

# Daniel Field Products

## Product Overview

Version 1.0

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### Daniel Field Natural Colours

#### Introduction

Daniel Field Natural Colours is the world's only colourant that does not contain Ammonia and Hydrogen Peroxide which will colour hair as successfully as a conventional Level 3 Permanent colourant. The water activated powder based formula is completely odourless and does not give off any toxic fumes. It does not damage the hair's structure at all no matter how frequently it is used, it is an fact a most effective reconditioning treatment.

#### A Guide to Home Colourant Levels

##### *Level 3 Permanent Colourants*

Conventional Permanent Colourants contain Ammonia plus Hydrogen Peroxide at 6% strength going up to even 12% strength for lighter shades. In a nutshell, the Ammonia is present as it causes the hair cortex to swell. This causes the cuticle layer on the outside of the hair strand to rise up allowing the pigment molecules to lodge inside the hair structure dyeing the lightened hair to the shade selected. Repeated applications weaken the hair, Ammonia is very alkaline which has a drying effect making the hair look straw-like. Further, as the pigments fade, particularly when exposed to strong sunlight or other strong chemicals such as the chlorine found in swimming pools, the lightened hair is revealed making blonde shades look brassy, rich copper tones and reds lose their vibrancy and even black shades can turn an unwelcome red. The lightening action of the Hydrogen Peroxide also gives rise to regrowth issues so unless an overall lighter effect is required it should be avoided.

##### *Level 2 Tone on Tone/Demi Colourants and "longer lasting" Semi Permanents*

This midrange level owes its chemistry more to permanent tints rather than 6 – 8 wash Semi Permanents. Level 2 Colourants contain an alkaline ingredient called MEA in place of the Ammonia. The Hydrogen Peroxide level is usually around 3% strength. The colour ranges are usually bright aimed at those who wish to enrich or enhance a dull natural colour making them unsuitable for grey coverage.

True Demi Colourants have a higher Hydrogen Peroxide level at approximately 4.6% strength. The shades are generally more natural looking as they are generally targeted at those wishing to cover greys. As the Hydrogen Peroxide level is higher the lightening effect is increased which starts to become apparent when the pigments fade resulting in regrowth issues and brassiness.

### **Level 1 – Semi Permanent Colourants**

“Semi’s” last up to approximately 8 washes. They are generally harmless to the hair and can enhance and enrich the hair colour. They are useful for enhancing conventional tints in between colouring applications and can also provide a “parasol” protection in the sun. However, by their very nature they require frequent application to maintain the colour result.

As Daniel Field Natural Colours does not contain either Ammonia or Hydrogen Peroxide, none of these effects are seen. Daniel Field Natural Colours give a natural looking textured and believable result without damaging the hair structure whatsoever.

#### **Lasting effects - Semi, Demi or Permanent**

Daniel Field Natural Colours lasts as long as the user requires!

#### **Permanent**

Applied to bone dry, freshly washed hair Natural Colours is permanent and will also blend away all signs of grey, even effectively colouring hair which is completely white.

#### **Demi-Permanent**

Apply to towel dried hair it will last up to approximately 21 washes and is ideal for covering a first sprinkling of greys.

#### **Semi- Permanent**

For temporary colour enrichment and a conditioning treatment, Natural Colours may be applied to damp hair. This application method lasts just 6 washes.

#### **How does Daniel Field Natural Colours work?**

Daniel Field Natural Colours represents the most significant breakthrough in human hair colour chemistry for 30 years. It owes its heritage to the extremely gentle but effective dyeing techniques required by the fur trade to maintain and enhance the texture and quality of the fur. It is ideal for adding colour to natural, tinted, bleached or white/grey hair.

The powder formula contains hair dye precursors including PPDs – phenylenediamines and Sodium Perborate which simply needs to be mixed with warm water before use. The resultant non-drip foam developer causes the colour to be formed and trapped within the hair shaft so it is not lost on washing.

#### **What are PPD – phenylenediamines?**

PPD – phenylenediamines are the dye pigments used to add colour. Hair is naturally prone to resist any kind of intervention, including colouring. PPD’s are used as these will effectively adhere to the hair. Research has suggested that PPD’s are “potentially carcinogenic” ie cancer causing agents. There is no evidence linking the use of hair colourants containing PPD’s with cancer in humans.

PPD’s are used in many different locations including clothing and upholstery fabrics. A small percentage of people develop an allergy to PPD’s which can result in a serious reaction to a hair colourant. If you have experienced a reaction to any other permanent hair colourant you should not use Daniel Field Natural Colours. Unfortunately an allergy can arise suddenly even after many years of successful colouring and can be more likely after receiving a temporary tattoo. We therefore strongly recommend that the sensitivity test is performed prior to every application of Daniel Field Natural Colours.

**Can Daniel Field Natural Colours be used on hair already coloured using a conventional colourant?**

Daniel Field Natural Colours can be used safely over most other hair colourant products with the exception of those containing henna, metallic dyes and colour restorers.

