COLOR TOUCH TECHNICAL GUIDE

WELLA
PROFESSIONALS
COLOR TOUCH
AMMONIA-FREE
DEMI-PERMANENT CREAM HAIR COLOR
VEGAN
VEGAN
METAL
PURIFIER
SPECIAL MIX

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01 DISCOVER COLOR TOUCH

WELLA PROFESSIONALS' MOST VERSATILE DEMI PERMANEMT HAIR COLOUR

The ideal choice for intense vibrancy in just 15 minutes and shine no matter the hair condition. Gentle formula with up to 85% naturally derived ingredients for up to 70% grey coverage with soft regrowth.

Now vegan with built-in Metal Purifier which encapsulates metals on hair, ensuring perfect colour formation. The result is true-to-tone vibrancy no matter the hair condition.

Iconic ammonia- free formula, Silicone free and mineral oil free. With Vegan emulsion for a full vegan service.

02 COLOR TOUCH TECHNOLOGY

METAL PURIFIER

Metals present on hair can prevent accurate colour formation leading to unpredictable or uneven colour results.

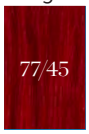
Built-in Metal Purifier encapsulates metals on hair, ensuring correct colour formation.

The result is true-to-tone vibrancy, no matter the hair condition.

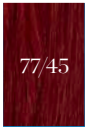
True-to-tone results.
WITH METALS IN THE HAIR

Blonde Starting Point

Official Swatch



Upgraded Color Touch



Previous Color Touch without Metal Purifier

SHADE NUMBERING SYSTEM

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/	Black

	Natural
/1	Ash (grey)
/2	Matte (green)
/3	Gold (yellow)
/4	Red (warm)
/5	Mahogany
/6	Violet (cool)
/7	Brown (warm)
/8	Pearl (blue)
/9	Cendre (soft violet)

EXPOSING UNDERLYING PIGMENT

Depth	Underlying Tone	Neutralizing Tone
10/ Lightest Blonde	Very Pale Yellow	Light Violet
9/ Very Light Blonde	Pale Yellow	Violet
8/ Light Blonde	Yellow	Violet
7/ Medium Blonde	Orange Yellow	Blue violet
6/ Dark Blonde	Orange	Blue
5/ Light Brown	Red Orange	Green Blue
4/ Medium Brown	Red	Green
3/ Dark Brown	Red	Green
2/ Black	Red	Green

For best results when toning: Refer to underlying pigment and tone to level achieved – for example, lighten to a yellow, tone with level 8/.

Top Tip: Always towel dry the pre lightened hair well before making your decision about what depth it has lightened to, remember wet hair looks darker than it is when dried.

So, what at first can look like a depth 8….could be a depth 9

Before towel dry

After towel dry before toning

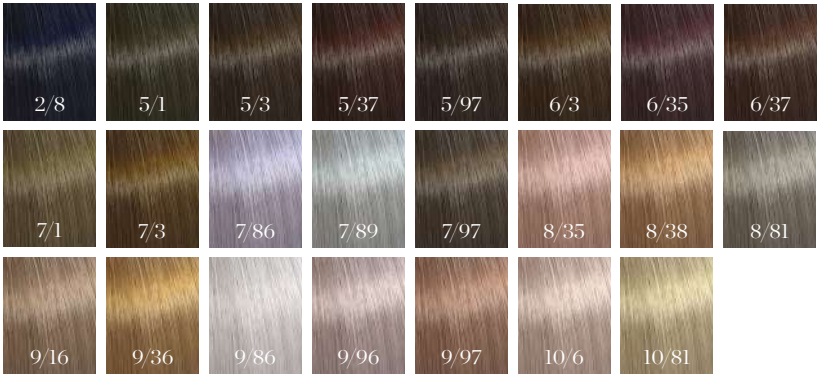
03 MEET THE SHADE RANGE

PURE NATURALS

Use on their own or use to dilute the intensity of more vibrant shades

RICH NATURALS

Cool shades with maximum neutralisation, to warm hues for colour vibrancy



COLOR TOUCH PLUS

A compact collection ideal for up to 70% grey coverage

DEEP BROWNS

These shades are ideal for a luxurious rich brunette finish.

