



**COLOR
TOUCH
PRODUCTS
& SERVICES**

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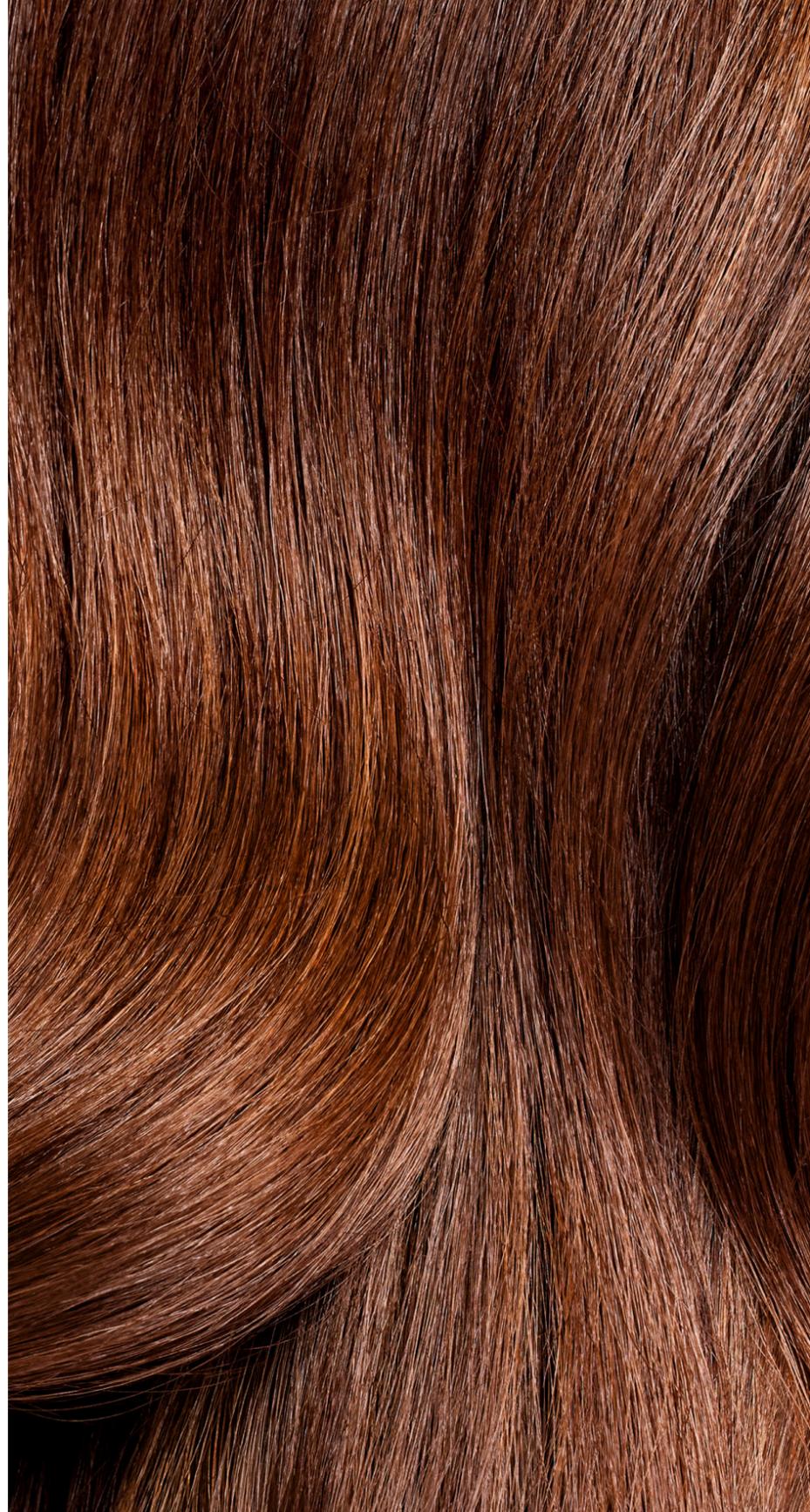


04 COLOR TOUCH TECHNOLOGY

01

**DISCOVER
COLOR TOUCH**

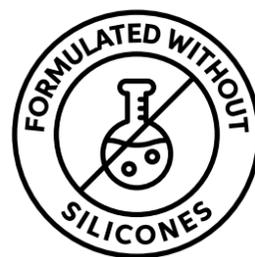




COLOR TOUCH UNCOMPROMISED VIBRANCY & SHINE

**TRUE-TO-TONE INTENSE VIBRANCY
NO MATTER THE HAIR CONDITION**

THANKS TO IT'S ICONIC AMMONIA-FREE
FORMULA*, NOW ALSO VEGAN WITH
BUILT-IN METAL PURIFIER



* Except Color Touch Plus which is low-ammonia.

