

ALLERGY ALERT TEST

After your Professional Consultation you may need to carry out an Allergy Alert Test before proceeding with a color service.



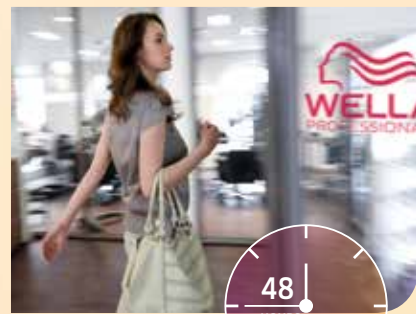
1
MIX 5 GRAMS COLOR TOUCH PLUS WITH 10 GRAMS COLOR TOUCH 4% EMULSION.

2
APPLY THE COLOR 1cm DIRECTLY BELOW THE CROOK OF THE ELBOW.



3
LEAVE THE COLOR UNCOVERED FOR 45 MINUTES. THEN RINSE THE AREA WITH LUKEWARM WATER AND PAT DRY WITH A CLEAN TOWEL.

4
ASK THE CLIENT TO EITHER COME BACK TO THE SALON AFTER 48 HOURS OR CALL YOU TO INFORM YOU OF THE RESULT.



WE RECOMMEND THAT AN ALLERGY TEST BE DONE 48 HOURS BEFORE COLORING.



LOVE IT, SNAP IT, SHARE IT.
COLOR TOUCH



COLOR TOUCH
— DISCOVER DEMI-PERMANENT COLOR —

WELLA THE HEART OF HAIRDRESSING



40%

of women want multi-tonal color. This is easily achieved through a demi permanent hair color that allows hair's natural tones to shine through.

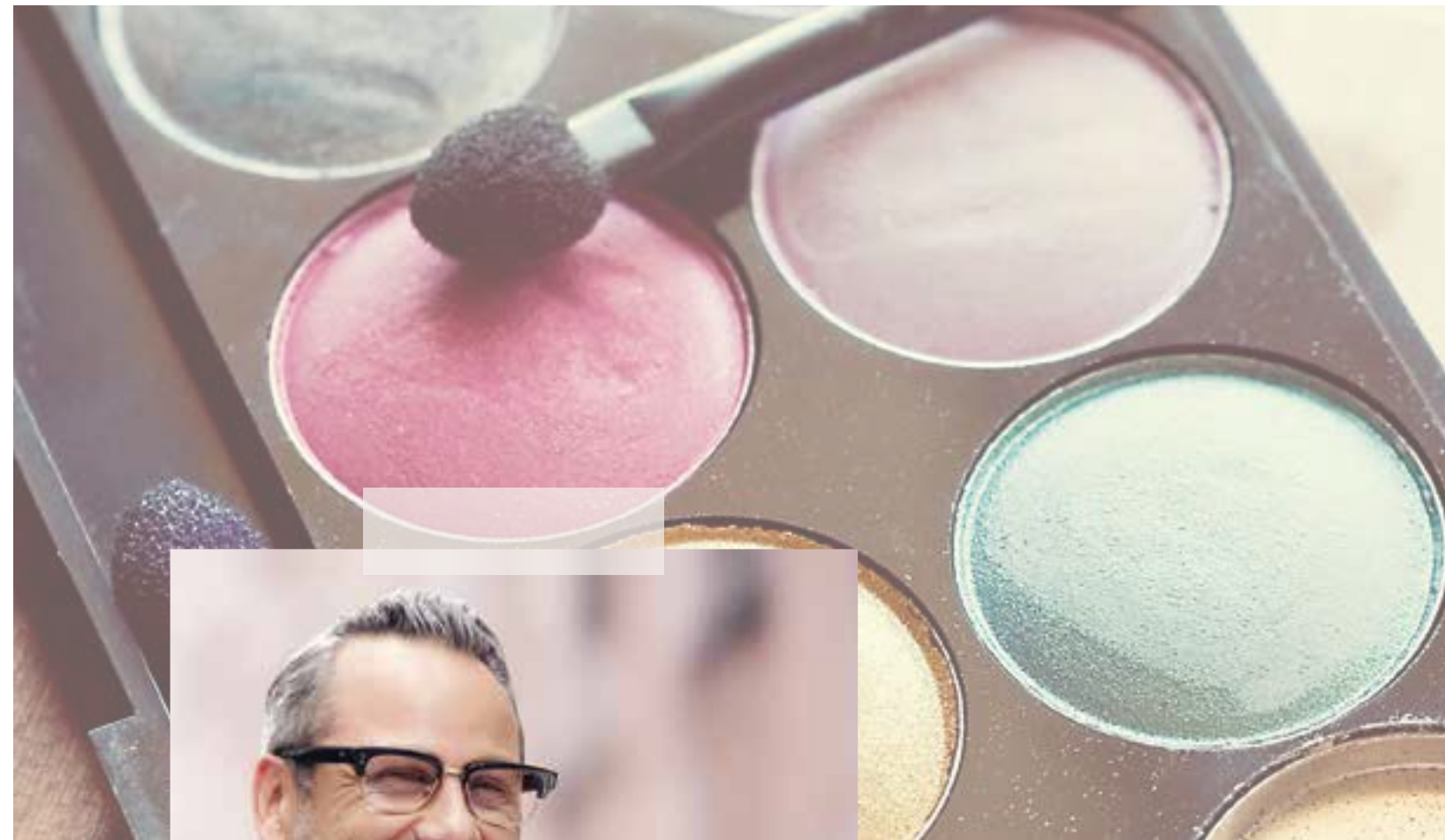
60%

of women find the appearance of roots unacceptable and prefer less obvious regrowth.

“COLOR TOUCH IS THE PERFECT FASHION ACCESSORY: CLIENTS CAN CHANGE WHENEVER INSPIRATION HITS.”

MARK DEBOLT, WELLA TOP ARTIST

MARK DEBOLT





CLAUDIO LAZO


“I LOVE COLOR TOUCH BECAUSE THE COLORS AND TONES ARE SO NATURAL. THEY’RE MY GO-TO FOR MELTING INTO HIGHLIGHTS FOR SOFT TRANSITION WORK.”

CLAUDIO LAZO, WELLA TOP ARTIST

DEMI-PERMANENT COLOR CHOICES




	COLOR TOUCH	COLOR TOUCH PLUS
WHO	Seeks vibrant, rich, gentle color.	Seeks rich, gentle color, but needs more grey coverage. Seeking color that will fade out on tone without leaving a prominent line of demarcation.
WHAT	Low-commitment, flexible ammonia-free multi-faceted hair color for clients who like to change their hair tone more regularly.	Low-commitment hair color with up to 70% gray coverage.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Tone • Color correction 	<ul style="list-style-type: none"> • Gray Coverage • Darkening • Changing Tone • Color Correction
COMMITMENT	Beautifully fades within 24 washes.	Beautifully fades within 24 washes.
SHADES	66 shades 	16 NEW shades 

AFTER-COLOR TREATMENT



Always follow with Wella Professionals Color Post Treatment to neutralize any chemical residue left in the hair, to restore the natural acid balance, and to help preserve the hair color.



	SPECIAL MIX	RELIGHTS	iNSTAMAT!C
WHO	Asks for more edgy, creative results.	Looks for a tonal boost in between highlights.	Seeks a low-commitment, fun pop of color.
WHAT	Tonal intensity, creative mixing, or vibrant color results.	Refresh Blondor & MAGMA color/highlights without altering/lifting the surrounding natural hair color while giving it a luminous shine.	New fashion-forward matte gloss with a fine blend of color pigments for a diffused color finish.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing Tone 	<ul style="list-style-type: none"> • High Shine • Changing Tone • Color Correction 	<ul style="list-style-type: none"> • Fun • Matte Glossing • Changing Tone • Color Correction
COMMITMENT	Beautifully fades within 24 washes.	Beautifully fades within 15 washes.	Fades beautifully.
SHADES	5 shades 	11 shades 	6 shades 



— MAINTAIN — YOUR BEAUTIFUL COLOR

Your clients' home-regimen partners: for each individual beautiful color you create, you can tailor the perfect at-home regimen for your clients.



BRILLIANCE

- > Our most advanced color care for long-lasting and healthy-looking color.
- > Brilliance Shampoo with Microlight Crystal Complex – the ultimate care innovation that enhances and protects the brilliance of colored hair.
- > Available for fine/normal [light conditioning level] and thick/coarse hair [high conditioning level].

