COLOR CONTINUUM PROFESSIONAL
HAIR COLORING MANUAL
## CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER 1</th>
<th>CHAPTER 2</th>
<th>CHAPTER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is Goldwell?, The Goldwell Color Continuum</td>
<td>The Law of Color</td>
<td>Depot System and Hair color Accessories</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER 4</th>
<th>CHAPTER 5</th>
<th>CHAPTER 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topchic Permanent Hair Color</td>
<td>Goldwell Level System, Shades and Tones</td>
<td>Formulation Guidelines</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER 7</th>
<th>CHAPTER 8</th>
<th>CHAPTER 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topchic Mixing and Application</td>
<td>Grey Hair</td>
<td>Topchic 2 + 1 HighLift</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER 10</th>
<th>CHAPTER 11</th>
<th>CHAPTER 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blonding Cream, Blonding Cream Ash</td>
<td>Decolorizers</td>
<td>Pigmentation or Filling</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER 13</th>
<th>CHAPTER 14</th>
<th>CHAPTER 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Formulation Examples</td>
<td>Colorance Demi-Permanent Hair Color</td>
<td>Men ReShade Demi-Permanent Hair Color</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHAPTER 16</th>
<th>CHAPTER 17</th>
<th>CHAPTER 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soft Color Semi-Permanent Soft Mousse Color</td>
<td>Nectaya Ammonia-Free Nurturing Hair color</td>
<td>Elumen Permanent Non-Oxidative Hair Color</td>
</tr>
</tbody>
</table>

| TROUBLESHOOTING | GLOSSARY | EDUCATION SUPPORT |
CHAPTER 1

WHO IS GOLDWELL?

THE GOLDWELL COLOR CONTINUUM
WHO IS GOLDWELL?

AT GOLDWELL, WE SHARE YOUR DEVOTION TO BEAUTIFUL HAIR.

Every day, we look at the salon experience through your eyes – developing tools, color technology and innovations that fuel your creativity, streamline your work, and keep your clients looking and feeling fantastic.

Our full portfolio of color products is designed for ultimate tailor ability – so you can create perfect results for each and every client. Your vision, your artistry and your business success – those are our goals, and it shows in our products and processes. We understand how you work and what you need – from behind the chair to at-home care.

SIMPLE AND PRECISE APPLICATION

Stylists love working with the clean-dispensing Goldwell Color Depot System. Canisters have a controlled flow and tools are clearly marked for precise measurement. After dispensing, the canister reseals to prevent oxidation and waste. It’s simple, accurate and economical.
PREDICTABLE RESULTS

- All shades for Goldwell color products are aligned based on a color master palette. No matter which Goldwell brand you choose, you and your client are assured the same results.
- Convert clients from Colorance Demi-Permanent hair color to Topchic permanent hair color with perfect color continuity.
- Color balance your Topchic permanent hair color clients with Colorance Demi-Permanent hair color to reduce stress and damage to hair.
- Complete at-home color support with Soft Color home haircare.

INNOVATIVE COLOR

We know you are artists – always hungry for the next creative possibility. Goldwell’s dedication to research and development allows us to fuel your creativity with continual color innovation. From the latest color trends to groundbreaking technology, Goldwell keeps you at the cutting edge of your profession.
GOLDWELL COLOR CONTINUUM

THE MOST INTELLIGENT AND CARING SYSTEM FOR CREATING AND MAINTAINING VIBRANT HEALTHY HAIR COLOR.

HEALTHY COLOR

All Goldwell color products deliver healthy color - hair that stays vibrant and shiny over time. Nectaya Nuturing Ammonia Free hair color and Colorance Demi-Permenant hair color contain the IntraLipid Technology that repairs the hair up to 35% with the first use.

SIMPLE AND PRECISE

The Goldwell Color Depot System consists of an innovative color canister and set of interconnecting professional color tools, featuring the P_CAT, an all-in-one measuring and dispensing applicator tool for fast and precise application every time.

- Simple to dispense because the Depot System tools interconnect with the color canisters.
- Precise to measure because the Depot System tools are clearly marked in milliliters and the canisters have a controlled, measured flow.
- Easy to store as Goldwell hair color comes in an airtight can so your color has a long shelf life without oxidation.
CHAPTER 2

THE LAW OF COLOR
THE LAW OF COLOR

IN ORDER TO FULLY UNDERSTAND THE ART OF HAIR COLORING, THE FIRST STEP IS TO UNDERSTAND THE BASIC LAW OF COLOR.

Optically, color is a reflection of light. When a beam of white light strikes a prism, it is separated into six different colors that can be seen with the naked eye.

YELLOW         ORANGE             RED               GREEN              BLUE               VIOLET

THESE COLORS CAN BE DIVIDED INTO THREE GROUPS:

1. PRIMARY COLORS:
   Yellow ▲, Red ▲ and Blue ▲

2. SECONDARY COLORS:
   Orange ▲, Green ▲, Violet ▲ – Which are made by combining two primary colors

3. TERTIARY COLORS:
   Blue-Violet ▲, or Yellow-Orange (Gold) ▲.
   Made by mixing primary colors with their neighboring secondary colors.

All hair color is tertiary, however, it is important as a colorist to train your eye to identify the dominating primary or secondary color within the hair color. Once a colorist can identify the dominating color and fully understand the Law of Color, even the most severe corrective work becomes a system of logical steps.
USE THE COLOR WHEEL AS A GUIDE TO THE LAW OF COLOR.

Colors opposite each other are known as complementary or counteracting colors. To control or correct any color, simply add the complementary color. To control orange, add blue. To control yellow, add violet, and to control gold (yellow-orange), add blue-violet. These rules are called the Law of Color.

The Color Wheel below shows the positioning of primary and secondary colors as well as a tertiary color, yellow-orange (gold), which is commonly found in hair color.

The most important detail about this illustration for a hair colorist to remember is when a natural hair color is the desired end result, a balance of the complementary or counteracting colors is necessary. The placement of brown as the nucleus of the Color Wheel illustrates what your result will be every time you combine two colors directly across from each other on the Color Wheel.

UNIVERSAL LAW OF COLOR:

**PRIMARY COLORS:**
Yellow, Red, Blue

By mixing any two of the Primary Colors we create the Secondary Colors.

**SECONDARY COLORS:**
Orange, Green, Violet

**WE CAN SEE THAT:**
1. Blue is opposite Orange
2. Yellow is opposite Violet
3. Blue-Violet is opposite Yellow-Orange
4. Red is opposite Green
NATURAL HAIR COLOR CONTAINS THE THREE PRIMARY COLORS.
The primary colors mixed in varying proportions create brown. Therefore, all natural hair colors are a shade of brown with a dominating tone.

FOR EXAMPLE:
- A blond is simply the lightest brown – with dominating Yellow
- A redhead is brown with dominating Orange
- Black hair is the darkest brown with dominating Blue

Remember that all hair color is brown. It is important to understand the presence of primary and secondary colors in hair color, then to combine that knowledge with the basic law of counteracting or complementary colors. The result is a logical formulation choice, with the optimum hair color result for each client.

### COMPLEMENTARY COLORS OR COUNTERACTING COLORS PERTAINING TO HAIR COLOR

<table>
<thead>
<tr>
<th>YELLOW</th>
<th>VIOLET</th>
<th>BLUE</th>
<th>ORANGE</th>
<th>BLUE-VIOLET</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIOLET</td>
<td>BLUE-VIOLET</td>
<td>ORANGE</td>
<td>BLUE</td>
<td>YELLOW-ORANGE</td>
</tr>
</tbody>
</table>

VIOLET + YELLOW = BROWN
- The result of mixing opposite color is neutral (Brown).
- Violet neutralizes Yellow
- Blue neutralizes Orange
- Blue-Violet neutralizes Yellow-Orange (Gold)

ORANGE + BLUE = BROWN
- Blue-Violet + YELLOW = ORANGE (GOLD) = BROWN

* Colors which lie opposite each other may also be referred to as Counteracting Colors or Complementary Colors.
CHAPTER 3

GOLDWELL HAIR COLOR
DEPOT SYSTEM
GOLDWELL HAIR COLOR DEPOT SYSTEM

GOLDWELL IS THE ONLY COMPANY IN THE PROFESSIONAL HAIR COSMETIC MARKET THAT OFFERS A “DEPOT-CAN” SYSTEM AS WELL AS THE CONVENTIONAL TUBE PACKAGING.

Goldwell’s Color Depot System was introduced in 1978 at the World Hairdressing Championship in Dusseldorf, Germany.

The Depot System consists of revolutionary color canisters that hold Topchic and Colorance hair color individually, along with a supporting set of interconnecting tools created to give you a more simple, precise and versatile way to store, dispense and apply hair color.

Goldwell is the only company in the professional hair cosmetic market that offers a “depot-can” system as well as the conventional tube packaging. This system facilitates exact dosing, as well as very simple and clean dispensing of the color. Furthermore, this type of packaging reseals the color completely after each dispensing by means of a valve. This prevents oxidation of the color with oxygen from the air. The system is very economical as it saves material through exact dosing, making the re-mixing of even the smallest quantities possible.
THE DEPOT CAN IS ENVIRONMENTALLY FRIENDLY DUE TO A NATURAL PROPELLANT AND IS RECYCLABLE.

It is a wall-scraping system that ensures less waste and noticeably faster dispensing from the first to the last application.

HOW DOES THE DEPOT SYSTEM WORK?

