



BBColor Pigma

unleash your creativity

Helen Seward
MILANO

Two filters

endless possibilities



URBAN STYLE AND LIVED-IN LOOKS WITH
THE NEW SMOKY AND BLUSH FILTERS
FOR UNRESTRAINED CREATIVITY

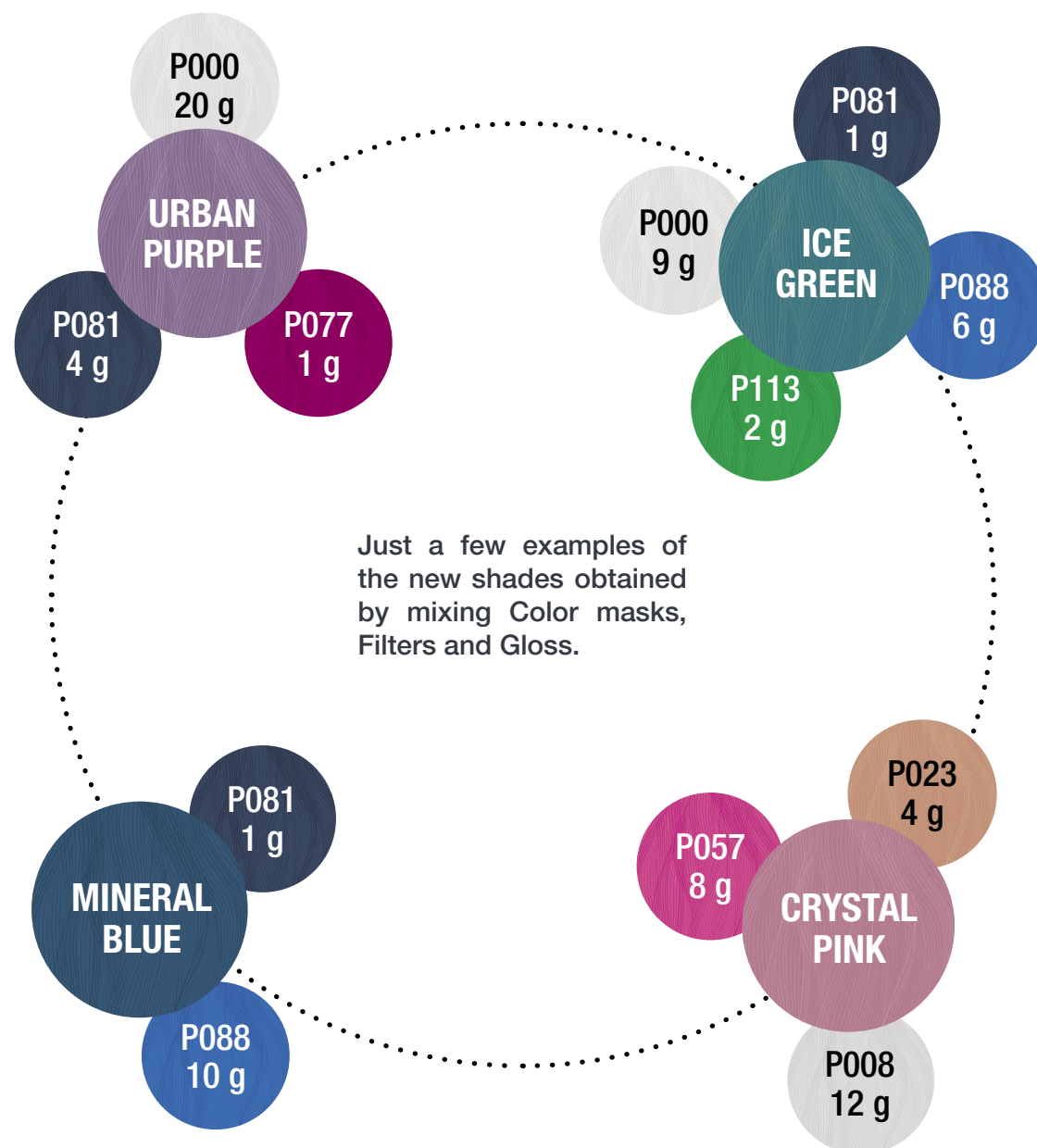
NEW

Blush, Smoky and Gloss

technical tools for
creativity

THE BBCOLOR PIGMA RANGE IS NOW BURSTING WITH ENDLESS CREATIVE POSSIBILITIES THANKS TO BLUSH AND SMOKY, THE NEW NOURISHING COLOR FILTERS.

