



GOLDWELL.

**PRODUCT
BOOK 2024**



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

We are constantly seeking new and innovative ways to perfect hair's color, condition and texture - because you and your clients expect and deserve it.

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

WE ARE
DEDICATED TO HAIR
PERFECTION



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“WITH EVERY
HAIR COLOR
I CREATE
AN IDENTITY.”

Rodica Hristu

INTERNATIONAL GOLDWELL ARTIST,
CANADA



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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.





TOPCHIC

TRUE COLOR EXCELLENCE.
A COMPLETE PORTFOLIO OF
PERMANENT HAIR COLOR OPTIONS.

Topchic guarantees intense colors full of brilliance in all dimensions.



UP TO
100 %
GREY COVERAGE

ULTIMATE
DURABILITY

EXCELLENT
EVENNESS

OPTIMUM
GENTLENESS

UNIQUE
APPLICATION

TECHNOLOGY

Full performance technology for
reliable grey coverage up to 100%.

With patented IntraLipid and BondPro+
Technology for maximum hair protection
during the coloring process.¹

¹Included in Goldwell System Developer Lotion.

TOPCHIC

PERMANENT HAIR COLOR

Best-in-class performance - reliable in all dimensions with up to 100% opaque grey coverage.

Leading-edge technologies with 60+ patents.¹

To be mixed with System Developer Lotions 3% -12%.²



THE NATURALS

Natural shades for 100% grey coverage with complete variety:
N-Shades for fine to normal hair
NA-Shades for a cool direction
NN shades for resistant hair or more intense grey coverage on normal hair.
@Elumened Naturals with multi-shine reflections and up to 100% grey coverage in all dimensions, ready-to-use formula.



THE BLONDES

Luxurious warm and clear cool blondes.



THE BROWNS

Rich warm browns and elegant cool browns.

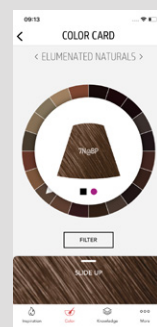


THE REDS

Vibrant warm reds and cool energy reds.



Install the **Goldwell Education Plus App** and then scan to view the Color Cards.



TOPCHIC

PERMANENT HAIR COLOR

Best-in-class performance - reliable in all dimensions with up to 100% opaque grey coverage.

Leading-edge technologies with 60+ patents.¹

To be mixed with System Developer Lotions 3% -12%.²



TOPCHIC

@ELUMENATED SHADES

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



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.



¹Since launch in 1974, lifetime of most patents has expired.

²Depending on mixing recommendation.

¹Since launch in 1974, lifetime of most patents has expired.

²Depending on mixing recommendation.

TOPCHIC ZERO

AMMONIA-FREE PERMANENT HAIR COLOR

With Topchic Zero you can have it all. The best performance¹ and a conscious, feel-good color.
To be mixed with System Developer Lotions 3% -12%.²

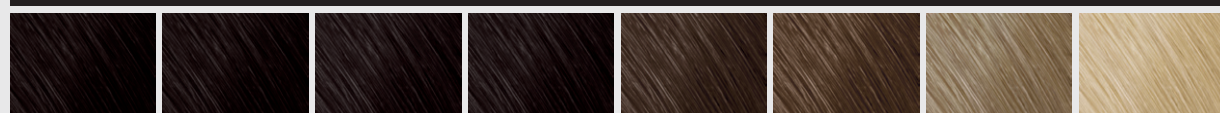


TOPCHIC ZERO

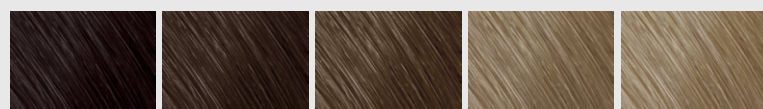
Conscious and incredibly caring, ammonia-free formula.
Free from silicones, ethanol and animal derived ingredients.
Incredibly natural, reliable grey coverage - up to 100%.
Natural looking, even color results with up to 2x more shine³.

VERSATILE ASSORTMENT OF 27 SHADES.

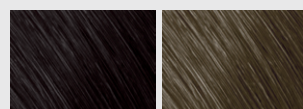
NATURALS



2N Black
3N Dark Natural Brown
4N Mid Natural Brown
5N Light Natural Brown
6N Dark Natural Blonde
7N Mid Natural Blonde
8N Light Natural Blonde
10N Extra Light Natural Blonde



5NN Light Natural Brown Intense
6NN Dark Natural Blonde Intense
7NN Mid Natural Blonde Intense
8NN Light Natural Blonde Intense
9NN Very Light Natural Blonde Intense

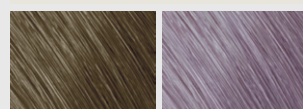


5NA Light Natural Ash Brown
7NA Mid Natural Ash Blonde

CLEAR

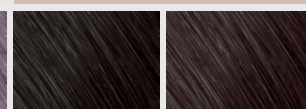
CLEAR

COOL BLONDES



8SB Light Silver Blonde
9V Very Light Violet Blonde

COOL BROWNS



5MB Light Matt Brown
6SB Dark Silver Blonde

COOL REDS



6VA Dark Violet Ash Blonde
6VR Dark Violet Red Blonde

WARM BLONDES



8G Light Gold Blonde

WARM BROWNS



5B Light Brown
6G Dark Gold Blonde
7B Mid Beige Blonde

WARM REDS



8K Light Copper Blonde

¹Based on overall performance (grey coverage, conditioning and shine) vs leading competitors.

²Depending on mixing recommendation.

³Vs untreated hair.

COLORANCE

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

Everything you need to create shiny,
healthy-looking and vibrant color for everyone.



UP TO 3 TIMES
MORE SHINE

UP TO 5 TIMES
BETTER
COMBABILITY

LASTS FOR
UP TO 25 WASHES

AMMONIA-FREE
FORMULA

A UNIQUE COMBINATION
OF TECHNOLOGIES



WITH
INTRALIPID

pH-balanced
technology

TECHNOLOGY

With the exclusive **IntraLipid Technology**,
Colorance has the power to repair
the hair's structure by regenerating
up to 70% of lost lipids.

The **pH-balanced formula** provides
up to 35% more gentleness¹.

¹When Topchic is color-balanced with Colorance. Compared to balancing the color with alkaline permanent hair color.

COLORANCE

DEMI-PERMANENT HAIR COLOR

Ammonia-free and with repairing effect, for unlimited service options.
To be mixed with System Developer Lotion 2%.



