

ATTITUDE
DYE WITH ATTITUDE



WWW.ATTITUDEHAIRDYE.COM

PRODUCT CATALOGUE

SEMI-PERMANENT HAIR COLOUR
CRUELTY FREE & VEGAN!

DYE WITH ATTITUDE

Introducing Attitude's range of semi-permanent alternative hair colours - **DYE WITH ATTITUDE**. Consisting of the boldest and most vibrant colours to brighten up your hair and day!

To ensure the best colour results we have created the Ghosted Hair Lightening kit which will pre-lighten your hair. This base is key to achieving the boldest colours! Alongside this we have formulated a premium 3-step hair care range, Holyplex, for fragile, damaged or over-processed hair. This will repair and revitalise your hair leaving it stronger and shinier as well as locking in your colour.

Let's create fabulous transformations and magical hair moments together!

HOW ARE YOU FEELING TODAY?

Loved, Proud, Dramatic, Playful, Moody, Brave, Rage, Rebel, Ecstatic, Mellow, Jealous, Free, Mystic, Strange, Daring, Sensitive, Angelic, Dreamy, Precious, Minted, Cute, Vampy, Happy, Toxic, Freaky, Fancy, Pure, Wicked?

Choose the colour to suit your mood!

ATTITUDE
DYE WITH ATTITUDE



- Cruelty-free and vegan.
- Hydrates and nourishes the hair (contains conditioner).
- No harsh chemicals - peroxide, PPD or ammonia.
- Pre-lighten your hair to achieve the best results.
- We recommend a patch and strand test before colouring.
- Suitable for home use.
- You can mix and match any of our semi-permanent hair dye colours together to create unique shades.



ATTITUDE LOVED

DYE WITH ATTITUDE

A WARM-TONED BERRY PINK

Loved semi-permanent pink hair colour is a sultry berry pink that reminds you to love yourself first and foremost!

Loved will bring the love to bold pinks and purples when mixed with Proud and Playful and make a beautiful contrast to our staple black hair dye Daring.

SKU: 666028002



ATTITUDE PROUD

DYE WITH ATTITUDE 

A BRIGHT UV-NEON PINK

Proud is a pink semi-permanent hair colour which pays tribute to all of those who fought for their right to love and be loved, and have pride in their identity!

This beautiful bubblegum pink is a neon dream when paired with Brave or Playful, and will add brightness and warmth to shades like Moody and Dramatic for the perfect purple.

SKU: 666028006



ATTITUDE
CUTE
DYE WITH ATTITUDE

**COOL-TONED
PASTEL PINK**

Cute semi-permanent hair colour will make you look and feel kawaii inside and out!

This cool-toned pink is Proud's super-pastel sister and works great as a contrast to our black Daring or a complimentary shade to Angelic and Minted!

SKU: 666028032



ATTITUDE
DREAMY
DYE WITH ATTITUDE

**COOL-TONED
LAVENDER DREAMS**

Dreamy semi-permanent hair colour will take you to Cloud 9!

This cool-toned lavender purple works great alongside our semi-permanent hair colours Minted and Daring as the perfect Pastel Goth colour combo, or paired with Cute and Playful for supreme unicorn vibes!

SKU: 666028034



ATTITUDE DRAMATIC

DYE WITH ATTITUDE

A DEEP WARM-TONED PURPLE

Dramatic semi-permanent purple hair colour is a deep, dark purple for those who aren't afraid to be a bit extra!

Mix with Proud or Playful to dial up the drama in your bright shades.

SKU: 666028004



ATTITUDE WICKED

DYE WITH ATTITUDE

WICKEDLY WARM PURPLE

Wicked semi-permanent hair colour will let you live your best witchy life!

This deep purple makes a great contrast to Autumnal shades like Ecstatic and Rage for the perfect Halloween look, or complimentary purples like Dramatic or Playful.

SKU: 666028039



ATTITUDE PLAYFUL

DYE WITH ATTITUDE

A COOL-TONED PURPLE

Playful semi-permanent hair dye is the bright, bubbly purple hair colour of your dreams!

Live your best pastel life by combining Playful with our Sensitive mixer for a true lilac fantasy.

SKU: 666028010



ATTITUDE MOODY

DYE WITH ATTITUDE

A DEEP DARK BLUE

Moody semi-permanent hair colour is a deep, velvety blue shade that will lift your spirits even when you've got the blues.

