



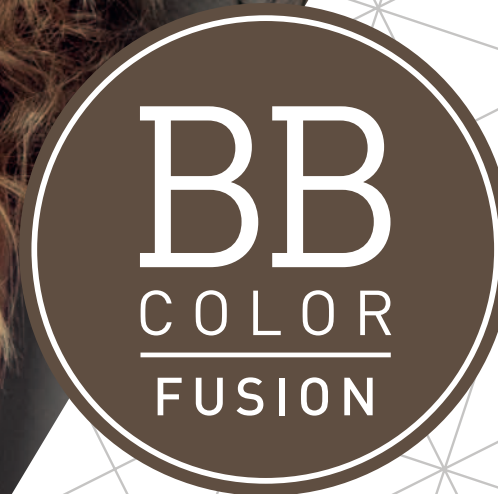
# BB COLOR FUSION

COLOR AND TREATMENT  
FOR SIMPLY PERFECT HAIR

*Helen Seward*  
hair products

Issea 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

P/BF1GB



*Helen Seward*  
hair products





## THE BEAUTY OF COLOR IS REFLECTED IN HEALTHY HAIR

**BBColor Fusion** is the new cosmetic coloring which colors hair perfectly while nourishing and restructuring it deep down. **58 bright and intense shades** to create any color you like whilst respecting the hair fibre, for simply perfect hair all round.

With **BBColor Fusion**, in fact, the coloring service is combined with a genuine hair restructuring treatment for a complete service aimed at total hair beauty care.



**BBColor Fusion** is perfect for creating a delicate, but high-performance color.

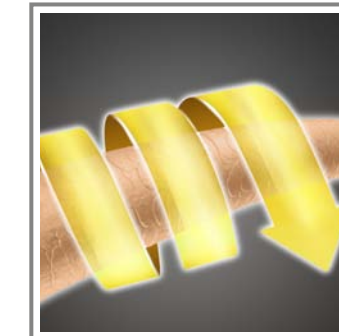
- Covers grey hair completely.
- Guarantees maximum, long-lasting effect.
- Enhances the brightness of the color.
- Keeps hair nourished and naturally soft after every coloring treatment.

## THE RESULT IS NATURAL, BRIGHT, BOUNCY HAIR.

▲ **BBColor Fusion** respects both skin and hair, thanks to the exclusive formula which combines nourishing natural active ingredients, and is AMMONIA FREE.

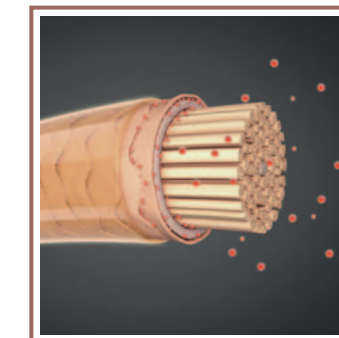
### KERA-TECHNOLOGY

A combination of high-performance active ingredients:



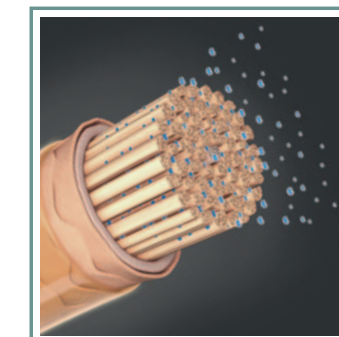
#### NUTRI-FEEL

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.



#### AMINOSILCOMPLEX

Aminosilcomplex gives body and softness to hair, making it easy to comb.



#### TRIMETHYLGLYCINE

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.

The combined action transforms the colouring service into a beauty treatment.

▲ The brightness of the color is also enhanced by **LUMINESCINE**, the Great Mullein plant extract which captures and reflects light, significantly improving hair shine.