



WATERCOLORS ROOT CONCEALERS

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

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