



# GOLDWELL.

PRODUCT BOOK



—  
BRAND  
STATEMENT  
—

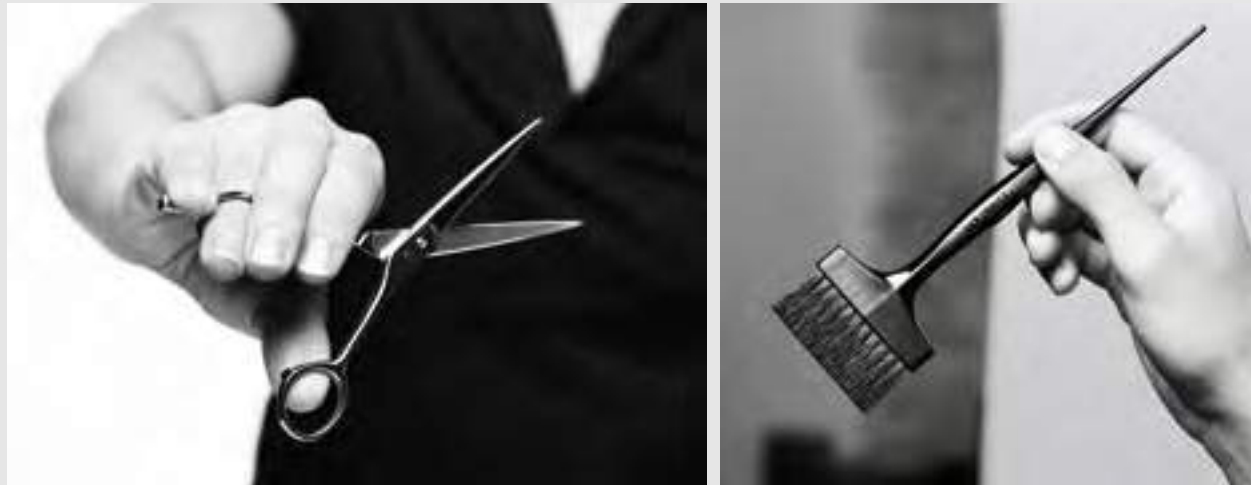
WE EMBRACE YOUR PASSION FOR BEAUTIFUL HAIR.  
WE BELIEVE THAT ONLY TOGETHER WE CAN REACH NEW HEIGHTS  
BY ACHIEVING CREATIVE EXCELLENCE, OUTSTANDING CLIENT  
SATISFACTION AND SALON SUCCESS.

WE DO MORE THAN JUST UNDERSTAND YOU.  
WE THINK LIKE YOU.

WE THINK STYLIST



THE GOLDWELL BRAND



# WE BELIEVE IN TRUE PARTNERSHIP

You need a partner you can trust.

We are your salon-exclusive, full-service salon partner.

We love to work hand in hand with you. For us partnership is all about creating value for your salon, your team and your salon clients.

We want you to grow and we are here to support you with every step.





# CONTENTS



## COLOR LINES

- 10 TOPCHIC
- 18 COLORANCE
- 24 NECTAYA
- 26 ELUMEN
- 32 SILKLIFT
- 36 SYSTEM @PURE PIGMENTS
- 39 SYSTEM COLOR REMOVER SKIN
- 40 SYSTEM BONDPRO+
- 43 OXYCUR PLATIN
- 43 NEW BLONDE
- 44 MEN RESHADE
- 45 OTHER PRODUCTS
- 46 DEPOT-CAN SYSTEM
- 47 MISCELLANEOUS
- 48 COLOR ACCESSORIES
- 51 CONSULTATION & TRAINING TOOLS

## CARE & STYLING LINES

- 56 KERASILK
- 72 DUALSENSES
- 84 STYLESIGN
- 92 ELIXIR

## TEXTURE LINES

- 98 STRUCTURE + SHINE
- 100 EVOLUTION
- 102 VITENSITY
- 103 TOPFORM
- 104 SYSTEM
- 104 TEXTURIZER



“NOTHING  
INSPIRES ME  
MORE THAN  
COLOR.”

---

*Lisa Whiteman*

GOLDWELL ARTIST,  
GREAT BRITAIN

---



# COLOR LINES

Get inspired by a holistic color system that gives you boundless possibilities. From high-performance permanent color to gentle tonings you get everything you need for beautiful and easy to create color results. Just the way your clients love it.

## THE DEPOT-CAN SYSTEM

### CLEAN DISPENSING AND EXACT DOSING

Goldwell is the only brand that offers a Depot-Can System which allows for clean dispensing and exact dosing. After dispensing, the can-system reseals the color and prevents oxidation. It's simple, accurate and economical.

### BENEFITS

Eliminate oxidative waste. The airtight can avoids potential oxidation of the color mass and provides prolonged longevity - salons will no longer be throwing away partially used tubes and bottles of color. Convenient mixing and application. Fast and precise measuring. Professional application storage - mix color in front of your clients and let the system increase your salon's image.



10 TOPCHIC | 18 COLORANCE | 24 NECTAYA | 26 ELUMEN | 32 SILKLIFT | 36 SYSTEM @PURE PIGMENTS  
39 SYSTEM COLOR REMOVER SKIN | 40 SYSTEM BONDPRO+ | 43 OXYCUR PLATIN | 43 NEW BLONDE | 44 MEN RESHADE | 45 OTHER PRODUCTS  
46 DEPOT CAN SYSTEM | 47 MISCELLANEOUS | 48 COLOR ACCESSORIES | 51 CONSULTATION & TRAINING TOOLS



# TOPCHIC

## INTELLIGENT COLOR FOR DISTINCTIVE BEAUTY

Topchic guarantees intense colors full of brilliance in all dimensions.  
Perfectly tailored to individual needs.



100 %  
GREY COVERAGE

ULTIMATE  
DURABILITY

EXCELLENT  
EVENNESS

OPTIMUM  
GENTLENESS

UNIQUE  
APPLICATION



*"Clients have so  
much confidence when  
they leave the salon."*

*Lisa Whiteman*

GOLDWELL ARTIST,  
GREAT BRITAIN

### PROVEN PERFORMANCE YOU CAN RELY ON

Every Topchic product incorporates specialized technologies - providing tailor-made solutions for your individual needs. They are based on the iconic and intelligent color system that is used for the entire Topchic range: the Integrated Protect System (IPS).

### TECHNOLOGY

#### Equalizer System 2.0

The system combines the patented Equalizer Polymer with cuticle smoothing agents for excellent evenness from roots to tips.

#### Coenzyme Technology

The patented Coenzyme Technology intelligently prevents hair from damage by neutralizing free radicals. For extraordinary brilliant color tonality, gentleness and durability.

# TOPCHIC

## PERMANENT HAIR COLOR

Perfectly performing color  
with 100% grey coverage.



### THE NATURALS

100% grey coverage with complete variety.  
100% natural coverage of fine to normal hair (N-shades).  
100% grey coverage with a cool color direction (NA-shades).  
100% grey coverage on resistant hair or more intense grey coverage on normal hair (NN-shades).

@Eluminated Naturals with multi-shine reflections and up to 100% grey coverage in all dimensions, ready-to-use formula.



@ELUMINATED TECHNOLOGY



### THE BLONDES

Luxurious warm and clear cool blondes.



### THE BROWNS

Rich warm browns and elegant cool browns.



### THE REDS

Vibrant warm reds and cool energy reds.



# TOPCHIC

## PERMANENT HAIR COLOR

Perfectly performing color  
with 100% grey coverage.



### TOPCHIC

#### @ELUMINATED SHADES

@Eluminated Technology expanded to a whole color spectrum of reds, blondes and browns.  
Oxidative hair color spiced up with a layer of outstanding multi-shine Elumen reflections.  
Crackling intensity and fire.

@ELUMINATED TECHNOLOGY



### THE SPECIAL LIFT

**Topchic HiBlondes Control** offers a broad shade spectrum:  
The 11-Series lifts hair up to 4 levels lighter.  
The 12-Series offers up to 5 levels of lift.

**Topchic Neutralights** highlift and tone in a single step service for brilliant light browns and blondes.

**Topchic Effects** create warm and cool, unique fashion contrasts while lifting up to 4 levels - even on colored hair.



### THE MIX SHADES

Intensifying and neutralizing mixers.



### TOPCHIC LOTION

Great consistency for ideal spreadability and perfect adherence of the color to the hair.  
3%, 6%, 9% and 12%.  
With IntraLipid for ideal combability and smoothness.  
Bottle shape for ideal handling, optimal squeezing and perfect compatibility with the Depot-Can System.





# TOPCHIC

According to the Universal Color Law and the Color Circle, opposite colors have a neutralizing effect on each other when mixed together.

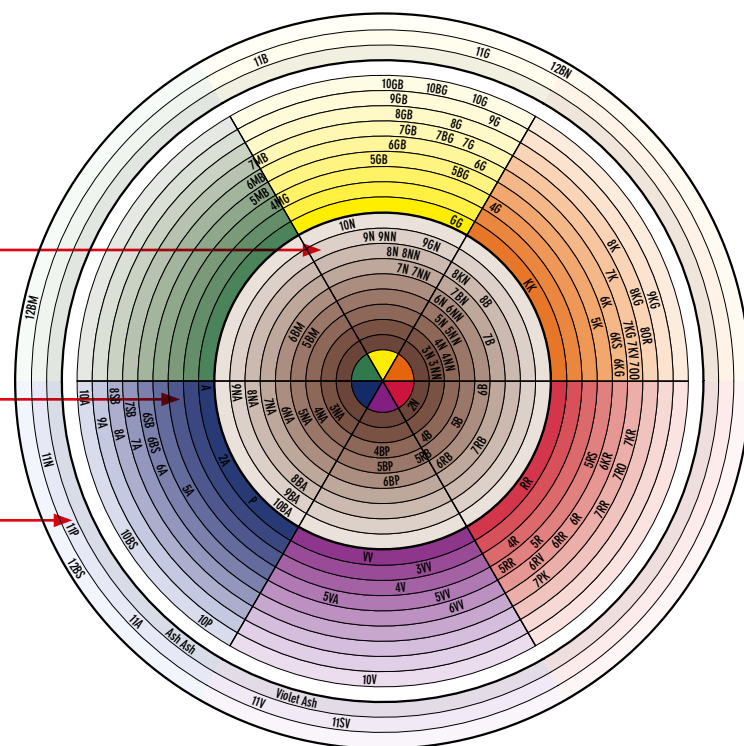
The TOPCHIC Color Circle consists of 3 areas.

