



A NEW WORLD
OF COLOR



THE COLOR REVOLUTION

BBCOLOR Pigma is the new nourishing coloring mask which throws the doors wide open to a new world of color.

Developed for rapid application, 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 base with smoothing action, as well as its highly effective natural active ingredients.

BBCOLOR Pigma, the genuine beauty treatment for the new fashion look that you desire.



Helen Seward
hair products
www.helenseward.it

BBCOLOR: A NEW WORLD OF COLOR IS BORN

Two brand-new lines for new business opportunities in the salon



More than 60% of business in the salon revolves around services linked to color, in particular **oxidation coloring** - either with or without bleach - **Tone-on-tone** and **decoloration**.

So, in order to offer new opportunities for professionals, Helen Seward has developed two important new products which revolutionise the world of hair color: BBColor Beauty, the Tone-on-tone nourishing cosmetic hair color without ammonia, and BBColor Pigma, the nourishing coloring mask.

BBCOLOR BEAUTY, THE THOUSAND NUANCES OF PERFECT COLOR.

Tone-on-tone coloring is a really essential service in the salon, a genuine color-perfecting treatment.

To respond to this specific need, there are forty-one brilliant and intense shades of BBColor Beauty, to create limitless nuances and achieve hair that's perfectly shiny and naturally beautiful.

Why choose BBColor Beauty

BBColor Beauty is an **indispensable** tool for personalizing any type of lightening - particularly blonde bases - creating **fashion shades without regrowth** and without altering the hair's natural properties.

The new line is particularly formulated for:

- ✓ covering the first grey hairs - so it's ideal for those approaching the world of color for the first time;
- ✓ **reviving color** between one treatment and the next;
- ✓ changing a look easily by playing with subtler or more intense highlights;
- ✓ also for men, to create a "**camouflage**" coloring for grey hair or to remove any unwanted yellow reflections.

BBColor Beauty does not fade, but blends naturally with the base color and covers up to 50% of white hairs, offering an alternative to conventional color treatments or a complementary tool for the hairdresser: used in combination with other techniques, it opens the way to endless creative possibilities.

With BBColor Beauty, coloring becomes a real cosmetic treatment for the hair. Vibrant color, exceptional shine and nuanced highlights without compromising the structure of the hair fibres.



Hair coloring made with Degradé Planet method
www.degradeplanet.it

BBCOLOR PIGMA, THE COLOR REVOLUTION

Following the current trend, the BBColor range extends further with Pigma, the line of color masks to make experimenting easy. Watchword: originality! Goodbye to conventional colors, the real trend is to choose highly unusual colors - blue, fuchsia, purple and green - while always keeping the hair soft and shiny.



Why choose BBColor Pigma

BBColor Pigma is the nourishing mask with extraordinary coloring power, developed for rapid application on hair that's natural, colored, treated, bleached or with mèches. It's the ideal way to tone the hair, revive color, bring out highlights and, in particular, to create endless original nuances.

The line's range of colors is not in fact limited to fifteen vibrant shades, but goes further, thanks to the Gloss mask, which:

- applied pure, it brings out the brightness of the color while nourishing and hydrating the hair, giving it sheen and protection.
- used mixed with the Color Masks, it enables the creation of delicate pastel highlights and fashion effects.

In fact, BBColor Pigma lends itself to use in the salon - and at home too - to create trendy highlights and allow the look to be changed quickly to suit the occasion (it takes between 5 and 15 minutes).

This new line presents an alternative to classic coloring and allows for experimentation and a carefree attitude to color, while keeping the hair healthy and glossy thanks to its rich protective formula.