ENRICH

- > Helps to repair and protect dry or damaged hair, leaving it full of vitality.
- > Enrich Mask with its Triple Blend Technology – breakthrough technology that nourishes, prevents breakage, and protects hair, leaving it full of movement.
- > Available for fine/normal [light conditioning level] and thick/coarse hair [high conditioning level].



ELEMENTS

- > Our first “free of” care system that instantly repairs and protects against keratin degeneration.
- > NuTREE complex enriched with natural tree extract to provide up to 10 times more keratin protection* for renewed hair vitality.
- > Free of sulfates, parabens, and artificial colorants.
- > Perfectly suited for colored hair.

*Shampoo and conditioner or shampoo and mask versus non-conditioning shampoo.



TRANSFORMS HAIR WITH
3X THE KERATIN PROTECTION*

*VS. UNTREATED HAIR.

LUXEOIL COLLECTION

- > Transform your hair with liquid luxury. Instantly transform hair texture with the LuxeOil Collection.
- > Featuring luxurious argan, jojoba, and almond oils, this reconstructive regimen leaves hair with up to three times more keratin protection and ultralight texture.

OIL REFLECTIONS

- > This multi-sensory oil collection, with macadamia seed oil, avocado oil, and vitamin E, a natural antioxidant, instantly reveals the beautiful, natural reflections of hair color with a very lightweight technology that makes hair feel incredibly light and supple.




COMING SOON

THE TECHNOLOGY BEHIND COLOR TOUCH



ALLOWS FOR FASHIONABLE FAST CHANGES RESULTING IN MULTI-DIMENSIONAL VIBRANT COLOR AND HIGH-FASHION SHINE.



-  Direct dyes
-  Oxidative colorants
-  Glimmer pigments - Provides light-reflective crystal shimmer
-  Fiber proteins - Natural waxes, infused with keratin

LIGHT2COLOR COMPLEX UP TO + 57% MULTI-FACETED COLOR - NATURAL-LOOKING COLOR IS A RESULT OF DIFFERENT TONES.

COLOR TOUCH Light² Color complex is a powerful combination of:

- Light-reflecting color molecules that evenly penetrate into the hair to create high shine.
- Natural wax and a caring, ammonia-free formulation, infused with keratin, for gentle color service.

WORKING WITH COLOR TOUCH

SHADE NUMBERING SYSTEM

7/43

1 2 3

- 1 level 7; medium blonde
- 2 primary tone [red]
- 3 secondary tone [gold]

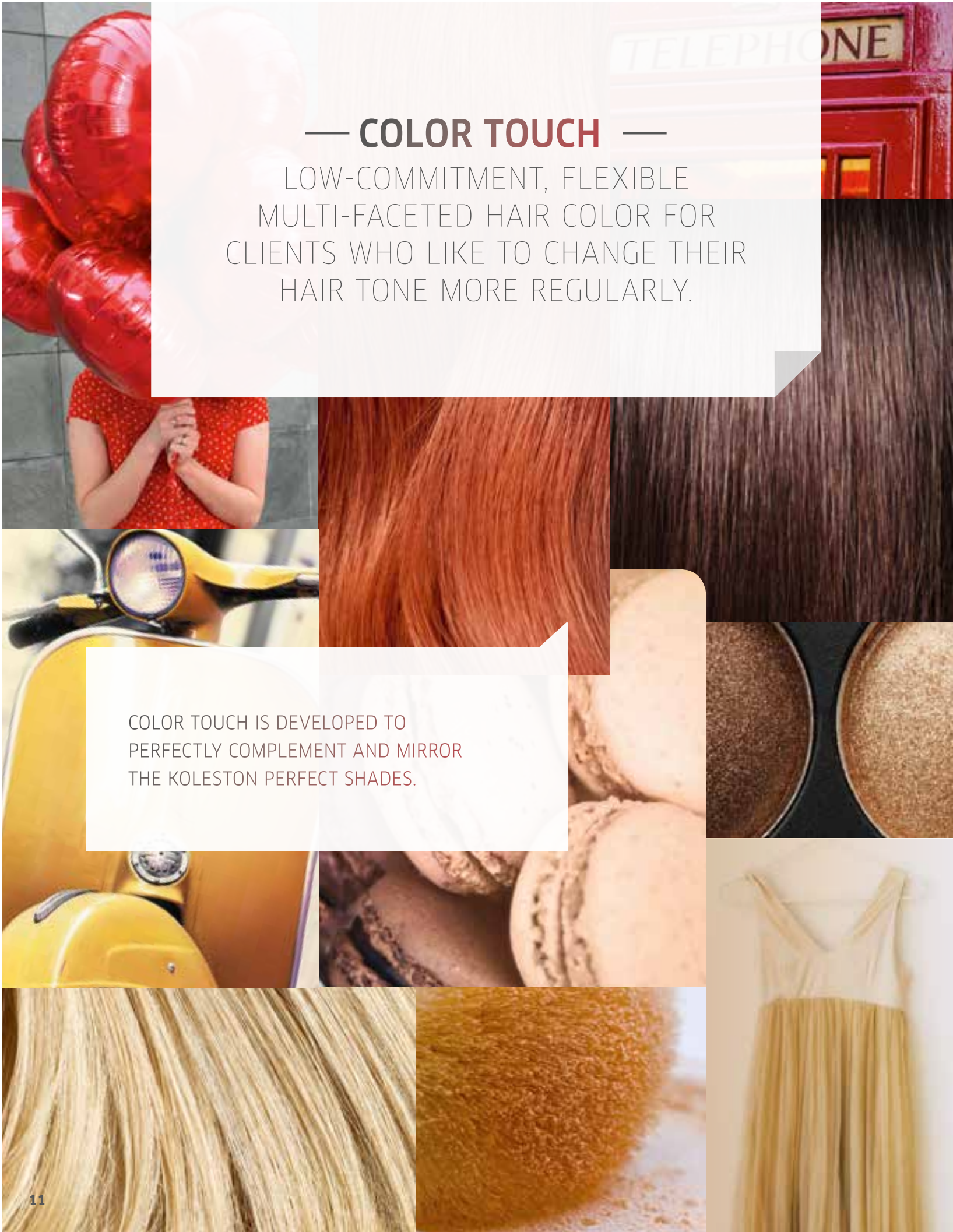
COLOR BALANCING:

- COLOR TOUCH may be used to balance when necessary, to increase tonal intensity, restore depth of faded color, add shine, revitalize blondes, redheads, and brunettes, tone highlights, and refresh faded ends.
- After color has developed on the new growth, mist the mid-lengths and ends with water and apply the chosen COLOR TOUCH formula.
- All color balancing formulas should be mixed with two parts of the COLOR TOUCH Emulsion. Development time will vary, depending on the intensity of tone, desired level, porosity, and amount of balancing needed.
- Watch for visual development after 5-15 mins.

STONE NUMBERING SYSTEM

-  Pure
-  Natural
-  Gray Ash
-  Green
-  Gold
-  Red
-  Orange
-  Red Violet
-  Violet
-  Brown [Warm]
-  Pearl [Blue]
-  Cendré [Soft Violet]

/7 is a combination of predominantly warm tones



— **COLOR TOUCH** —

LOW-COMMITMENT, FLEXIBLE
MULTI-FACETED HAIR COLOR FOR
CLIENTS WHO LIKE TO CHANGE THEIR
HAIR TONE MORE REGULARLY.

COLOR TOUCH IS DEVELOPED TO
PERFECTLY COMPLEMENT AND MIRROR
THE KOLESTON PERFECT SHADES.

MIXING RATIO IS
COLOR TOUCH +
COLOR TOUCH EMULSION
1.9% OR 4%
[1:2]

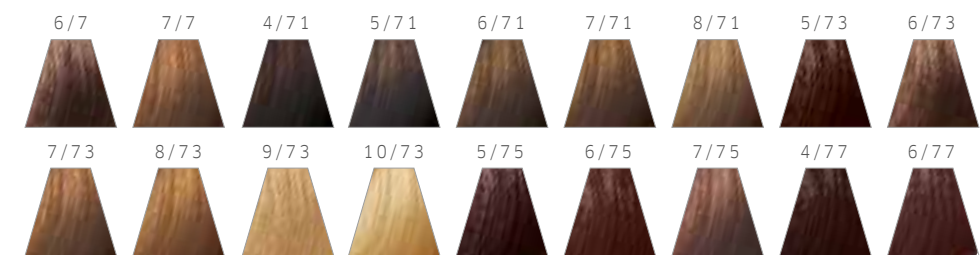
PURE NATURALS



RICH NATURALS



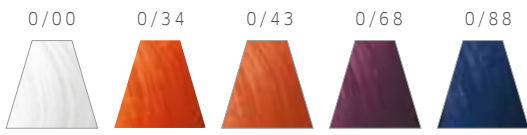
DEEP BROWNS



VIBRANT REDS



SPECIAL MIX



- 1 PART — SPECIAL MIX
COLOR TOUCH
- 2 PARTS — COLOR TOUCH EMULSION
1.9% OR 4%

TONAL INTENSITY:
CREATIVE MIXING FOR
VIBRANT COLOR RESULTS.

