



COLOR TOUCH

FASHION FORWARD DEMI-PERMANENT COLOUR

THE TECHNOLOGY BEHIND COLOR TOUCH



COLOR TOUCH Light² Colour complex is a powerful combination of:

- Light-reflecting colour molecules that evenly penetrate into the hair to create high shine.

Light² Color COMPLEX

Up to +57% multi-faceted colour* - natural looking colour is a result of different tones

A sophisticated mix of three different types of light reflecting colour ingredients:

1. Oxidative colours
2. Direct dyes
3. Glimmer pigments

*vs. untreated, uncoloured hair

- Natural wax and a caring, ammonia free* formulation, infused with Keratin, for gentle colour service.

Fiber Proteins smooth the hair, creating a flatter surface that better reflects light. That allows for fashionable fast changes resulting in multi-dimensional vibrant colour and high fashion shine.

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

SHADE NUMBERING SYSTEM

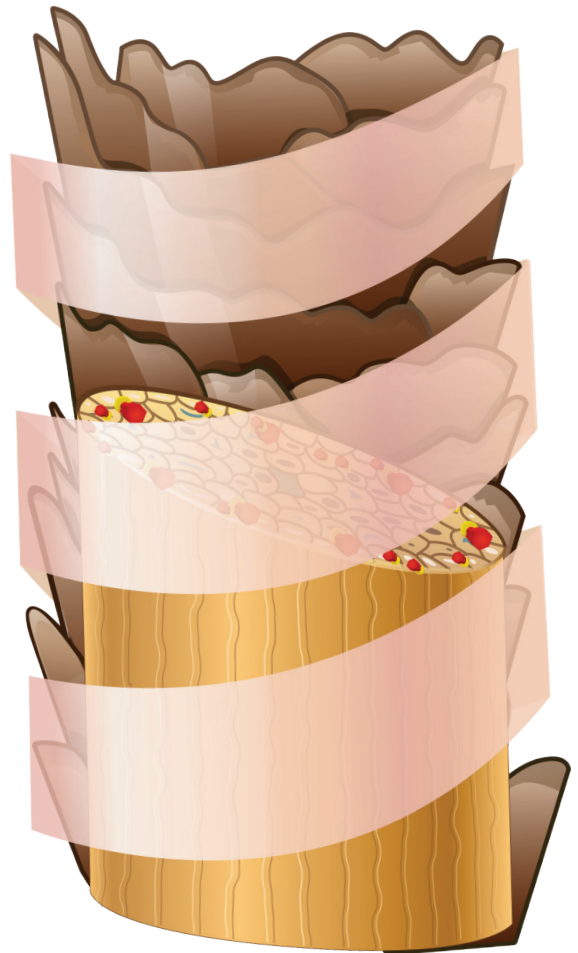
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1 2 3

- 1 Depth of colour
- 2 Major tone of colour
- 3 Minor tone of colour

STONE NUMBERING SYSTEM

-  /1 Ash (cool)
-  /2 Cool Ash (matt)
-  /3 Gold (yellow)
-  /4 Red (warm)
-  /5 Mahogany (red/violet)
-  /6 Violet (cool)
-  /7 Brunette (warm)
-  /8 Pearl (blue)
-  /9 Cendre (grey/violet)



Light-reflecting
colour molecules



Natural Waxes.
Infused with
Fibre Proteins.

