

LIVE – Men – Semi Permanent Color – UK

295 mm

205 mm



2589826



1.



2a.



2b.



3.



4.



5.



THIS PRODUCT CONTAINS:



PAIR OF GLOVES



LIVE COLOUR CREAM



CARE CONDITIONER

INSTRUCTION LEAFLET

ATTENTION, PLEASE NOTE

Before application, please read the **SAFETY INSTRUCTIONS** on the reverse of the instruction leaflet carefully.

1. PREPARATION

Before starting the application, place a clothing protection and a watch nearby so that you can monitor the application time.

2. APPLICATION

2.a WASH: Wash your hair with a mild shampoo and towel dry it. Put on an old t-shirt and place a towel over your shoulders to protect your clothes. Put on the gloves provided. Pierce the Colour Cream tube with the reverse of the cap.

2.b FULL HEAD APPLICATION: For hair longer than chin length, we recommend using two packs. First, protect forehead area and ears with petroleum jelly to prevent staining of skin. Carefully squeeze the Colour Cream onto your gloved hand. Apply the Colour Cream directly onto damp hair. Start at the back of your head and work towards the front. Spread the Colour Cream into your hair until evenly distributed. Make sure all of your hair is evenly covered with the Colour Cream, paying particular attention to the roots and hairline. Rinse gloves and keep them for rinsing your hair.

FOR VIBRANT RESULTS: To achieve an extremely vibrant result, you should use the product on pre-lightened or highlighted hair. We recommend LIVE Ice Blonde Permanent Lightener. Please read the instruction leaflet of the chosen pre-lightening or highlighting product carefully. LIVE Semi Permanent Colour appears less vibrant but still intense if used on darker natural hair. Check the chart on the back of the pack to evaluate what will work best with your natural base tone and the results you can expect.

FOR PASTEL RESULTS: To achieve a pastel result on pre-lightened hair, ensure hair is damp. For shades 093 and 094, carefully mix a pea-sized amount of the Colour Cream with the Care Conditioner on your hand and spread it well into your hair as you would when normally conditioning. For shade 095, you will need two pea-sized amounts of the Colour Cream. The colour mixture in the bowl is a good indicator of how the shade will look on your hair. For less intensity, add more conditioner. Leave in for 1–5 minutes and then rinse. Rinse gloves and keep them for rinsing your hair. Pastel application is not recommended on the darkest hair bases (dark blonde / light brown depending on the shades) as the colour result will not be visible.

3. DEVELOPING TIME

Leave the Colour Cream to develop for 20–30 minutes for bright color result. For pastel tones, develop only for 1–5 minutes.

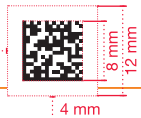
4. RINSE

Rinse your hair with warm water until it runs clear. Wear protective gloves.



5. CONDITION

Spread the Care Conditioner onto damp hair and leave for 2 minutes. Rinse thoroughly.

40 mm



4 mm

GENERAL DATA	APPROVAL DATA	PHONE	Printing material:
Die cut / size (mm) 295 x 205 mm	Responsible person marketing Juia Grund	+49 211 797 8365	<input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver
Nuance no. –	Date of approval by marketing 18.10.2019		Coloration filling code: <input checked="" type="checkbox"/> Datamatrix <input type="checkbox"/> Tube code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none
IDH no. –	Responsible person IPD –		Basic Pack. Mat. No.: 586595
Material no. 2589826	Responsible person country –		USED PANTONE TONES ARE JUST INDICATORS!
FB Code –	Date of approval –		Colors Printing process Colors Printing process
Short sign –	Delivered by –	+49 211 74849 xxxx	 PANTONE 293U <input type="checkbox"/> – <input type="checkbox"/> –
Product LIVE Men Semi Permanent Color	Responsible person LSD JZ / AP / JK	+49 211 74849 471	 BLACK <input type="checkbox"/> – <input type="checkbox"/> –
Country UK	Printing company Cetus		<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
EAN (please check) –	LSD job no. 1123459		<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
EAN size –	LSD file name:		<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
EAN outer box. –	UK_LIVE_Men_GBA_UB_SemiPermColor_1019.indd		<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
Status 1corr	Infos: -		<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
Creation date 18.10.2019			<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
Correction date 21.10.2019			<input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> – <input type="checkbox"/> –
Logo of printing company	TO BE COMPLETED BY PRINTING COMPANY		<input type="checkbox"/> printing area (does not print) <input type="checkbox"/> die cut (does not print)
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none		These files have been set up without trapping parameters or any other print options. Please adapt the data according to your usual guidelines and/or profiles.
	* if yes please do provide a detailed description of all changes made		LSD LSD GmbH & Co. KG In der Steele 13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 10

5 cm

LIVE – Men – Semi Permanent Color – UK

295 mm

205 mm

INSTRUCTION LEAFLET

PLEASE NOTE

- For a natural colour result, apply LIVE Semi Permanent Colour on unbleached hair.
- The use of LIVE Semi Permanent Colour on a base with highlights can lead to non-homogeneous results.
- For long or thick hair we recommend using two packs.
- The chart on the back of the pack provides an indication of the colour result that can be obtained with this shade.
- The intensity of the colour result depends on the developing time and your current hair colour and structure.
- For intense, electrifying hair colour, apply on pre-lightened or highlighted hair. We advise that you test the intensity level on a small section of hair.
- Wear a gown or towel during application.
- Always use an old towel when drying hair, since the colour will leave stains on your fabrics.
- Always wear the protective gloves provided throughout the whole colouring process, as Semi Permanent Colour can stain.
- Protect forehead area and ears with petroleum jelly to prevent staining of skin.
- Do not apply directly to scalp. Do not rub into scalp or it will stain.

