

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.



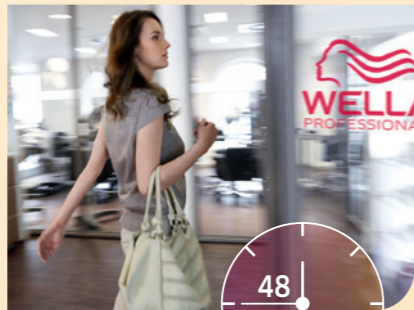
1
MIX 5 GRAMS COLOR WITH
5 GRAMS DEVELOPER.

2
APPLY THE COLOR TO
1cm² 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.



48
HOURS

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

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.

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

MARK DEBOLT, MARIE ROBINSON SALON NYC

MARK DEBOLT



JAYSON GRAY

I ALWAYS GO FOR COLOR TOUCH: IT GIVES ME UNLIMITED CREATIVE POSSIBILITIES.


JAYSON GRAY,
INTERNATIONAL CREATIVE DIRECTOR, TONI & GUY

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

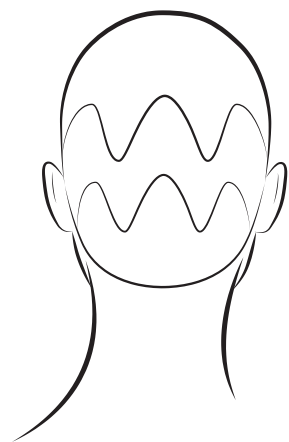


SHE CAN TEASE WITH A HIDDEN TWIST

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.]



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

INSTAMATIC 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

MATTE RED



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.










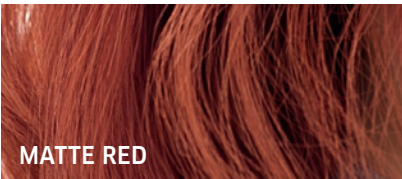
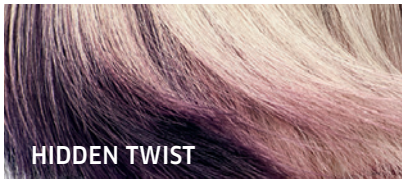
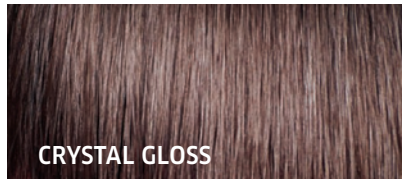

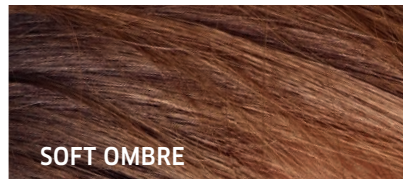
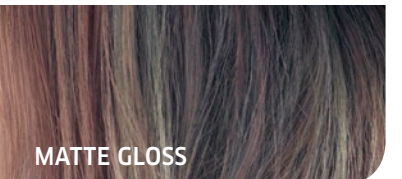
The Smart Selective Formula in COLOR TOUCH Relights only acts on the highlighted or pre-lightened hair and guarantees brilliant shading or refreshing of blonde and other fashion highlights, while the surrounding hair gets a vibrant shine.