The Depot System is a combination of a pump for the lotion, and mixing or measuring tools with a valve to allow clean and precise measuring. When pressing the value at the top of the depot can, the pressurization pushes up the interior piston, causing discharge of the color. With this system, air is never allowed to mix with the color, thereby ensuring long-lasting shelf life without oxidation. The color remains fresh until the entire contents of the can are used. Topchic and Colorance are also available in tubes allowing the colorist the option to purchase the size which is most suitable for the salon.

DISPENSING MECHANISM:
GOLDWELL HAIR COLOR SYSTEM ACCESSORIES

P_CAT PROFESSIONAL COLORING APPLICATOR TOOL

- Unique application tool – exclusive for usage with the Topchic Depot Can System only.
- The Tool is perfectly adapted to the viscosity of Topchic.
- Professional, simple, handy and fast in usage.
- Ideal for retouch applications.
- Simplifies and speeds up the application process.

HOW TO USE THE P_CAT:

1. DISPENSING THE LOTION
   Remove the applicator brush tip. Place the valve of the P_Cat directly on top of the depot pump and press down gently. The lotion can be precisely measured with the scale shown on the clear side of the tool.

2. DISPENSING THE COLOR
   Press the valve of the P_Cat on the depot canister and gently press to dispense the color – quick, simple and accurate.

3. MIXING THE COLOR
   After both lotion and color(s) have been dispensed, hold the bottle firmly and shake for 30 seconds and the mixture reaches a creamy consistency.

4. APPLICATION
   Reattach the color brush. Squeeze the soft black side of the tool until the color mixture starts dispense and then begin your application. Throughout the application, continue to squeeze the tool as needed to evenly release the color mixture.
COLOMAT

For maximum versatility, the ColorMat was designed as an all-in-one dispensing, measuring and application tool to help you achieve the best color results every time.

The ColorMat is a combination of a bowl, a brush and a mixing bottle. It is the preferred method of applying Topchic hair color, allowing clean, simple and time-saving application of the color mixture. The ColorMat syringe-type color delivery system comes equipped with an application brush and a color liner for quick highlighting application.

COLOMAT Instructions and Application Tips

1. Before filling the ColorMat, press down on the handle of the mixing shaft to lock. If handle fails to lock, the mixing shaft will shift during the filling process resulting in color slipping beyond the gasket which makes cleansing more difficult.

2. Make sure that the pressure regulator is up and unlocked before filling the ColorMat. Press ColorMat onto the dosage pump of the Topchic Lotion bottle and measure required amount by depressing the pump.

3. Measure required amount of Topchic Color in the same manner, by exerting a light pressure on the Topchic depot can. Do not exceed the maximum filling level of 80mL total; doing so will cause color to emerge beyond the gasket.

4. By pressing the mixing shaft several times (in pumping action), the Topchic Lotion and Topchic Color are blended into a smooth creamy mixture. After thoroughly mixing, attach the color liner or applicator brush.

5. When using the applicator brush, the wedge side of the brush must be facing upward. Section hair with the sectioning hook. Press either of the two levers to release the mixture through the value.

6. Apply evenly onto properly sectioned hair. For highlights or very subtle color results, use color liner attachment. The highlights are achieved by drawing lines of color from the warm zone to the ends.

7. If Topchic Lotion and Topchic Color mixture in the color chamber is less than 40mL, operate pressure regulator by pressing downward and turning clockwise into the locked position. After operation, the pressure regulator should always be released before refilling or cleaning the ColorMat.

8. Remove remaining color mixture by pressing the levers of the color liner or applicator brush, then measure approximately 30mL of water from the cleansing bottle. *Pump mixing lever several times. Press valve upward to release the water. Rinse color liner or applicator brush carefully with warm water. The ColorMat is now ready to be used again.

* The Depot water bottle filled with water should be used as your cleansing bottle.
HOW TO USE THE COLORMAT:

1. DISPENSING THE LOTION
   Ensure the pressure regulator is in the upright and unlocked position. Press down and lock the mixing handle. Place the valve of the Colormat on top of the depot pump and press down gently. The lotion can be precisely measured with the scale shown on the side of the Colormat.

2. DISPENSING THE COLOR
   Place the valve of the Colormat directly on top of the depot canister and press gently to dispense the color.

3. MIXING THE COLOR
   With a pumping motion, press down and release the mixing handle until the mixture reaches a creamy consistency.

4. APPLICATION
   Attach the color brush or the color liner. Gently apply pressure to the dosage mechanism, evenly releasing the color mixture. Throughout the application, ensure that the sectioning hook and the graduated end of the brush are pointing upwards.

ColorMat Important Reminders:

- Always ensure that the pressure regulator is in the up and unlocked position before filling the ColorMat.
- Do not disassemble the ColorMat!
- The valve should not be removed from the ColorMat as this can damage the gasket and cause leakage.
- When filling or adding water to the tint mixture, always loosen the pressure regulator so that the spring is relaxed.
- In case of operational problems, always release pressure regulator and return spring to its original position by operating the valves.
- Completely empty and clean the ColorMat after every use to ensure longevity.
- The Depot water bottle filled with water should be used as your cleansing bottle.
**DEPOT MEASURING BOWL**

The Depot Measuring Bowl with valve is ideal for accurately dispensing, measuring and mixing Goldwell hair color and developers. Products are dispensed into the bottom of the bowl through a one-way valve. Measurements will be precise because the bowl is clearly marked in milliliters. A separate cylinder that fits into the measuring bowl is available for even more precise measurement of hair color and developer.

**Cleaning of Depot Measuring Bowl**

1. Clean bowl interior with warm water.

2. Flush with valve chamber by placing the bowl on top of the depot pump on the H2O cleansing bottle and pushing down 2-3 times.

3. Twist the black base to the slight left or right and separate the base from the bowl.

4. Clean any remaining color with warm water.

5. Allow the base and bowl to DRY COMPLETELY before reattaching.

**DOSAGE SYSTEM**

For the most accurate measurements possible. The cylinder twists into the Depot Measuring Bowl, then twists out so you can mix color and apply directly from the bowl with a brush, as usual. The cylinder is available separately and works with existing depot measuring bowls or is available as a set with the depot measuring bowl.

**DEPOT MEASURING CYLINDER**

Ideal for smaller measurements of hair color, test strand formulations and filling. The cylinder features the one-way depot valve.

**COLORANCE DEPOT APPLICATOR BOTTLE**

The Colorance Depot Applicator Bottle is the ideal tool for precise measurement and application of Colorance Hair color. The bottle features the one-way depot valve and is available with a bottle tip and a brush applicator.
DEPOT PUMP
Designed to fit on the Topchic and Colorance Lotion bottles, the Depot Pump allows the lotion to precisely dispense into the valve tools.

For maximum convenience, Goldwell Hair color is also available in tubes. A line of non-depot tools that include bottles and bowls is available to use with the tubes.

GOLDWELL HAIR COLOR SHADE CHARTS

COLOR TABLEAU
The Color Tableau is an invaluable tool for the hair colorist to provide an accurate hair analysis for each customer. It features the entire Goldwell Color System shade range with detachable swatches that can be easily removed and used for hair color analysis. The Color Tableau is a must for all Goldwell color salons and is an excellent in-salon marketing tool.

COLOR CARD
A practical quick reference formatted to highlight the Goldwell color assortment. It is ideal to use at the mixing corner. There are color cards also available for Topchic HighLift, Colorance, and Men ReShade.

PAPER SHADE CHART
For a quick one-page reference to all of the shades in the Goldwell Hair color Assortment, use the Paper Shade Chart. Ideal for hanging in the dispensary.
GOLDWELL HAIR COLOR STORAGE

COLORCAR
The Goldwell ColorCar is a mobile working station designed to bring color out of the dispensary and in front of your customers. Show your clients a professional hair color system designed for use with Topchic Permanent Hair color and Colorance Demi-Permanent Hair color canisters and tubes. Available with individual storage units to meet the needs of all different sized salons.

COLOR RACK
The practical color racking system is a space saving option to store cans and tubes and can be extended as a modular system.

COLOR CENTER
Become a “color destination” with the Goldwell Color Center. The Color Center allows salons to showcase their color expertise in a modern, engaging way and separate your salon from competitors. When you bring the color experience to your clients, they will see how unique, personalized and customized their hair color formulas are – and how vital you are to their look and maintenance.

SET UP YOUR STATION (IF YOU HAVE NO SPACE RIGHT NOW FOR A COLOR CENTER)
Better merchandise your services directly at your station! Leave a Depot System and Canister with a color Point of Purchase (POP) piece right on your station. Add some mirror clings to prompt your client to ask questions. This is fast and effective.
CHAPTER 4

TOPCHIC

PERMANENT HAIR COLOR
TOPCHIC PERMANENT HAIR COLOR

WITH TOPCHIC, YOU CAN BE CONFIDENT IN ACHIEVING YOUR TARGET COLOR EVERY TIME.

GOLDWELL TOPCHIC PERMANENT HAIR COLOR IS AN OXIDATIVE TINT.

Tint is a term which refers to permanent color change on the hair structure. In order to achieve the lift or lightening cycle together with the deposit cycle (permanent color), four basic ingredients are necessary. Only when a colorist understands the function of each ingredient in permanent color or tint, can he/she achieve the best quality hair color service. Topchic offers hair colorists an extensive selection of over 100 shades, which minimizes the need for intermixing of colors. Included are the 2+1 HighLift shades, which are used to produce maximum lift and control in a single process. Topchic is available in 250mL (245g/8.6 oz.) canisters and 60mL tubes. With Topchic, you can be confident in achieving your target color every time.

