

COLOR TOUCH APPLICATION TIPS



COLOR BALANCING

COLOR TOUCH is developed to perfectly complement the Koleston Perfect shades. It 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.

TIPS:

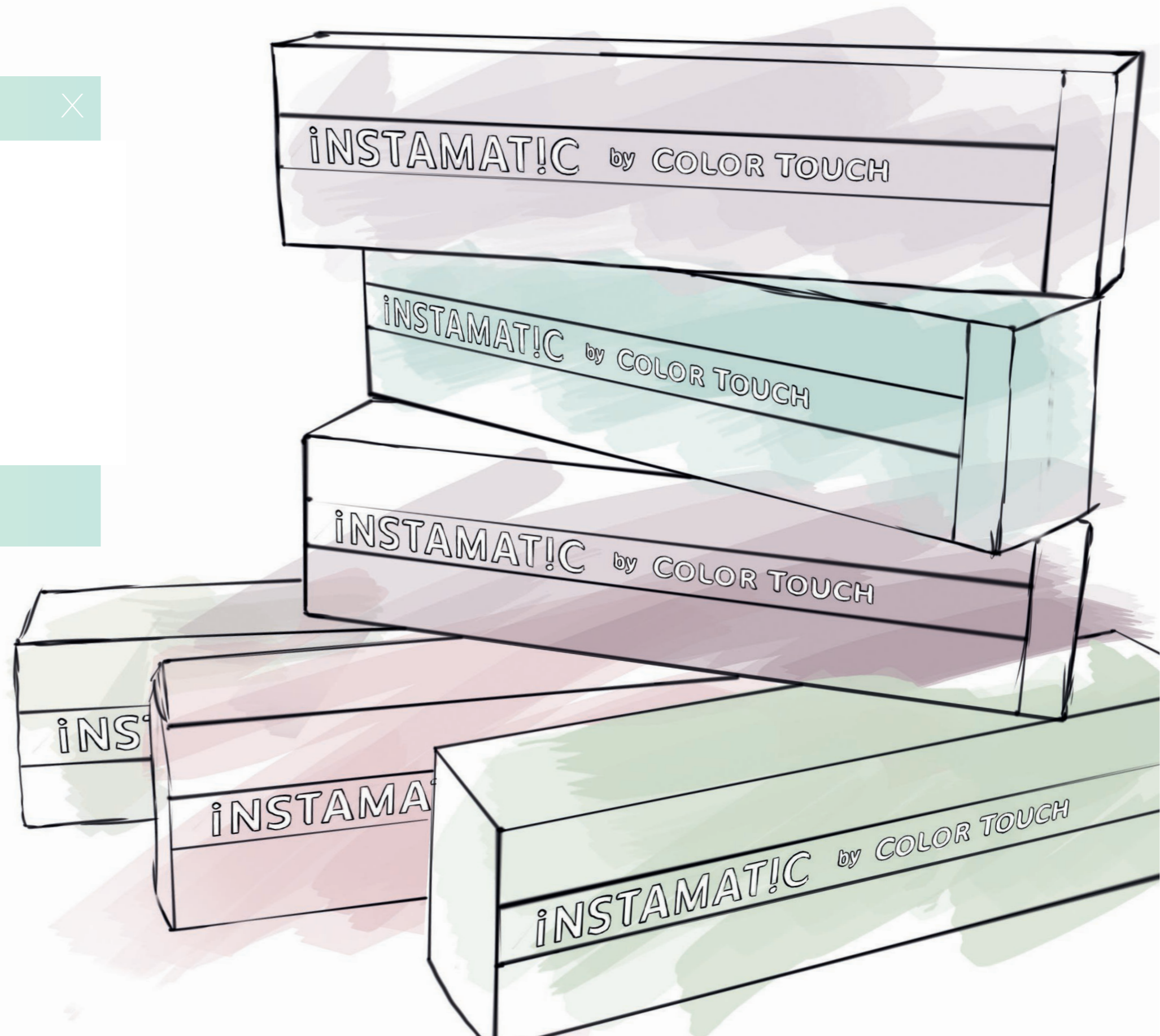
- After color has developed on the new growth, mist the mid-lengths and ends with water and apply the chosen COLOR TOUCH formula.
- All color balancing formulas should be mixed with two parts of the COLOR TOUCH Emulsion. Development time will vary, depending on the intensity of tone, desired level, porosity and amount of balancing needed.
- Watch for visual development 5-15 min.

