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WELLA™

Wella Color Charm

PERMANENT LIQUID HAIRCOLOR EDUCATION WORKBOOK

liquifuse
technology™

colorcharm

WELLA

CREAM
DEVELOPER

OXYDANT
CRÈME

20
volume/volumes

945 mL (32 FL OZ LIQ)

WELLA

PERMANENT
liquid haircolor

Colorant
capillaire liquide
PERMANENT

Excellent gray coverage.
Floral fragrance
Excellente
couverture du
gris. Senteur
florale

liquifuse
technology™

12NA

3RV
black cherry

10GV/1036
honey blonde | blond miel
1:2 mix ratio | taux de mélange 1:2
42 mL (1.4 FL OZ LIQ)

148
cendre foncé

V

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vibrant colors
as **creative** as you are

Rediscover Wella Color Charm

VIBRANT, LONG LASTING, FADE RESISTANT RESULTS

• Infuses the hair with vibrant color molecules

• Intense color and up to 43% more shine*, even on darker hair

• Long-lasting, true to tone color

GREAT CONDITIONING

Saturates each strand to deliver great conditioning.

EXCELLENT GRAY COVERAGE

Colors the most resistant hair every time.

GENTLE FLORAL FRAGRANCE

For a much more pleasurable coloring experience.

*Versus untreated hair

Liquifuse
Technology™

Liquifuse Technology™ saturates, penetrates and fuses with the hair
to deliver vibrant color that is exceptionally fade resistant.
Here's how it works:

**liquifuse
technology™**

1. SATURATES:

Liquid color coupler molecules combine with color
activator to form a gel.
You can put it exactly where you want and
it will stay there, saturating every strand of hair
as you apply.
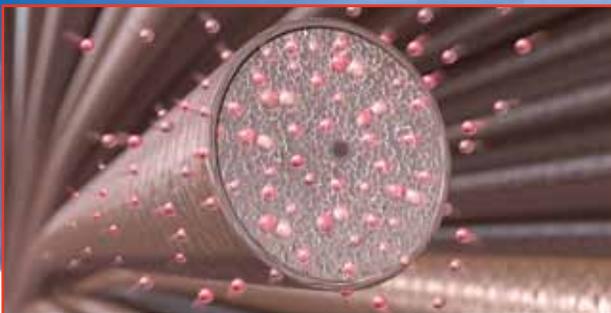
2. PENETRATES:

The gel penetrates the hair shaft to deliver vibrant
color molecules.

3. FUSES:

The color fuses deep within the cortex
of the hair to make it exceptionally
fade resistant.

4. THE RESULT:

Beautiful, vibrant, long-lasting haircolor and excellent
gray coverage.

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Wella Color Charm
5 Tonal Families

12N/1200	3A/148	10GV/1036	5WV	3RV/367
high lift blonde | blond ultra pâle	dark ash brown | brun cendré foncé	honey blonde | blond miel	cinnamon | cannelle	black cherry | cerise noire
1:2 mix ratio | taux de mélange 1:2	1:2 mix ratio | taux de mélange 1:2	1:2 mix ratio | taux de mélange 1:2	1:2 mix ratio | taux de mélange 1:2	1:2 mix ratio | taux de mélange 1:2
42 mL (1.4 FL OZ LIQ.)	42 mL (1.4 FL OZ LIQ.)	42 mL (1.4 FL OZ LIQ.)	42 mL (1.4 FL OZ LIQ.)	42 mL (1.4 FL OZ. LIQ.)

Wella Color Charm organizes its shade range in a logical way utilizing a color-coded tonal family system. This system helps you to quickly identify each family and provides a logical position on the Wella Color Charm swatch chart to allow for easy shade selection.

The five tonal families are:

NATURAL	ASH	GOLD	WARM	RED
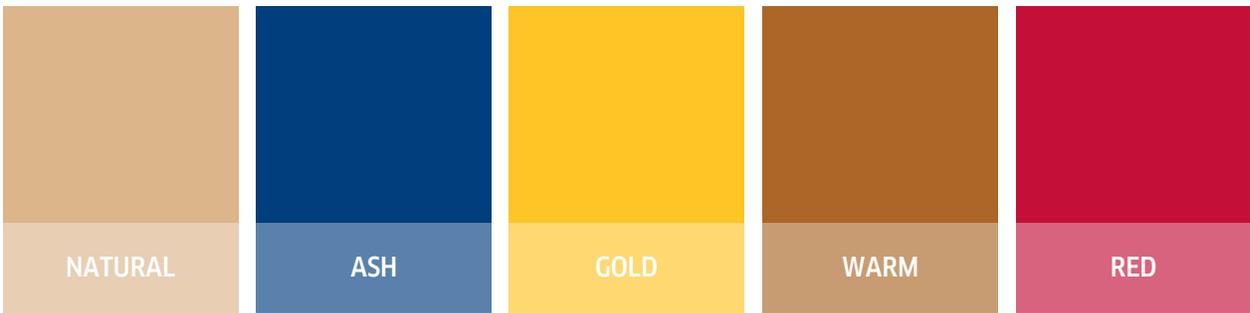
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Wella Color Charm Level and Tone Shade Numbering System

Wella Color Charm uses an international Level and Tone system for identifying each shade. This system enables logical and consistent shade selection so that you can formulate your colors with total confidence for perfect results every time. It also keeps the older Wella Color Charm number where appropriate, so you can easily find your favorite shade.

What is a level?

