



GOLDWELL.

ALL ABOUT COLOR

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CHAPTER 1

WHO IS GOLDWELL

WHO IS GOLDWELL

1948



FOUNDED BY HANS ERICH DOTTER

Focusing on hairdressers as business partners, Dotter launched the first Goldwell product: Goldwell Ideal, the innovative cold perm, which was to be followed by a never-ending flow of innovations.



1956



SPRÜHGOLD HAIRSPRAY



1970



OXYCUR PLATIN BLEACHING POWDER



1971



TOP MODEL TOPCHIC PERMANENT HAIR COLOR



1976



AIR FOAMED PERM



1978

**TOPCHIC**PERMANENT HAIR COLOR
DEPOT SYSTEM

1986

**COLORANCE**DEMI-PERMANENT
HAIR COLOR

2001

**ELUMEN**NON-OXIDATIVE
HAIR COLOR

2008

**DUALSENSES**INSTANT SOLUTIONS
HAIR CARE

2009

**SILKLIFT**HIGH PERFORMANCE
LIGHTENER

2010



STYLESIGN
FROM STYLISTS
FOR STYLISTS



2012



NECTAYA
AMMONIA-FREE
PERMANENT
HAIR COLOR



2013



KERASILK
KERATIN
TREATMENT



2015



SILKLIFT CONTROL
LIFT AND TONE
CONTROL



2016



KERASILK
LUXURY
HAIR CARE



2018



COLOR SYSTEM
WITH @PURE PIGMENTS
ELUMENATED COLOR
ADDITIVES



2020



ELUMEN
LONG-LASTING OR
SEMI-PERMANENT
HAIR COLOR



2021



LIGHTDIMENSIONS
ANY SHADE, ANY TECHNIQUE,
ANY LEVEL OF LIFT



2022



COLORANCE
COLOR FOR EVERYONE



2022

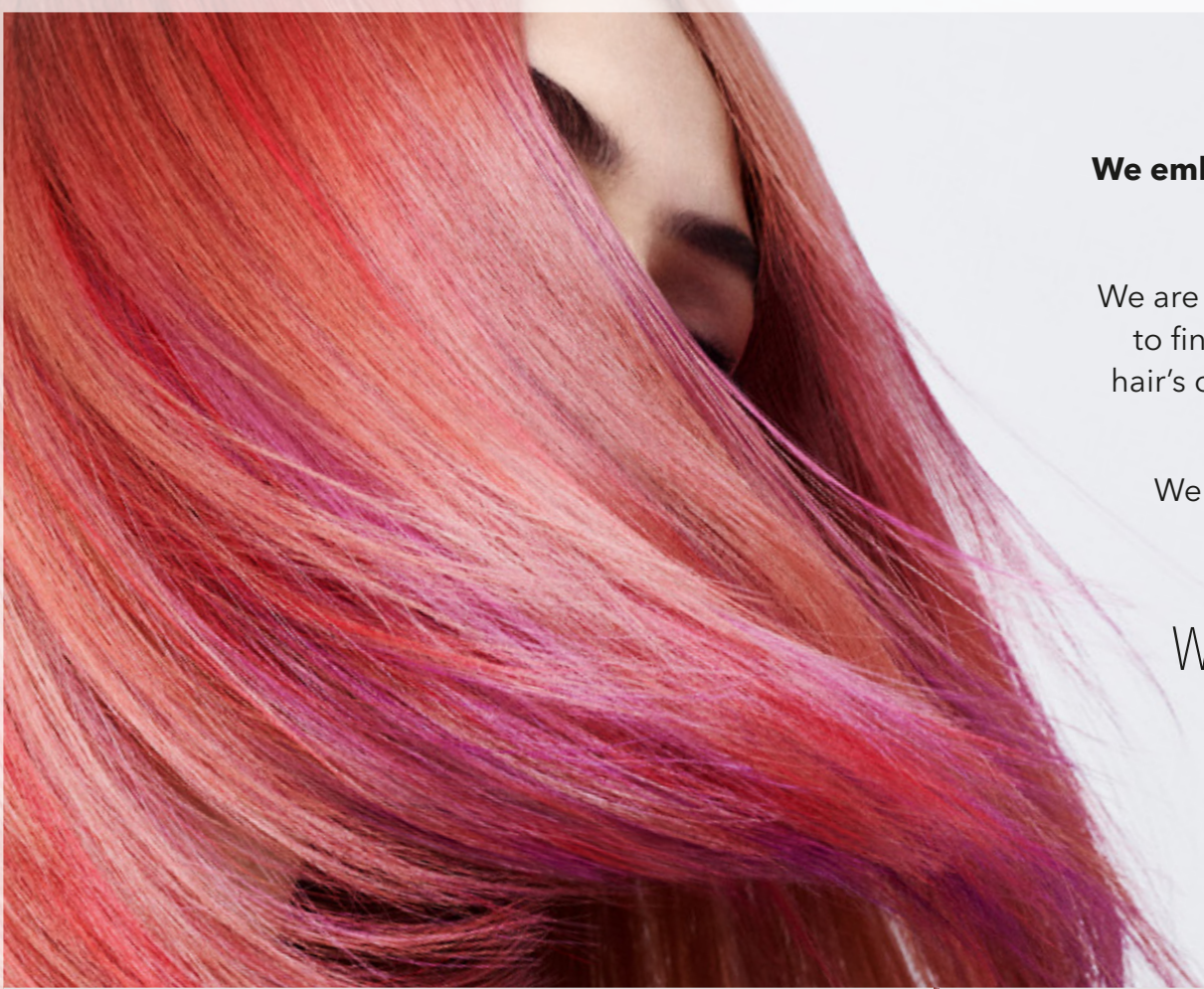


COLOR SYSTEM
NEW DEVELOPER LOTIONS
FOR TOPCHIC, COLORANCE
AND OXYCUR PLATIN



CHAPTER 2

BRAND STATEMENT



**We embrace your passion for beautiful hair.
It's what drives us forward.**

We are constantly researching and innovating
to find new ways in which we can perfect
hair's color, condition and texture - because
you and your clients expect it.

We do more than just understand you.
We think like you.

WE ARE DEDICATED TO
HAIR PERFECTION



GOLDWELL HAIR COLOR

THE MOST INTELLIGENT AND COLOR CARING SYSTEM FOR CREATING AND MAINTAINING VIBRANT HEALTHY HAIR

- » Every day, we look at the salon experience through the eyes of a stylist - developing tools, color technology and innovations that fuel the creativity, streamline the work, and keep the clients looking and feeling fantastic.
- » Our full portfolio of color products is designed for ultimate customization to create perfect results for each and every client - from behind the chair to at-home care.



PREDICTABLE RESULTS

- » All shades for Goldwell color products are aligned, based on a color master palette.
- » Convert clients from Demi-Permanent Hair Color to Permanent Hair Color with the perfect color match.
- » Color balance Topchic/Nectaya Permanent Hair Color with Colorance Demi-Permanent Hair Color to reduce stress and damage to hair.

RELIABLE HAIR COLOR

- » All Goldwell color products help to keep the hair as healthy as possible to ensure vibrant and shiny color results over time.



GOLDWELL SERVICE CYCLE

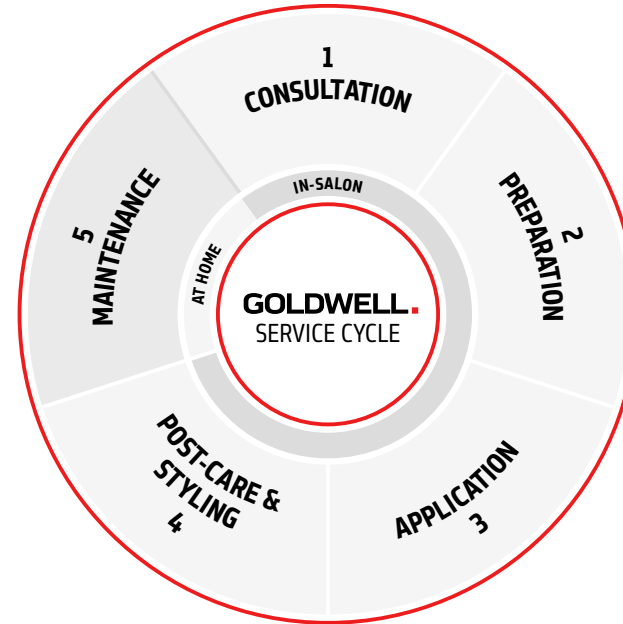
Perform every service according to the single steps of the service cycle to impress the clients with true color expertise.

IN-SALON

1. Consultation
2. Preparation
3. Application
4. Post-Care & Styling

AT HOME

5. Maintenance

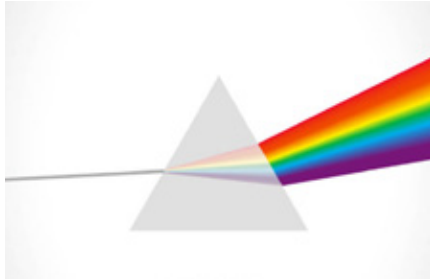


CHAPTER 3

THE LAW OF COLOR

THE ART OF HAIR COLORING

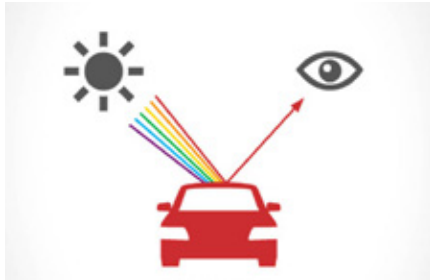
THE FIRST STEP IS TO UNDERSTAND THE BASIC LAW OF COLOR



LIGHT REFRACTION

Optically, color is a reflection of light. When a beam of white light strikes a prism, it is separated into six different colors that can be seen with the naked eye.

The prism separates the lights into its different wave lengths which are perceived as different colors by the human eye. A prism distributes white light into the colors of red, orange, yellow, green, blue and violet.



LIGHT REFLECTION

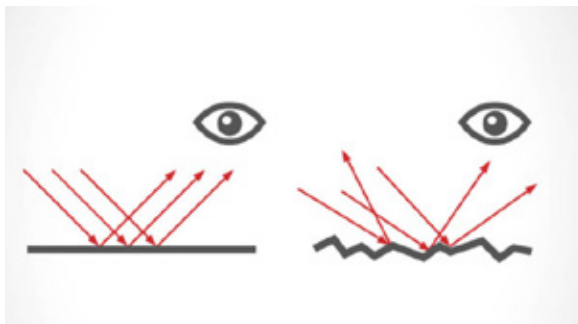
When light hits a surface, it is either reflected or absorbed, depending on the color. White surfaces reflect the entire spectrum of colored light while black surfaces reflect nothing, and instead absorb light.

Light is partially reflected and wave lengths are partially absorbed when they fall on a colored object. This unabsorbed or reflected light is perceived by the eye and brain as the color of the object.

SHINE



- » Shine is the brightness or brilliance, reflected off of a surface.
- » The smoother and more even the surface, the more intense the shine.
Example: An old car with faded paint is dull while a car with new paint shines.



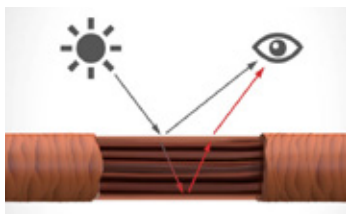
- » A smooth surface can also reflect light directionally whereas a rough surface scatters in different directions.

PERCEPTION OF HAIR COLOR

- » The appearance of the hair's color depends on primary and secondary color reflection.
- » The surface texture and the inner structure influence the shine and vibrancy of the hair color.

PERFECTLY REFLECTED LIGHT

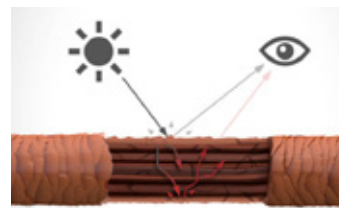
- » Light is reflected from the cuticle and from inside the hair.
The inside reflection creates color depth.



- » For hair to have a natural shine, the light needs to be reflected on an even and thus healthy surface where the cuticle lays flat.

LIGHT SCATTERING

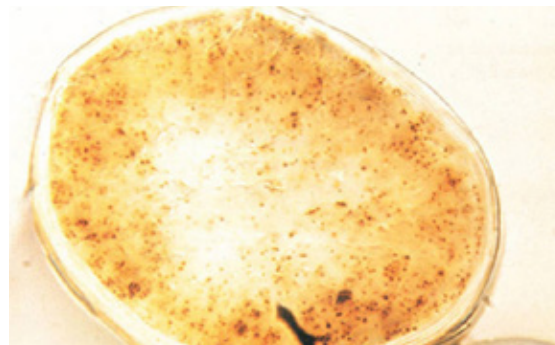
- » Light can also interfuse the hair, meaning light rays are reflected from inside.



- » This is known as secondary reflection. If the light rays inside the hair are refracted or diffused by an uneven inner structure, the hair will be less shiny and the color will be less clear.

NATURAL HAIR COLOR

- » Natural hair color is based on pigments in the cortex.
- » A pigment is a substance used to create color.
- » In plants, it can be a substance like chlorophyll.
- » In hair, it is a substance like melanin.



MELANIN

EUMELANIN

Big defined granules with a black-brown scattering.

PHEOMELANIN

Small granules with reddish scattering.

Varying concentrations of Eumelanin and Pheomelanin create different natural levels and shade directions.

DYES AND PIGMENTS

Dyes and pigments are substances that give color to a material. The major difference between dyes and pigments is in the solubility, which is the tendency to dissolve in a liquid.

DYES

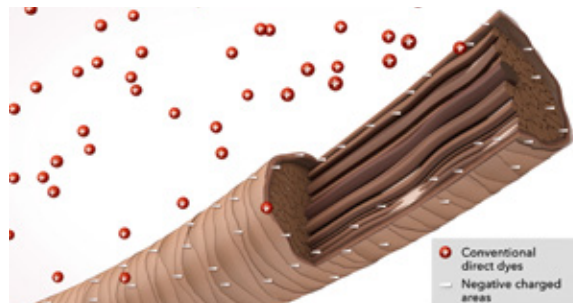
- » Dyes are usually soluble – or can be made to be soluble – in water or other solvents and therefore in water containing formulations such as color gels or creams.
- » Dyes are used for coloring textiles, hair, paper, and other substances.

PIGMENTS

- » Pigments are generally not soluble in water, oil or other common solvents. To be applied to a material, they are first ground into a fine powder and thoroughly mixed with a liquid called the dispersing agent or vehicle.
- » Pigments are used for coloring paints, inks, color cosmetics and plastics.

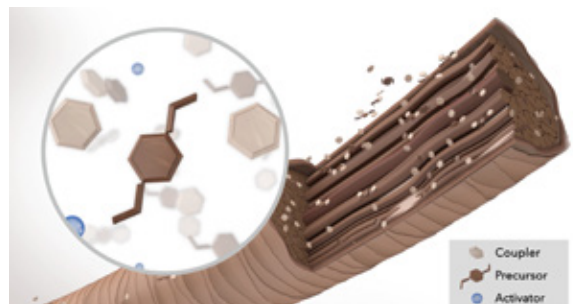
TYPES OF DYES

There are basically two different types of dyes in hair color technology: Direct and oxidative dyes. Many coloring products contain a combination of both.



CONVENTIONAL DIRECT DYES

Pre-colored molecules that are generally absorbed or anchored in the hair closer to the hair surface. The thickness of this ring-dyeing depends on the direct dye system.



OXIDATIVE DYES

Colorless molecules known as couplers and pre-cursors which need the help of an oxidizing agent to react and form the colored molecules. Oxidative dyes penetrate deeply into the hair.

Oxidative coupling is generally accomplished in three steps:

1. Oxidation of the precursor
2. Coupling between oxidized precursor and coupler
3. Oxidation of the coupler to give the final color result

TYPES OF HAIR COLOR

SEMI-PERMANENT

- » Generally absorbed on or near the surface of the hair.

DEMI-PERMANENT

- » Direct and oxidative dyes penetrate the cuticle and surface of the cortex.

PERMANENT

- » Permanent hair colors offer the possibility to change the natural hair color. The dyes penetrate deeply into the hair.
- » Oxidative hair colors use alkalizing agents like ammonia or monoethanolamin to activate the H_2O_2 which is responsible for achieving lift and color development.
- » In order to preserve the hair structure in the best possible way during the coloring process, the amount of alkalizing agents per shade is kept as low as possible.

HAIR LIGHTENING PROCESS

- » Lightening products reduce the natural pigments.
- » The black-brown pigments (melanin) are larger in size but easier to remove from the hair structure.
- » Pheomelanin pigments are much smaller in size and a lot more resistant and therefore difficult to remove. It often takes more time to get through this “yellow stage”.
- » The darker the natural color, the more intense the color pigment and the lightening process can be difficult.

UNIVERSAL LAW OF COLOR

PRIMARY COLORS:

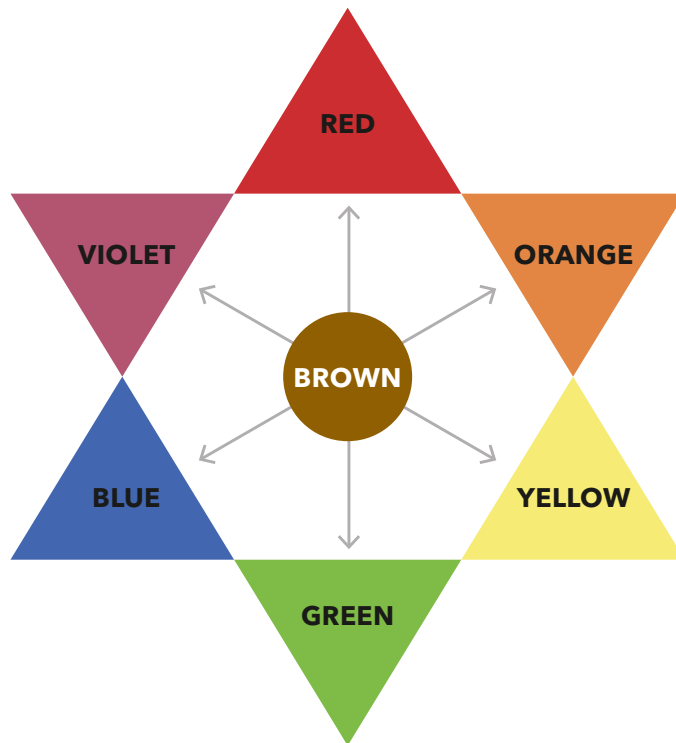
- » Yellow, red and blue.
- » Mixing any two of the primary colors creates a secondary color.

SECONDARY COLORS:

- » Orange, green, violet.

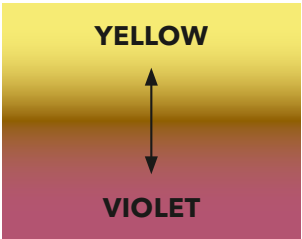
COMPLEMENTARY COLORS:

- » Blue is opposite orange.
- » Yellow is opposite violet.
- » Blue-violet is opposite yellow-orange.
- » Red is opposite green.

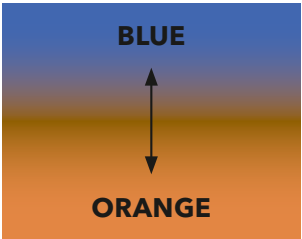


Complementary colors are counteracting colors to control or correct any color.

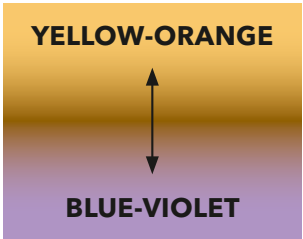
- » To control yellow add violet.
- » To control blue add orange.
- » To control yellow-orange add blue-violet.



