



LONDON

**DANIEL FIELD**  
ORGANIC AND MINERAL HAIRDRESSING

The simple guide to colouring grey hair at home



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£2.50



# About Grey Hair...

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## Research

The results of a Daniel Field survey entitled "The Power of Colour" came to three main conclusions

Grey Hair is **"generally considered to be unflattering"**.

Grey hair can make a woman **"look a great deal older and colder"**.

Grey hair can give a woman an **"I don't care"** attitude towards her appearance.

The survey also revealed that, because women are likely to be undergoing significant physical and psychological changes at the same time as turning grey, the need to cover their grey hair prior to menopause was seen as very important.

## The Grey Hair Clock

It is possible to start going grey as early as your teens but, more usually first grey hairs start to appear from your mid 20's. Certainly by your mid 30's you may feel the need to cover the grey and by your 40's you will be likely to be doing just that. If you are contemplating colouring your hair to disguise the grey then start as soon as possible, before you are tempted to pull them out!

## The Psychology of 'Going Grey'

The psychological considerations associated with going grey vary from person to person. Greying hair is associated with the onset of 'old age' but in reality it is merely a natural process dependent upon your physical make up. All is by no means lost! Fortunately, most people start to go grey very slowly so you can do something positive and be in control from the word go!

## Physical Changes in Hair Texture

Grey hair has a different texture to non-grey hair. This makes colouring, as well as styling, more difficult. As a rule, frizzy/grey hair is harder to colour but it can be done successfully.

## The Art of Disguise

If you wear your hair swept back off your face, any grey hairs at the temples will show. By adapting a favourite style you can create a more flattering look. Never be afraid to experiment with styles. Just because you have always worn your hair off your face does not mean that you won't look great with a textured fringe or sides and this will disguise the grey far longer.

## Beware of Traumatic Alopecia

NEVER be tempted to pull out even a single grey hair. Whilst it can be so tempting, if you succumb you can actually traumatise the roots and you will either encourage the hair to grow through thicker and coarser or not at all! It is a myth that pulling out a grey hair will cause two to grow in it's place but root trauma is not and baldness (traumatic Alopecia) can result!

### So remember

- Going grey happens to almost everyone and is not an indicator of poor health or impending old age.
- Adapt your style to camouflage grey hair growth at the temples.
- The change in the texture of grey hairs is normal but this can be improved with better colouring formulae.
- Start colouring before it becomes noticeable and don't go darker than your natural colour if you want to avoid added re-growth problems.
- At first try to colour just those more obvious greying areas as this is less hassle, less expensive and saves you time.

## Salon or Home?

If you can afford the time and money a visit to the salon is one place to deal with the problem of greying hair. However, thousands of women have enjoyed success in colouring their hair at home for many years! You may just want to match greying hair with your natural colour. Alternatively you may want to use the greying strands to add coloured texture or naturally occurring low lights. If you know what is easy and what is not, you will be able to decide whether home hair colouring is for you, bearing in mind your budget and time constraints.

## Home Hair Colouring - My 5 Golden Rules

1. If you really do not want to damage your hair at all be aware that peroxide, whilst an effective hair lightener, is harmful. You may just need a permanent non-lightening colour which is effective on greying hair. Daniel Field Natural Colours - Watercolour is the only non-peroxide, non-ammonia permanent colour for greying hair. This product is harmless to the hair! So unless you do want to go lighter, never use any colorant which contains ammonia, peroxide or alcohol!



2. All peroxide based colorant manufacturers claim their product has 'special conditioners and benefits'. In reality the cosmetic shine created by colorants is merely that, cosmetic! This false sheen lasts for up to 2 weeks and thereafter you are left with hair that is structurally damaged to some degree.
3. Your skin tone becomes paler as you age. Be aware of this if you choose a colour that is more than one shade darker than your natural colour.
4. Be subtle with colouring and keep it as close as possible to your natural shade.
5. Remember that grey hair is rarely attractive unless you have the correct combination of skin tone and eye colouring! I.e. you suit clothes in blues, lilacs, greys and pinks and have neutral skin tone and grey/blue eyes.

