

GODEFROY'S *Larieuse*

PRONOUNCED LARRY-USE

HAIR Coloring

(FRENCH FORMULA IMPROVED)

GODEFROY MFG. CO. 3510 OLIVE ST. ST. LOUIS, MO.

Keep LARIEUSE in moderate temperature.
Use within time limit stamped on back of carton.

A superb hair coloring manufactured since 1895. **NOT TO BE USED FOR THE LASHES OR BROWS.** A one application hair coloring which washes off the scalp and leaves the hair soft, fluffy, and natural looking. LARIEUSE Hair Coloring is manufactured in the following shades:

BLACK, JET (G-1)	BROWN, LIGHT (G-4 $\frac{1}{4}$)	BLONDE, DARK ASH (G-6)
BLACK (G-1 $\frac{1}{2}$)	BROWN, LIGHT WARM (G-4 $\frac{1}{2}$)	BLONDE, ASH (G-6 $\frac{1}{2}$)
BROWN, DARKEST (G-2)	BROWN, LIGHT ASH (G-4 $\frac{3}{4}$)	BLONDE, REDDISH (G-7)
BROWN, DARK (G-3)	AUBURN, DARK (G-5)	BLONDE (G-8)
BROWN, DARK WARM (G-3 $\frac{1}{2}$)	AUBURN (G-5 $\frac{1}{2}$)	BLONDE, GOLDEN (G-8 $\frac{1}{2}$)
BROWN, MEDIUM (G-4)	BROWN, GOLDEN (G-5 $\frac{3}{4}$)	BLONDE, LIGHT (G-9)

To determine the shade which you should use, we suggest that you use a color one shade lighter than the actual color of your hair. A shade of hair coloring applied on gray or white hair will produce a lighter color than that same shade applied to hair which is not entirely gray. It is advisable to try the shade selected on a strand of hair before doing the entire head. Try it on a strand underneath the parting. Follow the directions as outlined on page 3.

This hair coloring is intended to be sold to the ultimate consumer. Professional hair dressers desiring to use it in conjunction with their business must require that the preliminary or "patch" test be made.

Examine the scalp to be sure that there are no cuts, scratches, or other abnormal conditions as hair coloring should not be applied unless the scalp is in a healthy condition.

THE QUESTION OF PREDISPOSITION OR SUPERSENSITIVITY

It is well known that some people, because of unexplained reasons, cannot eat certain foods such as strawberries, eggs, seafood, pork, etc., without experiencing an adverse reaction, often evidencing itself in a rash, itching or blotching of parts of the body, known as dermatitis. Others cannot partake of certain drugs such as quinine, aspirin, castor oil, etc. without exhibiting discomfort. There are still others who cannot contact goldenrod, chrysanthemums or even rayons or silks without experiencing difficulty. This is also true of cosmetics, including hair coloring preparations, for recognized experts have aptly stated that "Even the simplest preparation may be allergic to a susceptible person."

This peculiar reaction does not result from any inherent defect in the food, drug, plant or cosmetic, but it is rather due to an abnormal physiological condition present in the affected individual. In order to determine whether you are one of those relatively few people who may adversely respond to hair colorings, there has been developed a preliminary or "patch" test which should be made before using the preparation. This preliminary or "patch" test has been accepted by the medical profession and approved by health authorities as a standard method of determining supersensitivity to hair colorings of this type. Any person who will not make the prescribed test or tests will, by returning the goods, have the money refunded by the dealer, who can, in turn, recover the cost price through his source of supply, or we will refund or exchange direct for any article or articles of our own make having the same retail value.

THE PRELIMINARY OR "PATCH" TEST

In order to ascertain whether you are supersensitive to this product, the following test should be made before EVERY application.

1—With a bland soap and water, wash an area about the size of a quarter ($\frac{3}{4}$ of an inch) on the inner fold of the elbow or behind either ear and extending partly into the hair-line. Dry by patting with absorbent cotton.

2—Prepare the test solution by emptying the powder in one capsule into a porcelain saucer or cup. Pour $\frac{1}{4}$ portion of the liquid over powder; mix thoroughly until dissolved.

