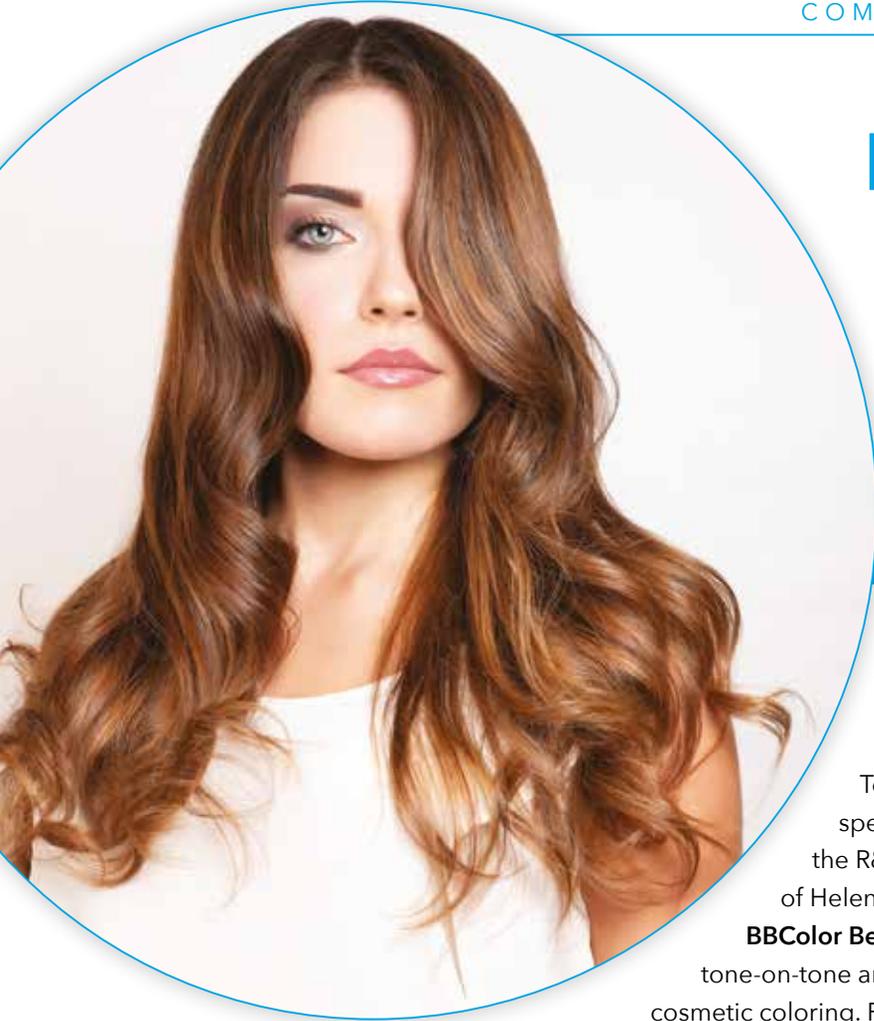




**THE INFINITE SHADES  
OF A PERFECT COLOR**



# BBCOLOR BEAUTY, THE INFINITE SHADES OF A PERFECT COLOR

A new world of color and reflections is born

That's why it pleases and is required in the salon.

To respond to this specific need, from the R&D laboratory of Helen Seward is born

**BBColor Beauty**, the new tone-on-tone and ammonia-free cosmetic coloring. Forty-one bright and intense nuances to create infinite shades and get perfect, shiny, naturally beautiful hair. BBColor Beauty does not mask, but erases imperfections, enhancing every reflection and perfecting the natural shine of the hair thanks to its unique combination of active ingredients and its deep treating power. The new line is perfect for reviving color, toning blondes, correcting nuances. It does not lighten, but naturally blends with the base and covers up to 50% of white hair, offering



Tone-on-tone coloring is a truly essential service in the salon, a color enhancement treatment. Thanks to its extreme versatility, it can be used to give the hair a 3D-effect, correct imperfections, enhance the reflexes or create new ones, all without altering the natural base of the hair.



## BBCOLOR PIGMA, COLOR REVOLUTION

The BBColor range is also enriched with the new BBColor Pigma line, the nourishing Pigmented Masks to experiment with color. Designed for quick application, it is ideal to revive color, tone hair, develop an infinite number of creative shades and highlight and define all reflections. Fifteen vibrant nuances accompanied by a nourishing Gloss Mask to create delicate pastel reflections and trendy effects, or to be used stand-alone for an illuminating service.

an alternative to the classic color or a complementary tool for the hairdresser: used in combination with other techniques, gives life to endless creative possibilities. Thanks to BBColor Beauty, coloring becomes a real cosmetic treatment for hair. **Vibrant color, extreme shine, faceted reflections without compromising the structure of the hair fiber for an ultra-trendy result with a bright finish and a silky touch.**

MEET US at COSMOPROF BOLOGNA, Hall 25 - Booth B90-C89.

Find out more: [www.helenseward.it](http://www.helenseward.it) @ helenseward\_official Helen Seward Milano Creative Team

# A NEW WORLD OF COLOR AND REFLECTIONS IS BORN



**BBColor Beauty** is the new cosmetic tone-on-tone, nourishing and ammonia-free coloring to achieve infinite shades and get perfect, shiny, naturally beautiful hair.

**BBColor Beauty** does not mask, but erases imperfections, enhancing every reflection, a perfect coloring treatment to revive, tonalize or correct nuances.

Precious pluses enrich the innovative formula offering the softness and shine, transforming hair coloring into a genuine beauty treatment.

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*Helen Seward*  
hair products   
[www.helenseward.it](http://www.helenseward.it)