VIOLET + YELLOW = BROWN



ORANGE + BLUE = BROWN



BLUE-VIOLET + YELLOW-ORANGE (GOLD)
= BROWN

GOLDWELL COLOR CIRCLE

STRUCTURE OF THE GOLDWELL COLOR CIRCLE

- » **Inner circle:** all shades with brown components.
- » **Outside circle:** all shades are more fashion shades.

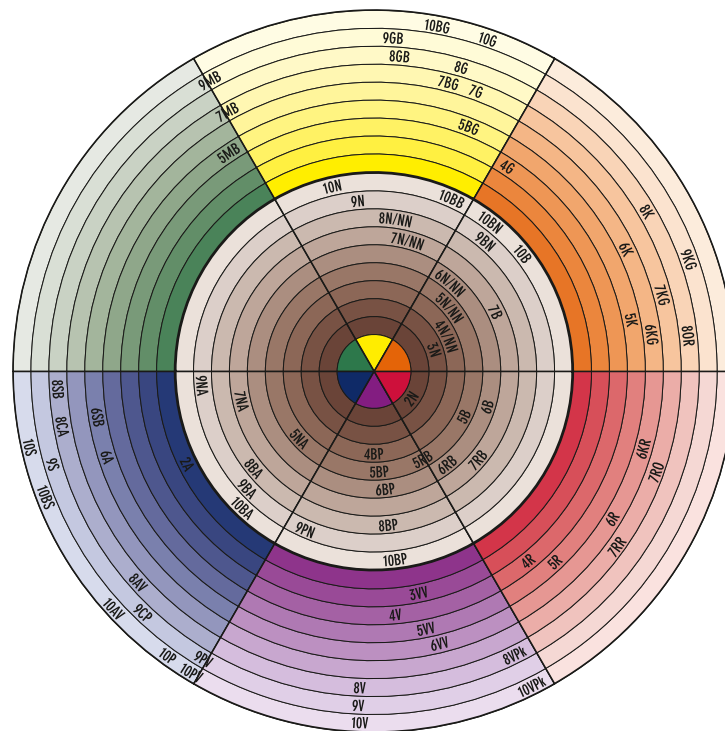
POSITIONING OF THE SHADES

- » Shows the approximate color direction.

NAMING OF THE SHADES

In order to match the clients' language for hair colors, the names of the hair colors are partly different to the normal color wheel:

- » Yellow is gold.
- » Blue is ash and green is matte.
- » Orange-brown is copper.



Color Circle Colorance

CHAPTER 4

GOLDWELL COLOR SYSTEM

GOLDWELL COLOR SYSTEM

Goldwell provides innovative and high-performing color brands that complement each other for perfect customization and unlimited possibilities.



GOLDWELL ELUMINATION

A UNIVERSE OF INCREDIBLE COLOR AND BRILLIANT SHINE

Elumination is the outstanding art of adding extraordinary color brilliance and shine to every Goldwell hair color. It is not only one special product, it is a multi-layer color effect with brilliant shine – only available in Goldwell salons.



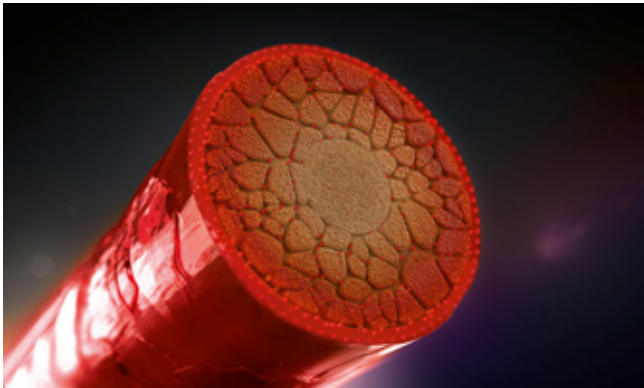
Any Goldwell color service can be upgraded to a unique Eluminated Hair Color service by:

- » using Elumen.
- » using Topchic or Colorance @Elumened shades.
- » adding @Pure Pigments to Topchic, Colorance or Nectaya.

ELUMEN

Purest Elumination

- » Oxidant-free color for intense and brilliant results with exceptional shine.
- » Remarkable and incredible durability.
- » Amazing, healthy-looking hair.



1 Elumen dyes

TOPCHIC AND COLORANCE @ELUMENATED SHADES

Most convenient Elumination

- » Ready-to-use formula.
- » Oxidative hair color with an outer layer of Elumen reflections.
- » Broad assortment from grey coverage to fashion for all client wishes.

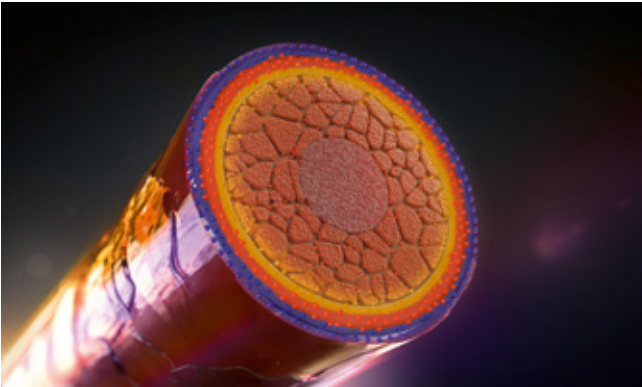


- Elumen dyes
- Oxidative dyes

@PURE PIGMENTS

Most customizable Elumination

- » High-definition direct dye additives that elevate oxidative hair color with unprecedented vibrancy and brilliance.
- » Multi-dimensional shine.
- » Outstanding color intensity.



●●● HD³ Dye Technology
● Oxidative dyes

GOLDWELL LEVEL SYSTEM SHADES AND TONES

COLOR INDICATOR - NUMBER AND LETTER CODING

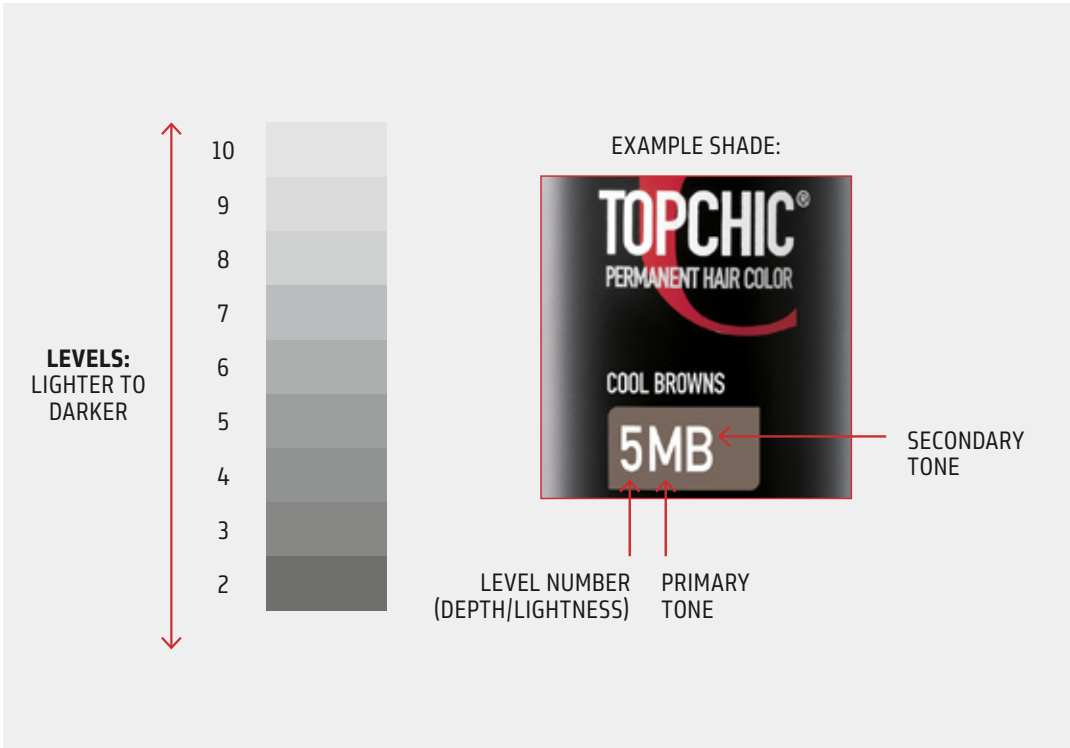
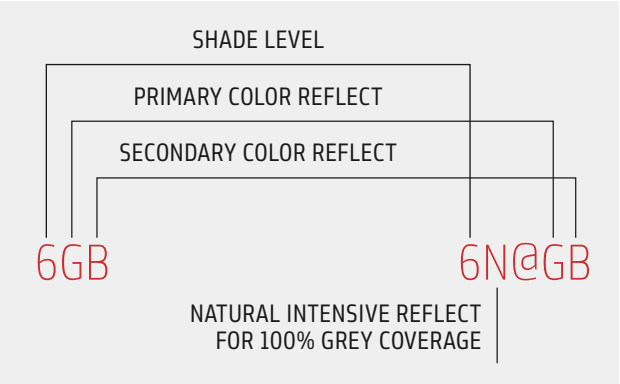
Each shade in the Goldwell Color System is described by a combination of numbers and letters.

- » The numbers indicate the level or depth.
- » The letters indicate the color character of the shade(s).

NUMBERING AND LETTERING SYSTEM

Shade level	Naming	Letters	Color characters
10	Extra Light Blonde	N	Natural
9	Very Light Blonde	A	Ash
8	Light Blonde	G	Gold
7	Medium Blonde	P	Pearl
6	Dark Blonde	K	Copper
5	Light Brown	B	Brown (level 6 and below)
4	Medium Brown	B	Beige (level 7 and above)
3	Dark Brown	V	Violet
2	Black	R	Red
		O	Orange
		S	Silver
		M	Matt
		C	Cool

- » In the case of a combination of letters, the first letter usually indicates the predominating shade and the second letter the complementing direction.
- » The Goldwell number and letter coding is a clear system that allows a fast and correct identification of the existing situation and the desired shade(s).



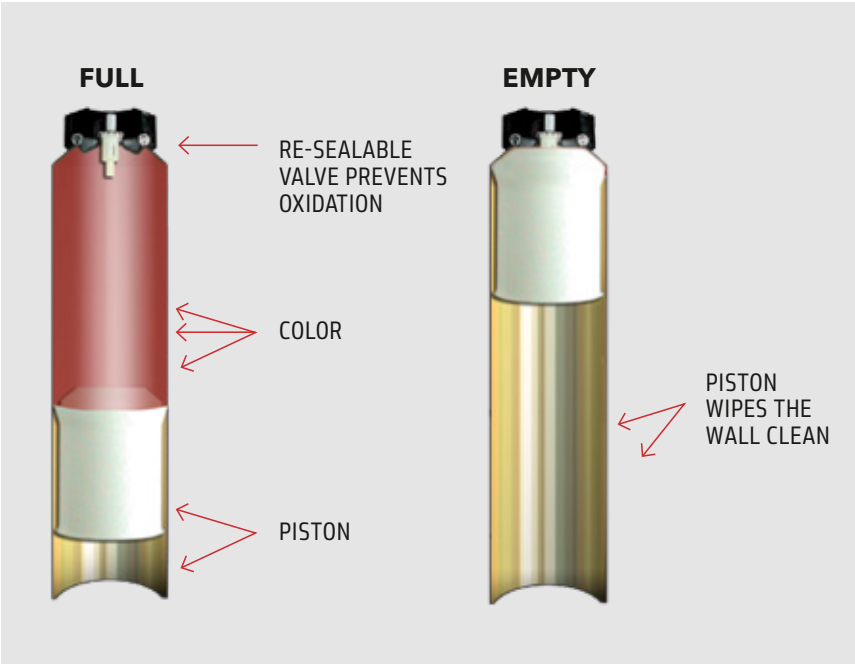
GOLDWELL DEPOT SYSTEM

SIMPLE AND PRECISE

- » The Goldwell Color Depot System consists of innovative color cans and a set of interconnecting professional color tools.
- » Easy to dispense from the first to the last application.
- » Precise to measure because the depot system tools are clearly marked in milliliters and the cans have a controlled, measured flow.
- » Easy to store and with a long shelf life without oxidation due to the airtight can.
- » Recyclable and environmentally friendly due to a natural propellant.



DISPENSING MECHANISM



COLOR CAN SYSTEM



COLOR RACK



How does the depot system work?


- » The combination of a pump on the lotion bottle and the valve on the mixing or measuring tool allow clean and precise measuring.
- » This system guarantees that air cannot mix with the color and therefore prevents unwanted oxidation.

COLOR DISPENSING NOZZLE

- » Efficient color dispensing that allows easy extraction of color in small amounts (0.1 g).
- » Quick and easy handling and cleaning.
- » Customized to perfectly fit the complete Goldwell color can assortment.
- » Minimal to no leftover color in the nozzle.
- » Ergonomic shape with optimal finger dent for tight grip.


NOZZLE USAGE

1




SYSTEM
DEVELOPER
LOTION

2



PLACE NOZZLE
ON CAN

3



DISPENSE
COLOR

MIX WELL



NOZZLE CLEANING



ADD WATER
TO APPLICATOR
BOTTLE



PRESS WATER
THROUGH
NOZZLE



CHAPTER 5

GOLDWELL COLOR PORTFOLIO

GOLDWELL COLOR PORTFOLIO

Discover unlimited possibilities with the Goldwell color portfolio and products that balance and complement each other.

TOPCHIC



NECTAYA



COLORANCE



SYSTEM



LIGHTDIMENSIONS
SILKLIFT



LIGHTDIMENSIONS
BRIGHTENER



LIGHTDIMENSIONS
OXYCUR PLATIN



LIGHTDIMENSIONS
SOFT COLOR



ELUMEN



MEN RESHADE



TOPCHIC

PERMANENT HAIR COLOR

Intelligent color for distinctive beauty.

Guarantees intense colors full of brilliance
in all dimensions.

Perfectly tailored to individual needs:

- » 100% grey/white coverage.
- » Ultimate durability.
- » Excellent evenness.
- » Optimum gentleness.
- » Unique application.
- » Available in cans and tubes.



NECTAYA

PERMANENT HAIR COLOR AMMONIA-FREE

Nectaya enriches hair with nurturing care, creating the best basis for beautiful color results without compromising on performance.

- » Nurturing hair color - without ammonia or ammonia odor.
- » For a notably healthier hair feeling.
- » Rich saturated color.
- » Optimum gentleness.
- » Guaranteed gray/white coverage - up to 100%.



COLORANCE

DEMI-PERMANENT HAIR COLOR

Color for everyone.

Every stylist. Every client. Every service.

COLORANCE

- » For unlimited service options.
- » Up to 50% grey blending.

COLORANCE GLOSS TONES

- » Specialist for quick color services.
- » Luminous blonde results that last 41% longer.*

COLORANCE COVER PLUS

- » Specialist product that naturally blends grey hair up to 75%
- » Restore a natural look in over-highlighted hair by creating darker reflections.

* Compared to one of the leading competitors.



SYSTEM

The Goldwell color toolbox for unlimited creativity, individualized customization and highest confidence.

CREATIVITY

@Pure Pigments

- » High-definition direct dye additives.
- » For long-lasting and multi-dimensional color results delivering extraordinary shine with a 3D effect.

Thickener

- » Controls and customizes the consistency of color and lighteners.
- » For no limitations and no foils.
- » All kinds of creative freehand techniques.



SOLUTION

Developer Lotions

- » Unique multi-use lotion system made for Topchic, Colorance and Oxycur Platin.
- » Designed to create intensive, long-lasting color results with outstanding brilliance and shine.
- » With integrated IntraLipid and BondPro+ Technology.
- » Available in 2%, 3%, 6%, 9% and 12%.

Hair Color Remover

- » Gently yet effectively removes hair color.
- » Unique technology prevents breakage.

Color Remover Skin

- » Efficiently removes color stains from skin.
- » Dermatologically-tested.



BALANCE

Structure Equalizer

- » Equalizes structural differences.
- » Optimizes color deposit.

BondPro+

- » Strengthens the hair fiber.
- » Supports bond stability.
- » Prevents breakage.
- » Makes hair look and feel healthier.



LIGHTDIMENSIONS SILKLIFT

LIGHTENER

HIGH PERFORMANCE LIGHTENERS

Powerful lifting performance with Anti-Yellow-System for the clearest and most even results.

Provides stronger and more targeted lift. For the best hair condition after a lightening service.

SILKLIFT

Strong: Up to 9 levels of lift.

Zero Ammonia: Up to 6 levels of lift.

SILKLIFT CONTROL

Control Pearl: Cooler results, up to 7 levels of lift.

Control Ash: Up to 7 levels of lift.



SILKLIFT



SILKLIFT CONTROL

LIGHTDIMENSIONS BRIGHTENER

LIGHTENER

The perfect finish for your lightening results with a controlled amount of lift. Softens contrasts in only 5 minutes for the most naturally blended looks.

Natural: For levels 7–9.

Silver: For levels 5–7.



LIGHTDIMENSIONS OXYCUR PLATIN

MULTI-PURPOSE LIGHTENING POWDER

The strongest lifting performance at full speed.*

- » Strong lift with state of the art lightening results.
- » With integrated BondPro+ to respect the hair structure.
- » Up to 9+ levels of lift.
- » Multi-purpose lightener for any techniques or services that require the brightest lightening results possible.



* Within the LightDimensions range.

LIGHTDIMENSIONS SOFT COLOR

SEMI-PERMANENT FOAM COLORANT

The smartest way to refine your blonde.

- » Semi-permanent blonde toning to create stunning results in-salon or at home.
- » For quick refinements of blonde results.
Creates fascinating color results after only 5 minutes processing time.
- » High intensity blonde enhancer for cool, long-lasting results.
- » Lasts for up to 6-8 shampoos. The integrated IntraLipid Technology recharges lost lipids inside the hair for a smoother hair feel.



ELUMEN

LONG-LASTING OR SEMI-PERMANENT HAIR COLOR

ELUMEN

The original Elumenation. Long lasting.

Extraordinary brilliance and incredible shine.

ELUMEN PLAY

A ready-to-use true semi-permanent hair color.

Extraordinary shine. Maximum versatility.

No developer required.

ELUMEN CARE

Made for Elumen to maintain color and Elumen Play to support fading true-to-tone.



MEN RESHADE

DEMI-PERMANENT HAIR COLOR

- » The most masculine way to blend grey/ and white.
- » For consistently natural, transparent grey/ white reduction without helmet effect and no visible regrowth.



CHAPTER 6

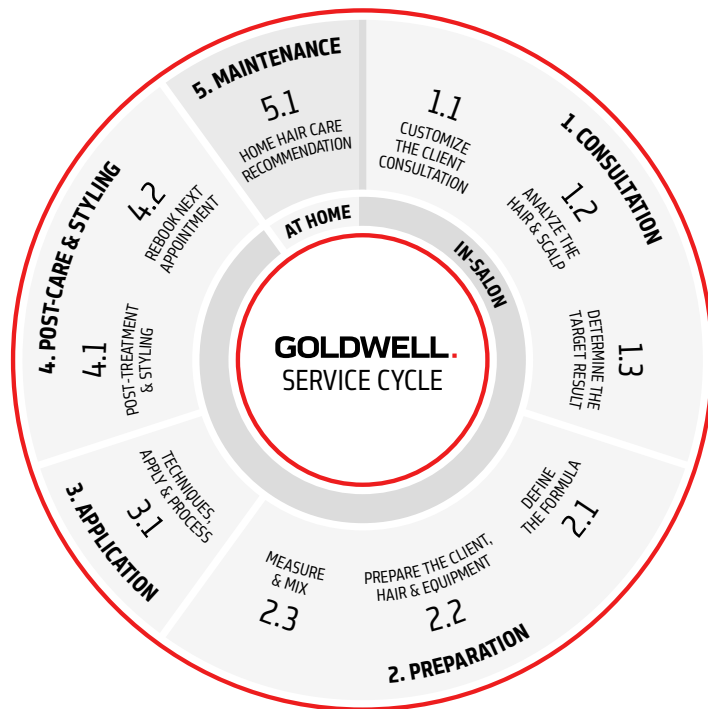
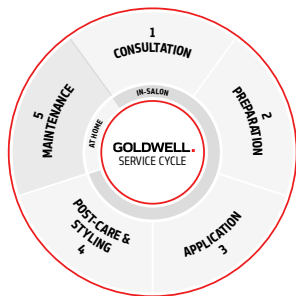
GOLDWELL SERVICE CYCLE

FIVE STEPS TO PERFECTION

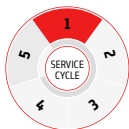
The Goldwell Service Cycle is a simple and effective way to give clients the ultimate salon experience.

