



# 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!**



**Salon Cost: \$11.00**

- 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



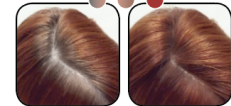
**DARK BROWN**  
For levels 1-2

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 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.

**Intro Kit: \$187.00**  
**BB Demi Color: \$6.00**

### 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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