

## Highlights & Lightener kits

These salon-formulated kits include everything you need to lighten your hair at home.

**Tints of Nature Highlights Kit** is the first ammonia-free, conditioning, permanent highlight kit for naturally blonde highlights.

**Tints of Nature Lightener Kit** is the first ammonia-free, conditioning, permanent lightener kit. It is formulated with a naturally-derived oil blend to protect the scalp during the lightening process.



## Tints of Nature Care Range



Tints of Nature also offer a small range of highly effective shampoos, treatments and conditioners. These are free from Sodium Chloride (salt) and harsh sulphates, which can dry out hair and strip colour. Instead they are formulated with the latest natural ingredients and selected certified organic extracts and are pH balanced for outstanding results.

**Tints of Nature Shampoo** restores and protects the hair. It is packed full of natural proteins, selected certified organic ingredients and a natural UV filter. When used on coloured hair, it can help to prevent colour fade.

**Tints of Nature Sulfate-Free Shampoo** provides a gentler alternative by using naturally-based lathering agents, vitamin B5, natural proteins and plant amino acids for a kind, non-irritating wash.

**Tints of Nature Scalp Treatment** works to reduce irritation and inflammation of the scalp thanks to its natural and certified organic extracts. It provides a calming and soothing effect.

**Tints of Nature Reconstructing Treatment** is ideal for dry or damaged hair. It will nourish and restore hair to a deep shine and healthy condition.

**Tints of Nature Conditioner** is formulated with Irish seaweed extract and plant-derived softening agents to provide deep gloss and superb shine to hair.

**Tints of Nature Seal & Shine** is a spray-on, leave-in conditioner which is rich in herbs and natural conditioners. It protects the hair from the harmful effects of the environment, pollution, sun, sea and chlorine, as well as heat from hairdryers.



Each box of Tints of Nature Colour contains a sachet of Tints of Nature Shampoo and Conditioner, as well as a sachet of Clarifying Shampoo for use pre-colouring.

### Directions for Use

Check that your pack contains all of the items listed on the side of the box. Read the full instructions included in the box. If you have any queries, please contact our advisory service:

**UK: +44 (0)1590 613490**

**USA: 1-877-548-9403**

**Canada: 1-877-548-9409**

tints of nature®



To find out more about our range of products please call Herb UK Ltd. on +44 (0)1590 613490 or email [enquiries@herbuk.com](mailto:enquiries@herbuk.com)

For USA enquiries, please call 1-877-548-9403

For Canadian enquiries, please call on 1-877-548-9409

[www.tintsofnature.com](http://www.tintsofnature.com)

None of our products contains animal ingredients and none of our products is tested on animals.

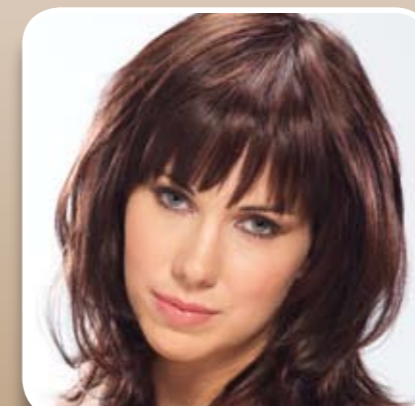


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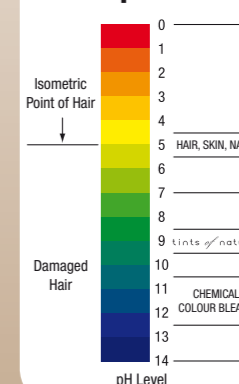
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## Facts About Hair and Permanent Hair Colour

Human hair is made up of three layers. The outer layer (or cuticle) offers a protective function. Hair is composed partially from a special protein called keratin, which is found in the cortex, the second layer of our hair. When we colour hair, it is the protein in hair that the colour pigments attach to and so it is essential to have the correct protein levels. The rest of our hair is made up of water, fatty acids and other trace elements. It is important to keep the correct protein to moisture ratio in order to maintain healthy hair.

