

NEW YORK  
**Cleverman™**

## FULL COVERAGE - IMMEDIATE



**BEFORE**



**AFTER**

# 1 PREP



- i. Be clever, man: read safety warnings. Conduct patch test 48 hours before each usage.

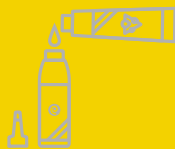


- ii. Start with dry, unwashed hair. Apply barrier cream where skin meets hairline.

- iii. Put on your gloves.



# 2 MIX



- i. Pierce seal of colorant tube with colorant cap to open. Pour colorant into open bottle.



- ii. Unscrew tip of developer cap.

- iii. Place developer cap on bottle, cover the open tip with a gloved finger, point away from face and shake to thoroughly mix.



# 3 APPLY



- i. Dispense a little bit of product into tray.



- iii. Begin by applying product to areas of stubborn-grays (i.e. hairline/ sideburns).

- v. Pull product from roots through hair lengths using comb-side of brush. Once complete, run bristle-side over head for final top coat. Leave hair color on for your customized exposure time, 5-10'.



These instructions apply to first time usage. Future application instructions will split time between "initial" and "remaining". You'll wait your initial time after step iv and your remaining time after step v. This will allow for longer exposure on your re growth areas.



- ii. Using bristle-side of brush, dip into tray to collect product.



- iv. Using bottle, distribute product to the root area - dispense from front to back in thinly-spaced, parallel lines.

# 4 CLEAN



- i. Rinse out product in the shower; massage scalp to remove product residue, until water runs clear.



- ii. Use customized shampoo/ conditioner, leave in for 2 minutes and rinse. Avoid contact with eyes.

- iii. Use cleansing wipe to remove residual staining.



- iv. Dry and style. Throw away remaining product: hair color oxidizes and loses effectivity.