



WATERCOLORS INTENSE SHAMPOO

FEATURES & BENEFITS



THE MOST POWERFUL COLOR DEPOSITING SHAMPOO EVER MADE!

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
- Inter-mixable with other Intense Shampoos, Watercolors Classic Shampoos, and Base Drops
- Cationic Conditioners gives amazing condition

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 AS 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.