THE TECHNOLOGY BEHIND **COLOR TOUCH**

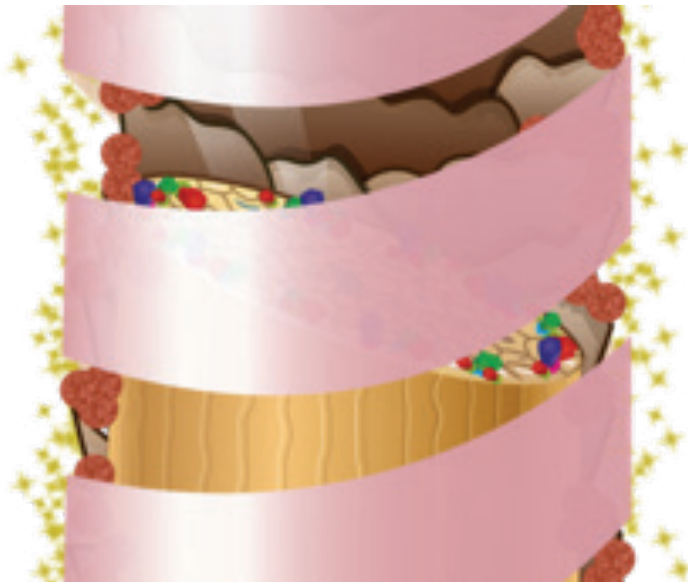
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Oxidative Colourants



Direct Dyes



Glimmer Pigments - Provide

Light - Reflective crystal shimmer



Fiber Proteins

COLOR TOUCH

LOW-COMMITMENT, FLEXIBLE AMMONIA FREE MULTI-FACETED HAIR COLOUR FOR CLIENTS THAT LIKE TO CHANGE THEIR HAIR TONE MORE REGULARLY.



INTENSE



RICH



SUNKISSED



CREATIVE

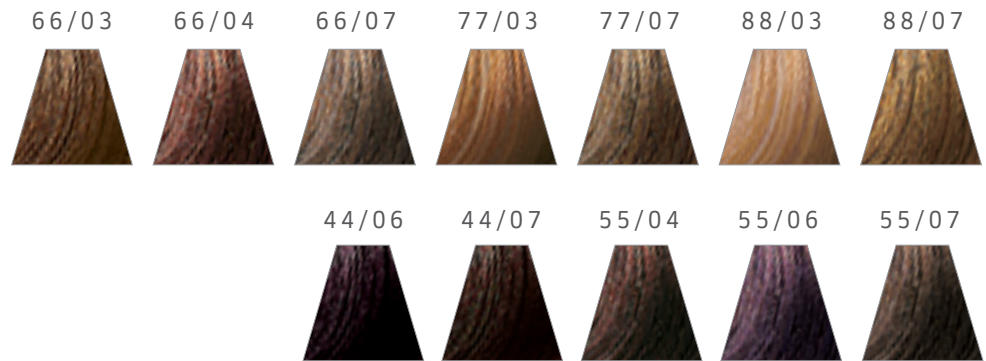
PLUS



FOR CLIENTS TRANSITIONING INTO PERMANENT COLOUR.

WHEN USING COLOR TOUCH PLUS MAKE SURE TO MIX WITH COLOR TOUCH PLUS 4% EMULSION.

SHADES



SUNLIGHTS

A GENTLE INTRODUCTION TO LIGHTENING AND BRIGHTENING ON VIRGIN HAIR: FOR A SUNKISSED HOLIDAY LOOK. IDEAL FOR 1ST STEP INTO GENTLE FREEHAND/BALAYAGE COLOUR EFFECTS.



SHADES

HERE YOU WILL FIND THE POSSIBLE RESULTS, BASED ON THE NATURAL HAIR COLOUR AND THE SHADE YOU SELECT.



SUN



SUNKISSED



SUMMER



RELIGHTS

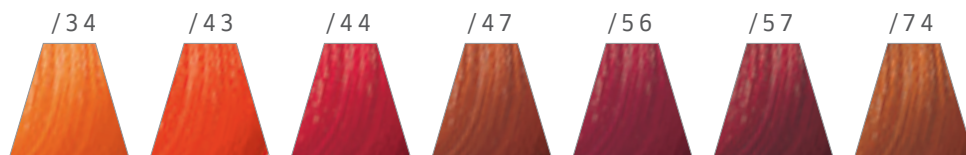
WHY NOT OFFER YOUR CLIENTS A COLOR TOUCH RELIGHTS TONING SERVICE TO KEEP THEIR BLONDES FRESH, OR WITH A NEW FUN TONE IN-BETWEEN HIGHLIGHT SERVICES.