VIBRANT REDS

From raspberry reds to auburn coppers to the deepest violet mulberry.

SPECIAL MIX

Add these to your formula for more intensive results.

04 MIXING & USAGE

WELLA PROFESSIONALS' most versatile demi permanent colour. Discover the services available from Color Touch.

Infuse natural or pre-lightened hair with intense colour vibrancy and glossy shine.

The ideal choice for vibrant colour transformations, or maximum neutralisation of unwanted tones, even on porous hair.

30g
Color Touch

60g
1.9% or 4 % Color Touch Emulsion

Development time

15 min
With Climazon

20 min
Without Climazon

BLONDE TONING

After pre-lightening, apply to the lightened areas which need the most neutralization first.

30g
Color Touch

60g
1.9% Color Touch Emulsion

Intense colour vibrancy on pre-lightened hair.

1 Cream gel consistency is fast and easy to apply
2 Provides maximum neutralization of unwanted tones
3 Intense colour vibrancy, even on porous hair thanks to Metal Purifier
4 The ideal choice when working correctively to achieve a more even colour result
5 Lasts up to 28 washes, for clients who love their toner

5-20 min

Visually develop until the desired result is achieved.

COLOR TOUCH PLUS

Loved by hairdressers for the intense richness and up to 70%* grey coverage with soft regrowth, which can be achieved in just 20 minutes. Low commitment – for clients who don't want permanent colour.

Easy application:
1 Mix your chosen shades with 4% Color Touch Emulsion
2 Apply on to dry hair for maximum intensity & coverage
3 Rinse, shampoo & condition

Concentrated combination of dyes deliver increased coverage. The alkaline formula contains both MEA and low-ammonia.

* With Color Touch Plus.

COLOR TOUCH EMULSIONS

Color touch emulsions are specifically optimized to work in synergy with Colour Touch to ensure:

- Easy & fast mixing
- Perfect product consistency for professional application
- Precise color formation during development
- Predictable & reliable colour results

1.9%

- Same depth or darkening with a soft regrowth
- Toning blondes
- Soft grey blending

4%

- Increased colour vibrancy
- Colouring coarse hair types
- Intense grey blending
- Up to 70%* grey coverage with soft regrowth
- Low lift

KOLESTON PERFECT & COLOR TOUCH
THE PERFECT MATCH

Using Koleston Perfect on the roots? Why not refresh the lengths and ends with Color Touch? Both colour brands have a similar SATURATION, INTENSITY, VIBRANCY and SHINE.

01.

Roots
Koleston Perfect
7/71

02.

Lengths & Ends
Color Touch
7/71 + 8/73 + 9/73

20 min

Refresh with Color Touch
Apply roots first, for the last 20 minutes of development apply Color Touch to the lengths and ends. Develop together.

COLOR TOUCH HOME CARE

Our best colourcare line

For multi-processed hair

> Up to 8 weeks' colour protection*

>With WellaPlex bonding agent

>For stronger hair**

* When using Structure+ Mask.
** When using Structure+ Mask vs. no treatment.

Give the colour vibrancy your hair craves

> The shampoo provides up to 7 weeks of colour protection* with a brilliant look and vibrant hair shine

> The vibrant colour conditioner is created to improve hair surface and enhance colour vibrancy. Contains anti-oxidant shield technology

* With regular use of INVIGO Color Brilliance Shampoo.

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VIBRANT REDS

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WANT TO KNOW MORE?

DOWNLOAD THE COLOR TOUCH TREND AND TECHNIQUE BOOK HERE

HEAR FROM THE EXPERTS ON THE 'TECH TALKS' PODCAST -

DOWNLOAD THE WELLA COLOUR BRANDS SHADE CHART -

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