



GOLDWELL.

ALL ABOUT COLOR

September 2020 USA Version

CONTENTS

CHAPTER 1

WHO IS GOLDWELL

WHO IS GOLDWELL

1948



FOUNDED BY HANS ERICH DOTTER

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



1956



SPRÜHGOLD HAIRSPRAY



1970



OXYCUR PLATIN BLEACHING POWDER



1971



TOP MODEL TOPCHIC PERMANENT HAIR COLOR



1976



AIR FOAMED PERM



1978



TOPCHIC
PERMANENT HAIR COLOR
DEPOT SYSTEM



1986



COLORANCE
DEMI-PERMANENT
HAIR COLOR



2001



ELUMEN
NON-OXIDATIVE
HAIR COLOR



2008



DUALSENSES
INSTANT SOLUTIONS
HAIR CARE



2009



SILKLIFT
HIGH PERFORMANCE
LIGHTENER



2010



STYLESIGN
FROM STYLISTS
FOR STYLISTS



2012



NECTAYA
AMMONIA-FREE
PERMANENT
HAIR COLOR



2013



KERASILK
KERATIN
TREATMENT



2015



SILKLIFT CONTROL
LIFT AND TONE
CONTROL



2016



KERASILK
LUXURY
HAIR CARE



2018



COLOR SYSTEM
WITH @PURE PIGMENTS
ELUMENATED COLOR
ADDITIVES



CHAPTER 2

WE THINK STYLIST



WE THINK STYLIST

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.

GOLDWELL HAIR COLOR

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

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



PREDICTABLE RESULTS

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

HEALTHY HAIR COLOR

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

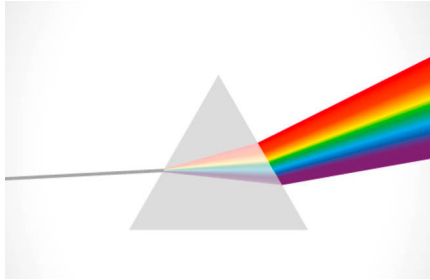


CHAPTER 3

THE LAW OF COLOR

THE ART OF HAIR COLORING

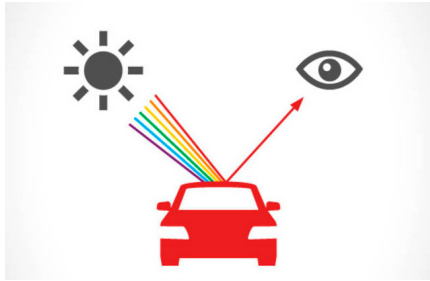
THE FIRST STEP IS TO UNDERSTAND THE BASIC LAW OF COLOR



LIGHT REFRACTION

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

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



LIGHT REFLECTION

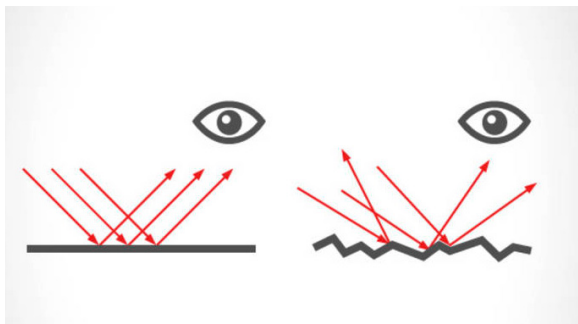
When light hits a surface, it is either reflected or absorbed, depending on the color. White surfaces reflect the entire spectrum of colored light while black surfaces reflect nothing, and instead absorb light.

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

SHINE



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



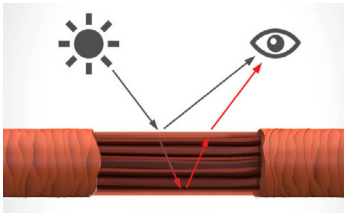
- » A smooth surface can also reflect light directionally whereas a rough surface scatters in different directions.

PERCEPTION OF HAIR COLOR

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

PERFECTLY REFLECTED LIGHT

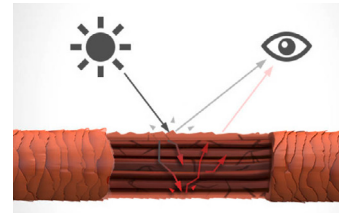
- » Light is reflected from the cuticle and from inside the hair.
The inside reflection creates color depth.



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

LIGHT SCATTERING

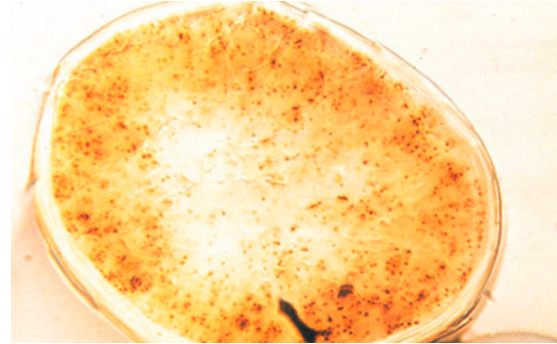
- » Light can also interfuse the hair, meaning light rays are reflected from inside.



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

NATURAL HAIR COLOR

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



MELANIN

EUMELANIN

Big defined granules with a black-brown scattering.

PHEOMELANIN

Small granules with reddish scattering.

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

DYES AND PIGMENTS

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

DYES

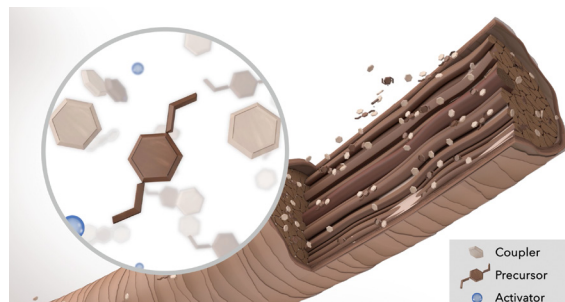
- » Dyes are usually soluble – or can be made to be soluble – in water or other solvents and therefore in water-containing formulations such as color gels or creams.
- » Dyes are used for coloring textiles, hair, paper, and other substances.

PIGMENTS

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

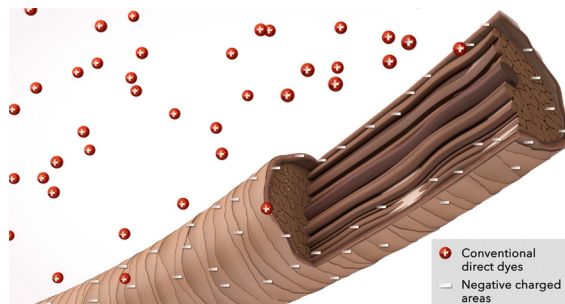
TYPES OF DYES

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



DIRECT DYES

Pre-colored molecules that are generally absorbed on or near the surface of the hair.



OXIDATIVE DYES

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

Oxidative coupling is generally accomplished in three steps:

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

TYPES OF HAIR COLOR

SEMI-PERMANENT

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

DEMI-PERMANENT

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

PERMANENT

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

HAIR LIGHTENING PROCESS

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

UNIVERSAL LAW OF COLOR

PRIMARY COLORS:

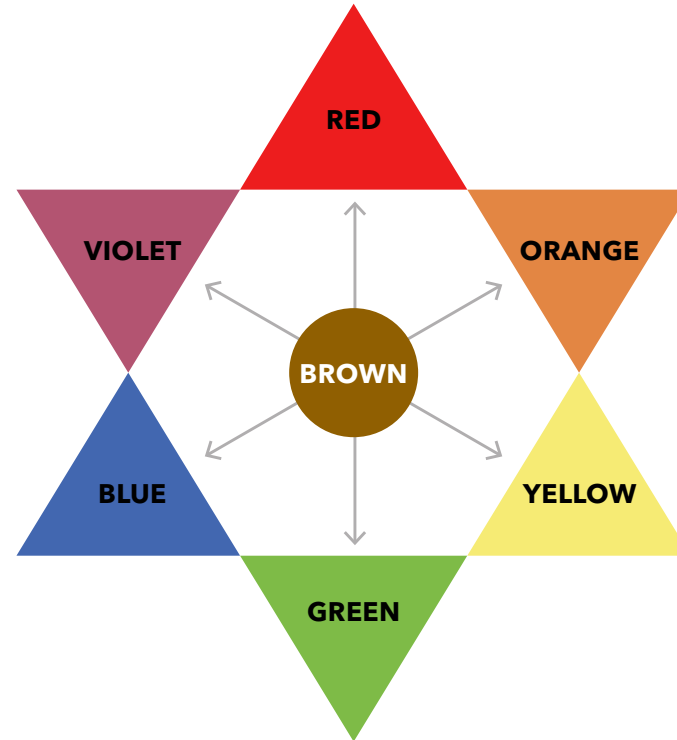
- » Yellow, red and blue.
- » Mixing any two of the primary colors creates a secondary color.

SECONDARY COLORS:

- » Orange, green, violet.

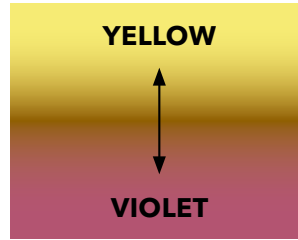
COMPLEMENTARY COLORS:

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

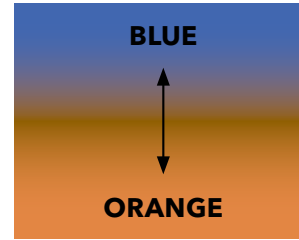


Complementary colors are counteracting colors to control or correct any color.

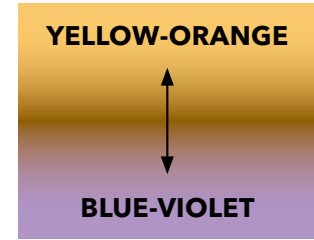
- » To control yellow add violet.
- » To control orange add blue.
- » To control yellow-orange add blue-violet.



VIOLET + YELLOW = BROWN



ORANGE + BLUE = BROWN



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

GOLDWELL COLOR CIRCLE

STRUCTURE OF THE GOLDWELL COLOR CIRCLE

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

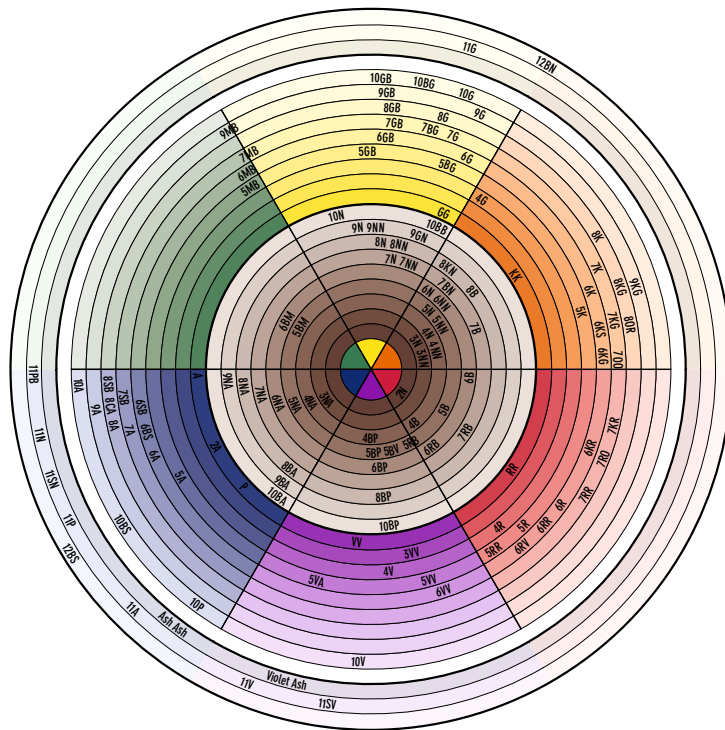
POSITIONING OF THE SHADES

- » Shows the approximate color direction.

NAMING OF THE SHADES

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

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



CHAPTER 4

GOLDWELL COLOR SYSTEM

GOLDWELL COLOR SYSTEM

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



GOLDWELL ELUMENATED HAIR COLORS

A COMPLETE COLOR UNIVERSE OF INCREDIBLE COLOR AND BRILLIANT SHINE

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



ELUMEN



**TOPCHIC AND COLORANCE
@ELUMENATED SHADES**



@PURE PIGMENTS

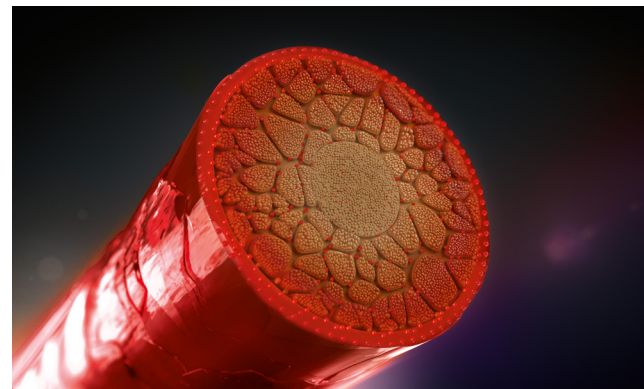
Any Goldwell color service can be upgraded to a unique Elumened Hair Color service by:

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

ELUMEN

Purest Elumination

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

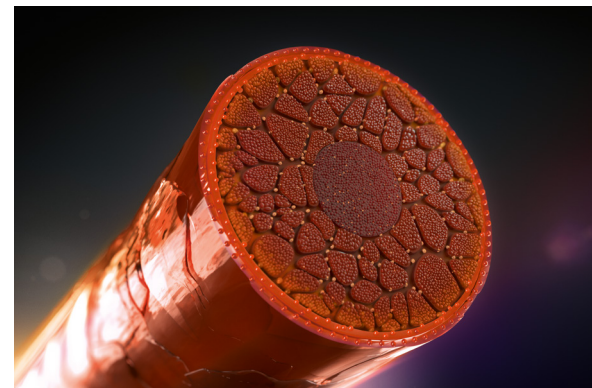


1 Elumen Dyes

TOPCHIC AND COLORANCE @ELUMENATED SHADES

Most convenient Elumination

- » Oxidative hair color with an outer layer of Elumen reflections.
- » Broad assortment from grey coverage to fashion for all client wishes.
- » Includes Colorance @Elumened Express Toning options for levels 9 and 10

