

# LIVE – POWDER BLEACH (00P) – UK (1-lang)

295 mm

205 mm

THIS PRODUCT CONTAINS:

PAIR OF GLOVES

BOTTLES WITH DEVELOPER LOTION

BLEACHING POWDER

AFTER TREATMENT

BRUSH

PLASTIC BOWL

**INSTRUCTION LEAFLET**

## ATTENTION, PLEASE NOTE

Before application, please read the **SAFETY INSTRUCTIONS** on the back of the instruction leaflet carefully.

### 1. PREPARATION & MIXING

Before starting the application, place a clothing protection and a watch nearby so that you can monitor the application time. **Schwarzkopf LIVE Powder Bleach** is to be used on **dry, not pre-washed hair**. Amount of developer lotion and Powder Bleach sachets depends on your desired application. Proportions: one bottle of the developer to one powder sachet (1:1). Depending on your hair length and thickness, you might need 2–3 boxes of the Powder Bleach. For full-head application (**2.a**) and root regrowth (**2.b**), you will need all the content of the box (both bottles and both powder sachets). For highlights or face framing (**2.c**), you would usually need only one bottle and one sachet. You can keep the second bottle and sachet for later applications only if you didn't open them.

- A** Empty the developer bottles into your bowl.  
**B** In order to avoid inhalation of the powder, tap sachet so that powder settles at the bottom and cut along the dotted line. Avoid contact with eyes. Put the whole content of the Bleaching Powder sachets into your bowl with the Developer Lotion.  
**C** Stir the mixture with your brush until it is creamy and start immediately with application.

### 2.a FIRST-TIME FULL HEAD APPLICATION

This application is recommended if:

- you are lightening your hair permanently for the first time or
- if your previous application has grown and been cut out.

Keep the protective clothing and the gloves on. Start application from the back and work in sections. Dip the applicator brush into the bowl containing the mixture and brush a sufficient amount of the mixture onto your first hair section, ensuring that it is evenly covered. Avoid contact with the scalp. Repeat this process until you have covered all the hair. Rinse gloves and keep them for rinsing your hair.

After 20 minutes, wipe a single thin strand of hair clear in order to check the level of lightening achieved. To achieve a lighter result, apply the surrounding mixture onto the same strand of hair and increase the processing time. Please note that the darker your natural hair colour is, the more processing time is required to achieve a lighter result (but the processing time should not exceed 45 minutes). Leave the mixture in for **30 to 45 minutes**.

### 2.b ROOT REGROWTH APPLICATION

This application is necessary if:

- your hair is already lightened permanently and
- a regrowth is visible.

Keep the protective clothing and the gloves on. Make a parting with your brush and apply the mixture along the parting by distributing it on the roots with your brush (leave supplied gloves on). Repeat this procedure for the whole regrowth area. Ensure all regrowth is evenly covered. Leave the mixture in for **30 to 40 minutes** until the whole regrowth shows the same lightening result as the rest of the hair. If necessary, dampen ends and spread mixture onto the rest of the hair to ensure even distribution and leave the mixture in for another 2–5 minutes.

### PROCESSING TIME

The lightening effect depends on the length of the processing time and on how dark your natural hair colour is. For an optimal lightening result, the processing time should not be shortened. To determine the correct processing time, please check it during application. Put on the gloves again.

After 25 minutes, wipe a single thin strand of hair clear to check the level of lightening achieved. To achieve a lighter result, apply the mixture from the surrounding hair onto the same strand and increase the processing time. Please note that the darker your natural hair colour is, the more processing time is required to achieve a lighter result (but the processing time should not exceed 45 minutes).

### 2.c HIGHLIGHTS OR FACE FRAMING

You might need a thinner brush to make highlights including face framing highlights.

- A** Brush your dry hair before starting the application. Put on the gloves and prepare the mixture (see 1. Preparation & Mixing).  
**B** Before applying the mixture, please divide a single hair strand off and hold it straight, away from your head. Immediately apply the prepared mixture with your brush onto dry, not pre-washed hair and disperse it equally from hairline to hairtip of this strand. Leave in the mixture according to the processing time (see processing time table). Avoid contact with scalp.

### PROCESSING TIME

The degree of lightening achieved depends on the processing time and your natural hair colour. To determine the correct processing time, please check it during application:

- After 20 minutes, wipe a single thin strand of hair clear to check the level of lightening achieved. To achieve a lighter result, apply the surrounding mixture onto the same strand of hair and increase the processing time. Please note that the darker your natural hair colour is, the more processing time is required to achieve a lighter result (but the processing time should not exceed 45 minutes).

