

COLOR TOUCH

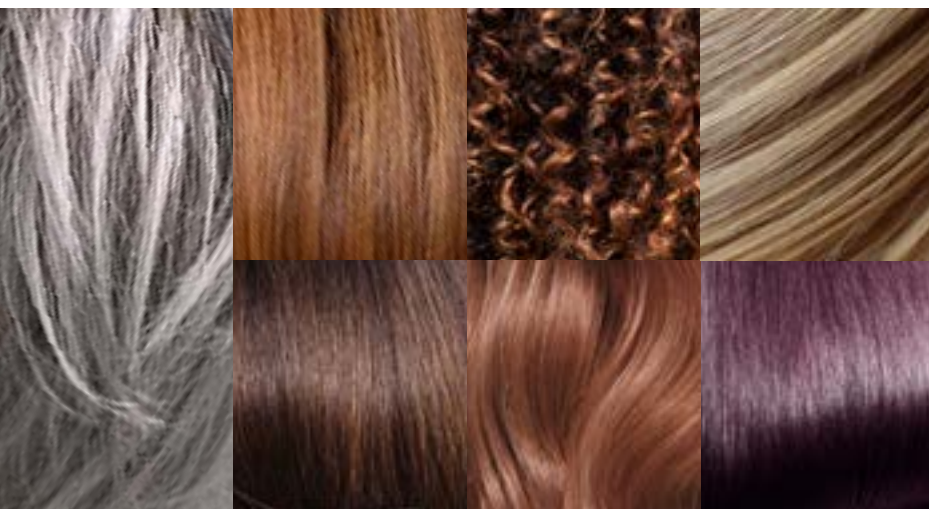
Technical guide

CONTENT



WELCOME TO
COLOR TOUCH

INTRODUCING
LIGHT²COLOR COMPLEX



MEET
THE COLOUR PALETTE

COLOR TOUCH
EMULSIONS



USAGE
INSTRUCTIONS

COLOR TOUCH
SERVICES





“**COLOR TOUCH** IS MY ABSOLUTE
GO-TO CHOICE FOR **GREY BLENDING**.
THE COLOUR BLENDS BEAUTIFULLY
WITH MY CLIENT'S REGROWTH WITH NO
HARSH LINES OF DEMARCATION”



BRIANACISNEROS

What's great

ABOUT COLOR TOUCH

Discover our most versatile
non-permanent services.



INTENSE GREY BLENDING
**WITH UP TO 70%
GREY COVERAGE***



60+ SHADES FOR
INTENSE VIBRANCY
AND SHINE



VIBRANT TRANSFORMATIVE TONING
AMMONIA FREE FORMULA**



DON'T FORGET THAT
WITH THE USE OF
WELLA PROFESSIONALS
CLIMAZONE YOU CAN
DEVELOP **COLOR TOUCH** IN
JUST 15 MINUTES.

* with Color Touch Plus

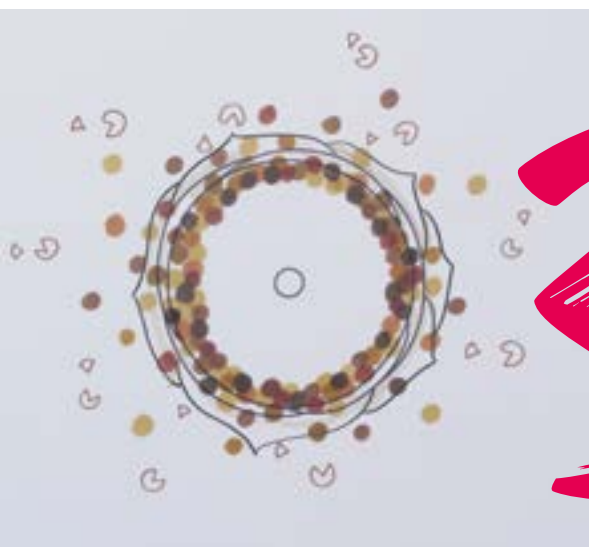
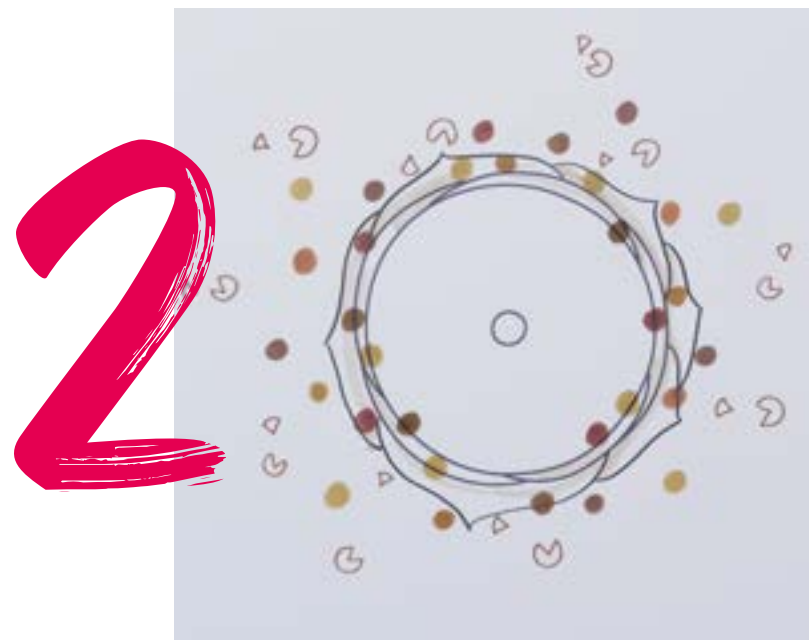
** Excluding Color Touch Plus

