MAKE THE LATEST STYLE YOURS

GET THE LOOK YOU WANT, NO MATTER WHAT, AT COLORCHARM.COM
BLONDES GET EVEN
Get the best of all blondes with toners from Wella Color Charm. Choose from 8 permanent shades, Pale Ash to Platinum, for your best blonde yet.

PERMANENT LIQUID TONERS
VIBRANT, LONG-LASTING, FADE-RESISTANT RESULTS
• Infuses the hair with vibrant color molecules.
• Intense color and up to 43% more shine,* even on darker hair.
• Long-lasting, true-to-tone color.
*compared to untreated hair

Wella Color Charm permanent toners 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.

8 SHADES OF BLONDE

T10 PALE BLONDE
T18 LIGHTEST ASH BLONDE
T14 PALE ASH BLONDE
T28 NATURAL BLONDE

T15 PALE BEIGE BLONDE
T11 LIGHTEST BEIGE BLONDE
T27 MEDIUM BEIGE BLONDE
T35 BEIGE BLONDE

PICK YOUR LOOK

*AVAILABLE IN PERMANENT LIQUID ONLY
**DIAMOND BLONDE**

**Step-by-Step Technique**

**FORMULA** | **PRODUCT** | **DEVELOPER**
---|---|---
A | Wella Color Charm Powder Lightener | Wella Color Charm Cream Developer 20-Volume
B | Wella Color Charm Permanent Gel 12N/1200 | Wella Color Charm Cream Developer 40-Volume
C | Wella Color Charm Permanent Liquid Toner T-11 | Wella Color Charm Cream Developer 20-Volume

**COLOR**

**STEP 1**
Create 2 sections by taking an asymmetric semicircle starting at the right temple and ending behind the left ear. Clip the top section out of the way.

**STEP 2**
Starting 1/2 inch away from the roots, apply Formula A to the bottom section. Process for 10 minutes, then apply the same formula to the roots. Cover this section with foil to avoid staining the top section.

**STEP 3**
Release the clip from the top section and apply Formula B to the roots only. Process for 20 minutes. Apply the remainder of Formula B to the mid-lengths and ends. Process for 25 minutes.

Shampoo and towel dry the hair. Tone the bottom section by applying Formula C from roots to ends. Process for up to 30 minutes, but check frequently for desired results.
Step-by-Step Technique

Vasha is a natural level 3. She loves her dark hair, but wants to change it up for the season by adding rich contrast.

**FORMULA**

<table>
<thead>
<tr>
<th></th>
<th>PRODUCT</th>
<th>DEVELOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Wella Color Charm Permanent Liquid 9NN</td>
<td>Wella Color Charm Cream Developer 40-Volume</td>
</tr>
<tr>
<td>B</td>
<td>Wella Color Charm Permanent Liquid 4NN</td>
<td>Wella Color Charm Cream Developer 20-Volume</td>
</tr>
<tr>
<td>C</td>
<td>Wella Color Charm Permanent Liquid 6NN</td>
<td>Wella Color Charm Cream Developer 20-Volume</td>
</tr>
</tbody>
</table>

**COLOR**

**STEP 1**
Create a large triangle section at the crown of the head and two medium-sized triangles on each side of the head. Base of triangle should be parallel to hairline. The smaller triangles on each side should be positioned approximately 1-inch above the ear.

**STEP 2**
Starting at the base of the larger triangle, take 1 medium, horizontal slice and apply Formula A. Leaving out ½-inch of hair, take another medium, horizontal slice and apply Formula B. Repeat this step on each side of the top triangle. You should end up with 6 foils total on the top triangle section.

**STEP 3**
Starting at the base of one of the side triangles, use the same foiling technique as in Step 2, alternating between Formulas A & B. This time use only 1 foil on each side of the smaller triangles and apply Formula B. You should end up with 4 foils on each triangle.

**STEP 4**
Apply Formula C from roots to ends to remaining hair and in between the foils.

**CARE & STYLING**

**CARE**
Cleanse the hair with Moisturizing Shampoo and condition with Moisturizing Conditioner. Apply Leave-In Cream for added moisture.

