BRAND GUIDELINES

wunderbar, create wonderful hair





wunderbar, create wonderful hair

Wunderbar supports your passion for your craft by providing you with cutting-edge professional hair products.

We help you to express your creative spirit and create unique looks with strong, healthy and vibrant hair.

The Wunderbar range includes expert colour products based on the unique Triple Color Technology TM, which improves the hair condition and vibrancy with unlimited colour mixing possibilities.





Wunderbar is

GERMAN

Offering Solid – Bold – Intense Colouring with even coverage results



BRAND GUIDELINES

Wunderbar PERMANENT COLOURING

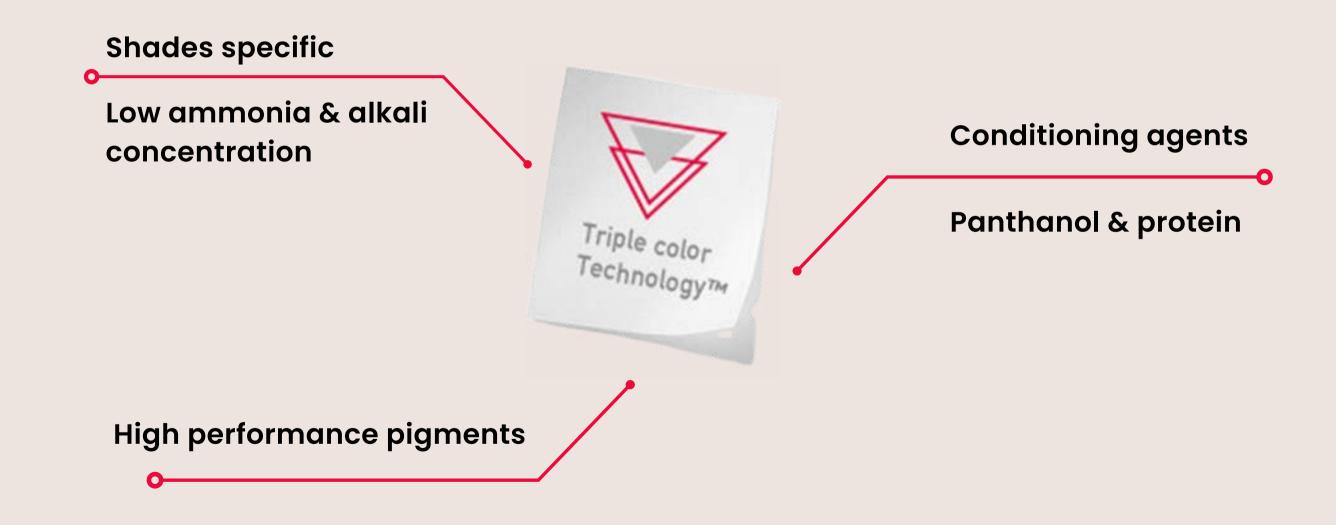




- Permanent Colour
- Demi-permanent Colour
- Freestyle Semi-permanent Colour
- Gloss 'n Tone Demi-liquid Colour
- Blond de-light Bleaches
- Perm
- Color Refresh Temporary Colours
- Care & Style



Features & benefits TRIPLE COLOUR TECHNOLOGY™





Permanent HAIR COLOURING

- 125 Shades
- 8 Mix Tones + Clear
- Permanent & Demi-permanent
- 100% Grey coverage
- Less irritation for sensitive scalps
- Thick consistency, no dripping during application
- Optimal durability & long lasting results
- 60ml Tube
- Does not contain PPD
- Vegan formula





Wunderbar NUMBER SYSTEM





Wunderbar TONES

Ash (Grey) Matt (Green) 2 Gold (Yellow) 3 Gold/Red (Copper look) 34 Red Mahogany Violet 6 Brown Pearl (Blue) 8 Soft Violet(Cendré (iridescent) 9

Wunderbor LEVEL. TONES 6/34

Dark Blonde

The number before the decimal defines the shade level required

Gold

The first
number after
the decimal
defines the
primary tone
required

Red

The second number after the decimal defines the secondary tone required



Wunderbor NATURALS

Natural shade

0/

00

xx/o

Pigment density

Normal

Intense

Intense

Pigment Indentity

Cool beige

Cool beige

Cool beige

Coverage

Natural, modern 100% Intense / rich 100% Intense / depth 100%

Grey coverage

8/0 Light blonde

9/00 Light Intense

99/0 Light Intense

Hair Type

Normal

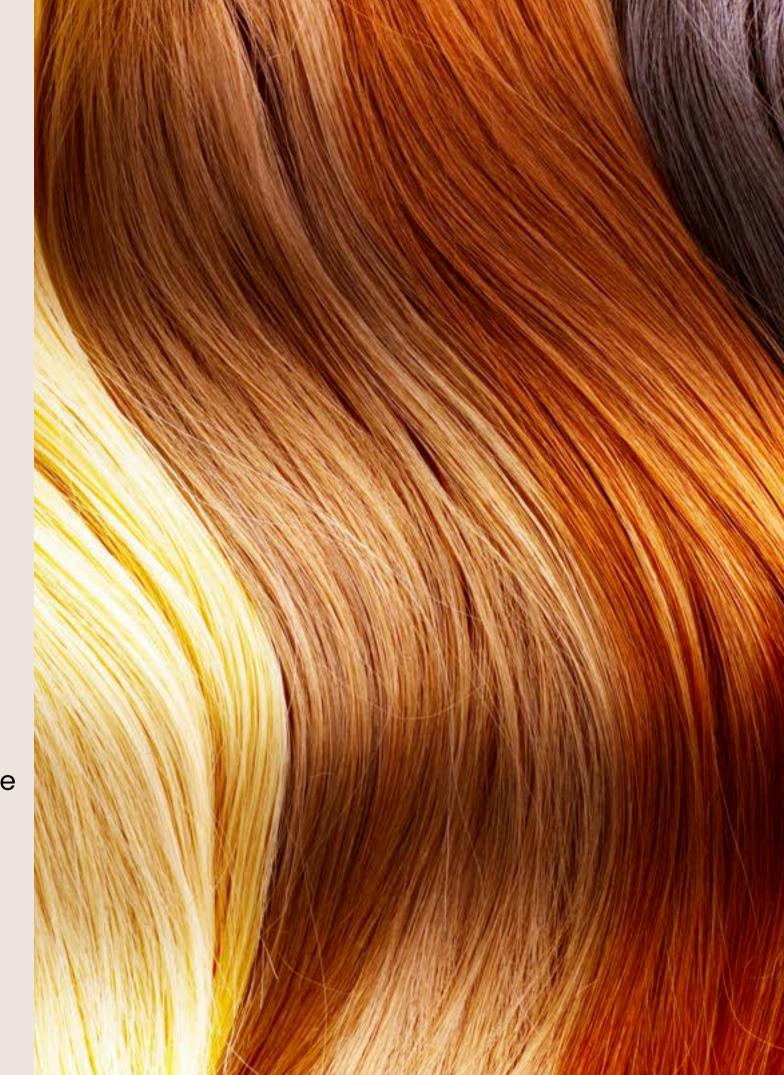
Normal to Coarse

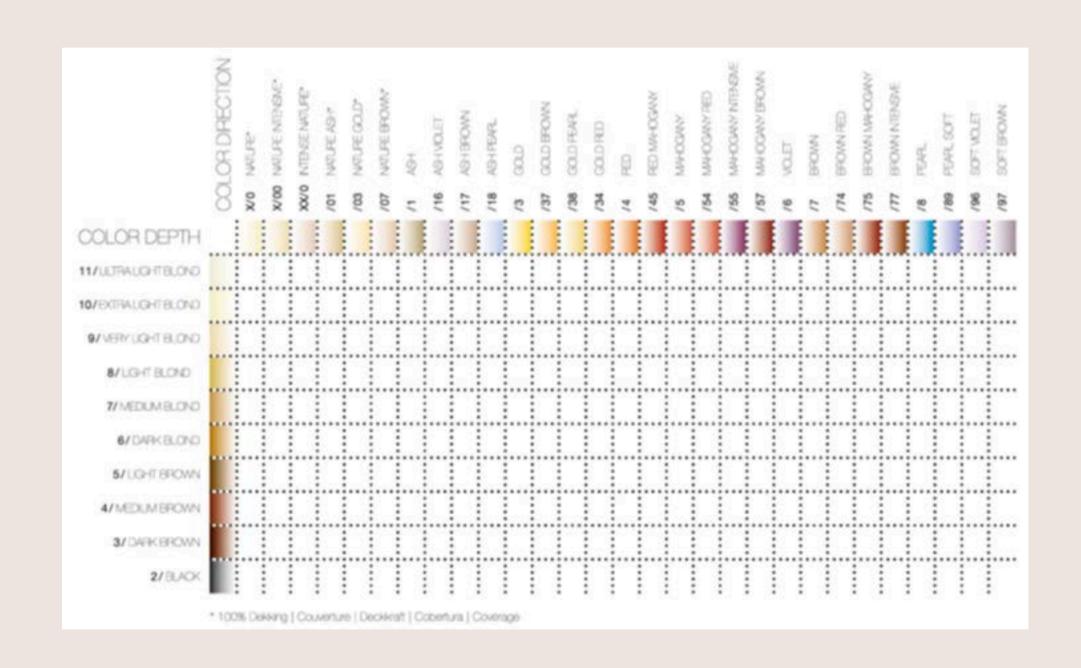
Coarse

Colour level

1/2 shade darker

1 shade darker





The Wunderbar COLOR RANGE & COORDINATES

The Color chart Range & coordinates chart which shows vertically level by level, and horizontally all tonal directions – making it Easy to use & helps the hairdresser determine which colour to select.