00P Powder Bleach	Your natural hair colour			
	Light Blonde / Medium Blonde	Dark Blonde	Light Brown	Medium Brown
Your lightening result				
Natural Highlights	20	25	35	40
Subtle Highlights	25	30	40	45
Noticeable Highlights	30	40	45	–

### 3. RINSING

When the processing time is completed, rinse hair well with warm water and wash with a mild shampoo. Rinse hair thoroughly until water runs clear and follow with the After Treatment.

### 4. AFTER TREATMENT

- A.** If you don't use a Post-Bleach Toner: follow with the After Treatment provided. Apply conditioner evenly and leave it in for up to 3 minutes. Rinse thoroughly.  
**B.** If you use a Post-Bleach Toner: follow with your regular conditioner (do not use a blue conditioner). Then, apply the Post-Bleach Toner following the instructions in the pack.

## HOW TO DISPOSE OF LIVE

40 mm



4 mm

INSTRUCTION LEAFLET

FOLDING BOX

PAPER RECYCLING

PAIR OF USED GLOVES

BOTTLES WITH DEVELOPER LOTION

PLASTIC RECYCLING

SACHET OF BLEACHING POWDER

SACHET OF COLOUR AFTER TREATMENT

RESIDUAL WASTE

GENERAL DATA	APPROVAL DATA	PHONE
DIE CUT / SIZE (mm) 295 x 205 mm	Responsible person marketing Annika Mantsch	+49 211 797 5487
Nuance no. xxx	Date of approval by marketing 00.00.2021	
IDH no. 2861696	Responsible person IPD Xxx Xxx	+49 211 797 xxx
Material no. 2868655	Responsible person country Xxx Xxx	+49 211 797 xxx
Datamatrix/FB_TB code 2868655	Date of approval 00.00.2021	
EAN outer box 00000000000	Delivered by PG MR AD	
Short sign xxx	Responsible person LSD Coloration	
Product LIVE Powder Bleach	Printing company Cetis	
Country UK	LSD job no. L-P-029783	
EAN (please check) 5012583211709	<b>LSD FILE NAME:</b>	
EAN size EAN13 100	UK_LIVE_COLO_IL_Powder_Bleach_00P_1L_0522.indd	
Status DTP	<b>INFOS: -</b>	
Creation date 09.05.2022		
Correction date 00.05.2022		
Project no. (HINT) B-2111-02871		
SEAL ID XXXXXXX		
<b>LOGO OF PRINTING COMPANY</b>	<b>TO BE COMPLETED BY PRINTING COMPANY</b>	
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none	
	* if yes please do provide a detailed description of all changes made	

Printing material:  white  transparent  silver  direct printing

Coloration filling code:  Datamatrix  FB\_TB code  EAN outer box  none

Basic Pack. Mat. No.: 676633 Mailing list: Coloration

**USED PANTONE TONES ARE JUST INDICATORS!**

Colors	Printing process	Colors	Printing process
	<input type="checkbox"/>		<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

printing area (does not print)  
 die cut (does not print)

These files have been set up without trapping parameters or any other print options. Please adapt the data according to your usual guidelines and/or profiles.

Kind regards, LSD GmbH & Co. KG  
 LSD GmbH & Co. KG  
 In der Steele 11–13  
 40599 Düsseldorf  
 Tel. +49 211 74 84 90  
 Fax +49 211 74 84 94 10

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## INSTRUCTION LEAFLET


### IMPORTANT ADVICE

Before application, please read the **SAFETY INSTRUCTIONS** below carefully.

- This product is not recommended if your hair is more than slightly grey. Otherwise, the lightening result may be uneven.
- If your hair is longer than chin length or thick, we recommend using two packs of **Schwarzkopf LIVE** Bleaches for the First-Time application.
- If your hair is already lightened, follow the Root Regrowth application.
- The processing time should always be followed. If you shorten the processing time, you might not achieve an optimal lightening result.

- During processing, do not cover hair, do not pile hair on top of head, or use added heat from hair dryer, heating hoods, sauna, etc.
- Avoid product coming into contact with clothing, jewellery, metal, plastic or absorbent surfaces as the stains occurring can normally not be removed. Remove spillages immediately with water.
- We recommend repeating the root re-growth application every 4 weeks, as hair grows approximately 1 cm per month.
- The lightening effect amplifies with the number of applications and depends on your natural hair colour.

## SAFETY INSTRUCTIONS

 Product can cause severe allergic reactions.

Read and follow instructions:

Do not lighten your hair if:

- you have a rash on your face or sensitive, irritated and damaged scalp,
- you have ever experienced any reaction after lightening your hair.

Ingredients see packaging (folding box). Rinse hair well after application. Avoid contact with eyes. Rinse immediately if product comes into contact with them. Wear suitable gloves. For external use only. Do not use to dye eyelashes or eyebrows. Keep out of reach of children. Keep the empty carton and the instruction leaflet in case you experience a reaction. Please consult a doctor, if you have any doubts.