## Budget & Lifestyle

Full head colouring has to be carried out more frequently the further you 'go' from your natural colour. If your natural colour is now 100% grey then the darker you colour your hair the greater the contrast, thus the greater the re-growth. If you are still quite brown and you want to be lighter - even blonde - a full head blonde tint is 'high maintenance! If you are on a budget, travel a lot or you are just a very busy person, stay as near to your natural colour as you can.

## Understanding Home Colorant Levels

**Level 0 - Temporary Colorants.** These are temporary colour and water rinses lasting for 1-3 washes. These products are peroxide free and harmless to the hair's condition. The effect is usually subtle but they can enhance faded 'coloured' hair quite well and often improve shine. They are normally acid based and are very useful in the sun when you want to prevent the sun from oxidising your tint - they act as an invisible parasol and are available in setting lotions, shampoos, conditioners and coloured mousses.

Water rinses are more popular with older ladies. A roller set lasts a week and the colour lasts a week too. They are of limited use if you are a modern 'shampooer' or if you get wet in the rain...yes they can run out over you!

As Level 0 is a thin primary tone, if you are very light and want to go more than 2 shades darker they can make your colour look unnatural. Level 0 is better at fine tuning fairer hair tones than covering grey hairs on a darker base shade.

**Level 1 - Semi Permanent colorants.** True 'semis' last up to 6/8 washes. They are harmless and do not contain peroxide. Semis are available in coloured mousses, coloured conditioners and liquid gel formats. They can enhance your colour and enrich it but as they do not contain peroxide they cannot lighten the hair. If you wish to enhance faded tinted hair in between colouring applications or use the 'parasol' protection of a semi-colour in the sun then semis are ideal. Some formulae achieve reasonable grey coverage, albeit even more temporary (approx 3 washes) although Clairol Loving Care lasts the full 6/8 washes! The conditioning effects of the 'conditioner' versions are usually good. The colour molecules can form a highly reflective and shiny 'cocoon' over the cuticle layers.

**Level 2 - New Generation 'Longer Lasting' Semis.** These semis owe their chemistry more to permanent tints than 'true 6 wash semis'. The ammonia in a permanent tint has been replaced with another alkaline chemical called MEA. The peroxide is simply lower in strength. There are two very similar types of formulations generally found in chemists both classed as Level 2 and are called 'Tone on Tone' and 'Demi Colorants'.

**Tone on Tone** - These contain a very low peroxide strength of around 3%. Grey coverage is quite weak and the shades are often very bright and aimed at younger 'non-greying' customers. These are used mainly by those wishing seriously to enhance or enrich a duller natural base colour before turning really grey! The colour fades over time. The product is usually left on the hair for 10-20 minutes and you can expect it to fade out between 10-12 washes. If you do not want any hair damage at all, the brighter shades of Daniel Field Natural Colours - Watercolour will suit your needs better!

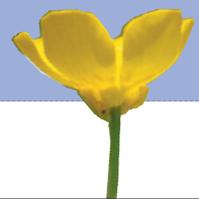
**Demi Colorants** - These products have an increased peroxide strength of around 4.6%. The shades are generally formulated more as natural shades rather than the brighter Tone on Tone shades. Whilst these products have been formulated to cover grey hair generally coverage is not good. As peroxide levels are higher there is an increase in the lightening effect and this is noticeable as the dye itself fades (10/20 washes).

Demi colorants are left on for 30 minutes plus and you can expect 35% grey hair coverage at best! Repeated use of Demi colorants containing peroxide will leave the hair structurally damaged. The structure of the hair and its condition is impaired with both the Tone on Tone and the Demi Colorant formulations when compared with 'true 6 wash semis', which are not harmful to hair.

**Level 3 - Permanent Colorants.** Until recently most people wishing to achieve 100% grey coverage have used Level 3 colorants. As you have already learned, the amount of 'lightening' achieved directly relates to the strength of the peroxide and the shade of dye. All Level 3 colours contain both peroxide and ammonia. Ammonia is very alkaline and when mixed with peroxide it damages the hair.