**STYLING**
1. Apply 1 pump of Leave-In Conditioner to towel-dried hair, followed by 1 pump of Smoothing Balm.
2. Starting in the front, determine which side to part the hair. Blow dry the hair with a boar’s hair bristle brush in the same direction as the part.
3. Section from the top of the ear to the top of the other ear to separate the front from the back. Create a low and loose bun with the back section. Secure with bobby pins. Use a 1-inch curling iron to create barrel curls on the front sections only. Create a set by securing 1 inch sections with double-prong metal clips.
4. Release the set and brush through, making sure to shape the hair while brushing. Finish with Finishing Spray.
FOXY SUEDE
Step-by-Step Technique
Vasha is a natural level 3. She loves her dark hair, but wants to change it up for the season by adding rich contrast.

<table>
<thead>
<tr>
<th>FORMULA</th>
<th>PRODUCT</th>
<th>DEVELOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Wella Color Charm Permanent Liquid 9NN</td>
<td>Wella Color Charm Cream Developer 40-Volume</td>
</tr>
<tr>
<td>B</td>
<td>Wella Color Charm Permanent Liquid 5NN</td>
<td>Wella Color Charm Cream Developer 20-Volume</td>
</tr>
<tr>
<td>C</td>
<td>Wella Color Charm Permanent Liquid 4NN</td>
<td>Wella Color Charm Cream Developer 20-Volume</td>
</tr>
</tbody>
</table>

CARE & STYLING

1. Create a large triangle section at the crown of the head and two medium-sized triangles on each side of the head. Base of triangle should be parallel to hairline. The smaller triangles on each side should be positioned approximately 1-inch above the ear.

2. Starting at the base of the larger triangle, take one medium, horizontal slice and apply Formula A. Leaving out a ½-inch of hair, take another medium, horizontal slice and apply Formula B. Repeat this step on each side of the top triangle. You should end up with 6 foils total on the top triangle section.

3. Starting at the base of one of the side triangles, use the same foiling technique as in Step 2 alternating between Formulas A & B. This time use only 1 foil on each side of the smaller triangles and apply Formula B. You should end up with 4 foils on each triangle.

4. Apply Formula C from roots to ends to remaining hair and in between the foils.

5. Take 1-inch sections and curl with a 1/2-inch curling iron. Over direct the curls and set with double prong metal clips.

6. Allow the set to cool before removing the clips. Gently expand the curls with your fingers and finish with Medium Hold Hairspray.

CARE

- Cleanse the hair with Moisturizing Shampoo and condition with Moisturizing Conditioner. Apply Leave-In Cream for added moisture.

STYLING

1. Apply 1 pump of Leave-In Conditioner on towel-dried hair followed by a golf ball size of Volumizing Mousse.

2. Blow dry the hair with a large heat styling round brush. Create the most volume by over-directing each section as you blow dry.
**Step-by-Step Technique**

Tammy is a natural level 5 with 30% gray. She wants to stay blonde, but prefers a softer tone with more dimension.

---

**FORMULA**

<table>
<thead>
<tr>
<th></th>
<th>PRODUCT</th>
<th>DEVELOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Wella Color Charm Powder Lightener</td>
<td>Demi-Permanent Activating Lotion</td>
</tr>
<tr>
<td>B</td>
<td>Wella Color Charm Permanent Liquid 7NN</td>
<td>Wella Color Charm Cream Developer 10-Volume*</td>
</tr>
<tr>
<td>C</td>
<td>Wella Color Charm Permanent Liquid 9NN</td>
<td>Wella Color Charm Cream Developer 20-Volume</td>
</tr>
</tbody>
</table>

---

**COLOR**

**STEP 1**
Starting from recession to recession, section a large square at the crown of the head. Divide the large square into 4 small squares. Next, section an inverted triangle at the back of the head. The triangle should come to a point at the occipital bone.