### 1. IF DURING USE YOU EXPERIENCE

- any stinging or burning and/or rash, rinse immediately and discontinue as this may be an indication of a more serious reaction. Do not lighten your hair again before consulting a doctor or seeking medical advice.
- rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face, rinse immediately and seek immediate medical attention and contact the manufacturer.

2. IF AFTER USE OR ON THE FOLLOWING DAYS YOU EXPERIENCE problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping, seek immediate medical attention and contact the manufacturer.

### PRECAUTIONS

- This product contains ingredients which may cause severe eye irritation and possible permanent eye injury. If the product gets into your eye, flush immediately with a large amount of lukewarm water and seek medical advice.
- If you wear contact lenses during application and any product gets into your eye, remove the contact lens first, then flush immediately with a large amount of lukewarm water and seek medical advice.
- Do not inhale or ingest the product.
- Avoid unnecessary skin contact.
- Do not use if your hair has been treated with henna or metallic dyes.
- Remove all metal objects such as clips and hair pins from hair before use and keep them away during lightening. Do not use metal tools.
- Keep developer away from heat and light. Do not mix this Bleach with any other products. Do not keep any unused product. Do not leave the mixture in a closed bottle (bottle may expand and burst).
- Do not apply product in addition to an existing semi or permanent colour or gradual colour restorer.
- Product can cause irreparable damage to hair if used more often than recommended.
- Do not use on other than scalp hair, especially not on facial hair.
- Do not use product on permed or chemically straightened hair at any time.
- Do not exceed the processing time.

## PROFESSIONAL ADVICE

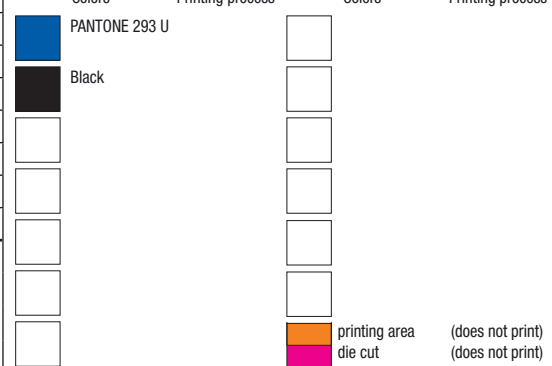
For further information and free colour advice, please call the Schwarzkopf Advisory Service on Freephone:  
0800 328 9214 (UK), 1800 535 634 (Ireland),  
or alternatively e-mail us at  
consumer.advisory@henkel.com  
www.livecolor.com

  
Schwarzkopf & Henkel  
a division of  
Henkel AG & Co. KGaA  
D-40191 Düsseldorf  
UK: Henkel Ltd., Hemel Hempstead, Herts, HP2 4RQ

40 mm



4 mm

GENERAL DATA	APPROVAL DATA	PHONE	Printing material:
<b>DIE CUT / SIZE (mm)</b> 295 x 205 mm	Responsible person marketing Annika Mantsch	+49 211 797 5487	<input checked="" type="checkbox"/> white <input type="checkbox"/> transparent <input type="checkbox"/> silver <input type="checkbox"/> direct printing
Nuance no. xxx	Date of approval by marketing 00.00.2021		Coloration filling code: <input type="checkbox"/> Datamatrix <input type="checkbox"/> FB_TB code <input type="checkbox"/> EAN outer box <input type="checkbox"/> none
IDH no. 2861696	Responsible person IPD Xxx Xxx	+49 211 797 xxxx	Basic Pack. Mat. No.: 676633 Mailing list: Coloration
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EAN outer box 000000000000	Delivered by PG MR AD		
Short sign xxx	Responsible person LSD Coloration		<input type="checkbox"/> printing area (does not print) <input type="checkbox"/> die cut (does not print)
Product LIVE Powder Bleach	Printing company Cetis		
Country <b>UK</b>	LSD job no. L-P-029783		
EAN (please check) 5012583211709	<b>LSD FILE NAME:</b>		
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Creation date 09.05.2022			
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Project no. (HINT) B-2111-02871			
<b>SEAL ID</b> XXXXXXX			
<b>LOGO OF PRINTING COMPANY</b>	<b>TO BE COMPLETED BY PRINTING COMPANY</b>		
	corrections <input type="checkbox"/> yes* <input type="checkbox"/> none		
	* if yes please do provide a detailed description of all changes made		
		Kind regards, LSD GmbH & Co. KG	<b>LSD</b> LSD GmbH & Co. KG In der Steele 11-13 40599 Düsseldorf Tel. +49 211 74 84 90 Fax +49 211 74 84 94 10

5 cm