



NEÄL WOLF®

PROFESSIONAL

EXTRAORDINARY
C O L O U R

EXTRAORDINARY BRAND

By listening to the wants and needs of stylists, our colour range has been manufactured by a celebrated Italian colour house and promises:

- **Unrivalled performance with savings of up to 50% compared to branded alternatives**
- **Colour creativity with the freedom to custom mix no fewer than 169 shades**
- **Reliable results for confidence on the salon floor**

Whatever colour or styles your clients desire, Neäl & Wølf promises to keep your salon and stylists ahead of the trends with:

- **Education courses in our state of the art academy**
- **In-salon training**
- **Trend & Style events**
- **Live social events**
- **A team of dedicated account managers, both on the road and in-office**



Neäl & Wølf Colour was created after listening to the wants and needs of salons and stylists, offering you a premium, high-performance range that also provides savings of up to 50% versus most branded alternatives. Neäl & Wølf Colour is made with only high-quality pigments that are multifaceted in shape, creating stunning dimension and leaving the hair with a glossy, vibrant finish.

Enriched with nourishing ingredients that help to enhance colour longevity, enhance shine and improve the look and feel of hair, we can offer you the ultimate in colouring.

Welcome to Extraordinary Colour
By Neäl & Wølf

EXTRAORDINARY SUPPORT AND TRAINING

Clients want more than highlights and root colours – they want bespoke services like their favourite celebrities and influencers. Colouring is a technical speciality that requires specific, high-quality education.

Our dedicated Neäl & Wølf Education Team provide high quality training to help you and your stylists grow. Our personalised workshops are designed to kick-start your creative juices, whilst sharing the latest looks, creative approaches, concepts and techniques.

NEÄL & WØLF COLOUR TRAINING PROGRAMME – IN SALON

COLOUR DEMONSTRATION

Develop your existing knowledge and gain confidence in making the right choices every time, with Neäl & Wølf Colour.

Get ready to:

- Explore your technical skills and build your understanding of warm and cool tones
- Learn how to revive colour services in the salon with trend-focussed applications
- Achieve the perfect mix to increase client satisfaction and product utilisation

COLOUR WORKSHOP

What hairdresser isn't excited by the freedom of colour? Stretch your imagination and confidence with a new understanding of fashion-led colour placement techniques.

Get ready to:

- Learn the latest colour techniques and trends to excite your clients
- Understand colour correction, including neutralisation, tone and colour choice
- Mix bespoke colours and creative cocktail mixtures to inspire the team

THEORY CLASS

Discover the science of colour and create stunning results every time. We'll look at how hair gets its colour, plus how to correct tones and personalise shades in your salon.

Get ready to:

- Understand how depth and tone are numbered
- Learn the importance of the colour wheel
- Learn the importance of timing, application and underlying pigments

FUNDAMENTAL & ADVANCED COLOUR TRAINING AT OUR CENTRE OF EXCELLENCE

COLOUR WITH CONFIDENCE

This is the perfect course if you are new to the industry or Neäl & Wølf Colour. On this course you will dive deeper into colour theory, product chemistry, pH levels and the hair's structure.

Get ready to:

- Gain an understanding of protein and bonds.
- Understand pH levels: How we measure them and the impact on the hair.
- Understand Ammonia & MEA.
- Learn how different chemical processes affect the hair.
- Understand how to improve your colouring skills and formulate with intent.
- Experience a full day working alongside our Education Team, putting learnt theory to practice.

CORRECT WITH CONFIDENCE

For stylists and salons who understand the fundamentals of colour and wish to take their knowledge to the next level – featuring corrective colour and managing client expectations.

BALAYAGE MASTERS

The word balayage is now as well known as the iconic bob, and it's not going anywhere! Confused with it all? Don't worry, this course helps to break down balayage techniques, exploring why and when to choose them.

COLOUR MASTERS

This prestigious, four-stage course is for anyone with five or more years' experience in the colouring industry, and includes: theory, practical work, projects and a final examination.

BLONDE PERFECTION

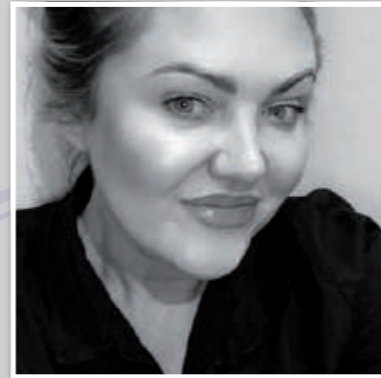
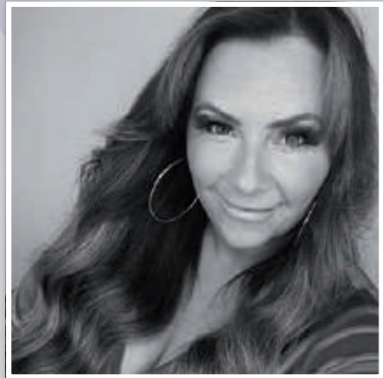
Blondes are big business! Develop your existing knowledge and gain confidence in achieving all variations of strong, healthy blondes, from platinum to golden.

