

CUSTOM EFFECTS HIGHLIGHTS

CREATE A SALON LOOK WITH REVLON CUSTOM EFFECTS HIGHLIGHTS. THIS ALL-IN-ONE KIT ALLOWS YOU TO ACHIEVE A MULTI-TONAL LOOK BY ADDING BRIGHTENING CONTRASTS TO YOUR HAIR.

Use Highlights To:

- Lighten your face
- Refresh your look
- Create a sunkissed glow
- Get a great summer look

Your only surprise will be how easy it is!

Our easy-to-use **PRECISION APPLICATOR** and dripless highlight formula make it easy to create a natural or dramatic look! Place fine lines just where you want them throughout your hair.

Revlon's exclusive, patented shampoo-in **SMART TONER™** zooms in on highlights and leaves the rest of your hair alone, giving you exceptional color without brassiness. A real breakthrough for at-home haircolor!

Complete your look with our **Finishing Conditioner** for silky smooth, shiny hair.

THIS EXCLUSIVE KIT INCLUDES:

1. Highlighting Powder
 2. Developer
 3. Smart Toner™
 4. Finishing Conditioner
- Professional Coloring Gloves
Instruction Booklet
Precision Applicator

READ ALL DIRECTIONS CAREFULLY BEFORE YOU HIGHLIGHT

Questions or Concerns? Call 1.800.4.Revlon (473.8566) Monday–Friday 8:30 AM–5:00 PM ET, or write to: Revlon Consumer Information, P.O. Box 6113, Oxford, NC 27565. www.revloncustomeffects.com

APPLICATION ADVICE:

- Call a Revlon Color Expert if you have any questions before you begin.
- Do not shampoo immediately before highlighting. If hair is very soiled or has heavy buildup of styling aids, shampoo 24 hours before application.
- Prepare mixture immediately before use, never sooner.
- Use the entire contents of the Highlighting Powder and Developer. Do not vary proportions.
- Do not mix with any other products.
- Keep developer away from heat and light. Store unopened kit in a cool, dry place until ready to use. (Do not refrigerate.)
- Do not use over metallic dyes, compound hennas or color restorers. This can result in discoloration or breakage.
- If your hair has just been permed or relaxed, wait at least 14 days before using Custom Effects Highlights.
Remember to test first. (If hair is permed or relaxed, do not leave mixture on for more than 5-10 minutes)
- Do not use if your hair is not in good condition.
- Protect clothing and work area from spills with a smock and old towels to avoid permanent staining.
- Rinse spills immediately with cool water. If skin contact occurs, wash quickly with cool water.
- Use at room temperature (50°–80°F) for best color results.

ALLERGY TEST:

Some people may be allergic to hair coloring products. Allergies and sensitivities can develop suddenly, even after regular use of a product. For this reason, always take the Allergy Test 48 hours before each and every application.

For the Shampoo-in Smart Toner:

- Measure 1/2 teaspoon water in a small glass or plastic container. Squeeze a small dab of the **3. Smart Toner** onto a cotton-tipped applicator and use the tip to mix the toner into the water.
- Wash and pat dry a test area about the size of a quarter on the inside of your elbow.
- Apply some of the test mixture to the cleansed area with a cotton-tipped applicator and let it dry.
- Do not wash off for 48 hours. If no reaction has occurred, you are ready to highlight.

If the skin test causes any reaction such as redness, itching, burning, swelling or other signs of irritation in or surrounding the test area, it means you are allergic or sensitive to this product and should not use it. Do not use Custom Effects Highlights if your scalp shows any evidence of abrasion, eruption or other abnormal condition.

PREVIEW TEST:

Haircolor results can be affected by permanent waving, straightening, overexposure to sun, previous coloring and other stress factors. To see how your new highlights will look, do the preview test.

- Snip a small swatch of hair 1/4" wide and tape at one end.
- Put on gloves and prepare the test mixture as follows:
- Shake down the contents of the **1. Highlighting Powder** and tear along the notch in the corner.
Using a plastic spoon, mix 1/4 teaspoon of **1. Highlighting Powder** and 1 teaspoon of **2. Developer** in a plastic or glass container.
- Completely cover hair strand with mixture and time it for 30 minutes for blonde hair, or 45 minutes for brown to black hair. Only 5-10 minutes for permed or relaxed hair.
- Rinse off test strand and apply a small dab of **3. Smart Toner**. Smart Toner will add the color to your highlights. It is important to leave it on for a full 2 minutes. Rinse and dry.