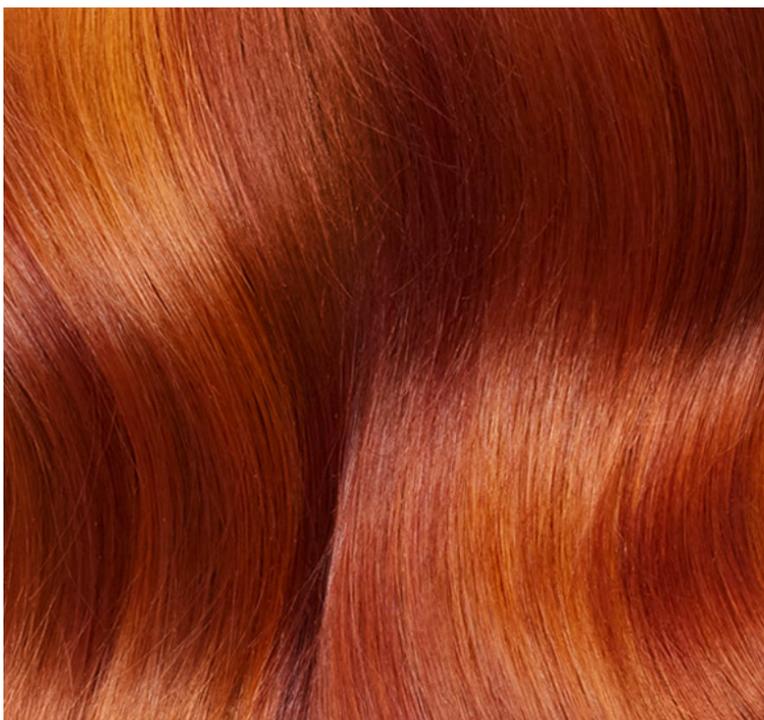
WELLA PROFESSIONALS' MOST VERSATILE DEMI PERMANENT HAIR COLOUR



The ideal choice for intense vibrancy in just 15 minutes¹ and shine no matter the hair condition. Gentle formula with up to 85% naturally derived ingredients² for up to 70%³ grey coverage with soft regrowth.



Now vegan with built-in Metal Purifier which encapsulates metals on hair, ensuring perfect colour formation. The result is true-to-tone vibrancy **no matter the hair condition.**



Empowering palette with +80 fully intermixable shades. Vibrant colour results beautifully fade over 28 washes.

1. With heat. 2. Includes water and ingredients made from natural ingredients. See <https://www.wella.com/professional/en-US/natural-formula>. 3. With Color Touch Plus.

02

**MEET THE
SHADE RANGE**



PURE NATURALS

These shades will give the most natural looking effects with Color Touch. Use on their own or to dilute the intensity of vibrant shades in the portfolio.



RICH NATURALS

Rich and creative. Here you will find combination tones. From cool shades with maximum neutralisation, to warm hues for boosting intense colour vibrancy.



VIBRANT REDS

A palette of shades from raspberry reds and auburn coppers to the deepest violet mulberry.



DEEP BROWNS

An ultra luxurious palette of warm and cool nuances. The shades are ideal for a supremely rich brunette colour finish.



COLOR TOUCH PLUS

A compact collection of intense shades, ideal for up to 70% grey coverage.



SPECIAL MIX

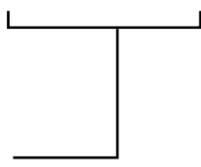
A collection of tone-only shades. Add these to your colour formula for more intensive results.



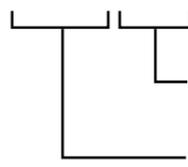
SHADE NUMBERING SYSTEM



Depth of colour



Minor tone of colour
Major tone of colour



10/

Lightest Blonde



9/

Very Light Blonde



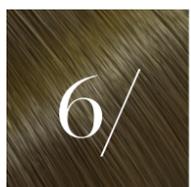
8/

Light Blonde



7/

Medium Blonde



6/

Dark Blonde



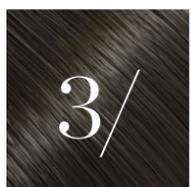
5/

Light Brown



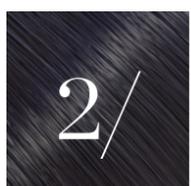
4/

Medium Brown



3/

Dark Brown



2/

Black



/0

Natural



/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 (Blue/Violet)