Wunderbor PIGMENT IDENTITY

- Natural, cool- beige identity
 - Slight dominance of blue pigment
- Combined with warm pigments it gives a result of a clear beige color shade.
- Advantage: The hair color can not turn green.
- The colour always looks natural.
- Brighter fashion shade appearance









10-95

55-46

55-65

66-46

Wunderbar REDS













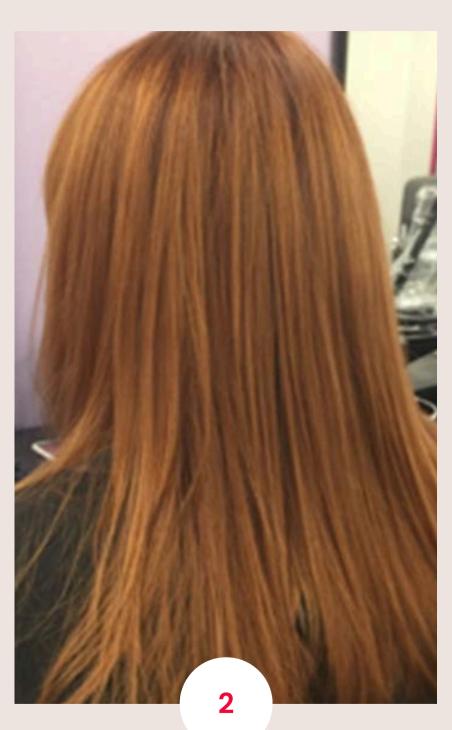
Wunderbar BROVNS





11/89 10/96 11/96 10/95 10/97 Wunderbar BLONDES





Wunderbar EXAMPLES

1 Blonde

Full head foils

Bleach + 9%

Toner 10/18 + 1.9%

2 Copper

Roots: 6/34 + 6%

Mid-lengths & ends:

8/34 + 0/34 mix + 1.9%

Timing & Mixing ratios

FOR PERMANENT COLOUR

Levels 2 - 10

3%/10vol - Tone on Tone or to Deposit

6%/20vol – 1 Levels lift – Grey coverage

9%/30vol - 2 Levels Lift

12%/40vol – 3 Levels Lift

Blond Selection 11's

9%/30vol – Blond Selection 3-4 Levels Lift (on natural hair)

12%/40vol – Blond Selection 4-5 Levels Lift (on natural hair)



Timing 45 mins

Natural Shades HAVE A COOL BEIGE IDENTITY

Natural Normal Hair type



8/0 light blond

Intense Natural Normal to Coarse Hair type



9/00 light blond intensive

Intense Natural
Very Coarse /
Resistant Hair type



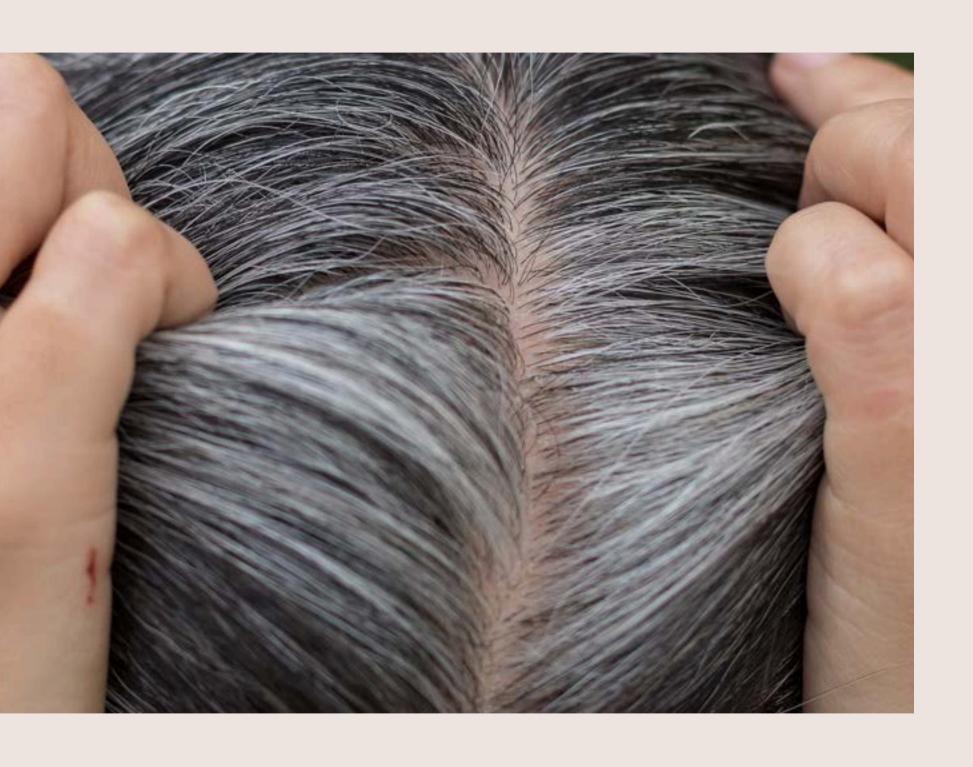
99/0 light blond intensive

100% Coverage up to level

Depth to Normal

½ Shade darker

1 Level darker



Hints & Tips

PERMANENT COLOURING

X/0X Part of the Naturals cover 100%

Example:







These can be used with fashion shades for coverage-

Help elimiate or add extra tone where needed



/01

Nature Ash



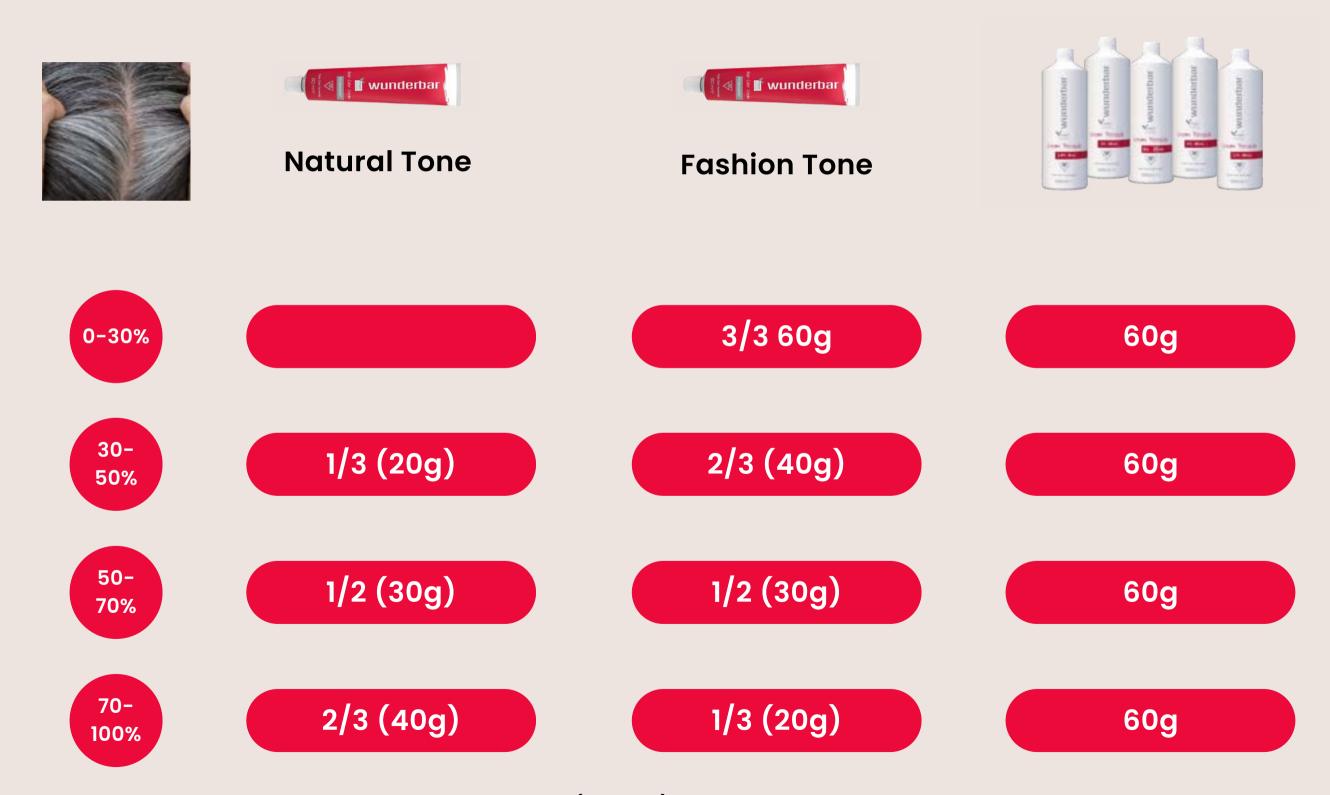
/03



Nature Gold

Nature Brown

Grey/white coverage SHADE LEVELS 2 - 10

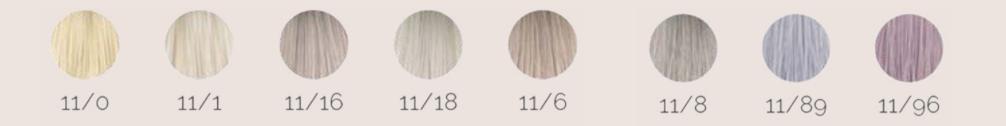


*Use 6% (20vol) for optimal results

Blond Selection 11 SERIES

- 8 High-lift shades
- Ideal from shade level 6/0 & lighter
- Best results on natural hair

Contains a high density of cool pigment (ash and violet) = clear blond results



Tip: These are not designed to use as toners or Demi-permanent colours!



