

ISSUE #15

MARCH & APRIL 2024

HAIRAHOLIC

FINISH UP!

BēVē FINISHED

HAIR REPAIR

TRESSA FKS

VIVIDS!

WATERCOLORS BASE DROPS

HYDRATE!

BēVē CURLED

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Professional

WATER
COLORS

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BEAUTIFULLY
VEGAN™

ALL DEALS ARE SUBJECT TO AVAILABILITY

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TO OUR PROFESSIONAL SOCIAL MEDIA CHANNELS

Follow us for inspiration, new techniques, color formulas, new product announcements, exclusive deals, and giveaways.

@watercolorshaircare
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WE ARE HERE TO HELP
FEEL FREE TO CONTACT US!

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Visit our websites!
www.tressa.com • www.watercolorshair.com • www.bevehair.com





20% OFF WATERCOLORS 2 LBS LIGHTENER TUB

\$26.36 ~~\$32.95~~

An essential product for any lightening service. This on and off-scalp, de-dusted powder contains Aloe, so it is gentle to the hair and scalp and protects while it lifts. Use it for every Watercolors DD Intense Color service!



20% OFF WATERCOLORS ICE WHIP

\$11.00 ~~\$13.75~~

- Leave-in conditioner.
- Makes fine hair feel thicker.
- Makes coarse hair feel softer.
- Adds shine.
- Anti-frizz.
- Weightless hold.
- Delivering a mega-dose of icy cool pigments to oust any brass tones.
- Sulfate, salts, peroxide, paraben, PPD & PTD free



20% OFF WATERCOLORS BASE DROPS

\$11.00 ~~\$13.75~~



Watercolors Base Drops is the latest in direct-dye technology. This liquid, water-based formula with nanopigments provide for the ultimate versatility in fashion color creation and maintenance.



20% OFF WATERCOLORS ROOT CONCEALERS

\$8.80 ~~\$11.00~~



**20% OFF BĒVĒ 8 OZ HYDRATING
SHAMPOO & CONDITIONER**

\$12.00 ~~\$15.00~~



HYDRATING SHAMPOO

BēVē Hydrating Shampoo uses a synergistic blend of coconut and botanicals to gently cleanse and hydrate all hair types. Naturally sulfate-free compounds create a thick, lush lather to bathe hair in natural moisture while powerful antioxidants bind within. Hydrating Shampoo repairs split ends (up to 80% at the first use!), protects hair from fading and UV damage and revitalizes normal or chemically treated hair to a brilliant resilience. As with all BēVē products, HelianShield Technology restores and protects for longer, stronger tresses.



HYDRATING CONDITIONER

BēVē Hydrating Conditioner uses the newest plant-powered cationic technology to hydrate thirsty strands.

Rich nutrients penetrate deep to strengthen and replenish lost moisture. A smart fusion of Sunflower and Tara extracts combine with super antioxidants to wrap hair in protection and seal the cuticle— Mending split ends (up to 80% at the first use!), protecting hair from fading, UV damage and heat styling. This surprisingly light formula offers moisture and manageability for any hair type utilizing our HelianShield technology.





**20% OFF BĒVĒ
FINISHED HAIRSPRAY**
\$11.20 ~~\$14.00~~





WANT THE FULL BēVē RETAIL EXPERIENCE?

THEN GET THIS INCREDIBLE BAG DEAL!

BēVē is committed to making the best products made with natural occurring, organic ingredients that are healthy for you and for the planet so, we set out to make the most beautiful and effective products for your hair by using the best, most luxurious ingredients. Discover how our 100% vegan formulas deliver healthier looking and feeling hair —with no compromises.

\$45.00



Included in this deal is (1 each) Retail Bag, BēVē Catalog, 8 Oz. Hydrating Shampoo & Conditioner, 10 Oz. Finished Hairspray, and 6 Oz. Curled Curl Enhancer.

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Professional

20% OFF TRESSA FKS

\$12.00 ~~-\$15.00~~



WHAT IS FKS?

FKS STANDS FOR FUNCTIONAL KERATIN SERUM

Bioactive technology contained in **FKS** helps repair, rescue, renew and protect hair. **FKS** has the unique ability to actually restructure the hair by imbedding proteins into the hair, providing a permanent conditioning service. This product intelligently repairs the damaged areas of the hair, eliminating frizz, giving shine and health to the hair. To use **FKS** for a permanent conditioning service, the hair must be in reduced state (such as during a chemical service).

3 WAYS TO USE FKS

DURING THE WAVING PROCESS

1. Wrap perm, apply and process waving lotion.
2. Rinse hair well for at least five minutes.
3. Towel blot hair well. Wait 5 minutes for any residual moisture to resurface. Towel blot hair again.
4. Apply FKS to all the rods, top and bottom.
5. Allow to penetrate 5-10 minutes.
6. Apply neutralizer right over the FKS.
7. Wait 5 minute for neutralization, drop the rods, rinse.

