



A NEW WORLD  
OF COLOR

## FAQ

**How long do reflections obtained with BBColor Pigma last?**

The duration of the reflections depends on the hair type and its porosity. The effect typically lasts from 3 to 5 washes.

**Can the different Coloring Masks be mixed together?**

Yes, they can. There is no limit to their creative use. You can obtain endless shades by mixing BBColor Pigma Coloring Masks. All the shades can be mixed together for an explosion of color and creativity.

**Can BBColor Pigma be mixed with permanent oxidative colors?**

No, the color result would not be reliable due to the alkalinity of the oxidative color.

**Can BBColor Pigma cover grey hair?**

No. BBColor Pigma allows you to revive natural or cosmetic hair color with soft reflections or to brighten it with vibrant reflections, without covering grey hair.

**Can BBColor Pigma be applied to the lengths during or immediately after permanent coloring on regrowth?**

Yes, it is one of the ideal opportunities to exploit the performance of BBColor Pigma Coloring Mask.

**Can BBColor Pigma be applied on bleached hair or sensitised hair with a high percentage of mèches?**

Yes. If the hair is very porous and you don't want ultra-intense shades, you should dilute the desired BBColor Pigma color with the Gloss Mask.

**Can hair be bleached after applying BBColor Pigma?**

Yes, there are no counter-indications to bleaching hair.

**Can I use BBColor Pigma in the salon immediately after a technical wave service or a chemical straightening treatment?**

Yes, BBColor Pigma is the ideal color to apply in combination with technical treatments, such as perms or hair straightening.

*Helen Seward*  
hair products

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**BBColor Pigma** is the new coloring mask which throws the doors wide open to a new world of color. Developed for rapid application on natural, colored, treated, bleached and highlighted hair, it is ideal for toning and reviving color, producing endless creative shades and enhancing shine.

**BBColor Pigma** illuminates and nourishes hair, leaving it shiny and healthy thanks to its rich protective acid-pH base with smoothing action, free from ammonia, ethanolamine and oxidants, as well as its highly effective natural active ingredients.

▲ **Luminescine** is a Mediterranean plant extract obtained from Great mullein which captures and reflects light. Its luminescent properties significantly improve hair shine, offering an exceptionally sleek cosmetic color.

▲ **Hydra-Feel** is a natural ingredient obtained from glycerine which produces a deep-down hydrating action with multiple benefits for the hair fibre. It penetrates deep down leaving hair soft and ultra-shiny while reinforcing the hair fibre and restoring suppleness.

▲ The **pure pigments** penetrate evenly inside the hair fibre, bringing an even, vibrant shine to hair. The highly reliable nature of the pigments selected ensure that the chosen end result is always flawless and surprisingly intense.

BBCOLOR PIGMA IS A  
GENUINE BEAUTY TREATMENT  
FOR SHINY, SOFT  
AND SIMPLY PERFECT HAIR.

GLOSS MASK:  
IRREPLACEABLE CREATIVE TOOL

In addition to the 15 coloring masks, the **BBColor Pigma** range also includes a nourishing Gloss mask. Its dual use makes it an irreplaceable tool for hair stylists. When applied pure, it enhances the color's luminosity while nourishing and moisturizing the hair, offering shine and protection. When mixed with the coloring masks, it produces delicate, on-trend pastel highlights, resulting in endless creative possibilities.



INDICATIONS FOR USE

▲ **Coloring Mask**  
Use approximately 30 ml of product per application, distributing evenly on washed and towel-dried hair massaging throughout the length. Leave to act for 5 to 15 minutes, then rinse thoroughly with lukewarm water. Processing time on natural hair may vary depending on hair porosity and the desired result.

▲ **Gloss Mask**  
Distribute the product evenly on washed and towel-dried hair, massaging throughout to the length, leave to act for a few instants then rinse. Mixed with Coloring Masks: mix the Coloring Mask with the Gloss Mask in a ratio from 1:2 to 1:5, depending on the desired effect and hair porosity. Leave to act for 5 to 15 minutes, then rinse thoroughly with lukewarm water.

COLOR NUANCE	IDEAL BASE	INSTRUCTIONS FOR USE
<b>B</b> <u>LOND</u> P103	from BLOND to VERY LIGHT BLOND	Brings warm and bright reflections, enhancing the shine of fair hair.
<b>C</b> <u>OPPER</u> P044	from DARK BROWN to DARK BLOND	Adds warm copper tones, reviving blond and brown shades.
<b>I</b> <u>NTE</u> NSE RED P055	from DARK BROWN to DARK BLOND	Brings vibrant and shiny reflections, brightening red shades.
<b>C</b> <u>HOCOLATE</u> P663	from DARK BROWN to LIGHT BROWN	Enhances brown shades by adding soft, warm and ultra-bright tones.
<b>V</b> <u>IOL</u> ET P077	from BLACK to DARK BLOND	Adds violet reflections to dark hair and revives contrasts. Intensifies the brightness of violet shades.
<b>S</b> <u>ILVER</u> P008	from LIGHT BLOND to VERY LIGHT BLOND / WHITE and WITH MÈCHES	Ideal on light blond and very light blond bases, tones mèches, highlights and bleachings.
<b>B</b> <u>LACK</u> P10	from BLACK to DARK BROWN / GREY and WHITE	Adds a natural shine to greying hair by concealing grey hair, brightening it overall and evening out the color. Adds shine and depth to dark shades.
<b>B</b> <u>LUE</u> P088	BLACK - ULTRA-LIGHT BLOND / BLEACHED	Creates on-trend effects by toning bleached hair. Enhances metallic blue reflections on a black, colored or natural base.
<b>P</b> <u>INK</u> P057	from DARK BLOND to ULTRA-LIGHT BLOND / BLEACHED	Creates distinctive pink highlights on bleached hair and pink shades on a natural base.
<b>Y</b> <u>ELLOW</u> P033	from LIGHT BLOND to ULTRA-LIGHT BLOND / BLEACHED	Creates distinctive on-trend effects on bleached hair. Illuminates and revives golden reflections on natural or cosmetic base.
<b>G</b> <u>REEN</u> P113	from LIGHT BLOND to ULTRA-LIGHT BLOND / BLEACHED	Adds an intense green reflection to bleached hair, toning it and creating on-trend effects.
<b>G</b> <u>REY</u> P001	VERY LIGHT BLOND / GREY and WHITE	Brings cold, metallic reflections to hair.
<b>M</b> <u>OCHA</u> P632	from DARK BROWN to LIGHT BROWN HAIR	Adds cold tones to hair, enhancing brown shades.
<b>B</b> <u>EIGE</u> P102	from BLOND to ULTRA-LIGHT BLOND	Neutralises the warm reflections of blond hair, enhancing natural color and shine.
<b>L</b> <u>AVENDER</u> P078	from BLOND to ULTRA-LIGHT BLOND / BLEACHED	Adds on-trend shades from the most delicate to the most intense, toning bleached hair.
<b>G</b> <u>LOSS</u> P000	All bases	When applied pure, it enhances the color's luminosity while nourishing and moisturizing the hair, offering shine and protection. When mixed with Coloring Masks, it allows the creation of delicate pastel reflections and on-trend effects.