THE SECRET BEHIND *intense vibrancy* LIGHT²COLOR COMPLEX



From the moment you apply your formula to the hair, over 100 billion dye molecules are evenly deposited into each hair strand.

The alkaline formula swells open the cuticle of the hair and the oxidative dye molecules penetrate just below the surface. Now that they are where they need to be, they begin to bond together.



These bonded dye molecules form around the hair strands in a dense ring of pigment. Here you can see they are in the cuticle layers and just inside the outer part of the cortex.

When the light hits the hair, all these dye molecules act as micro-mirrors, reflecting the light resulting in intense vibrancy and shine!





THE **COLOR TOUCH** SHADE PALETTE IS SPECIAL AS IT TARGETS THE HAIRDRESSER'S NEEDS. BEAUTIFUL BLONDES, FLAMING REDS AND LUXURIOUS BRUNETTES. I LOVE IT!



SARAHMASONCREATIVE

COLOR TOUCH

USAGE INSTRUCTIONS



What

Clients looking for intense vibrancy and shine. An ammonia free colour with low commitment

Clients who desire intensified & expressive shade direction

Clients looking for intense vibrancy and shine. Are not looking for a permanent colour

How to mix it



Application

Apply to pre-shampooed towel dried hair.
For more intensity, apply directly to dry hair.

Development



With Climazon



Without Climazon

Grey coverage

Up to 50%

Up to 70%

Lastingness

Lasts up to 24 shampoos

COLOR TOUCH

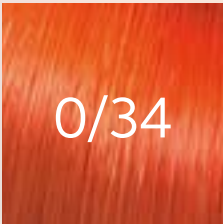
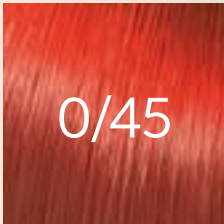
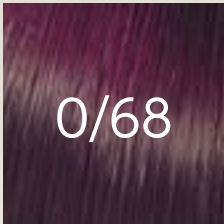
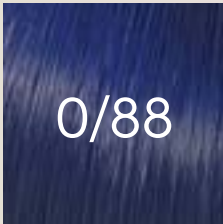
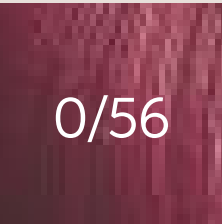
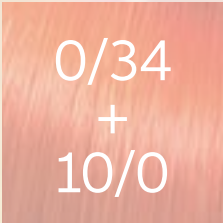
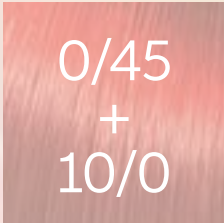
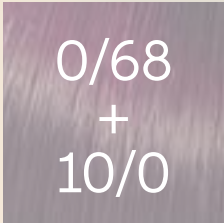
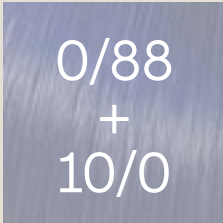


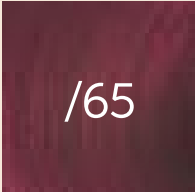

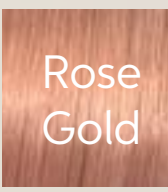
SPECIAL MIX

Special Mix can be used on its own or mixed with the Color Touch core range to create personalised results for every client

Pure: Over natural or pre-lightened hair

Pastel colour results: Dilute any Color Touch shade

Boost: Intensify the tonal characteristic of Color Touch shade

	Warm		Cool		
Pure					
Pastellisation					
Boost					
	10g	1g	5g	1g	

Mix



1.9 % or 4 %
Color Touch Emulsion.