COLORANCE

Enhance natural color, tone and refine color, create expressive fashion shades, refresh existing color bases.

N-Shades provide natural blending of grey hair up to 50%.



COLORANCE MAXREDS SHADES

Fascinating brilliant reds ranging from warm to cool.

Combination of oxidative dyestuffs that contain intensive color molecules to give supremely brilliant and vibrant color results.



COLORANCE @E LUMENATED SHADES

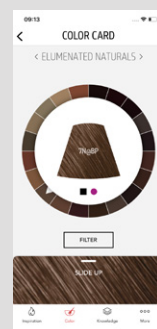
Intense and fiery color results.
Outstanding multi-shine reflections.



COLORANCE PASTEL SHADES

Soft, gradual fading.
Perfect for pre-lightened or bleached hair.

Install the **Goldwell Education Plus App** and then scan to view the Color Cards.



COLOR LINES

COLORANCE GLOSS TONES

DEMI-PERMANENT HAIR COLOR

Ammonia-free and with repairing effect, for quick color services.
To be mixed with System Developer Lotion 2%.



COLORANCE GLOSS TONES
Luminous blonde results that last 41% longer.¹
Superior shine and maximum performance in just 10 minutes.
Clear and 17 beautiful blonde shades.



CLEAR AND 17 LUMINOUS AND FASHIONABLE BLONDE SHADES.

WARM			COOL							CLEAR
BN	B	GPk	PN	S	PV	VPk	V	CP	AV	
LEVEL 10	CRÈME	VANILLA	SPARKLING ROSE	SILVER GLAZE	ICY CRYSTAL	SHEER ROSE			VIOLET TITANIUM	
LEVEL 9	CHAMPAGNE		CAFÉ LATTE	SILVER LUSTRE	ICY OPAL		SHEER PLATINUM	STEEL		
LEVEL 8		CHERRY BLOSSOM				ROSE QUARTZ	LAVENDER QUARTZ		COOL AMETHYST	

COLORANCE COVER PLUS

DEMI-PERMANENT HAIR COLOR

Ammonia-free and with repairing effect, for a natural blending of grey hair up to 75%.
To be mixed with System Developer Lotion 3%.



COLORANCE COVER PLUS NN SHADES
Simply make grey disappear - gentle and reliable.
Natural blending of grey hair up to 75%.



COLORANCE COVER PLUS LOWLIGHTS
Darker reflections for overhighlighted blonde.
Restores a natural look to overhighlighted hair.
For natural, long-lasting results with supreme shine in one single step thanks to pre-pigmentation.



COLORANCE COVER PLUS @ELUMENATED NATURALS
Ready-to-use formula.
With multi-shine reflections.
Natural blending of grey hair up to 75%.





ELUMEN

EXPERIENCE A DIFFERENT WAY OF
CREATING COLOR. COLOR DIFFERENT.

Full flexibility is yours. Choose long lasting or semi-permanent color.
And perfectly matched color care. For a new generation of creatives.



ALTERNATIVE
FOR CLIENTS WITH
ALLERGIC REACTIONS
TO OXIDATIVE
COLORS.¹

UP TO 76%
MORE COLOR
INTENSITY.²

STYLISTS
PERCEIVE AN
IMPROVED HAIR
STRUCTURE.³

¹Only direct dyes are used. Patch test is recommended by a dermatologist before the first use.

²Elumen compared to oxidative permanent hair colors. Based on a Chroma measurement compared to representative shades of competitor's oxidative colors.

³Elumen Play: 8 out of 10 stylists perceive an improved hair structure. Depending on hair structure & intensity of existing color. Confirmed in CAUT USA 2019, n=60.

ELUMEN

ENDLESS VERSATILITY IS YOURS.

Long lasting color, oxidant-free. Exceptional brilliance with incredible shine.
Exceptional durability. Up to 100% dimensional grey coverage.
Perfect also for clients with scalp sensitivity to conventional oxidative colors.¹



ELUMEN COLOR

Long lasting hair color, oxidant-free. Extra vibrant and shiny hair color without damage. No ammonia odor. Including Natural shades for grey coverage and beautification services.



ELUMEN CLEAR

Color mass without dyestuffs - to soften or lighten any Elumen shade or to enhance the natural shine when used purely.



ELUMEN PREPARE

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



ELUMEN THICKENER

Thickens the consistency of Elumen hair color when carrying out creative techniques.



ELUMEN LOCK

Reduces fading of Elumen hair color for a longer lasting result.



ELUMEN RETURN

Hair Color Reducer. Reduces the color immediately after coloration with Elumen. Works without oxidizing and reducing agents.



ELUMEN CLEAN

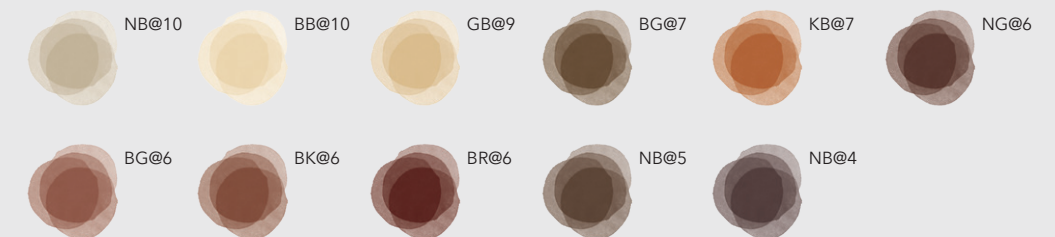
For the gentle removal of stains on the skin caused by Elumen and Elumen Play hair color.

ELUMEN

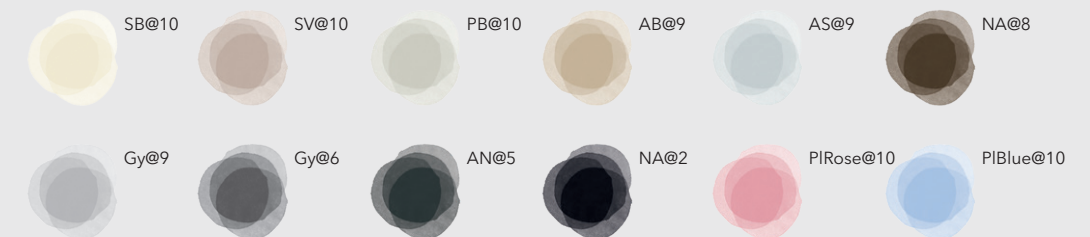
ENDLESS VERSATILITY IS YOURS.

