

# COLOR TOUCH

## COLOR TOUCH OPENS UP A WORLD OF FASHION FORWARD COLOR FOR YOU AND YOUR CLIENTS.

EXPERIENCE THE SHINE AND VIBRANCY OF A PERMANENT COLOR WITH THE LOW COMMITMENT OF A DEMI-PERMANENT COLOR.

- Ammonia free\*
- High shine for stunning high fashion results
- Low maintenance, virtually invisible root re-growth



### WHAT IT IS

- Vibrant demi-permanent color
- Up to 70 % gray coverage (COLOR TOUCH Plus)
- Lasts up to 24 shampoos
- High shine for stunning high fashion results
- A comprehensive and versatile demi-permanent color portfolio — for unlimited creative color possibilities
- Low commitment, flexible, ammonia-free, multi-faceted hair color for clients that like to change their hair tone regularly
- Ideal for fun, creativity, enhancing color, adding depth and tone

### HOW TO USE IT

#### MIXING RATIO

1:2

1 part COLOR TOUCH + 2 parts COLOR TOUCH Emulsion 1,9% / 4%

#### DEVELOPMENT TIME

- 20 mins without heat
- 15 mins with heat

#### COVERAGE

Up to 50% white coverage

#### TECHNOLOGY

Light 2 Color Complex

### USAGE

Full head/Partial/Creative



Darken/Tone



Glossing



Color Correct



Refresh/Color Balance



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

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## COLOR TOUCH PLUS



### RESULTS

20% more coverage than COLOR TOUCH to help cover stubborn gray hairs for clients not ready to have permanent hair color

### MIXING RATIOS

**1:2**

1 part COLOR TOUCH Plus + 2 parts COLOR TOUCH Plus Emulsion 4%

### DEVELOPMENT TIME

- 20 mins without heat
- 15 mins with heat

### COVERAGE:

Up to 70% white coverage

### TECHNOLOGY:

Tri-Spectra Color Complex, Ideal for intense, rich color results

Full head/Partial/Creative



Darken/Tone



Glossing

Color Correct



Refresh/Color Balance



## COLOR TOUCH RELIGHTS



### RESULTS

Cleverly designed to refresh Blondor & MAGMA color/highlights while giving the surrounding hair a vibrant shine. Ideal for refreshing/toning and glossing. Low maintenance services.

### MIXING RATIOS

**1:2**

1 part COLOR TOUCH Plus + 2 parts COLOR TOUCH Plus Emulsion 4%

### DEVELOPMENT TIME

- 5-20 mins reds without heat
- 5-10 mins blondes with heat

### COVERAGE:

No white hair coverage

Full head/Partial/Creative



Darken/Tone



Glossing

Color Correct

Refresh/Color Balance



## COLOR TOUCH SUNLIGHTS



### RESULTS

A gentle introduction to lightening on virgin hair for a sun-kissed holiday look, also ideal to blend in first signs of gray hair. Ideal for virgin hair only for a sun-kissed result. Low maintenance services.

### MIXING RATIOS

**1:2**

1 part COLOR TOUCH Relights + 2 parts COLOR TOUCH Emulsion 1,9%

### DEVELOPMENT TIME

- 20 mins without heat
- 15 mins with heat

### COVERAGE:

No white hair coverage

Full head/Partial/Creative



Darken/Tone



Glossing

Color Correct

Refresh/Color Balance

## INSTAMATIC BY COLOR TOUCH



### RESULTS

New fashion forward matte gloss for a diffused color finish

### MIXING RATIOS

**1:1**

1 part COLOR TOUCH Relights + 2 parts COLOR TOUCH Emulsion 1,9%

### DEVELOPMENT TIME

- 5-20 mins without heat

### COVERAGE:

No white hair coverage

### TECHNOLOGY:

Formulated with a fine blend of color molecules. Ideal for low commitment, fun color. Quick changes: it only takes 5-20 minutes to get the look

Full head/Partial/Creative



Lighten/Tone



Glossing

Color Correct



Refresh/Color Balance