Grey/white coverage BLOND SELECTION 11'S

- Adding 9/0 9/00 99/0 gives 4 levels lift
- Mixing ratio & choice of developer remain the same as regular mixing
- 9%(30vol) or 12% (40vol) for optimal results





Natural Tone



Blond Selection



9%(30vol) or 12% (40vol)

0-30%

3/3 60g

60g

30-50%

1/3 (10g)

2/3 (20g)

60g

50-70%

1/2 (15g)

1/2 (15g)

60g

70-100%

2/3 (20g)

1/3 (10g)

60g

Peroxides with PASTEL COLOURING

Levels 2 - 10 1.9%/6vol - Gentle Toning - Best for foils 3%/10vol – Intense Toning – Best for full head























/97

/16

Hints & Tips PASTEL TONING

What will cause the unbleached hair to change tone?

- Blond Selection 11's 2.2% ammonia not designed as toners
- 3%/10vol Peroxide No lift but there will be tonal change to the natural hair

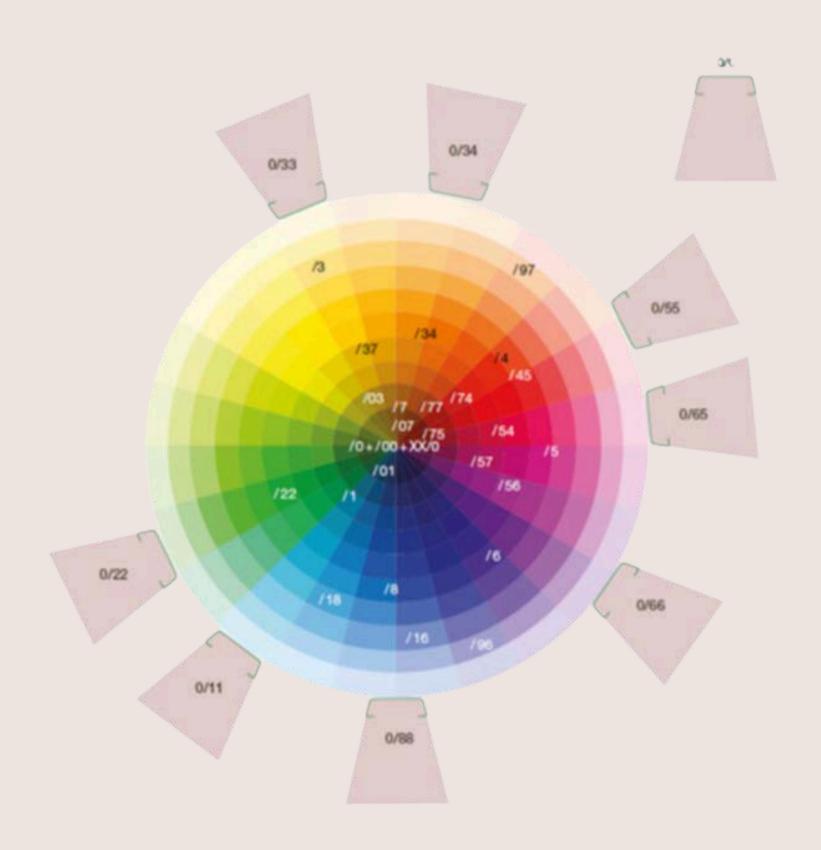
Can you tone lower levels?

• Levels 2-10 Used to tone with 1.9%/6vol peroxide

How to neutralise strong orange tones?

- Foils Use 10/18 + 10/8 with 1.9%/6vol peroxide
- Full head -10/18 + 10/8 with 3%/10vol peroxide





The Wunderbor COLOR WHEEL MIX TONES

Enhance Colour - Add Tone to all shades

Colour Correction - Neutralise unwanted tones

Clear Tone - Dilute pastelise tones



When adding Mix tones you need the same amount of peroxide to colour.

Wunderbar

MIX TONE GUIDE

Guide with base shades



Shade level

10

9

8

7

6

5

4

3

2



Colour Cream

30gr

30gr

30gr

30gr

30gr

30gr

30gr

30gr

30gr



Mix tone

1 cm = 0.5 g

2 cm = 1.0 g

3 cm = 1.5 g

4 cm = 2.0 g

5 cm = 2.5 g

6cm = 3g

7 cm = 3.5 g

8 cm = 4.0 g

9cm = 4.5 g



9%(30vol) or 12% (40vol)
Cream Peroxide

30.5 g

31.0 g

31.5 g

32.0 g

32.5 g

33.0 g

33.5 g

34.0 g

34.5 g

Hints & Tips WUNDERBAR MIX TONE 0/0

- Clear 0/0 is used to dilute the pigment in a colour formula
- Not designed to lift one level lighter.
- The mixing ratio can be up to 1 part fashion shade + 1 part 0/0.
- The amount of 0/0 should never exceed the amount of fashion shade!

Example formula: (Balancing lengths and ends)

- Create desired shade 6/6
- 1 part 5/6 + 1 part 0/0 + 1.9% or 6% Cream Peroxide

DO NOT use 0/0 (or formula containing 0/0) on the roots or natural hair!



Wunderbar

DEMI-PERMANENT COLOURS

Levels 2 – 10 in all shades & tones may be converted into Demi-permanent colours using 1.9% or 3% cream peroxide





Features & Benefits

DEMI-PERMANENT HAIR COLOUR

- Gentle & first time colouring
- Refresh dull pre-coloured hair
- Cover first time greys (up to 50%)
- Enhance natural colour
- Eliminate unwanted tones
- Lasts up to 24 washes

It is not designed to lift hair colour, or for covering more than 50% grey

Application & Peroxides DEMI-PERMANENT COLOUR

Levels 2 - 10

1.9%/6vol – Light Colouration

- Refreshing
- Adding tone
- Covering grey up to 30%

3%/10vol - Cover 30-50% grey

Intensify shades



Apply to freshly-washed damp hair

Rinse thoroughly (Do not shampoo again)

Condition & style

Colour Neutralizer POST COLOUR SHAMPOO

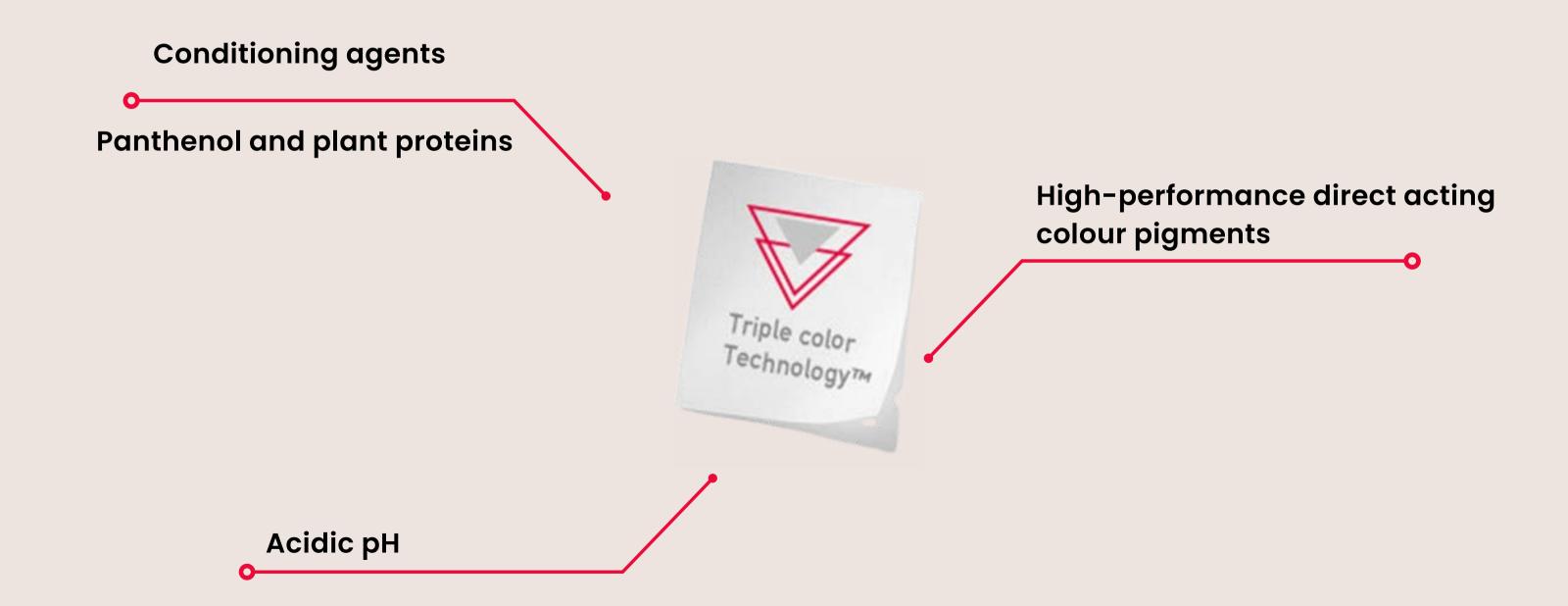
- Stops all chemical action and returns hair back to its normal pH level
- Removes any traces of peroxide & neutralises alkali concentration
 - prevents oxidation
 - stabilises the colour preventing fade
- Contains nourishing and revitalising active ingredients
- Does not weigh the hair down