RELIGHTS BLONDE



TO REFRESH VIBRANT RED SHADES & MAGMA REDS WHILE WHILST GIVING THE SURROUNDING HAIR A VIBRANT SHINE.

RELIGHTS RED



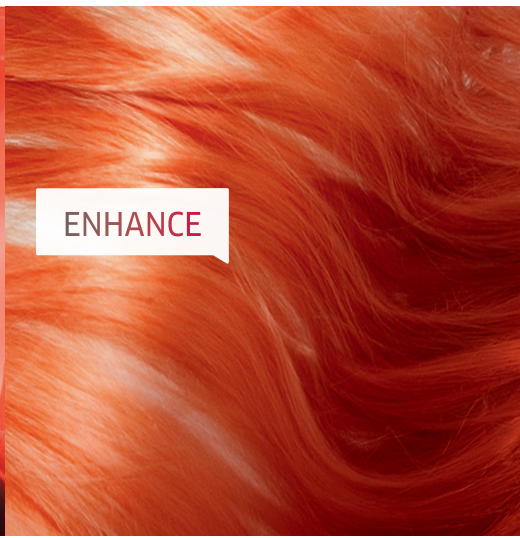
TOUCH OF GLOSS

USE COLOR TOUCH RELIGHTS FOR A QUICK AND EASY WAY TO CREATE HIGH SHINE RESULTS IN SALON.

- 1 PART / 00 + 3 PARTS 1.9 % COLOR TOUCH EMULSION
- 5 MIN DEVELOPMENT
- APPLY ON TO PRE SHAMPOOD HAIR



TONE



ENHANCE

SPECIAL MIX

1 PART — SPECIAL MIX
COLOR TOUCH

2 PARTS — COLOR TOUCH EMULSION
1.9% OR 4%

TONAL INTENSITY:
CREATIVE MIXING OR
VIBRANT COLOUR
RESULTS.



ADD INTENSITY OF TONE TO ANY COLOR TOUCH SHADE

Depending on the desired intensity, mix e.g. 20g COLOR TOUCH shade + 10g Special Mix tone + 60g COLOR TOUCH Emulsion.

REDUCE TONE INTENSITY

Mix 10/0 clear tone to reduce colour intensity - for example, 20g COLOR TOUCH shade + 10g 10/0 + 60g COLOR TOUCH Emulsion.

TO EMPHASISE INDIVIDUAL SELECTIONS OF THE HAIR

Mix Special Mix with COLOR TOUCH Emulsion in ratio 1:2.



CREATIVE

MULTI-FACETED



INSTAMAT!C BY COLOR TOUCH. MIXING AND APPLICATION

MATTE GLOSS FOR A DIFFUSED COLOUR FINISH THAT IS DIFFERENT DEPENDING ON THE HAIR COLOUR IT'S APPLIED ON: JUST LIKE A COLOUR FILTER ON HAIR.

DEVELOPERS - COLOR TOUCH EMULSION 1.9% OR 4%. FROM 5-20 MIN DEPENDING ON DESIRED INTENSITY.

RESULTS ON THE HAIR

INSTAMAT!C IS ALSO GREAT FOR EXPERT TIP:

IF YOU NEED TO NEUTRALISE THE UNDERLYING EXPOSED PIGMENTS: DECIDE IF IT IS TOO RED, ORANGE OR YELLOW, THEN JUST CHOOSE THE COMPLEMENTARY COLOUR THAT IS OPPOSITE ON THE COLOUR WHEEL.



JADED MINT

when the hair is too Red.



OCEAN STORM

when the hair is too Orange.



MUTED MAUVE

when the hair is too Yellow.



CLEAR DUST

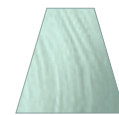
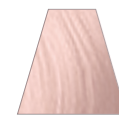
CLEAR DUST IS USED TO DILUTE SHADES OR TO CREATE A COLOURLESS MATTE GLOSS FINISH.

