

## Instructions for Use

# ブローネ Blaunē クリームヘアカラー

- ★ Carefully read and follow the instructions.
  - ★ In rare cases, hair colors can cause severe allergic reactions.
  - ★ Be sure to perform a skin allergy test (patch test) before each use.
- DO NOT USE this product if you have ever experienced irritation caused by a hair color product.

## Cautions

### 1. DO NOT USE this product if any of the following apply.

- ① You have ever experienced irritation caused by a hair color (including this product or another product)
- ② You have ever experienced hives (itching, rash, redness) or become sick (difficulty breathing, dizziness, etc.) during or after using a hair color
- ③ You felt a problem with your skin after performing the skin allergy test (patch test)
- ④ Your scalp or skin is sensitive (during or while recovering from an illness, during menstruation, pregnancy, etc.)
- ⑤ You have swelling, wounds or a skin condition on your head, face or neck
- ⑥ You have a history of kidney disease or blood disease
- ⑦ You continue to experience poor health conditions (slight fever, fatigue, palpitations, shortness of breath, purpura, frequent bleeding, extended menstruation, etc.)

### 2. Precautions before use

- ① **Before each use, make sure to perform a skin allergy test (patch test) 2 days (48 hours) in advance in accordance with the instructions on the right.**  
The purpose of a patch test is to see whether hair color causes irritation to your skin. Observe the test area twice, approximately 30 minutes and 48 hours after applying the tester. Even if you may have colored your hair many times before without experiencing any irritation, changes in body conditions may cause irritation to occur. So, perform a patch test, without fail each time.
- ② Do not use the product for purposes other than head hair coloring. This product is intended for use on head hair.
- ③ Do not use on eyebrows or eye lashes as the cream may come into contact with your eyes.
- ④ Do not use the product immediately after shaving your face as your skin might have fine scratches and be sensitive.
- ⑤ Avoid perming within one week before or after use as this may damage your hair or cause the colorant to come off.

### 3. Cautions during use

- ① Start application immediately after mixing the creams.
- ② Use the product in a well-ventilated area.
- ③ Make sure to wear the gloves included in the box.
- ④ Do not bathe during use or wet your hair before use as the cream mixture may get into your eyes by being carried in sweat or droplets.
- ⑤ Avoid getting the cream mixture on your face, neckline, etc. Immediately rinse off with water if the cream mixture gets on skin.
- ⑥ Pay attention not to let the cream mixture or its rinsing water get into your eyes. If the cream mixture or its rinsing water gets in your eyes, the eyes may experience severe pain or, in some cases, be damaged (cornea irritation, etc.). If the product gets in your eyes, do not rub, and rinse well immediately with plenty of cold or warm water for at least 15 minutes and immediately consult an ophthalmologist.
- ⑦ If you experience any skin problems such as rash, redness, swelling, itching and severe irritation, hives, difficulty breathing, dizziness or other symptoms during use, rinse off the cream mixture well immediately and seek immediate medical attention.
- ⑧ If you experience any problem after use, make sure to consult a doctor.

### 4. Cautions for handling

- ① The unused cream mixture will lose its effect. Make sure to rinse and dispose of the bottle.

### 5. Storage precautions

- ① Keep the product out of reach of infants or young children. There is a risk of accidental ingestion.
- ② Store the product away from high temperatures or direct sunlight.

- \* Do not use the product on infants or young children.
- \* Carefully select the place to store the product in order to prevent people with dementia and others from accidentally swallowing the product.
- \* Pay close attention while using the product to see if your skin experiences problems. Stop using the product and consult a dermatologist if it does not suit your skin, if you experience redness, swelling, itching, irritation, loss of color (e.g. white blotches) or darkening during use, or if the above conditions appear after your skin is exposed to direct sunlight. Continued use may worsen these symptoms.

## Caution!

DO NOT USE this product if you have ever experienced irritation caused by a hair color product.

- You have ever experienced irritation caused by a hair color product
- You experienced a skin reaction in the patch test

Contact the following.