BRAND GUIDELINES WWW.WUNDERBARHAIR.COM



Features & benefits TRIPLE COLOUR TECHNOLOGY

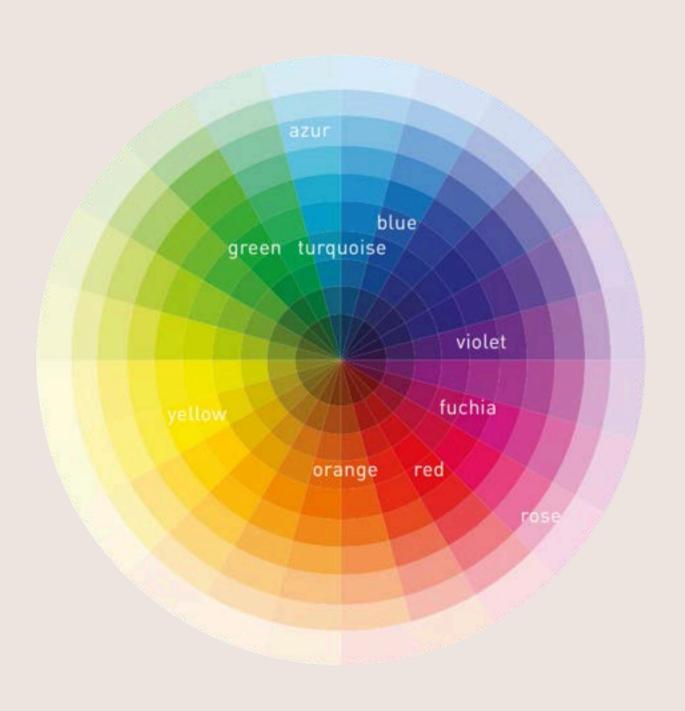


Freestyle Colour BENEFITS

- Semi-permanent hair colour cream
- 8 Intense shades
- 3 Pastel shades + 1 CLEAR tone.
- Intermix Shades
- Pre-pigmentating.
- True to tone
- 100 ml tube
- Vegan Formula



Freestyle Colour COLOUR WHEEL













Freestyle Color APPLICATION

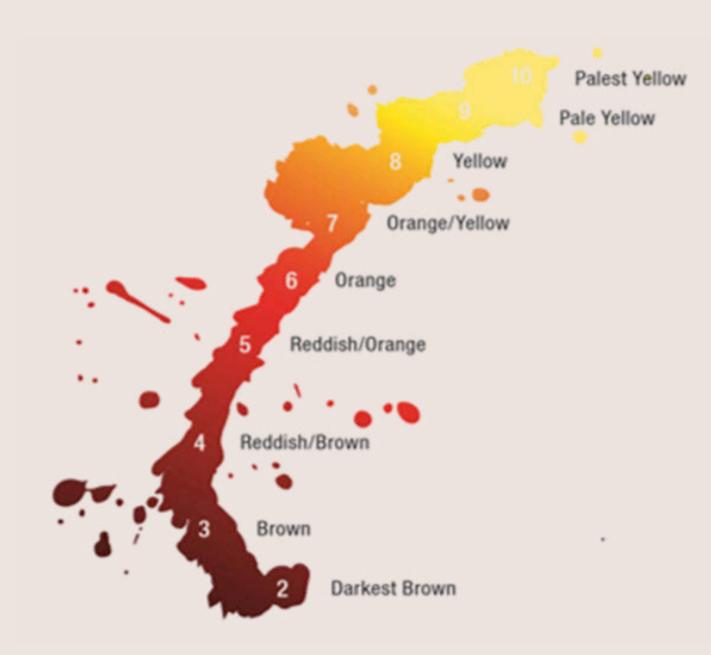
- 1.Fresh hair Apply to freshly-washed & dried hair
- 2.No mixing required
- 3.Best results achieved on pre-lighted hair
- 4. Processing Time 15 mins
- 5. Rinse thoroughly (Do not shampoo again)
- 6. Condition & style

Freestyle Color PRE-PIGMENTATION

Wunderbar Freestyle colour correction:

Element of colour correction –
Re-pigmentation of previously bleached or
lightened hair –
Refill the hair preventing flat washed out or ashy
results –

Not applicable for pre-pigmentation of naturally grey/white hair!



Underlying pigments by colour level

level	formula
10	20g Clear + 1g Yellow
9-8	20g Clear + 4g Yellow
7	20g Clear + 2g Yellow + 1g Orange
6	20g Clear + 2g Orange
5	Orange (pure)
4	20g Red + 4g Violet
3-2	20g Red + 10g Violet

Pre-pigmentation FORMULAS PER LEVEL

The more the formula is diluted the softer the pre-pigmented tone will be on the hair.





Pre-pigmentation FORMULAS PER LEVEL

Depending on the level of paleness, hair condition and desired tonal result, the respective Wunderbar Freestyle formula can be:

A. Applied directly onto clean Damp- (ideally with a brush)

For a brighter more intense result

B. Diluted with water in a mixing ratio 1:2 or 1:3 ratio Whisk & apply at the basin with a sponge to clean, damp hair.

Freestyle Color APPLYING DESIRED SHADE:

- Rinse thoroughly and lightly shampoo
- Apply desired permanent or demi-permanent Wunderbar Hair Color Cream!

For Demi-permanent Hair Colour with apply to damp/towel dried hair.

For Permanent Hair Colour with apply to dry hair.





FREESTYLE SEMI-PERMANENT COLOURING

Removing colour – Use Cleansing shampoo & bleach powder

- Takes time
- Work it in at the basin
- Repeat the process if needed
- Closely watch the hairs condition

FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels



FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels



FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels



FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels



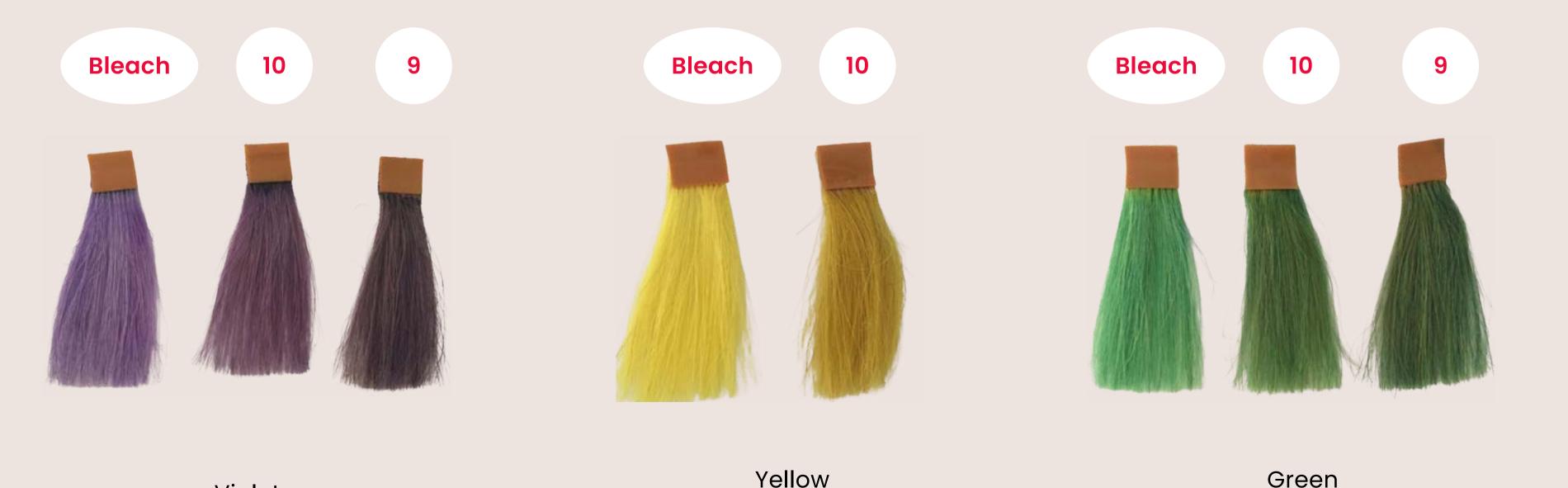


Blue Turquoise

FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels

Violet



FREESTYLE SEMI-PERMANENT COLOURING

Create deep purple



FREESTYLE SEMI-PERMANENT COLOURING

Shade Levels





Pastel Rose Grey Aqua



Gloss'n Tone
DEMI PERMANENT COLOUR



Gloss'nTone BENEFITS

- Ammonia free
- Acidic pH
- High shine & conditioning
- Vegan formula
- Zero lift
- Triple Colour Technology™
- Vegetal Protein Complex
- + D-Panthenol
- 20 washes
- 33 shades



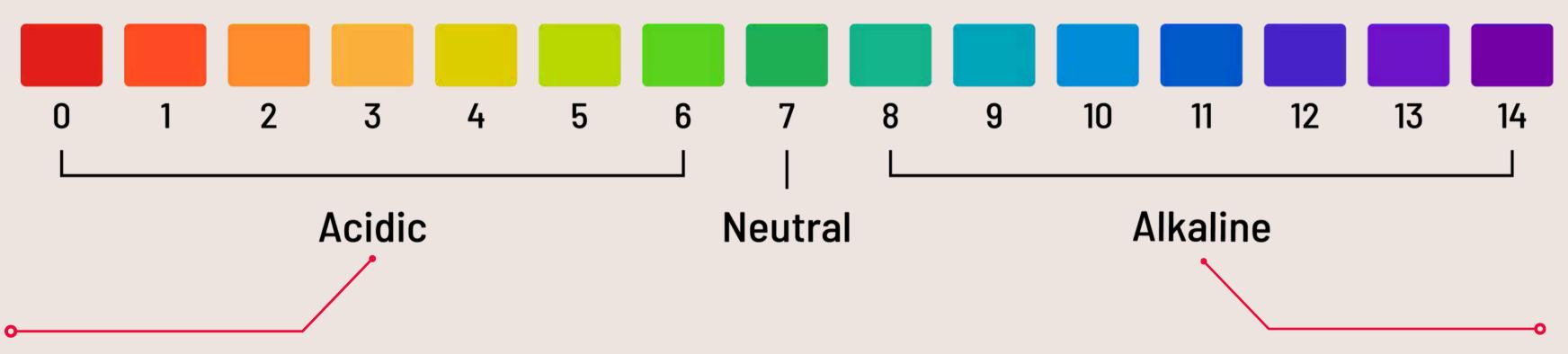
Glossin Tone TECHNOLOGY



Our guarantee that each individual product delivers optimal performance, so you achieve the best colour results.

The condition of the hair will be improved offering beautiful shining hair.

Glossin Tone PHSCALE



An acidic pH value has the opposite effect: the hair cuticle contracts, creating an even surface. The smoothened hair cuticle reflects the light which gives the hair more shine.

