

Coloured Shampoo and Conditioner

What You Need to Know:

- Contains certified natural organic ingredients, free from SLES, SLS, Parabens and Allergens.
- Organic Touch Shampoo contains coconut and olive to provide a gentle but in depth cleansing action, marine collagen and oat and wheat proteins to moisturise and nourish the hair.
- Organic Touch Conditioner contains amino acids and ceramides for a powerful, reconstructive action. Argan, Wild Rose and Flax oils add shine, untangle and moisturise the hair.
- As a Direct Colour. It will not lighten the hair, cover grey or significantly change natural hair colour.

Navitas Organic Touch is designed to:

- Cleanse and add highlights to hair, whether coloured or natural
- Keep coloured hair vibrant over time
- Achieve more natural colouring options.
- Create tones for streaks or highlights (pigments can be mixed for a personalised result)
- Correct a colour
- Prepigment the hair before colouring
- Enable a client to carry out home care maintenance (250ml retail sizes available).

How long will the colour last?

3 to 6 washes. With frequent use the results will last longer.

About the Range

Shampoo: 11 Shades + Milk

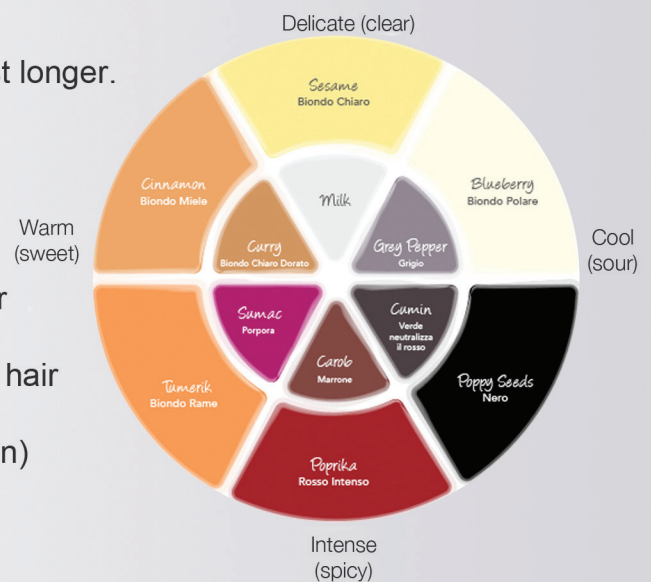
- Has a higher pigment content than the conditioner
- Usually left in for 3 to 5 minutes
- Colours, cleanses, moisturises and nourishes the hair

Mask: 9 shades + Milk (No Grey Pepper or Cummin)

- Contains less pigment than the shampoo.
- Conditions whilst colouring
- Usually left in for 5 to 25 minutes
- Adds colour, whilst at the same time has deep conditioning effect.

Milk

For less intensity or to diluter the Shampoo or Mask



Guidance on use of shades in relation to starting level

STARTING LEVEL	BLACK 1	VERY DARK BROWN 2	DARK BROWN 3	BROWN 4	LIGHT BROWN 5	DARK BLONDE 6	BLONDE 7	LIGHT BLONDE 8	VERY LIGHT BLONDE 9	PLATINUM BLONDE 10	EXTRA LIGHT PLATINUM BLONDE 11
SHADES											
BLUEBERRY (polar blonde)								•	•	•	•
SESAME (light blonde)							•	•	•		
CURRY (golden light blonde)							•	•	•		
CINNAMON (honey blonde)						•	•	•	•		
TUMERIC (copper blonde)				•	•	•	•	•	•		
PAPRIKA (intense red)		•	•	•	•	•	•				
SUMAC (purple)		•	•	•	•	•	•				
CAROB (carob)	•	•	•	•	•	•					
CUMIN (red neutraliser)	•	•	•	•	•	•					
GREY PEPPER (grey)										•	•
POPPY SEEDS (black)	•	•	•	•						•	•
MILK (colourless)	•	•	•	•	•	•	•	•	•	•	•

Instructions:

- For adding Highlights (Reflect), keeping colour vibrant over time NAVITAS ORGANIC TOUCH Shampoo (3 min) + Mask (5 min)
 - Controlling Highlights (Reflect) or correcting colour Use NAVITAS ORGANIC TOUCH Shampoo OR Mask, depending on intensity required. Variable "leave in" time.
NOTE : If you decide on NAVITAS ORGANIC TOUCH Shampoo, wash and rinse thoroughly then apply NAVITAS ORGANIC TOUCH Milk Mask (5 min)
 - Repigmenting (Filling) before colouring NAVITAS ORGANIC TOUCH Mask (10 min)
Then apply chosen colour directly, without rinsing.
After appropriate processing time, rinse and condition as usual.
 - For adding highlights to "undyed" hair NAVITAS ORGANIC TOUCH Shampoo (5 min) + Mask (20 min)
- GENERAL**
After using NAVITAS ORGANIC TOUCH Shampoo, rinse thoroughly before applying NAVITAS ORGANIC TOUCH Milk.
- SHADES and FORMULA chart interpretation :**
"Curry + Sesame" : means a mix of these colours, the % dependant upon

Shades & formula for varying colour or adding light to streaks and highlights

EFFECT	EXTRA LIGHT PLATINUM BLONDE 11	PLATINUM BLONDE 10	SUN BLONDE 10	COPPER BLONDE 9	HAZELNUT 8	COPPER 6	COPPER/GOLDEN LIGHT BROWN 5	RED STREAKS	VIOLET STREAKS	PEARLY BEIGE BLONDE
SHAMPOO	BLUEBERRY	BLUEBERRY	CURRY SESAME	CURRY TUMERIC	CINNAMON	TUMERIC	50% CAROB 25% TUMERIC 25% CURRY	PAPRIKA	SUMAC	SESAME GREY PEPPER
MASK	BLUEBERRY	BLUEBERRY	CURRY SESAME	CURRY TUMERIC	CINNAMON	TUMERIC	50% CAROB 25% TUMERIC 25% CURRY	PAPRIKA	SUMAC	SESAME GREY PEPPER