



COLORCHARM

TECHNICAL GUIDE



Discover **WELLA COLORCHARM**, a range of hair coloring and lightening products, created to achieve exceptional, long-lasting results for all hair types. With over 65 years of professional hair expertise to their name, **WELLA COLORCHARM** is the most trusted color brand for all users. Designed by top hair color creators to provide professional quality color, allowing everyone to discover or create their perfect shade.

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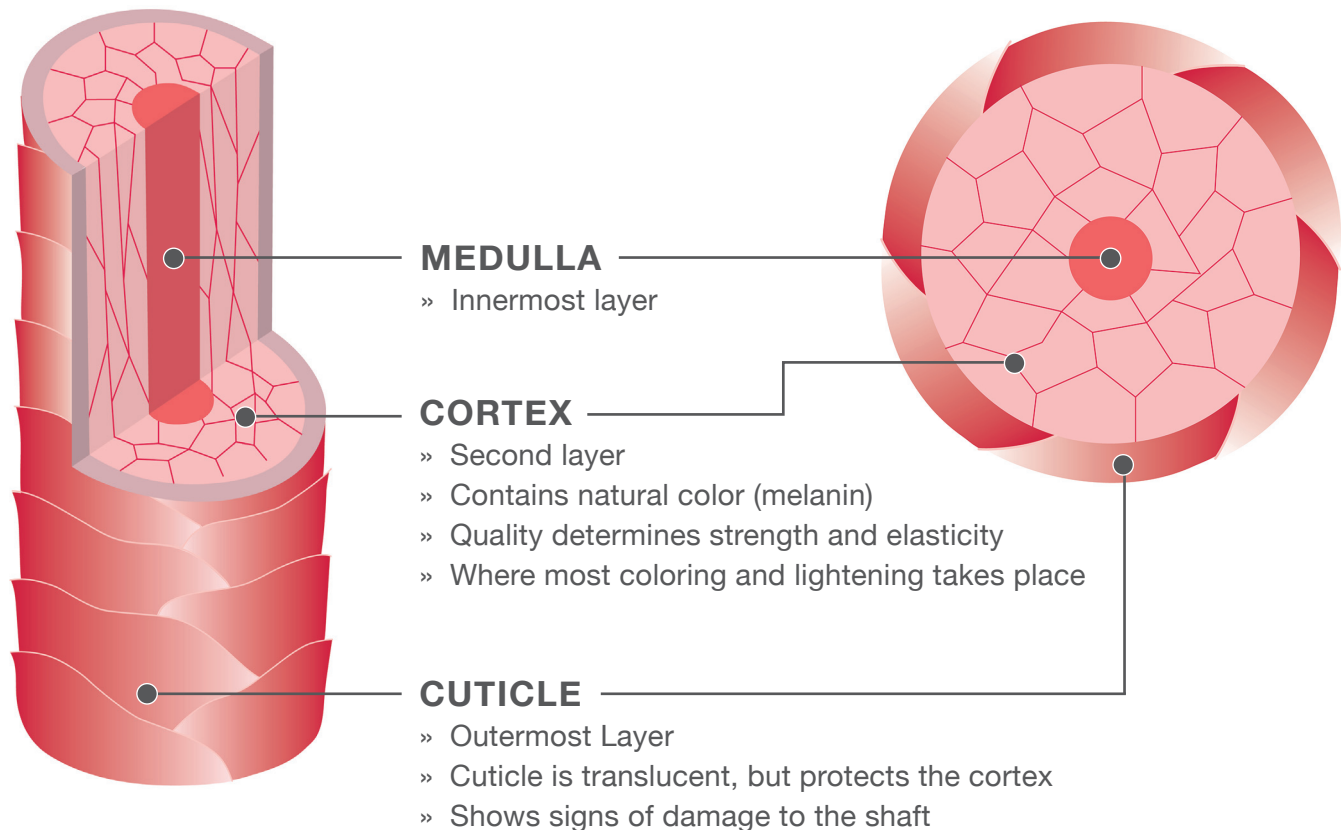
HAIR THEORY

Hair Structure, Pigmentation, and
Understanding Levels and Tones

HAIR STRUCTURE

Hair is composed of different layers which are responsible for specific hair qualities.

It is essential to be able to analyze the hair in order to determine proper color and treatment.



A CLOSER LOOK

MEDULLA

Found in the center of the hair fiber. Has no proven function and isn't always present (particularly in fine hair).

CORTEX

The main component of the hair. Also contains natural color pigments. This is where the most chemical changes take place.

CUTICLE

A transparent external layer of light-sensitive, water-resistant cells that surround and protect the hair. Designed to open and close, allowing certain products to penetrate the hair.

HAIR STRUCTURE

HAIR GROWTH CYCLE

ANAGEN

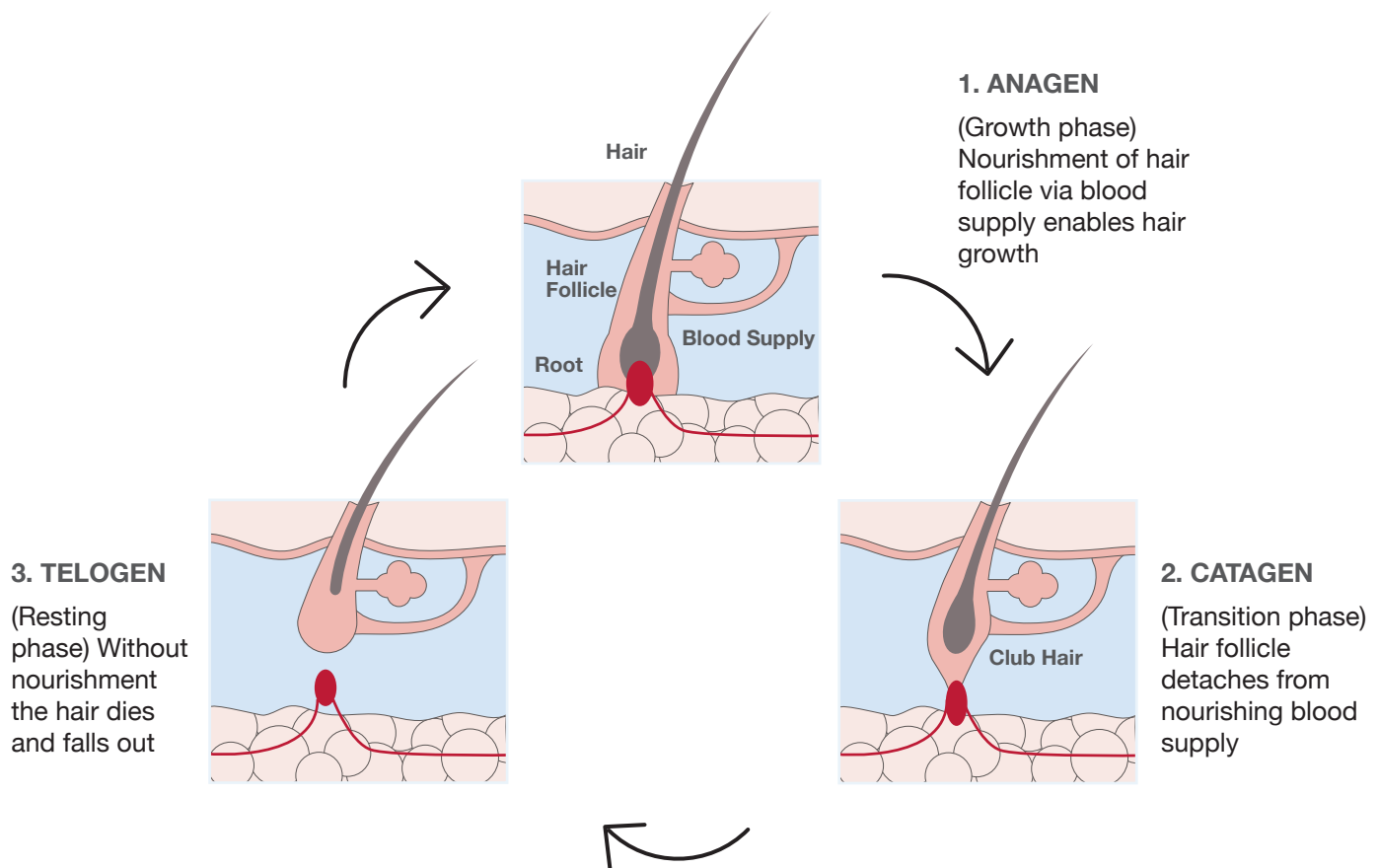
Most of the hairs are in anagen stage, which is the growing stage. This may last from 1 to 7 years, the average is 3 years. (~1000 days)

CATAGEN

Hair stops growing, but cellular activity continues at the papilla. This lasts up to 2 weeks. (10-15 days)

TELOGEN

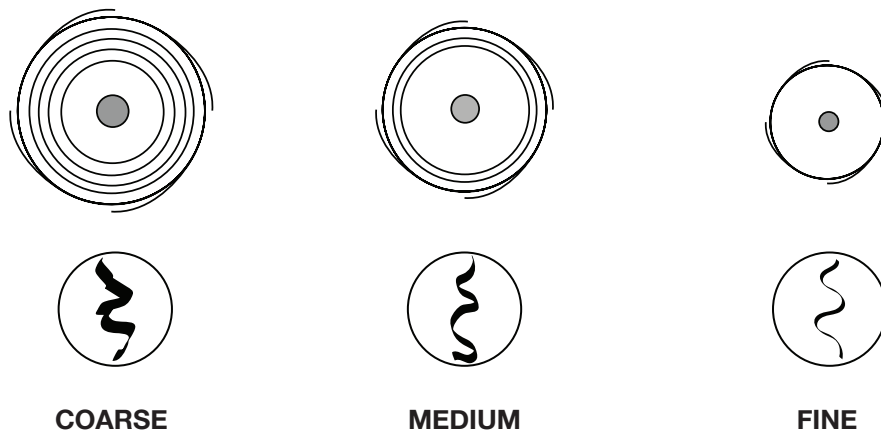
The final stage is the resting stage, no activity in the papilla. The follicle separates itself from the papilla area. Cells begin to activate in preparation for the new anagen stage of regrowth. Lasts 3 to 4 months (~100 days).



HAIR STRUCTURE

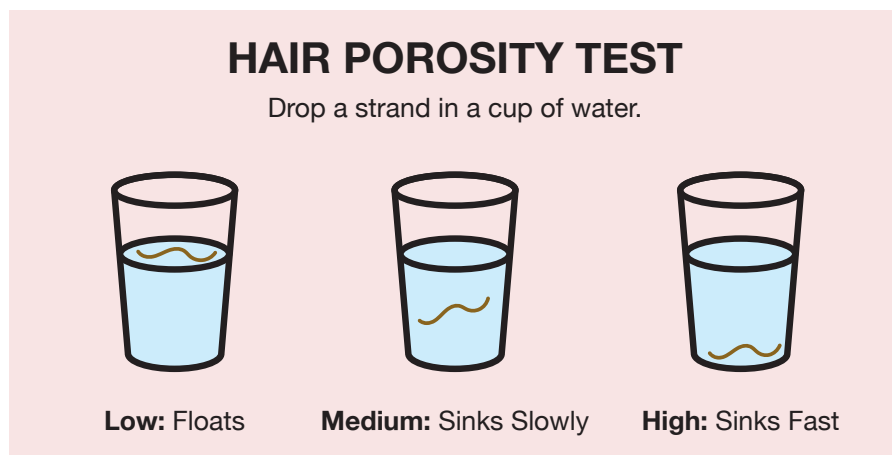
TEXTURE

Texture is the feel, appearance, or consistency of hair. Hair texture types range from very coarse to very fine. Each hair texture type has its own traits that set it apart from other hair textures and **influence the care or treatment it may need.**



POROSITY

Porosity is the ability to absorb moisture. Hair with high porosity will reject warm tones and accept cool tones. Uneven porosity means uneven **color results.**



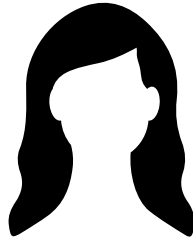
HAIR STRUCTURE

DIFFERENT FORMS OF HAIR



STRAIGHT

Smooth, reflects light better and appears shinier.



WAVY

Refracts or bounces back light.



CURLY

May require more intense color deposit to show noticeable results.

LENGTH

- » Hair grows approximately ½" per month, 6" per year
- » Longer hair is older and varies in porosity
- » Consider length/porosity when formulating and applying color

DENSITY

- » Thickness of hair
- » Number of strands per square inch
- » Varies throughout the head

HAIR PIGMENTATION

HOW IS HAIR COLOR DETERMINED?

There are two types of pigment, or melanin that determine hair color.

- » An abundance of eumelanin colors the hair black or brown.
- » An abundance of pheomelanin colors the hair orange or red.

EUMELANIN

Black/brown (cool) and larger pigment. The amount of eumelanin determines **the depth of the hair (how light or dark it is).**

PHEOMELANIN

Red/yellow (warm) and smaller pigment. The amount of pheomelanin in the hair determines **the tone of the hair.**

PHEOMELANIN- YELLOW TO RED IN COLOR



EUMELANIN- DARK BROWN TO BLACK IN COLOR



UNDERSTANDING LEVELS AND TONES IN HAIR COLOR

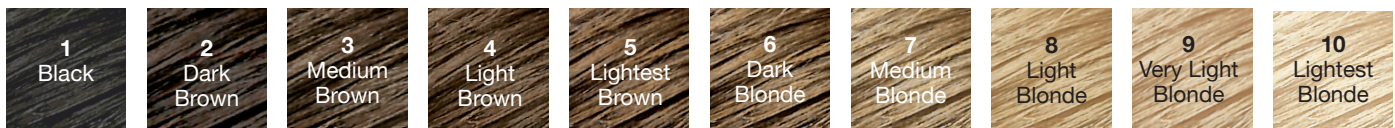
NATURAL LEVEL

» Natural level describes how light or dark natural hair color is regardless of its tonal character.

There are **10 Natural Hair Color Levels**:

» The swatches below are approximate natural hair color shades. Natural hair color contributes to the final color result when artificial hair color is added. See “Contributing Pigment” segments to help guide color results.

PRO TIP:
Use the level finder to determine how light/dark the natural shade is.



CONTRIBUTING PIGMENT

» Contributing pigment is the natural color that’s exposed **after** hair is lightened. All 10 levels have a corresponding pigment.

» Blonde: Between levels 6-10

» Brunette: Between levels 1-5

PRO TIP:
Contributing Pigment
+
Lightening/Artificial Color =
Final Result

NATURAL LEVELS										
NATURAL HAIR COLOR	1 Black	2 Dark Brown	3 Medium Brown	4 Light Brown	5 Lightest Brown	6 Dark Blonde	7 Medium Blonde	8 Light Blonde	9 Very Light Blonde	10 Lightest Blonde
EXPOSED CONTRIBUTING PIGMENT AFTER LIGHTENING										
	Dark Red-Brown	Red-Brown	Red	Red-Orange	Orange	Orange-Gold	Gold	Yellow-Gold	Yellow	Pale Yellow

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HAIR ANALYSIS

COLORING HAIR: ANALYSIS OF HAIR

A proper analysis of both hair and scalp is necessary before any chemical service. If scalp shows signs of irritation, **do not proceed until healed.**

1. ELASTICITY TEST

To determine if hair is in a sufficiently healthy condition prior to a coloring service:

- Stretch a strand of hair. If hair breaks easily, **do not proceed until hair has been reconditioned and retested.**

2. POROSITY TEST

To determine how quickly hair will absorb color:

- A dry/matted feel or a lack of shine are signs that hair is porous/dry.
- The greater the degree of porosity, the more quickly hair will absorb color.

3. ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, the danger of an allergic reaction — even a severe one — still exists. That's why you should always perform an allergy alert test 48 hours before any color service.