EXPOSED UNDERLYING PIGMENT

Depth	Underlying Tone	Neutralising Tone
10/ Lightest Blonde	Very Pale Yellow	Light Violet
9/ Very Light Blonde	Pale Yellow	Violet
8/ Light Blonde	Yellow	Violet
7/ Medium Blonde	Orange Yellow	Blue Violet
6/ Dark Blonde	Orange	Blue
5/ Light Brown	Reddish/Orange	Green Blue
4/ Medium Brown	Reddish/Brown	Green
3/ Dark Brown	Brown	Green
2/ Black	Black	Green

For best results when toning: Refer to underlying pigment and tone to level achieved – for example, lighten to a yellow, tone with level 8/.

03

MIXING & USAGE

WELLA PROFESSIONALS' most versatile demi permanent colour. Discover the services available from Color Touch.



WELLA
PROFESSIONALS

COLOR TOUCH

AMMONIA-FREE

DEMI-PERMANENT CREAM HAIR COLOR



SPECIAL MIX

COLOR TOUCH SERVICES



**TRANSFORMATIVE
FULL HEAD
APPLICATIONS**



**GREY
BENDING**



**COLOUR
BALANCING**



**TRANSFORMATIVE
AND BLONDE TONING**

TRANSFORMATIVE FULL HEAD APPLICATIONS



Infuse natural hair with intense colour vibrancy and glossy shine.

The ideal choice for vibrant colour transformations, or maximum neutralisation of unwanted tones, even on porous hair.



30g
Color Touch

60g
1.9% or 4 % Color Touch Emulsion

First time colour

Apply colour from roots to ends on pre-shampooed towel dried hair. For increased colour vibrancy apply directly to dry hair.

Regrowth application

Apply colour to root area first, then apply to lengths and ends in the last 5-10 minutes of development to refresh the colour.

Development time



With
Climazon



Without
Climazon

For instructions on how to complete an allergy alert test, visit <https://education.wella.com/course/view.php?id=23>



COLOR TOUCH PLUS

Loved by hairdressers for the intense richness and up to 70%* grey coverage with soft regrowth, which can be achieved in just 20 minutes. Low commitment – for clients who don't want permanent colour.

Easy application:

- 1 Mix your chosen shades with 4% Color Touch Emulsion
- 2 Apply on to dry hair for maximum intensity & coverage
- 3 Rinse, shampoo & condition



Concentrated combination of dyes deliver increased coverage. The alkaline formula contains both MEA and low-ammonia.

* With Color Touch Plus.

GREY BLENDING

From 50% to 70% grey coverage.

Blend away grey hair. From subtly disguised to intensely camouflaged. Color Touch is the ideal choice.



Up to 50% grey coverage with Color Touch Core.



Development time



With
Climazon



Without
Climazon



Soft grey blending

For subtle enhancement or a soft blend, combine lighter shades with 1.9% and apply to pre-shampooed, towel dried hair.



Intense grey blending

For maximum intensity and camouflage of grey hair, combine darker or more tonal shades with 4% and apply to dry hair. Use Color Touch Plus for up to 70%* grey coverage with soft regrowth.

* With Color Touch Plus.



TRANSFORMATIVE AND BLONDE TONING

BLONDE TONING

After pre-lightening, apply to the lightened areas which need the most neutralisation first.

TRANSFORMATIVE TONING

Infuse pre lightened hair with intense colour vibrancy and glossy shine.

1 30g Color Touch

:2 60g 1.9% Color Touch Emulsion

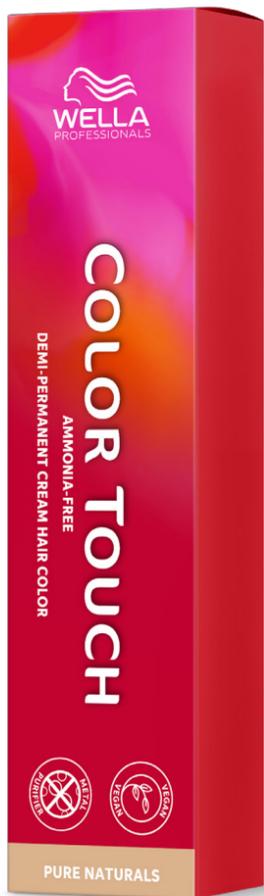
5-20 min

Visually develop until the desired result is achieved.

Intense colour vibrancy on pre-lightened hair.

