



# BB DEMI-COLOR TONE CONTROL



Meet the newest addition to the BB Demi-Color family: **TONE CONTROL!**  
Powerful, pigment-dense toners created to enhance and correct your double process colors. Tone Control puts you in the drivers seat.

Five new calibrated tonal bases offer you the ultimate creative control.



(natural/beige)



(gold/violet)



(ash/natural)



(silver/ash blue)



(ash/gold)

## HOW TO:

**USE BB DEMI** - Color Tone Control on pre-lightened hair levels 8-10. Timing is everything with this progressive toning system.

**TO CREATE** – Mix BB Demi-Color Tone Control with equal amount of BB Processor. Apply to damp, pre-lightened hair.

### TIMING GUIDELINES:

Level 10 results – allow to process for 5 minutes

Level 9 results - allow to process for 10 minutes

Level 8 results – allow to process for 20 minutes

While the self-balancing properties of BB Demi-Color Tone Control allow for consistent results from root to tip, as with any toner, porosity can contribute to your end result. Extremely porous hair may process more quickly.

## BAOBAB – NATURAL TECHNOLOGY

With the creation of the BB Demi-Color line, Watercolors hair introduced the first and only hair color to contain Baobab. We remain an industry leader in Natural Technology and hair products utilizing this ancient ingredient.

### WHY BAOBAB?

Because of the saturated fats and the smaller amino acids found in the baobab oil, more color is delivered into the cortex of the hair providing brighter colors that last longer.

These carriers nourish hair from the inside out to improve strength and elasticity.

Medium sized amino acids bond to the hair reinforcing the strand, reducing friction and breakage which increases strength from root to tip.

Baobab is rich in beneficial fats proteins and vitamins E, D, and F (Omega fatty acids) which provide moisture and antioxidants to protect hair from environmental damage caused by free radicals.

### SUPER ANTI-OXIDANT

Baobab's oxygen radical absorbance capacity (ORAC) exceeds the values of any other superfruit used in hair care meaning it has more antioxidant power than any other.

The unique fatty acid profile of baobab means that the saturated fats and oleic acid can diffuse into the cortex of the hair, improving elasticity and softness from the inside out. Polyunsaturated fatty acids act as an emollient to detangle add shine, and seal in moisture.

Hydrolyzed peptides similar to our own amino acids deposit protein into the hair shaft promoting damage recovery, protection, strength and conditioning.

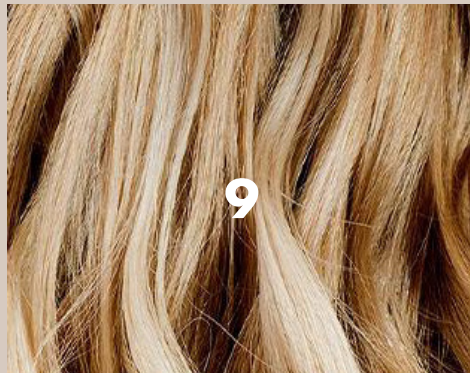
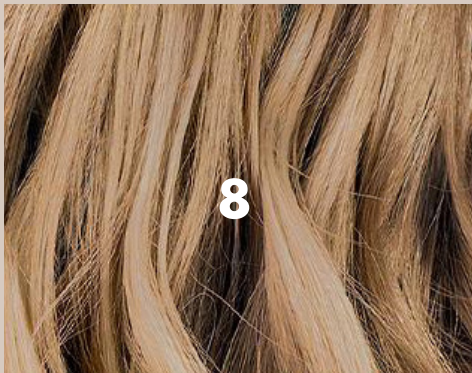


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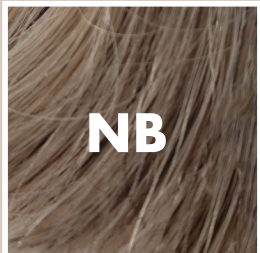


**GET GREAT TONING IN AS LITTLE AS 5 MINS!**  
Controls tonality on levels 8-10.

**CHOOSE YOUR STARTING LEVEL.**



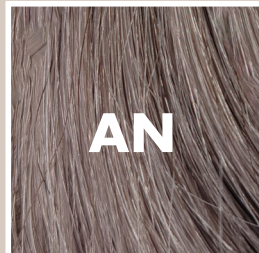
**CHOOSE YOUR TARGET SHADE.**



(natural/beige)



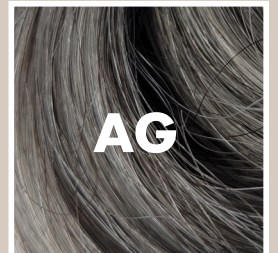
(gold/violet)



(ash/natural)



(silver/ash blue)



(ash/gold)

Our self-balancing nature technology relies on baobab to equalize the hairs porosity for even results from root to tip. So no worries about off tones or muddiness.

### BEST TIMING

TIMING	LEVEL
5 minutes	
7-10 minutes	
20 minutes	

SCAN ME TO WATCH  
INSTRUCTIONAL VIDEOS



NOTE: These results are on healthy hair with good porosity. Porous hair may develop faster!