

Henné Color

For HAIR



HAIR MASCARA *Express Touch*

Dry in **10** mn

- M**ask roots effect
- I**deal to make single locks of hair
- N**o preparation, no rinsing
- N**o oxidant, no ammonia

NJD COSMETICS
Paris

HAIR MASCARA *Express Touch*

Technical file

I ntroducing the product

Each Hair mascara contains 15 ml (0,5 Fl.oz) of product.

Available by reference (x 6) or in display of 42 pieces (6 x 7 references).

I nformation

Apply **Hair Mascara EXPRESS TOUCH** on dry hair using small strokes from roots to tips of hair. Leave to dry 10 minutes. Proceed to hairdressing.

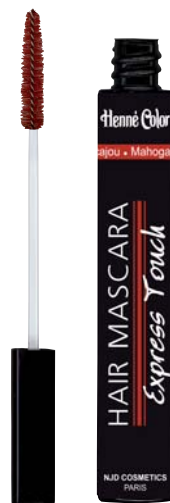
For all types of hair.

P recautions of use

- External use only.
- Never dye eyelashes or eyebrows.

S hades

Ref. 141010-400	Mahogany
Ref. 141010-401	Auburn
Ref. 141010-404	Golden Blonde
Ref. 141010-406	Brown
Ref. 141010-407	Copper
Ref. 141010-408	Chestnut
Ref. 141010-412	Black



G encodes

<i>Gencode Mahogany:</i>	334807001693 2
<i>Gencode Auburn :</i>	334807001694 9
<i>Gencode Golden blonde:</i>	334807001695 6
<i>Gencode Brown:</i>	334807001696 3
<i>Gencode Copper:</i>	334807001697 0
<i>Gencode Chestnut:</i>	334807001698 7
<i>Gencode Black:</i>	334807001699 4



Why choose Hair Mascara *Express Touch* ?

1 NATURAL HENNA

The products are based on a natural element, HENNA, whose cosmetic benefits on the hair have been recognized.

2 PRACTICAL

- Easy and fast application
- No preparation, no rinsing
- Mask roots effect
- Ideal to make single locks of hair
- Cover white hair

3 SOFT

No oxidant, no ammonia, no lightening agents.

4 COLOURED

A palette of 7 "essential" shades, completely compatible with others products of colouring in the range Henné Color.

5 AFFORDABLE

The sales prices have been studied carefully. They are below the medium price of the market for this quality level.

6 QUALITY

Each product benefits from the quality of manufacturing that is certified by a cosmetic laboratory.

Henné Color

The complete range *Henné Color*

HENNÉ COLOR is a complete product line of hair colourings, comprised of 6 products that meet the expectations of even the most demanding consumer.

- A permanent dyeing product → *The herbal hair colour (Powder)*
- A temporary tinting product → *The colouring cream*
- A revitalising product → *The colour-enhancing mask*
- A colour care product → *The colour maintenance shampoo*
- A treatment with henna extract → *The balsam conditioner*
- An one-touch colour product → *The Hair Mascara Express Touch*



*“All the benefits of henna
in a hair colouring”*

NJD COSMETICS

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NO oxidant ammonia



www.njd-cosmetics.com

ORIGINS OF HENNA

● henna *and Antiquity*

The henna is a small tree originating in the Orient. It has been used for countless centuries. Since its beginnings its reputation has been based as much on religion and magic as on cosmetics.

A study of the mummy of Ramses II revealed that the pharaoh's hair was colored with henna.

In Antiquity, henna was used in two forms: perfume from its flowers and dye from its leaves.



● henna: *flowers and leaves*

Very early on, the use of perfumes was part of many oriental civilizations.

The henna flower was highly prized for its attractive and intoxicating scent.

It emanates a rich and balanced perfume, a real bouquet combining the scents of boronia, jasmine and roses with a hint of reseda.

On the other hand, the fresh henna leaf has no scent at all, even when crushed.



In ancient times, henna leaves were crushed in a copper mortar or ground with a millstone.

The resulting powder was much appreciated for the beautiful highlights it gave to hair. Many different color shades could be achieved, ranging from gold to flamboyant red, depending on the personal recipes that each woman used.

Likewise, the jet-black color, so thought after in Antiquity by Egyptian beauties such as Cleopatra and the women of her court, were obtained from henna.

THERAPEUTIC VIRTUES OF HENNA

● **henna** *and the West*

The worldwide distribution of henna went hand in hand with the expansion of the eastern culture, from Africa to the Near East.

Some years ago henna reappeared in the West and became a hair coloring product that is very much appreciated by hair stylists.

This revival is also due to the interest the consumers have in natural products based on plants.

Currently the major part of henna imported to France comes from India.

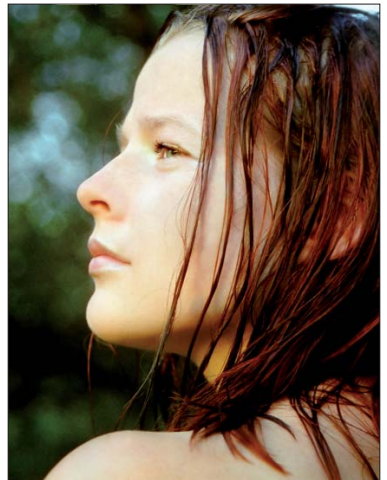
● **henna** *and the hair*

The virtues of henna make it a first grade natural raw material.

Henna has toning and fortifying properties for hair, enhancing its body and protecting it from the weather.

Henna puts a colored film on the surface of the hair. Thus it gives vigor and body even to the finest hair.

It has a very effective anti-seborrhoeic property.



Henné Color

HAIR MASCARA *Express Touch*

- 6 Golden Blonde
- 6 Copper
- 6 Mahogany
- 6 Auburn
- 6 Chestnut
- 6 Brown
- 6 Black



Display of 42 pieces

Ref. 141011 - Dimensions (WHD) 242 x 303x 235 mm

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