- 1 Cream gel consistency is fast and easy to apply
- 2 Provides maximum neutralisation of unwanted tones
- 3 Intense colour vibrancy, even on porous hair thanks to Metal Purifier
- 4 Blonde toning is the ideal choice when working correctively to achieve a more even colour result
- 5 Lasts up to 28 washes, for clients who love their toner

KOLESTON PERFECT & COLOR TOUCH THE PERFECT MATCH



COLOR TOUCH UNCOMPROMISED VIBRANCY AND SHINE

Formulated with built-in Metal Purifier for true-to-tone intense vibrancy no matter the hair condition.

Gentle, demi permanent formula for vibrant colour results that beautifully fade away over 28 washes.

Empowering palette of +80 fully intermixable shades for up to 70%¹ grey coverage with soft regrowth.



KOLESTON PERFECT RICH AND HEALTHY LOOKING

Up to 100% grey coverage with healthy looking results.

Ultra Precision Technology, for true to tone precision over time and bond protection over time.²

100+ shades with distinct individual tonality.

KOLESTON PERFECT & COLOR TOUCH THE PERFECT MATCH

Using Koleston Perfect on the roots? Why not refresh the lengths and ends with Color Touch? Both colour brands have a similar SATURATION, INTENSITY, VIBRANCY and SHINE.



Expert Tips

To create sophisticated, dimensional colour results, keep the roots deeper than the ends.

Refresh the lengths and ends with a combination of different depths and tones.

Use shades with similar tonalities and seamlessly blend them together for an effortless Color Match.



01. _____

Roots

Koleston Perfect
8/71 + 6/71



02. _____

Lengths & Ends

Color Touch
8/71 + 6/71 + 8/73 + 9/73



Refresh with Color Touch

Apply roots first, for the last 20 minutes of development apply Color Touch to the lengths and ends. Develop together.



3 ways to elevate your artistry

SPECIAL MIX

A collection of pure tones you can add into your formulas to boost colour intensity OR mix them pure with Color Touch emulsion, for bold vivid colour effects.

Warm



0/34



0/45



0/56

Cool



0/68



0/88

1. Pure & Intense

Mix 1:2 with your chosen Color Touch Emulsion and apply to natural or pre-lightened hair for vibrant pops or colour.

2. Playful Pastels

Mix any Special Mix shade with 10/0 for playful pastel shades



0/68



30g 10/0
+ 15g
Special Mix



30g 10/0
+ 7g
Special Mix



30g 10/0
+ 1g
Special Mix

3. Boost the Tone

Add Special Mix into any shade for added intensity and expand your colour palette.



