

color*tango*TM



EDUCATION
WORKBOOK

IN-DEPTH PRODUCT KNOWLEDGE

FLIP FOR WELLA COLOR CHARM

CO|ORtango™

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.

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TONAL FAMILIES

Wella Color Tango is organized in 5 tonal families to make the shade selection simple and intuitive. The 5 tonal families are Natural, Brown, Cool, Red and Gold.

Natural: Ideal for 100% gray coverage even on resistant grays. Provides natural-looking tones that are neither warm or cool.

Brown: Use to create rich and luxurious tones that are warm without looking brassy.

Cool: Allows you to neutralize and control unwanted warm tones.

Red: A full range of reds from natural-looking red copper to intense red violet.

Gold: Designed to add or intensify warm, gold tone for any Wella Color Tango formulas.



LEVEL AND TONE

Wella Color Tango is organized on a level and tone system. The number shown on the package is the level, which indicates the level of lightness or darkness. The letter next to this number represents the tone.

WHAT IS A LEVEL?

A level describes how light or dark a color is regardless of its tonal character. This is represented by a numeric system based on international standards. The range is from 1 to 12, with 1 being the darkest and 12 being the lightest.

WHAT IS A TONE?

A tone is the overall character of the color result that you will see. This is represented by the one or two letters that follow the level number.



LEVEL

The first number indicates the level of the color based on how light or dark the expected result will be.

TONE

The letter following the number represents the tonal qualities of the shade. In this case the letter N indicates a Natural tone.

This system was designed on a calibrated numbering system, meaning you can intermix Wella Color Tango shades for customized results. For example, if you need a level 7 red shade but do not see it available, you can intermix equal parts of Wella Color Tango 6R with 8R to create a 7R.

Example: 1 oz Wella Color Tango 8R Light Ginger + 1 oz 6R Auburn + 2 oz Wella Color Tango Developer = 7R Medium Red Blonde.

Selecting Your Shade

Haircolor results are a combination of two factors: the shade used and the underlying contributing pigment of the natural haircolor. There are two concepts that can help us better understand these factors: 1) Exposed Contributing Pigment Guide and 2) Color Wheel.

EXPOSED CONTRIBUTING PIGMENT GUIDE

All natural haircolor is made up of a number of natural color pigments. These pigments are either warm or cool in tone and it is the combination of these that produces the natural haircolor that we see. As we lighten the hair these pigments are exposed, often producing warm results.

EXAMPLE

When lightening hair from a natural level 5 to a level 7, you expose the red and gold natural underlying contributing pigment which may result in your final haircolor being too warm. This can be controlled by using the right tone, as indicated by the Color Wheel, to counteract this natural underlying pigment.

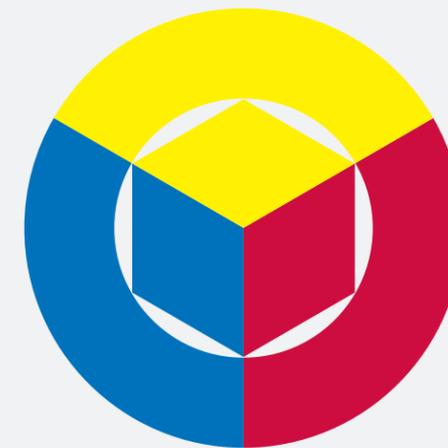
LEVEL	NATURAL LEVEL	NATURAL HAIRCOLOR	EXPOSED CONTRIBUTING PIGMENT
10		lightest blonde	pale yellow 
9		very light blonde	yellow 
8		light blonde	yellow 
7		medium blonde	gold 
6		dark blonde	gold 
5		light brown	red gold 
4		medium brown	red 
3		dark brown	red 
2		very dark brown	brown 
1		black	black 

COLOR WHEEL

The Color Wheel is a tool that explains the fundamental rules of color. These are equally applicable whether you are a painter, a photographer, a designer or a professional colorist. An awareness of the fundamental rules of color will allow you to confidently select the right shade for your client every time.

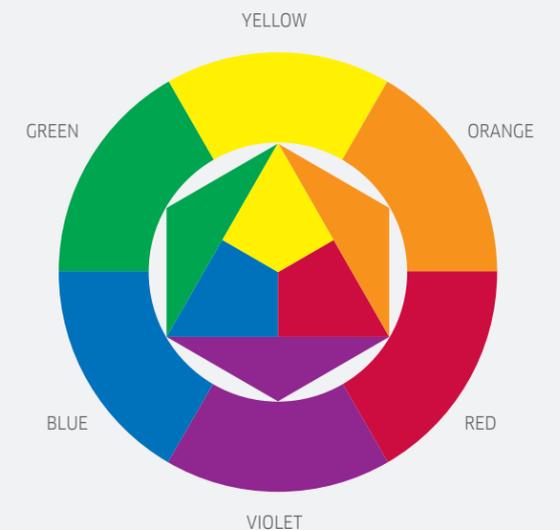
PRIMARY COLORS

Cannot be mixed from any combination of other colors (yellow, blue, red).



