



## The Future of Colours!

Free from harmful chemicals  
NO AMMONIA or strong fumes  
Long lasting & limited fading  
Lump free gel solution  
Fashionable colours  
Infinitely variable  
High gloss finish



# TECHNICAL MANUAL

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## Why Choose Herb Colours?

Herb Colours brings hair colouring into the 21<sup>st</sup> Century.....the future of colours.

Herb Colours contain **no ammonia**, immediately noticeable when the product is mixed as there is no smell. This means a safer, and more pleasant environment for the salon staff and clients. Instead of ammonia, Herb Colours utilises plant-based alkaline such as Cinchona, which has a pH level of no more than 8.5.

This results in no structural damage to the hair shaft and also means that the cuticle can be reclosed once the artificial pigments have been deposited. By closing the cuticle, the pigments become properly trapped resulting in far less colour fade and hair feels softer to the touch and looks shinier. Obviously, this negates the need for silicone coating. It incorporates proteins, botanicals and natural vegetable extracts, nutrients which give hair a deep natural shine and vibrant healthy colour.

- **NO RESORCINOL**
- **NO AMMONIA**
- **NO STRONG FUMES**
- **NOT TESTED ON ANIMALS**
- **NO SPLIT ENDS**
- **NO BURN OUT**
- **ENVIRONMENTALLY FRIENDLY**
- **EXCELLENT FASHION COLOURS**
- **HIGH GLOSSY FINISH**
- **EASY TO MIX – NO LUMPS**



Herb Colours provides nourishment, protection and condition to the hair and scalp. Safe and effective for covering grey, 100% with one application. Herb Colours colour the hair, not the scalp.

If your clients are using high-quality hair products free from harsh chemicals for home maintenance, then the colour will last longer and be more vibrant. At Herb colours, and highly recommend using the Mödere product range as it is free from harsh chemicals. The after-care products from Mödere keep the hair healthy, and give the best results and also have a conditioner specially for maintaining and conditioning coloured/treated hair. Mödere shampoos and conditioners contain the same herbal base as the colours and are pH'd perfectly to close the cuticle. This ensures perfect colour lock-in and great hair condition.

# Why is Herb Colours right for your Salon?

Many clients, who wish to change to Herb Colours for their hair colouring, do so for a variety of reasons.

## Cancer Concerns

In the recent past, many concerns have arisen following press articles suggesting a link between permanent hair colour and some forms of cancer. From that aspect, Herb Colours appears to be one of the safer permanent colours in the marketplace today as the absence of ammonia results in so little, or no penetration of the epidermis. Visual proof of this is far less staining of the scalp compared to ammonia-based colours.

## Reducing allergic reactions and skin irritations

Many people who have their hair coloured using traditional ammonia-based colours, do experience reactions to the colours and in these situations, it is invariably the colour pigment that cause the problems. In most cases.

People can experience reactions to a variety of naturally occurring products such as fruits, vegetables, plants etc. As we have botanicals and plant-based products our range, it is important to complete the skin test prior to first application. We strongly recommend that a skin test is performed on every client prior to the first colour application of Herb Colours; not to do so could potentially be harmful to your clients.

Through many years of experience, it has found that the majority of people who have reacted adversely to ammonia-based colours do not have a reaction to Herb Colours. Nevertheless, a skin test is imperative for the safety of your client and for your own piece of mind.

## How to perform a skin test

To perform a skin test, simply mix a very small amount of colour and developer and apply to the skin just behind the ear or in the elbow band. This should be left preferably uncovered for 48 hours. If the skin shows no reddening and the client experiences no irritation, it is safe to proceed.

Having satisfied yourself that the client will not experience any reaction or discomfort from Herb Colours, the process is as simple as using all other brands of hair colours.

***Before we can appreciate the benefits of Herb Colours, we first need to remind ourselves of the hair structure and how other permanent colour ranges work.***

## Hair Structure

CUTICLE	<b>Outer protective layer;</b> Approximately 5-10 layers, encircles hair (arranged much like fish scales overlapping?, is translucent and has the ability to hinge outwards.
CORTEX	<b>Main layer;</b> Contains bulk of hair, a complex fibrous structure with soft 'putty' substance and colour
MADULLA	<b>Central core;</b> Intermittent honeycomb structure not always present in fine hair types.



