

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



*Light
Mountain®
NATURAL*

Naturally beautiful...

and beautifully natural hair!



NO SYNTHETIC CHEMICALS

CAUTIONS:

1. IF YOUR HAIR IS CHEMICALLY TREATED, PLEASE WAIT 4-6 WEEKS TO USE THIS PRODUCT.
2. DO NOT USE **METAL** BOWLS, SPOONS, HAIR CLIPS, COMBS, POTS OR PANS WHEN USING THIS PRODUCT OR UNDESIRABLE RESULTS MAY OCCUR.
3. PERFORM A SENSITIVITY TEST TO CHECK FOR POSSIBLE ALLERGIC REACTIONS.
4. STRAND TEST IS NECESSARY TO DETERMINE HOW HAIR WILL CHANGE WITH PRODUCT APPLICATION AND WILL PREVENT UNFAVORABLE RESULTS TO THE ENTIRE HEAD OF HAIR.
5. USE DISTILLED WATER FOR FEWER CHEMICAL INTERACTIONS.
6. PLEASE NOTE: HAIR CANNOT BE LIGHTENED WITH LIGHT MOUNTAIN NATURAL, IT ONLY ADDS COLOR.

WARNING:

DO NOT USE THIS PRODUCT IN THE AREA OF THE EYES. 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 SCALP OR SKIN. NEVER USE ON EYELASHES, EYEBROWS, BEARDS OR MUSTACHES. KEEP AWAY FROM CHILDREN. FOR EXTERNAL USE ONLY.

Sensitivity Test

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

1. Wash an area on your inner elbow.
2. Mix approximately 1/2 teaspoon of the Light Mountain Natural you intend to use on your hair with 3/4 teaspoon of warm water.
3. Apply mixture over a one-inch area of your inner elbow.
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 REACTIONS, EITHER IN OR AROUND IT, YOU ARE ALLERGIC TO THIS PRODUCT AND MUST NOT USE.

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

Strand Test

NEVER USE METAL DURING PREPARATION OR APPLICATION.

MAY CAUSE AN ADVERSE COLOR REACTION.

Use a nonmetal pot to boil water, a nonmetal bowl and nonmetal 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. Lightly dampen sample with water.
2. 1 tablespoon of Light Mountain Natural with enough boiled, distilled water to form a yogurt-like paste.
3. Choose from the following curing times, depending on your product color:
 - A. REDS (Light red, red, bright red), AUBURN, MAHOGANY or LIGHT BROWN: Let mixture sit COVERED for 1 to 3 hours to cure before applying.
 - B. MEDIUM BROWN, DARK BROWN, BURGUNDY, CHESTNUT or BLACK: Let mixture sit COVERED for 10 to 30 minutes to cure before applying.
 - C. NEUTRAL does not need to cure and should be used once cooled enough to apply to hair.
4. Apply to damp hair sample. Cover hair sample with plastic cap or bag to keep moist. Apply an intermittent heat source to retain a constant warmth to hair. Be careful not to melt the plastic.
5. Check hair sample in 15 minute intervals until desired color is achieved. This process will usually take 45 minutes up to 4 hours. (Coarse hair will take longer than fine hair).
6. Rinse and dry hair sample. Check results in direct sunlight.

FREQUENTLY ASKED QUESTIONS

WHAT IS LIGHT MOUNTAIN NATURAL?

It is a pure, natural product made from the powdered botanicals of three species of herbs: Red (Lawsonia inermis), Neutral (Cassia auriculata), and Black (Indigofera tinctoria). These powdered botanicals are expertly blended by our trained staff for a rich medley of color. Botanical color may vary from crop to crop and season to season. Our blending process helps compensate for these variations.

HOW DOES IT WORK?

These botanicals contain a natural protein that when mixed with warm water and a heat application will coat the hair 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.

WHY USE THE LIGHT MOUNTAIN NATURAL BRAND?

It is one of the few completely natural hair colors on the market. Our ingredients are pure botanicals, straight from nature.

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.

WHY STRAND TEST PRIOR TO APPLYING?

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, don't use this product.