SECONDARY COLORS

They are achieved by mixing the primary colors (green, orange, violet).



NEUTRALIZING UNWANTED TONES

Colors that are opposite each other on the Color Wheel neutralize each other and can be helpful in reducing unwanted warmth or eliminating too much ash.

PRIMARY COLORS	SECONDARY COLORS (MIX 2 PRIMARY COLORS TOGETHER)	TERTIARY COLORS
Yellow	Blue + Yellow = Green	Tertiary colors are all of the shades in-between the primary and secondary colors. They represent the limitless subtle variations in tonal character and intensity.
Blue	Red + Yellow = Orange	
Red	Blue + Red = Purple/Violet	

Mixing Instructions

Mix Wella Color Tango Permanent Masque with Wella Color Tango Developer in a 1:1 mixing ratio.



Example:
2oz Wella Color Tango 5B + 2 oz Wella Color Tango 20 Volume Developer

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

Example:
2 oz Wella Color Tango 6C + ¼ oz Wella Color Tango IC (Slate) + 2¼ oz Wella Color Tango Developer



IC (Slate) = Intense Cool



CG (Citrine) = Intense Gold



RV (Ruby) = Intense Red Violet

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.

DEVELOPER & TIMING

Select your developer based on the level of lift. Always use Wella Developers for best results.



DEVELOPER	USE FOR
Wella Color Charm Activating Lotion	Deposit only color services, such as refreshing color through lengths and ends.
10 Volume*	Going darker or maintaining the same level.
20 Volume	Optimum gray coverage and lightening up to 2 levels.
30 Volume	Lightening up to 3 levels and for more intense results through lengths and ends.

*Create 10 Volume Developer by mixing equal parts 20 Volume WCT Developer with distilled water.

Timing

Process Wella Color Tango for 30 minutes to ensure 100% gray coverage. When applying color through the lengths and ends of porous hair, check the color every 10 minutes to avoid results that are too dark.

Wella Color Tango Shade Chart

	NATURAL		BROWN	
10	10NN Butter Blonde			
9	9NN Beige Blonde		9B Honey Blonde	
8	8NN Cappuccino	8NB Caramel		8BC Light Bronze
7	7NN Roasted Pecan		7B Bourbon	
6	6NN Toffee	6NB Souffle	6BB Toasted Hazelnut	6BC Suede
5	5NN Chestnut Brown	5NB Coffee Bean	5B Mocha	5BC French Roast
4	4NN Espresso Brown	4NB Chocolate Brown	4BB Dark Chocolate Brown	4BC Iced Brown
3				
2				
1	1NN Black Licorice			

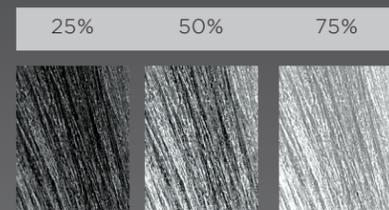
	COOL	RED			
10C Icy Blonde					
8C Smokey Blonde	8R Light Ginger	8RG Light Copper		8RRV Paprika	
		7RG Copper	7RR Cherry		
6C Almond	6R Auburn	6RN Merlot	6RR Pomegranate	6RRV Cabernet	
				5RV Burgundy	
	4R Medium Auburn			4VR Mahogany	
				3V Deep Plum	
2P Jet Black					
IC Slate		GG Citrine		RV Ruby	

Gray Coverage Techniques

1. Determine your client's natural level by sectioning off a section at the back of the head. Compare the natural level swatches from page 5 and select the shade that matches the natural haircolor closest to the scalp.

2. Determine the percentage of gray in your client's hair. For best gray coverage results, formulate the percentage of a Natural or Brown shade to equal the percentage of gray in your client's hair.

EXAMPLES OF WHITE HAIR ON NATURAL LEVEL 5:



3. Identify the contributing pigment based on your client's natural level. Formulate to either enhance or neutralize the contributing pigment based on the target result.

Example: Client with a natural level 6 haircolor and 50% gray would like full gray coverage, but doesn't want any warm tones.

Formula: 1 oz Wella Color Tango 6NN + 1 oz Wella Color Tango 6C + 2 oz Wella Color Tango 20 Volume Developer

Coverage vs. Blending

The amount of gray coverage or gray blending needed depends on the percentage of gray and your client's target color result. Clients with 50% gray or more will most likely prefer full gray coverage. However, clients with 30% to 40% gray may prefer to blend their grays to avoid an obvious re-growth.