**STEP 2**
Alternate Formulas A and B.
Start from the bottom corner of one of the small square sections, weave 5-8 foils alternating Formulas A & B. Angle the foils at a diagonal working to the center of the 4 squares. Repeat this step in the remaining 3 square sections and in the inverted triangle section. There should be 4 to 5 foils in the triangle section.

**STEP 3**
Alternate Formulas A and B. Start from the bottom corner of one of the small square sections, weave 5-8 foils alternating Formulas A & B. Angle the foils at a diagonal working to the center of the 4 squares. Repeat this step in the remaining 3 square sections.

---

**CARE & STYLING**

**CARE**
Cleanse the hair with Moisturizing Shampoo and condition with Moisturizing Conditioner. Apply Leave-In Cream for added moisture.

**STYLING**
1. Apply 1 pump of Leave-In Conditioner on towel-dried hair followed by a golf ball size of Volumizing Mousse.
2. Blow dry the hair with a large heat styling round brush. Create the most volume by over-directing each section as you blow dry.
3. Take 1-inch sections and curl with a 1/2-inch curling iron. Over-direct the curls and set with double prong metal clips.
4. Allow the set to cool before removing the clips. Gently expand the curls with your fingers and finish with Medium Hold Hairspray.

---

*Create 10 volume developer by mixing 1 part Wella Color Charm Cream Developer 20 volume + 1 part distilled water*
Wella Color Charm Permanent

<table>
<thead>
<tr>
<th>NATURAL / NEUTRO</th>
<th>ASH / CENIZO</th>
<th>GOLD / DORADO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12A 11A</td>
<td>12C 12D</td>
</tr>
<tr>
<td></td>
<td>11A 11D</td>
<td>11E 11F</td>
</tr>
<tr>
<td></td>
<td>10G 10H</td>
<td>10C 10D</td>
</tr>
<tr>
<td></td>
<td>9G 9H</td>
<td>9C 9D</td>
</tr>
<tr>
<td></td>
<td>8G 8H</td>
<td>8C 8D</td>
</tr>
<tr>
<td></td>
<td>7G 7H</td>
<td>7C 7D</td>
</tr>
<tr>
<td></td>
<td>6G 6H</td>
<td>6C 6D</td>
</tr>
<tr>
<td></td>
<td>5G 5H</td>
<td>5C 5D</td>
</tr>
<tr>
<td></td>
<td>4G 4H</td>
<td>4C 4D</td>
</tr>
<tr>
<td></td>
<td>3G 3H</td>
<td>3C 3D</td>
</tr>
<tr>
<td></td>
<td>2G 2H</td>
<td>2C 2D</td>
</tr>
<tr>
<td></td>
<td>1G 1H</td>
<td>1C 1D</td>
</tr>
</tbody>
</table>

**Haircolor Shade Palette**

**WARM / CÁLIDO**

**RED / ROJO**

---

**Available in Wella Color Charm permanent gel haircolor. Wella Color Charm permanent liquid haircolor is completely intermixable with Wella Color Charm permanent gel haircolor.**

**NEW SHADES**
# Wella Color Charm Demi-Permanent Haircolor Shade Palette

## Additives / Toners

<table>
<thead>
<tr>
<th>TONERS</th>
<th>TONIFICADORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>T10</td>
<td>Pre-lightens</td>
</tr>
<tr>
<td></td>
<td>Pale Yellow</td>
</tr>
<tr>
<td>050</td>
<td>Pre-lightens</td>
</tr>
<tr>
<td></td>
<td>Violet</td>
</tr>
<tr>
<td></td>
<td>Medium Beige</td>
</tr>
<tr>
<td>T18</td>
<td>Lightest Beige</td>
</tr>
<tr>
<td></td>
<td>Lightest Ash</td>
</tr>
<tr>
<td></td>
<td>Lightest Gold</td>
</tr>
<tr>
<td>T14</td>
<td>Pale Ash</td>
</tr>
<tr>
<td></td>
<td>Medium Beige</td>
</tr>
<tr>
<td>T15</td>
<td>Pre-lightens</td>
</tr>
<tr>
<td></td>
<td>Medium Beige</td>
</tr>
<tr>
<td></td>
<td>Medium Ash</td>
</tr>
<tr>
<td>T11</td>
<td>Lightest Beige</td>
</tr>
<tr>
<td></td>
<td>Medium Beige</td>
</tr>
<tr>
<td>T27</td>
<td>Medium Beige</td>
</tr>
<tr>
<td>T35</td>
<td>Pale Blonde</td>
</tr>
<tr>
<td></td>
<td>Lightest Gold</td>
</tr>
</tbody>
</table>