Light Mountain Hair Color is a natural product and the color can change from crop to crop. **EVEN IF YOU HAVE USED THIS PRODUCT BEFORE, PLEASE DO A STRAND TEST.**

WHY SENSITIVITY TEST PRIOR TO USING?

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

IF YOU EXHIBIT ANY KIND OF ABNORMAL REACTIONS, DO NOT USE THIS PRODUCT. Keep away from eyes. Never use on cut or abraded skin, eyelashes, eyebrows, beards or mustaches.

For external use only.

These 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 a pure, premium botanical hair color and the best that money can buy. If you are not satisfied for any reason, you may return proof of purchase and the box. We will issue you a refund not to exceed the Manufacturer Suggested Retail Price. Shipping and handling not included. This is the total amount of our liability expressed or implied.

WHAT IS THE DIFFERENCE BETWEEN THE LIGHT MOUNTAIN NATURAL AND THE COLOR THE GRAY HAIR COLOR?

The Color the Gray is a two-step process we have developed to effectively color white, gray or blonde hair. Step 1 "primes" the white, gray, or blonde hair to accept the Step 2 color.

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 cannot be used in the perming process. Test the perming solution on a strand of hair treated with Light Mountain Natural hair color prior to perming. The perm may remove some of the color and/or conditioning effect. In this case, simply reapply Light Mountain Natural after washing your perm 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.

CAN I CHEMICALLY TINT 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.

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. **Hair needs to be dry for this process to work.**

Mix together 1/2 cup cream rinse/conditioner with 1 tablespoon of Crystal Light Lemonade® powder. Apply mixture to hair. Leave on approximately 45 minutes, or until dry, then shampoo. Individual results will vary.

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

Light Mountain
NATURAL
hair color & conditioner

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Twin Lakes, WI 53181 USA

DIRECTIONS FOR USE

Each box of **Light Mountain Natural** contains one application, in most cases.

APPLYING LIGHT MOUNTAIN NATURAL

Before applying **Light Mountain Natural**:

- ◇ Read all information and instructions.
- ◇ Perform the Sensitivity and Strand Tests.
- ◇ Shampoo hair, rinse and towel dry (do not use any conditioner or other styling products).
- ◇ Remove all jewelry: rings, earrings and necklaces.
- ◇ Put on plastic gloves. (For better fitting gloves,moisten hands with water prior to applying gloves.)
- ◇ **Agree to our guarantee.

1. KEEPING CLEAN

Wear the supplied gloves.

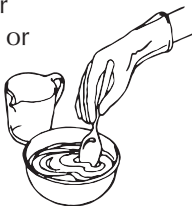
Light Mountain Natural will color any skin it contacts. Exercise care. Apply cream or petroleum jelly to your skin along the hairline, ears and neck. This will help keep mixture from coloring these areas.



2. MIXING

Remember, **never use metal** during preparation or application. Place the powder in a glass, ceramic or plastic bowl.

Boil approximately 12 to 16 ounces of **distilled** water in a **nonmetal** container. Slowly add 12 ounces hot water to the powder stirring with a wooden or plastic spoon to desired consistency. Consistency will be gritty with a thickness similar to yogurt after it is stirred. If it is not, add more water until it is this consistency, up to 4 ounces more. Note: If you should experience any clumping or grittiness due to a dry batch of botanicals, you may add 2-6 heaping tablespoons (use plastic spoon) of plain yogurt to attain a creamier consistency.



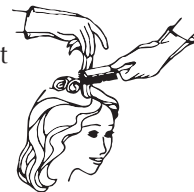
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- B. MEDIUM BROWN, DARK BROWN, BURGUNDY, CHESTNUT or BLACK: Let mixture sit COVERED for 10 to 30 minutes to cure before applying.
- C. NEUTRAL does not need to cure and should be used once cooled enough to apply to hair.

3. APPLYING

Apply to clean towel dried hair. Keep metal hair pins, curlers, etc. out of hair.

Using gloved hands, begin applying mixture at crown of head. Coat all strands from roots, massaging outward, until all your hair is covered. Cover hair with plastic cap.



