

Directions

PRODUCT RANGE

La fiché



Directions

**LA RICHE LTD HAVE BEEN ESTABLISHED SINCE 1981,
THE YEAR WE LAUNCHED THE FIRST EVER DIRECTIONS HAIR
COLOUR TUBS FROM A VERY HUMBLE WORK ROOM IN THE UK.**

With our brand forever growing over the years we now have a whole range of complimenting products to sit alongside Directions consisting of shampoos, conditioners, colour and lightening kits, tattoo aftercare, personalised tint brushes and many point of sale items to help catch the eye of your customers.

This information pack will tell you everything you need to know about our exclusive range, delivery terms and prices.

You can also keep up to date with news, competitions, new products and updates by visiting our website www.lariche.co.uk or one of our social media sites.



Facebook:

www.facebook.com/directionshair

Instagram:

[directions_hair_colour](https://www.instagram.com/directions_hair_colour)

Twitter:

[@Directionshair](https://twitter.com/Directionshair)

Pinterest:

uk.pinterest.com/directionshair/

Alternatively, feel free to call

01702 297532

or email us

info@lariche.co.uk



Directions

HAIR COLOUR

Directions Hair Colour comes in 88ml individual tubs, there are 4 tubs of the same shade in each box and are priced at £9.00 per box.

Available/ 88ml tubes

Price/ please see price structure



Directions



DARK TULIP



TULIP



FIRE



PILLARBOX RED



RUBINE

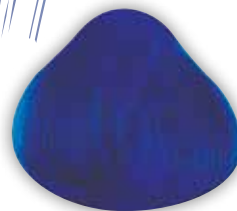


POPPY RED



The colours shown are a simulation of the actual colour. Directions is a semi-permanent colour.

Directions



ATLANTIC BLUE



MIDNIGHT BLUE



EBONY



LAGOON BLUE



DENIM BLUE



SILVER

The colours shown are a simulation of the actual colour. Directions is a semi-permanent colour.

