

## Color Chart Herbal Hair Colors

Initial hair colors:	light blonde	medium blonde	light brown	medium brown	dark brown	30% gray
<b>Herbal Hair Color Creams:</b>						
Color Cream copper blonde						
Color Cream indian summer						
<b>NEW</b> Color Cream nougat brown						
Color Cream tizian						
<b>NEW</b> Color Cream teak						
<b>Herbal Hair Color Powders:</b>						
golden blonde						
sahara						
henna red						
flame red						
colored with: mahogany						
walnut red-brown						
chestnut brown						
natural brown						
brown umber						
henna black						

Print technology may produce slight color variations



## LOGONA Herbal Hair Colors

for Nature's most beautiful colors



CERTIFIED NATURAL COSMETICS



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## Colors in Harmony with Nature

Healthy, glossy hair colored to a fresh and lively shade enhances your personal allure as nothing else. With LOGONA Herbal Hair Colors, you can add depth or a subtle nuance to your existing color, add color highlights, or change your hair color altogether - without attacking the natural structure or native color of your hair!

## LOGONA Herbal Hair Colors offer the best option for your hair: pure Nature

### Herbal Hair Colors really do work differently

Chemical hair colors aggressively remove natural pigments from the interior of the hair shaft, and replace them with synthetic dyes. In this way, your initial hair color can be completely changed. However, since natural hair pigments have a stabilizing effect on overall hair structure, repeated chemical color treatments can make hair fragile and lifeless.

LOGONA Herbal Hair Colors penetrate only into the outer, scaly layer of the hair shaft, giving a coating of color over this outer layer. The natural pigments of your hair shine through this color layer. Your new hair color results from the combination of your initial color with the applied hair color layer.

### Brilliant color, shine and volume

LOGONA Herbal Hair Colors strengthen your hair and give it naturally enhanced volume. The improved glossiness and shine results from the smoothing effect the hair color layer has on the outer layer of the hair shaft, which increases the light reflected off the hair.

### 100% Natural Ingredients

LOGONA Herbal Hair Colors contain only 100% natural, finely ground botanical colorants, such as henna, walnut shells, and beetroot. Additionally, wheat protein and jojoba provide deep conditioning benefits during the coloration process. Coloring visibly improves hair structure and volume, and makes the hair more manageable.

A LOGONA hair color combines with your individual hair color and structure to produce a color result not completely predictable or standardizable. Finely structured hair and lighter shaded hair, for example, tend to bind LOGONA hair colors much quicker and more intensively than coarser or darker hair. We strongly recommend that you take the time to do careful strand testing.

LOGONA Herbal Hair Colors are "semi-permanent" colors that typically provide long-lasting color. They are not temporary colors that wash out in a few days. How long a LOGONA hair color will last depends on hair structure, general care and treatment practices, and lifestyle practices.

### LOGONA Herbal Hair Colors

- comply fully with BDIH certified natural criteria
- contain no synthetic colors, fragrances or preservatives
- contain no peroxides, ammonia compounds or aggressive chemical ingredients
- color hair gently, without attacking hair structure, as do permanent hair colors
- color hair with long lasting results
- LOGONA Herbal Hair Color Powders contain only 100% natural botanical ingredients



## The LOGONA Classics: Herbal Hair Color Powders

For nearly thirty years, countless women around the world have achieved breathtaking hair color results with LOGONA Herbal Hair Color Powders.

Available in 10 shades, ranging from a luminous golden blonde to a shimmering black, LOGONA hair color powders represent the gold standard of the mix-it-yourself hair colors.



LOGONA Herbal Hair Color Powders are mixtures of 100% natural, botanical colorants, enriched with conditioning wheat protein and jojoba oil. The colorants include certified organically grown henna, walnut shells, buckthorn, cassia, indigo, hibiscus, rhatany, coffee, rhubarb, curcuma, and beetroot. The conditioners are powdered wheat protein and jojoba. Additionally, the products contain a bit of algin to improve the texture of the color mixture, and essential oils to improve the fragrance.

Intended primarily for home use, users mix LOGONA Herbal Hair Color Powders to a creamy, gel-like consistency using very hot water, black tea or coffee, depending upon the desired color result and intensity. The mixtures apply easily without dripping.

Many users achieve unique and beautiful color results by mixing two or three hair color powders together. Especially in the red and brown color ranges all imaginable nuances are possible. Mixtures of golden blonde and sahara also produce variations in the golden to reddish range.



