

JANUARY & FEBRUARY 2022

ISSUE #2

HAIRAHOLIC

911 ROOT FIX
WITH ROOT CONCEALER

Curly Haired Cutie
TRESSA WAVES

Lightener
LIFT TO THE MAX

WTF
WHAT THE FOAM

tressa[®]
Professional

W^{OOO}
WATER
COLORS

ALL DEALS ARE SUBJECT TO AVAILABILITY



We are here to help

FEEL FREE TO CONTACT US!

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info@tressainc.com
Our hotline is available
9:00am - 5:30pm EST

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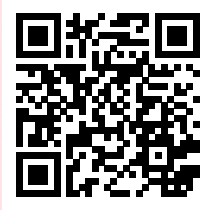
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Welcome

TO OUR PROFESSIONAL SOCIAL MEDIA CHANNELS

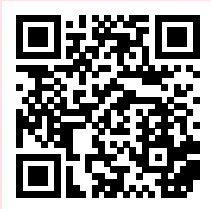


Follow us for inspiration, new techniques, color formulas, new product announcements, exclusive deals, and giveaways. **@watercolorshair**



Facebook

Watch our National Education Ambassador live to learn more about our products, get inspiration, new product announcements, exclusive deals, and giveaways.



Instagram

Get inspiration, new techniques, color formulas, new product announcements, exclusive deals, and giveaways.



YouTube

Learn new ways to use our products and more information that you might not know.

Show us your work!

#watercolorshair

Show off your best work by tagging us to be featured on our social media channels. We love seeing the amazing and unique work you create using our products.



20% OFF TRESSA THERMAL WORKING HAIRSPRAY

SALON COST: \$6.40/VALUE \$8.00

- Dual action spray; thermal protection and gives foundation for heat styling routines.
- Strengthens with silicone proteins and essential omega fats and antioxidants.
- Workable and builds to a medium hold.



20% OFF LITEWORX COLOR TONERS
SALON COST: \$6.12/VALUE \$7.65

Non-Ammonia Color Toners deliver pure luminous color with amazing shine and condition. The six color toners combine to achieve 15 highlight and 6 lowlight shades.

tressa[®]
Professional

CURLY HAIRED CUTIE



tressa[®]
Professional

**20% OFF TRESSA
INDIVIDUAL WAVES**

SALON COST: \$4.40/VALUE \$5.50

Curl, Color and Shampoo in the Same Service! With Tressa's patented Triple Bonding Neutralizer, you can add color and highlights on the same day of a wave service!

- Rejoins all three bonds simultaneously, guaranteeing uniform, controlled curl pattern.
- Seals and smooths the cuticle, leaving hair shiny and in excellent condition.
- Easy maintenance starts with the first day.
- Gets more curly haired cuties out into the world.

GET THE LOOK!

This look was created using pink foam benders and a Clientage Wave.

Did you know that you don't necessarily need to use spiral rods to get a spiral curl effect? We used simple triangular sections, sometimes called geodesic sectioning to create a pattern similar to that of a natural curl.

- 1) Begin wrapping the hair by taking your first triangle section.
- 2) Comb it together smoothly, overdirecting the hair away from you.
- 3) Apply your end wraps.
- 4) Starting about 1/3 of the way down the bender, wind the hair spiral-style around the rod until you reach the scalp.
- 5) Fold the ends of the bender toward each other.
- 6) Wrap the entire head this way and process per wave directions.