For inquiries and opinions on the product  
Kao Consumer Communication Center ☎0120-165-692  
2-1-3 Bunka, Sumida-Ku, Tokyo 131-8501  
<http://www.kao.co.jp/blaune/>

## Risks of developing allergy caused by hair color

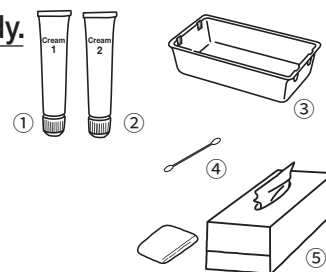
Hair color induced "irritation" includes itching, swelling, redness, bumps and other symptoms on the head, roots, face, neck and other parts of the skin. Some people may only experience itching. If you repeatedly use the product because you have not noticed irritation or because the symptoms are mild, or after the symptoms disappear, they may become more severe each time. In rare cases, this may lead to sudden occurrence of a severe allergic reaction called "anaphylaxis", which involves systemic hives, breathing difficulties, etc., that can be dangerous. DO NOT USE this product if you have experienced any of the above mentioned types of irritation.

## How to conduct the Skin Allergy Test (patch test)

The purpose of a patch test is to see whether hair color causes irritation to your skin. Even if you may have colored your hair many times before without experiencing any irritation, changes in body conditions may cause sudden irritation to occur. So, perform a patch test without fail each time, 48 hours before use.

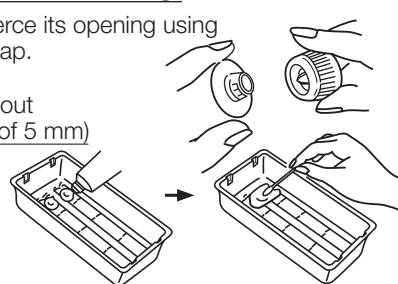
### (1) Have the following items ready.

- ① Cream 1
  - ② Cream 2
  - ③ Tray
  - ④ Cotton swabs
  - ⑤ Cotton pad or tissue paper
- Prepare these items yourself.



### (2) Make the mixture for patch testing.

- Uncap the Cream 1 tube and pierce its opening using the protrusion at the top of the cap. (Screw in thoroughly)  
Squeeze out a drop of cream about the size of a red bean (diameter of 5 mm) onto the tray.
- Then squeeze out the same amount from the Cream 2 tube.
- Mix with a cotton swab.



### (3) Apply mixture onto inner side of arm and leave it on for 48 hours.

- Take the cream mixture on the cotton swab. Thinly apply an amount equivalent to 1 coin with a diameter of 2.5 cm on the inner side of the arm and let it dry naturally.
- Leave it on for 48 hours without touching. (It is important to leave the spot on for 48 hours)  
Do not cover the test area with a bandage, etc.
- ★ The part of your skin on which you have applied the product may become brown, but it will disappear a few days after the patch test through regular bathing.
- ★ Avoid staining clothes while the cream mixture dries. If the applied spot does not dry within 30 minutes, lightly wipe off with tissue paper, etc.
- ★ For accurate results, do not wet, rub or put a bandage on the test area for the next 48 hours. Keep bathing and showering to minimum during the test. When unavoidable, avoid wetting the test area.



### (4) Observe the test area twice. (Approximately 30 minutes after the application and 48 hours after the application)

- ★ If rash, redness, itching, blisters, irritation and other skin problems develop in the test area, do not rub with your hands. Wash off test mixture immediately and DO NOT use this product.
- ★ If any of the above mentioned reactions are noticed during the test period, even if it is before the end of 48 hours, STOP TEST immediately. Wash the cream mixture off and DO NOT use this product.

### (5) Proceed to use the product only if you have not experienced any problems during the 48 hours.

If you experience any problem caused by the patch test, consult with the following contact regarding skin conditions and the product.

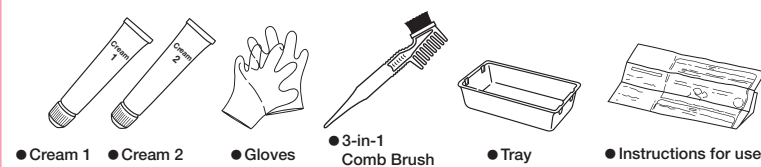
For inquiries and opinions on the product ☎0120-165-692

