



Keeps haircolor fresh and vibrant until the next salon service.

Color Maintenance & Enhancement Shampoos



How Do These Shampoos Work?

These sulfate-free shampoos deposit just the right amount of color while they cleanse, keeping haircolor vibrant and true-to-tone between salon visits. The specially designed light reflecting pigments attach to porous parts of the hair, filling and adhering to the hair shaft, creating a color boost at every shampoo.

The Watercolors rich, foaming lather nourishes every hair strand, keeping color-treated hair soft, shiny and beautifully conditioned. Use to intensify or neutralize unwanted tones.

All 14 shades are available in 8.5oz. sizes. Violet Washe available in 8.5oz. and liter size.

Finding the Perfect Shampoo Shade

Shade	Base	Level											What It Does		
		1	2	3	4	5	6	7	8	9	10	Gray			
Violet Washe	Violet													Neutralizes gold or yellow tones →	Adds sparkle to platinum blondes/silvers, while washing away golden tones
Wet Sand	Neutral Blonde w/ Light Brown													Enhances natural light blondes →	Enhances natural tonal vibrancy with sandy shades of the beach
Golden Mist	Neutral Blonde w/ Light Gold													Enhances soft golden tones →	Showers hair with a soft, golden brilliance
Warm Spice	Light Brown w/ Copper Gold													Enhances strawberry blonde tones →	Spices up the warm, red-golden tones in strawberry blonde and butterscotch shades
Molten Bronze	Light Brown w/ Light Orange													Enhances auburn tones →	Enhances subtle, polished, orange-red tones, bronzed to perfection
Liquid Copper	Orange													Enhances copper or orange tones →	Helps brazen copper oranges flaunt their sunny warmth
Hazelnut	Light Brown w/ Blue Green													Neutralizes copper or orange tones →	Refreshes cool coffee shades in light brown hair while filtering out copper/orange tones
Cocoa	Brown													Enhances natural medium browns →	Refreshes and maintains rich, natural medium brown shades
Fluid Fire	Red													Enhances bright red tones →	Creates bright, passionate, fiery red-orange tones
Crimson Splash	Red w/ Blue													Enhances deep red tones →	Infuses deep browns with crimson reds, creating sultry, black-cherry tones
Wet Brick	Dark Brown w/ Red/Orange													Enhances rich auburn tones →	Complements warm, brown hues with rich, terra-cotta reds
Mocha Drench	Dark Brown w/ Green													Neutralizes red or brassy tones →	Saturates hair in chocolate cappuccino blends, while filtering out red or brassy hues
Black Coffee	Dark Brown w/ Blue													Reinforces dark brown tones →	Refreshes the darkest browns with rich, deep coffee tones
Clear Color Extending	Clear													Protects color without adding tone →	Daily shampoo that protects and extends haircolor

The New Power Couples.

Color Boost Conditioners

Recommend these match ups for long lasting color!

- Sulfate-free conditioners in 4 shades give haircolor an extra boost of tone, especially when used after a Watercolors Shampoo
- Reflective Color Enhancers (RCEs) combined with hair's porosity allow Watercolors to keep haircolor vibrant and shiny
- The Clear Conditioner contains Rice Amino Acids and Sunflower Seed Extract to protect color molecules from free radicals and UV damage
- Grow incremental business by recommending Watercolors Shampoos and Conditioners to every client!



Brown Color Boost Conditioner

Use after Mocha Drench, Cocoa or Black Coffee Watercolors Shampoos

Blonde Color Boost Conditioner

Use after Wet Sand or Golden Mist Watercolors Shampoos

Red Color Boost Conditioner

Use after Crimson Splash, Fluid Fire, Liquid Copper or Wet Brick Watercolors Shampoos

Clear Color Extending Conditioner

Use after any shade, especially Violet Washe or Hazelnut Watercolors Shampoos

Facing a corrective color issue but no time for an additional service? Fill and tone at the shampoo bowl with Watercolors! These sulfate-free shampoos can effectively replace missing color pigment or tone color that has shifted by simply shampooing the hair! Send them home with their personal shade of Watercolors to continue the corrective process!