40 VERSATILE SHADES FOR DIMENSIONAL COLOR RESULTS.

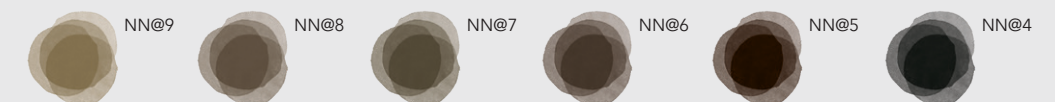
WARMS



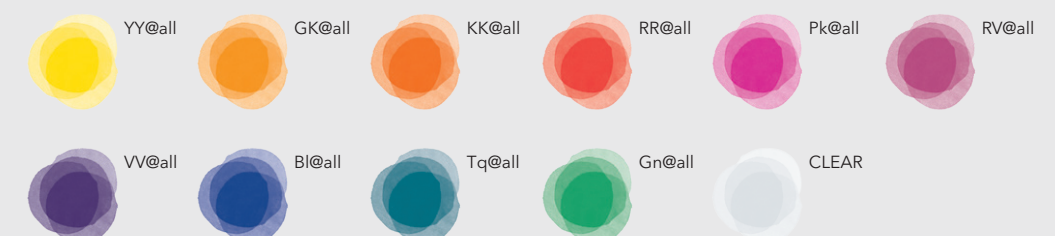
COOLS



NATURALS



PURES



ELUMEN PLAY

SEMI-PERMANENT COLOR. MAXIMUM VERSATILITY.

Ready-to-use, true semi-permanent hair color. Improved hair structure, more shine, better hair feel.
Lasts up to 10-15 washes.¹



ELUMEN PLAY COLOR

Semi-permanent hair color. Ready to use. No developer required. No Color shift. Fading on tone.²



ELUMEN PLAY ERASER

Removes any Elumen Play shade by up to 100%³ on pre-lightened hair. Creates a clean canvas for your creativity. With effective caring agents that help to insure hair's integrity during the process. Provides a conditioned and smooth hair feel.

13 READY-TO USE SEMI-PERMANENT SHADES AND CLEAR.

PASTELS



@PASTEL CORAL
blush coral



@PASTEL ROSE
bashful rose



@PASTEL LAVENDER
sweet lavender



@PASTEL MINT
cool mint

PURES



@YELLOW
sunny yellow



@ORANGE
juicy orange



@RED
fiery red



@PINK
hot pink



@VIOLET
mysterious violet



@BLUE
ocean blue



@GREEN
tropical green



@BLACK
jet black

METALLICS



@METALLIC SILVER
shiny silver

CLEAR



@CLEAR

ELUMEN

KEEP COLOR RESULTS BRIGHT AND BRILLIANT.

The perfect match for Elumen and Elumen Play.



ELUMEN SHAMPOO

Specially designed for Elumen colored hair: Color care shampoo for all hair types. Gently cleanses, supports the repairing effect and reduces washout of Elumen hair color. Further allows Elumen Play to gradually fade out tone on tone. Maintains the special Elumen brilliance and color intensity.



ELUMEN CONDITIONER

Specially designed for Elumen colored hair. Color care 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. Further allows Elumen Play to gradually fade out tone on tone. Maintains the special Elumen brilliance and color intensity.



ELUMEN LEAVE-IN CONDITIONER

Specially designed for Elumen colored hair: Lightweight leave-in conditioner for fine to normal hair. Nourishes instantly for improved detangling and combability.



ELUMEN MASK

Specially designed for Elumen colored hair. Nourishing mask for thick and porous hair. Intense care for Elumen colored hair.



LIGHTDIMENSIONS

STRONGER. FASTER. SMARTER. BETTER.
LIGHTENING UNLIMITED

Lifting Power and Toning Refinement at its best.



POWERFUL
LIFTING PERFORMANCE

INCREDIBLY
HAIR FRIENDLY

FULLY
CUSTOMIZABLE

REMARKABLE
TONING SERVICES

TECHNOLOGY

By controlling free radicals the **Lightening Control Technology** allows a stronger and more targeted lift.

With **Anti-Yellow-System** for the clearest and most even results.

The integrated **BondPro+ Technology** protects the hair from damage and strengthens the hair fibres ¹.

¹if used in combination with BondPro+ step 2.

LIGHTDIMENSIONS SILKLIFT

HIGH PERFORMANCE LIGHTENERS

For the best hair condition after a lightening service.¹ Perfect conditioning through integrated IntraLipid Technology and SilkProteinComplex. For ultra shiny, smooth and soft hair.



SILKLIFT STRONG
Most powerful lift for normal to resistant hair.
Up to 9 levels of lift.



SILKLIFT ZERO AMMONIA
Gentle lift for fine or stressed hair.
Up to 6 levels of lift.



SILKLIFT CONDITIONING CREAM DEVELOPER
Conditioning cream developer for SilkLift and Brightener.
Ensures the best possible care and conditioning during the lightening process.²

3% (10 VOL.)
6% (20 VOL.)
9% (30 VOL.)



¹When compared to leading competitors.

²Due to formula with SilkProteinComplex and IntraLipid Technology.

LIGHTDIMENSIONS SILKLIFT CONTROL

HIGH PERFORMANCE LIGHTENERS WITH TONE CONTROL

Powerful lift & tone control in just one step. For the coolest results on natural or colored bases without corrective toning.¹ Up to 7 levels of lift.



SILKLIFT CONTROL ASH
For levels 5 - 7.



SILKLIFT CONTROL PEARL
For levels 6 - 8.



SILKLIFT 2IN1 SERUM
Ultra high concentrated conditioning and tone stabilizing serum.
Adds intensive care and condition to the hair and stabilizes the counteracting pigments in SilkLift Control.
Mandatory for all SilkLift Control shades.
Optional for SilkLift Strong and SilkLift Zero Ammonia.



¹Within the LightDimensions range.

LIGHTDIMENSIONS BRIGHTENER

CONTROLLED LIFTING CREAM

Brighten and perfect lightening results with a controlled amount of lift of up to 1,5 levels.
Softens contrasts for the most naturally blended looks or power tone in combination with @Pure Pigments.
The integrated Cool Protect Technology ensures cool results that last longer.



BRIGHTENER NATURAL
For levels 7 - 9.

BRIGHTENER SILVER
For levels 5 - 7.

