BB

IS FOR BEAUTIFUL BAOBAB.

And Baobab makes beautiful blondes, beautiful brunettes, beautiful redheads and every beautiful color in between.

Watercolors has unlocked the secrets of **Baobab** creating amazing hair products using this ancient ingredient!

From now on, when you hear the word **BAOBAB,** think **Watercolors!**

To find where to buy Watercolors Baobab products

1.800.TRY TRESSA

WATER COLORS®

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www.tressa.com 100% Made in the USA @2016

PP604BBFORM

WATER COLORS®

BB DEMI COLOR

THE FORMULA BOOK

34

OF SHADES OF WATERCOLORS BB DEMI COLORS

countless

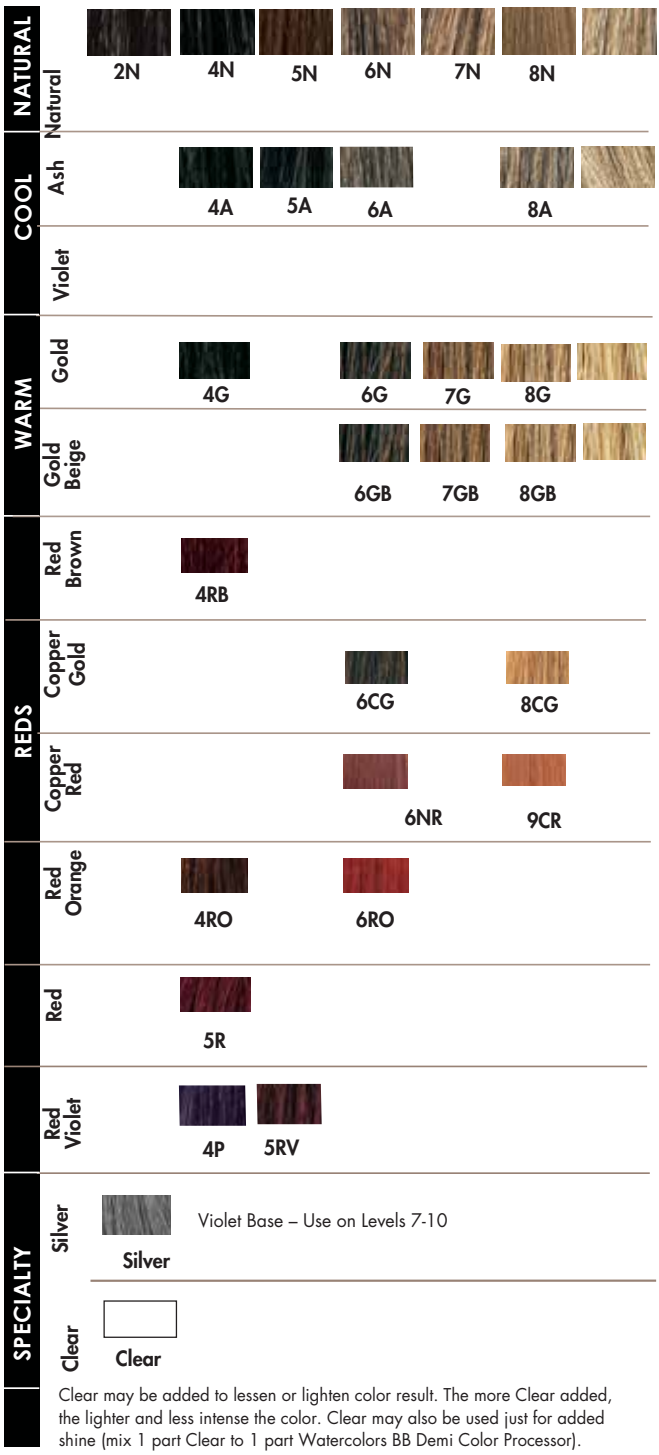
OF FORMULAS POSSIBLE WITH WATERCOLORS BB DEMI COLORS

HERE ARE 40 FORMULAS TO GET YOU STARTED

WATER COLORS®

BB DEMI COLOR

BAOBAB MAKES BEAUTIFUL BLONDES, BEAUTIFUL BRUNETTES, BEAUTIFUL REDHEADS AND BEAUTIFUL COLOR IN BETWEEN.



