



WATERCOLORS CLASSIC SHAMPOO

FEATURES & BENEFITS



Large (3) each of 14 shades 8.5oz., (3) Clear Color Extending 8.5oz., (1) Violet Washe Liter, Watercolors salon Merchandising kit.

Salon Cost: \$375.00
Salon Value: \$550

Small (1) each of 14 shades 8.5oz., (1) Clear Color Extending 8.5oz., (1) Violet Washe Liter, Watercolors salon Merchandising kit.

Salon Cost: \$128.00
Salon Value: \$200

- Sulfate-free, 3-in-1: cleanse, condition and refresh color in one easy step
- Our exclusive Reflective Color Enhancers (RCEs) deposit positively charged direct dyes
- RCEs combined with hair's porosity allow Watercolors to deposit just the right amount of color to keep hair shiny, fresh and vibrant
- Tones and maintains color treated hair
- Watercolors is the only professional color enhancing, conditioning shampoo
- Use as a toner or filler to ensure successful color services
- Available in 8.5oz. bottles; Violet Washe available in 8.5oz. and liter size

Shade	Applied To	Results	Levels	Shade	Applied To	Results	Levels
Violet Washe Base: Violet	Light/Medium Blonde – Gray	Keeps platinum blondes & grays bright without gold	7 – 10 and Gray	Cocoa Base: Brown	Light – Medium Brown	Refreshes medium, neutral browns	4 – 7
Wet Sand Base: Neut. Blonde w/ Light Brown	Light – Medium Blonde	Enhances light blonde hair with sandy shades	7 – 10	Fluid Fire Base: Red	Medium – Dark Red	Enhances fiery red-orange tones in medium red hair	3 – 8
Golden Mist Base: Neut. Blonde w/ Light Gold	Light – Medium Blonde	Showers light blonde hair with soft, golden brilliance	7 – 10	Crimson Splash Base: Red w/ Blue	Deep Brunette – Medium Red	Saturates cool, dark reds with crimson, black cherry tones	2 – 7
Warm Spice Base: Light Brown w/ Copper Gold	Strawberry Blonde	Enhances strawberry blondes with spicy red-golden tones	5 – 9	Wet Brick Base: Dark Brown w/ Red/Orange	Deep Brunette	Enhances dark, warm browns with deep terra cotta reds	1 – 6
Molten Bronze Base: Light Brown w/ Light Orange	Light Brown – Auburn	Enhances light brown hair with bronze, auburn tones	5 – 8	Mocha Drench Base: Dark Brown w/ Green	Deep Brunette	Enhances dark, chocolate brown hair while filtering out reds	1 – 6
Liquid Copper Base: Orange	Light Orange – Red	Reinforces copper & orange tones in light red hair	5 – 8	Black Coffee Base: Dark Brown w/ Blue	Darkest Brunette	Refreshes the darkest browns with rich, coffee brown tones	1 – 6
Hazelnut Base: Light Brown w/ Blue Green	Light Brown	Refreshes cool, light browns & neutralizes orange/red tones	5 – 9	Clear Base: Clear	Any Haircolor	Reduces color fade & extends the life of your haircolor	All Levels



WATERCOLORS INTENSE SHAMPOO

FEATURES & BENEFITS



(1) each of 15 shades 8.5oz. and Silver Liter. **Salon Cost: \$150.00** Salon Value: \$212.50

WATERCOLORS INTENSE SHAMPOO has been developed with technology to provide the most intense deposit of the direct dye in a shampoo ever! Intense color and amazing condition is achieved by using complex direct dyes delivered by cationic conditioners allowing WC INTENSE to live in the 5.3-5.8 pH range. WC INTENSE eliminates Direct Dye customers' two main challenges - Fading and Commitment.

Prevent Color Fading with weekly use at home. No color commitment, WC INTENSE fades on tone and can be removed. Clients can change color frequently without harming the integrity of their hair. Color deposit can be controlled by the number of applications and time left on the hair.