## The LOGONA Innovations: Herbal Hair Color Creams

### New, Ready-to-Use Options

With LOGONA Herbal Hair Color Creams you can now experience Nature's most beautiful colors in a simpler and more convenient method.



LOGONA Herbal Hair Color Creams represent a truly new and innovative approach to hair coloring. Based solidly on decades of experience with the popular LOGONA Herbal Hair Color Powders, the new Color Creams add convenience and simplicity to the process. The Color Creams are ready to use right out of the tube! No mixing

with hot water or coffee or anything. Just squeeze the product from the tube and apply.

Each LOGONA Color Cream carries the BDIH seal of approval as a "certified natural" product. Free of synthetic colorants, fragrances, and preservatives, the Color Creams contain none of the aggressive ingredients, such as ammonia and peroxide, normally contained in hair coloring products.

Naturally, just as with all LOGONA products, no animal testing of any kind was used in the development or manufacture of Color Creams.

LOGONA Herbal Hair Color Creams have received numerous awards in Europe for their innovation, user friendliness, and performance. At the world's largest organic trade show, BioFach, the Color Cream was selected as Innovation of the Year. As part of its evaluation of natural hair colors in March 2006, Ökotest magazine reviewed the Indian Summer Color Cream, and awarded it with the highest rating.



## A Perfect Color Result in three steps:

### 1 Preparation before coloring



LOGONA Color Plus cleanses deeply and prepares your hair optimally for coloring with any LOGONA Herbal Hair Color. Its unique combination of green mineral clay and birch leaf extract gently removes all traces of styling products and other foreign residues, which vastly improves the bonding between your hair and the color mixture.



### 2 Coloration



LOGONA Herbal Hair Colors are applied strand for strand using a paintbrush. First apply the color to the roots and then spread it along the length of each strand. Leave the Herbal Hair Colors for between 15 minutes and two hours, depending on the desired color intensity.

The hair is then rinsed with plenty of warm water. The hair is then rinsed with plenty of warm water.



### 3 After coloring

Instead of a shampoo, we recommend LOGONA Color Conditioner, a specialized cleanser which seals the color into your hair, increasing the intensity and brilliance of the color result. Rich in nourishing burdock seed oil, betaine, and wheat protein, LOGONA Color Conditioner smooths your hair structure while sealing the color to ensure a long lasting color result. You can also use it between colorings to maintain the original brilliance and intensity of your color result.



## Questions and Answers about LOGONA Herbal Hair Colors

### ? Selecting a good hair color option for you

The color result you achieve with a LOGONA hair color will vary according to the characteristics of your hair. Finely structured hair and lighter shaded hair, for example, tend to bind LOGONA hair colors much quicker and more intensively than coarser or darker hair. To gain a better understanding of your hair type, we suggest that you consult with your hair stylist before coloring.

### ! Strand testing

For any LOGONA hair color you are using for the first time, we STRONGLY RECOMMEND that you perform a strand test prior to coloring all your hair. Simply stir together a teaspoon of the color with an ounce of boiling water or tea.

! The color chart on the back of this brochure shows various color results for all LOGONA hair colors, and should serve as a point of departure in making your color selection.

### ? Amount of product you will need

To color shoulder-length hair, you will need one package of hair color powder or one tube of hair color cream. Longer hair would require correspondingly more product.

### ? LOGONA hair colors and gray hair

In general, LOGONA Herbal Hair Colors are very suitable to color gray hair. However, purely natural colorants will never make the gray “disappear” in the manner of a chemical process. Due to its unique characteristics, gray hair will always produce a lighter result than non gray hair when colored with a single application of a LOGONA hair color. The more gray you have, the lighter the overall color result will be. The different color gradations in your hair, including the gray, can produce fascinating multi-colored results.

Because Herbal Hair Colors coat each hair strand as a colored glaze, the color result will always be lighter, the more gray hair you have. Sometimes it is unavoidable to color a second time, in order to get the desired color result and cover

### ! Helpful tips to color gray hair

You should definitely perform a strand test prior to coloring all your hair.

To get a darker or more intensive color result, it is sometimes necessary to color your hair twice. However, you should wait at least 12 hours before coloring a second time.

One approach to achieve a dark color result begins with a coloration of Chestnut Brown, followed by a second layer of Brown Umber.

You can also mix Brown Umber powder with Henna Black. However, the black component should not exceed 30% of the overall mixture. To be on the safe side, we recommend that you start with 10% black (about one tablespoon) and increase the black proportion gradually as needed in subsequent colorings. Bear in mind that Henna Black should only be mixed into another color base, and never be used alone on gray hair. The processing time of two hours per coloration, also for multiple colorings, should be followed.