**AREA 1:** The inner circle contains all shades that contain primarily brown components.

**AREA 2:** The outer area contains the fashion shades.

**AREA 3:** The outer circles contain THE SPECIAL LIFT shades (HiBlondes Control, NeutralLights).

Every ring stands for a shade level, beginning from the middle, all shades are arranged from dark to light.



## THE USE OF SPECIAL LIFT BLONDING CREAM

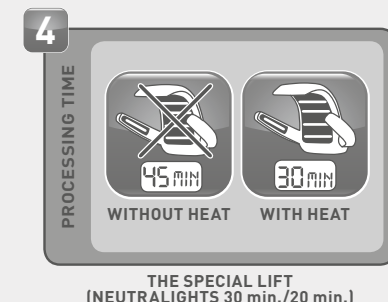
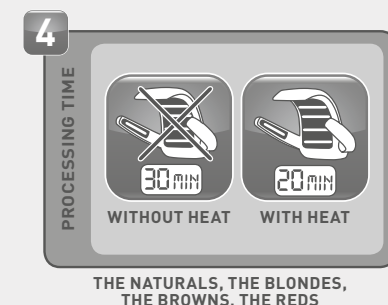
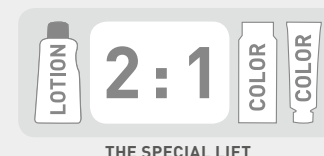
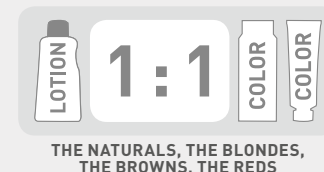
The **SPECIAL LIFT** series also include **Blonding Cream** and **Blonding Cream Ash**, which are multi-functional and can be used:

- » Mixed with TOPCHIC Cream Developer Lotion 2:1 to lighten natural, virgin hair (ideal for highlights, comb-on techniques and as a pre-lightener before fashion coloring).
- » To boost the 11 series and the 12 series by adding up to ½ of the formula for an additional ½-1 level of lightness.

**Blonding Cream can also be used:**

- » Mixed with any regular TOPCHIC shade to provide extra lift of ½ to 1 level of lightness.

TOPCHIC Blonding Cream does not contain any control drabbers and focuses on lightening, while TOPCHIC Blonding Cream Ash contains cool drabbing pigments to control warmth while lightening.



## TOPCHIC GREY APPLICATION

Total amount of 40 ml color		
Percentage of white	Amount of N, NN Shades	Amount of fashion shade
Up to 30 %	15 ml	25 ml
30-60 %	20 ml	20 ml
60-100 %	25 ml	15 ml

### Successful 100% Grey Coverage for all needs

The N, NN, and NA-series are designed specifically for 100% grey coverage and can be used as target shades. N, NN and NA-shades can also be added to fashion shades to provide 100% grey coverage at the same time.

**N-shade:** fine to normal hair, natural grey coverage.

**NN-shade:** resistant, coarse hair or intensive grey coverage on normal hair.

@Eluminated Naturals  
Achieve more vibrant reds, rich browns, and brilliant blondes while covering grey without the need to add a natural shade.



## TOPCHIC HIGHLIFT COLORING

White %	Quantity TOPCHIC Cream Developer Lotion	Quantity 11 Series	Quantity 9N/NA
Up to 30 %	50 ml	25 ml	-
30-50 %	40 ml	10 ml	10 ml
50-70 %	40 ml	15 ml	25 ml
70-100 %	THE SPECIAL LIFT series shades are not suitable for high percentages of grey as highlifting is not required. Deposit is required to achieve coverage.		

## TOPCHIC SPECIAL LIFT

THE SPECIAL LIFT Series	Lift up to	Topchic Cream Developer Lotion
Topchic NeutraLights	4 levels	9%
Topchic 11 Series	4 levels	12%
Topchic 12 Series	5 levels	12%





COLORANCE

# COLORANCE

## THE DEMI-PERMANENT HAIR COLOR WITH INTRALIPID THAT REPAIRS THE HAIR STRUCTURE

The healthier the hair, the more beautiful and shiny the color result will be.  
Achieve fresh, lively and intensive colors.



BRILLIANT  
SHINE

SMOOTH  
HAIR FEEL

OUTSTANDING  
GENTLENESS

WITHOUT  
AMMONIA ODOR

THE REPAIR INNOVATION  
FOR A GREAT COLOR FEELING

pH-balanced  
technology



TECHNOLOGY

**Perfectly colors and repairs in one step**

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

# COLORANCE

## DEMI-PERMANENT HAIR COLOR

For unlimited possibilities: Enhancement of natural color, expressive fashion shades or refreshment of colored bases. Grey coverage of up to 50%.



### COLORANCE

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



### COLORANCE MAXREDS SHADES

Brilliant reds ranging from warm to cool. Intensive, vibrant and brilliant reds – even on darker bases.



### COLORANCE @ELUMENATED SHADES

@Elumened Technology expanded to a whole color spectrum of reds, blondes and browns. Oxidative hair color spiced up with a layer of outstanding multi-shine Elumen reflections. Crackling intensity and fire.

@ELUMENATED TECHNOLOGY



### COLORANCE PASTEL SHADES

Beautiful, fashionable pastel color effects. Perfectly suited for pre-lightened hair. Available in Pastel Rose, Pastel Lavender, Pastel Peach, Pastel Mint, Pastel Indigo.



### COLORANCE MIX SHADES

To create individual color results. Ideal for creative fashion results and color correction.



### COLORANCE LOTION

Especially designed to work with Colorance – perfectly suited for use with applicator bottle.

# COLORANCE

## DEMI-PERMANENT HAIR COLOR

With added grey covering power of up to 75% (NN, @Elumened Naturals) – darker reflections on highlifted, bleached and over-highlighted hair (lowlights).



### COLORANCE NN SHADES

Simply make grey disappear – gentle and reliable. Natural shades for discreet grey coverage of up to 75%.



### COLORANCE @ELUMENATED NATURALS

Multi-shine reflections. Ready-to-use formula – combines Colorance with Elumen reflections in one step. Harmonized assortment for perfect Goldwell Color Balancing opportunities.

@ELUMENATED TECHNOLOGY



### COLORANCE LOWLIGHTS

Darker reflections for over-highlighted blonde. Restores a natural look to over-highlighted hair. Integrated pre-pigmenting (IPP System) ensures a simple one step color process.



### COLORANCE COVER PLUS LOTION

Especially designed to work with Colorance Cover Plus – perfectly suited for use with bowl and brush.

Gentle blonde refinement with subtle glazed pigmentation for fascinating shine. Directly after lightening (full head or highlights), highlifting or in between two highlight services.



### COLORANCE EXPRESS TONING

Processes in just 5 minutes. Compact color palette with four color shades (Champagne, Crème, Silver, Icy) on level 9 and 10. Direct application at the basin.



### COLORANCE EXPRESS TONING LOTION

Especially designed to work with Colorance Express Toning – perfectly suited for use with applicator bottle.



# COLORANCE

## MIXING GUIDE



### RELIABLE GREY COVERAGE UP TO 50 %

% of white	Colorance Lotion	Colorance fashion shade	Colorance N-shade
Up to 30 %	40 ml	15 ml	5 ml
30-50 %	40 ml	10 ml	10 ml

- » 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 intense results up to 25 minutes
- » Use **Colorance Clear** to reduce color depth or character, or to create soft blonde shades



### SERVICES:

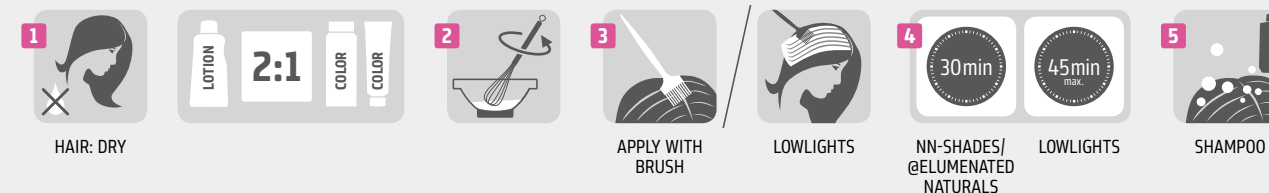
Color Infuse • Color Balancing • Color Rebonding • Color Perming • Shine Glaze • Color Correction • Pre-Pigmentation • Pastel



### RELIABLE GREY COVERAGE UP TO 75 %

% of white	Colorance Cover Plus Lotion	Colorance fashion shade	Colorance Cover Plus NN-shade
50-75 %	40 ml	10 ml	10 ml

- » Create natural blonde looks and give back dimension to over-highlighted hair
- » When mixing **Colorance Cover Plus NN-** and **@Elumened-shades** with **Colorance shades** always use **Cover Plus Lotion 2:1**



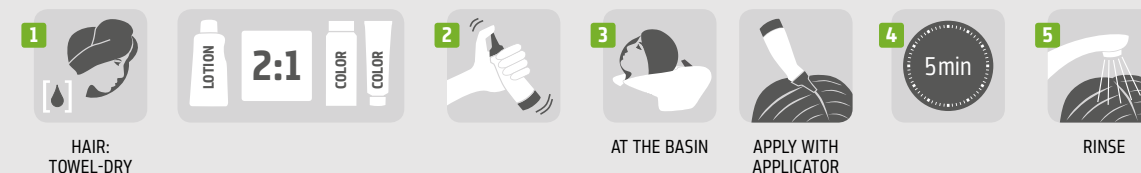
### SERVICES:

Cover Plus Grey • Cover Plus Lowlights



### COLORANCE EXPRESS

- » Always measure the lotion first and then add the color
- » Use the **Goldwell scale** for accurate measuring when working with Colorance tubes
- » Adding heat is not recommended when performing the **Express Toning Service**



### SERVICES:

Express Toning

### WHEN TO USE COLORANCE ?

- » For refinement after a full-head bleach
- » For color balancing as part of the regrowth HighLift service
- » For beautification of highlights directly after a (bleach) highlight service

### DID YOU KNOW...

that Colorance Lowlights contains a unique combination of pigments, especially adjusted to the needs of over-lightened hair, that penetrate the hair on application. There is therefor no need for additional pre-pigmentation.

