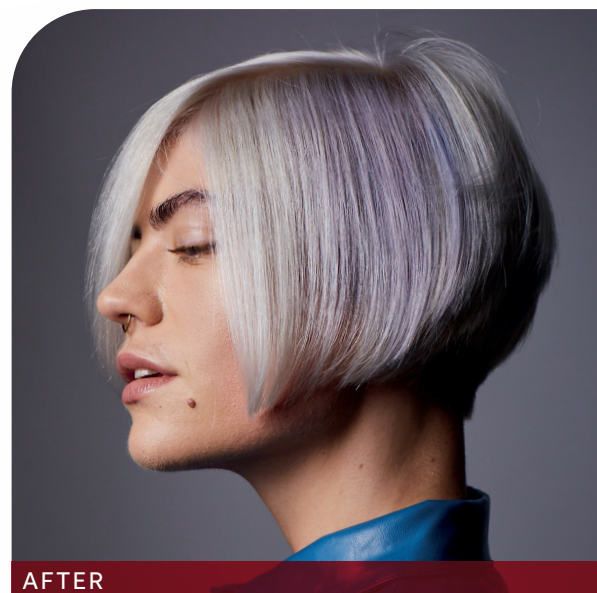




BLONDE TONING WITH COLOR TOUCH

BY ROBERT EATON, WELLA PROFFESIONALS TECHNICAL DIRECTOR



AFTER



TONING WATCH OUT



BEFORE

Porous Hair
Color Touch is perfect for porous hair as it is infused with Keratin.

“

If hair is porous Color Motion+ Pre-Color Treatment applied prior to toning will create an even hair surface for the toning application.

”



ROBERT EATON
Wella Professionals
Technical Director, UK & Ireland
2019 British Hairdresser of the Year

TONING FORMULA WITH COLOR TOUCH



FORMULA - A:
30g 9/16 + 60ml Color Touch Emulsion 1.9%

FORMULA - B:
20g 10/6 + 40ml Color Touch Emulsion 1.9%

FORMULA - C:
9g 9/16 + 1g 7/89 + 20ml Color Touch Emulsion 1.9%

FORMULA - D:
9g 10/6 + 1g 0/88 + 20ml Color Touch Emulsion 1.9%

STEP BY STEP

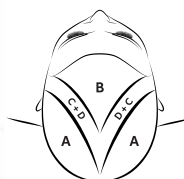
PREPARING YOUR BLONDE FOR TONING



After a BLONDOR service make sure to use BLONDOR Seal & Care to condition the hair and perfect your blonde base prior to toning.



STEP 1
Section the hair.



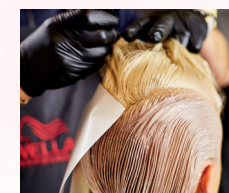
STEP 2
Mix your Color Touch formulas.



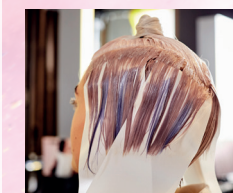
STEP 3
Start your application.



For sections C+D, blend your formulas together using the side of your **NEW** Wella Professionals brush, creating internal texture.



ROBERT'S TOP TIP
Use wraps to isolate your sections for a cleaner application.



STEP 4
Develop from 5 to 20 minutes.



STEP 5
Rinse the hair and apply INVIGO Post Color Treatment for 5 minutes. Style as desired.

AFTERCARE

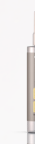


INVIGO BLONDE RECHARGE
Refreshes and maintains the multi-dimensional colour of your cool blonde tones, leaving hair intensively conditioned.

STYLING



EIMI NATURAL VOLUME
Creates touchable volume for a soft hold. Helps protect the hair against dehydration whilst blow drying.



EIMI OIL SPRITZ
Provides instant shine, anti-static effect and UV protection. Can be used wet or dry.

makechange

Share your looks for a chance to be featured and make sure you tag us using @WellahairUK #Wellacolour #makechange



DISCOVER YOUR PERFECT TONER WITH COLOR TOUCH



WHAT IS COLOR TOUCH?

- A fashion forward demi permanent hair colour.
- Low commitment colour, perfect for clients that like to experiment with different toning looks.
- Ammonia free and infused with Keratin. Great for hair that is lightened and porous.
- High shine for healthy looking colour.

SHADE FORMULATIONS INSPIRATION



ROBERT EATON'S TOP TIPS

TIP 1: PREPARE

Always prepare the hair prior to toning. Use BLONDOR Seal & Care after the removal of any BLONDOR product prior to the toning. This is specifically formulated for lightened hair neutralising the PH-value, conditions lightened hair neutralising and returning the PH- value giving blonde's more shine.

TIP 2: APPLICATION

Never start at the front hair line, hair is finer and more porous so will develop quickly. Apply this as the last section. Comb through toners as you apply using a wide tooth comb, this will ensure an even coverage of product.

TIP 3: DEVELOPMENT

Don't be scared of toning!
Don't remove too soon, allow the pigment to develop to enable maximum colour result and longevity.



HOW TO USE COLOR TOUCH

PRODUCTS	COLOR TOUCH	COLOR TOUCH RELIGHTS
PRODUCTS BENEFITS	Low commitment, multi faceted hair colour for clients that like to change up their tone regularly.	Perfect toning choice as Color Touch Relights contains no depth, so is ideal to keep your blondes bright and tonal.
MIXING RATIO	1:2 mixing ratio with Color Touch Emulsion 1.9%	1:2 mixing ratio with Color Touch Emulsion 1.9%
DEVELOPMENT TIME	5-20 mins	5-20 minutes for reds 5-10 minutes for blonde shades

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