Max Moore products contain a unique mix of highly effective ingredients that provide your hair with the strength and luxurious color it deserves. Color your hair with confidence, with rich and full colors that last!

Natural hair
Your natural hair color determines the overall result. If your hair is naturally dark, the result will be darker than on naturally light hair. If in doubt, always pick a lighter shade.

Colored hair
Tinted hair can only be colored a similar shade or darker, never lighter. To lighten previously tinted hair, it must be bleached.

Gray hair
If you want to cover gray hair (50 % or more) and would like to use a Max Moore fashion shade, it is necessary to mix the fashion tint with a corresponding natural shade.

How to use Max Moore Coloration with cream developer
Always mix in a ratio of 1 : 1.
Mix 1 tube of Max Moore Coloration 60 ml + 1 tube of Max Moore cream developer. If an intensive lightening (colours of series No. 12) is desired, mix 1 tube of Max Moore Coloration 60ml with twice the amount of Max Moore cream developer (ratio 1 : 2).

6% (20 vol.) is used for:
• coloring in the same color family or darker
• covering gray
• slight lightening / using lighter shades

9% (30 vol.) is used for:
• lightening 1 or 2 tones
• blonde colors
• bright reds

BEFORE YOU BEGIN:
These two simple tests should both be performed at least 48 hrs. before the coloring treatment.

Allergy Patch Test
• Clean a small area on the inside of your elbow.
• Blend a small amount of color cream with an equal amount of Max Moore cream developer until the mixture is of a homogenous consistency.
• Apply a tiny amount on cleaned area and leave on for 48 hrs.
• Proceed with coloring if no sign of irritation or reddening occurs.

Preview Test
• Snip off some strands of hair close to the scalp.
• Fasten one end of the strands with tape to avoid coloring your fingers.
• Apply color left over from Allergy Patch Test.
• Leave for 30 min. for fine, porous hair, 40 min. for thick, resistant hair.
• Check results after rinsing and drying the strand picking the right color.

EASY STEP-BY-STEP PREPARATION AND APPLICATION:

Mixing
• Wear gloves.
• Squeeze the required amount of color into a non-metallic bowl.
• Add the corresponding amount of Max Moore cream developer and stir well, using a tint brush.
• Continue until the mixture is of a homogenous consistency.

Before starting the treatment
• Protect your clothes with a towel or old garment.
• Protect your skin against staining by applying a fatty cream along your hairline (forehead and nape of neck) without touching your hair.

APPLICATION:

STEP 1 Where to start?
The sequence of applying the mixture depends on the kind of color you have chosen. Fashion shades and shades for lightening hair: start at the back of your head, and work to the front.
Darker tints:
Begin where hair has the lightest color.
Covering gray/white hair:
Begin where hair has the lightest color.

STEP 2 A First-time application (natural hair, not previously colored)
• Start according to type of coloring product (see step 1).
• Make sure that there is enough color on each hair.
• Apply to lengths and ends first, staying away 1 inch from roots.
• Leave on for 10 min.
• Apply remainder of color to roots.
• Leave on for a further 30 min. for fine hair, 40 min. for thick hair.
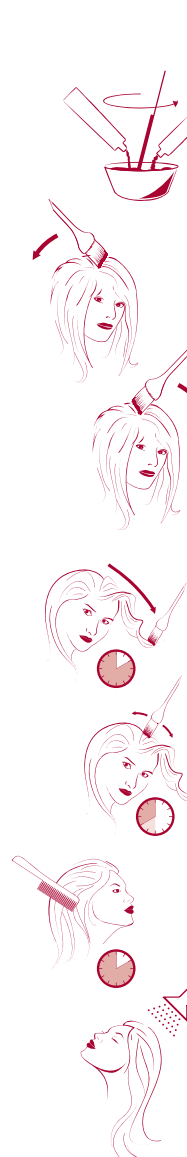• Move to step 3.

STEP 2 B Regrowth application
• Start according to type of coloring product (see step 1).
• Apply sufficient color onto roots.
• Leave on 30 min. for fine hair, 40 min. for thick hair.
• Dampen mid-lengths and ends with water for an even result.
• Spread color all over using a comb.
• Leave for another 10 min.
• Move to step 3.

STEP 3 After the treatment
Once the coloring process is completed,
• Add a little water and form a light lather.
• Rinse hair thoroughly and wash with Max Moore Shampoo.
• Finish with a Max Moore Conditioner to lock in hair color.

Beauty advice
To maintain your hair in top condition, use Max Moore Conditioner after every shampoo. Once a week, additionally use Max Moore Moisture Saver Mask in order to keep your hair in perfect condition and make the color last even longer.

⚠ **CAUTION: FOR PROFESSIONAL USE ONLY.**
Temporary tattoos using black henna can increase the risk of allergies. Do not colour your hair - if you have a rash on your face of if your scalp is sensitive, irritated or damaged - if you have previously had a reaction after colouring your hair - if you have previously had a reaction caused by a temporary tattoo using black henna. Hair colourants can cause serious allergic reactions. Wear suitable gloves. Rinse eyes immediately if the product comes into contact with them. Do not use for colouring eyelashes or eyebrows. Rinse hair and skin thoroughly after the product has been applied. Max Moore cream developer contains hydro peroxide. Avoid contact with eyes. Rinse immediately if the product comes into contact with them. Wear suitable gloves.

In order to avoid severe health problems
• DO NOT use if you have experienced an incompatibility with a hair colorant in the past.
• DO NOT use if your scalp is sensitive or itchy, or your skin is broken. If you experience stinging, burning, or a rash during application immediately discontinue use and rinse hair with lukewarm water.
• Seek medical advice before attempting to color your hair again to avoid triggering a more severe reaction.

Directions for use
• Please read instructions carefully before you begin.
• Do not use any metal items to mix the coloration.
• Product is NOT intended for coloring eyebrows or eyelashes.
• Avoid eye contact. Rinse eyes immediately with cold water if product comes in contact with them. Consult a doctor if irritation persists.
• Do NOT use if your scalp is irritated, inflamed or has abrasions.
• Do NOT exceed the time limit described in the instructions.
• Do NOT use over metallic dyes, henna compounds or color restorers.
• Wait with coloring your hair AT LEAST one week after a perm.
• Apply mixture immediatly. Immediatly dispose of remaining mixture which should be not be reused.

General information
• Store in a cool and dry place.
• Keep out of reach of children.
• To avoid staining, immediately rinse away any color splashes on skin or clothing.
• Avoid spilling product on absorbent surfaces such as fabrics and carpets as permanent staining may occur.

Colorations Cream contains:
1 Phenylenediamine, 2 Phenylenediamine (Toluylenediamine), 3 Resorcinol and 4 Ammonia.