

colorcharm **PAINTS**™



Intermixable Semi-Permanent Hair Color
Product Knowledge Guide

A WORLD OF COLOR

SAY HELLO TO THE WONDROUS WORLD OF WELLA COLORCHARM PAINTS SEMI-PERMANENT COLOR.

We make vibrant hair color fun and easy to achieve. Every color imaginable brought to you by a palette of intermixable colors plus a clear pastelizer. Whether you want to express yourself with a colorful new look for weeks, or match your hair to your outfit for a big event, anything is possible.



HOW IT WORKS

FROM TUBE TO HAIR
NO DEVELOPER NEEDED (Peroxide free)
WORKS BEST ON PRE-LIGHTENED HAIR



FREE OF
AMMONIA



FREE OF
PARABENS



FREE OF
PEROXIDE



FREE OF
ANIMAL-DERIVED
INGREDIENTS



BORN TO MIX

With COLORINVENT™ Technology, you'll have the ability to create any color because all shades can be mixed together. The Clear pastelizing shade allows you to soften colors from bold to pastel.



STAYS PUT

Let your artistic flair fly and use any colors you want next to each other. COLORINVENT™ Technology lets you go foil-free, using multiple colors side-by-side.



**LASTS UP TO
20 WASHES**



**FADES
BEAUTIFULLY**

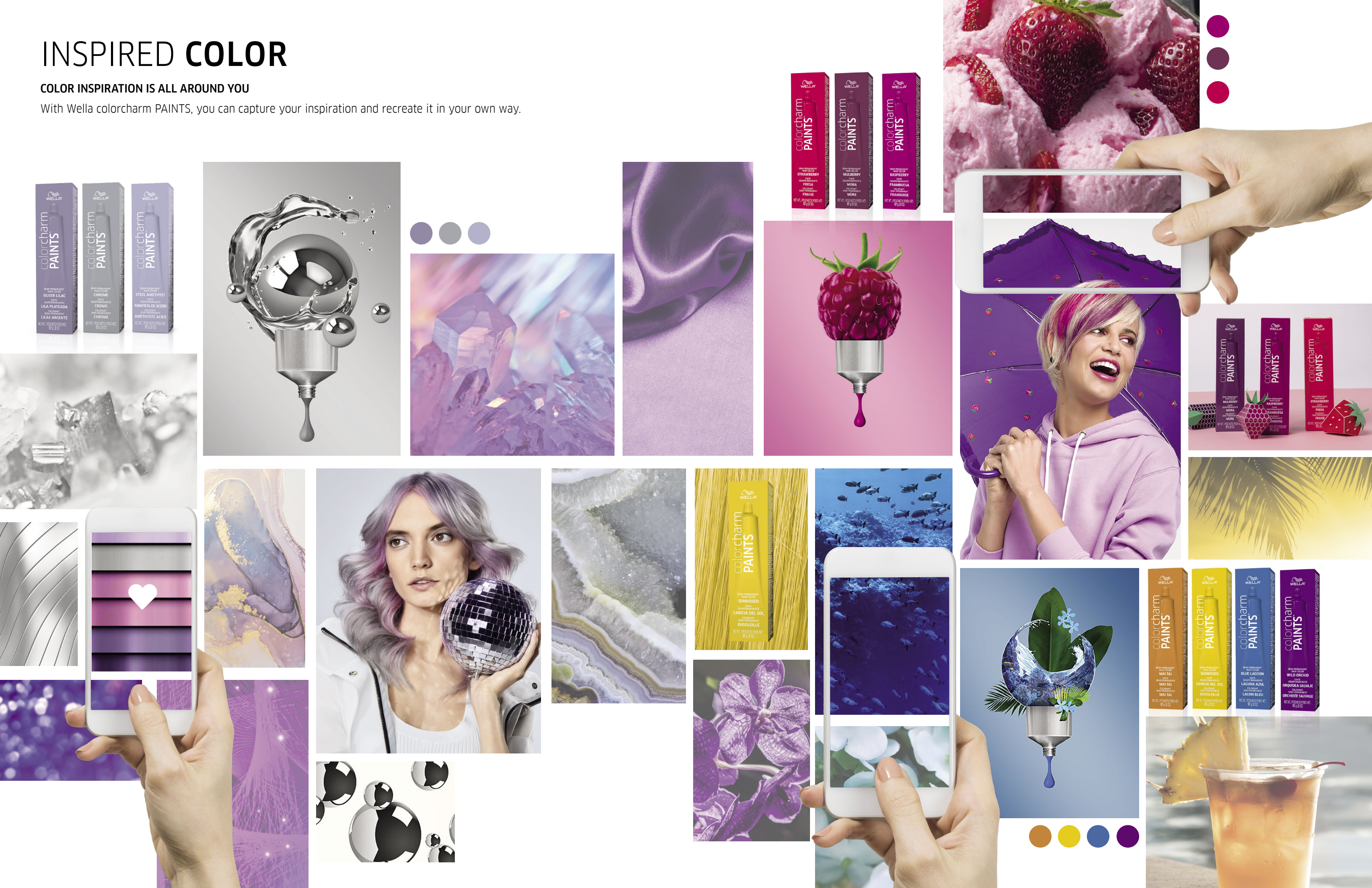
Once your masterpiece is created, the color will slowly fade beautifully on tone, lasting up to 20 washes, depending on the shade and intensity.