RELIGHTS

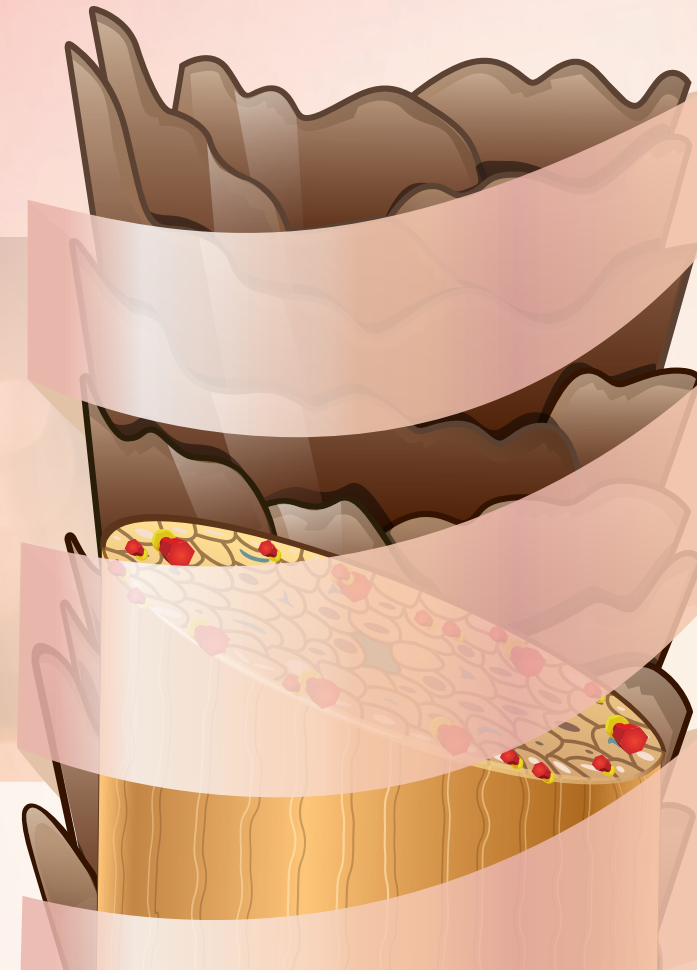


WHY NOT OFFER YOUR CLIENTS A COLOR TOUCH RELIGHTS TONING SERVICE TO KEEP THEIR BLONDES FRESH, FUN AND NEW IN BETWEEN HIGHLIGHT SERVICES.

DEMI-PERMANENT COLOR CHOICES

	COLOR TOUCH	SPECIAL MIX	PLUS	RELIGHTS	SUNLIGHTS	INSTAMATIC
WHO	Seeks for vibrant, rich, gentle color.	Asks for more edgy, creative results.	Needs more gray coverage, but looks for gentleness.	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	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.	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 • 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 	<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 24 washes	Beautifully fades within 24 washes	Beautifully fades within 24 washes	Beautifully fades within 15 washes	Up to 2 levels of lift	Fades beautifully
SHADES						
CARE	WELLA Professionals Brilliance 			WELLA Professionals Enrich 		WELLA Professionals Elements 
SERVICES	 MATTE RED	 HIDDEN TWIST	 CRYSTAL GLOSS	 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.



Light-reflecting color molecules



**Natural Waxes.
Infused with Keratin.**

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

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.

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

PURE NATURALS



RICH NATURALS



DEEP BROWNS



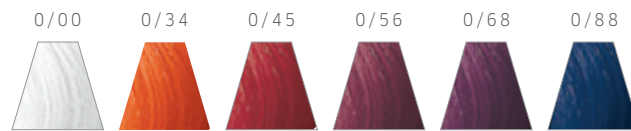
VIBRANT REDS



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



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. 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.

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.