Like all Colorance brands, Colorance Lowlights are also mixed in a 2:1 ratio

- » 2 parts Lowlights Developer Lotion + 1 part Colorance Lowlights shades
- » 20ml Lowlights Developer Lotion + 10ml Colorance Lowlight shade
- » The consistency of Colorance Lowlights is perfectly suited for brush and bowl application
- » 3 shades: 6 Neutral, 7 Neutral, 8 Neutral

# NECTAYA

## HAIR COLOR WITHOUT AMMONIA, WITHOUT AMMONIA ODOR

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

OPTIMUM  
GENTLENESS

GUARANTEED  
GREY COVERAGE -  
UP TO  
**100 %**

### A UNIQUE COMBINATION OF TECHNOLOGIES



### TECHNOLOGY

6 years of extensive research.  
The first ever permanent hair color with  
patented IntraLipid Technology to replenish  
lost lipids within the hair structure.

Up to 91% ingredients of natural origin.<sup>2</sup>  
Enriched with deep conditioning Argan Oil.  
Cosmetic cream consistency with 100%  
natural fragrance.

# NECTAYA

## PERMANENT HAIR COLOR

Hair color containing nurturing IntraLipid  
without ammonia, without ammonia odor.



### NECTAYA NURTURING COLOR CREAM

Super nurturing hair color for a  
notably healthier hair feeling.  
Concise range with 45  
intermixable shades to meet all  
color needs.  
For refined, rich and deep color  
results with exceptional color  
brilliance.



### NECTAYA NURTURING DEVELOPER LOTION

Rich formula available in 3%, 6%,  
9% and 12% to meet all color  
needs.  
The creamy consistency is easy to  
apply and pleasant to work with.



### NECTAYA ENRICHED NATURALS

Natural smoothness, manageability and shine for an incredibly rejuvenated hair feel.  
Super nurturing care and gentleness.<sup>1</sup>  
Up to 100% grey coverage and natural, lively color results.







# ELUMEN

## HIGH-PERFORMANCE HAIR COLOR OXIDANT-FREE

Eluminate the hair from the inside-out to achieve intense and professional color results.



INTENSE AND  
BRILLIANT COLOR  
RESULTS

EXCEPTIONAL  
SHINE

REMARKABLE  
AND INCREDIBLE  
DURABILITY

AMAZING,  
HEALTHY-LOOKING  
HAIR

### MAGNET EFFECT

Intensive Elumen pigments are physically drawn deep inside the hair where they are anchored securely to produce amazingly intensive and uniquely long-lasting color results.

### REPAIR EFFECT

Like an impure diamond, porous areas of the hair diffuse the light making the hair appear stressed and dull. Elumen fills porous areas inside the hair and improves the hair structure to reflect light perfectly.



# ELUMEN

## PERMANENT HAIR COLOR

Oxidant-free color for intense and brilliant results.



### ELUMEN COLOR

For extra luminous, shining and lasting hair colors. Without peroxide, ammonia and ammonia odor.



### ELUMEN CLEAR

Contains no dyestuffs - to soften the color shades. Natural shine when used purely.



### ELUMEN PREPARE

Improves the color intensity and durability on bleached and highlifted hair. For acidifying directly after bleaching/highlifting or as a pre-treatment for very damaged, bleached or highlifted hair. Optimizes the electric charges inside the hair, allowing Elumen pigments to penetrate even damaged hair more evenly.



### ELUMEN CLEAN

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



### ELUMEN LOCK

Reduces the washout of Elumen hair color and increases the durability. Locks in the Elumen hair color.



### ELUMEN RETURN

Hair color remover for reduction or extensive removal directly after coloring with Elumen hair color. Without oxidative or reductive agents.

### ELUMEN COLOR SEGMENTS

**BRIGHT SEGMENT:** Fashionable shades for accents from level 6 - 9.

**LIGHT SEGMENT:** Vivid blonde shades for shimmering effects on level 6 and lighter.

**DEEP SEGMENT:** Dark fashion shades for strong results on levels 2 - 7.

**Pure Segment:** Intensive fashion shades for results on levels 3 - 10.



# ELUMEN

## COLOR CARE



### ELUMEN WASH

Care shampoo especially designed for Elumen hair color. Reduces the washout of hair color. Maintains the special Elumen brilliance and verifiably extends the color intensity.



### ELUMEN TREAT

Supports the repairing effect of Elumen hair color and maintains color brilliance at the same time. Optimizes hair structure. Ideal for porous hair that needs extra care. Improves combability and makes the hair supple and smooth.



### ELUMEN CARE

Care spray for the special needs of Elumen colored hair. Improves combability. Light care for normal to slightly porous hair. Extra care for porous hair in combination with Elumen Treat.

# ELUMEN

## INCOMPARABLY INSPIRING

Elumen meets every client's individual need, from subtle, natural looking shiny colors to expressive bright colors.

**LIGHT**

KB@7 BG@7 GB@9 NB@10 NA@8 AB@9 SB@10 SV@10 CLEAR

**BRIGHT**

AB@6 BM@6 NG@6 BG@6 BK@6 BR@6 NA@2 NB@4 NB@5 AN@5

**PURE**

YY@all GK@all KK@all RR@all Pk@all RV@all VV@all Bl@all Tq@all Gn@all

The Letters shows the Tone or color character/reflect

- » N=Natural
- » A=Ash
- » G=Gold
- » K=Copper
- » B=Brown/Beige
- » V=Violet
- » R=Red
- » S=Silver
- » M=Matte
- » YY=Cool Yellow
- » Pk=Pink
- » Bl=Blue
- » Tq=Turquoise
- » Gn=Green

- » Wow your clients with limitless and fascinating color combinations
- » Excite them with diverse service offers for individual, tailored color results
- » Gloss Service
- » Toning Service
- » Intensify Service
- » Grey Coverage

**APPLICATION GUIDE**

1

HAIR: DRY

2

HAIR: TOWEL-DRY

3

APPLY WITH BRUSH

4

APPLY WITH APPLICATOR

5

WASH

6

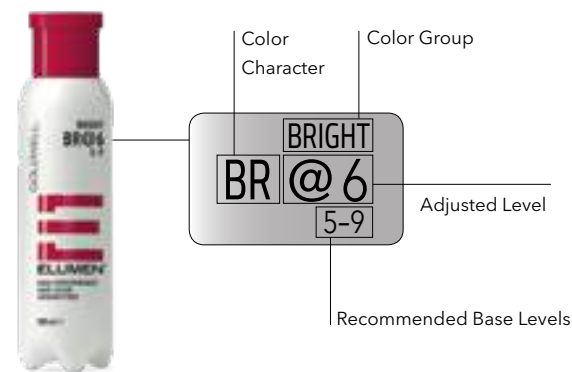
LOCK

7

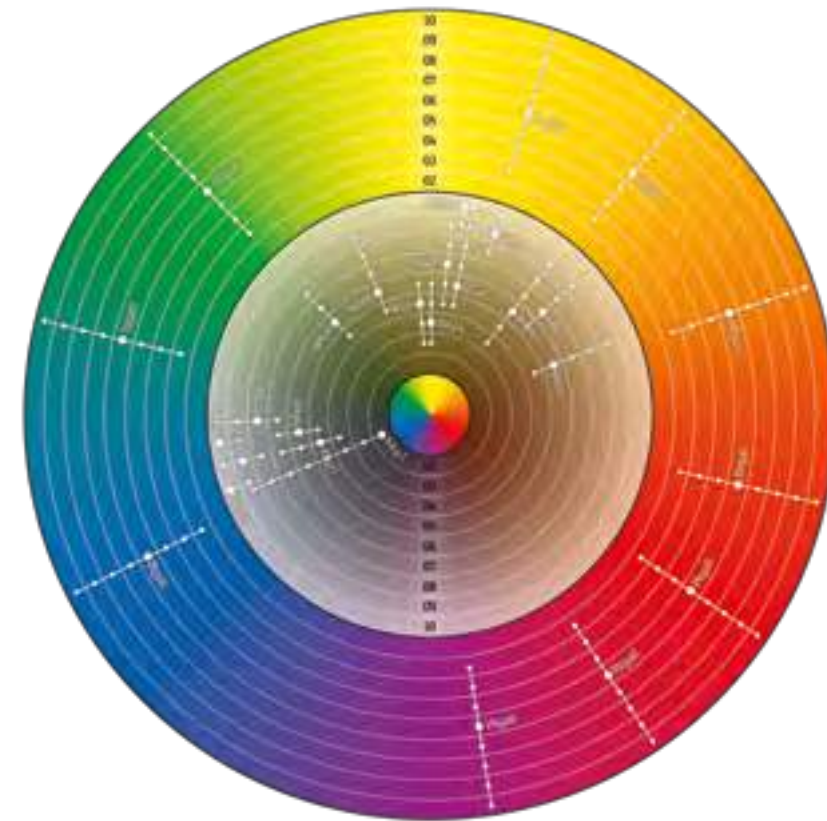
RINSE

SHAMPOO      HAIR: TOWEL-DRY      APPLY LOCK      5min      RINSE      CARE      TREAT

## ELUMEN COLOR CODE



- » All Elumen shades are intermixable and suitable for all techniques
- » Depending on the service, Elumen can be applied onto dry or towel-dry hair
- » It is not compulsory to use **Elumen Lock** when working with **Elumen Light** shades on bleached or highlifted hair



## GREY COVERAGE

- » Elumen is a 100% reflective color and must therefore be adapted to create full coverage
- » Use basic complementary color theory to create brown shades, for optimal grey coverage
- » It may be necessary to apply your Elumen base recipe twice to achieve 100% coverage

## RECIPES:

Level	FULL COVERAGE BASE MIXTURES
4	40g NB@4 + 15g GK@all + 7-15g Gn@all
5	40g NB@5 + 10g GK@all + 5 - 10g Gn@all
6	50g NG@6 + 5g GK@all + 2 - 5g Gn@all
7	40g BG@ 7 + 10g NG@6 + 3g GK@all + 1g Gn@all

Try the following recipe to obtain a level 5 cool dark brown on grey hair  
Cool Choko Brown: 2 parts BR@6 + 1 part Gn@all



Always check the base mixture on an Elumen color block, white paper or cotton wool before applying.