Directions



APRICOT



MANDARIN



TANGERINE



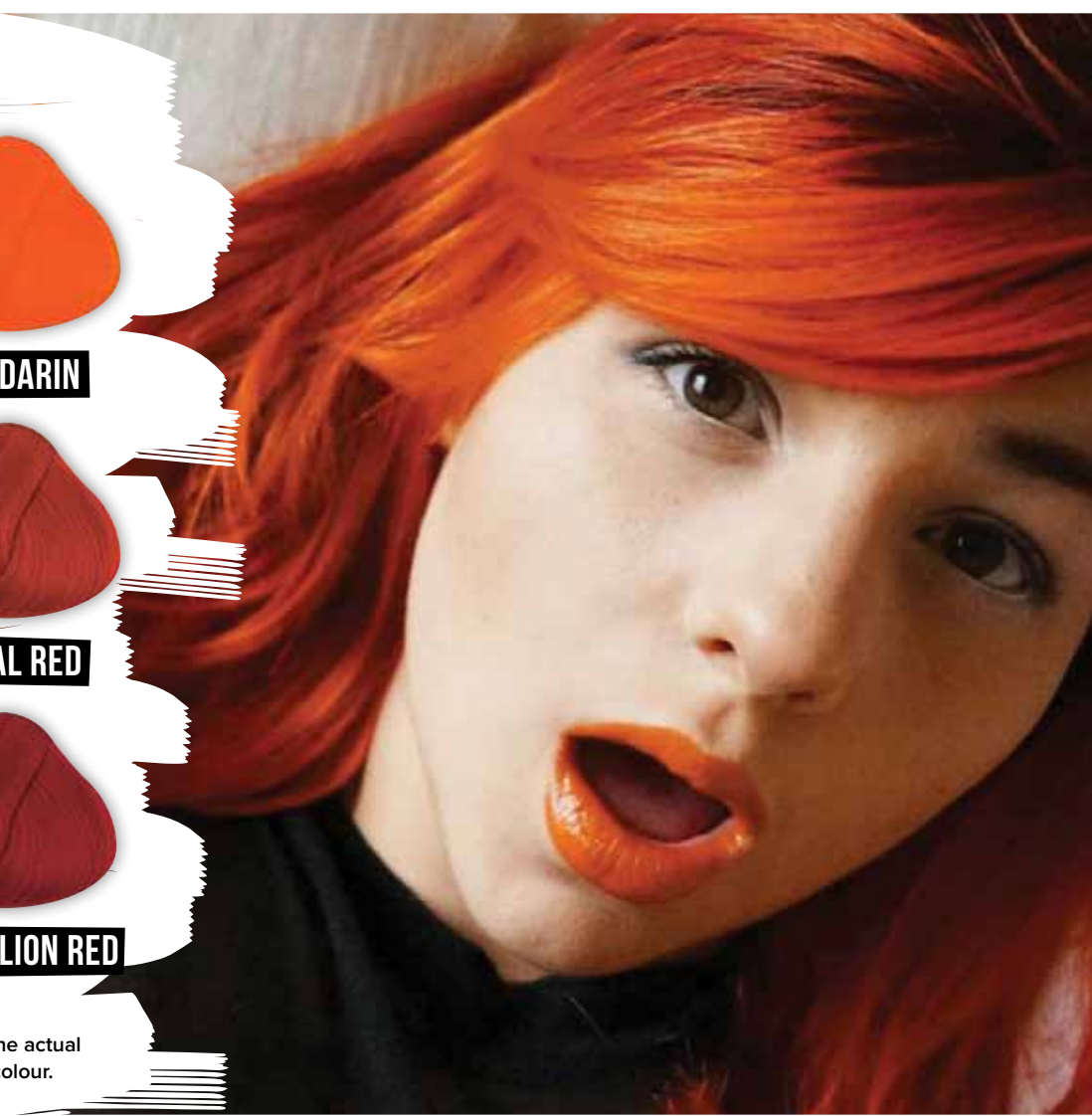
CORAL RED



FLAME



VERMILLION RED



The colours shown are a simulation of the actual colour. Directions is a semi-permanent colour.

Directions



TURQUOISE



ALPINE



APPLE GREEN



FLUORESCENT GLOW



SPRING GREEN



BRIGHT DAFFODIL

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Directions



LAVENDER



LILAC



VIOLET



CARNATION PINK



NEON BLUE



PLUM



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Directions



CERISE



FLAMINGO PINK



ROSE RED



PASTEL PINK



NEW

WISTERIA



WHITE TONER

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Hair Colour Pricing Structure

Directions Colour comes in an 88ml tub, there are four tubs per box. Pricing structures are as follows:

EUROPE

> MINIMUM ORDER

Min order 50 boxes / £450.00
(£9.00 per box)

(Includes delivery / a VAT number will be required for EC members).



Directions

Colour Care

Our Pre Colour Shampoo, Colour Protecting Shampoo and Conditioner have been specifically formulated for coloured hair, enabling you to get the most out of your colour. Leaving hair soft and manageable with a great shine.

Available / Unmixed boxes 8 x 250ml tubes

Price / please see price structure



Directions

Colour Protecting SHAMPOO

Specifically formulated for use after the application of Directions Semi Permanent Hair Colour.

Directions

Pre Colour SHAMPOO

Specifically formulated for use before the application of Directions Semi Permanent Hair Colour.

Directions

Colour Protecting CONDITIONER

Specifically formulated for use after the application of Directions Semi Permanent Hair Colour.



Colour Care Pricing Structure

Our Colour Care comes in 250ml tubes.
There are 8 tubes per box unmixed.

EUROPE

> MINIMUM ORDER

Min order 30 boxes / £456.00
(£15.20 per box)

No minimum orders apply if ordered with Directions
Semi-permanent Hair Colour.

(Includes delivery / a VAT number will be
required for EC members).



Directions COLOUR KIT

Introducing the Directions Colour Kit

Everything you need for great
colour in one handy box.

Each Colour Kit contains (1 of the following)

- › 88ml Directions Hair Colour Tub
- › 100ml Pre-colour Shampoo
- › 100ml Colour Protecting Conditioner
- › 100ml Colour Protecting Shampoo
- › Tint Brush
- › Pair of Protective Gloves
- › Development Cap
- › Directions Instruction Leaflet



Available / in 8 colours

Price / please see price structure

Each Colour Kit is available in **8 brilliant colours**



Contents shown from Flamingo Pink Colourkit



Colour Kits Pricing Structure

Minimum orders can be made up by mix and matching throughout the 8 colour kit choices.

EUROPE

Min order 100 kits / £425.00
(£4.25 each)

No minimum orders apply if ordered with Directions Semi-permanent Hair Colour.



