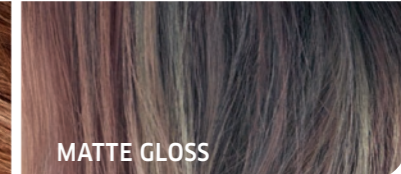
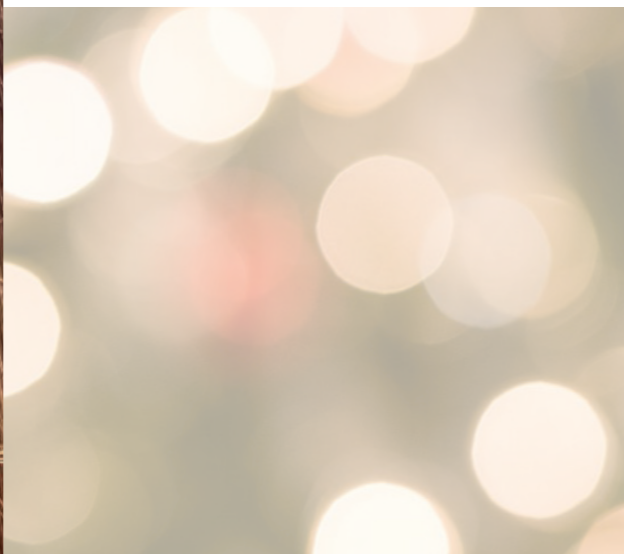


DEMI-PERMANENT COLOR CHOICES

	COLOR TOUCH	SPECIAL MIX	PLUS
WHO	Seeks for vibrant, rich, gentle color.	Asks for more edgy, creative results.	Needs more gray coverage, but looks for gentleness.
WHAT	Low-commitment, flexible ammonia free multifaceted hair color for clients that like to change their hair tone more regularly.	Tonal intensity, creative mixing or vibrant color results.	Up to 70% gray coverage.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Add depth & tone 	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Add tone 	<ul style="list-style-type: none"> • Gray Coverage • Add depth and tone • Color Correction
COMMITMENT	Beautifully fades within 24 washes	Beautifully fades within 24 washes	Beautifully fades within 24 washes
SHADES			
CARE	WELLA Professionals Brilliance 		
SERVICES	 MATTE RED	 HIDDEN TWIST	 CRYSTAL GLOSS

	RELIGHTS	SUNLIGHTS	INSTAMATIC!
WHO	Looks for a tonal boost or refresh on pre-lightened hair.	Seeks sunkissed beach hair or wants to be a little bit brighter.	Seeks for low-commitment, fun color.
WHAT	To refresh Blondor & Magma color/highlights whilst giving the surrounding hair a vibrant shine.	A gentle introduction to lightening and brightening on virgin hair: for a sunkissed holiday look. Ideal to blend in first signs of gray hair.	New fashion forward matte gloss with a fine blend of color pigments for a diffused color finished.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Glossing • Refreshing • Add tone 	<ul style="list-style-type: none"> • Gentle lightening • Changing tone 	<ul style="list-style-type: none"> • Fun • Matte Glossing • Changing Tone • Color Correction
COMMITMENT	Beautifully fades within 15 washes	Up to 2 levels of lift	Fades beautifully
SHADES			
CARE	WELLA Professionals Enrich 		WELLA Professionals Elements 
SERVICES	 RELIGHTS	 SOFT OMBRE	 MATTE GLOSS

THE TECHNOLOGY BEHIND COLOR TOUCH

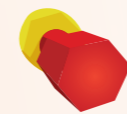
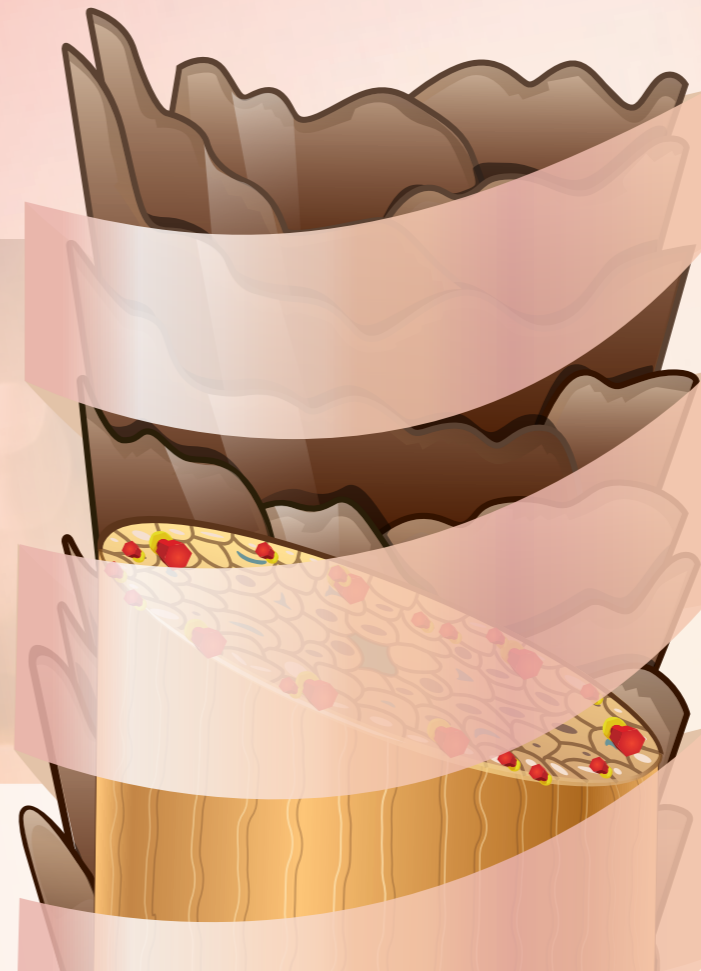