Note: If hair shows signs of breakage, discoloration or other damage after the preview test, do not use this product until hair condition improves.

HELPFUL HINTS

Read all directions carefully before you highlight.

- Keep application instructions in front of you and refer to them as necessary.
- Ask a friend if you need help.
- Your hair should be clean and dry, but not freshly shampooed.
- Custom Effects Highlights can be used on freshly colored hair.
- Comb your hair in your usual style, making sure there are no tangles.
- Use a smock or drape an old towel on your shoulders to protect your clothing.
- Have clock or timer, plastic hair clips, a hand-held mirror and paper towels ready.
- Always wear gloves.

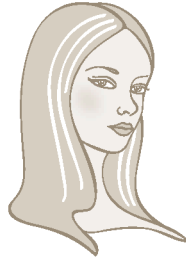
DECIDE ON A HIGHLIGHTING STYLE

Choose the look you'd like or create your own look by placing highlights as close together or as far apart as you wish.

- For a subtle look, place streaks further apart.
- For a dramatic look, place streaks closer together.
- To get a natural look, do not apply highlighting mixture to the top layer of the hair closest to your part.

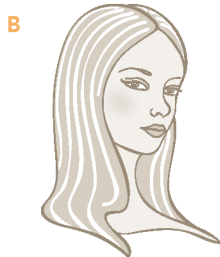
FACE FRAMING (Figure A)

Apply the mixture on a few strands around your face (and on your bangs if you have any). This style is strongly recommended for short hairstyles or for thin/fine hair.



ALL-OVER SURFACE (Figure B)

Place highlights on surface of your hair, following your hair's natural flow. Start with strands at the back of your head and gradually work your way toward the front. Use a hand mirror or ask a friend to help you with the back of your head.



LAYERED LOOK (Figure C)

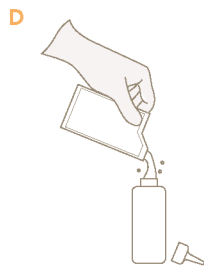
Use plastic clips to lift and hold the top layers so you can add highlights underneath. Start at the bottom layer. When you have added as many streaks to the lower layer as you like, resection, taking down another layer of hair. Apply highlights to upper layers, being careful to stay 1/2 inch away from the roots. Repeat the process from the bottom to the top layers.



Note: Try not to put streaks any closer than 1 inch apart.

PREPARE HIGHLIGHTING MIXTURE

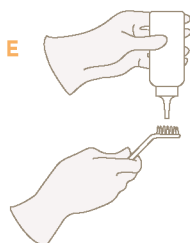
- Put on protective gloves.
- Break off the tip of **2. Developer** bottle and unscrew the cap completely.
- Shake down the contents of the **1. Highlighting Powder** and tear along the notch in the corner.
- Carefully empty the contents of the packet into **2. Developer** bottle. (Figure D)
- Recap the bottle, gently squeeze out some air and place a gloved finger over the tip.
- Point bottle away from face and shake vigorously until mixture is totally blended.
- Squeeze some product onto a paper towel to make sure it is well mixed.



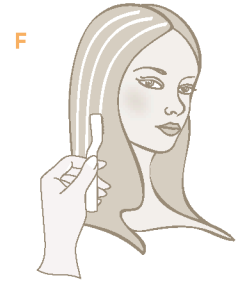
Note: Fully-blended highlighting mixture will be a blue color to help you clearly see where your highlights will appear. **The color will not reflect your final results.**

STEP 1 APPLICATION

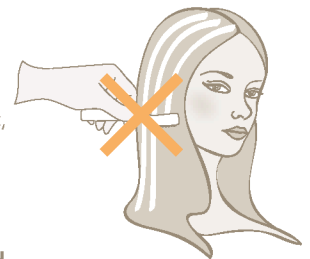
- Comb your hair the way you normally wear it.
- Use the pointed tip of the bottle to squeeze the mixture into the chamber of the Precision Applicator. (Figure E)
- Fill the chamber of the applicator to the top with the thick mixture.



- Start applying mixture to the back of the hair first, then alternate from one side of your head to the other to ensure even results.
- Place the applicator approximately 1/2 inch from the scalp.
- **Do not go too close to the root.** (Hair near scalp lightens faster due to the natural heat from the head, giving uneven results).
- As shown in (Figure F), use a single continuous movement and slowly stroke the applicator down to the ends of the hair.
- If you have longer hair and there is not enough mixture to reach the ends, refill the chamber and continue to apply where the streak ends.