Whatever the client's mood, she should always get the perfect color result she desires!

Every service should be performed according to the single steps of the Goldwell Service Cycle, based on individual consultation, professional techniques and high-performing products.



CONSULTATION



1.1 Customize the client consultation

- » For an individual and professional client consultation, stylists should invest an adequate amount of time and use the Goldwell Color Chart, the removable swatches from the Color Tableau and the Color Consultation Worksheet.

1.2 Analyze the hair and scalp

- » An accurate hair analysis prior to commencing the color service ensures that the end color result is achieved as expected.
- » An inaccurate diagnosis of the existing hair situation could negatively affect the target color.

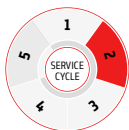
1.3 Determine the target result

- » To determine the target shade (level and color character), stylists need to work according to a certain scheme.

Based on the existing color, five changes are possible:

- » Add tone-on-tone color (to cover white).
- » Make it less vibrant.
- » Make it more vibrant.
- » Add depth (so it becomes darker).
- » Make it lighter (slightly or significantly).

PREPARATION



2.1 Define the formula

As an outcome of 1. Consultation, the appropriate service and formulae need to be determined according to the:

- » hair situation (virgin or colored, porous or damaged),
- » amount of white/grey (regrowth),
- » required level and vibrancy and
- » correction of unwanted color direction.

2.2 Prepare the client, hair and equipment

Before starting to prepare the color formula, stylists need to be prepared with all products and tools necessary for professional and proper color application.

2.3 Measure and mix

Always use the respective Goldwell measuring and mixing tools for accurate and clean preparation of the color mass. The Goldwell Depot Can System offers many unique advantages regarding proper measuring, simple dispensing and prevention of early oxidization.

Always respect the recommended instructions of the respective Goldwell products and start the measuring with the lotion.

APPLICATION



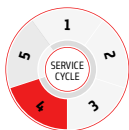
3.1 Techniques, apply and process

There is a variety of different application methods and techniques. It is recommended to always set a timer and process according to the instructions for use.

Application guideline:

- » Cross-section the hair.
- » Apply from hairline to nape.
- » Apply from ear to ear.
- » Apply diagonally from cross section, starting at the crown.
- » If the regrowth is natural, apply to both back sections first, never to the hairline first.

POST-CARE & STYLING



4.1 Post-treatment and styling

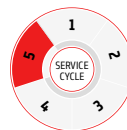
To complete the in-salon color process, rinse or shampoo and apply a (leave-in) Goldwell Color Treatment to neutralize any residual alkalinity, prevent creeping oxidation and close the cuticle for optimum condition and color brilliance.

Style and finish as required using the Goldwell styling products.

4.2 Rebook next appointment

The next appointment needs to be booked according to the type of service, hair structure and condition, as well as the lifestyle of the client.

MAINTENANCE



5.1 Home hair care recommendation

To keep and refresh the color brilliance, the suitable home care products should be recommended taking the client's habits into consideration (frequency of shampooing and styling needs).

CHAPTER 7

TOPCHIC

INTELLIGENT COLOR FOR DISTINCTIVE BEAUTY AND TRUE COLOR EXPERTS



ALWAYS PERFECT PERFORMANCE FOR PERFECT RESULTS

Topchic offers stylists an extensive selection of over 100 shades, for limitless creativity and techniques.

- » A wide range of shades for endless color possibilities.
- » Warm and cool fashion shades, Naturals and @Eluminated shades.
- » Efficient, precise and convenient.
- » Up to 100% grey coverage and ultimate durability.
- » Intelligent technologies for distinctive color results.
- » Cream-gel consistency for easy measuring, mixing and application.

TOPCHIC 2-10 SERIES

- » Ultimate durability.
- » Reliable grey coverage.
- » Same level or darker with System Developer Lotion 3% (10 vol.) on virgin hair.
- » Lightening performance up to 3 levels of lift with System Developer Lotion 9% (30 vol.) or 12% (40 vol.) on virgin hair.
- » Perfectly supported by all Goldwell System products.

REGULAR COLORING:

Topchic is a permanent hair color and requires 1:1 mixing with System Developer Lotion to create the ideal color mass, the correct pH value and mild alkalinity, in order to reach the desired lightness and deposit.

MIXING GUIDE - MEET THE TARGET LEVEL:			
TOPCHIC Series 2-10	Existing shade	Target level	SYSTEM Developer Lotion
	Virgin hair	Darker than the natural base shade	3% (10 vol.)
	Virgin hair/ up to 100% grey hair	Same level or 1 level higher	6% (20 vol.)
	Virgin hair	2 levels of lift	9% (30 vol.)
		3 levels of lift	12% (40 vol.)

GREY COVERAGE:

For optimum grey coverage use System Developer Lotion 6% (20 vol.) and shades on the same level as the target shade. The N-, NN-, NA-shades deliver up to 100% grey coverage and can also be added to fashion shades to provide up to 100% grey coverage.

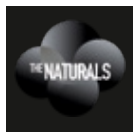
MIXING GUIDE - RELIABLE GREY COVERAGE				
	% of White	SYSTEM Developer Lotion	TOPCHIC N-, NN-, NA-shade	TOPCHIC fashion shade
TOPCHIC Series 2 - 10	up to 30%	40 ml	15 ml	25 ml
	30 - 60%	40 ml	20 ml	20 ml
	60 - 100%	40 ml	25 ml	15 ml

PRE-PIGMENTATION:

White hair is often more concentrated around the hairline, temples, crown or in a white patch. These areas may require additional pre-pigmentation with an N-shade mixed 1:1 with water. Select the N-shade one level lighter or the same level as the target shade.

After the processing time, emulsify with water, rinse thoroughly and shampoo.

PROCESSING TIME		
	Without heat	With heat
TOPCHIC Series 2 - 10	30 minutes	20 minutes



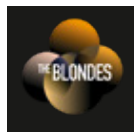
N-/NA-/NN-SHADES

Achieve up to 100% grey coverage as target shades or by adding to the fashion shades formula.

- » **N-shade:** fine to normal hair, natural grey coverage.
- » **NA-shade:** fine to normal hair, cool color direction.
- » **NN-shade:** resistant, coarse hair or intensive grey coverage on normal hair.



Exclusively in all Grey Coverage shades – for reliable 100% coverage.



WARM BLONDES

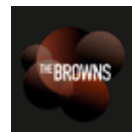
Achieve luxurious warm shades for sun-kissed blonde looks.

COOL BLONDES

Offer a range of beautiful cool blonde results that stay cool.



In all Cool Blonde shades.



WARM BROWNS

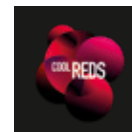
Offer rich and warm brown tones for chocolate-like hair.

COOL BROWNS

Achieve elegant and cool brown results that stay cool.



In all Cool Brown shades.



WARM REDS

Create a strong statement with these warm and striking shades.

COOL REDS


Add mystery to your red by choosing a cool red tone.



Extra-intense red color molecules for highest intensity – in all MaxReds shades.

TOPCHIC @ELUMENATED SHADES

THE NATURALS, THE BLONDES, THE BROWNS, THE REDS

- » Ready-to-use Topchic @Elumened hair colors enriched with a layer of multidimensional Elumen reflections.
 - » @Elumened Technology expanded to a whole color spectrum of reds, blondes and browns.
 - » Full Topchic performance, suitable for all color services and techniques.
 - » Reliable grey coverage plus fascinating Elumen reflections.
 - » Shade assortment: perfectly harmonized with Colorance @Elumened shades for Goldwell Color Balancing.
-  » Topchic @Elumened Naturals: System Developer Lotion 6% (20 vol.) when more than 50% white and 9% (30 vol.) when less than 50% white.



THE SPECIAL LIFT

The Special Lift Series is specially formulated to produce maximum lift and control in a single process. **Highlifting shades** include controlling dyes that tone and balance the warmth during the lightening process.

NeutraLights shades are designed to obtain specific lighter results on darker levels.

The Special Lift shades of the 11- to 12-Series are designed to lighten natural, virgin hair up to 4–5 levels with clear blonde results.

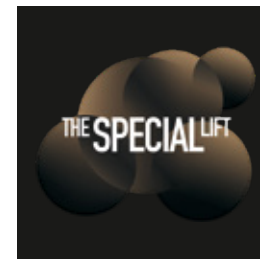
- » When removing **The Special Lift** shades after processing rinse thoroughly, do not emulsify, then shampoo and treat.
- » To boost the 11-Series add **Topchic Blonding Cream (Ash)** up to 50% of the formula for ½–1 additional level of lift.



In all Cool
Blonde shades.



Perfect pigment
concentration and
powerful precise lift for
Highlift Blonde results.



HIBLONDES CONTROL 11-SERIES/12-SERIES

Lighten natural, virgin hair up to 4 levels (11-Series) or up to 5 levels (12-Series) for clear, beautiful blonde without brassiness.

NEUTRALIGHTS

For highlifting (up to 4 levels) and toning (levels 2–5) of natural dark hair within a single service. For brilliant light browns and blonds without being too warm.


NeutraLights is recommended for up to 20% white hair only, due to the high concentration of counteracting pigments.

HIGHLIFT COLORING

Highlifting gradually lightens the natural color pigments. Natural hair contains warm underlying pigments that need to be controlled when lightening.

All Goldwell highlifting shades from the Topchic NeutraLights, 11-Series and 12-Series include controlling dyes that tone and balance the warmth during the lightening process.

MIXING GUIDE - MEET THE TARGET LEVEL			
TOPCHIC THE SPECIAL LIFT 11-Series, 12-Series and NeutraLights	Existing shade	Target level	SYSTEM Developer Lotion
	Virgin Hair Topchic HiBlondes Control base level 5-8	2-3 levels of lift (11-Series & NeutraLights)	9% (30 vol.)
		3-4 levels of lift (12-Series)	9% (30 vol.)
	NeutraLights base level 2-5	3-4 levels of lift (11-Series & NeutraLights)	12% (40 vol.)
		4-5 levels of lift (12-Series)	12% (40 vol.)

- 

» Determine the natural level to judge whether the hair can be lifted to the desired level with the Special Lift HiBlondes Control 11-Series, or if decolorizing with LightDimensions Oxycur Platin or SilkLift is necessary.
- » Choose the appropriate HiBlondes Control shade and % of System Developer Lotion, depending on natural depth, as this will determine the final result.
- » To neutralize maximum warmth use one of the cooler shades. If a warmer shade is desired choose the appropriate neutral, beige or gold shade.


GREY COVERAGE + HIGHLIFT COLORING

The Highlifting shades focus on lightening and are not designed to provide coverage of white. If percentages of white are present when working with the 11-Series, it is necessary to add the 9N/NA-shade.

MIXING GUIDE - RELIABLE GREY COVERAGE				
	% of White	SYSTEM Developer Lotion	TOPCHIC 9N or 9NA-shades	TOPCHIC 11-Series
TOPCHIC THE SPECIAL LIFT 11-Series	up to 30%	40 ml	-	20 ml
	30 - 50%	40 ml	10 ml	10 ml
	50 - 70%	40 ml	25 ml	15 ml
	70 - 100%	Not suitable for more than 70% of white as highlifting is not required		

BLONDING CREAM/ASH

- » Gives optimum creativity to the coloring process.
- » Creates lighter and brighter results.
- » Gives an additional level of lift to the 11-Series.
- » Gives ½ level of lift to the 12-Series.
- » Mixed with any regular Topchic shade, provides extra lift of ½ to 1 level of lightness.
- » Blonding Cream Ash contains cool drabbing pigments to control warmth while lightening.

- 
- » The Color Mixture can be substituted with Blonding Cream/Ash with a maximum of 50%.
 - » Blonding Cream/Ash can be used as single application for natural highlights.



CP
COOL PROTECT
TECHNOLOGY
In all Cool
Blonde shades.

HC
HIGHLIGHT
CONTROL
SYSTEM
Perfect pigment
concentration and
powerful precise lift for
Highlift Blonde results.

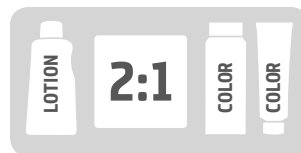
USAGE INSTRUCTIONS



HAIR: DRY



TOPCHIC 2-10



THE SPECIAL LIFT



MIX WELL



APPLY WITH
BRUSH



TOPCHIC 2-10



THE SPECIAL LIFT



SHAMPOO



CARE
PRODUCT

COLORING VIRGIN HAIR - WARM SHADES AND LIGHTENING

When coloring natural, virgin hair brighter or lighter for the first time, the effect of increased lightening at the regrowth needs to be taken into consideration. A staggered application is necessary to ensure an even end color result.

METHOD 1		METHOD 2	
A	Apply the formula to the mid-lengths and ends (starting 1–2 cm out from the scalp)	A	Apply formula 1 appropriate to the regrowth, e.g. using System Developer Lotion 6% (20 vol.).
	B 5–10 minutes later, apply the same formula to the 1–2 cm area at the regrowth		B Immediately apply formula 2 appropriate to the mid-lengths and ends, e.g. using System Developer Lotion 9% (30 vol.).

» When coloring the natural virgin hair darker apply the formula from regrowth to ends throughout.

RETOUCH COLOR AND REFRESH MID-LENGTHS AND ENDS

GOLDWELL COLOR BALANCING

With classic retouch services, it is recommended to apply Topchic color only on the uncolored parts. For a perfect balance of mid-lengths and ends we recommend Goldwell Color Balancing. To achieve the best color result and the optimum level of hair protection combine Topchic with Colorance.

Goldwell Color Balancing for a protective balance of mid-lengths and ends:

**1**

Treat the uncolored regrowth with Topchic Permanent Hair Color.

2

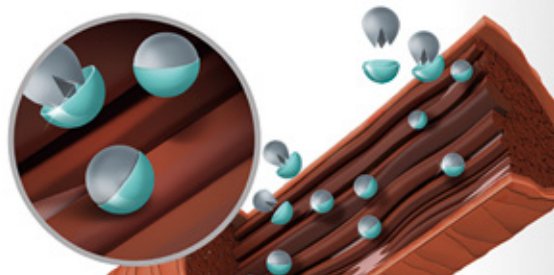
Apply Colorance to freshen up the color of the mid-lengths and ends.

TECHNOLOGY

The Integrated Protect System (IPS) is a combination of the patented Coenzyme Technology to neutralize potentially harmful free radicals reducing oxidizing damage and the Equalizer Polymer 2.0 to balance structural differences at the surface of the hair for a more even color result and smoother hair with better combability.

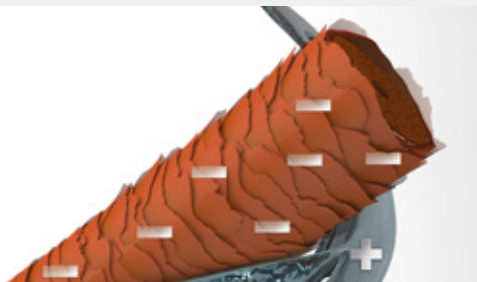


COENZYME TECHNOLOGY



The patented **Coenzyme Technology** intelligently prevents hair from damage by neutralizing free radicals. For extraordinary brilliant color tonality, gentleness and durability. During the oxidation process free radicals are formed, compromising the hair structure. The Coenzyme Technology protects the hair during coloration.

EQUALIZER SYSTEM 2.0



The Equalizer System combines the patented Equalizer Polymer with cuticle smoothing agents. For a more even distribution and penetration of the color. It intelligently equalizes structural differences obtaining excellent evenness from regrowth to ends.

PRE-PIGMENTATION RECOMMENDATION

To prevent too warm or off-tone results when performing a tint-back we recommend adding 5-10 ml of a warmer or more vibrant shade in addition to the formula.

EXAMPLE

- » Existing shade: 8N regrowth, no grey, 10G mid-lengths and ends.
- » Target shade: 6N.

FORMULA 1	FORMULA 2
Regrowth: 40 ml System Developer Lotion 3% (10 vol.) + 40 ml 6N	Mid-lengths & ends: 50 ml System Developer Lotion 3% (10 vol.) + 40 ml 6N + 10 ml 7G or 6B



- » Apply formula 2 to mid-lengths and ends.
- » Proceed with applying formula 1 to the regrowth. Process as usual.
- » Shampoo and treat with Dualsenses or Kerasilk care products.

QUICK AND EASY PROCEDURE

1. Choose a target shade in the grid and select the recommended shade for pre-pigmentation.
2. Mix pre-pigmentation shade with water:



NORMAL/POROUS HAIR

VERY POROUS HAIR

3. Apply pre-pigmentation shade evenly to mid-lengths and ends without overloading the hair.
 - » No additional processing time or rinsing for pre-pigmentation needed.



TOPCHIC

4. Apply formula of target shade immediately to the regrowth.
5. For mid-lengths and ends mix System Developer Lotion 3% (10 vol.) with the target shade. Apply evenly.



COLORANCE

4. Apply target shade formula to the required areas.

If required, you may use the chart below as an alternative guide.

TOPCHIC/COLORANCE																						
	N/ NN	G	GB	GN/ B/ BB	BG	KN/ BN/ KS	RB	K	KG	OR/ KR	RO MAX TC	RO MAX COL	P/ SB	BP/ BA	NA	A	BP	MB	BS	SB/ P	CA	V/ BV
10	10N	10G	10GB	10BB	10BG								10P	10BA		10A	10BP		10BS	10P		10V
9	9N/NN	9G	9GB	9GN					9KG					9BA	9NA	9A		9MB				
8	8N/NN	8G	8GB	8B		8KN		8K	8KG	80R			8SB	8BA	8NA	8A	8BP			8SB	8CA	
7	7N/NN	7G	7GB	7B	7BG	7BN	7RB	7K	7KG	7KR	7RO Max	7RO Max	7SB		7NA	7A		7MB		7SB		
6	6N/NN	6G	6GB	6B		6KS	6RB	6K	6KG	6KR			6SB	6BP	6NA	6A		6MB		6SB		
5	5N/NN		5GB	5B	5BG		5RB	5K						5BP	5NA	5A		5MB				
4	4N/NN	4G		4B										4BP	4NA							
3	3N/NN														3NA							
2	2N															2A						

PRE-PIGMENTATION RECOMMENDATION							
No pre-pigmentation	9NA	8G	8GB	7G	7K	6RR MAX	6RB

CHAPTER 8

LIGHTDIMENSIONS

LIGHTDIMENSIONS

A whole dimension of lightening opportunities with unsurpassed technologies and highest quality standards.

Any desired color result can be achieved with the combination of products.

The target color, the natural base level, the percentage of white and the hair structure determine which product range or which product combination is needed.



LIGHTDIMENSIONS SILKLIFT

HIGH PERFORMANCE LIGHTENERS FOR STRONGER AND MORE TARGETED LIFT

SilkLift lightening products provide exceptional clean blonde results with optimum gentleness and respect to the hair.

- » For the best hair condition after a lightening service.
- » For all lightening services: highlights, full head bleaching, regrowth retouch.
- » Predictable, clean blonde – even on pre-colored hair and darker bases.
- » **SilkLift Strong:** Most powerful lift.
- » **SilkLift Zero Ammonia:** Gentle lift.
- » **SilkLift Control Pearl and Ash:** Powerful lift with tone control.