Standard permanent colorants start at 6% peroxide raising to 12% for higher lifting. 6% has, up to now, been the lowest strength of peroxide necessary to achieve really good grey hair coverage. Depending on the depth of your natural colour, even at this level, the peroxide content will lighten your natural hair colour by approximately 1-2 shades. The alkaline ammonia is there to swell the hair thus allowing the colour molecules to lodge inside the hair shaft. All peroxide based colorants work in this way.

If you choose a shade close to your natural shade the hair will still be 'lightened' by the peroxide but the dye re-colours this lightened effect back to a similar colour to the one lost during the process. If you actually want to stay a lighter shade then choose the product which is already a shade lighter than your natural colour. If you want to go more than 2 shades lighter then the formula should contain a higher percentage of peroxide. Unfortunately this causes the most damage to the hair and is the worst for re-growth problems! However, if all you wish to do is colour your grey to blend in with your existing natural colour, giving a more textured and natural look with less re-growth hassles you don't need to use peroxide based colorants at all. Also, if you wish to go darker than your original natural shade and colour all the grey hairs away you no longer need a peroxide based colorant either - see references to: **Daniel Field Natural Colours - Watercolour!**



## When to use Level 3 peroxide based colorants for grey hair

- If you want to colour the grey hair and want your original colour to become lighter.
- If you want your grey hairs to completely match your natural colour without going darker. (This usually looks flat and rather unnatural).

## When to choose Daniel Field Natural Colours - Watercolour for grey hair coverage

- If you want to colour your grey hair effectively but don't need to lighten your natural colour. (Textured and believable).
- If you want to go darker as well as covering your natural colour.

## Fading

You now know that all Level 3 peroxide based colorants are described as 'permanent'. The dye in these colorants can fade out quite quickly. The darker the colour, the longer it appears to last but some colour is lost by the bleaching effect of the sun. Blondes become brassy, rich copper tones and reds lose their vibrancy and even black can turn an unwanted red in the bright summer sun!

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## Expertly does it - The Basic Rules (plus avoiding pitfalls at home).

### Practical considerations:

- Make time to do a 'skin patch test' as per the manufacturers instructions. This is essential when using a new product. A number of people can become allergic to hair dye (PPD), allow 48 hours before checking.
- Plan to colour your hair at home in the kitchen or bathroom when you know you will be uninterrupted.
- Choose a time that is not too near to that important occasion. (If you do not like the result you will have more time to have it rectified properly)!
- Wear protective gloves, an old shirt and use old towels secured with a clip. Most colorants will stain material but, should this happen by accident, a blast of hairspray will stop the processing instantly!
- Protect your kitchen or bathroom floor with an old sheet or lots of newspaper. Tiled or non-porous stone floors are ideal but take care with carpet, natural fibres and grout that will colour instantly!
- Protect your hairline with a carefully applied and very thin 'wipe' of conditioner or Vaseline. Don't let this touch the hair at all as it will definitely stop the grey from covering.

- For stubborn skin stains use milk as a stain remover.
- Try to find a friend to play 'hairstylists' with you. It's far easier to get someone else to put your colour on properly and evenly for you!
- For best results for grey coverage, apply the product to bone dry hair. Avoid shampooing and then colouring on the same day.

Many people prefer to do a Strand Test before using a new shade of colorant. Once mixed, peroxide based colorants must be used straight away and won't 'keep'. Only use a dot of the colour and an equal sized dot of the peroxide developer. Today many ranges won't allow you to do this. Many bottles just have two separate compartments. You can't gain access to the contents without mixing them together first! If you want to do a strand test choose the grey strand and the natural base shade to compare the results. You will be amazed by how much the two strands differ but it is hard to imagine this effect on the whole head!

### Maintaining your new colour

Always protect coloured and lightened hair when going in the sun and swimming. Work 12 drops of Daniel Field's Smooth & Shine Serum, 3 at a time, through the hair before swimming or sunbathing. This will really protect the hair from chlorination and damage.

The sun will affect all hair colours but peroxide-based coloured hair is affected the most. If wearing a hat is not an option a 6 wash semi-permanent colour on top of your colour acts as an invisible parasol! Refresh every 4 washes using a shade lighter than the colour you are. This will protect the hair from the lightening effects of the sun's UV rays.