When mixed with BBColor PIGMA Coloring masks and Gloss, they are ideal for creating personalised effects in pure urban style, lived-in looks for freedom of expression and vitality.



In addition to the 15 coloring masks, BBColor Pigma also offers three must-have tools for use by professionals.

BLUSH FILTER P023

Nourishing coloring filter for blush effects, to be mixed with BBColor PIGMA coloring mask and gloss for a custom result that creates soft, powdery chypre tones - **ALL BASES**

GLOSS P000

Nourishing Gloss Mask: 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 - **ALL BASES**

SMOKY FILTER P081

Nourishing Coloring Filter for smoky effects, to be mixed with BBColor PIGMA Coloring Mask and Gloss for a custom result that creates cool, faded tones - **ALL BASES**

BBColor pigma

BBColor Pigma is the 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.



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.

Coloring Filter

Mix BBColor PIGMA Filter in a ratio of 1:1 to 1:20 with BBColor PIGMA Coloring Mask / Gloss. Use BBColor PIGMA Gloss to modulate the intensity of the reflections. Distribute evenly on washed and towel-dried hair massaging throughout the length. Leave to act for 5 to 15 minutes, then rinse with lukewarm water.

BENEFIT

- INSTANT EFFECT FORMULA
- QUICK RINSE
- FROM 96% TO 97% NATURAL-ORIGIN INGREDIENTS (ISO 16128)
- LUMINESCINE: ILLUMINATING 100% ORGANIC EXTRACT
- HYDRA-FEEL: DEEP MOISTURIZING NATURAL-ORIGIN INGREDIENTS
- PURE PIGMENTS FOR BLUSH EFFECTS
- DERMATOLOGICALLY TESTED

Color nuance

Ideal base

Instructions for use

BLOND
P103

from BLOND to VERY LIGHT BLOND

Brings warm and bright reflections, enhancing the shine of fair hair.

COPPER
P044

from DARK BROWN to DARK BLOND

Adds warm copper tones, reviving blond and brown shades.

INTENSE RED
P055

from DARK BROWN to DARK BLOND

Brings vibrant and shiny reflections, brightening red shades.

CHOCOLATE
P663

from DARK BROWN to LIGHT BROWN

Enhances brown shades by adding soft, warm and ultra-bright tones.

VIOLET
P077

from BLACK to DARK BLOND

Adds violet reflections to dark hair and revives contrasts. Intensifies the brightness of violet shades.

SILVER
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.

BLACK
P10

from BLACK to DARK BROWN/GREY and WHITE

Adds a natural shine to greying hair by concealing white hair, brightening it overall and evening out the color. Adds shine and depth to dark shades.

BLUE
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.

PINK
P057

from DARK BLOND to ULTRA-LIGHT BLOND/
BLEACHED

Creates distinctive pink highlights on bleached hair and pink shades on a natural base.

YELLOW
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.

GREEN
P113

from LIGHT BLOND to ULTRA-LIGHT BLOND/
BLEACHED

Adds an intense green reflection to bleached hair, toning it and creating on-trend effects.

GREY
P001

VERY LIGHT BLOND/GREY and WHITE

Brings cold, metallic reflections to hair.

MOCHA
P632

from DARK BROWN to LIGHT BROWN HAIR

Adds cold tones to hair, enhancing brown shades.

BEIGE
P102

from BLOND to ULTRA-LIGHT BLOND

Neutralises the warm reflections of blond hair, enhancing natural color and shine.

LAVENDER
P078

from BLOND to ULTRA-LIGHT
BLOND/BLEACHED

Adds on-trend shades from the most delicate to the most intense, toning bleached hair.

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 white 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 white 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.

Is it possible to mix the Blush and Smoky filters with all the BBColor Pigma shades?

Yes, it will be possible to create an infinite number of color reflections, from the darkest to the most delicate, based on the creative combinations of the BBColor Pigma shades and the percentage of filters in the mixture.

Do the Blush and Smoky filters have to be used exclusively in mixtures with the color masks or can they be used on their own?

The Blush and Smoky filters can also be used as pure BBColor Pigma shades: the Smoky filter produces a blue-grey metallic sheen while the Blush filter offers a powder pink sheen.



Helen Seward
M I L A N O

Icea Helen Seward - via A. De Gasperi 8/a - Lainate (Mi) Italy
Tel. +39 02 93570057 - Fax +39 02 93571418 - E-mail: helen.seward@helenseward.it
www.helenseward.it



**BBColor
Pigma**

UNLEASH YOUR CREATIVITY