EXTRAORDINARY TEAM

When you meet our education team you know you're in expert hands; they live and breathe hairdressing, With a collective 100+ years of industry experience. We've also hand-picked an elite selection of exceptional guest stylists to bring you a diverse and exciting year of courses.

From cutting and colour to business and online courses - we have a course for everyone. Join us and take your skills to the next level!

To book, contact us on 01282 444 900 and press 2 for Education.



Laura Elliott

HEAD OF EDUCATION - LANCASHIRE

Laura joined Salon Promotions in 2017 with over 20 years' experience in both salons and as an educator. Laura helped create the Neäl & Wølf Colour range, Ultimate 9 and Glaze, as well as helping to launch the Salon Promotions training academy. Over the years Laura has worked alongside hairdressing celebrities including Akin Konizi, Bruno Marc, Darren Ambrose and Josh Wood.

Chloe Whittle

EDUCATOR - LANCASHIRE & CHESHIRE

Chloe joined Salon Promotions in 2018 and has a wealth of experience including educating for Toni&Guy and teaching at NVQ level to experienced stylists. Chloe is one of the best we've seen when it comes to any dressing work and is very passionate about learning the fundamentals of hair preparation in order to get the most out of any style.

Kelly Hewitt

EDUCATOR - YORKSHIRE

Kelly joined Salon Promotions in 2022, bringing 25 years' experience from different sectors of the industry, from working on the salon floor to owning her own salon for over 15 years and teaching in academies. Kelly has a passion for hair and is continuously building on her skills and knowledge, having recently completed her Colour Masters with Salon Promotions. She loves being creative in colour and inspiring creativity in others.

Katie Mason

EDUCATOR - CUMBRIA

Katie joined the Education Team in 2023 with over 20 years of hair experience, including owning her own salon for 14 years and completing her Colour Masters. Katie is creative and enthusiastic in all things hair. She loves to share her knowledge through teaching and helping to guide people through the world of hairdressing. She has a particular passion for sustainable beauty and specialises in all things colour.

Craig Banks

EDUCATOR - YORKSHIRE

Craig has been passionate about hair from a young age, bringing with him over 25 years of industry experience. He started at Toni&Guy as a Colour Technician and eventually moved his way up to Head Colour Technician. As well as running his own salon for 10 years, he's done everything from education to salon management and loves all things colour. With his approachable and bright personality, Craig loves to make hair both educational and fun!



Scan to download Education Courses



EXTRAORDINARY MERCHANDISE

To empower your creativity, we have carefully crafted our new Technical Colour Chart to be more user-friendly, clearly demonstrating colour theory and helping stylists to formulate with intent. Additionally, our collection of merchandise is thoughtfully designed to not only educate stylists but to also excite and inform clients on the benefits of Neäl & Wølf Colour.



Cruelty Free
INTERNATIONAL

EXTRAORDINARY PRODUCTS

Together we can work wonders
and transform your clients' hair



PERMANENT COLOUR

Experience a new dimension of colour with Neäl & Wølf Extraordinary Permanent. Made with high quality, multifaceted pigments that ensure unbeatable coverage, luminous shine and vivid results. Colouring with confidence starts here...



- | | | | | | |
|---|--|---|--|---|--|
| 
129 READY-TO-USE COLOURS | 
CUSTOM MIX NO LESS THAN 169 COLOURS | 
UP TO 50% SAVING | 
100% GREY COVERAGE | 
COOLER UNDERLYING TONES | 
LOW AVERAGE AMMONIA CONTENT |
| 
HIGH QUALITY PIGMENTS | 
MULTI-FACETED VIBRANCY | 
UP TO 5 LEVELS OF LIFT ON NATURAL | 
DIMENSIONAL COLOUR | 
COMPATIBLE WITH GLAZE & REBOOST | 
ENHANCES SHINE |
| 
ENHANCES MANAGEABILITY | 
VIVID FINISH | 
LONG-LASTING COLOUR | 
ENRICHED WITH VITAMIN C | 
VEGAN FRIENDLY | 
EDUCATIONAL SUPPORT |



Professional Permanent Colour

WHAT MAKES IT SO SPECIAL?

Made with only high quality, multifaceted pigments that ensure unbeatable coverage, luminous shine and vivid results every time.

Available in 129 ready-to-use colours that combine to create no less than 169 customised shades, for complete creative freedom.

What's more, our blissfully blended formula combines Vitamin C with equally represented colour pigments. The end result? Healthier-looking hair with enhanced shine and improved colour longevity.

DID YOU KNOW?

Permanent Colour is enriched with subtle violet undertones for a fabulously fresh finish every time.

MIXING RATIO

Mix at a ratio of 1:1 up to 1:2. To turn into a Demi, use a mixing ratio of 1:2.