Clear may be added to lessen or lighten color result. The more Clear added, the lighter and less intense the color. Clear may also be used just for added shine (mix 1 part Clear to 1 part Watercolors BB Demi Color Processor).

Colourage Gel Color Concentrates:
Available in Red, Yellow, Blue and Violet. May be mixed with any Watercolors BB Demi Color Shade.

WHAT DIFFERENCES WILL I SEE USING WATERCOLORS BB DEMI-COLOR?

Because of the saturated fats and smaller amino acids found in the Baobab oil - more color is delivered into the cortex of the hair, which provides

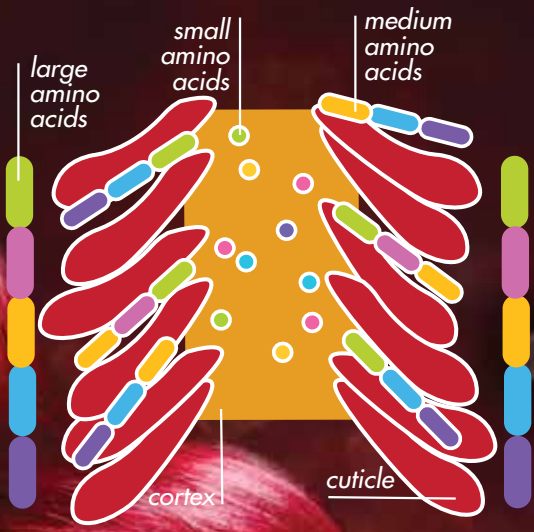
BRIGHTER COLORS THAT LAST LONGER!

These carriers nourish hair from the inside to

IMPROVE STRENGTH & ELASTICITY.

Medium-sized amino acids bond to the hair reinforcing the strand,

INCREASING STRENGTH FROM ROOT TO TIP.



WATER COLORS®

BB DEMI COLOR

40FORMULAS

Levels are suggested so that you achieve the deposit of color indicated in formulas. Watercolors BB Demi Color will not lift natural or artificial hair color.

