ALLERGY ALERT TEST
After your Professional Consultation you may need to carry out an Allergy Alert Test 48 hours prior to proceeding with a color service.

1. Mix 5 grams color with 5 grams developer.

2. Apply the color to 1 cm² directly below the crook of the elbow.

3. Leave the color uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.

4. Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.

WE RECOMMEND THAT AN ALLERGY TEST IS DONE 48 HOURS BEFORE COLORING.
Did you know that 2 more demi-permanent color services per week can increase your revenue by 6%?

COLOR TOUCH enables you and your clients to get into fashion forward color. Experience the shine and vibrancy of a permanent color with the low-commitment of a demi-permanent color.

- Ammonia free* and infused with Keratin.
- High shine for stunning high fashion results.
- Low maintenance & quick changes: it only takes from 5–20 min to get the look.

40% of younger clients would consider trying low-commitment color.
50% of clients aged 18–34 want to have fun and experiment with their hair.
COLOR TOUCH IS THE PERFECT FASHION ACCESSORY: CLIENTS CAN CHANGE WHenever INSPIRATION HITS.

MARK DEBOLT, MARIE ROBINSON SALON NYC

I ALWAYS GO FOR COLOR TOUCH: IT GIVES ME UNLIMITED CREATIVE POSSIBILITIES.

JAYSON GRAY, INTERNATIONAL CREATIVE DIRECTOR, TONI & GUY
SHE CAN ROCK
A SOFTER OMBRE

Soft Ombre allows clients to enjoy a gentle touch of the sun all year round:
For the girl who doesn’t mind being mistaken for a sunkissed celebrity now and then.

SOFT OMBRE

BASE
Dark Golden Blonde
COLOR TOUCH 6/7 + 5/73
+ 1 inch 0/34 + COLOR TOUCH Emulsion 4% 20 min

COLOR TOUCH 6/35 + 5/0
+ COLOR TOUCH Emulsion 1.9% 20 min

COLOR TOUCH 7/75 + 8/71
+ COLOR TOUCH Emulsion 4% 20 min

COLOR TOUCH 9/03 + 8/0 (1:1)
COLOR TOUCH Emulsion 1.9% 20 min

COLOR TOUCH 8/71 + 8/0 (1:1)
COLOR TOUCH Emulsion 1.9% 10-20 min

COLOR TOUCH 9/03 + 10/6 (1:1)
COLOR TOUCH Emulsion 1.9% 15 min

WHY NOT TRY?

Tip 1: On darker bases or previously colored hair use Blondor FREELIGHTS to lighten the ends before applying Sunlights or COLOR TOUCH Gloss.

Tip 2: Want an Ombre Twist? Apply Sunlights to the mid-lengths only.

Option | Base | Sunlights | Gloss over Blondor
--- | --- | --- | ---
Sunshine lights* | Dark Golden Blonde | 3 | COLOR TOUCH 9/03 + 8/0 (3:1)
 | | | COLOR TOUCH Emulsion 1.9% 20 min
Natural lights | COLOR TOUCH 6/35 + 5/0 | 07 | COLOR TOUCH 8/71 + 8/0 (1:1)
 | | | COLOR TOUCH Emulsion 1.9% 10-20 min
Cool/Warm Ombre | COLOR TOUCH 7/75 + 8/71 | 00 + 3 | COLOR TOUCH 9/03 + 10/6 (1:1)
 | | | COLOR TOUCH Emulsion 1.9% 15 min

*On existing highlighted hair
SHE CAN TEASE WITH A HIDDEN TWIST

Hidden Twist allows clients to enjoy the best of both worlds. She can show her sweet side then tease her true colors with a toss of her locks. That’s versatility!

[Beautifully fades within 24 washes.]

<table>
<thead>
<tr>
<th>NAME</th>
<th>DIAL IT DOWN PRELIGHTEN 1-2 LEVELS</th>
<th>NAME</th>
<th>DIAL IT UP PRE LIGHTEN 3-7 LEVELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOL ROSE</td>
<td>COLOR TOUCH 9/16 + 0/68 (2:1) + COLOR TOUCH Emulsion 1.9%</td>
<td>SCREAMING PINK</td>
<td>COLOR TOUCH Relights /96 + /56 (5:1) + COLOR TOUCH Emulsion 1.9%</td>
</tr>
<tr>
<td>TANGERINE DREAM</td>
<td>COLOR TOUCH 10/0 + 0/43 (10:1) + COLOR TOUCH Emulsion 1.9%</td>
<td>ROYAL VIOLET</td>
<td>COLOR TOUCH Relights /96 + /56 (2:1) + COLOR TOUCH Emulsion 1.9%</td>
</tr>
<tr>
<td>VIOLET DAWN</td>
<td>COLOR TOUCH 10/6 + 0/68 (30:1) + COLOR TOUCH Emulsion 1.9%</td>
<td>ORANGE SNAP</td>
<td>COLOR TOUCH Relights /34 + /56 (2:1) + COLOR TOUCH Emulsion 1.9%</td>
</tr>
</tbody>
</table>
SHE’LL LOVE MATTE RED WITH ALL OF HER HEART

