

# MULTI CREAM color

# Joanna

Dazzle everyone with your deep and intense colour without a trace of gray. The recipe of Multi Cream Colour was invented to give your hair beautiful and vivid colour. This formula provides 3D effect to the hair, which guarantees the depth of colour and natural volume.

Prior to colouring, please read the information, warnings and instructions of use.

Suggested colour of colour cream	Initial hair colour			
	Gray	Blond	Bright brown / brown	Dark brown / black
30 Caramel blond	+	+	*	-
30.5 Sunny blond	+	+	*	-
31 Sandy blond	+	+	*	-
32 Platinum blond	+	+	*	-
33 Natural Blond	+	+	*	-
34 Intensive red	+	+	+	●
35 Cherry red	+	+	+	●
36 Royal burgundy	+	+	+	●
37 Juicy eggplant	+	+	+	●
38 Chestnut brown	+	+	+	●
39 Nutty brown	+	+	+	●
39.5 Tea brown	+	+	+	-
40 Cinnamon brown	+	+	+	+
41 Chocolate brown	+	+	+	+
42 Ebony black	+	+	+	+
43 Fiery red	+	+	+	●
44 Intensive copper	+	+	●	●
44.5 Copper brown	+	+	●	●

+ recommended shade

● gives hair sheen and reflexes in the selected colour

\* recommended after bleaching

- shade not recommended

## IMPORTANT INFORMATION AND ADVICE

- Since the product may cause an allergic reaction, perform an allergy test prior to every use. Apply a small amount of the colour cream mixed with oxidizer in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes. Avoid

contact with clothes. After 45 minutes, wash off the cream carefully with lukewarm water. Wait 48 hours. If any reaction like redness or itching of the skin will not occurs you can start colourization. The absence of reaction to this test does not guarantee that an allergic reaction may not

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occur as a result of a future hair colouring process, anyway such test is a very important precaution. If any reaction will occur on skin during the processing time or during the following 48 hours, you should rinse immediately and not use this colourant. If during the colourization process or directly after the symptoms such as itching of the skin of the body or head, rash, swollen eyes or face occur, IMMEDIATELY SEEK FOR MEDICAL HELP.

- In case of an unexpected reaction during application of the colouring mixture, for instance rash or burning sensation, rinse the product off with warm water. Please contact a dermatologist prior to a subsequent colouring treatment.

- Time of colouring should be set individually depending on the colour, type and condition of the hair. Fine, thin and delicate hair is more susceptible to colouring than healthy, thick and strong hair. Therefore when colouring bleached, permed very damaged, thin or light-coloured and delicate hair it is necessary to be particularly careful and to slightly shorten the time of the treatment; the final result may be more intensive. In case of thick, strong, grey hair or hair that is particularly difficult to dye, it is possible to extend the time of working of the product; the obtained result may be somewhat less distinctive.

- If you have grey hair, which are unevenly spread, start application of the colouring mixture from the place with most grey hair – usually around the face and on temples.

- If the shade of your choice is much lighter than your current hair colour, it may be necessary to previously bleach

your hair, for instance with a selected lightener from Joanna Cosmetic Laboratory. The treatment should be conducted at least couple of hours (or better yet days) prior to dying, and the time of colouring as such should be then shortened by 5-10 minutes.

- If endings are very damaged, do not apply the product on them immediately, do it only 5-10 minutes prior to the planned completion of colouring.

- If your hair was just permed, it shall be necessary to wait for at least 10 days, and the working of the colouring mixture on the hair should be shortened by 5-10 minutes. Otherwise, the hair colour can be too intensive or uneven. Hair should be always coloured after and never before the perm, as hair colour may change.

- The colour of the colouring mixture during the treatment may change and not always corresponds with the expected hair colour. This should not be of concern.

- If you have long and thick hair, you should use two packages of the product.

- Avoid the product coming into contact with clothing, as stains are not removable.

- Do not apply the product if your hair was previously coloured with plant dyes (for instance henna and basma) or metal salts.

- When preparing the mixture do not use metal articles.

- Use the prepared colouring mixture at once – it cannot be stored.

- Please observe the instruction of use and comply with the recommended colouring times.