INTERMIXABLE WITH ALL INSTAMAT!C



10 MIN

20 MIN



INSTAMAT!C TIPS & TRICKS

1. SOFTER LOOK

For an even softer diffused colour finish, use CLEAR DUST to reduce intensity of the colour. When the application is complete, develop for up to 20 min.

2. LONGER DEVELOPMENT TIME NEEDED

To use INSTAMAT!C for more creative techniques, add CLEAR DUST to prolong the development time. Maximum development time 20 min.

3. PERSONALISED RESULT

Create personalised filtered finishes on any hair. Create new effects by using INSTAMAT!C on top of highlights or the client's usual colour i.e. Matte Red COLOR TOUCH 77/45 with a Smokey Amethyst diffused colour finish.

4. DESIGNED TO WORK WITH COLOR.ID TO INCREASE YOUR CREATIVITY

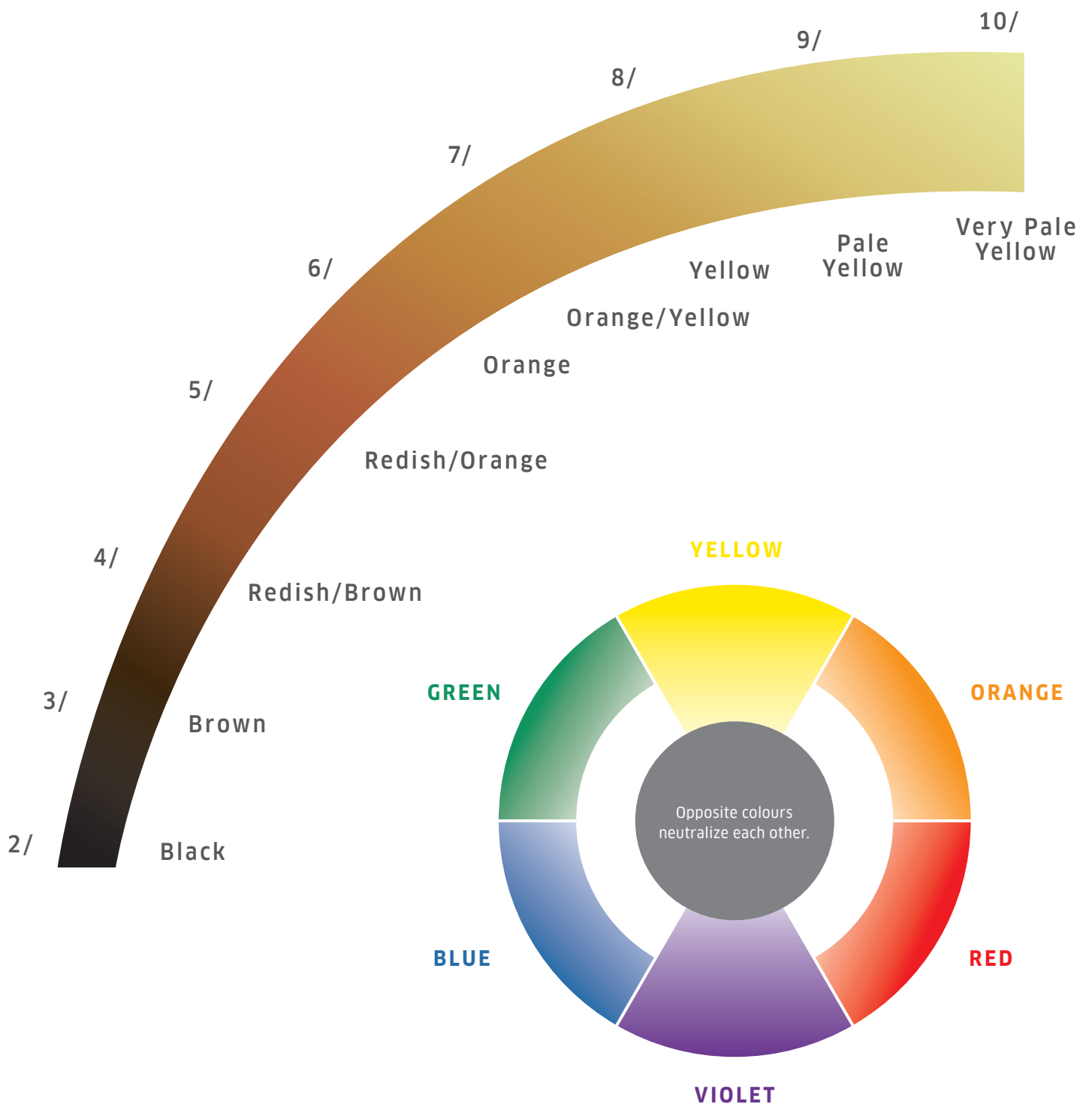
INSTAMAT!C + COLOR TOUCH Emulsion 1.9% or 4% + Color.id [i.e. 10:10:1].

