



# Permanent Color

**ENG** - 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 color your hair if you have a rash on your face or a sensitive, irritated or damaged scalp; you have ever experienced any reaction after coloring your hair; you have experienced a reaction to a temporary "black henna" tattoo in the past. Do not use to dye eyelashes or eyebrows. Rinse eyes immediately if product comes into contact with them. Wear suitable gloves.

**Warning:** this product has been formulated and controlled to reduce all possible risks for consumers. However, given its composition, please read these warnings and instructions carefully before using the product. For any questions concerning personal sensitivity, please seek medical advice. The product must not be used to dye eyebrows or eyelashes, beards or moustaches. The product must not be used if there is an intolerance to one or more of the listed components. The absence of certain ingredients (e.g. PPD) does not exclude allergic reactions in particularly sensitive individuals, due to possible cross-reactions. Protective disposable plastic gloves must be worn during application, handling, shampooing and final rinsing. Keep out of reach of children. Never use on children.

**Important:** hair dyes can cause allergic reactions which can occasionally be quite severe.

**Safety instructions:**

- THE PRODUCT MUST NOT BE APPLIED ON PEOPLE: who have already had an allergic reaction to any dye product  
- whose scalp is sensitive, irritated, cut or affected by any pathology (eczema, psoriasis, etc.)

- A PRELIMINARY SENSITIVITY TEST (PATCH TEST) MUST BE PERFORMED 48 HOURS BEFORE EACH APPLICATION, even if the customer has already used hair dyes, as allergies can develop suddenly.

**Purpose of the test:** to check skin tolerance to the product. How to perform the patch test: cleanse an area of 1 cm<sup>2</sup> on the forearm or behind the ear (after removing earrings) and apply the coloring cream. Repeat the application 2 or 3 times, leaving it to dry between applications. Do not wash off, leave on for 48 hours, then rinse off carefully. If, at the end of the 48 hours, there are signs of irritation, reddening, swelling, inflammation or itching, do not apply the product. The fact that there is no response to this test does not guarantee that there will not be an allergic reaction in future dyeing.

- IF DURING DYEING OPERATIONS THERE IS ANY ITCHING OR BURNING AND/OR IF A SKIN RASH APPEARS, RINSE IMMEDIATELY AND INTERRUPT THE APPLICATION. In the case of a rash which spreads rapidly, or if the person feels faint or dizzy, has difficulty breathing and/or presents swollen eyes/face, rinse immediately and consult a doctor. If in the days following a hair coloring any problems arise, such as itching, irritation, swelling or blistering, contact a doctor immediately. Keep the empty package for a few days.

**Precautions:** Avoid contact with eyes, this product contains ingredients that can cause severe eye irritation and even permanent eye damage. If the hydrogen peroxide or mixture comes into contact with the eyes or skin, rinse immediately with plenty of water. If the person wears contact lenses, remove them before rinsing the eyes with water. If the irritation persists, consult a specialist. Do not inhale or swallow this product. Avoid use during pregnancy and breastfeeding. Do not use if the hair has been previously dyed with henna or metallic dyes. Remove all metal objects from the hair before dyeing. We recommend mixing the product under a suitable extractor hood and applying the product in a well-ventilated environment. Do not perm or straighten hair immediately before or after color treatment. Left-over product must be thrown away and must not be re-used. The mixture must never be left in a closed container. The product may stain skin temporarily, it may stain materials, walls and other surfaces permanently. The recommended development times must not be exceeded. Keep in a cool, dry place. For external use only. Only use the product as indicated.



ENG

**VITA TOSCANA Permanent Color** is the perfect hair dye for gorgeous, flawless looks.

This permanent color treatment looks after your hair, nourishing and strengthening it while being gentle on the scalp, ensuring a long-lasting result and covering white hair.

**THIS KIT CONTAINS:**

- ▶ 1 tube of hair coloring cream single-dose 50 ml 1.69 fl. oz.
- ▶ 1 bottle of activator cream single-dose 75 ml 2.53 fl. oz.
- ▶ 1 sachet of Vita Toscana Shine Color Shampoo single-dose 20 ml 0.68 fl. oz.
- ▶ 1 sachet of Vita Toscana Shine Color Conditioner single-dose 20 ml 0.68 fl. oz.
- ▶ 1 instruction sheet
- ▶ 1 pair of disposable gloves
- ▶ 1 disposable gown

**Instructions to prepare the mixture:**

Put on the gloves and place the plastic gown or a towel around your shoulders to protect your clothes from any accidental drops or splashes. Turn the closed bottle of activator cream upside down a couple of times so the sides of the bottle are covered with the cream and it will be easier to mix the products. Unscrew the cap of the activator cream bottle, open the tube of coloring cream and empty it completely into the bottle. Screw the cap back on, make sure it is secure and then shake the bottle energetically until the two products are thoroughly mixed (1-2 minutes). Unscrew the top at the tip of cap and apply the product immediately to your hair.

**N.B.:** the color of the mixture does not correspond with the final shade you will obtain on your hair.

**Important:** the mixture is for one application only, any leftover product must be thrown away and must not be used or kept. Do not keep the bottle with the mixture inside: it may explode, causing the product to escape and cause damage.

**Choosing your color**

If your hair is healthy and has not undergone special treatments in the past (curling, straightening, bleaching, semi-permanent coloring, etc...), you can choose your color following the indications in the table below.

	Ebony #1A0	Walnut #1B1	Flax #1C1	Light #1C2	Birch #1C3	London #1C4	Amaranth #1C5	Mahogany #1C6
<b>YOUR NATURAL COLOR</b>								
Platinum blonde				👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Very light blonde				👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Light blonde				👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Blonde				👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Dark blonde	👍	👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Light chestnut	👍👍👍	👍👍👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Chestnut	👍👍👍	👍👍👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Dark chestnut	👍👍👍	👍👍👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Brown	👍👍👍	👍👍👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍
Black	👍👍👍	👍👍👍	👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍	👍👍👍

**Application on natural hair:**



Use the activator cream bottle to apply the mixture to dry hair, dividing it into small sections. Start from the roots then continue along the lengths to the ends. Use a wide-toothed non-metallic comb to do this.



Massage your hair gently to distribute the product evenly and leave for 30 minutes. Do not exceed the development time.



Once development time is up, pour a little warm water over your hair and massage gently; rinse thoroughly with plenty of water until it runs clear.



Shampoo your hair with the Vita Toscana Original Essences Shine Color Shampoo.



Next apply the Vita Toscana Original Essences Shine Color Conditioner, leave for 2 minutes then rinse.

**Application on dyed hair or hair with regrowth:**



Use the activator cream bottle to apply half the mixture to the regrowth of dry hair, dividing it into small sections. Leave for 20 minutes. Use a wide-toothed non-metallic comb to do this.



Once development time is up, apply the rest of the mixture evenly over the lengths and ends, using a non-metallic wide-toothed comb.



Wait a further 10 minutes and once this time is up, pour a little warm water over your hair and massage gently; rinse thoroughly with plenty of water until it runs clear.



Shampoo your hair with the Vita Toscana Original Essences Shine Color Shampoo.



Next apply the Vita Toscana Original Essences Shine Color Conditioner, leave for 2 minutes then rinse.

👍👍👍 = Excellent result | 👍👍 = Good result | 👍 = Not recommended

When choosing your shade, bleached hair, streaked hair or hair treated with a super high lift should be considered a natural PLATINUM BLONDE hair color level.

**PLEASE NOTE:** The end result of the coloring process may be different to that on the color chart depending on the structure and sensitivity of your hair. The chart is given purely as an indication of the hair color level and highlight.