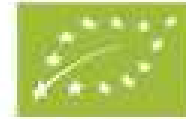


Radico  
COLOUR ME  
Organic



Certified by:



# Organic Hair Color Product Manual

*"Organic is Real Natural"*

## What is Organic?

'Organic' at present is more associated with food, Organic cosmetic is very niche segment and very few companies are manufacturing certified organic cosmetics. But its catching on.

Organic produce and other ingredients are grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation.

Before a product can be labeled "organic," a Government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet organic standards. Companies that handle or process organic food before it gets to your local supermarket or restaurant must be certified, too.

Hence Organic Products are free from all toxic chemicals and thus they are purely natural. So Organic is real natural.

# Difference between Natural and Organic

Apparently, the demand for organic Products is more than natural products because organic products seals are granted and monitored by the government.

Given below is the difference between natural and organic products on different parameters :

<u>LABEL</u>	<u>ORGANIC PRODUCTS</u>	<u>NATURAL PRODUCTS</u>
<b>Definition</b>	<ul style="list-style-type: none"> <li>Organic Product refers to items that are produced using organic means.</li> </ul>	<ul style="list-style-type: none"> <li>Natural Products items are minimally synthesized.</li> </ul>
<b>Standards</b>	<ul style="list-style-type: none"> <li>Stringent standards for organic production, handling and processing exist throughout the world.</li> </ul>	<ul style="list-style-type: none"> <li>Stringent standards do not exist for natural products in many parts of the world.</li> </ul>
<b>Certification Bodies</b>	<ul style="list-style-type: none"> <li>Many countries have certification bodies, the most prominent being the United States Department of Agriculture (USDA).</li> </ul>	<ul style="list-style-type: none"> <li>The International Association of Natural Products Producers (IANPP) is trying to get the definitions for natural products into place. It should be noted that it is not a certification body.</li> </ul>
<b>Labels</b>	<ul style="list-style-type: none"> <li>Organic labels have legal implication. A manufacturer should follow the specified rules and regulations before using the organic label.</li> </ul>	<ul style="list-style-type: none"> <li>Natural labels are normally used freely by manufacturers due to lack of adequate guidelines. So it may be misleading.</li> </ul>
<b>Demand</b>	<ul style="list-style-type: none"> <li>Demand for organic products is more than the demand for natural product.</li> </ul>	<ul style="list-style-type: none"> <li>The demand for natural products is also increasing; however, not as much as organic products.</li> </ul>
<b>Health Benefits</b>	<ul style="list-style-type: none"> <li>People prefer organic products because they feel it is safer than other products as chemicals are not used in its production and cultivation too..</li> </ul>	<ul style="list-style-type: none"> <li>People prefer natural products because they believe excessive processing of food items disturbs their health benefits. But natural product may be cultivated by using pesticides and fertilizers.</li> </ul>
<b>Price</b>	<ul style="list-style-type: none"> <li>Organic product is priced more than non Natural products..</li> </ul>	<ul style="list-style-type: none"> <li>Natural product is also priced more than non organic products.</li> </ul>
<b>Shelf Life</b>	<ul style="list-style-type: none"> <li>Shelf life of organic food is more than that of natural products. You can store it for a longer duration.</li> </ul>	<ul style="list-style-type: none"> <li>Since it is minimally processed. It have high water content, the shelf life is low.</li> </ul>

## Why Certified Organic Products ?

Certification assure you genuine and real organic products as it is granted, by following strict, stringent regulations & guidelines.

Certified organic products are made with ingredients that are grown free of synthetic pesticides, herbicides and genetically modified organisms.

It do not include harmful additives such as petroleum waxes, fillers and artificial chemicals. Simply put, certified organic products are completely healthy and natural, synthetic alternatives are not. Even natural products may also contain some fraction of pesticides and fertilizers, used during cultivation.

Certified Organic products work better simply because they are made with superior ingredients.

Hence we say “Organic is real Natural” because control starts right at the cultivation land level. Many companies try to mislead by using word “Organic”, just in their brand name or by just using few organic ingredients along with chemicals and synthetic ingredients, those products cannot be considered as organic and hence are not safe for body & health. Thus arise the need for certification.

So always look for proper organic certification of product on the whole not just few organic ingredients and it should be certified by reputed certifying company.

## Why India ?

India is land of “Ayurveda”, a 5000 years old natural health care.

Majority of the Herbs , Spices and Commodities grow in different parts of India due to favourable environment and weather conditions.

Scientists, doctors, agriculture universities / Institutes available for research & development.

881 species of herbs in India - 60 are cultivated and 760 are wild crafted / harvested

Better economics –availability of human resource at reasonable cost.

India is blessed with maximum knowledge of herbs and natural healthcare.

## Why Organic Hair Color ?

Organic Hair Color is 100% Natural way to color your hair. It is the Real Natural Organic hair color certified by Ecocert, a leading international organic certifying company.

It is completely safe and healthy product. it is manufactured by using Certified Organic herbs only.