SILKLIFT STRONG

- » High performance lightener.
- » Normal to resistant hair/color treated hair.
- » Up to 9 levels of lift.
- » Most powerful lift.



CONTENT

SILKLIFT ZERO AMMONIA

- » High performance lightener without ammonia.
- » Fine or stressed hair.
- » Up to 6 levels of lift.
- » Gentle lift.



GLOSSARY

SILKLIFT CONTROL PEARL

- » High performance lightener with tone control.
- » For levels 6-8.
- » Up to 7 levels of lift.
- » Cooler results.
- » Powerful lift with tone control in just one step.
- » For the coolest results on natural or colored bases without corrective toning.*



* Within the LightDimensions range.

SILKLIFT CONTROL ASH

- » High performance lightener with tone control.
- » For levels 5-7.
- » Up to 7 levels of lift.
- » Powerful lift with tone control in just one step.
- » For the coolest results on natural or colored bases without corrective toning.*



2IN1 SERUM

- » Ultra high concentrated conditioning and tone stabilizing serum.
- » With SilkProteinComplex for lasting, healthy shiny hair.
- » All types of hair.
- » Adds intensive care and condition to the hair.
- » Stabilizes the counteracting pigments in SilkLift Control.



» SilkLift 2in1 Serum is mandatory for all SilkLift Control shades.

CONDITIONING CREAM DEVELOPER

- » Available in 3% (10 vol.), 6% (20 vol.), 9% (30 vol.).
- » Increased care level.
- » Due to formula with SilkProteinComplex and IntraLipid Technology, the Conditioning Cream Developer ensures the best possible care and conditioning during the lightening process.

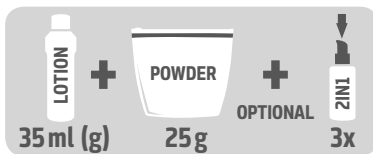


» Use only up to 6% SilkLift Conditioning Cream Developer for on scalp application.

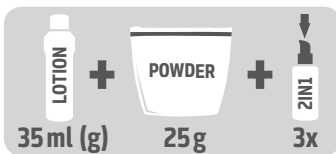
USAGE INSTRUCTIONS



HAIR: DRY



STRONG/ZERO AMMONIA



CONTROL



MIX WELL



APPLY WITH
BRUSH



WITHOUT
HEAT



SHAMPOO



CARE
PRODUCT



» Ideal for all lightening services: highlights, full head bleaching and regrowth retouch.

» SilkLift Strong: For increased care add SilkLift 2in1 Serum.

» SilkLift Control: To reduce the intensity of the tone mix SilkLift Control with SilkLift Strong 1:1, maximum 45 minutes processing time.

BLEACH WASH/CORRECTIVE SHAMPOO

USE WHEN LIGHTENING PREVIOUSLY COLORED HAIR

Oxidative hair colors only lift natural pigments, not artificial pigments of colored hair. Therefore, a corrective shampoo is needed to remove tint.

CORRECTIVE SHAMPOO FORMULA:

- 25 g SilkLift Strong/Zero Ammonia
- + 30 ml SilkLift Conditioning Cream Developer 6% (20 vol.)
- + 30 ml water
- + 5 ml Goldwell shampoo
- + 15 ml Goldwell conditioner or treatment



» A preliminary test strand is recommended when the hair color varies on mid-lengths and ends or when porosity varies in longer hair.

LIGHTDIMENSIONS BRIGHTENER

THE PERFECT FINISH FOR YOUR LIGHTENING RESULTS WITH A CONTROLLED AMOUNT OF LIFT

- » Controlled Lifting Cream, up to 1.5 levels of lift.
- » Softens contrasts in only 5 minutes for the most naturally blended looks.
- » The integrated Cool Protect Technology ensures cool results that last longer.
- » Power Toning service to boost and customize the lightening results with @Pure Pigments.



BRIGHTENER NATURAL

- » Controlled Lifting Cream.
- » For levels 7 – 9.
- » Up to 1.5 levels of lift.
- » Longer lasting cool results.
- » Brightens and perfects lightening results with a controlled amount of lift.
- » Softens contrasts or power tones in combination with @Pure Pigments amount of lift.




BRIGHTENER SILVER

- » Controlled Lifting Cream.
- » For levels 5 – 7.
- » Up to 1.5 levels of lift.
- » Longer lasting cool results.
- » Brightens and perfects lightening results with a controlled amount of lift.
- » Softens contrasts or power tones in combination with @Pure Pigments amount of lift.




USAGE INSTRUCTIONS

1



HAIR:
TOWEL-DRIED



REGULAR AMOUNT

2



MIX WELL

3



APPLY WITH
BRUSH

4



FROM



TO

5



SHAMPOO

6



CARE
PRODUCT

SERVICES

POWER TONING SERVICE

» Combine @Pure Pigments with the LightDimensions Brightener Natural for beautiful blonde results.

» Consider porosity when using @Pure Pigments.
Refer to the usage instructions of @Pure Pigments.

LIGHTDIMENSIONS OXYCUR PLATIN

THE STRONGEST LIFTING PERFORMANCE AT FULL SPEED*

- » Up to 9+ levels of lift with state of the art lightning results.
- » With integrated BondPro+ to respect the hair structure.
- » Multi-purpose lightener for any techniques or services.

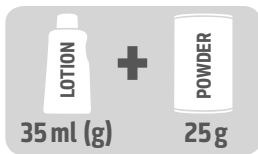


* Within the LightDimensions range.

USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY WITH
BRUSH



WITHOUT
HEAT



SHAMPOO



CARE
PRODUCT



- » For on scalp usage use System Developer Lotion 3% (10 vol.) or 6% (20 vol.) only, for off scalp usage use System Developer Lotion 3% (10 vol.), 6% (20 vol.) or 9% (30 vol.).
- » Do not use System Developer Lotion 12% (40 vol.).
- » Do not use heat.

LIGHTDIMENSIONS SOFT COLOR


THE SMARTEST WAY TO REFINE YOUR BLONDE

- » Semi-permanent blonde toning to create stunning results in-salon or at home.
- » High intensity blonde enhancer for cool, long-lasting results.
- » Fascinating color results after only 5 minutes processing time.
- » Lasts for up to 6-8 shampoos.
- » The formula with integrated IntraLipid Technology recharges lost lipids inside the hair for a smoother hair feel.




USAGE INSTRUCTIONS

1




HAIR:
TOWEL-DRY

2



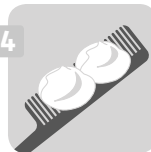
GLOVES

3




SHAKE WELL

4




AMOUNT

5




APPLY

6




WITHOUT
HEAT

7



RINSE

- 
- » To add warmth to fashion highlights, use e.g. 9GB.
 - » To counteract brassiness or gold use one of the light cool shades, e.g. 10V.
 - » Ideal to freshen up highlights between two color services.

SERVICES

Quick and easy application for a broad variety of services:

TONING:

» The quick and gentle way to tone in the salon or at home for level 10 blondes.

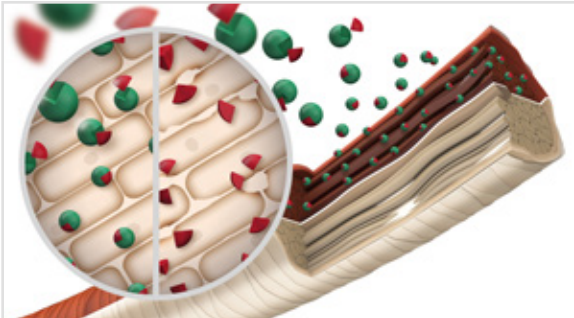
COLOR REFRESHING:

» To refresh color (on level 10) in-between Topchic, Nectaya and Colorance services (full-head or highlights).

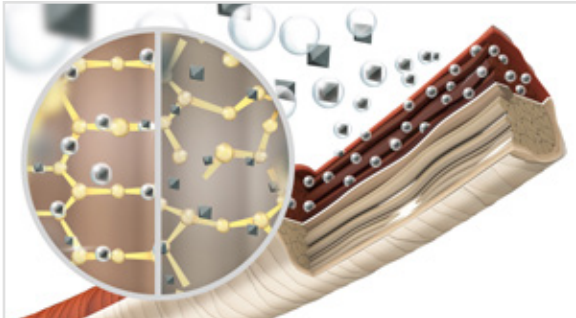
COLOR CORRECTION:

» For the quick correction of color results.

TECHNOLOGY

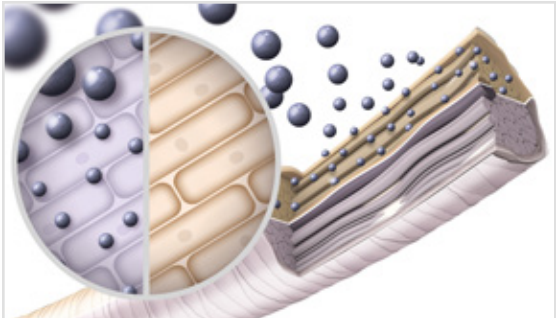


By controlling the free radicals the **Lightening Control Technology** allows a **stronger and more targeted lift**. Through the suppression of warm undertones, clearest and most even results can be achieved (**Anti-Yellow-System**).



The integrated **BondPro+ Technology** protects the hair from damage, strengthens the hair fibres and protects them from breakage.*

* If used in combination with BondPro+ Step 2.



SilkLift Control Ash & Pearl: The integrated **HDC Technology** create the perfect lift and control the **warmth** of the **underlying pigments**. Ideal for pre-colored hair and darker to lighter natural bases.

CHAPTER 9

NECTAYA

NECTAYA

AMMONIA-FREE HAIR COLOR

Nectaya enriches with nurturing care creating the best basis for beautiful color results without compromising on performance.

- » Nurturing hair color – without ammonia, without ammonia odor.
- » Notably healthier hair feeling.
- » Rich saturated color and natural lively color results.
- » Optimum gentleness.
- » Guaranteed grey coverage – up to 100%.



SERVICES

- » Suitable for all color services (regrowth, full head, highlights).
- » All Nectaya shades are intermixable.

NECTAYA RELIABLE GREY/WHITE COVERAGE			
% grey/white	Amount NECTAYA Lotion	Amount N, NN, NA NECTAYA Series	Amount NECTAYA target color
Up to 30%	40 ml	15 ml	25 ml
31 - 60%	40 ml	20 ml	20 ml
61 - 100%	40 ml	25 ml	15 ml

» For reliable grey coverage, the fashion tones should be mixed with the N/NN-shades.

TECHNOLOGY

- » Permanent hair color with patented nurturing IntraLipid.
- » Caring cosmetic color cream with keratin and silk proteins and without ammonia for natural smoothness, manageability and shine.
- » With 100% natural fragrance.
- » Up to 91% ingredients of natural origin*. Enriched with deep conditioning Argan oil.
- » Specially developed dyestuff combinations ensure lively color results with reliable grey coverage.

* Incl. water.



NECTAYA ENRICHED NATURALS

- » Natural smoothness, manageability and shine for an incredibly rejuvenated hair feel.
- » Super nurturing care and gentleness*.
- » Up to 100% grey/white coverage and natural, lively color results.
- » All Nectaya Enriched Naturals are intermixable and suitable for all color services and techniques.

**TO GUARANTEE PERFECT GREY COVERAGE CHOOSE
THE RIGHT NECTAYA LOTION:**

% of White	NECTAYA Nurturing Developer Lotion
Less than 50%	6% (20 vol.)
More than 50%	9% (30 vol.)

* When compared to conventional, ammonia-free permanent hair color - confirmed by EMTEC, Laboratory for Electromicroscopy and Material Analysis, 2012.

- » To prevent dilution in color, mix Nectaya Enriched Naturals only amongst each other (do not mix with shades from the rest of the Nectaya range).
- » Measure Developer Lotion first and then add the color mass.

USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY WITH
BRUSH



WITHOUT
HEAT

WITH
HEAT



SHAMPOO



CARE
PRODUCT

GOLDWELL COLOR BALANCING

RETOUCH COLOR AND REFRESH MID-LENGTHS AND ENDS

With classic retouch services, it is recommended to apply Nectaya color only on the uncolored parts. For a perfect balance of mid-lengths and ends we recommend Goldwell Color Balancing. To achieve the best color result and the optimum level of hair protection combine Nectaya with Colorance.

Goldwell Color Balancing for a protective balance of mid-lengths and ends:



1
Treat the uncolored regrowth with Nectaya.



2
Apply Colorance to freshen up the color of the mid-lengths and ends.

NECTAYA NURTURING DEVELOPER LOTION

- » Rich formula available in 3% (10 vol.), 6% (20 vol.) and 9% (30 vol.) to meet all color needs.
- » The creamy consistency is easy to apply and pleasant to work with.

NECTAYA LOTION	TARGET LEVEL
3% (10 vol.)	Darker than the natural shade/existing shade
6% (20 vol.)	Same or one level lighter than the existing color
9% (30 vol.)	2 levels lighter than existing color



CHAPTER 10

COLORANCE

COLOR FOR EVERYONE. EVERY STYLIST. EVERY CLIENT. EVERY SERVICE.



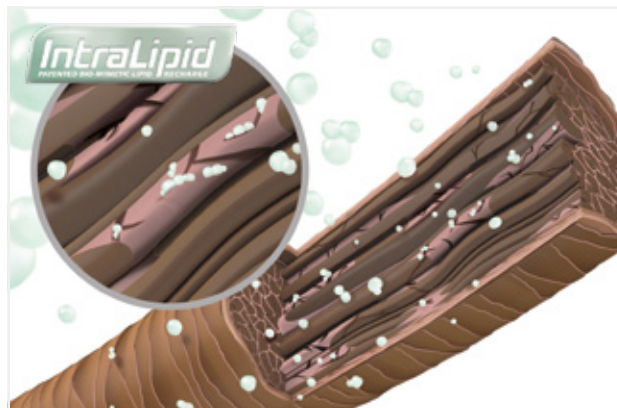
With Colorance, Goldwell offers a full portfolio that gives everything needed to create shiny, healthy-looking and vibrant color for everyone.

- » Ammonia-free formula with repairing effect.
- » Up to 3x more shine.
- » Up to 5x better combability, even on damaged hair.
- » Lasts for up to 25 washes.

TECHNOLOGY

IntraLipid Technology

- » For all shades.
- » Up to 35% more gentleness.*
- » Regenerates up to 70% of lost lipids.



Colorance with IntraLipid not only protects hair but even repairs its structure.

IntraLipid Technology is a special lipid technology patented by Kao.

Perfectly colors and repairs in one step:

The pH-balanced formula with integrated **IntraLipid** effectively repairs the hair structure by regenerating up to **70% of lost lipids**.

* When Topchic is color balanced with Colorance. Compared to balancing the color with alkaline permanent hair color.

Incredible colors and amazing shine due to additional high-performance technologies.



COOL PROTECT® TECHNOLOGY

In all **Cool Blonde** and **Cool Brown** shades for browns and blondes that stay cool with up to 80% color stability.



IPP-SYSTEM

In Colorance Cover Plus **LowLights** with integrated pre-pigmenting that ensures a simple one-step color process.



@ELUMINATED TECHNOLOGY

In all **@Eluminated shades** for intense and fiery color results with outstanding multishine reflections and grey coverage up to 50%.



CHROMAX™

CHROMAX™ TECHNOLOGY

In Colorance **MaxReds** with a combination of oxidative dyestuffs that contain intensive color molecules to give supremely brilliant and vibrant color results.

COLORANCE SEGMENTS



COLORANCE



COLORANCE GLOSS TONES



COLORANCE COVER PLUS

COLORANCE

DEMI-PERMANENT HAIR COLOR

- » For unlimited service options.
- » Enhance natural color, tone and refine color, create expressive fashion shades, refresh existing color bases.
- » Up to 50% grey blending.
- » To be mixed with System Developer Lotion 2% (7% vol.).



COLORANCE ASSORTMENT

COLORANCE

- » Beautiful, glossy hair full of freshness and liveliness.
- » New expression for the existing natural tone.
- » Refreshment of color-treated bases.



CONTENT

@ELUMENATED

- » @Elumened Technology expanded to a whole color spectrum of reds, blondes and browns.
- » Intense and fiery color results.
- » Outstanding multishine reflections.



GLOSSARY

MAXREDS

- » Fascinating, brilliant reds, ranging from warm to cool.
- » Combination of oxidative dyestuffs that contain intense color molecules to give supremely brilliant and vibrant color results.



PASTEL SHADES

- » Beautiful, fashionable pastel color effects.
- » Soft, gradual fading.
- » Perfect for pre-lightened or bleached hair.



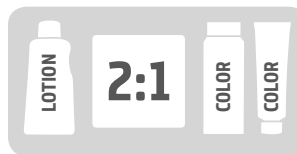
USAGE INSTRUCTIONS



HAIR:
TOWEL-DRY



HAIR: DRY
PASTEL SHADES



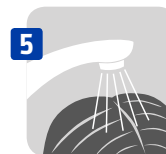
SHAKE WELL



APPLY WITH
APPLICATOR



CREATIVE TECHNIQUE
PASTEL SHADES



RINSE



SHAMPOO MAXREDS/
@ELUMENATED



- » When using creative foil techniques with Pastel shades, use brush and bowl. Apply the color mass to dry hair.
- » For a softer result process for 5-10 minutes, for intensive results up to 25 minutes.
- » Use Colorance Clear to reduce color depth or character, or to create soft blonde shades.
- » When mixing always use System Developer Lotion 2% (7 vol.).

COLORANCE GLOSS TONES

DEMI-PERMANENT LIQUID HAIR COLOR

- » For luminous blonde results that last 41% longer.*
- » Superior shine and maximum performance in just 10 minutes.
- » Clear and 15 beautiful blonde shades.
- » For all hair types and textures.
- » Ideal for instant services in combination with all regular services, even during very busy salon days.
- » Perfect after every highlighting services to enhance and refine or for counteracting.
- » Very soft grey blending especially with level 8 shades.
- » To be mixed with System Developer Lotion 2% (7% vol.).

* Compared to one of the leading competitors.



USAGE INSTRUCTIONS



- » For a softer result, process for only 5 minutes. This will provide performance similar to the former Express Toning shades.
- » Don't be surprised if you don't see a change in the color mass during the processing time - rinse after 10 minutes and you'll get the desired beautiful result.
- » When mixing always use System Developer Lotion 2% (7 vol.).

COLORANCE COVER PLUS

DEMI-PERMANENT HAIR COLOR WITH ADDITIONAL GREY COVERAGE

- » Specialist product that naturally blends grey hair for up to 75%.
- » Resore a natural look in over highlighted hair by creating darker reflections.
- » To be mixed with System Developer Lotion 3% (10 vol.).



COLORANCE COVER PLUS ASSORTMENT

COLORANCE NN-SHADES

- » Simply make grey disappear – gentle and reliable.
- » Adds expression to the existing natural shade.
- » Refreshes color-treated bases.
- » Natural grey blending of grey hair up to 75%.



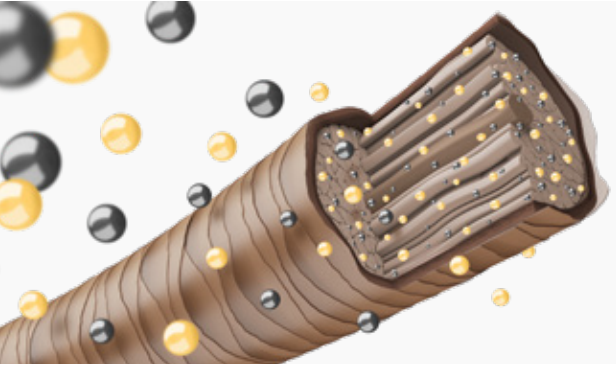
@ELUMENATED NATURALS

- » @Elumened Technology expanded to a whole color spectrum of natural shades.
- » Intense and fiery color results.
- » Outstanding multishine reflections.
- » Natural blending of grey hair up to 75%.