ADD INTENSITY OF TONE TO ANY COLOR TOUCH SHADE

Depending on the desired intensity, mix e.g. 20g COLOR TOUCH shade + 10g Special Mix tone + 60g COLOR TOUCH Emulsion.

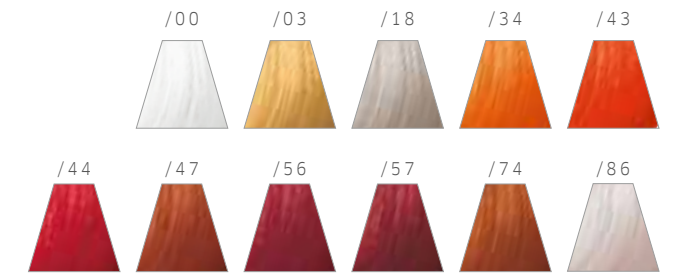
REDUCE TONE INTENSITY

Mix clear tone 0/00 to reduce color intensity – for example, 20g COLOR TOUCH shade + 10g clear tone 0/00 + 60g COLOR TOUCH Emulsion.

TO EMPHASIZE INDIVIDUAL SELECTIONS OF THE HAIR

Mix Special Mix with COLOR TOUCH Emulsion in ratio 1:2.

RELIGHTS



- 1 PART RELIGHTS
- 2 PARTS COLOR TOUCH EMULSION 1.9%

RELIGHTS

REFRESH BLONDOR & MAGMA COLOR/HIGHLIGHTS WITHOUT ALTERING/LIFTING THE SURROUNDING NATURAL HAIR COLOR WHILE GIVING A LUMINOUS SHINE.

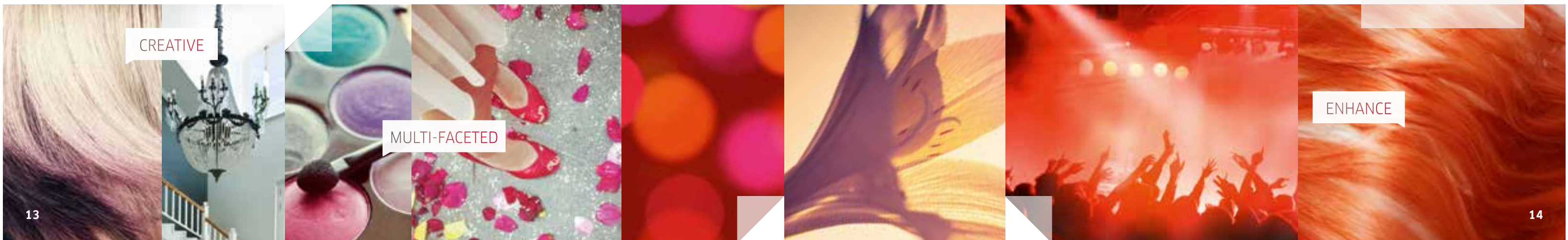
- Deposits tone on highlighted and porous hair
- Adds shine to remaining hair
- Smart Selective Formula

RELIGHTS CRYSTAL GLOSS

COLOR TOUCH Relights
+ COLOR TOUCH Emulsion 1:3

TIP:

RELIGHTS can be applied to blonde, brown, or red hair. Enhance tone on porous hair and lock in color with additional shine.



iNSTAMAT!C



iNSTAMAT!C TIPS & TRICKS

1. SOFTER LOOK

For an even softer diffused color finish, use clear dust to reduce intensity of the color. When the application is complete, develop for up to 20 mins.

2. LONGER DEVELOPMENT TIME NEEDED

To use iNSTAMAT!C for more complicated techniques, add CLEAR DUST to prolong the development time. Maximum development time 20 mins.

3. PERSONALIZED RESULT

Create personalized filtered finishes on any hair. Create new effects by using iNSTAMAT!C on top of highlights or the client's usual color, i.e. Matte Red COLOR TOUCH 7/44 with a Smokey Amethyst diffused color finish.

4. DESIGNED TO WORK WITH COLOR.ID TO INCREASE YOUR CREATIVITY

iNSTAMAT!C + COLOR TOUCH Developer 1.9% or 4% + Color.id [i.e. 10:10:1].

iNSTAMAT!C MIXING AND APPLICATION

Matte gloss for a diffused color finish that is different depending on the hair color it's applied on: just like a color filter on hair.

Mix **1:1** with COLOR TOUCH Emulsion **1.9% or 4%**, apply on **dry hair**, develop for **5-20 mins** depending on desired intensity.

- When developing time is completed, add some lukewarm water and gently emulsify. Rinse thoroughly with water.
- Wash hair once with your favorite Wella Professionals shampoo.
- To neutralize oxidation residues and stabilize color, we recommend Wella Professionals Color Post Treatment.

[Apply to dry hair for increased intensity, or wet hair for a very soft result.]

1:1



iNSTAMAT!C BY COLOR TOUCH IS PERFECT FOR A POP OF COLOR OVER THE WEEKEND ;-)

FASHION FORWARD

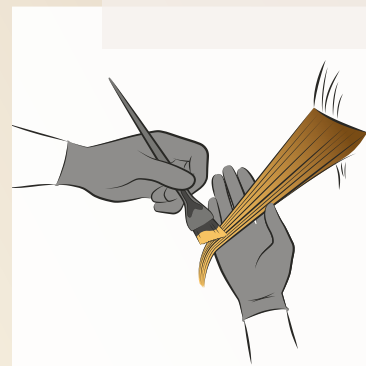
LOW COMMITMENT

DIFFUSED FINISH

SELL THE MATTE GLOSS SERVICE AS THE NEW FASHION-FORWARD DIFFUSED COLOR FINISH

SHE CAN ROCK A SOFTER OMBRE

Soft Ombre allows clients to enjoy a gentle touch of the sun all year round:
For the girl who doesn't mind being mistaken for a sun-kissed celebrity now and then.



Tip 1: On darker bases or previously colored hair use Blondor FREELIGHTS to lighten the ends before applying COLOR TOUCH Gloss.