Available in 7 Natural Shades :

Soft Black, dark Brown, Brown, Mahogany, Wine Red, Copper Brown, Burgundy.

### ***Main Features of Organic hair Color :***

- Contains No harmful synthetic chemicals.
- Blends away grays for more natural coverage.
- Completely safe & healthy hair color.
- Protects and nourishes hair and restores natural shine & luster.

***It is boon for those persons who are sensitive and allergic to chemicals***

## Advantage of Organic Hair Color.

- No Harsh Chemicals or any Additives. NO peroxide, NO ammonia, NO resorcinol, NO parabens. NO CHEMICAL AT ALL. JUST ALL HERBS. It is 100% Natural.
- Cover grey hair effectively and properly in one step.
- Color stay upto 30 days (depending upon health of hair).
- Result may vary person to person.
- It balances and nourishes the hair shaft to help prevent breakage.
- It leaves hair thick, lustrous and naturally healthy.
- It is completely safe hair color.
- It can be used for hair coloring at home.
- It not only color hair but also impart hair treatment benefits.
- Certified product from Ecocert, a leading international organic certifying company.

# Ingredients of Organic Hair Color



**Manjistha**

Rubia  
Cordifolia



**Indigo**

Indigofera  
tinctoria



**Bhringraj**

Eclipta  
alba



**Amla**

Emblica  
Officinalis



**Henna**

Lawsonia  
Inermis



**Katha**

Acacia  
catechu



**Coffee**

Coffea  
Arabica



**Hibiscus**

Hibiscus  
Rosa  
Sinensis



**Methi**

Trigonella  
foenum-graecum



## Function of Herbs Used :

<b>Henna</b> ( <i>Lawsonia Inermis</i> )	:	Used as Hair Dying/Astringent agent, boost hair growth, cools scalp & skin, treat dandruff, make Hair Shine.
<b>Amla</b> ( <i>Emblica Officinalis</i> )	:	Help in darkening color. It prevents greying of hair naturally and promotes hair growth and improve its retention.
<b>Bhringraj</b> ( <i>Eclipta Alba</i> )	:	Helps in hair retention through revitalizing hair follicles by stimulating blood circulation.
<b>Indigo</b> ( <i>Indigofera tinctoria</i> )	:	Hair Coloring, masking, toning and antiseptic function.
<b>Manjistha</b> ( <i>Rubia Cordifolia</i> )	:	Manjistha is very effective in preventing hair loss, dandruff and type of skin problem. Also helps in darkening color.
<b>Methi</b> ( <i>Trigonella foenum-graecum</i> )	:	It control dandruff, premature hair fall and seasonal irritations of scalp. Helps in fixing color.
<b>Hibissucs</b> ( <i>Hibiscus Rosa Sinensis</i> )	:	The hibiscus shrub has great cooling properties. It prevent dandruff and add shine and luster to hair.
<b>Coffee</b> ( <i>Coffea Arabica</i> )	:	It is used for hair color darkening. It also minimize hair damage.
<b>Katha</b> ( <i>Acacia Catechu</i> )	:	It is used to add dark tones to hair color, astringent.

## Organic Hair Color Shades



Soft Black



Dark Brown



Brown



Burgundy



Wine Red



Mahogany



Copper Brown

*It is boon for those persons who are sensitive and allergic to chemicals*

# Application Method of Organic Hair Color

## Preparation:



### Qty Required:

20gm to 30gm – For Short Hair  
40gm to 60gm – For shoulder length  
hair (Medium size hair)  
70gm to 100gm – For waist length  
(Long hair)



Take required amount of powder as per hair length as mentioned above.

Add warm water to Organic Hair Color in 1:3 ratios (1 part of Organic Hair Color and 3 part of water).

Adjust the quantity of water as required to achieve a "yogurt or ketchup like" consistency. Paste should not be too thick or too thin. Apply the paste starting at the roots and spread evenly to the ends.



**Application :** Starting at the roots apply paste to hair immediately after mixing. Grey hair may require a heavier application of paste. Use the enclosed shower cap to cover hair after paste is evenly distributed



**Finish :** Wait at least 60 minutes after application of paste. If a darker color is desired leave the paste on for a longer period of time. It is safe for paste to remain on hair for two to three hours. Heat can also be applied with a hair dryer during this time to intensify results.



**Rinse :** After 60 minutes or more as desired, rinse hair with running water until the water runs clear. No shampoo is needed. Style and dry hair as desired.