3—With an absorbent cotton-tipped applicator or camel's hair brush, apply the test solution to the previously cleansed area.

4—Permit the test area to dry. Leave uncovered and undisturbed for 24 hours.

5—Examine the test area within the next 24 hours.

If any burning, itching, swelling, irritation or eruption is experienced in or around the test area at any time during the test period, then you are predisposed to this preparation and MUST NOT use this product.

This preparation should not be applied to the hair where the scalp or adjacent area shows evidence of any abrasion, eruption or other diseased condition.

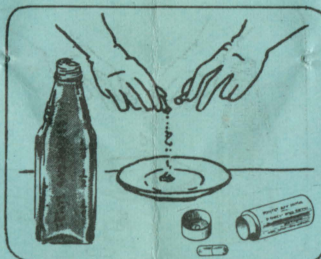
APPLYING LARIEUSE HAIR COLORING OVER OTHER COLORINGS OR DYES:

Henna: When pure vegetable henna has been used, LARIEUSE Hair Coloring may be applied over it with good results although the orange-red which the henna produces will sometimes show through.

Compound Henna and So-Called "Restorers": Compound henna is vegetable henna to which other coloring substances have been added. Any "henna" hair coloring which produces other than a red shade is a compounded henna. "Restorers" may be hair colorings that require repeated applications and are usually "combed" into the hair. They are colorless or have a slight bluish tinge. After repeated applications these hair colorings may eventually produce a green or purple hue. Both compound henna and restorers coat the hair and it is difficult for a hair coloring like LARIEUSE Hair Coloring to penetrate through this coat. After a compound henna or "restorer" has been used for some time, the hair becomes brittle from the many coatings formed on the hair by repeated applications. When a hair coloring the type of LARIEUSE Hair Coloring is then applied, hair breakage may result. Therefore, in order to get best results, we recommend that the previous coloring be removed by hot oil treatments before LARIEUSE Hair Coloring is applied. This is done in the following manner: (1) brush the hair to remove all the "loose soil," (2) apply olive oil or castor oil to the hair, saturating it well to the ends, (3) if you have a therapeutic lamp, use it on the hair for about fifteen minutes. If not, take a turkish towel and dip it in very hot water. Wring out the excess moisture and wrap the towel around the head. Repeat when the towel loses its heat. After the heat has been applied (lamp or hot towels), rub the hair vigorously with the turkish towel to remove whatever hair dye has been loosened. Then shampoo the hair to remove the oil. This should be repeated several times until sufficient dye has been removed before applying LARIEUSE Hair Coloring. We also advise that before the entire head is colored, a test for shade and tensile strength be made on a small section of the hair to determine whether or not it is in condition to receive the LARIEUSE Hair Coloring.

Larieuse Hair Coloring Over Bleached Hair: Hair that has been bleached with bleaching preparations—so-called "white henna" or peroxide, or so-called "blonde shampoos" or "blonde washes"—must be treated cautiously if hair coloring is to be used to re-color the hair to its original shade. Repeated applications of such preparations leave the hair in a porous, dry, brittle condition, and it absorbs the coloring quickly. If the hair has been overbleached, even a light shade might turn black. We recommend that before applying LARIEUSE Hair Coloring, you treat the hair with several hot oil treatments in order to replace the natural oil which the bleaching has taken out.

A shade of coloring at least two shades lighter than desired should be selected. A preliminary test for shade should be made to determine the length of time the coloring should be left on the hair. Select a strand of hair which will be covered when the hair is properly dressed, but which has been bleached to the fullest extent, about $1\frac{1}{2}$ inches wide and $\frac{1}{2}$ inch thick. Apply the hair coloring as directed to the full strand of hair, taking note of the time. When it has reached the desired shade, record the number of minutes that passed and shampoo. If it is too dark, the hair coloring (after the powder and liquid have been mixed) may be diluted with distilled water, being sure to take equal portions of LARIEUSE Hair Coloring and water, or $\frac{3}{4}$ LARIEUSE and $\frac{1}{4}$ water, or $\frac{1}{2}$ LARIEUSE and $\frac{1}{2}$ water. Test the hair until the desired shade is secured. Keep a record of the time of development and the shade of hair coloring used; also, the proportion of dilution if this was done, so that your next application will be an easy one. We suggest that you continue the hot oil applications until the hair is in good condition.