COLOR TOUCH Light² Color complex is a powerful combination of:

- 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.

That allows for fashionable fast changes resulting in multi-dimensional vibrant color and high fashion shine.

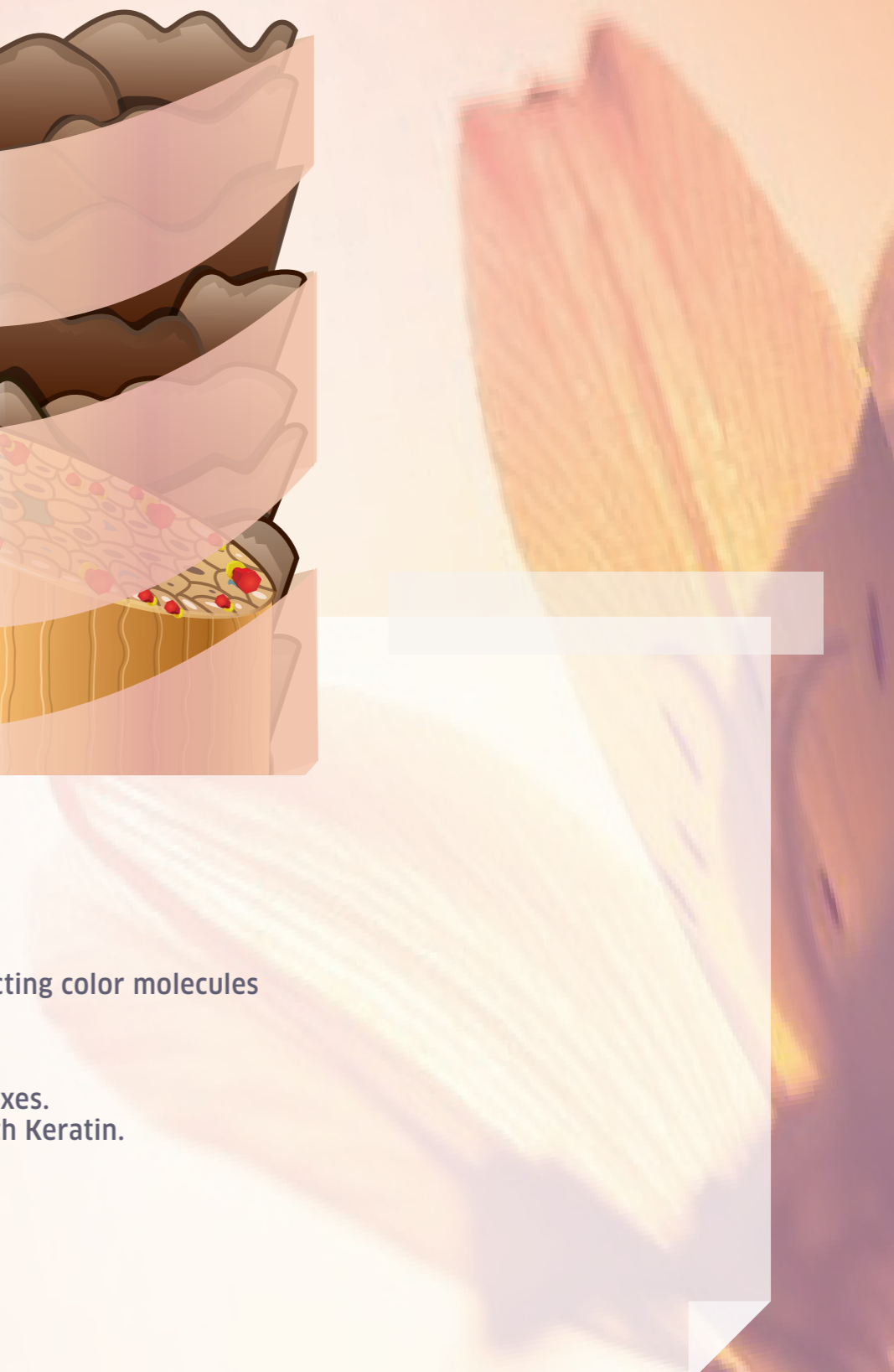
*COLOR TOUCH, COLOR TOUCH Sunlights (except Sunlight/0) and COLOR TOUCH Relights.