- Keeps Direct Dye Color Services on Tone and Intense
- 5.3-5.8 pH
- Sulfate, Salts, Peroxide, Paraben, PPD & PTD Free
- Intermixable with other Intense Shampoos, Watercolors Classic Shampoos, and Base Drops
- Cationic Conditioners provides amazing condition

**The Most Powerful
Color Depositing
Shampoo Ever Made!**

TIPS:

- THE LIGHTER THE HAIR THE MORE INTENSE THE COLOR WILL BE.
- CAN BE APPLIED TO DRY HAIR FOR MORE INTENSITY.
- LEVELS 7 AND BELOW WILL ACCEPT A COLOR DEPOSIT BUT IT WILL NOT BE AS INTENSE.
- HAIR POROSITY AND NUMBER OF APPLICATIONS WILL AFFECT THE LENGTH OF TIME WC INTENSE SHAMPOO WILL LAST IN THE HAIR.
- ALL WATERCOLORS INTENSE SHAMPOOS CAN BE "COCKTAILED" (OR INTERMIXED TOGETHER) WITH OTHER WATERCOLORS SHAMPOOS TO GIVE YOU AN UNLIMITED PALLET OF POSSIBILITIES ALLOWING YOUR CREATIVITY TO SHINE!
- RINSE ALL HARD SURFACES IMMEDIATELY FOLLOWING A SERVICE.
- TRESSA PROFESSIONAL COLOR STAIN REMOVER IS VERY EFFECTIVE TO REMOVE STAINS ON ALL SURFACES.

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WATERCOLORS BB DEMI COLOR

FEATURES & BENEFITS

Watercolors BB Demi Color is easy to formulate and it gives you 2 weeks longer color and 2x the shine!
What does that mean to you! It means this easy to use color is the best color you'll ever use!

- Baobab increases strength
- Gives hair added resilience
- Gives hair 2x the shine
- Anti-aging properties ensure deep condition
- Improves hair's tensile strength
- No lift, no ammonia color formula
- Uses a one-to-one ratio (one part color to one part processor)
- Delayed Oxidation System delays color from oxidizing in the bowl or bottle, ensuring maximum color penetration and gray coverage
- Available in 2 oz bottles; Processor available in 12 oz and 32 oz bottles



(1) each 2oz. Watercolors BB Demi Color (34) Shades, (2) 32oz. Watercolors BB Processors, (1) Applicator Bottle, (1) Watercolors BB Demi Color Swatch Ring, and (1) Education/Directions sheet.

Salon Cost: \$169.95
Salon Value: \$238.50

How Can I Use Watercolors BB Demi Color?

- Achieve flawless, multi-dimensional tones and superior gray coverage
- Offer color services to sensitive clients or pre-teens. Great for anyone who wants to ease into the world of colored hair!
- Tone pre-lightened hair
- Fill overly porous hair
- Add a glossy, shine service to every client's treatment using Clear

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WATERCOLORS ROOT CONCEALERS

FEATURES & BENEFITS

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!



(5) each of 6 shades 8.5oz. and (1) Education Sheet. **Salon Cost: \$159.00** Salon Value: \$298.50

- 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
- 2oz cans available in Brown, Blonde, Dark Brown, Red, Copper and Light Brown
- Covers instantly, dries in minutes and lasts until the next shampoo.
- A little goes a long way!
- No ammonia, no peroxide, no alcohol, no synthetic dyes!



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 Mocha 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, Molten Bronze and Warm Spice Watercolors Shampoos



RED
For levels 5-7

Blends best with Crimson Splash, Fluid Fire or Wet Brick Watercolors Shampoos



WATERCOLORS BASE DROPS

FEATURES & BENEFITS



Salon Cost: \$12.50



Watercolors Base Drops is the latest in direct-dye technology. This liquid, water-based formula with nano-pigments provide for the ultimate versatility in fashion color creation and maintenance. With a more EXTREME color than our shampoos, Base Drops works on hair as dark as a level 6 .

- Use a little , use a lot! Base Drops puts you in control
- Mix it into your favorite conditioner to create, tone and refresh hair color
- Mix it in with your favorite styling or finishing products to create or refresh multi-colored hair
- Add it to Watercolors Glossifier for a customized direct-dye refresher
- Apply it full strength to create the most EXTREME fashion colors
- Add it to the matching Watercolors Intense Shampoo to increase the intensity of deposit
- Cocktail it with other Watercolors Intense Shampoos to create even more colors
- Add a few drops to a spray bottle of water to create a soft toning spray



WATERCOLORS BASE DROPS

FEATURES & BENEFITS

You are the boss when it comes to **Base Drops**. Fewer drops result in lighter, pastel colors with shorter life. More drops means more deposit and longevity.

DIRECTIONS

Use it straight from the bottle: For the most EXTREME results, apply Base Drops directly to the hair. Achieve the best deposit and longevity by heating the product and allowing it to cool. Rinse away any residual product.

