

BEFORE YOU START

Remember to conduct your **ALLERGY ALERT TEST 48 hours before**.
Cover your shoulders with a towel and put on the gloves.
Remove all metal objects from the hair before colouring.
Do not use metal accessories in the hair.



Open your Coloring Cream (1a) by unscrewing the cap.



Remove the grey ring.



Rescrew the cap to pierce the tube.



Your Coloring Cream (1a) will already be pierced following the skin allergy test. Pour it entirely into the Developer (1b).



Close with the applicator tip and shake it to obtain a completely even mixture.



Twist off the applicator tip immediately to avoid bursting and damage from the product overflowing.



You can choose to use the comb applicator - ideal for mid-length or straight hair.

1 COLOR

OPTION 1: If you regularly color your hair (every 4 - 6 weeks) and want to cover your greys or want to stay close to your current color.



Start applying the mix at the roots of dry, unwashed hair. Use the bottle tip to separate the hair section by section.



Once the roots are saturated, massage and leave to develop for 20min.

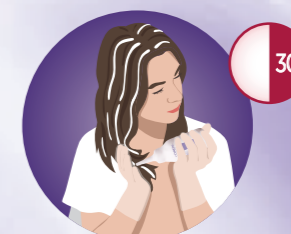


Then, apply the remaining product throughout the lengths and ends. Again, leave to develop for 10min.

OPTION 2: If you're coloring your hair for the first time, or your hair has not been colored in the past 3 months, or you are radically changing the color of your hair.



Start applying the mix at the roots of dry, unwashed hair. Use the bottle tip to separate the hair section by section.



Spread and apply the remaining product all over the hair and leave to develop for 30min.

2 RINSE AND DELICATELY CLEANSE

NEW FORMULA:

Double Action Gentle pH Purple shampoo

Formulated for a unique application right after rinsing out your Excellence Cool Creme.

1. Delicately cleanses the scalp and hair by gently rinsing away excess residue.
2. Smoothes the hair and reveal a color radiance. Natural, non-overcharged result.



First, add a small amount of water to your hair and massage. Then rinse out the color until the water runs clear.



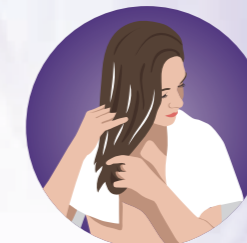
You may now remove the gloves. Break off the bottle cap of the Caring Gentle pH Shampoo (2) and apply. Massage until the foam is rich and dense. Then rinse.

3 APPLY ANTI-BRASSINESS PURPLE MASK

NEW FORMULA:

Anti-Brassiness Purple Mask

Neutralizes the unwanted yellow and orange tones, thanks to a special calibration of purple dyes. Makes the hair shiny, supple while neutralizing brassiness week after week.



Apply a hazelnut amount of the Anti-Brassiness Purple Mask (3). Leave on for 5min and rinse your hair.

Keep your Anti-Brassiness Purple Mask (3) to use once a week for a lasting anti-brassiness effect. Do not use on grey hair.

Never keep any unused mixture and dispose of it immediately to avoid the bottle bursting and damage from the product overflowing.

L'ORÉAL
PARIS

EXCELLENCE *Cool Creme*

IN THIS PACK
YOU WILL FIND

- 1a Coloring Cream tube
- 1b Developer and its comb applicator
- 2 **NEW** Gentle pH Post-Color Purple Shampoo
- 3 **NEW** Anti-Brassiness Purple Mask for multiple applications
- + A pair of gloves



YOUR NEW
TRIPLE CARE COLOR
RITUAL

SAFETY INSTRUCTIONS: ALWAYS READ BEFORE USE AND FOLLOW CAREFULLY

This product is not intended for use on persons under the age of 16.

! IGNORING AN ALLERGY CAN BE LIFE-THREATENING.

It is essential that you always perform an ALLERGY ALERT TEST 48 hours before each use of this product, as an allergy can develop suddenly even though you have previously used a hair colorant of this or any other brand.

This test represents an important precaution which has proved to be reliable when carried out under the condition outlined below. However, be aware that even if an allergy alert test has been carried out you may still experience an allergic reaction when you 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.

! IMPORTANT: HAIR COLORANTS CAN CAUSE SEVERE ALLERGIC REACTIONS.

To help you reduce the risk of an allergic reaction, it is essential to follow the precautions below.

Do not colour your hair if :

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

! TEMPORARY "BLACK HENNA" TATTOOS MAY INCREASE YOUR RISK OF ALLERGY, EVEN PERFORMED A LONG TIME AGO:

- If you have experienced a reaction to a temporary "black henna" tattoo in the past: do not colour your hair in any case.
- Even without experiencing a reaction, you are likely to have become allergic without realising it: never use this product unless you have done the allergy alert test 48 hours before use.

HOW TO PERFORM THE ALLERGY ALERT TEST: 48hrs before the coloration

- **Remove earrings.** Behind the ear and using a cotton wool-bud, apply a small quantity of unmixed colorant product (tube Coloring Cream (1a)) to cover an area of 2 cm² (e.g. the size of a small coin). Allow to dry. Carefully reseal the tube Coloring Cream (1a) and keep it for the application 48 hours later.

- Leave for 48 hours without washing, covering or touching.

If during this period you notice any abnormal reactions, such as itching, redness or swelling in or around the test area, **DO NOT APPLY THE PRODUCT.**



SPECIAL PRECAUTIONS

In case of a reaction during the application such as:

- Stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. Consult your doctor.
- If you experience shortness of breath, seek immediate medical attention and contact the manufacturer and/or the relevant national authority. Before colouring your hair again, consult a doctor.

If, during the days following application, itching, redness or spots on the scalp or skin occurs, swelling of the eyes and/or face, blisters or oozing of the scalp and/or skin occurs, seek immediate medical attention and contact the manufacturer and/or the relevant national authority.

Keep the empty package and the instruction leaflet for a few days in case you experience a reaction.

- Wear the gloves supplied in the carton.
 - Remove all metal objects from hair before colouring and keep them away during colouring. Do not use metal hair styling tools.
 - Prepare and apply the mixture in a well-ventilated area.
 - Avoid contact with eyes, ears and face. Do not use to dye eyelashes or eyebrows.
 - This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. Rinse the eyes immediately and thoroughly if the product comes into contact with them. If you wear contact lenses, take them out before rinsing your eyes thoroughly with water. In both cases, seek medical advice.
 - Do not inhale or ingest.
 - Do not use to dye a beard or moustache or for any other purpose than colouring your hair. Avoid any unnecessary contact with the skin.
 - Rinse hair well after application.
- Shades 3.11/4.11/5.11/6.11/7.11/8.11: Wait at least 2 weeks after using a relaxer, a perm or a straightening process on the hair before applying the hair colour. Do not use if your hair has been coloured with henna or with a progressive hair colorant. Keep Developer 1b away from heat and light. Do not mix this colorant with any other product. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand or burst). Keep out of reach of children.

FOLLOW THE INSTRUCTIONS FOR USE