Light-reflecting color molecules



**Natural Waxes.
Infused with Keratin.**



WORKING WITH **COLOR TOUCH**

COLOR TOUCH CREATES BEAUTIFUL COLOR WITH UNPARALLELED SHINE AND DEPTH OF TONE. IT'S ALSO THE PERFECT COMPLEMENT TO KOLESTON PERFECT.

MARK DEBOLT

SHADE NUMBERING SYSTEM

4/71
1 2 3

- 1 Depth of color
- 2 Major tone of color
- 3 Minor tone of color

TONE NUMBERING SYSTEM

- /1 Ash (blue/green)
- /2 Matt (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Mahogany (red/violet)
- /6 Violet (cool)
- /7 Brown (red, yellow, blue)
- /8 Pearl (blue)
- /9 Cendre (blue/violet)



— **COLOR TOUCH** —
 COLOR TOUCH IS DEVELOPED TO PERFECTLY COMPLEMENT THE KOLESTON PERFECT SHADES.

LOW-COMMITMENT, FLEXIBLE AMMONIA FREE MULTIFACETED HAIR COLOR FOR CLIENTS THAT LIKE TO CHANGE THEIR HAIR TONE MORE REGULARLY.

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 OR
VIBRANT COLOR RESULTS.

ADD INTENSITY OF TONE TO ANY COLOR TOUCH SHADE

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

REDUCE TONE INTENSITY

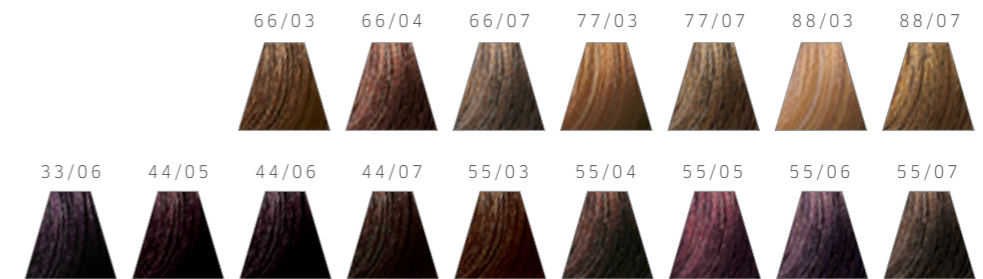
Mix clear tone 0/00 to reduce color intensity - for example, 20 g COLOR TOUCH shade + 10 g clear tone 0/00 + 60 g COLOR TOUCH Emulsion.

TO EMPHASIZE INDIVIDUAL SELECTIONS OF THE HAIR

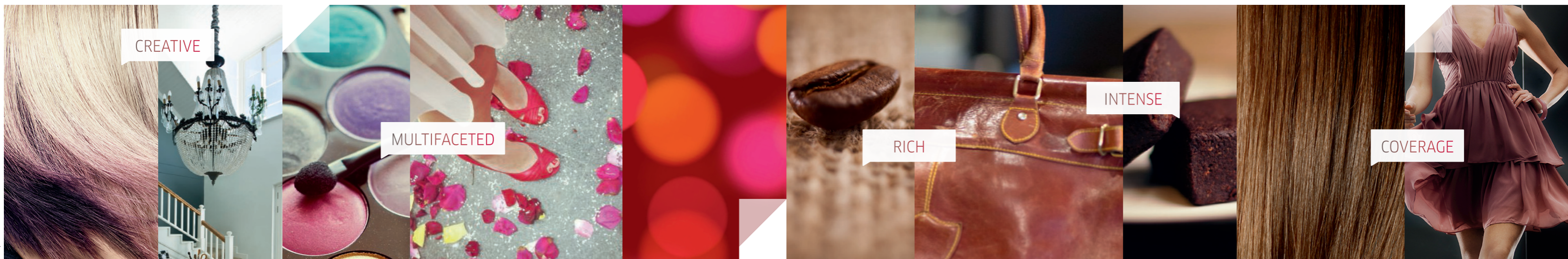
Mix Special Mix with COLOR TOUCH Emulsion in ratio 1:2.