LOWLIGHTS

- » Natural blonde full of dimension.
- » Darker reflections for over-highlighted blonde.
- » Restores a natural look to over-highlighted hair.
- » For natural, long-lasting results with supreme shine in one single step.
- » Integrated pre-pigmenting (IPP System) ensures a simple one-step color process.



The formula contains a special combination of warm direct dyes and oxidative dyes, which are especially adjusted to the needs of over-lightened hair and penetrate the hair.

There is no need for additional pre-pigmentation.

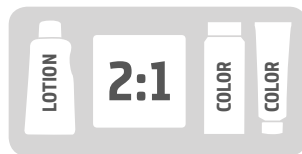
- Oxidative dyes
- Combination of warm direct dyes and oxidative dyes



USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY WITH
BRUSH



LOWLIGHTS



NN-SHADES/
@ELUMENATED
NATURALS LOWLIGHTS



SHAMPOO

» When mixing Colorance Cover Plus NN-shades with Colorance shades, always use System Developer Lotion 3% (10 vol.).

SERVICES

Colorance offers a variety of services to meet the clients' needs and desires with brilliant color results and optimal care for the hair.

TONING SERVICES

HIGH-GLOSS SHINE SERVICE

- » Add beautiful shine for all hair textures with Colorance Clear or mix with any shade of Colorance. Or use the new Gloss Tones for superior shine.

TONE & REFINE SERVICE

- » The perfect finish to every lightening service.
- » Tone and refine with Colorance or Colorance Gloss Tones.

BOOST & BRIGHTEN SERVICE

- » Colorance's extensive shade portfolio enables you to enrich any shade's color and brilliance to the max.

* Always conduct a thorough analysis of the hair's structure and condition before applying any chemical service.

POWER TONING SERVICE

- » Combine @Pure Pigments with the LightDimensions Brightener Natural for beautiful blonde results.

SOOTHE THE DAMAGE

- » Colorance provides the gentlest processing* during color correction services and leaves the hair feeling incredibly healthy and repaired.
- » For Colorance and Colorance Gloss Tones.

GREY BLENDING

- » Provides a natural blending of grey hair - up to 75% coverage - without ever looking artificial.
- » For Colorance and Colorance Cover Plus.

COLOR BALANCING

- » For regrowth coloring with optimal color refreshing on mid-lengths and ends with gentle hair protection.
- » Combine Topchic or Nectaya for the regrowth with Colorance or Elumen for mid-lengths and ends.



1



Treat the uncolored regrowth with Topchic or Nectaya.

2



Apply Goldwell Colorance to freshen up the color of the mid-lengths and ends.

COLOR PERMING SERVICE

- » Colorance and Colorance Gloss Tones offer the opportunity to curl and color within one service.
- » During perming, colored hair often loses its vibrancy. Color Perming is the ideal solution to gently refresh or change the existing color at the end of a perm service.
- » As the hair structure is open, the color pigments can penetrate deeply into the hair for a long-lasting color result.
- » Replacing the second neutralizer with Colorance or Colorance Gloss Tones stabilizes the hair in the new shape and refreshes the color at the same time.

COLOR CORRECTION

- » To counteract unwanted tones.
- » Pre-pigmentation to enable perfect results when it comes to corrective coloring from light to darker.

LOWLIGHTS

- » Create natural blonde looks and give back dimension to over-highlighted hair with a one-step color process.
- » Use Colorance Cover Plus Lowlights to create natural blonde looks and give back dimension to over-highlighted hair with a one-step coloring process.



- » Always measure the lotion first and then add the color.
- » Use the Goldwell scale for accurate measuring when working with Colorance tubes.
- » If the hair shows significant damage or is white/blonde, reduce the overall processing time.

@ELUMINATION SERVICE

- » Just a few drops of @Pure Pigments in your formulas will create whole new layers of shine and color, so you can enrich the tone even more, create delicate pastels or cool down warmth.

CREATIVE FREEHAND TECHNIQUES

- » For unlimited freehand techniques with customized color consistency use System Thickener with all Goldwell color brands (excl. Elumen and Colorance Gloss Tones).
- » Add the Elumen Thickener to any Elumen formula to create the perfect viscosity for your service

SPECIFIC ACCESSORIES

- » Applicator bottle with nozzle or brush for tubes or Depot Can System.
- » Good measurability and mixing due to 5 ml steps on both printed and embossed scale.



CHAPTER 11

GOLDWELL SYSTEM

A COMPREHENSIVE TOOL BOX FOR CREATIVE COLOR IDEAS AND UNIQUE SERVICES



THE DIMENSIONS OF GOLDWELL SYSTEM

- » Unlimited freedom to fuel your creativity.
- » Individual color services, customized to fulfill your clients' wishes.
- » High-performing integrated system to build your confidence for all your color services.



THREE CUSTOMIZED PRODUCT CATEGORIES:

CREATIVITY:

@Pure Pigments,
Thickener

SOLUTION:

Hair Color Remover,
Color Remover Skin,
Developer Lotions

BALANCE:

Structure Equalizer,
BondPro+

@PURE PIGMENTS

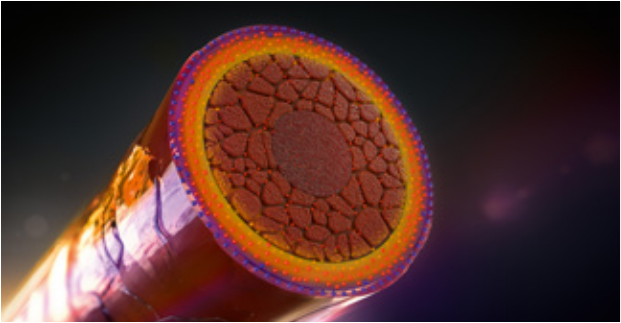
High-definition direct dye additives for long-lasting and multi-dimensional color results, delivering extraordinary shine with a 3D effect that creates unique light reflections.



TECHNOLOGY

THE HD³ DYE TECHNOLOGY

The result of a joint collaboration between Kao and Fujifilm.



The new patented hair dyes form gradient layers of multi-spectral colors in the hair. With a similar result to light passing through a prism, the HD³ Dye Technology creates a unique play of color reflections.



Goldwell's HD³ Dye Technology pushes the limits of traditional hair color. While oxidative hair color provides depth and coverage, @Pure Pigments creates multi-dimensional and multi-tonal light reflections.

ASSORTMENT



PURE YELLOW	PURE ORANGE	PURE RED	COOL PINK	PURE VIOLET	COOL VIOLET	PEARL BLUE	MATTE GREEN
-------------	-------------	----------	-----------	-------------	-------------	------------	-------------

- 🔥 Pure Yellow can be used in formulations to enhance shine and vibrancy even more.
- 🔥 PureYellow works perfectly to enhance shine in counteracting formulations (e.g. Pearl Blue, Matte Green).

🔥 Use Pure Orange to create shine with a warmer effect.

- 💧 Pure Red can enhance copper- and violet-based colors.
- 💧 Using high amounts of Pure Red will lead to a deeper red result due to the high concentration of pigments.

💧 Cool Pink creates vivid tones and counteracts warmth at the same time.

🔥🔥💧💧💧💧 Use 9% (30 vol.) to 12% (40 vol.) lotion for a more intense effect. The higher concentration of pigments leads to the enhanced effect.

- 💧 Only 1-2 drops of Pure Violet in Topchic HiBlondes Control are enough for counteraction.
- 💧 Cool Violet counteracts warm, unwanted tones while giving a smokey violet direction.
- 💧💧 When using A, MB, and SB in the formula, Pearl Blue and Matte Green enhance cooler tones.
- 💧💧 Pearl Blue and Matte Green are great for counteracting warm, unwanted tones.
- 💧💧💧 Using Cool Violet, Pearl Blue and Matte Green on very porous hair will lead to cooler results.

MIXING RECOMMENDATION

@Pure Pigments can be used with Topchic, Nectaya and Colorance.

Add one drop or up to 10% to the final color mass. The lighter the level, the more intense the result.

LEVEL	TOPCHIC/NECTAYA	TOPCHIC HiBLONDES CONTROL/ COLORANCE
	80 ml = 40 ml Lotion + 40 ml Color	60 ml = 40 ml Lotion + 20 ml Color
10	0.08 ml @Pure Pigments (2 drops)	0.06 ml @Pure Pigments (1-2 drops)
7-9	0.8 ml @Pure Pigments (20 drops)	0.6 ml @Pure Pigments (15 drops)
2-6	8 ml @Pure Pigments (2 ½ pipettes)	6 ml @Pure Pigments (2 pipettes)



TOPCHIC/NECTAYA



TOPCHIC
HiBLONDES CONTROL/
COLORANCE

USAGE INSTRUCTIONS



- » Use 9% (30 vol.) or 12% (40 vol.) System Developer Lotion for a more intense effect with Topchic.
- » Use Topchic, Nectaya and Colorance as per normal usage instructions, process and rinse-off as usual.
- » BondPro+ can be added to the ready mixed color mass (lotion + color + @Pure Pigments + Protection Serum Step 1).
- » The consistency can be adjusted with System Thickener.

THICKENER

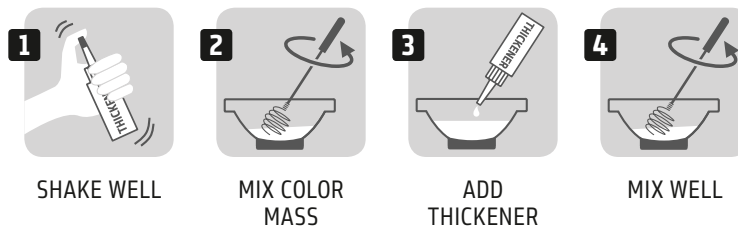
Easily controls and customizes the consistency of oxidative color and lightener.

- » Even strong contrasting tones can be placed next to each other.
- » No limitations and no foils necessary.
- » For all kinds of creative freehand techniques with Goldwell color brands.
- » Maintains the perfect performance of color and lighteners.



USAGE INSTRUCTIONS

Thickener can be used with Topchic, Nectaya, Colorance, LightDimensions SilkLift and SilkLift Control, Brightener and Oxycur Platin.



- » Shake well and then add Thickener to the color mass.
- » Mix to achieve your desired consistency from just slightly thickened to very heavy and viscous.
- » Start with approximately 10 drops to 80 ml of final color mass and add until the desired consistency is reached.

- » Measure and mix Goldwell color brands as per normal usage instructions.
- » Do not use System Thickener with Elumen or Colorance Gloss Tones.

HAIR COLOR REMOVER

Highly effective while gentle* color removal specialized for oxidative hair color.

- » Respects the natural color of the hair.
- » High-performance formula with conditioning PQ10.
- » Unique CanvasReset System with integrated BondPro+ prevents breakage and protects the hair integrity.
- » Ammonia-free – dust-free – fragrance-free.
- » Creamy consistency, easy application and saturation.

Hair Color Remover can be used for all Goldwell color brands excluding Elumen.



* In comparison to color removal with standard bleach wash.

USAGE INSTRUCTIONS

Can be used to remove: Topchic, Nectaya, Colorance, @Pure Pigments.

Use System Developer Lotion 3% (10 vol.).



TOWEL-DRIED
HAIR



SYSTEM LOTION



MIX WELL



APPLY FULL
HEAD



APPLY WITH
PRECISION
ON SPECIFIC
AREAS



WITHOUT
HEAT



SHAMPOO



CARE
PRODUCT

COLOR REMOVER SKIN

Gently and efficiently removes color stains from skin.

- » Convenient and easy to use.
- » Dermatologically-tested and mild.

Color Remover Skin can be used for all Goldwell color brands excluding Elumen.

Usage instructions:

Removes color stains on the skin, especially on the forehead, ears, hands:

Dispense onto a cotton ball or a pad and gently rub several times over the affected areas.



DEVELOPER LOTIONS




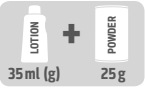














- » Unique multi-use lotion system that reduces complexity and requires less storage space made for Topchic, Colorance and Oxycur Platin.
- » Perfect consistencies (liquid or cream) for optimal application with ideal spreadability and perfect adherence of color to the hair.
- » Specially designed to create intensive, long-lasting color results with outstanding brilliance and shine.
- » With integrated patented IntraLipid Technology – for improved combability and a smooth hair touch.*
- » Upgraded with BondPro+ Technology to offer essential protection during hair coloring processes.
- » Supports all color results, also when using Colorance.



**LIQUID DEVELOPER
LOTION**

**CREAM DEVELOPER
LOTIONS**

* Perfect performance only guaranteed when used together with Topchic, Colorance or Oxycur Platin.

		COLORANCE	COLORANCE GLOSS TONES	COLORANCE COVER PLUS	OXYCUR PLATIN	TOPCHIC 2-10	TOPCHIC HIBLONDES CONTROL
							
Liquid Developer	2%						
	3%						
Cream Developer	6%						
	9%						
	12%						



- » For hair which may be overprocessed, carry out a BondPro+ stand-alone service before the Colorance service.
- » When mixing Colorance Cover Plus NN-shades with Colorance core shades, use 3% System Developer Lotion.
- » Can be combined with BondPro+ service if desired or needed when working with Topchic and Oxycur Platin.

STRUCTURE EQUALIZER

Instantly equalizes structural differences.

- » Optimizes the color deposit in the hair structure.
- » Use before every kind of color service for more even color results.
- » With advanced Equalizer Polymer and appealing fragrance.



USAGE INSTRUCTIONS

Structure Equalizer can be used with all Goldwell color brands excluding Elumen.



SPRAY ONTO
DRY OR TOWEL-DRIED
HAIR



- » Spray section-by-section evenly onto the entire hair.
- » Leave in and apply color mass according to the usage instructions of the according Goldwell color brands.

BONDPRO+

Ensures exceptional hair quality after lightening, coloring and texturing services.

- » No visible dilution of lightening and color performance.
- » Strengthens the hair fiber and supports bond stability.
- » Prevents breakage during alkaline services and protects hair from damage.
- » Hair is revitalized and deeply nourished.
- » Hair looks and feels significantly healthier.



TECHNOLOGY

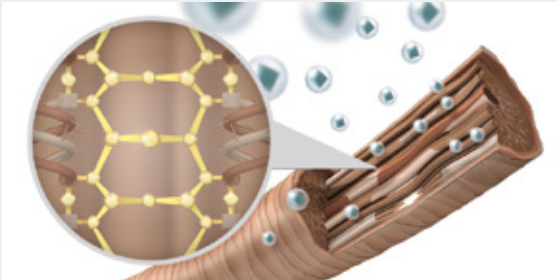
The **BondPro+ Inter-Amino-Bonding-System** is based on an advanced amino-acid formula in combination with moisturizing panthenol and cationic polymers.



Step 1:

Protection Serum:

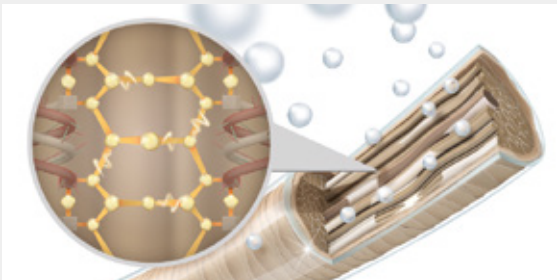
Penetrates the hair and protects the hair fiber from within during the alkaline bleaching, coloring or texturizing process. As a result it prevents hair breakage.



Step 2:

Nourishing Fortifier:

Is a rich, intensive treatment, which reinforces the bonds in the hair. The hair fiber is strengthened and deeply nourished.



USAGE INSTRUCTIONS

BondPro+ can be combined with Topchic, Nectaya, LightDimensions SilkLift, SilkLift Control and Oxycur Platin and Topchic HiBlondes Control.



READY TO USE	BONDPRO+ PROTECTION SERUM Number of pump strokes (1 = 2 ml)
20 ml	1 x
40 ml	2 x
60 ml	3 x
120 ml	6 x
180 ml	9 x



- » Mix and process LightDimensions SilkLift and Oxycur Platin according to their usage instructions.
- » Add BondPro+ Protection Serum to the ready-mixed color mass and process as usual.
- » Rinse. Do not shampoo.
- » Apply the Nourishing Fortifier and comb through.



TOPCHIC



NECTAYA

COLOR

READY TO USE	BONDPRO+ PROTECTION SERUM Number of pump strokes (1 = 2 ml)
30 ml	1 x
60 ml	2 x
90 ml	3 x
120 ml	4 x



- » Mix and process Topchic, Nectaya according to their usage instructions.
- » Add Protection Serum to the ready mixed color mass and process as usual.
- » Rinse. Do not shampoo.
- » Apply the Nourishing Fortifier and comb through.



STRUCTURE + SHINE



- » Add Protection Serum to the Structure + Shine Agent 1.
- » Process according to usage instructions. Take a test strand as usual to determine final processing time.
- » Rinse thoroughly and towel-dry. Do not shampoo.
- » Apply Nourishing Fortifier and comb through. Process for 10 minutes. Rinse.
- » Towel-dry and continue with Structure + Shine. Process according to usage instructions.

STRAIGHTENING

READY TO USE	BONDPRO+ PROTECTION SERUM Number of pump strokes (1 = 2 ml)
20 ml	1 x
40 ml	2 x
60 ml	3 x
80 ml	4 x



EVOLUTION

VITENSITY

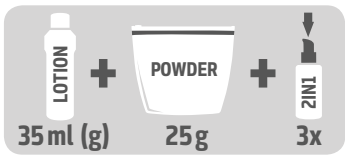
TOPFORM

PERM

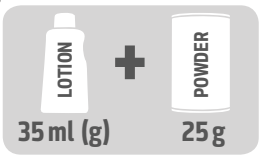
READY TO USE	BONDPRO+ PROTECTION SERUM Number of pump strokes (1 = 2 ml)
Use after neutralizer	1 x + 20 ml water
	2 x + 40 ml water
	3 x + 60 ml water
	4 x + 80 ml water



- » Carry out the perming process according to usage instructions.
- » Apply the second neutralizer to the rods (even on long hair) for the recommended processing time.
Then rinse rods well and blot gently.
- » Apply a mixture of Protection Serum + water. Process for 5 minutes. Then remove rods and rinse.
- » Apply the Nourishing Fortifier to towel-dry hair from roots to ends. Avoid undue tension to the fresh curls.
- » Process for 5 minutes. Then rinse.



LIGHTDIMENSIONS
SILKLIFT



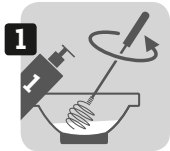
LIGHTDIMENSIONS
OXYCUR PLATIN



TOPCHIC
NECTAYA



TOPCHIC
HiBLONDES CONTROL



ADD
PROTECTION
SERUM



APPLY AS
USUAL



RINSE
AFTER USUAL
PROCESSING
TIME



DO NOT
SHAMPOO



APPLY
NOURISHING
FORTIFIER



SHAMPOO



CARE
PRODUCT



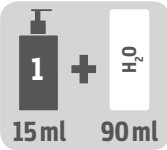
» Recommended for use with Goldwell products only.
» Do not use with Elumen or Colorance shades.

STAND ALONE SERVICE

FOR EXTREMELY OVER-PROCESSED HAIR



HAIR:
TOWEL-DRY



PROTECTION
SERUM + WATER



APPLICATOR
BOTTLE



APPLY



APPLY
NOURISHING
FORTIFIER
AND PROCESS
FOR 10 MIN



RINSE



SHAMPOO



CARE
PRODUCT

CHAPTER 12

MEN RESHADE

MEN RESHADE

DEMI-PERMANENT HAIR COLOR

The most masculine way to blend grey for a fresher, younger, natural look.

- » Natural, transparent grey reduction.
- » No helmet effect, no visible regrowth.
- » Thicker-looking hair.
- » Uncomplicated service.
- » Only 5 minutes processing time.
- » To be used in-salon or at home.



TECHNOLOGY

HYBRID FOAM TECHNOLOGY

Combines the easy application of a foam with the natural results of an oxidative hair color technology. The innovative applicator bottle enables oxidative dyes to be applied as foam.



