

tressa®

COLOURAGE

FEATURES **BENEFITS**

Colourage Translucent Permanent Color contains the richest shades and most natural tones! **What does this mean to you? It means maximum versatility and more revenue! It means you'll get everything you want and the consistent, reliable results you need!**



FEATURES **BENEFITS**

- Diverse color palette of 61 shades, plus 4 Concentrates, Blonding Booster and Glosser
- Easy-to-formulate system
- Translucent, multi-dimensional tones with flawless gray coverage
- Long-lasting color that resists fading through state-of-the-art dye coupling technology
- Oleic acid gives hair beautiful shine and condition
- Smooth, gel-like consistency for easy mixing and application
- Economical – Mix 2oz. developer with every 1 oz. of color
- Two developer consistencies to choose from for flawless application
- Available in 2oz. tubes

Colourage Tonal Series

Natural Series: Brown base and used as a color guide

Ash Series: Brown base with calibrated predominate blue/violet tones to neutralize unwanted warmth

Ash Ash Series: Brown/blue base; formulated to neutralize extreme warmth

Gold Series: Brown base with predominant gold tones

Beige Series: Brown base with predominant pink tones

Copper Gold Series: Brown base with predominant copper gold tones

Red Brown Series: Brown base with predominant red/blue tones

Red Series: Brown base with predominant red tones

Specialty Red Series: Contains more intense, true red tones than the Red Series

Super Ultra Light Blondes Series: For clients that want the lightest blonde possible in a single process. Maximum lift and deposit to create the most translucent blondes

Colourage Color Conversion Chart

This chart is a guide only. Conversions may differ slightly.

* For Keune Tinta Color Naturl Plus Series use 1 part Colourage Developer to 1 part Colourage color instead of a 2 to 1 ratio