LIGHTDIMENSIONS OXYCUR PLATIN

MULTI-PURPOSE LIGHTENING POWDER

For the most powerful lifting¹ experience and state of the art lightening results.
With integrated BondPro+ to respect the hair structure.
To be mixed with System Developer Lotions 3% - 9%.



OXYCUR PLATIN
Strongest lifting power at full speed¹ for all service techniques.
Up to 9+ levels of lift.

LIGHTDIMENSIONS SOFT COLOR

SEMI-PERMANENT FOAM COLORANT

Semi-permanent blonde toning to create cool, long-lasting results in-salon or at home.
Quick refinements of blonde results. Fascinating color results after only 5 minutes processing time.



SOFT COLOR
10V - Violet
10P - Pearl
10BS - Beige Silver



MEN RESHADE

DEMI-PERMANENT HAIR COLOR

The most discreet way to blend grey. For consistently natural, transparent grey reduction and visually more fullness, 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 color.
For a fresher, younger look.



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 quick and discreet at the basin due to foam consistency.



SYSTEM @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

ELUMENATED COLOR ADDITIVE

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

BREAKTHROUGH TECHNOLOGY

HD³ Color Technology in @Pure Pigments is the next generation of direct dye technology from Goldwell. This innovation creates long-lasting, multi-dimensional, high-definition color results for unique light reflections and extraordinary shine from all angles.

SYSTEM

CREATIVITY

Unlimited customization of your color services with @Pure Pigments innovative additives and Thickener for creative freehand techniques.

PURE YELLOW, PURE ORANGE, PURE RED AND PURE VIOLET

Create vivid tones and effects.



PURE YELLOW

PURE ORANGE

PURE RED

PURE VIOLET

COOL VIOLET AND COOL PINK

Create vivid tones and counteract unwanted tones.



COOL VIOLET

COOL PINK

PEARL BLUE AND MATTE GREEN

Soften and counteract unwanted tones.



PEARL BLUE

MATTE GREEN

THICKENER

Forget bleeding – place even strongly contrasting tones next to each other, with up to 4 levels difference.¹ No limitations and no foils. Maintains the perfect performance of your color and lighteners.



¹30 drops Thickener for 80 ml Topchic or Topchic Zero color mass or 40 drops Thickener for 80 ml Topchic @Elumened color mass.

SYSTEM DEVELOPER LOTION

UNIFIED LOTION SYSTEM WITH STATE-OF-THE-ART TECHNOLOGY

Perfectly adjusted to create intensive, long-lasting color results, made for Topchic, Topchic Zero, Colorance and LightDimensions Oxycur Platin.



UNIFIED LOTION
SYSTEM THAT
REDUCES COMPLEXITY
AND REQUIRES
LESS STORAGE
SPACE

FOR EASY AND
FAST MIXING

MULTI-USE LOTION SYSTEM

The unique multi-use lotion system is specially designed to create intensive, long-lasting color results with outstanding brilliance and shine. With their perfect consistencies the lotions ensure optimal application with ideal spreadability and perfect adherence of color to the hair.

TECHNOLOGY

The formula is upgraded with BondPro+ Technology to offer essential protection during hair coloring services.

The System Developer Lotions come with integrated patented IntraLipid Technology - for improved compability and a smooth hair touch.¹

¹Perfect performance only guaranteed when used together with Topchic, Topchic Zero, Colorance or Oxycur Platin.

SYSTEM SOLUTION

The Goldwell System products offer you every tool to perfect your color services.



SYSTEM DEVELOPER LOTIONS

Unique multi-use lotion system with new upgraded formula: BondPro+ Technology to offer essential protection during hair color services. Made for Topchic, Topchic Zero, Colorance and LightDimensions Oxycur Platin. Available in 2%, 3%, 6%, 9% and 12%.



SYSTEM COLOR REMOVER SKIN

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



SYSTEM HAIR COLOR REMOVER

High-performance formula enriched with conditioning PQ10. It penetrates the hair and gently¹ removes the oxidative dyestuff molecules. Its unique CanvasReset System with integrated BondPro+ protects the hair's integrity while effectively removing the artificial color.

¹In comparison to a conventional bleach wash.

SYSTEM BONDPRO+

UPGRADE YOUR 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.

SYSTEM

BALANCE

BondPro+ high performing products to optimize the hair structure and prevent hair damage.



1. PROTECTION SERUM
Penetrates the hair fiber and protects it from within during alkaline bleaching, coloring and texturing 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.



STRUCTURE EQUALIZER
Instantly equalizes structural differences. Optimizes the color deposit on hair. For more even color results.

“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 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 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.

VITENSITY

Vitensity is Goldwell's mild alkaline wave – for bouncing, long-lasting and even curl result from roots to ends – adjusted to different hair structures.





SYSTEM TEXTURE

SUPPORTING PRODUCTS

Additional protection and care for shape change services.



SYSTEM PROTECTOR **Balancing Cream**

Additional protection and care for sensitive and porous areas during Goldwell Structure + Shine Services.



SYSTEM HYDRATOR **Hydrating Treatment**

Additional lightweight care during Goldwell shape change services.
Smoothens the hair's surface for better combability and provides hydration for supple and healthy looking hair.
To be used after the service.

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 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.



EVOLUTION

HIGH-PERFORMANCE NEUTRAL WAVE

Goldwell Evolution for natural looking, beautiful curls, full of bounce and elasticity.

EVOLUTION TYPE 0

For non-chemically treated, resistant hair.



EVOLUTION TYPE 1

For chemically treated or fine hair (e.g. permanent, semi-permanent or demi-permanent color).



EVOLUTION TYPE 2

For chemically treated, porous hair (e.g. high lifted, bleached or heat damaged hair).



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 curl result.

TOPFORM WAVE LOTION

For strong bounce and intensive, even curl result.

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.



VITENSITY

MILD ALKALINE WAVE

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

VITENSITY PERM LOTION

For long-lasting bounce with the best possible care and shine.

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 GLOSS CARE NEUTRALIZER

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



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

Rebecca Hiele

GOLDWELL
INTERNATIONAL ARTIST,
USA





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CARE & STYLING LINES

As a stylist, you know to create the most amazing results, it's all about the mix - your expertise paired with your passion, innovative ideas combined with experience, and hands-on skills with the right products.

DUALSENSES AND STYLESIGN - THE ULTIMATE CARE AND STYLING MATCH.

Instantly and effortlessly - with the new StyleSign, you and your clients can easily create styles with longevity.