### Frequently asked questions:

**Q:** I want to colour my greying hair without any harmful chemicals at all. Is it still possible whilst properly colouring my grey hair like a peroxide based permanent tint does? Can I also keep the natural colour variation I've had all my life?

**A:** The only non-peroxide permanent colour that colours up to 100% grey hair is 'Watercolour'. This colour is absolutely harmless to the structure of the hair and is considered by the thousands of it's devotees as "The best reconditioning treatment I have ever used". Watercolour comes in 30 shades and is available from Daniel Field Direct on 0845 230 2124, or write to "FREEPOST DANIEL FIELD".

**Q:** What can I do to make my grey hair look less coarse and much more healthy?

**A:** Watercolour is an excellent softener for coarse grey hairs. The camouflaged colouring effect will disguise the frizzy textured hairs quite well and will leave the hair in a shiny, manageable condition.



## Choosing the right shades

Eye colour	Best shades to choose
Green	Choose light or bright coppers or light and bright golden shades. <b>AVOID</b> Palest blondes.
Hazel	Choose soft mid-golden copper or soft golden shades. <b>AVOID</b> Palest blondes, burgundy and too 'bright and light' shades.
Brown	Choose dark 'red' browns to add mystery. For a pale skin make the brown warmer; for high tone skin make the brown more dominant. <b>AVOID</b> Blonde.
Blue	Choose violet tones such as mahogany, burgundy and blonde . <b>AVOID</b> Golden shades.

## What are my colour options?

If your natural colour is	So you'd like to go blonde	Browns	Red
Black	Never!	Glossy black	Never!
Dark to Light Brown	Golden/auburn lights	Black, dark chocolate, auburn or dark honey	Auburn to fiery copper
Dark to Light Blonde	Golden/apricot, golden honey, real blonde with lighter eye colours	Milky brown, copper, honey, dark chestnut	Warm shades from chestnut to apricot
Blonde to grey	Pale softer neutral tones of blonde, oyster beige and silvers	Pale ash brown, copper brown, beige or milk chocolate	Never!
Red	Golden lights	Chestnut, deep auburn, brown	Russet, copper, chilli or plum

## Daniel Field Natural Colours - Watercolour

Natural Colours - Watercolour. A breakthrough in hair colouring. It is the world's first non-peroxide, non-ammonia hair colour that colours grey hair like a permanent peroxide-based tint. Watercolour - established by Daniel Field over twenty years ago, can be used as a semi, demi or permanent hair colour! It contains no hydrogen peroxide, no ammonia and no alcohol. It has no smell, no fumes and does not damage the hair, leaving it incredibly silky and shiny.

Watercolour is a Semi, a Demi, or a Permanent. Watercolour lasts as long as you require:

- 1) Applied to damp hair it is semi-permanent. (Lasts up to 6 washes. No grey coverage).
- 2) Applied to well towel-dried hair it lasts up to 21 washes and covers up to 50% grey.
- 3) Applied to dry hair it is a permanent tint and colours up to 100% grey.

## Textured Effects

With Watercolour, the depth of colour can also be finely tuned by how long it is left on. If you have had highlights and want to tone them to a warmer or darker shade, Watercolour can retain the highlighted effect. If you have nature's own highlights (a percentage of grey or white hair) Watercolour can colour just these hairs creating really beautiful natural lights. Simply choose a shade lighter than your natural base colour.

## Colour Correction – Watercolour Breaks the Rules

Watercolour is able to achieve many colouring effects that have in the past been complex, such as colour correction. Should you wish to colour your hair back to your natural colour from previous lightening (hairdressers dread this type of job) it can be done in one simple application! Simply select your target colour and leave it on for 40 minutes (dry hair).

## How to Avoid Over-darkening

Because Watercolour contains no peroxide it cannot lighten the hair at all. This means Watercolour will make your hair warmer, or deeper, or both. If your hair is natural brown and you apply the same shade of natural brown Watercolour, your hair will become browner still. If you have any grey hair, choose a shade that is dark enough to colour the grey hair to a 'blended-in' effect, but light enough not to turn the natural hair too dark. If you have 30% grey hair or more, colour build-up becomes less of a problem.