Click below to view the application video:

<https://www.youtube.com/watch?v=FdNb7gAraLo&feature=g-upl>

# Limitation and Precaution of Organic Hair Color

- Its application time is at least 60 min. which is longer than the chemical hair colors.
- In order to achieve a darker color of any shade leave paste on hair for a longer duration of time and apply heat.
- When color is first applied it may not provide optimal results; especially if hair has been badly damaged by chemical processing in the past. As a result it may be necessary to repeat the process 2 to 3 times in order to achieve the desired results. This should be done in 24 hour intervals.
- Shampoo and conditioner is not required after rinsing hair but can be used if desired.
- Once the process is complete it is important to note that hair may continue to become darker over a period of up to five days. Organic hair colors will oxidize and become deeper, and richer in color within the first few days. Result may vary person to person.
- It is for Health Conscious people. So understanding about natural product is very important.
- Its mild nature and limitations should not be considered as defect or shortfall but a beauty of nature, for the safety of your health.
- Few person may get tingling effect or a mild itching on scalp during application, nothing to worry about, as presence of indigo herb may cause this effect in some person
- It give best result on people who have upto 30-40% grey hair. It may not impact exact color on person with 100% grey hair, They may get following result :
  - Few person may get orangish tone in excess on hair. Kindly apply indigo paste to neutralize this effect and it get nice dark color.
  - Few person may get purple tone in excess on hair. Kindly apply henna paste to neutralize this effect and get nice dark color.

*It is boon for those persons who are sensitive and allergic to chemicals*

## F.A.Q.?

### **Q.: What is Organic Hair Color ?**

A.: Organic Hair color do not have any synthetic ingredients. It is made with certified organic ingredients (herbs). It can be used personally and professionally.

### **Q.: Can it be used on my synthetic colored hair?**

A.: Yes you can use Organic Hair Colors if your hair have already been treated to synthetic colors / dyes. sometime you have to apply 2 -3 time on hair with interval of 24 hours, between each application, especially if health of your hair is not good or too much treated with chemicals in past, It neutralizes the bad effect first.

### **Q.: Is it certified or not?**

A.: Yes it is certified by France based world's leading Organic certification company ECOCERT.

### **Q.: How Much time it will take to color my hair?**

A.: You have to leave the paste of organic hair color for at least for 60 minutes. Because it is 100% natural made of just herbs. Longer you leave on hair better it is.

*"Organic is Real Natural"*

### **Q.: How long will this color last?**

A.: Last for 2-4 week, depending on health and condition of your hair.

### **Q. Does it stain the skin?**

A.: No, it does not.

### **Q.: Will I get the actual color shade?**

A.: Color may vary person to person depending on health & condition of your hair.

### **A.: Can it be applied on Man too?**

A.: Yes very well. This Hair Color can be used by man and women both.

### **Q.: Can I get part of my hair colored?**

A.: Yes, you can color a part of your hair.

### **Q.: Can it be allergic to someone?**

A.: No, as it is made of herbs only. But in rare case if a person is allergic to herbs, they may get effected.

**For any Help Pls. Call : +91-09818047182**

**Mail: [info@radico.com](mailto:info@radico.com)**

## Why Radico ?

*Radico* is a multinational company of international repute, with national headquarter and 100% export manufacturing unit in India and a distribution ware house in California, USA.

*Radico* is one of the very few companies across the globe, specializing in Natural Hair Colors. *Radico* is first to get organic certification from Ecocert, in India & globally. *Radico* have been serving international market since 1992.

### **Business Policy:**

*Radico* aspires of achieving long term business relationship with its clients based on strong corporate ethics. At *Radico*, we believe and practice Karma's theory (theory of action) that is based on maintaining a harmonious relationship at every front of your life while fairly fulfilling your duties towards the society and self. This philosophy encourages us to maintain high quality and strict delivery schedule and binds us to always remain ethical.

### **Credentials ( Awards and Achievements):**

*Radico* has made an enormous growth in a very little time. Our constant efforts and the quality of products are appreciated across the world. *Radico* is now a proud recipient of a prestigious international awards:

- (1) The Arch of the Europe for quality for year 2001-2002 at Frankfurt, Germany
- (2) Best Performance Award by Council of International Award, U.K., Europe for year 2002-2003.
- (3) The Award for Best performance "Niryaat Shiromani Puraskar" for exports for year 2003-2004 in India.

[www.radico.com](http://www.radico.com)

# Contact

**Questions? Suggestions? We'd love to hear from you!**

**India Office :**

129G, 6 & 7, Noida Special Economic Zone (NSEZ), Noida -201305, UP, INDIA

**USA Office :**

2221 W, 190 street, Suit B, Torrance, CA 90504, USA

**Email:** [info@colourmeorganic.com](mailto:info@colourmeorganic.com), [info@radico.com](mailto:info@radico.com)

**India Helpline :** +91-120-4568418

[Indian Standard Time 10.00 A.M. to 6.00 PM]

**24 Hr. Sales & Support :**

For India : Mr. Deepak Sharma (Mob. : +91- 9818047182) - [sales@radico.com](mailto:sales@radico.com)

**For Export / Bulk Orders :**

Mr. Sanjeev Bhatt (Mob +91- 9810153391) [director@radico.com](mailto:director@radico.com)

For more info Visit :

[www.radico.com](http://www.radico.com) & [www.colourmeorganic.com](http://www.colourmeorganic.com)