

Easy Directions

GRECIAN® Formula16® LIQUID:

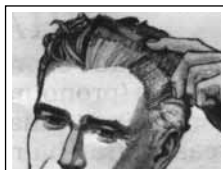
1. Initial application should be to clean, dry hair. Shake bottle well before and during use. Pour a small amount into the palm of your hand.



2. Apply and disperse liquid evenly through hair (*not into scalp*) like a hairgroomer. Avoid areas you want to keep gray. Apply more as needed to cover gray totally, until hair feels slightly damp.

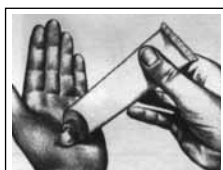


3. Comb hair as usual. Wash hands thoroughly. Blow-dry your hair, if desired. Apply daily until hair reaches desired shade. To maintain your natural look, apply once or twice a week thereafter.



GRECIAN® Formula16® CREAM:

1. Initial application should be to clean, dry hair. Squeeze a small amount (size of a dime) into the palm of your hand.



2. Apply and work *through* your hair (*not into your scalp*) like a hairgroomer. Avoid areas you want to keep gray. Apply more as needed to cover gray totally, until hair feels slightly damp.



3. Comb hair as usual. Wash hands thoroughly. Blow-dry your hair, if desired. Apply daily until hair reaches desired shade. To maintain your natural look, apply once or twice a week thereafter.



Special notes about shampooing your hair:

1. To achieve desired haircolor in 2 to 3 weeks, do not shampoo your hair more than once a week. If you prefer to shampoo more often, expect a more gradual return to your desired haircolor.

2. After achieving your desired haircolor, shampoo as often as you like, but never immediately after using GRECIAN®. That will interrupt the process.

Note: When you do shampoo, particularly during the initial application period, it's best to use a mild shampoo. Conditioning or medicated shampoos leave deposits on hair, and also slow the process. If you use a harsh shampoo, it may require using the product more often to maintain desired color. Remember - be sure your hair is thoroughly dry before using GRECIAN.

Questions Men Ask:

How soon will I see results?

GRECIAN works so gradually, you may not see a color change for several days. Scattered gray may take longer. Solid gray areas may change sooner. However, GRECIAN conditioners make your hair look and feel healthier right away.

Do I need to wear plastic gloves?

No. No gloves, caps or tests. Unlike some conventional dyes, GRECIAN does not stain the skin. As with any product always wash your hands after use.

Can I speed up the results?

Sorry, but no. The gradual action is built in. Neither more product nor more frequent use will hasten the process.

Can I use a blow dryer?

Yes. The drier your hair, the better GRECIAN works. Its built-in conditioners protect your hair from dryness caused by hair-dryers, shampoos or weather.

What about my beard or mustache?

No. Do *not* use on any facial hair - including mustaches, beards, eyelashes or eyebrows. May be used on sideburns.

Will swimming affect the color?

Frequent swimming, like frequent shampooing, may slow down the initial color change, and may require more frequent use to maintain your color.

Can I get too much color?

No. *You* control it. And GRECIAN is so gradual, there's *no* risk of sudden or shocking change. Use GRECIAN daily until your color is just right, then once or twice a week to maintain it.

Can GRECIAN damage my hair?

No. It contains no harsh chemicals which could cause dryness or damage. In fact, GRECIAN conditioners help protect against dryness or damage.

How long will the color stay in, if I stop using GRECIAN?

Your hair will lighten slowly week by week, then gradually, unnoticeably, become gray once again.

What about perms or straightening?

Recent perms or straightening may slow the initial change, requiring more applications to attain desired color. *Important note for GRECIAN users who wish to perm or straighten their hair: do NOT use the Peroxide Neutralizer contained in most home and salon products. It can lighten or strip out color.* For our specially formulated *Free Neutralizer* write to: The GRECIAN Consultant, 1101 Westchester Ave., White Plains, NY 10604

GRECIAN® Formula 16®

...the world leader in men's haircoloring

You get rid of gray gradually...naturally

Congratulations! You've joined the millions of men who have discovered the secret of regaining a naturally younger look...gradually, unnoticeably. No other haircoloring has given so many men the satisfaction GRECIAN® has. That's because GRECIAN works *with* nature to get rid of as much gray — or as little — as you want. All it takes is a few effortless seconds a day. Here's how it works.

WHAT CAUSES GRAY HAIR?

Hair is made of protein containing a natural coloring substance called melanin (pronounced Mel-a-nin). Dark brown or black hair simply has more melanin than light brown or blond hair. In time, as melanin decreases, gray hair appears. Most people get a few scattered gray hairs first. Then gray becomes more predominant, particularly at sideburns or temples. When there's no melanin, hair becomes white.



HOW GRECIAN® FORMULA 16® REVERSES THE GRAYING PROCESS

GRECIAN liquid and cream combine with your hair's natural protein to add melanin-like pigment back into your hair. With each daily application, your hair becomes darker — gradually — until you regain the natural-looking color you desire.



So easy — just a few seconds a day!

You simply apply a small amount of GRECIAN, as you would a hairgroomer, then comb it through where you want to get rid of the gray. Takes just seconds daily till you reach your desired color, then once or twice a week to keep it that way. There's no mixing, no mess, no complicated directions or color charts. No gloves, caps or allergy tests.

Conditioners guarantee healthier-looking hair!

Even thinning, graying hair looks healthier, more vital immediately — because GRECIAN restores more than lost color. GRECIAN conditioners go to work instantly, penetrate deep into the shaft to give hair more body, make it smoother, more manageable — and protect it from drying sun, heat and harsh shampoos.

Works with any hair color...and you control it!

Day by day, your gray gradually regains its natural-looking color — going from light to medium to dark. Of course, it takes fewer days to reach lighter shades. Since you control the process, you decide when your color is just right.

Special Tips

1. Lose a little gray, a lot, or all of it.

What if your temples are gray, and you want to keep it? Or, if your sideburns are gray and you want to get rid of it? GRECIAN is so easy to control, you simply apply it to the gray you want to get rid of. Then, comb as usual.

2. Be sure your hair is dry.

To achieve the most desirable results, dry your hair thoroughly before applying GRECIAN. And remember, if your hair is fine or porous, you'll regain true color more quickly. Thicker or less porous hair takes longer.

3. When should you apply GRECIAN?

Mornings are preferable. However, do it when it's most convenient for you. For best results, just be sure your hair is dry, and apply to hair only, *not* to your scalp.

4. You may never need hair-groomers again.

Grooming aids like hairdressing, hair sprays and conditioners can slow the initial color change, so use sparingly, if at all. GRECIAN conditioners can give so much body and manageability, you'll have healthier-looking hair — *without* extra grooming aids.

Before application, see caution statement on product or box for proper use.

If you need further help, call The GRECIAN Consultant, toll-free 800-431-2610. Monday through Friday, 9 a.m. to 5 p.m. Eastern Time. Combe Incorporated, Dist., White Plains, NY 10604