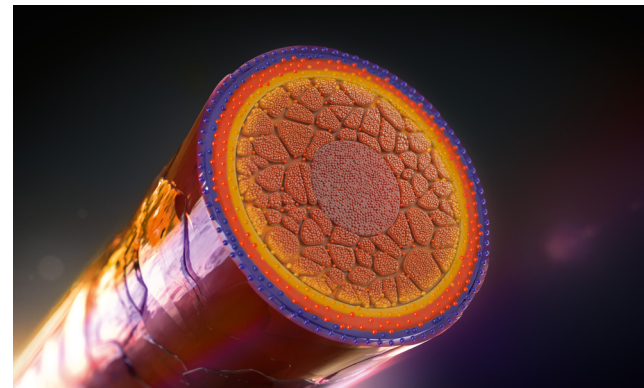


- ① Elumen Dyes
- ② Oxidative Dyes

@PURE PIGMENTS

Most customizable Elumination

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



HD³ Dye Technology

Oxidative Dyes

GOLDWELL LEVEL SYSTEM SHADES AND TONES

COLOR INDICATOR - NUMBER AND LETTER CODING

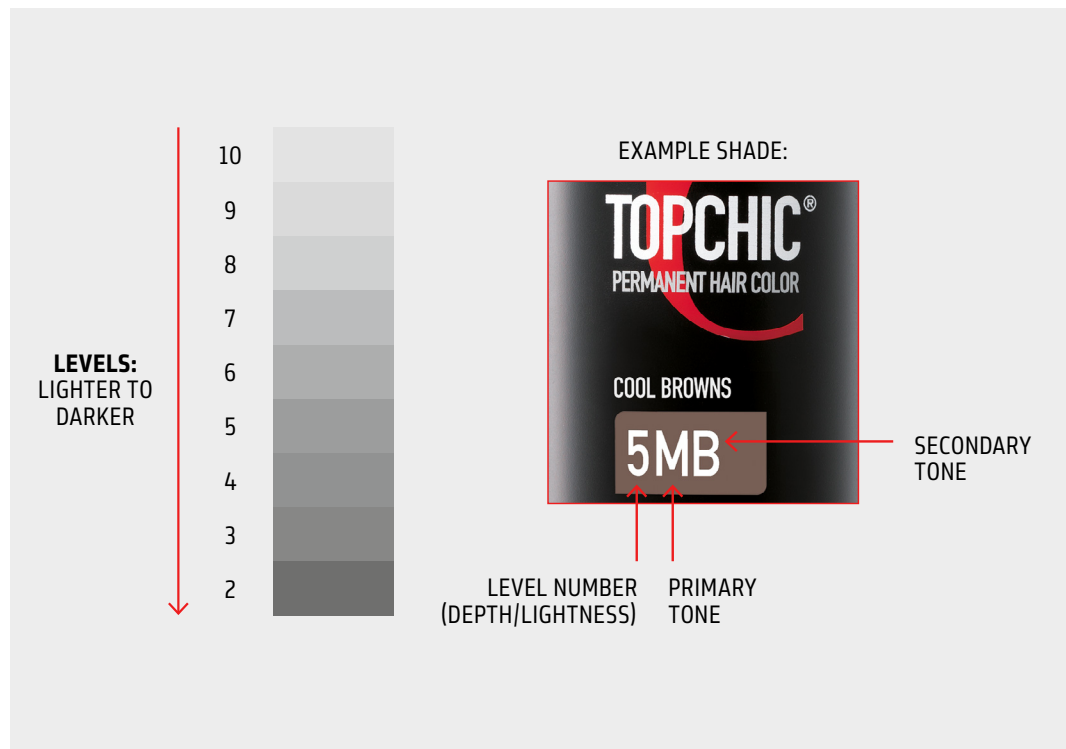
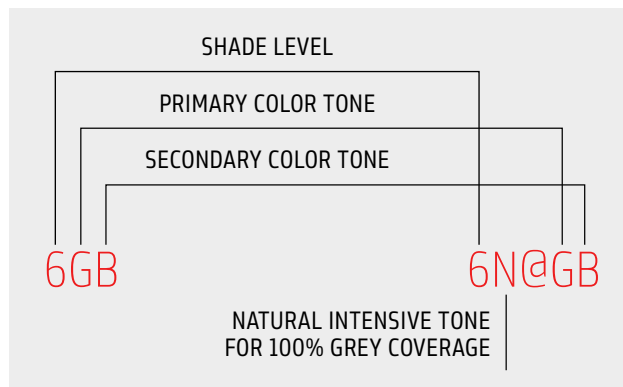
Each shade in the Goldwell Color System is described by a combination of numbers and letters. The perfectly aligned shades and simple color coding system is called the common master palette.

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

NUMBERING AND LETTERING SYSTEM

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

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



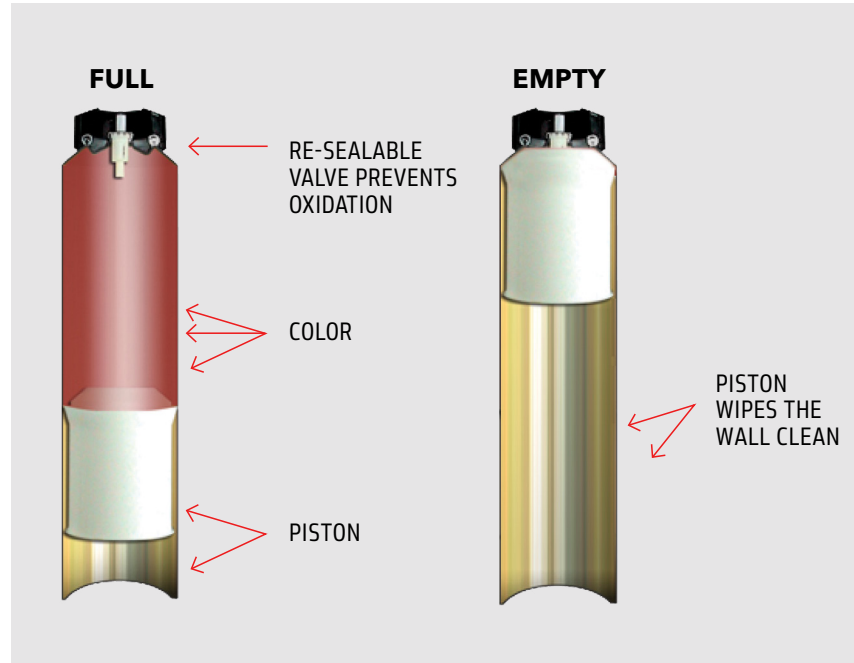
GOLDWELL DEPOT SYSTEM

SIMPLE AND PRECISE

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



DISPENSING MECHANISM



COLOR CAN SYSTEM



COLOR RACK



How does the depot system work?

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

CHAPTER 5

GOLDWELL COLOR PORTFOLIO

GOLDWELL COLOR PORTFOLIO

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

TOPCHIC



SYSTEM



SILKLIFT



MEN RESHADE



OXYCUR



SOFT COLOR



NECTAYA



NEW BLONDE



COLORANCE



ELUMEN



TOPCHIC

PERMANENT HAIR COLOR

Intelligent color for distinctive beauty.

Guarantees intense colors full of brilliance
in all dimensions.

Perfectly tailored to individual needs:

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



SILKLIFT

LIGHTENER

HIGH PERFORMANCE LIGHTENERS

Provide exceptional clean blonde results with optimum care and respect to the hair.

SILKLIFT

Gentle high-performance premium blonde.

Power and gentleness with anti-yellow system.

SilkLift Gentle: without ammonia or ammonia odor.

For up to 5 levels of lift.

SilkLift Strong: For up to 7 levels of lift.

SILKLIFT CONTROL Beige/Ash

Gentle high-performance premium blonde plus tone control. Enriched with pigments that are stable during and after the lightening process.



SILKLIFT



SILKLIFT CONTROL

OXYCUR PLATIN

LIGHTENER

Meets all bleaching service demands ranging from subtle highlights to extreme lift.

- » For powerful and gentle results.
- » Pleasant and easy to work with.
- » Lifts up to 7 levels.



NECTAYA

PERMANENT HAIR COLOR AMMONIA-FREE

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

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



COLORANCE

DEMI-PERMANENT HAIR COLOR

Perfectly colors and repairs the hair in one step.
With pH-balanced formula.

COLORANCE

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

COLORANCE EXPRESS TONING

Gives unique subtleness, shine and reflection
in only 5 minutes.

COLORANCE COVER PLUS

For multi-shine reflections and with extra
grey-coverage of up to 75%.



SYSTEM

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

CREATIVITY

@Pure Pigments

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

Thickener

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

SOLUTIONS

Color Remover Skin

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

Hair Color Remover

- » Highly effective color removal for reliable results.
- » Ammonia-free, dust-free, fragrance-free.

BALANCE

Structure Equalizer

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

BondPro+

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



MEN RESHADE

DEMI-PERMANENT HAIR COLOR

- » The most masculine way to blend grey and white.
- » For consistently natural, transparent grey/white reduction and no visible regrowth.



SOFT COLOR

SEMI-PERMANENT HAIR COLOR

- » Directly absorbing color foam for brilliant color results in only 5 minutes for shiny hair that is easy to comb. With a color durability of 6-8 shampoos.
- » For your salon and your client at home.



NEW BLONDE

LIGHTENER

5-minute service to refresh the blonde of highlights. Lightens darker natural hair enough to break up harsh contrasts.



ELUMEN

LONG-LASTING OR SEMI-PERMANENT HAIR COLOR

ELUMEN

The original Elumenation. Long lasting.

Extraordinary brilliance and incredible shine.

ELUMEN PLAY

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

Extraordinary shine. Maximum versatility.

No developer required.

ELUMEN CARE

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



CHAPTER 6

GOLDWELL SERVICE CYCLE

FIVE STEPS TO PERFECTION

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

Whatever the client's mood, they should always get the perfect color result they desire!

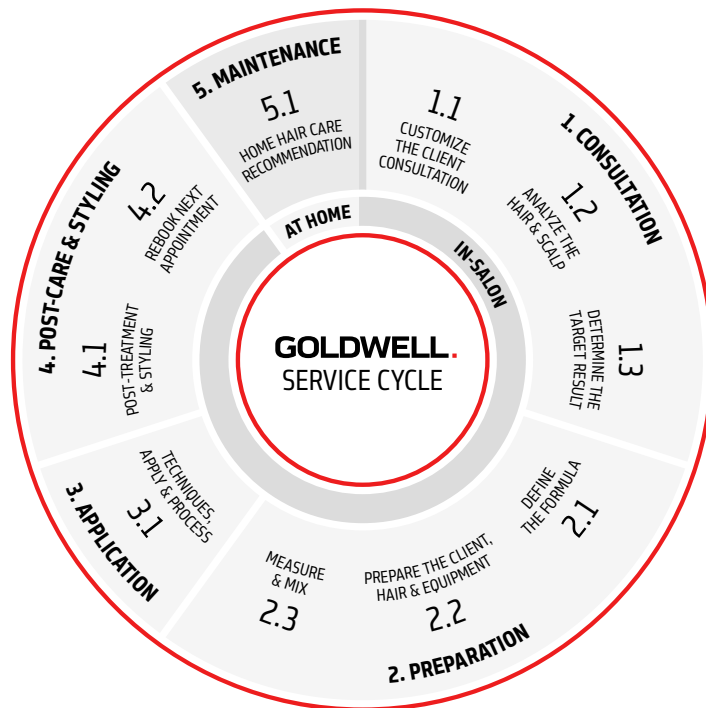
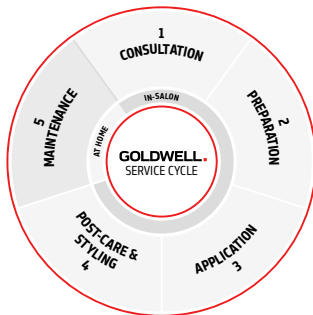
Every service should be performed according to the single steps of the Goldwell Service Cycle, based on individual consultation, professional techniques and high-performing products.

IN-SALON

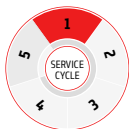
1. Consultation
2. Preparation
3. Application
4. Post-Care & Styling

AT HOME

5. Maintenance



CONSULTATION



1.1 Customize the client consultation

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

1.2 Analyze the hair and scalp

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

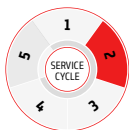
1.3 Determine the target result

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

Based on the existing color, five changes are possible:

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

PREPARATION



2.1 Define the formula

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

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

2.2 Prepare the client, hair and equipment

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

2.3 Measure and mix

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

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

APPLICATION



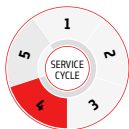
3.1 Techniques, apply and process

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

Application guideline:

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

POST-CARE & STYLING



4.1 Post-treatment and styling

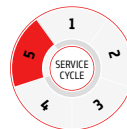
To complete the in-salon color process, rinse or shampoo and apply a (leave-in) Goldwell Color Treatment to neutralize any residual alkalinity, prevent creeping oxidation and close the cuticle for optimum condition and color brilliance.

Style and finish as required using the Goldwell styling products.

4.2 Rebook next appointment

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

MAINTENANCE



5.1 Home hair care recommendation

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

CHAPTER 7

TOPCHIC

INTELLIGENT COLOR FOR DISTINCTIVE BEAUTY AND TRUE COLOR EXPERTS



ALWAYS PERFECT PERFORMANCE FOR PERFECT RESULTS

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

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

TOPCHIC 2-10 SERIES

- » Ultimate durability.
- » Reliable grey coverage.
- » Darker than natural Base 3% (10 vol.) Same level or 1 level lighter 6% (20vol.) Lotion on virgin hair.
- » Lightening performance up to 2 levels of lift with 9% (30 vol.) or 12% (40 vol.) Lotion on virgin hair.
- » Perfectly supported by all Goldwell System products.

REGULAR COLORING:

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

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

GREY COVERAGE:

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

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

PRE-SOFTENING:

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

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

PROCESSING TIME		
	Without heat	With heat (open air system only)
TOPCHIC Series 2-10	30 minutes	20 minutes



N-/NA-/NN-SHADES

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

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



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



WARM BLONDES

Achieve luxurious warm shades for sun-kissed blonde looks.

COOL BLONDES

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



In all Cool Blonde shades.



WARM BROWNS

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

COOL BROWNS

Achieve elegant and cool brown results that stay cool.



In all Cool Brown shades.



WARM REDS

Create a strong statement with these warm and striking shades.

COOL REDS

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

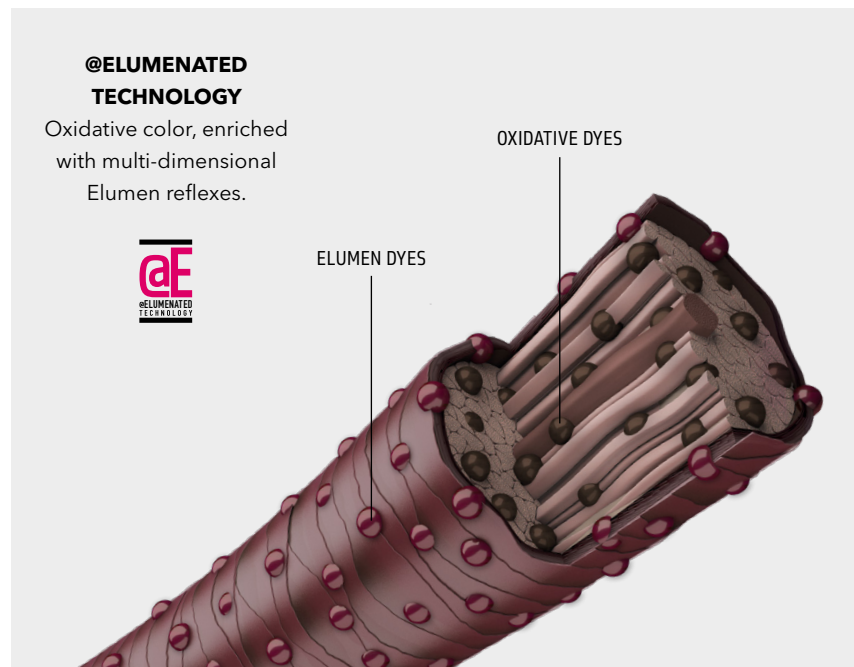


Extra-intense red color molecules for highest intensity – in all MaxReds shades.

