

# Pet Esthé®

## Vivid Color

Hair color for pets.

"Pet Esthé Vivid Color" is a low-stimulating dye for pets' hair. Your favorite color gives a fashionable impact on your pet's hair.



TOKYO · PARIS



Pet Esthé Vivid Color Be careful!

### Precautions in use

1. This product is to be used exclusively for pets (pet animals). Do not use it for smaller purposes.
2. This product should not be used for pets before and after delivery, pets just born and young pets taking milk.
3. Do not use when you have broken skin, swelling, eczema or other abnormal condition.
4. Keep out of your eyes. If dye gets in your eyes, wash with clean water or clean warm water immediately.
5. Keep dye off of skin and clothing. The color will not come off easily once it gets on your skin or clothing. Pet beauty/recreation should always wear gloves at work.
6. After drying hair, dry well because wet, dyed hair may transfer color to towel and clothing.

### Precautions in storage

1. Keep it out of children's reach.
2. Do not keep in a place with extremely high or low temperatures or exposed to direct sunlight.
3. After use, fasten the cap tight for storage and use as soon as possible.

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## Highlighting the charm of your pets

### Vivid Color extends and intensifies the coloring world



Pet Esthé Vivid Color produces rich color expressions and gives color shade control flexibility through changing the combination ratios of seven basic Vivid Colors and four achromatic mediums. A beautiful variety of infinite colors and brightness can be generated by blending the pet's original hair color with new colors, making the pet's image more impressive and harmonious with your desires! Enjoy the color design system that satisfies your pet-loving sensitivity!

- ★ You can dye just like you paint.  
By following the formulation system (refer to The Pet Esthé Vivid Color Chart), the brightness and color shades can be adjusted freely so that the pet's individuality comes alive.
- ★ Finished dyeing looks refreshing and innovative.  
Adhesive and high in color generation, the colors bind fast within the hair to produce hair movement, flow and expression.
- ★ Effective in protecting hair and prevents hair from getting into knots  
The coating ingredient that envelops hair gently enhances the finished luster, resists wind and enables hair knot prevention as well as a hair manicure.
- ★ Soft formulation and maneuverability is high in safety  
Unlike hair color for human use, diamine is not used, so the highly-safe soft formula works gently on skin. When mixed, the colors have excellent attachment and endurance, adding brightness even to colored hair. Spreadable but appropriately adhesive, the colors can be smoothly applied.
- ★ Vivid color will attract a new array of customers.  
Ranging from the points colored on ears and tail to dyeing the whole body, it is possible to structure prices depending on various applications and thus raise technical fees.

## Pet Esthé Vivid Color technical process

**Coloring plan**

Select a color in accordance with your desired finished product.

**Tools for coloring**

Prepare the tools for applying Vivid Color. Use Vivid Color (brush, natural mid, marine blue, light green and orange), gloves, color caps, combs, aluminum foil, vinyl bags, etc.

**Pre-shampoo**

Shampoo the hair.

**Drying**

Dry with a drier.

**Trimming**

Trimming is key for the finished look.

**Applying protective cream**

Apply Vivid Color Protective Cream on the portion of the face you do not wish to dye.

**Color Treatment**

Put the appropriate amount of Vivid Color into a color cap for use on the hair. Be sure to wear gloves when dyeing.

**Apply the color with a brush.** After applying, rub in carefully for uniform dyeing.

**Use vinyl bags to encase the limbs treated, and fasten rubber bands so they will not come off.**

**When you fasten the rubber bands, be careful not to snap the pet's blood flow.**

**The treatment of the limbs is finished.**

**After the waist portion has been treated, wrap it with aluminum foil and fasten with a clip.**

**After the tail portion has been treated, wrap it with aluminum foil and fasten with a clip.**

**The treatment of the waist and tail is finished.**

**Use your hand and/or teeth to carefully apply treatment to ears, as ears are very sensitive.**

**Process time**

Apply to the nape carefully so that the color will not get in the eyes. A comb/brush is recommended for safe application.

**Fix the nape carefully with a comb with a clip.**

**Wrap it with aluminum foil and fasten with a clip.**

**The Vivid Color treatment is finished. Wait 10 to 15 minutes.**

**When the dyeing effect is enhanced by heating with a drier, the hair should not be applied directly but from a distance.**

**Rinse**

Rinse well with warm water shower.