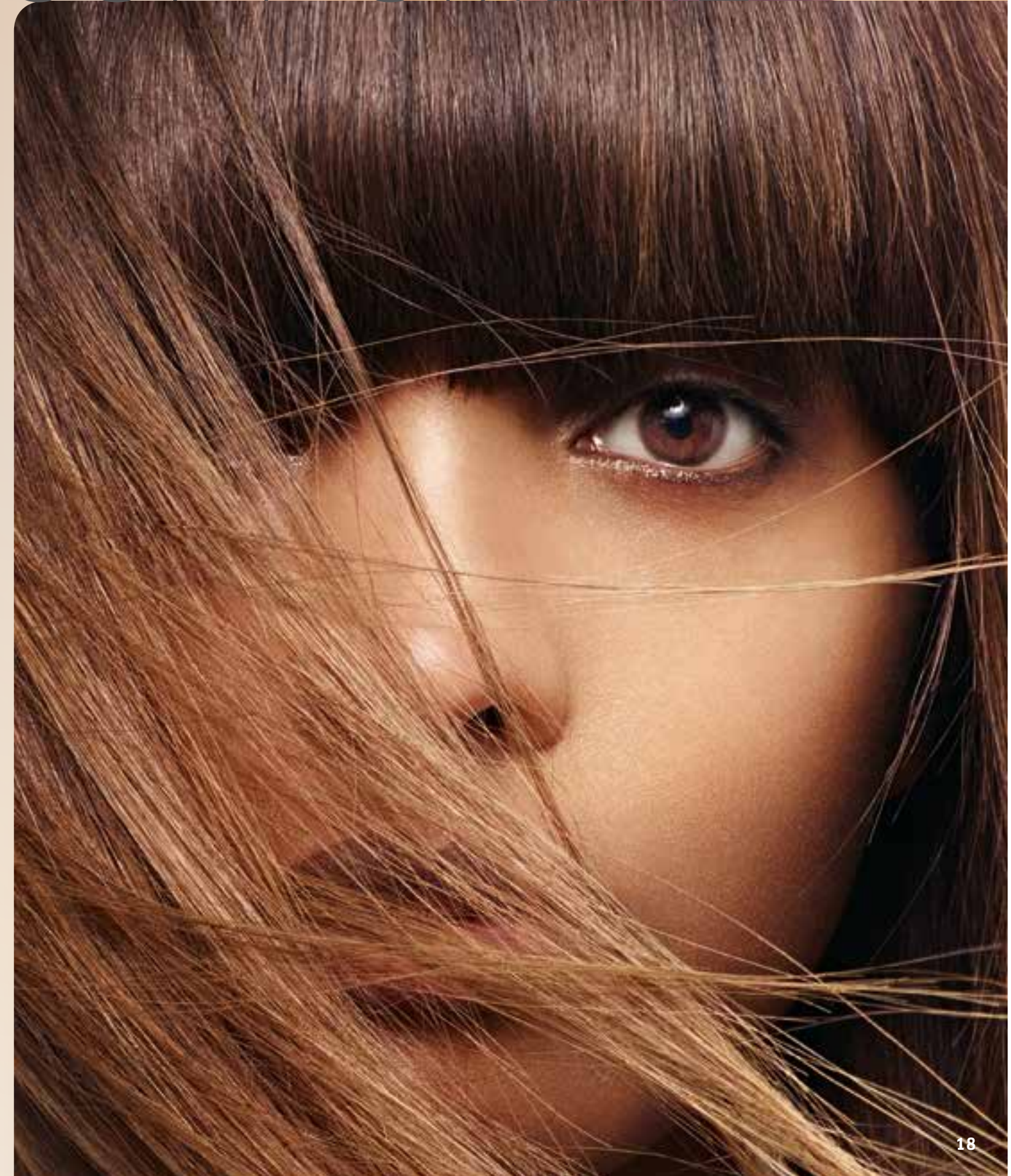
Tip 2: Want an Ombre Twist? Apply COLOR TOUCH Gloss to the mid-lengths only.

WHY NOT TRY?

OPTION	COLOR TOUCH BASE	COLOR TOUCH GLOSS OVER A FREELIGHTS SERVICE OR EXISTING HIGHLIGHTS
Sunshine lights*	Dark Golden Blonde 15g 6/7 + 15g 5/73 + 1 inch 0/34 + 60g 4% [20 mins.]	15g 9/3 + 10g 8/0 +50g 1.9% [20 mins.]
Natural lights	15g 6/35 + 15g 5/0 + 60g 1.9% [20 mins.]	5g 8/71 + 15g 8/03 + 60g 1.9% [10-20 mins.]
Cool/Warm Ombre	15g 7/75 + 15g 8/71 + 60g 4% [20 mins.]	20g 10/3 + 10g 9/16 + 60g 1.9% [15 mins.]

*on existing lightened hair

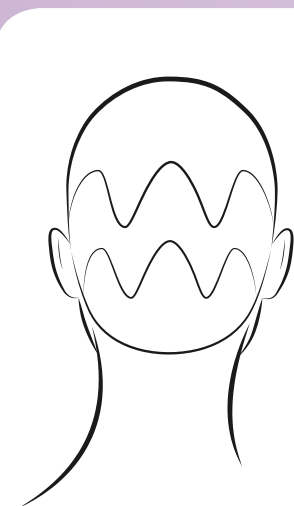
SOFT OMBRE



SHE CAN TEASE WITH A HIDDEN TWIST

Hidden Twist allows clients to enjoy the best of both worlds: She can show her sweet side then tease her true colors with a toss of her locks. That's versatility!

[Beautifully fades within 24 washes.]



Create bold perimeters by dialing it up with zig-zag panels.



For a real hidden twist of color use triangle placements at the side.

NAME	DIAL IT DOWN PRE-LIGHTEN 1-2 LEVELS	NAME	DIAL IT UP PRE-LIGHTEN 3-7 LEVELS
COOL ROSE	30g 10/0 + 1g 0/68 + 1g 0/45 + 64g 1.9%	SCREAMING PINK	RELIGHTS 25g /86 + 5g /56 + 60g 1.9%
TANGERINE DREAM	10g 10/3 + 1g 0/43 + 22g 1.9%	ROYAL VIOLET	20g 0/68 + 10g 0/56 + 60g 1.9%
VIOLET DAWN	25g 10/73 + 5g 0/68 + 60g 1.9%	ORANGE SNAP	20g 0/34 + 10g 0/45 + 60g 1.9%


SHE'LL LOVE MATTE RED WITH ALL OF HER HEART

Matte Red is the new red. It doesn't shout or scream, it softly seduces. She will be adored: wear it, love it, own it.

[Red beautifully fades within 24 washes.]


MATTE RED





Tip 1: Try a deeper red throughout the underneath.

OR



Tip 2: Use a deeper red and blend into a lighter red on the mid-lengths and ends to create a shadowy root.

THERE IS A MATTE RED FOR EVERY CLIENT	RED BASE	INSTAMAT! GLOSS FOR 5 MINUTES
MATTE RED	On a level 6 15g 66/45 + 2 in. 0/56+ 30g 1.9% [20 mins.]	25g SMOKEY AMETHYST + 25g 1.9%
MATTE COPPER RED	10g 7/4 + 10g 8/43 + 40g 4% [20 mins.]	30g PINK DREAM + 30g 1.9%
MATTE COOL RED	On a level 6 10g 6/4 + 10g 5/66 + 40g 4% [20 mins.]	30g OCEAN MIST + 30g 1.9%

CREATE **INSTANT SHINE APPEAL**

Crystal Gloss is a quick and easy add-on service that gives clients' hair luxurious crystal shine. Just the thing to add sparkle to a last-minute date.

Suitable for all clients and all starting tone levels to boost shine in no time – perfect for non-color clients just before doing the cut to refresh shine between colorations or to gloss the hair as a final step directly after a painting/highlighting service.

[Fades beautifully.]

CRYSTAL GLOSS

2 ways to achieve the long-lasting shine:

Tip 1: COLOR TOUCH Relights for translucent, clear shine and shine with a hint of color. Relights shades that work best are: /00, /03, /18, /86, /34, /43, /44, /47, /56, /57, /74

Mix 1 part COLOR TOUCH Relights with 3 parts COLOR TOUCH; 1.9% Emulsion
Develop for 5 minutes and rinse thoroughly.

Tip 2: COLOR TOUCH for shine with a touch of color.

SHADE RECOMMENDATION
for the best shine results, use all shades tone depth 4 and lighter.*

1 part COLOR TOUCH shade with 1 part COLOR TOUCH 1.9% Emulsion, and 1 part conditioner.
Develop for 5 minutes and rinse thoroughly.

*[Except shade directions: /0, /1, /71, /8, /81, /89, /98.]

NEED TO PERK UP HER HIGHLIGHTS?

Relights gives clients a refresh to their highlights and the spring back in their step. Because faded highlights are a fashion no-go.

The Smart Selective Formula in COLOR TOUCH Relights only acts on the highlighted or pre-lightened hair and guarantees brilliant shading or refreshing of blonde and other fashion highlights, while the surrounding hair gets a vibrant shine.



WHY NOT OFFER YOUR CLIENTS A COLOR TOUCH RELIGHTS TONING SERVICE TO KEEP THEIR BLONDES FRESH, FUN, AND NEW IN BETWEEN HIGHLIGHT SERVICES?

RELIGHTS



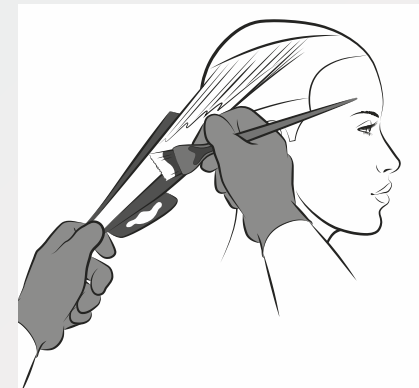
TODAY'S A PINK AFFAIR! TOMORROW, WHO KNOWS?

