

NATURTINT®

Below are our listing recommendations for different shelf space availabilities, based on the sales ranking of the hair colours and an understanding of how a hair colour consumer shops. This is only intended as a helpful guide however and the popularity of certain shades and products will vary from store to store.

Each Naturtint Permanent Hair Colour Gel box is 8.5cm wide - allow 9cm if a shelf tray is to be used. The Root Retouch Colours are the same width, 8.5cm, but currently we do not have shelf trays available for this range.

Don't forget, however the Naturtint range is displayed, there should always be a Colour Ring available to help consumers pick the most suitable shade!



Recommendation for 0.5m shelf space = 5 Permanent Hair Colours, with or without shelf trays.



Naturtint Permanent Hair Colour Gel 2N Brown Black
Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
Naturtint Permanent Hair Colour Gel 4N Natural Chestnut
Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut

Recommendation for 0.75m shelf space = 8 Permanent Hair Colours, with or without shelf trays.



Naturtint Permanent Hair Colour Gel 1N Ebony Black
Naturtint Permanent Hair Colour Gel 2N Brown Black
Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
Naturtint Permanent Hair Colour Gel 4N Natural Chestnut

Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
Naturtint Permanent Hair Colour Gel 6N Dark Blonde
Naturtint Permanent Hair Colour Gel 9N Honey Blonde
Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut

Recommendation for 1m shelf space = 11 Permanent Hair Colours, with or without shelf trays.



Naturtint Permanent Hair Colour Gel 1N Ebony Black
Naturtint Permanent Hair Colour Gel 2N Brown Black
Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
Naturtint Permanent Hair Colour Gel 4N Natural Chestnut
Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
Naturtint Permanent Hair Colour Gel 6N Dark Blonde

Naturtint Permanent Hair Colour Gel 7N Hazelnut Blonde
Naturtint Permanent Hair Colour Gel 8N Wheat Germ Blonde
Naturtint Permanent Hair Colour Gel 9N Honey Blonde
Naturtint Permanent Hair Colour Gel 4G Golden Chestnut
Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut

**Recommendation for 1.5m shelf space = 14 Permanent Hair Colours, with or without shelf trays
+ 2 Root Retouch Colours**



- Naturtint Permanent Hair Colour Gel 1N Ebony Black
- Naturtint Permanent Hair Colour Gel 2N Brown Black
- Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
- Naturtint Permanent Hair Colour Gel 4N Natural Chestnut
- Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
- Naturtint Permanent Hair Colour Gel 6N Dark Blonde
- Naturtint Permanent Hair Colour Gel 7N Hazelnut Blonde
- Naturtint Permanent Hair Colour Gel 8N Wheat Germ Blonde
- Naturtint Permanent Hair Colour Gel 9N Honey Blonde
- Naturtint Permanent Hair Colour Gel 10N Light Dawn Blonde
- Naturtint Permanent Hair Colour Gel 4G Golden Chestnut
- Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut
- Naturtint Permanent Hair Colour Gel 4M Mahogany Chestnut
- Naturtint Permanent Hair Colour Gel 5.7 Light Choc Chestnut
- Naturtint Root Retouch Crème Dark Brown Shades
- Naturtint Root Retouch Crème Light Brown Shades

Recommendation for 2m shelf space = 18 Permanent Hair Colours, with or without shelf trays + 2 Root Retouch Colours + Colour Fixing Shampoo + Colour Fixing Protective Conditioner + Anti-Ageing CC Cream



- Naturtint Permanent Hair Colour Gel 1N Ebony Black
- Naturtint Permanent Hair Colour Gel 2N Brown Black
- Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
- Naturtint Permanent Hair Colour Gel 4N Natural Chestnut
- Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
- Naturtint Permanent Hair Colour Gel 6N Dark Blonde
- Naturtint Permanent Hair Colour Gel 7N Hazelnut Blonde
- Naturtint Permanent Hair Colour Gel 8N Wheat Germ Blonde
- Naturtint Permanent Hair Colour Gel 9N Honey Blonde
- Naturtint Permanent Hair Colour Gel 10N Light Dawn Blonde
- Naturtint Permanent Hair Colour Gel 10A Light Ash Blonde