**Can Daniel Field Natural Colours be used over hair which has been bleached and looks brassy and overprocessed?**

Daniel Field Natural Colours is ideal for toning over-bright highlights and restoring colour to overprocessed hair. Hair which has been bleached is frequently porous and can absorb the colour pigments in Natural Colours quickly so careful timing is important to prevent over colouring the hair. However, following the required timing established by the strand test, the hair's colour can be restored whilst still retaining the highlighted effect and condition will also be improved afterwards.

**Can Natural Colours be used during or after chemotherapy?**

Many people find that their hair changes colour and texture dramatically both during and after chemotherapy. Lost hair frequently grows back as coarse, white tight curls initially. It is recommended for use by chemotherapy patients by many oncologists, including the oncology department at Parkside Clinic in London and cancer support groups such as Cancer Backup. As Daniel Field Natural Colours does not damage the hair, it is ideal for colouring fragile new growth. Its conditioning action will also help soften and relax tight curls. Being a powder formula, it is free from many ingredients found in other colourants, including Paraben preservatives and Resorcinol in addition to Ammonia and Hydrogen Peroxide, the user is not exposed to these potentially hazardous substances.

**Is Daniel Field Natural Colours safe to use during pregnancy and by nursing mothers?**

As with cancer sufferers, the hair can change texture during pregnancy and afterwards. As Daniel Field Natural Colours does not contain Ammonia or Hydrogen Peroxide, it is far less likely for the product to be absorbed through the skin and find its way into the blood stream. Daniel Field Natural Colours is fully safety tested in accordance with the latest EU and international directives and exceeds the current requirements. Being odourless too, it is useful for those who may be feeling nauseous during the early stages of pregnancy!

## Shade Selection

Daniel Field Natural Colours does not contain Hydrogen Peroxide which means it cannot lighten the hair at all. It works by adding rich colour to the tones and highlights already present in the hair.

Example, if you have natural brown hair with no greys at all, Daniel Field Natural Colours – Natural Brown will make the hair a warmer and deeper natural brown shade.

Applied to white strands the result is approximately 2 shades lighter. In order to restore hair back to its original colour, we recommend selecting shades as follows;

- 1) General colour enhancement and conditioning treatment – no greys

Select a shade at least two shades lighter than your base colour.

- 2) Blending away up to 30% grey content

Select a shade one or two shades lighter than the base colour.

- 3) Blending away up to 70% grey content

Select same shade as base colour required.

- 4) 100% white hair

Applied to hair which is completely white, the result is generally 2 shades lighter overall. For instance Daniel Field Natural Colours Darkest Brown will result in a rich natural brown colour. White hair generally accepts colourants easily making Daniel Field Natural Colours Blonde shades especially useful for this target group.

## **Daniel Field Natural Lights Seaweed Highlighting System**

### **Introduction**

Daniel Field Natural Lights is a highlighting system which will achieve up to 5 x lift as successfully as traditional Ammonia and Hydrogen Peroxide based highlighting systems. It enables the user to personalise their colour with dazzling highlights or subtle finelights to give a natural multi-tone look. The odourless non drip cream formula does not give off any toxic fumes. The mild, medical grade Hydrogen Peroxide used is buffered with Certified organic Avocado Oil and natural Seaweed extract to protect and nourish the hair during the lightening process.

### **Is Natural Lights permanent?**

Daniel Field Natural Lights permanently lifts the pigment found in the hair so the results will grow out. However as the formulation is so gentle it can be applied right up to the root area for longer lasting more natural looking results.

### **Does Natural Lights come in a range of colours?**

Daniel Field Natural Lights is a lightening product and lifts the colour already present in the hair so does not come in a variety of shades. It will lift the hair colour by up to 5 times depending on how long the product is left on the hair for. Hair is already made up of a multitude of shades, so the resultant effect enhances this natural multi tonal look. Used with the Fine Lights Highlighting Cap, a soft more diffused look is achieved. For a more dramatic effect the Precision Tinting brush can be used alone to add chunky lights where required.

### **Can Natural Lights be used on hair which has been previously bleached?**

Provided the hair is in good condition, Natural Lights gentle formulation minimises further damage making it ideal for use on previously chemically treated hair. Using preselected timing, Natural Lights lifts Mid Blonde shades to Honey Blondes, Browns to Gold Blondes and Darker Browns to Copper Blondes.

### **Can Natural Lights be used with Natural Colours?**

Daniel Field Natural Lights is ideal for use with Daniel Field Natural Colours. It can either be used as a prelightener prior to a Natural Colours application or afterwards to add extra tones and movement to a Natural Colours shade.

### **Does Natural Lights cover grey hair?**

Daniel Field Natural Lights is ideal for blending away up to 30% grey hair. Its gentle lightening action lifts the pigment from the remaining coloured strands, effectively disguising the greyness resulting in a natural looking blonde effect.

### **Is Natural Lights safe to use by those who have allergies to other hair colourants?**

Daniel Field Natural Lights does not contain PPD – phenylenediamines or Ammonia. It is not intended for application directly to the scalp so is safe for use by anyone who is sensitive to PPDs – phenylenediamine or Ammonia.