The Matte Gloss service transforms everyday blondes to a non-commitment diffused color finish: your clients need never be married to just one look.

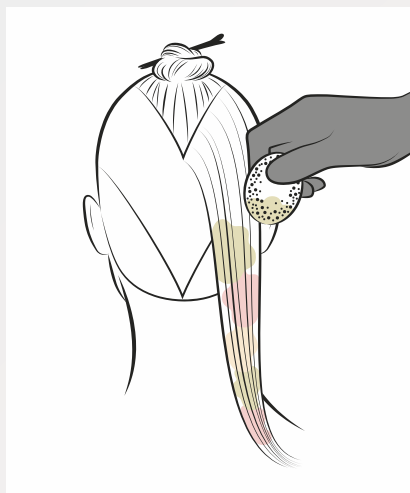
[Fades beautifully.]

MATTE GLOSS

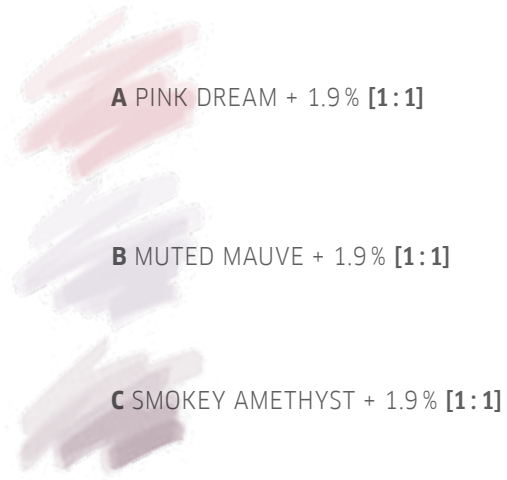
HOW TO



1. Pre-lighten using FREELIGHTS taking large V sections. Paint highlights through the top section getting stronger towards the face.



2. Working with INSTAMAT!C through the pre-lightened panels at the back and sides and sponge shades **A**, **B** and **C** randomly to create a cloud of color through the mid-lengths. Develop for 20 min.



Tip: Don't leave too much space between the colors or it will look patchy.

"PINK DREAM HAS QUICKLY BECOME MY FAVORITE TO ADD SUBTLE NUANCES TO ROSEWOOD BRUNETTES AND STRAWBERRY-GOLD BLONDES."
MARK DEBOLT, WELLA TOP ARTIST



THE WEEKEND IS WILD!

The Matte Gloss service lets your clients rock the colors that weekends were made for.

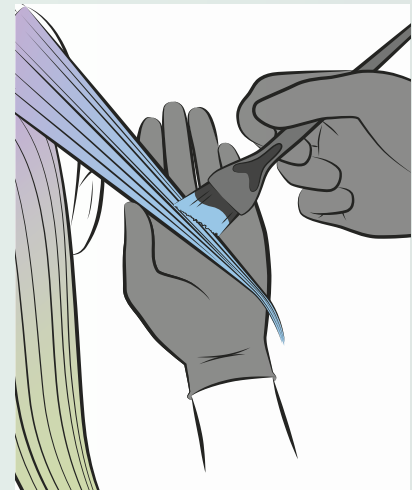
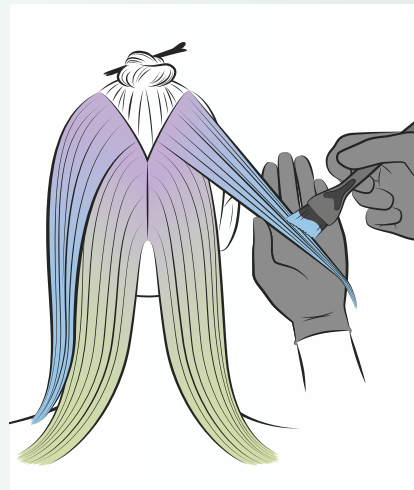
[Fades beautifully.]

MATTE GLOSS

HOW TO



1. Take a wide V section and apply **A** to the roots and blend down 3 cm.



2. Alternate **A**, **B**, and **C** on the mid-lengths and ends of the V section. Apply **A** to any remaining hair. Develop for 20 mins.



BEFORE



A MUTED MAUVE + 1.9 % +
COLOR.ID [10:10:1]

B JADED MINT + 1.9 % +
COLOR.ID [10:10:1]

C OCEAN STORM + 1.9 % +
COLOR.ID [10:10:1]

INSTAMAT!C ARTISTIC FORMULAS

SMOKEY SWIRLS

ANNA VAUL, WELLA DESIGN TEAM ARTIST

FORMULA

- 10g Ocean Storm
- + 10g Jaded Mint
- + 10g Smokey Amethyst
- + 30g COLOR TOUCH Emulsion 1.9%



MY FAVORITE THING ABOUT **INSTAMAT!C** IS THE PLAYFULNESS OF THE PASTEL HUES. CLIENTS ARE ABLE TO EXPERIMENT WITH VARIATIONS OF INTENSITIES AND LONGEVITY TO SUIT THEIR MOODS. I ALSO LOVE HOW THE MATTE GLOSS FINISH PROVIDES A LIVED-IN, HEALTHY-LOOKING POLISH TO THE HAIR THAT IS RIGHT ON-TREND.

I'M IN LOVE WITH **INSTAMAT!C** BECAUSE IT GIVES ME THE OPPORTUNITY TO GIVE MY CLIENTS A FUN POP OF PASTEL TONES WITHOUT A HIGH-COMMITMENT LEVEL. THE SHADE POSSIBILITIES ARE ENDLESS SINCE YOU CAN INTERMIX THEM. I ALSO LOVE TO USE THEM AS COLOR-CORRECTION TOOLS FOR TONE ADJUSTING.

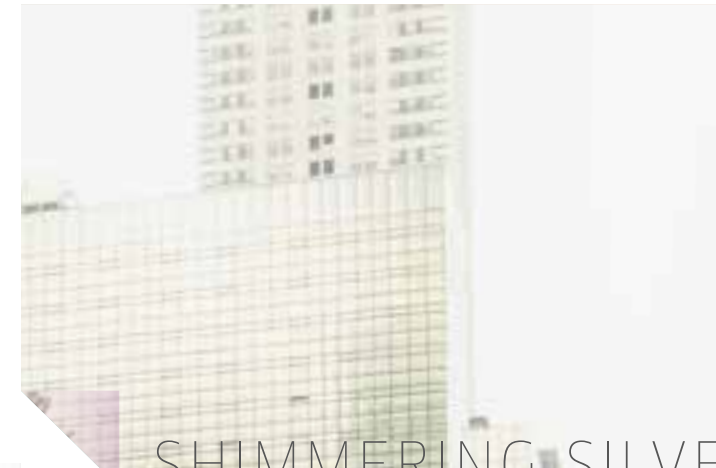


PINK PERIWINKLE

ALEXANDRA MATIZ, WELLA TOP ARTIST

FORMULA

- 15g Pink Dream
- + 5g Muted Mauve
- + 20g COLOR TOUCH Emulsion 1.9%



SHIMMERING SILVER

ALEXANDRA MATIZ, WELLA TOP ARTIST

FORMULA

- 10g Ocean Storm
- + 10g Smokey Amethyst
- + 10g Clear Dust
- + 30g COLOR TOUCH Emulsion 1.9% [recommended on pre-lightened hair]