TOPCHIC @ELUMENATED SHADES

THE NATURALS, THE BLONDES, THE BROWNS, THE REDS

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



THE MIX SHADES

The Mix shades (P, A, VV, RR, GG) are special additives to further enhance, intensify or modify the color character. They add cool controlling agents, extra intensity or creative fashion enhancement.

- » Because of the high color intensity, A-Mix should be added to dark levels (6 or darker) only.
- » P-Mix should be ideally added to lighter levels (7 and lighter).
- » VV Mix not to be used as a toner.
Max up to 50%



WARM MIX TONES: RR/KK/GG/ VV

Enhance, intensify or modify the color character of Topchic shades.

COOL MIX TONES: P/A

Add cool controlling agents to adjust the color result.

THE SPECIAL LIFT

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

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

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

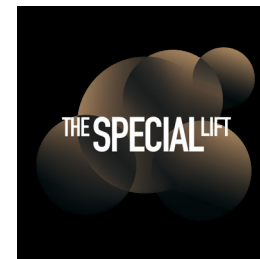
- » When removing **The Special Lift** shades after processing rinse thoroughly, do not emulsify, then shampoo and treat.
- » To boost the 11-Series or 12-series add **Topchic Blonding Cream (Ash)** up to 50 % of the formula for ½-1 additional level of lift.



In all Cool
Blonde shades.



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



HIBLONDES CONTROL 11-SERIES/12-SERIES

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

NEUTRALIGHTS

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


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

HIGHLIFT COLORING

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

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

MIXING GUIDE - MEET THE TARGET LEVEL		
	Target level	TOPCHIC Cream Developer Lotion
TOPCHIC THE SPECIAL LIFT 11-Series, 12-Series and NeutraLights	2-3 levels of lift (11-Series & NeutraLights)	9% (30 vol.)
	3-4 levels of lift (12-Series)	9% (30 vol.)
	3-4 levels of lift (11-Series & NeutraLights)	12% (40 vol.)
	4-5 levels of lift (12-Series)	12% (40 vol.)

- 

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

GREY COVERAGE + HIGHLIFT COLORING

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

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

BLONDING CREAM/ASH

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



- » The Color Mixture can be substituted with Blonding Cream/Ash with a maximum of 50%.
- » Blonding Cream/Ash can be used as single application for natural highlights.
- » Not to be used on scalp when used alone.



THE TOPCHIC EFFECTS

- » Create warm or cool fashion contrast while lifting up to 4 levels on untreated and color treated hair.
- » Especially designed for highlight services - not suitable for full head application.

MIXING GUIDE - SELECT THE RIGHT TOPCHIC CREAM DEVELOPER LOTION

	Base level	Untreated	TOPCHIC Cream Developer Lotion (Color-treated)
TOPCHIC Effects	7	6% (20 vol.)	6-9% (20 vol.-30 vol.)
	6	6-9% (20 vol.-30 vol.)	6-9% (20 vol.-30 vol.)
	3-5	6-9% (20 vol.-30 vol.)	6-12% (20 vol.-40 vol.)
	2	6-9% (20 vol.-30 vol.)	Not recommended



Innovative and patented dyestuff for intense fashion contrasts.



TOPCHIC EFFECTS WARM: K EFFECTS, KR EFFECTS

Create unique warm contrasts (even on colored hair) while lifting up to 4 levels.

TOPCHIC EFFECTS COOL: R EFFECTS, RV EFFECTS, VR EFFECTS

Create unique cool contrasts (even on colored hair) while lifting up to 4 levels.

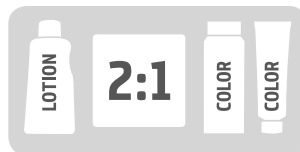
USAGE INSTRUCTIONS



HAIR: DRY



TOPCHIC 2-10



THE SPECIAL LIFT,
TOPCHIC EFFECTS



MIX WELL



APPLY WITH
BRUSH



APPLY WITH
P_CAT



TOPCHIC EFFECTS
HIGHLIGHT
SERVICE



TOPCHIC 2-10
(OPEN AIR ONLY)



THE SPECIAL LIFT
(OPEN AIR ONLY)



TOPCHIC EFFECTS
(OPEN AIR ONLY)



SHAMPOO



CARE
PRODUCT

COLORING VIRGIN HAIR - WARM SHADES AND LIGHTENING

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

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



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

RETOUCH COLOR AND REFRESH MID-LENGTHS AND ENDS

GOLDWELL COLOR BALANCING

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

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

**1**

Treat the uncolored regrowth with Topchic Permanent Hair Color.

2

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

*Elumen may also be used as an option for Color balancing

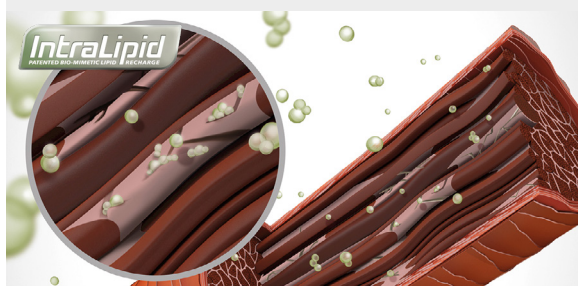
TECHNOLOGY

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



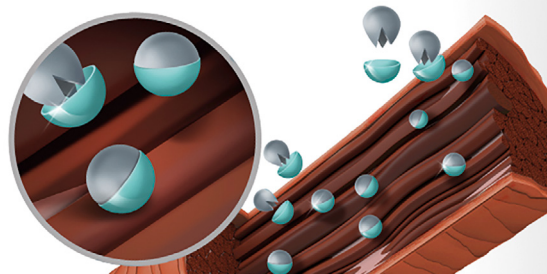
COENZYME
TECHNOLOGY

INTRALIPID™



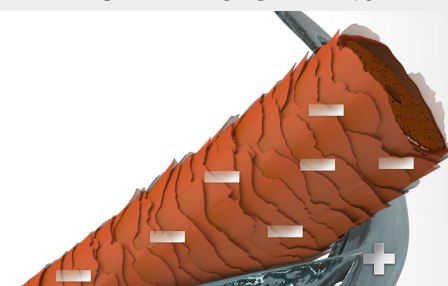
The patented **IntraLipid Technology** – integrated in the Topchic Cream Developer Lotion. For improved combability and a smooth hair touch. Perfect performance only guaranteed when Topchic Permanent Hair Color and Topchic Cream Developer Lotion are used together.

COENZYME TECHNOLOGY



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

EQUALIZER SYSTEM 2.0



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

PRE-PIGMENTATION RECOMMENDATION

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

EXAMPLE

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

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



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

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

TOPCHIC/COLORANCE																							
	N/ NN	G	GB	GN/ B/ BB	BG	KN/ BN/ KS	RB	K	KG	OR/ KR	OO MAX	RO MAX TC	RO MAX COL	P/ SB/ VA	BP/ BA	NA	A	BM/ BP	MB	BS	SB/ P	CA	V/ BV
10	10N	10G	10GB	10BB	10BG									10P	10BA		10A	10BP		10BS	10P		10V
9	9N/NN	9G	9GB	9GN					9KG						9BA	9NA	9A		9MB				
8	8N/NN	8G	8GB	8B		8KN		8K	8KG	80R				8SB	8BA	8NA	8A	8BP			8SB	8CA	
7	7N/NN	7G	7GB	7B	7BG	7BN	7RB	7K	7KG	7KR	700 Max	7RO Max	7RO Max	7SB		7NA	7A		7MB		7SB		
6	6N/NN	6G	6GB	6B		6KS	6RB	6K	6KG	6KR				6SB	6BP	6NA	6A	6BM	6MB	6BS	6SB		
5	5N/NN		5GB	5B	5BG		5RB	5K						5VA	5BP	5NA	5A	5BM	5MB				
4	4N/NN	4G		4B											4BP	4NA							
3	3N/NN															3NA							
2	2N																2A						

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

CHAPTER 8

LIGHTENERS

LIGHTENING AND TONING

As hair is lightened, there will be visible changes in tone and depth. Understanding this and training one’s eye to identify the stages of change is invaluable for a colorist. This information is useful in lightening hair, and is the basis for all corrective color, including tint-back procedures.

STAGES OF LIFT IN ACCORDANCE WITH THE GOLDWELL LEVELS

LEVEL	10	Extra Light Gold or Yellow Possible
	9	Light Gold
	8	Medium Gold (Yellow-Orange)
	7	Extra Light Orange or Dark Gold
	6	Light Orange
	5	Medium Orange
	4	Dark Orange
	3	Dark Dark Orange
	2	Darkest Orange

LIGHTENERS

Sometimes it is necessary to combine products to achieve a desired color result.

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



SILKLIFT

HIGH PERFORMANCE PREMIUM LIGHTENER WITH ANTI-YELLOW-SYSTEM

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

- » Reliable and quick lift.
- » For all lightening services: highlights, full head bleaching, regrowth retouch.
- » Counteracts unwanted yellow tones.
- » Predictable, clear blonde results on natural or even on pre-colored hair.
- » **SilkLift Gentle** for gentle lifting of up to 5 levels, ammonia-free.
- » **SilkLift Strong** for strong lifting of up to 7 levels.



TECHNOLOGY



LOTION

Cream Developer with **SilkProteinComplex** and **IntraLipid Technology** provides hair with instant conditioning.

LIGHTENER

The **Anti-Yellow System** counteracts unwanted yellow tones.

The **Shield Technology** maintains the stability of the conditioning ingredients during oxidation process.

SERUM

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

SILKLIFT GENTLE

- » High Performance Lightener without ammonia.
- » Lighter levels wherever a lifting result is wanted.
- » For usage on light base color.
- » For fine or stressed hair.
- » Up to 5 levels of lift.



SILKLIFT STRONG

- » High Performance Lightener.
- » For usage on all levels wherever a lifting result is wanted.
- » For usage on dark base color.
- » Normal to resistant hair.
- » Up to 7 levels of lift.



CREAM DEVELOPER LOTION

- » Available in 3% (10 vol.), 6% (20 vol.), 9% (30 vol.).
- » Ultra creamy consistency for a perfect and smooth working mass.
- » With SilkProteinComplex and IntraLipid Technology for targeted conditioning during the lightening process.



INTENSIVE CONDITIONING SERUM CONCENTRATE

- » Provides especially stressed hair with intensive conditioning and restores the hair structure from within.
- » With SilkProteinComplex for lasting, healthy shiny hair.
- » For stressed, color-treated, lightened and fine hair.
- » 3 pumps to be added to each pre-mixed working mass.



USAGE INSTRUCTIONS



- » For on-scalp usage use only SilkLift Cream Developer Lotion up to 6% (20 vol.).
- » To intensify the color brilliance apply Colorance Express Toning after the lightening service.
- » After a retouch service use Colorance as an overall toner to refresh the blonde.

SILKLIFT CONTROL

HIGH PERFORMANCE PREMIUM LIGHTENER FOR POWERFUL LIFT AND TONE CONTROL

- » Enriched with pigments that are stable during and after the lightening process.
- » Ideal for all lightening services: highlights, full-head bleaching and regrowth retouch.
- » Predictable, clean, neutral blonde – even on pre-colored hair and darker bases such as level 5–8.
- » Up to 7 levels of lift plus controlling pigments.
- » **SilkLift Control Beige** for neutral, clean blonde on level 6–8.
- » **SilkLift Control Ash** for neutral, cool blonde on level 5–7.



TECHNOLOGY



LOTION

Cream Developer with **SilkProteinComplex** and **IntraLipid Technology** provides hair with instant conditioning.



LIGHTENER

High Performance Lightener with **tone control**, enriched with color pigments providing a clean and natural blonde.



STABILIZER

The **Tone Stabilizer** ensures that the color pigments remain stable during and after the lightening process.

- use is mandatory -

SILKLIFT CONTROL BEIGE

- » For neutral, clean blonde on level 6–8 and natural or pre-colored hair.
- » Lift and tone control.
- » Neutral on lighter levels (8).
- » Clean on darker levels (6).

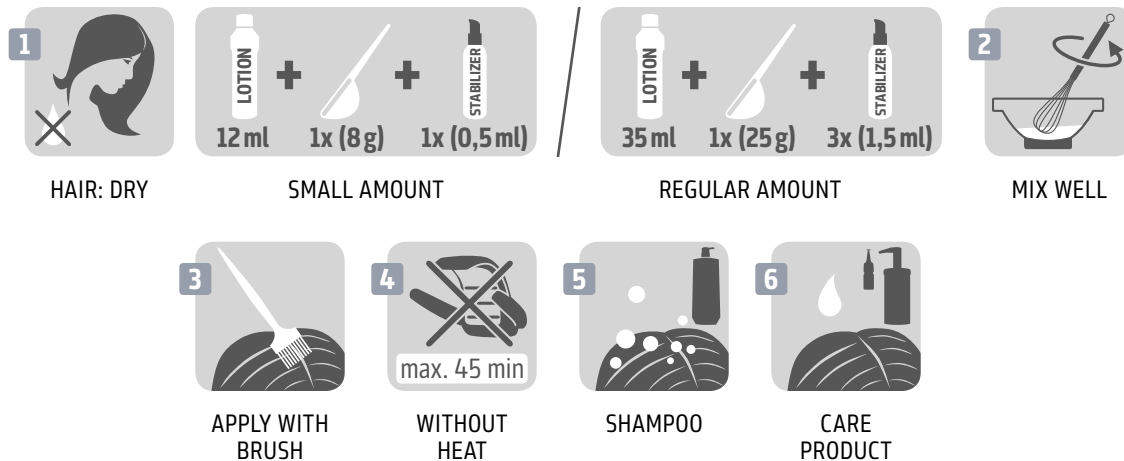


SILKLIFT CONTROL ASH

- » For neutral, cool blonde on level 5–7 and natural or pre-colored hair.
- » Lift and tone control.
- » Cool on lighter levels (7).
- » Clean on darker levels (5).



USAGE INSTRUCTIONS



» For on-scalp usage use only SilkLift Cream Developer Lotion up to 6% (20 vol.).

» To reduce the intensity of the tone mix SilkLift Control with SilkLift Strong 1:1.

» To intensify the color brilliance apply Colorance Express Toning after the lightening service.

» After a retouch service perform Colorance as an overall toner to refresh the blonde.

OXYCUR PLATIN DUST-FREE

POWERFUL POWDER LIGHTENER — FAST AND PRECISE

- » Meets all lightening service demands ranging from subtle highlights to extreme lift.
- » Powerful results and gentle to hair.
- » Contains blue pigments and controls unwanted gold while lightening.
- » Pleasant and easy to work with – mixes easily into a creamy consistency.
- » Dust-free dispensing and mixing.
- » For full-head application and all highlighting techniques.



TECHNOLOGY

Oxycur Platin dust-free formula for lifting the hair up to 7 levels.



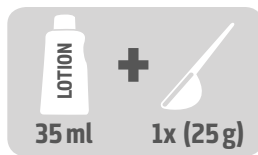
Easy and powerful: Oxycur Platin dust-free.