GOLDWELL TOPCHIC PERMANENT HAIR COLOR:

The following are the ingredients of Topchic along with their function and how they benefit you and your customers.
A: AMMONIA

Ammonia is used in permanent hair color for two reasons:

1. To produce an alkaline pH which is required for color development and for lift (the decoloration of melanin).

2. To swell the hair for easy penetration of the color pigments for color formation and lightening.

While it is necessary for all permanent hair color to use ammonia or ammonia derivatives, the ideal is to leave as little damage as possible. Topchic contains low ammonia prior to mixing 1:1 with Topchic Lotion. You will discover minimal cuticular stress, less odor and richer, long-lasting hair color. You will also notice an unparalleled amount of shine.

In future chapters, you will learn how to achieve the optimum maintenance of permanent color with the Goldwell Color Balancing Service.

B: BASE

Bases vary from one manufacturer to another. Bases can be cream, oil, wax, gel or shampoo.

The choice of the base will determine the capability and quality of the finished color. Topchic Base has a cream-gel consistency. Easy for measuring, mixing and application, the system works as a wetting agent that ensures superior color penetration without subsequent increases in ammonia percentage, allowing for superior grey coverage.

C: COLOR

Conventional color pigments have two arms/hooks that couple on the hair and other pigments in the hair.

Topchic is formulated with Color LINK, a patented technology that allows the coupling together of dye intermediates once inside the hair. Once linked together, these molecules chain and may be considered like Velcro. These new chains with Color LINK now have four “hooks” for each unit, whereas previously there were two “hooks.” The additional hooks allow the Color LINK color chains to hold onto the hair strongly and therefore, not wash out as easily. As a result, colors stay true between salon visits.

The Integrated Protect System (IPS) is a combination of the patented Co-enzyme Technology to neutralize potentially harmful free radicals reducing oxidizing damage and the Equalizer Polymer 2.0 to balance structural differences at the surface of the hair for a more even color result and smoother hair with better comb-ability.

Patented Co-enzyme Technology

Natural radical scavengers neutralize free radicals caused by oxidation offering more protection than conventional hair color during the chemical process protecting the inner hair structure. This results in extraordinary brilliance and intensity.
**Color Equalizer System 2.0**
A special Polymer and Poly-silicone, equalize the structural differences at the surface of the hair preparing the hair for more even color uptake that will give 40% improved comb-ability. This results in more even color and improved coverage than conventional hair color. Panthenol (Vitamin B5) minimizes cuticle swelling, nourishes hair and helps maintain moisture.

**Segmented Technologies**
1. **DPS Dye Penetration System** in the Natural shades for superior grey coverage.
2. **Cool Protect** in the cool brown and cool blonde shades to minimize brassiness.
3. **Chromax** in the Max Red shades for intensity and durability.
4. **Reflects 3 System** in the TriFlective Naturals for dimensional, modern grey coverage.

**D- DEVELOPER OR HYDROGEN PEROXIDE (H₂O₂)**
Hydrogen Peroxide (H₂O₂) is used in hair color developers. It is important to understand that all 20 volume developers are not created equal, nor are 10, 30, or 40 volume.

H₂O₂ reacts in conjunction with ammonia to diffuse (lift) natural melanin. It flushes in oxygen causing oxidation of color pigments. Once developed, the pigments become trapped in the hair for extended vibrancy. Goldwell's hydrogen peroxide developer is called Topchic Lotion.

Topchic Lotion has a dual role during the color process. Its first function is to react in conjunction with the ammonia to lift or diffuse the natural pigments. Once the new color pigments have penetrated the hair shaft, the Topchic Lotion flushes in oxygen causing oxidation or development of the pigments. Once developed, the pigments become trapped in the hair for extended vibrancy.

During the process, Topchic Lotion converts from hydrogen peroxide (H₂O₂) to water (H₂O) and oxygen (O₂). Topchic Lotion contains stabilizers that ensure proper maintenance of the volume, and emollients for scalp protection.

Topchic Lotion developer contains the IntraLipid Technology which gives optimum condition and predictable results with Topchic hair color. The acidity is perfectly balanced with the alkalinity of Topchic hair color. Always dispense Topchic Lotion first, then Topchic Color. Intermixing of other manufacturers’ products’ is strictly prohibited!
CHAPTER 5

GOLDFIELD LEVEL SYSTEM
GOLDWELL LEVEL SYSTEM

THE LEVEL SYSTEM IS COMPRISED OF TWO AREAS; NUMBERS AND LETTERS.

The number denotes the degree of lightness and darkness, and the letter denotes the shade or tone of a color. Goldwell uses a European level system to determine the depth of color (measurement from dark to light), with Level 2 being the darkest black, and 10 being the lightest blonde. Every hair color, natural or color-treated, can be categorized between Levels 2 and 10.

TO FURTHER CLARIFY THE UNDERSTANDING OF A LEVEL SYSTEM:

Goldwell has chosen 9 levels of variation from light to dark, eliminating the overlap of levels and the duplication of shades. Goldwell explains the system horizontally thereby offering a greater variety of shades within each level.
Below is the Goldwell Level System

<table>
<thead>
<tr>
<th>Goldwell Levels</th>
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<tbody>
<tr>
<td>2</td>
<td>Black</td>
</tr>
<tr>
<td>3</td>
<td>Dark brown</td>
</tr>
<tr>
<td>4</td>
<td>Medium brown</td>
</tr>
<tr>
<td>5</td>
<td>Light brown</td>
</tr>
<tr>
<td>6</td>
<td>Dark blonde</td>
</tr>
<tr>
<td>7</td>
<td>Medium blonde</td>
</tr>
<tr>
<td>8</td>
<td>Light blonde</td>
</tr>
<tr>
<td>9</td>
<td>Very light blonde</td>
</tr>
<tr>
<td>10</td>
<td>Extra light blonde</td>
</tr>
</tbody>
</table>

The Goldwell Level System provides professional colorists a variety of options for their clients, while allowing greater creativity in hair coloring.
GOLDWELL SHADES AND TONES: THE GOLDWELL MASTER PALETTE OF COLOR

Many people can have the same level of hair, without having the same hair color. For example, one head of hair may be a natural Level 6 with red highlights, and another may be a natural Level 6 with no red or warm highlights. Goldwell uses a lettering system to determine the shades and tones found in the hair. The letter relates directly to the base color within the shade. When 2 letters are present, the base will be predominantly the 1st letter in the direction of the 2nd letter IE: GB tones are predominantly Gold in the Brown or Beige direction. These shades each have a special function, explained below.

SHADES AND TONES

THE NATURALS:

N = Natural Tones
The base of the natural (N) series is a natural brown made from a combination of yellow, red, and blue at each level. Therefore, the darker levels have more blue, and the lightest levels have less blue, causing yellow to be more dominant. However, they still appear as lighter and darker browns.

The natural tones fulfill a very special task; they give optimum coverage on grey or white hair. When working on grey hair and optimum grey coverage is desired, always use a portion of the natural series in your formula.

Also, each level of the N Series represents the base of the natural hair on which Topchic shade swatches 2–10 were produced.

NA = Natural Ash Tones
These shades are a combination of the natural and ash tones (NA) with the Cool Protect Technology preventing the cool browns and cool blondes turning brassy while providing 100% grey coverage. They are predominantly Natural tones in the “Ash” direction.

NN = Natural Natural
Optimum coverage on resistant grey or white hair. When working on resistant grey hair and optimum grey coverage is desired, always use a portion of the NN series in your formula. Use instead of N series for resistant grey hair. Results may appear darker due to improved grey coverage.

TriFlective Naturals
While TriFlective Naturals are final shade creations with a defined assortment, N and NN shades can be mixed with the entire assortment for ultimate variety. With the Reflects 3 System, TriFlective Naturals provide a very lively and shimmering color result, N and NN shades allow you to achieve also a more solid grey coverage result if desired. TriFlective Naturals do not replace the existing N and NN shades but they are an extension of grey coverage service offer. There are 9 shades with Topchic and 100% grey coverage. There are 6 Shades with Colorance Mild Demi -Permanent Color for up 75% grey coverage.
The Warm Shades: Blondes, Browns, Reds

G = Gold Tones
The base of the gold series is gold (yellow-orange). Gold tones will not optimally cover grey alone. The gold shades are beautiful fashion colors with iridescent tones of gold. They add brightness and vibrancy to almost any shade.

GB = Gold Beige Tones
Gold-beige (GB) tones are a compound shade mixed. The GB tones are predominately gold in the brown or beige direction. The GB Series provides a natural looking golden-blond highlight. When lifting 2 or more levels and using the GB Series, the gold will become much more predominant due to the exposure of the underlying pigment.

B = Brown/Beige Tones
These are brown based colors with more warmth, and are more of a fashion brown than the natural tones. The brown tones are suggested for new color clients who want to brighten up their natural hair color without a dramatic change. These shades are brown with a minimal amount of red and gold added for shine. The brown tones should be mixed with the Natural tones for optimum grey coverage.

BG = Brown/Beige Gold Tones
Brown- Gold (BG) tones are a compound shade mixed. The BG tones are predominantly brown or beige in the gold direction. They provide a rich warm brown fashion shade.

BN = Brown/Beige Natural
BN (Brown-Natural), KN (Copper-Natural) and GN (Gold-Natural) They cover up to 30% grey without additional N-Series. These shades are excellent for lowlights.

RB = Red Brown Tones
The red-brown (RB) tones are a compound shade. The RB tones are predominantly brown in the red direction. It is ideal for adding reddish-brown highlights to dull hair. The RB shades are ideal for introducing your clients to the world of fashion hair color; just enough excitement, yet very natural. The red-brown tones should be mixed with the natural tones for optimum grey coverage.