Alkaline substances open the hair cuticle to allow the pigments to penetrate the hair shaft.

GlossinTone

PRODUCT TECHNOLOGY

Vegetal Protein Complex:

a vegan alternative to Collagen

- Consists of hydrolysed soy protein, rice amino acids, hydrolysis
- Baobab seed extract and L-proline
- Designed to mimic the amino acid composition and sensory profile of hydrolysed collagen

Benefits:

- Increases hair resistance to breakage
- Improves tensile strength
- Facilitates wet/dry combing for better manageability





GlossinTone

PRODUCT TECHNOLOGY

D-Panthenol:

a natural mega-moisturizer

- Vitamin B precursor known in skincare for its antiinflammatory
- Long lasting moisturizing effect
- Emollient & soothing ingredient for hair

Benefits:

- Helps balance moisture level, improves suppleness and strengthen the hair
- Soft & healthy looking hair





Gloss'nTone SHADE RANGE



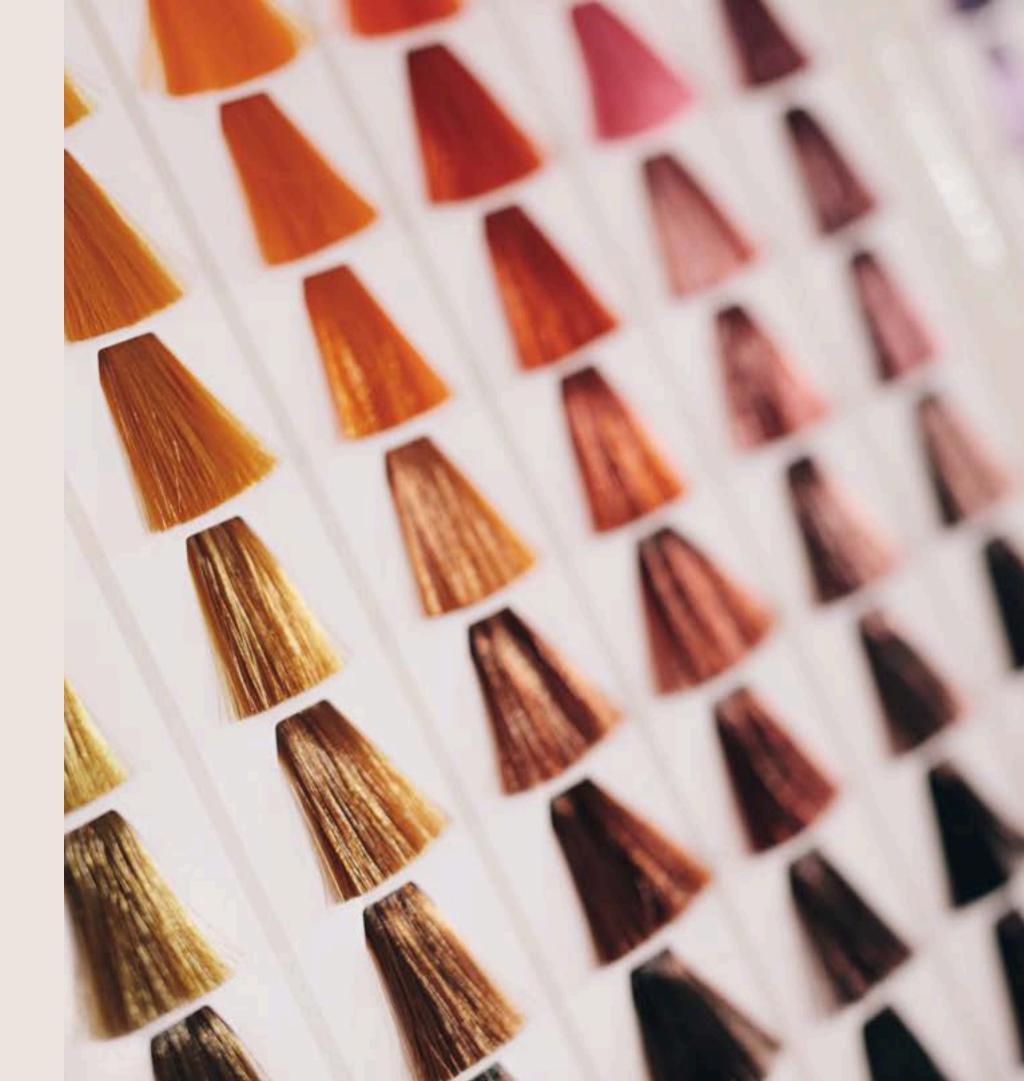


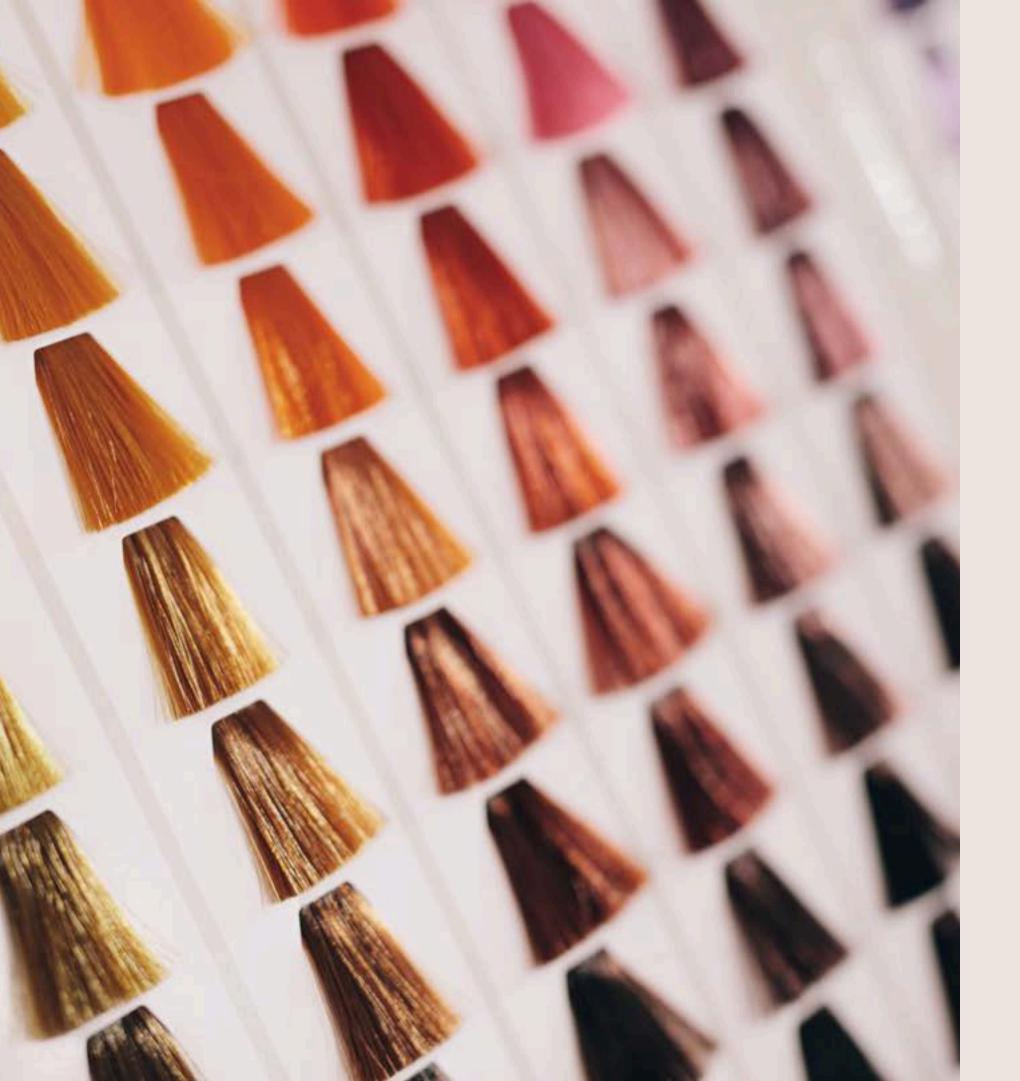
00/00 Clear

Clear: gives more shine and can be used on its own or to dilute the intensity of a shade