COLOR TOUCH IS THE PERFECT
PRODUCT FOR CREATIVE FORMULAS
AND IS OUR MOST USED BRAND
ACROSS ALL OUR SALONS...



ROBERTEATON

WELLA PROFESSIONALS
TECHNICAL DIRECTOR

Introducing

COLOR TOUCH PLUS

The perfect choice for clients who are looking for more coverage, but are not ready to have permanent colour

- > Up to 70% grey coverage
- > Low commitment, intense vibrancy and shine
- > Fast service time & application in just 15 min with heat



All the benefits of Color Touch's **Light2Color Complex**, but with the addition of the Tri-Spectra Formula:

- 1 Adjusted concentration and combination of dyes
- 2 Alkaline formula combines ammonia and MEA
- 3 Must be mixed with 4% Color Touch Plus Emulsion

COLOR TOUCH

EMULSIONS



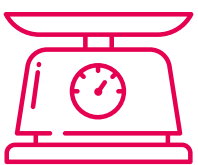
Our emulsions are specifically designed to work in synergy with our colours to provide accurate colour results, correct consistency and lastingness of the colour result. We cannot guarantee precision results if you combine Color Touch with any other developers.



Small & versatile line up

Color Touch's cream gel formula can be used for bowl & brush OR bottle applications. This ensures fast application and even results.

Expert tip!



Always weigh or measure your product, this ensures optimal results and can help to reduce stock consumption.



COLOR TOUCH

EMULSIONS

Choosing your emulsion

1.9%

- > Same depth or darkening
- > Transformative toning
- > After perm/straightening treatment
- > Soft grey blending
- > Suitable for most colour services

4%

- > For increased colour vibrancy
- > Toning coarse hair types
- > Intense grey blending
- > Low lift



4%

- > When working with Color Touch Plus shades
- > For upto 70% grey hair coverage

VIRGIN application

& FUTURE APPLICATIONS WITH COLOUR BALANCING



VIRGIN APPLICATION

On pre-shampooed or dry hair

Step 1: Apply chosen formula to the roots using a brush or applicator bottle

Step 2: Apply to lengths and ends using a brush or applicator bottle

Step 3: Begin development time

FUTURE APPLICATION WITH COLOUR BALANCING

On pre-shampooed or dry hair

Step 1: Apply chosen formula to the roots using a brush or applicator bottle

Step 2: Begin development time

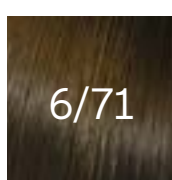
Step 3: Apply formula to lengths and ends in the last 10 minutes of development time



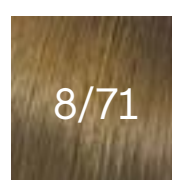
Tips when colour balancing:



> For porous lengths and ends, use Color Motion+ Pre-treatment before balancing technique



Roots



Ends

> For more natural looking results, use 1 or 2 shades lighter than your root formula



> Use a wide tooth comb for even colour distribution.