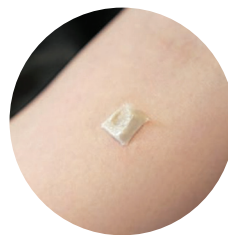
STEP 1

Mix a small amount of the color you decided on during consultation with a small amount of developer



STEP 2

Apply the color on 1cm² directly below the crook of the elbow.



STEP 3

Leave the color uncovered for 45 mins. Then rinse the area with lukewarm water and pat dry with a clean towel.



STEP 4

Ask the client to either come back to the salon after 48 hours or call you to inform you of their result.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the color product must not be applied. The client must seek medical advice before coloring their hair again. If your client has ever experienced an allergic reaction to hair colorants you should not color.

4. FORMULATION

Lower volumes of developer should be used whenever possible if coloring chemically relaxed hair with permanent hair color.

5. STRAND TEST

To determine appropriate timing and predict accurate results:

- Mix small quantities of the formula to be used. Apply to a small (approximately ¼") strand of hair from scalp to ends. Follow timing instructions for each product.
- Evaluate condition of the strand and color results.

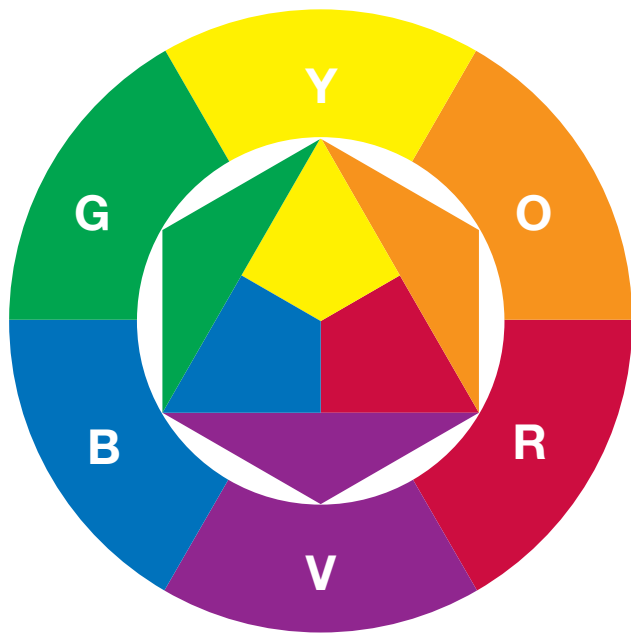
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COLOR THEORY

Color Wheel, Contributing Pigments,
Permanency, Level & Tone, Portfolio,
Troubleshooting

COLOR THEORY: COLOR WHEEL

The Color Wheel 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 every time.



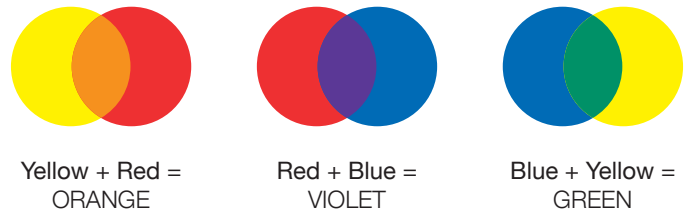
PRIMARY

The three colors from which all colors are created:



SECONDARY

Created by mixing equal portions of two primary colors:



TERTIARY








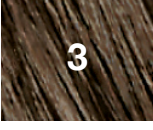
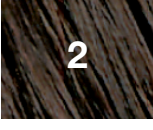

Created by mixing equal portions of one primary and one secondary color:



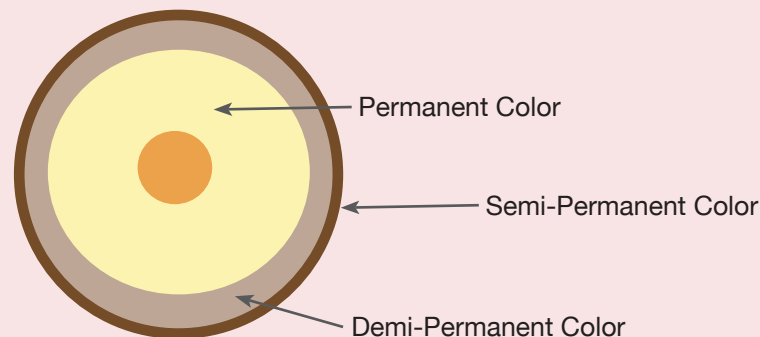
COLOR THEORY: CONTRIBUTING PIGMENTS

EXPOSED CONTRIBUTING PIGMENTS

Use the chart below to help guide your final result when looking to neutralize unwanted tones. Start with Level + Exposed Contributing Pigment to help you choose the correct Counteracting Tone

LEVEL	DESCRIPTION	EXPOSED CONTRIBUTING PIGMENT/UNDERLYING TONE	COUNTERACTING TONE TO USE
 10	LIGHTEST BLONDE	PALE YELLOW	SOFT VIOLET
 9	VERY LIGHT BLONDE	YELLOW	VIOLET
 8	LIGHT BLONDE	YELLOW-GOLD	VIOLET-BLUE
 7	MEDIUM BLONDE	GOLD	BLUE-VIOLET
 6	DARK BLONDE	ORANGE-GOLD	BLUE-VIOLET
 5	LIGHTEST BROWN	ORANGE	BLUE
 4	LIGHT BROWN	RED-ORANGE	GREEN-BLUE
 3	MEDIUM BROWN	RED	GREEN
 2	DARK BROWN	RED-BROWN	GREEN
 1	BLACK	DARK RED-BROWN	GREEN

PERMANENT, SEMI AND DEMI-PERMANENT COLOR: WHAT IS THE DIFFERENCE?



PERMANENT

Most permanent hair color contains ammonia and offers longest lasting results. It **requires mixing with a developer** to apply to the hair. When coloring with permanent shades, the process **opens the cuticle into the cortex to let dye into the hair**, adding to the natural pigment that is already there. Technically, the color never truly leaves, but it does fade over time.

SEMI-PERMANENT

A semi-permanent color **contains no ammonia and deposits only**. It does not require mixing with a developer and lasts anywhere from 4–20 shampoos. This type of color is used to enhance natural color or add as a fashion color after lightening. It is safe for immediate use after a relaxer or perm service. Semi-permanent color **usually just sits on the surface of the hair**.

DEMI-PERMANENT

Demi-permanent color also **contains no ammonia**, but it does **require mixing with a developer** for application. It does not penetrate as deeply into the hair as permanent color. Instead, color molecules get under the outer cuticle of the hair shaft, **wrapping around the hair's cuticle to create a coating of color** that's gradually washed away.



COLOR THEORY: LEVEL AND TONE

LEVEL AND TONE SHADE NUMBERING SYSTEM

WELLA COLORCHARM uses a level and tone system for identifying each shade. This system enables logical and consistent shade selection so that you can formulate color with total confidence for perfect results every time.

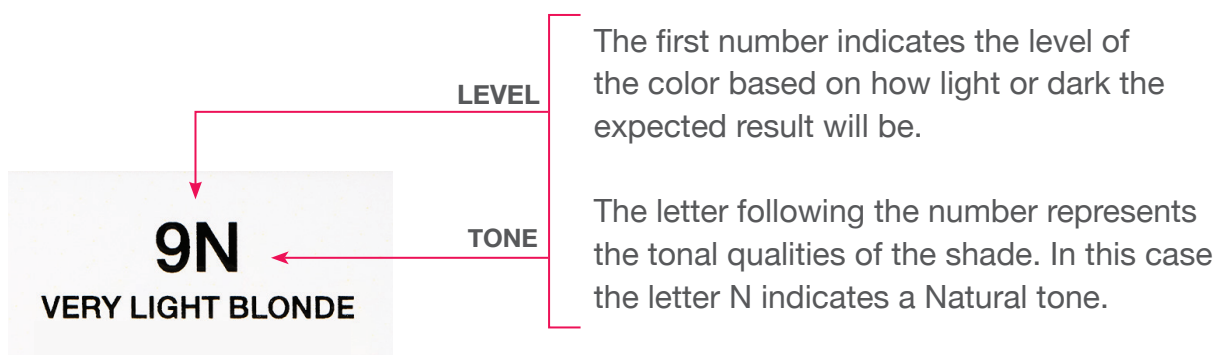
WHAT IS A LEVEL?

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. The range is from 1 to 12, with 1 being the darkest and 12 being the lightest.

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.

NATURAL LEVELS										
NATURAL HAIR COLOR	10 Lightest Blonde	9 Very Light Blonde	8 Light Blonde	7 Medium Blonde	6 Dark Blonde	5 Lightest Brown	4 Light Brown	3 Medium Brown	2 Dark Brown	1 Black



COLOR THEORY: LEVEL AND TONE

8 TONAL FAMILIES

WELLA COLORCHARM includes real color swatches on the packaging to help ease navigation and selection at shelf. There are 9 tonal families, each represented by letters.



PORTFOLIO OVERVIEW

WELLA COLORCHARM Color and Lightener Portfolio

PERMANENT COLOR



IDEAL FOR

- » Gray coverage
- » Shade matching
- » Color retouching
- » Depositing color
- » Changing tone (Natural hair)

VIVID DARKS



IDEAL FOR

- » Bold colors on dark hair
- » Lifting hair 3-4 levels without bleach
- » Color retouching
- » Depositing color
- » Changing tone (natural hair)

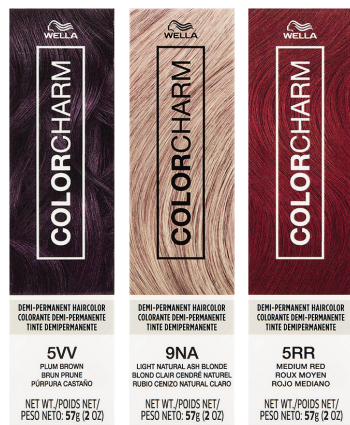
TONER



IDEAL FOR

- » Neutralizing or correcting unwanted tones
- » Pre-lightened or naturally blonde hair at levels 8 and above
- » Depositing color
- » Refreshing or enhancing naturally blonde hair

DEMI-PERMANENT COLOR



IDEAL FOR

- » Gray blending
- » Color refresh/enhancement
- » Depositing color
- » Lowlight
- » Glossing or toning
- » First-time color users
- » Coloring relaxed hair

LIGHTENER



IDEAL FOR

- » Removing color on natural or previously colored hair
- » Color correction
- » Highlighting, balayage and full head lightening
- » On- or off-scalp applications

COLORING HAIR: TROUBLESHOOTING

CHALLENGE	POSSIBLE REASONS
<p>Color is uneven or insufficient coverage</p>	<ul style="list-style-type: none"> » Not enough color formula was applied or color was applied unevenly. Remember to fully saturate when applying color. » Rinsing color out before it has fully processed will create uneven results. More processing time is needed. Be sure to check timing recommendations. » The color formula was combed from the roots to ends too soon. Porous ends will absorb color more intensely. Consider waiting 15-20 minutes before processing time ends or apply demi- or semi-permanent color to help refresh ends. » Incorrect measuring. Always use a scale or measuring cups. Remember to measure according to manufacturer instruction. » Wrong choice of developer. Developer will determine how much hair will lift.
<p>Root area is too brassy/orange after lightening</p>	<ul style="list-style-type: none"> » Not enough color formula was applied or applied unevenly. » The processing time was too short.
<p>Root area is too cool/green after lightening</p>	<ul style="list-style-type: none"> » The selected shade had a stronger amount of cool (ash/green) than necessary. » The color was applied to the hairline too soon.

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DEVELOPERS

Understanding Developers, COLORCHARM
Developer Portfolio, and Choosing Developers



DEVELOPERS

WHAT ARE DEVELOPERS?

All oxidative colorants (demi-permanent, permanent colors and lightener products) are mixed with peroxide.

- » Peroxides consist of hydrogen peroxide H_2O_2 , liquid made of water and oxygen.
- » They are also called an “oxidant” or “developer.”

DEVELOPERS (PEROXIDE)

- » The use of developers is required to activate hair color and lighteners.
- » Found in various strengths which are indicated by the volume or percentage.
- » Developer strength is based on the desired amount of lift or lightening.
- » Do not use 40 volume for on-scalp application or on hair that has been relaxed or permed.

HOW THEY WORK

When peroxide is mixed with the alkalizing agent (ammonia in the permanent color) the oxidation process begins to work. The ammonia swells the cuticle, and the peroxide provides the oxygen to oxidize the hair's color pigment inside the cortex.



DEVELOPERS: PORTFOLIO



Standard Mixing Ratio:1:2

(1 part color + 2 parts developer)

VIVID DARKS RATIO: 1:1 (1 part color + 1 part developer)

10 Volume

- » Deposit Only
- » Gray Blending
- » On-the-scalp lightening
- » Use with demi-permanent, permanent, toners or lightener

30 Volume

- » Up to 3 levels of lift
- » Off-the-scalp lightening
- » Use with permanent, Vivid Darks Permanent Cream Color or lightener

20 Volume

- » Up to 2 levels of lift
- » Gray Coverage
- » On-the-scalp lightening
- » Use with permanent, liquid toners or lightener

40 Volume

- » Up to 4 levels of lift
- » Up to 5 levels of lift with High-Lift Color
- » Off-the-scalp lightening
- » Use with permanent or lightener

CHOOSE YOUR DEVELOPER

If your desired final shade is lighter than your current natural color, you will need to use a formula that lifts while coloring. Whether you are a brunette, or red, you only need to identify the starting level of brightness.

1

STARTING LEVEL

Locate starting level using the column on the left of the chart.

2

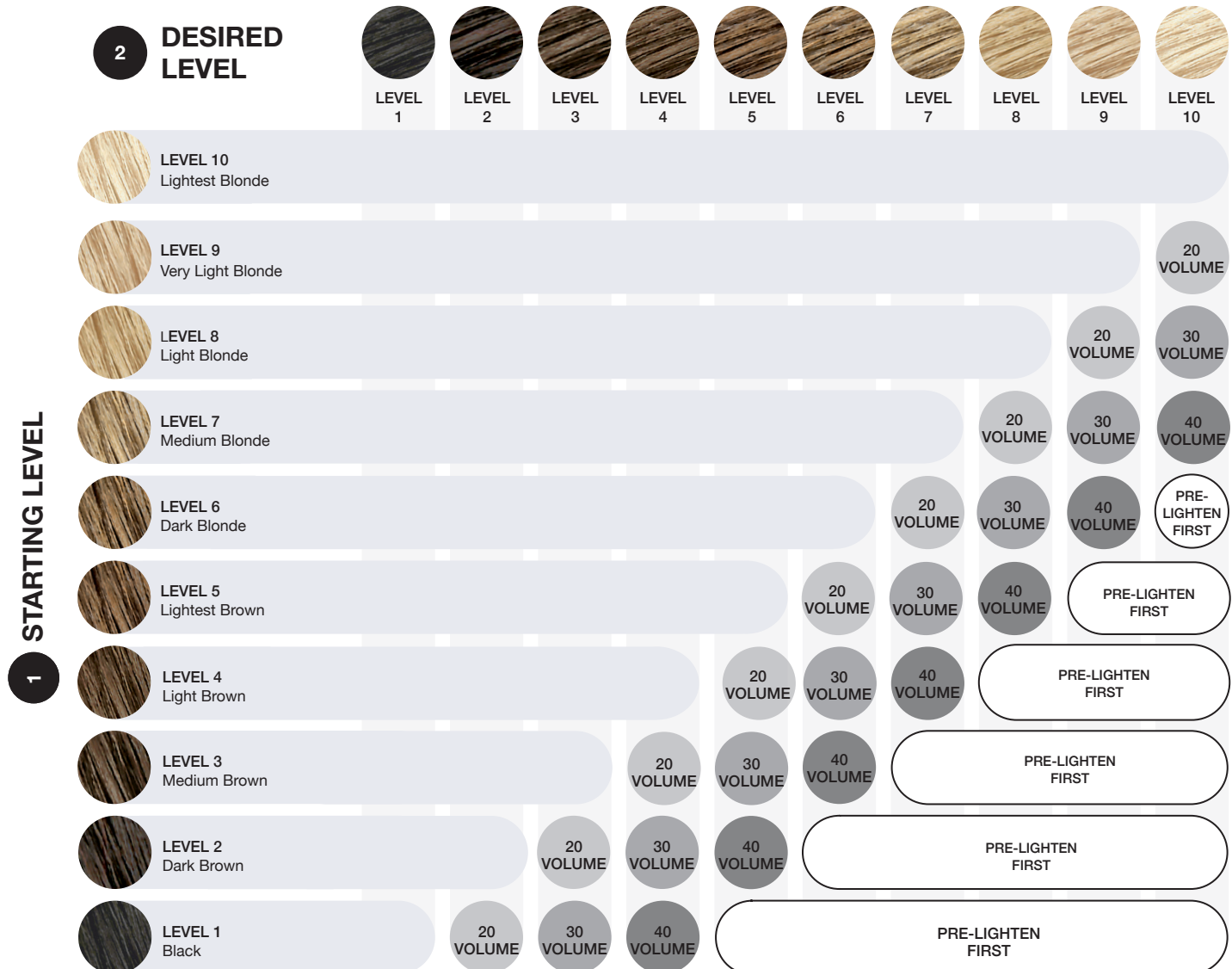
DESIRED LEVEL

Find the desired final shade's level using the column on the top of the chart.

