

ALLERGY ALERT TEST

After your Professional Consultation you may need to carry out an Allergy Alert Test 48 hours prior to proceeding with a color service.



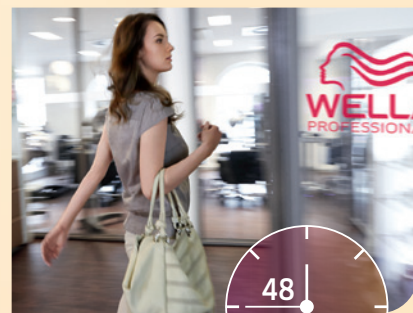
1
MIX 5 GRAMS COLOR WITH
5 GRAMS DEVELOPER.

2
APPLY THE COLOR TO
1 cm² 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 IS DONE 48 HOURS BEFORE COLORING.

WELLA.COM



LOVE IT, SNAP IT, SHARE IT.

#COLOR TOUCH



COLOR TOUCH

— FASHION FORWARD DEMI-PERMANENT COLOR —

THE WELLA PROFESSIONALS HELPLINE: 0845 7045775 (UK), (01) 4160900 (IRELAND)

WELLA THE HEART OF HAIRDRESSING

— **GET INTO** —
FASHION FORWARD COLOR

Did you know that 2 more demi-permanent color services per week can increase your revenue by 6%?

COLOR TOUCH enables you and your clients to get into fashion forward color. Experience the shine and vibrancy of a permanent color with the low-commitment of a demi-permanent color.

- Ammonia free* and infused with Keratin.
- High shine for stunning high fashion results.
- Low maintenance & quick changes: it only takes from 5-20 min to get the look.

40% of younger clients would consider trying low-commitment color.

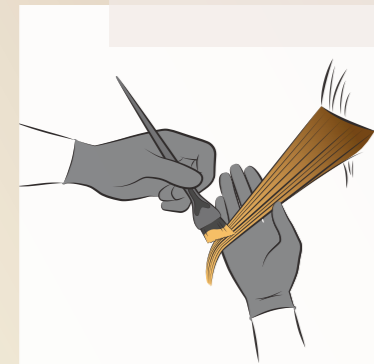
50% of clients aged 18-34 want to have fun and experiment with their hair.



*COLOR TOUCH, COLOR TOUCH Sunlights (except Sunlight/0) and COLOR TOUCH Relights.

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 sunkissed celebrity now and then.



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



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

WHY NOT TRY?

| OPTION | BASE | SUNLIGHTS | GLOSS OVER BLONDOR FREELIGHTS OR EXISTING H/L |
|------------------|--|-----------|---|
| Sunshine lights* | Dark Golden Blonde COLOR TOUCH 6/7 + 5/73 + 1 inch 0/34 + COLOR TOUCH Emulsion 4% 20 min | /3 | COLOR TOUCH 9/03 + 8/0 (3:1) COLOR TOUCH Emulsion 1.9% 20 min |
| Natural lights | COLOR TOUCH 6/35 + 5/0 + COLOR TOUCH Emulsion 1.9% 20 min | /07 | COLOR TOUCH 8/71 + 8/0 (1:1) COLOR TOUCH Emulsion 1.9% 10-20 min |
| Cool/Warm Ombre | COLOR TOUCH 7/75 + 8/71 + COLOR TOUCH Emulsion 4% 20 min | /00 + /3 | COLOR TOUCH 9/03 + 10/6 (1:1) COLOR TOUCH Emulsion 1.9% 15 min |

*on existing highlighted hair

SOFT OMBRE

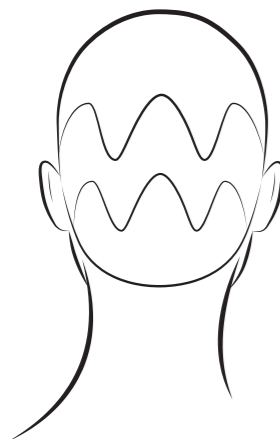


SHE CAN TEASE WITH A HIDDEN TWIST

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.]

HIDDEN TWIST



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 PRELIGHTEN 1-2 LEVELS | NAME | DIAL IT UP PRE LIGHTEN 3-7 LEVELS |
|-----------------|---|----------------|---|
| COOL ROSE | COLOR TOUCH 9/16 + 0/68 (20:1) + COLOR TOUCH Emulsion 1.9% | SCREAMING PINK | COLOR TOUCH Relights /86 + /56 (5:1) + COLOR TOUCH Emulsion 1.9% |
| TANGERINE DREAM | COLOR TOUCH 10/0 + 0/43 (10:1) + COLOR TOUCH Emulsion 1.9% | ROYAL VIOLET | COLOR TOUCH Relights /06 + /56 (2:1) + COLOR TOUCH Emulsion 1.9% |
| VIOLET DAWN | COLOR TOUCH 10/6 + 0/68 (30:1) + COLOR TOUCH Emulsion 1.9% | ORANGE SNAP | COLOR TOUCH Relights /34 + /06 (2:1) + COLOR TOUCH Emulsion 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: Why not try a deeper red throughout the underneath.



Tip 2: Why not try to 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

Level 6
COLOR TOUCH 66/45 + 0/56 (10:1)
+ COLOR TOUCH Emulsion 4% 20 min

SMOKEY AMETHYST

MATTE COPPER RED

COLOR TOUCH 7/4 + 8/43 (1:1)
+ COLOR TOUCH Emulsion 4% 20 min

PINK DREAM

MATTE COOL RED

COLOR TOUCH 55/65
+ COLOR TOUCH Emulsion 4% 20 min

OCEAN STORM

CREATE INSTANT SHINE APPEAL

Crystal Gloss is a quick and easy add-on service that gives client's 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.]

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 are best suited are: /00, /03, /06, /18, /74, /34, /43, /44, /47, /56, /57

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]

CRYSTAL GLOSS



NEED TO PERK UP HER **HIGHLIGHTS?**

COLOR TOUCH 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