K = Copper Tones
The base of the copper (K) tones is orange. They add a rich auburn (copper) tone to any base level. The K tones look very natural, much like a natural redhead would look. The copper tones should be mixed with the Natural tones for optimum grey coverage.

KG = Copper Gold tones
Copper-gold (KG) tones are a compound shade combined. The KG tones are predominantly copper (K) in the gold direction. The KG tones are strong, exciting fashion tones which deliver peak vibrancy and brightness. The copper-gold tones should be mixed with the natural tones for optimum grey coverage.
OR = Orange Red
The OR tones are a compound shade of orange and red tones. The OR tones are predominantly orange in the red direction. These will provide intense, fiery reds.

KR = Copper Red
The KR tones are a compound shade of copper and red tones. The KR tones are predominantly copper in the red direction. In these shades, direct pigment has been added for more intensity.

OO/RO Max = 7OO and 7RO
Contains the Chromax Technology that provides durable intense reds. They can be applied on grey hair, however not recommended for grey coverage. Not recommended to mix with any other shade for grey coverage. They can be mixed with any other Max Red Shade.

THE COOL SHADES
Blondes, Browns, Reds
The Cool Blondes and the Cool Browns contain the Cool Protect Technology that keeps your blondes and brunettes cool and not fading to a brassy tone.

BP = Beige Pearl
BA = Beige Ash
A = Ash Tones
The base of the Ash (A) series have corrective dyestuffs to counteract different levels of orange. Alone, the ash tones will not cover grey but can be mixed with the Natural series for grey coverage. Whenever maximum control of orange is desired, the strength of the corrective dyestuffs of the (A) series will counteract the orange, creating natural looking brown.

MB/BM = Matte Brown
As with most green-based colors, they have a tendency to look drab and unnatural or have a green cast. The MB series are a green-base with warm green matte direction to create cool “jade browns” or natural looking browns at darker levels. The BM Series (brown matte) can create natural looking, cool chocolate browns.

SB/BS = Silver Brown/Beige
Silver Browns/Brown Silver are designed to create cool or neutral brown/beige tones. There are no silver dyestuffs, they are in a sheer blue-grey shade direction. They are excellent for mixing with other shades to create cool or warm tones.

P = Pearl Tones
The Pearl (P) tones also have corrective dyestuffs and are responsible for controlling the common problem of unwanted gold or brassiness in blonde hair. Gold is a tertiary color of a yellow-orange base. Yellow-orange and blue-violet are directly opposite each other on the Color Star. This means they counteract each other, creating a natural, neutral, or beige tone.

V = Violet
The base of the Violet (V) series is Violet. For example, 4V has a deep cool tone and is used as a fashion tone. 10V is a pastel violet ideal for toning after decolorization to control yellow.
MAX REDS FASHION SHADES

VV/RV/RR MAX Chromax Technology
A combination of intense red oxidative dyes. These expressive, long lasting reds provide supreme color shine with highly intensive and vibrant dyestuffs. They are notably more vibrant and intense comparably to oxidative fashion colors.

Unique shades in real red and cool red (RR and RV). Powerful shades ranging from warm to cool; covering even the highly intensive red and red-violet color characters. These shades are designated with red caps in Topchic and Colorance Mild Alkaline canisters and tubes.

R = Red Tones
Red tones are a red-base with a small amount of blue added for cool fashion red. This small amount of blue will prevent the end result from becoming too orange or too warm. Ideal for olive skin toned clients.

THE MIX SHADES
The Goldwell Color System includes 6 Topchic mix tones or concentrates. These shades can be substituted as part of the hair color formula to intensify the respective color.

Up to a maximum of 25% or ¼ of the color portion of the formula can be substituted with a concentrate (i.e., if the color portion of the formula is 40mL, the maximum concentrate is 10mL).

THE FOLLOWING IS AN OVERVIEW OF THE 6 TOPCHIC CONCENTRATES.
The concentrates are categorized as either “drabbers” or “intensifiers.”

<table>
<thead>
<tr>
<th>DRABBERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A-ASH MIX</td>
<td>Dark drabber provides additional control of undesirable orange on Levels 2–6.</td>
</tr>
<tr>
<td>(Blue base)</td>
<td>CAN ALSO BE USED as a fashion intensifier with Topchic 2A to achieve a fashion blue-black.</td>
</tr>
<tr>
<td></td>
<td>Do not use with the 2+1 HighLift series.</td>
</tr>
<tr>
<td>P-PEARL MIX</td>
<td>Light drabber provides additional control of undesirable gold on Levels 7-10.</td>
</tr>
<tr>
<td>(Blue-violet base)</td>
<td>CAN BE USED with the 2+1 HiBlonde Control 11 Series in small proportions.</td>
</tr>
</tbody>
</table>
INTENSIFIERS

GG-GOLD MIX  
(Gold base)  
Adds gold reflects, warms or brightens any fashion shade.  
CAN BE USED on all levels and for filling.

RR-RED MIX  
(Cool red base)  
Adds red vibrancy to fashion red or violet.  
CAN BE USED on any level in small proportions.

KK-COPPER MIX  
(Warm orange base)  
Adds warm intensity to fashion copper or copper-gold.  
CAN BE USED on any level in small proportions.

VV-VIOLET MIX  
(Violet base)  
Adds fashion violet intensity to violet or red shades up to Level 6. V mix is NOT used as a drabber.  
Do not use with the 2+1 HighLift series.

GOLDWELL COLOR MASTER PALETTE

The following charts list Topchic shades according to tonal series and shade groups.

THE NATURALS

= TOPCHIC  = COLORANCE

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>NA</th>
<th>NN</th>
<th>NBR</th>
<th>NBK</th>
<th>NBP/NGB</th>
<th>NGP</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>10N</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>9</td>
<td>9N</td>
<td>9NA</td>
<td>9NN</td>
<td></td>
<td>9NBK</td>
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<td>9NBP</td>
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<td>8</td>
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<td></td>
<td>8NGB</td>
<td></td>
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<td>7N</td>
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<td>7NBK</td>
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<td>7NGP</td>
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<td>6</td>
<td>6N</td>
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<td>6NN</td>
<td>6NBR</td>
<td>6NBK</td>
<td>6NGB</td>
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<td>5N</td>
<td>5NA</td>
<td>5NN</td>
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<td></td>
<td>5NBP</td>
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<td>4N</td>
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<td>2N</td>
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</table>
# WARM BROWNS, BLONDES, AND REDS

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<tr>
<th></th>
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<th></th>
<th></th>
<th>KS</th>
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<td>10</td>
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<td>10GB</td>
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# COOL BROWNS, BLONDES, AND REDS

<table>
<thead>
<tr>
<th></th>
<th>BP/BA</th>
<th>A</th>
<th>BM</th>
<th>MG/MB</th>
<th>BS</th>
<th>SB/P</th>
<th>V/VV</th>
<th>R/RR</th>
<th>RR</th>
<th>VA/RV</th>
<th>RS/PK</th>
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<tr>
<td>10</td>
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<td>10A</td>
<td>10BM</td>
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<td>10BS</td>
<td>10P</td>
<td>10V</td>
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<td>9</td>
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<td>9A</td>
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<td>8KB</td>
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<tr>
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<td>7BS</td>
<td>7B</td>
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<td>3N</td>
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<td></td>
<td>3V</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
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<td>2A</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

○ = TOPCHIC  ● = COLORANCE  SHADES IN RED CONTAIN THE MAX RED DYES
CHAPTER 6

FORMULATION GUIDELINES
FORMULATION GUIDELINES

TOPCHIC, COLORANCE, OR NECTAYA

As a professional colorist, consider the following factors when analyzing hair. Doing so will help you select a suitable shade(s) for the client, the proper technique for application, and ideal color product(s) to use: Topchic, Colorance, or Nectaya.

<table>
<thead>
<tr>
<th>HAIR TEXTURE:</th>
<th>HAIR HEALTH:</th>
<th>INDIVIDUALITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINE</td>
<td>NORMAL</td>
<td>EYE COLOR</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>RESISTANT</td>
<td>SKIN TONE</td>
</tr>
<tr>
<td>COURSE</td>
<td>POROUS</td>
<td>PREFERENCE</td>
</tr>
<tr>
<td></td>
<td>PERMED</td>
<td>PERSONALITY</td>
</tr>
<tr>
<td></td>
<td>PREVIOUSLY TINTED</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LIGHTENED OR BLEACHED</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HOME TREATED</td>
<td></td>
</tr>
</tbody>
</table>

After completing the above diagnosis, use the Blueprint for Formulation to determine your formula. The following steps are sequenced to systematically plan a successful formula. The blueprint concept never changes. You can follow the identical sequence on virgin applications, corrective work or tint-back procedures.*

* On corrective or tint-back procedures follow the same sequence inserting necessary steps.
BLUEPRINT FOR FORMULATION

Effective communication between the colorist and the client is extremely important to determine the needs and desires of the client and to develop the ideal hair color formula.

STEP 1: IDENTIFY THE EXISTING LEVEL OR LEVELS (XL)

Using the N series swatches from the Color Tableau or Universal Shade Chart, determine the existing level(s). It is essential to know the existing level and base shade(s) so a starting point can be determined and if the target color can be achieved in a single or double process.

STEP 2: DETERMINE THE TARGET LEVEL

Ask: “Would you like your hair to be lighter, darker or maintain the same level, only adjusting the tone?”

Answering steps 1–2 will determine the proper developers for optimum results.