Watercolors Shampoo Filler Guide

Returning to Level	Filler Choice
10 Very Light Blonde	Golden Mist
9 Light Blonde	Golden Mist + Warm Spice
8 Medium Blonde	Warm Spice
7 Dark Blonde	Warm Spice + Liquid Copper
6 Light Brown	Liquid Copper
5 Medium Brown	Liquid Copper
4 Dark Brown	Fluid Fire
3 Darkest Brown	Fluid Fire
2 Black	Fluid Fire
1 Blue Black	Fluid Fire

Watercolors as a Filler

Have a client with overly porous or sensitized hair that won't hold color? Watercolors Shampoos can help fill in the missing pigment until the hair is healthy enough to receive the regular color formula. Refer to the filler chart at left to find the acceptable filler.

When should I use a filler?

When hair has lightened more than 2 levels lighter than the desired color, a filler is necessary to replace the missing pigmentation before applying the client's desired color.

How many times do I need to apply a color filler?

You may need to apply the filler more than once to achieve the desired concentration of color deposit. With Watercolors, you have the ability to shampoo in the filler, rinse and re-apply until you see the desired underlying pigment in the hair to support the color level.

Step 1 Determine the level to which you are filling.

Step 2 Apply to damp hair on all areas requiring filler. Rinse filler and apply desired color formula.

Timing: 5-20 minutes

Watercolors Shampoo Toning Guide

Underlying Pigment	Nat/Neutral	Cool	Warm	Natural Red
10 Pale Yellow – Yellow	Wet Sand	Violet Washe	N/A	N/A
9 Yellow – Orange	Wet Sand	Violet Washe	Golden Mist	Warm Spice
8 Orange – Yellow	Wet Sand	Violet Washe	Golden Mist	Warm Spice
7 Orange	Wet Sand	Violet Washe	Golden Mist	Warm Spice + Liquid Copper
6 Red – Orange	Hazelnut	Hazelnut	Molten Bronze	Molten Bronze + Liquid Copper
5 Red	Cocoa	Hazelnut	Cocoa	Fluid Fire
4 Red	N/A	N/A	N/A	N/A
3 Red	N/A	N/A	N/A	N/A

Step 1 Determine the underlying pigment at the level you wish to tone.

Step 2 Apply to damp hair from scalp to ends evenly distributing the Watercolors toner. Rinse a small section and check every 5 minutes. Once toning is complete, lather and rinse from hair.

Timing: 5-20 minutes

Watercolors as a Toner

Watercolors are excellent toners for highlights that need a warm or cool adjustment. Watercolors Violet Washe and Wet Sand are both great examples of how to solve high-lift or lightened hair that becomes brassy or dull. Refer to the toner chart to find the acceptable toner.

When do I use a toner?

A toner is used to add warm or cool hues to hair that has been pre-lightened by a product or even the sun. A toning shampoo may be needed as an at-home support tool for the customer between lightening services.



Covers in seconds while blending with surrounding color!

- Covers instantly, dries in minutes and lasts until the next shampoo
- A little goes a long way!
- No ammonia, no peroxide, no alcohol, no synthetic dyes!
- 2oz cans available in Brown, Blonde, Dark Brown and Red
- Additional benefits: gives styling texture, volume and fullness; can show lowlight results prior to permanent color



Root Concealer Color Sprays

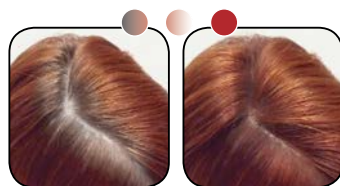
For Absolute Regrowth Coverage!



BROWN

For levels 5 – 7

Blends best with Cocoa or Hazelnut Watercolors Shampoos



RED

For levels 5 – 7

Blends best with Crimson Splash, Fluid Fire or Wet Brick Watercolors Shampoos



BLONDE

For levels 7 – 9

Blends best with Wet Sand or Golden Mist Watercolors Shampoos



DARK BROWN

For levels 1 – 4

Blends best with Black Coffee Watercolors Shampoo