To reduce intensity of tone, mix clear tone 0/00 in a 1:2 mix ratio, e.g. 20 g shade + 10 g clear tone 0/00 + 60 g COLOR TOUCH Emulsion.

NEW iNSTAMAT!C SHADES

SELL THE **iNSTAMAT!C**
MATTE GLOSS SERVICE
AS THE NEW FASHIONFORWARD
DIFFUSED COLOR FINISH

It's quick and easy for clients to try-on iNSTAMAT!C Matte Gloss;
Give them the latest fashion must-have and they'll rock a diffused
color finish that fades beautifully.





MATTE GLOSS SERVICE FOR A DIFFUSED COLOR FINISH

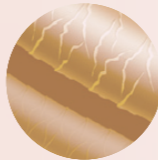
HOW INSTAMAT!C WORKS

COLOR TOUCH INSTAMAT!C technology is formulated with a fine blend of color molecules that are diffused gradually into the hair cuticles. Result is a temporary, delicate matte gloss, muted shine, on-trend finish.



1 A fine blend of color molecules are diffused gradually into the hair cuticles.

2 The result is a temporary, delicate filtered gloss with a muted shine.



Clear Dust adds a clear matte gloss finish.

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.

Developers - COLOR TOUCH Emulsion **1.9% or 4%**.
From **5-20 min** depending on desired intensity.

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

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

[Application on dry hair increases intensity, application on damp hair produces a very soft result.]



CLEAR DUST IS USED TO DILUTE SHADES OR TO CREATE A COLORLESS MATTE GLOSS FINISH.

RESULTS ON THE HAIR

	10 MIN	20 MIN
SMOKEY AMETHYST		
MUTED MAUVE		
PINK DREAM		
JADED MINT		
OCEAN STORM		

CLEAR DUST

Intermixable with all iNSTAMAT!C shades.

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 min.

2. LONGER DEVELOPMENT TIME NEEDED

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

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 77/45 with a Smokey Amethyst diffused color finish.

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

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

Please ensure the scalp is dry.