CREATIVE

MULTIFACETED

RICH

INTENSE

COVERAGE

SUNLIGHTS



RELIGHTS

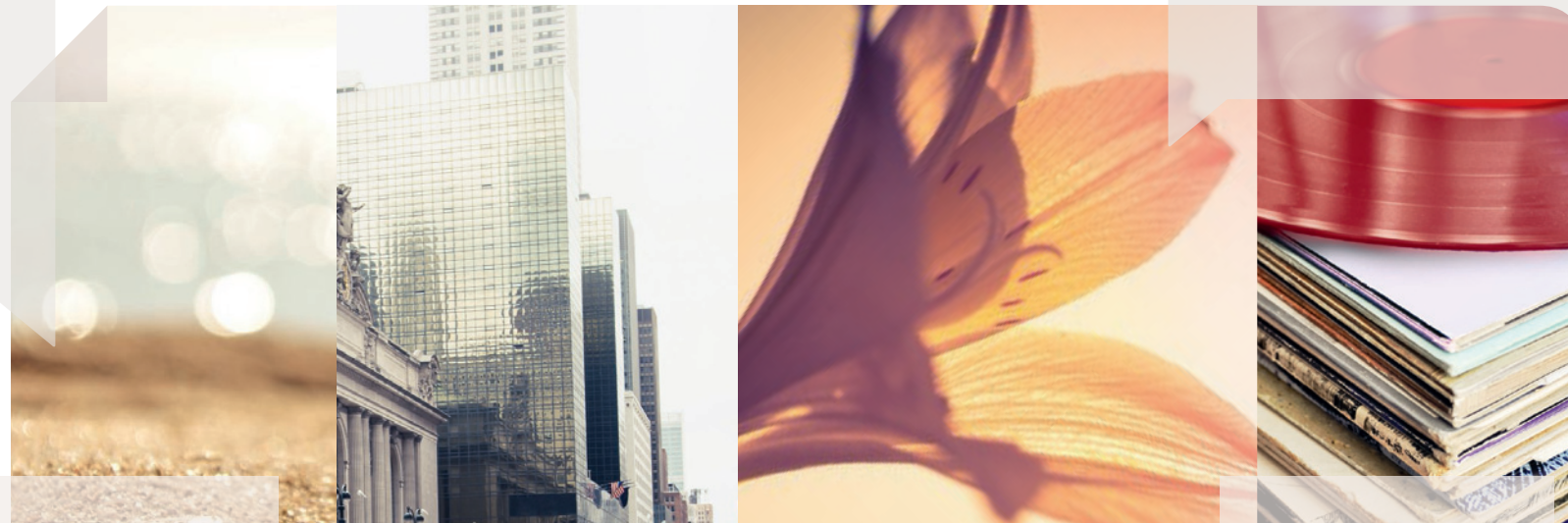


SHADE

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.



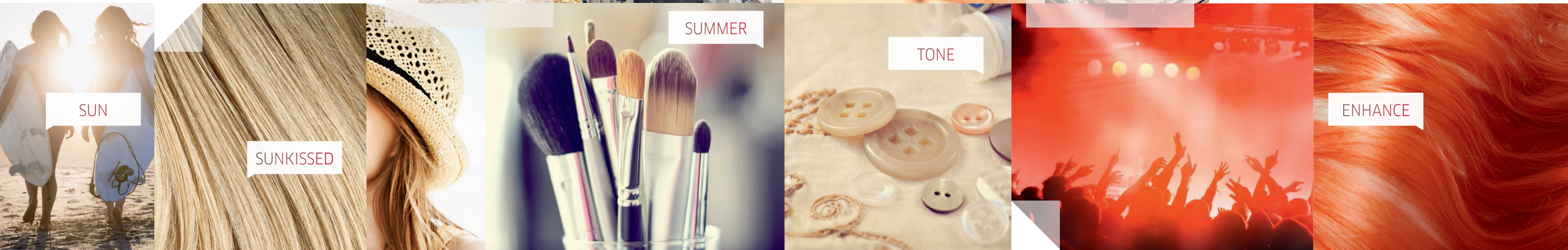
SUMMER

STONE

SUN

SUNKISSED

ENHANCE



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.