# SILKLIFT

## HIGH-PERFORMANCE LIGHTENERS FOR PREMIUM BLONDE RESULTS

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



### SILKLIFT

POWER AND GENTLENESS WITH ANTI-YELLOW SYSTEM

### SILKLIFT CONTROL

POWERFUL LIFT AND TONE CONTROL IN JUST ONE STEP

### TECHNOLOGY

The ShieldTechnology maintains stability of the conditioning ingredients during the oxidation process.

The Anti-Yellow System counteracts unwanted yellow tones.

A SilkProtein Complex provides the hair with instant conditioning.

IntraLipid recharges missing lipids inside the hair with double care effect for stressed hair.

With ToneStabilizer for SilkLift Control.



# SILKLIFT

## LIGHTENER

Gentle high-performance premium blonde.



### HIGH PERFORMANCE LIGHTENERS

Even clearer results thanks to Anti-Yellow System and protection with the proven ShieldTechnology.

"Gentle" (without ammonia/without ammonia odor) for gentle lifting of up to 5 levels.



"Strong" for strong lifting of up to 7 levels.



### INTENSIVE CONDITIONING SERUM CONCENTRATE

With double conditioning effect.

Additional care for stressed hair - with SilkproteinComplex and IntraLipid.

Optimal handling and measuring.

To upgrade the premium service, add the serum to the premixed working mass in front of your clients.



# SILKLIFT CONTROL

## LIFT & TONE CONTROL IN ONE STEP

Gentle high-performance premium blonde plus tone control.



### HIGH PERFORMANCE LIGHTENERS WITH TONE CONTROL

Predictable, clean, neutral blonde - even on pre-colored hair and darker bases such as level 5-8.

Two tone variants - beige and ash - create perfect lift while counteracting the warmth.

Up to 7 levels of lift plus controlling pigments.

With the familiar SilkLift gentleness.



### NEUTRALIZER

Ensures that color pigments remain stable during and after the lightening process.

**Use is mandatory.**



### CONDITIONING CREAM DEVELOPERS

With SilkproteinComplex and IntraLipid for conditioning during the lightening process.

In 3%, 6% and 9%.

Even results thanks to ultra-creamy consistency.





# @PURE PIGMENTS

## IMAGINE COLOR. NOW MULTIPLY IT

A revolution in Goldwell hair color.  
High-definition direct dye additives that elevate hair color  
with unprecedented vibrancy and brilliance.



MULTI-DIMENSIONAL  
SHINE

EXTRAORDINARY  
COLOR BRILLIANCE

UNPRECEDENTED  
VIBRANCY

OUTSTANDING  
COLOR INTENSITY

LONG-LASTING

*"This completely reinvents  
the way we do hair color  
as artists....completely."*

*Agnes Westerman*

GOLDWELL  
INTERNATIONAL ARTIST,  
NETHERLANDS

### ELUMENATED COLOR ADDITIVE

The six concentrated tones of @Pure Pigments add a unique play of color reflections and shine to your Goldwell color. Developed to work exclusively with Topchic, Colorance, and Nectaya, @Pure Pigments integrates easily into your favorite formulations.

### BREAKTHROUGH TECHNOLOGY

HD<sup>3</sup> Color Technology in @Pure Pigments is the next generation of direct dye technology from Goldwell. This breakthrough innovation creates long-lasting, multi-dimensional, high-definition color results for unique light reflections and extraordinary shine from all angles.

# @PURE PIGMENTS

## SYSTEM

Elevate your color services with powerful dyes that open up infinite new possibilities.



### **PURE YELLOW, PURE ORANGE, PURE RED AND PURE VIOLET**

Create vivid tones and effects.



### **PEARL BLUE AND MATTE GREEN**

Soften and counteract unwanted tones.

### **ONLY ONE RULE FOR MIXING:**

“NO MATTER THE LEVEL, YOU CAN ADD AS LITTLE AS ONE DROP  
OR AS MUCH AS 10% TO YOUR TOTAL COLOR MASS.  
THE LIGHTER THE LEVEL, THE MORE  
INTENSE THE RESULT WILL BE.”

# SYSTEM

## SAFE AND GENTLE COLOR CORRECTION

The perfect finish to perfect color and toning results.  
Optimizes color services by removing skin staining.



### **SYSTEM COLOR REMOVER SKIN**

For the effective, yet gentle removal of skin staining.  
Ready-to-use, mild lotion.  
Dermatologically tested.







*"BondPro+ opens up  
entirely new possibilities -  
my clients love it."*

*Agnes Westerman*

GOLDWELL  
INTERNATIONAL ARTIST,  
NETHERLANDS

# BONDPRO+

## A NEW LEVEL OF COLOR EXPERTISE

BondPro+ ensures exceptional hair quality  
after lightening, coloring and texturing services.



SUPERIOR  
RELIABILITY

NO VISIBLE  
DILUTION

EASY 2-STEP  
APPLICATION

NO ADDITIONAL  
PROCESSING TIME

100 %  
CUSTOMIZED TO  
GOLDWELL

### HOW BONDPRO+ WORKS

BondPro+ protects hair from damage during alkaline services and therefore prevents breakage by strengthening the hair fiber and supporting bond stability.

Due to its deeply nourishing and revitalizing effect, it will make hair look and feel significantly healthier. There is no visible dilution of lightening or color performance.

### TECHNOLOGY

The BondPro+ Inter-Amino Bonding System is based on an advanced amino acid formula in combination with moisturizing panthenol and cationic polymers. BondPro+ is 100% customized to Goldwell products. Its application is quick and easy, with no habit change or different developer necessary.

# BONDPRO+

## SYSTEM



### 1. PROTECTION SERUM

Penetrates the hair fiber and protects it from within during alkaline bleaching, coloring and texturizing processes. It therefore strengthens hair and prevents breakage.



### 2. NOURISHING FORTIFIER

A rich, intensive treatment that reinforces the bonds within the hair. Each hair fiber is strengthened and deeply nourished.



### BONDPRO+

#### PROFESSIONAL KIT

1x Protection Serum and  
2x Nourishing Fortifier.



# OXYCUR PLATIN

## POWERFUL POWDER BLEACH - FAST AND PRECISE

Meets all bleaching service demands ranging from subtle highlights to extreme lift. For powerful and gentle results. Pleasant and easy to work with - mixes easily into a creamy consistency.



### OXYCUR PLATIN DUST-FREE

Dust-free, blue powder bleach for power lifting. Platin-Plus formula for lifting the hair up to 7 levels.

# NEW BLONDE

## 5 MINUTE HIGHLIGHTS UPGRADE

5 minute service to make your highlights service unique and delight your clients. New Blonde only lightens the darker natural hair just enough to break up harsh contrasts.



### NEW BLONDE BASE LIFTING CREAM

Interactive dyestuff combination for the self-regulating neutralization of warm pigments. Neutral results without brassiness - with just one product. For every base level (Natural base levels 5-9).



### NEW BLONDE LOTION

The matching lotion acts as an accelerator to ensure fast and even distribution. For guaranteed harmonization of contrast in only 5 minutes.



# MEN RESHADE

## SEMI-PERMANENT HAIR COLOR

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



### GREY BLENDING POWER SHOTS

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



### DEVELOPER CONCENTRATE

Special developer lotion for  
guaranteed application time of  
5 minutes.



### MEN RESHADE APPLICATOR BOTTLE

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



# OTHER PRODUCTS

For a quick, easy and effective color refreshing, color correction  
and/or color refinement in the salon and at home.



### COLORANCE PH 6,8

Brilliant demi-permanent color without ammonia or ammonia odor.  
Especially gentle thanks to pH-balanced technology and hair structure regenerating IntraLipid.  
For your client at home.

15 shades

Each box contains approximately 1 application.  
Each application will last approximately 12-25 shampoos (depending on porosity).



### COLOR STYLING MOUSSE

Colored styling foam with conditioning ingredients and styling-polymers for soft hold  
and volume.  
Easy application without rinsing. For your salon and your client at home.

9 shades

Each can contains approximately 1 application  
The color will disappear after 1 wash (depending on porosity).



### SOFT COLOR

Directly absorbing color foam for brilliant color results in only 5 minutes.  
For shiny hair - easy to comb.  
For your salon and your client at home.

16 shades

Each can contains approximately 6-8 applications.  
Each application will last approximately 4-6 shampoos (depending on porosity).

# DEPOT-CAN SYSTEM

## MEASURING AND MIXING TOOLS

The professional Depot-Can System exclusively by Goldwell for clean and precise measuring and mixing. Easy, quick and economical to use.

### COLOR CAN SYSTEM

Perfectly adjusted to the Depot-Can System. Integrated brush tray and wiping edge for clean working. Ideal cleaning process – quick and easy.



### P\_CAT (PROFESSIONAL COLOR APPLICATION TOOL)

Unique application tool. For a faster and more convenient application. Ergonomic shape, easy to use, ideal for regrowth applications.



### COLORMAT

Dispensing, mixing and clean application in one tool.



### DEPOT PUMPS

Allows quick and easy dispensing of the Topchic and Colorance Lotion when working with the Depot-Can System.



### COLORANCE APPLICATOR BOTTLE DEPOT-CAN SYSTEM

Application tool with sectioning hook, brush and nozzle attachments specifically designed to work with Colorance. Ergonomic shape, holds up to 180 ml of color mass. Snap-on dispensing mechanism. Perfect for can users.