LEVELS 1-4
Purple Heart
Midnight

LEVELS 1-5
Garnet
Bing Cherry
Black Coffee

LEVELS 3-5
Burgundy
Java

LEVELS 4-6
Chocolate

LEVELS 4-7
Cedar
Tawny

LEVELS 5-6
Chestnut

LEVELS 5-7
Macchiato
Sierra Brown
Crimson
Toffee
Copper Red
Autumn

LEVELS 5-8
Cinnamon Brown
Sepia

LEVELS 5-9
Sunset Red

LEVELS 6-8
Whiskey
Sienna Brick
Coral
Red Hot

LEVELS 6-9
Blaze

LEVELS 6-10
Sandcastle

LEVELS 7- 9
Chai Tea

LEVELS 7-10
Sedona Red
Copper Penny

LEVELS 8-10
Siesta Key

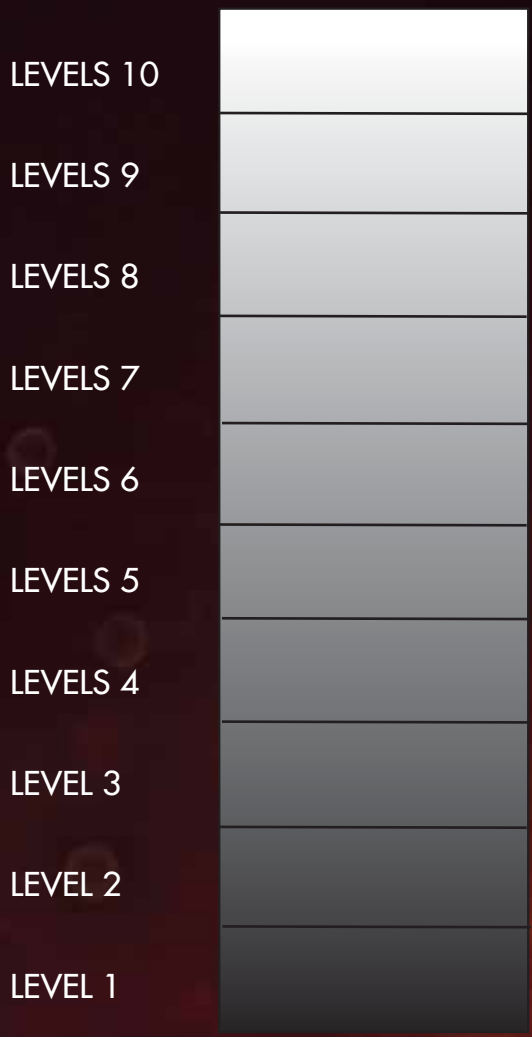
LEVELS 8-12
Irish Mocha
Caramel Cream

LEVELS 9-10
Taupe
Spicy Blondes

LEVELS 9-12
Papaya
Rose Petal
Peach Casaba

PRE-LIGHTENED TO PALE YELLOW
Icy Platinum
Silver Lining
Champagne

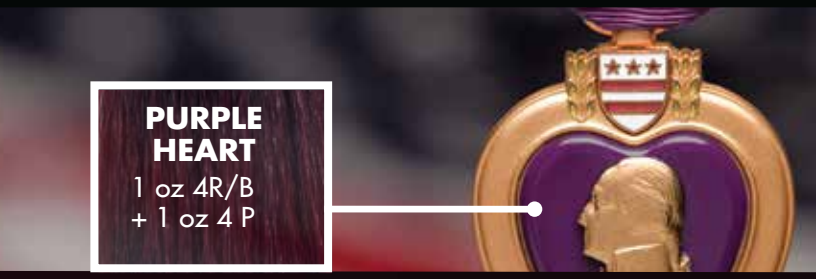
A level is simply a measurement of light to dark. It is important to remove "color series" as a factor when determining the natural hair color level. Since there is no universal measurement of a level, one manufacturer's color level system can vary from another. They will be comparable though, since there is only so much variation between light and dark.
Our level system goes from 1, being the darkest, to 10, being the lightest.



Directions

Watercolors BB Demi Color is mixed in a 1:1 ratio of Watercolors BB Demi Color to Watercolors BB Processor in all cases. Standard processing is 20 minutes at room temperature. For gray coverage and more vibrant results, process 15 minutes with plastic cap under heat. Remove cap, cool for 5 minutes.

