

tressa®
Professional

W^{OO}
WATER
COLORS



BEAUTIFULLY
VEGAN™

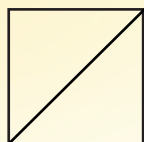
CATALOG

2025

STATE-OF-THE-ART HAIR PRODUCTS



ALL PRODUCTS ARE SUBJECT TO AVAILABILITY
& PACKAGING MAY VARY



Tressa was founded in 1969 with a powerful mission: to provide the best state-of-the-art hair products and education, giving professional stylists the tools, the knowledge, and the skills to deliver unequalled services to their clients. We have not wavered from that goal since.



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WATER
COLORS
INTENSE
SHAMPOO

THE MOST POWERFUL COLOR DEPOSITING SHAMPOO EVER MADE!

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.



PEACH + GOLD + PEACH = CANTALOUPE
1 MIN. 2 MIN. 1 MIN.

PURPLE + RED + PURPLE = PASSION FRUIT
1 MIN. 2 MIN. 1 MIN.

BRONZE + BLUE + RED = PLUMERIA
1 MIN. 2 MIN. 6 MIN.

SILVER + BLUE + PURPLE = DENIM
1 MIN. 1 MIN. 1 MIN.

PINK + STEEL = PEAR BERRY
2 MIN. 1 MIN.

LILAC + STEEL = DUSTY ROSE
1 MIN. 1 MIN.

LILAC + SILVER = ELDER-BERRY
1 MIN. 1 MIN.

GREEN + TURQUOISE + GOLD = KEY LIME
3 MIN. 1 MIN. 1 MIN.



W
WATER
COLORS



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.

**1 OZ
INTENSE
SHAMPOO**

**BASE
DROPS
PUMPS**

WaterColors Cocktails, anyone?



W
WATER
COLORS

DD
INTENSE
COLOR



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!



- 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.

WTM WATER COLORS LIGHTENER

UP TO 8 LEVELS WITH 20 VOLUME AND NO HEAT

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 32oz. tub or 30g/1 oz. Single Application.

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



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





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...

- No-rinse violet, conditioning treatment.
- Makes fine hair feel thicker.
- Coarse hair feels softer.
- Adds shine and control.
- Delivers a mega-dose of icy cool pigments to oust any brass tones.
- Free of sulfate, salts, peroxide, paraben, PPD & PTD.
- 4 pH

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.



BEFORE

AFTER



SHAKE WELL! LIGHTLY MIST 10-12" AWAY FROM HAIR TO FINISH STYLE.

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!

- 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!

WTM WATER COLORS BB DEMI COLOR



**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.

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.

WTM WATER COLORS

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 with
ROOT CONCEALERS**



- 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 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



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



W WATER COLORS CLASSIC SHAMPOO



Keeps haircolor fresh and vibrant until the next salon service.

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.

- 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.

tressa®

Professional

WAVES



Hair Profile

Fragile

Normal

Resistant

Fragile		Normal		Resistant	
 Healthy highlift 80% highlifted Pliance pH 6.7 <ul style="list-style-type: none"> Creates a soft, random wave pattern. Extra gentle, maintains hair's integrity. 	 Healthy highlift 80% highlifted Fragile colored Colourage pH 7 <ul style="list-style-type: none"> Creates a more uniform curl pattern. Improves hair's condition for a stronger wave pattern on color treated hair. 	 Normal Multiple porosity 50% highlifted Previous chemical history Zone Control pH 7.7 <ul style="list-style-type: none"> Creates a soft, but firm curl for support and volume. Even curl pattern on hair with multiple porosities Exothermic 	 Normal Healthy colored Clientage pH 8.2 <ul style="list-style-type: none"> Creates a firm, supportive curl with a rounder shape. A uniform curl with more longevity. 	 Normal resistant Fine resistant Full Cycle pH 8.5 <ul style="list-style-type: none"> Creates a very strong, long lasting curl with volume. Processes with heat for even the most resistant hair. 	 Normal resistant Normal porous Fine resistant Versatage pH 9.5 <ul style="list-style-type: none"> Creates a strong, lasting curl pattern with maximum volume.

* PACKAGING MAY VARY

tressa[®]
Professional
LITEWORX[™]
Lift & Tone System

**THIS LIGHTNING-SPEED COLOR SYSTEM
LIFTS AND TONES IN ONE APPLICATION
IN AS LITTLE AS 20 MINUTES!**

What does this mean to you? It means less time and more revenue! It means you can perform a highlight/lowlight service in half the time of a double process service!

