

Schwarzkopf

LIVE

ONLY FOR
OOA ABSOLUTE PLATINUM
OOB MAX BLONDE

INTENSE LIGHTENER

UP TO 8/9 LEVELS OF LIFT

OOA ABSOLUTE PLATINUM – up to 8 levels of lift
OOB MAX BLONDE – up to 9 levels of lift

2036758



Schwarzkopf & Henkel

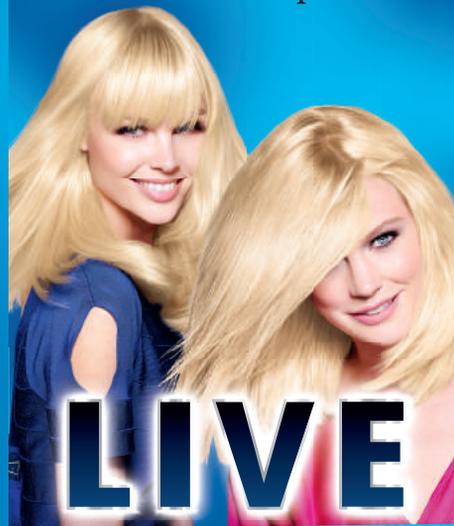
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For further information and free colour advice please call the Schwarzkopf Advisory Service on Freephone:

0800 328 9214 (UK), 1800 535 634 (Ireland), or alternatively e-mail us at consumer.advisory@henkel.com www.livecolour.com

Schwarzkopf



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

Hair lighteners 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 folding box. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Do not use to dye eyelashes or eyebrows. Rinse hair well after application. Wear suitable gloves. Keep out of reach of children. For external use only.

Keep the empty carton and the instruction leaflet in case you experience a reaction. To reduce your risk follow these instructions.

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 Blonde-Booster 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/colour 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 LIGHTENING 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 eyes, 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 lightening and keep them away dur-

ing 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 or burst).
- Do not apply lightening product in addition to an existing semi or permanent colour or gradual colour restorer.
- Lighteners 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 lighteners on permed or chemically straightened hair at any time.
- Do not exceed the processing time.

IMPORTANT ADVICE

Schwarzkopf

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.
- 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 the **LIVE lighteners** for the **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.
- 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.
- 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.

ATTENTION

- After mixing, **immediately unscrew** the tip of the application bottle, as foam or excess pressure may occur after a couple of minutes as a result of oxygen generation. **In no instance should you rescrew the tip back onto the application bottle, even if the product foams over.**
- 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. Do not attempt to store or reseal after mixing. Resealing may cause the container to burst.

1 PREPARATION

Before starting the application, **cover your clothing** with an old towel or a gown and put on **the gloves** provided. Keep a watch nearby to check the developing time. Apply the **LIVE lighteners** on dry, unwashed hair.

Remove the safety cap from the Application Bottle. Remove and read the paper board sleeve from the bottle neck.

Screw the application tip onto the Application Bottle (this will remove the plug by pushing it into the bottle). Remove the application tip from the Application Bottle again.

Now take the **Blonde-Booster sachet (1)**. To open the sachet, cut it along the dotted line. Carefully pour the whole content of the sachet into the Application Bottle. Then 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.

Please note that the Application Bottle is designed to allow some excess pressure to escape, therefore some small droplets may appear at the neck of the bottle.

THIS KIT CONTAINS:



PAIR OF GLOVES

APPLICATION BOTTLE WITH DEVELOPER LOTION

LIGHTENING CREAM

SACHET BLONDE-BOOSTER

APPLICATION TIP

LIVE COLOUR AFTER TREATMENT

2 APPLICATION

Squeeze out any unmixed liquid in the tip of the Application Bottle and discard before starting the 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
- your previously lightened hair has grown out.

Ensure your clothing is covered and you are wearing the gloves supplied. Apply the prepared lightening mixture evenly from the roots to the ends of your hair. Then massage the mixture in with your fingertips to ensure all hair is evenly covered. **LEAVE TO DEVELOP FOR BETWEEN 30 AND 45 MINUTES.**

ROOT REGROWTH APPLICATION

This method is necessary if:

- your hair has **already been lightened** permanently and **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.

Only for 00A: Only apply the mixture to the regrowth area. If absolutely necessary, dampen ends and comb mixture onto the rest of the hair then massage gently to ensure even distribution and leave mixture for another 2-5 minutes.

Only for 00B: Only apply the mixture to the regrowth area. To achieve an even lightening result, before rinsing first dampen the hair and then carefully massage from the roots through to the ends and then wash off immediately.

DEVELOPING TIME

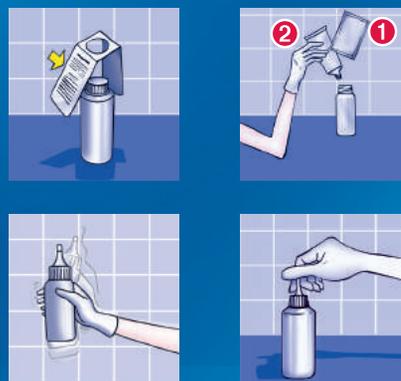
The lightening effect depends on the length of the developing time and on how dark your natural hair colour is. As part of the lightening process, **LIVE Absolute Platinum/Max Blonde** lightens the natural colour pigments of the hair. During this time, you will notice your hair go through red/gold tones 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 the colour result during application:

- Put gloves on 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 continue developing. Please note that the darker your natural hair colour is, the longer the developing time will be to achieve a lighter result (but the developing time should never exceed 45 minutes).

ATTENTION

- Open the Application Bottle immediately after mixing by removing the end of the Application Tip as foam or excess pressure may occur after a couple of minutes due to oxygen generation. The end of the tip should never be screwed back onto the Application Bottle, even if the product foams over.
- After mixing, start the application immediately – wait no longer than 2-3 min.
- When using two packs, first mix one product and use it completely. Only then open the second pack, mix, and use it without any delay.
- 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 LUKE-WARM WATER AND SEEK MEDICAL ADVICE.**

MIXING:



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. 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.