INSPIRED COLOR

COLOR INSPIRATION IS ALL AROUND YOU

With Wella colorcharm PAINTS, you can capture your inspiration and recreate it in your own way.



WHAT YOU’LL NEED

TO COLOR WITH SUCCESS

With just a little bit of planning, coloring your hair will be a success. Before you begin, check these items off your list.



Gloves



Bowls



Wide-Tooth Comb



Clips



Color Brushes



Towel



Cape or
Coloring Shirt



Barrier
Cream

TIP:

Everything is more fun when you have a friend to help you. Especially for those hard-to-reach places in the back.



TIP: Wear gloves to protect nails and fingers from staining.



TIP: Section your hair with hair clips for added control when applying color.



TIP: Make sure to have enough coloring bowls if you plan to use multiple shades.



FORMULAS OF INSPIRATION

INSPIRATION

To create a pastel shade, always start with the lightest shade, incorporating the darker shade little by little until you see the color you want.



Mix **LIGHT PINK** and **BLUE LAGOON** to create **LAVENDER**



Mix **MAUVE** and **RED** to create **VINTAGE ROSE**



Mix **GREEN** and **TEAL** to create **EMERALD SEA**



Mix **SUNKISSED** and **STRAWBERRY** to create **ORANGE SHERBET**

Tahitian Sunset Ombre

This style is a fun and easy way to **create your own ombré** with a tropical flair.

TIP: PAINTS show brightest on blonde or lightened hair. Pre-lighten hair to a pale blonde.

Create your own unique spin on these styles by using any two of your favorite PAINTS shades

COLORS TO CREATE THIS LOOK



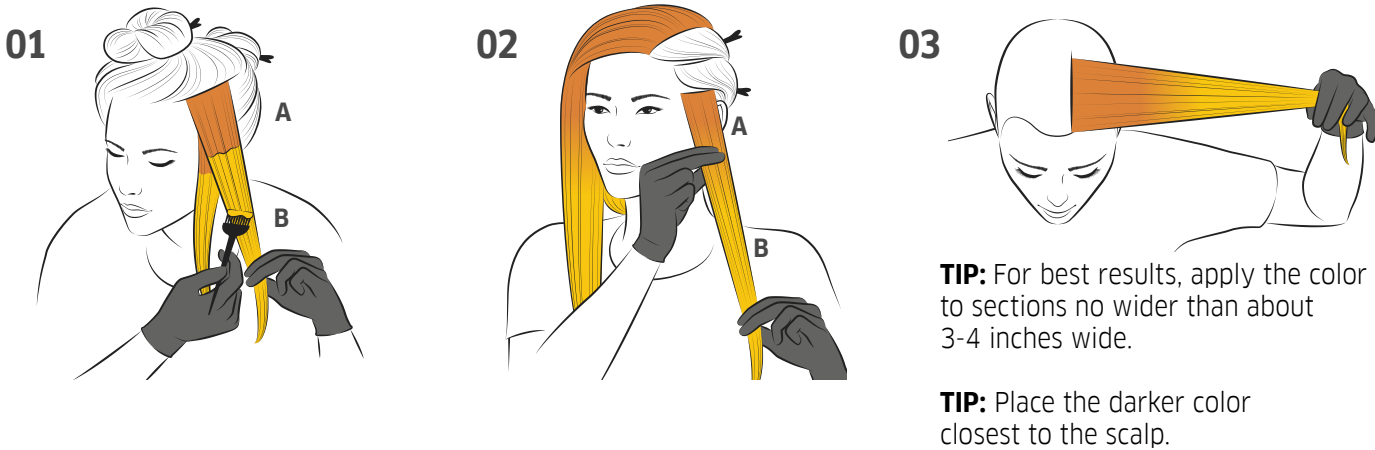
PREPARE your colors in separate bowls before you get started, and use a different brush for each color.