TONE GUARD TECHNOLOGY

For a constantly cool tone direction. No red/warm tones appear as the color fades, guaranteed.



USAGE INSTRUCTIONS



- » Choose a lighter shade of Men ReShade for hair with different levels of white or for a natural hair color that's difficult to determine.
- » Best results are achieved with 10-50% white hair.

ASSORTMENT

DEVELOPER CONCENTRATE

- » Special developer lotion for a guaranteed application time of 5 minutes.

GREY BLENDING POWER SHOTS

- » Cool Ash shades (4CA, 5CA, 6CA, 7CA).
- » Hybrid Foam Technology works in only 5 minutes.
- » Tone Guard Technology for consistently natural and masculine color.

MEN RESHADE APPLICATOR BOTTLE

- » Color components are mixed in the special Men ReShade applicator bottle and applied as foam consistency.



CHAPTER 13

ELUMEN

**LET IT STAY. OR LET IT GO.
FULL FLEXIBILITY IS YOURS.**



ELUMEN



**ELUMEN
PLAY**



**ELUMEN
CARE**

ELUMEN

LONG LASTING HAIR COLOR OXIDANT-FREE

Elumen long lasting color. Exceptional durability.

The original Elumenation.

- » Extraordinary brilliance.
- » Incredible shine.
- » Long lasting color.
- » Exceptional durability.
- » Amazing, healthy-looking hair.
- » Without oxidation, without ammonia and ammonia odor.
- » Up to 100% natural grey coverage.*



* Confirmed in CAUT Germany 2018 n=60, NN@8 and NN@6.

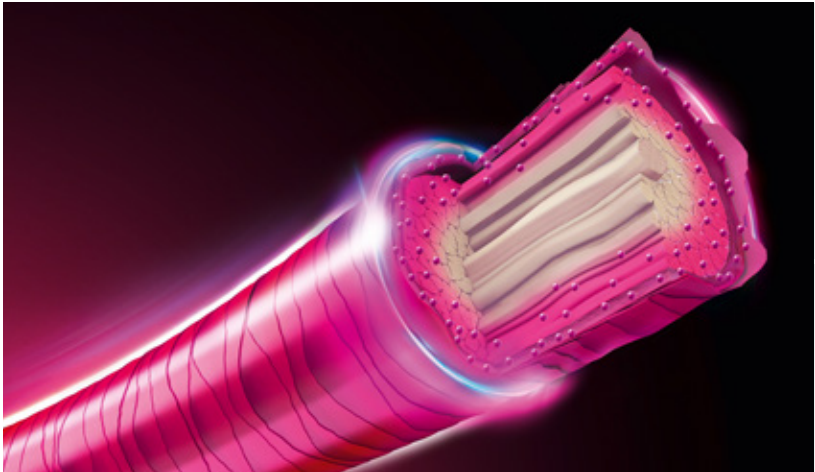
TECHNOLOGY

Elumen is a „physical“ color that works completely without oxidizing but still achieves spectacular color results.

Elumen works exclusively with acidic, direct color dyes. As opposed to working with oxidizing colors, the mixing result becomes immediately visible.

When mixing different direct dyes, the obtained results are as lively and clear, because the intermixing does not create undesirable cross-reactions.





ELUMEN HD^{max} TECHNOLOGY

- » A system of specially-selected direct dyes.
- » Designed to penetrate deep into the hair shaft.
- » Creates extraordinary intensity and longevity (Magnet Effect).
- » Damaged areas inside the hair are filled in (Repair Effect).

SHINE & CARE TECHNOLOGY

- » Creates exceptional brilliance and a healthy feel for the hair (Deep Shine Effect).

- » Up to 76% more color intensity compared to oxidative hair colors.*
- » Up to 37% more shine compared to intensive demi-permanent hair colors.

*Tested against oxidative hair color without Pure Pigments.

USAGE INSTRUCTIONS



PREP & DRY

1. Prep & Dry

- » Apply Elumen Prepare throughout the hair for optimum color uptake.
- » Spray evenly on towel-dried or dry hair until moist.
- » Dry completely for Elumen Standard shades.
- » Don't dry for Elumen Toning shades.



MIX, APPLY & TIME

2. Mix, Apply & Time

- » Saturate the hair completely to ensure even coverage.
- » Use the Elumen tools for the best application possible.
- » Add the Elumen Thickener to customize the gel consistency to your liking.



LOCK & CONDITION

3. Lock & Condition

- » Use Elumen Lock to reduce fading for a longer lasting result.
- » Apply 40 ml onto towel-dried hair, distribute evenly and process up to 5 minutes. Rinse thoroughly.
- » Proceed with Elumen color care.

Amount of Elumen hair color influenced by

- » Hair length
- » Structure
- » Density
- » Porosity

HAIR LENGTH	AMOUNT OF ELUMEN HAIR COLOR	AMOUNT OF ELUMEN LOCK
Short	60 ml	40 ml
Medium	80 ml	60 ml
Long	120 ml	100 ml



- » Always use Elumen Prepare before any Elumen application.
- » All Elumen shades are intermixable and suitable for all techniques.
- » When mixing NN@8 or NN@6 with other Elumen shades, you can achieve a grey coverage with fashion shade direction.
Remember that the grey coverage ability is reduced when mixed with fashion shades.
- » Depending on the service, Elumen can be applied onto dry or towel-dried hair.

ASSORTMENT

ELUMEN WARMS/COOLS/PURES

- » For extra luminous, shining and lasting hair colors.
- » Without oxidation, without ammonia and ammonia odor.



ELUMEN CLEAR

- » Reduces the depth and color intensity of any Elumen shade.
- » Can also be used as a creative mixing shade to dilute both, the color depth or the color direction.



» The higher the proportion/amount of CLEAR in the mixed formula, the more the color character of the other shade is diluted.

SERVICES

ELUMEN GREY COVERAGE SERVICE:

- » The 2 new Elumen shades, NN@8 and NN@6, now provide up to 100% grey coverage.*

(* Confirmed in CAUT Germany 2018 n=60.)

ELUMEN GREY REDUCTION SERVICE:

- » Natural translucent grey reduction without a colored appearance (Elumen COOLS and WARMS).

ELUMEN TONE-ON-TONE COLOR SERVICE:

- » A full head application using Elumen tone-on-tone shade to rejuvenate client's base shade.

ELUMEN FULL COLOR SERVICE:

- » A full head application with Elumen with PURES, COOLS or WARMS from the Elumen portfolio.

ELUMEN BLONDE TONING SERVICE:

- » Rejuvenates clients blonde after lifting.

ELUMEN EXTRA SHINE SERVICE:

- » Elumen CLEAR is an ideal product to give your client's hair beautiful shine.

ELUMEN CREATIVE FREEHAND TECHNIQUE SERVICE:

- » This service uses the merging technique to achieve a multi tonal effect that is easy to maintain.

ASSORTMENT SUPPORT PRODUCTS

ELUMEN PREPARE

- » Improves the durability and optimizes the deposit of Elumen hair color.
- » Pre-treatment.



» Spray evenly on towel-dried or dry hair until moist, then dry completely.

ELUMEN THICKENER

- » Create the perfect viscosity for your service.



» Shake well. Add drop-by-drop (max. 10%). Mix until desired consistency.

ELUMEN LOCK

- » Use with Elumen hair color.
- » Reduces fading and increases durability.



» Apply the right amount onto towel-dried hair, distribute evenly. Process for up to 5 minutes. Rinse thoroughly. Treat with Elumen color care products.

ELUMEN CLEAN

- » For the gentle and thorough removal of skin staining caused by Elumen hair color.



ELUMEN RETURN

» Use Elumen Return to soften the color result.



» Apply on dry hair. Process for up to 30 minutes. Rinse thoroughly. Then shampoo. Elumen Return can be applied up to 3 times. Treat with Elumen color care.

ELUMEN PLAY

SEMI-PERMANENT COLOR. MAXIMUM VERSATILITY

A ready to use true semi-permanent hair color.

No developer required.

- » Improved hair structure, more shine, better hair feel.
- » Lasts up to 10-15 washes.*
- » Fading on tone.**
- » Elumen Play Eraser to remove the color up to 100% and play again.***



* Depending on hair structure and intensity of shade.

** Up to 100%.

*** Up to 100% depending on hair structure and intensity of existing color.

TECHNOLOGY



ELUMEN PLAY HD^{max} TECHNOLOGY

- » A system of specially-selected cationic direct dyes.
- » Designed to anchor to the outer and inner levels of the cuticle.
- » Fade on tone up to 100%.
- » With up to 100% removability with Elumen Play Eraser*.

* Depending on hair structure & intensity of existing color.

SHINE & CARE TECHNOLOGY

- » A blend of caring ingredients gives the hair healthy-looking appearance and outstanding shine.
- Gives outstanding color shine, brilliance and hair that is healthy-looking (Glow-Effect).

- » 8 out of 10 stylists perceive an improved hair structure.**
- » 83% rate the shine better than a leading competitor.**
- » More than 60% rate the hair feel after coloration with Elumen Play better than leading competitors.**
- » 60% of stylists rate the color brilliance better than leading competitors.**

** CAUT USA 2019 n=60.

USAGE INSTRUCTIONS



MIX, APPLY
& TIME

1. Mix, Apply & Time

- » Apply on clean dry hair.
- » Saturate the hair completely to ensure even color uptake.
- » Use brush and bowl for application.
- » Creamy consistency allows full flexibility when it comes to creative freehand techniques.
- » 30 minutes without heat or 20 minutes with heat.



» To achieve the purest tone with Elumen Play lift or lighten the hair using LightDimensions SilkLift/Oxycur Platin or HiBlondes Control shades to a level 9-10.



RINSE, LATHER
& CARE

2. Rinse. Lather. Care.

- » When time is up, rinse completely without emulsifying.
- » Follow immediately with Elumen Shampoo.
- » Follow with your favorite Elumen Care product.

Amount of Elumen Play influenced by

- » Hair length
- » Density
- » Structure
- » Porosity

HAIR LENGTH	AMOUNT OF ELUMEN PLAY
Short	60 ml
Medium	80 ml
Long	120 ml

ASSORTMENT

ELUMEN PLAY PURES

- » Extraordinary brilliance and incredible shine.
- » Full flexibility.
- » Purest results on level 9–10.



CONTENT

ELUMEN PLAY PASTELS

- » Subtle pastels for soft shading that fade true-to-tone up to 100%.
- » Ready to use pastel shades.
- » For level 9–10.
- » For cool Elumen tones always make sure to “silverize” the hair to create a cool canvas.



GLOSSARY

ELUMEN PLAY METALLICS

- » Plays with shimmer.
- » Gives metallic effects to color.
- » @Metallic Silver adds silver to any shade.

ELUMEN PLAY @CLEAR

- » With Elumen Play @CLEAR you can dilute or pastelize all Elumen Play shades.



ELUMEN PLAY @BLACK

- » To give your formula a smoky character, use Elumen Play @BLACK by adding small amounts (1 ml).
- » Elumen Play @BLACK can also be used pure or on dark bases (level 2–3) to intensify shine and depth.



ELUMEN PLAY ERASER

- » Removes Elumen Play up to 100% in just one application*.
- » Allows color flexibility.
- » Combined with effective caring agents for a conditioned and smooth hair feel.

* Depending on hair structure and intensity of existing color.



ELUMEN PLAY ERASER VS FADE-TO-TONE OF ELUMEN PLAY*

ELUMEN PLAY SHADES	@YELLOW sunny yellow	@ORANGE juicy orange	@RED fiery red	@PINK hot pink	@VIOLET mysterious violet	@BLUE ocean blue	@GREEN tropical green	@BLACK jet black	@PASTEL CORAL blush coral	@PASTEL ROSE bashful rose	@PASTEL LAVENDER sweet lavender	@PASTEL MINT cool mint
After 10 washes												
After 15 washes												
After 15 washes and with Elumen Play Eraser												

* This picture is an example to illustrate the functional principle of Elumen Play Eraser versus fade-to-tone (including Metallic shades).

SERVICES

Various services and color results exactly the way you want them can be achieved with Elumen Play.

ELUMEN PLAY BRIGHT PURE TONES SERVICE:

- » A full head application with Elumen Play PURES shades - bright shades that fade true-to-tone.
- » With Elumen Play @BLACK you can smoke down your formula.
- » With Elumen Play @CLEAR you can pastelize your formula.

ELUMEN PLAY EXTRA SHINE SERVICE:

- » Use Elumen Play @CLEAR as stand-alone shine service.

ELUMEN PLAY BLONDE TONING/PASTEL SERVICE:

- » Subtle pastels for soft shading that fade true-to-tone.

ELUMEN PLAY METALLIC SERVICE:

- » With the new Metallic shades you can play with shimmer and metallize your color.
- » Use @Metallic Silver and add silver to any shade.

ELUMEN CARE

Made for Elumen to maintain color and Elumen Play to support fading true-to-tone.



ASSORTMENT

SHAMPOO

- » Gently cleanses.
- » Supports the repairing effect.
- » Reduces washout of Elumen hair color.
- » Allows Elumen Play to gradually fade out tone on tone.
- » Maintains the special Elumen brilliance and color intensity.



CONDITIONER

- » For fine to normal hair.
- » Detangles instantly for better combability.
- » Reduces frizz and smoothes the surface of the hair.
- » Supports the repairing effect and reduces washout of Elumen hair color.
- » Allows Elumen Play to gradually fade out tone on tone.
- » Maintains the special Elumen brilliance and color intensity.



LEAVE-IN CONDITIONER

- » For fine to normal hair.
- » Nourishes instantly for improved detangling and combability.
- » Supports the repairing effect.
- » Reduces washout of Elumen hair color.
- » Maintains the special Elumen brilliance and color intensity.



MASK

- » For thick and porous hair.
- » Provides intense care and protects hair from damage.
- » Supports the repairing effect.
- » Reduces washout of Elumen hair color.
- » Allows Elumen Play to gradually fade out tone on tone.
- » Maintains the special Elumen brilliance and color intensity.



ELUMEN SPECIFIC ACCESSORIES

- » Applicator bottle with comb and nozzle for Elumen only (not Elumen Play)
- » Application colorful bowles
- » Elumen Brushes



For Elumen only (not Elumen Play)



CHAPTER 15

GOLDWELL COLOR CARE

MAINTENANCE AND REFRESHMENT FOR BRILLIANT COLOR RESULTS



DUALSENSES

INSTANT CARE EXPERT WITH A PASSION FOR COLOR

Provides instant care and instant color protection.



DUALSENSES COLOR REVIVE

COLOR GIVING CONDITIONER

- » 6 shades to refresh or intensify your color whilst perfectly conditioning your hair.
- » Enriched with micro**PRO**tec complex and Luminescine.
- » For all hair types.



ROOT RETOUCH POWDER

- » Instant grey and root coverage.
- » Available in 5 shades
- » Perfectly blends into Goldwell hair color for a beautiful natural look.
- » Leaves a refreshed hair feel.



COLOR GIVING SHAMPOO

- » 4 shades to refresh or intensify your hair color.
- » Enriched with micro**PRO**tec complex and Luminescine.
- » For all hair types.



DUALSENSES COLOR

» For **fine to normal** hair (colored and non-colored).

BRILLIANCE SHAMPOO

- » Instantly brings out color luminosity.
- » Fade**Stop**Formula minimizes color fading with every use.



BRILLIANCE CONDITIONER

- » Instantly detangles.
- » Creates color luminosity.



BRILLIANCE SERUM SPRAY

- » Instantly provides weightless conditioning.
- » Creates a new color gleam.
- » With heat protection.



60SEC TREATMENT

- » Regenerates hair instantly by up to 100% in 60 seconds.
- » Amplifies natural color luminosity.
- » Provides nourishing care.



INTENSIVE CONDITIONING SERUM

- » Instantly locks in color.
- » Keeps salon color vibrant for up to 22 washes.
- » Provides weightless care and combability.



REPAIR & RADIANCE BALM

- » Perfect all-rounder with instant effects.
- » Provides outstanding color brilliance.*
- » Supports the bond protein network.
- » Reduces split ends by up to 99%.
- » Protects against environmental pollutants.
- » Effective hair color protection against UV light.
- » For all hair types.



* Results generated through a Concept Aided Use Test with 72 participants, Germany 2021.

DUALSENSES COLOR EXTRA RICH

» For **thick to coarse** hair (colored and non-colored).

BRILLIANCE SHAMPOO

- » Instantly brings out color luminosity.
- » Fade**Stop**Formula minimizes color fading with every use.



BRILLIANCE CONDITIONER

- » Instantly detangles.
- » Creates color luminosity.



60SEC TREATMENT

- » Regenerates hair instantly by up to 100% in 60 seconds.
- » Amplifies natural color luminosity.
- » Provides nourishing care.



INTENSIVE CONDITIONING SERUM

- » Instantly locks in color.
- » Keeps salon color vibrant for up to 22 washes.
- » Provides care, manageability, softness and combability.



DUALSENSES BLONDES & HIGHLIGHTS

» For **blonde and highlighted** hair (colored and non-colored).

ANTI-YELLOW SHAMPOO

- » Instantly brings out color luminosity.
- » Neutralizes unwanted yellow tones.
- » Fade**Stop**Formula minimizes color fading with every use.



ANTI-YELLOW CONDITIONER

- » Immediately detangles.
- » Neutralizes unwanted yellow tones.



BRILLIANCE SERUM SPRAY

- » Instantly provides combability.
- » With heat protection.
- » Creates a new color shine.



60SEC TREATMENT

- » Regenerates hair instantly by up to 100% in 60 seconds.
- » Neutralizes unwanted yellow tones.



INTENSIVE CONDITIONING SERUM

- » Instantly locks in color.
- » Keeps salon color vibrant for up to 22 washes.
- » Enhances contrast and highlights.
- » Provides instant care and detangles.



DUALSENSES SILVER

» For **grey and cool blonde** hair (colored and non-colored).

SILVER SHAMPOO

- » Neutralizes unwanted yellow tones.
- » Instantly refines cool effects.
- » Fade**Stop**Formula minimizes color fading with every use.



SILVER CONDITIONER

- » Detangles immediately.
- » Neutralizes unwanted yellow tones.
- » Instantly refines cool effects.



60SEC TREATMENT

- » Regenerates hair instantly by up to 100% in 60 seconds.
- » Neutralizes unwanted yellow tones.
- » Instantly refines cool effects.



ADDITIONAL ASSORTMENT

JUST SMOOTH

» For unruly and frizzy hair.

ULTRA VOLUME

» For fine to limp hair.

BOND PRO

» For weak, fragile hair that is prone to breakage.

SCALP SPECIALIST

» For sensitive scalp and thinning hair.

RICH REPAIR

» For dry and damaged hair.

CURLS & WAVES

» For curly and wavy hair.

MEN

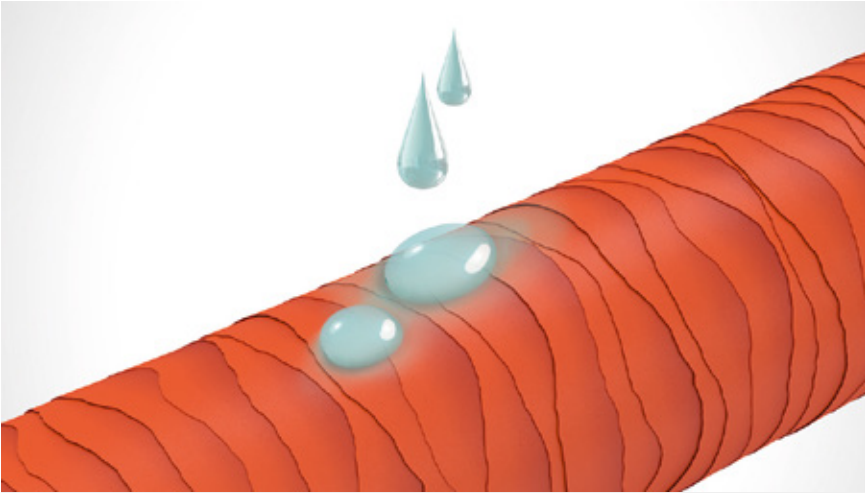
» For visibly healthy, strong hair and noticeably more energy.