WELLA

numbering system

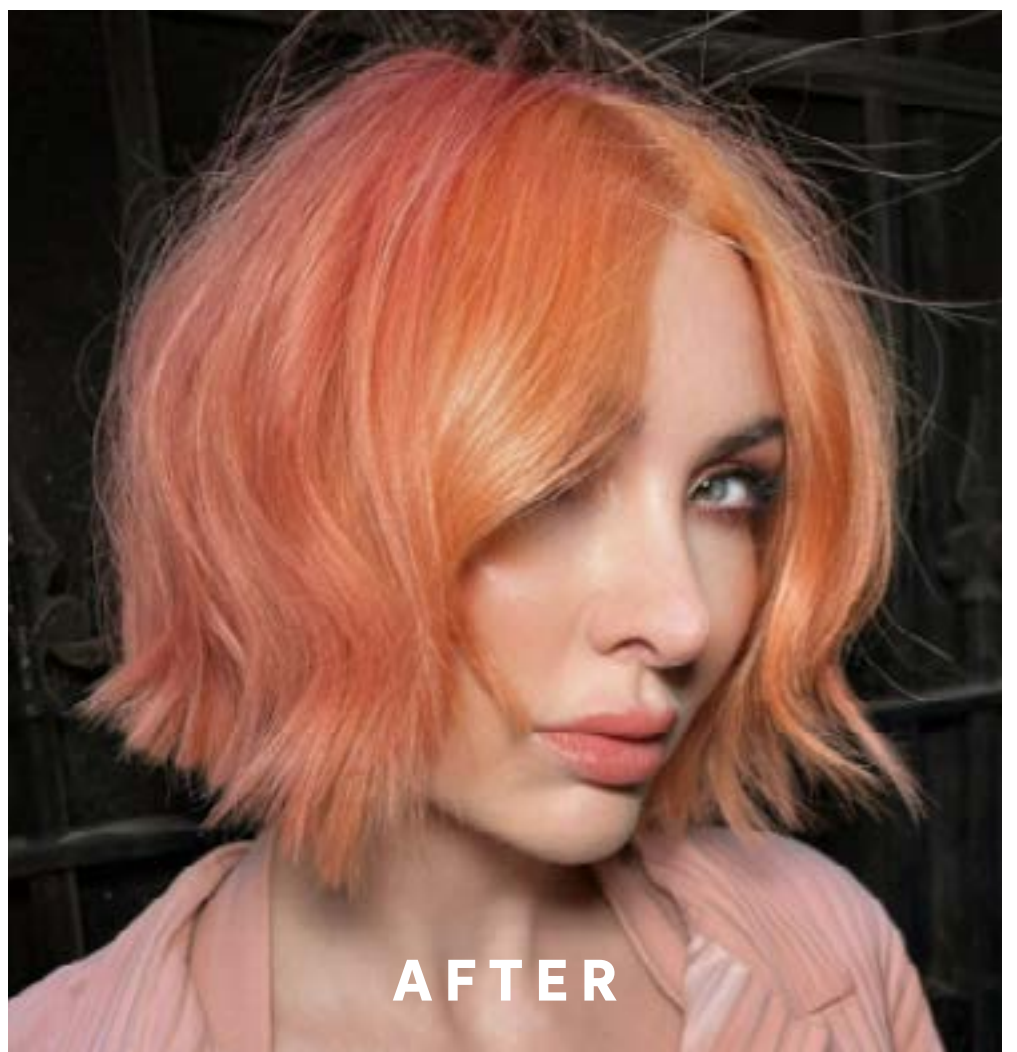
PROFESSIONALS

Shade numbering system

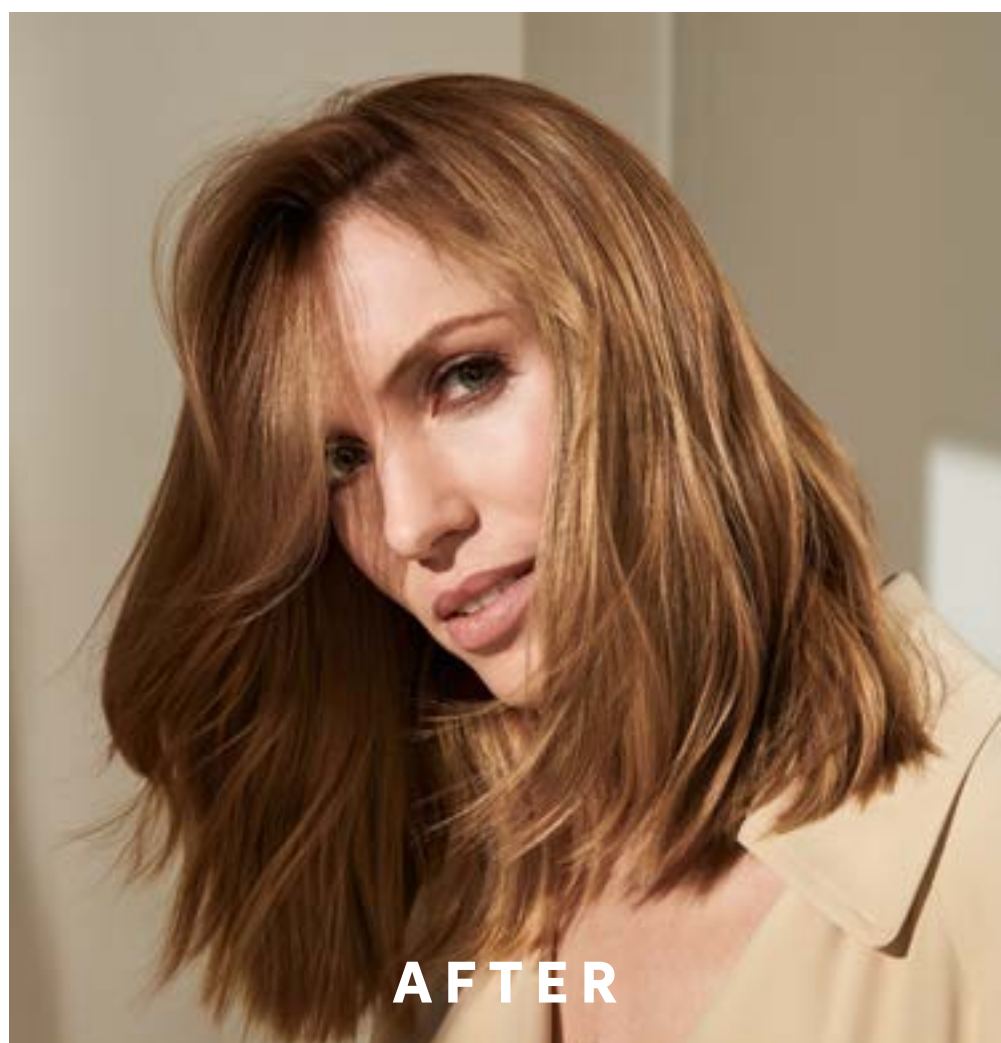


10/		Lightest Blonde		/0 Natural
09/		Very Light Blonde		/1 Ash (grey)
08/		Light Blonde		/2 Cool Ash (matt)
07/		Medium Blonde		/3 Gold (yellow)
06/		Dark Blonde		/4 Red (warm)
05/		Light Brown		/5 Mahogany (red/violet)
04/		Medium Brown		/6 Violet (cool)