Colourage Shade	Scruples High Definition	Keune Tinta Color	Matrix SoColor	Schwarzkopf Royal	Logics	JPMS Color	Redken Clr Fusion	Redken Chromatics	Wella Koleston Perfect	Wella Color Perfect	Pravana Chromasilk	L'Oreal Majirel	Framesi Framcolor	Goldwell Topchic
1N Blue Black	1N	1.1	1N	1N	1B/1V	1N	1AB	1AB 1.1	—	1N / 1/0	—	1/1.0	1NP 1 1NB 1.02	2A
2N Black	1.4 + 00	1	2N	1-0	—	2N	2N	2N 2	2/0 22/0	2N / 2/0	1	2.10	2NP 2	2N
3N Darkest Brown	2G + 4BV	3	3N	3-0	—	3N	3N	3N 3	3/0 33/0	—	—	3/3.10	3NP 3	3N
4N Dark Brown	4G + 4BV	4	4N	4-0	—	4N	4N	4N 4	4/0 44/0	3N / 3/0	3	4/4.0	4NP 4	4N/4NN
5N Medium Brown	4G + 4BV + 00	5	5N or 505N	5-0 or 5-00	4N 4NN	5N	5N	5N 5	5/0 55/0	4N / 4/0	4	5/5.0	5NP 5	5N/5NN
6N Light Brown	8G + 4BV	6	6N or 506N	6-0 or 6-00	5N	6N	6N	6N 6	6/0 66/0	5N / 5/0	5	6/6.0	6NP 6	6N/6NN
7N Dark Blonde	8G + 4BV	7	7N or 507N	7-0 or 7-00	6N 6NN	7N	7N	7N 7	7/0 77/0	6N / 6/0	6	7/7.0	7NP 7	7N/7NN
8N Medium Blonde	7G + 12V	8	8N or 508N	8-0 or 8-00	7N	8N	8N	8N 8	8/0 88/0	7N / 7/0	7	8/8.0	8NP 8	8N/8NN
9N Light Blonde	8G + 10BG	9	9N or 509N	9-0 or 9-00	8N 8NN	9N	9N	9N 9	9/0 99/0	8N / 8/0	8	9	9NP 9	9N/9NN
10N Very Light Blonde	8G + 12V	10	10N or 510N	10-0	—	10N	10N	10N 10	10/0	9N / 9/0	9	10	10NP 10	10N
4A Dark Ash Brown	3RV	—	4A	4.1	3V	—	4Ag	4Ag 4.17	—	—	—	4.11	—	—
5A Medium Ash Brown	4RV	—	5A	5.1	—	4A	—	—	—	4A / 4/1	—	5.1	5CP 5.13	6NA
6A Light Ash Brown	4BV + 00	6.1	6A	6.1	5V	—	6Ag	6Ag 6.17	6/0/1	5A / 5/1	—	6.1/6.01	6CP 6.13	7NA
7A Dark Smoke Ash Blonde	4BV + 00	8.1	7A	7.1	6V	6A	—	7Ab 7.1	7/0/1	6A / 6/1	6.1	7.1/7.01	7CP 7.13	8NA
8A Medium Smoke Ash Blonde	10BG + 4BV	9.1	8A/8AV	8.1	—	7Av	—	—	8/0/1	7A / 7/1	7.1	8.1/8.01	8CP 8.13	9NA
9A Light Smoke Ash Blonde	12V + 4BV	—	9A	9.1	8V	8A	—	9Ab 9.1	9/0/1	8A / 8/1	8.1	9.1	9CP 9.13	9A
10A Very Light Smoke Ash Bld	12V + 4BV + 00	10A	10AV	10.1	—	10A	9Av	—	10/1	9A / 9/1	9.1	10.1	—	10A/10V
5AA Medium Cool Ash Brown	—	—	5AA	—	3B	—	4Ab	5Ab 5.1	5/1	—	5.11	5.11	5CC 5.21 5NC 5*1	5A
6AA Light Cool Ash Brown	—	—	6AA	6.2	4B	—	6Ab	6An 6.11	6/1	—	6.11	6.11	6NC 6*1	6A
7AA Dark Cool Ash Blonde	—	7.2	—	7.2	6B	—	—	—	7/1	—	7.11	7.11	7CC 7.21 7NC 7*1	7A
8AA Medium Cool Ash Blonde	—	—	8AA	8.2	6B	—	8Ab	8An 8.11	8/1	—	8.11	—	9CC 9.21	8A
4G Dark Golden Brown	4G	4.3	504W	4.5	3G	—	—	4G 4.3	—	—	—	4.3	4W 4.063	—
5G Medium Golden Brown	4G + 00	5.3	5W or 5G	5.5	4G	4G	—	—	5/3	4G / 4/3	4.3	5.3	5W 5.063	5BG
6G Light Golden Brown	8G + 4G	6.3	6W or 506W	6.5	—	—	5Ge	6G 6.3	6/3	5G / 5/3	5.3	6.3/6.03	6W 6.063/6SD 6.3	6G
7G Dark Golden Blonde	8G + 4G	7.3	7W or 7G	7.5	6G	6G	—	—	7/3	6G / 6/3	6.3	7.3/7.03	7W 7.063/7SD 7.3	7G
8G Medium Golden Blonde	8G	8.3	8W or 508W	8.5	8G	—	7Ge	8G 8.3	8/3	7G / 7/3	7.3	8.3/8.03	8W 8.063/8SD 8.3	8G
9G Light Golden Blonde	8G + 00	9.3	9G	9.5	—	8G	—	9G 9.3	9/3	8G / 8/3	8.3	9.3/9.03	9W 9.063/9SD 9.3	9G
10G Very Light Golden Blonde	8G + 00	—	11W	10.5	10G	—	—	10G 10.3	10/3	9G / 9/3	9.3	10.03	—	10G
7B Blush Beige	—	7.54	—	—	—	6CB	6Gb	66b 6.31	7/93	6WB / 6/7	—	7.13/7.31	7BP 7*31/6G 6*6	7B