STEP 3: DETERMINE THE TARGET COLOR (TC)

Ask: “Do you prefer fashion tones with gold or reddish tones or a natural brown tone, etc.?” (Choose a desired shade).

STEP 4: DETERMINE THE GREY PERCENTAGE (%)

Using the three categories of grey percentage (see Chapter 8), also consider whether the client prefers grey coverage or grey blending. When there is grey in the natural hair, the formula must contain a portion of the N Series for optimum coverage.

STEP 5: DETERMINE THE NATURAL CONTRIBUTING PIGMENT (NCP)

The Natural Contributing Pigment is the melanin that is exposed when lightening the hair. This can be used to your advantage or can be used against you and must be considered when attempting to counteract warmth.

To establish a worksheet from the blueprint, use the symbols in the formula shown below:

XL = EXISTING LEVEL

= TARGET LEVEL

TC = TARGET COLOR

% = PERCENTAGE OF GREY

NCP = NATURAL CONTRIBUTING PIGMENT
CHOICE OF TOPCHIC LOTION:

<table>
<thead>
<tr>
<th>VOLUME</th>
<th>LIFTING ABILITY (WITH DEPOSIT)</th>
<th>RECOMMENDED USE</th>
</tr>
</thead>
</table>
| 10 (3%) | » Minimal shifting             | » Tinting darker for deposit  
|        | » 1 level of lift              | » Toning pre-lighted hair   |
| 20 (6%) | » Standard developer at same level coloring  
|        | » 1 level of lift              | » Topchic tint-backs    
|        | » 2 levels of lift             | » Optimum Grey Coverage |
| 30 (9%) | » 3-4’ levels of lift          | » Topchic 2–10 
|        | » 3 levels of lift             | » HiBlonde Control 11, 12  
|        | » 4- 5½’ levels of lift        | » Neutralights         |
| 40 (12%) | » 3 Levels 
|        | » 4- 5½’ levels of lift        | » Topchic 2–10 
|        | » 3 Levels 
|        | » 4- 5½’ levels of lift        | » HiBlonde Control 11, 12  
|        | » 3 Levels 
|        | » 4- 5½’ levels of lift        | » Neutralights         |

* WHEN ADDING BLONDING CREAM OR BLONDING CREAM ASH

MIXING PROPORTIONS:

The mixing proportions are 1:1 for Topchic Level 2-10 deposit colors.

**EXAMPLE:**

1. 40mL – Topchic Lotion (appropriate volume)
2. 40mL – Topchic Deposit Color
3. Processing time – 30 minutes
4. 20 minutes with heat open air system only

The mixing proportions are 2:1 for Topchic 2+1 HighLift Series.

**EXAMPLE:**

1. 50mL – Topchic Lotion (appropriate volume)
2. 25 mL – Topchic HighLift Series
3. Processing time – 45 minutes (max)  
   30 minutes with heat – OPEN AIR SYSTEM ONLY
NATURAL CONTRIBUTING PIGMENT
To develop a better understanding of how natural underlying pigment will influence color results, hair coloring can be categorized into either “fashion formulation” or “natural formulation.”

FASHION FORMULATION COLORING:
The easiest type of formulation is Fashion coloring. This is true because, by targeting the same level or going lighter with a fashion end result, the warm underlying pigment is exposed. Therefore will enhance your end result.

EXAMPLES OF FASHION FORMULATION:

<table>
<thead>
<tr>
<th>XL</th>
<th>↑</th>
<th>TC</th>
<th>NCP</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>7</td>
<td>7KG</td>
<td>XLO</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7KG</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>20 VOL</td>
<td>40 ML</td>
<td>EXTRA LIGHT ORANGE</td>
<td></td>
</tr>
</tbody>
</table>

No control is necessary since KG is a fashion shade.

NATURAL FORMULATION:
Natural Formulation refers to hair coloring which requires the diffusion of natural pigment before depositing the new artificial pigment.

Anytime hair is lightened, some of the natural pigments are diffused. When hair is lightened from the darker levels, the dominance of the blue pigment is removed, exposing a blend of the other primary colors (red and yellow) which together make orange. At the lighter levels, more red and yellow are removed. Also at the lighter levels, yellow dominates over the red, thus creating the tertiary color yellow-orange or what is commonly referred to as “gold”.

Lightening hair always contributes warmth to the end result. Considering this, a logical choice can be made whether to use the natural underlying pigment to add warmth and brightness to a fashion color, or to control the natural underlying pigment using a counteracting or complementary color. It is necessary to use some counteracting color if a natural tone is desired.

If the target color is a warm or fashion tone, no control is necessary. The underlying pigment will contribute brightness and vibrancy to the final result.
If a natural tone is the desired target color, simply use the appropriate counteracting color (right column) to control unwanted warmth (orange or gold). The result achieved will be a more natural target color.

THE FOLLOWING CHART SHOWS THE NATURAL UNDERLYING PIGMENT WHICH IS EXPOSED AT EACH LEVEL:

### NATURAL CONTRIBUTING PIGMENT CHART

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>ACTIVATING PIGMENT</th>
<th>CONTROLLING COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Darkest Orange</td>
<td>Ash Ash, 2A</td>
</tr>
<tr>
<td>3</td>
<td>Dark Dark Orange</td>
<td>Ash Ash</td>
</tr>
<tr>
<td>4</td>
<td>Dark Orange</td>
<td>Ash Ash, Violet Ash</td>
</tr>
<tr>
<td>5</td>
<td>Medium Orange</td>
<td>Ash Ash, Violet Ash</td>
</tr>
<tr>
<td>6</td>
<td>Light Orange</td>
<td>SB, A, MB</td>
</tr>
<tr>
<td>7</td>
<td>Extra Light Orange</td>
<td>SB, A, MB</td>
</tr>
<tr>
<td>8</td>
<td>Medium Gold (yellow-orange)</td>
<td>SB, A, BA(2)</td>
</tr>
<tr>
<td>9</td>
<td>Light Gold</td>
<td>A, BA(2)</td>
</tr>
<tr>
<td>10</td>
<td>Extra Light Gold or (1)yellow possible</td>
<td>P, V, BA(2), BP</td>
</tr>
</tbody>
</table>

1 Yellow may appear as the underlying pigment at level 10 after decolorization. In this case, use 10V (violet) as the controlling color toner.

2 Available in Colorance only.

### ADDITIONAL TIPS FOR SUCCESS:

Remember that the counteracting color used for control is determined by the underlying pigment at the target level (not starting level).

Consider that the darker the existing natural level (starting point) is and the more levels of lift you are targeting, the greater the proportion of counteracting or control color you will need.

### EXAMPLE OF NATURAL FORMULATION FORMULA:

- XL 6
- ↑ 8
- TC 8GB
- NCP MED GOLD
- % 0
- 20 VOL 40 ML
- 7KG 40 ML
- EXTRA LIGHT ORANGE
- A, IS POSSIBLE ALSO
CHAPTER 7

TOPCHIC MIXING AND APPLICATION
TOPCHIC MIXING AND APPLICATION

TECHNICAL INFORMATION:

- For professional use only.
- Topchic should be stored and used only at room temperature.
- Topchic color must be mixed with Topchic Lotion only.
- As with any other chemical service, a sensitivity test or patch test is required before use as stated by law.
- Do not use Topchic to tint eyelashes or eyebrows.
- If product comes into contact with the eyes, rinse immediately with plenty of water. If irritation occurs, consult a physician.
- Topchic is applied to dry hair. If the hair is very oily, or has a considerable amount of styling product(s) on it, cleanse with Goldwell DualSenses Color Fade Stop Shampoo and dry before application.
- Avoid vigorous scalp massage during shampooing and excess heat in the drying process.

MIXING AND APPLICATION PROCEDURES:

<table>
<thead>
<tr>
<th>FOR LEVELS 2-10 (DEPOSIT COLORS)</th>
<th>FOR HIGHLIFT SERIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal, full application:</td>
<td></td>
</tr>
<tr>
<td>» 40 mL Topchic Lotion</td>
<td>» 50 mL Topchic Lotion</td>
</tr>
<tr>
<td>» 40 mL color</td>
<td>» 25 mL Highlift Series</td>
</tr>
<tr>
<td>Retouch application when color balancing with Colorance: (See Chapter 11)</td>
<td></td>
</tr>
<tr>
<td>» 30 mL Topchic Lotion</td>
<td>» 30 mL Topchic Lotion</td>
</tr>
<tr>
<td>» 30 mL color</td>
<td>» 15 mL Highlift Series</td>
</tr>
</tbody>
</table>

Measure the desired amount of Topchic Lotion through the bottom valve of the depot measuring cylinder, depot dosage system P_Cat, or ColorMat (always dispense Topchic Lotion first).

Press the bottom valve of the measuring device on the valve of the depot can and measure the proper amount of Topchic Color. Mix by using the mixing shaft on the ColorMat, or with a whisk or brush in the measuring bowl.
**MIXING INSTRUCTIONS FOR TUBE COLOR**

Dispense desired amount of Topchic Lotion into depot measuring cylinder or mixing bowl.

If using the depot measuring cylinder, measure Topchic Lotion and pour into mixing bowl. Remove cap from hair color tube and use key to neatly release color into mixing bowl. When desired amount has been dispensed, replace cap. Using mixing brush or whisk in a circular motion until a smooth, creamy mixture is achieved.