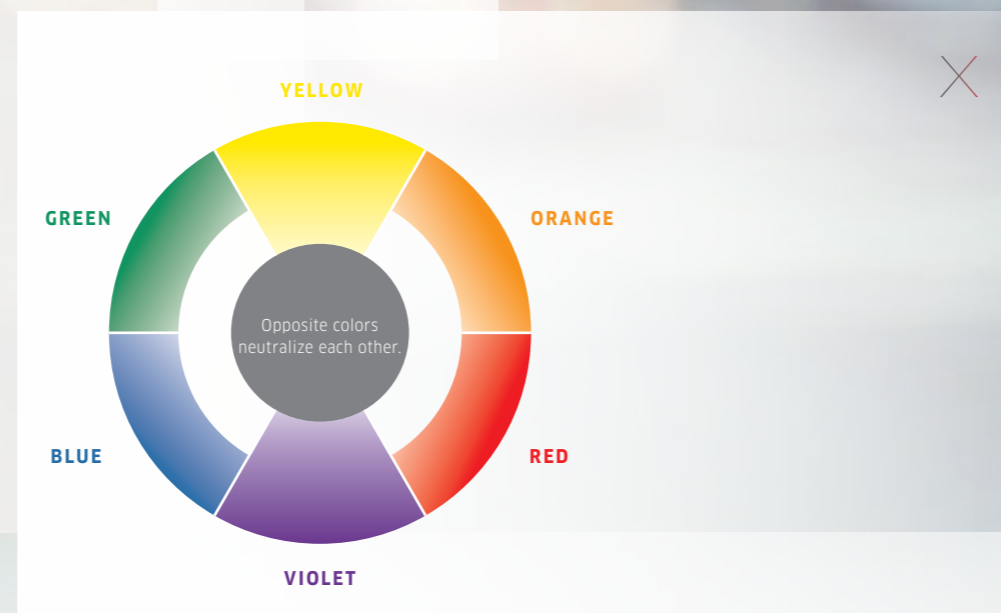
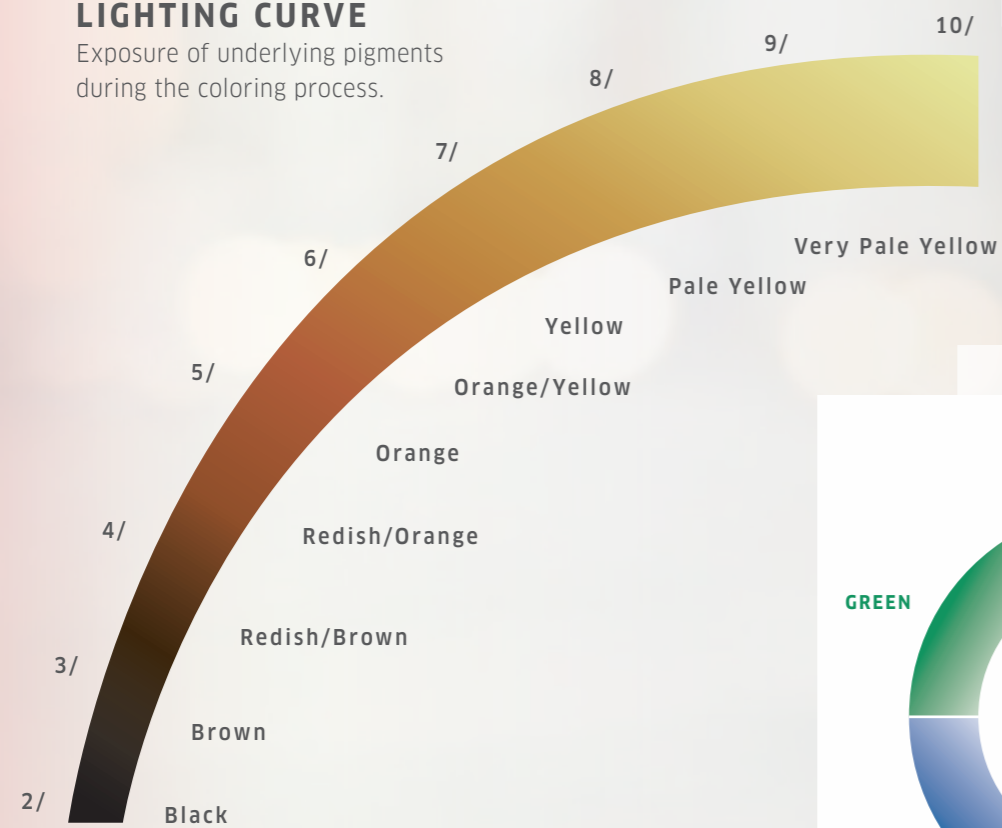


iNSTAMATIC! IS ALSO GREAT FOR COLOR CORRECTION

Understanding the lightening curve and the color wheel will help you to choose the right complementary colors for your clients color correction.

LIGHTING CURVE

Exposure of underlying pigments during the coloring process.



If you need to neutralize the underlying exposed pigments: decide if it is too red, orange or yellow, then just choose the complementary color that is opposite on the color wheel.



JADED MINT

when the hair is too Red.



OCEAN STORM

when the hair is too Orange.



MUTED MAUVE

when the hair is too Yellow.

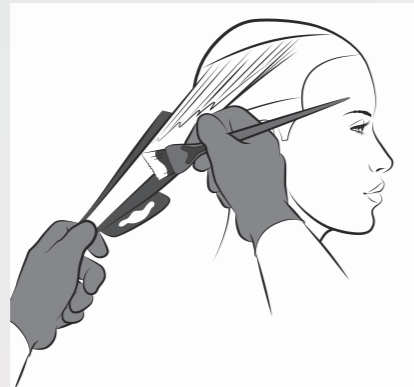


TODAY'S A PINK AFFAIR! TOMORROW, WHO KNOWS?