- 1** Lightener
- 2** H_2O_2 , Topchic developer 3%, 6%, 9%
- 3** Oxycur Platin dust-free gradually lightens natural and artificial color pigments in the hair.
- 4** Cationic polymers attach themselves during lifting to the hair and smooth the hair shaft for an optimum combability.

USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY WITH
BRUSH



WITHOUT
HEAT



SHAMPOO



CARE
PRODUCT



» For on scalp usage use up to 6% (20 vol.) of Topchic Cream Developer Lotion only, for off scalp usage up to 9% (30 vol.) of Topchic Cream Developer Lotion.

» Do not use 12% (40 vol.) Lotion.

» Do not use heat.

DECOLORIZING SERVICE/BLEACH WASH

USE WHEN LIGHTENING PREVIOUSLY COLORED HAIR

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

BLEACH WASH FORMULA WITH SILKLIFT:

- 1 spoon of SilkLift Control/SilkLift Strong/SilkLift Gentle
- + 30 ml SilkLift Conditioning Cream Developer Lotion 6%
- + 3 pumps of Tone Stabilizer
- + 30 ml Distilled Water
- + 1 pump of Shampoo and 1 pump of Conditioner

BLEACH WASH FORMULA WITH OXYCUR PLATIN:

- 30mL 20 vol. Topchic Lotion
- 30mL distilled water
- 1 level scoop Oxycur Platin
- 5mL Dualsenses Rich Repair Shampoo
- 15mL Dualsenses Conditioner for Color Treated hair



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

DECOLORIZING BLEACH WASH PROCEDURE

USE WHEN LIGHTENING PREVIOUSLY COLORED HAIR

PROCEDURE:

1. Apply quickly and accurately to tinted hair, starting on the darkest or slowest lifting areas.
2. Process until hair has lightened to one level lighter than your target color. This ensures accuracy and control when toning. (There is not a designated processing time for a decolorizing or corrective shampoo. The timing varies depending upon required levels of lift, depth, starting level and porosity).
3. When desired lightness is achieved, rinse and neutralize the decolorizing shampoo with Dualsenses Rich Repair Restoring Shampoo.
4. Condition with Dualsenses Rich Repair Restoring Conditioner.
5. Follow up with Dualsenses Rich Repair Intensive Conditioning Serum and 6 Effects Serum.
6. Dry or towel dry hair and continue with Topchic or Colorance service.
7. Upon completion of processing for Topchic, shampoo and post condition. Upon completion of processing for Colorance, rinse only and post condition.



» When necessary, the decolorizing or corrective shampoo may be intensified by reducing the amount of distilled water, increasing the volume of Topchic Lotion and/or by substituting Blonding Cream for a portion of the distilled water.

CHAPTER 9

NECTAYA

NECTAYA

AMMONIA-FREE HAIR COLOR

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

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



SERVICES

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

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

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

TECHNOLOGY

- » Permanent hair color with patented nurturing IntraLipid Technology.
- » Caring cosmetic color cream with keratin and silk proteins and without ammonia for natural smoothness, manageability and shine.
- » With 100% natural fragrance.
- » Up to 91% ingredients of natural origin¹. Enriched with deep conditioning Argan oil.
- » Specially developed dyestuff combinations ensure lively color results with reliable grey coverage.



¹ Incl. water.

NECTAYA NURTURING DEVELOPER LOTION

- » Rich formula available in 3% (10 vol.), 6% (20 vol.), 9% (30 vol.) and 12% (40 vol.) to meet all color needs.
- » The creamy consistency is easy to apply and pleasant to work with.

NECTAYA LOTION	TARGET LEVEL
3% (10 vol.)	Darker than the natural shade/existing shade
6% (20 vol.)	Same or one level lighter than the existing color. 100% grey coverage.
9% (30 vol.)	2 levels lighter than existing color
12% (40 vol.)	3 levels lighter than existing color



NECTAYA ENRICHED NATURALS

- » Natural smoothness, manageability and shine for an incredibly rejuvenated hair feel.
- » Super nurturing care and gentleness¹.
- » Up to 100% grey/white coverage and natural, lively color results.
- » All Nectaya Enriched Naturals are intermixable and suitable for all color services and techniques.



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

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

¹ When compared to conventional, ammonia-free permanent hair color - confirmed by EMTEC, Laboratory for Electromicroscopy and Material Analysis, 2012.

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

USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY WITH
BRUSH



WITHOUT
HEAT



WITH HEAT
(OPEN AIR
HEAT ONLY)



SHAMPOO



CARE
PRODUCT

GOLDWELL COLOR BALANCING

RETOUCH COLOR AND REFRESH MID-LENGTHS AND ENDS

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

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



1
Treat the uncolored regrowth with Nectaya.



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

CHAPTER 10

COLORANCE

THE DEMI-PERMANENT HAIR COLOR WITH INTRALIPID TECHNOLOGY THAT REPAIRS



For unlimited possibilities: enhancement of natural color, expressive fashion shades or refreshment of colored bases.

- » Brilliant shine.
- » Smooth hair feel.
- » Outstanding gentleness.
- » Without ammonia.

TECHNOLOGY

The healthier the hair the more beautiful and shiny the color result will be.

The basis for this is balanced lipid levels inside the hair.

Colorance with IntraLipid Technology not only protects the hair but even repairs the hair structure. **IntraLipid Technology** is a special lipid patented by Kao.



Perfectly colors and repairs in one step:

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

COLORANCE SEGMENTS



COLORANCE



COLORANCE COVER PLUS



COLORANCE EXPRESS TONING

COLORANCE

DEMI-PERMANENT HAIR COLOR

- » Fresh, lively colors full of intensity and exceptional shine.
- » Outstanding coverage and durability.
- » +35% improved hair structure*.
- » Expressive fashion shades.



*Compared to leading competitors on the professional market.

COLORANCE ASSORTMENT

COLORANCE

- » Beautiful, glossy hair full of freshness and liveliness.
- » New expression for the existing natural tone.
- » Refreshment of color-treated bases.
- » N-shades for grey coverage up to 50%.



@ELUMENATED

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



MAXREDS

- » Fascinating, brilliant reds, ranging from warm to cool.
- » Intensive, vibrant and brilliant reds – even on darker bases.
- » CHROMAX™ technology for highest intensity, superior durability and reduced color staining – with a combination of oxidative dyestuffs that contain intensive color molecules to give supremely brilliant and vibrant color results.



MIX SHADES

- » Ideal for creative fashion results and color correction.
- » Can be mixed with other Colorance shades up to 50%.
- » Mix shades GG, KK, RR, VV provide unique fashion effects.
- » P-Mix is ideal in color correction formulas on lighter levels to counteract unwanted warmth/brassiness.



PASTEL SHADES

Beautiful, fashionable pastel color effects.

- » Soft, gradual fading.
- » Perfect for pre-lightened or bleached hair due to the IntraLipid Technology and pH-balanced technology.
- » Quick and easy use.
- » Ideal for creative techniques.



PASTEL
ROSE



PASTEL
MINT



PASTEL
LAVENDER



PASTEL
INDIGO



PASTEL
PEACH

COLORANCE LOTION

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



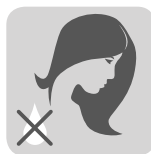
RELIABLE GREY COVERAGE UP TO 50%

% 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

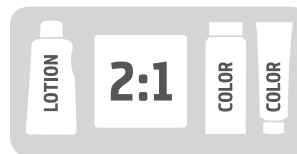
USAGE INSTRUCTIONS



HAIR:
TOWEL-DRY



HAIR: DRY
PASTEL SHADES



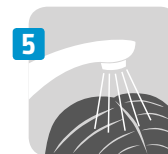
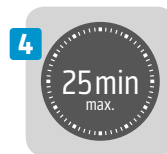
SHAKE WELL



APPLY WITH
APPLICATOR



CREATIVE TECHNIQUE
PASTEL SHADES



RINSE



SHAMPOO MAXREDS/
@ELUMENATED



- » When using creative foil techniques with Pastel shades add thickener and use bowl and brush. Apply the color mass to dry hair.
- » For a softer result process for 5-10 minutes, for intensive results up to 25 minutes.
- » Use Colorance Clear to reduce color depth or character, or to create soft blonde shades.
- » Heat can be used 20 minutes

SERVICES

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

COLOR INFUSE SERVICE

- » Offers blonde toning or fashion coloring for beautiful, glossy hair full of freshness and liveliness.
- » Ideal solution for clients looking for more depth, brilliance and shine.

COLOR BALANCING SERVICE

- » For a better balance of mid-lengths and ends.
- » To achieve the best color result and the optimum level of hair protection.
- » Topchic/Nectaya combined with Colorance.



Treat the uncolored regrowth with Topchic or Nectaya.



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

COLOR PERMING SERVICE

- » Colorance offers the opportunity to curl and color within one service.
- » During perming, colored hair often loses its vibrancy. Color Perming is the ideal solution to gently refresh or change the existing color at the end of a perm service.
- » As the hair structure is open, the color pigments can penetrate deeply into the hair for a long-lasting color result.

SHINE GLAZING SERVICE

- » Enhances natural shine with Colorance Clear.

COLOR CORRECTION SERVICE

- » Counteracts unwanted brassiness, enhances the depths of the color.

PASTEL SERVICE

- » Beautifies the color with soft, gradual fading with Colorance pastel shades.

COLORANCE COVER PLUS

DEMI-PERMANENT HAIR COLOR WITH ADDITIONAL GREY COVERAGE

- » Extra coverage of up to 75%
(NN-shades, @Eluminated Naturals).
- » Fascinating darker reflections on highlifted, bleached
and over-highlighted hair (LowLights).



COLORANCE COVER PLUS ASSORTMENT

COLORANCE NN-SHADES

- » Adds expression to the existing natural shade.
- » Refreshes color-treated bases.
- » Natural shades for grey coverage up to 75%.



@ELUMENATED NATURALS

- @Elumened Technology expanded to a whole color spectrum of natural shades.
- » Intense color results.
 - » Outstanding multishine reflections.
 - » Grey coverage up to 75%.



COLORANCE COVER PLUS LOTION

Especially designed to work with Colorance Cover Plus to offer a perfect consistency for grey coverage – ideal for use with bowl and brush.



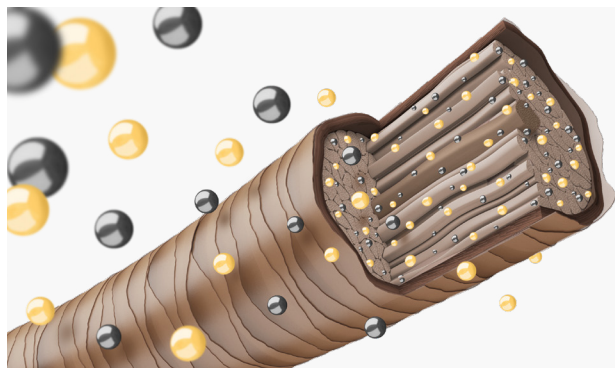
RELIABLE GREY COVERAGE UP TO 75%

% of White	COLORANCE COVER PLUS Lotion	COLORANCE fashion shade	COLORANCE COVER PLUS NN-shade
50-75%	40 ml	10 ml	10 ml

LOWLIGHTS

Natural blonde full of dimension.

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



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

There is no need for additional pre-pigmentation.

● Oxidative dyes

● Combination of warm direct dyes and oxidative dyes

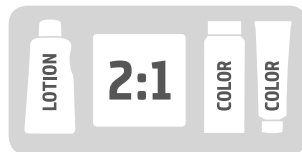


ippsystem

USAGE INSTRUCTIONS



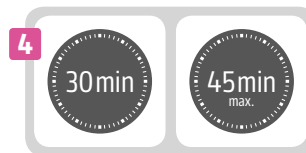
HAIR: DRY



MIX WELL

APPLY WITH
BRUSH

LOWLIGHTS



NN-SHADES/
@ELUMENATED
NATURALS
(HEAT CAN BE
USED 20 MIN)



SHAMPOO

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

SERVICES

Colorance offers a variety of services to meet the clients' needs and desires regarding grey coverage and blonde refinement.

COVER PLUS GREY SERVICE

- » Offers a natural or fashion grey blending for maximum grey beautification. Gives the client the desired level of coverage, brilliance and shine – creating a younger and fresher look.

COVER PLUS LOWLIGHTS SERVICE

- » Restores a natural look to over-highlighted hair.
Is ideal for recreating the natural-looking reflects on over-lightened or over-highlighted hair - adding dimensions without pre-pigmentation.

COLORANCE EXPRESS TONING

DEMI-PERMANENT HAIR COLOR WITHIN 5 MINUTES

- » Up to 64% more shine on lightened hair.
- » Gentle blonde refinement, subtleness and reflection in just 5 minutes.
- » Level 9 and 10 shades allow you to create a beautiful individual blonde.

Perfect for use:

- » Directly after the highlights service.
- » Between two highlights services.
- » Directly after the highlifting service.
- » Directly after lightening (full-head or highlights).



@ELUMINATION SERVICE DIMENSIONAL BLONDE

Colorance Express Toning @Eluminated shades are perfect for pastel washes or vivid brilliance and color saturation. Shimmers of cool or warm and brunette to blonde, rich beautiful tones with spectacular intensity.

Available in 3 shades:

- » @Eluminated Lavender
- » @Eluminated Rosé
- » @Eluminated Beige Mint



COLORANCE EXPRESS TONING LOTION

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



USAGE INSTRUCTIONS



HAIR:
TOWEL-DRY



SHAKE WELL



AT THE BASIN



APPLY WITH
APPLICATOR



RINSE

SERVICES

TONING/SHADING SERVICE

- » Subtle pigmentation and color glazing for perfect blonde in just 5 minutes.
- » For additional shine and reflection.

» Adding heat is not recommended when performing the Express Toning Service.

COLORANCE



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

SPECIFIC ACCESSORIES

- » Applicator bottle with nozzle or brush.
- » Applicator bottle with nozzle or brush for Depot Can System.



CHAPTER 11

GOLDWELL SYSTEM

A COMPREHENSIVE TOOL BOX FOR CREATIVE COLOR IDEAS AND UNIQUE SERVICES



THE DIMENSIONS OF GOLDWELL SYSTEM

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



THREE CUSTOMIZED PRODUCT CATEGORIES:

CREATIVITY:

@Pure Pigments,
Thickener



SOLUTIONS:

Color Remover Skin
Hair Color Remover Sachets
(Sept 1, 2020)



BALANCE:

Structure Equalizer,
BondPro+

@PURE PIGMENTS

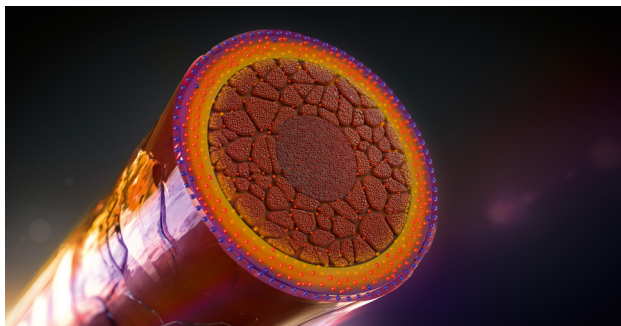
High-definition direct dye additives for long-lasting and multi-dimensional color results, delivering extraordinary shine with a 3D effect that creates unique light reflections.