## Over 30% Grey Hair

If you want to colour your grey back to your original natural colour, choose the shade nearest to your natural colour or as desired.

Neat Root Application Avoids Colour 'Build-Up' when using as a permanent. After the first application, it is advisable to apply to the roots only when dealing with re-growth to avoid a build up of colour.



If the ends are slightly faded or the grey is re-emerging then save the excess colour left after applying to the roots, and put this on the rest of your hair for the last 5 to 10 minutes of the colouring process. This is usually enough without going too dark!

## Radiant Tones

Some colours build up far less – these are the Radiant Tones (see colour list). These can be re-applied all over in one application every time.

## Allergy or Sensitivity

Watercolour can occasionally cause the head to itch slightly in the most sensitive skin types. This is very unlikely to be an allergy, and should go upon rinsing. Always do a 48-hour patch test on the inside of the elbow before using Watercolour to be safe. See the instructions enclosed with the product.

Although the gentle developing process of Watercolour does not harm the hair, people allergic to phenylenediamines will still be allergic to Watercolour.

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## Shade numbers and/or names where applicable

Plus colour descriptions with product codes (in brackets) for ordering:

### Lightest Blonde

9 Pale Natural Soft Blonde (OM9)

### Mid Blondes

8 Natural Mid Blonde (OM8)

83 Natural Golden Blonde (OM83)

86 Mid Golden Copper Blonde (OM86)

### Dark Blondes

7 Natural Darkest Blonde (OM7)

71 Neutral Dark Ash Blonde (OM71)

73 Natural Dark Warm Blonde (OM73)

76 Dark Copper Blonde (OM76)



## Radiant Tones

- 7.43 Radiant Golden Copper (OM7.43 or Sycamore DF026)
- 77 Radiant Rich Copper (OM77 or Copper Beech DF022)
- 6.44 Radiant Light Red Brown (OM6.44 or Rosewood DF027)
- 5.46 Radiant Red Brown (OM5.46 or Mahogany DF019)
- 4.6 Radiant Burgundy Darker Brown (OM4.6) Violet Red Darker Brown
- 3.6 Radiant Bordeaux Darkest Brown (OM3.6) Violet Red Darkest Brown

These colours were formulated for use on non-grey hair. They will work on grey hair but will look very bright!

## Lightest Browns

- 61 Neutral Lightest Ash Brown (OM61) Excellent for colouring pre-lightened hair.
- 6 Natural Lightest Brown (OM6) Excellent for colouring brown hair.
- 63 Lightest Warm Brown (OM63)
- 6.4 Lightest Chestnut Brown (OM6.4)

These are ideal for softly blending away up to 30% grey hair on brown hair.

## Browns

- 5 Natural Brown (OM5 or Oak)
- 53 Natural Warm Brown (OM53)
- 5.43 Rich Red Brown (Maple DF020)
- 56 Chestnut Brown (OM56)

## Darker Browns

- 4 Natural Darker Brown (OM4)
- 43 Warm Darker Brown (OM43)
- 44 Chestnut Darker Brown (OM44)
- 46 Copper Darker Brown (OM46)

## Dark Brown

- 3/4 Natural Dark Brown (Walnut DF018)

## Darkest Browns

- 3 Natural Darkest Brown (OM3)
- 2 Super Dark Brown (OM2 or Ebony DF017)
- 1 Black (OM1) This is not a true blue-black

Daniel Field is the pioneer of 'Organic & Mineral Hairdressing' and the founder of The Organic & Mineral Research Institute in Ireland, where his researchers have developed a unique range of professional hairdressing products.



To order  
**Daniel Field Natural Colours - Watercolour**  
or for further information please telephone

**0845 230 2124**

for a friendly, efficient service.

Alternatively, if you just want a price list  
and order form write to:

**FREEPOST DANIEL FIELD**

(No stamp required)

As recommended in Janey Lee Grace's book  
"Imperfectly Natural Woman"



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