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ТАУЛОР МАККАУ
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organic
colour systems

introduction

The full story of how **organic colour systems** came to be the most popular alternative to conventional ammonia colours is explained in this brochure – used by thousands of salons and hundreds of thousands of hairdressers all over the world.

The philosophy - the ethos – the ingredients, how it works and the reasons why are here for you, we invite you to appreciate this extraordinary phenomenon.

our story

Herb UK was formed in 1990 by two directors, Stuart Taylor and Stephen Landreth. Both directors started their careers in hairdressing in the sixties and were trained by well known hairdressing personalities of the era. One specialised in cutting, the other in the technical side; colouring, curling and treating the hair and scalp. During the early seventies both became well known in London circles and it is in this early period in their careers that the ideals for a more natural alternative to chemical treatments was born.

It was to be seven years of hard work before **Organic Colours Systems** was launched. Initially it was only available in the United Kingdom but after many enquiries from hairdressers in other countries was exported a year later. The products are now exported to 28 countries and this is growing all the time as more and more hairdressers try to address the issue of unnecessary chemicals in their everyday working lives.

The Company recently moved to new purpose built premises and have one of the most sophisticated and hi-tech plants in Europe, capable of producing some of the very finest products in the world.

organic colour systems comes of age
be part of it – *naturally*





Precautions

- No hair colour is recommended for use during pregnancy.
- A sensitivity patch test should always be carried out prior to using **Organic Colour Systems**. Ideally apply the colour to the skin between the shoulder blades or just below the ear. Cover with a plaster and leave for 48 hours. If there is any reaction within the 48 period such as stinging, itching or irritation, rinse immediately with plenty of cool water and do not use **Organic Colour Systems**. If there is no reaction, **Organic Colour Systems** can be applied to your hair.
- Hair that has previously had henna applied to it may not be suitable to be coloured with **Organic Colour Systems**. Henna leaves a waxy seal around the hair shaft preventing opening of the cuticle. There are methods to help this situation.
- Hair that is exceptionally coarse (e.g. Afro-Caribbean) has more cuticle layers and may not be suited to **Organic Colours Systems** permanent hair colour. This is because the natural base used may not be able to penetrate through all the cuticle layers effectively to allow the colour to work.



organic colour systems

permanent hair colour

Organic Colour Systems is the first and only range of long lasting permanent hair colours on the market today containing certified organic ingredients which is produced using an advanced formula containing natural ingredients to cover all grey hair. In addition, being exclusively professional, we are able to provide the professional salon stylist or colourist with a full range of 53 inter-mixable colours and 8 different Activators to enable them to achieve almost any colour they should wish.

Our unique blend of certified organic natural extracts and

Vitamins E & C, combined with plant derived

conditioners, will actually enhance, protect and

moisturise as the hair is coloured.

- Containing certified organic ingredients for soothing, calming and protection - naturally.
- No ammonia or ammonia substitutes (ammonia swells the hair shaft and lifts the cuticle and can cause damage).
- Able to close the hair cuticle down by following with **Organic Care Systems** or **Q** shampoos and conditioners. This step is essential to restore the pH of the hair and close the cuticle. **This prevents colour fade and leaves the hair with natural shine and feel.**
- Uses pharmaceutical grade peroxide (highest quality and most mild) to avoid damage to the hair.
- Lowest possible percentage of PPD's (paraphenylenediamines – pigment).
- Naturally derived base, designed to protect during the process.
- Gentle on the hair shaft and cuticle – leaves the hair soft, strong and shiny.



product philosophy and ethos

Organic Colour Systems is a naturally based and highly effective hair colourant, created from as many certified organic ingredients as are available today.

The products, in adherence with our principles have to be as natural and gentle as possible containing ingredients of the highest possible quality. Each ingredient is added for a reason, such as;

certified organic comfrey extract
well known for its soothing and healing properties

certified organic roman chamomile extract
the finest of all and rich in natural azulene, renowned for its
calming and healing properties

certified organic aloe vera
to moisturise and cool the scalp during the process

All these materials are added in order to produce a product that will ensure the right results whilst protecting and caring for your hair and scalp
as naturally as possible.

mission statement

To manufacture our products as naturally as possible whilst allowing them to maintain their effectiveness.

To clearly establish our customer's needs through on going communication.

To work closely with our customers regarding marketing, promotions and training.

To constantly monitor our product range and make adjustments according to our customer's requirements.

To ensure that our products are retailed in the correct environment.