Add richness and depth by mixing Moody with its bright blue sister Brave.

SKU: 666028001



ATTITUDE
BRAVE
DYE WITH ATTITUDE

A BRIGHT OCEAN BLUE

Brave semi-permanent hair colour is for all who dare to be true to themselves and walk their own path in life. A bright sky blue hair dye that will have you walking on air!

Brave compliments and mixes well with its neon sibling Proud for the perfect unicorn ombre.

SKU: 666028008



ATTITUDE
ANGELIC
DYE WITH ATTITUDE

COOL BABY BLUE

Angelic semi-permanent hair colour will have you walking on air!

This cool baby blue can be combined with Minted for the ultimate pastel turquoise or our super-soft pink Cute for the perfect plush purple!

SKU: 666028035



ATTITUDE PRECIOUS

DYE WITH ATTITUDE

WARM-TONED PEACH

Precious semi-permanent hair colour will have you feeling peachy-keen!

This warm-toned pastel peach is Cute's summery cousin and works great as a companion colour to Ecstatic orange with Sensitive mixer for the perfect creamsicle combo!

SKU: 666028033



ATTITUDE
RAGE
DYE WITH ATTITUDE

A DEEP SULTRY RED

Don't mess with Rage!

A dark, rich red semi-permanent hair colour which spells danger for all who dare cross you.

Rage is a sultry, bloody shade and compliments its sister Rebel and the classic black Daring.

SKU: 666028005



ATTITUDE VAMPY

DYE WITH ATTITUDE

A VIBRANT DEEP RED

Vampy is a semi-permanent hair colour which will bring out the villainess in you!

This sultry deep red is the marriage of our bestselling Rebel and Rage that will unleash the femme fatale within! It offers a classic gothic contrast when paired with our Daring black.

SKU: 666028045



ATTITUDE REBEL

DYE WITH ATTITUDE 

A VIBRANT ORANGE-RED

Rebel is a vibrant, fiery orange-red hair colour for those truly unafraid to stand out.

Rebel semi-permanent hair colour is an orange-based red, and as such compliments and mixes well with Ecstatic and its sister shade Rage.

SKU: 666028007



ATTITUDE FANCY

DYE WITH ATTITUDE

GORGEOUS COPPER LOCKS

Fancy semi-permanent hair colour will make you look and feel like the richest bitch in town!

This glossy copper looks fabulous on its own, but really shines when adding highlights or accents to our Daring black.

SKU: 666028040



ATTITUDE ECSTATIC

DYE WITH ATTITUDE

A BRIGHT VIBRANT ORANGE

Ecstatic semi-permanent hair colour will drive you wild!

This shamelessly extra orange hair dye is energetic and brassy and will turn up the volume on shades like Rebel and Rage or be the perfect Halloween combo when contrasted to the spooky staple black Daring.

SKU: 666028012



ATTITUDE MELLOW

DYE WITH ATTITUDE

A WARM GOLDEN YELLOW

Mellow semi-permanent hair colour is a rich yellow shade for everyone who likes to keep it bright and cheerful.

Mix with Free to create the perfect toxic green, or brighten up Rebel red for your own unique orange!

SKU: 666028011



ATTITUDE **HAPPY**

DYE WITH ATTITUDE 

A BRIGHT NEON YELLOW

Clap your hands and get Happy, here's our brand new semi-permanent hair colour neon yellow!

Pair with Mellow to add some bright AF highlights to your golden tresses or mix with any of our reds for the ultimate neon orange!

SKU: 666028047



ATTITUDE FREAKY

DYE WITH ATTITUDE

THE PERFECT OLIVE GREEN

Freaky semi-permanent hair colour will have you freaking out with delight!

This deliciously rich and unique olive green is a wood witch's best friend and works great with our signature Daring black to put you in the Halloween spirit all year round.

SKU: 666028041



ATTITUDE JEALOUS

DYE WITH ATTITUDE

A COOL-TONED FOREST GREEN

Jealous semi-permanent hair colour will make your friends green with envy!

This deep forest green combines with blue shades like Brave and Moody for the ultimate mermaid vibes and will add a touch of darkness to our bright green dream Free!

SKU: 666028003



ATTITUDE **FREE**

DYE WITH ATTITUDE 

A BRIGHT UV-NEON SPRING GREEN

Free your mind from fear and doubt!