## Natural Colour Pigment

**Yellow, Red, Blue** Everyone's natural hair colour is made up from a combination of these three colours.

Someone who is naturally dark, will have mainly blue with some red and a few yellow where as someone who is naturally a light blonde will have a mainly yellow with some red and a few blue and so on. When removing these pigments, the blue will be removed first, followed by the red and then the yellow (at no time should the yellow pigment be totally removed).

White hair contains no pigment, therefore is colourless.

Grey hair is a combination of colourless hair and hair that still contains pigments.

## Colour Selection

To decide on the natural depth of the client's hair, you can use the swatches on the colour chart. If the hair is predominantly white, this must be determined by consultation with the client, but also using your own judgement. At this stage all you need to determine is how light, or dark you believe the hair should be.

**NB:** *Always remember that with age and greying of the hair, comes a change in the skin pigmentation.*

It is a common mistake for clients to want to go back to their original colour. Always encourage them to accept a depth of 1 or 2 shades lighter. The base colours will give very natural results when used by themselves. The slight translucent nature of the Herb Colours allows the natural tones of the hair to show through, which avoids the "block colour" effect that many ranges have.

**NB:** *Colours 1 - 5 are predominantly red-based and give a natural warm result  
Colours 6 - 10 are predominantly yellow-based and give a slightly cooler result*

When covering white or grey hair, colours 1 to 8 will give 100% coverage. Colour number 9 will give you good coverage on white hair that is not too resistant. Colour Number 10 is not recommended for use on white hair by itself as it contains very little colour pigment.

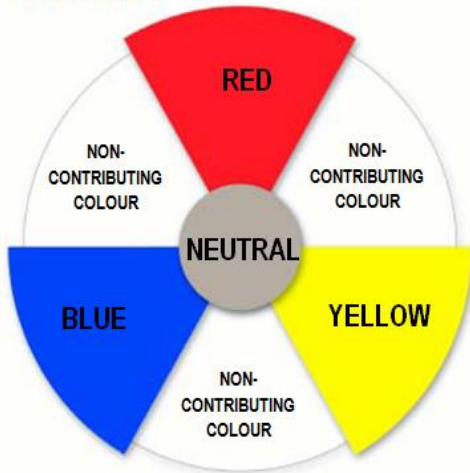
If the client would like a warmer colour, then again through consultation and visual contact, decide between Gold, and or Copper, or Mahogany. Generally speaking, someone with pale skin and light blue or green eyes would suit a Copper colour. Someone with olive skin and dark eyes would suit a Mahogany colour (there are always exceptions where either tones could be used). Gold tones are suitable for all.

Many clients would like to see very little warmth in their hair, in these cases, the Ash colours are extremely effective at negating red tones. Always Remember, that by their very nature, Ash colours tend to be flatter and duller colours that can appear darker than their base suggests. A good tip would be to use 1 shade lighter than the base you are mixing with, i.e. working on the base of 5, use number 25 which actually has a base of 6).