8B Light Blush Beige	—	8.52	8B	—	—	8CB	8Gb	86b 8.31	8/93	7WB / 7/7	8.22	8.13/8.31	8BP 8*31/7G 7*6	8B
10B Lightest Blush Beige	—	—	10B	10.4	—	10CB	9Gb	106b 10.31	9/93	—	10.4	10.31	—	10B
10NB Light Champagne Blonde	8G + 10BG + 00	10.32	10MM	9.40	10BN	10NB	10Gb	10Ag 10.13	10/16	—	905	10.21	11/8 11.31	11B
7CG Dark Butters. Strawb. Bld	8G + 6RG	7.43	7CG	7.70	—	—	7Cr	7Cr 7.46	7/34	6RG / 6/46	7.43	7.40	7HR 7.54	6K
8CG Med. Butters. Strawb. Bld	8G + 6RG + 00	8.34	8CC	8.87	8RO	—	8Cr	8Cr 8.43	8/34	7RG / 7/46	7.44	8.43	8G 8*43	7K
9CG Light Butters. Strawb. Bld	8G + 6RG + 00	9.43	9CG	9.7	—	8RO	—	9Cr 9.34	9/34	8RG / 8/46	8.43	8.34	—	8K
10CG Light Blush Blonde	8G + 12V + 00	11.2	—	9.60	10RO	10WB	—	10Cr 10.36	12/34	—	904	10.1/2.34	11D 11.3	10GK
4RB Deep Red Wine	3RV + 6RG	4.45	—	4.88	4RV	—	3Rv	—	4/6	—	—	—	4VR 4.65	—
5RB Wine	3RV + 6RG	—	5RR	5.889	—	—	4R	5Rv 5.62	55/46	—	—	5.62	5HR 5.56	5RS
2R Dark Cool Red	—	—	—	—	—	—	2GR	—	—	—	—	—	—	—
3R Dark Warm Red	2G + 6RG	3.76	4BR	3.68	3RV	—	3Vt	3Br 3.56	—	—	—	—	—	3VR
4R Eggplant	—	4.7	3VR	4.99	—	4RV	—	4Vt 4.26	3/66	3RV / 3/46	4.20	—	3HR 3.66	4V
5R Medium Hot Red	—	—	—	5.88	4RO	—	5R	5C 5.4	55/44	6RR / 6/44	—	5.64	—	6RR
6R Medium Cool Red	—	—	6RB	—	—	—	6R	6R 6.6	6/4	—	—	6.6	6RP 6.56	6RB
7R Light Red Orange	—	—	7BC	7.7	7R	—	—	7Cr 7.34	7/4	—	—	7.4	7RP 7.5	7NBK
8R Light Orange Red	8G + 6RG	—	—	8.7	—	8R	—	8Cr 8.36	8/4	—	7.40	8.4	8RP 8.5	8KG
9R Strawberry Blonde	—	—	9CC	—	—	—	—	9C 9.4	—	—	—	8.30	9TRP 9.4	9KG
4RA Dark Auburn	—	—	—	4.88	4R	—	4RA	4Rt 4.66	—	5RR / 5/44	—	—	—	5RR
4RM Dark Mahogany	—	4.5	4RB	4.68	—	—	—	4Bv 4.52	—	4RV / 4/46	4.56	4.65	4HR 4.56	4R
5NM Med. Mahogany Brown	—	—	5RV or 503-R	5.68	—	4R	5Rv	—	5/46	4BR / 4/74	4.45 or 5.5	5.65	5MP 5.65	5VR
5NC Med. Chestnut Copper Brn	—	5.5	5CG or 505-R	5.65	—	4RO	4Gr	—	5/4	—	5.45	5.43	—	5RB
6NC Light Chestnut Copper Brn	4G + 8G + 6RG	6.53	6R	6.65	—	—	5Cr	6Cr 6.36	6/34	5BR / 5/74	6.34	6.45	6E 6.046	6RB
6RV Medium Red Violet	3RV + 6RG + 00	6.67	6RV	6.89	—	6RV	6Ry	6Vt 6.26	6/45	5RV / 5/46	5.7	6.62	6MP 6.65	6KR
6RO Intense Copper	—	—	6RR or 507-R	6.87	6RO	6RO	—	—	77/44	—	—	6.64	7TRP 7.4	7RO
6RR Intense True Red	—	—	7RR	6.88 6.888	6R	6R	—	6Rt 6.66	66/44	7RR / 7/44	5.66	6.66	6TRP 6.4	7RR
7RC Copper	—	7.44	7CC	7.87	—	—	—	7C 7.4	—	—	7.43	7.43	8TRP 8.4	7KR
11A Ultra Light Ash Blonde	—	—	11A	—	—	—	—	—	10/1	11A / 11/1	10.1	10.01	11A 11.26 11C 11.12	—
12N Super Ultra Light Nat. Bld	8G + 12V + 00	2000	ULN+	12.0	12N	11N	12N	ELN 0	12/1	S12/N / 12/0 / 12N	10 or 900	900	—	11N
12G Super Ultra Light Gld. Bld	—	15.3	—	—	12G	11G	12Go	ELG	12/0	12G / 12/3	903	903	USD 12.3	11G
12A Super Ultra Light Ash Bld	12V	—	ULA+	12.1	12V	11A	—	EL-ab 1	12/11	12A / 12/1	901	901	USC 12.12	11V
12AB Super Ultra Light Ash Bld	—	15.7	ULV+	12.2	12B	—	12Av	EL-V 2	12/62	S12/CV	902	902/911	US/A 12.62	11A
12AG Super Ultra Light Ash Bld	—	15.1	ULP	—	—	—	12Ab	EL-As 1.1	12/89	S12/CA	—	913/921	ESC 12.21	11P
Blonding Booster	—	—	EBC	E-00	—	—	—	EL-C	—	Blonding B.	000	—	—	B Cream