And with DualSenses, your clients can make their color last longer using instant color care from the experts.

This proven combo delivers visible and touchable results, guaranteed to protect your clients' individual hair needs and style after their salon visit.



DUALSENSES

THE INSTANT CARE EXPERT WITH A PASSION FOR COLOR.

Goldwell's number one color care delivers instant results - visible and touchable.
With built-in color protection in all products¹ 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 distributes essential care ingredients quickly and evenly for instant results you can see and feel.

FadeStopFormula
As gentle as pure water: The FadeStopFormula is included in all of our shampoos² achieving exceptional reductions in color wash-out during shampooing.

Luminescine
Our unique color technology - containing Luminescine in all 5 of our Dualsenses color segments³ - is the next generation of color luminosity.

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

¹Except Scalp Specialist Anti-Hair Loss Serum and Scalp Rebalance & Hydrate Fluid, Ultra Volume Bodifying Dry Shampoo, Color Revive Root Retouch Powders and Men products.
²Except Dualsenses Scalp Specialist Shampoos, Bodifying Dry Shampoo, Color Revive Color Giving Shampoo, Men Shampoos.
³Except Color Revive Root Retouch Powders.

DUALSENSES

COLOR

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

BRILLIANCE SHAMPOO

Instantly brings out color luminosity.
FadeStopFormula minimizes color fading with every use.



BRILLIANCE CONDITIONER

Detangles instantly.
Creates color luminosity.



BRILLIANCE SERUM SPRAY

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



60SEC TREATMENT

Amplifies natural color luminosity.
Provides nourishing care.



REPAIR & RADIANCE BALM

Provides outstanding color brilliance.¹
Supports the bond protein network.
Reduces split ends by up to 99%.
Protects against environmental pollutants.
Effective hair color protection against UV light.



INTENSIVE CONDITIONING SERUM

Locks in color instantly.
Keeps salon color vibrant for up to 22 washes.
Provides weightless care and combability.



DUALSENSES

COLOR EXTRA RICH

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

BRILLIANCE SHAMPOO

Instantly brings out color luminosity.
FadeStopFormula minimizes color fading with every use.



BRILLIANCE CONDITIONER

Detangles instantly.
Creates color luminosity.



60SEC TREATMENT

Amplifies natural color luminosity.
Provides nourishing care.



INTENSIVE CONDITIONING SERUM

Locks in color instantly.
Keeps salon color vibrant for up to 22 washes.
Provides care, manageability, softness and combability.



DUALSENSES

BLONDES & HIGHLIGHTS

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



ANTI-YELLOW SHAMPOO

Instantly brings out color luminosity.
Neutralizes unwanted yellow tones.
FadeStopFormula minimizes color fading with every use.



ANTI-YELLOW CONDITIONER

Detangles immediately.
Neutralizes unwanted yellow tones.



BRILLIANCE SERUM SPRAY

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



60SEC TREATMENT

Regenerates instantly.
Neutralizes unwanted yellow tones.



INTENSIVE CONDITIONING SERUM

Locks in color instantly.
Keeps salon color vibrant for up to 22 washes.
Enhances contrast and highlights.
Provides instant care and detangling.

DUALSENSES

SILVER

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



SILVER SHAMPOO

Neutralizes unwanted yellow tones.
Instantly refines color effect.
FadeStopFormula minimizes color fading with every use.



SILVER CONDITIONER

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



SILVER 60SEC TREATMENT

Neutralizes unwanted yellow tones.
Instantly refines cool effects.

DUALSENSES

COLOR REVIVE

Refreshes salon color in-between salon visits.
Perfectly complements Goldwell color. For long-lasting, beautiful color.



COLOR GIVING SHAMPOO

4 shades to refresh or intensify your hair color.

Enriched with microPROtec complex and Luminescine.
For all hair types.

Cool Blonde, Cool Red, Cool Brown, Copper



COLOR GIVING CONDITIONER

6 shades to refresh or intensify your color whilst perfectly conditioning your hair.

Enriched with microPROtec complex and Luminescine.
For all hair types.

Neutral Brown, Copper, Cool Brown, Cool Red,
Light Cool Blonde, Icy Blonde



ROOT RETOUCH POWDER

Instant grey and root coverage.

Available in 5 shades, the smooth powder perfectly blends
into Goldwell hair color for a beautiful natural look, whilst
absorbing oil and sebum for a refreshing hair feel.

Light Blonde, Medium to Dark Blonde, Medium Brown,
Dark Brown to Black, Copper Red

DUALSENSES

BOND PRO

For weak, fragile hair that is prone to breakage.
With **Inter-Amino-Bond-Builder**.



FORTIFYING SHAMPOO

Instantly provides care and structure.
The unique FadeStop-Formula minimizes color fading with every use.



FORTIFYING CONDITIONER

For instantly stronger hair.
Visibly reduces breakage.



REPAIR & STRUCTURE SPRAY

Long-lasting cuticle protection activated with heat during blow dry.
Resilience against day-to-day stressors.
Preps for styling.
With heat protection.



DAY & NIGHT BOND BOOSTER

Supports the bond-protein network.
For hair that is up to 10 times more resilient.
Reduces breakage and split ends by up to 99%.
For long-lasting strength and stability of each individual strand.



60 SEC TREATMENT

Instantly strengthens the hair fiber up to 100%.
Prevents breakage.

DUALSENSES

RICH REPAIR

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

RESTORING SHAMPOO

Instantly reconstructs and reawakens the shine of natural hair. FadeStopFormula minimizes color fading with every use.



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 CONDITIONING SERUM

Deeply nourishes and repairs the hair from inside out for up to 95% less breakage. Instantly hydrates hair and provides a smoother hair surface.



DUALSENSES

JUST SMOOTH

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

TAMING SHAMPOO

Instantly creates manageability and frizz control. The unique FadeStop-Formula minimizes color fading with every use.



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 CONDITIONING SERUM

Deeply conditions and softens for up to one week of smooth, frizz controlled hair. Provides instant care to detangle with anti-humidity effect.



DUALSENSES

ULTRA VOLUME

For fine to limp hair.
With **Rice Protein**¹.



BODIFYING SHAMPOO
Instantly builds touchable and visible volume.
Enhances natural shine.
FadeStopFormula minimizes color fading with every use.



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.



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



INTENSIVE CONDITIONING SERUM
Instant weightless care for a strengthened hair feel from roots to tips.
Healthier-looking hair for up to one week.
Ideal care foundation with heat protection.