**APPLICATION INSTRUCTIONS**

**FIRST TIME TINTING: VIRGIN HAIR**

1. Section hair into quadrants.

2. Start with the darkest parts and apply color ½ inch from scalp to ends.

3. Wait 5-10 minutes, then apply remaining color to scalp area.

4. Process 30 minutes with deposit colors/45 minutes with the 2+1 HighLift 11-Series.

5. With 10 to 20 minutes remaining, apply color to contours (the fine lanugo* hair around the hairline). After processing, add water and work color into a lather.

6. Work the color around the hairline to help prevent staining of the skin.

7. Rinse thoroughly.

8. Shampoo with Goldwell DualSenses Fade Stop shampoo for color-treated hair. Rinse thoroughly and lightly towel blot.

9. Apply Goldwell DualSenses Detangling conditioner specifically for color-treated hair. Follow with DualSenses Color Lock serum. For red tones, a Goldwell leave-in conditioner for color-treated hair is recommended.

10. Rinse, dry and style (no rinsing necessary if a leave-in conditioner is used).
RETUCH APPLICATION: GREY HAIR, SAME LEVEL, OR DARKER

1. Section hair into quadrants.

2. Apply color to the regrowth. When working on grey hair, start at the greyest or most resistant areas of the hair.

3. Process for 30 minutes. 20 minutes with heat – OPEN AIR SYSTEM ONLY.

4. Colorance Demi-Permanent hair color should be applied to the previously colored hair, (mid-lengths and ends) following the Color Balancing service instructions (see Chapter 14). Colorance Color Balancing provides optimum vibrance and color without further cuticular stress to the hair. If Colorance is not available, and the mid-lengths and ends need refreshing, mix a separate formula using 10 volume Topchic Lotion and the target color. This formula should be applied to the mid-lengths and ends for the last 10-15 minutes of processing.*

5. After processing, add water and work color into a lather. Working the color around the hairline will help prevent staining of the skin.

6. Rinse thoroughly.

7. Shampoo with Goldwell DualSenses Fade Stop shampoo for color-treated hair. Rinse thoroughly and lightly towel blot.

8. Apply Goldwell DualSenses Detangling conditioner specifically for color-treated hair. Follow with DualSenses Color Lock serum. A Goldwell leave in conditioner for color-treated hair is recommended.

9. Rinse, dry and style (no rinsing necessary if a leave-in conditioner is used).

*This formula should be prepared in advance when regrowth formula is mixed, but applied to mid-lengths and ends for only the last 10-15 minutes.
RETOUCH APPLICATION: WHEN GOING LIGHTER, BRIGHTER, OR USING THE 2+1 HIGHLIFT SERIES

1. Section hair into quadrants.

2. Start at the darkest part and apply color to the new regrowth (avoiding the fine lanugo hair).

3. Process 30 minutes for deposit colors and 45 minutes for the HighLift Series. With 10 to 20 minutes remaining, apply the color to the fine lanugo hair around the hairline.

4. If Colorance is not available for Color Balancing*, use target color mixed with 10 Volume Topchic Lotion and start application for the last 10–15 minutes. Dampen the ends with water before applying. (Note: for full development of the pigments, this formula should be mixed 10–15 minutes in advance to allow 30 minutes of processing time).

5. After processing, add water and work color into a lather. Working the color around the hairline will help prevent staining of the skin.

6. Rinse thoroughly.

7. Shampoo with Goldwell DualSenses Fade Stop shampoo for color-treated hair. Rinse thoroughly and lightly towel blot.

8. Apply Goldwell DualSenses Detangling conditioner specifically for color-treated hair. Follow with DualSenses Color Lock serum. A Goldwell leave in conditioner for color-treated hair is recommended.

9. Rinse, dry and style (no rinsing necessary if a leave-in conditioner is used).

*Colorance Color Balancing is the recommended procedure for refreshing the mid-lengths and ends when retouching (See Chapter 14).
CHAPTER 8

GREY HAIR
GREY HAIR

There is an old “myth” that grey hair is void of pigments; however, when grey hair is studied more closely, you will find that pigment is present. In fact, all three primary colors exist, but in very minimal proportions. Many times one of the primary colors dominates. For example in silver-grey, blue would be the dominating primary color and in the case of yellow-grey, yellow dominates.

To optimally cover grey hair, a combination of three primary colors is needed. Goldwell has formulated the N-Series with the proper combination of the three primary colors for each level. This ensures coverage of grey, yet leaves the hair with a more natural tone.

While the N-Series can be used alone, it is specifically formulated as a tool for grey coverage and ideally should be mixed with a fashion tone to achieve a more desirable target color. Follow the guide below for proper mixing proportions.

GUIDE FOR GREY COVERAGE

<table>
<thead>
<tr>
<th>% GREY</th>
<th>AMOUNT TOPCHIC LOTION</th>
<th>AMOUNT N, NN, NA SERIES</th>
<th>AMOUNT TARGET COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 30%</td>
<td>40mL</td>
<td>15mL</td>
<td>25mL</td>
</tr>
<tr>
<td>31-60%</td>
<td>40mL</td>
<td>20mL</td>
<td>20mL</td>
</tr>
<tr>
<td>61-100%</td>
<td>40mL</td>
<td>25mL</td>
<td>15mL</td>
</tr>
</tbody>
</table>

FORMULATION EXAMPLES (WHEN GREY IS PRESENT)

**FORMULA:**
- XL - 5
- TC - 6K
- % GREY - 25%

**FORMULA:**
- XL - 5
- TC - 7B
- % GREY - 50%
GUIDELINES FOR OPTIMUM GREY COVERAGE

Use N or NA-Series at the target level for optimum grey coverage. 9N and 9NA are the lightest N shades that will cover grey. Therefore when targeting a Level 10, use 9N or 9NA for the grey portion of the formula.

When hair is oily or has heavy styling products on it (pomades, firm holding sprays, glazes, etc.) cleanse first with a DualSenses Fade Stop Shampoo and dry on cool setting before application. For optimum coverage use a brush application working across or against the hair shaft.

If grey hair is resistant or for isolated spots and/or streaks of grey, refer to special procedures for grey hair on next page. When using the HighLift Series and grey coverage is needed, refer to Chapter 9 for special instructions.

SPECIAL PROCEDURES FOR RESISTANT GREY HAIR

RESISTANT GREY NN SERIES

Use the NN Series on resistant grey hair which is scattered within a section or throughout the head. Certain hair types are so resistant that the normal application of color will not optimally cover grey. In this situation, your formula choices not need to change; Simply replace the existing N shade, or a portion of, with the NN shade on the same level. This will give a higher pigment concentration and therefore better grey coverage. A higher pigment concentration may cause the end result to appear slightly darker. An explanation should be given to the client ahead of time that this is needed for optimal grey coverage on resistant hair types.

PRE-SOFTENING FOR GREY STREAKS

Normally when streaks or spots of grey are present on predominantly natural hair, these areas will remain lighter in the finished results.

If a streak is favorably placed as an accent, you may choose to use it and apply according to your normal procedures. However, in many cases, clients prefer to have the streaks covered. Doing so requires a special procedure which is called pre-softening. Pre-softening does not always mean the grey hair is resistant.

The purpose of this procedure is to minimize the contrast between the grey streak and the pigmented hair. The procedure premises the streak with additional pigment before the color formula is applied, for a more even end result.

PRE-SOFTENING APPLICATION

1. Mix 10mL distilled water.
2. 10mL N-Series (at target level).
3. Apply to grey streak or spot (brush application) and process 5 minutes.
4. After 5 minutes, towel blot and apply Topchic color mixture to streak area first.
5. Apply color mixture throughout and begin processing. Process hair for 30 minutes, then follow standard shampooing, rinsing and conditioning procedures.
CHAPTER 9

TOPCHIC
2 + 1 HIGHLIFT
TOPCHIC 2 + 1 HIGHLIFT

As we study the lighter levels of hair color, it is important to realize that the lighter the level, the less pigment concentration there is. This is true with natural hair color as well as levels of color in a color system. Level 10 is the lightest level in the Goldwell Color System.

The 2+1 HiBlonde 11-Series is not lighter than Level 10. In fact, it is not a level at all. The HighLift Series is specially formulated to produce maximum lift and control in a single process.

Using high volumes of peroxide with light levels of color leaves very little color deposit or control after lifting. Goldwell recognized this challenge in hair color and developed the HighLift Series which is to give maximum control while lifting. The HighLift Series contains 2-3 times the pigment intensity of the Level 10 shades, increasing the amount of deposit during the lift and achieving the desired result. Because of this high intensity deposit, it is important that the HighLift Series is mixed in a 2:1 ratio: 2 parts Topchic Lotion to 1 part HighLift Series. The Highlift series should only be used with 30 and 40 Volume Topchic Lotion and is never used as a toner on pre-lightened hair.

OVERVIEW OF THE 2+ 1 HIBLONDES CONTROL 11-SERIES

<table>
<thead>
<tr>
<th>NATURAL BLONDES</th>
<th>FASHION BLONDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONTROLLING</td>
<td>FASHION</td>
</tr>
<tr>
<td>11V</td>
<td>11B</td>
</tr>
<tr>
<td>11A</td>
<td>11G</td>
</tr>
<tr>
<td>11P</td>
<td></td>
</tr>
<tr>
<td>11SV</td>
<td></td>
</tr>
<tr>
<td>11N</td>
<td></td>
</tr>
</tbody>
</table>

These shades are especially suited for drabbing unwanted orange/gold that arises from lightening the hair. These shades produce an iridescent gold, gold-beige, or beige character.
GUIDELINES FOR THE 2 + 1 HIBLONDE CONTROL 11-SERIES

All of the HighLift Series shades can be intermixed with each other. The Usage Chart (next page) shows the controlling ability of each color with 11V having the most and 11G having the least. The HighLift Series is a completely separate series than Topchic deposit colors 2-10.