### COLORANCE APPLICATOR BOTTLE

Application tool with sectioning hook, brush and nozzle attachments specifically designed to work with Colorance. Ergonomic shape, holds up to 180 ml of color mass. Perfect for tube users.



### CLEANSING BOTTLE

Quick and simple cleaning of the Color Can System, the Colormat and the Applicator Bottle.



# MISCELLANEOUS

## SERVICE AND STORAGE

### COLOR RACK

Space-saving storage of Topchic and Colorance cans and tubes. Can be expanded (standardized units). Measures: 30x24x21 (WxHxD in cm).



## PRO EDITION

PLEASE CONTACT YOUR GOLDWELL SALES REPRESENTATIVE FOR FURTHER INFORMATION ON THE PRO EDITION RANGE.

### JUNIOR SERVICE CAR MAGIC SERVE/ PREMIUM SERVICE CAR MAGIC SERVE

Including Hand Mirror (also individually available), hangers for blow dryer and flat iron and 1 lockable storage compartment.

Dimensions:

Junior Service Car: 34x86x45 (WxHxD in cm)

Premium Service Car: 33x90x48

Made in Germany.



### HAIR NEEDLE & TOOL BOX

Keeps your hair accessories tidy and organized. Fits into drawers of the Service Cars Magic Serve.



### COLOR & STYLING UNIT (SET)

Inserts for color and styling tools. Fit into top part of the Service Cars Magic Serve.





# COLOR ACCESSORIES



## COLOR COMBS

Especially hair and scalp-friendly thanks to rounded tips. Wide (with and without handle) to easily work the color mass into the hair and to easily comb thick hair. Tail comb for sectioning and for thin hair.



## 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.



## 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 WHISK

Stainless steel whisk for quick 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 quality aluminum. Flexible cutting to desired length. Colored foils facilitate distinguishing various color formulae during creative application.

# COLOR ACCESSORIES



## APRON

Comfortable material. Easy fit to individual size.



## CAPE

One size. Washable and usable with all Goldwell products.



## TOWELS

Soft rub quality with good water absorption. Color stable - even with lightening mass.



## DIGITAL SCALE

Precise measuring in grams and ounces; 0,01-500 g. Automatic switch-off. Small, practical shape.



## DIGITAL TIMER

Precise timer. Small and practical. To hang or stand.



## COLORING GLOVES

50 comfortable latex gloves per box. Contoured, grooved fingertips prevent the brush from slipping during the coloring process. Available in S, M, L and XL.



## THERMAL FOILS

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

# COLOR ACCESSORIES

## ELUMEN



### APPLICATOR BOTTLE WITH NOZZLE

Ideal for mixing several shades. Simplifies measuring.



### APPLICATOR COMB

Application comb specifically designed for Elumen. Facilitates quick and comfortable color application. Minimizes scalp staining. Suitable for all Elumen applicator bottles.



### COLOR CARD

Clearly shows the results achievable on different base levels. Effective consultation tool and shade selection.

### RACK SYSTEM

Effective, easy-to-use storage solution for Elumen bottles.

# CONSULTATION & TRAINING TOOLS

FOR AN INSPIRING COLOR SERVICE  
RIGHT FROM THE BEGINNING



### COLOR TABLEAU FOR CLIENT CONSULTATION

Ideal handling. Targeted client consultation with two special consultation boards. Segments for an optimum shade overview.

### TECHNICAL COLOR CARD FOR THE MIXING AREA

User friendly with a compact book format. Ideal and convenient to work with due to the tailor-made shade segmentation. Integrated Highlift Matrix - no further need for a separate Highlift color card.

### ACTIVATION FOLDER

Product-related, concise and easy to understand key tool in the salon with all relevant information on the benefits, usage and selling of the products and services. Including special tips and tricks from stylist to stylist to increase professional knowledge and confidence.







“THE STRENGTH OF  
MY CLIENTS’  
HAIR BEGINS WITH  
PERFECT CARE.”

---

*Rebecca Hiele*

GOLDWELL  
INTERNATIONAL ARTIST,  
USA

---



# CARE & STYLING LINES

Each salon client is unique. With the Goldwell care & styling portfolio you can serve all of your clients' individual hair needs and have the perfect answer to their lifestyle and daily hair care routine. The assortment makes your daily salon life easier and supports your business by offering complementary home care products.

## DUALSENSES & STYLESIGN – THE PERFECT MATCH

Developed exclusively for you, Dualsenses and StyleSign are designed to work hand-in-hand to provide the best possible support in salon and at home.

The Dualsenses care assortment delivers instantly visible and touchable results, now with built-in color protection in all products<sup>1</sup> and an innovative color technology for magnificent luminosity.

StyleSign is designed to be your most important tool for great styles. The upgraded technology helps to create any look with flexible hold and natural shine while protecting from heat and premature color fading.

## KERASILK LUXURY HAIR CARE

For long-lasting transformation into perfect hair like silk, Kerasilk's luxurious assortment will care for your highly demanding clientele. It offers exclusive technologies combined with high-end ingredients for exceptional and long-lasting results. Let your clients fall in love with their hair with unique customizable salon services and complementary home care products to maintain and prolong the transformation.







# KERASILK

MAKE YOUR CLIENTS FALL IN LOVE  
WITH THEIR HAIR

Kerasilk Luxury Hair Care - long-lasting transformation  
into perfect hair like silk.



- EXCLUSIVE TECHNOLOGIES
- HIGH-END INGREDIENTS
- CUSTOMIZABLE SALON SERVICES
- SALON EXCLUSIVE HOME CARE PRODUCTS

CARE & STYLING LINES

## KERASILK SEGMENTS

<b>KERASILK REPOWER</b>  <b>Volume</b> Strengthens and bodifies fine and limp hair.  <b>Anti-Hairloss</b> Densifies and thickens thinning and weak hair.	<b>KERASILK CONTROL</b>  Reshapes and smoothens unmanageable and frizzy hair.	<b>KERASILK RECONSTRUCT</b>  Nourishes and reconstructs stressed and damaged hair.	<b>KERASILK COLOR</b>  Keeps beautifully colored hair brilliantly shiny.	<b>KERASILK STYLE</b>  Enables weightless, touchable styling for beautifully cared-for hair.
--	---	--	--	---

# KERASILK

## CONTROL

For unmanageable, unruly and frizzy hair.

Long-lasting transformation into perfectly smooth and soft hair for up to 3-5 months<sup>1</sup>.  
With brilliant color protection, Keratin and Liquid Silk.

### IN-SALON



**SHAMPOO**  
Gently cleanses and smoothes.



**CONDITIONER**  
Smoothes and tames.



**INTENSIVE SMOOTHING MASK**  
Smoothes for long-lasting manageability, control and shine.



**PURIFYING SHAMPOO**  
Intensively cleanses.  
Prepares hair for the Keratin Treatment.  
For all hair types.



**KERATIN SHAPE/SMOOTH**  
Thermal-active KeraShape-Technology transforms hair into long-lasting, smooth and soft hair like silk – that lasts up to 3-5 months.  
Customize by combining Shape and Smooth components.



**FINISHING CREAM SERUM**  
Seals in the effect of the Keratin Treatment and minimizes odor.  
Provides heat protection.



**DE-FRIZZ TAME + DE-FRIZZ SMOOTH**  
Thermal-active KeraShape technology controls frizz and beautifies the hair's natural shape for long-lasting manageable and frizz-controlled hair like silk – lasts up to 4-6 weeks.

# KERASILK

## CONTROL

### HOME CARE



**SHAMPOO**  
**CONDITIONER**  
**INTENSIVE SMOOTHING MASK**



**SMOOTHING FLUID**  
Instantly smoothes and tames.  
Provides heat protection.



**RICH PROTECTIVE OIL**  
Instantly tames and adds intense shine.  
Provides humidity and heat protection.



**DE-FRIZZ PRIMER**  
Perfectly primes for easy blow-dry to provide manageable and frizz-controlled hair.  
Ideal completion to prolong the effect of the De-Frizz Service.



**HUMIDITY BARRIER SPRAY**  
Shields finished style from high humidity and blocks frizz until next wash.  
Provides a shiny and weightless finish.



**BEAUTIFYING HAIR PERFUME**  
Exquisite oriental notes restore a freshly-washed hair scent, while masking and shielding against unpleasant odors.  
Helps to maintain a silky hair feel and a touch of shine, while preventing static.

<sup>1</sup>In combination with the Control Keratin Treatment.

# KERASILK

## RECONSTRUCT

For stressed and damaged hair.

Long-lasting transformation into perfectly supple and healthy-looking hair for up to 10 washes<sup>1</sup>.  
With brilliant color protection, Keratin and Hyaloveil™.

### IN-SALON

 <p><b>SHAMPOO</b> Gently cleanses and nourishes.</p>	 <p><b>CONDITIONER</b> Nourishes, softens and conditions.</p>
 <p><b>INTENSIVE REPAIR MASK</b> Fortifies, reconstructs and enhances resilience. Provides lasting moisture and protection from recurring dryness.</p>	 <p><b>INTENSIVE REPAIR PRE-TREATMENT</b> Reinforces and replenishes extremely stressed areas of the hair.</p>
 <p><b>INTENSIVE REPAIR TREATMENT</b> Provides long-lasting nourishment. Replenishes and reinforces the strength of each hair strand. Customize with Reconstruct Intensive Repair Pre-Treatment.</p>	

<sup>1</sup>In combination with the Reconstruct Intensive Repair Treatment.

# KERASILK

## RECONSTRUCT

### HOME CARE

 <p><b>SHAMPOO</b> <b>CONDITIONER</b> <b>INTENSIVE REPAIR MASK</b></p>	
 <p><b>REGENERATING BLOW-DRY SPRAY</b> Instant combability and repair for a soft, weightless feel. Provides heat protection.</p>	 <p><b>RESTORATIVE BALM</b> Improves hair elasticity and prevents dryness and hair breakage. Provides heat protection.</p>
 <p><b>SPLIT ENDS RECOVERY CONCENTRATE</b> Nourishes dry ends and binds split ends back together. Forms a protective layer around each hair strand for suppleness and healthy shine.</p>	 <p><b>BEAUTIFYING HAIR PERFUME</b> A precious magnolia jasmine blend restores a freshly-washed hair scent, while masking and shielding against unpleasant odors. Helps to maintain a silky hair feel and a touch of shine, while preventing static.</p>



# KERASILK

## REPOWER VOLUME

For fine, limp hair.