3

DEVELOPERS

Finally, find where the starting level and final level intersect on the chart. This will indicate the level of developer needed, or if you need to pre-lighten before coloring.



WELLA COLORCHARM Developers are designed to be mixed with **WELLA COLORCHARM** hair color, toners and lighteners to deliver remarkable results. With a range of strengths, our developers make it easier to achieve the exact color you desire.

STANDARD MIXING RATIO:





1:2

(1 part color + 2 parts developer)

VIVID DARKS 2-IN-1:

1:1.5

(1 part lightener + 1.5 parts developer)

	10 VOLUME	20 VOLUME	30 VOLUME	40 VOLUME
				
LEVELS OF LIFT	Deposit Only	Up to 2 levels of lift	Up to 3 levels of lift	Up to 4 levels of lift & Up to 5 levels of lift with High-Lift Color
IDEAL FOR	Gray Blending	Gray Coverage	Extra Lift	Maximum Lift
SUITABLE TO BE USED DIRECTLY ON SCALP WHEN MIXED WITH LIGHTENER	YES	YES	NO	NO
USE WITH	<ul style="list-style-type: none"> • Permanent Color • Permanent Toners • Demi-Permanent Color • Lightener 	<ul style="list-style-type: none"> • Permanent Color • Permanent Liquid Toners • Lightener • Vivid Darks 2-in-1 Lightener + Color 	<ul style="list-style-type: none"> • Permanent Color • Vivid Darks Cream Color • Lightener 	<ul style="list-style-type: none"> • Permanent Color • Lightener
AVAILABLE SIZES	7.8 fl oz	3.7 fl oz	3.7 fl oz	3.7 fl oz
	15.4 fl oz	32 fl oz	32 fl oz	32 fl oz

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PERMANENT COLOR

Color Technology, Portfolio, Shades, Mixing & Application, New Permanent Cream color guide, Vivid Darks Permanent Cream Color, Vivid Darks Permanent 2-in-1 Lightener + Color

PERMANENT COLOR: TECHNOLOGY

Permanent color penetrates the cuticle allowing tone to last longer even when fading is a factor.

PERMANENT COLOR

The diagram illustrates the structure of a hair shaft and the process of permanent color application. On the left, a vertical cross-section of a hair shaft is shown, revealing its internal layers: the central **MEDULLA**, the thick middle **CORTEX**, and the outermost **CUTICLE** composed of overlapping scales. On the right, a circular cross-section shows the hair shaft with red arrows indicating the penetration of color molecules from the cuticle into the cortex. Labels with leader lines identify the **MEDULLA**, **CORTEX**, and **CUTICLE** in both views.

- »When applied to hair, it adds to the natural hair pigment.
- »Opens the cuticle into the **cortex** to let dye into the hair.
- »Technically, it never truly leaves but the color does fade over time.
- »Molecules get **under** the outer **cuticle of the hair shaft**.
- »They wrap around the hair's cuticle creating a **coating of color** that's gradually washed away.

PERMANENT COLOR: PORTFOLIO



PERMANENT LIQUID COLOR

WELLA COLORCHARM Permanent Liquid hair color's luxurious palette of shades deliver exceptional color that:

- » Is vibrant, long-lasting and fade-resistant
- » Provides great conditioning
- » Provides up to 100% gray coverage
- » Is vegan** and free of parabens



PERMANENT CREAM COLOR

WELLA COLORCHARM Permanent Cream hair color offers 56 **NEW** vibrant, long-lasting shades:

- » With 5 nourishing lipids that provide moisturization
- » Built-in BondGuard technology to help protect bonds
- » Leaves hair conditioned
- » With up to 90% less breakage*



VIVID DARKS PERMANENT CREAM COLOR

WELLA COLORCHARM VIVID DARKS achieves vibrant color on naturally dark hair:

- » Lifts up to 3-4 levels, no bleach needed
- » Helps combat damage with a built-in metal purifier
- » Is vegan** and free of phthalates and parabens
- » Use with NEW 30 vol developer



VIVID DARKS 2-IN-1 LIGHTENER + COLOR

WELLA COLORCHARM VIVID DARKS 2-in-1 Lightener + Color achieves vibrant color on dark hair.

- » Multi-use, time saving formula that lifts and deposits vibrant color in one step
- » Up to 6 levels of lift
- » For off-scalp application only
- » Suitable for and works on all hair types, even on previously colored hair

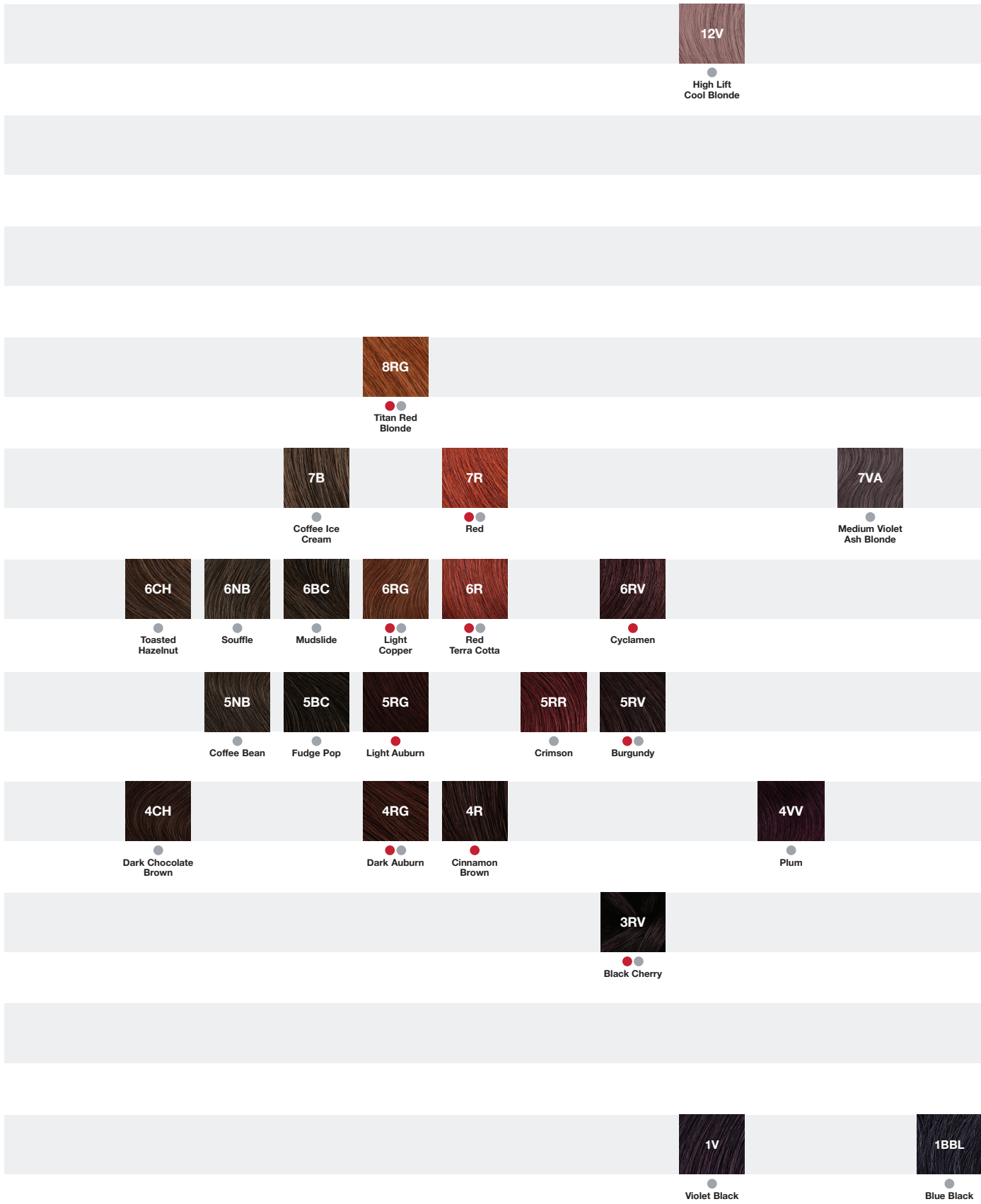
*vs pre-colored hair when used with WELLA COLORCHARM Post Color & Lightening Treatment
**Free of animal-derived ingredients

PERMANENT COLOR: SHADE PALETTE

NATURAL	INTENSE NATURAL	WARM BROWN	ASH	INTENSE ASH	PEARL ASH	ASH BLUE VIOLET	NATURAL GOLD	GOLD	GOLD VIOLET	WARM	WARM VIOLET	WARM RED
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12	12N High Lift Blonde		12A Frosty Ash	12AA High Lift Nordic Blonde		12C Ultra Light Blonde						
10	10N Satin Blonde		10A Palest Ash Blonde		10PA Lightest Pearlescent Blonde		10NG Honey Beige Blonde		10GV Honey Blonde			
9	9N Very Light Blonde	9NN Intense Very Light Blonde		9A Pale Ash Blonde		9PA Light Pearlescent Blonde		9NG Sand Blonde	9G Soft Pure Gold Blonde			
8	8N Light Blonde	8NN Intense Light Blonde	8NW Light Natural Warm Blonde	8A Light Ash Blonde			8NG Light Beige Blonde	8G Light Golden Blonde				
7	7N Medium Blonde	7NN Intense Medium Blonde	7NW Medium Natural Warm Blonde	7A Medium Smokey Ash Blonde	7AA Medium Blonde Intense Ash		7G Sunlight Blonde Brown	7GV Medium Soft Gold Blonde	7W Caramel	7WV Nutmeg	7WR Tan Blonde	
6	6N Dark Blonde	6NN Intense Dark Blonde	6NW Dark Natural Warm Blonde	6A Dark Ash Blonde	6AA Dark Blonde Intense Ash		6G Hazel Blonde		6W Praline			
5	5N Light Brown	5NN Intense Light Brown	5NW Light Natural Warm Brown	5A Light Ash Brown	5AA Light Brown Intense Ash		5G Light Golden Brown			5WV Cinnamon	5WR Allspice	
4	4N Medium Brown	4NN Intense Medium Brown	4NW Medium Natural Warm Brown	4A Medium Ash Brown			4G Dark Golden Brown					
3	3N Dark Brown	3NN Intense Dark Brown	3NW Dark Natural Warm Brown	3A Dark Ash Brown								
2	2N Very Dark Brown											
1	1N Black											

CHOCOLATE NATURAL BROWN COOL BROWN RED GOLD RED INTENSE RED RED VIOLET VIOLET INTENSE VIOLET VIOLET ASH BLUE BLACK



LEGEND:



TONING ADDITIVES

BP
Blonding Plus Additive

050
Cooling Violet Additive

PERMANENT COLOR: MIXING INSTRUCTIONS

WELLA COLORCHARM PERMANENT HAIR COLOR HAS FOUR DEDICATED DEVELOPERS

CREAM DEVELOPER, ideal for bowl and brush or bottle application.

Available in 10, 20, 30 and 40-volumes.

MIXING INSTRUCTIONS

- 1) Determine the desired amount of product needed.
- 2) Choose the application method — applicator bottle or bowl and brush. Liquid hair color is ideal for bottle application, while gel hair color is perfect for use with bowl and brush.
- 3) 1:2 mixing ratio: Mix together well — 1 part **WELLA COLORCHARM** Permanent Hair Color to 2 parts **WELLA COLORCHARM** Developer

HOW TO USE TONING ADDITIVES

050 COOLING VIOLET

- Reduces unwanted warm tones
- Add to existing permanent formulas
- **Mixing ratio** 2-4 capfuls, per application

BP BLONDING PLUS

- Provides 1 additional level of lift
- Use with permanent formulas **level 9** and lighter
- **Mixing Ratio** 1+1:2
1 part color + 1 part BP + 4 parts developer

STRAND TEST

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

- 1) Mix a small amount of chosen color(s) formula according to directions.
- 2) Apply to selected strands of hair in a discreet area.
- 3) Process for 10 minutes, check color results.
- 4) Continue to check every 5 minutes until desired result is achieved.

PERMANENT COLOR: APPLICATION TECHNIQUES

FIRST-TIME COLOR APPLICATION

STEP 1

Start approximately ½" away from the scalp. Apply color formula to lengths and ends, and process, do not rinse and proceed to Step 2.

PROCESSING TIMES

Permanent Color:
20 min.

High Lift Blondes:
30 min.

STEP 2

Once Step 1 has been applied, apply color to the roots, working away from the hairline, and continue processing.

PROCESSING TIMES

Permanent Shades:
30-45 minutes total
processing time.

High Lift Blondes:
50-60 minutes total
processing time.

STEP 3

After processing, rinse thoroughly, shampoo, condition and style as desired.

COLOR RETOUCH & REFRESH

STEP 1

Apply color to regrowth only and process. Do not rinse, proceed with the next step.

PROCESSING TIMES

Permanent Color:
30-40 min.

TIP:

Balance out the porosity of the hair by misting the lengths and ends with water before pulling color through.

STEP 2

Color refresh on lengths and ends using Permanent or Demi-Permanent Color.

APPLICATION

Apply the desired formula mixed with 10 vol to the lengths and ends of the hair.

STEP 3

After processing, rinse thoroughly, shampoo, condition and style as desired.

PERMANENT COLOR: APPLICATION TECHNIQUES





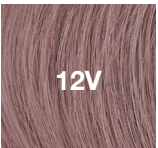
GRAY HAIR COVERAGE

For the best gray coverage on resistant grays, always use the **N Series** in your formula and leave on for **45 minutes**.

	Formula
When covering 30-50% gray hair:	<p>1 Part N Series + 2 Parts Desired Shade + Double Parts Developer Eg.: (1oz 6N + 2oz 6G + 6oz of Developer)</p>
When covering 50-100% gray hair:	<p>1 Part N Series + 1 Part Desired Shade + Double Parts Developer Eg.: (1oz 6N + 1oz 6G + 4oz of Developer)</p> <p>OR</p> <p>1 Part N Series + Double Parts Developer Eg.: (1oz 6N + 2oz of Developer)</p>
<p>TIP: Saturation is key to ensure proper gray coverage. Take fine sections and check the color result BEFORE rinsing. If needed, extend the processing time.</p>	

HIGH LIFT BLONDING

- » Delivers beautiful clear blonde results with a variety of tones
- » Best suited on natural level 6 or above
- » **1:2 Mixing Ratio** (1 part color + 2 parts 40 volume developer)
- » Available in Natural, Ash and Violet shades

NATURAL	ASH	INTENSE ASH	ASH BLUE VIOLET	VIOLET
				
High Lift Blonde	Frosty Ash	High Life Nordic Blonde	Ultra Light Blonde	High Lift Cool Blonde

PERMANENT GEL IS NOW NEW PERMANENT CREAM HAIR COLOR

Introducing **NEW WELLA COLORCHARM** Permanent Cream Hair Color - the perfect harmony of color and care. **We upgraded our trusted gel formula** to a new cream with **built-in BondGuard** that helps protect bonds, combat damage* and reduce breakage**.