Matte Red is the new red. It doesn’t shout or scream, it softly seduces. She will be adored: wear it, love it, own it.

[Red beautifully fades within 24 washes.]

Tip 1: Why not try a deeper red throughout the underneath.

Tip 2: Why not try to use a deeper red and blend into a lighter red on the mid-lengths and ends to create a shadowy root.

THERE IS A MATTE RED FOR EVERY CLIENT

<table>
<thead>
<tr>
<th></th>
<th>RED BASE</th>
<th>INSTAMATIC GLOSS FOR 5 MINUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATTE RED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATTE COPPER RED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATTE COOL RED</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RED BASE:

- MATTE RED
  - Level 6
    - COLOR TOUCH 66/45 + 0/56 (10:1)
    - + COLOR TOUCH Emulsion 4% 20 min

- MATTE COPPER RED
  - COLOR TOUCH 7/4 + 8/43 (1:1)
    - + COLOR TOUCH Emulsion 4% 20 min

- MATTE COOL RED
  - COLOR TOUCH 55/65
    - + COLOR TOUCH Emulsion 4% 20 min

INSTAMATIC GLOSS FOR 5 MINUTES:

- SMOKEY AMETHYST
- PINK DREAM
- OCEAN STORM
CREATE **INSTANT SHINE APPEAL**

Crystal Gloss is a quick and easy add-on service that gives client’s hair luxurious crystal shine. Just the thing to add sparkle to a last minute date.

Suitable for all clients and all starting tone levels to boost shine in no time – perfect for non-color clients just before doing the cut to refresh shine between colorations or to gloss the hair as a final step directly after a painting/highlighting service.

[Fades beautifully]

---

**Tip 1:** COLOR TOUCH Relights for translucent, clear shine and shine with a hint of color.

Relights shades that are best suited are:

/00, /03, /06, /18, /34, /43, /44, /47, /56, /57

Mix 1 part COLOR TOUCH Relights with 3 parts COLOR TOUCH; 1.9% Emulsion

Develop for 5 minutes and rinse thoroughly.

---

**Tip 2:** COLOR TOUCH for shine with a touch of color

**SHADE RECOMMENDATION**

For the best shine results, use all shades tone depth 4 and lighter*

1 part COLOR TOUCH shade with 1 part COLOR TOUCH 1.9% Emulsion, and 1 part conditioner

Develop for 5 minutes and rinse thoroughly.

*Except shade directions: /0, /7, /81, /89, /98
NEED TO PERK UP HER HIGHLIGHTS?

COLOR TOUCH Relights gives clients a refresh to their highlights and the spring back in their step. Because faded highlights are a fashion no-go.

The Smart Selective Formula in COLOR TOUCH Relights only acts on the highlighted or pre-lightened hair and guarantees brilliant shading or refreshing of blonde and other fashion highlights, while the surrounding hair gets a vibrant shine.

WHY NOT OFFER YOUR CLIENTS A COLOR TOUCH RELIGHTS TONING SERVICE TO KEEP THEIR BLONDES FRESH, FUN AND NEW IN BETWEEN HIGHLIGHT SERVICES.
### Demi-Permanent Color Choices

