

NEW YORK
Cleverman™

FULL COVERAGE - GRADUAL



1 PREP



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



- ii. Start with dry, unwashed hair.

- iii. Put on your gloves.



2 MIX



- i. Pierce seal of colorant tube with colorant cap to open. Pour an equal amount from colorant tube and developer tube into tray. The more gray you want to cover, the more you'll want. The kit is reusable so save some for next time.

- ii. Mix both creams using spatula until thoroughly blended.



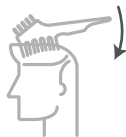
- iii. Close both colorant and developer tubes tightly to keep them fresh for the next usage.



3 APPLY 1st kit

Overview: this kit is designed to gradually eliminate gray - you'll apply weekly to layer color before moving to monthly applications.

- i. Using comb-side of brush, dip into tray to collect product.



- ii. Week 1: Comb the top, sides and back of your head - you don't want to comb the same area twice. As needed, dip the comb into the tray to collect more product, but don't add too much. Leave hair color on for your customized exposure time.

- iii. Weeks 2 - 4: Replicate Week 1 Instructions to layer additional color each week. You'll find you progressively color more gray each time.



At the conclusion of the month, you should have covered most of your gray. Next shipment you'll receive a different type of kit to ensure full elimination of gray.

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.



Wash out your brush, tray, spatula and gloves and keep inside your kit for your next application.

1 PREP



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

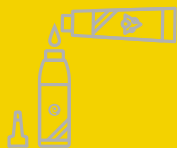


- ii. Start with dry, unwashed hair.

- 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 2nd kit

Overview: please note that the technique and tools are different from your last application. This kit is designed to ensure 100% elimination of gray for full coverage.

- i. Dispense a bit of product into tray. Using bristle-side of brush, dip into tray to collect product.



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

- iv. 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'.



- iii. Using bottle, distribute product to roots - 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.

1 PREP



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

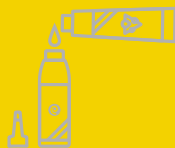


- ii. Start with dry, unwashed hair.

- 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 On going



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



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



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



- iv. Using bottle, distribute product to the root regrowth - dispense from front to back in thinly-spaced, parallel lines. Wait your initial time.

- v. After waiting, pull product from roots through hair lengths using comb-side of brush; add more product if needed to fully cover. Then run bristle-side over head for final top coat. Wait the remaining time.

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.