Mix it in: Base Drops mixes well into any hair product within the 4-7 pH levels. Wearing gloves, dispense your product of choice into your hand, pump in your desired amount of Base Drops, mix it up, apply.

Note: Watercolors Shampoos live in the proper pH range for use with Base Drops. Most other shampoos have a higher pH than is recommended.

HOW MUCH & HOW LONG

- 1–3 Base Drops** = a mild flirtation – great for creating a kiss of color or maintaining vibrancy on previously colored hair. Lasts about 1-3 shampoos.
- 2–6 Base Drops** = a short term relationship – deeper color, more intensity, more longevity. Lasts about 10 shampoos.
- 7+ Base Drops** = a committed relationship – deepest, most intense color deposit, semi-permanent longevity. Lasts about 4 weeks or until you remove it.

Note: As with any haircolor, porosity is key. Highly porous hair will absorb more color vibrancy and affect longevity. Use Removall Plus Shampoo to erase any residual pigment.



**PRODUCTS TO CONSIDER
USING WITH WATERCOLORS**





WATERCOLORS DD INTENSE COLOR FEATURES & BENEFITS

These bold, intense colors require no mixing, contain no ammonia and achieve the most vibrant, longest-lasting shades!

What does this mean to you? It means you can express your boundless creativity in less time with the Wow! factor your clients want!



(1) each 2oz. Watercolors DD Intense Color: (10) shades, (1) WC DD Intense Color Swatch Ring, and (1) Education/Directions Sheet.

Salon Cost: \$59.99

Salon Value: \$99.50



- Semi-permanent color containing no ammonia
- Direct-dye colors, so there's no mixing with developer
- Easy to apply straight from the tube with a twist-open cap
- Brilliant, longest-lasting color
- Most effective and vibrant on pre-lightened hair
- Extra conditioning ingredients that protect bleached hair and add shine for luminous color

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WATERCOLORS LIGHTENER

FEATURES & BENEFITS

Up to 8 levels with 20 volume. Great lift. Incredible condition.

An essential product for any lightening service. This on and off-scalp, de-dusted powder contains Aloe, so it is gentle to the hair and scalp and protects while it lifts. Use it for every Watercolors DD Intense Color service! Available in a 12oz. tub or 30gm Single Application.



2 lbs Tub Salon Cost: \$29.95
Individ. Application Salon Cost: \$1.99

- Formulated for on or off-scalp lightening services
- 3 persulfates that help break down material melanin, allowing fast lightening
- Chelating agents added to prevent distortion from minerals that exist in water
- 3 buffing agents
- Aloe and Argan Oil to moisturize while hair is lifting
- Keratin Amino Acids strengthen existing bonds
- New Lavender color mixes to creamy, stay-put texture, easier to read

Stages of Blonding	Level Achievable for Toning
Pale Yellow/ Yellow	Level 10
Yellow/Orange	Level 9
Orange/Yellow	Level 8
Orange	Level 7
Red/Orange	Level 6
Red	Level 5
Red	Level 4
Red/Brown	Level 3
Red/Brown	Level 2
Red/Brown	Level 1



WATERCOLORS INTENSE GLOSSIFIER

FEATURES & BENEFITS

Ultra-fine finishing spray

WATERCOLORS INTENSE GLOSSIFIER LIGHT-WEIGHT, OIL-FREE ULTRA-FINE FINISHING SPRAY uses protein, baobab and panthenol to repair damage, protect from UV, moisturize, strengthen and nourish hair. Proteins have elastic and binding properties to detangle, decrease static, seal in moisture and improve shine, leaving hair superbly glossy!

SHAKE WELL. LIGHTLY MIST 10–12' AWAY FROM HAIR TO FINISH STYLE

- Refresh, maintain, and enhance existing direct dye color
- Adds shine.
- Prevents fading.
- Safe for all hair types.
- Lemon protein locks down cuticle to reveal pigments at it's shiniest point.
- Use to refresh tattoos!
- Free of Sulfates, Salts, Peroxide, Parabens, PPD and PTD!

Lemon Protein:

- Repairs damage
- Protects from UV
- Moisturizes
- Strengthens
- Nourishes hair

Protein Elastic & Binding Properties:

- Detangles
- Decreases static
- Seals in moisture
- Improves shine
- Leaves hair superbly glossy!



Salon Cost: \$7.95

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