

Schwarzkopf
LIVE

FOR 001 ICE
BLONDE

INTENSE LIGHTENER

UP TO 7 LEVELS
OF LIFT



2036760

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LIVE

INTENSE LIGHTENER

INSTRUCTION LEAFLET
Please read carefully!

S A F E T Y I N S T R U C T I O N S



Product can cause severe allergic reactions.

Read and follow instructions. This product is not intended for use on persons under the age of 16. Temporary 'black henna' tattoos may increase your risk of allergy.

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/colouring your hair,
- you have experienced a reaction to a temporary 'black henna' tattoo in the past.

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 lightening/colouring products before. Perform the allergy alert test on an area of skin sized

approximately 1 cm × 1 cm on the inside of the elbow. Take a quarter of a teaspoon of the powder from the Blonde Activator 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 as this may be an indication of a more serious reaction. Do not lighten/colour 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 semi or 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.

IMPORTANT ADVICE

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LIVE

INSTRUCTIONS FOR USE

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

- Perform an **ALLERGY ALERT TEST** (see reverse of instruction leaflet) in any case, even if you have used this or a similar lightener previously.
- Start the application immediately after mixing. If using two packs, first mix and apply the first pack entirely, and then open, mix and apply the second pack without any delay.
- Discard any unused mixture promptly – it cannot be stored for another application.

- During developing, do not cover hair, do not pile hair on top of head or use added heat from hair dryer, heating hoods, sauna etc.
- This product is not recommended if your hair is more than slightly grey because the lightening result may be uneven.
- If your hair is longer than shoulder length or thick, we recommend using 2 packs of LIVE Ice Blonde for a **FIRST-TIME APPLICATION**.
- If your hair is already lightened, follow the **ROOT REGROWTH APPLICATION** procedure.

- The developing time should always be followed. If you shorten the developing time, you might not achieve an optimal lightening result.
- Avoid contact with clothing, jewellery, metal, plastic or absorbent surfaces as product will stain. In event of spillage, rinse immediately with cold water.
- We recommend repeating the root regrowth application every 4 weeks, as hair grows approximately 1 cm per month.
- The lightening effect depends on your natural hair colour.

1 PREPARATION

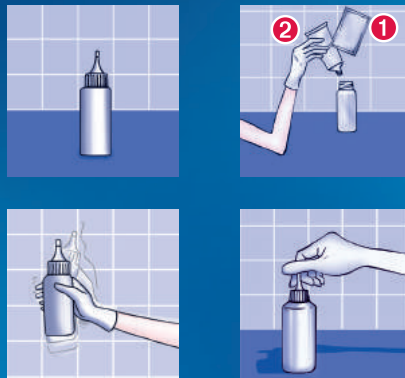
Before starting the application, place protective clothing and a watch nearby so that you can monitor the application time. LIVE ICE BLONDE should be used on **dry, unwashed** hair.

MIXING: Cover clothing and put on the gloves provided. Unscrew the cap of the Application Bottle. To open the sachet, cut it along the dotted line. Now empty the contents of the **Blonde-Activator Sachet (1)** into the application bottle. Open the **Lightening Cream Tube (2)** by piercing the tube sealing with the reverse side of the cap. Squeeze the whole content of the tube into the Application Bottle. Screw the applicator nozzle back onto the bottle as firmly as possible. Start mixing by rolling the bottle horizontally in your hands. Then shake it vigorously vertically until all components are thoroughly mixed and have turned into a smooth cream. Twist off the tip of the applicator nozzle and immediately start the application.

THIS KIT CONTAINS:



MIXING:



2 APPLICATION

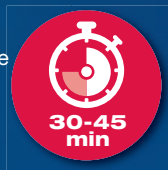
Apply the prepared lightening mixture directly from the Application Bottle onto **dry, unwashed** hair.

FIRST-TIME APPLICATION

This application is recommended if:

- you are lightening your hair permanently **for the first time**, or
- after your previously lightened hair has grown out.

Keep your clothes covered and the plastic gloves on. Immediately apply the prepared lightening mixture strand after strand from the roots to the ends of your hair. Distribute it evenly to ensure all hair is evenly covered. **Leave the mixture in for between 30 and 45 minutes.**



ROOT REGROWTH APPLICATION

Apply the prepared lightening mixture directly from the Application Bottle onto **dry, unwashed** hair.

Root Regrowth Application is necessary if:

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

Ensure your clothing is covered and you are wearing the gloves supplied. Part your hair using the tip of the Application Bottle. Apply the mixture along the parting, massaging it in to ensure all of the regrowth is covered. Repeat this procedure throughout the whole regrowth area. Leave to develop for **30 to 45 minutes** until the whole regrowth area shows nearly 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 the mixture for another 2–5 minutes.

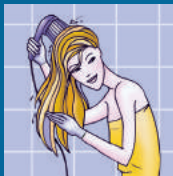
DEVELOPING TIME

The lightening effect depends on the length of the developing time and on how dark your natural hair colour is. As part of the lightening process, **LIVE Ice Blonde** lightens the natural colour pigments of the hair. During this time, you will notice your hair go through red/gold tones that will lighten during developing. This is perfectly normal, do not reduce the developing time or rinse the product off at this stage. **For an optimal lightening result the developing time should not be shortened.** To determine the correct developing time, please check it during application:

- Put on 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 colour is, the more developing time is required to achieve a lighter result (but the developing time should not exceed 45 minutes).**

3 RINSE

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



4 AFTER TREATMENT

Massage the specially developed anti-yellow LIVE Colour After Treatment into towel-dried hair and leave for **3 minutes**. Rinse. This will leave your hair noticeably smoother with a shiny, cool blonde result. The LIVE Colour After Treatment is sufficient for 1–2 applications, depending on the length of your hair.

