

Wella offers **FREE**
Color Charm® swatchbooks,
swatch rings and haircolor
education guides to stylists.



Please call the Wella
USA Technical Hotline
1-866-722-4146 for details.

Stylists may also log onto
www.colorcharm.com, then click
“Education Tools” to download a
mail-in order form.

Want to be the first to know about
new **Color Charm shades** and
receive **free samples** plus **special**
offers and **coupons**?

Please call **1-866-433-6197**
to get on our mailing list.



Product Catalog

Color Charm from Wella®, the leader in haircolor trends and technology.

For more information call: 1.866.722.4146 or visit us on the web at:
www.colorcharm.com

See the Wella® Color Charm educational videos online @ www.welladvdeducation.com

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Wella Color Charm®

Hair color that makes sense!

Color Charm from Wella®,
the leader in haircolor trends and technology.

Color Charm's concentrated formula with unique 1:2 mix ratio provides superior coverage even on thicker, longer and more resistant hair. It's 100% gray coverage is legendary. Color Charm delivers long-lasting, rich color results and consistent, predictable performance. The large palette of 81 liquid shades and toners plus 50 tube shades are the right tools for your haircolor creativity!

Color Charm Liquid Creme Permanent Haircolor is easy to mix and fast to apply. It spreads evenly for good saturation that delivers complete coverage and long-lasting results. Choose from 70 shades, 8 toners and 3 shade modifiers.

Color Charm Conditioning Gel Permanent Haircolor

gives the option of bowl and brush or applicator bottle. Mix with creme developer for bowl & brush application or when working with foils. The economical Wella 1:2 mixing ratio means each tube makes **6 oz.** of haircolor, 50% more than its closest competitor. With two re-touch applications in each tube, shouldn't you use Color Charm?

Plus - Color Charm's Level & Base shade numbering system is easy to understand. Color Charm's Education Guide gives simple rules and shade tables that takes the guesswork out of formulation.

Mixing and application techniques, Education Guide, free swatchbook offers, and more at www.colorcharm.com

Cover Model: Color Charm Liquid 12NG, 7NG.
Sectioning/Technique at www.colorcharm.com



Find the Perfect Shade

Color Charm® Demi-Permanent Haircolor

	NATURAL / NEUTRO	ASH / CENIZO	GOLD / DORADO	RED / ROJO	WARM / CALIDA
10		10NA 10/01 Lighest Ash Blonde Rubio Cenizo Clarisimo	10NG 10/03 Lighest Golden Blonde Rubio Dorado Clarisimo		
9		9NA 9/01 Very Light Ash Blonde Rubio Cenizo Muy Claro	9NG 9/03 Very Light Golden Blonde Rubio Dorado Muy Claro	9G 9/3 Soft Golden Blonde Rubio Dorado Suave	
8	8N 8/0 Light Natural Blonde Rubio Natural Claro	8A 8/1 Light Ash Blonde Rubio Cenizo Claro			
7	7N 7/0 Medium Natural Blonde Rubio Natural Mediano	7A 7/1 Medium Ash Blonde Rubio Cenizo Mediano	7G 7/3 Medium Golden Blonde Rubio Dorado Mediano		7W 7/7 Medium Sand Arena Mediano 7WG 7/73 Medium Sandy Gold Dorado Arena Mediano
6	6N 6/0 Dark Natural Blonde Rubio Natural Oscuro		6G 6/35 Dark Golden Blonde Rubio Dorado Oscuro	6RV 6/45 Fiery Red Rojo Fuego	6W 6/7 Dark Sand Arena Oscuro
5	5N 5/0 Light Natural Brown Castaño Natural Claro		5G 5/3 Light Golden Brown Castaño Dorado Claro	5R 5/4 Chestnut Castaña	
4	4N 4/0 Medium Natural Brown Castaño Natural Mediano				
3	3N 3/0 Dark Natural Brown Castaño Natural Oscuro				
1	1N 2/0 Black Negro				

- The mixing ratio is 1:2. For example, mix 1 oz. of Color Charm® Demi-Permanent Haircolor with 2 oz. of Color Charm® Activating Lotion.
- Color Charm® Demi-Permanent Haircolor should be applied to shampooed, towel-dried hair.
- Development times vary depending on the condition of the hair.
 - For normal hair - 20 minutes without heat or 15 minutes with heat.
 - For porous hair - up to 15 minutes without heat.
 - For hair that is colored the same day after a chemical service - up to 15 minutes without heat.

