

W WATER COLORS™



BB DEMI COLOR

Formulation

Step 1: Determine level of hair using the Natural Color Series. Check entire length of hair.

Step 2: Select Watercolors BB Demi-Color based on level and tone desired.

Mixing

Mix well 1oz Color and 1 oz Processor in applicator bottle. Apply to entire head. Process at room temperature for 20 min. Watercolors BB Demi-Color Processor is recommended for processing Watercolors BB Demi-Color to ensure consistent results.

Application

Normal Hair: Apply to entire head. Process at room temperature for 20 minutes.

Resistant Hair: Apply to entire head. Cover with plastic cap and process under dryer up to 15 minutes, followed by a 5 minute cool-down at room temperature.

Used as a Refresher: Apply color to new growth only and process. Pull through ends as needed.

BB DEMI COLOR SWATCHES

		NATURAL						
		2N	4N	5N	6N	7N	8N	9N
COOL	Ash							
		4A	5A	6A	8A	9A		
	Violet							
		8V	9V					
WARM	Gold							
		4G	6G	7G	8G	9G		
	Gold Beige							
		6GB	7GB	8GB	9GB			
REDS	Red Brown							
		4RB						
	Copper Gold							
		6CG	8CG					
	Copper Red							
		6NR	9CR					
	Red Orange							
		4RO	6RO					
	Red							
		5R						
SPECIALTY	Red Violet							
		4P	5RV	7GP	6NP			
	Silver		Violet Base - Use on Levels 7-10					
		Silver						
	Clear		Clear may be added to lessen or lighten color result. The more Clear added, the lighter and less intense the color. Clear may also be used for added shine (mix 1 part Clear to 1 part Watercolors BB Demi Color Processor).					
		Clear						

FILLER GUIDE*

Return to Level	Filler Choice	If Overly Porous, Add
1	5R	1/8 oz. Red
2	5R	1/8 oz. Red
3	5R	1/8 oz. Red
4	5R	1/8 oz. Red
5	6RO	1/8 oz. Red
6	6RO	1/8 oz. Yellow
7	9CR or 8 CG	1/8 oz. Yellow
8	9CR or 8 CG	1/8 oz. Yellow
9	9CR	1/8 oz. Yellow
10	9CR	NA

Selecting Filler Formula: Determine the level to which you are filling. Refer to the chart above.

Mixing: 1oz. Color + 1oz. Processor

Application: Apply to damp hair on all areas requiring a filler. Towel off filler or rinse. Apply desired level from scalp to ends.

Timing: Strand test filler every 5 to 20 minutes.

Toning Guide*

Underlying Pigment	Natural	Cool	Warm	Gold Beige	Natural Red
10 Pale Yellow-Yellow	9V	9A	9G		9CR + Clear
9 Yellow-Orange	9V + Clear	9A + Clear	9G + Clear	9GB	9CR + Clear
8 Orange-Yellow	9V	9A	9G	9GB	9CR
7 Orange	9N + Clear	8A	8G	8GB	6RO + Clear
6 Red-Orange	6N + Clear	6A + 8A	6G + 8G	6GB	6RO + Clear
5 Red	6N	6A	6G		6RO
4 Red	5N	5A	4G + 6G		5R + Clear
3 Red-Brown	4N	4A	4G		5R + Clear

Selecting Toner Formula: Determine Residual Contributing Pigment at the level you wish to tone. Refer to the chart above.

Mixing: 1oz. Color + 1oz. Processor

Application: Apply to damp hair from scalp to ends.

Timing: Strand test toner every 5 to 20 minutes.

*Refer to the Color Resource Guide for more Corrective Color information.

Color Support Products

Color Stain Remover: Removes color stains from skin, clothing and hard surfaces

PEQ Porosity Equalizer: Balances porosity so color is vibrant and longer lasting with less fading

Protage: Protects client's skin and your hands from irritating chemicals

Watercolors Shampoos: See back for more info

Colourage Gel Color Concentrates: Available in Red, Yellow, Blue and Violet. May be mixed with any Watercolors BB Demi Color Shade.

Corrective Color Too Light

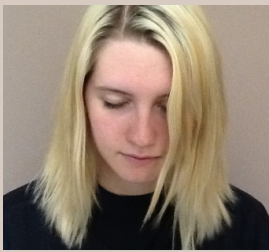
Hair may be fading too quickly or may be more than 2 levels lighter than desired level. When this happens, filling or coloring back is necessary.

Scenario: Hannah is a professional model and recently was taken from a level 7 Dark Blonde to a double process blonde for Tressa. She needed her hair taken back to its natural level to match her model comp card head shots.

Strand Test Results: It is always important to do a strand test; in Hannah's case we definitely didn't want any surprises. We decided utilizing WC BB Demi-Color to be our best choice as she wanted a natural or neutral result.

Strand test on left - Colourage determined this filler too dark
Strand test in middle - WC BB Demi-Color determined this filler gave an even coverage to hair and was neither too warm or too dark.

Strand test on right: Watercolors Color Enhancement Shampoo - determined strand test to warm.



Solution:

Step 1 Identify levels of color along hair shaft.

Natural Level: 7 Dark Blonde
 Level on Mid-shaft & Ends: 10 Extra-Light Blonde



Step 2 Determine level and tone desired. Identify RPC missing in mid-shaft and ends.

Desired Level: 7 Dark Blonde
 Tone: Natural

Step 3 Choose proper Tressa Filler (see filler below)

Level: 8 Medium Blonde
 Tone: Copper Gold
 Developer: Watercolors BB Demi-Color Processor

Step 4 Mix Tressa filler formula (see formula below)

Mixing Proportions: 1 oz. color +
 1 oz. Processor



Step 5 Tinting back procedure

Fill mid-shaft and ends (Mist PEQ to area needing filler), (8CG WC BB Demi-Color + Processor) on damp hair for 15 minutes
 Towel blot excess filler off hair or rinse
 Apply desired level formula (1 oz. 7N + 1 oz. Processor).
 Process 20 minutes
 Rinse color until water runs clear
 Shampoo with Replenishing Shampoo
 Apply Tressa PEQ to equalize porosity



Final Color:
 Beautiful dark blonde with highlights from previous lightening service!

Watercolors Root Concealers

Available in Brown, Red, Copper, Blonde, Light Brown and Dark 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!
- 2oz cans available in Brown, Blonde, Dark Brown, Red, Copper and Platinum
- Additional benefits: gives styling texture, volume and fullness; can display lowlight results prior to permanent color



Covers in seconds while blending with surrounding color!



Root Concealer Color Sprays

Blends Regrowth on Most Levels!

Platinum Root Concealer works best on Levels 8 - 11.

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