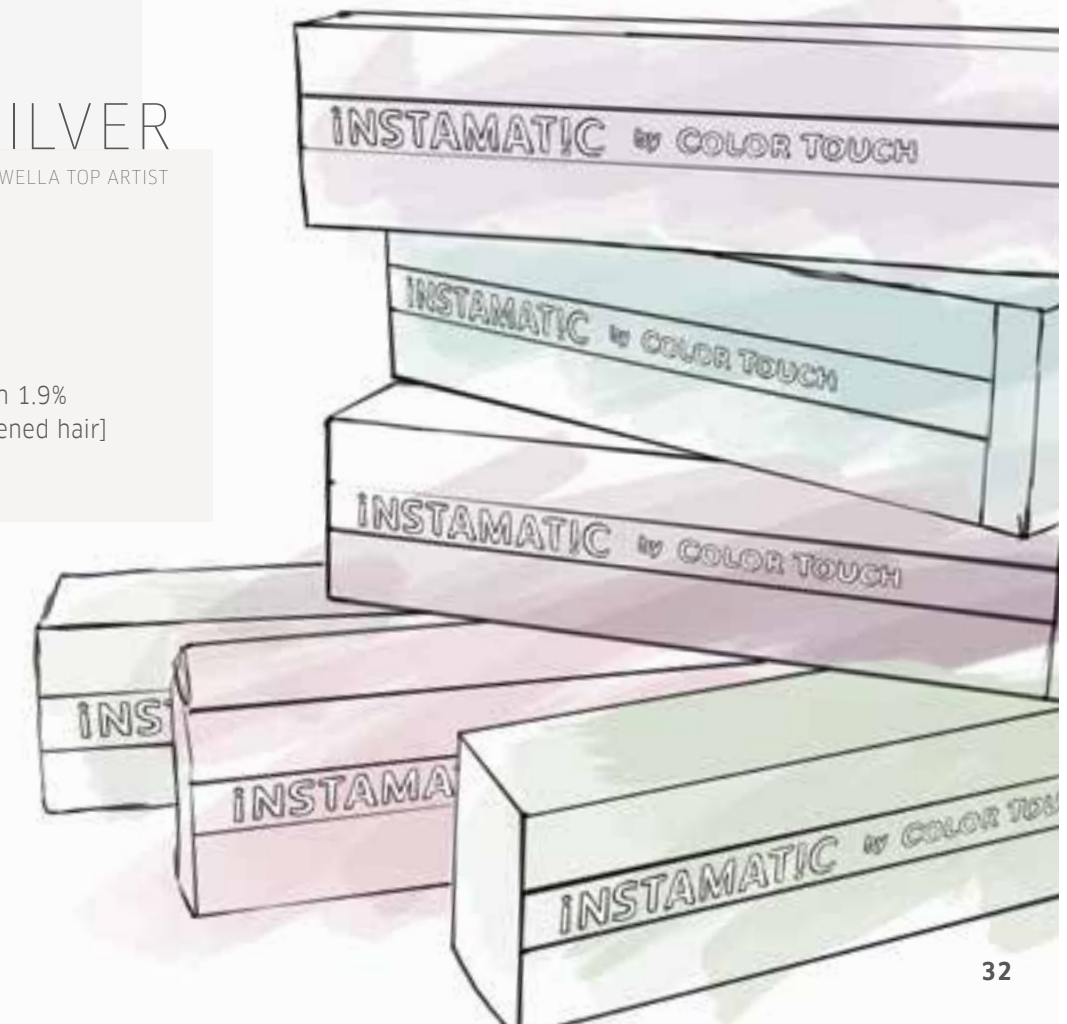
SWEET LAVENDER ROSE

SONYA DOVE, WELLA GLOBAL ARTIST

FORMULA

- 10g Smokey Amethyst
- + 10g Pink Dream
- + 10g Muted Mauve
- + 30g COLOR TOUCH Emulsion 1.9%

WHEN I USE ANY OF THE **INSTAMAT!C** COLORS I LIKE TO USE THE TIMING OF THE PRODUCT ON THE HAIR TO ACHIEVE DIFFERENT DEPTHS. FOR EXAMPLE, PINK DREAM –WHERE I FIRST APPLY IT, THE COLOR GETS DEEPER AND MORE SATURATED AND WHERE I APPLY IT LAST, THE COLOR IS MORE SHEER. I USE EITHER THE OCEAN STORM OR JADED MINT TO CANCEL OUT GOLD, ORANGE, OR RED [BRASSINESS] ON LIGHTENED BROWN HAIR, SO I USE IT IN A CORRECTIVE WAY.



COLOR TOUCH ARTISTIC FORMULAS

DEEP ROSE GOLD

ANNA VAUL, WELLA DESIGN TEAM ARTIST

COLOR TOUCH FORMULA

- 10g 6/35
- + 5g 0/56
- + 30g COLOR TOUCH Emulsion 1.9%



CHAMPAGNE SPARKLE

ANNA VAUL, WELLA DESIGN TEAM ARTIST

RELIGHTS FORMULA

- 20g /03
- + 10g /18
- + 30g COLOR TOUCH Emulsion 1.9%
- [recommended on pre-lightened hair]

AMBER GLOW

DEAN ROYBAL, WELLA TOP ARTIST

RELIGHTS FORMULA

- Relights 20g /03
- + 10g 0/34
- + 2g 0/47
- + 64g COLOR TOUCH Emulsion 1.9%



BLUE SKY

ALEXANDRA MATIZ, WELLA TOP ARTIST

SPECIAL MIX FORMULA

- 30g 0/00
- + 1g 0/88
- + 62g COLOR TOUCH Emulsion 1.9%
- [recommended on pre-lightened hair]



SUNSHINE BLONDE

MARK DEBOLT, WELLA TOP ARTIST

COLOR TOUCH FORMULA

- 15g 9/73
- + 15g 0/00
- + 2g 0/34
- + 64g COLOR TOUCH Emulsion 1.9%
- [recommended on pre-lightened hair]

GRAPE GUMDROP

ALEXANDRA MATIZ, WELLA TOP ARTIST

SPECIAL MIX FORMULA

- 15g 0/68
- + 5g 0/45
- + 40g COLOR TOUCH Emulsion 1.9%





INTRODUCING THE LATEST ADDITION TO
THE COLOR TOUCH DEMI-PERMANENT FAMILY

NEW COLOR TOUCH **PLUS**

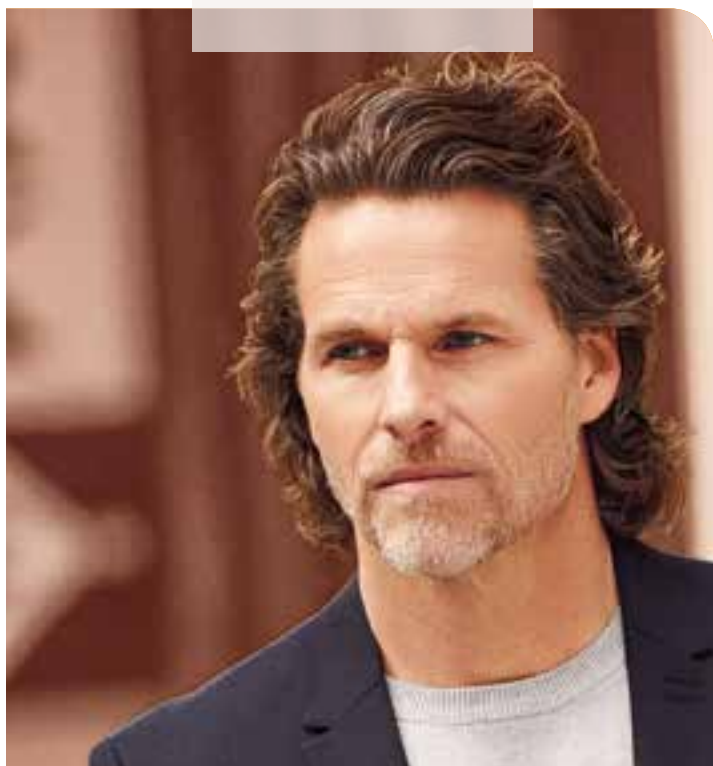
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A RICH, DEMI-PERMANENT SOLUTION TO COVER GRAYS WITH LOW COMMITMENT. COLOR TOUCH **PLUS** IS FORMULATED FOR A MORE INTENSE RESULT WITH UP TO 70% GRAY COVERAGE.



NATURAL AND SUBTLE

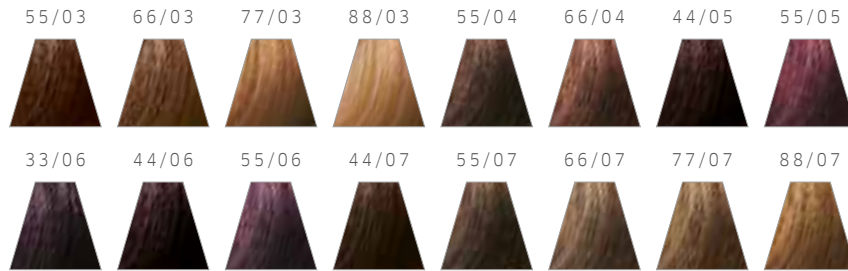
THE MODERN AND SOPHISTICATED MAN IS LOOKING TO STAY FASHION-FORWARD WITH EFFORTLESS STYLE WHILE DOING SO WITH LITTLE COMMITMENT. COLOR TOUCH **PLUS** OFFERS LOW-MAINTENANCE GRAY BLENDING AND COVERAGE THAT IS BOTH NATURAL AND SUBTLE.