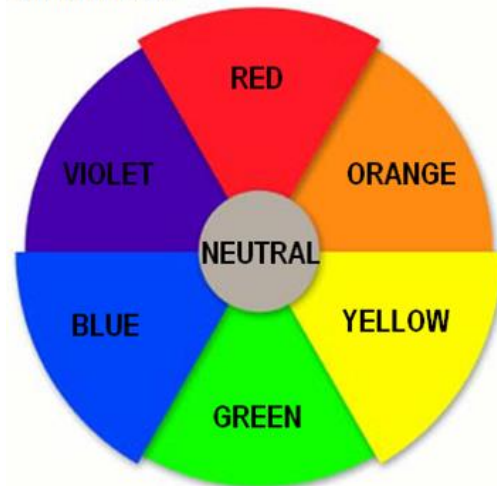
# Colour Wheels

Colour Wheel 1



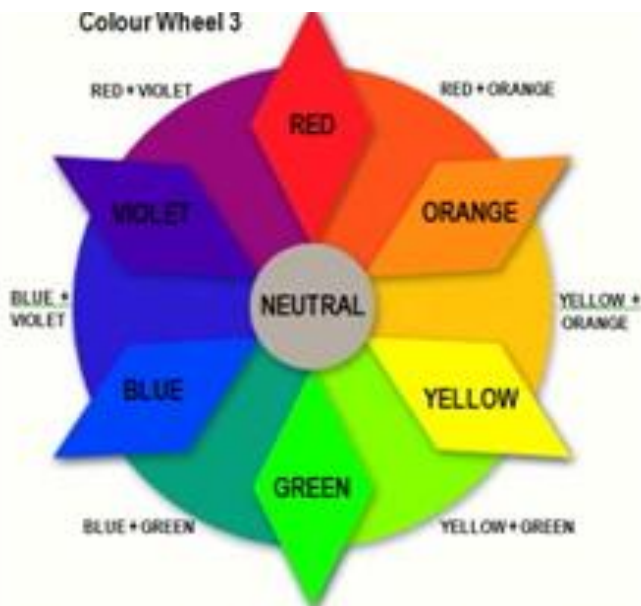
*Red, Blue and Yellow combined equally to create Neutral*

Colour Wheel 2



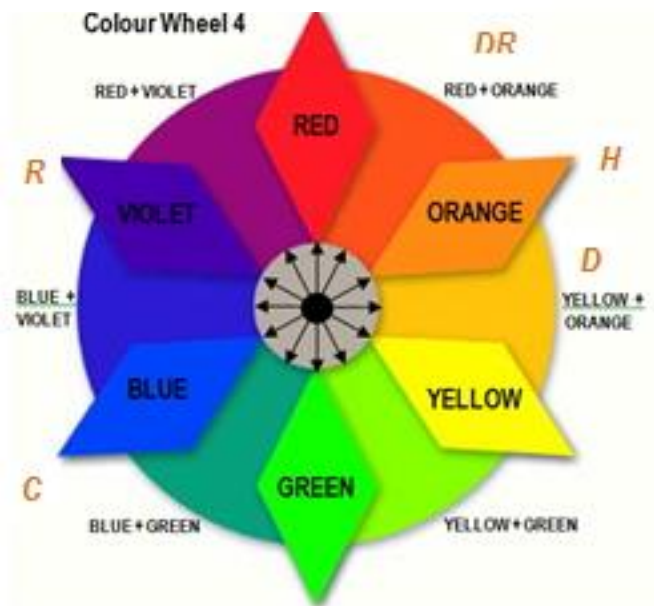
*Secondary colours are created from equal parts of 2 primaries*

Colour Wheel 3



*Wheel showing how the combination of primary and secondary colours create tertiary colours*

Colour Wheel 4



*Complete colour wheel arrow to indicate which colours neutralise others*

## Enhance and Neutralise

If you want to enhance natural colours, use the level closest to the hairs' natural colour (or 1 of 2 shades lighter on white hair). If you want to neutralise existing tones, use an opposite tone as shown on the colour wheel.

NB: Direct opposites, at the same level, control or neutralise each other.

## Why no Green?

Colour Herb's system is based on the Laws of Colour. Looking at the colour wheel, you will see that the green is the opposite colour of red, therefore, it will counteract, or neutralise red. However, no-one has natural red hair (fire engine red)!

When we analyse "red" hair what is seen is actually orange. Herb Colours, therefore, has selected Blue as the base of the Ash tones to neutralise the Orange. The use of a Blue base gives the best control of Orange tones without producing the undesirable "greenish" cast.

# Colour Chart

The Colours in the Herb Colours range from 1 to 30 with Flash Fashion colours 1 to 6.



Colour numbers 1 to 10 can be used by themselves, or mixed with any of the other colour, including the concentrates (more information about concentrates on page 11). Colours numbers 11 to 30 can be used independently to add tones, or with a base colour to cover white, or grey hair.

## Developers / Oxidising Oils

The 3 developers used with Herb Colours are pure Hydrogen Peroxide (H<sub>2</sub>O<sub>2</sub>) in an olive oil and distilled water base. They contain no man-made ingredients and are naturally occurring.





Developer	Contains
<b>Oxidising Oil (3% - 10 vol.)</b>	H <sub>2</sub> O <sub>2</sub> , olive oil, distilled water, rosemary protein, a herb distillate and vegetable enzymes. It is generally used for staying on the same level or going darker and is used for toners and demi applications.
<b>Oxidising Oil (5% - 20 vol.)</b>	H <sub>2</sub> O <sub>2</sub> , olive oil, distilled water, rosemary protein, a herb distillate and vegetable enzymes. It is used for full coverage of grey hair (from 50% - 100% grey including resistant hair).
<b>Fix Colour (8% - 30 vol.)</b>	H <sub>2</sub> O <sub>2</sub> , olive oil, distilled water, rosemary protein, a herb distillate and vegetable enzymes. Fix Colour is used for Blonde colouring (including High Lift powders).