Full Coverage Application Tip: When coloring gray hair, section the hair into quadrants and start applying at the front hairline where the gray is most resistant.

Gray Blending Application Tip: Blend gray hair by brushing your permanent color formula through the hair with a Denman brush vs. a tint brush. This will create a softer look, which is ideal for male clients who do not want an obvious re-growth.

Creative Color Formulas

Glossing

Try a glossing formula to refresh the lengths and ends of your client's existing color. Use the same formula to retouch the roots and use a glossing formula to pull through the rest of the hair.

Formulate by mixing your existing Wella Color Tango formula with 2 parts Wella Color Charm Activating Lotion. Example: 1 oz Wella Color Tango 8RG + 2 oz Wella Color Charm Activating Lotion.



Mist the ends with water to balance out the porosity. Apply the glossing formula from the line of demarcation through the lengths and ends. Process for 5 to 15 minutes at the shampoo bowl. Shampoo and condition.

Gray Toner

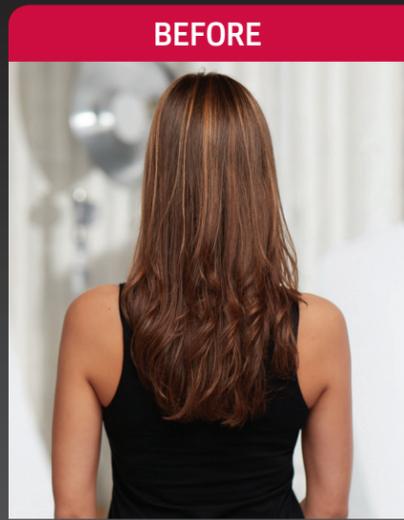
Create a striking gray tone by first pre-lightening the hair to pale yellow. Apply 3 parts Wella Color Tango 10C + 1 part Wella Color Tango IC + equal parts 20 Volume Developer to shampooed and towel-dried hair. Process until the desired tone is reached, but check the color every 5 minutes to avoid getting results that are too dark.



Strawberry Blonde

This tone is ideal for clients with a natural level 6 and above. Mix 3 parts Wella Color Tango 8RG + 1 part Wella Color Tango 10NN + equal parts 20 volume developer. Apply using desired application technique and process for 30 minutes.





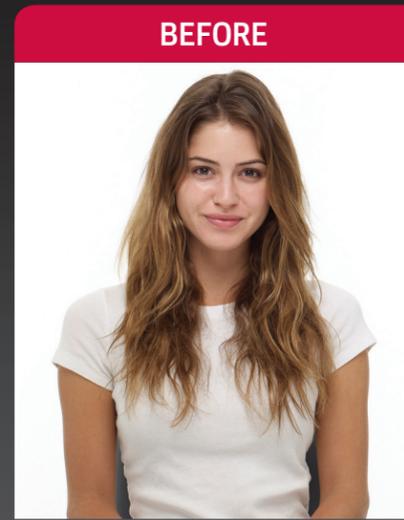
BEFORE

SATIN BRUNETTE

Step-by-Step Technique



PRODUCT	FORMULA	SHADE	DEVELOPER
Wella Color Tango	A	2 oz Wella Color Tango 4BC	2 oz Wella Color Tango 20 Volume Developer



BEFORE

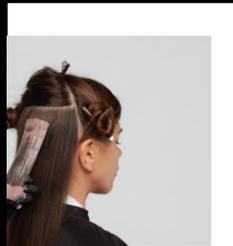
AFICIONADO BLONDE

Step-by-Step Technique



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	½ oz Wella Color Tango 10C	1 oz Wella Color Tango 20-Volume Developer

STEP-BY-STEP



STEP 1
Divide the hair into 4 equal sections from front hairline to the nape and from ear to ear and secure using a large clip.

STEP 2
Starting at the back of the head, apply the desired color from roots up to the ends, leaving the ends out. Continue this application in the front sections.

STEP 3
When you have completed all 4 sections, blend the remaining color through the ends that were left out. Gently clip up all of the hair and process for 30 minutes. Finish by Rinsing, shampooing and Conditioning the hair.

STEP-BY-STEP



STEP 1
Create a square section at the crown of the head and secure with a clip. Next, create a small triangle section on each side of the square. Secure each section with a clip.

STEP 2
Starting in the back triangle section, use a medium weave technique and alternate Formulas A and B in foils. Skip a ½ 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 THAT MOVES YOU



GET THE LOOK YOU WANT, NO MATTER WHAT AT
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