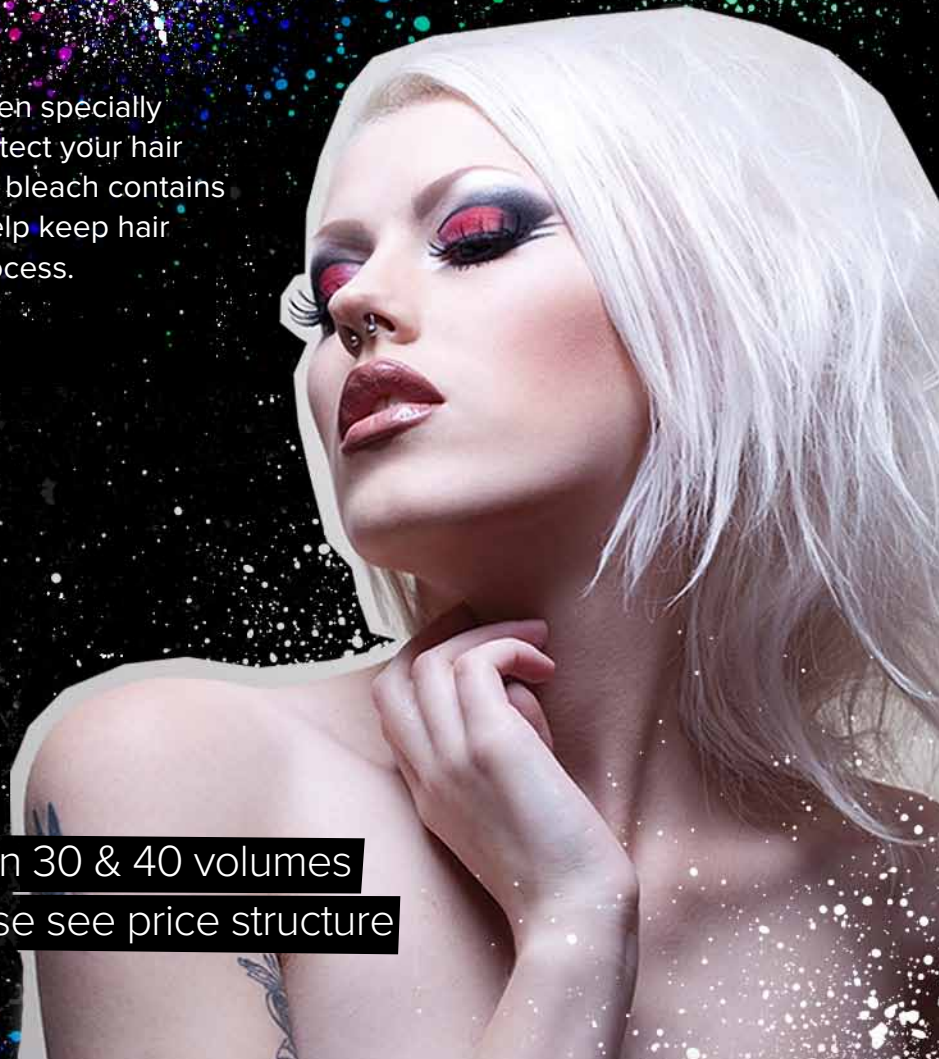
Directions Hair Lightening Kit has been specially formulated to condition and help protect your hair while you lighten. Directions powder bleach contains added conditioning ingredients to help keep hair moisturised during the lightening process.

Directions

HAIR LIGHT- ENING KIT

Available / in 30 & 40 volumes

Price / please see price structure



Hair Lightening Kit 30 vol (9%) contains

30

volume

- > 1 x Bottle of 30 volume (9%) cream peroxide
- > 1 x Sachet of powder bleach
- > 1 x Sachet of moisturising shampoo
- > 1 x Instruction leaflet
- > 1 x Pair of medium plastic gloves
- > 1 x Mixing tray
- > 1 x Applicator brush
- > 1 x Development cap

Hair Lightening Kit 40 vol (12%) contains

40

volume

- > 1 x Bottle of 40 volume (12%) cream peroxide
- > 1 x Sachet of powder bleach
- > 1 x Sachet of moisturising shampoo
- > 1 x Instruction leaflet
- > 1 x Pair of medium plastic gloves
- > 1 x Mixing tray
- > 1 x Applicator brush
- > 1 x Development cap



Hair Lightening Kit Pricing Structure

Minimum orders can be made up by ordering one or both variants of bleaching kits.

EUROPE

> MINIMUM ORDER

Min order 100 kits / £400.00
(£4.00 per kit)

No minimum orders apply if ordered with Directions Semi-permanent Hair Colour.





