

Bleed Area: 306mm x 81mm

Trim Area: 300mm x 75mm

Safe Area: 294mm x 69mm

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 97.5mm, 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 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: After cleansing, apply to towel-dried hair, focusing on the lengths & ends. Leave for 2-3 minutes & rinse.

INGREDIENTS: AQUA (WATER), CETYL ALCOHOL, CETEARYL ALCOHOL, PARFUM (FRAGRANCE), DICETYLDIMONIUM CHLORIDE, CETRIMONIUM CHLORIDE, AMODIMETHICONE, CETEARETH-20, PROPYLENE GLYCOL, POLYQUATERNIUM-10, HYDROXYETHYLCELLULOSE, GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE, HYDROLYZED SOY PROTEIN, **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***, GLYCERIN, TRIDECETH-12, ISOPROPYL ALCOHOL, AVENA SATIVA (OAT) KERNEL EXTRACT, BUTYLENE GLYCOL, LINALOOL, TETRASODIUM EDTA, CITRIC ACID, PHENOXYETHANOL, TRIETHYLENE GLYCOL, SODIUM BENZOATE, POTASSIUM SORBATE. ***ORGANIC.**

MADE WITH 90% NATURALLY DERIVED INGREDIENTS

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



CRUELTY
FREE



VEGAN
FRIENDLY



ETHICALLY
SOURCED



MADE IN
THE UK



12 M

BATCH NO. 100988
FEH LTD. DE65 5BU

950ml e 32.1fl.oz