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colorcharm



BLONDES
GET EVEN

BLONDES GET EVEN

Get the best of all blondes with toners from Wella Color Charm. Choose from 8 permanent shades, Pale Ash to Platinum, for your best blonde yet.



8 SHADES OF BLONDE



T10

PALE BLONDE



T18

LIGHTEST ASH
BLONDE



T14

PALE ASH
BLONDE



T28

NATURAL
BLONDE



T15

PALE BEIGE
BLONDE



T11

LIGHTEST BEIGE
BLONDE



T27

MEDIUM BEIGE
BLONDE



T35

BEIGE BLONDE

PERMANENT LIQUID TONERS

VIBRANT, LONG-LASTING, FADE-RESISTANT RESULTS

- Infuses the hair with vibrant color molecules.
- Intense color and up to 43% more shine,* even on darker hair.
- Long-lasting, true-to-tone color.

*compared to untreated hair

LIQUID

Wella Color Charm permanent toners shades are available in liquid for quick and easy bottle applications.

Use permanent liquid toners for:

- Creating delicate shades of blonde like platinum and beige.
- Neutralizing unwanted warmth after lightening.
- Toning double processed blondes.

PICK YOUR LOOK





BEFORE



DIAMOND BLONDE
Step-by-Step Technique



FORMULA	PRODUCT	DEVELOPER
A	Wella Color Charm Powder Lightener	Wella Color Charm Cream Developer 20-Volume
B	Wella Color Charm Permanent Gel 12N/1200	Wella Color Charm Cream Developer 40-Volume
C	Wella Color Charm Permanent Liquid Toner T-11	Wella Color Charm Cream Developer 20-Volume

COLOR



STEP 1
Create 2 sections by taking an asymmetric semicircle starting at the right temple and ending behind the left ear. Clip the top section out of the way.

STEP 2
Starting 1/2 inch away from the roots, apply **Formula A** to the bottom section.

Process for 10 minutes, then apply the same formula to the roots. Cover this section with foil to avoid staining the top section.



STEP 3
Release the clip from the top section and apply **Formula B** to the roots only.

Process for 20 minutes. Apply the remainder of **Formula B** to the mid-lengths and ends. Process for 25 minutes.

Shampoo and towel dry the hair. Tone the bottom section by applying **Formula C** from roots to ends. Process for up to 30 minutes, but check frequently for desired results.



BEFORE



SILKY SUEDE Step-by-Step Technique

Vasha is a natural level 3. She loves her dark hair, but wants to change it up for the season by adding rich contrast.



FORMULA	PRODUCT	DEVELOPER
A	Wella Color Charm Permanent Liquid 9NN	Wella Color Charm Cream Developer 40-Volume
B	Wella Color Charm Permanent Liquid 6NN	Wella Color Charm Cream Developer 20-Volume
C	Wella Color Charm Permanent Liquid 4NN	Wella Color Charm Cream Developer 20-Volume

COLOR



STEP 1

Create a large triangle section at the crown of the head and two medium-sized triangles on each side of head. Base of triangle should be parallel to hairline. The smaller triangles on each side should be positioned approximately 1-inch above the ear.

STEP 2

Starting at the base of the larger triangle, take 1 medium, horizontal slice and apply **Formula A**. Leaving out ½-inch of hair, take another medium, horizontal slice and apply **Formula B**. Repeat this step on each side of the top triangle. You should end



up with 6 foils total on the top triangle section.

STEP 3

Starting at the base of one of the side triangles, use the same foiling technique as in Step 2 alternating between **Formulas A & B**. This time use only 1 foil on each side of the smaller triangles and apply **Formula B**. You should end up with 4 foils on each triangle.

STEP 4

Apply **Formula C** from roots to ends to remaining hair and in between the foils.

CARE & STYLING

CARE

Cleanse the hair with **Moisturizing Shampoo** and condition with **Moisturizing Conditioner**. Apply **Leave-In Cream** for added moisture.

STYLING

1. Apply 1 pump of **Leave-In Conditioner** to towel-dried hair, followed by 1 pump of **Smoothing Balm**.

2. Starting in the front, determine which side to part the hair. Blow dry the hair with a boar's hair bristle brush in the same direction as the part.

3. Section from the top of the ear to the top of the other ear to separate the front from the back. Create a low and loose bun with the back section. Secure with bobby pins. Use a 1-inch curling iron to create barrel curls on the front sections only. Create a set by securing 1 inch sections with double-prong metal clips.

4. Release the set and brush through, making sure to shape the hair while brushing. Finish with **Finishing Spray**.



BEFORE



FOXY SUEDE Step-by-Step Technique

Vasha is a natural level 3. She loves her dark hair, but wants to change it up for the season by adding rich contrast.