DURING COLORING SERVICES

1. Apply color to the hair and process.
2. In the final 5-10 minutes apply FKS over the color treated hair.
3. Add a little water and emulsify the color and the FKS.
4. Rinse them from the hair together and proceed to shampoo and condition if needed to detangle

LIGHTENER SERVICE OR PROTEIN TREATMENT

1. After shampooing any products from the hair, combine FKS with Tressa Clarifying rinse. Apply liberally.
2. Comb to distribute the product.
3. Cover with a processing cap.
4. Allow to penetrate 5-10 minutes (adding heat for 10-15 minutes.)
5. Rinse and style as usual.

tressa®
Professional

20% OFF TRESSA REMOVE-ALL PLUS

\$17.60 ~~\$22.00~~



FOR ALL HAIR TYPES!

Use to ensure a clean palette before any chemical service.

- A deep cleanser - Use before any chemical service!
- Ideal for clients with well water, or hard water to get rid of iron or mineral build up.
- Removes product build up or other lingering harsh contaminants.

PRICE GUIDE 2024

INTROS

* ALL INTRO KITS ARE PRE-PACKED DEALS

COLOURAGE INTRO KIT

Kit includes the 30 top selling colors- 12N, 10N, 9N, 8N, 7N, 6N, 5N, 4N, 3N, 1N, 9G, 8G, 7G, 6G, 5G, 12A, 10A, 9A, 8A, 7A, 6A, 5A, 4A, 8AA, 7AA, 6AA, 7R, 6R, 5R, and 4RM. Three Processing Creams (10, 20 and 30 volume), a swatch ring, scale, bowl, brush and certificate for a color Zoom class.

Salon Cost \$229.50/Value \$349.50
SAVE \$120.00 - Save 35%

LITEWORX INTRO KIT

Includes (1) each: LITEWORX Conditioning Oil Lightener 8oz, Power Lifting Powder 1lb Tub, 4oz Color Toners 6R, 6AN, 6AB, 8CG, 10A and 12V, Processing Cream 20 Volume Qt, Processing Cream 10 Volume Qt, Pack of (12) Highlighting Caps, Measuring Beaker, Mixing Bowl, Applicator Brush, Swatch Ring and Formulation/Instruction Guide

Salon Cost \$137.70/Value \$155.70
SAVE \$18.00 - Save 12%

WAVE INTRO KIT

Includes: (4) of each individual wave; Clientage, Pliance, Zone Control, Full Cycle, Colourage, and Versatage, (1) Moistureze 8oz, (1) Protage 4oz, (1) Liter Remove All Plus Shampoo, (1) Liter Clarifying Rinse, (1) Wave & Texture Manual, (1) Wave & Texture Informational Brochure

Salon Cost \$166.30/Value \$232.30
SAVE \$66.00 - Save 30%

TRESSA HAIR CARE INTRO

Includes: (2) each 13.5oz Clarifying shampoo, 13.5oz Clarifying Rinse, 13.5oz Quenching Shampoo, 13.5oz Quenching Conditioner, 13.5oz Replenishing Shampoo, 13.5oz Replenishing Conditioner, 8.5oz Watercolors Violet Washe Shampoo and Tressa Retail Window Cling. (1) each Clarifying Shampoo Liter, Clarifying Rinse Liter, Quenching Shampoo Liter, Quenching Conditioning Liter, Replenishing Shampoo Liter, Replenishing Conditioning Liter and Watercolors Violet Washe Liter.

Salon Cost \$168/Value \$213.00 **SAVE \$45.00 - Save 21%**

STYLING & FINISHING CARE INTRO

Includes: (4) each 10oz Thermal Working Hairspray. (2) each 8.5oz Aglaze, 8.5oz Brace, 8.5oz Perk-It, 8.5oz Root Lifter, 8.5oz Supplex, 8.5oz Volume Foam, and 8.5oz Working Spray. (1) each Clarifying Shampoo Liter and Clarifying Rinse Liter and Tressa Retail Window Cling.

Salon Cost \$130.00/Value \$206.00
SAVE \$76 - Save 37%

WC BB DEMI COLOR INTRO KIT

Includes: (1) each 20z. Watercolors BB Demi Color (34) Shades, (2) BB QT Processors, (1) BB Swatch Ring, and (1) Applicator Bottle.