WAVE COMPARISON CHART

Tressa	VERSATAGE	FULL CYCLE	CLIENTAGE	COLOURAGE	PLIANCE	ZONE CONTROL
Alkaline pH 9.5	Buffered Alkaline pH 8.5	Buffered Acid pH 8.2	Acid pH 7	Acid pH 6.7	Buffered Acid pH 7.7	
Triactive NT Normal/Resistant Formula K-Pak Waves Reconstructive Alkaline Wave (normal)	Triactive HP Regular Formula K-Pak Waves Reconstructive Thio-Free Wave (normal)	Triactive Acid Wave (normal, resistant, tinted) K-Pak Waves Reconstructive Alkaline Wave (color-treated) ISO (Option 3)	Triactive NT Chemically-Treated Formula. K-Pak Waves Reconstructive Wave Thio-free (color-treated) ISO (Option 2) Heavy Highlighted, Bleach	Triactive NT Chemically Treated (tinted, highlighted) K-Pak Waves Reconstructive Acid Wave ISO (Option 2)	Triactive Acid Wave (normal, highlighted) K-Pak Waves Reconstructive Extra Body Acid Wave ISO (Option 1) ISO (Exo-thermic)	
Opti.Effects Resistant	Opti.Effects Resistant	Opti.Extra Opti.Effects Normal	Opti.Effects Sensitized	Opti.Effects Sensitized Biologie	Opti.Variable Action Opti. Thermic	
Creative Curl (normal/resistant) Vector Variable Action	Creative Curl (normal/resistant)	Vector Plus Extra Body (normal/resistant) Vector Plus	Inner Secret Creative Curl (fine/limp/tinted/highlighted)	Inner Secret Creative Curl (fine/limp/tinted/highlighted)	Vector Plus Original (all types, up to 50% highlighted)	

**SCAN ME FOR
MORE INFO ON
TRESSA WAVES!**



Note: This chart is intended for general comparison only, as recommended hair types and processing guidelines vary from product to product. Use only in accordance with manufacturer's directions.

WW



WHAT



THE



FOAM?



NEW!

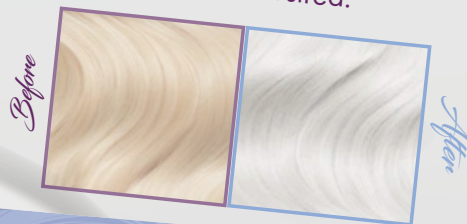


This is no ordinary foam, it looks like a mousse, but doesn't behave like one. The expectation of a mousse is that it holds and stiffens hair.

This foam is different...

With Watercolors Ice Whip you should expect something intense. This leave in conditioner makes fine hair feel thicker, coarse hair feel softer and adds shine and control all while delivering a mega-dose of icy cool pigments to oust any brass tones that dare to stick around.

WATERCOLORS ICE WHIP is a no-rinse violet, conditioning treatment that reduces yellow tones in blonde, highlighted, and gray hair. Ice Whip weightlessly smooths hair and provides instant shine. It can also make fine hair feel thicker and coarse hair feel softer. Before you use it, you need to shake the can well. Then, just dispense some into the palm of your hand and distribute evenly through damp hair. Dry and style as desired.



\$12.50



What can you do when your client's gray is showing but there's no time for a color service?
Recommend an emergency touch up!

25% OFF WATERCOLORS ROOT CONCEALERS

SALON COST: \$7.46/VALUE \$9.95



- Covers instantly, dries in minutes and lasts until the next shampoo.
- A little goes a long way!
- No ammonia, no peroxide, no alcohol, and no synthetic dyes!

- Directional nozzle gets product where it needs to be.
- Additional benefits: gives styling texture, volume and fullness; can show lowlight results prior to permanent color.



BLONDE
 For levels 7 – 9
 Blends best with Wet Sand or Golden Mist Watercolors Shampoos



Light Brown
 For levels 6-7
 Blends best with Hazelnut and Alacha Drench Watercolors Shampoos



BROWN
 For levels 3-5
 Blends best with Cocoa or Hazelnut Watercolor Shampoos



DARK BROWN
 For levels 1-2
 Blends best with Black Coffee Watercolors Shampoo



COPPER
 For levels 6 – 8
 Blends best with Liquid Copper, Mollen Bronze and Warm Spice Watercolors Shampoos



RED
 For levels 5 – 7
 Blends best with Crimson Splash, Fluid Fire or Wet Brick Watercolors Shampoos



LIFT TO THE MAX



20% OFF WATERCOLORS LIGHTENER 2LB TUB

SALON COST: \$23.96 /VALUE \$29.95

Dual purpose Watercolors Lightener is my go-to for any lifting or bleaching service. Use it on-scalp or off and expect up to 8 levels of lift with only 20 volume developer!

When other lighteners are fizzling out, Watercolors Lightener is still going strong. We cocktail three persulfates to break down melanin fast and to keep lifting until the job is done **AND** no worries about integrity. Aloe and Argan oil keep things moisturized while Keratin Amino Acids guard and strengthen those precious bonds.

