

LIVE – Men – Permanent Lightener – UK

295 mm

205 mm

Schwarzkopf
LIVE
PERMANENT LIGHTENER

1.

2.

3a.

3b.

4.

5.

THIS PRODUCT CONTAINS:

 PAIR OF GLOVES
 APPLICATOR BOTTLE WITH DEVELOPER LOTION
 LIGHTENING CREAM
 BLONDE BOOSTER ULTRA PLUS
 APPLICATOR TIP
 COLOUR AFTER TREATMENT

INSTRUCTION LEAFLET

ATTENTION, PLEASE NOTE
Before application, please read the **SAFETY INSTRUCTIONS** on the reverse of the instruction leaflet carefully.

1. PREPARATION

Before starting the application, place a clothing protection and a watch nearby so that you can monitor the application time. Schwarzkopf LIVE is to be used on dry, not pre-washed hair.

2. MIXING

Cover clothing and put on the gloves provided. Remove the protection cap from the applicator bottle. Read and remove the paper board sleeve from the bottleneck. Screw the applicator tip onto the applicator bottle to unseal the plug by pushing it into the applicator bottle. Remove applicator tip from applicator bottle. To open the Blonde-Booster Ultra Plus sachet, cut it along the dotted line. Put the whole content of the Blond-Booster Ultra Plus sachet into the bottle. Now open the Lightening Cream tube by piercing the tube sealing with the reverse side of the cap. Squeeze the whole content of the tube into the applicator bottle. Screw the bottle as firmly as possible.

Start mixing by rolling the bottle horizontally in your hands. Shake vigorously vertically until all components are thoroughly mixed into a smooth cream. Please consider that the applicator bottle contains a special system for degasification to reduce overpressure. Therefore, it could be possible that small droplets will be formed at the bottle neck. Unscrew the upper part of the applicator tip. To ensure an even consistency, discharge the tip volume and start immediately with the application.

ATTENTION

- Open applicator bottle immediately after mixing by removing upper part of the applicator tip as development of oxygen can cause foaming or overpressure.
- In no instance should you rescrew the tip back onto the applicator bottle**, even if the product foams over.
- After mixing, start immediately (wait no longer than 2–3 min) with applying the mixture. When using two packs, first mix one product and use it completely. Do the same for the second pack.
- Always use the whole lightening mixture at once. Do not keep any unused product. Do not leave the mixture in a closed bottle as it may expand and burst or cause spillage while opening.
- IF MIXTURE GETS INTO YOUR EYE, FLUSH IMMEDIATELY WITH A LARGE AMOUNT OF LUKEWARM WATER AND SEEK MEDICAL ADVICE**

3.A FIRST-TIME APPLICATION

This application is recommended if:

- you are lightening your hair permanently for the first time or
- after your previous lightening no regrowth can be seen.

Keep the protective clothing and the gloves on. Immediately apply the prepared lightening mixture to the whole hair and spread it evenly. Leave the mixture in for **30 to 45 minutes**.

3.B ROOT REGROWTH APPLICATION

This application is necessary if:

- your hair is already lightened permanently and
- a regrowth is visible.

Keep the protective clothing and the gloves on. Make a parting with the tip of the applicator bottle and apply the mixture along the parting by distributing it on the roots with your fingertips (leave supplied gloves on). Repeat this procedure for the whole regrowth area. Ensure all regrowth is evenly covered. Leave the mixture in for **30 to 40 minutes** until the whole regrowth shows the same lightening result as the rest of the hair. If necessary, dampen ends and spread mixture onto the rest of the hair to ensure even distribution and leave mixture for another 2–5 minutes.

PROCESSING TIME

The lightening effect depends on the length of the processing time and on how dark your natural hair colour is. For an optimal lightening result the processing time should not be shortened. To determine the correct processing time, please check it during application:

- Put on the gloves again.
- After 25 minutes, wipe a single thin strand of hair clear in order to check the level of lightening achieved. To achieve a lighter result, apply the mixture from the surrounding hair onto the same strand and increase the processing time. Please note that the darker your natural hair color is, the more processing time is required to achieve a lighter result (but the processing time should not exceed 45 minutes).**

4. RINSING

Before rinsing your hair, put on the gloves again. At the end of the processing time, apply warm water to the hair and work into a lather. Then rinse thoroughly until water runs clear.

