



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!



- 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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Up to 8 levels with 20 volume with no heat. 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.



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

- Formulated for on or off-scalp lightening services
- 3 per-sulfates 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