With **5 nourishing lipids** that provide moisturization for soft and smooth hair. Plus this formula will **leave hair conditioned**, full of shine and **provides up to 100% gray coverage**.

*Damage caused by metals in the hair

**vs. pre-colored hair when used together with WCC Post Color & Lightening Treatment



COLORCHARM



SCAN TO LEARN MORE

INTRODUCING OUR NEW & IMPROVED PERMANENT CREAM HAIR COLOR THE PERFECT HARMONY OF COLOR & CARE



56 NEW vibrant, long-lasting shades:

- ✓ With **5 nourishing lipids** that provide moisturization for **soft & smooth hair**.
- ✓ Built-in **BondGuard technology** to help **protect bonds & combat damage**.
- ✓ **Leaves hair conditioned** and full of luminous shine.
- ✓ With up to **90% less breakage**.*



SHEA BUTTER



JOJOBA OIL



ACAÍ BERRY EXTRACT



FREE OF ANIMAL-DERIVED INGREDIENTS



NO PHTHALATES OR PARABENS

*vs. pre-colored hair when used with WELLA COLORCHARM Post Color & Lightening Treatment

PERMANENT CREAM HAIR COLOR IDEAL FOR:



COLORCHARM

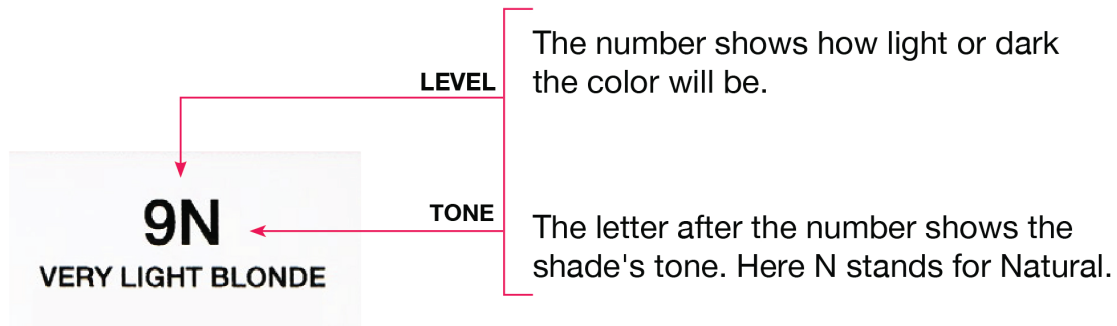
Gray
Coverage

Color
Retouching

Deposit
Color

Change
Natural Hair Color

NATURAL HAIR COLOR										
LEVEL	10 Lightest Blonde	9 Very Light Blonde	8 Light Blonde	7 Medium Blonde	6 Dark Blonde	5 Lightest Brown	4 Light Brown	3 Medium Brown	2 Dark Brown	1 Black



3N NET WT. (POIDS NET) 87 g (3.07 oz.)	6A NET WT. (POIDS NET) 87 g (3.07 oz.)	7R NET WT. (POIDS NET) 87 g (3.07 oz.)	5G NET WT. (POIDS NET) 87 g (3.07 oz.)	1V NET WT. (POIDS NET) 87 g (3.07 oz.)	6NB NET WT. (POIDS NET) 87 g (3.07 oz.)	7W NET WT. (POIDS NET) 87 g (3.07 oz.)	4CH NET WT. (POIDS NET) 87 g (3.07 oz.)	1BBL NET WT. (POIDS NET) 87 g (3.07 oz.)
N Natural	A Ash	R Red	G Gold	V Violet	B Brown	W Warm	CH Chocolate	BBL Blue-Black

MIX RATIO



1 part **WELLA COLORCHARM** Permanent Hair Color to 2 parts **WELLA COLORCHARM** Developer 10, 20, 30, 40 vol.
Process 30 to 45 minutes. For maximum gray coverage, High Lift shades and red shades, process full 45 minutes

PERMANENT GEL VS. NEW PERMANENT CREAM



FEATURES & BENEFITS	PERMANENT GEL	PERMANENT CREAM
Bond Protection		✓
Damage Reduction		✓
Moisturizes & Smoothens Hair		✓
Adds Shine		✓
Nourishing Lipids		✓
Natural Ingredients		✓
Pleasant Aroma		✓
Vegan*	✓	✓
Free of Phthalates & Parabens	✓	✓
1:2 Mixing Ratio	✓	✓
Bowl & Brush or Bottle Application	✓	✓
Easy To Mix		✓
Up to 100% Gray Coverage	✓	✓
Long-Lasting	✓	✓
Even Tone from Root to Tip		✓
Saturated/Opaque Result		✓

*Free of Animal-Derived Ingredients



COLORCHARM

SHADE CONVERSION CHART FOR NEW PERMANENT CREAM HAIR COLOR

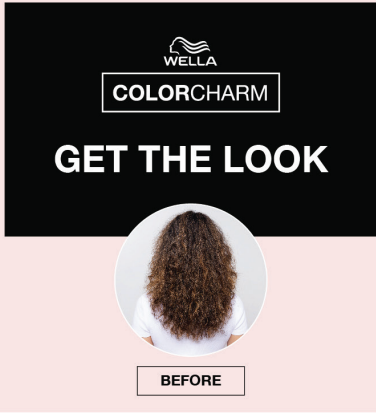
WELLA COLORCHARM has recently phased out of Permanent Gel to bring you our new and improved Permanent Cream Color. This comparison chart is designed to help you find the closest match available to the shade you were previously buying in Permanent Gel in either **NEW** Permanent Cream or Permanent Liquid

Additionally, the second table at the bottom are some shades that are **NEW** to the WELLA COLORCHARM brand via **NEW** Permanent Cream Color that you may be interested in trying.



IF YOU'RE LOOKING FOR...	YOU SHOULD TRY THIS NEW SHADE IN PERMANENT CREAM
A more intense red result than what we currently offer	5RR or 6R
Better coverage on resistant grays	3NN, 4NN, 5NN, 6NN or 7NN
A balanced medium blonde that doesn't look too orange	7GV
A cooler black result	1V or 1BBL
An intense violet shade	4VV
Cool blondes with a violet hue	7VA or 12V
An extremely cool-toned blonde	9PA or 10PA
Best gray coverage with a warmer end result	5NB or 6NB
A rich chocolate brown	4CH or 6CH

	IF YOU LIKE:	YOU SHOULD TRY:	YOU CAN ALSO USE:	
	COLORCHARM GEL	NEW COLORCHARM CREAM	COLORCHARM LIQUID	
NEUTRAL	1N	1N	1N	
	2N	2N	2N	
	3N	3N	3N	
	4N	4N	4N	
	5N	5N	5N	
	6N	6N	6N	
	7N	7N	7N	
	8N	8N	8N	
	9N	9N	9N	
	10N	10N	10N	
	12N	12N	12N	
	NEUTRAL GOLD	7NG	7N + 8G	7NG
8NG		8N + 8G	8NG	
9NG		9NG	9NG	
12NG		N/A	12NG	
ASH	3A	3A	3A	
	4A	4A	4A	
	5A	5A	5A	
	6AA	6A	6AA	
	7A	7A	7A	
	7AA	7A	7AA	
	8A	8A	8A	
	9A	9A	9A	
	10A	9A + 10N	10A	
	RED & RED GOLD	4R	4RG	4R
6R		6RG	6R	
7R		7R	7R	
5RG		4RG + 6RG	5RG	
8RG		8RG	8RG	
RED VIOLET		3RV	3RV	3RV
		5RV	5RV	5RV
GOLD	4G	N/A	4G	
	5G	5G	5G	
	6G	6G	6G	
	7G	6G + 8G	7G	
8G	8G	8G		
GOLD VIOLET	10GV	10GV	10GV	
COOL	4BC	4A + 4CH	N/A	
	5BC	5BC	N/A	
	6BC	6BC	N/A	
	7BC	7BC	N/A	
WARM	8BC	8A + 7BC	N/A	
	6W	6W	6W	
WARM RED	7W	7W	7W	
	5WR	6W + 4RG	5WR	
BROWN VIOLET	7WR	7W + 8G	7WR	
	5WV	5WV	5WV	
7WV	7WV	7WV		



WHAT YOU'LL NEED



FORMULA 1:
2 parts WELLA COLORCHARM
20vol Developer +
1 part Powder Lightener

FORMULA 2:
2 parts WELLA COLORCHARM
20vol Developer +
1 part Permanent Cream 7A

FORMULA 3:
2 parts WELLA COLORCHARM
10vol Developer +
1 part Permanent Cream 9PA

LIGHTENING APPLICATION



STEP 1: SECTIONING
Take a small triangular section from the corners of the eyebrow to the middle of the nose. Secure out of the way with a clip.

Leave out section on underside and clip the remaining hair out of the way.



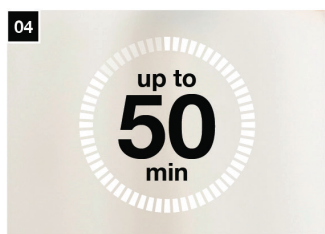
STEP 2: LIGHTENING - BOTTOM
Apply Formula 1 to bottom two sections.

Place in a foil to keep away from other hair.



STEP 3: LIGHTENING - TOP
Gently backcomb and apply Formula 1 to triangle section.

Work lightener through with hands and place on a foil.



STEP 4: PROCESS
Process up to 50 minutes or until desired lightness is achieved.

Shampoo, condition and dry until about 90% dry.

PERMANENT CREAM HAIR COLOR APPLICATION



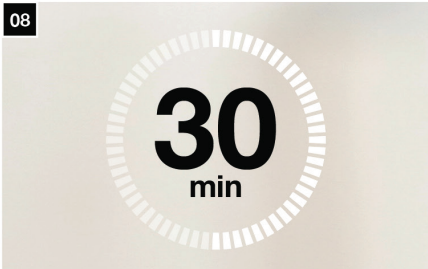
STEP 5: SECTIONING
Section hair into 4 quadrants: from ear-to-ear and top of the head to the neck. Leave out small triangle section on top of head.



STEP 6: ROOTS
Apply Formula 2 from roots to mid-shafts, leaving out the bottom few inches. Work through all 4 quadrants.



STEP 7: ENDS
Apply Formula 3 to the bottom few inches of hair over previous highlights. Work through with hands.



STEP 8: PROCESS
Process base color for 30 minutes - leaving out the face framing triangle section until the last 2-3 minutes.



STEP 9: TRIANGLE SECTION - LAST
Apply Formula 3 to the face framing triangle section for last 2-3 minutes. Work through with hands.



STEP 10: RINSE AND STYLE
Shampoo, condition and style as usual.



Out of the dark and into bold, vivid color. Achieve vibrant color on naturally dark hair with WELLA COLORCHARM VIVID DARKS.

- » Lifts up to **3-4 levels**, no bleach needed.
- » **Helps combat damage** with a built-in metal purifier.
- » Add **healthy-looking color** to your new look as **5 nourishing lipids** leave hair **soft and smooth** to the touch with seamlessly even tone from root to tip.
- » **Vegan*** and free of phthalates and parabens.
- » Use with **30vol developer**

*Free of animal-derived ingredients

VIVID DARKS PERMANENT CREAM COLOR

Available in 9 Vivid Shades

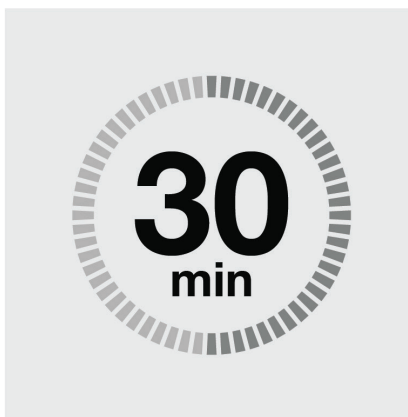


How To Use



Step 1

Mix 1 part **WELLA COLORCHARM VIVID DARKS** shade of your choice with 1 parts **WELLA COLORCHARM 30** volume developer (1:1).



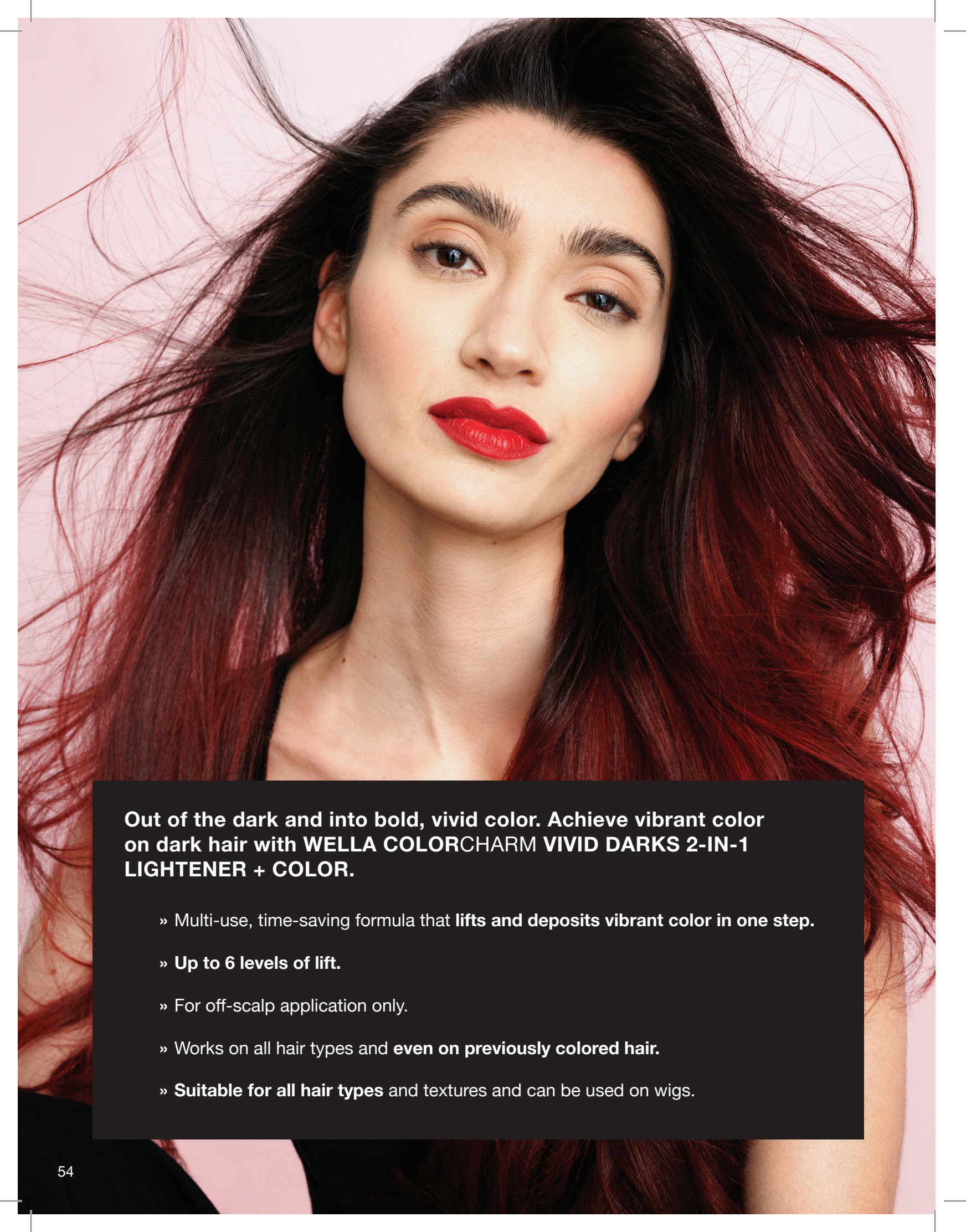
Step 2

Apply to desired areas and process for 30 minutes.