Long-lasting transformation into perfectly bodified hair for up to 10 washes<sup>1</sup>.  
With brilliant color protection, Keratin and Elastin.

### IN-SALON



**VOLUME SHAMPOO**  
Gentle, lightweight cleansing.  
Perfect foundation for body and fullness.



**INTENSIVE VOLUME TREATMENT**  
Provides long-lasting volume, body and strength.  
Customize with Repower Volume Intensifying Post Treatment.



**VOLUME INTENSIFYING POST TREATMENT**  
Concentrated post-treatment for an additional volume boost.

<sup>1</sup>In combination with the Repower Intensive Volume Treatment.

# KERASILK

## REPOWER VOLUME

### HOME CARE



**VOLUME SHAMPOO**



**VOLUME FOAM CONDITIONER**  
Conditions without adding weight.  
Enhances resilience and elasticity.



**VOLUME BLOW-DRY SPRAY**  
Blow-dry foundation with heat protection for instant combability, easy styling and volumized hair.



**VOLUME PLUMPING CREAM**  
Instantly smooth, yet perfectly volumized hair.  
Enhanced body and soft hold.  
With heat protection.



**VOLUME DRY SHAMPOO<sup>1</sup>**  
Cleanses and refreshes without the need for water.  
Absorbs unwanted oil and residues, giving hair a light, volumizing effect.



**BEAUTIFYING HAIR PERFUME**  
Delicate freesia lily nuances restore a freshly-washed hair scent, while masking and shielding against unpleasant odors.  
Helps to maintain a silky hair feel and a touch of shine, while preventing static.

<sup>1</sup>Does not contain Keratin and Elastin.

# KERASILK

## REPOWER ANTI-HAIRLOSS

For thinning, weak hair.

Long-lasting transformation into perfectly strenghtened and densified hair.<sup>1</sup>  
With brilliant color protection<sup>2</sup>, Procapil<sup>TM</sup><sup>3</sup> and T-Flavanone.

### IN-SALON



#### ANTI-HAIRLOSS SHAMPOO

Gentle, lightweight cleansing.  
Perfect foundation for thicker,  
denser hair with additional  
volume.

#### INTENSIVE ANTI-HAIRLOSS TREATMENT

Acts against the diminution of the hair follicle and  
prevents hereditary hair loss.  
Strengthens the anchoring of the hair in the scalp.  
For a balanced scalp and increased hair thickness  
and density.



### HOME CARE



#### ANTI-HAIRLOSS SHAMPOO



#### ANTI-HAIRLOSS SPRAY TONIC

Prevents hereditary hair loss.  
Re-balances the scalp for thicker  
and denser hair.



# KERASILK

CARE & STYLING LINES

# KERASILK

## COLOR

For color-treated hair.

Long-lasting transformation into perfectly beautified and brilliantly colored hair.<sup>1</sup>  
For brilliant color protection. With Keratin and Tamanu Oil.

### IN-SALON



**GENTLE SHAMPOO**  
Gently cleanses while preventing premature color fading.



**CONDITIONER**  
Moisturizes, conditions and enhances color brilliance.



**INTENSIVE LUSTER MASK**  
Adds moisture and deeply conditions for healthy-looking hair and long-lasting color depth and brilliance.



**STRUCTURE BALANCING TREATMENT**  
Evens out hair structure for a balanced color penetration from regrowth to tips.



**FINISHING CREAM SERUM**  
Seals in color and provides brilliant shine. Softens and conditions.

<sup>1</sup>In combination with the Color Finishing Cream Serum.

# KERASILK

## COLOR

### HOME CARE



**GENTLE SHAMPOO**  
**CONDITIONER**  
**INTENSIVE LUSTER MASK**



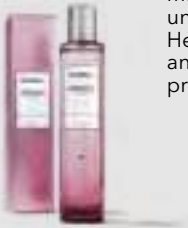
**CLEANSING CONDITIONER**  
Gentle cleansing and care. Adds moisture to preserve color vibrancy.



**GENTLE DRY SHAMPOO<sup>1</sup>**  
Cleanses and refreshes without the need for water. Protects color from premature fade-out while maintaining shine.



**PROTECTIVE BLOW-DRY SPRAY**  
Instant combability and shine - for a soft feel and brilliant finish. Provides heat and UV protection.



**BEAUTIFYING HAIR PERFUME**  
Elegant rose accords restore a freshly-washed hair scent, while masking and shielding against unpleasant odors. Helps to maintain a silky hair feel and a touch of shine, while preventing static.

<sup>1</sup>Does not contain Keratin.




# KERASILK

## STYLE

Perfect styling with the touch of silk.

For perfect and lasting styling results with an exceptionally soft touch.  
With Keratin and precious silk protein.

 <p><b>ACCENTUATING FINISH CRÈME</b> For an excellent final touch. Leaves the hair with a weightless, shiny finish. Perfectly smoothes flyaways.</p>	 <p><b>FIXING EFFECT HAIRSPRAY</b> For long-lasting weightless, touchable hold. Leaves the hair with a silky finish and amazing brilliance.</p>
 <p><b>TEXTURIZING FINISH SPRAY</b> For flexible and restyleable hold with a weightless, silky feel. Leaves the hair with a shiny finish. Provides heat protection.</p>	 <p><b>FORMING SHAPE SPRAY</b> For luxurious hot tool styles with weightless movement. Flexible usage to create sleek or curly looks. Provides heat protection.</p>
 <p><b>SMOOTHING SLEEK SPRAY</b> For an amazingly sleek finish with a remarkably weightless, silky feel. Perfectly speeds up hot ironing and smoothes flyaways. Provides heat protection.</p>	 <p><b>ENHANCING CURL CRÈME</b> For refined and exceptionally bundled curls. Smoothes the curls and controls frizz. Provides heat protection.</p>
 <p><b>BODIFYING VOLUME MOUSSE</b> For gorgeous voluminous styles with a weightless, silky feel. Provides heat protection.</p>	



CARE & STYLING LINES

*"You'll be in love with the weightless, silky touch of your hair."*

Daniel Martin

GOLDWELL  
GLOBAL STYLING AMBASSADOR,  
GREAT BRITAIN

# KERASILK

## SALON TOOLS



**SCALE**  
Enables exact weighing of Kerasilk Control Keratin Shape & Smooth components for best results.



**MEASURING BOWL**  
Stable base.  
Fits in Magic Serve.



**APPLICATION BRUSH/COMB**  
Wide brush for easy and fast application.  
No additional comb needed.  
Configuration of bristles is perfect for Kerasilk Keratin Treatment Service.



**HEAT PROTECTION GLOVE**  
Optimal protection during straightening.



**CAPE**  
Supports the premium in-salon service.



**HAIR DRYER**  
Proven high quality.  
Minimal level of noise.  
Ergonomic design.



**DE-FRIZZ APPLICATOR BOTTLE**  
Facilitates mixing of Kerasilk Control Keratin De-Frizz Tame & Smooth components and allows for an even application for best results.



**FLAT IRON**  
Keeps heat at a constant level.  
Easy temperature setting of up to 230°C.  
Surface of floating plates is adapted to straightening with Kerasilk Keratin Treatment.  
Available in size M and L.



**ROUND BRUSH**  
Heat and product-resistant.  
Easy to clean.  
Handy, pleasantly light.  
Round brush available in size M and L.



**PADDLE BRUSH**  
Heat and product-resistant.  
Easy to clean.  
Handy, pleasantly light.



**TURBAN**  
Maintains heat during Kerasilk treatment processing.  
100% high-quality cotton.  
Gentle on hair and skin.  
Easy to wear.



**TOWEL**  
Highly absorbent.  
100% high-quality cotton.  
Long-lasting and durable.



DUALSENSES

# DUALSENSES

## BEAUTIFUL HAIR IS IN YOUR HANDS

Delivers instant results – visible and touchable.  
Now with built-in color protection in all products<sup>1</sup> and an innovative color technology for magnificent luminosity.



PROFESSIONAL  
SOLUTIONS FOR  
EVERY HAIR TYPE

INSTANTLY  
VISIBLE  
AND TOUCHABLE  
RESULTS

BUILT-IN  
COLOR  
PROTECTION

### TECHNOLOGY

#### microPROtec complex

The innovative microPROtec complex with built-in color protection<sup>1</sup> distributes essential care ingredients quickly and evenly for instant results you can see and feel.

#### FadeStopFormula

As gentle as pure water:  
The improved FadeStopFormula is included in all of our shampoos<sup>2</sup> achieving exceptional reductions in color wash-out during shampooing.

#### Luminescine

Our unique color technology – containing Luminescine in all 4 of our Dualsenses color segments – is the next generation of color luminosity.

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

<sup>1</sup>Contained in all of our products, except Dualsenses Ultra Volume Bodifying Dry Shampoo, Scalp Specialist Sensitive Foam Shampoo, Anti-Hair Loss Spray & Serum.  
<sup>2</sup>Except Scalp Specialist Shampoos.



# DUALSENSES

## COLOR

For fine to normal hair.  
With **Luminescine**.

 <p><b>BRILLIANCE SHAMPOO</b> Instantly brings out color luminosity. Minimizes color fading.</p>	 <p><b>BRILLIANCE CONDITIONER</b> Detangles instantly. Creates color luminosity.</p>
 <p><b>BRILLIANCE SERUM SPRAY</b> Instantly provides weightless conditioning. Creates a new color gleam. With heat protection.</p>	 <p><b>60SEC TREATMENT</b> Regenerates instantly. Amplifies hair luminosity.</p>
 <p><b>COLOR LOCK SERUM</b> Locks in color instantly. Provides weightless care and combability.</p>	 <p><b>STRUCTURE EQUALIZER</b> Instantly equalizes structural differences. Optimizes color deposit.</p>

# DUALSENSES

## COLOR EXTRA RICH

For thick to coarse hair.  
With **Luminescine**.

