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## Colour me natural

Natural hair dye brand Herbatint has reformulated and extended its gel colour collection and added three new herbal plant extracts to the products.

The hair colourants are ammonia- and alcohol-free and have been developed using minimal pharmaceutical chemical ingredients. Each shade is formulated with plant and herb extracts to leave hair feeling healthy and conditioned.

The new plant extracts – cinchona, walnut and rhubarb – join aloe vera, white birch, Echinacea, meadowfoam and witch hazel to help gently deposit colour for a vibrant but natural result.

The Herbatint Permanent Hair Colour Gels are available in six new shades – Light Ash Chestnut, Dark Ash Blonde, Light Ash Blonde, Swedish Blonde, Copperish Gold and Light Copperish Gold – bringing the offer to 36 colours which are uniquely packaged to encourage several applications from each pack which is both economical and discourages users from applying more product than necessary.

Herbatint is also adding a new style Application Kit which contains a measuring cup, brush and cape to keep clothes stain-free, as well as a selection of post-colour shampoos and conditioners.

The new products are available from 1 March 2015.

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