Scan to download
the Shade Chart



PROFESSIONAL SIZE 100ML

Professional Ultralift & Toners

Our Colour range goes beyond a one-size-fits-all approach, offering not only a selection of Permanent, Demi and Semi shades but also: High Lift Tints, Mix Tones and Toners.

WHAT'S SPECIAL ABOUT HIGH LIFT TINTS?

- Different strengths - perfect for creating all variations of blonde from soft golden blondes to platinum.
- Create a diverse range of colours, from neutral blondes, cool brunettes to vibrant coppers and more.
- Delivers stunning results in a one-step-process, ideal for faster services.
- Cool undertones actively neutralise whilst lifting, for clean results.
- High Lift Tints can be combined with Mix Tones and Extraordinary Permanent.

WHAT'S SPECIAL ABOUT MIX TONES?

- Used to intensify, enhance or neutralise, for complete creative freedom.
- Can be mixed with Permanent, Glaze, Reboost and High Lift Tints.
- Offers a variety of shades - everything a stylist needs to be creative.

WHAT'S SPECIAL ABOUT TONERS?

- Used to intensify, enhance or neutralise, for creative freedom.
- Can be mixed with Permanent, Glaze, Reboost and High Lift Tints.
- Offers a variety of shades - everything a stylist needs to be creative.
- Contains no depth so blondes appear brighter with an iridescent finish.

MIXING RATIO

When using Ultralift, mix with cream peroxide at a ratio of 1:2. When using Toners mix 1 part colour + 2 parts 5 vol + 1 part Neál & Wølf DAILY Conditioner.

PROFESSIONAL SIZE 100ML



Professional Cream Peroxide

WHAT MAKES IT SO SPECIAL?

Our Cream Peroxide has a luxuriously creamy formula, enriched with Limnanthes Alba Seed Oil. Available in five different strengths (5, 10, 20, 30 & 40 Vol).

DID YOU KNOW?

Limnanthes Alba Seed Oil has unique cosmetic qualities and helps to protect the skin and hair by forming a defensive film.

MIXING RATIO

Combine Permanent Colour with Cream Peroxide at a ratio of 1:1 up to 1:2 as shown in the table below.



PEROXIDE STRENGTH	MIXING RATIO	USAGE & LEVELS OF LIFT	DEVELOPMENT TIME
5 VOL (1.5%)	1:2	To create a Demi effect, mix 1 part Colour (e.g. 10g) and 2 parts 5 Vol (e.g. 20g). To use the 5 Vol for toning with the core colour range on a level 8 and above, or with the toners/meshes, mix the colour as a Gloss, 1-part Colour (e.g. 10g), 1-part Daily Conditioner (e.g. 10g), and 2 parts 5 Vol (e.g. 20g).	5-20 minutes
10 VOL (3%)	1:1 up to 1:1,5	Tone on tone. Takes the hair darker. Grey coverage.	30-45 minutes
20 VOL (6%)	1:1 up to 1:1,5	To lift 1-2 levels.	30-45 minutes
30 VOL (9%)	1:1,5	To lift 2-3 levels.	30-45 minutes
40 VOL (12%)	1:1,5	To lift 3 levels.	30-45 minutes
40 VOL (12%)	1:2	High Lifts lift up to 4-5 levels.	50-60 minutes

PROFESSIONAL SIZE 1000ML

Illumination Cream Blue Bleach

WHAT MAKES IT SO SPECIAL?

Illumination Cream Blue Bleach is a cream based bleach that offers up to 7 levels of lift. Complete with Castor Oil and Bisabolol to help soothe the scalp and lock moisture into the hair.

HOW TO GET THE BEST RESULTS

Combine Illumination Cream Blue Bleach with Cream Peroxide at a ratio of 1:1,5 up to 1:2. Use no higher than 20 vol for on-scalp application.

DID YOU KNOW?

This Cream Bleach contains an anti-yellow formula to help reduce brassy tones whilst lifting.

TOP TIP

Increase oil and moisture levels by adding Neäl & Wølf Velvet Nourishing Hair Oil. We recommend 1 pump of Velvet for every 10g of Illumination Cream Bleach.



TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
SCALP BLEACHING	1:1,5 up to 1:2 (no higher than 20 vol on scalp)	30 - 50 minutes
HIGHLIGHTS	1:1,5 or 1:2 (10,20,30,40 vol)	15 - 50 minutes

PROFESSIONAL SIZE 250G

White Lightening Bleach Powder

WHAT MAKES IT SO SPECIAL?

As the name suggests, this is a classic White Bleach Powder with no colour pigments added. Designed to provide up to 7 levels of lift, this multi-use Bleach Powder has a soft and creamy consistency, ideal for all techniques (not suitable for use on the scalp with over 20 Vol Peroxide).

HOW TO GET THE BEST RESULTS

Combine White Lightening Bleach Powder with Cream Peroxide and mix well (refer to the table below for mixing ratios).