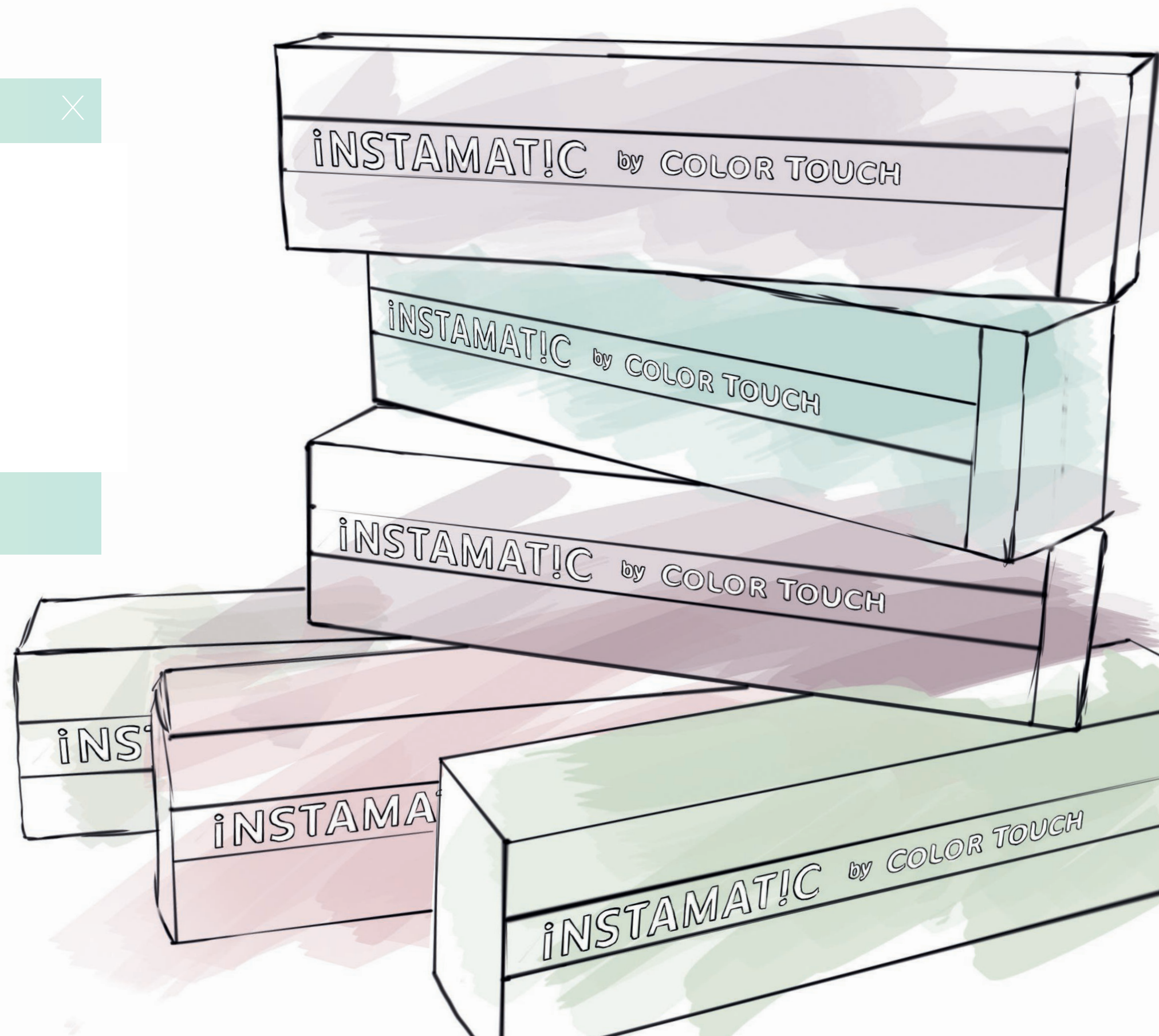
To reduce intensity of tone, mix clear tone 0/00 in a 1:2 mix ratio, e.g. 20 g shade + 10 g clear tone 0/00 + 60 g COLOR TOUCH Emulsion.

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

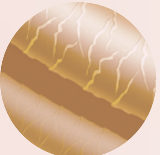
HOW INSTAMAT!C WORKS

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.]



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.

1:1



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

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.