TECHNOLOGY

THE HD³ DYE TECHNOLOGY

The result of a joint collaboration between Kao and Fujifilm.



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



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

ASSORTMENT



PURE YELLOW

PURE ORANGE

PURE RED

PURE VIOLET

COOL VIOLET

PEARL BLUE

MATTE GREEN

COOL PINK

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

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

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

- 💧 Only 1-2 drops of Pure Violet in Topchic HiBlondes Control are enough for counteraction.

- 💧 Cool Violet counteracts warm, unwanted tones while giving a smokey violet direction.

- 💧🌿 When using A, MB, and SB in the formula, Pearl Blue and Matte Green enhance cooler tones.

- 💧🌿 Pearl Blue and Matte Green are great for counteracting warm, unwanted tones.

- 💧🌿 Using Cool Violet, Pearl Blue and Matte Green on very porous hair will lead to cooler results.

- 🔥 Creates vivids tones and counteracts warmth at the same time

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

MIXING RECOMMENDATION

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

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

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



TOPCHIC/NECTAYA



**TOPCHIC
HiBLONDES CONTROL/
COLORANCE**

USAGE INSTRUCTIONS



TOPCHIC
NECTAYA



TOPCHIC HiBLONDES CONTROL
COLORANCE



@PURE
PIGMENTS



MIX WELL

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

THICKENER

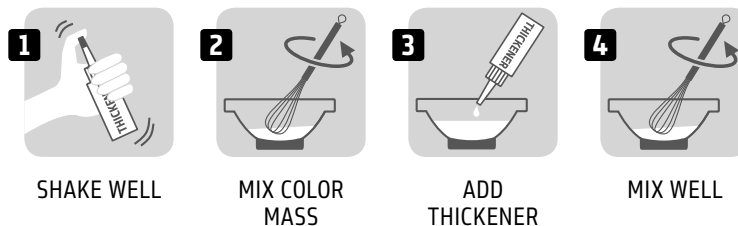
Easily controls and customizes the consistency of oxidative color and lightener.

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



USAGE INSTRUCTIONS

Thickener can be used with Topchic, Nectaya, Colorance, SilkLift, SilkLift Control, Oxycur and New Blonde.



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

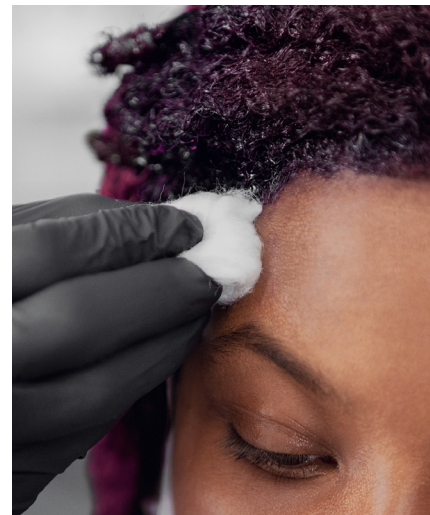
- » Measure and mix Goldwell color brands as per normal usage instructions.
- » Do not use Thickener with Elumen or Elumen Play.

COLOR REMOVER SKIN

Gently and efficiently removes color stains from skin.

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

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



HAIR COLOR REMOVER

- » Convenient and easy to use.
- » Highly effective color removal for reliable results – specialized for oxidative color like Topchic, Colorance and Nectaya
- » With integrated BondPro+: Prevents breakage by protecting the bonds during the removal process*
- » Respects the natural color of the hair. Formulated for minimal impact on natural hair pigments*
- » Ammonia-free, dust-free, fragrance-free



*In comparison to a conventional lightening wash

STRUCTURE EQUALIZER

Instantly equalizes structural differences.

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



USAGE INSTRUCTIONS

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



SPRAY ONTO
DRY OR TOWEL-DRIED
HAIR



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

BONDPRO+

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

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



TECHNOLOGY

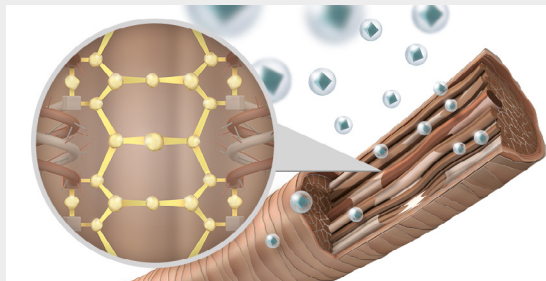
The **BondPro+ Inter-Amino-Bonding-System** is based on an advanced amino-acid formula in combination with moisturizing panthenol and cationic polymers.



Step 1:

Protection Serum:

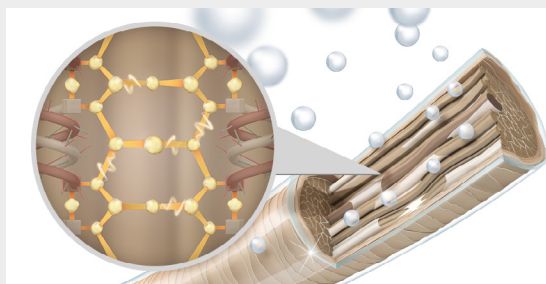
Penetrates the hair and protects the hair fiber from within during the alkaline bleaching, coloring or texturizing process. As a result it prevents hair breakage.



Step 2:

Nourishing Fortifier:

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



USAGE INSTRUCTIONS

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



SILKLIFT



OXYCUR



- » Mix and process SilkLift, Oxycur according to their usage instructions.
- » Add BondPro+ Protection Serum to the ready-mixed color mass and process as usual. SilkLift Intensive Conditioning Serum may be added if necessary.
- » Rinse. Do not shampoo.
- » Apply the BondPro+ Nourishing Fortifier and comb through.

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

**TOPCHIC****NECTAYA****COLOR**

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

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



1
ADD
PROTECTION
SERUM



APPLY AS
USUAL



2
RINSE
AFTER USUAL
PROCESSING
TIME



DO NOT
SHAMPOO



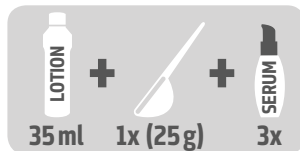
3
APPLY
NOURISHING
FORTIFIER
AND PROCESS
FOR 10 MIN



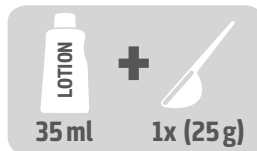
4
SHAMPOO



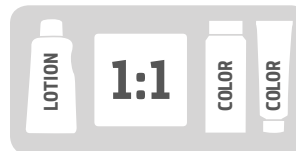
5
CARE
PRODUCT



SILKLIFT



OXYCUR



TOPCHIC
NECTAYA



TOPCHIC
HiBLONDES CONTROL

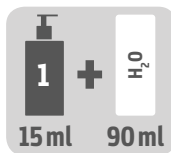
- » Recommended for use with Goldwell products only.
- » Do not use with Elumen or Colorance shades.

STAND ALONE SERVICE

FOR EXTREMELY OVER-PROCESSED HAIR



HAIR:
TOWEL-DRY



PROTECTION
SERUM + WATER



APPLICATOR
BOTTLE



APPLY



APPLY
NOURISHING
FORTIFIER
AND PROCESS
FOR 10 MIN



RINSE



SHAMPOO



CARE
PRODUCT

CHAPTER 12

MEN RESHADE

MEN RESHADE

DEMI-PERMANENT HAIR COLOR

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

- » Natural, transparent grey reduction.
- » No visible regrowth.
- » Thicker-looking hair.
- » Uncomplicated service.
- » Only 5 minutes processing time.



TECHNOLOGY

HYBRID FOAM TECHNOLOGY

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



TONE GUARD TECHNOLOGY

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



USAGE INSTRUCTIONS



HAIR: DRY



MIX WELL



APPLY
AT THE BASIN



SHAMPOO

- » Choose a lighter shade of Men ReShade for hair with different levels of white or for a natural hair color that's difficult to determine.
- » Best results are achieved with 10-50% white hair.
- » Gently swing the bottle back and forth (do not shake!) to mix the color components.

ASSORTMENT

DEVELOPER CONCENTRATE

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

GREY BLENDING POWER SHOTS

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

MEN RESHADE APPLICATOR BOTTLE

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



CHAPTER 13

SEMI-PERMANENT HAIR COLOR

SOFT COLOR

SEMI-PERMANENT HAIR COLOR

Directly, quick absorbing direct dye color foam for brilliant and shiny results. Perfectly aligned with the Goldwell color assortment.

- » Quick and easy application.
- » Only 5-15 minutes processing time.
- » Lasts for up to 6-8 shampoos.
- » Easy to comb.
- » To be used in-salon or at home.



USAGE INSTRUCTIONS



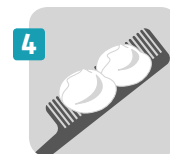
HAIR:
TOWEL-DRY



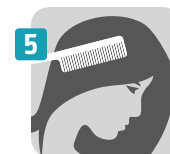
GLOVES



SHAKE WELL



AMOUNT



APPLY



WITHOUT
HEAT



RINSE

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

SERVICES

Quick and easy application for a broad variety of services:

SOFT SHADING:

- » The quick and soft way to experience or to try out color.

COLOR REFRESHING:

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

COLOR CORRECTION:

- » For quick post correction of color results

CHAPTER 14

NEW BLONDE

NEW BLONDE

FOR PERFECTLY REFRESHED BLONDE IN JUST 5 MINUTES

- » Quick highlights upgrade.
- » Lightens darker, un-natural looking regrowth.
- » Softens the contrasts.
- » Perfect for usage on natural levels 5-9.
- » Only 5 minutes processing time at the basin.



ASSORTMENT

NEW BLONDE BASE LIFTING CREAM

- » Interactive dyestuff combination for the self-regulating neutralization of warm pigments.
- » Neutral results without brassiness – with just one product.



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.
- » Lotion 4%.



TECHNOLOGY



Interactive dyestuff combination for intuitive neutralization of warm pigments.

» Neutral results without brassiness – with just one product, on every tone level*.



Accelerating fluid for fast and even distribution.

» Guaranteed lift in 5 min.

* Base levels 5-9.

USAGE INSTRUCTIONS



HAIR:
TOWEL-DRY



MIX WELL



AT THE BASIN



APPLY WITH
BRUSH



SHAMPOO



CARE
PRODUCT

- » For fast application use a large brush and wide sections (approx. 2-3 cm).
- » Suitable for bleached as well as highlifted highlights.

SERVICES

NEW BLONDE FULL SERVICE

Lightens only the darker
natural hair between highlights by 1-1.5 levels

Perfect in combination with a highlighting service

NEW BLONDE REGROWTH SERVICE

Lightens darker regrowth
by 1-1.5 levels for a soft transition

Perfect for in-between two highlighting services

CHAPTER 15

ELUMEN

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



ELUMEN



**ELUMEN
PLAY**



**ELUMEN
CARE**

ELUMEN

LONG LASTING HAIR COLOR OXIDANT-FREE

Elumen long lasting color. Exceptional durability.

The original Elumenation.

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



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

TECHNOLOGY

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

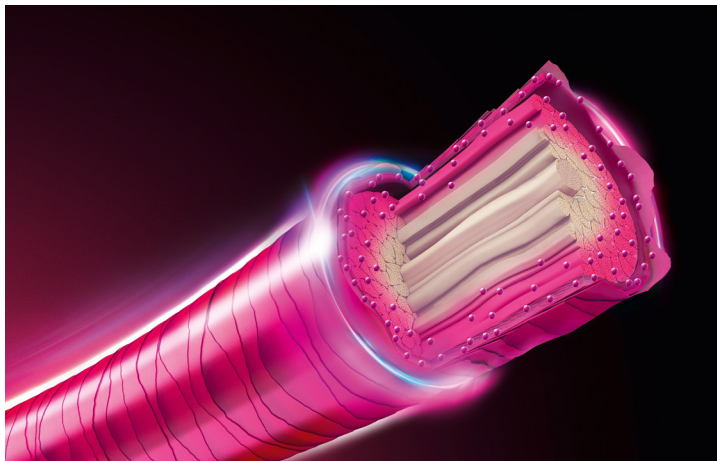
Elumen works exclusively with acidic, direct color dyes.

Working with direct color dyes follows the principle of the color circle and a paintbox. It elevates creativity to a new level.

As opposed to working with oxidizing colors, the mixing result becomes immediately visible.

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



**ELUMEN HD^{max} TECHNOLOGY**

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

SHINE & CARE TECHNOLOGY

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

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

* Tested against oxidative hair color without Pure Pigments.

USAGE INSTRUCTIONS



PREP & DRY

1. Prep & Dry

- » Apply Elumen Prepare throughout the hair for optimum color uptake.*
- » Spray evenly on towel-dried or dry hair until moist, then dry completely.



MIX, APPLY
& TIME

2. Mix, Apply & Time

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



LOCK &
CONDITION

3. Lock & Condition

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

* Prepare the hair after a lightening service or if hair is damaged.

Amount of Elumen Hair Color influenced by

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

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



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

ASSORTMENT

ELUMEN COLOR

- » For extra luminous shine and lasting hair colors.
- » Without peroxide, ammonia and ammonia odor.
- » Segmentation into Warm, Cools & Pures.



ELUMEN CLEAR

- » Contains no dyestuffs – to dilute the color shades.
- » Natural shine when used purely.



- » For use on all levels and with all Elumen shades.
- » Can also be used as a creative mixing shade to dilute both, the color depth or the color direction.
- » The higher the proportion/amount of Clear in the mixed formula, the more the color character of the other shade is diluted.

SERVICES

ELUMEN GREY COVERAGE SERVICE:

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

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

ELUMEN GREY REDUCTION SERVICE:

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

TONE-ON-TONE COLOR SERVICE:

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

ELUMEN FULL COLOR SERVICE:

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

ELUMEN BLONDE TONING SERVICE:

- » Rejuvenates clients Blonde after lifting.

ELUMEN EXTRA SHINE SERVICE:

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

ASSORTMENT SUPPORT PRODUCTS

ELUMEN PREPARE

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



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

ELUMEN THICKENER

- » Create the perfect viscosity for your service.



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

ELUMEN LOCK

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



» Apply the right amount onto towel-dried hair, distribute evenly. Process for 5 min. Rinse thoroughly. Treat with Elumen Color Care products.

ELUMEN CLEAN

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



ELUMEN RETURN

» Use Elumen Return to soften and or reduce the color result.



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

ELUMEN PLAY

SEMI-PERMANENT COLOR. MAXIMUM VERSATILITY

A true semi-permanent hair color.

No developer required.

