

# Light Mountain<sup>®</sup> NATURAL

*Natural Haircolor & Conditioner*

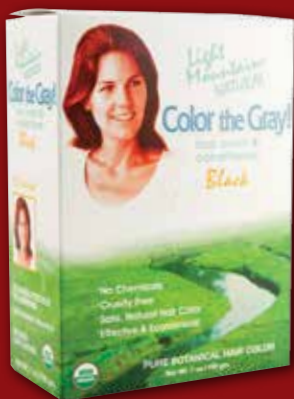


**Gluten-Free | Vegan | Cruelty-Free**

**NO**

**Ammonia, Peroxide, PPD, Metallic Salts, or Chemicals**

**Effective & Economical | Safe, Natural Hair Color**



## **Light Mountain® conditioning hair color offers**

- The original, classic Hair Color and Conditioner.
- The 2-step system, **Color the Gray!**, for white/gray/blonde hair.

Shiny, healthy hair, vibrant with color; is this ideal *possible* without harsh chemical dyes and hours in a salon? Yes!

**OUR NATURAL:**  
only 100% pure, premium botanicals.

### **THEIR "NATURAL":**

Gel Colorant:

*laureth - 5, propylene glycol, water, PEG - 2 oleamine, ethanamine, P-phenylenediamine, aloe barbadensis extract, hamamelis virginiana extract, PEG - 75 meadowfoam oil, P-aminophenol, 2-amino-3-hydroxypyridine, 4-chlororesorcinol tetrasodium EDTA, cetrimonium chloride, sodium metabisulfite*

Glycol Developer:

*water, hydrogen peroxide, etidronic acid, cetrimonium chloride*

## **The Story Of Henna**

For thousands of years, women have used plants from the family Lawsonia, called henna, to color, condition, and enhance their hair. Although Cleopatra was one of henna's most celebrated proponents, women throughout ancient history have relied on henna to color, condition, and protect their hair, skin, and nails.

Ancient Egyptian hieroglyphs depict regal women with painted nails and dyed skin. Believing henna represented the fire and blood of the earth, early peoples of the Middle East also discovered that this mystical plant could bring out the natural luster and deep color of their hair. For centuries, North African brides-to-be have prepared for their weddings with the traditional "henna" ritual, in which friends and family of the bride gather to paint her hands, nails, and feet with henna. Today, henna is commonly used all through the Middle East, Africa and India for tinting the skin, nails, and hair.

In our Western culture, henna is primarily used for safe, natural, chemical-free hair coloring.

## Natural vs. Chemical Hair Color

Most hair coloring agents rely on harsh chemicals like hydrogen peroxide or ammonia to strip the hair and allow it to “take”, or absorb, the chemical color applied to it. The word “natural” on a bottle of hair color doesn’t necessarily mean chemical-free; some brands commonly found in natural products stores rely on peroxide to prepare the hair for their colorants.

What effect do these chemicals have on the hair? First, they weaken and destroy the hair shaft over time.

Additionally, many of the chemical hair colorants use various petroleum or coal tar-based ingredients. These ingredients are derived from the environmentally harmful processing of oil or coal tar and some of which have been found, over time, to increase the long-term risk of various forms of cancer.

In contrast, henna has a long history as a safe, gentle hair color. The Food and Drug Administration has issued a monograph that approves henna for this use; henna is one of a select group of natural products to achieve official FDA recognition.

## Botanicals in Light Mountain®

There are three species of plants that are used to make up **Light Mountain®**

**Natural** and **Color the Gray!** hair

color: *Lawsonia inermis* (henna),

*Indigofera tinctoria* (indigo), and

*Cassia auriculata* (senna). These

plants produce the red, black, and

neutral colors used in formulating the rich shades of hair color offered by Light Mountain®. Henna is an ornamental shrub, six feet in height, and is indigenous to Arabia, Persia, India, Egypt, and Australia. It is also cultivated throughout North Africa and Pakistan.

The henna plant produces a small, fragrant flower which varies in color from white to red. However, when being used commercially, henna is harvested before the plant blooms. The leaves are gathered, the veins are removed, and the remaining material is pulverized into a very fine greenish-colored powder. The main constituents of the henna plant are fats, resin, mannitol, volatile oil, fixed oil, lawsone (a natural pigment), and hennatannic acid (a natural protein).



## The Light Mountain® Difference

Although the primary plant species yields shades of red, the use of neutral and black botanicals has allowed the development of a wide range of available shades of hair coloring, from pure neutral (a natural

conditioning and highlighting agent with no coloring agent) to a range of reds, rich browns, dark chestnuts and gleaming black.