Directions

POINT OF SALE

Stand out and catch the eye of potential customers with our bright and vibrant point of sale products.

Directions

STEPPED COUNTER DISPLAY

The stand designed to hold 33 pots, with a pocket capable of holding 50 colour leaflets (supplied with display), and two pockets for tint brushes (sold separately).

Manufactured in black hip plastic with a 45cm backing board.

Size / 42cm x 42cm x 11cm

Price / £12.95 + VAT



Directions

DUAL STEPPED COUNTER DISPLAY

The Dual Stepped Counter Display is manufactured to hold a smaller selection of La Riche shades, specially designed for shelves and smaller display areas. Holds 14 tubs.

Manufactured in black hip plastic with a 45cm backing board.

Size / 17cm x 42cm x 6.5cm

Price / £8.95 + VAT



Directions

SWATCH CHART

Swatch Chart showing all 36 of our vibrant shades. All swatches are a simulation of the actual colour on bleached hair.

Size / 30cm x 30cm
opening to 81cm x 30cm

Price / £15.00 + VAT

Includes instructions and advice regarding the application of Directions in English, Italian, Polish, Dutch and French.



Directions

TINT BRUSHES

Tint Brushes are the ideal way to apply Directions colours. 40mm wide – perfect for our Directions tubs. Available in packs of 10 brushes.

Manufactured in black plastic and personalised with Directions logo.

Size / 4cm wide

Price / £5.50 (pack of 10) + VAT



Directions

STEPPED COUNTER DISPLAY

Stepped Counter Display manufactured to hold the Colour Care range. Designed for shelves and smaller display areas.

Manufactured in black hip plastic.

Size / 18cm x 21cm x 8cm

Price / £4.99 + VAT



Tatt SPLATT

Tatt Splatt contains high quality ingredients that have been specifically chosen for their individual skin soothing properties, with each one highly beneficial to the skin post tattooing or removal.

Available / in 20ml pots

Price / please see price structure



Tatt SPLATT

The Tatt Splatt Stepped Counter Display manufactured to hold 6 x 20ml pots and includes a free Leaflet/Backing Board. Designed for shelves and small display areas.

Manufactured in black hip plastic.

Size / 18cm x 21cm x 8cm

Price / £3.50 + VAT



Tatt Splatt Pricing Structure

No minimum order requirement of Tatt Splatt, if ordered with Directions.

EUROPE

£18.45 per box + VAT

12 x 20ml pots in each box

One free box of Tatt Splatt is issued with your first order of Tatt Splatt.

No minimum order requirement of Tatt Splatt, if ordered with Directions. If ordered alone a minimum of 23 boxes is required - we pay the shipping cost.

Tatt Splatt has to be purchased by the box, not individual tubs.



Tatt SPLATT

Soothing tattoo
moisturiser

Tatt Splatt Moisturiser contains high quality ingredients that have been specifically chosen for their individual skin soothing properties, with each one highly beneficial to the skin post tattooing or removal.

Available / in 50ml tubes

Price / please see price structure



Tatt Splatt Moisturiser Pricing Structure

No minimum order requirement of Tatt Splatt Moisturiser, if ordered with Directions.

EUROPE

£13.20 per box + VAT

8 x 50ml tubes in each box

No minimum order requirement of Tatt Splatt Moisturiser, if ordered with Directions. If ordered alone a minimum of 23 boxes is required - we pay the shipping cost.

Tatt Splatt Moisturiser has to be purchased by the box, not individual tubes.



Europe

Payment terms

Orders can be placed via our website www.lariche.co.uk or email info@lariche.co.uk.
After your order has been submitted, a proforma invoice will be sent to you.

All orders are then processed and dispatched upon receipt of payment.

› BANK TRANSFERS

Barclays Bank, Southend-on-Sea,
Essex, England

Account Name: La Riche Ltd

Account Number: 90558192

Sort Code: 20-79-73

Swift Code: BARCGB22

IBAN Code: GB77BARC20797390558192

› CARD PAYMENTS

Please call 01702 297532

Charges incurred when using credit cards are:

Business Credit Cards: 1.9% charge

Personal Credit Cards: 1.6% charge

Debit Cards: 0% charge

› CHEQUES

Please make payable to La Riche Ltd

› PAYPAL

info@lariche.co.uk

GET IN
TOUCH




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+44 (0) 1702 297 532

INFO@LARICHE.CO.UK

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