

NEW YORK
Cleverman™

TARGETED SALT & PEPPER



BEFORE



AFTER

1 PREP



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

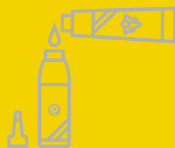


- ii. Start with dry, unwashed hair.

- 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.

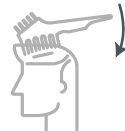
- iii. Place developer cap on bottle, cover the open tip with a gloved finger, point away from face and shake to thoroughly mix.



3 APPLY



- i. Using developer bottle, distribute product to root area on top and back of head, leaving sides untouched - dispense from front to back in thinly-spaced, parallel lines.



- ii. Using comb-side of the brush, run the product down from the top of your head to the sides and back, avoiding the temple - then comb laterally to blend. If more product is needed, pour some on the tray and pick it up with the comb.

- iii. Leave hair color on for your customized exposure time, 5-10'.

Be Careful: the more you comb, the more gray you'll cover. If it's your first time, use less than you think you might need.

If temples are quite white, they need to be combed over once.

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

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.