Step 3

Rinse thoroughly, shampoo, condition and style!



Out of the dark and into bold, vivid color. Achieve vibrant color on dark hair with WELLA COLORCHARM VIVID DARKS 2-IN-1 LIGHTENER + COLOR.

- » Multi-use, time-saving formula that **lifts and deposits vibrant color in one step.**
- » **Up to 6 levels of lift.**
- » For off-scalp application only.
- » Works on all hair types and **even on previously colored hair.**
- » **Suitable for all hair types** and textures and can be used on wigs.

NEW VIVID DARKS 2-IN-1 LIGHTENER + COLOR

Available in 2 Vivid Shades



Raspberry Pop

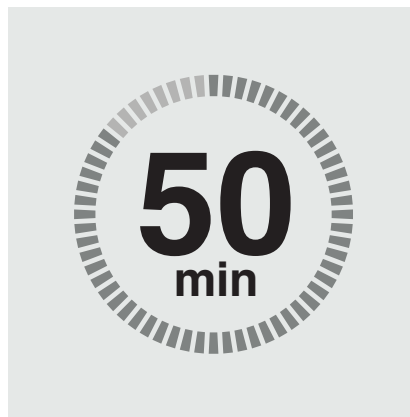
Rich Cherry

How To Use



Step 1

Mix 1 part **WELLA COLORCHARM VIVID DARKS** 2-IN-1 Lightener + Color with 1.5 parts of **WELLA COLORCHARM Developer 20vol**.



Step 2

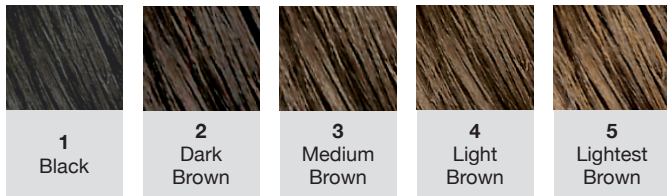
Apply to desired areas and process for up to 50 minutes.



Step 3

Rinse thoroughly, shampoo, condition and style!

VIVID DARKS GUIDE













VIVID DARKS Permanent Cream Color and VIVID DARKS 2-IN-1 LIGHTENER + COLOR is recommended for levels 5 and below.



Demi Permanent Color recommended for levels 6 and above.

VIVID DARKS 2-IN-1 Lightener + Color is NOT recommended.

Below is a guide to help you choose the right product

START HERE	→ I've never used Vivid Darks before and I've never colored my hair	I've never used Vivid Darks before and I have colored hair	I've used Vivid Darks and want the color to look fresh	I have lighter hair but I really want to use Vivid Darks
MY HAIR IS	Naturally dark hair (not previously colored)	Previously colored	Faded and less vibrant	Level 6 (Dark Blonde) or lighter
I WANT TO	Lighten my hair 3-4 levels with a vivid color result	Lighten my hair 3-4 levels with a vivid color result	Refresh previous Vivid Darks color	Have vivid color with minimal lift
PRODUCT SUGGESTION	 <p>Vivid Darks Permanent Cream Color</p> <p>OR</p>  <p>Vivid Darks 2-in-1 Lightener + Color</p>	 <p>Vivid Darks 2-in-1 Lightener + Color</p>	<p>BRIGHTEN FADED ENDS</p>  <p>Demi Permanent Color</p>  <p>Vivid Darks Permanent Cream Color</p> <p>NEW GROWTH/ROOTS</p>  <p>Vivid Darks 2-in-1 Lightener + Color</p>  <p>Vivid Darks Permanent Cream Color</p>	<p>SUBTLE LIFT & VIVID COLOR</p>  <p>Vivid Darks Permanent Cream Color</p> <p>OR</p>  <p>Demi Permanent Color in Red Shade (5VV, 5RR or 7RR)</p> <p>+</p>  <p>10vol Developer</p>



WELLA
COLORCHARM

GET THE LOOK



BEFORE

WHAT YOU'LL NEED




FORMULA:
1 part Rich Cherry
WELLA COLORCHARM
VIVID DARKS 2-IN-1
LIGHTENER + COLOR

1.5 parts of
WELLA COLORCHARM
Developer 20vol



GLOVES



FOIL



COLOR BOWL



COLOR BRUSH



OLD SHIRT OR TOWEL



THREE HAIR TIES

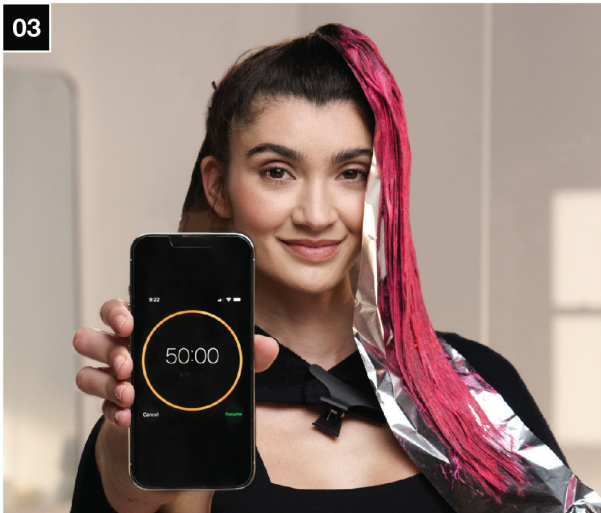
VIVID DARKS 2-IN-1 LIGHTENER + COLOR APPLICATION



01
STEP 1: SECTIONING
Section hair in to 3 ponytails - one in front and 2 in the back.



02
STEP 2: APPLICATION
Take subsections of each ponytail and apply the formula with a brush. Work through with gloved hands.



03
STEP 3: PROCESS
Process for up to 50 minutes.



04
STEP 4: RINSE & STYLE
Shampoo, condition, rinse and style as desired!

6

TONERS

Principles of Toning, Permanent vs. Demi-Permanent Toning, **COLORCHARM** Toners, Shade Chart, Mixing & Application

TONERS

WHAT IS TONING?

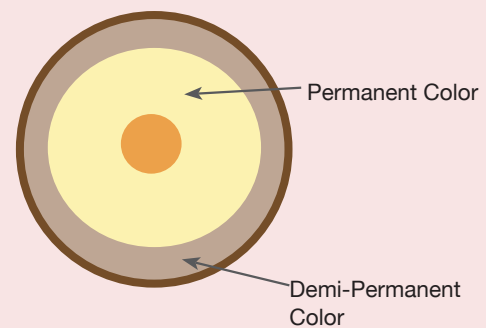
Toning is hair color that is applied after lightening to help achieve your perfect shade of blonde. It is used to enhance or neutralize unwanted brass and warm tones.

TONING WITH PERMANENT VS DEMI-PERMANENT COLOR

Permanent and demi-permanent toners are both used to achieve the same results, however they differ in how the tone is delivered to the hair, and how long the results last. Permanent color penetrates the cuticle allowing tone to last longer even when fading is a factor. Demi-permanent wraps color around the cuticle, which fades as it is gradually washed away.

PERMANENT COLOR

- » Lifts and deposits
- » Opens the cuticle into the cortex to let dye into the hair
- » Technically, it never truly leaves but the color can fade over time.



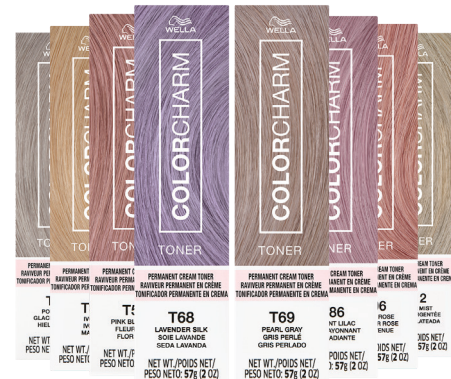
TONERS

Perfect your tone with **WELLA COLORCHARM** Permanent Toners. Achieve flawless platinum and beiges with **WELLA COLORCHARM Permanent Liquid Toners**—the **#1 permanent toner** in the US.* Or try our Permanent Cream Toners to create icy blondes or pastel enhanced tones.

Permanent Liquid Toner



Permanent Cream Toner



- » 12 permanent liquid toner shades.
- » **Neutralize brass with up to 90% less breakage****
- » Works on **naturally blonde** or **pre-lightened** hair
- » Creates hard to achieve shades of blonde (i.e. platinum and beige)
- » The finishing step to enhance or neutralize warm or cool tones for the perfect shade of blonde.
- » Gentle on Hair
- » Provides gorgeously toned, healthy-looking blondes
- » Vegan*** and free of parabens

- » 8 permanent cream toner shades.
- » **Neutralize brass with up to 90% less breakage****
- » 4 icy blonde tones & 4 pastel enhancing tones
- » Perfectly even tone from root to end
- » Gentle on Hair
- » Works on naturally blonde or pre-lightened hair.
- » Vegan*** and free of gluten, phthalates, and parabens
- » Use with 10vol developer only****

*Source Euromonitor International Limited; based on value sales for permanent toner brands in 2020 through all retail channels. Permanent toners are defined as products positioned on pack as a “Toner” and as “Permanent.”

**WELLA COLORCHARM lightener + permanent toner vs. lightener alone.

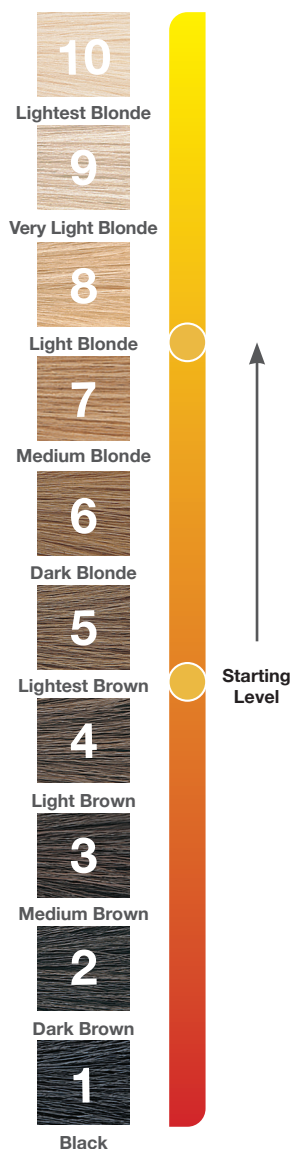
***Free of animal-derived ingredients

****Using 20vol developer may cause uneven results and scalp sensitivity.

TONERS

HOW DO THEY WORK?

- » Lightener (bleach) is the first step to going blonde and is used to lighten hair to desired level.
- » Level is defined on a scale of 1 to 10, with level 1 being the darkest and level 10 being the lightest.
- » The exposed contributing pigment of any level is defined by how much warmth (also known as brassiness) shows in the hair after lightening.
- » Toners are used to enhance or correct the “tone” to a more desirable shade.



TONING EXPOSED PIGMENT

When you lighten hair, warm undertones will be exposed—and that can look brassy.

For example: If hair color is a level 5 (lightest brown) and you want to lighten it to a level 8 (light blonde) the chart below shows how your hair color will change through the process. Toning helps correct these exposed pigments, to achieve your desired final result.



BRASS BLUES

The exposed contributing pigment for a **level 8** is a warm yellow, and may appear brassy after lightening.



COOL DOWN

You can cancel the warmth by using cool tones.



TONERS

SHADE CHART: LIQUID TONERS

Achieve your ideal final shade by taking into account the intensity of neutralization offered by each toner. All toners are shown on level 10 lightest blonde hair.

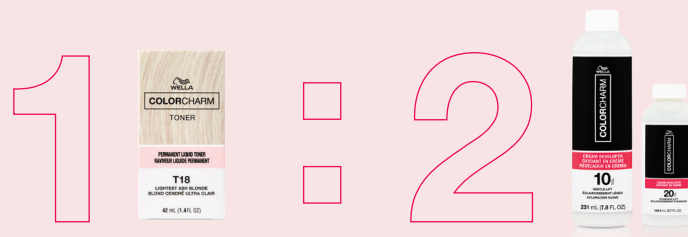


MIXING

- » Mix 1 part **WELLA COLORCHARM Permanent Liquid Toner** with 2 parts **10vol or 20vol Developer**.

APPLICATION

- » Apply to shampooed, towel-dried hair and process for up to **30 minutes**, checking frequently for desired result. Shampoo, condition and style as desired.



UP TO
30
MINUTES

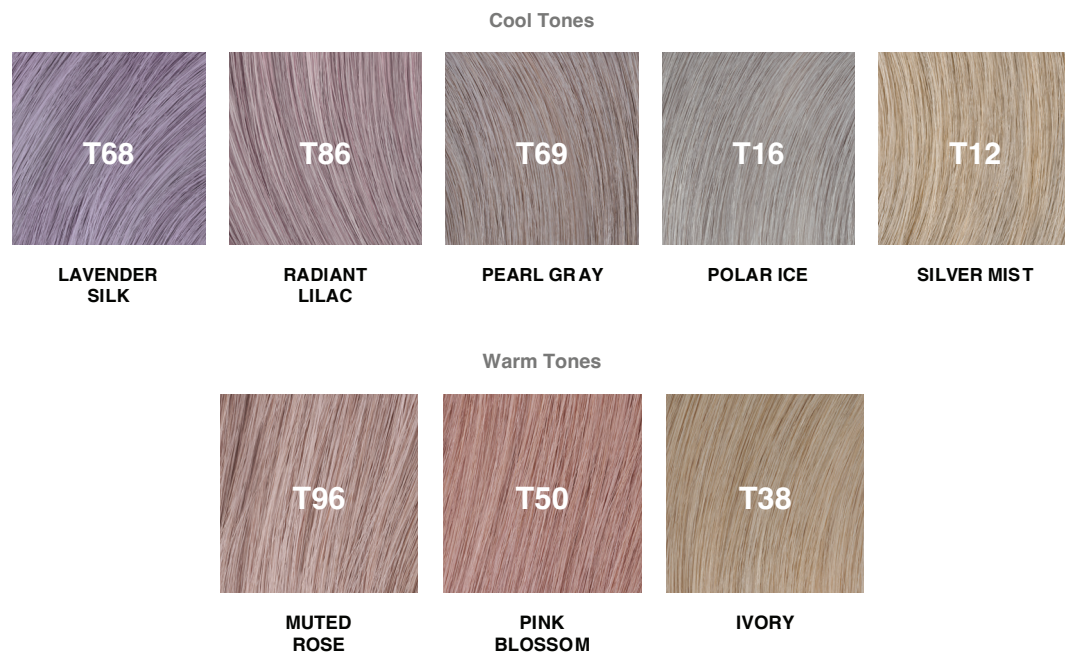
PRO TIP:
Can be used with a bottle applicator or a bowl and brush

Use **10 Vol developer** for a gentle or subtle lift while neutralizing unwanted warmth at the same time. Use **20 Vol developer** for a slightly more intense lift while neutralizing warmth at the same time.

TONERS

SHADE CHART: CREAM TONERS

8 cream toner shades—4 icy cool tones and 4 pastel enhancing tones—let you neutralize brass and perfect your blonde. All toners are shown on level 10 lightest blonde hair.



MIXING

- » Mix 1 part **WELLA COLORCHARM Permanent Cream Toner** with 2 parts **10vol Developer**.

APPLICATION

- » Apply to shampooed, towel-dried hair and process for up to **10 to 20 minutes**, checking frequently for desired result. Shampoo, condition and style as desired.



