



Helen Seward
hair products





BBCOLOR BEAUTY

**THE THOUSAND FACETS
OF A PERFECT COLOUR**



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

A NEW WORLD OF COLOR AND REFLECTIONS IS BORN

BBColor Beauty is the new tone-on-tone nourishing cosmetic hair color, without ammonia. **41 bright and intense nuances** for an endless range of colors and perfect, shiny, naturally beautiful hair.

BBColor Beauty doesn't hide but rather eliminates imperfections, enhancing every reflection and perfecting the hair's natural shine thanks to its exclusive combination of active ingredients and deep nourishing power.

▲ **Nutri-Feel** makes hair silky, soft and shiny, restoring the hair's natural dynamism thanks to its conditioning action. It in fact reduces friction between the hair fibres and improves the surface of damaged hair.

▲ **Trimethylglycine** deeply hydrates the hair, protecting it during coloring. Extracted from sugar beet, it acts as an osmoprotectant, preserving the scalp and hair in stressful conditions.

▲ **Luminescine** significantly increases the hair's luminosity, offering a cosmetic color characterised by exceptional shine. Extracted from the Verbascum plant, it captures and reflects light for an extraordinarily natural result.

BBColor Beauty is perfect for reviving color, toning blondes, correcting nuances. It doesn't lighten but rather blends in naturally with the base and covers up to 50% of greys, offering an alternative to traditional colors or a complementary tool for the stylist: used in combination with other techniques, it gives life to **endless creative possibilities**.



With **BBColor Beauty** coloring becomes a genuine cosmetic treatment for the hair. Vibrant color, extreme shine, faceted reflections without compromising on the structure of the hair fibre, thanks to a formula which is **AMMONIA FREE / PPD FREE / PARABEN FREE**

**THE RESULT IS ULTRA-TRENDY
WITH A SHINY, SILKY TOUCH FINISH**



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