CARE & STYLING

FEATURES BENEFITS

With Tressa's hair care and styling line, you can experience high performance products designed and manufacture exclusively for the salon professional.

What does this mean to you? It means your salon profits will go in your pocket and not those of the mass chain retailers.

(2) each of all retail size Watercolors Violet Washe Shampoo, Tressa shampoos and conditioners, (1) of each: Replenishing Shampoo liter, Replenishing Conditioner liter, Quench Shampoo liter, Quench Conditioner liter, & Violet Washe Shampoo liter





Salon Cost: \$152.60

Salon Value: \$242.00



FEATURES BENEFITS HAIRCARE

Our hair care products are gentle enough for daily use and are color and curl safe!

	FEATURES & BENEFITS	USAGE	HAIR TYPE
	<p>Clarifying Shampoo & Rinse</p> <ul style="list-style-type: none"> Gentle, effective cleansing to remove product build-up and mineral deposits Conditions with Panthenol, Wheat Amino Acids and special additives to replenish strength and moisture Seals and shields the cuticle from future mineral deposits Conditioner provides UV protection 	<ul style="list-style-type: none"> Ideal to use before many salon services; perfect for clients with hard water Useful to remove daily build-up for fine/limp hair For daily use Available in 13.5oz and liter sizes 	<p>For Normal Hair Perm Safe, Color Protective</p>
	<p>Quenching Shampoo & Conditioner</p> <ul style="list-style-type: none"> Conditions with Panthenol and Wheat Amino Acids to replenish strength and moisture Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl Supplies dry scalp with extra moisturizers to help prevent dandruff Conditioner provides UV protection 	<ul style="list-style-type: none"> Gentle yet effective cleansing and conditioning for moisture-thirsty hair Ideal for clients with dry scalp For daily use Available in 13.5oz and liter sizes 	<p>For Dry Hair and Scalp Perm Safe, Color Protective</p>
	<p>Replenishing Shampoo & Conditioner</p> <ul style="list-style-type: none"> Wheat Proteins and Wheat Amino Acids fortify and strengthen hair, preserving body and curl, while balancing moisture Sunflower seed extract eliminates free-radicals and preserves hair color Provides UV protection 	<ul style="list-style-type: none"> Use before or after any chemical service to fortify and strengthen hair Perserves and protects chemically-treated hair For daily use 	<p>For Color-Treated Hair Color Protecting and Strengthening</p>
	<p>Violet Washe</p> <ul style="list-style-type: none"> Sulfate-free, 3-in-1: cleanse, condition and refresh color in one easy step Our exclusive Reflective Color Enhancers (RCEs) deposit positively charged direct dyes Tones and maintains color treated hair vibrant 	<ul style="list-style-type: none"> Keeps platinum blondes & grays bright without gold 	<p>For Light/Medium Blonde – Gray</p>



CARE & STYLING

FEATURES BENEFITS

Large Styling & Finishing Introductory Kit

(2) each of all retail size Styling and Finishing products*,
 (1) of each: Clarifying Shampoo liter, Clarifying Rinse liter, & (1) Window Cling