03/		Dark Brown		/7 Brunette (warm)
02/		Black		/8 Pearl (blue)
				/9 Cendre (grey/violet)

TWO HERO SERVICES FROM
COLOR TOUCH

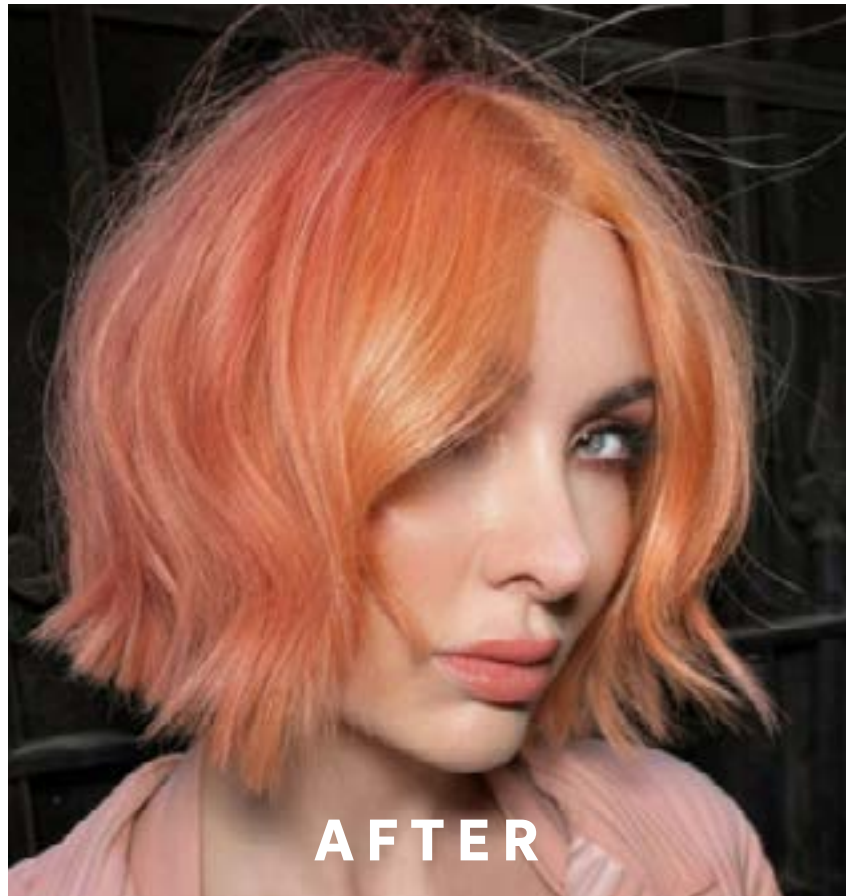


✓ Transformational toning



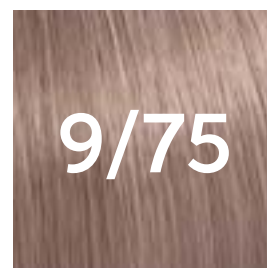
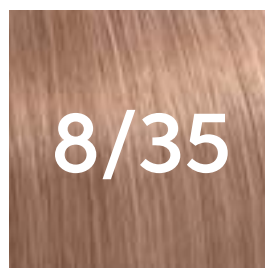
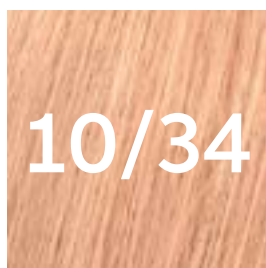
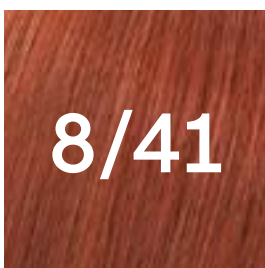
✓ Grey blending

TRANSFORMATIONAL *toning*



Clients that...