A level describes how light or dark a color is regardless of its tonal character.
This is represented by a numeric system based on international standards.

What is a tone?

A tone is the overall character of the color result that you will see.
This is represented by the one or two letters that follow the level number.

EXAMPLE

LEVEL

TONE

9N

The first number indicates the level of the color based on how light or dark the expected result will be.

The letter following the number represents the tonal qualities of the shade. In this case the letter 'N' indicates a Natural tone.

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Natural Level Chart

level number	natural level	level name
12		high lift
10		lightest blonde
9		very light blonde
8		light blonde
7		medium blonde
6		dark blonde
5		light brown
4		medium brown
3		dark brown
2		very dark brown
1		black

Notes

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Wella Color Charm
Color Charm Tonal Identifiers

1   12N/1200

2   10GV/1036   honey blonde | blond miel   1:2 mix ratio | taux de mélange 1:2   42 mL (1.4 FL OZ LIQ)

3   5WV   cinnamon | cannelle

1. Level Name: .... Tone Descriptor: ....

2. Level Name: .... Tone Descriptor: ....

3. Level Name: .... Tone Descriptor: ....

Multiple Tone Shades

Some shades contain a combination of two tones.

TONAL IDENTIFIER CHART		
TONAL IDENTIFIER	TONAL REPESENTATION	TONAL DESCRIPTION
N		natural
A		ash
G		gold
W		warm
R		red
C		cool
V		violet

PRIMARY

SECONDARY

5WV

cinnamon | cinnamo
ratio | 1:2 m
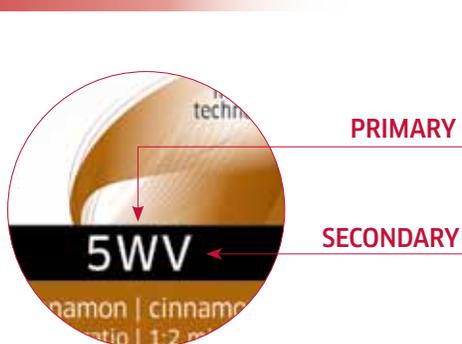
The first letters, in this case W, represents the primary tone. This tone will be the dominant tonal characteristic in this shade. The second letter, in this case V, represents the secondary tone. The secondary tone is more subtle and provides the final result with soft undertones.

Where you have two identical tone letter, such as with the AA shades, this means that the color results will be more intense.

1   10GV/1036   honey blonde | blond miel   1:2 mix ratio | taux de mélange 1:2   42 mL (1.4 FL OZ LIQ)

2   3RV/367   black cherry | cerise noire   1:2 mix ratio | taux de mélange 1:2   42 mL (1.4 FL OZ LIQ)

3   5WV   cinnamon | cannelle

1. Level Name: ....

Primary Tone .... Secondary Tone ....

2. Level Name: ....

Primary Tone .... Secondary Tone ....

3. Level Name: ....

Primary Tone .... Secondary Tone ....

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Wella Color Charm Shade Palette

Level	NATURAL / NEUTRO		ASH / CENIZO			GOLD / DORADO	
HIGH LIFT 12	12N 1200 — High Lift Blonde / Rubio Intensificado — BASE NEUTRAL / NEUTRO		12A 1210 — Frosty Ash / Cenizo Escarchado — BASE BLUE / AZUL	12AA 1120 — Nordic Blonde / Rubio Nórdico — BASE VIOLET / VIOLETA	12C 1290 — Ultra Light Blonde / Rubio Extra Claro — BASE VIOLET-BLUE / AZUL-VIOLETA	12NG — Surf Side Blonde Plus / Rubio Espuma de Mar Plus — BASE NEUTRAL-GOLD / NEUTRO-DORADO	
10	10N 1001 — Satin Blonde / Rubio Satinado — BASE NEUTRAL / NEUTRO		10A 1030 — Palest Ash Blonde / Rubio Cenizo Muy Pálido — BASE VIOLET-BLUE / AZUL-VIOLETA			10NG 1070 — Honey Beige Blonde / Rubio Beige Miel — BASE YELLOW / AMARILLO	10GV 1036 — Honey Blonde / Rubio Miel — BASE GOLD-VIOLET / DORADO-VIOLETA
9	9N 911 — Very Light Blonde / Rubio Muy Claro — BASE NEUTRAL / NEUTRO		9A 940 — Pale Ash Blonde / Rubio Cenizo Pálido — BASE VIOLET-BLUE / AZUL-VIOLETA			9NG — Sand Blonde / Rubio Arena — BASE NEUTRAL-GOLD / NEUTRO-DORADO	9G — Soft Pure Gold Blonde / Rubio Dorado Puro Suave — BASE GOLD / DORADO
8	8N 811 — Light Blonde / Rubio Claro — BASE NEUTRAL / NEUTRO	8NW — Light Natural Warm Blonde / Rubio Natural Cálido Claro — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	8A 740½ — Light Ash Blonde / Rubio Cenizo Claro — BASE BLUE / AZUL			8NG — Light Beige Blonde / Rubio Beige Claro — BASE NEUTRAL-GOLD / NEUTRO-DORADO	8G 841 — Light Golden Blonde / Rubio Dorado Claro — BASE GOLD / DORADO
7	7N 711 — Medium Blonde / Rubio Mediano — BASE NEUTRAL / NEUTRO	7NW — Medium Natural Warm Blonde / Rubio Natural Cálido Mediano — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	7A 672 — Medium Smokey Ash Blonde / Rubio Humo Cenizo Mediano — BASE BLUE / AZUL	7AA 632 — Medium Ash Blonde / Rubio Cenizo Mediano — BASE GREEN / VERDE		7NG — Medium Beige Blonde / Rubio Beige Mediano — BASE NEUTRAL-GOLD / NEUTRO-DORADO	7G 725 — Sunlight Blonde Brown / Rubio Castaño Brillante — BASE GOLD / DORADO
6	6N 611 — Dark Blonde / Rubio Oscuro — BASE NEUTRAL / NEUTRO	6NW — Dark Natural Warm Blonde / Rubio Natural Cálido Oscuro — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	6A 462 — Dark Ash Blonde / Rubio Cenizo Oscuro — BASE BLUE / AZUL	6AA 542 — Dark Blonde Intense Ash / Rubio Oscuro Cenizo Intenso — BASE OLIVE / OLIVO VERDE			6G 555 — Hazel Blonde / Rubio Avellana — BASE GOLD / DORADO
5	5N 511 — Light Brown / Castaño Claro — BASE NEUTRAL / NEUTRO	5NW — Light Natural Warm Brown / Castaño Natural Cálido Claro — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	5A 246 — Light Ash Brown / Castaño Cenizo Claro — BASE GREEN / VERDE	5AA 336 — Light Brown Intense Ash / Castaño Claro Cenizo Intenso — BASE GREEN / VERDE			5G 435 — Light Golden Brown / Castaño Dorado Claro — BASE GOLD / DORADO
4	4N 411 — Medium Brown / Castaño Mediano — BASE NEUTRAL / NEUTRO	4NW — Medium Natural Warm Brown / Castaño Natural Cálido Mediano — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	4A 237 — Medium Ash Brown / Castaño Cenizo Mediano — BASE BLUE / AZUL				4G 257 — Dark Golden Brown / Castaño Dorado Oscuro — BASE GOLD / DORADO
3	3N 311 — Dark Brown / Castaño Oscuro — BASE NEUTRAL / NEUTRO	3NW — Dark Natural Warm Brown / Castaño Natural Cálido Oscuro — BASE NEUTRAL-BROWN / NEUTRO-CASTANO	3A 148 — Dark Ash Brown / Castaño Cenizo Oscuro — BASE BLUE-GREEN / AZUL VERDE				
2	2N 211 — Very Dark Brown / Castaño Muy Oscuro — BASE NEUTRAL / NEUTROZ						
1	1N 051 — Black / Negro — BASE BLUE-VIOLET / AZUL-VIOLETA						