COLOUR CHANGE / CORRECTION

UNDERSTANDING THE LIGHTENING CURVE AND THE COLOUR WHEEL WILL HELP YOU TO CHOOSE THE RIGHT COMPLEMENTARY COLOURS FOR YOUR CLIENTS COLOUR CHANGE / CORRECTION.






LIGHTENING CURVE

EXPOSURE OF NATURAL UNDERLYING PIGMENTS DURING THE LIGHTENING PROCESS.



DEMI-PERMANENT COLOUR CHOICES

	 COLOR TOUCH	 SPECIAL MIX	 PLUS
WHO	Seeks for vibrant, rich, gentle colour.	Asks for more edgy, creative results.	Needs more grey/white coverage, but looks for gentleness.
WHAT	Low-commitment, flexible ammonia free multi-faceted hair colour for clients that like to change their hair tone more regularly.	Tonal intensity, creative mixing or vibrant colour results.	Up to 70% grey/white hair coverage.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Adding depth & tone 	<ul style="list-style-type: none"> • Fun • Creativity • Enhancing • Adding tone 	<ul style="list-style-type: none"> • Grey/white hair coverage • Adding depth and tone • Colour Correction
COMMITMENT	Beautifully fades up to 15 shampoos	Beautifully fades up to 15 shampoos	Beautifully fades up to 15 shampoos
CARE	WELLA Professionals INVIGO Brilliance 		

			
	RELIGHTS	SUNLIGHTS	iNStAMATiC
WHO	Looking for a tonal boost or refresh colour tone on lightened hair.	Seeks sunkissed beach hair or wants to be a little bit brighter.	Seeks for low-commitment, fun colour.
WHAT	To refresh Blondor & Magma colour/highlights whilst giving the surrounding hair a vibrant shine.	A gentle introduction to lightening and brightening on virgin hair: for a sunkissed holiday look. No effect on grey/white hair	New fashion forward matte gloss with a fine blend of colour pigments for a diffused colour finished.
LOVED FOR	<ul style="list-style-type: none"> • Fun • Glossing • Refreshing • Adding tone 	<ul style="list-style-type: none"> • Gentle lightening • Changing tone 	<ul style="list-style-type: none"> • Fun • Matte Glossing • Changing Tone • Colour Correction
COMMITMENT	Beautifully fades within 15 washes	Up to 2 levels lighter & brighter on virgin hair.	Fades beautifully
CARE	<p>WELLA Professionals INVIGO Enrich</p> 		<p>WELLA Professionals Fusion</p> 

ADDITIONAL SERVICES WITH COLOR TOUCH

TOUCH OF GLOSS

**USING COLOR TOUCH RELIGHTS /00:
A HIGH SHINE CLEAR GLOSS USING
/00.**

An example of this would be a natural red head client where you want to elevate the shine and finish without injecting any colour tone.

COLOUR FORMULAS

1 Part /00 + 3 parts COLOR TOUCH
Emulsion 1.9%

Apply to pre shampooed towel dried hair.