Salon Cost: \$119.00
 Salon Value: \$187.00



ICON QUICK GUIDE



conditioning



curl supporter



thermal protection












shine enhancer



volume enhancer



natural ingredients

PRODUCT	FEATURES & BENEFITS	PRODUCT	FEATURES & BENEFITS
 Volumizing Foam 8.5oz	<ul style="list-style-type: none"> Creates lift and support to fine, lifeless hair Provides all-day weightless hold Humidity resistant Also used to create style and curl definition 	 Root Lifter 8.5oz	<ul style="list-style-type: none"> Point and shoot volume where you need it! Use it with dryer heat to create ultimate volume and fullness Long-lasting support
 Perk-It Curl Enhancer 8.5oz	<ul style="list-style-type: none"> Rejuvenates waved and naturally curly hair Tames frizz Lengthens life of every wave 	 Brace Gel 8.5oz & Liter	<ul style="list-style-type: none"> Rock-hard styling gel Achieve more volume, more lift with max hold Great for fine or thinning hair
 Supplex Styling Lotion 8.5oz & Gallon	<ul style="list-style-type: none"> Contains a special moisturizing ingredient that works to prevent heat damage Creates curl and builds volume with heat styling tools; great for blow outs Leaves hair looking shiny and healthy 	 Thermal Working Hairspray 10.5oz	<ul style="list-style-type: none"> Dual-action spray; thermal protection and gives foundation for heat styling routines Strengthens with silicone proteins and essential Omega fats and antioxidants Workable and builds to a medium hold
 Aglaze Forming Lotion 8.5oz & Liter	<ul style="list-style-type: none"> Enhances body, movement and direction with a natural-looking hold Great for all styles, especially men's Adds glossy shine 	 Working Hairspray 8.5oz	<ul style="list-style-type: none"> Non-aerosol spray that remains pliable while you work Use while heat styling to lock in curls Great for all-day curl support
 Texturizing Paste 4oz	<ul style="list-style-type: none"> Non-oily, creamy pomade for finger piecing; remains flexible and re-workable Great for soft spiking and men's styles Smooths fly-aways on sleek looks or creates funky texture on shorter styles 		

tressa®

LITEWORX Lift & Tone System

FEATURESBENEFITS



This lightning-speed color system lifts and tones in one application in as little as 20 minutes! **What does this mean to you? It means less time and more revenue! It means you can perform a highlight/lowlight service in half the time of a double process service!**

FEATURESBENEFITS

- Quickly lifts and tones in as little as 20 minutes with a single application
- Lift up to 7 levels! Take a natural level 4 to an icy Platinum Blonde in 1 application
- Achieve a full spectrum of 15 beautiful highlight and 6 lowlight shades using just 6 Color Toners
- Create highlights and lowlights in one kit!
- Creates beautiful consistent results on color treated or normal hair
- LTC Complex Lifts, Tones and Conditions, infusing hair with wheat protein, oleic acid, chamomile extract and more for softness you can see and feel
- LITEWORX Non-Ammonia Color Toners minimize cuticle damage and contain a mild fragrance to delight the senses
- Formula mixes to a smooth, rich, creamy consistency, perfect for highlight/lowlight and corrective color applications. No thickening agent required!
- LITEWORX can be used off the scalp with or without dryer heat for various highlight/lowlight techniques. You can also process on the scalp at room temperature (no dryer heat) for complete creative flexibility
- Toners available in 4oz. bottles



LITEWORX Lift & Tone System

FEATURES **BENEFITS**

How Does the System Work?



Conditioning Oil Lightener achieves optimum lift in minimal time while Wheat Protein and Oleic Acid ingredients add healthy shine and condition. Formula remains moist during processing for flawless coverage and consistent results.



Power Lifting Powder adds a little muscle to the Conditioning Oil Lightener! Triple Lifting Agents provide a power boost that achieves up to 7 levels of lift, while leaving hair in incredible condition.



10 & 20 Volume Processing Creams mix with the LITEWORX formula to achieve a rich, luxurious consistency for flawless highlight/lowlight applications. Additional conditioning agents leave hair in remarkable condition.



Non-Ammonia Color Toners deliver pure luminous color with amazing shine and condition. The seven color toners combine to achieve 15 highlight and 6 lowlight shades.