08

WARM / CÁLIDO | RED / ROJO

8RG 729 Titian Red Blonde — Rubio Rojizo
BASE RED-GOLD — ROJO-DORADO

7W Caramel / Caramelo
BASE BROWN — CASTANO

7WV Nutmeg / Nuez Moscada
BASE BROWN-VIOLET — CASTANO-VIOLETA

7WR 643 Tan Blonde / Rubio Tostado
BASE BROWN-RED — CASTANO-ROJO

7R 810 Red-Red / Rojo-Rojo
BASE RED — ROJO

6W Praline / Almendra
BASE BROWN — CASTANO

6RG 544 Light Copper / Cobre Claro
BASE RED-GOLD — ROJO-DORADO

6R Red Terra Cotta / Rojo Terracota
BASE RED — ROJO

6RV 607 Cyclamen / Ciclamen
BASE RED-VIOLET — ROJO-VIOLETA

5WV Cinnamon / Canela
BASE BROWN-VIOLET — CASTANO-VIOLETA

5WR Allspice / Pimienta
BASE BROWN-RED — CASTANO-ROJO

5RG 445 Light Auburn / Castaño Rojizo Claro
BASE RED-GOLD — ROJO-DORADO

5RV 507 Burgundy / Rojo Vino
BASE RED-VIOLET — ROJO-VIOLETA

4RG 347 Dark Auburn / Castaño Rojizo Oscuro
BASE RED-GOLD — ROJO-DORADO

4R 356 Cinnamon Brown / Castaño Canela
BASE RED — ROJO

3RV 367 Black Cherry / Cereza Negra
BASE RED-VIOLET — ROJO-VIOLETA

ADDITIVES / ADITIVOS

BP — BP Blonding Plus

050 — Cooling Violet / Violeta Fresco

042 — Warming Gold / Dorado Cálido

TONERS / TONIFICADORES

T-10 PRE-LIGHTEN: PALE YELLOW — Pale Blonde / Rubio Pálido
BASE VIOLET-BLUE — VIOLETA-AZUL

T-18 PRE-LIGHTEN: PALE YELLOW — Lightest Ash Blonde / Rubio Cenizo Clarísimo
BASE VIOLET — VIOLETA

T-14 PRE-LIGHTEN: PALE YELLOW — Pale Ash Blonde / Rubio Cenizo Pálido
BASE VIOLET-BLUE — VIOLETA-AZUL

T-11 PRE-LIGHTEN: PALE YELLOW — Lightest Beige Blonde / Rubio Beige Clarísimo
BASE GOLD-VIOLET — DORADO-VIOLETA

T-35 PRE-LIGHTEN: GOLD — Beige Blonde / Rubio Beige Clarísimo
BASE GOLD-VIOLET — DORADO-VIOLETA

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Selecting Your Shade

Haircolor results are a combination of two factors: the shade used and the underlying contributing pigment of the natural haircolor. There are two concepts that can help us better understand these factors:
1) Exposed Contributing Pigment Guide and 2) Color Circle.