MIX WITH COLOR TOUCH EMULSION 4%

PLUS



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



SUNLIGHTS



RELIGHTS

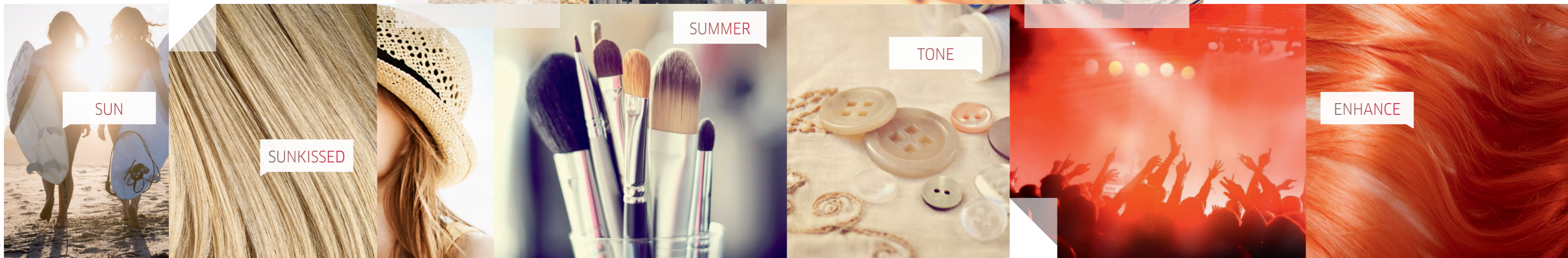
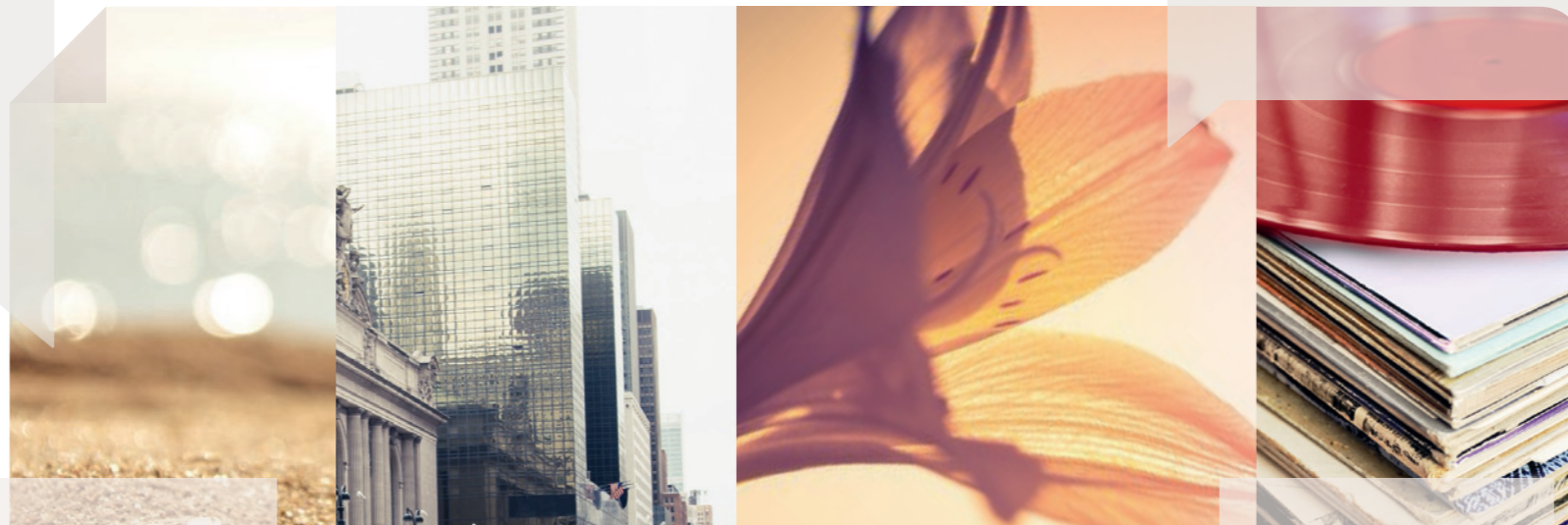


SHADE

HERE YOU WILL FIND THE POSSIBLE RESULTS, BASED ON THE NATURAL HAIR COLOR AND THE SHADE YOU SELECT.

TO REFRESH BLONDOR & MAGMA COLOR/HIGHLIGHTS WHILST GIVING THE SURROUNDING HAIR A VIBRANT SHINE.

A GENTLE INTRODUCTION TO LIGHTENING AND BRIGHTENING ON VIRGIN HAIR: FOR A SUNKISSED HOLIDAY LOOK. IDEAL TO BLEND IN FIRST SIGNS OF GRAY HAIR.



SUN

SUNKISSED

SUMMER

tone

ENHANCE