

**FINALLY! Truly gentle, permanent color with NO Peroxide, NO Ammonia, NO Alcohol, NO Perfume!**



**COLOR BY ROBERT CRAIG®** PERMANENT HAIRCOLOR

WATER ACTIVATED ■ EASY TO APPLY  
SUPERIOR CONDITIONING  
SUPERB GRAY COVERAGE ■ NO UNPLEASANT ODOR

**WHAT IS COLOR BY ROBERT CRAIG?**

Color by Robert Craig is a powder-based hair colorant created to deliver beautiful, easy-to-apply color to your hair **safely and gently**. Many hair dyes can damage your hair with ammonia or hydrogen peroxide, while those that are harmless fade rapidly after shampooing. Not Color by Robert Craig.

Unlike some traditional hair coloring methods, Color by Robert Craig gives you **terrific, long-lasting color without damaging your hair**. Thanks to the polymerization process, the molecules of the colorant penetrate deeply into your hair naturally, creating permanent hair color without harmful ammonia, hydrogen peroxide, alcohol or unpleasant odors.

**Plus, Color by Robert Craig is fast and easy to use.** Just add the colorant powder to warm water to create a mousse-like mixture. Apply the mousse to your hair for rich, lasting color and shiny, silky hair. **A wide range of lovely, natural-looking shades** create the look that's right for you. The same shades can be used for men or women.

Color by Robert Craig is a permanent hair colorant. This revolutionary new hair colorant will help you blend away gray, cover it completely, or give your hair an exciting new look with radiant, natural looking results. **Ideal for gray and graying hair**, Color by

Robert Craig will leave your hair conditioned and healthy, and can even be used on permed or chemically treated hair\*. Our color contains no henna or lead acetate.

**WHAT IS CLEAR COLOR from COLOR BY ROBERT CRAIG?**

Clear Color is a clear, powder-based hair colorant created to lighten any of our wide range of shades. Used alone, Clear Color can be safely applied over any color product as well as highlights to **lock the color into the hair while adding shine and conditioning properties**. Used with any of our shades, Clear Color will make a lighter version of that shade. Perfect for fine tuning any shade of Color by Robert Craig.

If you want to lighten any of the Color by Robert Craig haircolor shades prior to use, Clear Color is the perfect way to do this. Just substitute 1/4, 1/3, or 1/2 of any regular shade of Color by Robert Craig with the Clear Color powder. See the Mix and Match section on the reverse side.

**Clear Color will not change the tone or color of your hair.** It is ideal for taming wiry gray and graying hair. Clear Color will leave your hair conditioned and healthy.

*\*Permed or chemically treated hair will often take color darker and faster. We recommend choosing a color two to three shades lighter or using the Clear Color to lighten a shade and always do a test strand for timing and to preview end results.*

**This package contains:**

- ✓ HAIR COLOR POWDER
- ✓ APPLICATOR BOTTLE
- ✓ PROFESSIONAL GLOVES
- ✓ ROBERT CRAIG SHAMPOO
- ✓ INSTRUCTIONS

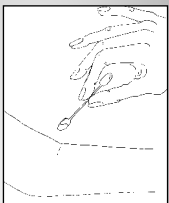
**Directions for mixing and application on reverse side. ▶▶**

*Keep all haircoloring products out of reach of children.*

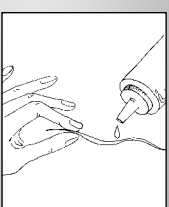


**Before you color:**

**The Allergy Test:**



**The Strand Test:**



**If you like what you see...**

**PLEASE BE SURE TO DO THE ALLERGY TEST AND THE STRAND TEST.**

*Allergies and sensitivities can occur unexpectedly with hair color products, so be sure to take this test at least 48 hours before using Color by Robert Craig. CAUTION: This product contains ingredients which may cause skin irritation, and a preliminary test according to the accompanying directions below should first be made. This product must not be used for dyeing eyelashes or eyebrows; to do so may cause blindness.*