 <p><b>BRILLIANCE SHAMPOO</b> Instantly brings out color luminosity. Minimizes color fading.</p>	 <p><b>BRILLIANCE CONDITIONER</b> Detangles instantly. Creates color luminosity.</p>
 <p><b>60SEC TREATMENT</b> Regenerates instantly. Amplifies luminosity.</p>	 <p><b>6 EFFECTS SERUM</b> Dramatic color luminosity. Instantly provides shine and healthy looking lengths and ends for thick to coarse hair.</p>
 <p><b>COLOR LOCK SERUM</b> Locks in color instantly. Amplifies color luminosity.</p>	

# DUALSENSES

## BLONDES & HIGHLIGHTS

For blonde and highlighted hair.  
With **Luminescine**.



**ANTI-YELLOW SHAMPOO**  
Instantly brings out color  
luminosity.  
Neutralizes unwanted yellow  
tones.



**ANTI-YELLOW CONDITIONER**  
Detangles immediately.  
Neutralizes unwanted yellow  
tones.



**BRILLIANCE SERUM SPRAY**  
Instantly provides combability.  
With heat protection.



**60SEC TREATMENT**  
Regenerates instantly.  
Neutralizes unwanted yellow  
tones.



**COLOR LOCK SERUM**  
Locks in color instantly.  
Provides weightless care and  
combability.

# DUALSENSES

## SILVER

For grey and cool blonde hair.  
With **Luminescine**.



**SILVER SHAMPOO**  
Neutralizes unwanted  
yellow tones.  
Instantly refines color effect.



# DUALSENSES

## RICH REPAIR

For dry to damaged hair.  
With **IntraLipid**.

### RESTORING SHAMPOO

Instantly reconstructs and reawakens the shine of natural hair. Minimizes color fading.



### RESTORING CONDITIONER

Instantly increases combability. Effectively reduces hair breakage.



### RESTORING SERUM SPRAY

Instantly reconstructs. Provides suppleness and shine. Detangles and improves combability. With heat protection.



### 60SEC TREATMENT

Restores severely damaged hair structures from deep inside. Rebuilds the hair fiber.



### 6 EFFECTS SERUM

Anti-breakage effect. Gives silky suppleness. Offers instant shine and reinforced hair structure. For dry to damaged hair.



### INTENSIVE RESTORING SERUM

Deeply strengthens for instant regeneration and protection from breakage. Enhances the natural beauty of the hair.



# DUALSENSES

## JUST SMOOTH

For unruly and frizzy hair.  
With **Kukui Nut Oil**.

### TAMING SHAMPOO

Instantly creates manageability and frizz control. Minimizes color fading.



### TAMING CONDITIONER

Instantly detangles. Nourishes for smooth and touchably soft hair.



### TAMING OIL

Provides instant control and an outstandingly soft hair feel with brilliant shine. With anti-humidity effect.



### 60SEC TREATMENT

Regenerates hair instantly. Provides manageability and frizz control.



### 6 EFFECTS SERUM

Anti-Frizz benefits. Instantly provides humidity control and manageability for unruly and frizzy hair.



### INTENSIVE TAMING SERUM

Deeply smoothens and softens hair for instant taming and frizz control. With anti-humidity effect.





# DUALSENSES

## ULTRA VOLUME

For fine to limp hair.  
With **Rice Protein**<sup>1</sup>.

### BODIFYING SHAMPOO

Instantly builds touchable and visible volume.  
Enhances natural shine.



### BODIFYING DRY SHAMPOO

Instantly revives volume by absorbing excess oil.  
Reduces build-up between washes.



### BODIFYING CONDITIONER

Instantly detangles and builds touchable and visible volume.  
Provides weightless care.



### STRENGTHENING SPRAY

Instantly detangles and strengthens the hair.  
Provides lightweight care to support fullness.



### INTENSIVE STRENGTHENING SERUM

Deeply strengthens each hair fiber from roots to tips and provides lightweight care and a healthy hair feel for 3 washes.  
Ideal care foundation for volume looks.



# DUALSENSES

## CURLY TWIST

For naturally wavy, curly and permed hair.  
With **Milk Protein**.

### HYDRATING SHAMPOO

Instantly hydrates and defines.  
For weightless bounce and elasticity.



### HYDRATING CONDITIONER

Instantly hydrates and defines.  
Detangles and provides elasticity.



### HYDRATING SERUM SPRAY

Instantly strengthens and moisturizes the hair fiber and reactivates limp curls and waves.  
Perfectly bundles and controls frizz.  
With heat protection.



### INTENSIVE HYDRATING SERUM

Deeply strengthens, fights frizz and gives back natural elasticity.  
Ideal after a perm service.



# DUALSENSES

## SCALP SPECIALIST

For sensitive scalp and thinning hair.  
With **Zinc Pyrithione**<sup>1</sup> and **Lime Tree Blossom Extract**<sup>1</sup>.

### ANTI-DANDRUFF SHAMPOO For flaky scalp

Instantly fights visible dandruff.  
Regulates the scalp function.



### DEEP CLEANSING SHAMPOO For all hair types

Provides a fresh scalp feeling.  
Removes styling residues, sebum  
and chlorine.



### SENSITIVE FOAM SHAMPOO For sensitive scalp

Gently cleanses and instantly  
soothes for a rebalanced scalp.  
Free from fragrances and  
pH neutral.



### SENSITIVE SOOTHING LOTION For sensitive scalp

Instantly soothes and  
conditions sensitive scalps.  
Ideal after chemical services.



### ANTI-HAIR LOSS SPRAY For thinning hair

Thickens the hair fiber instantly.  
Supports the anchoring of the hair  
in the scalp.



### ANTI-HAIR LOSS SERUM For thinning hair

Effectively prevents hereditary hair  
loss with regular use.  
Thickens the hair fiber instantly  
and supports the anchoring of the  
hair in the scalp.



# DUALSENSES

## MEN

Perfect for men. Visibly healthy-looking, strong hair and noticeably more vitality.  
RechargeComplex with **Guarana**, **Caffeine** and Instant Microfluid Technology.

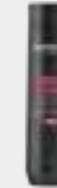
### HAIR & BODY SHAMPOO For strong, healthy-looking hair every day

Cleanses, revitalizes and  
moisturizes the skin and hair.



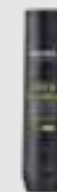
### THICKENING SHAMPOO For fine and thinning hair

Gentle cleansing.  
For instantly strong and healthy-  
looking hair from the roots.



### ANTI-DANDRUFF SHAMPOO For dry to normal hair with flaky scalp

Rebalances dry scalp and prevents  
flaking with regular use.



### ACTIVATING SCALP TONIC For all hair types

Provides a stimulating effect in the  
scalp by massaging.  
With a revitalizing, cooling effect.



### POWER GEL

Perfectly strong styles for  
all hair types.  
Strong hold with lasting control.



### TEXTURE CREAM PASTE

Ideal for naturally structured looks  
with a matte finish.  
Provides medium hold.



### DRY STYLING WAX

Medium hold for natural looks with soft shine.  
Instantly accentuates and defines.





*"stylist isn't  
my job.  
It's my life."*

*shane bennett*

GOLDWELL  
INTERNATIONAL ARTIST,  
GREAT BRITAIN

# STYLESIGN

## GREAT STYLE IS IN YOUR HANDS

Professional support for great styles.



LONG-LASTING,  
FLEXIBLE HOLD

PROTECTION  
FROM PREMATURE  
COLOR FADE,  
HEAT STYLING AND  
UV-LIGHT

SMOOTH HAIR  
SURFACE FOR  
NATURAL SHINE

### THE FLEXPROTEC 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 hair from premature color fade, damaging effects of heat styling and UV-light. The hair surface is smoothened to enhance natural shine.



# STYLESIGN

## ULTRA VOLUME

Specially developed to give fine, limp and/or normal hair an impressive volume boost.



**POWER WHIP**  
**Strengthening Mousse**  
For fine to normal hair.  
Gives strong hold and long-lasting volume.  
Improves grip.



**TOP WHIP**  
**Shaping Mousse**  
For stubborn hair.  
Provides strong hold, long-lasting shape and volume.  
Helps the brush glide through the hair during blow drying.



**GLAMOUR WHIP**  
**Brilliance Styling Mousse**  
For dull and stressed hair.  
Adds volume with strong, yet flexible hold.  
Provides extra care and luminosity.



**DOUBLE BOOST**  
**Intense Root Lift Spray**  
For fine and limp roots.  
Invigorates and adds instant root lift.



**NATURALLY FULL**  
**Blow-Dry & Finish Bodifying Spray**  
In towel-dried hair: Enhances grip for a beautiful, volume blow-out.  
In dry hair: provides pliable fullness and body.  
Effect can be revived by scrunching hair.



**LAGOOM JAM**  
**Styling Gel**  
For bold and unlimited looks.  
Builds volume and texture with powerful long-lasting hold.



**SOFT VOLUMIZER**  
**Volume Blow-Dry Spray**  
Gives natural volume and long-lasting shape. Strong as a volume mousse, simple as a spray.



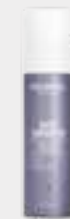
**BODY PUMPER**  
**Densifying Pump Foam**  
Gives fine and thinning, short to shoulder length hair twice as much body and a massive volume boost. Densifies and thickens for a "more hair feel".



# STYLESIGN

## JUST SMOOTH

Ideal for normal to coarse hair structures to create smooth to super straight styles.



**FLAT MARVEL**  
**Straightening Balm**  
For smooth and straight styles.  
Gives long-term frizz-control.  
Provides heat protection up to 200°C and makes hair resistant to breakage.



**SLEEK PERFECTION**  
**Thermal Spray Serum**  
For long-lasting, silky-straight hair.  
Provides heat protection up to 200°C.  
Humidity protection for up to 24 hours.



**SMOOTH CONTROL**  
**Smoothing Blow Dry Spray**  
Speeds up drying time.  
Improves manageability for smooth and responsive styling.  
Shapes the hair and gives light hold.