5. AFTER TREATMENT

Before conditioning your hair, put on the gloves again. Spread the Colour After Treatment into your towel-dried hair and comb it to ensure an even application. Leave it for up to 3 minutes and then wash out. Rinse thoroughly.

40 mm

GENERAL DATA	APPROVAL DATA	PHONE	Printing material: <input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver																												
Die cut / size (mm) 295 x 205 mm	Responsible person marketing Juia Grund	+49 211 797 8365	Coloration filling code: <input checked="" type="checkbox"/> Datamatrix <input type="checkbox"/> Tube code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none																												
Nuance no. –	Date of approval by marketing 18.10.2019		Basic Pack. Mat. No.: 586595																												
IDH no. –	Responsible person IPD –		USED PANTONE TONES ARE JUST INDICATORS!																												
Material no. 2589828	Responsible person country –		<div style="width: 45%;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Colors</th> <th>Printing process</th> <th>Colors</th> <th>Printing process</th> </tr> </thead> <tbody> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td></td> <td><input type="checkbox"/></td> </tr> </tbody> </table> </div> <div style="width: 50%; text-align: right;"> <p> printing area (does not print)</p> <p> die cut (does not print)</p> </div>	Colors	Printing process	Colors	Printing process		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Colors	Printing process	Colors	Printing process																												
	<input type="checkbox"/>		<input type="checkbox"/>																												
	<input type="checkbox"/>		<input type="checkbox"/>																												
	<input type="checkbox"/>		<input type="checkbox"/>																												
	<input type="checkbox"/>		<input type="checkbox"/>																												
	<input type="checkbox"/>		<input type="checkbox"/>																												
	<input type="checkbox"/>		<input type="checkbox"/>																												

LIVE – Men – Permanent Lightener – UK

295 mm

205 mm

INSTRUCTION LEAFLET

IMPORTANT ADVICE

Before application, please read the SAFETY INSTRUCTIONS below carefully.

- Perform an ALLERGY ALERT TEST in any case (see below), even if you have used this or a similar lightener previously.
- This product is not recommended if your hair is more than slightly grey. Otherwise, the lightening result may be uneven.
- If your hair is longer than chin length or thick, we recommend using two packs of Schwarzkopf LIVE Permanent Lighteners for the first-time application.
- If your hair is already lightened, follow the root-regrowth application.
- The processing time should always be followed. If you shorten the processing time, you might not achieve an optimal lightening result.

- During processing, do not cover hair, do not pile hair on top of head, or use added heat from hair dryer, heating hoods, sauna etc.
- Avoid product coming into contact with clothing, jewellery, metal, plastic or absorbent surfaces as the stains occurring can normally not be removed. Remove spillages immediately with water.
- We recommend repeating the application every 4 weeks, as hair grows approximately 1 cm per month.
- The lightening effect amplifies with the number of applications and depends on your natural hair color.

SAFETY INSTRUCTIONS



Product can cause severe allergic reactions.

Read and follow instructions.

Do not lighten your hair if:

- you have a rash on your face or sensitive, irritated and damaged scalp,
- you have ever experienced any reaction after lightening your hair,

Ingredients see packaging (folding box). Rinse hair well after application. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Wear suitable gloves. For external use only. Keep out of reach of children. Do not use to dye eyelashes or eyebrows. Keep the empty carton and the instruction leaflet in case you experience a reaction.

1. ALLERGY ALERT TEST

Perform an allergy alert test 48 hours before each product use, even if you have already used lighteners before. Perform the allergy alert test on an area of skin sized approximately 1 cm x 1 cm on the inside of the elbow. Take a quarter of a teaspoon of the Blond-Booster Ultra Plus from the sachet and mix it in a cup with a level teaspoon of Lightening Cream using a plastic spoon. Stir well until thoroughly mixed. Apply a small amount of the mixture in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes. Avoid contact with clothes. Seal tube and sachet (with adhesive tape) carefully. After 45 minutes, wash off the cream mixture thoroughly with lukewarm water. If any reaction occurs during the processing time or during the following 48 hours, you should rinse immediately and not use this product.

