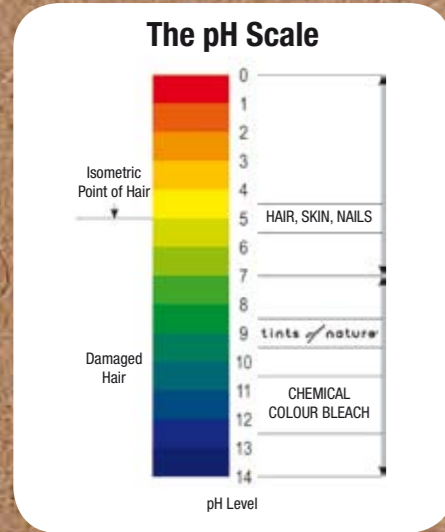


The Story of Hair

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.

Tints of Nature Permanent Hair Colour

Tints of Nature is the first range of long lasting permanent hair colours containing **organic ingredients certified by the Soil Association and ECOCERT** used in an advanced formula to cover all grey hair. Our unique blend of natural and organic extracts and Vitamins E & C, combined with plant derived conditioners, will actually enhance, protect and moisturise as you colour your hair.

- Paraben Free
- Containing **certified organic ingredients**
- No ammonia (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 your Tints of Nature hair colouring 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 mildest)
- Lowest possible percentage of PPDs (Paraphenylenediamines – pigment)
- Naturally derived base



tints of nature™

Highlights & Lightener

Highlights

Tints of Nature is the first ammonia free conditioning permanent highlight kit. This salon formulated product achieves naturally blonde highlights.



Lightener

Tints of Nature is the first ammonia free conditioning permanent lightener. It uses a naturally derived oil blend to protect the scalp during the lightening process.



To find out more about our range of products please call Herb UK Ltd. on + 44 (0)1590 613490 or email office@herbuk.com

For USA enquiries, please call on 1-877-548-9403

For Canadian enquiries, please call on 1-877-548-9409

www.tintsofnature.com

None of our products contains animal ingredients and none of our products is tested on animals.



Manufactured in the United Kingdom by Herb UK Ltd, Lymington, Hampshire, SO41 8JX, England



tints of nature™



Tints of Nature is a highly effective hair colourant, created from many certified organic ingredients. 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.



How permanent hair colour works

When we permanently colour hair, we have to lift the cuticle (or outer layer), so that the colour can work into the cortex of the hair below. 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 a tried and tested (if outdated) method, but has several side effects.

1. At the same time that the colour is swelling the cuticle to easily enter the cortex, there is significant protein and moisture loss. This is how the hair is damaged during colouring when using an ammonia colour.

2. The pH of the hair is raised to such an extent by the ammonia that it is physically impossible to return it to its ideal pH after colouring. This means that the cuticle remains open, the hair continues to lose protein and moisture and there is also an increased risk of colour fade.

3. As a result of the cuticle remaining open, the percentage of pigment in the colour needs to be as high as possible. This is necessary as a relatively high percentage of the colour will be lost when rinsing off.

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.

Directions for Use

Check that your pack contains all of the items listed on the side of the box. Read the full instructions included in the box. If you have any queries, please contact our advisory service:

UK: +44 (0)1590 613490
USA: 1-877-548-9403
Canada: 1-877-548-9409

Colour selector

Ammonia Free Resorcinol Free



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 shade ring
- Then go to the chart on the back of the box to see which shades are recommended
- For maximum grey coverage use 1N – 8N

Tints of Nature Care Range

Tints of Nature also offer a small range of highly effective shampoos, treatments and conditioners. These are free from Sodium Chloride (salt) and harsh sulphates, which can dry out hair and strip colour. Instead they are formulated with the latest natural ingredients and selected certified organic extracts and are pH balanced for outstanding results.

Shampoos

With natural proteins, selected certified organic ingredients and a natural UV filter, **Tints of Nature Shampoo** restores and protects the hair. Used on coloured hair, it can help to prevent colour fade. For an even more gentle alternative **Tints of Nature Sulfate-Free Shampoo** uses naturally-based lathering agents, vitamin B5, natural proteins and plant amino acids for a kind, non-irritating wash.

Treatments

Packed full of natural and organic extracts, **Tints of Nature Scalp Treatment** works to reduce irritation and inflammation of the scalp. It provides a calming and soothing effect. For dry or damaged hair, **Tints of Nature Reconstructing Treatment** will nourish and restore hair to a deep shine and healthy condition.

Conditioners

Formulated with Irish seaweed extract and plant-derived softening agents, **Tints of Nature Conditioner** provides deep gloss and superb shine to hair. Rich in herbs and natural conditioners, **Tints of Nature Seal & Shine** is a spray-on, leave-in conditioner. It protects the hair from the harmful effects of the environment, pollution, the sun, sea and chlorine, as well as heat from hairdryers.



Each box of Tints of Nature Colour contains a sachet of Tints of Nature Shampoo and Conditioner.