**SOFT TAMER**  
**Taming Lotion**  
Provides care and a glossy finish.  
Tames fly-aways and reduces frizz.  
For a smooth finish with brilliant shine.



**DIAMOND GLOSS**  
**Protect & Shine Spray**  
For a silky-smooth and glossy finish.  
Effectively blocks humidity for up to 72 hours.  
Tames frizz and provides intensive shine.



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

# STYLESIGN

## CURLY TWIST

Perfect for curl hydration, taming different curl types or curl creation in straight hair.



**TWIST AROUND**  
**Curl Styling Spray**  
2 in 1 mist for creating curls in straight hair.  
Provides heat protection for up to 200°C.  
Gives hold.



**CURL CONTROL**  
**Moisturizing Curl Cream**  
For unruly curls.  
Provides smoothness and definition.  
Bundles curls without weighing them down.



**CURL SPLASH**  
**Hydrating Curl Gel**  
For limp curls.  
Accentuates and hydrates.  
Gives vital bounce and flexible texture, without crunchiness.



# STYLESIGN

## CREATIVE TEXTURE

Excellent for any style - from shiny sleek to rough and disheveled looks.



**ROUGHMAN**  
**Matte Cream Paste**  
For sculpting matte styles.  
Gives total control and instant hold.



**SUPEREGO**  
**Structure Styling Cream**  
For accentuated, structured looks.  
Gives intense shine and strong hold.



**MELLOGOO**  
**Modelling Paste**  
For sculpting unstructured, natural looks that can be restyled any time.



**UNLIMITOR**  
**Strong Spray Wax**  
For casually textured styles with definition.  
Versatile as a wax, simple as a spray.



**CRYSTAL TURN**  
**High-Shine Gel Wax**  
Bundles hair.  
Provides a flexible finish with beautiful luster.



**TEXTURIZER**  
**Texturizing Mineral Spray**  
For tousled styles and disheveled looks with matte effect.  
Creates casually bundled waves and adds body.



**SHOWCASER**  
**Strong Mousse Wax**  
For a textured look with radiant shine.  
Light as foam, strong as wax.



**HARDLINER**  
**Powerful Acrylic Gel**  
For shaping indestructible styles with ultra-strong hold.





# STYLESIGN

## PERFECT HOLD

A well-rounded selection of hair sprays to create any long-lasting style with yet flexible hold.



### **MAGIC FINISH** **Lustrous Hair Spray**

Gives light, flexible hold for natural movement.  
Adds intense shine.  
Protects against humidity.

3 ✕



### **MAGIC FINISH** **Non-Aerosol Hair Spray**

Non-aerosol pump spray that gives flexible hold.  
Adds intense shine.  
Protects against humidity.

3 ✕



### **BIG FINISH** **Volumizing Hair Spray**

Gives strong, yet flexible hold.  
Enhances fullness.  
Protects against humidity.

4 ✕



### **SPRAYER** **Powerful Hair Lacquer**

For bold looks with extreme hold.  
Locks hair into place.  
Protects against humidity.

5 ✕





# ELIXIR

## VERSATILE TREATMENT OIL

Care for the hair with the power of an elixir. Discover the exceptional effect of Goldwell Elixir to transform every hair type into luxuriously cared-for hair.



### TREATMENT OIL

Absorbed instantly, leaves the hair feeling pleasantly light .  
With regenerating Argan Oil and protective and nurturing Tamanu Oil for smooth, soft and tamed hair with exceptional shine.  
Can be used as care in towel-dry hair or finish in dry hair.







“CHANGE  
THE TEXTURE  
AND KEEP  
THE BEAUTY.”

---

*Agnes Westerman*

GOLDWELL  
INTERNATIONAL ARTIST,  
NETHERLANDS

---

# TEXTURE LINES

Show the beauty of hair in every imaginable shape. With our Goldwell texture portfolio you can reinvent structure. It's all about semi to permanent transformation of shape and texture. Goldwell texture lines offer a great versatility from intense curls to natural waves, up to sleek, straight hair. Enjoy working with reliable and gentle formulas.



## STRUCTURE + SHINE

Structure + Shine is Goldwell's premium solution for shiny, permanently straightened hair. The assortment offers all you need in order to create beautiful modern looks while also providing excellent conditioning benefits.

## EVOLUTION

Evolution is Goldwell's premium perm range for any type of wavy to curly looks. Leaving the hair well-cared, it is especially suitable for color maintenance.



# STRUCTURE + SHINE

PERFECT SOLUTION FOR SHINY,  
PERMANENTLY STRAIGHTENED HAIR

The sophisticated formula of straightening and care ingredients harmonizes the inner structure of the hair. The hair is conditioned and nourished while being reshaped.



**STRUCTURE + SHINE  
PROTECTION (PRE-TREATMENT)**  
Equalizes structural differences  
and provides care and protection.



**STRUCTURE + SHINE  
OPTIMIZER**  
Highly refined care complex  
forms thermal-protection around  
the hair.  
Evaporating oils straighten the hair  
by smoothing the cuticle and  
improving combability.



**STRUCTURE + SHINE  
SOFTENING CREAM - AGENT 1**  
Must be used in combination with  
STRUCTURE + SHINE AGENT 2 products for  
neutralizing.

**Available in 4 strengths**  
0 - strong: for virgin or resistant hair  
1 - regular: for normal to fine natural hair  
2 - medium: for color-treated hair or highlights  
up to 30%  
3 - soft: for sensitized color or highlifted hair



**STRUCTURE + SHINE  
NEUTRALIZING CREAM - AGENT 2**

Suitable for all hair types.  
Must be used in combination with  
STRUCTURE + SHINE SOFTENING CREAMS.



TEXTURE LINES

STRUCTURE + SHINE

# EVOLUTION

## HIGH-PERFORMANCE NEUTRAL WAVE

Defined lively bounce – gentle care thanks to neutral pH range.  
Self-Balancing System with patented protective film available in 5 proven Perm Sets.



**EVOLUTION PERM SET 0 AND 1**  
**Perm Set Type 0:** For resistant natural hair.  
**Perm Set Type 1:** For normal to fine, natural hair.

### PERM LOTION

For optimal gentleness and long-lasting waves.  
Even waves from roots to ends.  
Valuable lipids condition the hair.

### NEUTRALIZER

Ready-to-use.  
For optimum durability.



## COLOR MAINTAIN SYSTEM

Exclusively offered with the 3 types for color-treated hair (1s, 2, 2s).  
Reduces loss of color. Creates harmony between color and wave.



**EVOLUTION PERM SET 1S, 2, 2S**  
**Perm Set Type 1s:** For demi-colored hair or up to 30% highlights.  
**Perm Set Type 2:** For color-treated hair or up to 50% highlights.  
**Perm Set Type 2s:** For lightened or bleached hair or more than 50% highlights.

### PERM LOTION

For optimal gentleness and long-lasting waves.  
Even waves from roots to ends.  
Valuable lipids condition the hair.

### NEUTRALIZER

Ready-to-use.  
For optimum durability.

### INTER-FLUID

Interim treatment to reduce swelling.  
Protects porous sections of the hair.  
With Color Maintain System.

# VITENSITY

## MILD ALKALINE WAVE

For bouncing, long-lasting and even waves from roots to ends – adjusted to different hair structures. Notably improved suppleness.



### Available in 4 strengths

**Vitensity Type 0:** For difficult to perm, natural hair.

**Vitensity Type 1:** For normal to fine hair.

**Vitensity Type 1s:** For slightly damaged and natural hair with up to 30% highlights.

**Vitensity Type 2:** Excellent for porous, colored hair. Also suitable for natural hair with up to 50% highlights.

### VITENSITY PERM LOTION

Carrier System helps to reach difficult-to-access areas of the hair. Sulphur bonds are opened evenly. Carrier System and Q10 ensure gentle penetration of the perm lotion.

### VITENSITY GLOSS CARE NEUTRALIZER

Especially formulated to complement all Vitensity lotions. For shine and extraordinary suppleness.

# TOPFORM

## ACCLAIMED QUALITY FOR IMPROVED RESULTS

The Perm Penetration System (PPS) intensifies the movement at the roots and regulates the curl intensity in the ends – for improved bounce and a more even wave result.

### TOPFORM WAVE LOTION

For strong bounce and intensive, even wave results.

#### Available in 3 strengths

0: For difficult to perm natural hair.

1: For normal to fine natural hair.

2: For porous, colored hair.



### TOPFORM NEUTRALIZER

Perfectly complements the perm lotions.

Suitable for all 3 strengths.

Also for neutralizing Foam Wave.



### TOPFORM FOAM WAVE

Foam perm for safe waving. With Chlorophyllin Action System. Available in the strengths 0, 1 and 2.



### AIRBOY 2000

Professional application tool for Topform Foam Wave.





# SYSTEM

## SUPPORTING PRODUCTS FOR OPTIMUM WAVE RESULTS

System products for the pre, interim and post-treatment with permanent waves featuring an integrated Moisture Complex.



### **PRE-CURL (PRE-TREATMENT)**

Equalizes the hair structure for a more even result.  
Optimum protection for the sensitized areas of the hair.



### **INTER-CURL (INTERIM-TREATMENT)**

Keratin structure lotion for better durability.  
Optimizes the neutralizing process.

# TEXTURIZER

## PROVEN AND SPECIALIZED PRODUCTS FOR PERMANENT STYLING

Volume, fullness and structure for styling that lasts for weeks.



### **TEXTURIZER**

Ready-to-use shaping foam.  
Pleasant fragrance, does not drip.

#### **Available in 2 strengths**

N: For normal hair.  
P: For porous hair.



### **STABILIZER**

To be mixed 1:4 with water.  
Acts without processing time.





The background of the slide is a high-contrast, abstract composition of red and black ink or paint splatters on a white surface. The splatters are dense and irregular, creating a textured, almost organic feel. The red is a deep, slightly dark shade, while the black is a rich, velvety tone. The overall effect is one of raw energy and intensity.

TELL US WHAT ELSE WE CAN DO FOR YOU



Explore the full portfolio and discover endless possibilities. | [goldwell.com](http://goldwell.com)



Goldwell is part of Kao Salon Division.

**Kao**  
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.