FORMULA	PRODUCT	DEVELOPER
A	Wella Color Charm Permanent Liquid 9NN	Wella Color Charm Cream Developer 40-Volume
B	Wella Color Charm Permanent Liquid 6NN	Wella Color Charm Cream Developer 20-Volume
C	Wella Color Charm Permanent Liquid 4NN	Wella Color Charm Cream Developer 20-Volume

COLOR



STEP 1
Create a large triangle section at the crown of the head and two medium-sized triangles on each side of head. *Base of triangle should be parallel to hairline. The smaller triangles on each side should be positioned approximately 1-inch above the ear.

STEP 2
Starting at the base of the larger triangle, take 1 medium, horizontal slice and apply **Formula A**. Leaving out a ½-inch of hair, take another medium, horizontal slice and apply **Formula B**. Repeat this step on each side of the top triangle. You should end



up with 6 foils total on the top triangle section.

STEP 3
Starting at the base of one of the side triangles, use the same foiling technique as in Step 2 alternating between **Formulas A & B**. This time use only 1 foil on each side of the smaller triangles and apply **Formula B**. You should end up with 4 foils on each triangle.

STEP 4
Apply **Formula C** from roots to ends to remaining hair and in between the foils.

CARE & STYLING

CARE
Cleanse the hair with **Moisturizing Shampoo** and condition with **Moisturizing Conditioner**. Apply **Leave-In Cream** for added moisture.

STYLING
1: Apply 1 pump of **Leave-In Conditioner** on towel-dried hair followed by a golf ball size of **Volumizing Mousse**.
2: Blow dry the hair with a large heat styling round brush. Create the most volume by over-directing each section as you blow dry.

3: Take 1-inch sections and curl with a 1/2-inch curling iron. Over direct the curls and set with double prong metal clips.

4: Allow the set to cool before removing the clips. Gently expand the curls with your fingers and finish with **Medium Hold Hairspray**.



BEFORE



VANILLA SUEDE Step-by-Step Technique

Tammy is a natural level 5 with 30% gray. She wants to stay blonde, but prefers a softer tone with more dimension.



FORMULA	PRODUCT	DEVELOPER
A	Wella Color Charm Powder Lightener	Demi-Permanent Activating Lotion
B	Wella Color Charm Permanent Liquid 7NN	Wella Color Charm Cream Developer 10-Volume*
C	Wella Color Charm Permanent Liquid 9NN	Wella Color Charm Cream Developer 20-Volume

COLOR



STEP 1

Starting from recession to recession, section a large square at the crown of the head. Divide the large square into 4 small squares. Next, section an inverted triangle at the back of the head. The triangle should come to a point at the occipital bone.

STEP 2

Alternate **Formulas A and B**. Start from the bottom corner of one of the small square sections, weave 5-8 foils alternating **Formulas A & B**. Angle the foils at a diagonal working to the center of the 4 squares. Repeat this step in the remaining 3 square sections



and in the inverted triangle section. There should be 4 to 5 foils in the triangle section.

STEP 3

Apply **Formula C** to the re-growth area only. Process for 30 minutes at room temperature. Optional: Shampoo with Moisturizing Shampoo and condition with Moisturizing Conditioner.

CARE & STYLING

CARE

Cleanse the hair with **Moisturizing Shampoo** and condition with **Moisturizing Conditioner**. Apply **Leave-In Cream** for added moisture.

STYLING

1: Apply 1 pump of **Leave-In Conditioner** on towel-dried hair followed by a golf ball size of **Volumizing Mousse**.

2: Blow dry the hair with a large heat styling round brush. Create the most volume by over-directing each section as you blow dry.

3: Take 1-inch sections and curl with a 1/2-inch curling iron. Over direct the curls and set with double prong metal clips.

4: Allow the set to cool before removing the clips. Gently expand the curls with your fingers and finish with **Medium Hold Hairspray**.

