibly high heats on or above 230 degrees in conjunction with them.

Please note: ColourB4™ is designed to remove artificial colour molecules which have created a tonal or darker effect in the hair.

It must be stressed, some colourant manufacturers (both permanent and semi permanent) use very high strengths of peroxide in their products which can permanently lighten the natural colour quite significantly. In these instances a blonde, auburn or red result may be revealed after using ColourB4™, due to effects of the previous colourant product applied.

In addition, some colourant manufacturers also use strong silicone ingredients in their formulas. These will cause no problems unless using heated appliances (such as straightening irons) above 230 degrees, at which point the silicone can melt and irreversibly trap the colourant molecules inside the hair. ColourB4™ is unable to work effectively on silicone damaged hair.

After using ColourB4™ it is advisable to rest the hair for 7 days or use a temporary product to re-colour. In some instances immediate colour application (after using ColourB4™) with a peroxide based colourant can result in re-oxidation and the re-appearance of the previously removed hair colour.

Not suitable for children under 12



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