Empty powder in saucer; pour liquid over. (1 capsule to $\frac{1}{4}$ liquid; 2 capsules to $\frac{1}{2}$ liquid, etc.)



No. 2
Sectioning of hair.



No. 3
Part the hair in strands.



No. 4
Applying coloring to strands.



No. 5
Applying coloring in a retouch. Note line of demarcation.

DIRECTIONS FOR USE

Application on Virgin Hair:

By virgin hair is meant hair to which no previous hair coloring, bleach, strong "rinse," or so-called tonic containing coloring matter has been applied.

After the preliminary test, there are three distinct steps necessary in applying LARIEUSE Hair Coloring: (1) Shampoo the hair to remove all of the oil and soil, (2) apply the hair coloring, and (3) shampoo to remove the excess hair coloring and set the shade.

1—SHAMPOO THE HAIR:

For the best results, shampoo the hair thoroughly with our LARIEUSE SHAMPOO which is made expressly for use with LARIEUSE Hair Coloring. Soap in cake form should not be used. IF LARIEUSE SHAMPOO is not available, use a mild liquid shampoo. In shampooing the hair, give at least two soapings and use plenty of moderately warm water as hot water has a tendency to set the oil in the hair. Rinse the hair well so as to remove all traces of the shampoo. If the oil and soap are not entirely removed from the hair, the hair coloring cannot penetrate the hair shaft thoroughly. Dry the hair well but do not massage the scalp. In communities where the water is hard, we suggest that rain water or distilled water (which may be purchased at the drug store) be used, since often the chemicals used in purifying water will interfere with the proper action of the hair coloring.

MIX THE LARIEUSE HAIR COLORING:

(Empty the contents of the capsule in a porcelain saucer or cup. Do not use aluminum, tin, or any other metallic container.)

After the head has been thoroughly shampooed and is completely dry, you are ready to prepare the hair coloring. Mix the powder and the liquid of the LARIEUSE Hair Coloring in the proportion of one capsule to one-fourth of the liquid (see illustration No. 1), or four capsules to the whole bottle. **Mix only as much coloring as will be needed for one application.** If it is the first application of coloring, the contents of the entire package may be needed, but we suggest that one-half of the contents be mixed and applied to the hair and when this has been used, mix the remainder and apply it. After the powder and liquid have been mixed for about fifteen minutes, the mixture begins to lose its strength, and after it has been mixed for more than one hour, it will color the hair only faintly. Therefore, never mix more than you need for one application. *If any of the powder and liquid which has been mixed is left, do not pour it back into the bottle. Once the powder and liquid are mixed, the prepared solution must be used immediately as it cannot be stored for future use because it loses its coloring properties after being mixed about one hour.* The liquid portion of LARIEUSE Hair Coloring will keep at least to the expiration date stamped on the package if it is immediately corked and the screw cap replaced; the powder portion, likewise, unless it comes in contact with moisture. The hair coloring should not be subjected to extreme hot or cold temperatures. Sometimes the powder will pack tightly in the capsule, so after removing it, crush it with the wood end of the applicator. Pour the liquid over the powder and let stand for a few minutes to dissolve the powder thoroughly. If the powder has hardened so that it cannot be removed from the capsule, return the package to your dealer and he will replace it, or send it to us and we will send you a new package.

2—APPLY THE LARIEUSE HAIR COLORING:

(Wear rubber gloves to protect the hands.)