TOP TIP

Increase moisture levels by adding Neäl & Wølf Velvet Nourishing Hair Oil. We recommend 1 pump of Velvet for every 10g of White Lightening Bleach Powder.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
ALL LIGHTENING SERVICES	1 part bleach powder to 1.5 to 2 parts peroxide	15 - 50 minutes



PROFESSIONAL SIZE 500G

Blue Lightening Bleach Powder

WHAT MAKES IT SO SPECIAL?

As the name suggests, this is a classic Blue Bleach Powder with added blue micro-pigments to help neutralise brassy tones, for a cleaner lift. Designed to provide up to 7 levels of lift, this multi-use Bleach Powder has a soft and creamy consistency, ideal for all techniques (not suitable for use on the scalp with over 20 Vol Peroxide).

HOW TO GET THE BEST RESULTS

Combine Blue Lightening Bleach Powder with Cream Peroxide and mix well (refer to the table below for mixing ratios).

TOP TIP

Increase moisture levels by adding Neäl & Wølf Velvet Nourishing Hair Oil. We recommend 1 pump of Velvet for every 10g Blue Lightening Bleach Powder.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
ALL LIGHTENING SERVICES	1 part bleach powder to 1.5 to 2 parts peroxide	15 - 50 minutes



PROFESSIONAL SIZE 250G PROFESSIONAL JUMBO SIZE 4 X 500G

Foil-Free Illumination Clay Bleach

WHAT MAKES IT SO SPECIAL?

Foil-free Illumination Clay Bleach is an expertly blended formula that offers stylists even more creative freedom. The thick texture provides up to 5 levels of lift and is designed for freehand application without the need for foil or film.

Once applied, this high-performance product will create a 'marshmallow' effect, forming a unique outer shell whilst retaining moisture on the inside. This allows for precise application without the risk of unwanted colour transfer to other sections of hair.

HOW TO GET THE BEST RESULTS

Combine Foil-free Illumination Clay Bleach with Cream Peroxide and mix well (refer to the table below for mixing ratios). Apply to hair and leave to develop before rinsing away.

DID YOU KNOW?

This unique formulation is drip-free, allowing for incredible precision and optimum free-hand application.

TOP TIP

To achieve two extra levels of lift, create Neäl & Wølf's hybrid bleach. This can be achieved by mixing 2 parts Foil-free Illumination Clay Bleach to 1 part any Neäl & Wølf Powder Bleach.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
FREEHAND WORK	1:1 up to 1:3 (20,30,40 vol)	30 - 50 minutes



PROFESSIONAL SIZE 500G

Ultimate 9 Tonalising Bleaching Powder

WHAT MAKES IT SO SPECIAL?

Ultimate 9 is our strongest lightener, offering up to 9 levels of lift! This Bleaching Powder contains toning pigments that help to tone and reduce brassiness whilst lifting the hair, delivering clean, crisp blondes.

Best used for lifting through heavy colour build-up or on naturally dark clients that require more intense lifting.

Not for use on the scalp.

HOW TO GET THE BEST RESULTS

Mix at a ratio of 1:1.5 up to 1:2 in a clean, non-metallic bowl.

TOP TIP

Increase moisture levels by adding Neäl & Wølf Velvet Nourishing Hair Oil. We recommend 1 pump of Velvet for every 10g of Ultimate 9 Tonalising Bleaching Powder.

TYPE OF SERVICE	MIXING RATIO	DEVELOPMENT TIME
HIGHLIGHTS AND FOILS	1:1,5 up to 1:2	15 - 50 minutes
FREEHAND WORK	1:1.5 up to 1:2	50 - 60 minutes (20, 30 or 40 vol)

PROFESSIONAL SIZE 500G



GLAZE

Demi-permanent
liquid colour & toner



CREATIVE
COLOURING



NEUTRALISES &
TONES



REFRESHES
COLOUR



IRIDESCENT
SHEEN



LOCKS IN
MOISTURE



ENHANCES
SHINE



AMMONIA
FREE



ZERO
LIFT



UP TO 80% GREY
COVERAGE



DIMENSIONAL
COLOUR



HIGH QUALITY
PIGMENTS



SOFT BLEND
& FADE



21 INTERMIXABLE
SHADES



ENRICHED WITH
VITAMIN C



ENRICHED WITH
SUGAR-CANE
DERIVED
SQUALENE



ENRICHED WITH
OLEIC ACID



COMPATIBLE
WITH REBOOST
& PERMANENT



VEGAN
FRIENDLY



Cruelty Free
INTERNATIONAL



GLAZE TRUE DEMI

Neäl & Wølf GLAZE combines 21 intermixable shades with moisture locking technology. Specially designed to refresh, revive tone and enhance luminous vibrancy.

WHAT MAKES IT SO SPECIAL?

GLAZE True Demi Rapid Liquid Colour & Toner is an oil to gel consistency, designed to refresh, neutralise and tone your clients' hair in as little as 5 minutes!

The Ammonia-free formula is available in 21 intermixable shades for true creative freedom. GLAZE helps to lock moisture in to the hair when colouring, leaving hair with a beautiful shiny finish.

GLAZE Activator is an innovative cream peroxide formulated with Sugarcane-derived Squalene, designed to intensely hydrate and protect colour.