- Lift up to 7 levels! Take a natural level 4 to an Icy Platinum Blonde in 1 application.
- Achieve a full spectrum of 15 beautiful highlight and 6 lowlight shades using just 7 Color Toners.
- Create highlights and lowlights in one kit!
- Creates beautiful consistent results on color treated or normal hair.
- LTC Complex Lifts, Tones and Conditions, infusing hair with wheat protein, oleic acid, chamomile extract and more for softness you can see and feel.
- LITEWORX Non-Ammonia Color Toners minimize cuticle damage and contain a mild fragrance to delight the senses.
- Formula mixes to a smooth, rich, creamy consistency, perfect for highlight/lowlight and corrective color applications. No thickening agent required!
- LITEWORX can be used off the scalp with or without dryer heat for various highlight/lowlight techniques. You can also process on the scalp at room temperature (no dryer heat) for complete creative flexibility.



tressa®
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Colourage®

permanent gel color



Colourage Translucent Permanent GEL Color contains the richest shades and most natural tones!

What does this mean to you? It means maximum versatility and more revenue! It means you'll get everything you want and the consistent, reliable results you need!

- Diverse color palette of 65 shades, plus 4 Concentrates, Blonding Booster & Glosser.
- Easy-to-formulate system.
- Translucent, multi-dimensional tones with flawless gray coverage.
- Long-lasting color that resists fading through state-of-the-art dye coupling technology.
- Oleic acid gives hair beautiful shine and condition.
- Smooth, gel-like consistency for easy mixing and application.
- Economical – Mix 2oz. developer with every 1oz. of color.
- Two developer consistencies to choose from for flawless application.

5 Easy Steps to Formulating

Step 1: Using the Natural Series on the Colourage Swatch Ring, determine the natural level and percentage of gray.

Step 2: Determine the desired level and tone to be achieved.

Step 3: If lightening the hair, reference the RPC Chart to determine the RPC at the desired level. Decide if you want to enhance or neutralize the RPC.

Step 4: Reference the Color Wheel and Tonal Series Base Chart to choose the shade needed for desired results.

Step 5: Determine the developer strength and timing to achieve the desired results.



tressa[®]

Professional

CARE

With Tressa's hair care and styling line, you can experience high performance products designed and manufactured exclusively for the salon professional.

What does this mean to you? It means your salon profits will go in your pocket and not those of the mass chain retailers.



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FEATURES & BENEFITS

USE

HAIR TYPE



Clarifying Shampoo & Rinse

- Gentle, effective cleansing to remove product build-up and mineral deposits
- Conditions with Panthenol, Wheat Amino Acids and special additives to replenish strength and moisture
- Seals and shields the cuticle from future mineral deposits
- Conditioner provides UV protection

- Ideal to use before many salon services; perfect for clients with hard water
- Useful to remove daily build-up for fine/limp hair
- For daily use
- Available in 13.5oz and liter sizes

For Normal Hair
Perm Safe, Color Protective



Quenching Shampoo & Conditioner

- Conditions with Panthenol and Wheat Amino Acids to replenish strength and moisture
- Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl
- Supplies dry scalp with extra moisturizers to help prevent dandruff
- Conditioner provides UV protection

- Gentle yet effective cleansing and conditioning for moisture-thirsty hair
- Ideal for clients with dry scalp
- For daily use
- Available in 13.5oz and liter sizes

For Dry Hair and Scalp
Perm Safe, Color Protective



Replenishing Shampoo & Conditioner























- Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl, while balancing moisture
- Sunflower seed extract eliminates free-radicals and preserves hair color
- Provides UV protection

- Use before or after any chemical service to fortify and strengthen hair
- Preserves and protects chemically treated hair
- For daily use
- Available in 13.5oz and liter sizes

For Color-Treated Hair Color
Protecting and Strengthening

tressa[®] Professional STYLING

Experience high performing products designed and manufactured exclusively for the salon professional. Tressa products are 100% non-diverted.







