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 youboundless 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: $66.00
DD Intense Color: $8.75

- 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: $32.95
Individ. Application Salon Cost: $2.20

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 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

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