ENRICHED WITH

- VITAMIN C - Helps to reduce colour fade, enhance vibrancy and nourish.
- OLEIC ACID - Helps to condition, reduce colour fade and enhance shine.
- QUATERNIUM 80 - Helps to condition and enhance shine.
- SUGARCANE-DERIVED SQUALENE - Helps to hydrate, reduce colour fade and enhance shine.

HOW TO GET THE BEST RESULTS?

Can be used on both damp and dry hair, depending on the clients hair and level of neutralisation required.

For maximum toning results, and slow colour fade, mix GLAZE True Demi Toner with GLAZE Activator at a ratio of 1:1.5 up to 1:2.

DID YOU KNOW?

The final touch to in-salon services. GLAZE CLEAR can be used on it's own with GLAZE Activator to enhance blow-dries and restore mirror-like shine to dull hair - perfect for glossing services or non-colour clients. Simply use a 1:2 mixing ratio and leave to develop for 10 minutes.

Alternatively, you can add CLEAR to any GLAZE True Demi Toner to dilute the colour.



Peachy Pink

9RV + 5G 056

LEANNE EAGLE

the_bleach_hut



Bronzed Peach

8CC

COURTNEY DENVER

courtneydenverhair



Coconut Blonde

9AV + 9GV

PRESTIGE SALON

courtneylambertxhair



Honey Biscuit

8AV + 5N + 7N

NIKITA WALTON HAIR

nikitawalton__hair

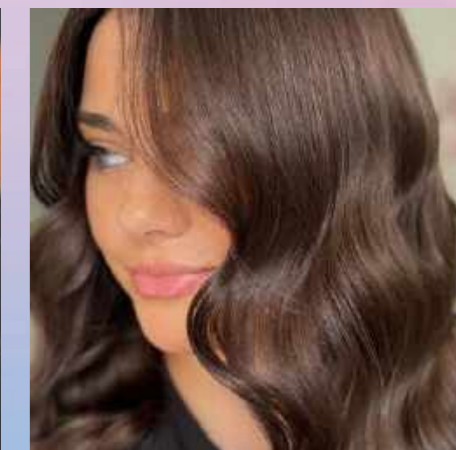


Golden Hour

9CG + 8BG + CLEAR

STEVEN AUSTIN

stevenaustinhairartist



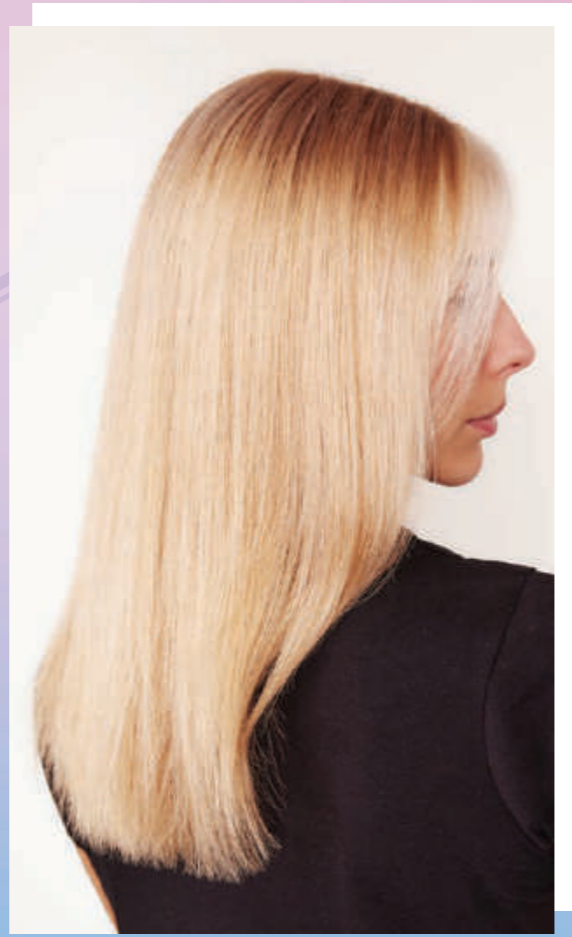
Mocha Melt

8BG + 9CG + CLEAR. 5N + 7N

ROUGE HAIR & BEAUTY

rougesalon

Get amazing results with GLAZE



COLOUR REFRESH: GOLDEN BLONDE FORMULA
Root Melt: 40g 8BG + 10g 9GV + 10g 9CG
Gloss: 10g 9GV + 5g 9CG + CLEAR

NEÄL & WØLF GLAZE ACTIVATOR 1000ml

An innovative cream peroxide, designed to be used with all GLAZE True Demi Liquid Colour & Toners. This peroxide is formulated with Sugarcane-derived Squalene, to intensely hydrate and protect colour for longer lasting results with a high shine finish.

NEÄL & WØLF GLAZE CLEAR TONER 250ml

GLAZE Toner in shade CLEAR can be used alone with the GLAZE Activator as a 'glossing service'. Glossing services restore mirror-like shine without adding colour, perfect for enhancing natural hair.

