

Light Mountain[®] NATURAL

Naturally beautiful...

and beautifully natural hair!

HEALTH

One of the truly beautiful things about **Light Mountain Natural Hair Color and Conditioner** is that it is ALL NATURAL.

The Doctors' Prescription for Healthy Living, Volume 2, Number 1, ranks **Light Mountain Natural** as one of the top two nontoxic hair colorants on the market.

Light Mountain Natural uses only 100% pure, premium botanicals. It is expertly blended by our trained staff to achieve a rich medley of colors: from an extraordinary range of reds and auburns through mahoganies and browns deepening to black. Our neutral has a soft and gentle conditioning effect.

SIMPLICITY

Light Mountain Natural was the first to offer a botanical hair color in a **complete kit**. Our kit lends a helping hand during application with its pair of plastic gloves. In addition, there is a plastic cap to hold everything in place. The **Light Mountain Natural** kit is the perfect alternative to modern, complicated hair products. Simply mix, apply and rinse out. There is no stripping, no peroxide and no chemicals.

UNDERSTANDABLE

When followed, our foolproof instructions work. They are carefully written to be easily read and understood. Each step is fully illustrated to eliminate guess work.

Also included are answers to questions you most often ask about

Light Mountain Natural:

- **What is it?**
Plants straight from Mother Nature's botanical salon.
- **How does it work?**
It coats your hair with a natural protein.
- **Why use our brand?**
It contains 100% pure, botanical product in a complete kit.
- **Why Patch Test?**
To alert you to possible allergies.
- **Why Strand Test prior to applying?**
To assure satisfactory results and fine-tune timing for color.
- **Can I chemically tint before or after using?**
Only with caution and after a Strand Test.
- **Can I perm before or after using?**
Yes, but with caution.

Full answers to these and other frequently asked questions are on the following pages, along with **Light Mountain Natural** application instructions.



*Light Mountain[®]
NATURAL*

**hair color &
conditioner**

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Twin Lakes, WI 53181

Before you begin, read ALL pages. TO INSURE BEST RESULTS, THINGS YOU MUST KNOW BEFORE STARTING. . .

What is Light Mountain Natural?

It is a pure, natural product made from the powdered leaves of three plant species of the *Lawsonia*, *Indigoferae* and *Cassia auriculata*. These powdered leaves are expertly blended by our trained staff. Our blends include red, neutral and black, which offer a rich medley of color. The colors may vary from crop to crop and season to season. Our blending helps compensate for these variations.

How does it work?

The *Lawsonia* leaf offers the red shades, *Indigoferae* offers the dark shades and *Cassia auriculata* is for conditioning effect. When mixed with hot water they will coat hair and other protein cells as well as stain skin and nails. This coating action is beneficial to your hair. It seals in oils and tightens the cuticle resulting in a rich, healthy shine. After application, the new color will go through subtle changes over a period of two to three days.

Please note:

- Hair that has been treated with a dark shade cannot be lightened with a lighter shade of Light Mountain Natural.
- Light Mountain Natural can only add color to your hair.

Why use the Light Mountain Natural brand?

It is one of the few completely natural, botanical hair colors on the market. Our ingredients are 100% pure botanicals, straight from nature. Other brands use "all natural" only as a catch phrase on the front of the package, while the ingredients listed are synthetic conditioners for shine and metallic salts for color. Stay with the proven best, **Light Mountain Natural**—100% premium botanicals.

Why Patch Test prior to using?

Although **Light Mountain Natural** is a completely natural product, some people may exhibit an allergic reaction to it.

Patch Test

PERFORM PATCH TEST 24 HOURS BEFORE USING. DO NOT USE ANY METAL DURING THE PROCESS.

1. Wash an area on your inner elbow or back of knee.
2. Mix approximately a tablespoon of the **Light Mountain Natural** you intend to use on your hair with hot water. Let mixture cool to the touch.
3. Apply cooled mixture with cotton applicator over a one-inch area of inner elbow or back of knee.
4. Allow to dry. Leave area uncovered and undisturbed for 4 hours before rinsing.
5. Examine test area during each stage:
 - Shortly after mixture dries.
 - 4 hours after beginning test.
 - When mixture is rinsed off with water.
 - 20 hours after beginning test.

IF SKIN REDDENS, BURNS, ITCHES, BECOMES SWOLLEN OR EXHIBITS ANY ABNORMAL REACTION, EITHER IN OR AROUND THE TEST AREA, YOU ARE ALLERGIC TO THIS PRODUCT AND MUST NOT USE.

If no irritations or sensitivity exist, you can begin after reading all information on these pages.

IF YOU EXHIBIT ANY KIND OF ABNORMAL REACTION, DO NOT USE THIS PRODUCT.