4. OBTAINING YOUR COLOR

It is best to use intermittent heat (by using a hairdryer on low heat setting or a warmed towel placed over the cap) for 5 to 10 minutes to retain warmth and moisture within the cap. This will help the color set better to the hair. If using REDS, AUBURN, MAHOGANY, or LIGHT BROWN, the use of continued heat may bring out more enhanced red tones. Be careful not to melt plastic cap.

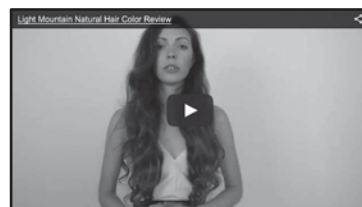


Light Mountain is an all-natural product and timing will vary for each individual. The process can take anywhere between 45 minutes up to 4 hours. The only way to determine how long the product should remain on the hair is by completing the strand test.

There are several factors that can affect the amount of time it takes to achieve the desired color, such as; if the product was allowed to cure before applying to the hair, the condition of the hair, the texture of the hair, or what color is being used. DO NOT leave on longer that 4 hours. DO NOT leave on overnight.

5. RINSING OUT

Rinse with warm water. After initial rinse, to aid in removing the mixture, apply conditioner to the hair, then rinse again. To avoid staining hands, wear plastic gloves while rinsing hair. For best results wait 24 hours before shampooing with a mild shampoo such as BWC Moisture Plus Shampoo.



Video Instructions:

<http://www.light-mountain-hair-color.com/>

SPECIAL EFFECTS

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

Add one or more of the following prior to adding heated water. Note when additional liquid is used, cut back or eliminate water.

For extra conditioning, add one egg or two tablespoons yogurt, decrease the amount of water accordingly. To bring out golden highlights in already light hair, replace heated water with half warm water and half warm lemon juice or Chamomile 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-Light Brown, Medium Brown, Dark 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 heated water with day-old, black, very warm coffee (Not instant coffee).

Look for the **BWC** line of specialty shampoos & conditioners.
www.BeautyWithoutCruelty.com

Light Mountain Color	Your Natural Hair Color							
	LIGHT BLONDE	MED BLONDE	DARK BLONDE	RED	LIGHT BROWN	MED BROWN	DARK BROWN	BLACK
Neutral	← Conditioning Effect Only, No Color Change → May notice a slight color change on light hair shades.							
Light Red	Soft Light Red Blonde	Light Red Blonde	Light Natural Red	Red	Light Golden Brown	Conditioning Effect	Conditioning Effect	Conditioning Effect
Auburn	Golden Auburn	Copper Auburn	Auburn	Reddish Auburn	Soft Auburn Brown	Medium Auburn Brown	Warm Copper Brown	Copper Black
Bright Red	Bright Red	Medium Bright Red	Rich Bright Red	Vibrant Red	Bright Reddish Brown	Bright Auburn	Rich Copper Auburn	Reddish Black
Red	Red	Medium Red	Natural Red	Deep Red	Reddish Brown	Auburn	Warm Auburn	Reddish Black
Mahogany	Soft Mahogany	Medium Mahogany	Rich Mahogany	Reddish Brown	Golden Brown	Medium Warm Brown	Copper Brown	Warm Black
Light Brown	Light Honey Brown	Honey Brown	Rich Honey Brown	Light Auburn	Light Golden Brown	Medium Golden Brown	Warm Copper Brown	Warm Black
Medium Brown	Light Brown	Medium Brown	Rich Brown	Auburn	Rich Brown	Warm Brown	Rich Copper Brown	Warm Black
Dark Brown	(*see note)	(*see note)	Medium Rich Brown	Warm Auburn	Warm Brown	Rich Copper Brown	Deep Copper Brown	Warm Black
Burgundy	(*see note)	(*see note)	(*see note)	Dark Auburn	Burgundy	Rich Burgundy	Deep Burgundy	Warm Black
Chestnut	(*see note)	(*see note)	(*see note)	Deep Mahogany	Light Warm Brown	Med. Chestnut Brown	Warm Brown	Warm Black
Black	(*see note)	(*see note)	(*see note)	Reddish Black	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.

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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