Salons can increase their color service revenues by encouraging more clients to try low-commitment color for better gray coverage, which in turn drives client frequency because of the demi-permanent nature of it.

MIX WITH COLOR TOUCH EMULSION 4%

PLUS



16 **NEW**
ON-TREND SHADES



— COLOR TOUCH **PLUS** —

MORE COVERAGE THAN COLOR TOUCH
TO HELP COVER THOSE MORE STUBBORN
GRAY HAIRS; FOR CLIENTS NOT YET READY
TO HAVE PERMANENT HAIR COLOR.



NOT BUSINESS **AS USUAL**

Maple Brunette COLOR TOUCH **PLUS** is demi-permanent and allows you to look your best with low commitment.

[Fades beautifully.]



MAPLE BRUNETTE



BEFORE



FORMULA

A COLOR TOUCH PLUS
1.75 oz. 55/06
+ 0.25 oz. 33/06
+ 4 oz. COLOR TOUCH
Intensive Emulsion 4%

B COLOR TOUCH PLUS
1 oz. 66/04
+ 1 oz. 55/04
+ 4 oz. COLOR TOUCH
Intensive Emulsion 4%

C COLOR TOUCH PLUS
1 oz. 55/07
+ 1 oz. 66/07
+ 4 oz. COLOR TOUCH
Intensive Emulsion 4%



CUT

01



< Step 01
Begin in the back with diagonal sections, cutting a triangular line from short to long.

02



Step 02 >
Continue to create your triangular line as you move towards the front.

03



< Step 03
Use vertical sections in the back, elevate the hair at 90 degrees, and cut a square layer.

04



Step 04 >
As you move through the sides, continue to take vertical sections and overdirect all of the hair to the back. This will help to maintain the length in the front.

05



< Step 05
Create an asymmetric fringe by using diagonal sections and overdirecting the hair to the opposite direction from which it will fall.



COLOR

01



Step 01 >
Begin by sectioning a slightly offset rounded section to ensure the parting is in the center. Divide the horseshoe section into 4 triangles.



02



< Step 02
Using formula **A**, outline the triangles by taking slices in foils.

04



STEP 3 >
Once you've outlined the triangles with foils, apply formula **B** to the triangle in the crown.

03



< Step 04
Alternate formulas **B** & **C** in each triangle as you work towards the face.

05



Step 05 >
Once you've completed the top, apply formula **A** roots to ends on all the remaining hair.



STYLE



STEP 01 >

Begin by pumping Perfect Me into your hands and distributing from roots to ends.



01



02



< Step 02

Mist the hair with Body Crafter to protect the hair and create shape.



03

< Step 03

Blow dry the hair with a medium round brush.



04



< Step 04

Once the hair is dry, shake Thermal Image and mist the hair for extra protection and shine. Use your flat iron to create extra bend and wave in the hair.



05

Step 05 >

To create a lasting style, use Stay Firm to lock in your final shape.



GRAY COVERAGE



STAY FASHION-FORWARD

Change it up with COLOR TOUCH PLUS. Through a gentle process, COLOR TOUCH PLUS easily blends in to cover 70% of grays. Women on-the-go can now look great with a low commitment, demi-permanent solution.

[Fades beautifully.]



FORMULA

COLOR TOUCH PLUS
+ 1.5 oz. 55/07
+ 0.5 oz. 44/07
+ 4 oz. COLOR TOUCH
Emulsion 4%



CUT

01



Step 01 >
Take horizontal sections through the back to create a square line.

02



< Step 02

To begin layering, take a vertical section through the center back. Elevate the hair above 90 degrees and create a concave layer by cutting from short to long. Continue this technique through the back and sides, using your previous section as a guide.

Step 03 >

Create round graduation through the front by taking a diagonal section at the hairline and elevating the hair to 45 degrees. Continue this graduation until you reach the front of the ear.

03



COLOR

STEP 01 >

Begin by sectioning the hair from ear to ear. Apply your formula to the root area, working in a brick-laying pattern across the head as you work back.



01



02

< Step 02

Take diagonal sections through the nape.



03

< Step 03

Once you have completed the back, move to the top and continue to work across the head, moving all of the hair back, away from the face. Fully saturate the hair by gently feathering in the color in and around the hairline.



STYLE

STEP 01 >

On damp hair, apply EIMI Perfect Me through the mid-lengths and ends.



Step 02 >

Mist EIMI Perfect Setting through the hair in sections from roots to ends. This will give you light hold and care while blow drying.



03

< Step 03

Use a large round brush to remove moisture and add bend to the hair as you blow dry.



04

< Step 04

With a large curling iron, wrap the mid-lengths around the iron, making sure to leave the ends out.



05

< Step 05

Mist the hair with EIMI Sugar Lift before shaking out the curls to create perfectly tousled hair.



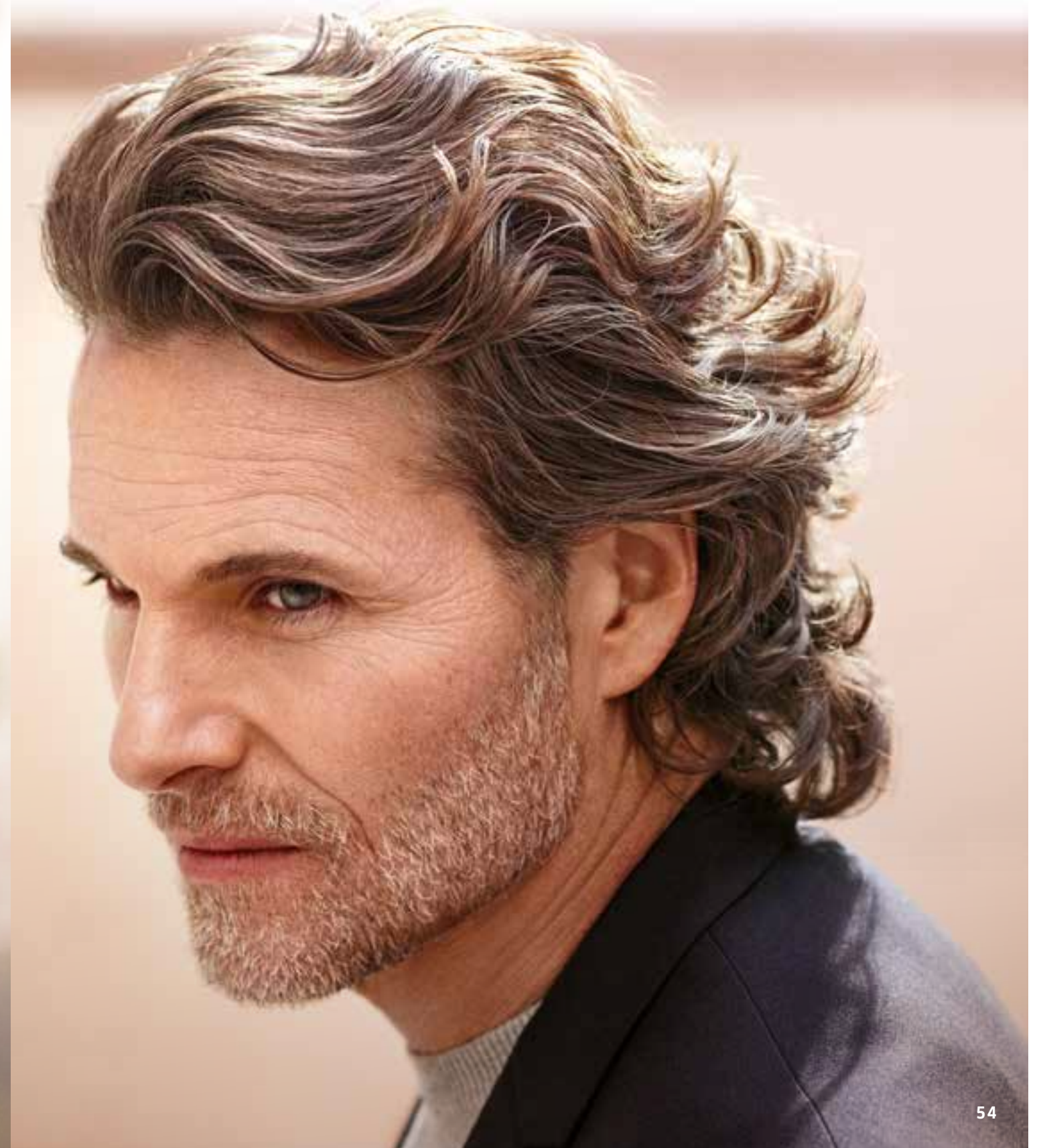
BLEND IN TO **STAND OUT**

A perfect solution to blend in grays so your style and confidence is what they see – not your grays.

