

Your Radiant Cream Color Instructions

Hello Beautiful,

Finally, gorgeous, naturally healthy-looking hair is in your hands.

Need extra help?

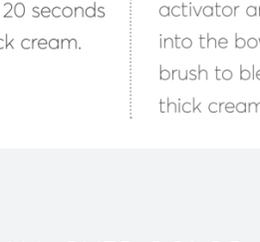
Call the Madison Reed Customer Service Team at 1.888.550.9586, or visit madison-reed.com/color-crew to email or chat. #HelloBeautiful

XXOX,
Madison Reed



PREP

Read Through All Instructions Before Beginning



Divide hair into four sections.



Apply barrier cream to prevent staining on forehead, ears, and neck. Don't get it on your hair. Wash and dry hands, and put on gloves.

For Application Options A and B:

Puncture color tube with cap. Squeeze color into applicator bottle. Replace and tighten cap and shake for 20 seconds to blend into a thick cream.

GO TO APPLY.

For Application Option C:

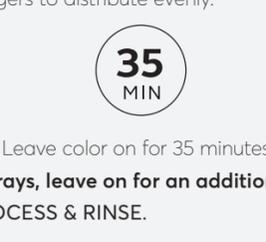
Puncture color tube with cap. Squeeze half the color into a non-metallic bowl. Open activator and squeeze half into the bowl. Use applicator brush to blend mixture into thick cream.

GO TO APPLY.

APPLY

OPTION A. ALL OVER COLOR

Use these directions if you haven't colored in more than three months, are switching to a darker or red shade, or if you are coloring your hair for the first time.



1. First, color your new growth (roots). Work your way down in rows about ¼ inch apart, one section at a time.



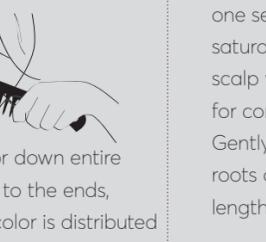
2. Next, color hair lengths and ends, starting where the roots stop. Continue with each section of hair. Massage color down entire length of hair to the ends. Use a wide-tooth comb or fingers to distribute evenly.



3. Slip on cap. Leave color on for 35 minutes. **If covering stubborn grays, leave on for an additional 10 minutes.** **GO TO PROCESS & RINSE.**

OPTION B. TOUCH UP COLOR

Use these directions if you color every 4-8 weeks with the same (or similar) shade. This will help protect the ends of your hair from over-coloring or becoming too dark.



1. First, color your new growth (roots). Work your way down in rows about ¼ inch apart, one section at a time. Use about half the color mixture.



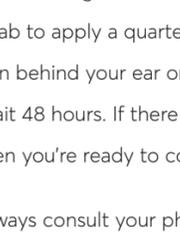
2. Slip on cap. Leave color on (roots only) for 30 minutes. **If covering stubborn grays, leave on for an additional 10 minutes.**



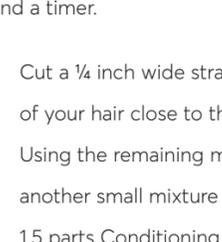
3. Remove the cap and apply the remaining color mixture to lengths and ends. See step 2 in option A. Slip cap back on and set timer for an additional 5 minutes. **GO TO PROCESS & RINSE.**

OPTION C. GOING LIGHTER ALL OVER

Use these directions if you are coloring your hair for the first time using a shade that is lighter than your natural hair color.



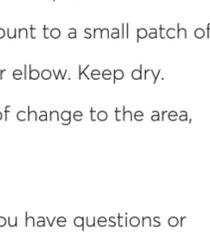
1. Apply color to mid-lengths, starting about 2 inches from scalp. Work one section at a time, being careful not to apply color to scalp.



2. Massage color down entire length of hair to the ends, making sure color is distributed evenly. Use all the color you have mixed.



3. Take off gloves and set timer for 20 minutes.

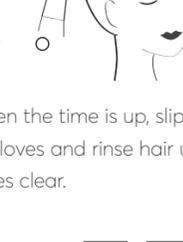


4. Mix remaining color with remaining activator. Slip on gloves and apply color to roots. Work your way down in rows about ¼ inch apart, one section at a time. Fully saturate the hair at the scalp with remaining color for complete coverage. Gently massage color into roots and down the entire length of hair a second time.

