

ALICE ENGLAND

SensaTint



Alice England sources hair and beauty products with a particular focus on formulations that are kind to sensitive skin. Always seeking to make the best use of plant-based ingredients where possible as we believe that nature knows best.

As a small business, we take our responsibility to the health of the planet seriously. We continually look for each little step we can take to lighten our footprint.

For more information please visit our website: **aliceengland.com** or if you have any questions we would love to hear from you.

Phone: **01548 830590** for advice or orders.

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 Printed on recycled paper

BEFORE YOU START

Please read the instructions thoroughly to ensure you select the best method suited to your requirements. Always carry out the skin sensitivity/allergy test outlined in this leaflet at least 48 hours before colouring your hair. Protect clothes and furnishings from accidental staining and use old towels round your shoulders during the colouring process and for drying your hair if possible. Excess product can be removed from your skin and hairline with soap or shampoo on a dampened cloth, or if desired apply a barrier cream to the hairline prior to application.

SKIN SENSITIVITY/ALLERGY TEST

Because SensaTint does not contain p-Phenylenediamine (PPD) it is much less likely to trigger allergic sensitisation. However, skin patch testing is an essential part of the process of applying any hair dye; this is because people can develop a sensitivity or intolerance to any substance at any time – whether man-made or natural. Apply the patch test as described in this leaflet at least 48 hours prior to use. If you have had an allergic reaction to any other hair dye before, we recommend waiting 1 week after applying the skin patch test.

1. Unscrew the lid from the SensaTint colour bottle, take a cotton bud and dip it into the liquid then rest it on a saucer. Replace lid securely. Take a second cotton bud and do the same with the Avocado Activator. Mix the two liquids together on the saucer.
2. Apply the mixture using a cotton bud to a small spot on the inside of the elbow. Do not wash off for AT LEAST 48 hours (Please be aware that in some cases the skin sensitivity/allergy test can take longer to react – up to a week for some people).
3. If during this period you experience any irritation, redness, swelling or burning, it is likely you are allergic to an ingredient in this product and should not use it. If this happens, please contact us and we will help you find a more suitable product.

DO NOT USE ON DAMAGED OR IRRITATED SKIN

ALICE ENGLAND

SensaTint



Patch
test each
and every
time

SensaTint

PERMANENT PPD FREE HAIR DYE

SensaTint is an innovative Permanent PPD-free formula with added Aloe Vera, Argan Oil and Soya conditioners as well as Quinoa and Wheat proteins which all combine to help moisturise and strengthen the hair. Developed to be kinder to the skin and give natural, beautiful looking colour with up to 100% grey coverage. SensaTint does not contain any ammonia or PPD (p-Phenylenediamine).

This pack contains:
SensaTint Liquid Colour
Avocado Activator
Plastic Hat & Gloves
Instructions



Vegan



Cruelty
Free



Recyclable
Packaging



Made in the
British Isles

STATUTORY CAUTIONS

Please read the instructions carefully before use. Avoid contact with eyes. If this happens, rinse eyes immediately with plenty of water. Do not use to colour eyelashes or eyebrows. Use plastic hat and gloves provided to protect from staining of skin or clothing during the colouring process. Shampoo your hair well after use. This product does not contain p-Phenylenediamines but does contain other potential sensitisers which can still produce an allergic reaction, particularly in those already sensitised to p-Phenylenediamines. Do not use on damaged or irritated scalp.

STRAND TEST

If you've not used SensaTint before and would like to test the colour result on your hair; put on the plastic gloves provided and pour 5mls of the Liquid Colour and 5mls of the Avocado Activator into a small non-metallic bowl or cup (if you have electronic kitchen scales you can weigh out 5g of each straight into the bowl or cup) then mix thoroughly. Protect your clothing with an old towel around your shoulders then apply to a strand of hair from underneath if possible using your gloved hand, then follow from step 3 of the full head application instructions overleaf. Rinse your gloves and set aside for re-use.

PREPARING SensaTint FOR APPLICATION

Wearing the gloves provided simply pour all of the SensaTint liquid Colour into the bottle containing the Avocado Activator and shake for 20 seconds or until thoroughly mixed. SensaTint has now turned into SensaTint Cream hair dye and is ready to use. Follow your chosen application method overleaf.

SPECIAL NOTE

The colour of the blended SensaTint Cream hair dye is not representative of the final shade outcome on your hair and may look quite different.



FULL HEAD APPLICATION METHOD

Use this method if colouring your hair for the first time or your hair does not have a marked colour difference between roots, mid-lengths and ends.

1. Wearing the gloves provided, unscrew the tip on the nozzle of the applicator bottle and apply the SensaTint Cream blend to the roots of your hair at approximately 1.5cm intervals. Distribute the remainder of the dye through your hair massaging it to the ends ensuring that it is covered evenly.
2. Pile your hair on top of your head and put on the plastic hat, securing it to prevent any transferring onto your clothes.
3. Stay in a warm environment and leave on for 30 minutes for normal coverage, or 40 minutes for resistant grey. (See Hints & tips)
4. When the time is up, rinse the colour from your hair until the water runs clear. Shampoo your hair using your regular shampoo and rinse thoroughly again. Apply your usual conditioner and leave in for at least one minute to restore the pH balance; rinse and style as normal.