To initiate an ethical working relationship with all our customers and in so doing establish a foundation that is both long term and mutually beneficial.

background on hair

Human hair is a hard fibrous substance with a delicate balance of protein and moisture. Unlike skin, hair is not living tissue and therefore does not have the ability to repair itself. This is why care must be taken to protect its condition and use **the most natural and gentle products that are available**, such as the **Organic Care Systems** or **Taylor Mackay Q** range of products. Both of these professional ranges are specifically formulated to work in conjunction with **Organic Colour Systems**.

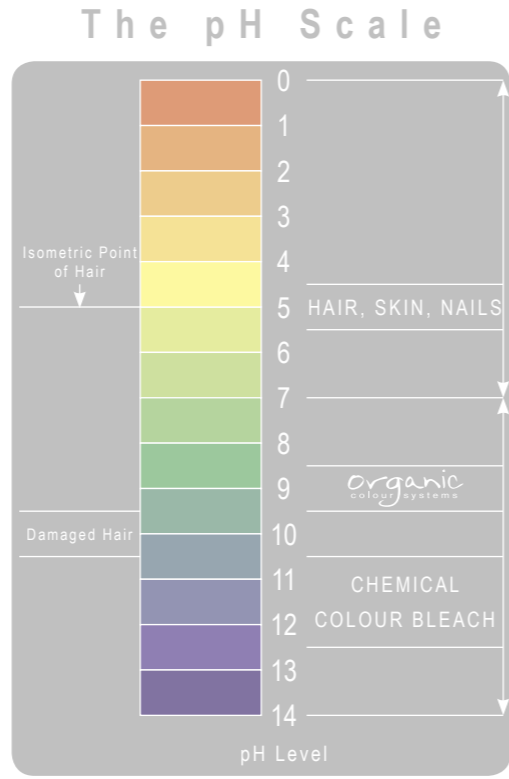
It is in the delicate inner structure of the hair where we find moisture (water) along with the hard and soft protein. On the outside there are 7 to 11 layers of interlocking scales which are called the cuticle. These form a protective barrier and hold the structure in place. Protein levels in the hair are around 83% to 87%. Moisture levels are about 3%. The balance is made up of sugar, salt and trace elements.

It is essential that this balance is maintained to keep hair healthy, strong and in good condition.

It is essential to understand what products are, what is in them, and how they work in order to maintain the good condition of both your hair and scalp and the pH is an important factor to consider.

Why?

Your hair and the surface of your skin have a pH of between 4.5 and 5.5, known as the isometric point of hair. The pH scale is a measure of acidity and alkalinity which ranges from 0 to 14 with 7 (water) being neutral.



how haircolour works

Permanent Hair Colouring changes the colour of your hair permanently and on the inside. For this to work we have to lift the cuticle and allow the permanent colour to work into the cortex or centre of the hair. The only way to do this is to alter the pH of the hair, and this is why the type of colour used is so very important.

There are two methods to open the cuticle:

One is to suspend the hair in a substance with a very high pH such as volatile ammonia and other harsh (often petroleum-derived) chemicals. This takes the hair well beyond its normal pH and causes it to swell considerably. This is effective to allow the hair colour to work but has numerous side-effects, including damage to the hair and possibly the scalp.

The other and more natural method is to suspend the hair in a substance that is non volatile and acts as a moisturiser, yet allows the hair colour to work. This will soften and lift the cuticle slightly to allow the colour to penetrate inside the hair. This is how **Organic Colour Systems** works.





For many products to work, such as permanent colour, they have to open the cuticles of the hair by taking it out of its normal pH and into the alkaline. At this point the hair is vulnerable and damage could occur to the sensitive internal structure.

It is essential that any product that has this ability should contain natural protecting and moisturising ingredients in order to protect the hair during the process.

Organic Colour Systems products all contain these ingredients, most of which are Organically Certified.

Finally to ensure the best possible condition for your hair we have to return it to its ideal pH, or isometric point after colouring, by using **Organic Care Systems** or **Q** shampoo, pH 5.5 and Conditioner with a pH of 3.0. Both available from professional hair salons.

The long term use of these will also help maintain your colour and the condition of your hair, **naturally**.

evidence from the microscope

The two pictures on the right are from exactly the same natural hair sample, which is untreated light brown hair. Both have been coloured and photographed under a microscope.

The top picture is of a popular ammonia colour with 6% activator and the bottom picture is **Organic Colour Systems** with the same level of activator for exactly the same period.

From the pictures you can clearly see the difference in the effect created on the cuticle. **Organic Colour Systems** colour causes no visible damage to the hairs cuticle layer.

