

NEW YORK
Cleverman™

BLENDED SALT & PEPPER



BEFORE



AFTER

1 PREP



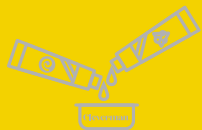
- i. Be clever, man: read safety warnings. Conduct patch test 48 hours before each usage.



- ii. Start with dry, unwashed hair. Apply barrier cream where skin meets hairline.
- iii. Put on your gloves.



2 MIX



- i. Pierce seal of colorant tube with colorant cap to open. Pour an equal amount from colorant tube and developer tube into tray. The more gray you want to cover, the more you'll want. The kit is reusable so save some for next time.

- ii. Mix both creams using spatula until thoroughly blended.



- iii. Close both colorant and developer tubes tightly to keep them fresh for the next usage.



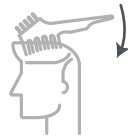
3 APPLY

1st kit



- i. Using comb-side of brush, dip into tray to collect product.

- ii. Week 1: Comb the top, sides and back of your head - you don't want to comb the same area twice. As needed, dip the comb into the tray to collect more product, but don't add too much. Leave hair color on for your customized exposure time.



- iii. Weeks 2 - 4: Replicate Week 1 Instructions to layer additional color each week. You'll find you progressively color more gray each time, 7-10'.



Whenever you feel you've covered the perfect amount, STOP- whichever number week is your favorite becomes your application technique for your next color kit.

If you complete our post purchase diagnostic, we'll send you more personalized instructions for your next kit.

4 CLEAN



- i. Rinse out product in the shower; massage scalp to remove product residue, until water runs clear.



- ii. Use customized shampoo/conditioner, leave in for 2 minutes and rinse. Avoid contact with eyes.

- iii. Use cleansing wipe to remove residual staining.



Wash out your brush, tray, spatula and gloves and keep inside your kit for your next application

1 PREP



- i. Be clever, man: read safety warnings. Conduct patch test 48 hours before each usage.

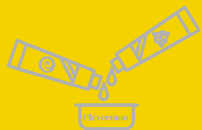


- ii. Start with dry, unwashed hair. Apply barrier cream where skin meets hairline.

- iii. Put on your gloves.



2 MIX



- i. Pierce seal of colorant tube with colorant cap to open. Pour an equal amount from colorant tube and developer tube into tray. The more gray you want to cover, the more you'll want. The kit is reusable so save some for next time.

- ii. Mix both creams using spatula until thoroughly blended.



- iii. Close both colorant and developer tubes tightly to keep them fresh for the next usage.



3 APPLY On going

- i. Using comb-side of brush, dip into tray to collect product.



- ii. Replicate the number of strokes from the look that was your favorite (e.g. week 3 = 3 strokes) - the more product you apply, the more gray you'll cover. Comb the top, sides and back of your head. As needed, dip the comb into the tray to collect more product.



If you don't remember the number of strokes, be conservative. As a general rule, each stroke will reduce your gray by 25%.

- iii. When application is complete, wait the customized exposure time, 7-10'.

It's up to you how frequently you would like to apply (it's reusable); refresh when needed to maintain your look.

4 CLEAN



- i. Rinse out product in the shower; massage scalp to remove product residue, until water runs clear.



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- iii. Use cleansing wipe to remove residual staining.



Wash out your brush, tray, spatula and gloves and keep inside your kit for your next application