



WATERCOLORS CLASSIC SHAMPOO

FEATURES & BENEFITS



- Sulfate-free, 3-in-1: cleanse, condition and refresh color in one easy step
- Our exclusive Reflective Color Enhancers (RCEs) deposit positively charged direct dyes
- RCEs combined with hair's porosity allow Watercolors to deposit just the right amount of color to keep hair shiny, fresh and vibrant
- Tones and maintains color treated hair
- Watercolors is the only professional color enhancing, conditioning shampoo
- Use as a toner or filler to ensure successful color services
- Available in 8.5oz. bottles; Violet Washe available in 8.5oz. and liter size

Shade	Applied To	Results	Levels	Shade	Applied To	Results	Levels
Violet Washe Base: Violet	Light/Medium Blonde – Gray	Keeps platinum blondes & grays bright without gold	7 – 10 and Gray	Cocoa Base: Brown	Light – Medium Brown	Refreshes medium, neutral browns	4 – 7
Wet Sand Base: Neut. Blonde w/ Light Brown	Light – Medium Blonde	Enhances light blonde hair with sandy shades	7 – 10	Fluid Fire Base: Red	Medium – Dark Red	Enhances fiery red-orange tones in medium red hair	3 – 8
Golden Mist Base: Neut. Blonde w/ Light Gold	Light – Medium Blonde	Showers light blonde hair with soft, golden brilliance	7 – 10	Crimson Splash Base: Red w/ Blue	Deep Brunette – Medium Red	Saturates cool, dark reds with crimson, black cherry tones	2 – 7
Warm Spice Base: Light Brown w/ Copper Gold	Strawberry Blonde	Enhances strawberry blondes with spicy red-golden tones	5 – 9	Wet Brick Base: Dark Brown w/ Red/Orange	Deep Brunette	Enhances dark, warm browns with deep terra cotta reds	1 – 6
Molten Bronze Base: Light Brown w/ Light Orange	Light Brown – Auburn	Enhances light brown hair with bronze, auburn tones	5 – 8	Mocha Drench Base: Dark Brown w/ Green	Deep Brunette	Enhances dark, chocolate brown hair while filtering out reds	1 – 6
Liquid Copper Base: Orange	Light Orange – Red	Reinforces copper & orange tones in light red hair	5 – 8	Black Coffee Base: Dark Brown w/ Blue	Darkest Brunette	Refreshes the darkest browns with rich, coffee brown tones	1 – 6
Hazelnut Base: Light Brown w/ Blue Green	Light Brown	Refreshes cool, light browns & neutralizes orange/red tones	5 – 9	Clear Base: Clear	Any Haircolor	Reduces color fade & extends the life of your haircolor	All Levels



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.