<table>
<thead>
<tr>
<th>COLOR TOUCH</th>
<th>SPECIAL MIX</th>
<th>PLUS</th>
<th>RELIGHTS</th>
<th>SUNLIGHTS</th>
<th>INSTAMATIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low-commitment, flexible ammonia free multifaceted hair color for clients that like to change their hair tone more regularly.</td>
<td>Tonal intensity, creative mixing or vibrant color results.</td>
<td>Needs more gray coverage, but looks for gentleness.</td>
<td>Looks for a tonal boost or refresh on pre-lightened hair.</td>
<td>Seeks sunkissed beach hair or wants to be a little bit brighter.</td>
<td>Seeks for low-commitment, fun color.</td>
</tr>
<tr>
<td><strong>WHAT</strong></td>
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<tr>
<td>Seeks for vibrant, rich, gentle color.</td>
<td>Asks for more edgy, creative results.</td>
<td>Low-commitment, flexible ammonia free multifaceted hair color for clients that like to change their hair tone more regularly.</td>
<td>To refresh Blondor &amp; Magma color/highlights whilst giving the surrounding hair a vibrant shine.</td>
<td>A gentle introduction to lightening and brightening on virgin hair for a sunkissed holiday look.</td>
<td>New fashion forward matte gloss with a fine blend of color pigments for a diffused color finished.</td>
</tr>
<tr>
<td><strong>LOVED FOR</strong></td>
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<tr>
<td>• Fun</td>
<td>• Fun</td>
<td>• Fun</td>
<td>• Fun</td>
<td>• Gentle lightening</td>
<td>• Fun</td>
</tr>
<tr>
<td>• Creativity</td>
<td>• Creativity</td>
<td>• Creativity</td>
<td>• Glossing</td>
<td>• Matte Glossing</td>
<td>• Matte Glossing</td>
</tr>
<tr>
<td>• Enhancing</td>
<td>• Enhancing</td>
<td>• Enhancing</td>
<td>• Refreshing</td>
<td>• Changing Tone</td>
<td>• Changing Tone</td>
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<tr>
<td>• Add depth &amp; tone</td>
<td>• Add depth &amp; tone</td>
<td>• Add depth &amp; tone</td>
<td>• Add tone</td>
<td>• Color Correction</td>
<td>• Color Correction</td>
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<tr>
<td><strong>COMMITMENT</strong></td>
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</tr>
<tr>
<td>Beautifully fades within 24 washes</td>
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<td>Beautifully fades within 24 washes</td>
<td>Beautifully fades within 24 washes</td>
<td>Up to 2 levels of lift</td>
<td>Fades beautifully</td>
</tr>
<tr>
<td><strong>SHADES</strong></td>
<td></td>
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<tr>
<td>WELL Professional Brilliance</td>
<td>WELL Professional Brilliance</td>
<td>WELL Professional Brilliance</td>
<td>WELL Professional Elements</td>
<td>WELL Professional Elements</td>
<td>WELL Professional Elements</td>
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<tr>
<td><strong>CARE</strong></td>
<td></td>
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<tr>
<td>MATTE RED</td>
<td>HIDDEN TWIST</td>
<td>CRYSTAL GLOSS</td>
<td>RELIGHTS</td>
<td>SOFT OMBRE</td>
<td>MATTE GLOSS</td>
</tr>
<tr>
<td><strong>SERVICES</strong></td>
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</tbody>
</table>
COLOR TOUCH Light² Color complex is a powerful combination of:

• Light-reflecting color molecules that evenly penetrate into the hair to create high shine.
• Natural wax and a caring, ammonia free* formulation, infused with Keratin, for gentle color service.

That allows for fashionable fast changes resulting in multi-dimensional vibrant color and high fashion shine.

*COLOR TOUCH, COLOR TOUCH Sunlights (except Sunlight/0) and COLOR TOUCH Relights.
WORKING WITH COLOR TOUCH

COLOR TOUCH CREATES BEAUTIFUL COLOR WITH UNPARALLELED SHINE AND DEPTH OF TONE. IT'S ALSO THE PERFECT COMPLEMENT TO KOLESTON PERFECT.

MARK DEBOLT

SHADE NUMBERING SYSTEM

4/71
1 2 3

1. Depth of color
2. Major tone of color
3. Minor tone of color

TONE NUMBERING SYSTEM

- /1 Ash (blue/green)
- /2 Matt (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Mahogany (red/violet)
- /6 Violet (cool)
- /7 Brown (red, yellow, blue)
- /8 Pearl (blue)
- /9 Cendre (blue/violet)
COLOR TOUCH

COLOR TOUCH IS DEVELOPED TO PERFECTLY COMPLEMENT THE KOLESTON PERFECT SHADES.

LOW-COMMITMENT, FLEXIBLE AMMONIA FREE MULTIFACETED HAIR COLOR FOR CLIENTS THAT LIKE TO CHANGE THEIR HAIR TONE MORE REGULARLY.

MIXING RATIO IS
COLOR TOUCH + COLOR TOUCH EMULSION 1:2 OR 4%

[1:2]
ADD INTENSITY OF TONE TO ANY COLOR TOUCH SHADE
Depending on the desired intensity, mix e.g. 20 g COLOR TOUCH shade + 10 g Special Mix tone + 60 g COLOR TOUCH Emulsion.