Salon Cost \$187.00/Value \$260.00
SAVE \$73.00 - Save 28%

WC CLASSIC INTRO KIT (SMALL)

Includes (1) ea. of 13 shades 8.5 oz. shampoos, (1) Clear Color Extending and (1) Violet Washe Liter

Salon Cost \$141.00/Value \$220.00
SAVE \$79.00 - Save 36%

WC INTENSE & METALLIC INTRO KIT

Includes (1) ea. of 15 shades 8.5 oz. shampoos and (1) Silver Liter

Salon Cost \$165.00/Value \$233.75
SAVE \$68.75 - Save 29%

WC CLASSIC INTRO KIT (LARGE)

Includes (3) ea. of 13 shades 8.5 oz.; (3) Clear Color Extending Shampoos and (1) Violet Washe Liter

Salon Cost \$412.00/Value \$605.00
SAVE \$193.00 - Save 32%

TRESSA

COLOURAGE

Colourage Gel Color 2 oz.....	6.90
Colourage Developers Qrt.....	7.95
Processing Cream Qrt.....	7.95
Colourage Swatch Ring.....	44.00

HAIR CARE

Shampoo 13.5oz.....	8.80
(Clarifying, Quenching, & Replenishing)	
Shampoo Liter.....	17.50
(Clarifying, Quenching, & Replenishing)	
Conditioner 13.5oz.....	8.80
(Clarifying, Quenching & Replenishing)	
Conditioner Liter.....	17.50
(Clarifying, Quenching & Replenishing)	
Remove All Plus Liter.....	22.00
Remove All Plus Gallon.....	44.00

SUPPORT PRODUCTS

Color Stain Remover 8oz.....	9.90
Color Stain Remover Liter.....	22.00
Tressa Neutralizer Pint.....	5.50
Moistureze 8oz.....	5.50
Moistureze Liter.....	11.00
Protage Skin Protector 4oz.....	6.60
Cutting Edge Cutting Lotion 8.5oz.....	9.90
PEQ Porosity Equalizer 8.5oz.....	9.90
Recell Kit (one application kit).....	8.80
Color Excel 4 oz.....	57.95
FKS 4 oz.....	15.00

WAVES

Individual Wave.....	6.75
Econo Waves.....	59.00

EDUCATIONAL TOOLS

Color Manual.....	25.00
Wave Manual.....	25.00

STYLING & FINISHING

Aglaze 8.5oz.....	8.25
Aglaze Liter.....	22.00
Brace 8.5oz.....	8.80
Brace Liter.....	24.00
Perk-It 8.5oz.....	8.25
Root Lifter 8.5oz.....	8.80
Supplex 8.5oz.....	8.25
Supplex Gallon.....	49.50
Thermal Working Hairspray 10oz.....	8.80
Volumizing Foam 8.5oz.....	8.80
Working Hairspray 8.5oz.....	8.80

LITEWORX

Conditioning Oil Lightener 8oz.....	11.75
Power Lifting Powder 1lb Tub.....	18.00
Color Toners 4 oz.....	8.75
Liteworx Swatch Ring.....	33.00

ACCESSORIES

Applicator Bottle (Slanted Tip).....	2.75
Color Bowl.....	5.50
Applicator Brush.....	2.75
Tube Key.....	1.10
Highlighting Caps (Pack of 12).....	6.60
6oz Measuring Beaker.....	1.70
WC BB Black Styling Cape.....	22.00
Watercolor Chemical Cape.....	33.00
Watercolor Stylist Apron.....	16.50

BēVē

Hydrating Shampoo Liter.....	30.00
Hydrating Shampoo 8oz.....	15.00
Hydrating Conditioner Liter.....	30.00
Hydrating Conditioner 8oz.....	15.00
Finished Hairspray 10oz.....	14.00
Curled 6 oz.....	12.50

WATERCOLORS

INTENSE SHAMPOOS

Intense Shampoo 8.5oz.....	13.75
(Teal, Pink, Red, Green, Blue, Purple, Turquoise, Lilac, & Peach)	
Intense Metallic Shampoo 8.5oz.....	13.75
(Steel, Bronze, Copper, Gold, Rosegold, & Silver)	
Intense Metallic Shampoo Silver Liter.....	27.50

CLASSIC SHAMPOOS

Color Maintenance Shampoo 8.5 oz.....	13.75
Violet Washe Liter.....	27.50

CONDITIONERS

Conditioner 8.5oz.....	10.00
(Blonde & Clear)	
Ice whip 6.5 oz.....	13.75

BASE DROPS

Base Drops 4 oz.....	13.75
(Teal, Red, Blue, Pink, Purple, & Silver)	

LIGHTENER

Lightener Individ. Application.....	2.20
Lightener 2lb. Tub.....	32.95

ROOT CONCEALERS

Root Concealer 2 oz.....	11.00
(Blonde, Red, Light Brown, Brown, Dark Brown, & Platinum)	

WAVE • LAYAGE

Wave • layage.....	17.95
Wave • layage Accessory Kit.....	24.99

BB COLOR

BB Demi-Permanent Color 2 oz.....	6.00
Watercolors Demi Processor 32oz.....	7.95
BB Swatch Ring.....	38.00

DD COLOR

DD Intense Color 3 oz.....	8.75
DD Swatch Ring.....	16.50

HAIR CARE & STYLING

Baobab Hair Defense 8.5 oz.....	15.00
Intense Glossifier 4 oz.....	7.95

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