Shades of Lift	When used with
<b>1 - 3 Shades</b>	Herb Colours range
<b>4 – 6 Shades</b>	High Lift Powder



## Concentrates

Herb Colours has 4 concentrates; Blue, Red, Gold and Silver which together, with the 36 colours in the colour chart, can be mixed to boost any colour. As they use stable colour pigments, the concentrates can be used by themselves for really vibrant results.

Concentrate	Depth	Instructions	Colour
<b>Blue</b>	Depth of 1	Only use for a Blue/Black result. A great tip is to use on Chinese/Asian hair to get a "bluebottle" effect.	
<b>Red</b>	Depth of 6	If used alone on white hair will give "fire engine" result and can be used to warm any colour.	
<b>Gold</b>	Depth of 7	Used to emphasise coppers to add a rich glow.	
<b>Silver</b>	Depth of 8	Use when lifting to help subdue natural warmth.	

For natural hair with a depth of 5 – 7, use;	For natural hair with a depth of 8 – 9, use;
<ul style="list-style-type: none"> <li>• 30ml Herb Colour number 5</li> <li>• 15ml Herb Colour number 17</li> <li>• 15ml Red Concentrate</li> <li>• 60ml Oxidising Oil 5% - 20 vol.</li> </ul>	<ul style="list-style-type: none"> <li>• 30ml Herb Colour number 10</li> <li>• 15ml Herb Colour number 28</li> <li>• 15ml Silver concentrate</li> <li>• 60ml Fix Colour 8% - 30 vol.</li> </ul>

*\*\*These mixtures are to be used as a guide.*

## Using Clay High Lift Powders

For maximum lift when using Herb Colours, you can mix with high lift powder. The effect will be that of high lift colour. The high lift powders used by Herb Colours can be used for both on and off the scalp applications. There is no known natural product which will match the lift of the high lift powders.

The high lift powders and creams we recommend, are based on clay or silk proteins and pure plant pigments. They contain no ammonia and do not compromise the condition of the hair.

### ***For 4 – 5 shades of lift, use\*\****

- 20ml Herb Colour number 10
- 20ml Herb Colour number 28
- 1 scoop of high lift powder
- Approx. 45ml of Fix Colour 8% - 30 vol

*\*\*These mixtures are to be used as a guide.*

### ***For hair that still shows Gold, add;***

- 10ml Silver Concentrate
- 10ml Fix Colour 8% - 30 vol.

The consistency when mixed is perfect for foils, mesh, or cap with no leakage, or expansion of the products. As the clay does over-activate there is no need to check back on your work as you do with bleaching.

*The clays can feel "gritty" to the touch, this is normal. Remember to stir the mixture well, ensuring it doesn't get lumpy, as the colour pigments tend to settle within the product. Keep chosen developer nearby while working with the powder. Simply add a few drops of the chosen developer to keep the mixture a creamy consistency.*

Once processed, rinse well and remove excess product using shampoo. Finish with conditioner leaving on for 5 minutes.

## Determine and Cover Grey Percentage (%)

When covering grey, or white hair, the base colour 1-8 gives you 100% coverage. Therefore, in order to achieve this percentage with the Ash, Gold, Copper and Mahogany (Flash Fashion Colours) it is necessary to mix the chosen shade with one of the base colours.

Grey %	Amount of Base	Fashion	Colour Developer
Up to 30%	20ml	40ml	60ml
31% - 60%	30ml	30ml	60ml
61% - 100%	40ml	20ml	60ml

**NB:** *Herb Colours is the gentlest of ALL permanent colours as it contains NO AMMONIA and mixes with VERY LOW VOLUMES of Hydrogen Peroxide.*

It is a fact that grey hair can be very stubborn and resistant to colour, resulting in unsatisfactory coverage on some occasions. In order to ensure total coverage with Herb Colours, on particularly resistant grey hair, try any or all of the following;

- Apply Herb Colour (just the base colour) to the root area, leave for 10 minutes and then apply the chosen mixture. The first application will open the hair cuticles and ensure a better pick up of colour on the second application.
- Once the colour has been re-applied, use plastic wrap (cling film) to create a head band to wrap around the entire hairline.