TONERS

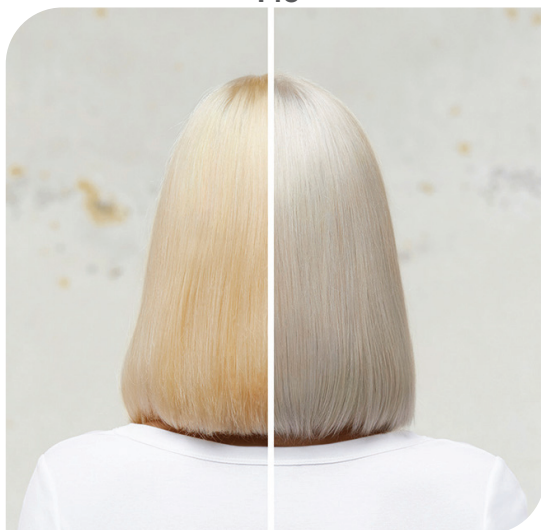
LIFTING TO THE RIGHT LEVEL IS KEY

To achieve the desired tone, use the chart below as a guide through your lightening and toning process.

For optimal results, we recommend that you lighten your hair a shade lighter than your desired tone.

Starting Level #	Underlying Tone	Permanent Liquid Toner Results on Different Starting Levels												
10	PALE YELLOW	COLORCHARM RESULTS	T81	T14	T19	T18	T10	T28	T27	T15	T11	T35	T30	T05
9	YELLOW		T81	T14	T19	T18	T10	T28	T27	T15	T11	T35	T30	T05
8	GOLD		T81	T14	T19	T18	T10	T28	T27	T15	T11	T35	T30	T05
7	ORANGE GOLD		T81	T14	T19	T18	T10	T28	T27	T15	T11	T35	T30	T05

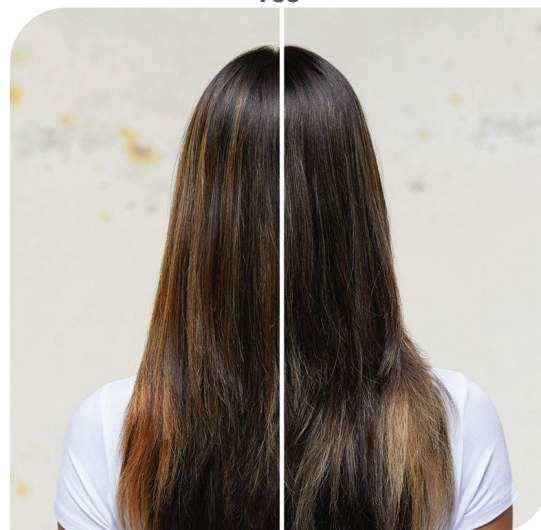
Permanent Liquid Toner T18



Before

After

Permanent Liquid Toner T35



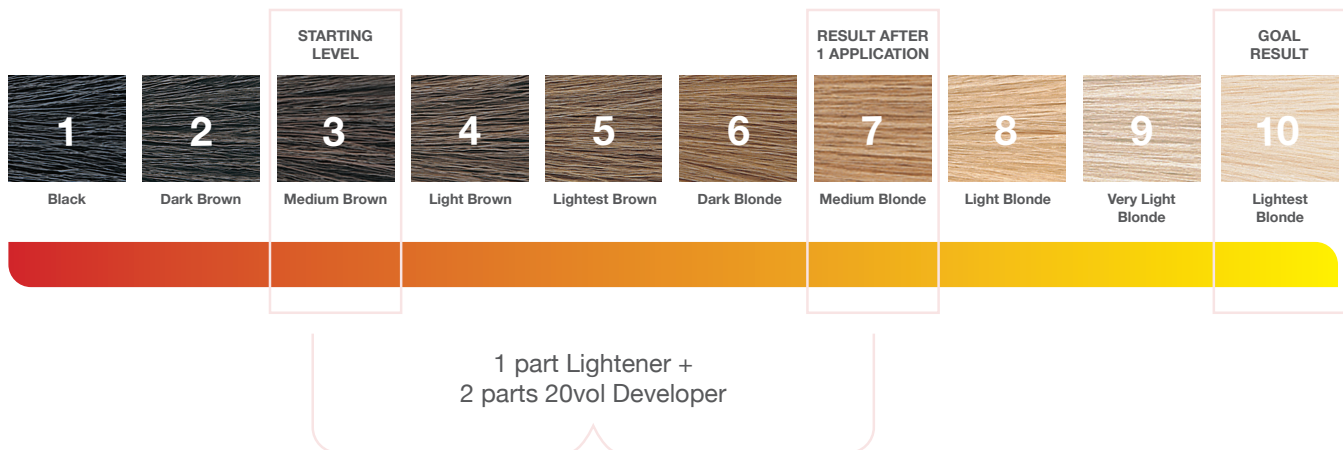
Before

After

ACHIEVING THE PERFECT TONE

MIXING INSTRUCTIONS

If you are lightening your hair and are starting with a darker level, your hair may require lightening a second time.



For example: If your goal is to lift to a **level 10 Lightest Ash Blonde** and your starting level is a **level 3 Medium Brown**, you may end up with a **level 7 Medium Blonde** with an **Orange Gold Undertone**, see chart above. Your next step is to mix a new lightening formula with **20 Vol Developer** and apply to the areas that need to be lifted. Once you have achieved your desired level, **rinse, shampoo, condition** and proceed with your toner application.



LIGHTENING & TONING

Toning your hair after lightening is the final step to perfecting your blonde.

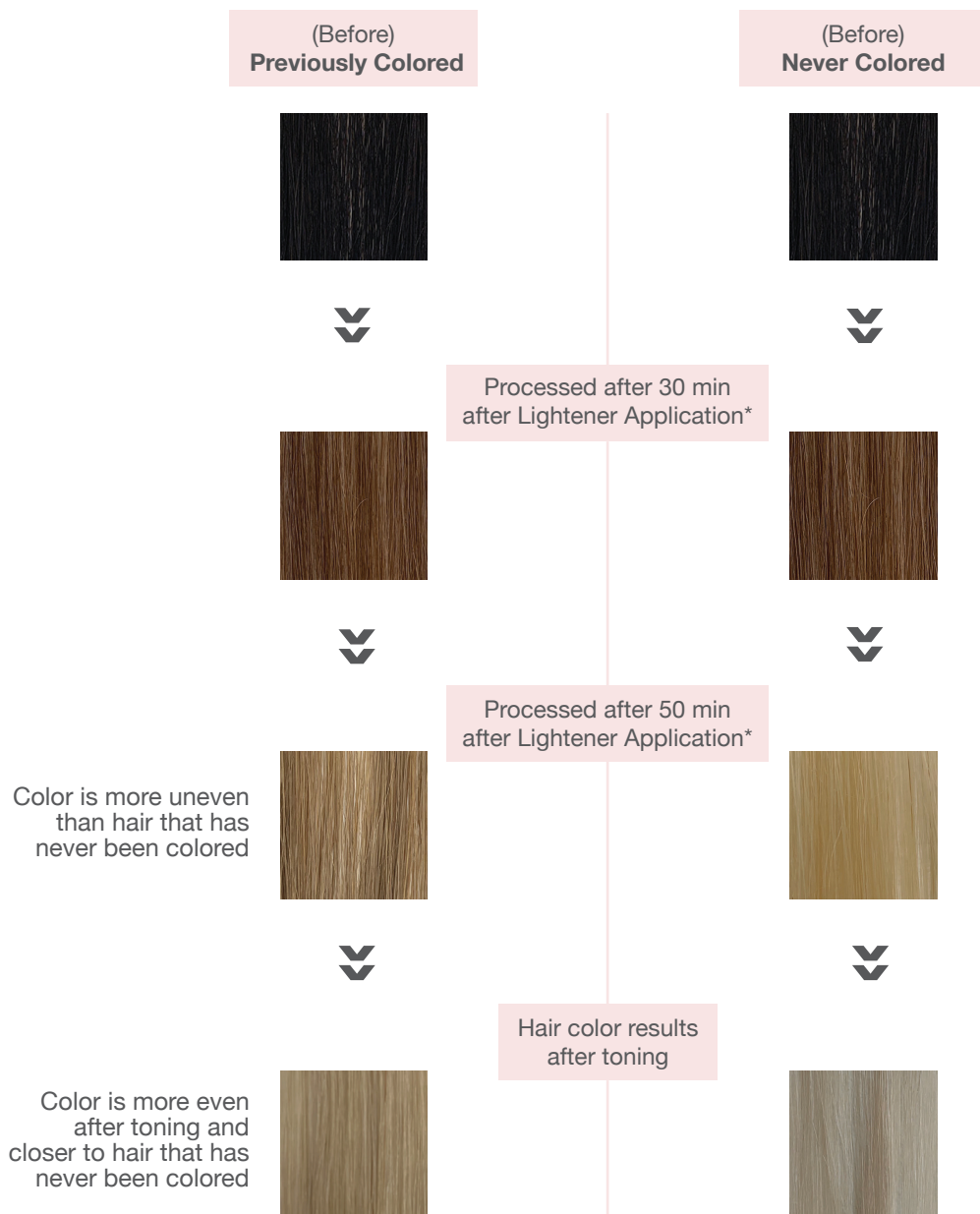
At times, you will need to lighten for longer than 30 minutes or more than once to achieve the correct level of lift when starting with darker hair, especially if it has been previously colored. Below are examples of what you can expect to achieve after lightening both chemically treated and never colored (virgin) hair.

RESULTS WILL VARY DEPENDING ON THE HAIR'S CONDITION

Formula Used

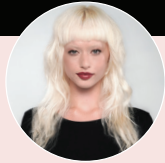
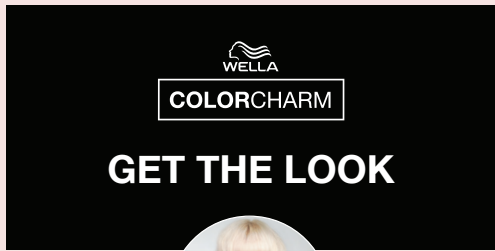
Lightener: WELLA COLORCHARM Lightener + 20-Vol Developer

Toner: WELLA COLORCHARM T18 Lightest Ash Blonde



*Rinsed, shampooed and dried

**Examples were processed with lightener one time



BEFORE

WHAT YOU'LL NEED



TONER
WELLA COLORCHARM
 Liquid Toner
 Shade: T30

DEVELOPER
WELLA COLORCHARM
 Developer
 10vol



GLOVES



TOWEL



CAPE OR
 COLORING SHIRT



CLIPS



BOTTLE
 APPLICATOR



WIDE-TOOTH
 COMB



TIMER

PERMANENT LIQUID TONER APPLICATION

01



PRO TIP

Hair should be pre-lightened and towel dried before color application

STEP 1: MIX

Mix and apply to the root area only using a bottle applicator to help with easy color application.

Formula: 1oz of Permanent Liquid Toner T30 & 2oz 10vol Developer

02



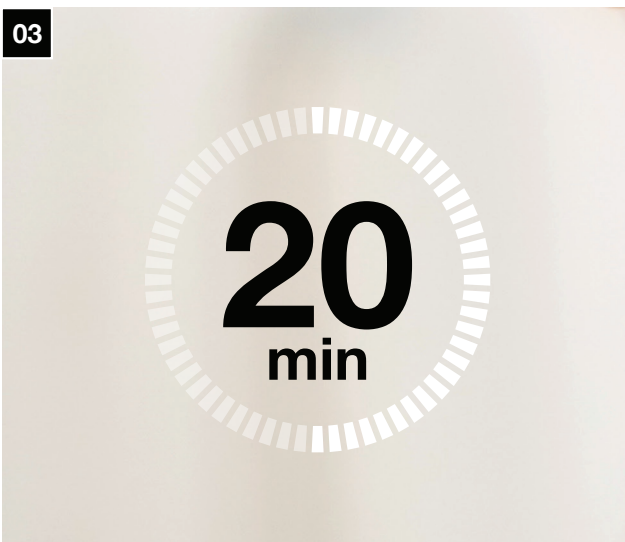
PRO TIP

Use your fingers to help with proper saturation.

STEP 2: APPLY TO LENGTHS

Apply to the mid-lengths and ends of your hair.

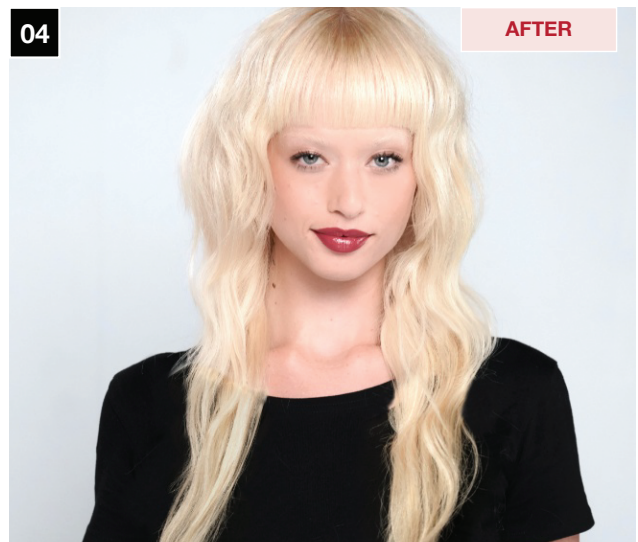
03



STEP 3: PROCESS

Process for 20 minutes.

04



AFTER

STEP 4: RINSE & STYLE

Shampoo, condition, rinse and style as desired!

7

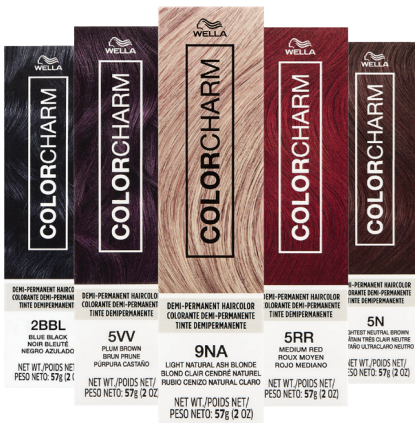
DEMI-PERMANENT COLOR

Principles of Demi-Permanent Color,
Shade Palette, Mixing & Application,
Pre-Pigmenting

DEMI-PERMANENT COLOR

Use **WELLA COLORCHARM Demi-Permanent color** to:

- » Color or blend grays
- » Add new richness or fashion tones to your existing color
- » Tone highlights
- » Gloss and add shine
- » Refresh faded color
- » Color after lightening, permanent wave or chemical relaxing services
- » Quick color application-processes in 20 minutes or less

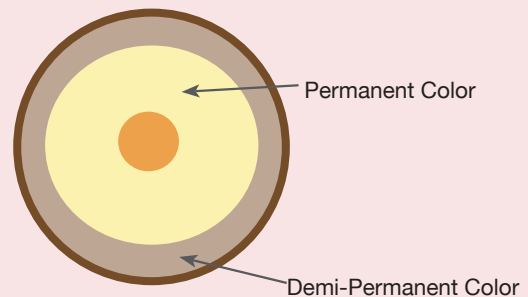


21 Demi-Permanent Shades With Added Benefits

- Shiny, healthy-looking color with less damage*
- Gentler for all hair textures*
- Vegan** and free of ammonia, parabens and phtalates
- Pleasant Fragrance

