



Hennatura RICH RED – 100g – Pure herbal mix for Hair Dye and Conditioning

Ingredients

Llawsonia inermis (henna), Bacopa Monnieri (Brahmi), Phyllanthus Emblica (Amla), Acacia Concinna (Shikakai), Citrus Aurantium Dulcis (Orange Peel), Rubia Cordifolia (Manjistha)

This product is 100% plant based, vegan, free of hazardous chemicals such as PPD, ammonia, picramates and peroxides.

Certificate of Analysis that include microbiological and heavy metal tests confirms compliance to EU Safety norms for ready to use cosmetic products.

Characteristics

Green fine powder with a fresh grassy and fruity smell that turns into boiled spinach like smell when mixed with boiling water. It is packaged in a sealed pouch inside a mono-carton paper box (350gsm).

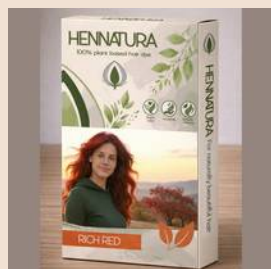


Figure 1: Hennatura mono-carton box



Figure 2: Content inside the box

Waste disposal

The mono-carton paper box should be disposed in paper collection containers. The plastic pouch should be disposed with plastic waste. Henna powder is 100% biodegradable and environmentally safe to dispose like any vegetable waste.

Storage and preservation

This product has a shelf life of 24 months when sealed in the original pouch and stored in a fresh, dark and dry place. You can seal and reuse remaining powder with expected results if used before the expire date. Keep out of reach of children and pets.

Safety warnings

Allergic reactions to 100% plant-based henna products are extremely rare. However:

- Henna and henna based hair dyes should not be used by children and people with G6PD deficiency
- Use this product exclusively as hair dye and conditioner. Do not ingest nor swallow. If accidentally ingested seek for immediate medical assistance
- Rinse your eyes immediately with water if some amount of this product enters in your eyes
- Do not use this product during pregnancy as there is insufficient information about henna and herbal products safety during pregnancy

Color results when following the provided instructions

On light or grey hair, intense to deep copper, depending on application time. On medium to dark hair: an intense deep red tone. This product gives an excellent grey hair coverage, from the first application. In this case the color will be light yet intense copper. To obtain darker color on greys, keep on hair longer (see instructions for use).

This product blends with your natural hair color and gives vibrant coverage from the first application. The final result depends on your hair color, hair texture and application time.

The expected color results for Hennatura RICH RED when following our instructions, are shown in Figure 3 and 4. The original color of the strands was a very light ash blond. If your original color is different, you may expect slightly different results. Additionally images viewed from computer screens may lead to a different color perception. For all these reasons, we strongly advise to do a strand test with your own hair if it is the first time you use Hennatura products.



Figure 3: Figure 3: Richl Red color result after 2 and 6 hours application time. Original hair color was very light ash blond.



Figure 4: Hennatura red shades comparison (2 hours application time). Original color of the hair strands was very light ash blond.

Product scope

- This product is a permanent hair dye. It will not wash away and fade by itself. Take this into account before applying henna based herbal dyes. Do a strand test on a sample of your hair before committing to a different color
- It is possible to use this natural dye on chemically dyed hair, but it may lead to unexpected results. We strongly advise to do a strand test on a sample of your hair if you are using our products for the first time
- This product cannot lighten your hair

Product dosage guidelines

- 50g, for very short hair or roots only
- 100g, for mid-length hair or roots
- 200g, for long hair
- 250g, for very long or voluminous hair

Frequency of use

This product can be applied every 4 weeks. More frequent use is unnecessary as both color and nourishing benefits last several weeks.

Instructions for use

Wear protective gloves to avoid staining your hands. Add the henna powder to a glass or ceramic bowl. Slowly add boiling water while steering with a dedicated wooden spoon until the paste is uniform and thick like yogurt. Let the paste cool down until it can be applied to the hair. Apply on your hair with a hair dye brush or by hand. Wrap your head with plastic foil and cover with a warm beanie. Keep on your head for 30 minutes (very light result) up to 6 hours (dark results). Wash with a gentle shampoo and conditioner. Dry with dark towels to avoid staining.

Note that it is normal that henna-based water mix looks slightly clumpy. Unlike to what some people believe, this does not relate to the quality of henna. Henna powders from different regions in the world will mix differently in water, and

some are more clumpy than others even when filtered and sifted several times, as expected from premium powders. Some will also require more water than others. Henna experts are able to identify the country of origin from the color, look and smell of the henna powder. Mixes that contain amla (like Rich Red) are less clumpy and are easier to apply on hair than pure henna.

Tips!

- We advise to use household cleaning gloves to minimize waste: they will get permanently stained, but you can reuse them for future applications
- Herbal mixes will not stain ceramic and glass, especially if very smooth. However, you may want to use a dedicated bowl for future henna applications
- We advise to use a dedicated wooden or plastic spoon that you can reuse for future henna applications
- In hot summer days, you may reduce the application time as warmer temperatures will make dye release more efficient



Remarks and precautions:

- After herbal mix application wash your hair with a gentle shampoo and conditioner
- Use dark towels to dry your hair
- Wait 48 hours before washing your hair again
- The color may look lighter for the first 48 hours, but typically after one week the color is fully oxidized and settled into deeper red tones
- Never mix Hennatura hair dyes with chemical dyes

Alternative methods

Traditionally people have mixed henna powders with acidic liquids (such as lemon, vinegar or coffee) together with cold or lukewarm water. Another commonly used method is to let the mix release dye for several hours in the mixing bowl before coating the hair. The main purpose of these methods is to reduce the “orange” tones and obtain a darker result.

However we do not advise these methods for use on hair:

- Adding acidic liquids may dry your scalp and in some cases make your hair thin and brittle, thereby defeating the nourishing advantage of herbal dyes
- Darker color may not necessarily be more red, but rather more brown. In general, color results will be less predictable
- Hennatura has specifically selected a herbal mix for RICH RED that gives an intense and deep red color simply with the use of water. This product contains alma and citrus powders that are already slightly acidic
- Dye release is strongly affected by temperature. A henna mix let in a bowl for several hours during a cold day may release very little dye or no dye at all. On the contrary, during a hot summer day the dye will release faster. Unless you can keep the bowl warm for so many hours, we advise not to use this method as it can lead to different results each time

Whether you are using our instructions or the other methods, herbal dye results are influenced by your starting color and your hair texture. For these reasons, we recommend to do a strand test if you are using Hennatura products for the first time.

How to do a strand test

Collect some of your hair from your hair brush – ideally for a few days so that you have a small yet voluminous tuft of hair. Then mix a small amount of the Hennatura product (typically 20g or less will be sufficient for one test) using our instructions. Wrap the hair tuft in food preservation plastic and let it sit in a warm place (at least 30 C) for 2 to 6 hours. Then rinse the tuft with lukewarm water and note the result.

Contact information

This product is distributed by Hennatura, www.hennatura.com, The Netherlands

For questions about this product, email to: info@hennatura.com

European Responsible Person: name here in bold