HERE’S HOW THEY ARE DIFFERENT:

- Mixed with 30 and 40 Volume Topchic Lotion only.
- Mixed in a 2:1 ratio: 2 parts Topchic Lotion to 1 part HighLift Series.
- Processes for 45 minutes room temperature, 30 min with heat(open air system only no hood dryers).
- Contains 2 to 3 times as many pigments as a Level 10. This ensures optimum control of gold while using high volumes of Topchic Lotion.
- The HighLift Series shades are not target colors.
- The letter does not represent the base tone.
- Level 6’ is the darkest natural level (starting point) that can optimally be controlled in a one-step lifting process with the HighLift Series. 11V’ or 11A’ may be used on level 5. Anything darker requires pre-lightening if a natural blonde result is desired.
- Do not use the HighLift Series as toners on bleached hair.
- The HighLift Series should not be pulled through on previously lightened hair due to the intense controlling ability. Colorance Color Balancing is the recommended procedure for refreshing the mid-lengths and ends (See Chapter 14).

***Remember, when choosing Highlift does not lift tint!
**TO USE THIS CHART:**

Determine the natural level. This will allow you to judge whether the hair can be lifted to the desired level with the HighLift Series, or if decolorizing with Oxycur Platin or SilkLift decolorizer is necessary.

If a natural blonde is desired, choose the appropriate shade and volume of Topchic Lotion. The shade listed will give a natural blonde result similar to 9GB or 10B. If an ash tone is desired, it is considered a pastel blonde and bleaching and toning is recommended.

If a warmer blonde shade is desired, choose the appropriate fashion blonde. These shades will produce a beautiful fashion blonde rich in beige, gold-beige or gold iridescent tones.

Process 45 minutes room temperature 30 min with heat (open air system only). Then follow standard shampooing, rinsing and conditioning steps.

---

**USAGE CHART FOR THE 2 + 1 HIBLONDE CONTROL 11-SERIES**

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>6N</th>
<th>7N</th>
<th>8N</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIBLONDE 11 SERIES</td>
<td>11V</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>11A</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>11P</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>11Sv</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>11N</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NATURAL RESULT 9GB - 10B RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>11B</td>
</tr>
<tr>
<td>11G</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FASHION RESULT 9G-10GB RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>11B</td>
</tr>
<tr>
<td>11G</td>
</tr>
</tbody>
</table>

X = OPTIMUM USE
X = POSSIBLE USE
GREY COVERAGE AND THE 2+ 1 HIBLONDE CONTROL 11-SERIES

The area of HighLift blonding while covering grey hair is a very specialized area, due to the contrast in natural tones. The dark hair is in need of 2 to 4 levels of lift while the grey hair is in need of a considerable amount of deposit for covering or pigmentizing the grey. Occasionally, 9N is needed to achieve grey coverage in a HighLift formulation. Also, remember that 9N is the lightest N for grey coverage.

FOLLOW THIS CHART AS A GUIDELINE FOR USING THE HIGHLIFT SERIES WHEN COVERING GREY:

<table>
<thead>
<tr>
<th>% GREY</th>
<th>AMOUNT 9N</th>
<th>AMOUNT HIGHLIGHT SERIES</th>
<th>MIXING RATIO &amp; VOL. TOPCHIC LOTION</th>
<th>AMOUNT TOPCHIC LOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 30%</td>
<td>None</td>
<td>25mL</td>
<td>2:1 ratio 30 or 40 Vol</td>
<td>50mL</td>
</tr>
<tr>
<td>31–60%</td>
<td>10mL</td>
<td>10mL</td>
<td>2:1 ratio 30 to 40 Vol</td>
<td>40mL</td>
</tr>
</tbody>
</table>

ABOVE THIS LINE USE 2:1 RATIO - BELOW USE A 1:1 RATIO

<table>
<thead>
<tr>
<th>% GREY</th>
<th>AMOUNT 9N</th>
<th>AMOUNT HIGHLIGHT SERIES</th>
<th>MIXING RATIO &amp; VOL. TOPCHIC LOTION</th>
<th>AMOUNT TOPCHIC LOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>61–80%</td>
<td>25mL</td>
<td>15mL</td>
<td>1:1 ratio 30 or 40 Vol</td>
<td>40mL</td>
</tr>
<tr>
<td>81–100%</td>
<td>25mL</td>
<td>15mL</td>
<td>1:1 ratio 20 Vol</td>
<td>40mL</td>
</tr>
</tbody>
</table>

* With the grey hair so extremely predominant, there is no need for the HighLift Series; use only deposit Colors (Levels 2-10). Examples of natural and fashion formulation with the HiBlonde 11 Series

EXAMPLES OF NATURAL AND FASHION FORMULATION WITH THE HIBLONDE 11 SERIES

<table>
<thead>
<tr>
<th>BLUE PRINT</th>
<th>FORMULA</th>
<th>BLUE PRINT</th>
<th>FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL 6</td>
<td>50mL 40 Vol.</td>
<td>XL 8</td>
<td>50 mL 30 Vol.</td>
</tr>
<tr>
<td>TC 10B</td>
<td>25mL 11V</td>
<td>TC 10B</td>
<td>25 mL 11GB</td>
</tr>
<tr>
<td>NCP Xtra LT Gold</td>
<td>% 0</td>
<td>NCP Xtra LT Gold</td>
<td>% 0</td>
</tr>
</tbody>
</table>
2+ 1 HIBLONDE CONTROL
12-SERIES

The Topchic HiBlondes range has been extended by a powerful 12 Series. The new 12 Series is the ideal completion of the Topchic Highlifting segment. Effective lightening and toning within one step for lightest blonde results with maximum protection. Through the innovative HighLift Catalyst System it is possible to achieve Stronger HighLift shades to deliver utmost lift and control in one step.

The 12 Series are positioned above Topchic 11-series. For HighLift color users who want to have lightest results without using bleach. HighLift Catalyst System allows to achieve up to 5 levels of lift. The most powerful lift with integrated toning for the most brilliant, lightest blonde ever. Optimum protection with no need for pre-lightening for the ultimate in softness and shine. A catalyst increases the performance of a chemical system.

The HighLift catalyst system in the 12 series enables the 12 series to deliver more lift than the 11 series – without increasing the total alkali amount. The 12 series contains the same total amount of alkali as the 11 series.

The 11 series contains only ammonia as alkalizing agent, the 12 series alkali is split between ammonia, monoethanolamine & ammonium bicarbonate that enables effective lightening up to 5 levels with simultaneous toning and provides a soft, smooth hair structure.

GUIDELINES FOR THE HIBLONDE 12 SERIES

- 3 shade options.
- Not a target color or target level.
- Mixed with 30 or 40 volume Topchic Lotion only. Mixed 2:1.
- Level 5 is the darkest level that can optimally be controlled for a single process natural result.
- Can be used on levels 5–8.
- HighLift 12 Series should not be pulled through previously lightened hair.
- Process 45 minutes without heat.
- Process 30 minutes with heat.
- Open air system only - NO HOOD DRYERS.
- Can be mixed with Blonding Cream or Blonding Cream Ash.
- Not for grey coverage.
STANDARD APPLICATION:
1. Apply to clean, dry hair.
2. Use a bowl and brush application method or a ColorMat.
3. Mix 2 to 1. 2 parts Topchic Lotion to 1 part Topchic HiBlonde 12 Series.
4. Standard mixture: 50mL 30 or 40 Volume Topchic Lotion + 25mL HiBlonde 12 Series.
5. Process 45 minutes at room temperature.
6. Process 30 minutes with heat ** ("Open air system only – NO HOOD DRYERS).
7. Rinse with tepid water, emulsify and Shampoo with DualSenses Blonde and Highlights Shampoo.
8. Condition with Dual Senses Blonde and Highlights Anti Brass Conditioner.
9. Apply Dual Senses Blonde and Highlights Color Lock Serum.

TOPCHIC NEUTRALIGHTS

HIGHLIFT -CONTROL SERIES FOR DARKER HAIR

- 2 shade options.
- Not a target color or target level.
- Mixed with 30 or 40 volume Topchic Lotion only. Mixed 2:1.
- Level 2 is darkest level that can optimally be controlled for single process natural result.
- Neutralights should not be pulled through previously lightened hair.
- Process 30 minutes without heat.
- Process 15 minutes with heat**

(“ Open air system only – NO HOOD DRYERS ).

PRODUCT USES:

- Lifting up to 4 levels on dark natural hair (2-5).
- Control of natural underlying pigments to neutralize warmth.
- Full head application on virgin hair only.
- Retouch applications in conjunction with Colorance Demi-Permanent Hair color.
- Natural looking highlights and creative techniques.
BENEFITS AND POSITIONING:

**TOPCHIC NEUTRALIGHTS**

**Key Benefits:**
- Designed only to be used on dark hair (levels 2-5).
- Controlled neutralizing of natural warm pigments.

**Positioning:**
- Natural, neutral brown and dark blonde effects for your highlighting clients with dark color base.

**TOPCHIC 11 SERIES**

**Key Benefits:**
- Provides up to 4 levels of lift.
- Can be mixed with Blonding Cream or Blonding Cream Ash for extra lift.

**Positioning:**
- Provides highlifting and toning in one single step.
- Lift and tone while protecting the hair.

**HIGHLIFT 12 SERIES ULTRA-BLONDES**

**Key Benefits:**
- Provides clear lift up to 5 levels.
- Contains less dyestuff for less color deposit.
- Can be mixed with Blonding Cream or Blonding Cream Ash for extra ½ level lift.