KEEP AWAY FROM EYES. NEVER USE ON EYELASHES, EYEBROWS, BEARDS, MUSTACHES, OR BODY HAIR (UNDERARMS, PRIVATE PARTS, ETC). EXTERNAL USE ONLY.

IF THIS PRODUCT ACCIDENTALLY COMES IN CONTACT WITH YOUR EYES, RINSE PROMPTLY WITH COOL WATER. IF EYE IRRITATION PERSISTS, SEEK MEDICAL ATTENTION.

DO NOT USE ON CUT OR ABRADED SKIN. KEEP AWAY FROM CHILDREN.

Why Strand Test prior to applying?

THIS IS YOUR MOST IMPORTANT APPLICATION STEP

An ounce of prevention is worth a pound of regret. This test determines the length of time **Light Mountain Natural** remains on your hair to achieve desired color depth. If after the Strand Test you don't like the color, you can try some of the Special Effects we have listed and redo the Strand Test with the changes. If you really do not care for the color, do not use this product.

EVERYONE, EVEN PRIOR USERS OF LIGHT MOUNTAIN NATURAL, NEEDS TO STRAND TEST BEFORE EACH APPLICATION.

This is a natural product and the color can change from crop to crop. **ALWAYS PERFORM A STRAND TEST ON A FULL REPRESENTATION OF THE VARIOUS COLORS, TEXTURES, ETC... OF YOUR HAIR. THIS IS ESSENTIAL FOR ACCURATE RESULTS.**

Strand Test

NEVER USE METAL DURING PREPARATION OR APPLICATION.

Use a nonmetal pot to boil water, a nonmetal bowl and spoon to mix and measure, and a nonmetal comb or brush to section hair.

Remove all jewelry: rings, earrings and necklaces.

1. Snip a short length of your hair or remove 20-30 strands from your comb or brush. Tie one end with a piece of thread.
2. Boil one cup of distilled water, you will need approximately 2-3 tablespoons for the Strand Test. Wearing the gloves, place a pinch of the **Light Mountain Natural** in a nonmetal container and add enough of the boiled distilled water to obtain a creamy consistency. Let mixture cool to the touch and apply to hair sample. Rinse gloves for later use.
3. Cover hair sample with plastic cap to keep moist. Apply heat if desired. Heat is not absolutely necessary, but it will enhance red shades. Heat sources such as a blow dryer, the sun, a sun lamp or towels warmed in the dryer may be used. Never use an oven or microwave as a heat source. Be careful not to melt the plastic cap.
4. After applying the mixture, check hair sample every 12 minutes. To do this you need to rinse and dry the sample. Check the results in direct sunlight, if possible. If the desired color is not achieved reapply and repeat the process to the same sample. Keep track of the total time the mixture is left on the sample.
5. Once the desired color is obtained, you may color your hair.

Can I chemically tint or color before or after using?

ONLY WITH CAUTION AND AFTER A STRAND TEST.

Please note:

- Chemical residues in your hair can react with **Light Mountain Natural** resulting in unusual shades or brassy tones.
- Unwanted color variations can even happen with chlorine build-up from swimming, possibly causing a green cast.
- Chemically treated hair is often damaged and more porous causing unwanted color variations. Prior to coloring, consider bringing your hair up to condition with **Light Mountain Natural-Neutral**, well known for its conditioning effect.

Can I perm before or after using?

Yes, but some extra caution is advised.

BE CERTAIN TO STRAND TEST BEFORE EACH APPLICATION OF LIGHT MOUNTAIN NATURAL OR PERMING.

To perm hair that has been treated with Light Mountain Natural hair color:

You need to use a cold-acid perm or a non-alkaline perm. Heat can not be used during the perming process. **TEST THE PERMING SOLUTION ON A STRAND OF HAIR TREATED WITH LIGHT MOUNTAIN NATURAL PRIOR TO PERMING.** The perm may remove some of the color and/or conditioning effect of the **Light Mountain Natural**, in this case simply reapply **Light Mountain Natural** after shampooing your hair a few times. Remember to do a **STRAND TEST** first.

Applying **Light Mountain Natural** AFTER A PERM is generally safe, but you must do a **STRAND TEST** first. The conditioning effect of **Light Mountain Natural** may also remove some of the perm's curl.

Review "Can I chemically tint before or after using?" for more information on possible chemical interactions.

How long does the color last?

The color remains for approximately four to six weeks, but varies with each individual. One advantage of a semi-permanent hair colorant is that it gradually washes out of your hair leaving no tell-tale roots.

Can I color gray or light hair with Light Mountain Natural?