- 1 Wash and dry a small area on the inside of your arm.
- 2 Add 1 TABLESPOON warm tap water (104°F/40°C) to the applicator bottle. **Important: DO NOT** put powder into the bottle before water. **DO NOT** use hot water. (Baby-bottle warm water is best. Check water temperature on inside of wrist.)
- 3 Open bottle and measure 1/4 TEASPOON of Color by Robert Craig powder and add to bottle with warm water to make a small amount of mixture. Be sure to recap the bottle for use after the test. Vigorously shake mixture for 2-3 full minutes to produce a mousse-like consistency.
- 4 Apply some of the test mixture to the cleaned area with a cotton swab. Leave on for 48 hours.
- 5 If you experience no reaction, you can use Color by Robert Craig with confidence.

**Note: If redness, swelling, itching or other signs of irritation occur, it means you are sensitive or allergic to Color by Robert Craig, and must not use it at this time. Never use any hair colorant products if you have any type of eruption, abrasion or other abnormal scalp condition.**

Take this simple strand test to determine how long to leave the colorant on your hair to obtain the results you want. You can do this test before you color using the same mixture you used for the allergy test.

- 1 Snip a strand of hair 1/4" wide and tape it at one end.
- 2 Prepare small amount of product according to steps in above patch test or use remainder of mix from allergy test.
- 3 Place the test strand on a piece of plastic wrap and completely cover the strand with color.
- 4 Start timing. To add a tint to your existing hair color, leave on for 15-30 minutes. To change hair color or take away gray, leave on for 30-45 minutes.
- 5 Rinse and dry the strand to preview your new shade.

**...go ahead and color. If you want a darker shade than you achieved after 15-30 minutes, leave the color on for longer. For a lighter result, choose a lighter shade or use the Clear Color and refer to the Mix and Match section of the instructions.**

**Thank You for selecting COLOR BY ROBERT CRAIG.** MADE IN THE U.S.A. PRINTED IN THE U.S.A.



**Color by Robert Craig's unique formula makes it EASY TO USE!  
SIMPLY MIX WITH WATER!**

## COLOR BY ROBERT CRAIG<sup>®</sup> PERMANENT HAIRCOLOR

### MIXING AND APPLICATION INSTRUCTIONS

**104°F**

**ADD POWDER**

**SHAKE 2-3 MIN**

**APPLY**

**SHAMPOO**

- 1** Assemble all the items you will need to color your hair. Product, old towel, cotton balls or pads and timer. Put on the vinyl gloves and cover your upper body with towel.
- 2** Add 3oz. warm water (104°F/40°C) into the applicator bottle (2½ oz. if you performed the allergy or strand test on the reverse side). **Important: DO NOT PUT POWDER INTO THE BOTTLE BEFORE WATER. DO NOT USE HOT WATER.** Baby-bottle warm water is best. Check temperature on inside of wrist.
- 3** Add entire contents of Color by Robert Craig hair color powder to the 3oz. warm water in the applicator bottle and cap tightly. **Important: Water must be in applicator bottle before adding powder.**
- 4** Put finger over red cap on nozzle and vigorously shake the mixture for 2 to 3 full minutes to mix powder with water and produce a mousse-like consistency. **Caution:** Contents expand as they mix. Point nozzle away from yourself and over sink when removing red cap.
- 5** Squeeze the color onto your dry hair, starting with the hair closest to the scalp. Keep the opening of the applicator bottle pointed away from your face.
- 6** **For a first-time application** (hair that has never been colored): spread the color over **all** of your hair. Be sure to shake the bottle periodically while applying to maintain the mousse-like consistency. Work the mousse thoroughly into your hair. Set the timer. (In case of accidental contact with eyes, ears or face, flush thoroughly with cool water).
- 7** **For a touch-up application:** If you already color your hair, you only need to apply the color to the new growth of your hair. If the rest of your hair needs refreshing, apply the color only on the previously colored hair for the last ten to fifteen minutes or as long as indicated by your test strand.
- 8** **To add a tint to your existing hair color:** After applying, leave on for 15-30 minutes. **To change your natural hair color or take away gray:** leave on for 30-45 minutes. **For resistant gray hair** you may want to wrap your hair with plastic wrap or a disposable plastic cap (not included) and/or decrease the water by 1/2 ounce.
- 9** When timing is complete, rinse thoroughly with warm water until water runs clear, and then shampoo. We recommend one of Robert Craig's signature line of shampoos and conditioners to maintain your hair. **Be sure and record timing for future reference.**