30g 10/34

+



5g 0/68

=



Rose Gold

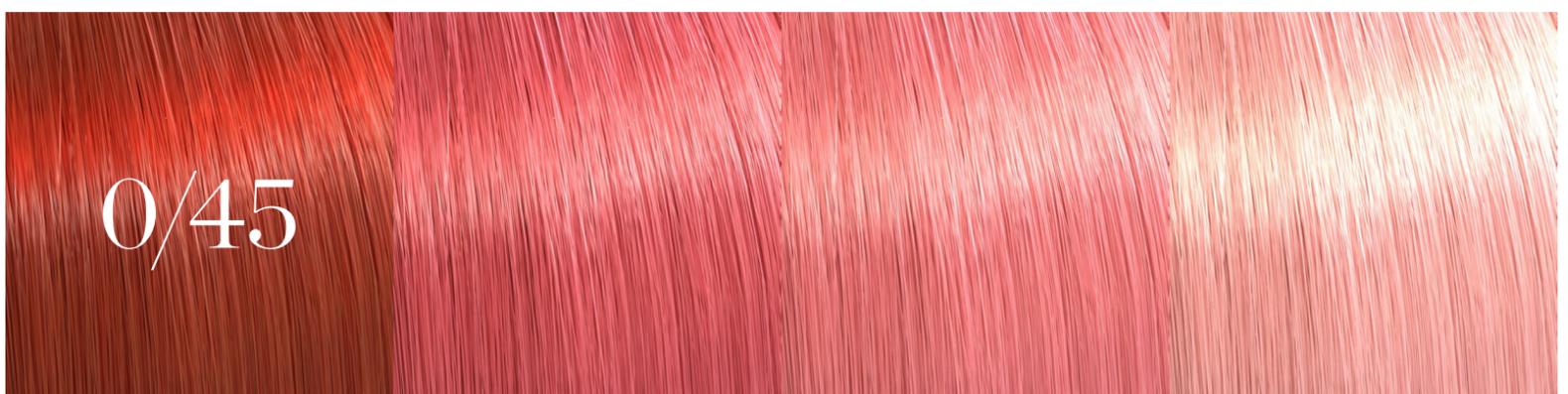
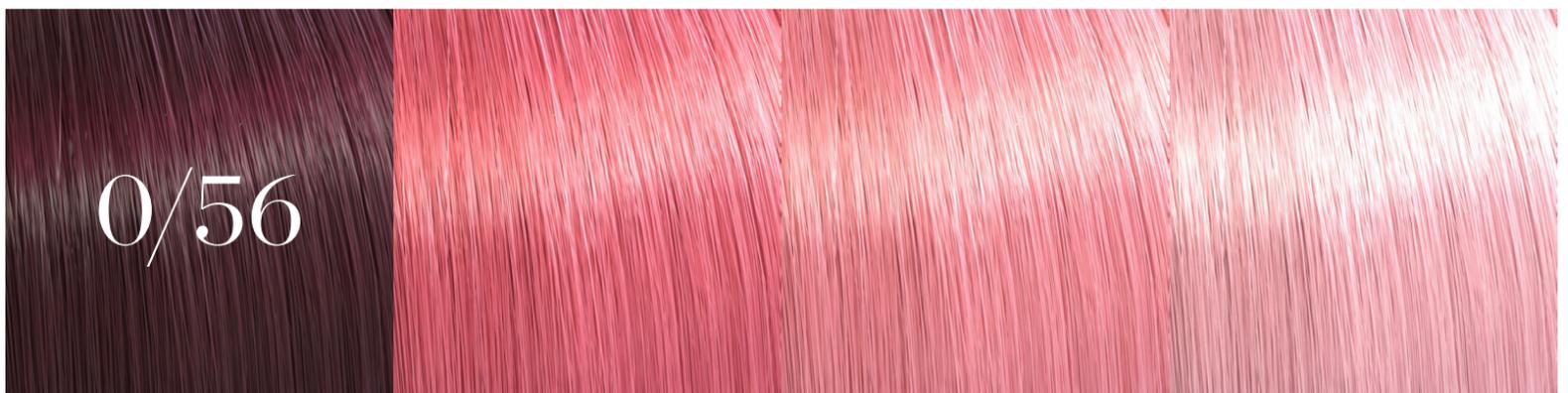
Expert Tips

New to Special Mix? Start off small.

Try 1 part Special Mix to 20 parts shade. (E.G: 1g + 20g + 42g emulsion)

SPECIAL MIX PLAYFUL PASTELS

Mix any Special Mix shade with 10/0 for playful pastel shades.



**Pure
Special Mix**

30g 10/0
+ 15g
Special Mix

30g 10/0
+ 7g
Special Mix

30g 10/0
+ 1g
Special Mix

COLOR TOUCH EMULSIONS

Color touch emulsions are specifically optimised to work in synergy with Color Touch to ensure:

- Easy & fast mixing
- Perfect product consistency for professional application
- Precise colour formation during development
- Predictable & reliable colour results



1.9%

- Same depth or darkening with a soft regrowth
- Toning blondes
- Soft grey blending



4%

- Increased colour vibrancy
- Colouring coarse hair types
- Intense grey blending
- Up to 70%* grey coverage with soft regrowth
- Low lift



Apply Color touch with a brush when working in precise sections.



Bottle applications are ideal for fast application.

* With ColorTouch Plus.

04

COLOR TOUCH TECHNOLOGY



WELLA
PROFESSIONALS

COLOR TOUCH
DEMI-PERMANENT CREAM HAIR COLOR
AMMONIA-FREE



DEEP BROWNS



ICONIC AMMONIA-FREE¹ FORMULA

NOW ALSO VEGAN WITH BUILT-IN METAL PURIFIER

NOW WITH BUILT-IN METAL PURIFIER

True-to-tone vibrancy for everyone, no matter hair condition.

On **healthy hair**, results are the **same** as with the previous formula.

On **damaged hair**, **more true-to-tone** results thanks to built-in metal purifier.

Optimised consistency for a more precise application.

NOW ALSO VEGAN

Gentle formula with up to 85% **naturally derived ingredients**.²

Ammonia-free¹, silicones-free and **mineral oil-free**. **Vegan emulsion** for a full vegan service.



1. Except Color Touch Plus which is low-ammonia.
 2. Includes water and ingredients made from natural ingredients.
 See <https://www.wella.com/professional/en-US/natural-formula>.