Watercolors Lightener is ideal for any application or technique whether it's on scalp lifting, foil work or open painting. Mix and match with Tressa Processing Cream or Cream Developer to get the consistency you crave.

tressa®
Professional



LITEWORX INTRO KIT

Salon Cost \$119.99/Value \$149.80
SAVE \$29.81- Save 19%

For \$119.99 you can get LITEWORX Conditioning Oil Lightener 8oz, Power Lifting Powder 11lb Tub, one of each 4oz Color Toner, a 10 and 20 Volume Processing Cream Qt, a 12 pack of Highlighting Caps, Measuring Beaker, Mixing Bowl, Applicator Brush, Swatch Ring and Formulation/Instruction Guide.



SMALL CLASSIC SHAMPOO INTRO KIT



Salon Cost \$128.00/Value \$175.00
SAVE \$47- Save 27%



The small Classic Shampoo Intro Kit comes with one of every shade of the 8.5 oz. shampoos, one Clear Color Extender, and one Violet Wash Liter

How Do These Shampoos Work?

These sulfate-free shampoos deposit just the right amount of color while they cleanse, keeping hair color vibrant and true-to-tone between salon visits. The specially designed light reflecting pigments attach to porous parts of the hair, filling and adhering to the hair shaft, creating a color boost at every shampoo. The Watercolors rich, foaming lather nourishes every hair strand, keeping color-treated hair soft, shiny and beautifully conditioned. Use to intensify or neutralize unwanted tones.

Price Guide 2022

INTROS

* ALL INTRO KITS ARE PRE-PACKED DEALS

COLOURAGE INTRO KIT LARGE

Includes: (1) each Colourage Gel Color (67 shades), (1) each: Processing Cream 10, 20, 30 & 40 Volume. (1) Tube Key, (1) Applicator Bottle, (1) Applicator Brush, (1) Color Bowl, (1) Color Manual, (1) Swatch Ring, (2) Window Clings and (1) In-Salon Class.

Salon Cost \$369.99/Value \$794.50
SAVE \$421.09- Save 53%

COLOURAGE INTRO KIT SMALL

Includes: (1) each 2oz. Colourage Gel Color (24 shades), (1) each 32oz. Processing Cream: 10, 20, 30 & 40 vol.

Salon Cost \$129.38/Value \$175.00
SAVE \$45.62- Save 26%

WATERCOLORS CLASSIC SHAMPOO INTRO KIT SMALL

Includes (1) ea. of 13 shades 8.5 oz. shampoos, (1) Clear Color Extending, & (1) Violet Washe Liter

Salon Cost \$128.00/Value \$175.00
SAVE \$47- Save 27%

LITEWORX INTRO KIT

Includes (1) each: LITEWORX Conditioning Oil Lightener 8oz, Power Lifting Powder 1lb Tub, 4oz Color Toners, 6R, 6AN, 6AB, 8CG, 10A and 12V, Processing Cream 20 Volume Qt, Processing Cream 10 Volume Qt, Pack of (12) Highlighting Caps, Measuring Beaker, Mixing Bowl, Applicator Brush, Swatch Ring and Formulation/Instruction Guide

Salon Cost \$119.99/Value \$149.80
SAVE \$29.81- Save 19%

Watercolors BB Demi Color Intro

Includes: (1) each 2 oz. Watercolors BB Demi Color (34) Shades, (2) BB QT Processors, (1) BB Swatch Ring and (1) Applicator Bottle.

Salon Cost \$169.95/Value \$238.50
SAVE \$88.55- Save 37%

WATERCOLORS CLASSIC SHAMPOO INTRO KIT LARGE

Includes (3) ea. of 13 shades 8.5 oz., (3) Clear Color Extending Shampoos, & (1) Violet Washe Liter

Salon Cost \$375.00/Value \$455.00
SAVE \$80- Save 18%

WAVE INTRO KIT

Includes: (4) of each individual wave; Clientage, Pliance, Zone Control, Full Cycle, Colourage, and Versatage, (1) Moistureze 8oz, (1) Protage 4oz, (1) Liter Remove All Plus Shampoo, (1) Liter Clarifying Rinse, (1) Wave & Texture Manual, (1) Wave & Texture Informational Brochure

Salon Cost \$139.99/Value \$420.00
SAVE \$280.01- Save 67%

WATERCOLORS DD INTENSE COLOR INTRO

Includes: (1) each 3oz. Tube WC DD Intense Color; (10) Shades, WC DD Intense Color Swatch Ring, (1) Education/Directions Sheet