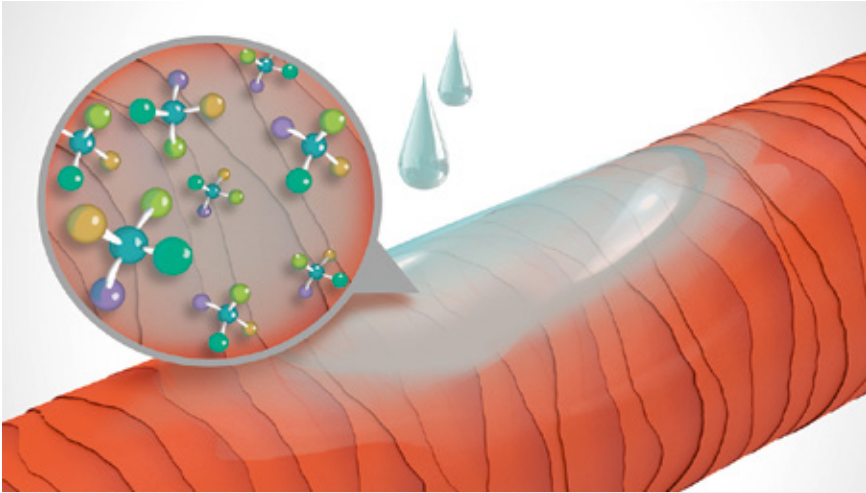
TECHNOLOGY

micro**PRO**tec COMPLEX

Innovative technology distributes essential care ingredients quickly and evenly for instant results you can see and feel.



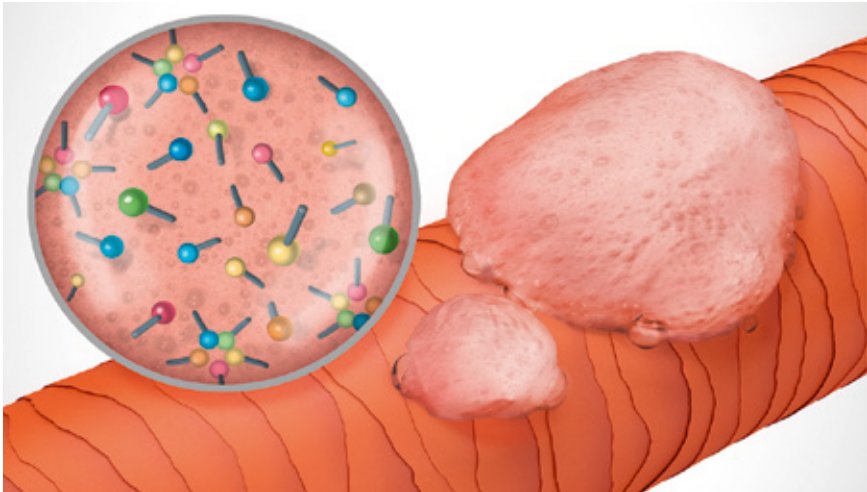
WITHOUT micro**PRO**tec COMPLEX



WITH micro**PRO**tec COMPLEX

FadeStopFormula

As gentle as pure water: FadeStopFormula – included in all shampoos – for exceptional reductions in color wash-out during shampooing.



WITHOUT FadeStopFormula

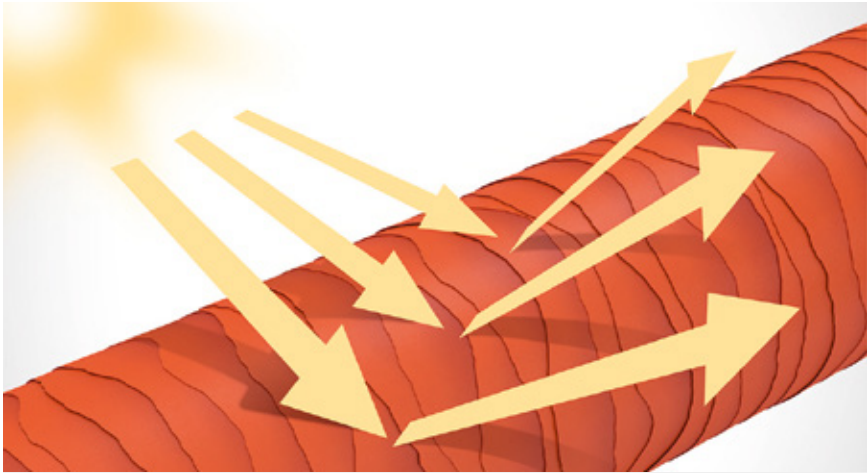


WITH FadeStopFormula

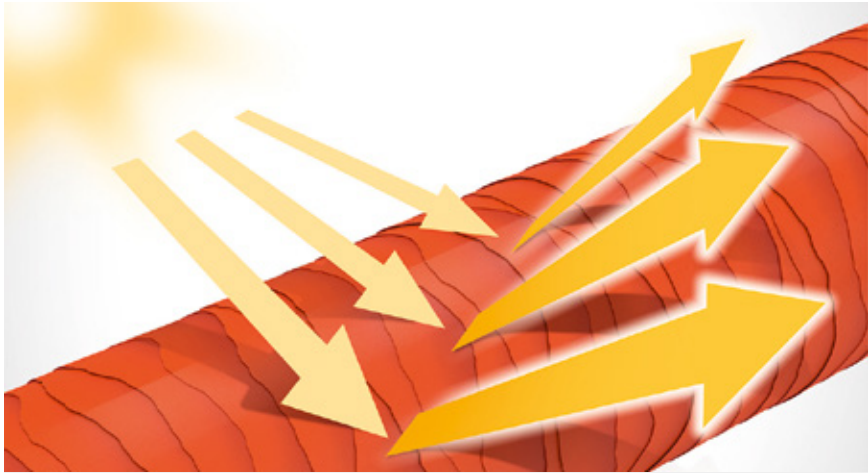
LUMINESCINE

Our unique color technology - containing Luminescine in all 4 of our Dualsenses color segments Color, Color Extra Rich, Blondes & Highlights and Silver - is the next generation of color luminosity.
All Intensive Conditioning Serums: Color lock-in up to 22 washes.

The Luminescine Color Technology transforms non-visible UV light into visible light for magnificent brilliance.

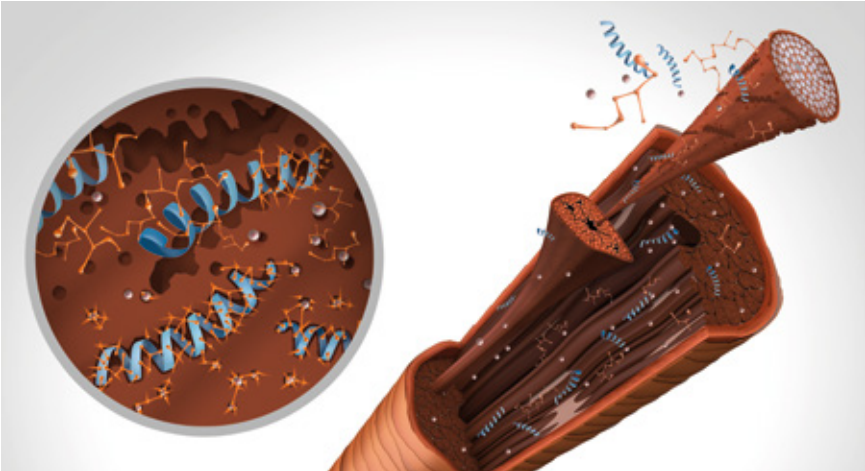


WITHOUT LUMINESCINE



WITH LUMINESCINE

INTER-AMINO-BOND-BUILDER



Peptides and amino acids penetrate into the hair cortex, targeting the damaged areas.

Compounds of red and brown algae extracts form ionic and hydrogen bonds, embedding these peptides in the inner cortex, making the hair fibre stronger and more resilient.

(Only in Bond Pro and Color Repair & Radiance Balm).

STYLESIGN

SIGN YOUR STYLE

Professional support for great styles.

- » Long-lasting, flexible hold.
- » Smoothens hair surface for natural shine.
- » Protection from pre-mature color fade, heat styling and UV light which helps to keep the hair color brilliant and shiny.



ASSORTMENT

ULTRA VOLUME

Turns up the volume of the client’s hair with voluptuous body and bounce.

- 3 Hold factor 0–5
- [] Use on towel-dried hair
- ✗ Use on dry hair



POWER WHIP
Strengthening Mousse

3 []



TOP WHIP
Shaping Mousse

4 []




GLAMOUR WHIP
Brilliance Styling Mousse

3 []



DOUBLE BOOST
Intense Root Lift Spray

4 []



NATURALLY FULL
Blow-Dry & Finish Bodifying Spray

3 [] ✗




LAGOOM JAM
Styling Gel

4 [] ✗



SOFT VOLUMIZER
Volume Blow-Dry Spray

3 []



DUST UP
Volumizing Powder

2 ✗

JUST SMOOTH

Delivers amazing smoothness in normal to coarse hair – for smooth to super-straight styles.

- 3 Hold factor 0–5
- [] Use on towel-dried hair
- ✗ Use on dry hair

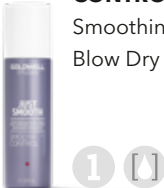
FLAT MARVEL
Straightening Balm



**SLEEK
PERFECTION**
Thermal
Spray Serum



**SMOOTH
CONTROL**
Smoothing
Blow Dry Spray



DIAMOND GLOSS
Protect & Shine
Spray



CURLS & WAVES

Creates lasting curly or wavy styles in all hair types.

- 3 Hold factor 0-5
- [] Use on towel-dried hair
- ✗ Use on dry hair




TWIST AROUND
Curl Styling Spray

3 ✗



CURL CONTROL
Moisturizing
Curl Cream

2 []



CURL SPLASH
Hydrating Curl Gel

3 []



SURF OIL
Salty Oil Spray

2 ✗



SOFT WAVER
Lightweight
Wave Fluid

2 [] ✗

CREATIVE TEXTURE

Gives any hairstyle a cool, new texture.
From shiny sleek to rough and disheveled looks.

- 3 Hold factor 0-5
- [] Use on towel-dried hair
- ✕ Use on dry hair

ROUGHMAN
Matte Cream Paste



SUPEREGO
Structure
Styling Cream



MELLOGOO
Modelling Paste



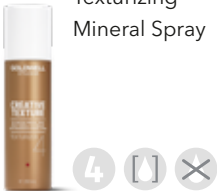
UNLIMITOR
Strong Spray Wax



CRYSTAL TURN
High-Shine
Gel Wax



TEXTURIZER
Texturizing
Mineral Spray



HARDLINER
Powerful
Acrylic Gel



MATTE REBEL
Matte clay







DRY BOOST
Dry Texture Spray





PERFECT HOLD

Achieves long-lasting styles with flexible hold.

-  Hold factor 0–5
-  Use on towel-dried hair
-  Use on dry hair




MAGIC FINISH
Lustrous Hair Spray







MAGIC FINISH
Non-Aerosol
Hair Spray







BIG FINISH
Volumizing
Hair Spray

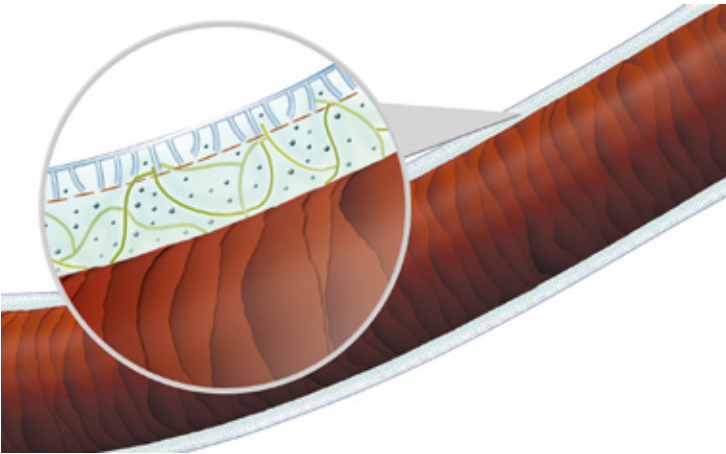




SPRAYER
Powerful
Hair Lacquer





TECHNOLOGY





flex**PRO**tec complex

- » Product-specific styling polymers and bamboo proteins create any desired look and help to keep the style natural and flexible.
- » A unique elastomer and UV filter in all products help protect the hair from premature color fade, heat styling and UV light. The hair surface is smoothened to enhance the hair's natural shine.

 styling polymer

 bamboo protein

 elastomer

 UV filter

THE PERFECT MATCH

Dualsenses and **StyleSign** – perfectly complementary care and styling products working hand in hand for even better results.



KERASILK

Every woman is unique. So is the perfect care.



KERASILK COLOR

Beautiful hair at its most brilliant.



ASSORTMENT

Long-lasting transformation into exceptional color brilliance.

BRILLIANCE PRIMER

- » Evens out the hair surface and balances the hair's outer layer.
- » Restores the inner hair structure for optimal condition during the coloring process.

BRILLIANCE CREATOR

- » Creates brilliance from within, locks and anchors color dyes.
- » Closes the cuticle by neutralizing mildly.

GENTLE SHAMPOO

- » Lightweight formulation helps to keep the color vibrant.

BRILLIANCE SEALER

- » Completes the lock-in process.
- » Seals in color and caring ingredients.



GENTLE DRY SHAMPOO

- » Refreshes hair without washing and color fading.

CONDITIONER

- » Adds moisture and conditions the hair.

CLEANSING CONDITIONER

- » Cleanses gently.
- » Adds moisture for color vibrancy.

INTENSIVE LUSTER MASK

- » Seals the cuticle, while creating a perfectly cared-for hair condition.

BLOW-DRY SPRAY

- » Two phases for care and shine.
- » Provides heat protection and UV protection.

BRILLIANCE PERFECTOR

- » Lightweight oil for all hair types.
- » Smooths the hair surface for an extraordinary glossifying finish.
- » 72h UV protection.



TECHNOLOGY

KERASILK TRANSFORMATIVE TECHNOLOGY

The Kerasilk products with KeraTransform Technology™ (KT3) fuse the power of three ingredients to deliver beautiful hair transformations.

All Kerasilk Color products contain the segment specific ingredients Tamanu Oil, High-Molecular Keratin and Color Caring Silk.

PROTECT
SILK FOR LUXURIOUS
COLOR PROTECTION



SUPPORT
KERATIN FOR
STRUCTURAL SUPPORT



TRANSFORM
AN ADDITIONAL SPECIALIZED
INGREDIENT INSPIRED BY
SKIN CARE AND SCIENCE



KERASILK COLOR BRILLIANCE SERVICES

For brilliantly colored hair with a silky, long-lasting hair feel.

BRILLIANCE PRIMER



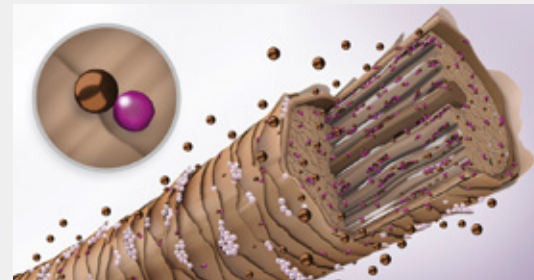
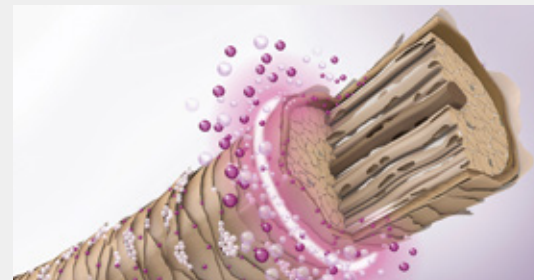
Spray Brilliance Primer evenly onto towel-dried or dry hair from roots to ends before the color application. Leave in.



Proceed with the color application and process according to the usage instructions.



Then rinse off.



● Low-Molecular Keratin Blend

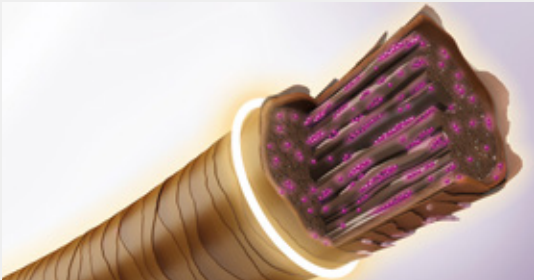
● High-Molecular Keratin Blend

● Color Dyes

BRILLIANCE CREATOR



Apply Brilliance Creator with brush and bowl onto the scalp from roots to ends. Process for 3 minutes. Do not rinse.



● Low-Molecular Keratin Blend

GENTLE SHAMPOO



Apply Gentle Shampoo onto wet hair, merge with Brilliance Creator and provide a very light and gentle massage. Then rinse thoroughly.

BRILLIANCE SEALER



Section the hair then apply Brilliance Sealer section-by-section onto towel-dried hair.

Style and finish.



 Color-Caring Silk and Tamanu Oil

ADDITIONAL KERASILK CARE ASSORTMENT

KERASILK CONTROL

» Long-lasting transformation into perfectly smooth and soft hair.



KERASILK RECONSTRUCT

» Long-lasting transformation into perfectly supple and healthy-looking hair.



KERASILK REPOWER

» Long-lasting transformation into perfectly bodified hair.



KERASILK REVITALIZE

» Long-lasting scalp rejuvenation for beautiful scalp and hair.



KERASILK STYLE

Perfect styling with the touch of silk.

- » You love the smooth and silky touch of hair when using Kerasilk products? With Kerasilk Style you can extend the Kerasilk experience including flawless, durable styles that help to keep that special hair feel.
- » Thanks to formulations comprising precious silk protein, all Kerasilk Style products provide the perfect balance between high-end styling performance and an exceptionally soft touch.



ASSORTMENT



VOLUME DOWN

VOLUME UP

**SMOOTHING
SLEEK SPRAY**

for all hair types

**ACCENTUATING
FINISH CRÈME**

for all hair types

**FORMING
SHAPE SPRAY**

for all hair types

**ENHANCING
CURL CRÈME**

for wavy to curly
hair types

**TEXTURIZING
FINISH SPRAY**

for all hair types

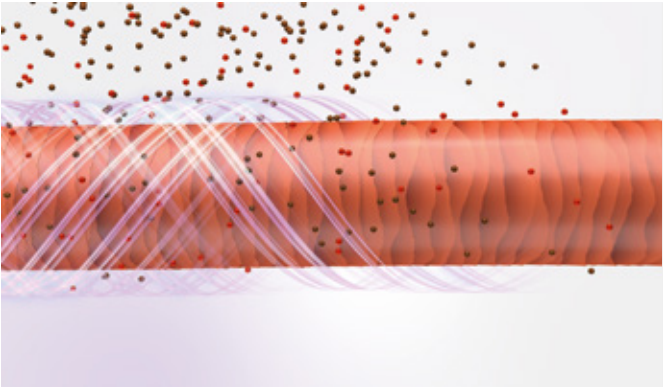
**FIXING EFFECT
HAIRSPRAY**

for all hair types

**BODIFYING
VOLUME MOUSSE**

for all hair types

TECHNOLOGY



- » The high-performing **KeraTransform Technology** with advanced ingredients actively interacts with the hair's structure.
- » **Silk Infused Protein Blends** help to contribute to the hair strength and provide flexibility and elasticity to support any desired styling performance - and at the same time help to provide a smooth and silky hair feel.