Example **Formula**

HIGHLIGHT FORMULA

NATURAL STARTING LEVEL & SCOOPS of Power Lifting Power

DESIRED HIGHLIGHT COLOR	LITEWORX	Toner Color(s)	Conditioning Oil	Processing Cream	1	2	3	4	5	6	7	8	9	10
					Blue Black	Black	Darkest Brown	Dark Brown	Medium Brown	Light Brown	Dark Blonde	Medium Blonde	Light Blonde	Very Lt Blonde
Wheat & Honey Blonde	Medium Lift	1/4 oz 6AN + 1/4 oz 8CG	1/2 oz Oil	1 1/2 oz 10 Vol	n/a	2	2	2	2	1	1	1	See Lowlighting Chart on Reverse	
	Maximum Lift	1/4 oz 6AN + 1/4 oz 8CG	1/2 oz Oil	1 1/2 oz 20 Vol	n/a	n/a	n/a	3	3	2	n/a	n/a		
Golden Blonde	Medium Lift	1/2 oz 8CG	1/2 oz Oil	1 1/2 oz 10 Vol	n/a	2	2	2	2	1	1	1	See Lowlighting Chart on Reverse	
	Maximum Lift	1/2 oz 8CG	1/2 oz Oil	1 1/2 oz 20 Vol	n/a	n/a	n/a	3	3	2	n/a	n/a		

LITEWORX **Comparison Chart**

LITEWORX <i>Highlight Shade</i>	Scruples Blazing Shade	LITEWORX <i>Lowlight Shade</i>	Scruples Blazing Shade
Rich Auburn	Warm Rich Red	Dark Brown	Espresso
Soft Auburn	Chestnut	Bronze Mahogany	NO SHADE
Warm Caramel	Caramel	Rich Auburn	NO SHADE
Light Copper Blonde (med/max lift)	Warm Copper Blonde	Soft Auburn	NO SHADE
Wheat & Honey Blonde	Honey Blonde	Warm Caramel	NO SHADE
Golden Blonde	Warm Golden Blonde	Light Copper Blonde (med. lift)	Coffee
Light Golden Blonde	Soft Golden Blonde	Light Copper Blonde (max lift)	Toasted Almond
Vanilla Cream Blonde	Pale Vanilla Blonde	Wheat & Honey Blonde	NO SHADE
Strawberry Cream Blonde	NO SHADE	Golden Blonde	Maple
Irish Cream Blonde	NO SHADE		
Cool Blonde	Cool Light Blonde		
Light Cool Blonde	Cool Almond Blonde		
Lightest Cool Blonde	Coollest Ultra Light Blonde		
Icy Platinum Blonde	NO SHADE		

Note: This chart is intended for general comparison only, as recommended hair types and processing guidelines vary from product to product. Use only in accordance with manufacturer's directions.



WAVES

FEATURES **BENEFITS**

Tressa is the ONLY wave manufacturer that has a patented Triple Bonding Neutralizer. **What does this mean to you?**
It means less time and more revenue! It means you can add a color and/or a highlight service on the same day of a wave service!



FEATURES **BENEFITS**

HAIR PROFILE	WAVE CHOICE	FEATURES & BENEFITS	HAIR PROFILE	WAVE CHOICE	FEATURES & BENEFITS
Normal Normal Resistant Fine Resistant	 VERSATAGE Alkaline pH 9.5	<ul style="list-style-type: none"> Processes at room temperature Stop action to prevent over processing Promises ultimate bounce, fullness and strength, while leaving hair in superb condition 	Normal – Multiple Porosity Highlighted (under 50%) Previously Permed	 ZONE CONTROL Buffered Acid pH 7.7	<ul style="list-style-type: none"> Self-heating – No dryer heat required Stop action to prevent over processing Ensures even wave pattern throughout multi-porosity hair Recommended for Rod to Roller technique
Normal Extremely Resistant Normal Resistant Coarse Resistant	 FULL CYCLE Buffered Alkaline pH 8.5	<ul style="list-style-type: none"> Processes with dryer heat Perfect for long hair Ideal for techniques using jumbo rods Perfect for spiral wraps Gives support of alkaline wave with the natural feel of an acid wave 	Healthy High Lift Highlighted (up to 80%) Fragile Normal Fragile Colored	 COLOURAGE Acid pH 7	<ul style="list-style-type: none"> Processes at room temperature Stop action to prevent over processing Minimizes color lifting
Normal Healthy Colored	 CLIENTAGE Buffered Acid pH 8.2	<ul style="list-style-type: none"> Processes at room temperature True to rod size curl Acid wave results Adds great condition Great for Rod to Roller technique 	Healthy High Lift Highlighted (up to 80%) Fragile Normal Fragile Colored	 PLIANCE Acid pH 6.7	<ul style="list-style-type: none"> Processes with dryer heat Perfect for fine hair Gentle with very little cuticle lifting or swelling Recommended for Rod to Roller technique









WAVES

The only waves that you can curl, color and shampoo in the same service!