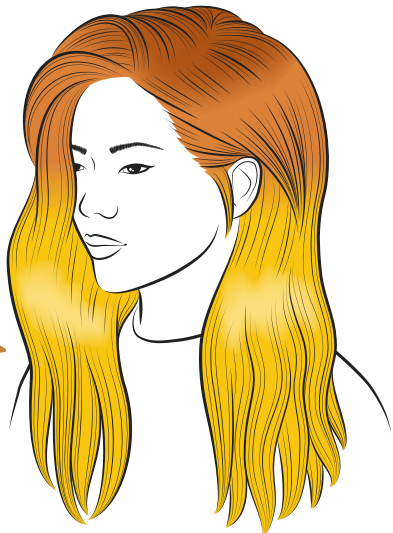
COLOR APPLICATION

START by grabbing the lower section of your hair, apply color **A MAI TAI** from your scalp, until you reach 1/3 of the way down your hair strand. Next, apply color **B SUNKISSED** to the remaining hair all the way through the ends.

SMUDGE both colors together where they meet, creating a smooth transition of color to achieve an ombré. Continue throughout your hair.



PROCESS for 20 minutes. Rinse only. Do not shampoo. Style as desired.



The Peek-a-Blue

A **face-framing creative color** placement of blue with a veil of purple.

TIP: Have a friend help you.

COLORS TO CREATE THIS LOOK



PREPARE your colors in separate bowls before you get started, and use a different brush for each color.



TIP: PAINTS show brightest on blonde or lightened hair. Pre-lighten hair to a pale blonde.

TIP: For longer hair begin at roots and work your way down your hair to the ends.

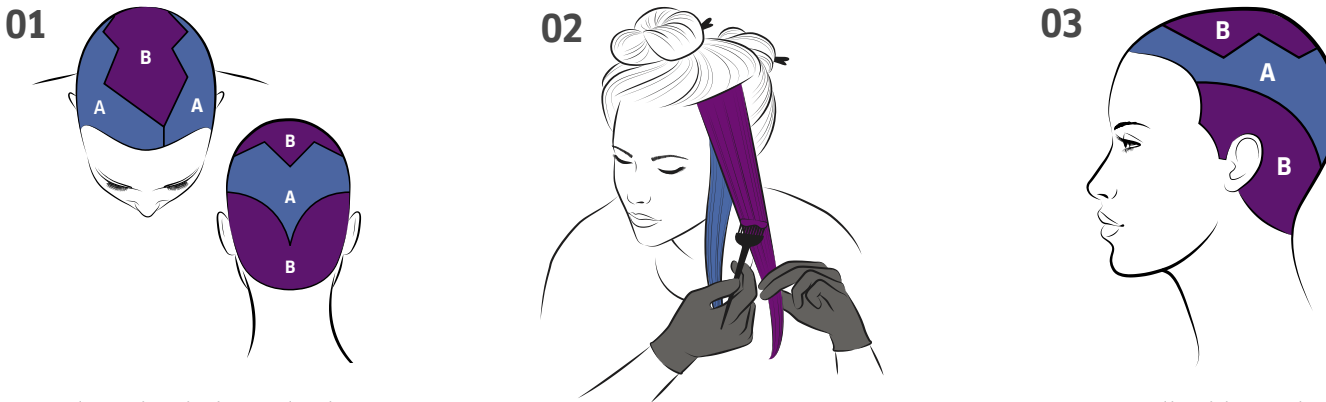
COLOR APPLICATION

SECTION the hair, as shown in the diagram. Make sure you have color **A BLUE LAGOON** in the front portion of your hair for a dramatic face frame.

APPLY color using the brush, beginning at the root of the hair and working down to the ends.

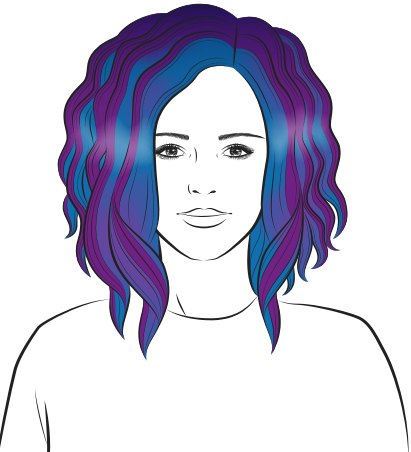
PLACE color **B WILD ORCHID** in the lower section to add depth, as shown in the diagram. Place color **A BLUE LAGOON** in the middle section, as shown in the diagram.

LASTLY, place color **B WILD ORCHID** on the top section and clip to keep it neat.