*Create 10 volume developer by mixing 1 part Wella Color Charm Cream Developer 20 volume + 1 part distilled water

Wella Color Charm Permanent

Haircolor Shade Palette



	NATURAL / NEUTRO				ASH / CENIZO				GOLD / DORADO				
HIGHLIFT													
12	12N 1200 High Lift Blonde Rubio Intensificado				12A 1210 Frosty Ash Cenizo Escarchado	12AA 1120 Nordic Blonde Rubio Nórdico	12C 1290 Ultra Light Blonde Rubio Extra Claro	12NG Surf Side Blonde Plus Rubio Espuma de Mar Plus					
10	10N 1001 Satin Blonde Rubio Satinado				10A 1030 Palest Ash Blonde Rubio Cenizo Muy Pálido			10NG 1070 Honey Beige Blonde/Rubio Beige Miel	10GV 1036 Honey Blonde Rubio Miel				
9	9N 911 Very Light Blonde Rubio Muy Claro	9NN Very Light Intense Neutral Blonde Rubio Clarísimo Intenso Natural			9A 940 Pale Ash Blonde Rubio Cenizo Pálido			9NG Sand Blonde Rubio Arena	9G Soft Pure Gold Blonde /Rubio Dorado Puro Suave				
8	8N 811 Light Natural Blonde Rubio Natural Claro	8NN Light Intense Neutral Blonde Rubio Claro Intenso Natural	8NW Light Natural Warm Blonde Rubio Natural Cálido Claro	8A 740 1/2 Light Ash Blonde Rubio Cenizo Claro	8CG Light Platinum Gold Blonde Rubio Dorado Platino Claro	8NG Light Beige Blonde Rubio Beige Claro	8G 841 Light Golden Blonde Rubio Dorado Claro						
7	7N 711 Medium Blonde Rubio Mediano	7NN Medium Intense Neutral Blonde Rubio Mediano Intenso Natural	7NW Medium Natural Warm Blonde Rubio Natural Cálido Mediano	7A 672 Medium Smokey Ash Blonde Rubio Humo Cenizo Mediano	7AA 632 Medium Blonde Intense Ash Rubio Mediano Cenizo Intenso	7CG Medium Platinum Gold Blonde Rubio Dorado Platino Mediano	7NG Medium Beige Blonde Rubio Beige Mediano	7G 725 Sunlight Blonde Brown Rubio Castaño Brillante					
6	6N 611 Dark Blonde Rubio Oscuro	6NN Dark Intense Neutral Blonde Rubio Oscuro Intenso Natural	6NW Dark Natural Warm Blonde Rubio Natural Cálido Oscuro	6A 462 Dark Ash Blonde Rubio Cenizo Oscuro	6AA 542 Dark Blonde Intense Ash Rubio Oscuro Cenizo Intenso		6G Hazel Blonde Rubio Avellana						
5	5N 511 Light Brown Castaño Claro	5NN Light Intense Neutral Brown Castaño Claro Intenso Natural	5NW Light Natural Warm Brown Castaño Natural Cálido Claro	5A 246 Light Ash Brown Castaño Cenizo Claro	5AA 336 Light Brown Intense Ash Castaño Claro Cenizo Intenso		5G 435 Light Golden Brown Castaño Dorado Claro						
4	4N 411 Medium Brown Castaño Mediano	4NN Medium Intense Neutral Brown Castaño Mediano Intenso Natural	4NW Natural Warm Brown Castaño Natural Cálido Mediano	4A 237 Medium Ash Brown Castaño Cenizo Mediano			4G 257 Dark Golden Brown Castaño Dorado Oscuro						
3	3N 311 Dark Brown Castaño Oscuro		3NW Dark Natural Warm Brown Castaño Natural Cálido Oscuro	3A 148 Dark Ash Brown Castaño Cenizo Oscuro									
2	2N 211 Very Dark Brown Castaño Muy Oscuro												
1	1N 051 Black Negro												

WARM / CÁLIDO				RED / ROJO			
				8RG 729 Titian Red Blonde Rubio Rojizo			
7W Caramel Caramelo	7WV Nutmeg Nuez Moscada	7WR 643 Tan Blonde Rubio Tostado		7R 810 Red-Red Rojo-Rojo			
6W Praline Almendra			6RG 544 Light Copper Cobre Claro	6R Red Terra Cotta Rojo Terracota	6RV 607 Cyclamen Ciclamen		
	5WV Cinnamon Cañela	5WR Allspice Pimienta	5RG 445 Light Auburn Castaño Rojizo Claro		5RV 507 Burgundy Rojo Viño		
			4RG 347 Dark Auburn Castaño Rojizo Oscuro	4R 356 Cinnamon Brown Castaño Canela			
							3RV 367 Black Cherry Cereza Negra

■ Available in Wella Color Charm permanent gel haircolor. Wella Color Charm permanent liquid haircolor is completely intermixable with Wella Color Charm permanent gel haircolor.