#### ***Please remember to:***

- ✓ Use an old towel to cover your shoulders; avoid spilling color on anything, it stains.
- ✓ Carefully time color application and record for next time.
- ✓ Start application where hair is most gray.
- ✓ Immediately wipe excess color off skin below the hairline, nape, neck and ears with a cotton pad soaked in water and soap.
- ✓ Perform allergy test and strand test before application.
- ✓ Make sure hair is free of styling products before you color.
- ✓ Prepare mixture immediately before use and discard unused color that has been mixed with water. Tightly cap powder that has not been mixed with water so that it may be used next time.

#### ***Please do NOT:***

- ✓ Do not apply the color to eyelashes or eyebrows. In case of accidental contact with eyes, ears or face, flush thoroughly with cool water.
- ✓ Do not keep unused color that has been mixed with water.
- ✓ Do not shampoo before coloring unless hair is very soiled or has heavy build-up of styling aids. Shampoo 12-24 hours before color application, if necessary.
- ✓ Do not use product on facial hair, beards or mustaches.

### TONING HIGHLIGHTS or BLEACHED HAIR

Color by Robert Craig is the perfect product to tone highlights or bleached hair. Because our color contains no peroxide or ammonia it is very gentle to the hair. You can use any of the brown or red shades to tone highlights within the darker range and the blonde shades can be used alone or mixed with the Clear Color as indicated below for fine tuning of your blonde highlights or pre-bleached hair. Be sure to do a test strand before applying color.

### MIX and MATCH: HERE'S HOW

**For Perfect Color with Color by Robert Craig**

Color by Robert Craig is designed to be mixed just like professional brands. Now you can mix the perfect shade just for you and it is so simple to do.

#### **MIX TWO SHADES TOGETHER**

If, for example, you want to add some red to a brown shade or if you've tried one shade and it is too dark and another and it is too light, then you can mix them half and half, two thirds/one third or one fourth/three fourths. See the chart below for the correct amounts.

#### **MAKE A LIGHTER VERSION OF YOUR FAVORITE SHADE** of Color by Robert Craig.

If you love one of our shades of color but find it a bit too dark, you can use Clear Color to dilute the color. We recommend using one of three measurements. There is approximately 1 1/2 tsp. of powder in each bottle. Follow the chart below to fine-tune your color.

#### ***How to mix:***

Proportion:	=	Powder #1	+	Powder #2	+	Warm Water
1/2 & 1/2	=	3/4 tsp.	+	3/4 tsp.	+	3 oz.
2/3 & 1/3	=	1 tsp.	+	1/2 tsp.	+	3 oz.
1/4 & 3/4	=	3/8 tsp.	+	1 1/8 tsp.	+	3 oz.

#### ***Additional Tips:***

- Put on vinyl gloves.
- Mix the color over tin foil so you can fold it and pour it back into the bottle.
- Do not spill the color on anything. It will stain.
- **If you do spill the powder color, vacuum it up. If you wet it, the color will activate and stain.**
- Prior to measuring, gently shake the haircolor bottle in case the powder has settled.
- Use plastic measuring spoons and do not use them for food.
- Measure your powder before adding it to the water.
- Measure the water (3 oz.) only after you have the powder ready to add to it.
- **If you require less product for a touch-up** or if you want to mix a smaller amount for use on your hairline or part, mix 1/2 tsp. powder with 1 oz. of warm water or mix 1 tsp. powder with 2 oz. warm water. The remainder of unmixed powder can be saved for your next touch-up.

**If you have any comments or suggestions, please send them to:**  
 email: [comments@robertcraig.com](mailto:comments@robertcraig.com)  
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