## Additives

<table>
<thead>
<tr>
<th>ADDITIVES</th>
<th>ADITIVOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BP</td>
<td>BP</td>
</tr>
<tr>
<td>050</td>
<td>050</td>
</tr>
</tbody>
</table>

## Natural / Neutro

<table>
<thead>
<tr>
<th>ASH / CENIZO</th>
<th>GOLD / DORADO</th>
<th>WARM / CALIDO</th>
<th>RED / ROJO</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### NATURAL / NEUTRO

- **SN 10/01**: Lightest Ash / Rubio Clarísimo
- **SN 9/01**: Very Light Ash Blonde / Rubio Clarísimo
- **SN 8/01**: Medium Ash Blonde / Rubio Mediano
- **SN 7/01**: Medium Natural Blonde / Rubio Natural Mediano
- **SN 6/01**: Dark Natural Blonde / Rubio Natural Oscuro
- **SN 5/0**: Light Natural Blonde / Rubio Natural Claro
- **SN 4/0**: Medium Natural Blonde / Rubio Natural Mediano
- **SN 3/0**: Dark Natural Blonde / Rubio Natural Oscuro
- **SN 2/0**: Black / Negro
Permanent Haircolor Mixing Instructions

WELLA COLOR CHARM PERMANENT HAIRCOLOR HAS TWO DEDICATED DEVELOPERS:

CREAM DEVELOPER, ideal for bowl and brush or bottle application.
Available in 20-Volume and 40-Volume (32 oz and 3.6 oz bottles).
CLEAR DEVELOPER, ideal for bottle application.
Available in 20-Volume (32 oz bottle).

NORMAL MIXING

• Determine the desired amount of product needed.
• Choose the application method — applicator bottle or bowl and brush.
  Liquid haircolor is ideal for bottle application, while gel haircolor is perfect for use with bowl and brush.
• 1:2 mixing ratio: Mix together well — 1 part Wella Color Charm Permanent Haircolor to 2 parts Wella Color Charm Developer.

EXAMPLE

Mix one whole bottle of Wella Color Charm Permanent Liquid Haircolor with 3 oz of Wella Color Charm Developer.

TIP: For the best gray coverage on resistant grays, always use a Natural shade in your formula and time for 45 minutes.

Demi-Permanent Haircolor Mixing and Application Instructions

STRAIGHT TEST
Performing a strand test is always recommended, especially if hair is porous or has previously been subjected to lighteners, permanent waves, chemical hair relaxers or haircolor. Mix a small amount of chosen color(s) according to directions and apply to selected strands of hair in a discreet area. After 10 minutes, check color results. Continue to check every 5 minutes until desired result is achieved (up to 20 minutes).

BEFORE APPLYING
Shampoo and towel dry hair.

MIX

1. Choose application method: bowl & brush or applicator bottle.
2. Mix 1 part (1 oz) Wella Color Charm Demi-Permanent Haircolor to 2 parts (2 oz) Wella Color Charm Activating Lotion.

APPLICATION
Apply evenly from roots to ends for an all over refreshed color. Time for up to 20 minutes or until desired result is achieved.

REMOVAL & AFTER CARE
At the end of development time, massage hair with warm water and rinse until water runs clear. Apply conditioner through the lengths and ends if needed.

GRAY COVERAGE
Wella Color Charm Demi-Permanent Haircolor is designed to color or blend up to 50% gray hair. To increase coverage and depth on more than 50% gray, resistant gray or gray "patches," try applying to dry hair. Alternatively, consider using Wella Color Charm Permanent Haircolor.