Salon Cost \$59.99/Value \$99.50
SAVE \$39.51- Save 40%

WATERCOLORS INTENSE & METALLIC KIT

Includes (1) ea. of 15 shades 8.5 oz. shampoos & (1) Silver Liter

Salon Cost \$150/Value \$212.50
SAVE \$62.50- Save 30%

TRESSA

COLOURAGE

Colourage Gel Color	6.00
Colourage Developers	7.00
Processing Cream	7.00
Colourage Swatch Ring	40.00

HAIR CARE

3 In 1 Cleanser 8.5oz	6.00
Shampoo 13.5oz	8.00
(Clarifying, Quenching, & Replenishing)	
Shampoo Liter	16.00
(Clarifying, Quenching, & Replenishing)	
Conditioner 13.5oz	8.00
(Clarifying, Quenching & Replenishing)	
Conditioner Liter	16.00
(Clarifying, Quenching & Replenishing)	
Remove All Plus Liter	20.00
Remove All Plus Gallon	40.00

WAVES

Individual Wave	5.50
Econo Waves	50.00

LITEWORX

Conditioning Oil Lightener 8oz	10.25
Power Lifting Powder 1lb Tub	16.50
Color Toners	7.65
Liteworx Swatch Ring	30.00

STYLING & FINISHING

Aglaze 8.5oz	7.50
Aglaze Liter	19.99
Brace 8.5oz	8.00
Brace Liter	21.99
Perk-It 8.5oz	7.50
Root Lifter 8.5oz	8.00
Supplex 8.5oz	7.50
Supplex Gallon	45.00
Texturizing Paste 4oz	7.00
Thermal Working Hairspray 10.5oz	8.00
Volumizing Foam 8.5oz	8.00
Working Hairspray 8.5oz	8.00

EDUCATIONAL TOOLS

Color Manual	25.00
Wave Manual	25.00

SUPPORT PRODUCTS

Color Stain Remover 8oz	9.00
Color Stain Remover Liter	19.99
Tressa Neutralizer Pint	5.00
Moistureze 8oz	5.00
Moistureze Liter	10.00
Protage Skin Protector 4oz	6.00
Cutting Edge Cutting Lotion 8.5oz	9.00
PEQ Porosity Equalizer 8.5oz	9.00
Recell Kit (one application kit)	8.00

ACCESSORIES

Applicator Bottle (Slanted Tip)	2.50
Color Bowl	5.00
Applicator Brush	2.50
Tube Key	1.00
Highlighting Caps (Pack of 12)	6.00
6oz Measuring Beaker	1.50

WATERCOLORS

INTENSE SHAMPOOS

Intense Shampoo 8.5oz	12.50
(Teal, Pink, Red, Green, Blue, Purple, Turquoise, Lilac, & Peach)	
Intense Metallic Shampoo 8.5oz	12.50
(Steel, Bronze, Copper, Gold, Rosegold, & Silver)	
Intense Metallic Shampoo Silver Liter	25.00

CLASSIC SHAMPOOS

Color Maintenance Shampoo	12.50
Violet Washe Liter	25.00

CONDITIONERS

Conditioner 8.5oz	10.00
(Blonde & Clear)	
Ice Whip	12.50

BASE DROPS

Base Drops	12.50
(Teal, Red, Blue, Pink, Purple, & Silver)	

LIGHTENER

Lightener Individ. Application	1.99
Lightener 2lb. Tub	29.95

ROOT CONCEALERS

Root Concealer	9.95
(Blonde, Red, Light Brown, Brown, Dark Brown, Platinum & Copper)	

WAVE • LAYAGE

Wave • layage	17.95
Wave • layage Accessory Kit	24.99

COLOR

BB Demi-Permanent Color	5.50
Watercolors Demi Processor 32oz	7.00
DD Intense Color	7.99
BB Swatch Ring	35.00
DD Swatch Ring	15.00

HAIR CARE & STYLING

Baobab Hair Defense	15.00
Intense Glossifier	7.95

ACCESSORIES

WC BB Black Styling Cape	20.00
Watercolor Chemical Cape	30.00
Watercolor Stylist Apron	15.00