

colorcharm



SO COOL, IT'S HOT

**NOW WITH FIVE NEW COOL BROWN SHADES
THAT BRING THE SASS WITHOUT A HINT OF BRASS**

STEP BY STEPS FOR THIS LOOK INSIDE

FLIP OVER TO SEE WELLA COLOR TANGO

PERMANENT COLOR

Wella Color Charm permanent shades are available in liquid and gel. Both liquid and gel formats give equal color performance and reliable results. All permanent liquid shades are completely intermixable with all permanent gel shades. Choose the best consistency for your application method:

- Liquid for quick and easy bottle application.
- Gel for better control and creative color techniques including foil applications.

100% GRAY COVERAGE

- Even for the most resistant grays.

DEMI-PERMANENT COLOR

Wella Color Charm demi-permanent shades are available in cream form. Demi-permanent shades can be used with bottle or bowl/brush. Formula is ammonia-free and easily blends first grays while adding shine and enhancing color.

ECONOMICAL 1:2 MIX RATIO

All of Wella Color Charm permanent and demi-permanent shades are mixed in a 1:2 mixing ratio, which means you mix 1 part color + 2 parts developer.

LONG-LASTING, FADE-RESISTANT RESULTS

- Permanent Color contains liquifuse technology™ and gelfuse™ technology.
- Demi-Permanent Color contains cremefuse technology.
- Color Charm Hair Color technology saturates, penetrates and fuses with the hair to deliver vibrant color that is exceptionally fade resistant.



- Up to 60% more conditioning than the leading competitor.
- Up to 43% more shine (vs. untreated hair).

NEW BROWN COOL SHADES

New Brown Cool (BC) shades are the perfect balance of richness without brassiness. Designed with Cool, Ash tones that act as a built-in brass fighter to control unwanted warmth. The results are beautifully balanced brown from levels 4 through 8.

About these new Brown Cool shades:

- 100% gray coverage even for the most resistant grays.
- Available in gel format for better application control.
- Economical 1:2 mix ratio, get 6 oz. mixed color from every tube.
- gelfuse™ technology for long-lasting, fade-resistant results.

BEFORE



FROSTY BROWN Step-by-Step Technique



PRODUCT	FORMULA	SHADE	DEVELOPER
Wella Color Charm	A	1 ½ oz Wella Color Charm Permanent Gel 6BC	3 oz Wella Color Charm 20 Volume Cream Developer
Wella Color Charm	B	1 ½ oz Wella Color Charm Permanent Gel 7BC	3 oz Wella Color Charm 20 Volume Cream Developer
Wella Color Charm	C	1 oz Wella Color Charm Powder Lightener	3 oz Wella Color Charm 20 Volume Cream Developer

COLOR



STEP 1

Section the hair into four sections by splitting the hair down the middle and then splitting from the top of one ear to the top of the other ear. Secure each section with a clip.



STEP 2

Apply Formula A from roots to the midshaft. Next apply Formula B to the midshaft and leave out the last 2 to 3 inches of hair.



STEP 3

Starting at one side of the head, take ½ inch horizontal sections and paint Formula C on the last 2 to 3 inches of hair. Use foil to prevent bleeding. Process for 30 minutes. Shampoo and condition.



Wella Color Charm Demi-Permanent Haircolor Shade Palette



	NATURAL / NEUTRO	ASH / CENIZO	GOLD / DORADO	WARM / CÁLIDO	RED / ROJO
10		10NA 10/01 Lightest Ash Blonde Rubio Cenizo Clarísimo			
9					
8	8N 8/0 Light Natural Blonde Rubio Natural Claro	8A 8/1 Light Ash Blonde Rubio Cenizo Claro			
7	7N 7/0 Medium Natural Blonde Rubio Natural Mediano	7A 7/1 Medium Ash Blonde Rubio Cenizo Mediano	7G 7/3 Medium Golden Blonde Rubio Dorado Mediano	7WG 7/73 Medium Sandy Gold Dorado Arenoso Mediano	
6	6N 6/0 Dark Natural Blonde Rubio Natural Oscuro		6G 6/35 Dark Golden Blonde Rubio Dorado Oscuro	6W 6/7 Dark Sand Arena Oscuro	6RV 6/45 Fiery Red Rojo Fuego
5	5N 5/0 Light Natural Brown Castaño Natural Claro		5G 5/3 Light Golden Brown Castaño Dorado Claro		5R 5/4 Chestnut Castaño
4	4N 4/0 Medium Natural Brown Castaño Natural Mediano				
3	3N 3/0 Dark Natural Brown Castaño Natural Oscuro				
1	1N 2/0 Black Negro				