- Naturtint Permanent Hair Colour Gel 8A Ash Blonde
- Naturtint Permanent Hair Colour Gel 4G Golden Chestnut
- Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut
- Naturtint Permanent Hair Colour Gel 6G Dark Golden Blonde
- Naturtint Permanent Hair Colour Gel 7G Golden Blonde
- Naturtint Permanent Hair Colour Gel 4M Mahogany Chestnut
- Naturtint Permanent Hair Colour Gel 5.7 Light Chocolate Chestnut
- Naturtint Root Retouch Crème Dark Brown Shades
- Naturtint Root Retouch Crème Light Brown Shades
- Naturtint Colour Fixing Shampoo
- Naturtint Colour Fixing Protective Conditioner
- Naturtint Anti-Ageing CC Cream

Recommendation for 2.5m shelf space = 20 Permanent Hair Colours, with or without shelf trays + 3 Root Retouch Colours + 3 Reflex Colours, with or without shelf trays + Colour Fixing Shampoo + Colour Fixing Protective Conditioner + Anti-Ageing CC Cream

(Each Naturtint Reflex Semi-Permanent Henna Cream (used in the example below) box is 7.5cm wide - allow 8.2cm if a shelf tray is to be used.)



Naturtint Permanent Hair Colour Gel 1N Ebony Black
 Naturtint Permanent Hair Colour Gel 2N Brown Black
 Naturtint Permanent Hair Colour Gel 3N Dark Chestnut Brown
 Naturtint Permanent Hair Colour Gel 4N Natural Chestnut
 Naturtint Permanent Hair Colour Gel 5N Light Chestnut Brown
 Naturtint Permanent Hair Colour Gel 6N Dark Blonde
 Naturtint Permanent Hair Colour Gel 7N Hazelnut Blonde
 Naturtint Permanent Hair Colour Gel 8N Wheat Germ Blonde
 Naturtint Permanent Hair Colour Gel 9N Honey Blonde
 Naturtint Permanent Hair Colour Gel 10N Light Dawn Blonde
 Naturtint Permanent Hair Colour Gel 4M Mahogany Chestnut
 Naturtint Permanent Hair Colour Gel 5C Light Copper Chestnut
 Naturtint Permanent Hair Colour Gel 4G Golden Chestnut
 Naturtint Permanent Hair Colour Gel 5G Light Golden Chestnut
 Naturtint Permanent Hair Colour Gel 6G Dark Golden Blonde
 Naturtint Permanent Hair Colour Gel 7G Golden Blonde
 Naturtint Permanent Hair Colour Gel 6A Dark Ash Blonde
 Naturtint Permanent Hair Colour Gel 8A Ash Blonde
 Naturtint Permanent Hair Colour Gel 10A Light Ash Blonde
 Naturtint Permanent Hair Colour Gel 5.7 Light Chocolate Chestnut
 Naturtint Root Retouch Crème Dark Brown Shades
 Naturtint Root Retouch Crème Light Brown Shades
 Naturtint Root Retouch Crème Dark Blonde Shades
 Naturtint Reflex Semi-Permanent Henna Cream 1.0 Black
 Naturtint Reflex Semi-Permanent Henna Cream 3.0 Dark Chestnut Brown
 Naturtint Reflex Semi-Permanent Henna Cream 5.0 Light Chestnut Brown
 Naturtint Colour Fixing Shampoo
 Naturtint Colour Fixing Protective Conditioner
 Naturtint Anti-Ageing CC Cream



Shelf trays are available for all Naturtint Permanent Hair Colour Gels (excluding the new Naturtint Silver) and the Reflex Semi-Permanent Henna Creams. They hold 5 units but can be broken down for shallower shelves to hold 2 or 4 units.

The shelf trays slot together to help keep product displays neat and tidy and feature a colour swatch that indicates the colour result from that shade.

For more information and guidance on merchandising the Naturtint range in store, please **contact the Nature's Dream Team on 01889 507575 or drop an email to hello@naturesdream.co.uk** and they will be happy to help.