# Mixing and Applying Herb Colours

## Before you colour

- Do not shampoo the hair (unless using in a 'demi' application – detail on page 13).
- Wait 1 week between perming and applying colour
- Do not use for colouring eyebrows or eyelashes
- Should colour mixture come in contact with the eyes, rinse immediately with cool water

## Mixing

- Always mix equal parts of colour and developer (i.e. 30ml of colour number 6 and 30ml of oxidising oil) unless applying as a demi.
- Herb Colours mixes into an easily manageable gel and can be used for ALL application methods
- Once mixed, you will notice NO SMELL, revolutionary for a permanent hair colour and well worth pointing out to your clients
- Because Herb Colours is plant-based, different batches can slightly differ in colour when mixed in the bowl. However, this WILL NOT affect the final colour result. The colours have an indefinite shelf-life and DO NOT "go off" (expire) providing the tops are put on after use.

## Application

Herb Colours can be used for ALL application methods; full, or partial colouring, cap, mesh, or foil and as a demi which will give a tone on tone effect (see page 13).

### 1st Case      Previously un-coloured hair

1. Apply mixture to full length of hair ensuring total coverage.
  2. After 20 minutes, apply a little more colour to the root area as the scalp heat can push colour away.
  3. Develop naturally for a total time of 45 minutes (do not apply heat).
  4. Once processed, wet hair and emulsify the colour.
  5. Work through hair and continue rinsing until most of the colour has been removed.
  6. Shampoo hair only once using Mōdere shampoo (specifically developed for coloured hair)
  7. Condition hair only once using Conditioner. You can either emulsify the conditioner and leave in the hair for 5 minutes then rinse OR you can use it as a leave-in conditioner.
  8. ***N.B The recommended conditioner can also be used as a treatment.***
- Towel dry and your client's hair is now ready for cutting and/or styling.

## 2<sup>nd</sup> Case     Previously coloured hair

1. Apply Herb Colours to the root re-growth area only.
2. For grey hair, make sure that you use plenty of colour and “push” it into the hair with your tinting brush.
3. Develop naturally for a total time of 20 minutes (do not apply heat).
4. Take the colour through to the ends if required.
5. ***N.B. Herb Colours does not fade in the way that ammonia-based colours do and, therefore, will not need taking through to the ends every time the roots are coloured.***  
  
Don't be afraid if the colour overlaps, as Herb Colours don't “build up” and don't leave lines.
6. Once colours has developed for a total of 45 minutes, rinse, emulsify, shampoo and condition.

It is known that at the point of shampooing, the hair will feel very “rough” to the touch. This is quite simply proof that there are no fillers, or silicones in Herb Colours and the cuticle at this point in time, is fully open. It is, therefore, imperative, that the conditioner is applied to the hair in order to firmly re-close the cuticle (please read the information on page 14).



## Mixing Herb Colours as 'Demi Colours'

Always a great way to introduce a new colour to the client as the result will fade over a period of 16-24 days, rinses out, and is not a permanent commitment. For clients who do not like obvious re-growth lines when having a permanent colour, this might be the perfect solution for them.

*e.g. To mix Herb Colours for a 'demi' result, add;*

- 40ml Fashion or Natural base colour
- 30ml Oxidising Oil 3% - 10 vol.
- 10ml shampoo

### ***Mix Herb Colours for Demi result***

1. Apply to pre-shampooed, towel-dried hair.
2. Develop for 30 minutes, checking after 20 minutes.
3. Remove by rinsing until water runs clear.
4. Apply conditioner leaving on for 5 minutes.

## Mixing Herb Colours as 'Toners'

**e.g. To mix Herb Colours as a 'Toner', add:**

- 20ml Herb Colour
- 10ml Oxidising Oil 3% - 10 vol.
- 10ml shampoo

### ***Mix Herb Colours as Toners***

1. Apply to pre-shampooed, towel-dried hair.
2. Develop for 20-25 minutes, depending on the porosity of the hair.
3. Remove by rinsing until water runs clear.
4. Apply conditioner leaving on for 5 minutes.

***N.B. Inform your clients about the importance of using the right shampoos and conditioners. Other shampoos and conditioners on the market today may strip out the colour and damage the hair.***

## Advice and tips on using Herb Colours products

*For additional support or advice on using the Herb Colours products, please contact Herb Colours on*

**0414 259 641**