Additional Products



TONERS

Wella Color Charm permanent toner shades are available in liquid for quick and easy bottle applications. Use permanent liquid toners for:

- Creating delicate shades of blonde-like platinum and beige.
- Neutralizing unwanted warmth after lightening.
- Toning double-processed blondes.

POWDER LIGHTENERS

- Up to 7 levels of lift.
- Controlled, reliable lightening action.
- Protective oil system to help lock in moisture.
- For all on- and off-the-scalp application techniques.
- Dust-free formula.



MAKE THE LATEST STYLE YOURS



Visit us on @wellacolorcharm and @wellacolorcharm

GET THE LOOK YOU WANT, NO MATTER WHAT AT
COLORCHARM.COM

©2015 The Wella Corporation, Woodland Hills, CA 91367
 All rights reserved. Hotline: 1-866-722-4146 colorcharm.com

WOL-LA-R032-15 3904-6146

983350

COLOR THAT MOVES YOU



GET THE LOOK YOU WANT, NO MATTER WHAT AT
WELLACOLORTANGO.COM

©2015 The Wella Corporation, Woodland Hills, CA 91367

All rights reserved. Hotline: 1-866-722-4146 wellacolortango.com

WOL-LA-R032-15 3904-6146

983350

Wella Color Tango Shade Chart

RED	COOL	IC Slate	GC Citrine	RV Ruby		
		2P Jet Black				
		3V Deep Plum				
		4R Medium Auburn				
		6C Almond	6R Auburn	6RN Merlot	6RR Pomegranate	6RRV Cabernet
		7N Roasted Pecan	7B Bourbon	7RC Copper	7RR Cherry	
		8C Smokey Blonde	8R Light Ginger	8RG Light Copper	8RRV Paprika	
		10C Icy Blonde				
		Allows you to neutralize and control unwanted warm tones; intense color can be used to modify your existing formula or use alone for a silver, gray result.				
		A full range of reds from natural-looking Red Copper to intense Red Violet; Add CG (Intense Gold) or RV (Red Violet) to intensify your shade results or use alone to create on-trend fashion shades.				

BROWN	NATURAL	1NN Black Licorice			
		2			
		3			
		4	4NN Espresso Brown	4NB Chocolate Brown	4BB Dark Chocolate Brown
		5	5NN Chestnut Brown	5NB Coffee Bean Mocha	5B
		6	6NN Toffee	6NB Soufflé	6BB Toasted Hazelnut
		7	7NN Roasted Pecan		7B Bourbon
		8	8NN Cappuccino	8NB Caramel	
		9	9NN Beige Blonde		9B Honey Blonde
		10	10NN Butter Blonde		
Use to create rich and luxurious tones that are warm without looking brassy.					
Use these shades for 100% coverage on subborn grays and for natural-looking results that are neither warm nor cool.					

Wella Color Tango delivers rich and deeply pigmented shade results on a calibrated color system from balanced neutrals to intense reds. This means you can intermix shades to create customized results. For example, if you want to create a red shade that is in between a level 8 Light Red Blonde and a level 6 Dark Red Blonde, you would mix equal parts of 8R Light Ginger + 6R Auburn to create a level 7 Medium Red Blonde.

Color Tip: Wella Color Tango is a richer and more opaque color result in comparison to Wella Color Charm. If you are currently using Wella Color Charm, we recommend selecting a Wella Color Tango shade that is 1 level lighter than your existing shade to avoid getting results that are too dark. Remember to mix Wella Color Tango in a 1:1 mixing ratio and process for 30 minutes.



STEP 1
Starting in the back triangle section, use a medium weave technique and alternate Formulas A and B in foils. Skip a 1/2 inch section in between each foil. Continue in this same pattern on the remaining 3 triangle sections and square section on top. You should end up with 3 to 4 foils on each triangle and 6 to 7 foils on the square section. Process for 30 minutes. Shampoo and condition.