Exposed Contributing Pigment Guide

All natural haircolor is made up of a number of natural color pigments. These pigments are either warm or cool in tone and it is the combination of these that produces the natural haircolor that we see. As we lighten the hair these pigments are exposed, often producing warm results.

LEVEL	NATURAL LEVEL	NATURAL HAIRCOLOR	EXPOSED CONTRIBUTING PIGMENT	
10		lightest blonde	pale yellow	
9		very light blonde	yellow	
8		light blonde	yellow	
7		medium blonde	gold	
6		dark blonde	gold	
5		light brown	red gold	
4		medium brown	red	
3		dark brown	red	
2		very dark brown	brown	
1		black	black	

EXAMPLE

When lightening hair from a natural level 5 to a level 7, you expose the red and gold natural underlying contributing pigment which may result in your final haircolor being too warm. This can be controlled by using the right tone, as indicated by the **Color Circle**, to counteract this natural underlying pigment.

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Color Circle

The Color Circle is a tool that explains the fundamental rules of color. These are equally applicable whether you are a painter, a photographer, a designer or a professional colorist.

An awareness of the fundamental rules of color will allow you to confidently select the right shade for your client every time.

PRIMARY COLORS	SECONDARY COLORS (MIX 2 PRIMARY COLORS TOGETHER)	TERTIARY COLORS
Yellow	Blue + Yellow = Green	Tertiary colors are all of the shades in-between the primary and secondary colors. They represent the limitless subtle variations in tonal character and intensity.
Blue	Red + Yellow = Orange	
Red	Blue + Red = Purple/Violet	

Neutralizing Unwanted Tones

Colors that are opposite each other on the color circle neutralize each other and can be helpful in reducing unwanted warmth or eliminating too much ash.

Primary Colors

Cannot be mixed from any combination of other colors (yellow, blue, red).

Secondary Colors

They are achieved by mixing the primary colors (green, orange, violet).

YELLOW

GREEN

ORANGE

BLUE

RED

VIOLET
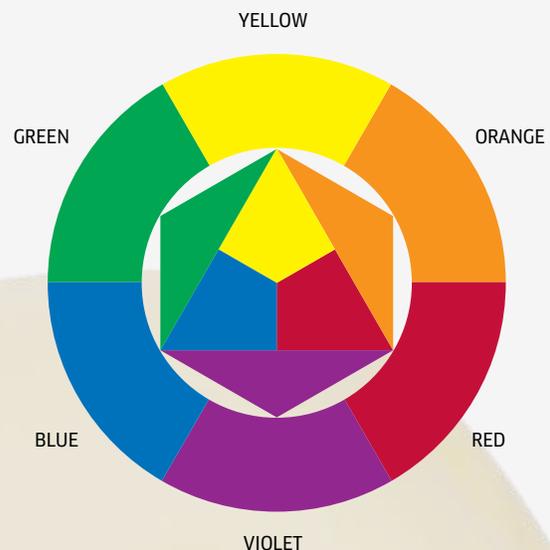
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Wella Color Charm
Mixing Instructions

Wella Color Charm has two dedicated developers:

Cream Developer, ideal for bowl and brush or bottle application. Available in 20 Vol and 40 Vol (32 oz and 4 oz bottles)

Clear Developer, ideal for bottle application. Available in 20 Vol (32 oz bottle).

Normal Mixing

- Determine the desired amount of product needed.

- Choose the application method– applicator bottle or bowl and brush.

- 1:2 Mixing Ratio: mix together well– 1 part Wella Color Charm Permanent Haircolor to 2 parts Wella Color Charm Developer.

EXAMPLE

Mix one whole bottle of Color Charm Liquid Haircolor with 3 oz of Color Charm developer.

Tip: 1 oz Color Charm Permanent Haircolor + 2 oz Wella Color Charm Developer. Begin application immediately.

DEVELOPER SELECTION GUIDE

10 volume (Mix equal parts 20 volume and distilled water)	• Same depth or darker than natural haircolor • Deposit with minimal lift, depending on texture and porosity
20 volume	• Up to 2 levels of lift • Optimum coverage on white hair
40 volume	• 3-4 levels of lift • Maximum lift for brighter and clearer blonde results

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Wella Color Charm
Shade Level Developer Chart

NATURAL LEVEL	TARGET LEVEL									
	1 Black	2 Very Dark Brown	3 Dark Brown	4 Medium Brown	5 Light Brown	6 Dark Blonde	7 Medium Blonde	8 Light Blonde	9 Very Light Blonde	10 Lightest Blonde
10 Lightest Blonde	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol
9 Very Light Blonde	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol
8 Light Blonde	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol
7 Medium Blonde	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol
6 Dark Blonde	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol
5 Light Brown	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol	DOUBLE PROCESS
4 Medium Brown	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol	DOUBLE PROCESS	DOUBLE PROCESS
3 Dark Brown	20 Vol	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS
2 Very Dark Brown	20 Vol	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS
1 Black	20 Vol	20 Vol	20 Vol	40 Vol	40 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS

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Wella Color Charm
Application Instructions

Strand Test

Performing a strand test is always recommended, especially if hair is porous or has previously been subjected to lighteners, permanent waves, chemical hair relaxers or haircolor.