Development Time: 5 minutes



CYRSTAL GLOSS

1 Part Color Touch Core shade. 1 Part 1.9% Color Touch Emulsion and 1 Part INVIGO Post Color Treatment.

Apply to pre shampooed towel dried hair.

Development Time: 5-10 minutes

MATTE GLOSS

INSTAMAT!C BY COLOR TOUCH

Works best over previously coloured hair to add a modern dusty matte sheen.

COLOUR FORMULAS

30 g INSTAMATIC +

30G of 1.9% - 4% COLOR TOUCH Emulsion

Apply to pre shampooed towel dried hair.

Development Time: 5 minutes



COLOUR CHANGE/CORRECTION

DARKENING

COLOUR TOUCH FILLING CHART

- A 2-step process when going darker using COLOR TOUCH.
- Excellent for extreme porous hair.
- Determine the target depth. Find the recommended formula for your first step using the filling chart.
- Always mix 1 part COLOR TOUCH + 2 parts of COLOR TOUCH Emulsion 1.9%.
- Apply to pre-shampooed, towel-dried hair.
- Develop up to 20 minutes.
- When desired results are achieved, rinse until the water runs clear, towel-dry and apply your chosen COLOR TOUCH target shade in the normal way.

TARGET DEPTH	COLOR TOUCH "FILLING"	TARGET SHADE	NOTES
9/-	1.5 Parts 10/0 1 Part 9/03	9 /03	9/36
8/-	2 Parts 9/03 1 Part 9/73	8/0	8/71
7/-	3.5 Parts 9/03 0.5 Parts 8/73	7/0	7/73
6/-	1.5 Parts 9/03 0.5 Parts 8/73	6/0	6/71
5/-	1 Part 7/7	5/0	5/37
4/-	0.5 Parts 6/4 1 Parts 6/7 0.5 Parts 9/03	4/0	4/0
3/-	3.5 Parts 9/03	3/0	3/0