This test represents an important precaution. However, be aware that even if an allergy alert test has been carried out you may still experience an allergic reaction when you lighten your hair. The allergy alert test is not a guarantee of avoiding future allergic reactions. Please consult a doctor if you have any doubts.

2. IF DURING USE YOU EXPERIENCE

- any stinging or burning and/or rash, rinse immediately and discontinue lightening your hair as this may be an indication of a more serious reaction. Do not lighten your hair again before consulting a doctor or seeking medical advice.

- rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face, rinse immediately and seek immediate medical attention and contact the manufacturer.

3. IF AFTER USE OR ON THE FOLLOWING DAYS YOU EXPERIENCE problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping, seek immediate medical attention and contact the manufacturer.

PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. If the product gets into your eye, flush immediately with a large amount of lukewarm water and seek medical advice.
- If you wear contact lenses during application and any product gets into your eye, remove the contact lens first, then flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not inhale or ingest the product.
- Avoid unnecessary skin contact.
- Do not use if your hair has been treated with henna or metallic dyes.
- Remove all metal objects such as clips and hair pins from hair before use and keep them away during lightening. Do not use metal tools.
- Keep developer away from heat and light. Do not mix this lightener with any other products. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand and burst).
- Do not apply product in addition to an existing permanent colour or gradual colour restorer.
- Product can cause irreparable damage to hair if used more often than recommended.
- Do not use on other than scalp hair, especially not on facial hair.
- Do not use product on permed or chemically straightened hair at any time.
- Do not exceed the processing time.

PROFESSIONAL ADVICE

For further information and free colour advice please call the Schwarzkopf Advisory Service on Freephone:



0800 328 9214 (UK), 1800 535 634 (Ireland),

or alternatively e-mail us at
consumer.advisory@henkel.com

www.livecolour.com


Schwarzkopf & Henkel
Düsseldorf · Germany
UK: Henkel Ltd., Hemel Hempstead,
Herts. HP2 4RQ

2589828

GENERAL DATA	APPROVAL DATA	PHONE	Printing material:
Die cut / size (mm) 295 x 205 mm	Responsible person marketing Juia Grund	+49 211 797 8365	<input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver
Nuance no. –	Date of approval by marketing 18.10.2019		Coloration filling code: <input checked="" type="checkbox"/> Datamatrix <input type="checkbox"/> Tube code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none
IDH no. –	Responsible person IPD -		Basic Pack. Mat. No.: 586595
Material no. 2589828	Responsible person country -		USED PANTONE TONES ARE JUST INDICATORS!
FB Code –	Date of approval -		Colors Printing process Colors Printing process
Short sign –	Delivered by -	+49 211 74849 xxx	 PANTONE 293U <input type="checkbox"/> -
Product LIVE Men Permanent Light	Responsible person LSD JZ / AP / JK	+49 211 74849 471	 BLACK <input type="checkbox"/> -
Country UK	Printing company Cetus		<input type="checkbox"/> - <input type="checkbox"/> -
EAN (please check) –	LSD job no. 1123458		<input type="checkbox"/> - <input type="checkbox"/> -
EAN size –	LSD file name:		<input type="checkbox"/> - <input type="checkbox"/> -
EAN outer box. –	UK_LIVE_Men_GBA_PermLight_1019.indd		<input type="checkbox"/> - <input type="checkbox"/> -
Status DTP	Infos: -		<input type="checkbox"/> - <input type="checkbox"/> -
Creation date 18.10.2019			<input type="checkbox"/> - <input type="checkbox"/> -
Correction date			<input type="checkbox"/> - <input type="checkbox"/> -
Logo of printing company	TO BE COMPLETED BY PRINTING COMPANY		<input type="checkbox"/> - <input type="checkbox"/> -
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none		<input type="checkbox"/> - <input type="checkbox"/> -
	* if yes please do provide a detailed description of all changes made		<input type="checkbox"/> - <input type="checkbox"/> -
			printing area (does not print) die cut (does not print)
			These files have been set up without trapping parameters or any other print options. Please adapt the data according to your usual guidelines and/or profiles.
			LSD
			Kind regards, LSD GmbH & Co. KG
			LSD GmbH & Co. KG In der Steele 13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 94 10
			5 cm