Color Charm®

Demi-Permanent
Haircolor

ALL OF THE COLOR
AND SHINE.

NO AMMONIA OR LIFT.



Model: Wellite Powder Lightener,
Color Charm Gel 12C/1290,
5G/435. Entire head glazed with
Color Charm Demi 7W (7/7).

Sectioning/Technique at
www.colorcharm.com

Choose Color Charm Demi to glaze, tone, enrich, blend or pre-pigment. Its no-ammonia formula delivers all of the color and shine without the worry or lift. The economical Wella 1:2 mix ratio means each tube creates 6 oz. of haircolor, enough for two applications.

COLOR CHARM® DEMI-PERMANENT HAIRCOLOR IS GENTLE COLOR IDEAL FOR:

- First-time color users. Match client's existing color to blend gray without noticeable outgrowth
- Adding new richness or fashion tones to client's existing haircolor
- Toning highlights
- Creating lowlights
- Glazing and "layered" color services
- Refreshing faded haircolor without additional lift or ammonia
- Immediate use after lightener or permanent wave services
- Coloring relaxed hair
- Color or Blend up to 50% gray
- Quick Color Services, processes in 20 minutes or less
- Ideal for pre-pigmenting prior to color correction and tinting-back
- 22 intermixable Natural and Fashion shades
- Economical 1:2 mixing ratio. Up to two applications in every tube

Always use Color Charm Activating Lotion with Color Charm Demi-Permanent Haircolor for optimal results.



Lighteners

POWDER LIGHTENERS

WELLITE® Powder Lightener

- Dust free formula.
- Maximum lightening power.
- Ideal for on-and off-the-scalp lightening.
- Moisturizing agents ensure creamy consistency during processing.
- Excellent for highlights with foils or balayage techniques, full head lightening, regrowth applications, and color correction.
- Available in 16 oz. tub and 1.1 oz. packette.

FASHION FROST® Powder Lightener

- Dedusted, creamy smooth formula.
- Off-the-scalp formula stays moist throughout the decolorization process.
- Economical to use and easy to mix.
- Available in 16 oz. tub

Developers

COLOR CHARM®

Wella® Developers are reliable, versatile, and stabilized to deliver remarkable results.

COLOR CHARM® Clear and Creme Developer

- Specially formulated for use with permanent haircolors and lighteners.
- 20 and 30 Volume strengths.
- To create 10 Volume, mix equal parts of distilled water and 20 Volume.
- Creme available in 16 oz. and 32 oz.
- Clear available only in 32 oz.

COLOR CHARM® Activating Lotion

- Gentle formula protects against damage.
- Helps deposit **Color Charm®** Demi-Permanent Haircolor more effectively onto the hair.
- Acts as a catalyst to provide long-lasting, even color.
- Available in 8 oz. and 16 oz.