Mix a small amount of desired color according to directions and apply to selected strands of hair in a discreet area. After 30 minutes, rinse strand and check color result and hair condition.
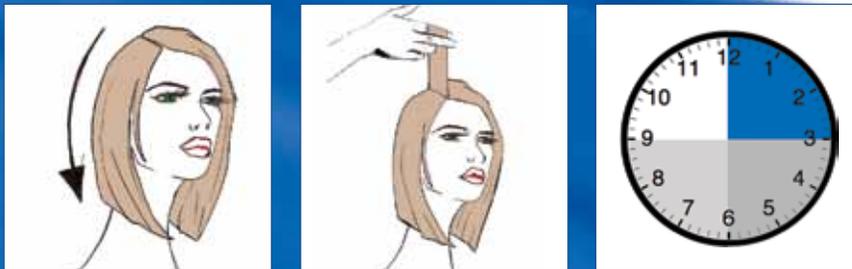
Lightening: First Time Color Application

WHEN FINAL RESULT WILL BE LIGHTER THAN THE NATURAL HAIRCOLOR:

1. Take ¼-inch partings and apply color to lengths and ends, starting 1-inch away from the scalp.
2. Develop for 15 minutes.
3. Mix fresh color and apply to untreated hair at the scalp area.
4. Develop for an additional 15-30 minutes or until color is even.
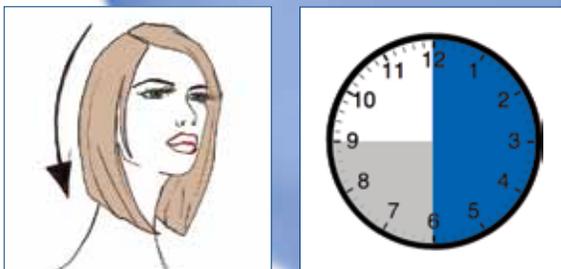
Same Depth or Darker: First Time Color Application

WHEN FINAL RESULT WILL BE THE SAME DEPTH OR DARKER THAN THE NATURAL HAIRCOLOR:

1. Take ¼-inch partings and apply color from scalp to ends.
2. When application is complete, using a wide-tooth comb, gently comb the product through the hair to ensure even distribution.
3. Develop 30 minutes or up to 45 minutes if additional depth or gray coverage is needed.

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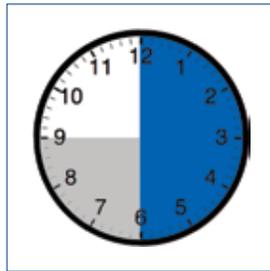
Re-growth Application

1. Take ¼-inch partings and apply color to re-growth area.

2. Develop 30 minutes or up to 45 minutes if additional depth or gray coverage is needed.

3. Use color-balancing procedure to refresh lengths and ends of the hair if needed.

Stylist tip: Fine sections should be taken in order to achieve thorough and even saturation.

Notes

Wella Color Charm Additives

The use of Wella Color Charm Additives gives you even greater control of your final color result by opening up almost limitless possibilities.

Warming Gold Additive

The Warming Gold Additive can be added to any existing Wella Color Charm shade to add more warmth to your final result. This will provide greater definition and vibrancy to red, gold and rich brown shades.

To use the Warming Gold Additive add between 2-4 capfuls of Warming Gold Additive to a full mixture of Wella Color Charm. The more Warming Gold Additive you use, the more pronounced the effect will be on your final result.

Cooling Violet Additive

The Cooling Violet Additive can be added to any existing Wella Color Charm shade to reduce unwanted warm tones. This is ideal if your client's hair has a high degree of natural warm tone (underlying pigment), or if you want to create a more matte type of result.

To use the Cooling Additive, add between 2-4 capfuls of Cooling Violet Additive to a full mixture of Wella Color Charm. The more Cooling Violet Additive you use, the more pronounced the effect will be on your final result.

Blonding Plus

When working on a natural level 6 or lighter, you can add the Blonding Plus Additive to your formula to increase the lifting action. This can be added to any Wella Color Charm shade on a level 9 or above.

To use the Blonding Plus Additive, mix 1 part Color Charm color, 1 part Blonding Plus additive and 4 parts 20 volume Color Charm developer. Apply to the hair as usual and develop up to 45 minutes. Check frequently for desired result.

Blonding Plus should never be used alone and should not be used with 40 volume developer.
It is only to be used with Color Charm shades Level 9 or lighter.

TIP: When working with darker shade selections, use more Cooling Violet Additive to achieve more noticeable results. Lighter shade selections will normally require less Cooling Violet Additive to achieve your desired result.

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High Lift Blonding

Wella Color Charm high lift blondes will give you beautiful clear blonde results with a variety of tones. They are best suited on clients with a natural level 6 or above.

NATURAL	ASH			GOLD
12N / 1200 HIGH LIFT BLONDE	12A / 1210 FROSTY ASH	12AA / 1120 NORDIC BLONDE	12C / 1290 ULTRA LIGHT BLONDE	12NG SURF SIDE BLONDE PLUS

To use the High Lift Blonde shades mix: 1 part Wella Color Charm liquid color with 2 parts Wella Color Charm clear developer. Apply to the hair using either an applicator bottle or bowl and brush. Develop for 30 minutes or up to 45 minutes for maximum lift.

For maximum lift (up to 4 levels) use Wella Color Charm 40 volume developer with Wella Color Charm liquid color.

Wella Color Charm Toners

Wella Color Charm provides 5 different toning shades, in three different toner families (Ash, Beige and Silver). These can be used to create beautiful soft blondes with just the right tonal character to suit your client.

. . . .