At Light Mountain<sup>®</sup>, we never compromise on quality. We purchase only the finest grades of premium botanicals, including using USDA/NOP certified organic ingredients in all of our products. This ensures that you can achieve the shade you desire when coloring and conditioning your hair with Light Mountain<sup>®</sup> products.

## How Henna Works

Henna coats each hair shaft with a natural, semi-permanent protein called hennatannic acid. Heat causes the hennatannic acid to cling to the proteins found in the hair. Because henna coats and seals the hair shaft, it helps protect the hair from damaging effects of sun, salt, chlorine, wind, and pollution in the environment. It can help minimize split ends and acts as "hair insurance" if you spend a lot of time in the sun, surf, or wind. In addition to protecting the hair shaft, henna will tighten the hair cuticle and create a more solid surface which reflects light; the result is gleaming, lustrous hair.

Rather than producing dramatic color changes, henna and the two botanicals enhance and deepen existing color. The darker your natural color, the less drastic the change will be in your natural color. Because the color from henna is transparent or "see through," henna and the two botanicals cannot lighten dark hair; they will, however, add highlights to dark hair and can darken the color of lighter hair. To determine which shade of Light Mountain<sup>®</sup> is best for you, based on your original color and the desired result, consult Light Mountain's easy-to-use color chart.



## Henna and Gray Hair

Using henna on white/gray/blonde hair has always been possible, but somewhat difficult. Henna has a harder time attaching to white/gray/blonde hair because of changes in the protein base of this hair type. After years of research, Light

Mountain<sup>®</sup> has developed a two-step product, **Color the Gray!** that effectively colors most white/gray/blonde hair. Available in eight shades, our color chart (back panel) will help you determine which shade is appropriate for you.

Inside the **Color the Gray!** box are two treatments: Step 1 is applied first to prime the white/gray/blonde hair with a base layer. This will aid in allowing those hair to accept the Step 2 color and gives better coverage for those with more than 10% white/gray/blonde hair. **Color the Gray!** is the first and **ONLY** natural hair coloring treatment system for white/gray/blonde hair that *does not rely on any chemical agents*.

### **The No-Risk Light Mountain® Guarantee**

Henna and the botanicals are natural products, subject to variations from harvest to harvest; they respond somewhat differently to different hair conditions and colors. Because of this variability, it is essential that you take a "strand test," in which the effects of the henna are tested on a very small section of hair, before using any henna product. Light Mountain® has made this process easy for you by providing complete, step-by-step, start-to-finish instructions for testing and using our henna products. If, after doing the strand test, you find that the color is not what you expected, simply return the henna box with your purchase receipt to the address listed in the instructions for a refund not to exceed the manufacturer suggested retail price, shipping and handling not included.

### **One Kit is All You Need**

Any hair coloring process involves a certain amount of preparation and effort. With Light Mountain® products, you only need to purchase one box. Our complete henna application kit includes premium grade henna, detailed instructions, a pair of disposable gloves so you can handle and apply the henna mixture without coloring your hands (remember, henna can color skin as well as hair!), and a "henna hat" to assist you in "setting" the henna during the color treatment stage. No other henna product line on the market offers this complete henna kit.

### **USDA/NOP CERTIFIED ORGANIC**

**Light Mountain® Natural** and **Color the Gray!** are USDA/NOP CERTIFIED ORGANIC assuring you of the purest, highest quality natural hair color with strict quality controls as the botanicals are grown, harvested, processed, shipped, blended, and packaged. We are a certified organic handler and our quality control and materials management processes are audited regularly by a certifying agency, so that we are entitled to place the USDA/NOP ORGANIC seal on each of our products.

## **No Harsh Chemicals or Additives**

Both our regular, original **Light Mountain® Natural Hair Color & Conditioner** and our **Color the Gray!** product line for covering white/gray/blonde hair rely solely on blends of premium grade botanicals. Our products contain no peroxide, ammonia, PPD, or other additives or ingredients, to create our rich, natural colors.

Compare Light Mountain's ingredients to those of any commercial hair coloring preparation (including many found in natural product stores) and the difference will be naturally clear.

## **Color with a Conscience**

At Light Mountain®, we are proud to label our entire product line "cruelty-free." We do not undertake animal testing at any time, nor do we use any animal ingredients in any of our products. Light Mountain® relies on time-tested, plant-based ingredients to provide natural products for compassionate consumers.