- **Do not use the applicator like a regular brush or comb**, as shown in (Figure G). This would result in an undesirable all-over highlighted effect, not defined streaks.
- Refill the applicator to the top with the mixture after each stroke.
- **Do not go back and reapply over the stripes you have already created.**



- When highlighting the back of your head, have a friend help if possible.
- To apply product yourself, hold a hand-held mirror and, using the applicator, slowly stroke the product about 1/2 inch from the roots towards the ends.
- Use a hand-held mirror to make sure you have applied the mixture to all of the sections desired.
- You only need to use the amount of mixture necessary for your highlighting effects and your hair length. There is no need to use all of the mixture.
- **Discard any unused mixture.**

Important: If you think you applied too much product to a section of hair, or if you applied it too close to your scalp, immediately wipe all of the mixture from that section with a damp paper towel and reapply.

STEP 2 TIMING

- Begin timing when application is complete.

If your hair is:

Blonde	Brown or Black	Permed or Relaxed
30 Minutes	45 Minutes	5-10 Minutes

STEP 3 RINSE AND SHAMPOO IN SMART TONER™

- Wearing gloves, rinse the mixture from hair.
- Shampoo hair gently, using the entire contents of the **3. Smart Toner**.
- Lather, making sure all hair is thoroughly coated. Smart Toner will add color to your highlights, so they look natural not brassy.
- It is important to leave the toner on hair for a full 2 minutes.

STEP 4 RINSE AND CONDITION

- After shampooing, rinse hair thoroughly until water runs clear.
- Apply sufficient amount of **4. Finishing Conditioner** and massage into hair to fully saturate it.
- Leave on for 2 minutes.
- Rinse well and style as usual.
- Save any extra conditioner for later use.

CAUTION:

KEEP OUT OF REACH OF CHILDREN. This product contains ingredients that can cause serious irritation, respiratory and/or allergic reactions. Prepare and use in a well-ventilated area. Wear appropriate gloves. Avoid contact with eyes and skin (other than areas of application). If contact occurs, immediately flush with water and get medical attention. Do not use to dye eyelashes or eyebrows. Rinse hair well after application. Do not inhale or ingest. If affected by inhalation, move to fresh air. If symptoms persist, get medical attention. If swallowed, call a physician, hospital emergency room or poison control center immediately. Induce vomiting only if recommended by medical personnel.

IMPORTANT: Hair colorants can cause allergic reactions, which in rare instances can be severe. Tattoos may increase your risk of allergy. To reduce your risk, follow these instructions.

SAFETY INSTRUCTIONS:

1. **DO NOT USE THIS PRODUCT AT ALL IF** you have already experienced any reaction to coloring products or if you have a sensitive, irritated or damaged scalp. In these cases, consult a doctor before using any hair color product.
2. Perform a skin allergy test 48 hours before each product use even if you have already used coloring products before. (The absence of a reaction to this test is no guarantee that an allergic reaction may not occur as a result of future haircoloring processes. However, this test represents an important precaution. Please consult a doctor if you have any doubts.)
3. **IF DURING COLORING YOU EXPERIENCE:**
 - any stinging or burning and/or rash, rinse immediately and discontinue use as this may be an indication of a more serious reaction. Do not color your hair again before consulting a doctor or seeking medical advice.
 - rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling to eyes/face, rinse immediately and seek immediate medical attention.
4. If after coloring or on the following days you experience problems such as skin or scalp itching, skin or scalp rash, swelling to eyes/face, blistering and/or skin or scalp weeping, seek immediate medical attention.

PRECAUTIONS:

- **KEEP OUT OF REACH OF CHILDREN.** This product is not intended to be used on children.
- Never use Custom Effects Lowlights if scalp is irritated or injured.
- Always keep applicator bottle pointed away from face.
- Remove all metal objects from hair before coloring. Do not use metal combs or clips; they may cause discoloration or breakage of hair. Use only plastic or glass utensils.
- This product contains ingredients that may cause severe eye irritation and possible permanent eye injury. Keep eyes tightly closed when rinsing mixture or toner from hair. If mixture or toner should accidentally get into eyes, flush immediately with lukewarm water and call a physician.
- Remove glasses or contact lenses before coloring. If you must wear contact lenses during application and mixture gets into your eyes, remove the lenses first then flush immediately with cool water. Call a physician.
- Never use on eyelashes or eyebrows – this may cause blindness.
- Do not inhale or ingest.
- Do not store prepared mixture – the container may burst. Pour unused mixture down the drain before discarding empty container. Rinse sink area.
- Do not use this product on facial hair such as male beard or moustache.