

OVERTONE Color Depositing Treatment Mask Product Fact Sheet

Product: OVERTONE Color Conditioner



Cost: \$32 8 oz / \$13 2 oz

Available at: Overtone.com, Amazon, Target, CVS

Link to purchase:

<https://overtone.co/collections/best-sellers/products/royal-plum-color-depositing-treatment-mask?variant=39782601064513>

About OVERTONE's Color Depositing Treatment Masks (Coloring Conditioners)

- Overtone Color Depositing Treatment Masks (formerly Coloring Conditioners) deliver vibrant, semi-permanent color that cares for your hair and scalp, making it easy to express your individuality without compromise. Infused with 13 natural active ingredients, our unique formula nourishes and rejuvenates, promoting healthy hair from root to tip. Peppermint and rosemary oils calm and balance the scalp, while coconut and jojoba oils provide deep hydration and leave your strands silky smooth. Specifically formulated with brown hair in mind, our treatment masks prove you don't need to bleach your hair to achieve stunning color results!

Other Reasons why Customers Love OVERTONE:

- Highly pigmented for brown hair with a special “for brown hair” product line
- Vegan and cruelty free, Leaping Bunny certified
- Sustainable packaging: 30% PCR Tube + FSC Certified Box
- Soothes and revitalizes the scalp with every use from Peppermint + Rosemary ingredients
- Hydrates and Nourishes the hair with Coconut and Jojoba ingredients
- Formulated without Ammonia, Formaldehyde + Parabens

Ingredients

- Water/Aqua/Eau, Cetearyl Alcohol (from Mixed Plants), Cetyl Alcohol (from Vegetables), Stearyl Alcohol (from Vegetables), Glycerin (from Vegetables), Behentrimonium Chloride, Cocos Nucifera (Coconut) Oil, Butyrospermum Parkii (Organic Shea) Butter, Simmondsia Chinensis (Organic Jojoba) Seed Oil, Persea Gratissima (Avocado) Oil, Oenothera Biennis (Evening Primrose) Oil, Sesamum Indicum (Sesame) Seed Oil, Linum Usitatissimum (Organic Linseed) Oil, Olea Europaea (Olive) Fruit Oil, Amodimethicone, Guar Hydroxypropyltrimonium Chloride (from Guar Beans), Polysorbate 60 (from Vegetables), Basic Blue 99, Basic Brown 16, Basic Red 76, Basic Yellow 57, Basic Red 46, Basic Violet 1, Basic Yellow 40, Basic Orange 2, Basic Blue 9, Basic Green 4, Basic Violet 2, Citric

Acid, Benzyl Alcohol, Dehydroacetic Acid, Rosmarinus Officinalis (Rosemary) Leaf Oil, Mentha Viridis (Spearmint) Leaf Oil

Usage

- 1. Do a strand test on dry hair
- 2. Apply to clean, dry hair using gloves apply like a regular hair mask
- 3. Let sit for 10-15 minutes (or to your desired pigment of color)
- 4. Rinse thoroughly, until water runs clear
- Option to use with your daily conditioner for color refreshes
- **When to use:**
 - Re-apply every other week for a boost of color and hydration or when color begins to fade

OVERTONE Color Guide:

- Embrace a world of vibrant, confident self-expression with our Color Depositing Treatment Masks. These masks are thoughtfully developed with darker starting shades in mind, letting you explore a spectrum of less-toxic hair colors that are both easy to use and kind to your hair and scalp. Experience big color payoff without compromising hair health and sustainability.
- Our color system is straightforward: the lighter your hair, the more vivid and true the color. For darker hair, enjoy subtle yet beautiful hues without the need for pre-lightening. Our treatment masks are designed specifically for brown hair and offer vibrant color transformations without bleach.

Founder Story:

- Maegan Scarlett and Liora Dudar were in their 20s when they decided they'd had enough of the fading and constant damage that came with having vibrant hair color. Together, they created a product they had always wanted: a hair-healthy, semi-permanent alternative to dye that could both achieve and maintain head-turning hair colors — sans damage and cold showers.