- It is very important to make sure the water runs clear every time after you shampoo.
- Avoid contact with clothing, plastic or absorbent surfaces as product may stain. In event of spillage, rinse immediately with cold water.
- LIVE Semi Permanent Colour will bleed into clothing and bedding if your hair is wet or damp.
- Make sure hair is fully dry before getting dressed or going to bed.
- LIVE Semi Permanent Colour generally washes out within 12 washes. In some cases, the colour may last a lot longer depending on your current hair colour and structure (especially if you are colouring your hair for the first time or your previously colored hair has completely grown out, or in case of extremely porous hair).
- Colour stains on the skin can be removed with water or skin toner on a cotton pad.
- Use of lightening products is not recommended to remove the colour.
- For more tips on colouring go to livecolour.com

SAFETY INSTRUCTIONS



Hair colourants can cause severe allergic reactions.

Read and follow instructions. This product is not intended for use on persons under the age of 16. Temporary "black henna" tattoos may increase your risk of allergy.

Do not colour your hair if:

- you have a rash on your face or sensitive, irritated and damaged scalp,
- you have ever experienced any reaction after colouring your hair,
- you have experienced a reaction to a temporary "black henna" tattoo in the past.

Do not use to dye eyelashes or eyebrows. Contains: see folding box. Rinse hair well after application. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Wear suitable gloves. Keep out of reach of children. Keep the empty carton and the instruction leaflet in case you experience a reaction.

IF DURING COLOURING YOU EXPERIENCE

- any stinging or burning and/or rash, rinse immediately and discontinue colouring your hair as this may be an indication of a more serious reaction. Do not colour your hair again before consulting a doctor or seeking medical advice.

- rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face, rinse immediately and seek immediate medical attention and contact the manufacturer.

IF AFTER COLOURING OR ON THE FOLLOWING DAYS YOU EXPERIENCE problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping, seek immediate medical attention and contact the manufacturer.

PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. If the product gets into your eye, flush immediately with a large amount of lukewarm water and seek medical advice.
- If you wear contact lenses during application and any product gets into your eye, remove the contact lens first, then flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not inhale or ingest the product.
- Avoid unnecessary skin contact.



FOLLOW APPLICATION INSTRUCTIONS

PROFESSIONAL ADVICE

For further information and free colour advice please call the Schwarzkopf Advisory Service on Freephone:
0800 328 9214 (UK), 1800 535 634 (Ireland),
or alternatively e-mail us at
consumer.advisory@henkel.com
www.livecolour.com


Schwarzkopf & Henkel
Düsseldorf · Germany
UK: Henkel Ltd., Hemel Hempstead,
Herts. HP2 4RQ

2588826

GENERAL DATA	APPROVAL DATA	PHONE	Printing material:
Die cut / size (mm) 295 x 205 mm	Responsible person marketing Juia Grund	+49 211 797 8365	<input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver
Nuance no. –	Date of approval by marketing 18.10.2019		Coloration filling code: <input checked="" type="checkbox"/> Datamatrix <input type="checkbox"/> Tube code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none
IDH no. –	Responsible person IPD -		Basic Pack. Mat. No.: 586595
Material no. 2589826	Responsible person country -		USED PANTONE TONES ARE JUST INDICATORS!
FB Code –	Date of approval -		Colors Printing process Colors Printing process
Short sign –	Delivered by -	+49 211 74849 xxxx	 PANTONE 293U <input type="checkbox"/> -
Product LIVE Men Semi Permanent Color	Responsible person LSD JZ / AP / JK	+49 211 74849 471	 BLACK <input type="checkbox"/> -
Country UK	Printing company Cetus		<input type="checkbox"/> - <input type="checkbox"/> -
EAN (please check) –	LSD job no. 1123459		<input type="checkbox"/> - <input type="checkbox"/> -
EAN size –	LSD file name:		<input type="checkbox"/> - <input type="checkbox"/> -
EAN outer box. –	UK_LIVE_Men_GBA_UB_SemiPermColor_1019.indd		<input type="checkbox"/> - <input type="checkbox"/> -
Status 1corr	Infos: -		<input type="checkbox"/> - <input type="checkbox"/> -
Creation date 18.10.2019			<input type="checkbox"/> - <input type="checkbox"/> -
Correction date 21.10.2019			<input type="checkbox"/> - <input type="checkbox"/> -
Logo of printing company	TO BE COMPLETED BY PRINTING COMPANY		<input type="checkbox"/> - <input type="checkbox"/> -
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none		<input type="checkbox"/> - <input type="checkbox"/> -
	* if yes please do provide a detailed description of all changes made		<input type="checkbox"/> - <input type="checkbox"/> -
			printing area (does not print) die cut (does not print)
			These files have been set up without trapping parameters or any other print options. Please adapt the data according to your usual guidelines and/or profiles.
			LSD
			Kind regards, LSD GmbH & Co. KG
			LSD GmbH & Co. KG In der Steele 13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 94 10
			5 cm