■ NEW SHADES

Wella Color Charm Demi-Permanent Haircolor Shade Palette



	NATURAL / NEUTRO	ASH / CENIZO	GOLD / DORADO	WARM / CALIDO	RED / ROJO
10		10NA 10/01 Lightest Ash Blonde Rubio Cenizo Clarisimo 			
9		9NA 9/01 Very Light Ash Blonde Rubio Cenizo Muy Claro 	9NG 9/03 Very Light Golden Blonde Rubio Dorado Muy Claro 	9G 9/3 Soft Golden Blonde Rubio Dorado Suave 	
8	8N 8/0 Light Natural Blonde Rubio Natural Claro 	8A 8/1 Light Ash Blonde Rubio Cenizo Claro 			
7	7N 7/0 Medium Natural Blonde Rubio Natural Mediano 	7A 7/1 Medium Ash Blonde Rubio Cenizo Mediano 	7G 7/3 Medium Golden Blonde Rubio Dorado Mediano 	7W 7/7 Medium Sand Arena Mediano 	7WG 7/73 Medium Sandy Gold Dorado Arenoso Mediano
6	6N 6/0 Dark Natural Blonde Rubio Natural Oscuro 		6G 6/35 Dark Golden Blonde Rubio Dorado Oscuro 	6W 6/7 Dark Sand Arena Oscuro 	6RV 6/45 Fiery Red Rojo Fuego
5	5N 5/0 Light Natural Brown Castaño Natural Claro 		5G 5/3 Light Golden Brown Castaño Dorado Claro 		5R 5/4 Chestnut Castaño
4	4N 4/0 Medium Natural Brown Castaño Natural Mediano 				
3	3N 3/0 Dark Natural Brown Castaño Natural Oscuro 				
1	1N 2/0 Black Negro 				

Additives / Toners

ADDITIVES ADITIVOS	
BP	BP Blonding Plus
050	Cooling Violet Violeta Fresco
042	Warming Gold Dorado Cálido

TONERS TONIFICADORES	
T10 Pre-Lighten: Pale Yellow	Pale Blonde Rubio Pálido
T28 Pre-Lighten: Yellow	Natural Blonde Rubio Neutro
T18 Pre-Lighten: Pale Yellow	Lightest Ash Blonde Rubio Cenizo Clarisimo
T14 Pre-Lighten: Pale Yellow	Pale Ash Blonde Rubio Cenizo Pálido
T15 Pre-Lighten: Pale Yellow	Pale Beige Blonde Rubio Beige Pálido
T11 Pre-Lighten: Pale Yellow	Lightest Beige Blonde Rubio Beige Clarisimo
T27 Pre-Lighten: Yellow	Medium Beige Blonde Rubio Beige Mediano
T35 Pre-Lighten: Gold	Beige Blonde Rubio Beige

Permanent Haircolor Mixing Instructions

WELLA COLOR CHARM PERMANENT HAIRCOLOR HAS TWO DEDICATED DEVELOPERS:

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

Available in 20-Volume and 40-Volume (32 oz and 3.6 oz bottles).

CLEAR DEVELOPER, ideal for bottle application.

Available in 20-Volume (32 oz bottle).

NORMAL MIXING

- Determine the desired amount of product needed.
- Choose the application method – applicator bottle or bowl and brush. Liquid haircolor is ideal for bottle application, while gel haircolor is perfect for use with bowl and brush.
- 1:2 mixing ratio: Mix together well – 1 part Wella Color Charm Permanent Haircolor to 2 parts Wella Color Charm Developer.

EXAMPLE

Mix one whole bottle of Wella Color Charm Permanent Liquid Haircolor with 3 oz of Wella Color Charm Developer.

TIP: For the best gray coverage on resistant grays, always use a Natural shade in your formula and time for 45 minutes.



Demi-Permanent Haircolor Mixing and Application Instructions

STRAND TEST

Performing a strand test is always recommended, especially if hair is porous or has previously been subjected to lighteners, permanent waves, chemical hair relaxers or haircolor. Mix a small amount of chosen color(s) according to directions and apply to selected strands of hair in a discreet area. After 10 minutes, check color results. Continue to check every 5 minutes until desired result is achieved (up to 20 minutes).

BEFORE APPLYING

Shampoo and towel dry hair.

MIX

1. Choose application method: bowl & brush or applicator bottle.
2. Mix 1 part (1 oz) Wella Color Charm Demi-Permanent Haircolor to 2 parts (2 oz) Wella Color Charm Activating Lotion.

APPLICATION

Apply evenly from roots to ends for an all over refreshed color. Time for up to 20 minutes or until desired result is achieved.

REMOVAL & AFTER CARE

At the end of development time, massage hair with warm water and rinse until water runs clear. Apply conditioner through the lengths and ends if needed.