- Please check the conformity of the shade number on the envelopment of the tube against the marking on the carton box.

## PREPARATION FOR COLOURING

Prior to commencement of colouring please read the contents of the entire leaflet.

Inside the packaging you will find: 40g tube with colouring cream; 60g cream oxidizer in a bottle with an applicator; 20g hair care mask in a tube; Information leaflet; protective gloves

Additionally prepare: a comb, a towel, watch, rich cream

In order to protect the clothing, please cover your shoulders with a towel or hairdresser's tippet. If you have leftover foam, lotion, or hairspray or other styling products in your hair, please brush them through thoroughly. Then wet your hair without washing it. Coat the skin by the hair with a thin layer of rich cream.

## PREPARATION OF THE COLOURING MIXTURE

1. Prior to commencement of colouring put on the protective gloves.
2. Puncture the tube with the screw top and squeeze the entire contents into the bottle containing cream oxidant.
3. Twist the tap carefully on and mix the dye thoroughly with the cream oxidant by going at it and shaking the bottle.
4. When the content of the bottle has a homogenous texture, break off the ending of the applicator and immediately proceed with applying of the mixture onto your hair.

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## HAIR COLOURING

Out of two variants of application of the MULTI CREAM colour dye, choose the one that best suits your needs.

A. COLOURING HAIR ON THE ENTIRE LENGTH	B. COLOURING RE-GROWTHS
<p>Particularly recommended when:</p> <ul style="list-style-type: none"> <li>- you have never dyed your hair</li> <li>- you have not dyed your hair for at least three months</li> </ul> <ol style="list-style-type: none"> <li>1. Apply the mixture from the roots of moistened hair, separating individual strands using the applicator's ending.</li> <li>2. Rub in the mixture thoroughly on the entire hair length.</li> <li>3. Leave on for 20-40 minutes. If you want the result to be delicate and less intensive, leave it for a shorter time: 20-25 minutes. If you prefer a more distinctive effect, the time of colouring should amount to 30-40 minutes.</li> <li>4. After the scheduled time, moisten hair with water and massage until it foams. Then rinse thoroughly, until the water is completely clear. Washing hair directly after colouring is not necessary.</li> <li>5. In the end, gently rub in the hair care Mark. Rinse after 3-5 minutes. Your hair shall be soft, intensively nourished and shiny.</li> </ol>	<p>Particularly recommended when:</p> <ul style="list-style-type: none"> <li>- you have dyed your hair before (approximately 4-5 weeks)</li> <li>- the colour of your hair in the roots differs from the rest</li> </ul> <ol style="list-style-type: none"> <li>1. Apply 2/3 of the mixture only to re-growths of moistened hair.</li> <li>2. Leave on for 15-20 minutes if you want the effect to be delicate and less intensive. If you prefer a more distinctive effect or you want to cover grey hair the time of colouring should amount by 5-10 minutes.</li> <li>3. Distribute the remaining 1/3 of the mixture throughout the hair and leave in for 5-10 minutes.</li> <li>4. After the scheduled time, moisten hair with water and massage until it foams. Then rinse thoroughly, until the water is completely clear. Washing hair directly after colouring is not necessary.</li> <li>5. In the end, gently rub in the hair care Mark. Rinse after 3-5 minutes. Your hair shall be soft, intensively nourished and shiny.</li> </ol>

Warning! 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: a) you have a rash on your face or sensitive, irritated and damaged scalp, b) you have ever experienced any reaction after colouring your hair, c) you have experienced a reaction to a temporary "black henna" tattoo in the past. Colour cream contains ammonia and resorcinol (except for colours 34, 35, 36, 37, 38, 39; 40, 43, 44, 44.5) and phenylenediamines (except for colour 30.5; 30; 34, 43). Rinse hair well after use. Protect your eyes. In case of contact with eyes rinse immediately with water. Wear suitable gloves. Cream oxidizer contains hydrogen peroxide. Keep out of reach of children. If you must 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. Don't colour eyebrows, eyelashes, beard, moustache and don't use for other purposes than hair dyeing. Keep in dry, cool and dark place. Conduct allergic test every time before product use. Stir the colour cream with oxidizer in ratio of 1:1.5.