



True Red Henna Hair Dye Instructions – True Red to Auburn Colours

Thank you for your order. We hope that you enjoy your True Red henna colour!

Keep the powder out of direct sunlight. It is best stored in a cool dark place or in a fridge.

Your Pack Contents

True Red Powder – A ready-blended powder of henna, beetroot, red kaolinite clay and amla. No separate powders to weigh: everything is in the right proportions.

Ingredient	Per 100g	What it does
Henna	65g	Gives the red colour
Beetroot	20g	Adds a wine/berry tint for the first few weeks
Red kaolinite clay	10g	Pulls the colour away from orange towards red
Amla	5g	Adds body and shine

Ingredients (INCI): Lawsonia Inermis Leaf Powder, Beta Vulgaris Root Powder, Kaolin, CI 77491, Emblica Officinalis Fruit Powder.

IMPORTANT! – The pack does not contain gloves. It is advisable that you wear gloves throughout. Also, cover your shoulders and floor area. Henna will stain your hands, ears, neck and shoulders.

Using your Pack

You will also require: Gloves, hibiscus tea or water, apple cider vinegar, a non-metallic bowl, cling film, a shower cap, oil or balm for your hairline and an extra set of hands! (you can apply everything yourself, however, you are going to get a better result if you get a friend to help you!)

Colour Chart

Your starting shade	Expected result
Very light blonde, white or grey	Warm copper-red to true red with a wine/berry cast. The brightest result.
Dark or honey blonde	Rich copper-red to auburn with wine depth in sunlight. The sweet spot: saturated without neon orange.
Light brown	Deep auburn-red, warm burgundy in the sun, more muted indoors.
Mid-brown	Rich reddish-brown to deep auburn, red visible indoors: chestnut with red highlights.
Dark brown	Deep reddish-brown with a red/mahogany glow in the sun. Indoors, slightly warmer than before.



Mixing and Application.

IMPORTANT.....WEAR GLOVES!

Mix 100g of True Red powder with 150–200ml of hot (not boiling) hibiscus tea or water and 1 tablespoon of apple cider vinegar in a non-metallic bowl until like thick yoghurt. The clay makes the paste stiffer, so add a little more liquid if needed.

Cover with cling film and leave for 8–12 hours at about 20°C, or 12–24 hours in the fridge (48 hours at most). This rest releases the dye (lawsone). Too short a rest gives weak, patchy colour; beyond about 24 hours at room temperature the dye starts to break down.

Apply to clean hair, dry or 80% dry. Put oil or balm on your hairline and ears first. Work in sections, roots to ends, then cover with a shower cap and keep warm. Leave for 3–4 hours: under 2 hours gives weak, uneven colour and over 5 hours dries the hair out and makes the paste hard to rinse.

Rinse with cool water only and towel dry. No shampoo for 48 hours!

TIPS!

The colour looks brighter and more orange at first and deepens over 2–3 days. Judge it on day 2–3, on dry hair.

The beetroot tint fades after 4–6 washes. The clay keeps the tone red rather than orange, and the amla adds body and shine.

Want it deeper? A second coat 7–10 days later deepens the colour towards burgundy.

Apply thickly. Light and quick applications will give poor results.

FREEZE all remaining paste immediately. You can then thaw it out and apply to your roots.

The bottom line: on light hair, a “natural redhead” true red to auburn, with a wine undertone for the first few weeks.