### The pH Scale



To permanently colour hair, we have to lift the cuticle, so the colour can work into the cortex below. The only way to do this is to alter the pH of the hair and this is why the type of colour used is so very important.

There are two methods to open the cuticle. One is to suspend the hair in a substance with a very high pH, such as volatile ammonia. This takes the hair well beyond its normal pH and causes it to swell considerably. This is a tried and tested (if outdated) method, but has several side effects:

1. At the same time that the colour is swelling the cuticle to easily enter the cortex, there is significant protein and moisture loss. This is how the hair is damaged during colouring when using an ammonia colour.
2. The pH of the hair is raised to such an extent by the ammonia that it is physically impossible to return it to its ideal pH after colouring. This means that the cuticle remains open, the hair continues to lose protein and moisture and there is also an increased risk of colour fade.
3. As a result of the cuticle remaining open, the percentage of pigment in the colour needs to be as high as possible. This is necessary as a relatively high percentage of the colour will be lost when rinsing off.

The other and more natural method is to suspend the hair in a substance that is non-volatile and acts as a moisturiser, yet allows the colour to work. This will soften and lift the cuticle slightly to allow the colour to penetrate inside the hair.

**This is how Tints of Nature works.**



## Tints of Nature Permanent Hair Colour

Tints of Nature is the first range of long lasting, permanent hair colours containing certified organic ingredients used in an advanced formula to cover grey hair. Our unique blend of natural and organic ingredients, combined with plant-derived extracts and vitamins C and E, will actually enhance, protect and moisturise as you colour your hair.

- A range of 24 enticing shades which can be mixed together to extend your choices.
- Free from ammonia, which swells the hair shaft and lifts the cuticle causing damage, as well as parabens, resorcinol (a pigment) and Propylene Glycol.
- Contains up to 60% of organic ingredients certified by the Soil Association and ECOCERT.
- Able to close the cuticle back down by following with Tints of Nature pH balanced Shampoo and Conditioner sachets included in your Tints of Nature hair colour. This step is essential to restore the pH of the hair and close the cuticle. This prevents colour fade and leaves the hair with a natural shine and feel.
- Uses pharmaceutical grade peroxide (highest quality and mildest).
- Lowest possible percentage of PPDs (Paraphenylenediamines – pigment).
- Naturally-derived base.
- Each box contains a sachet of Clarifying Shampoo for use before colouring.



## Colour selector



Because of the more natural method used by Tints of Nature, the colour of your hair can only be lifted by one shade. This means you can only lighten your hair by one level.

- Each of our permanent hair colours is described by a number followed by a letter. This is called an ICC number.

## Ammonia Free Resorcinol Free

- Ranging from 1 (darkest) to 10 (lightest), the number on the box signifies the depth of colour.
- First ascertain the natural base colour of your hair by comparing it with the colours on the Tints of Nature shade ring.

- Choose the Tints of Nature colour that you would like to use and look at the colour result indicator on the back of the box to see if that shade is recommended for your natural hair colour.
- For maximum grey coverage, use 1N – 8N.
- If you wish to counter unwanted red tones in your hair, choose one of the ash shades.

## Tints of Nature Semi-Permanent Colour

These conditioning true semi-permanent hair colours are formulated with certified organic ingredients, including aloe, chamomile and comfrey, to moisturise and soothe during colouring, whilst natural wheat proteins strengthen and protect the hair.

- A range of 8 shades covering black, brown, copper and mahogany tones.
- Free from PPDs and PTDS (Paraphenylenediamines and Paratoluenediamines – pigments).
- Free from Propylene Glycol, Ethoxydiglycol and parabens.
- Free from peroxide.
- Contains up to 65% of organic ingredients certified by the Soil Association and ECOCERT.
- Easy to apply semi-permanent cream that conditions as it colours.
- Will cover up to 80% grey hair.
- Lasts between six and twelve washes.
- Each box contains a sachet of Clarifying Shampoo for use before colouring.



## Colour selector