To use these toning shades you must first prelighten the hair to approximately half a shade lighter than your desired result. Once the desired level of lift is achieved, remove the lightener by shampooing thoroughly.

Mix 1 part Wella Color Charm toner with 2 parts 20 volume developer, apply to towel dried hair and develop for up to 30 minutes.
Check frequently for desired result.

SILVER	ASH		BEIGE	
T-10 PALE BLONDE	T-14 PALE ASH BLONDE	T-18 LIGHTEST ASH BLONDE	T-11 LIGHTEST BEIGE BLONDE	T-35 BEIGE BLONDE
PRE-LIGHTEN TO PALE YELLOW				PRE-LIGHTEN TO GOLD

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Optimum Gray Hair Coverage

Top tips for achieving optimum coverage on gray hair:

1. Select a shade on a level 8 or darker for best coverage. Lighter shades will create a more translucent effect.

2. Shades from the Natural or Gold family will produce a more natural result with optimum coverage.

3. Always mix with 20 volume Wella Color Charm developer.

4. Apply product generously, starting at the area of the head that has the highest percentage of white or is most resistant.

5. Process for 30 minutes, check and extend to 45 minutes if needed.

6. For better coverage on hair that is over 50% white, mix with equal parts of a Wella Color Charm Natural or Gold shade at the same level.

EXAMPLE

75% WHITE

Natural Haircolor:

Client is a natural level 5 with 75% white

Desired Result:

Slightly lighter with red violet tones

Recommended Formula:

1 oz 6RV + 1 oz 6N + 4 oz Color Charm 20 vol. developer

Application:

1) Take fine partings and apply color generously to each section of hair.

2) Process for up to 45 minutes. Check frequently for desired result.

EXERCISES

50% WHITE

Natural Haircolor, Client is a natural level 6 with 50 % white

Desired Result, Same level with a Red Gold tone

Formula, Shade/s Used .... Developer ....

25% WHITE

Natural Haircolor, Client is a natural level 3 with 25 % white

Desired Result, Two levels lighter with a red tone

Formula, Shade/s Used .... Developer ....

75% WHITE

Natural Haircolor, Client is a natural level 6 with 75 % white

Desired Result, Same level with a Gold tone

Formula, Shade/s Used .... Developer ....

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Wella Color Charm Consultation Guide

Step 1

Determine the client's natural haircolor level using the swatches in the Natural Shade Family of the Wella Color Charm Haircolor Swatchbook as a guide.

Step 2

Determine the percentage of gray/white hair.
If the client is over 50% gray, please see the section titled Optimum Coverage on Gray/White Hair.

Step 3

Select the desired level and tone of the desired color result. The Color Charm Swatchbook shows the many options available.

Step 4

Select the appropriate developer to achieve the desired shade result.

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Red Velvet Step-by-Step Technique

Bold panels of color will create vibrant contrasts that will enhance your haircut and create interest in your client's total look. Ideal for one-length hair of all lengths.

HAIR CONDITION: GOOD CONDITION / **STARTING LEVEL:** 5 /
PREVIOUS HAIRCOLOR: DEMI PERMANENT / **HAIR LENGTH**: CHIN LENGTH /
TARGET RESULT: CONTRASTING PANELS OF RED / **TECHNIQUE**: RED VELVET

STEP-BY-STEP
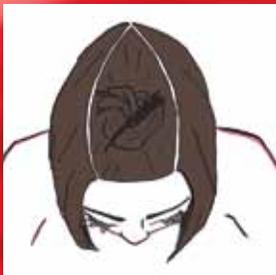
Step 1 Take a teardrop-shaped section from the front hairline to the crown. The section should come into a point on the crown.

Step 2 Subdivide this teardrop section diagonally, taking a curved section that follows the head shape.

Step 3 Apply formula A to the perimeter section from roots to ends.

Step 4 Apply formula B to one-half of the teardrop section, applying from roots to ends, and apply formula C to the opposite half in the same way.

Stylist Tip: Place foil between each section to maintain separation of each color.

PRODUCT	FORMULA	SHADE	MIXING RATIO
WELLA COLOR CHARM	A	7R / 810	1 : 2 20 VOL
WELLA COLOR CHARM	B	6RV /607	1 : 2 20 VOL
WELLA COLOR CHARM	C	6RG / 544	1 : 2 20 VOL

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Brown Silk Step-by-Step Technique

Create texture within full head colors that will complement the hair's natural movement and haircut. This technique is best suited to medium-to-longer lengths of hair containing long layers. Best results will be seen on hair which has some natural movement.

HAIR CONDITION: DRY, DAMAGED / **STARTING LEVEL:** 6 / **PREVIOUS HAIRCOLOR**: LIGHTENED / **HAIR LENGTH**: SHOULDER LENGTH WITH SOME LAYERS / **TARGET RESULT:** RICH BROWN WITH LIGHTER PANELS TO CREATE TEXTURE / **TECHNIQUE**: BROWN SILK