DUALSENSES

CURLS & WAVES

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



HYDRATING SHAMPOO
Instantly cleanses and hydrates without drying out.
For defined and weightless bounce.
The unique FadeStop-Formula minimizes color fading with every use.



HYDRATING CONDITIONER
Instantly hydrates, detangles and softens without adding weight.



HYDRATING SERUM SPRAY
Instantly strengthens the hair fibre and reactivates limp curls and waves.
Bundles and controls frizz.
With heat protection.



INTENSIVE CONDITIONING SERUM
Instantly infuses the hair with moisture and leaves a soft hair feel.
Improves elasticity for up to one week.
Perfect base for curls and waves stylings.



DUALSENSES

SCALP SPECIALIST

Formulated with micro**PRO**tec complex, panthenol and specially selected ingredients that effectively target specific scalp needs. For a balanced scalp that looks and feels healthy.







 <p>DEEP CLEANSING SHAMPOO Instantly purifies for a clean and fresh scalp feel. Frees hair and scalp from build-up of residues and removes environmental pollutants (carbon particles). Ideal for cleansing oily scalp.</p>	 <p>ANTI-DANDRUFF SHAMPOO Instantly fights and effectively prevents visible dandruff with regular use. Regulates the scalp function with regular use.</p>
 <p>DENSIFYING SHAMPOO Instantly refreshes and activates the scalp. Provides instant grip, for hair that looks and feels thicker.</p>	 <p>SENSITIVE FOAM SHAMPOO Gently cleanses and instantly calms for a rebalanced scalp. pH skin neutral, fragrance-free and allergy friendly. Perfect for delicate scalp.</p>
 <p>ANTI-HAIR LOSS SERUM Instantly stimulates roots and supports natural hair growth. Increases the fullness of hair strands.¹ Prevents hereditary hair loss.¹ Boosts hair density in 2 months.¹</p>	 <p>SCALP REBALANCE & HYDRATE FLUID Instantly rebalances, hydrates and conditions the scalp. Soothes sensitive scalp. Maintains the moisture balance of scalp and hair. Fragrance-free.</p>

¹With 2x daily usage.

DUALSENSES

MEN

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

 <p>HAIR & BODY SHAMPOO For strong, healthy-looking hair every day Cleanses, revitalizes and moisturizes the skin and hair.</p>	 <p>THICKENING SHAMPOO For fine and thinning hair Gentle cleansing. For instantly strong and healthy-looking hair from the roots.</p>
 <p>ANTI-DANDRUFF SHAMPOO For dry to normal hair with flaky scalp Rebalances dry scalp and prevents flaking with regular use.</p>	 <p>ACTIVATING SCALP TONIC For all hair types Provides a stimulating effect in the scalp by massaging. With a revitalizing, cooling effect.</p>
 <p>POWER GEL Perfectly strong styles for all hair types. Strong hold with lasting control.</p>	 <p>TEXTURE CREAM PASTE Ideal for naturally structured looks with a matte finish. Provides medium hold.</p>



STYLESIGN

STYLE-ASSURED WITH STYLESIGN.

You and your clients can easily create lasting styles for all occasions and in any environment. Every style can be as strong or re-touchable, and as shiny or matte as you envision.¹



BUILT-IN,
HOLISTIC
PROTECTION

EASY-TO-USE
AND RELIABLE

SUSTAINABLE STYLE
AND PERFORMANCE

NEW MARINE BAMBOO TECHNOLOGY

Marine Bamboo thrives due to its flexibility to move with the ocean currents and its resistance to UV and its structural strength.


Combining these unique characteristics with product specific styling actives in StyleSign results in a high-performing, professional product line that guarantees lasting styles - with supporting protection against oxidation, styling and environmental stressors such as humidity, UV light and pollution.

¹All numeric claims are based on instrumental test comparison vs. no product.

STYLESIGN

VOLUME

Turn up hair volume instantly with voluptuous body and bounce. Get up to 100% more volume and up to 72 hours of humidity and frizz resistance.



BODIFYING CONTROL MOUSSE
Instantly provides up to 100% more lasting volume and body during blow-drying.

All hair textures.


HOLD FACTOR 4/5 **SHINE LEVEL** 1/3



ROOT BOOST SPRAY
Instantly lifts fine and limp roots and provides targeted volume for up to 48 hours.

Fine to medium hair.

HOLD FACTOR 4/5 **SHINE LEVEL** 0/3



BODIFYING BRILLIANCE MOUSSE
Instantly adds up to 100% more lasting body and color brilliance during blow-drying, for up to 72 hours.

Fine to medium hair.


HOLD FACTOR 3/5 **SHINE LEVEL** 2/3



STYLESIGN

SMOOTH


Instantly delivers sleek smoothness and shine for all hair textures, with humidity and frizz resistance for up to 72 hours. For styles made to last.



AIR-DRY BB CREAM
Instantly nourishes and reduces frizz for smooth, controlled and healthy-looking hair without blow-drying.

All hair textures.


HOLD FACTOR 2/5 **SHINE LEVEL** 2/3



WEIGHTLESS SHINE-OIL
Instantly controls any hair texture while providing ultra-high shine and up to 72 hours of frizz control.

All hair textures.


HOLD FACTOR 0/5 **SHINE LEVEL** 3/3



SHINE SPRAY
Instantly provides ultra-high shine with humidity- and frizz-protection for up to 72 hours.

All hair textures.

HOLD FACTOR 0/5 **SHINE LEVEL** 3/3



STYLESIGN

TEXTURE

The quickest way to give any style a cool, new texture - from shiny sleek to rough and disheveled looks. Create long-lasting looks with up to 72 hours of humidity resistance.¹

<p>DEFINING WAX Instant definition and lasting control, with ultra-high shine finish for up to 72 hours.</p> <p>Medium to coarse hair.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL 3/3</p>	<p>DRY TEXTURE SPRAY Instantly adds strong texture, grip and volume while absorbing oil and creating a light matte finish.</p> <p>Fine to medium hair.</p>  <p>HOLD FACTOR 2/5 SHINE LEVEL -1/3</p>
<p>MATTIFYING PASTE Instantly creates matte, textured, and tousled styles with fullness.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL -2/3</p>	<p>LAGOOM JAM STYLING GEL Instantly provides high shine, ultra-strong hold, texture and volume for up to 72 hours.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 5/5 SHINE LEVEL 2/3</p>
<p>ROUGHMAN TEXTURIZING PASTE Instant hold and total control for matte styles that last up to 72 hours.</p> <p>Medium to coarse hair.</p>  <p>HOLD FACTOR 5/5 SHINE LEVEL -1/3</p>	<p>DRY SPRAY WAX Instantly creates high shine, undone texture with definition and strong yet flexible hold.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 4/5 SHINE LEVEL 2/3</p>
<p>SHAPING CREAM Instantly creates structured looks with bold shine and strong yet flexible hold for up to 72 hours.</p> <p>Medium to coarse hair.</p>  <p>HOLD FACTOR 4/5 SHINE LEVEL 3/3</p>	<p>SEA SALT SPRAY Instantly creates tousled out-of-the-ocean hair and enhances waves. Adds body and moisture retention.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 4/5 SHINE LEVEL 0/3</p>

¹Except Seasalt Spray.