This fresh spring green semi-permanent hair colour will add bright, dimensional highlights to its darker sister Jealous and a ravey neon contrast to the staple black Daring.

SKU: 666028009



ATTITUDE TOXIC

DYE WITH ATTITUDE 

A VIVID NEON GREEN

Get a taste of poison paradise with our neon green Toxic semi-permanent hair colour!

Pair with fellow neon yellow Happy for the ultimate radioactive 'do, or contrast it with our signature black Daring for a timeless cybergoth experience!

SKU: 666028046



ATTITUDE MYSTIC

DYE WITH ATTITUDE

A BRIGHT BLUE-GREEN TEAL

Mystic semi-permanent hair colour
is a deep, aquatic teal.

Unleash your inner mermaid with
this beautiful vibrant teal.

SKU: 666028023



ATTITUDE MINTED

DYE WITH ATTITUDE

SPEARMINT GREEN

Minted semi-permanent hair colour will make you look and feel like a million bucks!

This super spearmint green is a great complementary shade to greens like our Mystic teal or blues like Brave for the ultimate mermaid combo!

SKU: 666028025



ATTITUDE DARING

DYE WITH ATTITUDE

THE BLACKEST BLACK

Daring semi-permanent black hair colour invites you over to the dark side with this rich, classic black shade with a green undertone.

This vampy staple shade pairs beautifully with all **DYE WITH ATTITUDE** colours, but makes a great contrast to neons and will add richness to any brighter shade.

SKU: 666028014



NOTE: Your hair must be light blonde for our Daring hair colour to hold.



ATTITUDE STRANGE

DYE WITH ATTITUDE

A COOL-TONED SLATE GREY

Strange semi-permanent hair colour will help you unleash your strangest side! This is a deep bluish slate grey.

Strange's final colour will depend on the base undertones of your hair and development time, the longer the time, the darker the grey!

SKU: 666028022



ATTITUDE SENSITIVE

DYE WITH ATTITUDE

A NEUTRAL MIX FOR PASTEL SHADES

Sensitive is our mixer for creating the perfect pastel shade of your dreams!

Mix with any of our **DYE WITH ATTITUDE** colours to lighten up your life!

SKU: 666028015



ATTITUDE PURE

DYE WITH ATTITUDE

SNOW WHITE TONER

Pure semi-permanent hair toner will have you looking pure as the driven snow!

This toner removes brassiness from freshly bleached hair for the perfect platinum blonde!

SKU: 666028042





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MELLOW
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PLAYFUL
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PROUD
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DYE INSTRUCTIONS

FOR BEST RESULTS

1. Always do a preliminary patch and strand test. If this is the first time you are colouring your hair, we recommend you read the extensive Hair Dye FAQ available on our website!
2. Pre-lighten your hair using our GHOSTED Hair Lightening Kit. Please note that to achieve the vivid colours shown, you will need to pre-lighten your hair to a very light blonde colour (the lighter, the better). If you do not pre-lighten, the colour achieved will depend upon your natural hair colour (the lighter your hair, the stronger the results).
3. Wash your hair with the Holyplex N°1 Purify cleansing shampoo. Do not use conditioner.
4. Towel dry your hair.
5. Apply Vaseline or similar around your hairline to prevent staining.
6. Apply **DYE WITH ATTITUDE** hair colour evenly beginning at the roots and working through to the ends using gloves and a hair dye brush.
7. Allow to absorb for a minimum of 30 - 60 minutes before rinsing out thoroughly with cold/ lukewarm water until the water runs clear. The colour will fade with each wash, we recommend you wash with cool water to maintain colour. For best results use the Holyplex Hair Care Range to keep your hair in the best condition.

Warning: may stain clothing/materials.



ATTITUDE GHOSTED

HAIR LIGHTENING KIT

The GHOSTED Hair Lightening Kit is the perfect way to prepare your hair before adding *DYE WITH ATTITUDE* semi-permanent hair colour.

Our colours perform best when applied to pre-lightened hair, so our GHOSTED Bleach Powder has you covered. Ready to be mixed with our GHOSTED Peroxide Activator, available in 20, 30 and 40 Volume, for best results!

20 VOLUME KIT
SKU: 666028044

30 VOLUME KIT
SKU: 666028030

40 VOLUME KIT
SKU: 666028031



NOTE: Each kit includes bleach powder, peroxide activator, brush and gloves.

BLEACH INSTRUCTIONS

We always recommend you do a strand test first (details on our website).