- Want a one-step technique to revive dull and lifeless hair.
- Want to Infuse pre-lightened hair with intense colour vibrancy & shine.
- Want to quickly neutralise unwanted tones in the hair



Colour formulas

LIGHTENING

Roots:

40g Blondor Soft Blonde Cream

60ml 6% Welloxon Perfect Developer

Ends:

30g Blondor Soft Blonde Cream

60ml 4% Welloxon Perfect Developer
+ Wellaplex

TRANSFORMATIONAL TONING

Front panel - Peach Bellini

10g 10/34

1g 5/5

1.9% Color Touch Emulsion

Back Panel - Strawberry Fizz

30g 10/34

5g 55/65

1.9% Color Touch Emulsion

Grey BLENDING



Revive the radiance and shine of your client's hair with a low commitment, Ammonia free, Grey blending service.



Soft Grey Blending

Subtly infuse grey hair with playful or natural tones. Use shades on a depth of 9/0 or 10/0 and mix with 1.9% Color Touch Emulsion. Use shades with minimal tonal intensity.



Intense Grey Blending

Up to 50% coverage on grey hair. Use shades close to the clients natural color and mix with 4% Color Touch Emulsion. Use shades with maximum tonal intensity.

Soft

Colour formulas

- A:** 60g 6/0 + 120g 4% Color Touch Emulsion
- B:** 20g 9/97 + 40g 1.9% Color Touch Emulsion





Sectioning

Back section; Start at the back where the hair is coarse. Apply **Formula A** root to tip.

1



2

Top section; Apply **Formula A** root to tip. Use light feathered strokes to avoid skin staining on the hairline.

15 min
+ heat

Side sections; Apply **Formula B** root to tip. Work towards the front hairline as the hair in this area tends to be finer.

3



STYLE

Protect hair colour from heat with **EIMI Thermal Image**. It adds shine and nourishes the hair for a flawless shiny result.



ELEMENTS

Our most gentle hair care line for healthy feeling hair and scalp.



GROW YOUR COLOUR BUSINESS WITH **COLOR TOUCH**

1 Premium Express Colour Service

For those clients concerned about damage, combine Color Touch with ColorMotion+ for vibrant shine, stronger hair & colour protection*

10+ minutes added to your colouring service.

Perfect for transformative toning on pre-lightened hair or grey blending on previously sensitised hair types.



*When using structure mask vs no treatment



2 Express Colour Services

For those clients concerned about time, apply Color Touch with an applicator bottle and develop under heat in only 15 minutes!

Add this fast service to a haircut service.

WHAT IS THE DIFFERENCE?

WELLA PROFESSIONAL

demi portfolio

Two power brands for all your demi-permanent services

COLOR TOUCH



Our most pigmented demi-permanent for intense vibrancy and shine

SHINEFINITY



Long-lasting colour glaze for a translucent shimmering character

BENEFITS

- Alkaline formula for intense vibrancy
- Ammonia free
- Low lift
- Up to 70% grey coverage
- Lasts up to 24 shampoos with soft regrowth

- Balanced pH technology
- ZERO Ammonia, ZERO Silicones, ZERO drying Alcohols
- ZERO lift, ZERO damage
- Ultra-natural blend for first signs of grey
- Up to 6 weeks colour glaze*

HOW TO USE

Mix with Color Touch Emulsion 1.9% or 4%



Mix with Shinefinity Activator, (Bowl and Brush or Bottle)



*provided hair is washed 3x/week



SMOOTH HAIR

full of vitality

with INVIGO Nutri-Enrich

Instant Nourishment

Nutri-Enrich-Blend™ nourishes and smoothens dry or distressed hair to its full vitality.

Oleic Acid and Panthenol provide moisturisation and nourishment for hair, while Vitamin E protects hair from further stress (Nutri-Enrich Complex). Goji Berry is known to be extremely rich in vitamins, minerals and peptides.

Colour & Care Partnership

Color Touch's unique technology of fortifying and nourishing hair during the colouring process fits hand in hand with INVIGO Nutri-Enrich technology.

Both ranges contain key ingredients to protect and transform hair.

Below are the key ingredients and benefits to both product lines.

Giving you a full understanding of the key benefits in salon and at home.



Fibre Protein

Essential in helping strengthen and nourish stressed and fragile strands. Hair feels and looks healthier after colour service.

Nourishing Waxes

Help smooth the hairs cuticle and lock in all the key conditioning ingredients.

Light reflective pigments

Give hair a radiant shine and increased light reflectivity.

Oleic Acid & Panthenol

Deep down hydration and nourishment. Helps restore hairs vitality and strength.

Goji Berry

Extremely rich in vitamins, minerals and peptides. Helping fortify hair and increase shine.