## **Competitively Priced**

With Light Mountain®, you get the complete henna application kit for less than most competitive brands charge for just one package of henna alone. When compared to commercial, chemical-based hair colors on a cost-per-application basis, Light Mountain® is the clear and safe winner.

## **Safe Natural Hair Color**

**Light Mountain® Natural Hair Color** and **Color the Gray!** were reviewed by the Doctors' Prescription for Healthy Living Newsletter published by Freedom Press and were noted by them to be the top pick for safe, natural hair coloring. **Color the Gray!** and **Light Mountain® Natural Hair Color** were also highly recommended by Dr. Jan McBaron in her book *Being a Woman - Naturally*.

## **Can Henna Change Your Life?**

Maybe...but it will change your hair. And with bright, lustrous, newly enhanced locks, who knows where the possibilities may lead? Listen to one satisfied customer's story, recounted in *Cosmopolitan* magazine:

*[After trying chemical dye with no luck]...This time I got pure henna. Inside the box, which had a nice picture of a red fox...wonderful, glowing, shimmering, perfect red!*

"How Henna Changed My Life," *Cosmopolitan*, June 1982

## HINTS ON HENNA:

Answers to Your Most Frequently Asked Questions.

### **Q. How long does an application of henna last?**

A. Most people find that one application lasts from four to six weeks, although henna can last up to three months for some people. One advantage of henna over chemical dyes is that it gradually fades with repeated washings.

### **Q. Can I use henna to lighten my hair?**

A. Henna does not lighten hair. If you don't want to color-treat your hair, you can use our Light Mountain® Neutral (look for the crane on the box) to condition and enhance your hair's natural highlights without adding color.

### **Q. Can I use henna before or after a perm?**

A. Yes, but you must do a strand test first, since hair which has been chemically treated will not react to henna in the same way as non-treated hair. Permed hair may be more porous, and thus absorb more henna than non-permed hair; the chemicals used in the perm may also react with the henna in unexpected ways. In addition, henna may loosen the curl of your perm, or the perm may remove some of the color of the henna. (If the latter happens, the henna can be reapplied after a few washings.) Therefore, to be on the safe side, give your perm a few days to "set" before applying a henna treatment to your hair. We recommend using a non-alkaline or cold-acid perm.

### **Q. I currently use a chemical color treatment. Can I switch to henna right away?**

A. In most cases, this is no problem but you should wait 4-6 weeks. Make sure to do a strand test before using the henna, to prevent an unforeseen or undesirable reaction occurring. There are many reasons to avoid using the harsh chemicals found in many chemical color treatments. Light Mountain® henna is the natural alternative to harsh commercial dyes. The sooner you use it, the sooner you'll notice the Light Mountain® difference.



Neutral

Light Red

Auburn

Bright Red

**Q. My hair is dry;  
will henna work on my hair?**

A. Yes. Henna not only colors hair, its conditioning properties help bring body, life and vibrancy back to dry or damaged hair. Henna permeates the hair shaft to strengthen and enrich your hair, giving hair a distinctive, natural radiance not found with chemical-based hair colors.

**Q. How can I be sure henna  
will give me the color I want?**

A. We always recommend that you do a strand test before using henna. Although Light Mountain® is a gentle, natural product, it responds differently to different hair types. The good news is that most people have no trouble using it to color and condition their hair.

**Q. Does Light Mountain®  
work on white/gray/blonde hair?**

A. In the past, this question has been difficult to answer, due to the different protein structure in white/gray/blonde hair. However, with the development of our **Color the Gray!** product line we have taken much of the difficulty out of using henna to cover white/gray/blonde hair. Our exclusive two-step process uses two separate applications of henna: First, a "primer base" adds a layer of color to the white/gray/blonde hair; then, an application of your desired shade of henna covers the white/gray/blonde completely. If your hair is more than 10% white/gray/blonde, you should select one of our **Color the Gray!** colors. As with our entire product line, make sure to do a strand test before applying to your hair.

**Q. Can I mix Step 1 and Step 2  
together in the Color the Gray!**

A. These two steps are meant to be applied separately. Step 1 "primes" the white/gray/blonde, and is rinsed out before applying the Step 2 color.

**Q. What additional items do  
I need for preparing and  
applying Light Mountain®?**

A. You will need distilled water, plastic or wooden spoon, glass, ceramic, or plastic bowl, & a measuring cup. You will also need a hair dryer or other heat source. **DO NOT** use anything metal.