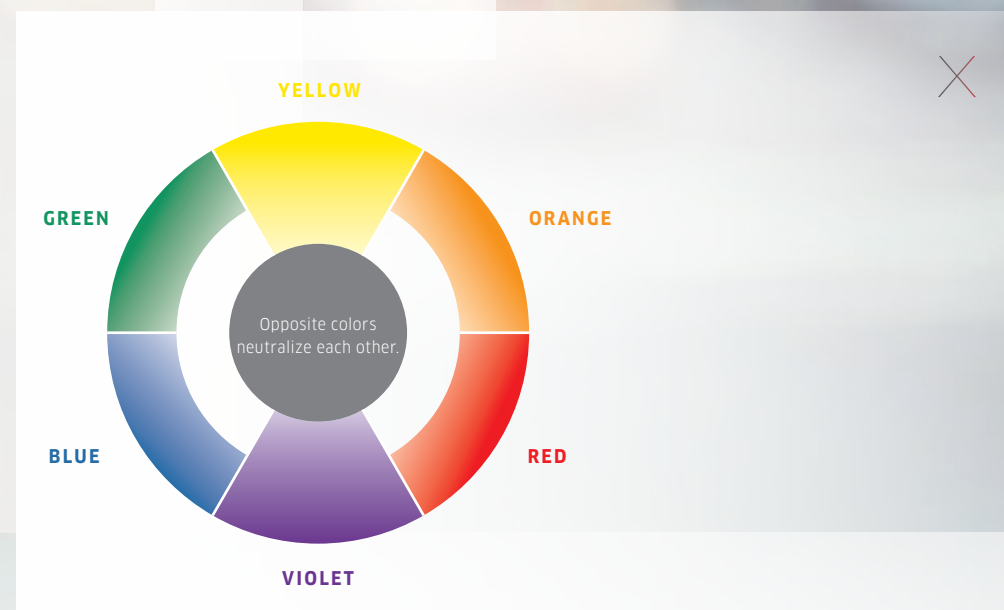
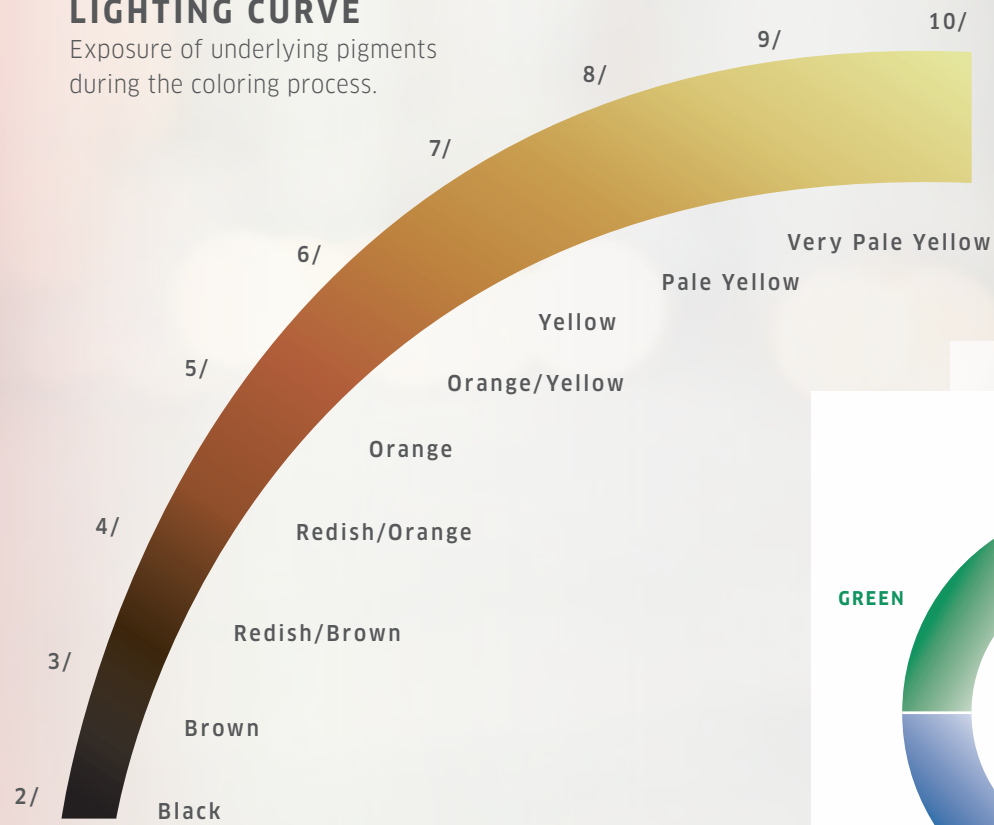


INSTAMAT!C IS ALSO GREAT FOR COLOR CORRECTION

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.



