



# LONG LASTING COLOR

**The Cleanest, Safest, Most Effective  
Permanent Botanical Hair Color  
and Conditioning System**  
**No PPD No Parabens**  
**Does Not Contain Henna**



# Hennaplus

100% Grey Coverage

Long Lasting Botanical Hair Color

**The first PPD & Paraben free 100% grey coverage, permanent, botanical hair color enriched with 9 certified organic ingredients.**

Hennaplus colors, protects, nourishes and strengthens the hair in one treatment. Never before has there been a long lasting hair color made without PPD or Parabens enriched with powerful botanicals from Mother Nature.

Nine certified organic ingredients protect the hair structure and provide optimal care and brilliant shine. Long Lasting Color offers superior color protection, strengthens the hair and helps to protect hair color against UV radiation. Enjoy your new hair color even longer! Long Lasting Color provides perfect grey coverage that lasts 8-12 weeks.

## Clinical Studies Have Shown the Dangers of PPD

Chemicals P-Phenylenediamine (PPD) and Aminophenol, commonly found in most commercial and even some 'natural' hair dyes are known carcinogens. They have been linked to bladder and other cancers <sup>(1)</sup>. Repeated, high systemic exposure to PPD can lead to laryngeal edema, rhabdomyolysis and subsequent renal failure, neurotoxicity and acute toxic hepatitis <sup>(2)</sup>. Some dermatologists have observed that PPD can cause irritation, swelling, redness and in some cases with repeated exposure anaphylaxis <sup>(3)</sup>. Considering that most women color their hair every 2 months, a PPD, Aminophenol Free Formula is clearly the only choice.

Long Lasting Color is formulated without the addition of PPD (P-Phenylenediamine), O & P Aminophenols, Tetrahydro-6-nitroquinoxaline, Chlororesorcinol, Fragrance Allergens, or Musk Compounds.

(1)Zhang, Y., Kim, C., Zheng, T. Hair dye use and risk of human cancer. Front Biosci (Elite Ed). 2012 Jan 1;4:516-28.

(2)Hooff, GP, Van Huizen NA, Meesters RJ, Zijlstra EE, Abdelraheem M, Abdelraheem W, Hamdouk M, Lindemans J, Luijder TM. Analytical investigations of toxic p-phenylenediamine (PPD) levels in clinical urine samples with special focus on MALDI-MS/MS. PLoS One. 2011;6(8):e22191. Epub 2011Aug 4.

(3) Can some hair dyes actually cause death? Best Health Magazine. January/February 2012.

# Long Lasting

## Cleanest Hair Color

- Permanent hair color without PPD, Parabens or O & P Aminophenols.
- Lasts 2-3 months.
- Provides 100% grey coverage.
- Vibrant long lasting color.
- Enriched with 9 certified organic botanicals.



Ultra Blond  
00



Highlight  
Blond 10



Light Blond  
8



Light Golden  
Blond 8.3



Hazelnut  
6.35



Purple Dream  
6.67



Light Brown  
5



Light Golden  
Brown 5.3



Medium  
Brown 4



Mocha Brown  
4.03



Auburn  
4.56



Dark Brown  
3

# Hair Color

## Available in 24 Beautiful Colors

- Can color your hair 3 shades lighter or 6 shades darker.
- Colors, protects and strengthens the hair in 1 treatment.
- Provides brilliant shine.
- Gentle on hair structure and scalp.
- Easy to use, does not drip.
- One package is suitable for multiple outgrowth treatments.



Medium  
Blond 7



Medium  
Golden Blond  
7.3



Café Latte  
7.54



Dark Blond  
6



Chocolate  
Brown 5.35



Indian  
Summer 5.4



Mahogany  
5.5



Henna Red  
5.64



Espresso  
3.37



Dark Copper  
Brown 3.44



Burgundy  
3.67



Black 1

# Inspired by Nature

Hennaplus is the first 100% grey coverage, permanent botanical hair coloring and conditioning system enriched with 9 certified organic ingredients grown without the use of herbicides or pesticides. These precious botanicals protect the hair structure and provide optimal care and brilliant shine. They offer superior color protection and nourishment, conditioning the hair to be smooth, silky and strong. The color lasts longer and the hair is protected from UV damage.



Organic Sunflower  
Seed Extract  
*helianthus annuus*



Organic  
Green Tea  
*camellia sinensis*



Organic  
Camomile  
*matricaria recutita*



Organic  
Hops  
*humulus lupulus*



Organic  
Lemon Balm  
*melissa officinalis*



Organic  
Rosemary  
*rosmarinus  
officinalis*



Organic  
Ginseng  
*panax ginseng*



Organic  
Rooibos  
*aspalathus linearis*



Organic  
Senna  
*cassia angustifolia*



Also Available:

**Hairwonder Anti-Hairloss Shampoo  
& Hairwonder Anti-Hairloss Lotion**



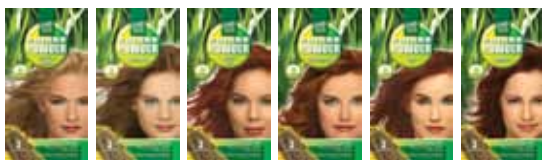
Increases hair growth and  
reduces hair loss.

Enriched with 8 Certified  
Organic Ingredients,  
Phytkeratin, Provitamin B5,  
Biotin, Red Ginseng, Essential  
Minerals and Quartz crystals.

## Also Available: Natural Henna Color Powders Made With 100% Pure Henna

Not to be confused with Hennaplus Long Lasting Permanent Hair Color, which contains **No Henna**, Hennaplus also offers 100% Natural Henna Color Powders available in 7 beautiful shades.

- Provides up to 20% grey coverage
- Lasts 2-3 months. Fades gradually.
- Colors while providing body and strength.
- Contains no metallic salts or synthetic coloring agents.



Golden  
Blonde 50

Auburn  
56

Dark  
Brown 57

Hazelnut  
51

Mahogany  
52

Red  
54

## The Hair Repair & Color Specialists

At Hennaplus we just love naturally healthy, shiny and strong hair. For more than 25 years we have specialised in developing products that make this possible. Products that repair the hair, nourish and let it shine like never before. We are very proud that today our products are used in more than 35 countries and that millions of people have experienced the results of our 100% Dutch quality.

## Hennaplus. True to hair.

Hennaplus stands for quality, environmental responsibility and innovation. For us it is important that our products are as safe and as natural as possible. Embrace nature, look radiant and feel wonderful.