STEP BY STEP
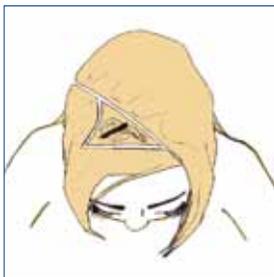
Step 1 Take a medium triangular section on top of the head. This section should be at an angle and set back slightly from the hairline.
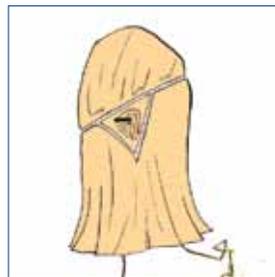
Step 2 Take a large triangular section at the back of the head around the occipital bone.
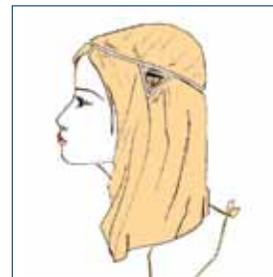
Step 3 Take a small triangular section above one ear.
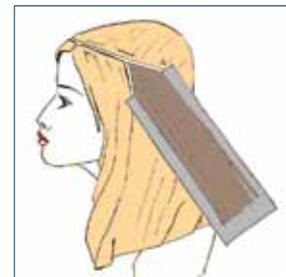
Step 4 Using foil to separate from the remainder of the hair, apply formula A to each of the triangular sections, applying from roots to ends.

Step 5 Apply formula B in-between the triangle sections to all of the remaining hair. Apply from roots to ends.

PRODUCT	FORMULA	FOIL COLOR	SHADE	MIXING RATIO
WELLA COLOR CHARM	A	SILVER	6A / 462	1 : 2 20 VOL
WELLA COLOR CHARM	B		5G / 435	1 : 2 20 VOL

Blonde Satin Step-by-Step Technique

Create depth and contrast to the hair with this quick and easy technique. Ideal for medium to long lengths of hair. This technique will be effective on most haircuts, but the most striking results can be achieved when the hair has had long layers or graduation to reveal the perimeter color.

HAIR CONDITION: SLIGHTLY DRY / **STARTING LEVEL:** 6 /
PREVIOUS HAIRCOLOR: HIGHLIGHTS / **HAIR LENGTH**: MID-LENGTH WITH
SOME LAYERS / **TARGET RESULT:** BLONDE WITH CONTRASTING
PERIMETER / **TECHNIQUE**: BLONDE SATIN

STEP BY STEP

Step 1
Take a star-shaped section on the top of the head, following the perimeter hairline.
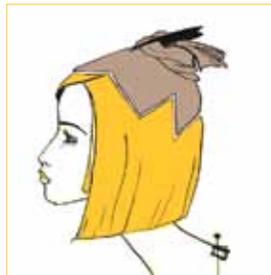
Step 2
Apply formula A to the perimeter section from roots to ends.

Step 3
Apply formula B to the star-shaped section from roots to ends.

Stylist Tip: Place foil over the perimeter section to maintain good separation of the two colors.

PRODUCT	FORMULA	SHADE	MIXING RATIO
WELLA COLOR CHARM	A	7N / 711	1 : 2 20 VOL
WELLA COLOR CHARM	B	12A / 1290	1 : 2 40 VOL

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Wella Color Charm
Creative Formulation Chart

Wella Color Charm, with its 62 easily intermixable shades allows you to customize and modify your formulas for each and every client.
Be creative with a palette without boundaries.

Personalize every result. Below are some formula favorites from the Wella Color Charm education team.

colorcharm

	NAME	SWATCH	FORMULA	DESCRIPTION	IDEAL FOR
LUSTROUS REDS	dark cherry		1 part 6R + 2 parts 3RV	Deep violet with underlying red tones giving more vibrancy	Ideal for clients with darker natural hair; great complement to cool skin tone
	rose gold		1 part 9G + 3 parts 8RG	Vibrant copper tone with strong golden undertones	Clients who want to be noticed with a vibrant copper red
WARM BROWNS	rich chestnut		3 parts 5WR + 1 part 5RG	Enhance your rich browns with just a hint of red	Clients wanting a rich inviting brown with a hint of red
	coffee bean		1 part 5WV + 1 part 4A	A cool brown with just a hint of violet	Ideal for clients not wanting to see red tones within their brown haircolor
LIVELY BLONDES	molten gold		1 bottle 10GV + half capful 7R	A soft strawberry blonde that provides brightness with just a hint of red	Clients wanting to achieve a more personalized color that achieves interest
	dusky blonde		1 bottle of 12A + 1 capful of cool intensifier	Cool dusky blonde with violet undertones	Clients wanting a very ashy blonde. Ideal for clients on a level 7 or above
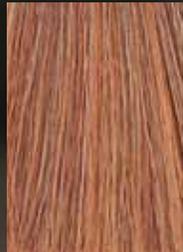
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Notes

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Notes

color charm

WHAT'S CHANGED?
COLOR CHARM'S EXCELLENT COVERAGE
HAS NOT CHANGED
BUT SOME THINGS HAVE!

- 28 shades have similar but not identical results. A strand test is recommended. Please see the list below.
- 11 shades have had name changes (mainly Toners) Please see the list below.
- 8 shades will now look different when mixed with developer, although the results are very similar. See list below.

SHADE NAME CHANGES: SHADE NUMBER DOES NOT CHANGE

Color Charm has changed several shade names to better describe their haircolor results.

SHADE NUMBER	OLD SHADE NAME	NEW SHADE NAME
12N/1200	Blonde Claire	High Lift Blonde
5AA/336	Light Drab Brown	Light Brown Intense Ash
6AA/542	Ash Blonde	Dark Blonde Intense Ash
7AA/632	Medium Ash Blonde	Medium Blonde Intense Ash
T35	Imperial Beige	Beige Blonde
T11	Royal Blonde	Lightest Beige Blonde
T14	Silver Lady	Pale Ash Blonde
T18	White Lady	Lightest Ash Blonde
T10	Ivory Lady	Pale Blonde
050	Light Drabber	Cooling Violet
042	Gold	Warming Gold

DISCONTINUED SHADES

Color Charm has discontinued 14 shades due to declining sales. Wella recommendations are not exact matches and a strand test is recommended to preview the results.

