



MAINTAIN, ENHANCE, AND CREATE HAIR COLOR



SULFATES, SALTS, PEROXIDE, PARABENS, PPD & PTD FREE!

WATERCOLORS INTENSE SHAMPOO HAS BEEN DEVELOPED WITH TECHNOLOGY USING A NEW APPROACH TO PROVIDE THE MOST INTENSE DEPOSIT OF DIRECT DYE IN A SHAMPOO EVER!

INTENSE COLOR + AMAZING CONDITION IS ACHIEVED BY USING COMPLEX DIRECT DYES DELIVERED BY CATIONIC CONDITIONERS FROM NATURAL RENEWABLE SOURCES. THIS ALLOWS WATERCOLORS INTENSE SHAMPOO TO LIVE IN THE 5.3 - 5.8 PH RANGE, ACCOMPLISHING A DEEP DEPOSIT WITHOUT A HARSH DRYING EFFECT.

**WATERCOLORS INTENSE IS THE SOLUTION TO DIRECT DYE CUSTOMERS' TWO MAIN OBJECTIONS...
FADING AND COMMITMENT.**

WATERCOLORS SHAMPOOS PREVENT COLOR FADING AND KEEPS COLOR INTENSE WITH WEEKLY USE AT HOME.

HOW MANY WAYS TO GET **REALLY INTENSE?**

- USE WC INTENSE SHAMPOO ON EXISTING DIRECT DYE COLOR TO REFRESH, MAINTAIN AND ENHANCE THE COLOR.
THE SHAMPOO IS SAFE ON ALL HAIR TYPES AND DIRECT DYE BRANDS.
- LOVE FASHION HAIR COLORS? WATERCOLORS INTENSE SHAMPOOS EXCEL AT PROVIDING TEMPORARY FASHION COLOR ON PRE-LIGHTENED HAIR OR NATURAL LEVEL 7 AND HIGHER.
- USE THE SHAMPOO AS AN INTENSE TONER TO ELIMINATE UNWANTED TONES.

DIRECTIONS: APPLY TO HAIR, SLIGHTLY LATHER, LEAVE ON FOR 3 MINUTES AND RINSE. YOU CONTROL THE COLOR INTENSITY! EACH APPLICATION DEPOSITS MORE COLOR.

1 APPLICATION CREATES A PASTEL SHADE
3 APPLICATIONS CREATES AN INTENSE COLOR

GET OUT OF THE BOX... BE AN ARTIST!!!

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.

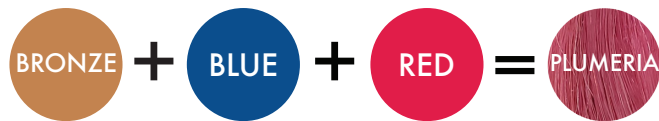
WaterColors Cocktails, anyone?




1 MIN. 2 MIN. 1 MIN.



1 MIN. 2 MIN. 1 MIN.



1 MIN. 2 MIN. 6 MIN.



1 MIN. 1 MIN. 1 MIN.



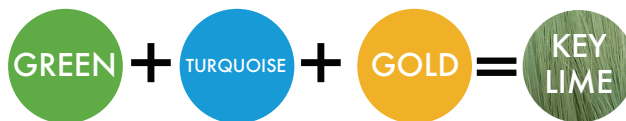
2 MIN. 1 MIN.



1 MIN. 1 MIN.



1 MIN. 1 MIN.



3 MIN. 1 MIN. 1 MIN.



WATERCOLORS LIGHTENER LIFTS HAIR TO THE LEVEL NEEDED TO GET THE BEST RESULTS FROM WATERCOLORS SHAMPOOS.



WATERCOLORS INTENSE GLOSSIFIER FINISHING SPRAY:

- DETANGLES
- DECREASES STATIC
- LEAVES HAIR SUPERBLY GLOSSY
- PROTECTS FROM UV RAYS
- EXTENDS DIRECT DYE COLOR