Vitamin E

Wraps itself around the hair helping protect hair from further damage.



Daily care essentials

Start a bespoke home care regime with Enrich daily Shampoo & Conditioner designed to protect, maintain and revitalise hair.



DEEP NOURISHING SHAMPOO WITH GOJI BERRY

Nourishes dry or stressed hair leaving it full of vitality. With Nutri-Enrich Complex.



DEEP NOURISHING CONDITIONER WITH GOJI BERRY

Instantly moisturises dry or stressed hair for nourished hair full of vitality. With Nutri-Enrich Complex.



WARMING EXPRESS MASK WITH ALMOND AND APRICOT EXTRACT

Self-Warming treatment that brings shine and softness to dry or stressed hair.



DEEP NOURISHING MASK WITH GOJI BERRY

Deeply replenishes and moisturises dry and stressed hair. With Nutri-Enrich Complex.

Blow dry saviours

Get super healthy, lightweight finishes on all hair types with one of our transformative blow dry saviours.



WONDER BALM WITH GOJI BERRY

Instant deep nourishment. For smoothness, manageability and movement. With Nutri-Enrich Complex.



FRIZZ CONTROL CREAM WITH GOJI BERRY

Instantly helps to prevent frizz by straightening unruly hair while nourishing it. Leaving hair soft, shiny and full of vitality. With Nutri-Enrich Complex.



Post colour express treatments

Achieve all the great benefits of Nutri-Enrich as part of your Post Colour Treatment service.

NUTRI-ENRICH BOOSTER

After any colour service why not add a boost of hydration and protection to the hair. Simply remove colour and cleanse with Enrich Shampoo, towel dry and apply 10-15 pumps of Nutri-Enrich Booster before applying INVIGO Post Colour Service Treatment or Blondor Seal and Care.



+



or



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 colour service.

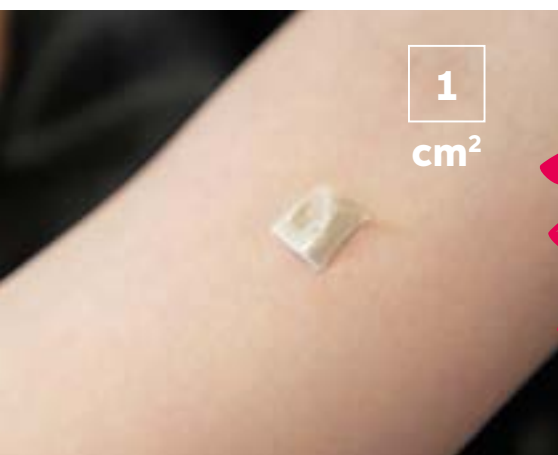


1

Mix 5g of the colour you decided on during consultation with 5g developer.

Apply the colour 1-2cm directly below the crook of the elbow.

2



3

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

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

4



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

ALLERGY ALERT TEST

Questionnaire

If the client answers 'NO' to all the questions, you can proceed with the colour service on this occasion without doing an Allergy Alert Test. Complete the client record card confirming all the colour service details.

1

Has your client ever had an allergic reaction to any hair colourant product?

2

Has your client ever had an allergic reaction to any type of skin tattoo, including henna or to permanent make-up?

3

Does your client have a sensitive, itchy or damaged scalp (e.g. suffer from eczema or psoriasis of the scalp)?

4

Is your client currently taking any medication to treat allergies?

stop!

**IF ANSWERED "YES"
TO ANY QUESTION**

Explain to your client that you cannot colour the hair unless they first change to seek medical advise.

5

Is this a new colour client for your salon or are you using a different brand/shade than normal?

6

Has it been more than 6 months since your client last had a colour in your salon?

7

Is it more than 12 months since your client's last allergy alert test?

8

Has your client had any type of skin tattoo, including henna or permanent make-up, since their last colour service?