REDUCE TONE INTENSITY
Mix clear tone 0/00 to reduce color intensity - for example, 20 g COLOR TOUCH shade + 10 g clear tone 0/00 + 60 g COLOR TOUCH Emulsion.

TO EMPHASIZE INDIVIDUAL SELECTIONS OF THE HAIR
Mix Special Mix with COLOR TOUCH Emulsion in ratio 1:2.
A gentle introduction to lightening and brightening on virgin hair. For a sunkissed holiday look. Ideal to blend in first signs of gray hair.

Shade
Here you will find the possible results, based on the natural hair color and the shade you select.

To refresh blondor & magma color/highlights whilst giving the surrounding hair a vibrant shine.
COLOR TOUCH APPLICATION TIPS

COLOR BALANCING

COLOR TOUCH is developed to perfectly complement the Koleston Perfect shades. It may be used to balance when necessary, to increase tonal intensity, restore depth of faded color, add shine, revitalize blondes, redheads and brunettes, tone highlights, and refresh faded ends.

TIPS:
• After color has developed on the new growth, mist the mid-lengths and ends with water and apply the chosen COLOR TOUCH formula.
• All color balancing formulas should be mixed with two parts of the COLOR TOUCH Emulsion. Development time will vary, depending on the intensity of tone, desired level, porosity and amount of balancing needed.
• Watch for visual development 5–15 min.

To reduce intensity of tone, mix clear tone 0/00 in a 1:2 mix ratio, e.g. 20 g shade + 10 g clear tone 0/00 + 60 g COLOR TOUCH Emulsion.
NEW INSTAMATIC SHADES

SELL THE INSTAMATIC MATTE GLOSS SERVICE AS THE NEW FASHIONFORWARD DIFFUSED COLOR FINISH

It's quick and easy for clients to try-on INSTAMATIC Matte Gloss; Give them the latest fashion must-have and they'll rock a diffused color finish that fades beautifully.
A fine blend of color molecules are diffused gradually into the hair cuticles. The result is a temporary, delicate matte gloss with a muted shine.

Clear Dust adds a clear matte gloss finish.

**HOW INSTAMATIC WORKS**

COLOR TOUCH INSTAMATIC technology is formulated with a fine blend of color molecules that are diffused gradually into the hair cuticles. Result is a temporary, delicate matte gloss, muted shine, on-trend finish.

1. A fine blend of color molecules are diffused gradually into the hair cuticles.

2. The result is a temporary, delicate filtered gloss with a muted shine.

Clear Dust adds a clear matte gloss finish.
INSTAMATIC MIXING AND APPLICATION

Matte Gloss for a diffused color finish that is different depending on the hair color it’s applied on, just like a color filter on hair.

Developers - COLOR TOUCH Emulsion 1.9% or 4%.
From 5-20 min depending on desired intensity.

Mix 1:1 with COLOR TOUCH Emulsion 1.9% or 4% apply on dry hair, develop for 5-20 min depending on desired intensity.

• When developing time is completed, add some lukewarm water and gently emulsify. Rinse thoroughly with water.
• Wash hair once with Wella Professionals Brilliance or Elements Shampoo.
• To neutralize oxidation residues and stabilize color, we recommend Wella Professionals Color Post Treatment.

[Application on dry hair increases intensity, application on damp hair produces a very soft result.]

RESULTS ON THE HAIR

SMOKEY AMETHYST
MUTED MAUVE
PINK DREAM
JADED MINT
OCEAN STORM

10 MIN
20 MIN

INSTAMATIC TIPS & TRICKS

1. SOFTER LOOK
For an even softer diffused color finish, use clear dust to reduce intensity of the color. When the application is complete, develop for up to 20 min.

2. LONGER DEVELOPMENT TIME NEEDED
To use INSTAMATIC for more creative techniques, add CLEAR DUST to prolong the development time. Maximum development time 20 min.

3. PERSONALIZED RESULT
Create personalized filtered finishes on any hair. Create new effects by using INSTAMATIC on top of highlights or the client’s usual Color i.e. Matte Red COLOR TOUCH 77/45 with a Smokey Amethyst diffused color finish.

4. DESIGNED TO WORK WITH COLOR.ID TO INCREASE YOUR CREATIVITY

INSTAMATIC + COLOR TOUCH Emulsion 1.9% or 4% + Color.id [1:10:10:1].

Please ensure the scalp is dry.
INSTAMATIC IS ALSO GREAT FOR COLOR CORRECTION

Understanding the lightening curve and the color wheel will help you to choose the right complementary colors for your clients color correction.