Alternatively, you can add shade CLEAR to all GLAZE True Demi Toners to dilute the intensity.

NEÄL & WØLF GLAZE TRUE DEMI LIQUID COLOUR & TONER 75ml

Available in 21 intermixable shades for customisable results to suit all clients. This Ammonia-free formula develops in as little as 5 minutes, perfect for busy stylists.



Different ways to use

- 1 CREATIVE COLOURING**
 Create and customise colour to fit each individual client. Perfect for creating the latest trends.
- 2 TONING**
 Correct and neutralise unwanted colours and tones.
- 3 POST-LIGHTENING**
 Keeps hair feeling stronger and healthier after in-salon lightening services.
- 4 COLOUR REFRESHING**
 Give colour-treated strands a refresh or use on first-time colour clients to enhance their natural tone and shine.
- 5 GLOSSING SERVICE**
 Combine GLAZE shade CLEAR with the GLAZE Activator to create a glossing service. Designed to add multi-dimensional gloss to in-salon blow-dries.

Colour shades

GLAZE is available in 21 intermixable shades, designed for customisable results:

 3N 3 Natural	 5N 5 Natural	 7N 7 Natural
 9N 9 Natural	 9AA 9 Ash/Ash 9.11	 9AV 9 Ash/Violet 9.12
 9AR 9 Ash/Red 9.16	 9V 9 Violet 9.2	 8VA 8 Violet/Ash 8.21
 8VV 8 Violet/Violet 8.22	 7VR 7 Violet/Red 7.26	 9GV 9 Gold/Violet 9.32
 6G 6 Gold 6.3	 9CG 9 Copper/Gold 9.43	 8CC 8 Intense Copper 8.44
 4GM 4 Gold/Mahogany 4.35	 9RV 9 Red/Violet 9.62	 7RR 7 Intense Red 7.66
 8BG 8 Brunette/Gold 8.73	 NUDE Brunette/Gold/Ash 10.731	 CLEAR

Please note - sample swatches are based on the level relevant to the relevant base and there will be tonal differences depending on the hair it is applied to.

Golden Blonde: The process

FULL HEAD OF HIGHLIGHTS USING NEÄL & WØLF ILLUMINATION CREAM BLEACH. LIFTED TO A LEVEL 9/10 WITH A NATURAL LEVEL 6 IN BETWEEN.

FACE FRAME & LIGHTER BLONDE FORMULA:
20g 9GV + 5g 9CG with equal parts CLEAR mixed 1:2 with GLAZE Activator.

DARKER BLONDE FORMULA:
40g 8BG + 10g 9GV + 10g 9CG mixed 1:1.5 with GLAZE Activator.



COLOUR PROCESSED FOR 15 MINUTES
Remember to trust the process and don't rinse too soon, GLAZE oxidises and appears darker during the development time!



GOLDEN BLONDE FINISHED WITH THE NEÄL & WØLF STYLING RANGE:

- MIRACLE Rapid Blow-dry Mist
- ENHANCE Volumising Mousse
- CONTROL Flexible Styling Hairspray

Application guide

SERVICE	RESULT	DEVELOPMENT TIME	MIXING RATIO
CREATIVE COLOURING	Maximum impact and full colour.	5-20 minutes, depending on the desired result and amount of neutralisation required.	Varies between 1:1.5 and 1:2, depending on the desired result and amount of neutralisation required.
TONING	Neutralise and blend unwanted tones.		
POST-LIGHTENING	Enhance tone and shine whilst locking in moisture.		
GLOSSING	Achieve pure, clear gloss without compromising the base shade.		
COLOUR REFRESHER	Refresh and restore life to existing colour.		



FAQ

CAN I APPLY GLAZE TRUE DEMI TONER TO DRY HAIR?

Yes. But because dry hair is more porous, this may result in a more intense colour.

CAN I APPLY GLAZE TRUE DEMI TONER WHILST THE PERMANENT ROOT COLOUR IS STILL DEVELOPING?

Yes. Simply spray the mid-lengths and ends with water, apply GLAZE and process for the desired time.

WHEN DO I CLEANSE THE HAIR?

We recommend cleansing the hair prior to application and applying to damp/towel-dried hair, this can help with evening out the hairs porosity.

CAN I USE CONDITIONER AFTER I REMOVE GLAZE TRUE DEMI TONER?

Yes. If you feel the hair needs an extra boost of hydration.

CAN GLAZE TRUE DEMI TONER BE USED ALONGSIDE ANY OTHER PEROXIDE?

For optimum results, we recommend using GLAZE Activator alongside GLAZE True Demi Toner, as this contains specially blended ingredients to enhance shine and maximise the performance of our product.

CAN I COMBINE GLAZE SHADES WITH MIX-TONES FROM THE PERMANENT EXTRAORDINARY COLOUR RANGE?