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

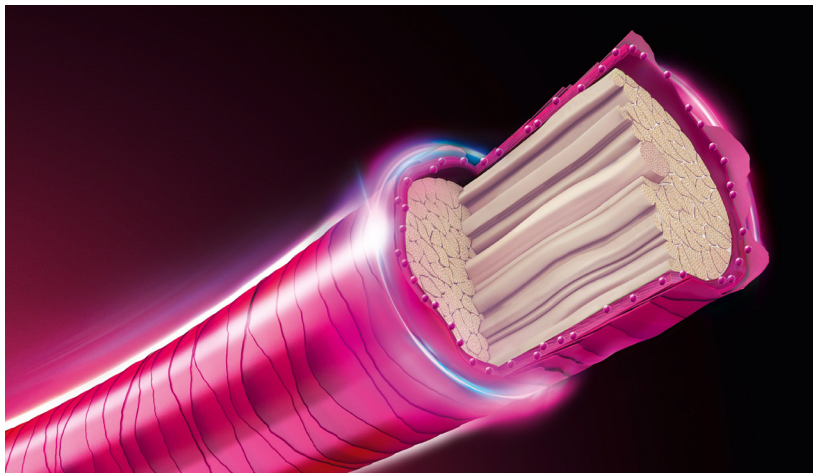


* Depending on hair structure and intensity of shade.

** Up to 100%.

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

TECHNOLOGY



ELUMEN PLAY HD^{max} TECHNOLOGY

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

* Depending on hair structure & intensity of existing color.

SHINE & CARE TECHNOLOGY

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

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

** CAUT USA 2019 n=60.

USAGE INSTRUCTIONS



MIX, APPLY
& TIME

1. Mix, Apply & Time

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



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



RINSE,
SHAMPOO
& CARE

2. Rinse. Shampoo. Care.

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

Amount of Elumen Play influenced by

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

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

ASSORTMENT

ELUMEN PLAY PURES

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



ELUMEN PLAY PASTELS

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



ELUMEN PLAY METALLICS

- » Play with shimmer and take the glitter route
- » Stunning & incredible shine with a metallic finish
- » Glitters can only be found in the metallic shades
- » Following the trend of metallic colors



ELUMEN PLAY @CLEAR

- » With Elumen Play @CLEAR you can dilute or pastelize all Elumen Play shades.
- » Can be used as a stand alone service



ELUMEN PLAY @BLACK

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



ELUMEN PLAY ERASER

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

* Depending on hair structure and intensity of existing color.



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



* This picture is an example to illustrate the functional principle of the product.

SERVICES

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

ELUMEN PLAY BRIGHT PURE TONES SERVICE:

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

ELUMEN PLAY BLONDE TONING/PASTEL SERVICE:

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

ELUMEN PLAY EXTRA SHINE SERVICE:

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

ELUMEN CARE

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



ASSORTMENT

SHAMPOO

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



CONDITIONER

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



LEAVE-IN CONDITIONER

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



MASK

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



ELUMEN SPECIFIC ACCESSORIES

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



For Elumen only (not Elumen Play)



CHAPTER 16

GOLDWELL COLOR CARE

MAINTENANCE AND REFRESHMENT FOR BRILLIANT COLOR RESULTS



DUALSENSES

INSTANT CARE EXPERT WITH A PASSION FOR COLOR

Provides instant care and instant color protection.



DUALSENSES COLOR REVIVE

COLOR GIVING CONDITIONER

- » Conditions the hair, refreshes or intensifies the hair color in-between the salon visits.
- » Perfectly complements Goldwell hair color for long-lasting beautiful color results.

ROOT RETOUCH POWDER

- » Instantly covers root regrowth and grey.
- » Creates a natural look.
- » Leaves a refreshed hair feel.
- » Perfectly blends into Goldwell hair color.



Icy Blonde



200mL



Light Cool Blonde



200mL



Light Warm Blonde



200mL



Dark Warm Blonde



200mL



Warm Brown



200mL



Cool Brown



200mL



Warm Red



200mL



Cool Red



200mL



Light Blonde



37g



Medium to Dark Blonde



37g



Copper Red



37g



Medium Brown



37g



Dark Brown to Black



37g

Use on wet hair
 Use on towel-dried hair
 Use on dry hair
 Leave In
 Rinse Off

DUALSENSES COLOR

- » For **fine to normal** hair (colored and non-colored hair).
- » Creates color luminosity for color-treated and non-color-treated hair, keeps salon color vibrant.

BRILLIANCE SHAMPOO

- » Instantly brings out color luminosity.
- » Minimizes color fading.

BRILLIANCE CONDITIONER

- » Instantly detangles.
- » Creates color luminosity.

BRILLIANCE SERUM SPRAY

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

60SEC TREATMENT

- » Instantly regenerates.
- » Amplifies color luminosity.

INTENSIVE CONDITIONING SERUM

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



Brilliance Shampoo



300mL / 1L



60Sec Treatment



200mL / 500mL



Brilliance Conditioner



300mL / 1L



Intensive Conditioning Serum



12x18mL



Brilliance Serum Spray



150mL

DUALSENSES COLOR EXTRA RICH

- » For **thick to coarse** hair (colored and non-colored hair).
- » Brings out color luminosity for color-treated and non-color-treated hair, keeps salon color vibrant.

BRILLIANCE SHAMPOO

- » Instantly brings out color luminosity.
- » Minimizes color fading.

BRILLIANCE CONDITIONER

- » Instantly detangles.
- » Creates color luminosity.

6 EFFECTS SERUM

- » For dramatic color luminosity.
- » Instantly provides shine.
- » For healthy looking lengths and ends.

60SEC TREATMENT

- » Instantly regenerates.
- » Amplifies color luminosity.

INTENSIVE CONDITIONING SERUM

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



Brilliance Shampoo



300mL / 1L



60Sec Treatment



200mL / 500mL



Brilliance Conditioner



300mL / 1L



Intensive Conditioning Serum



12x18mL



Color Extra Rich 6 Effects Serum



100 mL

DUALSENSES BLONDES & HIGHLIGHTS

- » For **blonde and highlighted** hair (color-treated and non-color-treated hair).
- » Brings out color luminosity and neutralizes unwanted yellow tones for blonde color reflections.

ANTI-YELLOW SHAMPOO

- » Instantly brings out color luminosity.
- » Neutralizes unwanted yellow tones.
- » Minimizes color fading.

ANTI-YELLOW CONDITIONER

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

BRILLIANCE SERUM SPRAY

- » Instantly provides combability.
- » With heat protection.

60SEC TREATMENT

- » Regenerates instantly.
- » Neutralizes unwanted yellow tones.

INTENSIVE CONDITIONING SERUM

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



Anti-Yellow Shampoo



300mL / 1L



60Sec Treatment



200mL / 500mL



Anti-Yellow Conditioner



300mL / 1L



Intensive Conditioning Serum



12x18mL



Brilliance Serum Spray



150mL

DUALSENSES SILVER

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

SILVER SHAMPOO

» Neutralizes unwanted yellow tones.

» Instantly refines cool effect.




**Silver
Shampoo**



300mL

 Use on wet hair

 Use on towel-dried hair

 Use on dry hair

 Leave In

 Rinse Off

RICH REPAIR

» For dry and damaged hair.

RESTORING SHAMPOO

» Instantly reconstruct and reawakens.
the shine of natural hair.

RESTORING CONDITIONER

» Instantly increases combability.
» Restores natural elasticity.
» Reduces hair breakage

60 SEC TREATMENT

» Instantly restores severely damaged
hair from deep inside.

RESTORING SERUM SPRAY

» Instantly reconstructs hair.
» Provides suppleness and shine.

6 EFFECTS SERUM

» Instantly provides 6
regenerating effects.

INTENSIVE CONDITIONING SERUM

» Deeply strengthens the hair from the
inside out for instant regeneration for
up to 95% less breakage.



**Restoring
Shampoo**



300mL / 1L



**Restoring
Serum Spray**



150mL



**Restoring
Conditioner**



300mL / 1L



**6 Effects
Serum**



100 mL



**60Sec
Treatment**



200mL / 500mL



**Intensive
Conditioning
Serum**



12x18mL

JUST SMOOTH

» For unruly and frizzy hair.

TAMING SHAMPOO

» Instantly creates manageability and frizz control.

TAMING CONDITIONER

» Instantly detangles.
» Nourishes for smooth and touchably soft hair.

60SEC TREATMENT

» Provides manageability and frizz control.

TAMING OIL

» Instantly provides control and an outstanding soft hair feel with brilliant shine.

6 EFFECTS SERUM

» Instantly provides 6 smoothing effects.

INTENSIVE CONDITIONING SERUM

» Deeply conditions and softens for up to one week of smooth, frizz controlled hair.



Taming Shampoo



300mL / 1L



Taming Oil



100 mL



Taming Conditioner



300mL / 1L



6 Effects Serum



100 mL



60Sec Treatment



200mL / 500mL



Intensive Conditioning Serum



12x18mL

ULTRA VOLUME

» For fine and limp hair.

BODIFYING SHAMPOO

- » Instantly builds touchable and visible volume.
- » Enhances natural shine.

BODIFYING CONDITIONER

- » Instantly detangles.
- » Builds touchable and visible volume.

BODIFYING DRY SHAMPOO

- » Instantly cleanses and refreshes the hair by absorbing excess oil and reduces build-up between washes.

BODIFYING SPRAY

- » Instantly detangles and strengthens the hair.

INTENSIVE CONDITIONING SERUM

- » Strength for fine hair with instant weightless care for up to one week.



Bodifying Shampoo



300mL / 1L



Bodifying Dry Shampoo



250 mL



Bodifying Conditioner



300mL / 1L



Intensive Conditioning Serum



12x18mL



Bodifying Spray



150mL

CURLS & WAVES

» For naturally wavy, curly and permed hair.

HYDRATING SHAMPOO

- » Instantly hydrates.
- » Defines for weightless bounce and elasticity.

HYDRATING CONDITIONER

- » Instantly hydrates and defines.

HYDRATING SERUM SPRAY

- » Instantly strengthens and moisturizes the hair fibre.
- » Reactivates limp curls and waves.

INTENSIVE CONDITIONING SERUM

- » Provides improved elasticity for up to one week.
- » Instantly moisturizes and nourishes the hair.



Hydrating Shampoo



300mL / 1L



Hydrating Serum Spray



150mL



Hydrating Conditioner



300mL / 1L



Intensive Conditioning Serum



12x18mL

MEN

» For men's hair, skin and scalp.

HAIR & BODY SHAMPOO

» Revitalizing, cleansing and noticeable freshness for hair and body every day.

THICKENING SHAMPOO

» Instantly builds visible and touchable body.
» For strong and healthy looking hair from the roots.

POWER GEL

» Strong hold with lasting control.

ACTIVATING SCALP TONIC

» Instantly refreshes and revitalizes the scalp.
» Provides a stimulating and cooling effect for strong and healthy looking hair.

TEXTURE CREAM PASTE

» Medium hold for naturally structured looks with matte finish.