DISCONTINUED SHADE	WELLA RECOMMENDS	NEW RESULTS WILL BE
12P Ivory Blonde Plus	12A/1210 Frosty Ash or 12AA/1120	More drab and cool
9CG Soft Platinum Gold Plus	9NG Sand Blonde	Slightly more Neutral-Gold
8CG Light Platinum Gold Plus	8NG Light Beige Blonde	Slightly more Neutral-Gold
7CG Medium Platinum Gold Plus	7NG Medium Beige Blonde	Slightly more Neutral-Gold
8G Light Pure Gold Blonde	8G/841 Light Golden Blonde	Very close, slightly more Gold
7G Medium Pure Gold Blonde	7G/725 Sunlight Blonde Brown	Half level darker
8GR Copper Sun	8RG/ 729 Titian Red Blonde	Slightly more Red-Gold than Gold-Red. Can add a cap of Warming Gold to enhance Gold tonality
6GR Canyon Copper	6RG/ 544 Light Copper	Slightly more Red-Gold than Gold-Red. Can add a cap of Warming Gold to enhance Gold tonality
12W Malibu Blonde Plus	12NG Surf Side Blonde Plus	Less Warm and more Neutral-Gold
9WR Apricot	8RG plus 1 cap Warming Gold	Will provide a close comparison but with slightly more copper-gold
633 Red Blaze	6R Red Terra Cotta	6R slightly more Red
T-28 Princess Blonde	T-10 Pale Blonde	T-10 is slightly less Beige
T-15 Baroness Beige	T11 Lightest Beige Blonde	T-11 slightly less Beige
T-27 Regal Beige	T35 Beige Blonde	T-35 slightly deeper

CHANGE IN COLOR CHARM APPEARANCE - BUT SIMILAR HAIRCOLOR RESULTS

Color Charm with Liquifuse™ Technology and improved fragrance has several shades that now look different when mixed in the application bottle or bowl. **The actual haircolor results are similar but not exact matches. A strand test is recomended to preview the results.**

SHADE NAME	PREVIOUS COLOR CHARM APPEARANCE	NEW APPEARANCE
810/7R	Unmixed (unopened bottle): dark brown-red; When mixed: dark brown-red; 30 minutes after mixing: dark black red	Unmixed (unopened bottle): light yellow-orange; When mixed: beige-rose; 30 minutes after mixing: red-brown
257/4G	Unmixed (unopened bottle): yellow; When mixed: white-yellow; 30 minutes after mixing: yellow-brown	Unmixed (unopened bottle): orange; When mixed: orange; 30 minutes after mixing: orange-brown
6R	Unmixed (unopened bottle): light-orange; When mixed: light-yellow; 30 minutes after mixing: orange-rose	Unmixed (unopened bottle): yellow-orange; When mixed: white-rose; 30 minutes after mixing: dark-rose
051/1N	Unmixed (unopened bottle): brown; When mixed: brown; 30 minutes after mixing: dark brown	Unmixed (unopened bottle): yellow; When mixed: yellow brown; 30 minutes after mixing: black
544/6RG	Unmixed (unopened bottle): orange-red; When mixed: orange-yellow; 30 minutes after mixing: orange-brown	Unmixed (unopened bottle): orange-red; When mixed: orange; 30 minutes after mixing: red-brown
336/5AA	Unmixed (unopened bottle): light-yellow; When mixed: beige; 30 minutes after mixing: violet-brown	Unmixed (unopened bottle): light-yellow; When mixed: beige; 30 minutes after mixing: beige-brown
50	Unmixed (unopened bottle): light-yellow; When mixed: beige; 30 minutes after mixing: pale rose-violet	Unmixed (unopened bottle): light-yellow; When mixed: beige; 30 minutes after mixing: blue
BP	Unmixed (unopened bottle): light blue; When mixed: light blue; 30mins after mixing: light blue	Unmixed (unopened bottle): light yellow When mixed: white; 30mins after mixing:: light yellow

CHANGE IN COLOR CHARM HAIRCOLOR RESULTS

Color Charm with Liquifuse™ Technology and floral fragrance has 28 shades that now have somewhat different finished results. **The actual haircolor results are similar but not exact matches. A strand test is recommended to preview the results.**

051/1N Black	542/6AA Ash Blonde/ Dark Blonde Intense Ash	9G Soft Pure Gold Blonde	810/7R Red-Red
211/2N Very Dark Brown	632/7AA Medium Ash Blonde / Medium Blonde Intense Ash	5WR Allspice	367/3RV Black Cherry
311/3N Dark Brown	1120/12AA Nordic Blonde	445/5RG Light Auburn	507/5RV Burgundy
411/4N Medium Brown	7NG Medium Beige Blonde	544/6RG Light Copper	607/6RV Cyclamen
3NW Dark Natural Warm Brown	8NG Light Beige Blonde	729/8RG Titian Red Blonde	BP Blonding Plus
148/3A Dark Ash Brown	1070/10NG Honey Beige Blonde	356/4R Cinnamon Brown	042 Gold/ Warming Gold
336/5AA Light Drab Brown / Light Brown Intense Ash	257/4G Dark Golden Blonde	6R Red Terra Cotta	050 Light Drabber/ Cooling Violet