Color the Gray!TM by **Light Mountain Natural** is a natural, proven hair colorant specifically formulated for individuals with 10% or more gray, or light hair. Look for it where you find **Light Mountain Natural** products.

How do I remove Light Mountain Natural?

Removal is best achieved within 24 hours after coloring, but if hair is light or porous even this may be difficult.

For lighter hair try a pasty mixture of 1/2 cup cream rinse/conditioner to a tub of Crystal Light Lemonade®. Apply mixture to hair, cover with plastic and a towel, and if desired apply heat. Heat sources such as a blow dryer, sun, sun lamp or towels warmed in the dryer may be used. Never use an oven or microwave as a heat source. Be careful not to melt the plastic. After approximately 45 minutes shampoo out to see effect. Individual results will vary.

For darker hair try a mixture of equal parts of baking soda and dark molasses. Apply mixture to hair, cover with plastic and apply heat. Heat sources such as a blow dryer, the sun, a sun lamp or towels warmed in the dryer may be used. Never use an oven or microwave as a heat source. Be careful not to melt the plastic cap. After mixture hardens shampoo out to see effect. Individual results will vary.

For a more gradual removal you can try a high detergent shampoo followed by a restoring conditioner.

APPLYING LIGHT MOUNTAIN NATURAL

ALWAYS PERFORM A STRAND TEST on a full representation of the various colors, textures, etc... of your hair. This is **essential** for accurate results. (Follow Strand Test instructions.)

NEVER USE METAL DURING PREPARATION OR APPLICATION, UNDESIRE RESULTS MAY OCCUR.

Use a nonmetal container to boil water, a nonmetal bowl and spoon to mix and measure, and a nonmetal comb or brush to section hair. Do not use metal hair pins, curlers, etc...

Remove all jewelry: rings, earrings and necklaces.

Use **distilled water** for fewer chemical interactions.

Botanicals have been used for thousands of years as a natural hair

coloring and conditioning aid, and we offer the same guarantee offered by nature over the centuries... None!*, other than **Light Mountain Natural** is 100% pure, premium botanicals and the best that money can buy.

The Strand Test will indicate your depth of color. If after the Strand Test you don't like the color, you can try some of the Special Effects we have listed and redo the Strand Test with the changes. If you really do not care for the color, do not use this product.

If you are not satisfied for any reason, you may return proof of purchase and the box, and we will refund the purchase price.

This is the total amount of our liability expressed or implied.

Applying Light Mountain Natural

If you are about to apply **Light Mountain Natural** you have already:

- Read all information and instructions.
- Performed the Patch and Strand Tests.
- Remove all jewelry: rings, earrings and necklaces.
- Put on plastic gloves.
- *Agreed to our guarantee.

1. Keeping Clean

Wear the supplied gloves. The mixture will color any skin it contacts. Exercise care.

Apply cream or petroleum jelly to your skin along the hairline, ears and neck. This will help keep mixture from coloring these areas.



2. Mixing

Remember, never use metal during preparation or application.

Each box of **Light Mountain Natural** contains one to two applications (4 oz net weight), depending on your hair length. Place **Light Mountain Natural** in a glass, ceramic or plastic bowl. For short hair use 1-2 oz., more for longer hair. Add any special effects at this time.

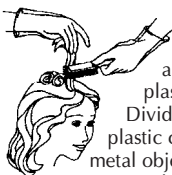
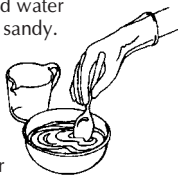
Start with 3 cups of **distilled water**, bring it to a boil in a **nonmetal container** (Corning Ware® or Pyrex®).

While stirring with a wooden or plastic spoon, gradually pour the boiling water into the bowl of **Light Mountain Natural**. Add water until the mixture is creamy yet sandy.

There may be water leftover.

Some crops of this product are grittier than others, the mixture should not be too thick or too runny. It should slowly slide off of the plastic or wooden spoon used for mixing.

Let mixture set for 2-3 minutes to thicken and stabilize. Add more hot water if mixture becomes too thick. Let mixture cool to a workable temperature prior to applying to hair.



3. Applying

To apply you may wish to use an all-plastic paint brush or a plastic squeeze bottle.

Divide the hair into sections, using a plastic comb or brush. Do not use any metal objects to hold the hair in place.

Keep metal hair pins, curlers, etc...out of hair. Use plastic clips or string.

Begin applying mixture to the hair, starting at the top of the head, coating all strands from roots outward.

Cover hair with plastic cap.

Rinse gloves for later use.

Add heat if desired. Heat is not absolutely necessary, but it will enhance red shades. Heat sources such as a blow dryer, the sun, a sun lamp or towels warmed in the dryer may be used. Never try to use an oven or microwave as a heat source. Be careful not to melt the plastic cap.