DRY STYLING WAX

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



Hair & Body Shampoo



300mL / 1L



Activating Scalp Tonic



150mL



Thickening Shampoo



300mL



Power Gel



150mL



Texture Cream Paste



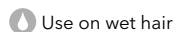
100mL



Dry Styling Wax



50mL



Use on wet hair



Use on towel-dried hair



Use on dry hair



Leave In

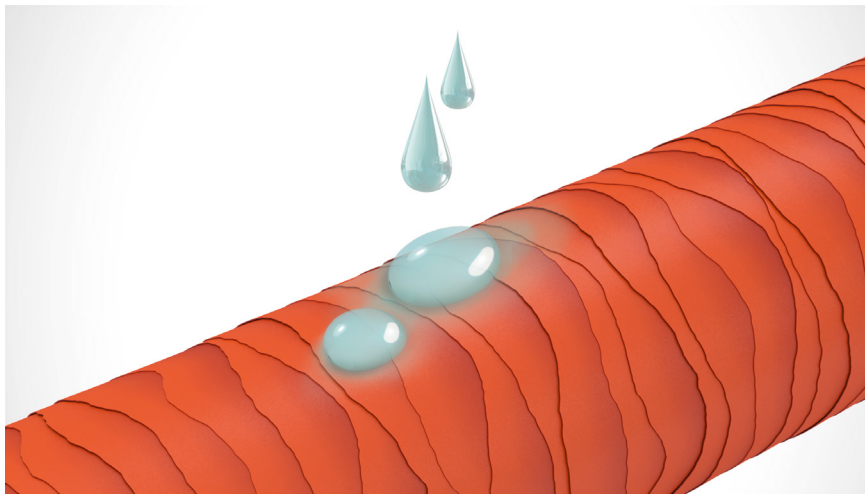


Rinse Off

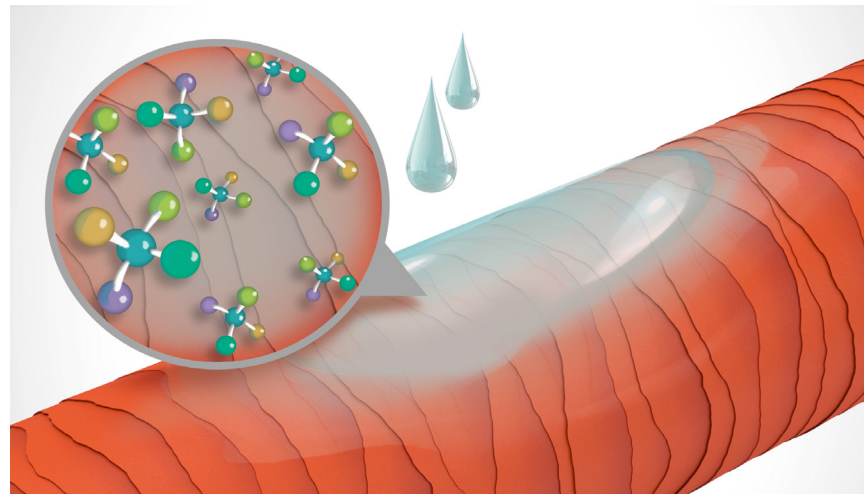
TECHNOLOGY

microPROtec COMPLEX

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



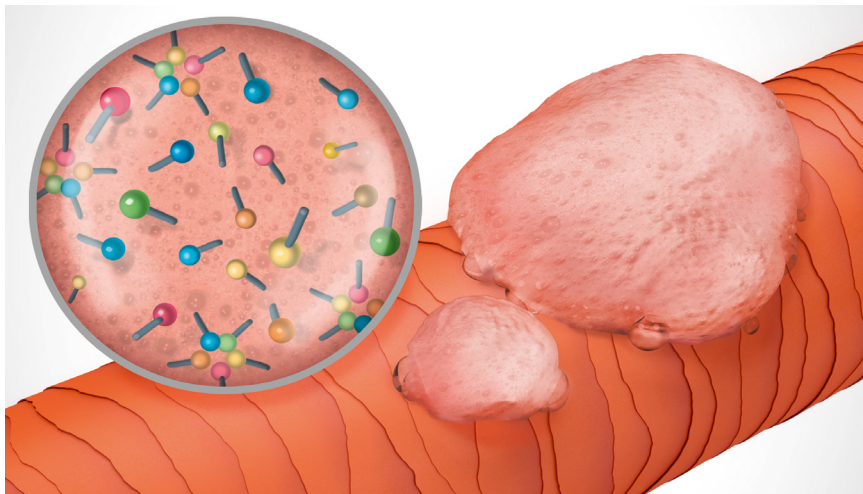
WITHOUT microPROtec COMPLEX



WITH microPROtec COMPLEX

FadeStopFormula

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



WITHOUT FadeStopFormula

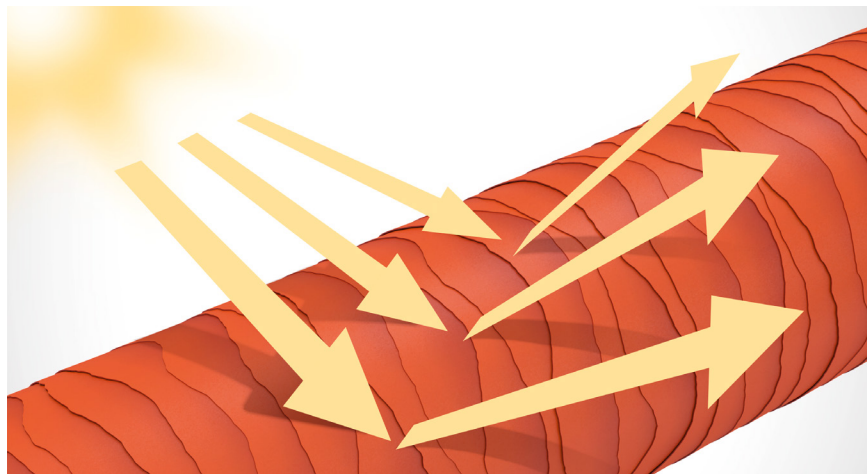


WITH FadeStopFormula

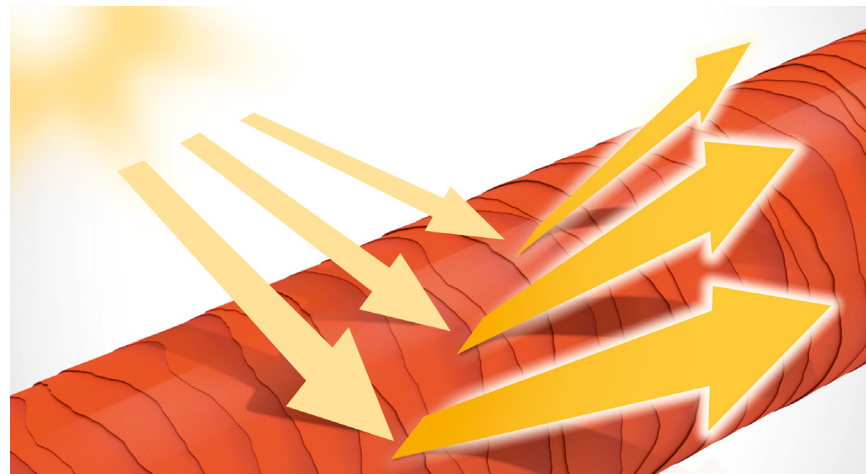
LUMINESCINE

Our unique color technology – containing Luminescine in all 4 of our Dualsenses color segments Color, Color Extra Rich, Blondes & Highlights and Silver – is the next generation of color luminosity.

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



WITHOUT LUMINESCINE



WITH LUMINESCINE

STYLESIGN

Professional support for great styles.

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



ASSORTMENT

ULTRA VOLUME

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



TOP WHIP
Shaping Mousse



GLAMOUR WHIP
Brilliance
Styling Mousse



DOUBLE BOOST
Intense Root Lift
Spray



NATURALLY FULL
Blow-Dry & Finish
Bodifying Spray



LAGOOM JAM
Styling Gel




SOFT VOLUMIZER
Volume Blow-Dry
Spray




DUST UP
Volumizing Powder






3 Hold factor 0-5

 Use on towel-dried hair

 Use on dry hair

JUST SMOOTH

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

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

FLAT MARVEL
Straightening Balm



**SLEEK
PERFECTION**
Thermal
Spray Serum



**SMOOTH
CONTROL**
Smoothing
Blow Dry Spray






DIAMOND GLOSS
Protect & Shine
Spray



CURLS & WAVES

Adds a beautiful twist to curls and waves or creates gorgeous curls for all hair types.



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

CREATIVE TEXTURE

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

3 Hold factor 0-5

[A] Use on towel-dried hair

✗ Use on dry hair

ROUGHMAN
Matte Cream Paste



SUPEREGO
Structure
Styling Cream



MELLOGOO
Modelling Paste



UNLIMITOR
Strong Spray Wax



CRYSTAL TURN
High-Shine
Gel Wax



TEXTURIZER
Texturizing
Mineral Spray



SHOWCASER
Strong Mousse Wax



HARDLINER
Powerful
Acrylic Gel



MATTE REBEL
Matte Clay






DRY BOOST
Dry Texture Spray



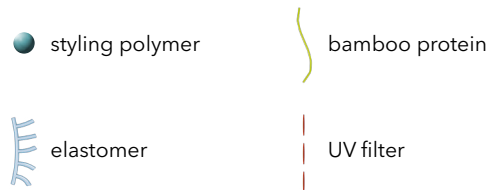
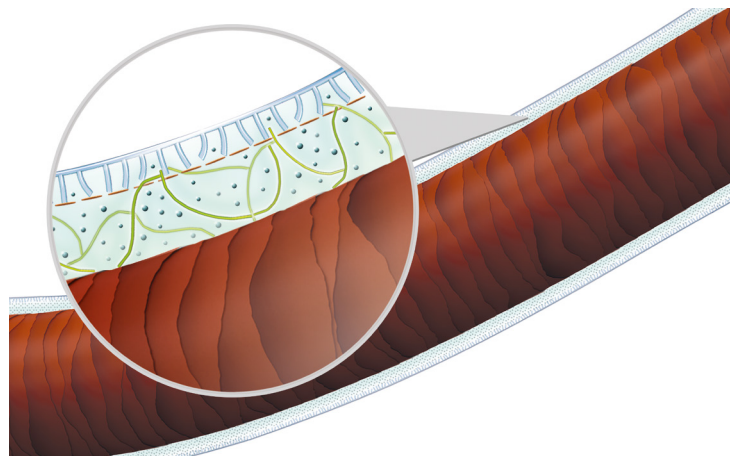
PERFECT HOLD

Achieves long-lasting styles with flexible hold.

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



TECHNOLOGY



flex**PRO**tec complex

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

THE PERFECT MATCH

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



KERASILK

Long-lasting transformation your clients will love.



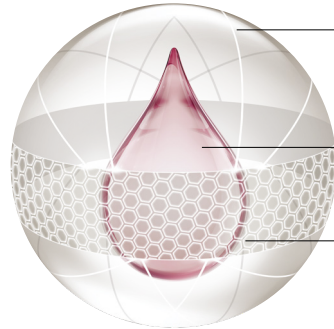
KT³ TECHNOLOGY

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

The first two ingredients – engineered Keratin and lightweight silk – contribute to the benefit of structural support and color protection. Together, these form the foundation for all Kerasilk formulas.

The third advanced ingredient, inspired by skin care science, delivers specialized results specific to each of the Kerasilk segments.

This multi-powered combination of ingredients propels the Kerasilk brand to the forefront of luxury hair care innovation – the foundation for the perfect transformation of beauty, strength, and protection.



SUPPORT

Keratin for structural support

TRANSFORM

A third specialized ingredient inspired by skin care science

PROTECT

Silk for luxurious color protection

KERASILK COLOR

Long-lasting transformation into exceptional color brilliance.

SEGMENT SPECIFIC INGREDIENT:

TAMANU OIL

The secret of Polynesian beauty rituals, known for its extraordinary moisturizing and caring benefits. High refractive index supports brilliant light reflection like a sparkling diamond; colored hair is kept brilliant and shiny.



ASSORTMENT

For color-treated hair.

BRILLIANCE PRIMER

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

BRILLIANCE CREATOR

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

GENTLE DRY SHAMPOO

- » Refreshes hair without washing and color fading.

BRILLIANCE SEALER

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

CLEANSING CONDITIONER

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



GENTLE SHAMPOO

- » Lightweight formulation helps to keep the color vibrant.

CONDITIONER

- » Adds moisture and conditions the hair.

INTENSIVE LUSTER MASK

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

BLOW-DRY SPRAY

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

BRILLIANCE PERFECTOR

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

BEAUTIFYING HAIR PERFUME

- » Combines the elegance and sophistication of fine fragrance notes and beautifying hair care benefits.
- » Prevents static and provides shine as well as silky-feeling hair.



TECHNOLOGY

KERATRANSFORM TECHNOLOGY (KT³)

Low-Molecular and High-Molecular Keratin Blend ·
Color-Caring Silk · Tamanu Oil

Intensifies color vibrancy and provides a long-lasting
silky hair feel with a glossifying finish. For brilliantly colored
hair like silk that shines from within.

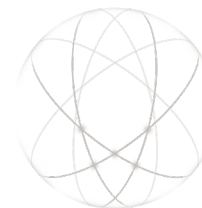
PROTECT

SILK FOR LUXURIOUS
COLOR PROTECTION



SUPPORT

KERATIN FOR
STRUCTURAL SUPPORT



TRANSFORM

AN ADDITIONAL SPECIALIZED
INGREDIENT INSPIRED BY
SKIN CARE SCIENCE



KERASILK COLOR BRILLIANCE SERVICES

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

BRILLIANCE PRIMER



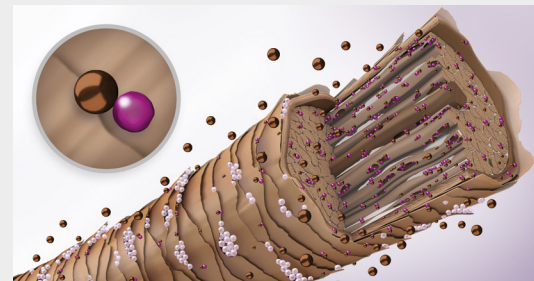
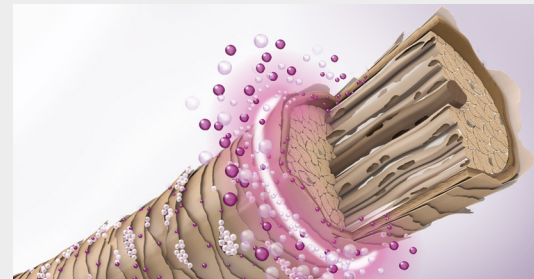
Spray Brilliance Primer evenly onto towel-dried or dry hair from roots to ends before the color application. Leave in.



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



Then rinse off.



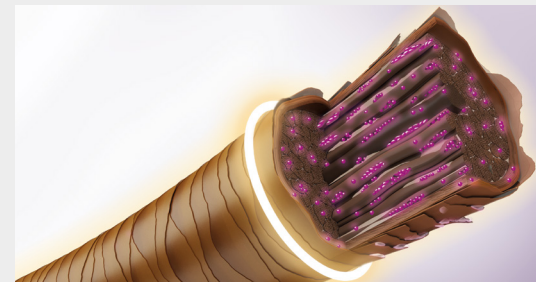
● Low-Molecular Keratin Blend

● High-Molecular Keratin Blend

● Color Dyes

BRILLIANCE CREATOR

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



● Low-Molecular Keratin Blend

GENTLE SHAMPOO

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

BRILLIANCE SEALER

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

Style and finish.



 Color-Caring Silk and Tamanu Oil

KERASILK CONTROL

Smooths unmanageable and frizzy hair.

SEGMENT SPECIFIC INGREDIENT:

GLYOXYLIC ACID

Shapes by penetrating into the hair and creating additional bonds under the influence of heat from hot tools.

Unmanageable and frizzy hair is reshaped and smooth.



ASSORTMENT

For unmanageable and frizzy hair.

SHAMPOO

- » Gently cleanses while taming and smoothing hair.

CONDITIONER

- » Conditions, smooths and tames while providing extra manageability.

INTENSIVE SMOOTHING MASK

- » Extra rich care that is not too heavy.
- » Smooths hair for long-lasting manageability, control and shine.

RICH PROTECTIVE OIL

- » Improved combability, control and shine.
- » Provides humidity and heat protection.

SMOOTHING FLUID

- » Instantly smooths and tames.
- » Provides heat protection.



DE-FRIZZ PRIMER

- » Prolongs the effects of the De-Frizz Service.
- » Prepares a smooth, frizz-free style.

HUMIDITY BARRIER SPRAY

- » Shields your style (up to 72 hours) from high humidity.
- » Blocks frizz until next the wash.
- » Gives hair a shiny and weightless finish.

BEAUTIFYING HAIR PERFUME

- » Combines the elegance and sophistication of fine fragrance notes and beautifying hair care benefits.
- » Prevents static and provides shine as well as silky-feeling hair.



KERASILK RECONSTRUCT

Nourishes and reconstructs stressed and damaged hair to enhance resilience for reduced hair breakage.

SEGMENT SPECIFIC INGREDIENT:

HYALOVEIL®

Originates from a premium skin care ingredient known for moisturizing and protecting. Adheres to the outside layer and helps to seal the hair surface by ionic bonding. Stressed and damaged hair is nourished and reconstructed.



*Hyaloveil is not a trademark of Kao Corp.

ASSORTMENT

For stressed and damaged hair

SHAMPOO

- » Gently cleanses and provides nourishment for resilient, soft supple hair with health and shine.

CONDITIONER

- » Additional conditioning for every day combination of moisture and healthy feeling hair.

INTENSIVE REPAIR MASK

- » Provides lasting moisture and protection from recurring dryness which fortifies, reconstructs and enhances resilience.

REGENERATING BLOW-DRY SPRAY

- » Light instant spray with two phases for care and shine.
- » Detangles and gives instant combability.



RESTORATIVE BALM

- » Protection against hair damage from roots to ends.
- » Improves hair elasticity and prevents dryness and hair breakage.

SPLIT ENDS RECOVERY CONCENTRATE

- » Binds splits-ends back together even after contact with water.

BEAUTIFYING HAIR PERFUME

- » Combines the elegance and sophistication of fine fragrance notes and beautifying hair care benefits.
- » Prevents static and provides shine as well as silky-feeling hair.



KERASILK NOURUSHING HAIR MASSAGE

- 1 Shampoo with **Kerasilk Reconstruct Shampoo**, and if the hair is very dry and damaged, apply the **Kerasilk Reconstruct Intensive Repair Pre-Treatment** focusing on these areas.
- 2 Apply the **Kerasilk Reconstruct Intensive Repair Treatment**. Take a section of the hair, and by rotating your thumbs distribute the treatment from the roots to the ends. Repeat this technique section-by-section. Wrap the Kerasilk turban and process for 10-15 minutes, then rinse. Proceed with a Kerasilk perfect blow-dry service.



» Use a wide tooth comb to detangle the hair and evenly distribute the product before processing.



KERASILK REPOWER

Strengthens and bodifies fine and limp hair to enhance body and fullness.

SEGMENT SPECIFIC INGREDIENT:

ELASTIN

Known to improve elasticity. Elastin attaches to the hair and supports elasticity and texture. Fine and limp hair is strengthened and bodified.



ASSORTMENT

For fine and limp hair.

VOLUME SHAMPOO

- » Gently cleanses.
- » The perfect foundation for body and fullness.

VOLUME FOAM CONDITIONER

- » Lightweight aerosol mousse that conditions without adding weight.
- » Enhances resilience and elasticity.

VOLUME DRY SHAMPOO

- » Refreshes hair and volume without washing for long-lasting results.
- » A unique blend of powders for no white residue.



VOLUME BLOW-DRY SPRAY

- » Light blow-dry foundation with heat protection for instant combability, easy styling and voluminous feeling hair.