[Fades beautifully.]



GRAY BLENDING





FORMULA
A COLOR TOUCH PLUS
 1 oz. 66/07
 + 2 oz. COLOR TOUCH
 EMULSION 4%

CUT



< Step 1 >
 Begin by sectioning away a rounded section at the top of recession.



Step 2 >
 Working through the sides, take diagonal sections. Overdirect to the front and create a diagonal line by cutting from short to long. Use your previous section as a guide as you work towards the mastoid process.



< Step 3 >
 Use the same sectioning and technique on the opposite side.



Step 4 >
 At the back of the head, take vertical sections and elevate to 90 degrees. Cut square layers, connecting to the sides.



< Step 5 >
 Drop the hair on top and take horizontal sections beginning at the crown. Elevate the hair at 90 degrees and cut a square shape that connects to the sides. Overdirect each section back to the first section to maintain length at the front.



COLOR



01

< Step 1
Begin in the nape, taking diagonal sections.



02

< Step 3
On the sides, take slightly diagonal sections and lightly paint the formula roots to ends until you reach the hairline.



04

Step 4 >
On the top, begin the application at the base of the crown and work through to the front hairline.

TIP:
It is important to respect the hair's natural growth pattern.

Step 2 >
With moderate tension, sweep your COLOR TOUCH PLUS formula from roots to ends, ensuring a light, feathered saturation to blend grey and maintain the hair's natural variation. Continue this technique until you reach the crown.



03

TIP:
For a natural look on male clients, omit the last 1/8" at the front hairline.

STYLE



01

Step 1 >
Pump Perfect Me into your hands. Run through the hair from roots to ends.



02

< Step 2
Pump Flowing Form into your hands. Run through the hair from roots to ends.



03

Step 3 >
Diffuse the hair with a low temperature.



04

< Step 4
Finish the look with Just Brilliant.



58

57

THE TECHNOLOGY BEHIND COLOR TOUCH **PLUS**



TRISPECTRA TECHNOLOGY

The special TriSpectra Formula of COLOR TOUCH **PLUS** carefully considers the structure and color of each individual hair from root to tip, by gently giving the hair just enough color for an intense but natural color result.

COLOR TOUCH **PLUS** is a sophisticated system consisting of two perfectly adjusted components: the dedicated COLOR TOUCH **PLUS** Emulsion with a low level of peroxide and the TriSpectra Color Creme formula complement each other to create an especially luscious color result that leaves the hair conditioned and full of shine.



COLOR TOUCH **PLUS** APPLICATION TIPS

GRAY COVERAGE

To achieve maximum gray coverage, apply COLOR TOUCH **PLUS** to dry hair and leave on for 20 minutes.

ROOT SHADOW

COLOR TOUCH **PLUS** is the ideal color to create a root shadow on lightened hair or in between foils. Because COLOR TOUCH **PLUS** fades beautifully, you won't have to worry about fighting a residual dark band during your client's next visit.



LOW LIGHTS

Want to add dimension with natural-looking tones? COLOR TOUCH **PLUS** shades all have a primary tone of /0 Natural followed by a secondary warm or cool tone, creating an opportunity for any client to experience more dimension.

WET VS. DRY

COLOR TOUCH **PLUS** can be applied to damp hair for soft tonal results or to dry hair for more intensive tonal results.

FREEHAND LOW LIGHTS & GRAY BLENDING

To create custom low lights or grey blending, begin by cutting and blow drying the hair into the final shape. Based on where the hair falls, use the Freerights Paddle and Brush to freehand paint COLOR TOUCH **PLUS** exactly where you'd like to see depth and/or coverage.

BOTTLE VS. BOWL & BRUSH

COLOR TOUCH **PLUS** can be applied using the COLOR TOUCH bottle for a quick full-head application. To achieve multiple tones or creative placement, use a bowl and brush for precise application.



COLOR TOUCH MIXING GUIDELINES

	AREAS OF USE	EMULSION	MIXING RATIO
 COLOR TOUCH	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Tone • Color Correction 	COLOR TOUCH Emulsion <ul style="list-style-type: none"> • 1.9% [6 Vol.] • 4% [13 Vol.] 	1:2 [30g COLOR TOUCH + 60g COLOR TOUCH Emulsion]
 COLOR TOUCH PLUS	<ul style="list-style-type: none"> • Gray Coverage • Darkening • Changing Tone • Color Correction 	COLOR TOUCH Emulsion 4% [13 Vol.]	
 RELIGHTS	<ul style="list-style-type: none"> • High Shine • Changing Tone • Color Correction 	COLOR TOUCH Emulsion 1.9% [6 Vol.]	
 INSTAMATIC	<ul style="list-style-type: none"> • Fun • Matte Glossing • Changing Tone • Color Correction 	COLOR TOUCH Emulsion <ul style="list-style-type: none"> • 1.9% [6 Vol.] • 4% [13 Vol.] 	1:1 [30g iNSTAMATIC + 30g 1.9% or 4% COLOR TOUCH Emulsion]

— GET INTO — FASHION-FORWARD COLOR

Wella COLOR TOUCH Demi-Permanent Hair Color is between semi-permanent and permanent color. This elegant solution empowers stylists to deliver custom hair color that delicately fades—just in time for the next big trend.

HOW CAN DEMI WORK FOR YOU? LET US COUNT THE WAYS:

- Gray blending
- Low lighting
- Toning
- Color balancing
- Broad shade selection
- Compatibility with Koleston Perfect & Blondor

COLOR THAT'S JUST RIGHT

COLOR TOUCH creates irresistible plays of light in the hair. Results are hypernatural as hair's natural highs and lows shine through for iridescent, multi-dimensional color results.

CLIENTS FIND THAT DEMI-PERMANENT COLOR ACTUALLY ADDS MORE SHINE AS WELL AS MORE COLOR. CLIENTS BOOK DEMI-PERMANENT APPOINTMENTS MORE FREQUENTLY BECAUSE THEY FALL IN LOVE WITH THE DAMAGE-FREE COLOR AND SHINE.

SONYA DOVE, WELLA GLOBAL ARTIST

INTERMIXABILITY	SPECIAL MIX	FIRST TIME APPLICATION	DEVELOPMENT TIME	REGROWTH APPLICATION	COLOR REFRESHMENT	RINSING AND AFTER CARE
Only with COLOR TOUCH and Special Mix.	Add intensity of tone to any shade. Mix 1 part of COLOR TOUCH [Shade + Special Mix] + 2 parts COLOR TOUCH Emulsion.	Apply to pre-shampooed, towel-dried hair evenly from roots to ends. Can be applied to clean, dry hair for added intensity.	Without heat: 20 min With heat*: 15 min	Apply to roots area first.	Apply to hair lengths and ends. Develop further for 5 minutes.	When development time is complete, add a little warm water, gently emulsify, and rinse thoroughly. To neutralize oxidation residues and stabilize color, we recommend Wella Professionals Color Post Treatment To maintain the hair and scalp in the best possible condition, choose from Wella Professionals' range of cleansing and conditioning products.
Only with COLOR TOUCH PLUS.	N/A		*Climazon as recommended heat source			
Only with Relights.	N/A		Blonde shades: Without heat: 5-10 min Red shades: Without heat: 15-20 min	N/A	Refresh Blondor & MAGMA color/ highlights without altering/lifting the surrounding natural hair color while giving A luminous shine	
Can be used with INSTAMATIC and Color.id.	N/A	Apply to dry hair.	Without heat: 5-20 min depending on intensity.	N/A	N/A	

SAME-DAY PERMING

Mix desired color with next lighter color or desired color with 0/00 Pure Shine. Reduce development time by 5 minutes. Strand-test for desired results.

NOTE: Perming and coloring on the same day requires a careful analysis of the condition of the hair and scalp. Do not proceed if the scalp shows signs of irritation or if the hair is overly porous and shows signs of damage. On relaxed hair, allow 2 weeks between services.