COLOR			
PRODUCT	FORMULA	SHADE	DEVELOPER
Wella Color Tango	A	1 oz Wella Color Tango 8NN	1 oz Wella Color Tango 20-Volume Developer
Wella Color Tango	B	1/2 oz Wella Color Tango 10C	1 oz Wella Color Tango 20-Volume Developer



AFICIONADO BLONDE
Step-by-Step Technique



BEFORE



STEP 1
Take a 1 inch section from the middle of the front hairline and secure with a clip. Create two triangle sections on each side and secure each section with a clip.
STEP 2
Starting at the nape area, apply Formula A and secure with a clip. Next, create a small triangle section on each side of the square. Secure each section with a clip.



COLOR			
PRODUCT	FORMULA	SHADE	DEVELOPER
Wella Color Tango	A	1 1/2 oz Wella Color Tango 5B + 1 1/2 oz Wella Color Tango 6C	3 oz Wella Color Tango 30 Volume Developer
Wella Color Tango	B	1 1/2 oz Wella Color Tango 5B + 3 oz Wella Color Tango 6C	20 Volume Developer
Wella Color Tango	C	1 oz Wella Color Tango 6B	1 oz Wella Color Tango 20 Volume Developer



SIZZLING MORENA
Step-by-Step Technique



BEFORE

Shampoo and condition.
From roots to ends. Process for 30 minutes.
Next apply Formula C to the triangle sections and apply the same Formula B to the root area. Leaving out the two triangle sections. Go back ends. Continue this application to the front. Starting 1/2 inch away from the roots to the top. Next, create a small triangle section on each side and secure each section with a clip.

IRRESISTIBLE

has a new name

Embrace the Experience to Irresistibly Touchable Color

Introducing Wella Color Tango, a permanent masque haircolor from the world of Wella.

Over thirty silky-smooth shades from opulent browns to shimmering blondes to full-bodied reds that leave you feeling and looking amazing.

An Enjoyable Experience End-to-End, Root-to-Tip

- Pleasant Mimosa and Ylang Ylang fragrance.
- Thick masque consistency that stays in place for no dripping.

100% Gray Coverage in 30 Minutes

PowerPigments™ in Every Tube

- Color Ignite Technology™ couples intense color molecules together to create a strong bond that resists washing out and delivers irresistibly vibrant color.

¼ Moisturizing Ingredients in Every Tube

- Moisture Embrace Technology™ surrounds each hair strand to enable smooth color application, stunning shine and long-lasting color.

HOW TO MIX

Mix Wella Color Tango Permanent Masque with Wella Color Tango Developer in a 1:1 mixing ratio. Example: Mix 2 oz Wella Color Tango Permanent Masque + 2 oz Wella Color Tango Developer.

Due to the thick masque consistency, we recommend applying Wella Color Tango with a bowl and brush.

Use Wella Color Tango Intensifiers to customize your color results. Start by adding a ¼ oz of the desired Intensifier to your 2 oz formula. Add the same amount of Developer as Intensifier.

IC = Intense Cool = Slate

CG = Intense Gold = Citrine

RV = Red Violet = Ruby

Color Tip: Silver-Gray is one of the hottest haircolor trends and you can create it using Wella Color Tango Intense Cool (IC). Mix 2 oz 10C Icy Blonde + ¼ oz IC Slate + 2 ¼ oz 10 Volume Wella Color Tango Developer. Apply on hair that has been pre-lightened to pale yellow and process for up to 15 minutes. Check every 5 minutes and shampoo once the desired tone is reached.

DEVELOPER

Always use Wella Color Tango Developer for best results.

*10 Volume – Use for going darker or maintaining the same level.

20 Volume – Use for gray coverage and lightening up to 2 levels.

30 Volume – Use for lightening up to 3 levels and for more intense results on dark hair.

*Create 10 Volume by mixing equal parts 20 Volume Wella Color Tango Developer with distilled water.

TIMING

Process Wella Color Tango for 30 minutes to ensure 100% gray coverage.



FLIP OVER TO SEE WELLA COLOR CHARM

STEP BY STEPS FOR THIS LOOK INSIDE

has a new name

IRRESISTIBLE

COLOR
tango[™]