If you need to neutralize the underlying exposed pigments: decide if it is too red, orange or yellow, then just choose the complementary color that is opposite on the color wheel.

- JADED MINT when the hair is too Red
- OCEAN STORM when the hair is too Orange
- MUTED MAUVE when the hair is too Yellow
TODAY’S A PINK AFFAIR!
TOMORROW, WHO KNOWS?

The Matte Gloss service transforms everyday blondes to a non-commitment diffused color finish: your clients need never be married to just one look.

[Fades beautifully.]

HOW TO

1. Pre-lighten using BLONDOR FREELIGHTS taking large V sections. Paint highlights through the top section getting stronger towards the face. Once sufficient lift has been achieved remove in the normal manner and blow dry the hair.

2. Working with instamat!c through the pre-lightened panels at the back and sides. Sponge shades A, B and C randomly to create a cloud of color through the mid-lengths. Develop for 20 min.

A INSTAMATIC PINK DREAM + COLOR TOUCH Emulsion 1.9% [1 : 1]
B INSTAMATIC MUTED MAUVE + COLOR TOUCH Emulsion 1.9% [1 : 1]
C INSTAMATIC SMOKEY AMETHYST + COLOR TOUCH Emulsion 1.9% [1 : 1]

Tip: Don’t leave too much space between the colors or it will look patchy.

PINK DREAM HAS QUICKLY BECOME MY FAVORITE TO ADD SUBTLE NUANCES TO ROSEWOOD BRUNETTES AND STRAWBERRY GOLD BLONDES.

MARK DEBOLT
THE WEEKEND IS WILD!
The Matte Gloss service lets your clients rock the colors that weekends were made for.

[Fades beautifully.]

1. Take a wide V section and apply A to the roots and blend down 3 cm.

2. Alternate A, B and C on the mid-lengths and ends of the V section. Apply A to any remaining hair. Develop for 20 min.

A INSTAMATIC MUTED MAUVE
+ COLOR TOUCH Emulsion 1.9% [1 : 1]

B INSTAMATIC JADED MINT
+ COLOR TOUCH Emulsion 1.9% [1 : 1]

C INSTAMATIC OCEAN STORM
+ COLOR TOUCH Emulsion 1.9% [1 : 1]
**AREAS OF USE**

<table>
<thead>
<tr>
<th>Emulsion</th>
<th>Mixing Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLOR TOUCH Emulsion</strong></td>
<td>1.5% or 4%</td>
</tr>
<tr>
<td><strong>COLOR TOUCH Emulsion</strong></td>
<td>1:2 [30 g Color + 60 g COLOR TOUCH Emulsion]</td>
</tr>
<tr>
<td><strong>COLOR TOUCH Emulsion</strong></td>
<td>1:1 [30 g iNSTAMAT!C + 30 g COLOR TOUCH Emulsion]</td>
</tr>
</tbody>
</table>

**INTERMIXABILITY**

- Only with COLOR TOUCH and Special Mix
- Only with COLOR TOUCH Plus
- Only with COLOR TOUCH Relights
- Only with COLOR TOUCH Sunlights
- Only with iNSTAMAT!C by COLOR TOUCH

**SPECIAL MIX**

- Add intensity of tone to any shade. Mix: 1 part COLOR TOUCH iNSTAMAT!C + Special Mix + 2 parts COLOR TOUCH Emulsion.

**FIRST TIME APPLICATION**

- Apply to roots area first.
- Apply to hair lengths and ends. Develop for further 5 min.
- Apply to refresh Koleston Perfect, Blondor or Magma.
- Apply to pre-shampooed, towel-dried hair evenly from roots to ends.

**DEVELOPMENT TIME**

- 20 min without heat
- 15 min with heat
- 20 min without heat
- 5–20 min depending on intensity

**COLOR REFRESHMENT**

- Apply to roots area first.
- Apply to hair lengths and ends. Develop for further 5 min.
- Apply to refresh Blondor Perfect, Blondor or Magma.

**RINSING AND AFTER CARE**

- After completion of the development time, emulsify the color with a little warm water and rinse thoroughly. To neutralize oxidation residues and stabilize color, use Wella Professionals Post Color Treatment.

**INSTRUCTIONS FOR USE**

**APPLICATION**

- **Blonde shades**: 5–10 min without heat
- **Red shades**: 15–20 min without heat

**WE RECOMMEND THAT AN ALLERGY TEST IS DONE 48 HOURS BEFORE COLORING**