WAVES Comparison Chart

Note: This chart is intended for general comparison only, as recommended hair types and processing guidelines vary from product to product. Use only in accordance with manufacturer's directions.

Tressa	Matrix	Redken	Joico	ISO	Zotos	Quantum
 VERSATAGE	Opti.Effects Resistant	Creative Curl (normal/resistant)	Triactive NT Normal/Resistant Formula K- Pak Waves Reconstructive Alkaline Wave (normal)	Texture EFX Normal and Resistant Thio Free	Design Freedom Plus Alkaline	Firm Option Quantum 5 Firm Choices Alkaline
 FULL CYCLE	Opti.Effects Resistant	Creative Curl (normal/resistant)	Triactive HP Regular Formula K-Pak Waves Reconstructive Thio-Free Wave (normal)	Texture EFX Normal and Resistant Thio Free	Feels So Lively (normal) Design Freedom Regular	Quantum 5 Firm Choices Alkaline
 CLIENTAGE	Opti.Effects Normal	Vector Plus Extra Body (normal/resistant)	Triactive Acid Wave (normal, resistant, tinted) K-Pak Waves Reconstructive Alkaline Wave (color-treated)	Texture EFX Color-Treated Previously Permed ISO (Option 3)	Feels So Lively (tinted) Warm & Gentle (tinted)	Original Acid Quantum 5 Extra Volume Acid
 ZONE CONTROL	Opti.Thermic	Vector Plus Original (all types, up to 50% highlighted)	Triactive Acid Wave (normal, highlighted) K- Pak Waves Reconsturctive Extra Body Acid Wave	ISO (Option 1) ISO (Exo-thermic)	Ultra Bond Overture (natural curl for normal, tinted and highlighted up to 40%)	Quantum Ultra Firm Self Warming Quantum 5 Mega Firm Exothermic Quantum Hydra Balance
 COLOURAGE	Opti.Effects Sensitized	Inner Secret Creative Curl (fine/limp/tinted/highlighted)	Triactive NT Chemically-Treated Formula K-Pak Waves Reconstructive Wave Thio-free (color-treated)	ISO (Option 2) Heavy Highlighted, Bleach	Design Freedom (tinted) Acclaim Plus (hi-lift) Ultra Bond Striations (Acid Balanced)	Extra Body Acid TT Blue Blue Ring
 PLIANCE	Opti.Effects Sensitized	Inner Secret Creative Curl (fine/limp/tinted/highlighted)	Triactive NT Chemically Treated (tinted, highlighted) K- Pak Waves Reconstructive Acid Wave	ISO (Option 2)	Desing Freedom Acid Warm & Gentle (tinted) Ultra Bond Creative License Acclaim Acid Regular	Platinum Quantum 5 Classic Body TT Purple Ring



CARE & STYLING

FEATURES BENEFITS

With Tressa's hair care and styling line, you can experience high performance products designed and manufacture exclusively for the salon professional.

What does this mean to you? It means your salon profits will go in your pocket and not those of the mass chain retailers.

FEATURES BENEFITS HAIRCARE

Our hair care products are gentle enough for daily use and are color and curl safe!

Clarifying Shampoo & Rinse For Normal Hair



- Gently deep-cleans to remove product residue and mineral build-up
- Shields the cuticle from future mineral deposits
- 13.5oz and Liter sizes

Quenching Shampoo & Conditioner For Dry Hair and Scalp



- Infuses hair with deep-penetrating moisturizers to heal dry hair and scalp
- Perfect for coarse, dry or unruly hair; the answer for moisture-deprived hair
- 13.5oz and Liter sizes

Replenishing Shampoo & Conditioner For Color Treated Hair



- Restores healthy shine and condition to color-treated and waved hair
- Sunflower seed extract protects color from fading
- 13.5oz and Liter sizes

3 In 1 Cleanser For Hands, Hair, and Body



- Blances PH
- Reduces excess oil
- Antioxidant
- Helps remove dandruff
- Tightens pores
- Safe for colored hair

