

W:DD WATER INTENSE COLORS. COLOR

Get wild and crazy!
Be as creative
and colorful
as possible!



Give them the hair color they really want!

Get wild and crazy! Be as creative and colorful as possible! Watercolors DD Intense Color has a trendsetting shade to fit every client's need. Now you can give them the haircolor they REALLY want! Apply straight from the tube in 10 fabulous shades or mix-your-own for an infinite pallet of colors!

- UV Filters: UVA, UVB and UVC protection
- Brilliant, long-lasting color
- Most effective and vibrant on pre-lightened hair
- Easy to apply straight from the tube with a twist-off cap
- No ammonia, direct-dye colors so there's no mixing with developer
- Extra conditioning ingredients are added to protect bleached hair and add shine for luminous color
- 10 colors available in 3oz. tubes
- Easy to apply straight from the tube with a twist-off cap

Directions

Results are most vibrant on pre-lightened hair. See below for pre-lightening with Watercolors Lightener.

Prep: Prevent staining by applying Tressa Protage to hairline, ears and any exposed skin.

Apply: Wearing gloves, apply to evenly pre-lightened (a level 9 or 10), dry hair utilizing foils to contain color. Spread product thoroughly for maximum deposit. Do not apply to the scalp.

Process: Process 20 minutes at room temp or under low dryer heat (setting 1) for maximum intensity.

Rinse: Rinse foil section(s) away from face to prevent color transfer to skin and untreated hair. Rinse with water (use cold water for maximum vibrancy and longevity) until water runs clear **OR** shampoo once with Tressa Replenishing Shampoo. Lock in color with Watercolors Clear Conditioner, Tressa Replenishing Conditioner or Tressa Conserv Cuticle Sealer.

Skin Patch Test Procedure

To establish whether your client's skin may be sensitive to Watercolors DD Intense Color, do the following preliminary Patch Test 48 hours prior to application.

- Clean a small, healthy area of skin behind the ear or inside elbow using soapy water. Let dry.
- Apply Watercolors DD Intense Color to previously cleaned area using a cotton-tipped applicator. Let dry.
- Leave area untouched for 48 hours. Examine after 48 hours. If negative, desired color can be applied immediately. If burning, itching, swelling, irritation or abnormal reaction occurs in or around the area at any time during the test period, the color should not be used on the client.

PRE-LIGHTENING



For the most purely vibrant colors, use Watercolors Lightener to pre-lighten your client's hair prior to the Watercolors DD Intense Color service:

1 scoop of Watercolors Lightener + 2oz. Tressa Processing Cream

Note: Lighten to a yellow to pale-yellow (a level 9 or 10) for best results. If you choose not to pre-lighten, the color will be less intense.

SHADES AVAILABLE



Note from the Chemist

Watercolors DD Intense Colors are formulated with semi-permanent direct dyes. This type of dye offers the most strikingly intense and purely vibrant hair color shades achievable. However, due to the nature of this dye there are some cautions:

- **Durability:** May vary based on hair type and porosity, shampoo, frequency of shampooing, activities such as swimming, amount of UV (sunlight) exposure, hair sebum and sweat.
- **Color Bleeding:** Color may show up lightly in shampoo foam or on a towel when drying. Clients should be aware that the color could "bleed" slightly onto clothing or pillowcases if damp or with perspiration.

If "color bleeding" occurs normal laundering and even bleaching of whites should be sufficient to remove color in most situations.

Support Products



Remove-All Plus Shampoo The ultimate chelating shampoo for clients with hard water, well water, mineral and product build-up. Shampoo hair with Remove-All Plus before an Watercolors DD Intense Color service to ensure consistent color results.

WATERCOLORS Clear Shampoo & Conditioner The specially formulated color shampoo should be used after a Watercolors DD Intense Color service. Lock in the color with Watercolors Clear Conditioner.



Protage Skin Protector Protects clients' skin from staining from Watercolors DD Intense Color. Creates a helpful barrier on adjacent hair to minimize color transfer.

Color Stain Remover An essential tool in any color salon. Use to remove color stains from skin, non-porous surfaces and fabrics.



PEQ Porosity Equalizer Irregular porosity leads to uneven, fading color. Apply PEQ before any color service to give you the insurance that color will be consistent and beautiful!

Create Pastels Too!

Watercolors DD Intense Color can be altered to create pastel colors by mixing 2oz of Replenishing Conditioner and a few drops of the desired Watercolors DD Intense Color shade.