TIP: Place the darker color in Section B for depth and contrast with Section A.

STYLING TIP
Finish the hair with long loose curls to show color **A BLUE LAGOON** peeking through.



TIP: You can clip this section to keep your work tidy.

PROCESS for 20 minutes. Rinse only. Do not shampoo. Style as desired.



BEFORE



COLORS TO CREATE THIS LOOK

NEW



Wella colorcharm PAINTS
LIGHT PINK, SILVER LILAC &
STEEL AMETHYST.

FINAL LOOK



CREATE MULTIDIMENSIONAL METALLIC HAIR WITH
WELLA COLORCHARM PAINTS



1▶ Section
Start by taking a 1-inch parting along your hairline to the back of your ear, creating a "halo" and section.



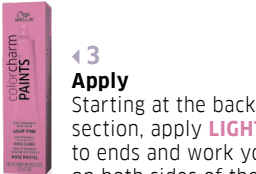
▶2 Next take the remaining hair and section it into 2 parts, now you have 3 sections in total
Apply a barrier cream to protect the hairline.



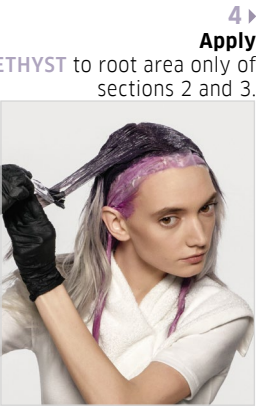
PRO TIP
You can use coconut oil if you don't have barrier cream.



PRO TIP
PAINTS can be applied to damp or dry hair. Applying to dry hair will give you more vibrant results.



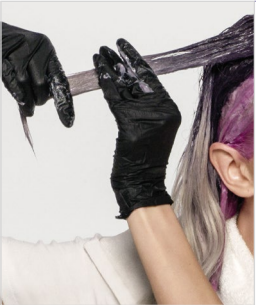
▶3 Apply
Starting at the back of the first section, apply **LIGHT PINK** from roots to ends and work your way forward on both sides of the head.



▶4 Apply
STEEL AMETHYST to root area only of sections 2 and 3.



▶4 Apply
SILVER LILAC to the midshaft through ends of sections 2 and 3.



PRO TIP
For a "color melt effect," use your fingers to blend the colors together.



▶5 Finish
Leave on for 20 minutes. Rinse only. Condition if desired and style.



BEFORE



COLOR TO CREATE THIS LOOK

NEW



Wella colorcharm
PAINTS CHROME

AFTER



CREATE METALLIC CHROME HAIR WITH
WELLA COLORCHARM PAINTS



01

11 Prep
Make sure you are wearing a towel and gloves. Apply a barrier cream to protect the hairline.

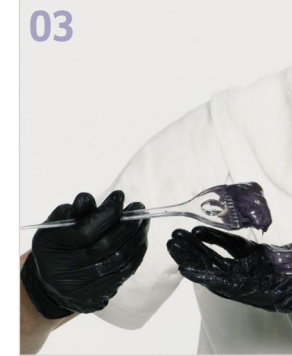
PRO TIP
You can use coconut oil if you don't have barrier cream.

PRO TIP
PAINTS can be applied to damp or dry hair. Applying to dry hair will give you more vibrant results.



02

3 Apply
Scoop color into your hands.



12 Prep
Squeeze 1 tube (2oz) of PAINTS into a bowl

03

PRO TIP
For longer hair you can apply from roots to ends with a brush

PRO TIP
The more you apply the more even your color results will be.



04

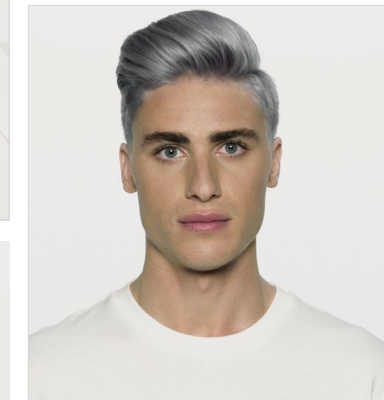
14 Apply
Generously apply PAINTS, taking your time to cover all sections of the hair. Comb PAINTS through your hair for even better results.



05



5 Finish
Leave on for 20 minutes. Rinse only. Condition if desired and style.



SEE IT. CREATE IT. PAINTS

Follow Wella colorcharm for application tips and tricks,
and additional color inspiration!

colorcharm.com

 youtube.com/Wellacolorcharm

 [@wellacolorcharm](https://www.instagram.com/wellacolorcharm)

LEARN MORE AT [WWW.COLORCHARM.COM](https://www.colorcharm.com)

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