Keratin



Silk Infused Protein Blends
incl. Color-Caring Silk

CHAPTER 16

ACCESSORIES AND TOOLS

SERVICE AND STORAGE EQUIPMENT

COLOR RACK FOR GOLDWELL DEPOT CANS

» Space-saving storage of Goldwell cans and tubes.



JUNIOR SERVICE CAR/PREMIUM SERVICE CAR

» Including hand mirror, hangers for blow-dryer and flat iron and a lockable storage compartment.



HAIR NEEDLE & TOOL BOX

- » Keeps the hair accessories tidy and organized.
- » Fits into the drawers of the Service Cars.



COLOR & STYLING UNIT

- » Inserts for color and styling tools.
- » Fit into top part of the Service Cars.



MEASURING AND MIXING TOOLS

COLORING BOWL WITH MEASURING CYLINDER FOR GOLDWELL DEPOT CAN SYSTEM

- » Integrated brush tray and wiping edge for clean working.
- » Ideal cleaning process – quick and easy.



COLORING BOWL

- » Integrated brush deposit and strip-off ridge for clean working.
- » Twin scales enable easy and precise measuring.
- » Ergonomic shape and non-slip base.



DEPOT PUMPS

- » Allow quick and easy dispensing of the Goldwell lotions when working with the Depot Can System.



CLEANSING BOTTLE

- » Quick and simple cleaning of the Color Can System and the Applicator Bottle.



COLOR DISPENSING NOZZLE

- » Efficient color dispensing that allows easy extraction of color in small amounts (0.1 g).
- » Quick and easy handling and cleaning.
- » Customized to fit the complete Goldwell color can assortment in the most perfect way.
- » Minimal to no leftover color in the nozzle.



**COLORANCE APPLICATOR BOTTLE
FOR DEPOT CAN SYSTEM**

- » Application tool with sectioning hook, brush or nozzle.
- » Specifically designed to work with Colorance and the Depot Can System.
- » Straight shape for flexible handling, holding up to 180 ml of color mass.



COLORANCE APPLICATOR BOTTLE

- » Perfect for tube users.
- » Application tool with sectioning hook, brush or nozzle.
- » Specifically designed to work with Colorance in tubes.
- » Straight shape for flexible handling, holding up to 180 ml of color mass.



ELUMEN APPLICATOR BOTTLE

- » With nozzle or comb specifically for Elumen.
- » Ideal for mixing several shades.
- » Simplifies measuring for quick and easy application.
- » Applicator comb minimizes scalp staining.



ELUMEN COLORING BOWLES & BRUSHES

- » Colorful bowls for better differentiation.
- » Attachable for easier handling and application.
- » Non-slip base.



COLOR ACCESSORIES

COLOR COMBS

- » Especially hair and scalp-friendly thanks to rounded tips.
- » Wide enough to easily work the color mass into the hair and to easily comb thick hair.
- » Tail comb for sectioning and for thin hair.



COLORING BRUSHES

- » Ergonomically shaped handle for comfortable hold and precise and convenient applications.
- » Slightly textured bristles assist product pick-up and color application for easier and cleaner working.
- » Available in medium and large for standard usage and angled cut for creative work and freestyle techniques.



COLOR MASTER MIXER

» Professional color mixer for easy, fast and effective mixing of the formula into a smooth, creamy working mass.



COLOR CLIPS

» Stable clips to fix sections during the coloring process.



FOIL CUTTER

- » Easy and precise cutting and folding of aluminum foils in one single convenient step.



ALUMINUM FOILS

- » Premium aluminum foils for flexible cutting to desired length.
- » Colored foils for various color formulae during creative application.



THERMAL FOILS

- » Pre-cut, special coloring paper.
- » For good adhesion of the color mass to prevent slipping and bleeding during color application and processing.



APRON

- » Goldwell-branded.
- » Comfortable material and easy fit.



CAPE

- » Goldwell-branded.
- » Usable with all Goldwell products.



TOWELS

- » Goldwell-branded.
- » Color stable – even with lightening mass.



DIGITAL SCALE

- » Precise measuring in grams and ounces.



DIGITAL TIMER

» To hang or stand.



COLORING GLOVES

- » 50 comfortable latex gloves per box.
- » Prevent the brush from slipping during the coloring process.



CONSULTATION TOOLS

COLOR TABLEAU FOR CLIENT CONSULTATION

- » Targeted client consultation with special consultation boards.
- » Detachable hair swatches.



COLOR CARDS

- » Colour cards for all available Goldwell hair colors.
- » Clearly shows the achievable results on different base levels.
- » Effective consultation tool for shade selection.



CHAPTER 17

TROUBLE SHOOTING

PROBLEM	POSSIBLE REASONS
INSUFFICIENT GREY/WHITE COVERAGE	Not enough N, NA or NN-shades were in the formula.
	The shade selected was too light, therefore the regrowth appears lighter than lengths and ends.
	Color mass was not properly applied on the regrowth.
	Hair had residues of sprays, styling products, cosmetics, etc., and clarifying shampoo was not used prior to service.
	Over-deposit of color on ends, causing regrowth to appear lighter. Equalizer Spray was probably not used before color application.
	Processing time was too short (depending on processing with or without heat) or amount of product was not enough.
THE COLOR RESULT FADED TOO QUICKLY	Chemical overlap from repeated applications or pulling through of alkaline color caused a porous hair structure. Color Balancing Service was probably not applied.
	Proper developer lotion was not used in the color mixture.
	Proper post-color treatment was not used after the color service to finalize the chemical process.
	Proper home maintenance was not used between color services.

PROBLEM	POSSIBLE REASONS
THE COLOR RESULT WAS TOO LIGHT	Existing level was not correctly analyzed.
	The chosen shade was too light.
	The % of developer lotion used was too high.
	The developer lotion and color mass were not mixed in the correct proportion (amount of lotion was too much).
THE COLOR RESULT WAS TOO DARK	Existing level was not correctly analyzed.
	The chosen shade was too dark.
	The % of developer lotion used was too low.
	The developer lotion and color mass were not mixed in the correct proportion (amount of lotion was not high enough).
REGROWTH REMAINED TOO WARM AFTER LIGHTENING	The chosen shade did not have enough controlling ability.
	The mid-lengths are too matte which lets the regrowth appear warmer.
	The processing time was not correct (too short).

PROBLEM	POSSIBLE REASONS
REGROWTH/HAIRLINE BECAME TOO MATTE AFTER LIGHTENING	The chosen shade was too matte for the natural base level.
	The color was applied to the hairline too early during the processing time.
	Amount of grey/white hair was not considered when defining the formula.
THE FASHION SHADE BECAME TOO BRIGHT ON THE REGROWTH	N-series shade should have been added to the formula if grey/white was present.
	The % of developer lotion used was too high.
	The color was applied to the regrowth too early.
	The regrowth might appear too light because the mid-lengths and ends are too dark.

PROBLEM	POSSIBLE REASONS
THE ENDS STAYED TOO LIGHT	Color was applied to the ends too late.
	The ends were so porous that the color dyes did not hold.
	No Structure Equalizer was used.
THE ENDS BECAME TOO DARK	Color was applied to the ends too soon, causing an over-deposit on pre-existing porosity.
	The color mixture was too cool or matte.
	N, NN, or NA-series in the formula was applied to the previously colored ends.
STAINING ON THE SKIN	The color was not properly lathered before final shampooing.
	The skin was extremely dry and color stained the hardened keratin.

PROBLEM	POSSIBLE REASONS
SKIN SENSITIVITY	The client is sensitive/allergic to color mass. Therefore please carry out an allergy alert test 48 hours prior to the color service.
	The skin was too dry and chapped.
	Hair and scalp were vigorously massaged when shampooed prior to the color application.
	The ratio of developer lotion and color was incorrect.
	Developer lotion and color were not mixed thoroughly.
	The scalp had irritations prior to the color service.
	The proper post color treatments were not used.

CHAPTER 18

GLOSSARY

A

ACIDIC

A watery solution having a pH less than 7.0 on the pH scale.

ALKALINE

A solution having a pH greater than 7.0 on the pH scale.

The opposite of acidic.

ALLERGY ALERT TEST

Carried out by applying a small amount of hair color cream to the skin of the arm or behind the ear. Usually done 48 hours prior to the actual service.

It must be understood that this test is a precaution. If no reaction occurs during the test, this does not conclusively mean that no allergies will occur. Goldwell does not accept liability for any special mixes used by the hairdresser that could potentially violate the patent rights of third parties.

ALTERNATIVE COLORING

Changing of hair color shade or changing the tone of the color in the same level.

AMMONIA

Ammonia is used in permanent hair color for two reasons: To produce an alkaline pH which is required for lift (the decoloration of melanin) and the support of color development. Additionally, it helps to swell the hair for easy penetration of the color pigments for color formation and lightening.

ANIONIC

Property of a substance that carries a negative charge. For instance, anionic surfactants are widely used in cleansing formulations.

A

ASH

An ash tone is a blue based tone. It may be used to counteract unwanted warm tones. (Goldwell's Ash is a blue-base; Pearl is blue-violet).

B

BLEACHING SHAMPOO

A mixture of developer lotion, water, Oxycur Platin/LightDimensions SilkLift, shampoo, and conditioner designed to remove color from hair while leaving the hair in optimum condition for the next chemical treatment.

C

CATALYST

A substance with the power to increase the speed of a chemical reaction.

CATIONIC

Property of a substance that carries a positive charge. Conditioner care ingredients often carry a positive charge, which help them to adsorb on a negatively charged hair surface.

CITRIC ACID

Organic acid which can be derived from citrus fruit and is used for pH adjustment. Primarily used to adjust the acid-alkaline balance. Has some anti-oxidant and preservative qualities.

COLD SHAFT

The lengths and ends of the hair shaft beyond ½ inch from the scalp, which is not influenced by the warmth of the body temperature.

C

COLOR CONTINUUM

A group of colors having the same tonal value (natural tones, ash tones, copper tones, etc.).

COLOR CIRCLE

The arrangement of primary, secondary and tertiary colors in the order of their relationships to each other which illustrates the Law of Color.

COLOR WASH

Synonymous with bleaching shampoo. Used to remove permanent color pigments.

COMPLEMENTARY COLORS

Colors opposite each other on the color circle that counteract or neutralize each other. Also referred to as counteracting colors.

CONTROL COLOR

Synonymous with complementary or counteracting colors.

CORRECTIVE SHAMPOO

Synonymous with bleaching shampoo. Used to remove permanent color pigments.

CORTEX

The main part of the hair fiber. It is located below the cuticle.

COUNTERACTING COLOR

See "Complementary colors".

CUTICLE

The translucent outer layer and protective scale of the hair fiber. The cuticle surrounds the cortex. Damage at the cuticle layer can easily be felt and determined as it is the outside layer.

D

DECOLORIZE

A chemical process of removing artificial or natural color pigments with a bleaching shampoo.

DEPOSIT

Describes the color product in terms of its ability to add color to hair. The added color equals the deposit.

DEVELOPER

The oxidizing agent used to lift and facilitate the formation of color pigments during the coloring process (usually hydrogen peroxide).

DIFFUSED

Broken down, scattered; not limited to one spot. Diffuse scattering of light on rough, porous, damaged hair leads to loss of shine.

DIRECT DYE

A color that deposits colored dye molecules directly without needing oxidation.

DOUBLE PROCESS

A technique requiring two separate procedures in which the hair is decolorized or pre-lightened with a decolorizer before the depositing color is applied.

DRABBER

A color formulated to control or neutralize unwanted underlying color pigments; ash-blue for unwanted orange tones, pearl (blue-violet) for unwanted gold (yellow-orange), violet for unwanted yellow.

DYE

Color-giving molecules which can be both natural and artificial.

F

FASHION TONE

Refers to colors with iridescent tones of red, copper, gold, or violet.

FILLER

A color mixture used to deposit color on porous or damaged hair prior to a permanent color treatment, or used to deposit the missing undertone prior to a tint-back.

FORMULA

A mixture of two or more ingredients.

G

GOLD BAND

A visible band at the line of demarcation between previously lightened hair and the regrowth. Generally caused by improper shade selection or improper application of the regrowth formula.

GRABBING

The tendency of color to be absorbed more readily in porous or damaged areas of the hair.

H

HAIR SHAFT

The visible part of each hair strand. Made up of an outer layer (cuticle), an inner core (medulla) and an in-between layer (cortex).

H

HERBAL EXTRACTS

Goldwell products with natural ingredients have conditioning and protection properties on the hair and scalp.

HIGHLIFT

Color mixtures for use with high volumes of developer. Designed to lighten the hair 2–4 levels, while depositing color pigments for control or drabbing.

HUMECTANT

Hygroscopic materials with a two-fold moisturizing action: water absorption and water retention. Prevents the loss of moisture from hair and scalp, and helps attract moisture from the environment.

HYDROGEN PEROXIDE

An oxidizing chemical made up of 2 atoms of hydrogen and 2 atoms of oxygen (H_2O_2). It causes lift and the development of color pigments. Also referred to as developer lotion.

K

KERATIN

Insoluble protein of which hair is exclusively composed. Consists of 19 amino acids.

L

LAW OF COLOR

The simple rules that explain how the three primary colors (red, yellow, and blue) combine to produce all other colors.

LEVEL

A unit of measurement used to evaluate the lightness or darkness of a color, excluding tone. Represents numbers ranging from 2 to 10 in the Goldwell Color System.

LIFT

The lightening of natural pigments with hair color or bleach.

LIGHTENER

A bleach that lightens natural or artificial pigments.

LINE OF DEMARCATION

A visible point on the hair shaft where two colors meet.

M

MELANIN

The tiny grains of pigments in the hair cortex which create natural hair color.

N

NATURAL UNDERLYING PIGMENTS

The underlying warm tones which are exposed as hair is lightened. In darker levels, orange will appear: in lighter levels, gold (yellow-orange) will appear.

NON-FASHION TONE

Refers to colors more commonly found as natural colors, such as ash, natural ash or natural (also called natural tones).

O

OPAQUE

Allowing no light to shine through.

OXIDATION

The reaction of dye intermediates with hydrogen peroxide found in hair coloring developers caused by the interaction of hydrogen peroxide on the natural pigment.

P

pH

Quantity which expresses the acid/alkaline balance.

pH SCALE

A scale from 0-14 which expresses the degree of acidity or alkalinity of a liquid solution. A pH of 7 is the neutral value for pure water. Any pH below 7 is acidic; above 7 is alkaline.

PIGMENT

Any insoluble colored substance used to impart color.

POROUS

Open in structure, permeable.

PRE-LIGHTEN

To lift or lighten the natural pigment prior to applying toner or color.

PRE-PIGMENTATION

Depositing color in pre-lightened hair or when coloring hair more than two levels darker.

P

PRE-SOFTEN

The process of using a solution (target level N or NN, NA and distilled water) on grey/white or very resistant hair to allow better color penetration.

PRE-STAIN

A term used to describe the filling with an acidic stain followed by an acidic color.

PRIMARY COLORS

Primary colors are yellow, red and blue. These colors can, when mixed, produce all other colors.

PROCESSING TIME

The time required for the chemical to react on the hair and fully develop the color pigments.

R

RECONDITION

Restoring healthy hair properties e.g. by replenishing missing lipids and/or moisture in the hair to bring the hair back to a good condition.

REFLECTION

The ability of an object to reflect light waves and thereby determine the color we see.

REGROWTH

The new growth of hair after a chemical process.

RETOUCH

Application of a lightener or color mixture to the regrowth of hair.

S

SECONDARY COLORS

Colors made of two primary colors in equal proportions.

The secondary colors are orange, violet and green.

SHADE

The tonal direction of a color. Represented by a letter in the Goldwell Color System, i.e., R=red, A=ash, K=copper. There are many shades to a level. However, in the Goldwell Color System there are up to 12 shades per level.

SINGLE PROCESS

An oxidative color mixture that lifts natural pigments while depositing color in one application.

SPECTRUM

Visible color spectrum: The different colors are defined by their wave length. Shading continuously from red (produced by the

longest wave visible) to violet (produced by the shortest).

The order is: red, orange, yellow, green, blue, indigo, and violet.

STAIN

A direct dye used in temporary or some semi-permanent hair colors designed to add color, shine and gloss to hair. Limited durability on natural hair, longer on porous hair.

STRAND TEST

A testing method used to determine the processing time and color result. Usually done on a strand from the top hair with most exposure to external factors (sun, etc.) that is therefore most damaged.

SUBTRACTION COLORING

Changing of hair color to a lighter shade (lightening the present color); fragmenting natural pigments to create a lighter color.

S

SURFACTANTS

Wetting agents which lower the water's surface tension. They are used for example to create and to stabilize lotions e.g. color cream lotions. Also important for the emulsification step in the hair coloration process to remove color mass.

T

TERTIARY COLORS

Colors made by combining a primary color with its neighboring secondary color in equal or unequal proportions. Red-orange, yellow-green, blue-green, blue-violet, red-violet.

TINT

Permanent oxidizing hair color product with the ability to lift and deposit color in the same process.

TONAL VALUE

The hue or shade of color, represented by a letter in the Goldwell Color System. Synonymous with shade.

TONER

A hair color applied after pre-lightening, usually blonde or a fashion toner. It's the second step in a double process.

TOUCH UP

Another term for retouch.

TRANSLUCENT

Letting shine pass through but with a milky appearance.

TRANSPARENT

Letting light shine through, making a clear image, e.g. a clear window.

U

UNDERTONE

The underlying color that emerges during the lifting process of melanin that contributes to the end result. When lightening hair, a residual warmth in tone always occurs (see natural underlying pigments).

V

VEGETABLE DYE

Color derived from plant sources.

VIRGIN HAIR

Natural hair that has not undergone any chemical or physical stress.

VISCOSITY

The viscosity describes a liquid's flowing behavior. A liquid can be thick like a cream with high viscosity or thin like water with low viscosity.

VOLUME

In color developers, refers to the concentration or percentage of hydrogen peroxide in a water solution (also referred to in percentages, i.e., 20 vol. = 6%, 30 vol. = 9%, etc.).

W

WARM ZONE

The area of the hair shaft from the scalp surface up to ½ inch from the scalp. This area processes more intensely due to the warmth of the body temperature.

CHAPTER 19

EDUCATION & TRAINING

INSPIRATION, SERVICES, TECHNIQUES. WHEREVER YOU ARE.

Dive into the Goldwell Color World in your local Kao Salon Academy or as virtual Online-Sessions to immerse yourself in creativity, enrich your skills and keep your knowledge up-to-date.

KAO SALON
ACADEMY

KAO SALON
VIRTUAL
EDUCATION
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KAO SALON ACADEMY

Visit our Goldwell academies and discover:

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- » New looks and unique techniques.
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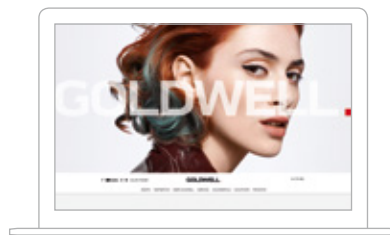
DIGITAL INSPIRATION ANYTIME ANYWHERE

Access to digital inspiration wherever you are enriches your skills and keeps your knowledge up-to-date.



**GOLDWELL
SEMINAR FINDER**

- » Quick Seminar Overview.
- » Dates and Locations.
- » Artist and News.
- » Online Registration.



**GOLDWELL
ONLINE**

- » Events.
- » Inspiration.
- » About Goldwell.
- » Services.
- » Salon Success.
- » Education.
- » Products.



**GOLDWELL
EDUCATION PLUS APP**

- » Color Multiplier.
- » Color Sketcher.
- » Formulation Guide.
- » Color Guide.
- » Color Card.
- » Salon Services.
- » Product Knowledge.
- » Spectrum of Styling.
- » Hair Science.



**GOLDWELL
EDUCATION PLUS YOUTUBE CHANNEL**

- » Tune in and come closer.
- » The go-to destination for any inspiration and information about upcoming trends.
- » Signature styles to fuel your creativity.