PREPARATION

Wear protective gloves. Pointing the products away from the face, avoiding inhalation, empty the Ghosted Bleach Powder sachet into a non-metallic bowl. Add the Ghosted Peroxide Activator and stir until you have a smooth, creamy mixture. Apply mixture immediately, do not wait a long time.

APPLICATION

Ensure your hair is dry and tangle-free (never wash hair prior to bleaching, the oils on the scalp help protect the skin). Protect the hairline and ears with Vaseline before lightening. Use the brush and/or gloved fingers to apply evenly to saturate the hair working towards the roots and avoiding the scalp where possible.

DEVELOPMENT TIME

The strand test gives an indication, but you must check regularly by using a damp paper towel to remove the mixture from a small strand. Check every 5 - 10 minutes to avoid over-processing which can lead to breakage.

Hair colour development time (this is a guideline)

Light, medium, dark blonde	15-30 minutes
Brown hair, dark brown	30-45 minutes max

RINSING

Once the desired shade is reached, use lukewarm water and shampoo and rinse thoroughly away from the eyes. Do not blow dry if possible, or use any heating tools or styling products for a few days after bleaching. DYE WITH ATTITUDE semi-permanent hair colours have a conditioning effect and can now be used to create the colours of your dreams!



ATTITUDE HOLYPLEX

HAIR CARE RANGE FOR DAMAGED HAIR

We love to colour and style our hair, but all that bleaching, dyeing, blow-drying and styling creates havoc! Holyplex is a 3-step hair care range which has been specially formulated to protect and heal your damaged locks. Hair salon treatments you can apply at home, to give your hair the tender loving care it deserves!

Holyplex N°1 – PURIFY – Cleansing shampoo
SKU: 666028018

Holyplex N°2 – GLORIFY – Conditioning mask
SKU: 666028019

Holyplex N°3 – SANCTIFY – Finishing spray
SKU: 666028037

Holyplex Set (N°1/N°2/N°3)
SKU: 666028038

NOTE: Damaged hair before and after using the Holyplex treatment.



Before



After



HAIR CARE INSTRUCTIONS

HOLYPLEX N°1 – PURIFY – CLEANSING SHAMPOO

This pH neutral shampoo cleanses and hydrates damaged hair making it softer and shinier. It has a rich and creamy texture.

Instructions: massage a small amount into your hair, and rinse thoroughly.

HOLYPLEX N°2 – GLORIFY – CONDITIONING MASK

The conditioning mask nourishes damaged hair and makes it soft and smooth. It has a lightweight texture that is easy to apply from root to tip, which will leave your hair looking and feeling healthier and stronger.

Instructions: divide Holyplex N°2 evenly through the hair, comb gently and let sit for 5 - 10 minutes maximum. Rinse well.

HOLYPLEX N°3 – SANCTIFY – FINISHING SPRAY

The finishing spray closes the hair cuticles sealing the care and colour. Smooths damaged hair right down to the tips ready to be styled.

Instructions: spray evenly on towel-dry hair before styling.

HOLYPLEX HAIR CARE RANGE USP'S

- The ultimate protection against chemical treatments
- Enriched with vegetable protein
- Repairs dry and damaged hair
- Prevents hair from breaking
- Visible results straight away
- 100% vegan and cruelty free





Mystic - "This is the most beautiful colour I've ever tried! So bright and vibrant, I'm just in love with it!!"

Mellow - "A beautiful and warm yellow! I'm a fan!"

Proud - "Bright pink but better. At first I expected to need 2 pots with my very long hair but one was more than enough. I even have dye left over! And it's A-MA-ZING!! Have received so many compliments."

"Amazing hair dye! I've been colouring my hair for 10 yrs, have tried everything and this dye stays in the longest."

Rage - "The colour is very cool. In combination with Rebel, it gives the most vibrant red ever."

Ecstatic - "OMG! I'm so happy with how this colour turned out! The most beautiful orange hair dye I've used so far!"

Loved - "This hair dye is amazing! It's the longest lasting pink dye I've had so far, and the colour fades very nicely. Also, the amount in this pot goes a long way."

Jealous - "AMAZING. It's so green and so pretty at the same time, I will be rebuying this 100%."





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LOVINGLY CREATED IN THE NETHERLANDS
ENERGIESTRAAT 4E, 1135 GD EDAM, THE NETHERLANDS