Yes! These can be added to intensify and enhance tone using the following ratios:

DEPTH/ SHADE	AMOUNT OF CORRECTOR	DEPTH/ SHADE	AMOUNT OF CORRECTOR
10	0.5g	5	3g
9	1g	4	3.5g
8	1.5g	3	4g
7	2g	2	4.5g
6	2.5g	1	5g

CAN I CREATE LEVEL 10 TONERS FROM THE LEVEL 9 TONERS WITHIN THE RANGE?

Yes! To create a level 10 toner, combine your chosen shade with CLEAR to dilute and soften the results.

Mixing ratio example: 10g 9V + 10g CLEAR = 10V

CAN YOU APPLY GLAZE TO HAIR EXTENSIONS?

Yes you can apply GLAZE to 100% human hair extensions. The nourishing ingredients will help to lock in moisture and enhance shine.



Join the revolution

If you are already part of the Neäl & Wølf colour revolution and wish to place an order, just contact your local business development manager or call us on 01282 444 900.

If you would like more information about our products or wish to join us, please email info@nealandwolf.com.



Scan to download the Digital Brochure



COLOUR REBOOST

Rich semi-permanent colour



CREATIVE COLOURING



NEUTRALISES & TONES



REFRESHES COLOUR



ENHANCES SHINE



LOCKS IN MOISTURE



AMMONIA FREE



ZERO LIFT



PPD & PTD FREE



HIGH QUALITY PIGMENTS



CAN BE MIXED WITH MASKS & TREATMENTS



DEPOSIT ONLY



COMPATIBLE WITH GLAZE & PERMANENT



LOW COMMITMENT COLOUR



8 INTERMIXABLE SHADES



ENRICHED WITH ARGAN OIL



ENRICHED WITH LIMNANTHES ALBA SEED OIL



ENRICHED WITH ALOE VERA



VEGAN FRIENDLY



Cruelty Free INTERNATIONAL



COLOUR REBOOST

Neäl & Wølf COLOUR REBOOST combines semi-permanent and direct colour with conditioning care, for rich results with a high-shine finish that's kind to hair. Aloe Vera, Limnanthes Alba and Argan Oil help to nourish, perfect for clients with dry and damaged locks that lack vibrancy.

Convenient colouring

Neäl & Wølf COLOUR REBOOST is ready to use and does not need to be mixed with a developer. After shampooing, apply to clean wet or dry hair. Use a comb to evenly distribute. Leave to process for 10 to 30 minutes and rinse thoroughly with lukewarm water until the water runs clear.



Different ways to use

- 1 TONER**
Perfect for creative toning and full colour.
- 2 COLOUR CORRECTOR**
Correct and neutralise unwanted colours and tones.
- 3 POST-LIGHTENING**
Keeps hair feeling stronger and healthier after in-salon lightening services.
- 4 COLOUR REFRESHER**
Give colour-treated strands a refresh or use on first-time colour clients. Alternatively, combine COLOUR REBOOST with your chosen conditioner/ hair mask and retail to your clients as a take-home colour enhancer.
- 5 GLOSSING SERVICE**
Use COLOUR REBOOST shade CLEAR alone as part of a glossing service. Designed to add multi-dimensional gloss to in-salon blow-dries.
- 6 PRE-PIGMENTING**
Use COLOUR REBOOST to fill lightened hair prior to using your target/end result shade.



Before

After

Lifted using Neäl & Wølf Illumination Cream Bleach.
Toned using Neäl & Wølf COLOUR REBOOST shade SILVER.

Colour shades

COLOUR REBOOST is available in 8 intermixable shades, for complete creative freedom:



Please note: There will be tonal differences depending on the hair COLOUR REBOOST is applied to.

Application guide

SERVICE	RESULT	DEVELOPMENT TIME
TONING	Maximum impact and full colour.	10-30 minutes, depending on the desired result and amount of neutralisation required.
COLOUR CORRECTING	Neutralise unwanted tones.	
POST-LIGHTENING	Combat warmth and obtain the desired shade.	
GLOSSING	Achieve incredible, glossy results without compromising the base shade.	
COLOUR REFRESHING	Refresh and restore life to existing colour or non-colour clients.	
PRE-PIGMENTING	Fill lightened hair prior to using your target/end result shade.	

Get the Look

Neäl & Wølf Educators share three of their favourite ways to use COLOUR REBOOST.



Glossing service

ENHANCE SHINE USING CLEAR ON PRE-COLOURED OR NATURAL HAIR

- 1 Shampoo hair with Neäl & Wølf DAILY Cleansing Shampoo.
- 2 Apply COLOUR REBOOST shade CLEAR from root to tip. Process for 10 minutes.
- 3 Rinse and style as desired.