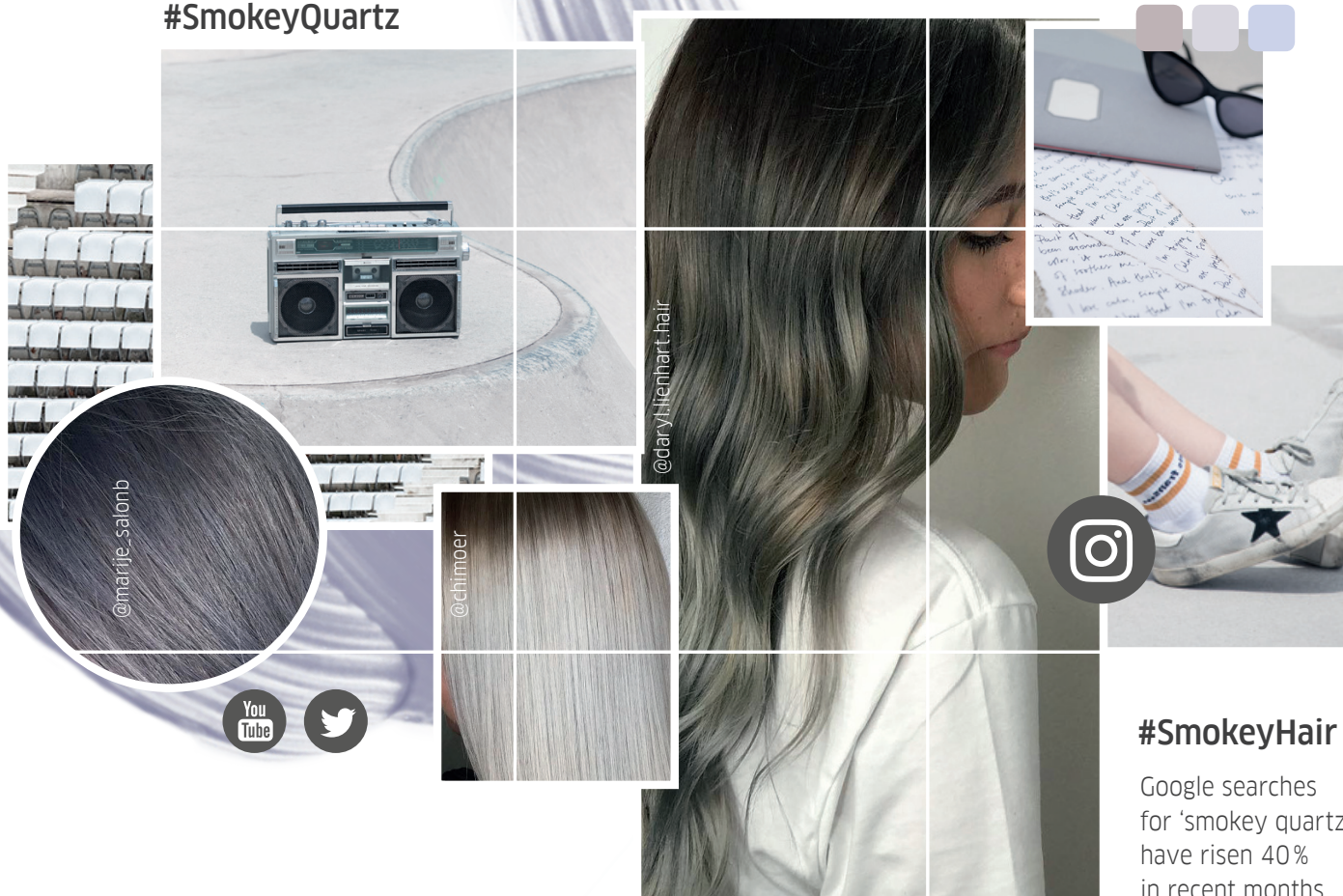
NOTES

This is a guideline chart for COLOR TOUCH "Filling" technique, all recipes are a guideline only and should be adjusted depending on the hair's porosity and the target shade. It has been proven that if you add too warm an undertone when pre-pigmenting the new colour will keep exposing too much red. These recipes give the closest to a neutral colour as possible.

WATCH POINT

The timings for the COLOR TOUCH "Filling" is imperative for colour result. It has been observed from leaving the product on longer than development time can result in a darker shade than desired.

#SmokeyQuartz



#SmokeyHair

Google searches for 'smokey quartz' have risen 40% in recent months

SMOKEY BLONDE

THIS STRONG BLEND BETWEEN THE NATURAL COLOUR AND HIGHLY SMOKED ENDS GIVES A RAW AND MODERN FINISH. THREE NEW SHADES TO CREATE CAPTIVATING SMOKEY FINISHES ON BLONDES. THESE SHADES WILL BE ESSENTIAL SALON TOOLS TO HELP REDUCE UNWANTED WARMTH.

Your shade palette.

To personalise the smokey palette mix the new Colour Touch shades with existing Colour Touch shades to create tailored tones.

Tip: To soften the pearl violet under-tone mix the shade with a natural shade and apply on damp hair.



Smokey Rose
NEW



Misty Grey
NEW



Inky Violet
NEW

Hints and tips



Colour melt

Subtle melt between two shades is essential. Using fingers or wide tooth comb to melt away the demarcation line between two shades.

Tip: Using shades within 3 depths apart makes the transition seamless.



Root shadowing

This multi-step process of deepening the roots or lightening the ends is often harmonised for soft transitions. Glossing and toning services are key for this.

Tip: For muted colour reflection use a cool gloss on the roots to deepen the contrast. This can also be used over brunettes and reds to give a vintage feel.



Texture blending

Contrasting textures as glossy and matte, uncoloured and coloured can bring results to new heights. It's all in the skillfull placements of these textures that create a true vintage feel.

Tip: Leave the front section uncoloured to create softness or add freehand lightener in small areas to create pockets of light.

