

### How dark can I color my hair?

Madison Reed Radiant Cream Color can darken natural or color treated hair

### How do I color my hair?

If your hair is not color treated, Madison Reed Radiant Cream Color can lighten your hair.

If your hair is color treated and the color treated hair is lighter than your natural outgrowth, you can lighten your roots using the "Touch Up Application" found on the instructions included in your kit.

### Can I use Madison Reed Radiant Cream Color if I've used a keratin smoothing treatment?

We always recommend coloring prior to having a keratin smoothing treatment.

### I have highlights. Can I use Madison Reed to cover them up?

Madison Reed Radiant Cream Color is formulated to give an all over color result. If you want to cover your highlights, choose a darker, more neutral shade than your current highlighted hair.

### I have long hair, how many boxes of color do I need?

Madison Reed Radiant Color Kit contains enough color for average shoulder length hair. If your hair is extra long or thick and you are coloring your hair with a Madison Reed shade for the first time, one tube of our color might not be enough

### How often can I color my hair?

We recommend you wait at least two weeks between permanent color applications

### Should I wash my hair before coloring?

No. For best results, we recommend that you wait at least 24 hours after washing your hair before coloring. If you have styling product such as mousse or gel in your hair, comb it through before coloring to remove any excess product. If you use a wax-based product it needs to be removed before your color because it could prevent the color from absorbing into your hair. Shampoo the product out and wait for 24 hours before coloring. Madison Reed Radiant Cream Color should be applied to dry hair.

### How long does the permanent hair color last?

Madison Reed Radiant Cream Color can be kept for 3 years if unopened and 1 year if opened and resealed. If the Radiant Cream Color and Conditioning Color Activator have been mixed, they should be discarded after the standard processing time listed in the instructions.

### What should I do 24-48 hours before coloring?

We always recommend you do a sensitivity test 48 hours before coloring your hair . 24 hours in advance of coloring, wash your hair. The day after you shampoo is the best for coloring. Make sure you have everything you need. We recommend: an old

towel (just in case), hair clips or ties (helpful for sectioning), a wide tooth comb (to pull color through), an old button down shirt or smock (a nice security measure against any mess).

#### Should I color the entire length of my hair each time?

Your best application will depend on how often you color your hair and if you are using the same shade as your currently color treated hair. Follow the instructions included in your kit to decide which application is right for you.

#### When do I start the timer?

You should begin the timer once you have completed the full application as described in the instructions.

#### How do I treat color-resistant gray hair?

Here are a few tips from professional stylists on what to do if your gray hair is unusually resistant to hair coloring: When you begin the color application process, first apply the color to the areas where your hair may be most difficult to color. This is usually at the front hairline and at the natural part in your hair. Make sure you completely saturate your hair with color. You should use at least half of the contents of the bottle on your roots. If you have very thick or long hair, consider ordering a second tube of color to ensure you have enough for your mid-lengths and ends. When you finish your application, go back to your resistant areas and put even more color on the color-resistant areas. Give your hair a little more time to absorb the color. An extra 5 – 10 minutes should do the trick. Use your gloved fingers to massage the color into your roots.

#### How do I color the back of my hair?

Madison Reed Radiant Cream Color comes in a bottle with a helpful nozzle tip designed to easily separate your hair into smaller sections in the areas that you cannot see as you color. Use the nozzle to create small 1/4<sup>th</sup>” rows, one section at a time. Use plenty of product to make sure you are fully saturating your roots for full coverage. You should use about half the bottle on your roots. Once you have finished applying go back and massage the color into your roots one last time before moving onto the next step in the instructions.

*Information provided by Madison Reed*