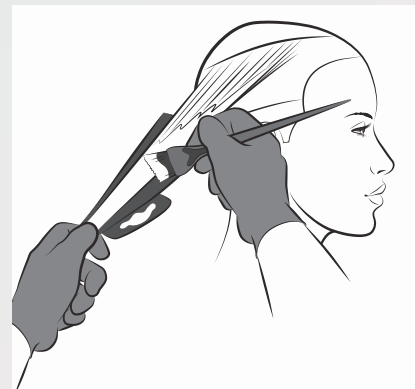
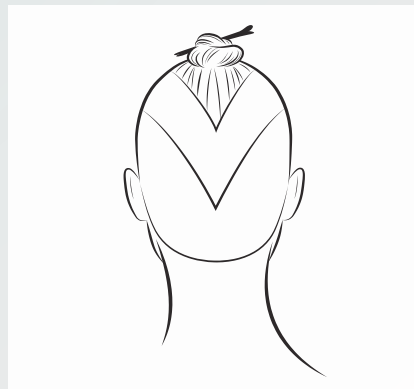
TODAY'S A PINK AFFAIR! TOMORROW, WHO KNOWS?

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

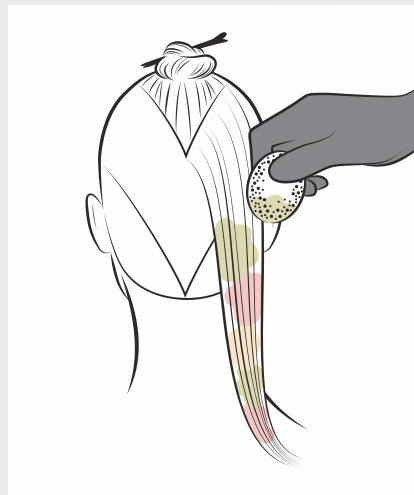
[Fades beautifully.]

#MATTE GLOSS

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.



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



BEFORE



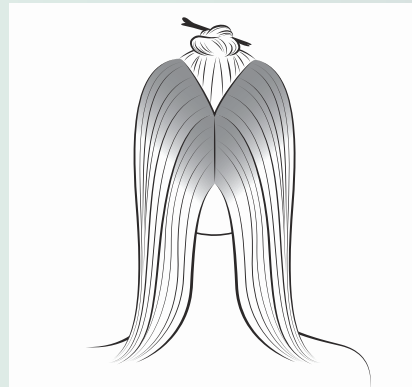
THE WEEKEND IS WILD!

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

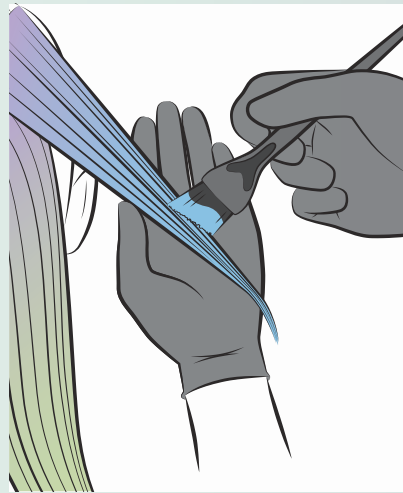
[Fades beautifully.]

#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 min.



BEFORE

- A** iNSTAMAT!C MUTED MAUVE
+ COLOR TOUCH Emulsion 1.9% [1:1]
- B** iNSTAMAT!C JADED MINT
+ COLOR TOUCH Emulsion 1.9% [1:1]
- C** iNSTAMAT!C OCEAN STORM
+ COLOR TOUCH Emulsion 1.9% [1:1]



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%		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					
INSTAMAT!C	Matte Gloss for a diffused color finish.	COLOR TOUCH Emulsion 1.9% or 4%		Only with INSTAMAT!C by COLOR TOUCH.	N/A					
	WE RECOMMEND THAT AN ALLERGY TEST IS DONE 48 HOURS BEFORE COLORING.									

1:2
[30 g Color + 60 g
COLOR TOUCH Emulsion]

1:1
[30 g INSTAMAT!C + 30 g
COLOR TOUCH Emulsion]

Blonde shades:
5-10 min without heat

Red shades:
15-20 min without heat

20 min without heat
15 min with heat

5-20 min depending on intensity.

Without heat

Dampen hair Massage color into hair lengths and ends Develop for further **5 min**.

After completion of the development time, emulsify the color with a little warm water and rinse out well. Lightly shampoo with **Wella Professionals Brilliance Shampoo or SP Color Save Shampoo**. To neutralize oxidation residues and stabilize color, use **Wella Professionals Color Post Treatment or SP Color Save Emulsion**.