For blonde hair mixed with gray, we recommend Golden Blonde for a color result with little red, and Sahara for a redder color result. You can leave Golden Blonde in your hair to process for 1-2 hours, as with the other hair color powders, but Sahara should not be left in the hair more than 30 minutes.

Lightening your hair color with a LOGONA Herbal Hair Color, either powder or cream, is not possible.



### ? Herbal Hair Colors and Perms

We recommend that you perm first, and color second. In this way, you will achieve a full coloration, and improve the structure of hair damaged by the perm.





### ? LOGONA hair colors and chemically colored hair

In principle, LOGONA hair colors can be used on hair already colored by chemical methods. However, combining chemical and natural coloring methods can produce undesirable color results. To avoid this, we STRONGLY recommend that you perform a strand test prior to coloration.

We also recommend that you treat your hair with LOGONA Color Plus before coloring.

### ? Mixing LOGONA Herbal Hair Color Powders

Many users achieve unique and beautiful color results by mixing two or three hair color powders together. Especially in the red and brown color ranges all imaginable nuances are possible. Adding Henna Black to a base of Walnut Red Brown, Chestnut Brown, or Mahogany, for example, will produce a darker, more intensive color result. Mixtures of Golden Blonde and Sahara produce many variations in the golden to reddish range.

### ? Hair preparation prior to coloring

To prepare your hair optimally for a coloration with a LOGONA hair color, we recommend an intensive cleansing with LOGONA Color Plus. The green clay and birch leaf extract contained in this product help thoroughly gently remove all residues of hair treatment and styling products, dandruff particles, and excess oil, which improves the bonding between your hair and the coloring particles. If you do not use LOGONA Color Plus, then, at the minimum, you should wash your hair thoroughly, without conditioning, prior to coloring.

LOGONA Hair Color Powders can be mixed with boiling water, or with tea or coffee for a darker color result, to a creamy and slightly gel-like consistency.

LOGONA Hair Color Creams are ready-to-use straight from the tube, and need no mixing.

To avoid skin discoloration at hairline, we suggest that you apply a thin layer of a rich cream, such as LOGONA Avocado Cream, along your hairline and place cotton coiling on top of the cream to create a barrier. Any skin discoloration that does occur will disappear on its own within a short time. You can remove the discoloration with a mixture of lemon juice and vegetable oil.

### ! Coloring your roots

LOGONA hair colors are long lasting. For most people, after 4-8 weeks a clearly visible difference exists between the colored hair and the color of the new growth - the so-called "roots problem". This unsightly contrast, however, is generally much more subtle than for chemically colored hair.

Now, thanks to the creamy texture and ease of application of the LOGONA Color Creams, you can color your new growth much more easily. The products' film-forming characteristics also produce a much more blended look between your newly-colored roots and your previously colored hair.

You can certainly also color your roots using LOGONA Hair Color Powders. First, color only the roots with a part of the hair color mixture. When the processing time you normally use is half over, apply the remaining color mixture throughout the rest of your hair, in order to freshen your overall hair color.



### ? Processing Times

Herbal Hair Colors remain in your hair between 15 minutes and 2 hours. In general, thicker and/or darker hair require longer processing times as finer and/or lighter-colored hair. From strand testing, you should come to understand a suitable processing time range.

### ! Shimmering Color Highlights with LOGONA Herbal Hair Colors

In addition to changing your hair color altogether, you can also use LOGONA hair colors to color specific sections of your hair to add color accents or highlights. Some examples follow:

- in light blonde hair you can add red highlights to produce radiant, coral accents
- in medium to dark blonde hair red highlights produce ruby red accents
- in light brown hair red highlights produce darker mahogany accents
- in hair colored with LOGONA Mahogany or Walnut Red Brown color, you can add interesting color contrast and black-brown color highlights by coloring sections with Henna Black

To color a specific part of your hair to produce this kind of effect, separate the section(s) from the rest of your hair, distribute the hair color evenly throughout, and wrap carefully in aluminum foil. Use the same processing time as for a complete coloration. At the end of processing, wash out carefully - using the LOGONA Color Conditioner, for best results to seal the color.

### ? Reinforcing the color intensity

To intensify the brilliance of your color result and seal the color, we recommend that you wash the hair color mixture from your hair with LOGONA Color Conditioner instead of your regular shampoo. Rich in nourishing burdock seed oil, betaine, and wheat protein, it smooths your hair structure while sealing the color to ensure a long lasting color result.