Kao Corporation 1-14-10 Nihonbashi Kayabacho, Chuo-ku, Tokyo 103-8210

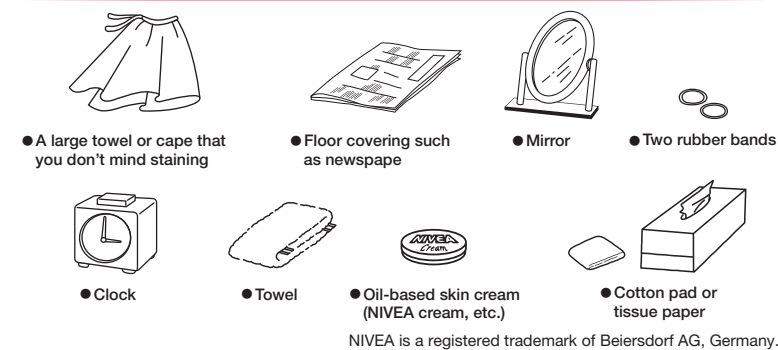
## Preparations before Application

### 〈Required items〉

#### Items included in the box



#### Items not included in the box



NIVEA is a registered trademark of Beiersdorf AG, Germany.

### Getting your hair ready

- ★ Shampoo by the day before use. If the hair is visibly dirty or has a large amount of hair styling product, temporary hair color (coloring foam, hair mascara, etc.), or metal powder, etc. on it, thoroughly rinse off while using caution to avoid hurting the scalp.
- ★ When it is unavoidable to shampoo on the same day, dry your hair before use. Wet hair may cause the colorant to drip or reduce its effect.
- ★ Perming after use may cause the colorant to come off. Avoid perming within one week before use.
- ★ If your hair is long or permed, it is recommended to comb your hair before use to prevent tangling.

- Change into clothing you don't mind staining and wrap a towel around your neck.
- Thinly apply oil-based skin cream (e.g. NIVEA cream) to your ears, forehead, neckline and other hairline areas so you can easily remove the cream mixture in case it gets on your skin. Avoid getting the oil-based skin cream on your hair as this may reduce the coloring effect.
- ★ If the cream mixture gets on your skin, immediately wipe off with a cotton pad or tissue paper wet with water, etc.



## Caution

- In cold places, hair may be difficult to color. Use in places with a warm temperature (20°C or more).

- Avoid use if you have an important upcoming event. It is recommended to use the product two to three days beforehand in case it stains your skin.
- Take off glasses, contact lenses, earrings, necklaces, rings, etc.
- Place newspaper, etc. on the floor before use to prevent staining. (Stains may not come off)
- Do not use the product while bathing.
- Do not use metal combs or hairpins.

- Do not mix the product with products of different color numbers or names. Mixing two different colors does not create the intermediate color.

- ★ Handle the cream mixture with care to avoid staining of clothes, floors, carpets and walls, as stains may not come off.

# How to use

One box contains the amount for a single application for short hair.

Make sure to perform a patch test before each use in accordance with the instructions on the back. Make sure to read "Preparations before Application" on the back.

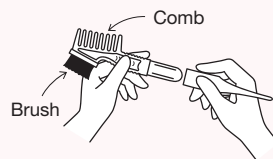
## 1 Prepare the cream mixture just before using.

### Appropriate usage amount



● For the front half of hair, squeeze a sufficient amount of the cream to make two lines from each of the containers across the tray, making four lines in total. (The appropriate amount depends on the size of the application area and amount of gray)

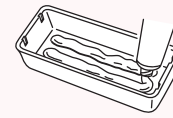
★ Assemble the 3-in-1 Comb Brush firmly.



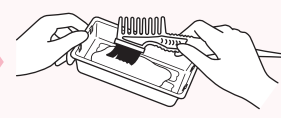
\*Once assembled, it cannot be disconnected.

★ Make sure that the perforation on the Cream 1 tube made for the patch test is of sufficient size.

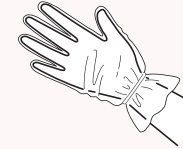
1 Squeeze out equal amounts of Cream 1 and Cream 2 on the tray.



2 Use the Brush part of the 3-in-1 Comb Brush to mix it well.



3 Put rubber bands on to prevent the gloves from moving.



### Caution

★ **Start application immediately after mixing the creams.** The cream mixture will lose its effect after 60 minutes.

★ Cream 1 may come out in black or brown towards the end. Also, the tip of the Cream 1 tube may turn dark by next use. However, discoloration in either case does not affect the coloring effect.

★ After use, tightly recap the tubes with the correct caps. The pink cap is for Cream 1 and the white one for Cream 2.

Color of the cream mixture does not reflect the final hair color result. It may become a dark purple or brown shade, but this does not affect the final hair color result.

