

LIVE – Men – Permanent Color – UK

295 mm

205 mm



Schwarzkopf
LIVE
PERMANENT COLOUR

2589827



1.



PAIR OF GLOVES

2.



LIVE COLOUR CREAM

3a.



APPLICATOR BOTTLE WITH DEVELOPER LOTION

3b.



APPLICATOR BOTTLE WITH DEVELOPER LOTION

4.



APPLICATOR BOTTLE WITH DEVELOPER LOTION

5.



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 applying your colour, cover your clothing with an old towel/cape and put on the gloves provided. Keep a watch nearby to check the developing time.

Apply **Schwarzkopf LIVE on dry, unwashed hair.**

2. MIXING

Unscrew the nozzle of the Developer Lotion. Pierce the LIVE Colour Cream tube with the reverse of the cap and carefully squeeze the entire content into the Developer Lotion bottle.

Replace the applicator nozzle and shake vigorously until all components are thoroughly mixed into a smooth cream. Twist off the tip of the applicator nozzle and immediately start the application as follows:

3a. FIRST-TIME APPLICATION

This method is recommended if:

- you are colouring your hair permanently for the first time
- your previous hair colour has completely grown out

Apply the prepared mixture evenly from the roots to the ends of your hair. Then work the mixture in with fingertips to ensure all hair is evenly covered.

Leave to develop for **30 minutes.**

40 mm



4 mm

3b. ROOT REGROWTH APPLICATION

This method is recommended if:

- your hair has been coloured and the regrowth is visible
- the ends of your hair are darker or in poor condition

Part a section of your hair using the tip of the Applicator Bottle. Apply $\frac{2}{3}$ of the mixture throughout the whole regrowth area.

With the supplied gloves still on, gently work in with fingertips to ensure all of the regrowth is covered. Leave to develop for **20–30 minutes.**



Apply the remaining mixture throughout the mid-lengths and the ends of the hair. Spread it evenly and leave for an additional **5–10 minutes.**

4. RINSING

Before rinsing your hair, put on the gloves again. At the end of the developing time, apply warm water to the hair and work into a lather, gently rubbing around the hairline to remove staining. Rinse thoroughly until water runs clear.

5. CONDITIONING

Apply the Care Conditioner into towel-dried hair and leave for 2 minutes. Rinse thoroughly.

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 N. N.	+49 211 797 xxxx	Basic Pack. Mat. No.: 586595
Material no. 2589827	Responsible person country N. N.	+49 211 797 xxxx	USED PANTONE TONES ARE JUST INDICATORS!
Data Matrix 2589827	Date of approval xx.xx.2019		Colors Printing process Colors Printing process
Short sign –	Delivered by N. N.	+49 211 74849 xxxx	 PANTONE 293U <input type="checkbox"/> -
Product LIVE Men Permanent Color	Responsible person LSD JK / AP / JZ	+49 211 74849 452	 BLACK <input type="checkbox"/> -
Country UK	Printing company Cetis		<input type="checkbox"/> - <input type="checkbox"/> -
EAN (please check) –	LSD job no. 1123460		<input type="checkbox"/> - <input type="checkbox"/> -
EAN size –	LSD file name:		<input type="checkbox"/> - <input type="checkbox"/> -
EAN outer box. –	UK_LIVE_Men_GBA_BL_PermColor_1019.indd		<input type="checkbox"/> - <input type="checkbox"/> -
Status DTP	Infos: -		<input type="checkbox"/> - <input type="checkbox"/> -
Creation date 18.10.2019			<input type="checkbox"/> - <input type="checkbox"/> -
Correction date			<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
			LSD GmbH & Co. KG In der Steele 13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 94 10
			Kind regards, LSD GmbH & Co. KG
			5 cm

LIVE – Men – Permanent Color – UK

295 mm

205 mm

INSTRUCTION LEAFLET

IMPORTANT ADVICE

Before application, please read the **SAFETY INSTRUCTIONS** below carefully.

- Perform an **ALLERGY ALERT TEST** (see below) in any case, even if you have used this or a similar colourant previously.
- Start the application immediately after mixing. If using two packs, first mix and apply the first pack entirely, and then open, mix and apply the second pack without any delay.
- Discard any unused mixture promptly. Do not attempt to store or reseal after mixing. Resealing may cause the container to burst.
- If your hair is longer than shoulder length or thick, we recommend using two packs of **Schwarzkopf LIVE** for the first-time application.
- If your hair is already coloured, follow the root regrowth application.
- Results may vary on previously coloured hair.

TOP TIPS BEFORE YOU COLOUR

- Permed hair is likely to be more porous and absorb colour more readily.
- For best results when applying on bleached hair, please contact the Schwarzkopf Advisory Service.
- If your hair is very dry or in poor condition, do not apply the colour to the ends of your hair until the last 5 minutes of your developing time. Otherwise this could result in a more intensive or lighter colour.
- Do not use **Schwarzkopf LIVE** two weeks before or after having a perm as the colour result may be too intense or uneven.
- We recommend performing the regrowth application every 4 weeks, as hair grows approximately 1 cm per month.
- Colour stains on the skin can easily be removed with skin toner on a cotton pad.
- Avoid contact with clothing, plastic or absorbent surfaces as product will stain. In event of spillage, rinse immediately with cold water.

SAFETY INSTRUCTIONS



Hair colorants 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.

Contains: see folding box. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Do not use to dye eyelashes or eyebrows. Rinse hair well after application. Wear suitable gloves. Keep out of reach of children.

Keep the empty carton and the instruction leaflet in case you experience a reaction. To reduce your risk, follow these instructions.

1. ALLERGY ALERT TEST

Perform an allergy alert test 48 hours before each product use, even if you have already used colouring products before. Perform the allergy alert test on an area of skin sized approximately 1 cm x 1 cm on the inside of the elbow. Apply a small amount of the Colour Cream in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes. Avoid contact with clothes. Close tube again carefully. After 45 minutes, wash off the Colour Cream thoroughly with lukewarm water. If any reaction occurs during the processing time or during the following 48 hours, you should rinse immediately and not use this colourant.

This test represents an important precaution. However, be aware that even if an allergy alert test has been carried out you may still experience an allergic reaction when you colour your hair. The allergy alert test is not a guarantee of avoiding future allergic reactions. Please consult a doctor if you have any doubts.

2. 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.

3. 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 developer or hair colour mixture 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.
- Do not use if your hair has been coloured with henna or metallic dyes.
- Remove all metal objects such as clips and hair pins from hair before colouring and keep them away during colouring. Do not use metal tools.
- Keep developer away from heat and light. Do not mix this colourant with any other products. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand or burst).

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

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