SHADES COORDINATES







SHADES COORDINATES



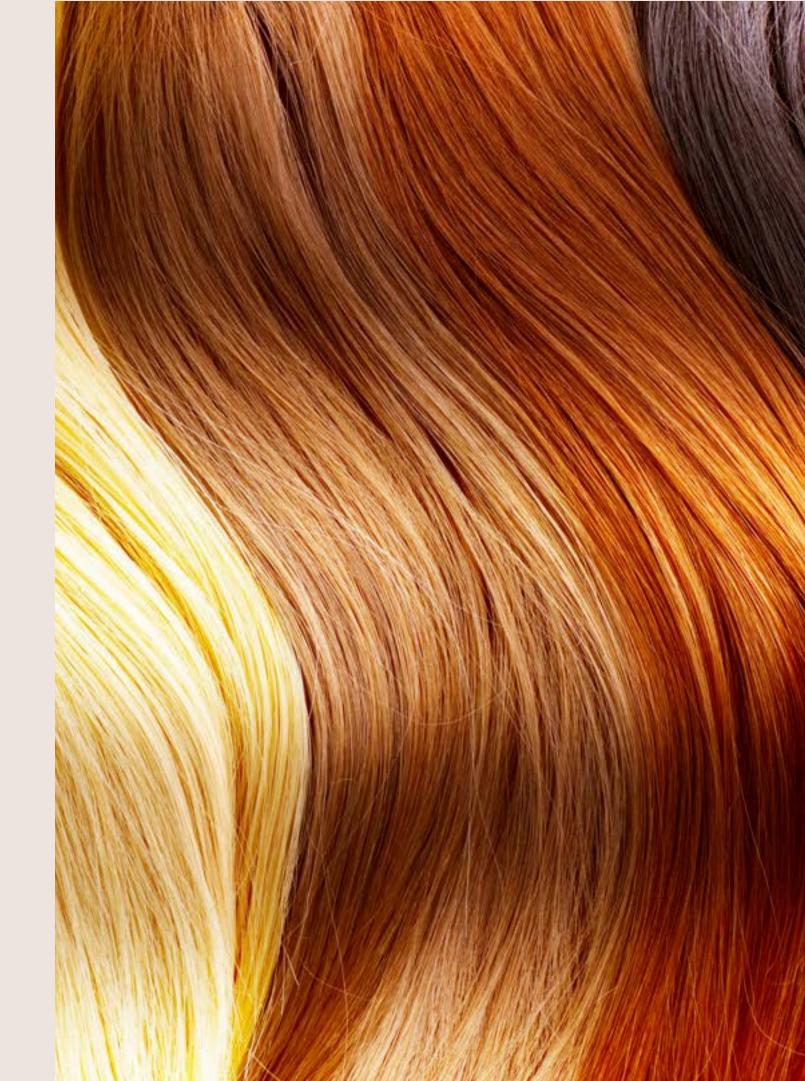
Gloss'n tone LEVEL. TONES

09/18

"0" in front
means
translucent/
zero lift

colour depth primary reflex

secondary Reflex







Gloss's Tone CREAM DEVELOPER 1.8% / 6VOL

This specific cream developer is thicker / higher in viscosity to allow the colour to be mixed in a bowl and applied more precisely with a tinting brush.

Ideal for targeted colour application resp. in combination with Wunderbar Hair Color Cream to balance the lengths & ends.

Formulas GLOSS'N TONE

Apply to pre-washed or dry hair

- 1. Allow processing time of 5–20 minutes without heat, max. 15 minutes with heat
- 2.Shampoo and rinse

No post color treatment required! If necessary, use the Wunderbar VEGAN Color Protect Conditioner



Timing 5-20 mins



ТО



Gloss'n Tone HOW TO USE

Glossing and Toning



Apply all-over: Acidic Colour = Wunderbar demi-permanent Gloss'n Tone Liquid Color

Balancing

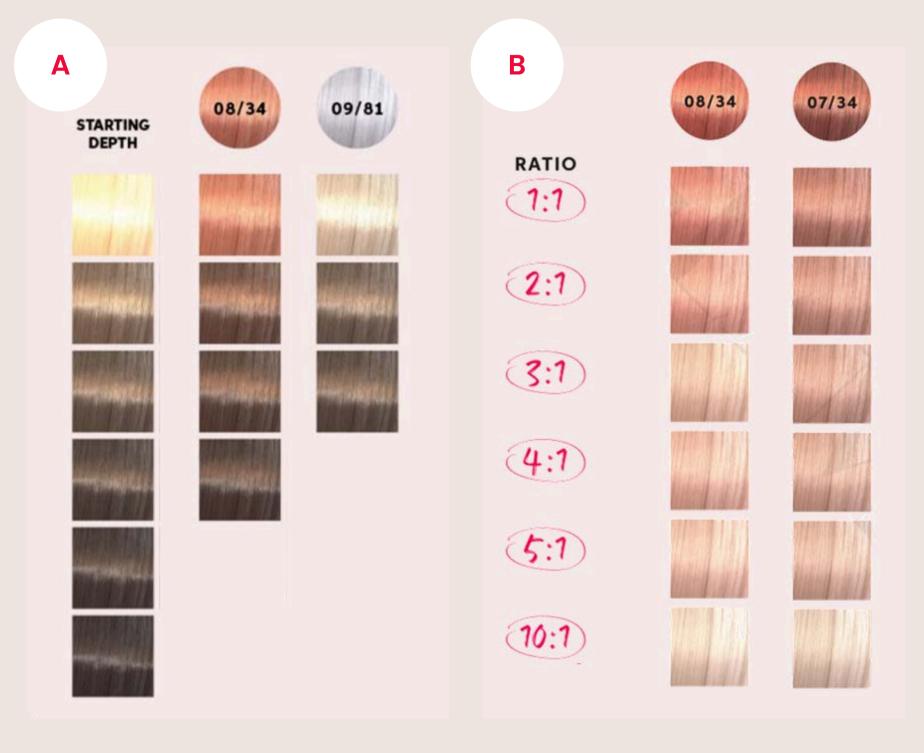
Zone 1: Alkaline colour = Wunderbar permanent

Alkaline colour = underbar permanent Hair color Cream

Maximise the colour & Minimise the stress of the hair.

Zone 2:

Acidic colour =
Wunderbar demipermanent Gloss's
Tone liquid colour



00/00 - Clear

Gloss'n Tone FORMULAS PER LEVEL

- Gloss'n Tone won't lift the natural pigment, it's just depositing color
 - -Therefore, the colour result varies depending on the natural colour / starting depth
 - -The lighter the natural tone, the more intense the colour result
- for extra brilliant shineto soften / dilute any of the Gloss'n Toneshades

The example shows how to create subtle, powdery peach, rose shades by mixing with X/34 shades with 00/00 Clear.

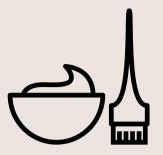


Always mix 1:1 with developer, e.g. 10ml 00/00 Clear

- + 1ml Gloss'n Tone shade
 - + 11ml Cream Peroxide

Gloss'n Tone SERVICES

Application





Glossing

As "stand-alone" service to glaze the hair – ideal on pre-washed, towel-dried hair

1:1

20 mins.

Speed toning

Ideal for the time in-between the regular colour services or as "anentry" service for new colour clients. Apply to towel-dried hair.

1:1

10 mins.

Correcting

For a natural, soft colour correction, to balance slight irregularities and to add depth to ultra blonde hair. Apply to dry hair for optimal saturation.

1:1

20 mins.

Balancing

Root touch-up and lengths & ends balancing in one. Apply Wunderbar Hair Color Cream to the roots. Allow to develop for 10 mins, apply the Gloss'n Tone to the lengths & ends.

1:1

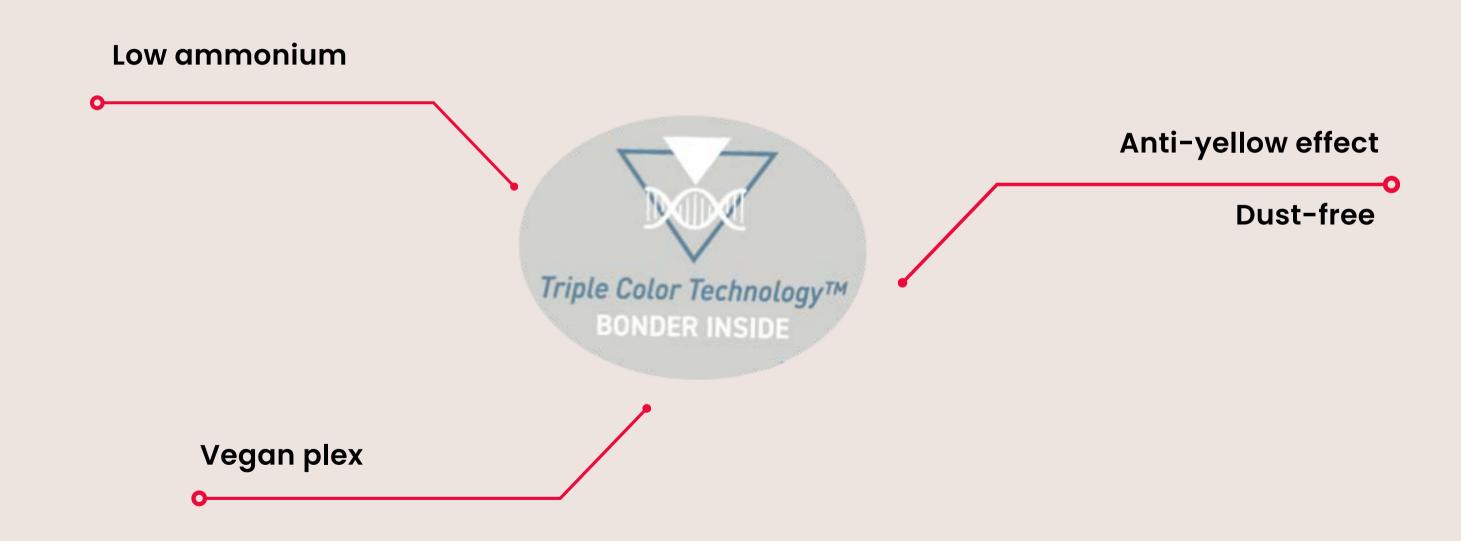
20 mins.



Wunderbar BLOND DE-LIGHT

Blond De-Light

Features & benefits TRIPLE COLOUR TECHNOLOGY





Vegan Plex

- Plex" based on fermented hyaluronic acid. During the lightening process, the hair is moisturised, which increases elasticity and protects the hair fibre from breakage.
- Guar gum is a natural ingredient of plant origin extracted from the guar bean. It makes the cuticle more stable thanks to galactose and mannose.



Anti-Yellow

- With blue or grey micro pigments that have a neutralising effect.
- For a very light, neutral, "clean" blonde without a yellow tinge!









