

NEW YORK  
**Cleverman™**

## TOUCH UP



**BEFORE**



**AFTER**

# 1 PREP



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

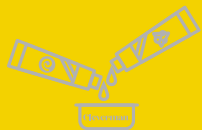


- ii. Start with dry, unwashed hair.

- iii. Put on your gloves.



# 2 MIX

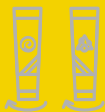


- i. Pierce seal of colorant tube with colorant cap to open. Pour an equal amount from colorant tube and developer tube into tray. The more gray you want to cover, the more you'll want. The kit is reusable so save some for next time.

- 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



- i. Dip the bristles of the brush into tray to collect product.

- ii. Begin by applying product to areas of stubborn-grays (i.e. hairline/ sideburns) that need extra time for color to develop. Part your hair to expose the grays that have grown out from the roots - dip the brush to gather additional product, and apply to gray.



- iii. Leave the color on your hair for the customized exposure time, 7-10'.

- iv. Use the comb on the handle to distribute, blending with the rest of your hair before rinsing.



If you are covering first grays, just apply the product to areas you wish to cover. Then use the comb to distribute product throughout the longer hair. Finally wait your customized exposure time.

# 4 CLEAN



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



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

- iii. Dry and style as usual.

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