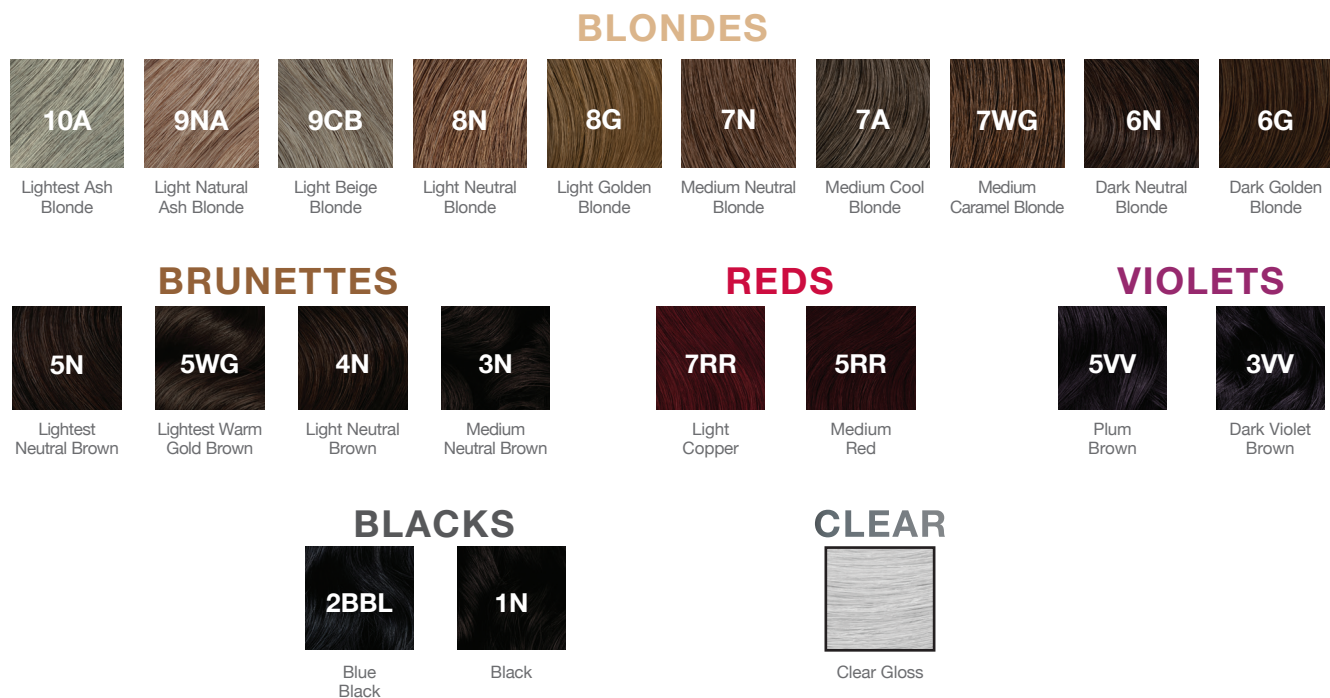
DEMI-PERMANENT COLOR

- » Ammonia-free.
- » Molecules get **under** the outer **cuticle of the hair shaft**.
- » They wrap around the hair's cuticle creating a **coating of color** that's gradually washed away.



DEMI-PERMANENT COLOR: SHADE PALETTE

Grouped into shade families with color-coded packaging, finding the perfect shade couldn't be easier. With a wide palette of **Blonde**, **Red**, **Violet** and deep **Brunette** shades, we have every color needed to create the look you desire. Our **Clear** shade adds eye-catching gloss to any color.



COOL VS WARM TONES

Cooler shades contain blues, grays, violets and greens and cool down the complexion. Warm shades include red, orange and gold tones and warm up the complexion.



TONE KEY

If hair is more than 50% gray, mix **equal parts** of **N** with any other tone to achieve desired color results.

N = NEUTRAL - Ideal for covering gray

A = ASH - Cool tones help to reduce unwanted warmth

G = GOLD - To add a warmth

CB = COOL BLONDE - Enhances blondes with cool tones

WG = WARM GOLD - For rich warm tones with a hint gold

RR = INTENSE RED - For vibrant red shades

VV = INTENSE VIOLET - For vibrant violet shades

BBL = INTENSE BLUE BLACK - For rich black with a hint of cool blue

C = CLEAR - Enhance shine to your existing hair color

DO IT WITH DEMI

GLOSSING & TONING WITH DEMI-PERMANENT

WELLA COLORCHARM Demi-Permanent color is an excellent choice for toning and glazing. Porous hair may require using a shade 1-2 levels lighter than the desired result.

- » For perfect gray blending, use any of our N shades with no ammonia.
- » For glossing or adding shine, use with developer (1:2).
- » Use any of our brunette shades to create dimension during balayage or highlighting.
- » Pre-pigment for color correction and tint back using our reds to provide the perfect end result.

APPLICATION ON CHEMICALLY RELAXED HAIR

Wait 2 weeks after the chemical relaxer service before applying **WELLA COLORCHARM Demi-Permanent color**. Check hair and scalp before color service. Do not proceed if scalp shows signs of irritation.

Check porosity and elasticity of hair. Take a strand test to determine color results.

Shampoo and then apply a conditioning treatment at least 24 hours prior to the color service as per general instructions.

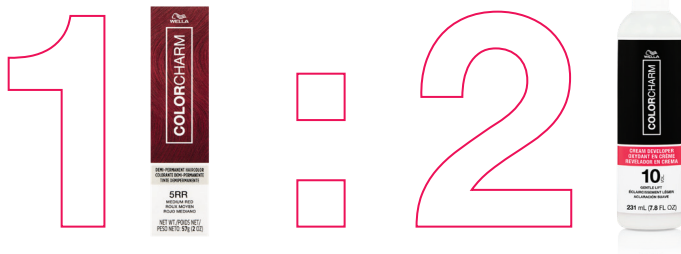
SAME-DAY CHEMICAL SERVICE COLOR APPLICATION

Coloring hair and providing a chemical service such as a permanent wave or lightener may be done on the same day with **WELLA COLORCHARM Demi-Permanent Color**. However, this requires a careful analysis of the condition of the hair and scalp. Do not proceed if the scalp shows signs of irritation or if the hair is overly porous or shows sign of damage.

DEMI-PERMANENT COLOR: MIXING INSTRUCTIONS

MIXING INSTRUCTIONS

Choose your preferred application method: bowl and brush or applicator bottle. Mix **1 part WELLA COLORCHARM Demi-Permanent Hair Color** with **2 parts WELLA COLORCHARM 10 Vol Cream Developer**. If using a bowl and brush, be sure to use a non-metallic bowl and mix carefully to avoid spilling, until it achieves a gel-like consistency. Always wear gloves regardless of application method.



PRO TIPS:
If using an applicator bottle, pour the developer in the bottle first, followed by the color for easiest mixing.

Coloring with a bottle offers quick and easy coverage.

UP TO
10-20
MINUTES WITHOUT HEAT

STRAND TEST

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

- 1). Mix a small amount of chosen color(s) formula according to directions.
- 2). Apply to selected strands of hair in a discreet area.
- 3). Process for **10 minutes**, check color results.
- 4). Continue to check every 5 minutes until desired result is achieved.

DEMI-PERMANENT COLOR: APPLICATION TECHNIQUES

FIRST-TIME COLOR APPLICATION

Before applying, shampoo and towel dry hair.

Wait 2 weeks after a chemical relaxer service before applying **WELLA COLORCHARM** Demi-Permanent Hair Color.

STEP 1

Section into 4 parts.

STEP 2

Mix 1:2 - 1 part (1 oz) **WELLA COLORCHARM Demi-Permanent Hair Color** to 2 parts (2 oz) **WELLA COLORCHARM 10 Volume Developer**.

STEP 3

Starting at the top front side section, apply color starting at the root, working your way down through the ends. Comb the color through for even distribution. Follow the same pattern around the entire head, keeping your sections clean for control. Comb the color through to distribute evenly.

PRO TIP:

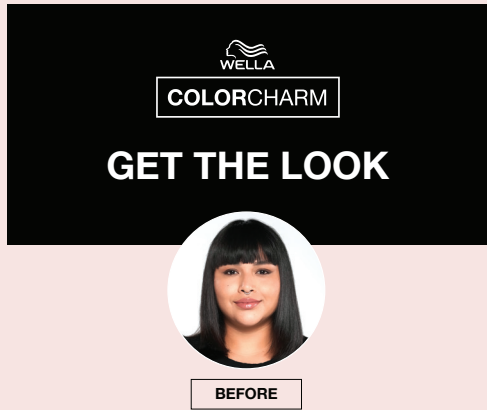
Wearing gloves, massage the color into the hair. Especially on thick or very long hair.

STEP 4

Process for **10 to 20 minutes** with no added heat.

FINISH

Rinse out the color with lukewarm water, lightly shampoo, condition and rinse again. Towel blot hair.



WHAT YOU'LL NEED



ALL OVER COLOR
WELLA COLORCHARM
 Demi-Permanent Color
 Shade: 2BBL

DEVELOPER
WELLA COLORCHARM
 Developer
 10vol

TONER FOR POP OF COLOR
WELLA COLORCHARM
 Permanent Liquid Toner
 Shade: T18



ALL OVER DEMI COLOR APPLICATION



STEP 1: PREP
 Section hair for control and apply barrier cream to prevent skin from staining.

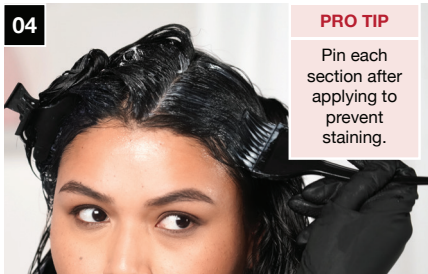


STEP 2: MIX
 Mix 1 part Demi-Permanent 2BBL + 2 parts 10vol Developer in a bowl.



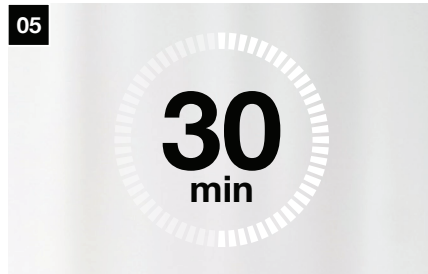
STEP 3: APPLY TO ROOTS
 Using the brush, begin applying to the root area all over.

PRO TIP
 Use your fingers to help with proper saturation.



STEP 4: APPLY TO LENGTHS
 After applying to the root, apply to the mid-shaft and ends.

PRO TIP
 Pin each section after applying to prevent staining.



STEP 5: PROCESS
 Process for 30 minutes.



STEP 6: RINSE & STYLE
 Shampoo, condition, rinse and style as desired!

ADD WEFTS FOR A POP OF COLOR (OR COLOR PRE-LIGHTENED HAIR): You can do this while your hair is processing!

AFTER



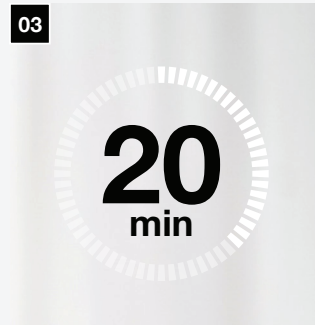
STEP 1: PREP
 Start with very light pale blonde pre-lightened hair.

PRO TIP
 Wear gloves and protect your surface while coloring wefts.

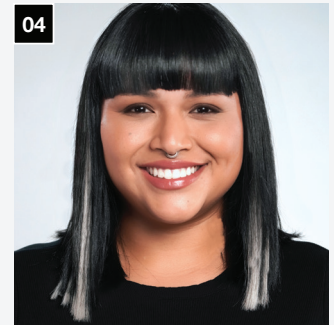


STEP 2: MIX & APPLY
 Mix 1 part Permanent Liquid Toner T14 + 2 parts 10-vol Developer in a bottle for easier application. Then apply to wefts.

PRO TIP
 Saturate the hair for best color results.



STEP 3: PROCESS
 Process for 20 minutes.



STEP 4: RINSE & STYLE
 Shampoo, condition, rinse and style as desired!

COLOR CORRECTING: PRE-PIGMENTING

WELLA COLORCHARM Demi-Permanent Color is the perfect tool for corrective color. It can pre-pigment the hair to replace depleted natural tones, reinforce warm or delicate red tones and prevent porous hair from “grabbing” cool tones. By creating a more even “surface” on overly porous areas of the hair, the new color will take evenly, from roots to ends.

WELLA COLORCHARM Demi-Permanent Colors are completely intermixable and are used to replace contributing pigments missing from the hair when tinting-back hair from light to dark.

1.) DETERMINE THE DESIRED LEVEL FOR TINTING-BACK

Directly to the right of “Desired Level” is the recommended **WELLA COLORCHARM** Demi-Permanent formula. Always perform a strand test to check for accuracy.

Example: If desired level of tint-back is level 6, Dark Blonde. The recommended **WELLA COLORCHARM** formula is 7RR.

2.) MIXING





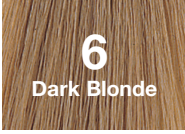


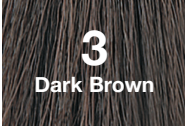

Always mix **1 part WELLA COLORCHARM Demi-Permanent Color** with **2 parts WELLA COLORCHARM 10 vol. cream developer**.

3.) APPLICATION & PROCESSING TIME

Apply to lightly shampooed, towel-dried hair. **Process up to 20 minutes.** When desired results are achieved, rinse until water runs clear only and towel dry.

4.) TINT-BACK APPLICATION

Apply the desired formula evenly and generously. Follow the recommended timing. Only pull color through to the ends as determined by strand testing.

Desired Level	Pre-Pigmenting Formula		
 10 Lightest Blonde	Choose the desired COLORCHARM shade level 9 or 10		
 9 Very Light Blonde	Choose the desired COLORCHARM shade level 9 or 10		
 8 Light Blonde	½ oz 9NA	+	1-½ oz 8G
 7 Medium Blonde			2 oz 8G
 6 Dark Blonde			2 oz 7RR
 5 Light Brown	1 oz 5RR	+	1 oz 7RR
 4 Medium Brown			2 oz 5RR
 3 Dark Brown	1.5 oz 5RR	+	0.5 oz 3V
 2 Darkest Brown	½ oz 5RR	+	½ oz 3V



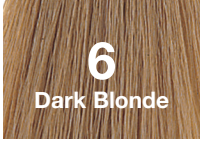

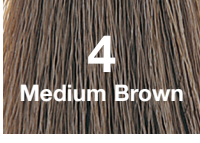

DEMI-PERMANENT COLOR: APPLICATION TECHNIQUES

GRAY HAIR BLENDING

WELLA COLORCHARM Demi-Permanent Color allows you to match your existing color for gray blending. Try applying your formula with a vent brush for a natural-looking effect.

PRO TIP:

For light, medium and dark brown, you can add up to 1 oz of a red/violet, gold, warm or cool shade (1-2 levels lighter) to the formula if a different tone is desired other than natural.

Desired Level	Formula
 <p>8 Light Blonde</p>	<p>1 ½ oz 8N + ½ oz 8A</p>
 <p>7 Medium Blonde</p>	<p>1 ½ oz 7N + ½ oz 8A</p>
 <p>6 Dark Blonde</p>	<p>1 ½ oz 6N + ½ oz 7A</p>
 <p>5 Light Brown</p>	<p>2 oz 5N</p>
 <p>4 Medium Brown</p>	<p>2 oz 4N</p>
 <p>3 Dark Brown</p>	<p>2 oz 3N</p>



8

LIGHTENER

Principles of Lightening, Lifting Guide,
Mixing, Techniques & Application,
Post Color & Lightening Treatment

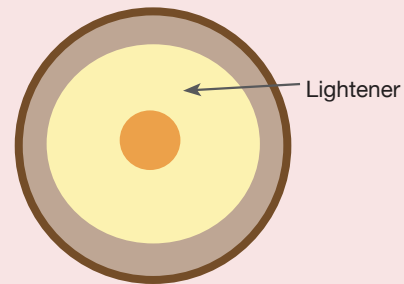


LIGHTENER

Hair lightener is a chemical that lightens the color of your hair strands and has the ability to lift natural or chemically treated hair. Lightener is mixed with developer and **penetrates the hair cortex** to dissolve the hair's natural **melanin** (your hair's natural color). The longer you leave it in your hair, the lighter in color your hair becomes. Your hair can either lighten to a yellow or reddish tone depending on the natural hair tone, eventually lightening to platinum blonde.