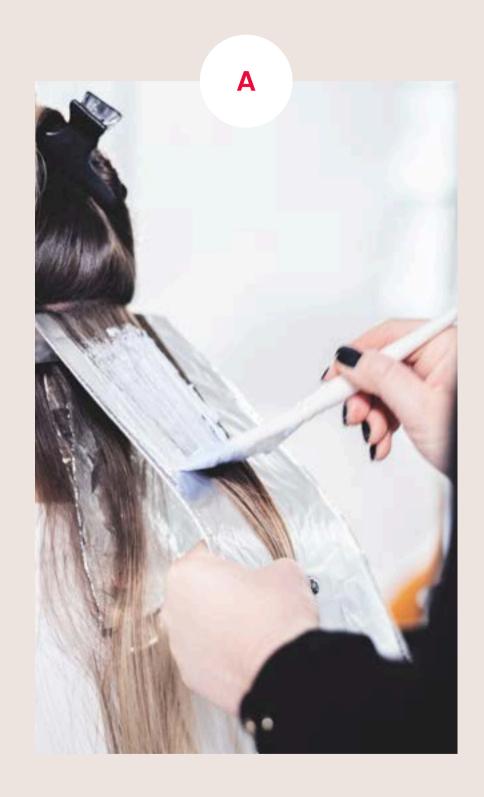
Blond De-Light



- Controlled & reliable lightening
- Up to 7 levels lift
- Achieve precise, clean looking blonde results
- For multiple techniques, on and off the scalp
- Easy application
- Dust free



- 9+ levels lift
- For extreme and contrasting transformations
- Super fast & effective performance
- Visible lightening hair after only 10 min.
- For mutiple off scalp techniques
- Dust free





Blond De-Light MIX RATIO

A. Regular Lightening

Mix Ratio 1:2

Timing: Max 50 mins

(Depending on the result required and condition of the hair)

B. Freehand Lightening

Mix Ratio 1:1,5

Timing: Max 50 mins

(Depending on the result required and condition of the hair)



Features & benefits TRIPLE WAVE TECHNOLOGY

Imond protein and catonic

Protect and strengthen the hair

Natural waves and curls full of vitality and bounce

All Hair Types, 3 strenghts

Perm kit DIFFERENTS STRENGTH







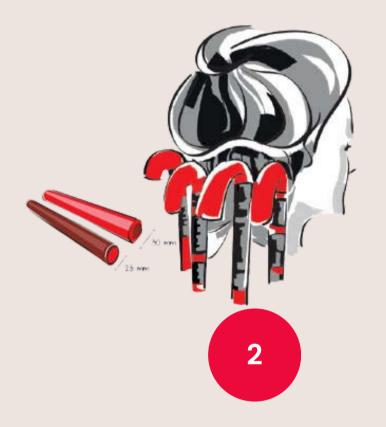
- For Resistant, healthy hair
- For Natural, normal hair

For colour-treated Sensitive hair

Step by step CURLING TECHNIQUES



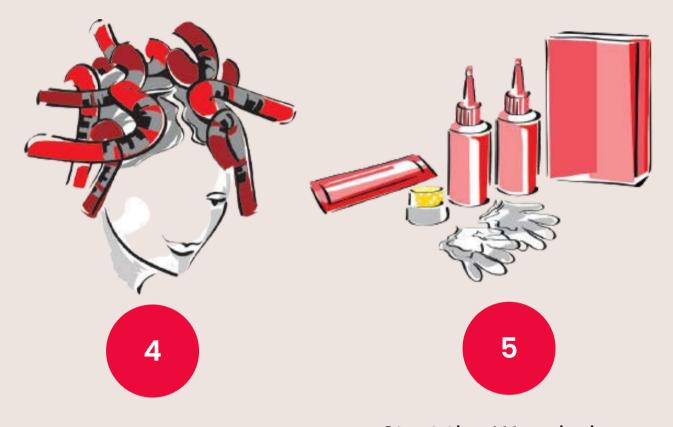
Begin at the back of the head and make a horizontal, wave pattern section from one top of the ear to the other one. Divide the space into 5 rectangular, vertical subsections.



Using end paper to protect the tips, wind the hair strand spiral fashion onto the (Ø 25mm) curler, at an angle parallel to the subsection. Bend only the top of the curler to secure the strand, creating a candy cane shape. Each section should start and end with the same size curler (side of the face).



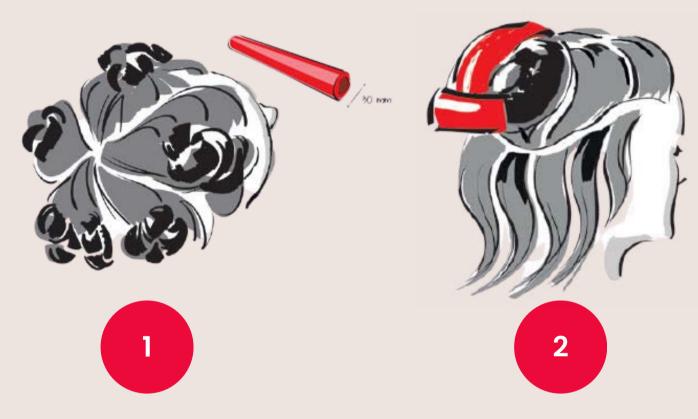
Take another horizontal, wave pattern section from one side to the other.
Divide the space into 7 subsections, alternating one rectangular vertical section with one square section.



On the upper section, create a center parting (or use natural parting) using a wave pattern. Divide the space into 5 subsections and again alternate one rectangular vertical section with one square section.

Perm Treatment. Apply the Wunderbar Perm Lotion and let it develop as per directions (read the directions carefully prior the using perm treatment).

Step by step OCEAN WAVE

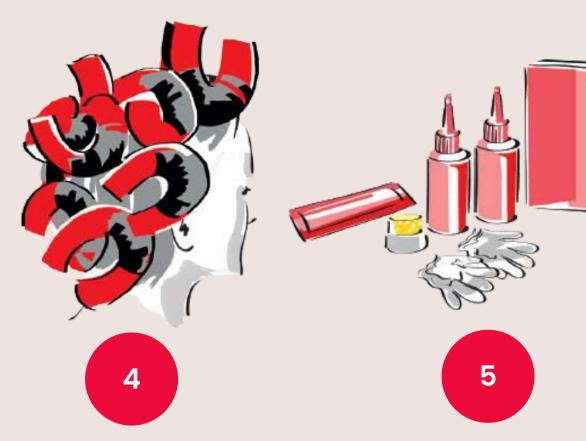


Take 5 large (Ø 30mm), radial and even sections from the hair's natural parting, using the rescission as a guideline.

Using endpapers to protect the tips of the hair, wind the hair strands all the way to the roots using the a large roller. Bend the roller into a round shape insuring there is enough tension for it to sit securly.



Divide remainder of the hair into another 5 large and even sections. Make sure the partings are offset to the partings above.



Wind the hair strands using large rollers in the same fashion as previously on the top section.

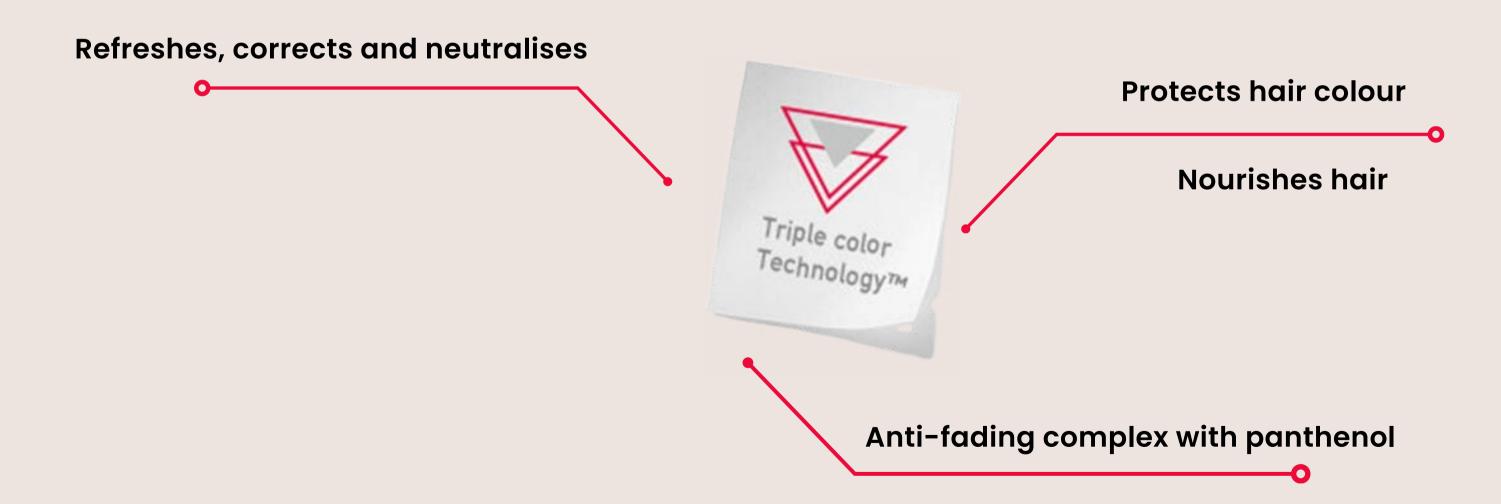
Perm Treatment. Apply the Wunderbar Perm Lotion and let it develop as per directions (read the directions carefully prior the using perm treatment).



Wunderbor COLOR REFRESH

BRAND GUIDELINES

Features & benefits TRIPLE COLOUR TECHNOLOGY



Color Refresh BLONDES



















Gives grey or white hair a silver to steel grey colour reflex

Neutralises yellow tones.

Neutralises cool reflections by adding a warm reflections.

Gives a matte beige tint to natural blonde and bleached hair.

Color Refresh BROVNS







Adds a pure brown colour reflex and intensifies, revives natural brown hair.

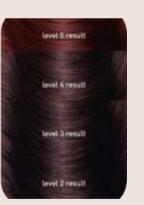
Neutralises cool reflections by adding a warm reflections.

Neutralises warm
reflections by adding cool
reflections.