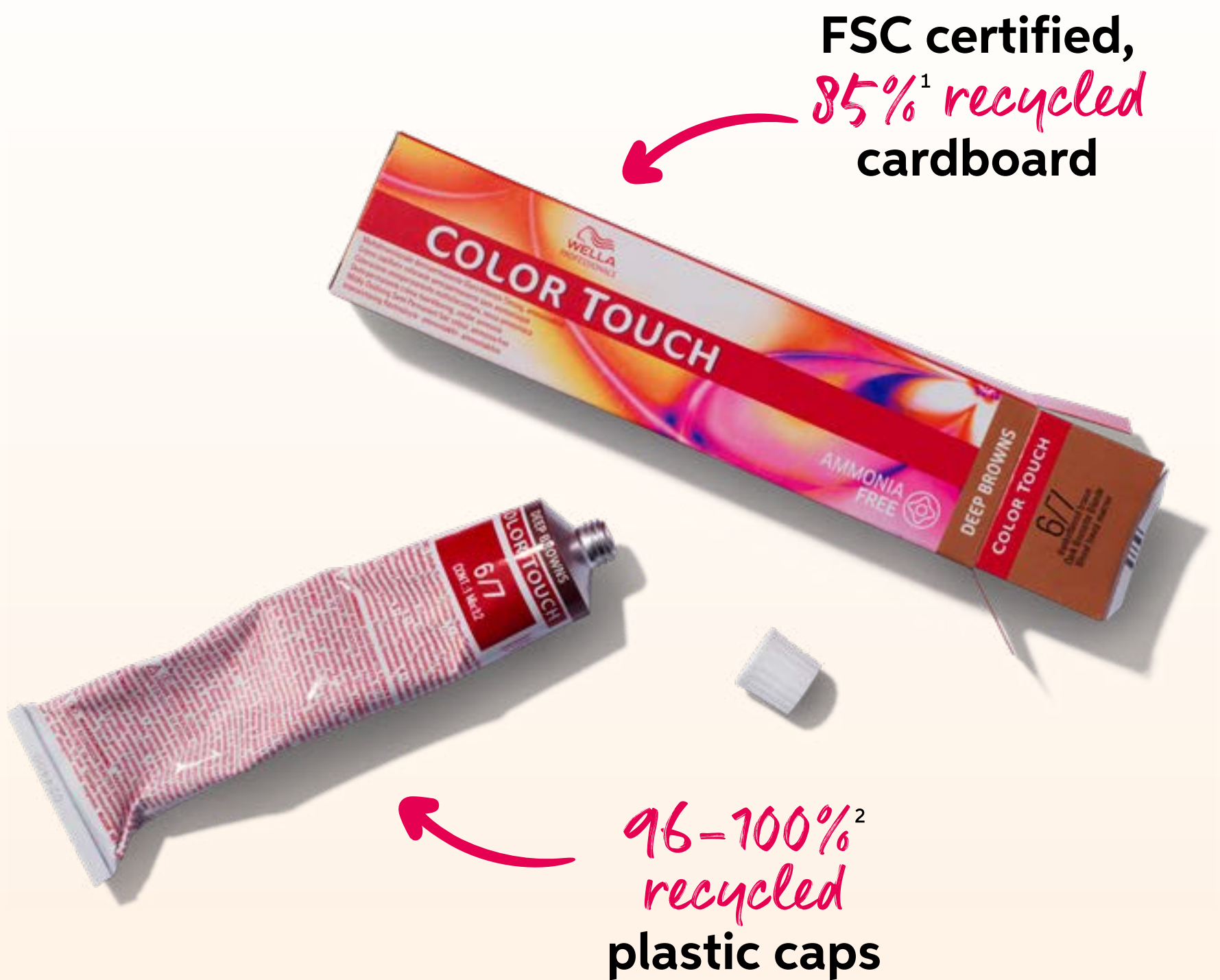
9

Has your client had an allergic reaction to any products since their last colour service?

warning!

**CARRY OUT AN ALLERGY ALERT TEST
IF ANSWERED "YES" TO ANY QUESTION**

ONE SMALL TUBE ONE BIG CHANGE



Using 85% recycled cardboard,
Wella Professionals⁴ *avoids using over*
950 tons of virgin cardboard per year⁵

¹70% Post-Consumer Recycled cardboard + 15% Post-Industry Recycled cardboard. ²96% Post-Consumer Recycled PP (polypropylene) + 4% color. ⁴Wella Professionals refers to the whole. Wella brand (incl. Koleston Perfect, Illumina, Color Touch and others) and all regions except ASIA. ⁵vs sourcing virgin cardboard.



ANY QUESTIONS

CUSTOMER SERVICE: +44 203 901 1163

ADVISORY HELPLINE: +44 845 704 5775

infowellauk@wella.com

WELLA WORLD STUDIO LONDON

One The Strand
(Northumberland Avenue entrance)
London,
WC2N 5EJ
T. +44 203 650 4700
wellastudiolondon@wella.com

WELLA STUDIO MANCHESTER

82 King Street
Manchester,
M2 4WQ
T. +44 161 834 2645
wellastudiomanchester@wella.com

WELLA STUDIO DUBLIN

The Chancery
3-10 Chancery Lane,
Dublin 8, Ireland
T. +353 1 416 0900
wellastudiodublin@wella.com

WELLA POP-UP STUDIO EDINBURGH

Hosted in Cheynes Academy,
3 Drumsheugh Place,
Edinburgh, EH3 7PT
T: +44 161 834 2645
wellastudiomanchester@wella.com

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#AskForWella

makechange