If you are coloring your hair twice within a short period, you can also use the Color Conditioner in between colorings as an intensive treatment.

To wash your hair between regular colorings, we recommend one of the three LOGONA ColorCare Shampoos: Chamomile for light hair shades, Henna for red and brown hair shades, and Hazelnut for darker hair color shades. Containing extracts of the same plant colorants used in the hair colors, ColorCare shampoos help maintain and extend the life of your hair color, while caring for your hair with premium ingredients. Although they can even enliven natural, uncolored hair with a subtle nuance, they cannot replace the Herbal Hair Colors.



### ? What are other ways to care for naturally colored hair?

To improve overall manageability, you can use a conditioner or hair treatment, such as LOGONA Wheat Protein Conditioner or Jojoba Hair Repair Treatment.

For problems conditions such as oily hair, irritated scalp and dandruff, we recommend the occasional use of LOGONA Henna Neutral Hair Treatment. It provides the hair volume and silky gloss. The finely ground plant materials care for the scalp and strengthen the hair structure. The Henna Neutral Hair Treatment is not suitable for the care of very gray or very light blonde hair.



### ? Duration of a LOGONA hair color

Just how long a LOGONA hair color will continue to look good depends largely on the physical characteristics of your hair, and the methods and products you use to care for it. Not rinses or temporary colors that wash out in a few days, LOGONA hair colors are long-lasting, semi-permanent colors. For most users, the color layer gradually thins and the color loses its intensity over a 6-8 week period.



### ? Reinforcing the color intensity with repeated colorations

You can deepen and intensify your color result with repeated colorings performed within a short period of time. This serves to thicken the color layer on your hair. However, you should wait at least 12 hours between colorings in order to allow the stabilizing effect of oxygen to run its course.

### ? How long is the product usable

LOGONA Herbal Hair Color Powder will remain usable for 36 months in its powdered, unmixed state. Any leftover from the mixture itself should be discarded.

Regarding the LOGONA Color Creams, an open tube will remain stable for 6 months after first opening it.

### ? When the hair color doesn't "take"

There are several reasons why a hair coloring produces little or no result. For healthy hair with a very intact, smooth surface, it might be that the color pigments find little area to bind to the hair surface. In this case, you should first use Color Plus prior to coloring.

Another reason for an unsatisfactory coloration stems from film binding, styling products, such as hair gels and sprays, or products containing a silicone derivative. These form a smooth layer over the hair, and make it almost impossible for the color pigments to bind.

You can recognize a silicone derivative, such as Cyclomethicone or Dimethicone, in the ingredients listing by the ending "cone" in the name of the ingredient.

If this is the case, we suggest that you switch your hair care and styling products to options without silicone, and prior to the coloration, to prepare your hair with Color Plus.

All LOGONA hair care products are completely silicone-free. This is one of the criteria for the BDIH seal as a certified natural product, which all LOGONA products carry.

### ? Correcting an undesired color result

The best way to prevent an undesirable color result is a strand test.

If you have such a result, you can repeat the coloration with the same shade or with a darker shade. You cannot lighten your hair, however, with purely natural colorants.

### ? Hair coloring during pregnancy

You can use any LOGONA hair color product without worry during pregnancy and nursing. The products are completely free of chemical ingredients and are very gentle to skin and hair. There have never been any reported health risks or negative side effects.



### ? Important facts to keep in mind

- You cannot lighten your hair with any LOGONA Herbal Hair Colors
- Do not use LOGONA hair colors on areas that are injured or that have any open sores or skin irritations.
- Take care during the mixing of a LOGONA hair color powder not to breathe in any dust from the product.
- LOGONA Herbal Hair Colors are not suitable for body painting.
- LOGONA Herbal Hair Colors are not suitable to color eyelashes or eyebrows.
- Do not try to store any leftover hair color powder mixture. This should be discarded.
- Always perform a strand test prior to coloring hair already chemically colored.
- When mixed, the hair color powder shade Golden Blonde will be a brilliant red, which results from the hibiscus leaves contained. This color has no influence on the ultimate color result.
- Only use Henna Black, by itself, on dark brown and darker hair colors with no gray. Otherwise,
- Do not leave the hair color powder shade Sahara more than 30 minutes in your hair. Otherwise, the color result may be redder than desired.

If you have further questions about LOGONA Herbal Hair Colors, or about any LOGONA product for personal care, please use the contact information below:

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