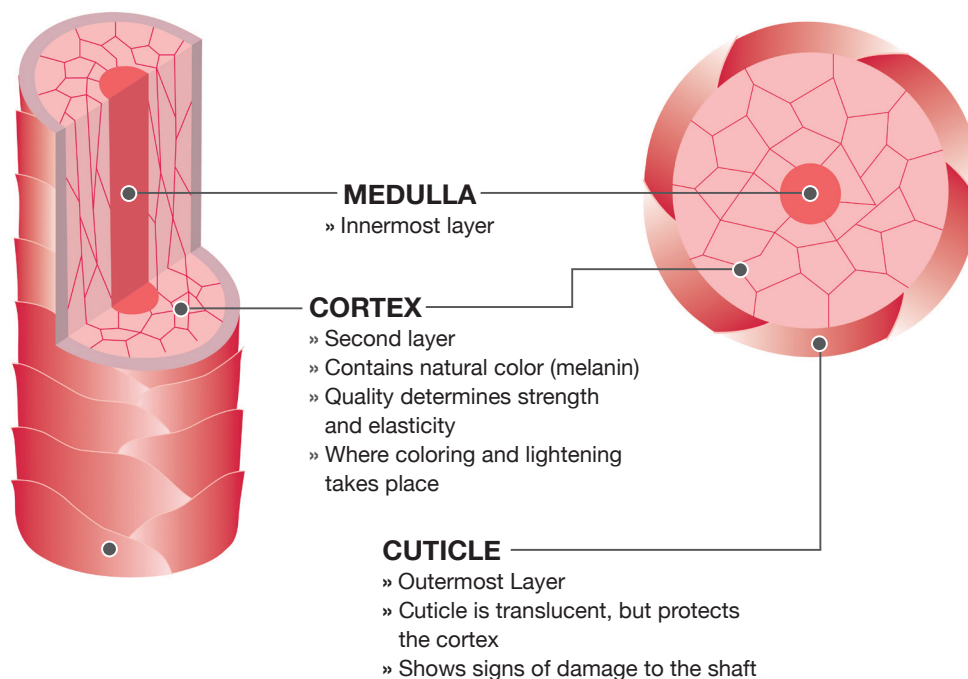
LIGHTENER

- » Opens up the cuticle layer of the hair and enters the cortex.
- » Breaks down the melanin molecules, into smaller colorless components.



LIGHTENERS ARE USED FOR:

- » Removing color on natural or previously colored hair
- » Highlighting, balayage, or other freehand techniques
- » Full head lightening



LIGHTENER

LIFTING GUIDE:

On-Scalp Application



10vol for lightening
1 to 2 levels of lift

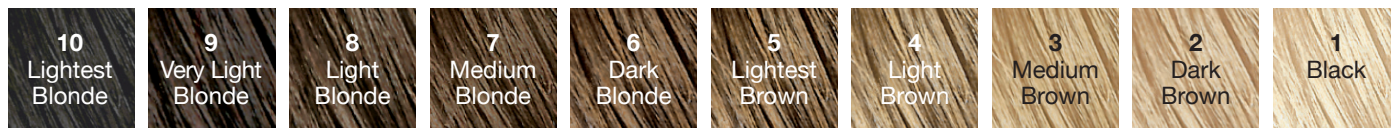


20vol for lightening
2 to 4 levels of lift

Off-Scalp Application

Face-Framing, Highlights, Ombré, Balayage

Use 20 to 40vol developer depending on how light you want to go and the strength of your hair.



Extra lift: off-scalp application only

30vol
3-5 levels of lift

One application



20vol
2-4 levels of lift

Second application if needed

40vol
5-7 levels of lift

One application

Standard lift: on- and off-scalp

30vol
3-5 levels of lift



20vol
2-4 levels of lift

LIGHTENER: MIXING INSTRUCTIONS



WELLA COLORCHARM powder lightener is perfect for all-over blonde and highlights

BENEFITS

- » Up to 7 levels of lift
- » Controlled and reliable lift with anti-brass results
- » Excellent for full head lightening and regrowth
- » Dust-free formula
- » On- and off-the-scalp usage
- » Works on all hair types and on previously colored hair

PRO TIP:
Use a non-metallic bowl.

MIXING LIGHTENER

For off-scalp application: Mix 1 oz of **Powder Lightener** with 1.5 oz to 2 oz of 20, 30 or 40vol **WELLA COLORCHARM Cream Developer**.

For on-scalp application: Mix 1 oz of **Powder Lightener** with 2 oz of 10 or 20vol **WELLA COLORCHARM Cream Developer**.

APPLICATION

Apply evenly to unwashed hair. If hair has build-up, shampoo one day prior to lightening. Processing time depends on the condition of the hair and the desired blonde result.

Check hair every 5 to 10 minutes until achieving desired result. Process for up to **50 minutes**.*

*Processing time depends on the condition of the hair and the desired blonde result.



LIGHTENER: TECHNIQUES

LIGHTENING VIRGIN HAIR: MID-LENGTHS AND ENDS

STEP 1

Start with the mid-lengths and ends. Section into 4 parts, from ear to ear and front to back.

STEP 2

Mix 1:2-1 part (1 oz) **WELLA COLORCHARM lightener** + 2 parts (2 oz) **cream developer** (see previous mixing instructions).

STEP 3

Apply to mid-lengths and ends first. Take diagonal sections at the top of the right back section and work downward to the nape area. Repeat at the left back section. Move to the right front side working toward the hairline in diagonal sections, then the front left side.

STEP 4

Check visually and start applying the roots when lightening result in mid-lengths and ends is achieved. Process for up to 50 minutes.

LIGHTENING VIRGIN HAIR: ROOTS

STEP 1

Apply to the roots starting on the cross parting.

STEP 2

Check the lightening result every **5-10 minutes** BEFORE rinsing. If needed, extend the processing time **up to 50 minutes**. Once the target result has been achieved, rinse, shampoo and condition.



COLORCHARM



NEW WELLA COLORCHARM POST COLOR & LIGHTENING TREATMENT

Strengthens hair by stabilizing bonds
with up to **90% less breakage**.*

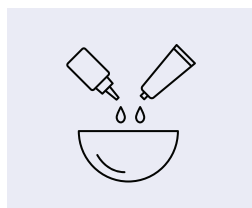
*vs pre-colored hair when using WELLA COLORCHARM Post Color & Lightening Treatment

POST COLOR & LIGHTENING TREATMENT

BOND BUILDING TREATMENT:

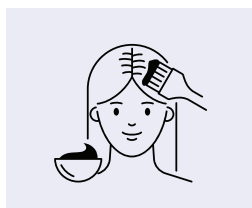
- ✓ Bond building treatment strengthens hair after chemical treatments.
- ✓ Provides up to 90% less breakage.*
- ✓ Improves condition of dry, brittle hair.
- ✓ Hair feels healthier and more manageable.*
- ✓ Conditions and adds shine.
- ✓ Vegan**

HOW TO USE:



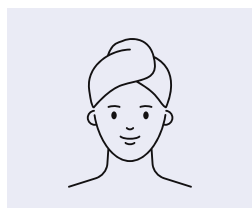
STEP 1

Mix color or lightener.



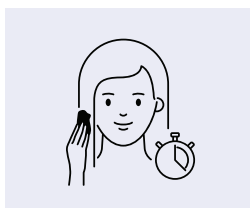
STEP 2

Apply on hair.
Develop as usual.



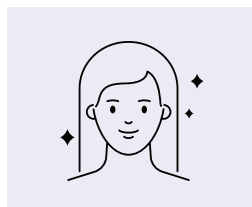
STEP 3

Rinse, shampoo and towel-dry.



STEP 4

Apply **WELLA COLORCHARM** Post Color & Lightening Treatment. Leave in hair for 5 minutes.

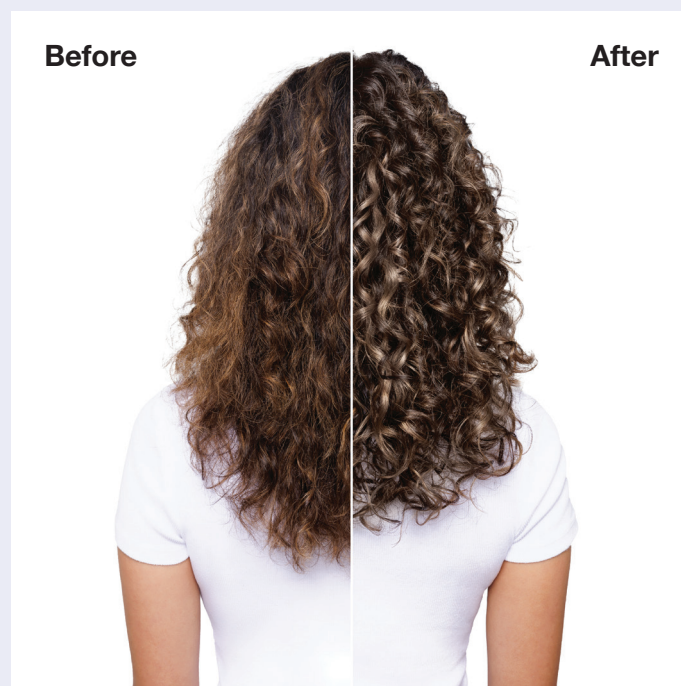
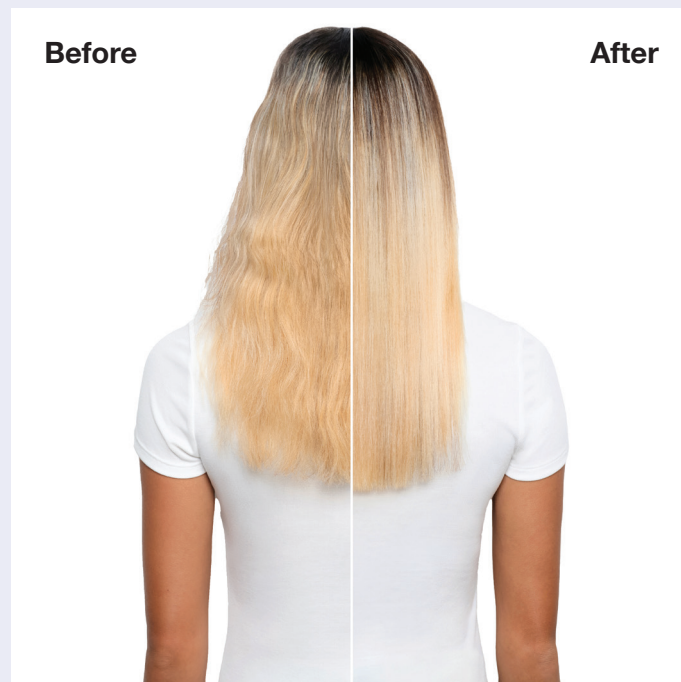


STEP 5

Rinse and style as usual.

*vs pre-colored hair when using **WELLA COLORCHARM** Post Color & Lightening Treatment

**Free of animal-derived ingredients.



9

GLOSSARY

GLOSSARY

B

BUMPING THE BASE

A base bump is an addition to your usual highlight retouch. It is when a stylist applies an all over base color at your roots in addition to your highlights.

BRASS(Y)

Unwanted warm tones that show up in colored hair.

BALAYAGE

From the French word balayer, which means “to sweep.” This refers to the color application, not the color itself. Balayage is a technique where hair color is painted onto the hair to create a graduated, more natural-looking highlight effect

C

CROWN

The crown is the top portion of the head behind the vertex. The anatomy of the crown varies between different organisms. The human crown is made of three layers of the scalp above the skull. The crown also covers a range of bone sutures, and contains blood vessels and branches of the trigeminal nerve.

COLOR MELT

A technique that is typically used to blend highlights or balayage into a client’s root color as the roots grow out.

COLOR ALLERGY

A negative reaction from a chemical service that can include, but not be limited to stinging or burning sensation on the scalp, face, or neck.

COLOR BANDING

Bands occur when you apply new color to previously colored hair, which has partly grown out. When you apply the new all-over color, its absorption is affected by the existing color, and the result is hair that may appear to have two different tones, or a visible band.

D

DENSITY

Hair density is the number of individual strands per square inch on the scalp. The average person has approximately 2,200 strands of hair per square inch on their head and sheds between 50 and 100 hairs per day.

DIAMETER/TEXTURE

This refers to the thickness or width of a single strand. Fine texture hair will feel like silk. Medium texture will feel like thread. Coarse texture will feel like wire.

DEMARCATIION LINE

The line where the natural hair and chemically processed hair meet. The demarcation line is very important to try to eliminate when you are creating a new color.

DOUBLE PROCESS

A double process color refers to a two-step service. This is generally done by either lightening the hair first, then going in after and applying a color or glaze, or this is done by applying a color then following up again with a color (permanent, demi, or semi).

D

ELASTICITY

This refers to how long a single strand of hair can stretch before it returns to its normal state. In order to find out what the elasticity of your client’s hair is, wet a strand of hair and stretch it as much as you can. If the hair retracts back to the original length, the elasticity is good, and you should be able to proceed with the service. If the hair does not retract after being stretched, there is a lack of elasticity from some damage and you should be cautious when moving forward with a service.

F

FRINGE

Bangs, or a fringe, are strands or locks of hair that fall over the scalp’s front hairline to cover the forehead, usually just above the eyebrows, though they can range to various lengths.

H**HIGHLIGHT/LOWLIGHT**

This is a process of changing a person's hair color, using lightener or hair color to lift the level or brightness of hair strands.

HOT ROOTS

A term that professional colorists use when the roots of the hair are noticeably, and unintentionally, warmer than the rest of the hair color. With hot roots, the hair color near the scalp is usually redder and can appear orange.

N**NAPE**

The nape is the back of the neck. In technical anatomical/medical terminology, the nape is also called the nucha.

O**OXIDATION**

Combine or become combined chemically with oxygen.

OCCIPITAL

Bone forming the back and back part of the base of the cranium, the part of the skull that encloses the brain.

OMBRÉ

This is the blending of one-color hue to another, usually moving tints and shades from light to dark. It has become a popular feature for hair coloring, nail art, and even baking, in addition to its uses in home decorating and graphic design.

P**PARIETAL RIDGE**

This is the widest area of the head, starting at the temples and ending at the bottom of the crown.

PATTERN

The classifications for wave pattern are straight, curly, coily, and zigzag. Unlike the other considerations, the hair pattern is not a reference to hair health.

P**PHTHALATES**

Phthalates, or phthalate esters, are esters of phthalic acid. They are mainly used as plasticizers, i.e., substances added to plastics to increase their flexibility, transparency, durability, and longevity.

POROSITY

Porosity refers to how well the hair absorbs and holds moisture and is affected by the cuticle, which determines how easily moisture and oils pass in and out of the hair. Porosity is mostly genetic, but it can also be affected by factors such as exposure, heat treatments, and chemical processing.

PPD (PARAPHENYLENEDIAMINE)

PPD is used in hair dye because it is a permanent dye that gives a natural look.

PTD (P-PHENYLENEDIAMINE)

An organic compound used in over 99% of all permanent hair dyes.

P**RETOUCH**

To color (new growth of hair) to match previously dyed, tinted, or bleached hair.

REGROWTH

Also known as "roots," the new hair growth closest to the scalp is called regrowth. It is the natural hair color.

GLOSSARY

T

TEMPLE

The temple is a latch where four skull bones fuse: the frontal, parietal, temporal, and sphenoid. It is located on the side of the head behind the eye between the forehead and the ear. The temporal muscle covers this area and is used during mastication.

U

UNDERLYING PIGMENTS

This describes the natural pigments that make up every natural hair color. When formulating hair color, you must take into consideration the underlying pigments and how they will affect the color process. Failing to take this into account can be disastrous for your final results.

V

VIRGIN HAIR

Hair that has not been chemically treated.

W

WEAVE

This process entails having your stylist “weave” out tiny strips of hair creating a stripe, also known as a highlight in the hair. The hair that is weaved out is then placed into a foil to process to ensure that the product being used stays contained and does not touch the base color



COLORCHARM



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