ICON QUICK GUIDE



conditioning



curl supporter



thermal protection



shine enhancer



volume enhancer









natural ingredients

PRODUCT	FEATURES & BENEFITS	PRODUCT	FEATURES & BENEFITS
Volumizing Foam 8.5oz	<ul style="list-style-type: none"> • Creates lift and support to fine, lifeless hair • Provides all-day weightless hold • Humidity resistant • Also used to create style and curl definition 	Root Lifter 8.5oz	<ul style="list-style-type: none"> • Point and shoot volume where you need it! • Use it with dryer heat to create ultimate volume and fullness • Long-lasting support
Perk-It Curl Enhancer 8.5oz	<ul style="list-style-type: none"> • Rejuvenates waved and naturally curly hair • Tames frizz • Lengthens life of every wave 	Brace Gel 8.5oz & Liter	<ul style="list-style-type: none"> • Rock-hard styling gel • Achieve more volume, more lift with max hold • Great for fine or thinning hair
Supplex Styling Lotion 8.5oz & Gallon	<ul style="list-style-type: none"> • Contains a special moisturizing ingredient that works to prevent heat damage • Creates curl and builds volume with heat styling tools; great for blow outs • Leaves hair looking shiny and healthy 	Thermal Working Hairspray 10.5oz	<ul style="list-style-type: none"> • Dual-action spray; thermal protection and gives foundation for heat styling routines • Strengthens with silicone proteins and essential Omega fats and antioxidants • Workable and builds to a medium hold
Aglaze Forming Lotion 8.5oz & Liter	<ul style="list-style-type: none"> • Enhances body, movement and direction with a natural-looking hold • Great for all styles, especially men's • Adds glossy shine 	Working Hairspray 8.5oz	<ul style="list-style-type: none"> • Non-aerosol spray that remains pliable while you work • Use while heat styling to lock in curls • Great for all-day curl support
Texturizing Paste 4oz	<ul style="list-style-type: none"> • Non-oily, creamy pomade for finger piecing; remains flexible and re-workable • Great for soft spiking and men's styles • Smooths fly-aways on sleek looks or creates funky texture on shorter styles 		



To perform superior color and chemical services, you need great chemical support products at your side. **What does this mean to you?** It means that you can rely on Tressa to help you create consistent, successful results and to give you the insurance you need for all your chemical services!

FEATURES BENEFITS

PRODUCT	FEATURES & BENEFITS	PRODUCT	FEATURES & BENEFITS
 <p>Protage Skin Protector 4oz</p>	<ul style="list-style-type: none"> • The “invisible glove” that protects clients’ skin and your hands from chemical irritation • Rich creamy formula traps and neutralizes harmful agents and irritants before they reach the skin 	 <p>Moistureze 8oz & Liter</p>	<ul style="list-style-type: none"> • The “wetter-than-water” wrapping lotion; essential for every wave service • Ensures even, consistent curl patterns and faster wrapping times
 <p>Remove-All Plus Shampoo Liter & Gallon</p>	<ul style="list-style-type: none"> • The ultimate chelating shampoo; deep cleanses before any chemical service • Removes product build-up, well and hard water deposits and other harsh contaminants 	 <p>Recell Reconstructor 1 Application Kit</p>	<ul style="list-style-type: none"> • Recell’s heat driven system dives deep into the cortex for a more serious repair • Reconstructs, rebuilds and fortifies hair’s internal structure with the special ingredient, Carbocysteine • Perfect salon service – stand alone or as an add-on • Penetrate – Recell dives deep into the cortex for serious repair. • Repair – Once in the cortex, Recell rebuilds and fortifies hair’s internal structure. • Seal – The Sealer locks down the cuticle and creates a barrier while polishing hair’s surface.
 <p>Color Stain Remover 8oz & Liter</p>	<ul style="list-style-type: none"> • Removes color stains from skin, clothing and surfaces • Convenient push-down, locking dispenser • Gentle to skin with natural antioxidants and a light tropical fragrance 	 <p>PEQ Porosity Equalizer 8.5oz</p>	<ul style="list-style-type: none"> • Evens porosity levels from root to end • Ensures maximum, uniform color penetration with less fading! • Guarantees consistent curl patterns and better relaxation of natural curl • Apply PEQ before every chemical service • Just \$0.06 an application (based on 6-10 pumps for an average application)