CARE & STYLING LINES

STYLESIGN

CURLS

Instantly adds beautiful twist to curls and waves for definition for up to 72 hours.
For nourished and hydrated, bouncy curls with frizz control.



<p>DEFINING CREAM Instantly conditions and strongly bundles curls for healthy-looking, nourished and defined results.</p> <p>Medium to coarse hair.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>	<p>BUNDLING GEL Instant definition and hydration for bundled and bouncy curls for up to 72 hours.</p> <p>Fine to medium hair.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>
<p>LIGHTWEIGHT FLUID Instant definition for softly bundled, natural-looking curls and waves that can be reactivated.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 2/5 SHINE LEVEL 2/3</p>	<p>HIGH-SHINE GEL WAX Instantly bundles and moisturizes curls for a flexible finish with maximum shine.</p> <p>Medium to coarse hair.</p>  <p>HOLD FACTOR 1/5 SHINE LEVEL 3/3</p>



STYLESIGN

HAIRSPRAY

Instant, flexible to ultra-strong hold for all hair textures. Up to 72 hours of humidity and frizz resistance for long-lasting styles.





<p>COMPRESSED WORKING HAIRSPRAY Micro-fine, targeted spray provides instantly medium hold, intense shine, humidity-and frizz-resistance.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>	<p>EXTRA STRONG HAIRSPRAY Instantly provides maximum hold with a lacquer-like finish.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 5/5 SHINE LEVEL 2/3</p>
<p>STRONG HAIRSPRAY Instantly provides strong hold. Extra-dry spray for building volume.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 4/5 SHINE LEVEL 1/3</p>	<p>WORKING HAIRSPRAY Instantly provides medium hold and high shine. Ideal for colored and stressed hair.</p> <p>All hair textures.</p>  <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>



STYLESIGN

HEAT STYLING

For styles that turn up the heat without sacrificing the healthy look. Instant heat protection for blow-drying or ironing up to 230°C/446°F¹ and up to 72-hour lasting humidity and frizz control.

	<p>SHAPING & FINISHING SPRAY 2-in-1: instantly creates either straight-styled hair or curls and waves. Protection against frizz, humidity and heat up to 230°C/446°F. Also ideal for finishing.</p> <p>All hair textures.</p> <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>		<p>BLOWOUT & TEXTURE SPRAY 2-in-1 spray. In towel-dried hair: ideal for blowouts, giving up to 100% more volume. In dry hair: creates buildable hold and texture.</p> <p>All hair textures.</p> <p>HOLD FACTOR 2/5 SHINE LEVEL 3/3</p>
	<p>EVERYDAY BLOW-DRY SPRAY² Instantly provides control and heat protection when blow-drying.</p> <p>Fine to medium hair.</p> <p>HOLD FACTOR 3/5 SHINE LEVEL 2/3</p>		<p>SMOOTHING SERUM SPRAY Instantly creates silky-straight hair and eases the gliding of the flat iron while protecting the hair from heat damage up to 230°C/446°F.</p> <p>All hair textures.</p> <p>HOLD FACTOR 0/5 SHINE LEVEL 3/3</p>
	<p>STRAIGHTENING BALM Instantly straightens even damaged or coarse hair for up to 72 hours while protecting the hair from frizz, humidity and heat damage up to 230°C/446°F. Reduces hair breakage during styling.</p> <p>Medium to coarse hair.</p> <p>HOLD FACTOR 2/5 SHINE LEVEL 3/3</p>		



¹Except Everyday Blow-Dry Spray, Blowout & Texture Spray. ²Up to 72-hour humidity and frizz control.



SPRÜHGOLD

CLASSIC HAIR SPRAY FOR A SOFT, LASTING HOLD

Especially easy to brush out, with soft fragrance.



HAIR SPRAY

Microfine spray for targeted, economic use.



HAIR SPRAY NON-AEROSOL (NA)

Especially friendly to the environment.
Conventional medium and strong hold.
Also available as refills.

CONBEL

PORTIONED SETTING LOTION FOR EVERY HAIR TYPE

Facilitates styling and is easy to brush out.
Provides silky shine and lasting hold.



CLEAR (CLEAR SETTING LOTION)

Available as: Normal, Forte, Mild and Sebum.
Suitable for every hair type.



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 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. 1 pack contains 10 nozzles.



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.



DEPOT PUMPS

Allow quick and easy dispensing of the 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. Removable valve for easy cleaning. Holds up to 180 ml of color mass. Perfect for can users.



CLEANSING BOTTLE

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



COLOR ACCESSORIES & TOOLS



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.



COLOR MASTER MIXER

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



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 COMBS PROEDITION

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 GLOVES PROEDITION

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.



NITRIL GLOVES

100 comfortable nitril gloves per box. With rolled cuffs and textured fingertips that prevent the brush from slipping during the coloring process. Available in S, M and L.



COLORANCE APPLICATOR BOTTLE

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

COLOR ACCESSORIES & TOOLS



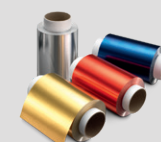
BALAYAGE BOARD

Easy and quick solution to create precise and accurate balayage or highlighting services. Adapts perfectly to the rounding of the head, thanks to its rounded surface - for streaks directly from the roots.



BALAYAGE PROTECTION

Can be used for any freehand or balayage service to protect against stains on clothing and furniture. Simply place it on the shoulders of the client. Can also be used for haircuts to provide stability, helping to create straight lines.



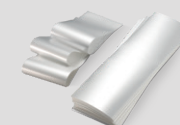
ALUMINUM FOILS

Premium quality aluminum. Flexible cutting to desired length. Colored foils facilitate distinguishing various color formulae during creative application.