## 2 Apply the cream mixture to your hair.

### Tips for using the 3-in-1 Comb Brush

- ① Apply the cream mixture with the Brush part, while parting your hair using the tip of the 3-in-1 Comb brush as shown in the illustration.
- ② After applying the mixture on your entire hair, spread it across your hair using the Comb part. (Ensure not to comb away the cream mixture from your hair.)



- Apply the cream mixture to areas with high amounts of gray until fully saturated.
- If the cream mixture comes into contact with the hairline or ears, immediately wipe off with damp tissue paper, etc.
- Use caution to avoid scratching your scalp with the comb.

### How to color your entire hair

Within 20 minutes

Around 15 minutes

1 Using the Brush part, apply the cream mixture to the front half of your hair.



2 Using the Brush part, apply the cream mixture to the back half of your hair.

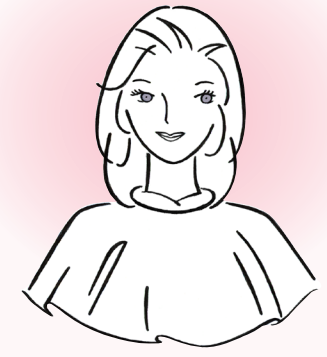


3 Spread over the entire hair using the Comb part.



4 Finally, retouch the root areas and areas with visible gray.

5 Let it develop for approximately 15 minutes.



Start application in areas with visible gray.

- ① Divide your hair using the tip of the 3-in-1 Comb Brush. Take the cream mixture onto the Brush part and apply to the root area.
- ② Then, apply the cream mixture through from the middle to the ends.
- ③ Take another section of your hair (about 2 cm width) and repeat the steps ① and ②.

Start applying to the nape of your neck.

- ① Apply the cream mixture to the root area, spread it to the ends.
- ② Take the next section of your hair (toward the top), and repeat the procedure above.

Using the Comb part of the 3-in-1 Comb Brush, thoroughly apply into your entire hair.

- \*For thick, coarse or other types of difficult-to-color hair, it is recommended to leave it on for 5 to 10 minutes longer.
- \*The actual color of the finish, or gray hair coverage result, depends on the original hair color, hair type and volume of gray.

### How to do a root touch-up (root touch up)

Within 20 minutes

Around 10 minutes

Around 10 minutes

Make sure to also perform the patch test each time including from the second time and onward.

\*Starting application in areas that are already colored may result in a darker finish. Start applying in the root area only.

1 Using the Brush part, apply to the newly-grown area.

Apply the cream mixture to the newly-grown **root** until **fully saturated**.

2 Let it develop for approximately 10 minutes.

\*For thick, coarse or other types of difficult-to-color hair, it is recommended to leave it on for 5 to 10 minutes longer.

3 Spread the cream mixture into the areas that are already colored.

Using the Comb part of the 3-in-1 Comb Brush, spread the mixture from the root area to the areas that are already colored to help ensure an even-toned finish.

4 Let it develop for approximately 5 minutes.

### How to color only areas with visible gray

- ① Using the Brush part, apply the cream mixture to the areas with visible gray until **fully saturated**.
- ② Thoroughly spread using the Comb part.
- ③ Let it develop for approximately 15 minutes.

\*For details, please refer to "How to color your entire hair" and "How to do a root touch-up".

## 3 After the development time is up, rinse well, then shampoo and condition.

Shampoo your hair twice, more thoroughly than usual.

- Use caution to avoid the cream from getting in your eyes while rinsing off.
- It is recommended to use hair treatment if your hair is visibly damaged.



★ Thoroughly dry your hair.

★ Use caution to prevent color transfer to clothes, hats, pillow cases, etc. if the following applies.

- Your hair is wet. (after sweating profusely, rain, swimming, hair washing, using hair products, etc.)
- Your hair is covered in large amounts of hair restorer, hair foam or other hair products.

### For next use

- The unused cream in the tube can be used as it is next time. Tightly cap the tubes for storage.
- You may not be able to visibly lighten hair that is already colored dark. For next use, use a color slightly lighter than your latest hair color to gradually lighten it up. ● It is recommended to limit use to once a month to avoid damaging your hair. ● Repeated root touch ups may cause an uneven color finish. It is recommended to color your entire hair at least once every three months.

### Caution

The unused cream mixture will lose its effect. Make sure to rinse and dispose of the bottle.