Note: Model's hair pre-coloured with Neäl & Wølf GLAZE True-demi Rapid Liquid Colour & Toner



Post-lightening

CORRECT AND TONE UNWANTED SHADES

- 1 Scalp bleach using Neäl & Wølf Illumination Cream Bleach + 6% developer, leave to develop until lifted to a level 10 pale yellow. Mixed 1:1.5.
- 2 Rinse the lightener and shampoo with Neäl & Wølf DAILY Cleansing Shampoo.
- 3 Pre-tone with Neäl & Wølf BLONDE Purple Brightening Shampoo, applied as gel to the hair and left for 5 minutes to neutralise unwanted yellow tones.
- 4 Apply COLOUR REBOOST shade SILVER from root to tip, comb through with a wide toothed comb and leave to process for 20 minutes.
- 5 Rinse and style as desired.



Colour refresh

ENHANCE NATURAL OR PRE-COLOURED HAIR

- 1 Shampoo the hair with Neäl & Wølf DAILY Cleansing Shampoo.
- 2 At the backwash, apply COLOUR REBOOST shade ORANGE from root to tip and process for 10-15 minutes.
- 3 Rinse shade ORANGE and apply COLOUR REBOOST shade TOFFEE from root to tip, allow to process for 10 minutes.
- 4 Rinse and style as desired.

REBOOST FAQ

WHAT IS A SEMI-PERMANENT COLOUR?

A semi-permanent colour is a direct dye that is not mixed with a peroxide and doesn't contain PPD, PTD or Ammonia.

DO YOU APPLY IT ON WET OR DRY HAIR?

You can apply COLOUR REBOOST on both wet and dry hair, dry hair will give you more intensity.

DOES COLOUR REBOOST COVER GREY/WHITE HAIR?

You can achieve up to 10% blend.

DOES THE HAIR NEED TO BE LIFTED TO USE COLOUR REBOOST?

No, you can use COLOUR REBOOST on all hair types, and for many different services. Examples: First time colour, tone, enhance colour, pre pigmentation, post pigmentation, creative colour, grey blending, colour bombs and glossing.

DO YOU NEED TO SKIN TEST?

Yes, a skin test must be carried out before using any colour product.

CAN YOU ADD COLOUR REBOOST INTO EXTRAORDINARY PERMANENT COLOUR?

Yes you can! Add 10g of your chosen COLOUR REBOOST into any PERMANENT COLOUR for added intensity.

HOW LONG DOES COLOUR REBOOST LAST?

Up to 10 washes depending on the condition of the hair, what products they are using at home and how much heat is applied when styling.

ARE ALL TONES INTERMIXABLE?

Yes, all the tones are intermixable, for complete creative freedom.

WHEN WOULD YOU USE THE CLEAR SHADE?

CLEAR can be used on its own as part of a glossing service, or used with the other tones to dilute the intensity.

CAN YOU APPLY COLOUR REBOOST TO HAIR EXTENSIONS?

Yes you can apply COLOUR REBOOST to 100% human hair extensions. The nourishing ingredients will help to lock in moisture and enhance shine.



Join the revolution

If you are already part of the Neäl & Wølf colour revolution and wish to place an order, just contact your local business development manager.

If you would like more information about our products or wish to join us, please email info@nealandwolf.com.



Scan to download the Digital Brochure

WHAT NEÄL & WØLF COLOURISTS ARE SAYING

“I absolutely love Neäl & Wølf. The colour range contains everything you need to get creative, and bring out your hidden talent, the underlying violet tone works a dream & also the added vitamin c gives super long lasting shine. Not only are Neäl & Wølf colours fantastic but the education is second to none. So glad I made the transition to Neäl & Wølf.”

CREATIVE HAIR BY LAURA — SOUTH KILVINGTON, THIRSK



“From a business point of view it’s great as bigger colour tubes means less colour used so more profit. From a performance point of view it easily matches and goes beyond other big colour brands we’ve used. Shine and longevity of colour is outstanding! Absolutely love, love everything about this range.”

EMMA - HARPERS HAIR SALON



“The best brand I have ever worked with. Gives an expensive finish without the expensive purchases.”

MEGAN B

“Gorgeous colours & products for perfect results every time! And an amazing support network if we ever need them. Wouldn’t use anything else.”

TEAM AT BLUSH SALON



“Since moving to Neäl & Wølf Colour, we as a salon have become more creative, we love how all the colours are intermixable, leaving no limits to cater for each client. We’ve just had training on the bleach range, I have no words just WOW!”

TEAM AT NXT LEVEL SALON



“Don’t take my word for it as a colourist, the feedback from my clients is that their colour lasts longer, looks more vibrant and shiny and it’s really true to colour than our previous brand.”

WENDY SALON OWNER OF ‘RE:NEW HAIR AND BEAUTY BY EXPRESSIONS’



“Neäl & Wølf colour not only offers great value for money but the range covers everything you would ever need from a professional colour brand. The results speak for themselves, offering intense shine, great coverage and intermixable shades to enable you to get as creative as you wish. The amazing education team are always on hand to assist if need be and offer in-depth educational training days. We have used Neäl & Wølf Colour since it launched in 2019, it has been a game changer for us as a salon.”

NICOLA S

NEÄL WOLF®

Colouring with confidence starts here...

If you would like more information
about our products or wish to join us,
please email info@salonpromotions.co.uk,
or call us on **01282 444 900**

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