LEVELS 1-4



PURPLE HEART
1 oz 4R/B
+ 1 oz 4 P

LEVELS 1-4

MIDNIGHT
1/2 oz 2N
+ 11/2 oz 4P

LEVELS 1-5

GARNET
1 oz 4RB
+ 1 oz 6RO

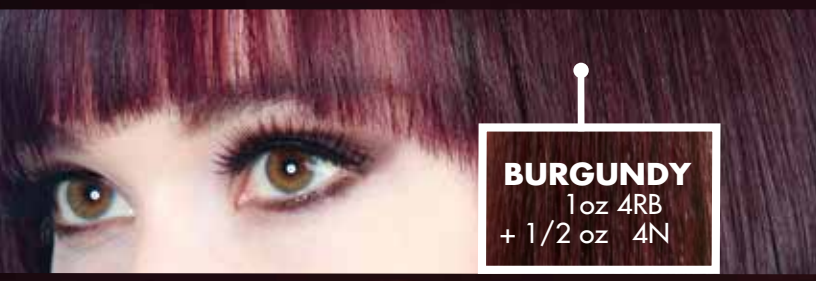
LEVELS 1-5

BING CHERRY
1oz 5RV
1/2 oz 4RB
+1/2 oz 5R

LEVELS 1 - 5

BLACK COFFEE
1 oz 4A
+ 1 oz 4N

LEVELS 3-5

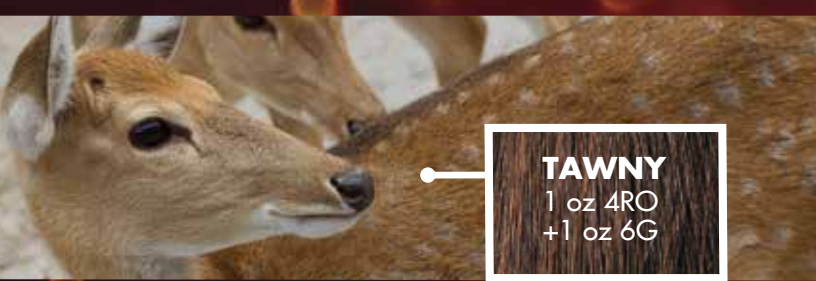


LEVELS 3 - 5

LEVELS 4-6

LEVELS 4-7

LEVELS 4-7



LEVELS 5 - 6

LEVELS 5 - 7

LEVELS 5 - 7

LEVELS 5 - 7

LEVELS 5 - 7

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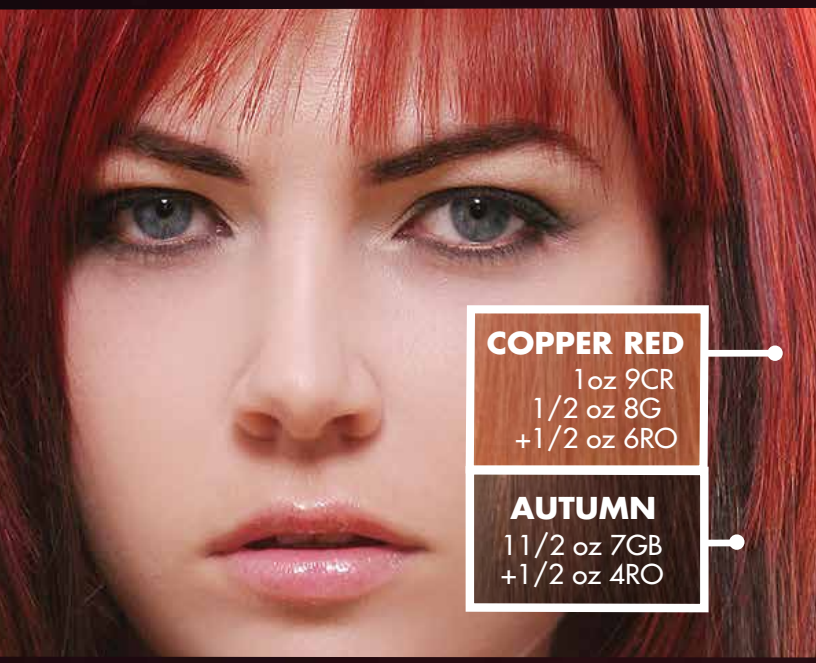


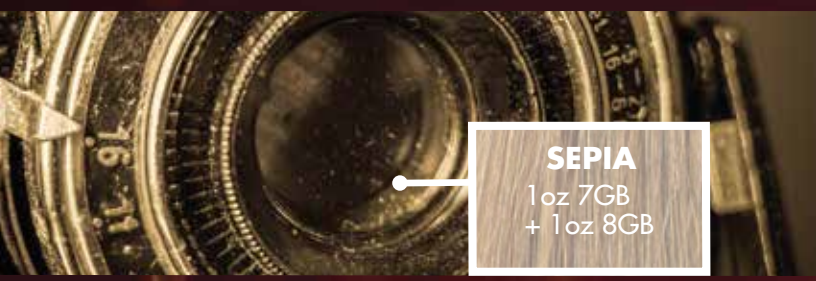
COPPER RED
1oz 9CR
1/2 oz 8G
+1/2 oz 6RO

