

Bleed Area: 196mm x 71mm

Trim Area: 190mm x 65mm

Safe Area: 184mm x 59mm

REYU Artwork Guidelines

Bleed Area:

Extend any background colours or patterns to fill this area for edge-to-edge printing.

Trim Area:

This is where your label will be cut. All artwork you want to be visible should be within this area.

Safe Area:

Please make sure any important elements, such as text and logos, are within this safe area.

Do not edit or resize the BACK ARTWORK group layers without discussing it with a REYU consultant first. Certain elements are legally required.

Hints & Tips

- The bottle diameter is 60.7mm, so bear this in mind when placing elements that you want to be visible together.
- For clear labels, make sure any elements to be printed in white are spot colours with the name **SpotColor_White**
- Print the artwork yourself on A4 to ensure all text is readable

Exporting

- Delete / hide the ARTWORK GUIDELINES group layer
- Outline all text (select all layers, click type -> create outlines)
- Save all products as separate PDF files (PDF/X-1a:2001)
- Save with 3mm bleed and no printer marks

Directions for use: Apply to clean, damp hair. Distribute evenly throughout then proceed with styling.

INGREDIENTS: AQUA (WATER), CETYL ALCOHOL, PARFUM (FRAGRANCE), CETEARYL ALCOHOL, GLYCERIN, HYDROGENATED CASTOR OIL/SEBACIC ACID COPOLYMER, QUATERNIUM-87, ISODODECANE, BEHENTRIMONIUM CHLORIDE, PEG/PPG-8/3 DIISOSTEARATE, CETEARETH-20, CETRIMONIUM CHLORIDE, HYDROXYETHYLCELLULOSE, POLYQUATERNIUM-10, HYDROLYZED SOY PROTEIN, TOCOPHERYL ACETATE, **SCLEROCARYA BIRREA (MARULA) SEED OIL***, **OPUNTIA FICUS INDICA (PRICKLY PEAR) SEED OIL***, **CITRULLUS LANATUS (WATERMELON) SEED OIL***, **BUTYROSPERMUM PARKII (SHEA BUTTER) EXTRACT***, **ADANSONIA DIGITATA (BAOBAB) SEED OIL***, AVENA SATIVA (OAT) KERNEL EXTRACT, BUTYLENE GLYCOL, LINALOOL, COUMARIN, LIMONENE, SODIUM HYDROXIDE, TETRASODIUM EDTA, PHENOXYETHANOL, BENZOIC ACID, DEHYDROACETIC ACID, POTASSIUM SORBATE. ***ORGANIC.**

MADE WITH 91% NATURALLY DERIVED INGREDIENTS

FREE FROM: SLS / PARABENS / PALM OIL / MINERAL OIL



CRUELTY
FREE



VEGAN
FRIENDLY



ETHICALLY
SOURCED



MADE IN
THE UK



12 M

BLOW DRY

BATCH NO. 101843
EEH LTD. DE65.5BU
240ml e 8.1fl.oz