GRAY COVERAGE

Wella Color Charm Demi-Permanent Haircolor is designed to color or blend up to 50% gray hair. To increase coverage and depth on more than 50% gray, resistant gray or gray “patches,” try applying to dry hair. Alternatively, consider using Wella Color Charm Permanent Haircolor.

Chemically-Relaxed Hair

COLOR APPLICATION/REFRESHER ON CHEMICALLY RELAXED HAIR

Wait 2 weeks after the chemical relaxer service before applying Wella Color Charm Demi-Permanent Haircolor. Check hair and scalp before haircolor service. Do not proceed if scalp shows signs of irritation. Check porosity and elasticity of hair. Take a strand test to determine color results.

PRE-COLOR SERVICE

Shampoo and then apply a conditioning treatment at least 24 hours prior to the haircolor service.

MIX

As per general instructions.

APPLICATION & REMOVAL

As per general instructions.

Additives

The use of Wella Color Charm Additives gives you even greater control of your final color result by opening up almost limitless possibilities.



COOLING VIOLET ADDITIVE

The Cooling Violet Additive can be added to any existing Wella Color Charm shade to reduce unwanted warm tones. This is ideal if your client's hair has a high degree of natural warm tone (underlying pigment), or if you want to create a more matte type of result.

To use the Cooling Violet Additive, add between 2-4 capfuls of Cooling Violet Additive to a full mixture of Wella Color Charm. The more Cooling Violet Additive you use, the more pronounced the effect will be on your final result.

TIP: When working with darker shade selections, use more Cooling Violet Additive to achieve more noticeable results. Lighter-shade selections will normally require less Cooling Violet Additive to achieve your desired result.



WARMING GOLD ADDITIVE

The Warming Gold Additive can be added to any existing Wella Color Charm shade to add more warmth to your final result. This will provide greater definition and vibrancy to red, gold and rich brown shades.

To use the Warming Gold Additive, add between 2-4 capfuls of Warming Gold Additive to a full mixture of Wella Color Charm. The more Warming Gold Additive you use, the more pronounced the effect will be on your final result.

BLONDING PLUS ADDITIVE

When working on a natural level 6 or lighter, you can add the Blonding Plus Additive to your formula to increase the lifting action. This can be added to any Wella Color Charm shade on a level 9 or above.

To use the Blonding Plus Additive, mix 1 part Color Charm color, 1 part Blonding Plus Additive and 4 parts 20-Volume Wella Color Charm Developer. Apply to the hair as usual and develop up to 45 minutes. Check frequently for desired result.

Blonding Plus Additive should never be used alone and should not be used with 40-Volume developer. It is only to be used with Wella Color Charm shades Level 9 or lighter.



Powder Lightener

Use Wella Color Charm Dust-Free Powder Lightener for brilliant blonde results with up to 7 levels of lift. With its controlled and reliable lightening action, Powder Lightener is ideal for all on- and off-scalp application techniques. It has a protecting oil system to help lock in moisture.

MIXING INSTRUCTIONS

Do not mix 1:1 with developer. Use a non-metallic bowl. Off-scalp application: Mix 1 oz of Powder Lightener with 1.5 oz to 2 oz of 20- or 40-Volume Wella Color Charm Cream Developer. On-scalp application: Mix 1 oz of Powder Lightener with 2 oz of 20-Volume Wella Color Charm Cream Developer.

APPLICATION INSTRUCTIONS

Apply evenly to unwashed hair. If hair has build-up, shampoo one day prior to lightening. Do not shampoo immediately before lightening. Development time depends on the condition of the hair and the desired blonde result. Check hair every 5 to 10 minutes. Process for up to 50 minutes.



Toners

Wella Color Charm provides 8 different toning shades in 3 different toner families (Ash, Beige and Silver). These can be used to create beautiful soft blondes with just the right tonal character to suit your client.



To use these toning shades you must first prelighten the hair to approximately half a shade lighter than your desired result. Once the desired level of lift is achieved, remove the lightener by shampooing thoroughly.

Mix 1 part Wella Color Charm Toner with 2 parts 20-Volume Developer, apply to towel-dried hair and develop for up to 30 minutes. Check frequently for desired result.

SILVER		ASH		BEIGE			
T28 NATURAL BLONDE	T10 PALE BLONDE	T14 PALE ASH BLONDE	T18 LIGHTEST ASH BLONDE	T15 PALE BEIGE BLONDE	T11 LIGHTEST BEIGE BLONDE	T27 MEDIUM BEIGE BLONDE	T35 BEIGE BLONDE
PRE-LIGHTEN TO YELLOW	PRE-LIGHTEN TO PALE YELLOW					PRE-LIGHTEN TO GOLD	