When the powder and the liquid have been thoroughly dissolved and mixed, apply the hair coloring in the following manner: Divide the hair in four equal sections from forehead to nape of neck and from ear to ear (see illustration No. 2). Then beginning at the center parting, part off a strand of hair (see illustration No. 3), and apply the hair coloring (with the enclosed applicator) to the roots and as far down the length of the hair as desired. Lift this strand and apply the coloring to the underneath portion, being careful to see that the liquid reaches through the entire thickness. Then, part off a one-quarter inch section and apply the hair coloring to the new parting (see illustration No. 4). Repeat this until the section of the head has been covered, after which, proceed with the other three sections. If the hair is short and freshly cut, the entire length of the strand may be colored. If the hair is long, we recommend that the hair coloring be applied to about four inches down the length of the hair, completing

the entire head, and after this has been done, apply the coloring to the ends. Hair is more porous at the ends and will absorb the hair coloring more quickly than the roots which are not so porous. *Permit the hair coloring to remain on the hair until the desired shade or color has been reached.* For gray hair it will require from twenty minutes to one hour to develop the shade wanted. If the hair coloring is being used to cover faded, streaked hair, it may require only fifteen minutes for developing. The time of development may be determined by squeezing a strand of hair in a piece of absorbent cotton. In this way, the actual progress of color development can be controlled. Now—

3—SHAMPOO THE HAIR TO REMOVE EXCESS COLORING AND SET THE SHADE:

After the hair has developed to the shade desired, it must be shampooed again to remove the excess hair coloring. Only one soaping is necessary, but a shampoo such as our LARIEUSE SHAMPOO should be used as some soaps may have a tendency to cause a reddish tinge to result. The hair should be *thoroughly rinsed* until the rinsing water is perfectly clear. Be sure to remove all of the soap around the hair line, temples and nape of neck in order to prevent perspiration and other residue from adhering at these points. If perspiration and other residue accumulate at the hair line, an irritation might be experienced. Do not use lemon or vinegar rinses, as they may cause the hair to redden.

To Remove Dye Stains from the Brow:

Use our LARIEUSE STAIN REMOVER which will remove the coloring from the scalp and brow but not from the hair.

RETOUCHING THE HAIR WHEN IT GROWS IN GRAY:

Normal hair grows about one-half inch per month and therefore, after the first application of hair coloring has been made, it will be necessary to retouch the hair at intervals of about four to six weeks, depending on the rate of growth of the hair. On the succeeding applications *only that portion which has grown in gray should be colored.* Prepare the hair by thoroughly shampooing it and proceeding in the same manner as on the first application. Apply the hair coloring only to that portion which has grown in gray. **Do not overlap** by permitting the hair coloring to extend down to or over the portion already colored, as this will cause a dark streak. In order to avoid overlapping, a short space should be left between the new color and the line of the previous application (see illustration No. 5. In retouching, we do not advise combing the hair after the coloring has been applied until a few minutes before the estimated time for the second shampoo. Then, holding the hair away from the scalp and with the fine-toothed part of the comb, comb the coloring down over the line of the previous application. This will blend the new application with the old. Be sure not to touch the scalp with the comb.

SATISFACTORY RESULTS:

If the directions outlined herein are carefully followed, you will be rewarded by natural looking hair with a beautiful sheen on which hot iron or permanent waves may be given with satisfaction. *If, however, you have not followed the directions carefully and you are not entirely satisfied, read the directions and see whether or not you have omitted any one of the necessary steps.*

When the color "washes off" or does not "take," it may be that you did not remove all of the oil and soap in the preliminary shampoo, or it may be necessary to *soften that portion of the hair which has grown in gray* before applying the coloring. You soften the hair by taking the unmixed liquid portion of LARIEUSE Hair Coloring and applying it to the grown out portion in the same manner as you apply the coloring. Permit this to dry. *Be careful not to overlap* onto the portion which has been previously tinted. When the softener has dried, apply the hair coloring in the regular manner.

When the color turns red or off-color shades, etc., it may be due to the fact that a strong alkali in the soap or tonic previously used caused this, or the second shampoo was given before the hair coloring developed sufficiently, or oil or soap left in the hair prevented the coloring from developing entirely. To correct this on dark shades, we recommend that the application be repeated and our LARIEUSE HAIR RINSE used immediately after the shampoo. For lighter or drab shades we recommend that the red be toned down by applying our ASH BLONDE, BLONDE, or LIGHT BLONDE, or LARIEUSE HAIR RINSE immediately after the shampoo. For FURTHER INFORMATION write our Advisory Dept.