

COLORTURE Retail Manual



100% Natural, Vegan
Eco-sustainable: 98% Biodegradable & Planet Friendly

HOW TO USE COLORTURE

Platinum Blonde 10

Very Light Blonde 9

Light Blonde 8

Blonde 7

Dark Blonde 6

Light Brown 5

Brown 4

Dark Brown 3

Brown 2

Black 1

Welcome to the magical world of MeOro COLORTURE, the natural plant-based hair color that you mix with water to make your hair strong, full, and shiny!

With this coloring, you will discover the many benefits and effects of the natural powders that nature offers us. **Amazing colors, stronger hair, and relaxed scalp will be part of your daily routine starting today!**

Let's see how to get these marvellous results!

The first thing you need to do is find your hair color on the color scale.

Assuming that your color is Dark Blonde 6, you can apply all MeOro COLORTURE colors of the same color or darker.

Ex: Is your color Dark Blonde 6?

Okay! Then you can apply: Dark Blonde 6, Light Brown 5, Brown 4...

If you follow this simple rule, you will achieve extremely vibrant color and excellent coverage for any gray hair!

If you apply a lighter color, don't worry, it's no big deal!

You will still achieve a slight highlight and a **wonderful shine** throughout your hair, making it stronger.



Let's see how to prepare this fantastic beauty treatment for your hair!



First of all, what you need:

- _ a pair of gloves (disposable gloves are also perfect)
- _ a large plastic or ceramic bowl
- _ a soft brush
- _ if you have very long hair: one or two clips to gather it up
- _ a nylon shower cap (the kind you use when you shower is ideal)
- _ a scale (the one you use in the kitchen will be fine)

Heat the water in a pot or in a herbal tea kettle. Heat it to a high temperature, but do not need to make it boil.

Wash your hair with MeOro Cleansing Cream Shampoo and dry it almost completely with a hair dryer.

While the water is heating up, put on gloves and pour the right amount of product for your hair into the bowl, considering the length of your hair.

Ex.: if your hair is shoulder length, we recommend using 40g of MeOro COLORTURE powder, weighed on a scale.

Once the water has heated to the required temperature, gently pour 160g into the bowl (1:4, one part product + 4 parts water) and slowly mix the powder and water with the brush until you obtain a smooth, elastic cream.

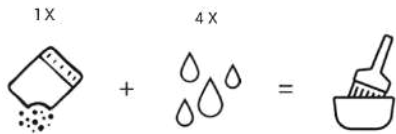
The more you mix, the better the final result will be!

Now apply the product to your hair: starting from the roots (scalp) all over your head, distribute it along the lengths to the ends. Use the brush and your hands to distribute it uniformly.

Now you can put on the nylon cap to cover all your hair (if necessary, use clips to keep your hair in place). If you have a helmet available, expose yourself to the heat of the helmet for 45 minutes; otherwise, leave the product on for 60 minutes without a heat source. Now you can remove the gloves and gently comb your hair before rinsing.

Dry your hair as usual (hair dryer, curlers, etc.) and **enjoy the wonderful results you've obtained with MeOro COLORTURE!**

One last tip: use MeOro Cleansing Cream Shampoo and Meoro Cream Conditioner to maintain your color over time!





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