**Post-shampoo**

Shampoo well until the color foam becomes thin.

**Style**

Dry with a drier and finish up in a manner such as to raise the hair while brushing carefully.

**Finish**

Here is a charming finish with vivid color shades.

**You can enjoy a range of variations.**

## Pet Esthé®

### Vivid Color



A coloring agent bringing new dimensional life to your pets

Pet Esthé Vivid Color Now Available



How about synchronizing your pets with your favorite colors?



Four medium colors enabling infinite variations Protective cream and light-dimishing liquid

- Adjusting color shades Clear medium effective in hair manicure
- Color balance can be adjusted by adding grey medium
- Color balance can be adjusted by adding dark grey medium
- Color adjustment possible by adding black medium with the effect of subduing white hair particular to black-haired pets
- Protective cream for areas not targeted for dyeing
- Remover for removing coloring agents applied to pet's nails and skin

## Pet Esthé Vivid Color Color-Chart

**Medium Color**

Clear Medium, Gray Medium, Dark Gray Medium, Black Medium

Vivid Color	Vivid : Clear 1 : 10	Vivid : Clear 1 : 50	Vivid : Gray 1 : 10	Vivid : DarkG. 10 : 1	Vivid : Black 5 : 1	Vivid : Black : Clear 5 : 1 : 60
Lemon Yellow	Lemon Yellow : Clear = 1:10	Lemon Yellow : Clear = 1:50	Lemon Yellow : Gray = 1:10	Lemon Yellow : DarkG. = 10:1	Lemon Yellow : Black = 5:1	Lemon Yellow : Black : Clear = 5:1:60
Orange	Orange : Clear = 1:10	Orange : Clear = 1:50	Orange : Gray = 1:10	Orange : DarkG. = 10:1	Orange : Black = 5:1	Orange : Black : Clear = 5:1:60
Natural Red	Natural Red : Clear = 1:10	Natural Red : Clear = 1:50	Natural Red : Gray = 1:10	Natural Red : DarkG. = 10:1	Natural Red : Black = 5:1	Natural Red : Black : Clear = 5:1:60
Fresh Pink	Fresh Pink : Clear = 1:10	Fresh Pink : Clear = 1:50	Fresh Pink : Gray = 1:10	Fresh Pink : DarkG. = 10:1	Fresh Pink : Black = 5:1	Fresh Pink : Black : Clear = 5:1:60
Violet	Violet : Clear = 1:10	Violet : Clear = 1:50	Violet : Gray = 1:10	Violet : DarkG. = 10:1	Violet : Black = 5:1	Violet : Black : Clear = 5:1:60
Marine Blue	Marine Blue : Clear = 1:10	Marine Blue : Clear = 1:50	Marine Blue : Gray = 1:10	Marine Blue : DarkG. = 10:1	Marine Blue : Black = 5:1	Marine Blue : Black : Clear = 5:1:60
Light Green	Light Green : Clear = 1:10	Light Green : Clear = 1:50	Light Green : Gray = 1:10	Light Green : DarkG. = 10:1	Light Green : Black = 5:1	Light Green : Black : Clear = 5:1:60

Orange : Black : Clear 15 : 1 : 80

Light Green : Violet 1 : 1

Orange : Black 10 : 1

Violet : Natural Red 3 : 1

Orange : Black 5 : 3

Lemon Yellow : Marine Blue 1 : 1

Orange : Black : Clear 10 : 1 : 55

Violet : Lemon Yellow 2 : 1

Orange : Black : Clear 5 : 3 : 40

Violet : Marine Blue 2 : 1

Orange : DarkG. 15 : 1

Fresh Pink : Natural Red 3 : 1

Orange : Black 5 : 2

Light Green : Marine Blue 1 : 1

The Pet Esthé Vivid Color system is able to generate limitless color shades by changing the combination ratio of seven Vivid Colors and four Medium Colors. The finished dyeing color of this color chart represent 100% white hair. They may vary according to the kind of pet, the thickness of hair, color-shade, etc. When dyeing, please follow directions after test dyeing part of your pet's hair. Please read the directions carefully before applying dye. \* This is printed matter and the actual color may have slight variations on your pet's hair.