Use either of the following methods 1 or 2 to cover regrowth of your natural colour at the roots if you still have colour from previous applications of hair dye on the rest of your hair.

The SensaTint Cream colour will not keep once blended.

REGROWTH APPLICATION METHOD 2

USING A BRUSH & BOWL

For more accurate results you may prefer to use a tint brush and bowl:

1. Wearing the gloves provided, pour equal measures of the SensaTint Liquid Colour and the Avocado Activator into a non-metallic bowl and stir thoroughly with a tint brush. (Special tint brushes and bowls are available from our website).
2. Start by applying to your hairline, then part your hair with the tail of the brush and paint the dye onto the roots each side of the parting and repeat this at 1.5cm intervals working front to back.
3. Continue from step 2 of Regrowth Application Method 1 above.

If you are applying to your roots only and do not need to refresh the mid-lengths and ends of your hair, you can mix up half (30mls) of the SensaTint colour liquid with half (30mls) of the Avocado Activator in a tint bowl. Make sure you measure the equal amounts out carefully then secure the lids afterwards. The SensaTint liquid colour and Avocado Activator will keep for approximately 6 weeks once opened. Keep in a cool dark place.

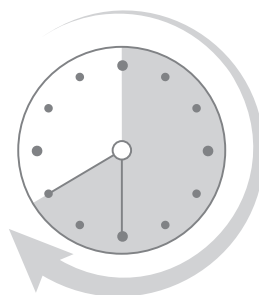


Tint brushes and bowls are available from our website.

REGROWTH APPLICATION METHOD 1

USING THE APPLICATOR BOTTLE

1. Wearing the gloves provided, unscrew the tip on the nozzle of the applicator bottle and apply the SensaTint Cream blend to the roots of your hair at approximately 1.5cm intervals to the root area only.
2. Tie the rest of your hair back in a loose ponytail and cover head with the cap, securing it to prevent any dripping.
3. Stay in a warm environment and leave on for 30 minutes for normal coverage, or 40 minutes for resistant grey. (See Hints & tips)
4. If the colour on the mid lengths and ends of your hair has faded and needs refreshing, reserve the remaining dye. 10 minutes before the end of the colouring process remove the cap and quickly distribute the rest of the dye evenly through your hair, massaging it through to the ends ensuring it is covered evenly. Replace the plastic hat over your hair.
5. When the time is up rinse all the colour from your hair until the water runs clear. Wash your hair using your regular shampoo and rinse thoroughly again. Apply your usual conditioner and leave in for at least one minute to restore the pH balance; rinse and style as normal.



HINTS & TIPS

It is important to follow the instructions carefully to ensure you get good results. Here are some helpful pointers to remember:

- Please note that the colour results may be affected by your natural colour, the condition of your hair and any previous treatments. SensaTint may be used over most other hair colourants but not over dyes containing metallic salts.
- Ensure you use the plastic hat provided and secure with a hair clip to prevent SensaTint from getting on your clothes

If your hair is resistant or coarse you may wish to follow these extra steps:

- Wrap a towel over the secured plastic hat to keep your head warm
- Leave the dye on for up to 40 mins

INGREDIENTS IN ALL SENSATINT HAIR DYES:

Aqua, Dihydroxyethyl Soyamine Dioleate (Soya Conditioner), Alcohol, Hydrolysed Wheat protein Derivative, Monoethanolamine, Oleic Acid, Propylene Glycol, Cocamide Mea, Peg-7 Glyceryl Cocoate, Aloe Barbadensis (Aloe Vera), Argania Spinosa Kernel Oil (Argan Oil), Hydrolysed Quinoa protein, Oleyl Alcohol, Stearyl Alcohol, Cetyl Alcohol, Myristyl Alcohol, Sodium Sulphite, Tetra Sodium Edta, Sodium Isoascorbate.

MAY ALSO CONTAIN DEPENDING ON SHADE:

Toluene-2,5-Diamine Sulphate, 2-Methylresorcinol, M-Aminophenol, P-Aminophenol, 4-Amino-M-Cresol, 2,4-Diaminophenoxyethanol Hcl, N,N-Bis (2-Hydroxyethyl)-P-Phenylenediamine Sulphate, Phenyl Methyl Pyrazolone, 1-Naphthol, 4-Amino-2-Hydroxytoluene, N,N-Bis(2-Hydroxyethyl)-P-Phenylenediamine, 1,5-Dihydroxynaphthalene.

AVOCADO ACTIVATOR:

Aqua, Hydrogen Peroxide, Cetearyl Alcohol, Persea Gratissima (Avocado) Oil, Sodium Laureth Sulphate (SLES), Sodium Salicylate, Citric Acid, Parfum, Polysorbate-20, Limonene.