VOLUME PLUMPING CREAM

- » Lightweight cream that provides care and gives soft hold.
- » Enhances the volume of fine hair and provides heat protection.

BEAUTIFYING HAIR PERFUME

- » Combines the elegance and sophistication of fine fragrance notes and beautifying hair care benefits.
- » Prevents static and provides shine as well as silky-feeling hair.



KERASILK BODIFYING HAIR & SCALP MASSAGE

- 1 Shampoo with **Kerasilk Repower Volume Shampoo**, then apply the **Kerasilk Repower Intensive Volume Treatment** section-by-section with a brush, and comb through.
- 2 Begin the massage by placing the fingers at the nape and slowly work forward from the nape to the crown in wide circle movements. Continue by repeating the same motion, working from temples toward the hairline (approx. 7 times.)
- 3 Wrap the turban and process for 10-15 minutes. Then rinse and if the hair is very limp and fine, apply the **Kerasilk Repower Volume Intensifying Post Treatment** section-by-section from root to ends for additional volume. Do not rinse.



» Warm up the Kerasilk turban prior to usage for a more premium experience.



KERASILK REVITALIZE

Inspired by skin care. It comes with two different scalp services tailored to counteract the individual signs of scalp aging.

SEGMENT SPECIFIC INGREDIENT:

ECTOIN®

Nature's most sophisticated anti-aging substance. Ectoin prevents and counteracts typical signs of premature aging of hair and scalp.

Sub-segment specific plant extracts

- » Nourishing: Grape Seed Extract for dry & sensitive scalp.
- » Redensifying: Ginseng for thinning, weak hair.



ASSORTMENT

A unique scalp-rejuvenating routine.

EXFOLIATING PRE-WASH

- » Deeply cleanses scalp to remove excessive sebum, dead skin cells and purify pores to provide a perfect foundation for long-lasting revitalization.
- » Refreshes and fights odor.

REBALANCING SCALP FOUNDATION

- » Moisturizes and rebalances the scalp for a strengthened natural protective layer of the skin.
- » Creates an ideal base for the Kerasilk Revitalize serums.

NOURISHING SHAMPOO

- » Gently cleanses and intensively hydrates.
- » Helps to retain moisture and soothe the scalp.

NOURISHING SERUM

- » Combats key signs of an aging scalp by protecting and restoring hair and skin to its most youthful, radiant appearance.
- » Strengthens the natural protective layer of the skin and intensively hydrates dry, sensitive scalp for a long-lasting soothing effect.



REDENSIFYING SHAMPOO

- » Gently cleanses.
- » Perfect foundation for a rejuvenated scalp and thicker, denser hair.

REDENSIFYING SERUM

- » Combats key signs of an aging scalp by protecting and restoring hair and skin to its most youthful, radiant appearance.
- » Efficiently prevents from hereditary hair loss, strengthens the roots and redensifies the hair for long-lasting thicker, denser hair.



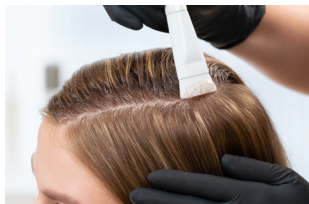
KERASILK REVITALIZE SERVICE

A salon exclusive scalp-rejuvenating routine.

1. EXFOLIATE SCALP



Apply **Exfoliating Pre-Wash** section by section (1 cm) evenly onto the scalp, massage in, then rinse thoroughly.



2. CLEANSE SCALP



Apply the **Nourishing Shampoo**, lather, then rinse thoroughly.



3. REBALANCE SCALP



Apply **Rebalancing Scalp Foundation** in large sections (2 cm) evenly to the scalp, process for up to 15 minutes, then rinse thoroughly.



4. TREAT AND INDULGE SCALP



Apply **Nourishing or Redensifying Serum** section-by-section evenly onto scalp. We recommend to use 2-3 pumps per section. Massage in. Leave in.



NOURISHING For dry, sensitive scalp

SMOOTHING TECHNIQUE:

» In combination with the **ECTOIN®** and **grape seed extract** formula, the **Smoothing Massage technique** will help to calm and soften the scalp while reducing tension.¹

¹When Kerasilk Nourishing products are used regularly

- » Place one hand with spread fingers at the hairline, another at the nape.
- » Run the hand placed at the hairline very slowly, while applying slight pressure, over the scalp along the middle parting to the nape in waves.
- » Repeat four to six times.
- » Repeat the technique on the right and left sides of the head.
- » Finish by stroking downward along the hairline, neck and shoulders.



REDENSIFYING For weak, thinning hair

DENSIFYING TECHNIQUE:

» In combination with the **ECTOIN®** and **ginseng** formula, the **Densifying Massage technique** helps to stimulate the scalp and achieve thicker, denser-looking hair.²

²When Kerasilk Redensifying products are used regularly

- » Place all ten fingertips at the forehead firmly against the scalp.
- » Let your fingers gently slide together, then release them to the starting position.
- » Repeat four to six times, then continue toward the temples and then the crown.
- » At the nape, change the position of your hands by turning your palms toward the ceiling.
- » Place your fingers on the nape with your thumbs toward the crown and then repeat the movement.
- » Finish by stroking downward along the hairline, neck and shoulders.

5. REINFORCE AT HOME SCALP AND HAIR



Recommend the **Kerasilk Revitalize** scalp-care regime to help your client achieve the desired results at home.



TIPS AND TRICKS

- » **Exfoliating Pre-Wash** can be applied to a dry or wet scalp. Use wide circular movements and apply slight pressure. For very dry scalp, use once every two weeks to prevent excess exfoliation.
- » If desired, use a steamer during the processing time of the **Rebalancing Scalp Foundation** (and Kerasilk hair treatment) to create a more sophisticated experience for your client.
- » Recommend using **Kerasilk Revitalize Serums** daily at home to achieve the desired result. It can be applied to a towel-dried or dry scalp.
- » Always maintain contact with your client's head when changing the position of your hands. This will help to create the best and most relaxing experience for your client.

KERASILK STYLE

Luxurious hair styling with a touch of silk.

- » Weightless, touchable styling for all needs of beautifully cared-for hair.
- » With silk-infused protein blends including color-caring silk.

SEGMENT SPECIFIC INGREDIENT:

SILK INFUSED PROTEIN BLENDS

Contribute to the hair strength and provide flexibility and elasticity to support any desired style while maintaining the silkiness of the hair. Products are used to create smooth, sleek looks through voluminous curls – all with heat protection.



ASSORTMENT



VOLUME DOWN

VOLUME UP

SMOOTHING SLEEK SPRAY

for all hair types

ACCENTUATING FINISH CRÈME

for all hair types

FORMING SHAPE SPRAY

for all hair types

ENHANCING CURL CRÈME

for wavy to curly
hair types

TEXTURIZING FINISH SPRAY

for all hair types

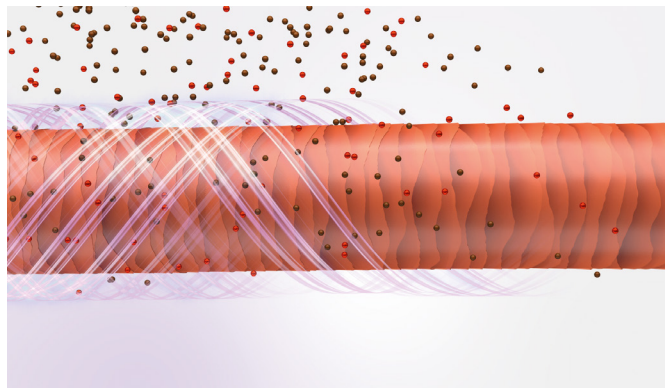
FIXING EFFECT HAIRSPRAY

for all hair types

BODIFYING VOLUME MOUSSE

for all hair types

TECHNOLOGY



» The high-performing **KeraTransform Technology** with advanced ingredients actively interacts with the hair's structure.

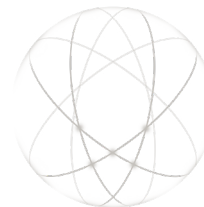
» **Silk Infused Protein Blends** help to contribute to the hair strength and provide flexibility and elasticity to support any desired styling performance – and at the same time help to provide a smooth and silky hair feel.



Keratin



Silk Infused Protein Blends
incl. Color-Caring Silk



CHAPTER 17

ACCESSORIES AND TOOLS

SERVICE AND STORAGE EQUIPMENT

COLOR RACK FOR GOLDWELL COLOR

» Space-saving storage of Goldwell cans and tubes.



PREMIUM SERVICE CAR

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



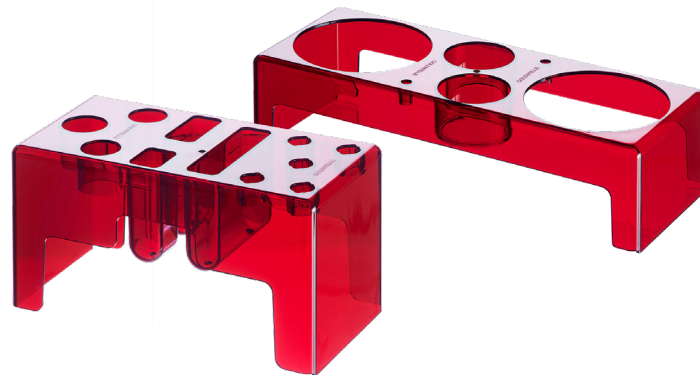
HAIR ACCESSORIES & TOOL BOX

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



COLOR & STYLING UNIT

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



MEASURING AND MIXING TOOLS

COLORING BOWL WITH MEASURING CYLINDER FOR GOLDWELL DEPOT CAN SYSTEM

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



COLORING BOWL

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



P_CAT PROFESSIONAL COLOR APPLICATION TOOL

- » Unique application tool.
- » For fast and convenient applications.
- » Ergonomic shape, easy to use,
ideal for regrowth applications.



COLORMAT

- » Dispensing, mixing and clean application all-in-one tool.



DEPOT PUMPS

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



COLORANCE APPLICATOR BOTTLE FOR DEPOT CAN SYSTEM

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



COLORANCE APPLICATOR BOTTLE

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



ELUMEN APPLICATOR BOTTLE

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



ELUMEN INTERLOCKING COLORING BOWLS

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



COLOR ACCESSORIES

COLOR COMBS

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



COLORING BRUSHES

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



COLOR MASTER MIXER

- » High-quality, modern design is stable to hold and easier to stir for the stylist with the mass mixing faster.



COLOR CLIPS

- » Stable clips to fix sections during the coloring process.



APRON

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



CAPE

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



DIGITAL SCALE

» Precise measuring in grams and ounces.



DIGITAL TIMER

» To hang or stand.



THERMAL FOILS

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



CONSULTATION TOOLS

COLOR TABLEAU FOR CLIENT CONSULTATION

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



COLOR CARD

- » Clearly shows the achievable results on different base levels.
- » Effective consultation tool for shade selection.



CHAPTER 18

TROUBLE SHOOTING

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

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

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

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

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

CHAPTER 19

GLOSSARY

A

ACIDIC

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

ALKALINE

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

The opposite of acidic.

ALLERGY ALERT TEST

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

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

ALTERNATIVE COLORING

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

AMMONIA

Ammonia is used in permanent hair color for two reasons:

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

ANIONIC

Property of a substance that carries a negative charge.

For instance, anionic surfactants are widely used in cleansing formulations.

A

ASH

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

B

BLEACH WASH

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

C

CATALYST

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

CATIONIC

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

CITRIC ACID

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

COLD SHAFT

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

C

COLOR CONTINUUM

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

COLOR CIRCLE

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

COLOR WASH

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

COMPLEMENTARY COLORS

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

CONTROL COLOR

Synonymous with complementary or counteracting colors.

CORRECTIVE SHAMPOO

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

CORTEX

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

COUNTERACTING COLOR

See "Complementary colors".

CUTICLE

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

D

DECOLORIZE

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

DEPOSIT

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

DEVELOPER

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

DIFFUSED

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

DIRECT DYE

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

DOUBLE PROCESS

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

DRABBER

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

DYE

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

F

FASHION TONE

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

FILLER

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

FORMULA

A mixture of two or more ingredients.

G

GOLD BAND

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

GRABBING

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

H

HAIR SHAFT

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

H

HERBAL EXTRACTS

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

HIGHLIFT

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

HUMECTANT

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

HYDROGEN PEROXIDE

An oxidizing chemical made up of 2 atoms of Hydrogen and 2 atoms of Oxygen (H_2O_2). It causes lift and the development of color pigments. Also referred to as Topchic Cream Developer Lotion or Colorance Lotion.

K

KERATIN

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

L

LAW OF COLOR

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

LEVEL

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

LIFT

The lightening of natural pigments with hair color or bleach.

LIGHTENER

A bleach that lightens natural or artificial pigments.

LINE OF DEMARCATION

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

M

MELANIN

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

N

NATURAL CONTRIBUTING PIGMENTS

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

NON-FASHION TONE

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

O

OPAQUE

Allowing no light to shine through.

OXIDATION

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

P

pH

Quantity which expresses the acid/alkaline balance.

pH SCALE

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

PIGMENT

Any insoluble colored substance used to impart color.

POROUS

Open in structure, permeable.

PRE-LIGHTEN

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

PRE-PIGMENTATION

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

PRE-SOFTEN

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

P

PRE-STAIN

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

PRIMARY COLORS

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

PROCESSING TIME

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

R

RECONDITION

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

REFLECTION

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

REGROWTH

The new growth of hair after a chemical process.

RETOUCH

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

S

SECONDARY COLORS

Colors made of two primary colors in equal proportions.

The secondary colors are orange, violet and green.

SHADE

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

SINGLE PROCESS

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

SPECTRUM

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

longest wave visible) to violet (produced by the shortest). The order is: red, orange, yellow, green, blue, indigo, and violet.

STAIN

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

STRAND TEST

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

SUBTRACTION COLORING

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

S

SURFACTANTS

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

T

TERTIARY COLORS

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

TINT

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

TONAL VALUE

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

TONER

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

TOUCH UP

Another term for retouch.

TRANSLUCENT

Letting shine pass through but with a milky appearance.

TRANSPARENT

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

U

UNDERTONE

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

V

VEGETABLE DYE

Color derived from plant sources.

VIRGIN HAIR

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

VISCOSITY

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

VOLUME

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

W

WARM ZONE

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

CHAPTER 20

EDUCATION & TRAINING

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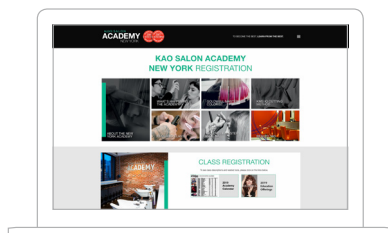
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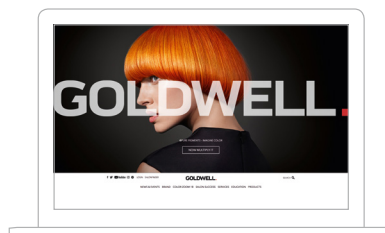
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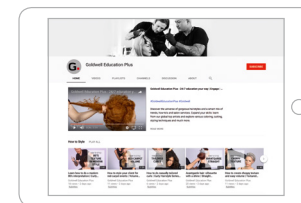
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