Chemically-Relaxed Hair

COLOR APPLICATION/REFRESHER ON CHEMICALLY RELAXED HAIR
Wait 2 weeks after the chemical relaxer service before applying Wella Color Charm Demi-Permanent Haircolor. Check hair and scalp before haircolor service. Do not proceed if scalp shows signs of irritation. Check porosity and elasticity of hair. Take a strand test to determine color results.

PRE-COLOR SERVICE
Shampoo and then apply a conditioning treatment at least 24 hours prior to the haircolor service.

MIX
As per general instructions.

APPLICATION & REMOVAL
As per general instructions.
Additives

The use of Wella Color Charm Additives gives you even greater control of your final color result by opening up almost limitless possibilities.

**COOLING VIOLET ADDITIVE**

The Cooling Violet Additive can be added to any existing Wella Color Charm shade to reduce unwanted warm tones. This is ideal if your client’s hair has a high degree of natural warm tone (underlying pigment), or if you want to create a more matte type of result.

To use the Cooling Violet Additive, add between 2-4 capfuls of Cooling Violet Additive to a full mixture of Wella Color Charm. The more Cooling Violet Additive you use, the more pronounced the effect will be on your final result.

**TIP:** When working with darker shade selections, use more Cooling Violet Additive to achieve more noticeable results. Lighter-shade selections will normally require less Cooling Violet Additive to achieve your desired result.

**WARMING GOLD ADDITIVE**

The Warming Gold Additive can be added to any existing Wella Color Charm shade to add more warmth to your final result. This will provide greater definition and vibrancy to red, gold and rich brown shades.

To use the Warming Gold Additive, add between 2-4 capfuls of Warming Gold Additive to a full mixture of Wella Color Charm. The more Warming Gold Additive you use, the more pronounced the effect will be on your final result.

**BLONDING PLUS ADDITIVE**

When working on a natural level 6 or lighter, you can add the Blonding Plus Additive to your formula to increase the lifting action. This can be added to any Wella Color Charm shade on a level 9 or above.

To use the Blonding Plus Additive, mix 1 part Color Charm color, 1 part Blonding Plus Additive and 4 parts 20-Volume Wella Color Charm Developer. Apply to the hair as usual and develop up to 45 minutes. Check frequently for desired result.

Blonding Plus Additive should never be used alone and should not be used with 40-Volume developer. It is only to be used with Wella Color Charm shades Level 9 or lighter.

**Powder Lightener**

Use Wella Color Charm Dust-Free Powder Lightener for brilliant blonde results with up to 7 levels of lift. With its controlled and reliable lightening action, Powder Lightener is ideal for all on- and off-scalp application techniques. It has a protecting oil system to help lock in moisture.

**MIXING INSTRUCTIONS**

Do not mix 1:1 with developer. Use a non-metallic bowl. Off-scalp application: Mix 1 oz of Powder Lightener with 1.5 oz to 2 oz of 20- or 40-Volume Wella Color Charm Cream Developer. On-scalp application: Mix 1 oz of Powder Lightener with 2 oz of 20-Volume Wella Color Charm Cream Developer.

**APPLICATION INSTRUCTIONS**

Apply evenly to unwashed hair. If hair has build-up, shampoo one day prior to lightening. Do not shampoo immediately before lightening. Development time depends on the condition of the hair and the desired blonde result. Check hair every 5 to 10 minutes. Process for up to 50 minutes.

**Toners**

Wella Color Charm provides 8 different toning shades in 3 different toner families (Ash, Beige and Silver). These can be used to create beautiful soft blondes with just the right tonal character to suit your client.

To use these toning shades you must first prelighten the hair to approximately half a shade lighter than your desired result. Once the desired level of lift is achieved, remove the lightener by shampooing thoroughly.

Mix 1 part Wella Color Charm Toner with 2 parts 20-Volume Developer, apply to towel-dried hair and develop for up to 30 minutes. Check frequently for desired result.