Red

Mahogany

Light Brown

Medium Brown



## **Q. Is henna only for redheads?**

A. The answer here is definitely no. Henna can be used by people of virtually any hair color, although it does not lighten dark hair. By choosing the right shade of henna, you can provide natural highlights, deepen an existing shade, change your hair shade or just provide the natural conditioning action of a henna treatment. And with our henna **Color the Gray!** product line, those with white/gray/blonde hair can now enjoy the coloring and conditioning benefits of henna.

## **Q. Does Light Mountain® come in more shades than red?**

A. Yes. There are three major plants, as well as different plant parts, each yielding a different color. Although red is the most well known shade, there is also a neutral and a black. Blending these three shades in the right proportions creates a wide range of color variations, allowing us to offer an extensive line of natural henna colors: vivid red, rich auburn, chestnut, mahogany, gradations of brown and deep black.

## **Q. Do I need to have henna applied by a salon professional, or can I do it myself?**

A. Henna can be applied at home or by a beauty care professional. Our comprehensive, start-to-finish instructions and complete application kit make it easy for anyone to apply henna safely and effectively at home, with professional-quality results. However, if you prefer to have Light Mountain® applied by your stylist, simply bring the kit to your next appointment.

## **Q. Do you have any suggestions for applying the product to my hair?**

A. We have a wonderful instructional video which you can view at the following website.



Video instructions:

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



Dark Brown

Burgundy

Chestnut

Black



# Light Mountain<sup>®</sup> hair color & conditioner



Your Natural Hair Color		Your Natural Hair Color							
Light Mountain Color	Light Blonde	Medium Blonde	Dark Blonde	Red	Light Brown	Medium 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	Coppery Auburn	Auburn	Reddish Auburn	Soft Auburn Brown	Medium Auburn Brown	Warm Coppery Brown	Coppery Black	
Bright Red	Bright Red	Medium Bright Red	Rich Bright Red	Vibrant Red	Bright Reddish Brown	Bright Auburn	Rich Coppery 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	Coppery Brown	Warm Black	
Light Brown	Light Honey Brown	Honey Brown	Rich Honey Brown	Light Auburn	Light Golden Brown	Medium Golden Brown	Warm Coppery Brown	Warm Black	
Medium Brown	Light Brown	Medium Brown	Rich Brown	Auburn	Rich Brown	Warm Brown	Rich Coppery Brown	Warm Black	
Dark Brown	(see note)	(see note)	Medium Rich Brown	Warm Auburn	Warm Brown	Rich Coppery Brown	Deep Coppery 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 Reddish Black	Light Warm Brown	Medium Chestnut Brown	Warm Brown	Warm Black	
Black	(see note)	(see note)	(see note)		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.

Natural colors react to your natural hair. Colors are generalized approximations. Strand test is definitive for your results.



# Color the Gray!



Your Natural Hair Color		Your Natural Hair Color							
Light Mountain Color	Light Blonde	Medium Blonde	Dark Blonde	Red	Light Brown	Medium Brown	Dark Brown	Black	
Red	Red	Medium Red	Natural Red	Deep Red	Reddish Brown	Auburn	Warm Auburn	Reddish Black	
Auburn	Golden Auburn	Copper Auburn	Light Auburn	Reddish Auburn	Auburn	Warm Auburn	Warm Copper Brown	Coppery Black	
Mahogany	Soft Mahogany	Medium Mahogany	Rich Mahogany	Reddish Brown	Golden Brown	Medium Warm Brown	Copper Brown	Warm Black	
Light Brown	Medium Mahogany	Rich Mahogany	Deep Mahogany	Light Auburn	Soft Copper Brown	Copper Brown	Medium Copper Brown	Warm Black	
Medium Brown	Light Brown	Medium Brown	Rich Brown	Auburn	Rich Golden Brown	Warm Brown	Warm Copper Brown	Warm Black	
Dark Brown	Medium Brown	Rich Brown	Rich Golden Brown	Warm Auburn	Warm Brown	Warm Copper Brown	Deep Brown	Medium Black	
Chestnut	Rich Brown	Rich Brown	Warm Brown	Deep Mahogany	Medium Warm Brown	Medium Chestnut Brown	Rich Chestnut	Medium Black	
Black	Reddish Black	Reddish Black	Reddish Black	Reddish Black	Deep Brown	Medium Black	Medium Black	Deep Black	

\*If your hair is very porous, dry, damaged or overly permed, the only recommended shade for you to use is Neutral from our original Light Mountain Color and Conditioner™ line.

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