AUTUMN
11/2 oz 7GB
+1/2 oz 4RO

LEVELS 5 - 8

CINNAMON BROWN
1/2oz 6N
1 oz 6RO
1/4oz 6G
+1/4oz 5R

LEVELS 5 - 8



SEPIA
1oz 7GB
+ 1oz 8GB

LEVELS 5 - 9

SUNSET RED
1/2oz 5R
1/2oz 6RO
1/2oz 9G
+1/2oz Clear

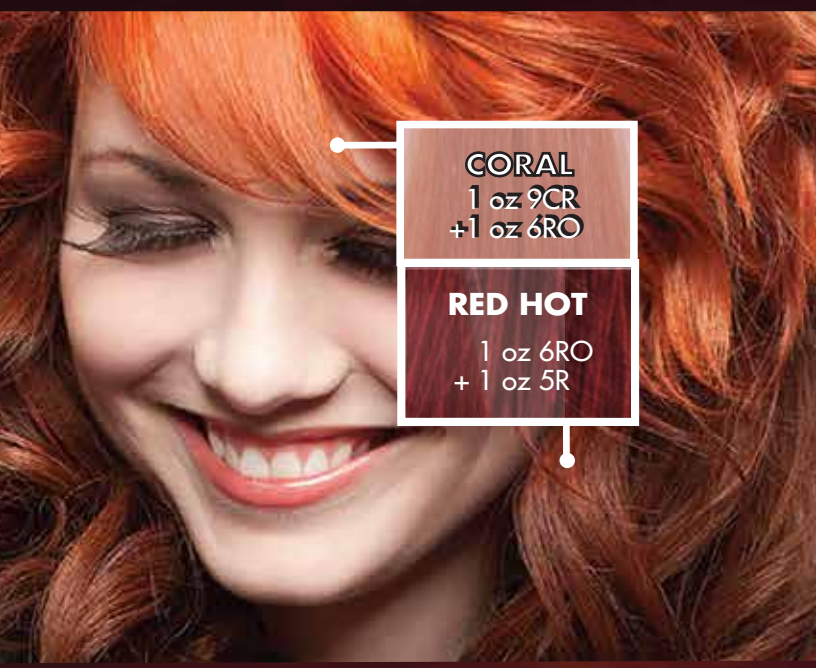
LEVELS 6 - 8

WHISKEY
1 oz 7N
+ 1 oz 7G

LEVELS 6 - 8

SIENNA BRICK
1 oz 9CR
+ 1 oz 4RO

LEVELS 6 - 8

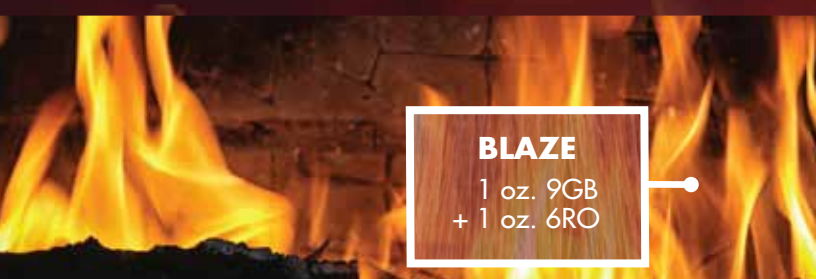


CORAL
1 oz 9CR
+1 oz 6RO

RED HOT
1 oz 6RO
+ 1 oz 5R

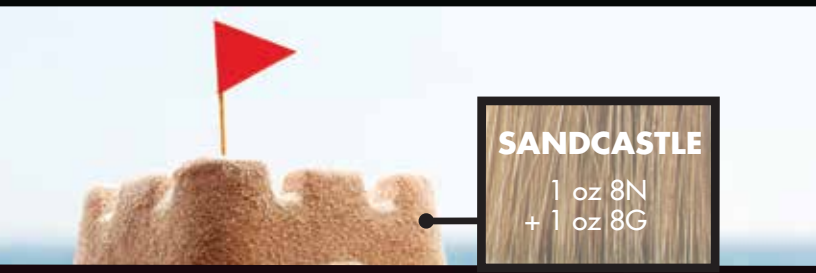
LEVELS 3-5

LEVELS 6 - 9



BLAZE
1 oz. 9GB
+ 1 oz. 6RO

LEVELS 6 -10



SANDCASTLE
1 oz 8N
+ 1 oz 8G

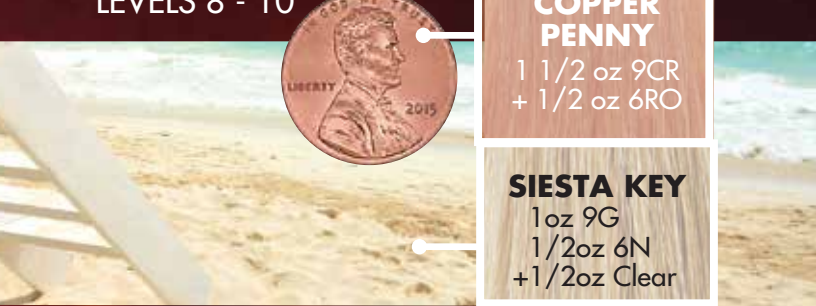
LEVELS 7 - 9

CHAI TEA
1 oz 8GB
1 oz 6CG
+1/2 oz 4G

LEVELS 7 -10

SEDONA RED
1 oz 9CR
+ 1 oz 8G

LEVELS 8 - 10



COPPER PENNY
1 1/2 oz 9CR
+ 1/2 oz 6RO

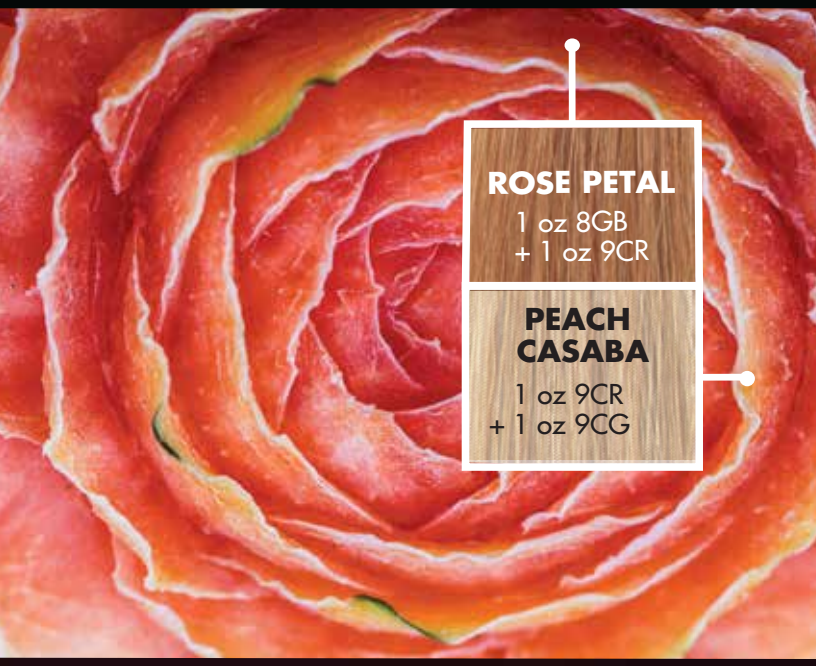
SIESTA KEY
1oz 9G
1/2oz 6N
+1/2oz Clear

LEVELS 8 - 12

LEVELS 9 - 10

LEVELS 9 - 10

LEVELS 9 - 12



PRE-LIGHTENED TO PALE YELLOW

PRE-LIGHTENED TO PALE YELLOW

SO THERE YOU HAVE IT.

40

LOVELIES TO EXPAND YOUR COLOR OPTIONS AND SERVE YOUR CLIENTS EVEN BETTER.

GET YOUR JUICES FLOWING AND CREATE YOUR OWN SIGNATURE FORMULAS!

THE POSSIBILITIES ARE

END-LESS!

COLOR^2
(2 WEEKS LONGER)

Penetrates deeper for cleaner blondes, richer browns, cooler ashes and brighter reds.

Creates younger looking hair.

Instantly conditions for a softer,smoother feel.

SHINE^2
(2 TIMES SHINIER)

Each use increases shine, hair strength and elasticity.

Reinforces strands for improved strength from root to tip.

Deeply nourishes hair or greater manageability.

WATER COLORS®

BB DEMI COLOR

Simply the best hair color you'll ever use!