4. Obtaining Your Color

The Strand Test gave you the length time the mixture needs to stay in the hair to achieve the desired color. You need to leave the mixture in your hair the same length of time as the Strand Test. This way you will achieve results consistent with the Strand Test, it is **essential** that you now **follow the exact same process and timing.**



5. Rinsing Out

Once you have left the treatment on the hair for the length of time needed to obtain the desired color, wearing the gloves, rinse out with warm water. Should you experience difficulty in removing the mixture sprinkle some baking soda on hair and continue to rinse. Keep baking soda out of eyes. For best results wait 24 hours before shampooing with a mild shampoo.

Look for the **Nirvana®** line of speciality shampoos.



SPECIAL EFFECTS!

Some exciting ways to create unusual effects and fragrances while coloring!

*Add one or more of the following to **Light Mountain Natural** prior to adding boiling water. Note when additional liquid is used, cut back or eliminate water.*

For extra conditioning, add one raw egg or two tablespoons yogurt.

*To lighten already light hair, begin with **Light Mountain Natural-Neutral** and add hot Chamomile tea brewed with three tea bags.*

Or to bring out golden highlights in already light hair, replace boiling water with hot Ceylon or black tea brewed with three tea bags.

*To create rich golden or copper highlights add three tablespoons vinegar or fresh lemon juice to **Light Mountain Natural-Auburn, Brown or Mahogany.***

To enrich browns or reds and leave your hair smelling fresh and distinctive, add one teaspoon ginger, allspice, nutmeg or paprika.

To enhance brown tones, replace boiling water with day-old, black, hot coffee (not Instant coffee). Do not brew the coffee in a metal coffee pot.

**Light Mountain®
NATURAL**

**hair color &
conditioner**

If you have any questions, please don't hesitate to contact a Customer Service Representative.

Office hours: M-F, 9-5, C.S.T.

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NIRVANA™



Bring out the best in your hair naturally.....
with plant-based Color Highlighting shampoos

Six Highlighting Shampoos

Hibiscus—encourages red tones
Clove—for warm brown tones
Black Walnut—for dark tones

Chamomile—for blonde tones
Blue Malva—for processed or gray hair
Herb and Flower—for all hair colors

Botanicals are wildcrafted or organically grown • Subtle color enhancement
All colors created with botanicals and minerals • Vegan • Cruelty free
Absolutely no FDC colors

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Light Mountain
NATURAL

hair color & conditioner

*Naturally beautiful...
and beautifully natural hair!*

Light Mountain Color	Your Natural Hair Color						
	LIGHT BLONDE	MED BLONDE	DARK BLONDE	LIGHT BROWN	MED BROWN	DARK BROWN	BLACK
Neutral	← Conditioning Effect Only, No Color Change →						
Light Red	Soft Light Red Blonde	Light Red Blonde	Light Natural Red	Light Golden Brown	Conditioning Effect	Conditioning Effect	Conditioning Effect
Auburn	Golden Auburn	Coppery Auburn	Auburn	Soft Auburn Brown	Medium Auburn Brown	Warm Coppery Brown	Coppery Black
Bright Red	Bright Red	Medium Bright Red	Rich Bright Red	Bright Reddish Brown	Bright Auburn	Rich Coppery Auburn	Reddish Black
Red	Red	Medium Red	Natural Red	Reddish Brown	Auburn	Warm Auburn	Reddish Black
Mahogany	Soft Mahogany	Medium Mahogany	Rich Mahogany	Golden Brown	Medium Warm Brown	Coppery Brown	Warm Black
Light Brown	Light Honey Brown	Honey Brown	Rich Honey Brown	Light Golden Brown	Medium Golden Brown	Warm Coppery Brown	Warm Black
Medium Brown	Light Brown	Medium Brown	Rich Brown	Rich Brown	Warm Brown	Rich Coppery Brown	Warm Black
Dark Brown	(*see note)	(*see note)	Medium Rich Brown	Warm Brown	Rich Coppery Brown	Deep Coppery Brown	Warm Black
Burgundy	(*see note)	(*see note)	(*see note)	Burgundy	Rich Burgundy	Deep Burgundy	Warm Black
Chestnut	(*see note)	(*see note)	(*see note)	Light Warm Brown	Med. Chestnut Brown	Warm Brown	Warm Black
Black	(*see note)	(*see note)	(*see note)	Ash Brown	Rich Ash Brown	Dark Ash Brown	Deep Black

* Note: To color light hair with the dark shades a two-step process is required.

Please use the formulations in our *Color The Gray!*™ series, which will work very well on blonde hair.