ICON QUICK GUIDE:  conditioning  curl supporter  thermal protection  shine enhancer  volume enhancer  natural ingredients									
PRODUCT		FEATURES & BENEFITS			PRODUCT		FEATURES & BENEFITS		
	Agglaze Forming Lotion 8.5oz & Liter \$8.25 & \$22.00	<ul style="list-style-type: none">Enhances body, movement and direction with a natural-looking holdGreat for all styles, especially men'sAdds glossy shine		 Medium Hold		Supplex Styling Lotion 8.5oz & Gallon \$8.25 & \$49.50	<ul style="list-style-type: none">Contains a special moisturizing ingredient that works to prevent heat damageCreates curl and builds volume with heat styling tools; great for blow outsLeaves hair looking shiny and healthy		 Medium Hold
	Brace Gel 8.5oz & Liter \$8.25 & \$24.00	<ul style="list-style-type: none">Rock-hard styling gelAchieve more volume, more lift with max holdGreat for fine or thinning hair		 Maximum Hold		Thermal Working Hairspray 10.5oz \$8.80	<ul style="list-style-type: none">Dual-action spray; thermal protection and gives foundation for heat styling routinesStrengthens with silicone proteins and essential Omega fats and antioxidantsWorkable and builds to a medium hold		 Medium Hold
	Perk-It Curl Enhancer 8.5oz \$8.25	<ul style="list-style-type: none">Rejuvenates waved and naturally curly hairTames frizzLengthens life of every wave		 Light Hold		Volumizing Foam 8.5oz \$8.80	<ul style="list-style-type: none">Creates lift and support to fine, lifeless hairProvides all-day weightless holdHumidity resistantAlso used to create style and curl definition		 Medium Hold
	Root Lifter 8.5oz \$8.80	<ul style="list-style-type: none">Point and shoot volume where you need it!Use it with dryer heat to create ultimate volume and fullnessLong-lasting support		 Firm Hold		Working Hairspray 8.5oz \$8.80	<ul style="list-style-type: none">Non-aerosol spray that remains pliable while you workUse while heat styling to lock in curlsGreat for all-day curl support		 Firm Hold

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CHEMICAL SUPPORT

*** PACKAGING MAY VARY**

 <p>Remove-All Plus Shampoo Liter & Gallon</p>	<ul style="list-style-type: none"> • The ultimate chelating shampoo; deep cleanses before any chemical service • Removes product build-up, well and hard water deposits and other harsh contaminants 	 <p>Moistureze 8oz & Liter</p>	<ul style="list-style-type: none"> • The “wetter-than-water” wrapping lotion; essential for every wave service • Ensures even, consistent curl patterns and faster wrapping times
 <p>Color Stain Remover 8oz & Liter</p>	<ul style="list-style-type: none"> • Removes color stains from skin, clothing and surfaces • Convenient push-down, locking dispenser • Gentle to skin with natural antioxidants and a light tropical fragrance 	 <p>PEQ Porosity Equalizer 8.5oz</p>	<ul style="list-style-type: none"> • Evens porosity levels from root to end • Ensures uniform color penetration with less fading! • Guarantees consistent curl patterns and better relaxation of natural curl • Apply PEQ before every chemical service • Just \$0.07 an application
 <p>FKS 4oz</p>	<ul style="list-style-type: none"> • Repairs the structure of hair • Makes your hair stronger • Can make hair shiny, soft and straight • Helps repair heat damage • Gets rid of frizz • Gives colored treated hair extra shine 	 <p>Color Excel 4oz & 1.25 oz</p>	<ul style="list-style-type: none"> • Helps process color and bleach in half the time • Moisturizes the hair and scalp • Helps eliminate fade-out • Can be used with and without heat • Perm friendly • Will not over-process hair color



SHAMPOO & CONDITIONER

BēVē Hydrating Shampoo and Conditioner uses plant based technology to hydrate and strengthens hair. HeliaShield Technology restores and protects for longer, stronger tresses.



HYDRATING SHAMPOO

- Increases strength: protects from breakage and from UV damage
- Contains Vitamins A, B, C, E, and potassium
- Creates soft, shiny, youthful hair
- Liter and 8 Oz.

HYDRATING CONDITIONER

- Helps prevent hair breakage and increases strength
- Delivers antioxidant protection from the inside out and seals in moisture
- Eliminates breakage with youthful looking hair
- Liter and 8 Oz.





With BēVē's styling and finishing line, you can experience high performance products that are made with natural occurring, organic ingredients that are healthy for you and the planet.

Our products are gentle enough for daily use and are color and curl safe!



FINISHED HAIRSPRAY

- Medium firm hold
- Gives hair a workable style with all day control
- Naturally smooths frizz
- Adds shine to hair
- Provides UV Protection
- Humidity protection



CURLED CURL ENHANCER

- For curly hair
- Tame and enhance any texture
- Nourishes and protects hair
- No crunchy curls
- Extremely high humidity resistance
- Reactivates easily with water