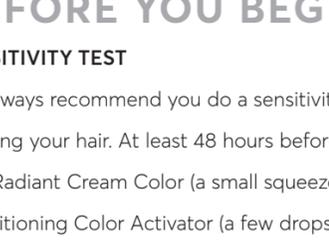


5. Slip on cap. Set the timer for 35 minutes, or **45 minutes if covering stubborn grays.** **GO TO PROCESS & RINSE.**

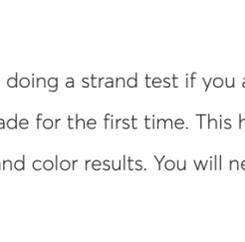
PROCESS & RINSE



Remove gloves. Use cleansing wipe to remove color from your skin. Relax and wait for the time to be up.



When the time is up, slip on second pair of gloves and rinse hair until the water rinses clear.



Wash your hair and lock in color with Color Protecting Shampoo + Conditioner (included in your kit).

BEFORE YOU BEGIN

SENSITIVITY TEST

We always recommend you do a sensitivity test before coloring your hair. At least 48 hours beforehand, mix 1 part Radiant Cream Color (a small squeeze) with 1.5 parts Conditioning Color Activator (a few drops). Use a cotton swab to apply a quarter-sized amount to a small patch of skin behind your ear or inside your elbow. Keep dry.

Wait 48 hours. If there is no sign of change to the area, then you're ready to color.

Always consult your physician if you have questions or concerns.

STRAND TEST

We recommend doing a strand test if you are coloring your hair with this shade for the first time. This helps determine optimal timing and color results. You will need tape, scissors, and a timer.

- Cut a ¼ inch wide strand from the darkest or grayest part of your hair close to the scalp, and tape at the cut end.
- Using the remaining mixture from the Sensitivity Test, or another small mixture of 1 part Radiant Cream Color and 1.5 parts Conditioning Color Activator, completely cover the hair strand.
- Start timing. After 15 minutes, check the strand. If the strand is not the color you want, return and check the color every few minutes for up to 35 minutes. To cover resistant gray, it may be necessary to leave the hair color on for up to 45 minutes.

PREPARING TO COLOR

TIPS FROM THE EXPERTS

Wear a shirt or smock that buttons or zips up the front to make cleanup easy.

Begin with dry, unwashed hair. The day after your last shampoo is best for coloring. Make sure hair is free of styling products as they coat hair and may block the color.

We recommend you read through the instructions in advance so you can plan enough time. The processing time ranges from 35 minutes to 65 minutes depending on the application that is right for you.

If you have chemically straightened or permed hair, contact the Madison Reed Customer Service team through the number on the front of these instructions.

With everything you need to color with total confidence, it's a salon in a box. Enjoy your gorgeous hair...

IMPORTANT SAFETY WARNINGS

Everyone is different, and all permanent hair color contains ingredients which can cause an allergic reaction, which in rare cases, can be severe. THEREFORE, YOU MUST FOLLOW THESE PRECAUTIONS:

DO NOT USE IF:

- YOU HAVE ALREADY HAD A REACTION TO A HAIRCOLOR PRODUCT.
- YOU HAVE SENSITIVE, IRRITATED, OR DAMAGED SCALP.

CONDUCT A SKIN ALLERGY TEST 48 HOURS BEFORE EACH TIME YOU COLOR, EVEN IF YOU HAVE ALREADY 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.

Use the gloves provided.

This product is not intended to be used on children. Keep out of reach of children.

In case of reaction while coloring hair, such as a rash or burning sensation on the scalp, rinse immediately and discontinue use.

CAUTION: This product contains ingredients that may cause skin irritation on certain individuals and a preliminary skin test according to accompanying directions should first be made. This product must not be used for dyeing eyelashes or eyebrows- TO DO SO MAY CAUSE BLINDNESS.

Follow the application instructions.