	NATURAL / NEUTRO			ASH / CENIZO			GOLD / DORADO			WARM / CÁLIDO			RED / ROJO			TONERS	
HIGH-LIFT 12	1200 12N Blonde Claire Rubio Suave	1210 12A Frosty Ash Cenizo Escarchado	1120 Nordic Blonde Rubio Nórdico	12P Ivory Blonde Plus Rubio Marfil Plus	1290 12C Ultra Light Blonde Rubio Extra Claro	12NG Surf Side Blonde Plus/Rubio Espuma de Mar Plus				12W Malibu Blonde Plus Rubio Malibú Plus						T-10 Ivory Lady Rubio Marfil Claro	
10	1001 10N Satin Blonde Rubio Satinado	1030 10A Palest Ash Blonde Rubio Cenizo Muy Pálido					1070 Honey Beige Blonde/Rubio Beige Miel	1036 10GV Honey Blonde Rubio Miel								T-28 Princess Blonde Rubio Neutro Pálido	
9	911 9N Very Light Blonde Rubio Muy Claro	940 9A Pale Ash Blonde Rubio Cenizo Pálido			9CG Soft Platinum Gold Blonde/Rubio Dorado Platino Suave	9NG Sand Blonde Rubio Arena		9G Soft Pure Gold Blonde /Rubio Dorado Puro Suave			9WR Apricot Albaricoque					T-18 White Lady Rubio Blanco	
8	811 8N Light Blonde Rubio Claro	8NW Light Natural Warm Blonde/Rubio Natural Cálido Claro	740 7A Light Ash Blonde Rubio Cenizo Claro		8CG Light Platinum Gold Blonde/Rubio Dorado Platino Claro	8NG Light Beige Blonde Rubio Beige Claro	841 Light Golden Blonde/Rubio Dorado Claro	8G Light Pure Gold Blonde /Rubio Dorado Puro Claro	8GR Copper Sun Cobre Radiante			729 8RG Titan Red Blonde Rubio Rojizo				T-14 Silver Lady Rubio Plateado Claro	
7	711 7N Medium Blonde Rubio Mediano	7NW Medium Natural Warm Blonde/Rubio Natural Cálido Mediano	672 7A Medium Smokey Ash Blonde/Rubio Humo Cenizo Mediano		7CG Medium Platinum Gold Blonde/Rubio Dorado Platino Mediano	7NG Medium Beige Blonde/Rubio Beige Mediano	725 Sunlight Blonde Brown/Rubio Castaño Brillante	7G Medium Pure Gold Blonde /Rubio Dorado Puro Mediano		7W Caramel Caramelo	7WV Nutmeg Nuez Moscada	643 7WR Tan Blonde Rubio Tostado		810 7R Red-Red Rojo-Rojo			T-15 Baroness Beige Rubio Beige Pálido
6	611 6N Dark Blonde Rubio Oscuro	6NW Dark Natural Warm Blonde/Rubio Natural Cálido Oscuro	462 6A Dark Ash Blonde Rubio Cenizo Oscuro	542 Ash Blonde Rubio Cenizo	632 Medium Ash Blonde/Rubio Cenizo Mediano		555 Hazel Blonde Rubio Avellana	6GR Canyon Copper Cobre Rojizo	6W Praline Almendra			544 6RG Light Copper Cobre Claro	633 Red Blaze Rojo Vivo	6R Red Terra Cotta Rojo Terracota	607 6RV Cyclamen Ciclamen		T-11 Royal Blonde Rubio Beige Claro
5	511 5N Light Brown Castaño Claro	5NW Light Natural Warm Brown/Castaño Natural Cálido Claro	246 5A Light Ash Brown Castaño Cenizo Claro	336 Light Drab Brown Pardo Castaño Claro			435 5G Light Golden Brown/Castaño Dorado Claro		5WV Cinnamon Canela	5WR Allspice Pimienta		445 Light Auburn Castaño Rojizo Claro		507 5RV Burgundy Rojo Vino			T-27 Regal Beige Rubio Beige Mediano
4	411 4N Medium Brown Castaño Mediano	4NW Medium Natural Warm Brown/Castaño Natural Cálido Mediano	237 4A Medium Ash Brown Castaño Cenizo Mediano				257 4G Dark Golden Brown/Castaño Dorado Oscuro					347 Dark Auburn Castaño Rojizo Oscuro	356 4R Cinnamon Brown Castaño Canela				T-35 Imperial Beige Rubio Beige Perla
3	311 3N Dark Brown Castaño Oscuro	3NW Dark Natural Warm Brown/Castaño Natural Cálido Oscuro	148 3A Dark Ash Brown Castaño Cenizo Oscuro												367 3RV Black Cherry Cereza Negra		
2	211 2N Very Dark Brown Castaño Muy Oscuro																
1	051 1N Black Negro																

Available in Color Charm® Gel Tube Haircolor. For versatility, creativity and control, Color Charm® Liquid Creme Haircolor is completely intermixable with Color Charm® Gel Tube Haircolor. Disponible como Color Charm® Gel Tube Haircolor. Para más versitilidad Color Charm® Liquid Creme Haircolor se puede mezclar con Color Charm® Gel Haircolor.

COLOR CHARM® PERMANENT HAIRCOLOR
PALETTE CHART

HIGH LIFT BOOSTER/ INTENSIFICADOR DE RETOQUES	MODIFIERS / MODIFICADORES	INTENSIFIERS / INTENSIFICADORES
BP BP Blending Plus	050 Light Drabber Pardo Claro	042 Gold Dorado
	810 7R Red-Red Rojo-Rojo	

SWATCH APPEARS IN CHART ABOVE