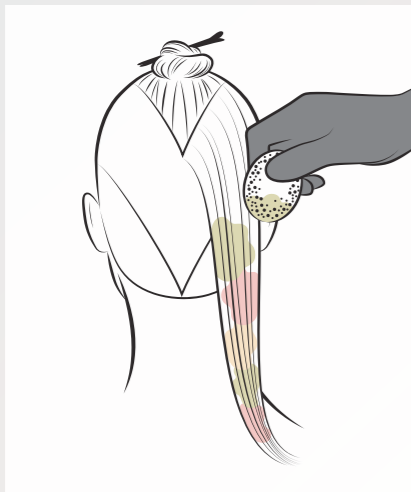
The Matte Gloss service transforms everyday blondes to a non-commitment diffused color finish: your clients need never be married to just one look.

[Fades beautifully.]

HOW TO



1. Pre-lighten using BLONDOR FREELIGHTS taking large V sections. Paint highlights through the top section getting stronger towards the face. Once sufficient lift has been achieved remove in the normal manner and blow dry the hair.



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

A INSTAMATIC PINK DREAM
+ COLOR TOUCH Emulsion 1.9% [1:1]

B INSTAMATIC MUTED MAUVE
+ COLOR TOUCH Emulsion 1.9% [1:1]

C INSTAMATIC SMOKEY AMETHYST
+ COLOR TOUCH Emulsion 1.9% [1:1]

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

#MATTE GLOSS

PINK DREAM HAS QUICKLY BECOME MY FAVORITE TO ADD SUBTLE NUANCES TO ROSEWOOD BRUNETTES AND STRAWBERRY GOLD BLONDES.

MARK DEBOLT



BEFORE



THE WEEKEND IS WILD!

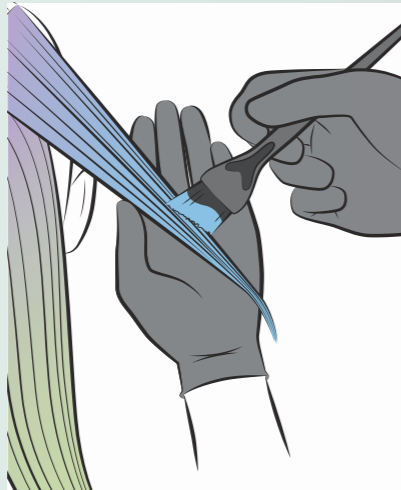
The Matte Gloss service lets your clients rock the colors that weekends were made for.

[Fades beautifully.]