FOIL CUTTER

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



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 RACK

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



COLORANCE GLOSS TONES RACK

Space-saving storage of Colorance Gloss Tones bottles. Can be expanded (standardized units). Measures: 30x24x21 (WxHxD in cm).

COLOR ACCESSORIES

ELUMEN



COLOR CARD

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



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 ELUMEN PLAY

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



ELUMEN COLORING BOWLS

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

TEXTURE ACCESSORIES



APPLICATOR BOTTLE TEXTURE SERVICE

Ideal for precise application of texture service fluids.



TIP PAPER

Facilitates the winding of different lengths of hair and avoids kinks in the hair.



COTTON WOOL

Protects eyes from fluid during texture change services.



HEADBAND

Protects eyes from fluid during texture change services, re-usable, comfortable & adjustable.

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.
Shade segmentation for an optimal 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.



GOLDWELL EDUCATION PLUS APP

Designed to discover the world of Goldwell
Education with useful and fun-to-use tools
that provide you with everything you need in
the palm of your hands.



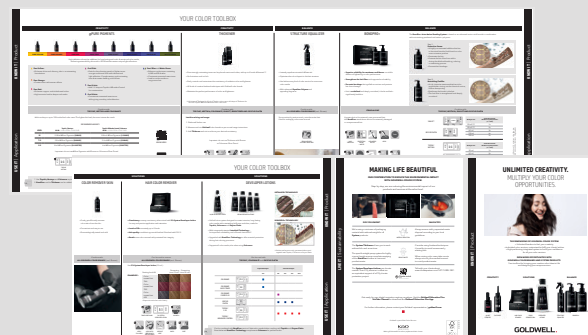
GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

For inspirational videos and
pro-tutorials.
www.GoldwellEducation.plus



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.



COMMON SALON TOOLS



APRON
Comfortable material.
Easy fit to individual size.



CAPE
One size.
Washable and usable with
all Goldwell products.



**COLOR & SECTIONING CLIPS
PROEDITION**
Stable clips to fix sections during
the salon service.



**BUTTERFLY CLIPS SET
PROEDITION**
Color and Elumen-resistant.
Perfect for color services (opens
up to 7 cm and guarantees strong
hold). Stainless steel spring.



**CROCODILE CLIPS SET
PROEDITION**
Color and Elumen-resistant.
For styling and color service.
Good hold at the same time.
Gentle to hair due to flexible
upper part.
Stainless steel spring.



**TOWELS
PROEDITION**
Soft rub quality with good
water absorption. Color stable -
even with lightening mass.
(5 pcs. per unit)



EASYDRY TOWELS
Disposable towels with super absorbent fabric.
Recyclable and biodegradable, offering the highest possible levels of hygiene.

COMMON SALON TOOLS



**HAND MIRROR
FOR SERVICE CARS
PROEDITION**
Elegant and lightweight mirror
(ø 27 cm) with hanging eye.
Suitable for the Premium and
Junior Service Car.



**COLOR & STYLING UNIT
FOR SERVICE CARS
PROEDITION**
Inserts for color and styling tools.
Fit into top part of the Service Cars
Magic Serve.



**PREMIUM SERVICE CAR PROEDITION
JUNIOR SERVICE CAR PROEDITION**
Including Hand Mirror (also individually available),
hangers for blow dryer and flat iron and
1 lockable storage compartment.

Dimensions:
Premium Service Car: 33x90x48
Junior Service Car: 34x86x45 (WxHxD in cm)



**CUTTING STOOL BLADE BASIC
PROEDITION**
Easy-to-move rollerblade wheels.
Adjustable, high-quality and long-lasting pump.
Including wrench for wheel cleaning.



**CUTTING STOOL SADDLE SEAT
PROEDITION**
Comfortable saddle seat.
Easy-to-move rollerblade wheels.
Adjustable, high-quality and long-lasting pump.
Including wrench for wheel cleaning.

COMMON SALON TOOLS



HAIR STRAIGHTENER FLATMASTER PRO M

Professional hair straightener Size M. Gentle straightening thanks to the smooth ceramic plates with integrated suspension. Ion technology for a glossy finish.



HAIR STRAIGHTENER FLATMASTER PRO L

Professional hair straightener Size L. Gentle straightening thanks to the smooth ceramic plates with integrated suspension. Ion technology for a glossy finish.



CONICAL CURLING IRON SIZE M & L

Ceramic barrel with long clip.
Automatic rotation of barrel in both directions (clockwise and counterclockwise).
Hair tips can be fixed with clip (no reworking necessary).

COMMON SALON TOOLS



DIFFUSOR FOR BLOW DRYER

Diffusor with new airflow technology for more volume and natural waves.



DIGITAL TIMER

Precise digital timer.
Small and practical.
To hang or put up.
With magnet.



DIGITAL TIMER

With removable strap.
Easy handling.
Soft-touch rubber buttons for better grip.



DIGITAL SCALE

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



SPRAY BOTTLE

High-quality sprayer head sprays finest mist. Strong plastic bottle with stylish aluminum look.
Content: 250 ml (for H2O only)



STYLING CASE INCL. HAIR NEEDLE & TOOL BOX

Room for styling tools.
Divider for main compartment.
Combination lock and carrying strap. Holders for up to five pairs of scissors.
Incl. Hair Needle & Tool Box.

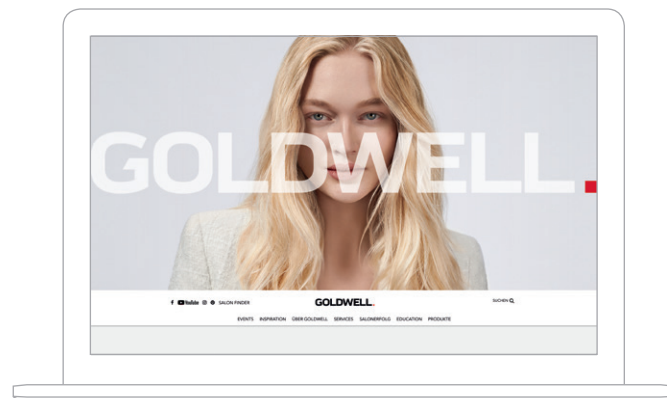


HAIR NEEDLE & TOOL BOX

Keeps your hair accessories tidy and organized.
Fits into the Styling Case, the Premium and Junior Service Car.
Partially separable compartments.

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