



# W: WATER COLORS INTENSE SHAMPOO



**DIRECTIONS:** APPLY TO HAIR, SLIGHTLY LATHER, SET FOR 3 MINUTES AND RINSE. EACH APPLICATION DEPOSITS MORE COLOR LEAVING YOU IN COMPLETE CONTROL OF HOW INTENSE YOU WANT THE COLOR.

1 APPLICATION CREATES A PASTEL SHADE  
3 APPLICATIONS CREATES AN INTENSE COLOR

## 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 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.

PINK 2 MIN.	+	STEEL 1 MIN.	=	PEAR BERRY		
LILAC 1 MIN.	+	STEEL 1 MIN.	=	DUSTY ROSE		
LILAC 1 MIN.	+	SILVER 1 MIN.	=	ELDER-BERRY		
PEACH 1 MIN.	+	GOLD 2 MIN.	+	PEACH 1 MIN.	=	CANTALOUPE
PURPLE 1 MIN.	+	RED 2 MIN.	+	PURPLE 1 MIN.	=	PASSION FRUIT
BRONZE 1 MIN.	+	BLUE 2 MIN.	+	RED 6 MIN.	=	PLUMERIA
SILVER 1 MIN.	+	BLUE 1 MIN.	+	PURPLE 1 MIN.	=	DENIM
GREEN 3 MIN.	+	TURQUOISE 1 MIN.	+	GOLD 1 MIN.	=	KEY LIME

USE IT STRAIGHT OR LAYER IT, FIND YOUR PERFECT COCKTAIL!





# W<sup>OO</sup> WATER COLORS INTENSE SHAMPOO

The Most Powerful Color Depositing Shampoo Ever Made!

## W<sup>OO</sup> WATER COLORS INTENSE SHAMPOO

**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



### QUICK CORRECTIONS WITH SHAMPOO

Simply find the color on the color wheel that is opposite of the color you need to neutralize. Colors that are on opposite ends tend to cancel each other. For example purple is opposite of yellow therefore purple will neutralize yellow. By using the color wheel and Watercolors Shampoos you can quickly correct hair color by just washing it. Apply the shampoo to wet hair, lather for 2-3 minutes and rinse. Repeat for added intensity.



## COCKTAIL GUIDE