HOW TO



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



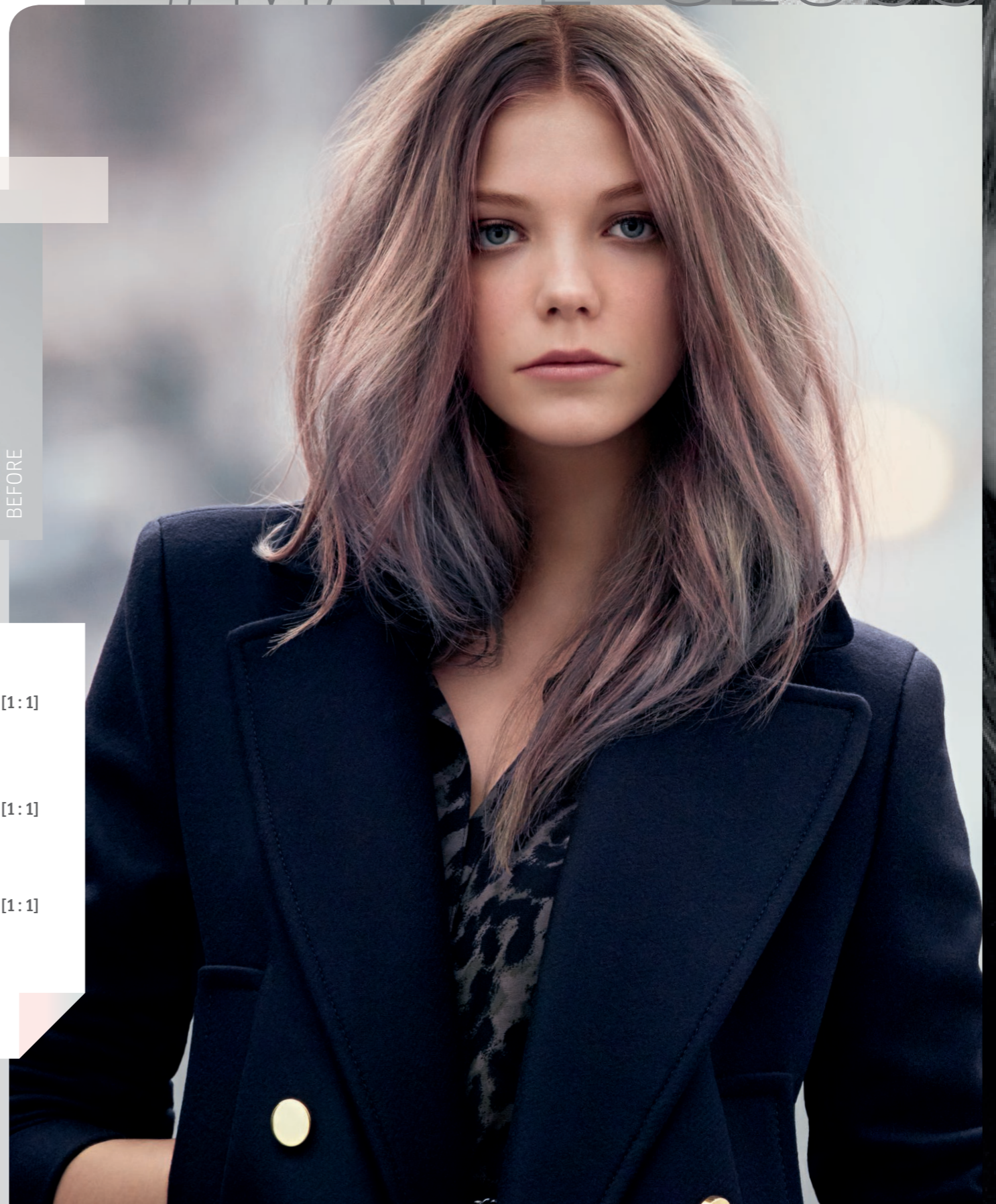
2. Alternate **A**, **B** and **C** on the mid-lengths and ends of the V section. Apply **A** to any remaining hair. Develop for 20 min.



BEFORE



#MATTE GLOSS



INSTRUCTIONS FOR USE

	AREAS OF USE	EMULSION	MIXING RATIO	INTERMIXABILITY	SPECIAL MIX	FIRST TIME APPLICATION	DEVELOPMENT TIME	REGROWTH APPLICATION	COLOR REFRESHMENT	RINSING AND AFTER CARE
COLOR TOUCH	Up to 50% gray coverage.	COLOR TOUCH Emulsion 1.9% or 4%	1:2 [30 g Color + 60 g COLOR TOUCH Emulsion]	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.	20 min without heat 15 min with heat	Apply to roots area first.	Apply to hair lengths and ends. Develop for further 5 min.	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 Post Color Treatment. To maintain the hair and scalp in the best possible condition, choose from either the System Professional or Wella Professionals Care ranges of cleansing and conditioning products.
PLUS	Up to 70% gray coverage.	COLOR TOUCH Plus Emulsion 4%		Only with COLOR TOUCH Plus.	N/A					
RELIGHTS	For enhancing and toning highlights.	COLOR TOUCH Emulsion 1.9%		Only with COLOR TOUCH Relights.	N/A					
SUNLIGHTS	Gentle lightening effect for a sunkissed look.	COLOR TOUCH Emulsion 4%		Only with COLOR TOUCH Sunlights.	N/A					
INSTAMATIC	Matte Gloss for a diffused color finish.	COLOR TOUCH Emulsion 1.9% or 4%		1:1 [30 g INSTAMATIC + 30 g COLOR TOUCH Emulsion]	Only with INSTAMATIC by COLOR TOUCH.					
WE RECOMMEND THAT AN ALLERGY TEST IS DONE 48 HOURS BEFORE COLORING.										