Color Refresh OTHER



















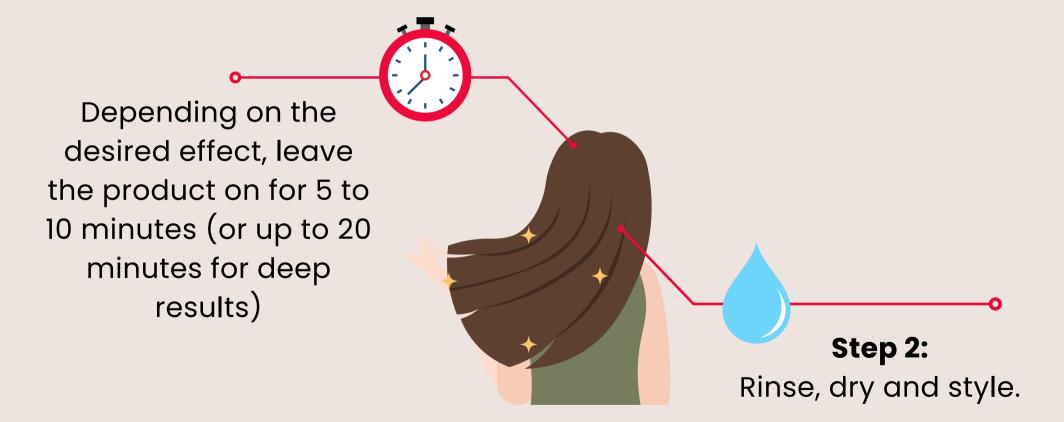
Color Refresh HOW TO USE

Wunderbar Color Refresh shampoos are easy and user-friendly, ideal for use at home and in the hair salon

Swapping a traditional shampoo once a week for Color Refresh is enough to refresh hair colour.



For deeper colouring,
Color Refresh shampoos
can be applied strand by
strand or with a brush.

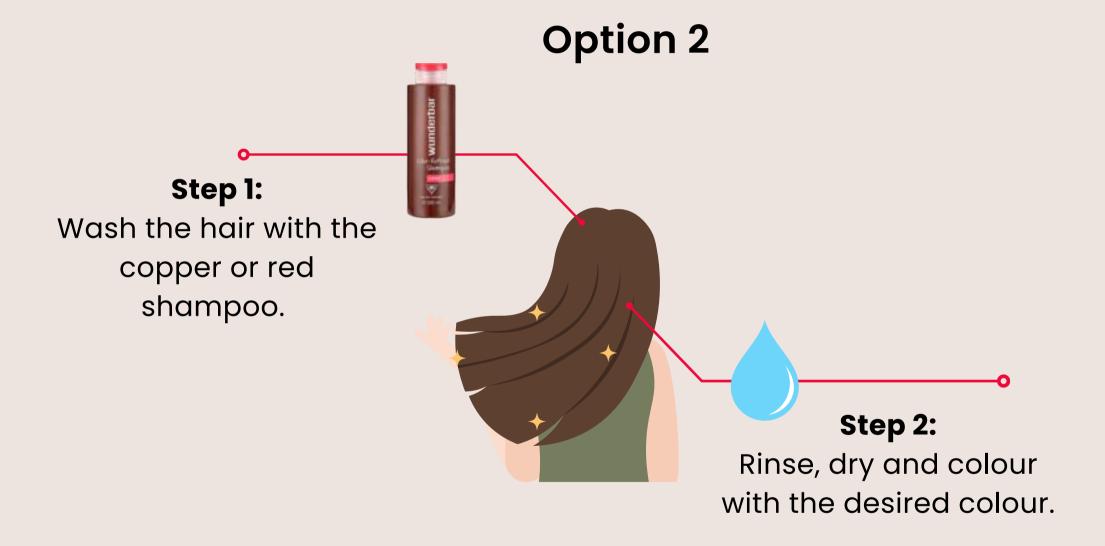


Color Refresh PRE - PIGMENT

Option 1



Fill a water spray and add copper or red shampoo, (depending on the depth required) spray this over the hair and colour immediately with the desired colour



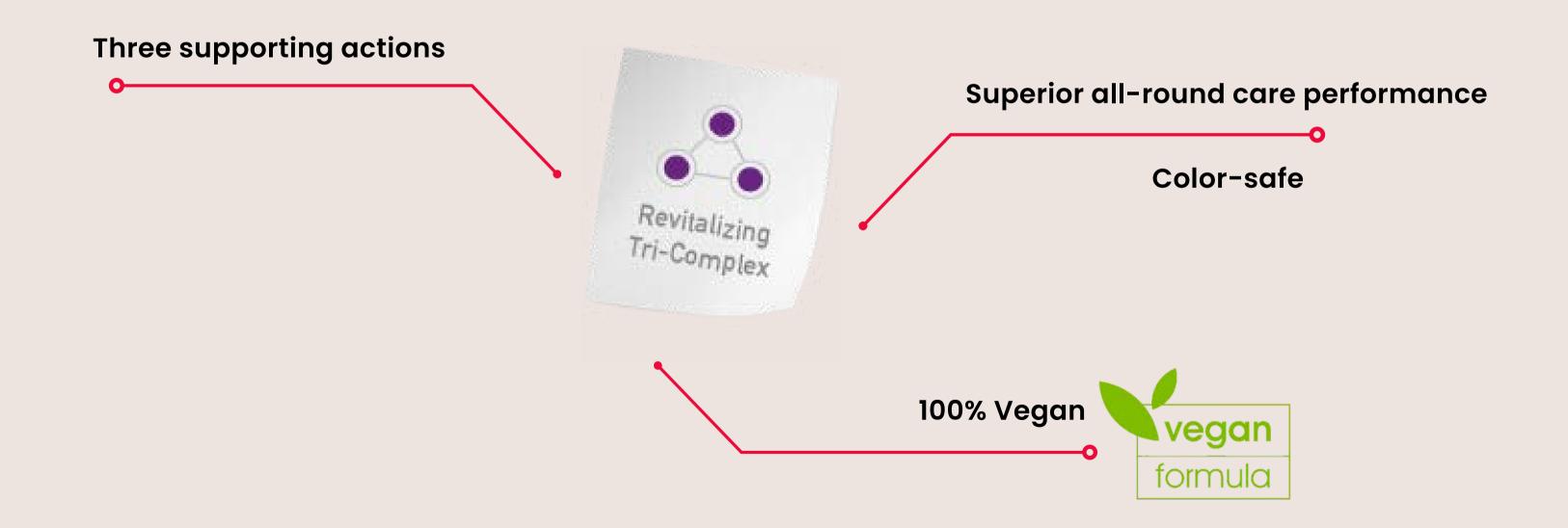
You are ready to apply the colour



Wunderbor CARE



Features & benefits REVITALIZING TRI-COMPLEX





COLOR PROTECT

SHEER

HEAD'N HAIR

NUTRI REPAIR

SMOOTH' N SOFT



HAIRTYPE

for colour treated hair

for bleached, blonde hair for scalp balance for damaged, dry hair for dry, frizzy hair for fine hair

SHAMPOO 300ml / 1Ltr













CONDITIONER 250ml / 1Ltr



















MASK 250ml

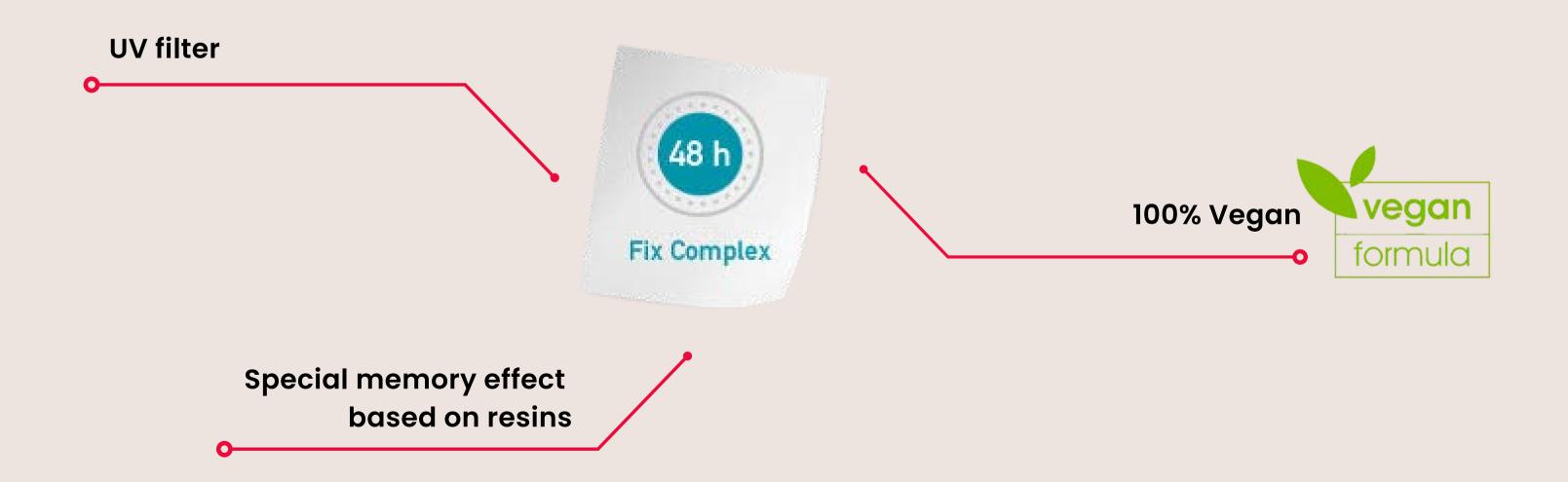




Wunderbar STYLING



Features & benefits 48 H FIX COMPLEX





HAIRSPRAY (Aerosol)

STYLING **MOUSSE**

SPRAY (Non-Aerosol)

OTHER

SOFT / TEXTURE

MEDIUM

EXTRA STRONG

Fix-it Hairlacquer

Protect-it quick Dry Heat spray

Volume-Up

Setting Sray

Gloss-It Top Coat Hair Oil

STRONG

Finish-it Hairspray

Power-Up Styling Mousse





The Consultation Guide and online education is available on the Salon Services website