**Positioning:**
- Perfect for clients who want to achieve hi-lift without using bleach.
- Positioned above the 11-Series.
CHAPTER 10

BLONDING CREAM

BLONDING CREAM ASH
BLONDING CREAM

BLONDING CREAM/ASH IS A LIFT BOOSTER THAT CAN BE SUBSTITUTED AS A PORTION OF THE TINT FORMULA TO PROMOTE ½ TO 1 LEVEL OF ADDITIONAL LIFT.

Blonding Cream/Ash consists of the Topchic, cream-gel base and allows the professional colorist more creativity during the coloring process. It may be added to all Topchic shades to create a lighter, brighter effect. When used in a HighLift formula, Blonding Cream/Ash gives you an additional level of lift in the 11 series and an additional ½ level of lift in the 12 Series. Blonding Cream Ash contains cool control drabbing pigments to control warmth while lightening.

Depending upon the result desired, Goldwell recommends a maximum of 50% Blonding Cream/Ash substituted as part of the color mixture.

BLONDING CREAM WITH THE 2+ 1 HIBLONDE 11-SERIES EXAMPLE FORMULA:
- 40 Vol. – 50 mL
- 11V – 15mL
- Blonding Cream – 10mL

In this formula, Blonding Cream has been added as a lift booster to maximize lifting potential.

BLONDING CREAM WITH A FASHION TONE EXAMPLE FORMULA:
- 40 Vol. – 40mL
- 7KG – 30mL
- Blonding Cream – 10mL

BLONDING CREAM ASH WITH THE 2+ 1 HIBLONDE 12-SERIES EXAMPLE FORMULA:
- 40 Vol. – 50 mL
- 12BM – 15mL
- Blonding Cream Ash – 10mL

This formula might be used when highlighting or applying color in a free-form technique mainly on the cold shaft. Another example might be use it on existing Level 4 with coarse hair so that the addition of Blonding Cream can help to achieve the brightness desired as a target color.
CHAPTER 11

DECOLORIZERS

LIGHTENING AND TONING
As hair is lightened, there will be visible changes in tone and depth. Understanding this and training one’s eye to identify the stages of change is invaluable for a colorist. This information is useful in lightening hair, and is the basis for all corrective color, including tint-back procedures.

**STAGES OF LIFT IN ACCORDANCE WITH THE GOLDWELL LEVELS**

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>Stage Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Darkest orange</td>
</tr>
<tr>
<td>3</td>
<td>Dark Dark orange</td>
</tr>
<tr>
<td>4</td>
<td>Dark orange</td>
</tr>
<tr>
<td>5</td>
<td>Medium orange</td>
</tr>
<tr>
<td>6</td>
<td>Light orange</td>
</tr>
<tr>
<td>7</td>
<td>Extra light orange or dark gold</td>
</tr>
<tr>
<td>8</td>
<td>Medium gold (yellow-orange)</td>
</tr>
<tr>
<td>9</td>
<td>Light gold</td>
</tr>
<tr>
<td>10</td>
<td>Extra light gold or yellow possible</td>
</tr>
</tbody>
</table>

**SILKLIFT LIGHTENING SYSTEM**

**HIGH PERFORMANCE LIGHTENERS**

SilkLift offers lightening without compromises - high performance lightening and maximum conditioning. Significantly better conditioning results compared to other lighteners. Patent-pending Silk Protein Complex formula for outstanding performance and the Anti-Yellow System will provide luminous, blonde results and shiny, healthy hair that feels silky smooth.

**SHIELD TECHNOLOGY**

Is integrated into the High Performance Lighteners, and when mixed with the Conditioning Cream Developer, it creates a protective shield around the Silk Protein Complex protecting the conditioning agents. The result is high performance lightening and shiny, healthy hair. Conditions hair during the lightening process to reduce damage.
**SILKLIFT STRONG:**
- Strong lifting up to 7 levels.
- To be used when strongest lift is needed.
- For natural and color-treated darker bases.
- For more resistant hair types.

**SILKLIFT GENTLE AMMONIA FREE:**
- For gentle lifting up to 5 levels.
- To be used when less lift is needed.
- For lighter bases.
- Less resistant hair types.

**CONDITIONING CREAM DEVELOPERS:**
- 3% 10 volume, 6% 20 volume, 9% 30 volume.
- Ultra creamy consistency for the perfect, smooth working mass.
- The Silk Protein Complex conditioning agents are specifically directed to the areas of the hair needing structural balance and will leave the hair in noticeably better condition.

**INTENSIVE CONDITIONING SERUM:**
- Highly concentrated, for extra conditioning and structural balancing during the lightening process.
- For stressed, color-treated/lightened and fine hair with conditioning Silk Protein Complex.
- Usage – 3 pumps of the serum is added to each pre-mixed working mass prior to application. Stir again.

Both the developers and the serum contain the conditioning Silk Protein Complex and the IntraLipid Technology. The lighteners include the innovative Shield Technology.

Upon mixing, the Shield Technology creates a protective shield around the Silk Protein Complex. Hence, the Silk Protein Complex remains stable during oxidation and can optimally unfold its conditioning effect.

**THE SILK PROTEIN COMPLEX**
Smoothing of the cuticle structure on the outside is integrated into the Condition Cream Developers and the serum, providing your hair with targeted conditioning and structural balancing inside the hair while smoothing the cuticle structure outside the hair during the lightening process.
MIXING AND APPLICATION:

On scalp application:
1. 1 Level Scoop (25g) + 35mL (3%) 10, (6%) 20 Volume.
2. 3 pumps Intensive Conditioning Serum add to mixed working mass and stir again.

Off scalp application:
1. 1 Level Scoop (25g) 35mL 10 (3%), 20 (6%),30 (9%) Volume
2. 3 pumps Intensive Conditioning Serum add to mixed working mass and stir again.

Add the serum in front of your client if up-charging.

PROCESSING TIME:
- 10-45 min without heat
- DO NOT USE 40 Vol. (12%)

APPLICATION:
1. Only use SilkLift Conditioning Developer.
2. Blend to a creamy consistency.
3. Add and mix the SilkLift Intensive Conditioning Serum to the SilkLift working mass in front of the client for an even more professional approach to the color service.
4. Apply mixture evenly to dry hair.
5. Process at room temperature for 10 to 45 minutes until desired lightness is achieved.
6. Check frequently during processing to reach desired lightness.
7. DO NOT USE ANY HEAT SOURCE OR 40 Vol. (12%).
8. Once desired result is achieved, rinse thoroughly.
9. Rinse and shampoo with DualSenses Blonde and Highlights Shampoo
10. Condition with DualSenses Blonde and Highlights Anti Brassiness Conditioner.
11. Follow up with DualSenses Blonde and Highlights Color Lock Serum.
12. Style as desired or proceed with a Colorance, Elumen or Topchic toning process if necessary.
OXCUR PLATIN

Goldwell’s Dust-Free Oxcur Platin is a high quality, conditioning decolorizer. Oxcur Platin contains blue-violet pigment which helps control unwanted gold while lightening and therefore will lift to a pale yellow. Oxcur Platin stays moist and does not swell while processing.

Because Oxcur Platin has a moderate alkaline pH and is low in ammonia, it is a versatile on or off scalp lightener. Maximum use is up to 20 Volume Topchic Lotion on the scalp and up to 30 Volume Topchic Lotion off the scalp. To ensure maximum control and minimal stress to hair and to avoid scalp irritation, 40 Volume Topchic Lotion is not to be used with Oxcur Platin. Do not use Oxcur Platin with heat.

OXCUR PLATIN ULTRA

Dust-free white lightening granules for ultra control, lift and conditioning. The premium formulation contains more caring ingredients and no ammonium persulphate, making it easy to handle, mix and apply for perfect results. The wheat protein base keeps the hair strong, shiny and in excellent condition.

Maximum use is up to 20 Volume Topchic Lotion on the scalp and up to 30 Volume Topchic Lotion off the scalp. To ensure maximum control and minimal stress to hair and to avoid scalp irritation, 40 Volume Topchic Lotion is not to be used with Oxcur Platin Ultra. Do not use Oxcur Platin Ultra with heat.

MIXING AND APPLICATION: ON SCALP LIGHTENING – RETOUCH APPLICATION

1. Mix 35mL of 20 Volume Topchic Lotion with each level scoop of Oxcur Platin/Ultra.
2. Apply to the new growth, in thin 1/8 inch sections.
3. Process until desired lightness is achieved. Do not use with heat.
4. Rinse thoroughly with lukewarm water.
5. Shampoo with DualSenses Blonde and Highlights shampoo.
6. Condition with DualSenses Blonde and Highlights Anti Brassiness conditioner.
7. Follow up with DualSenses Blonde and Highlights Color Lock Serum.
8. Tone with Topchic levels 9 or 10 shades and 10 Volume Topchic Lotion.

*When doing a virgin application, keep decolorizer off the warm zone until the cold shaft is well on its way to achieving the target level of lift.
OFF THE SCALP:

1. Mix 35mL of 10, 20 or 30 Volume Topchic Lotion with each level scoop of Oxycur Platin/Ultra.

2. Apply evenly to dry hair (always brush onto the hair, not onto the scalp area).

3. Process until desired lightness has been achieved. For off scalp process only, moderate open-air heat may be used to achieve the desired effect. Check hair every 5-10 minutes.

4. Rinse thoroughly with lukewarm water.

5. Shampoo with DualSenses Blonde and Highlights shampoo.

6. Condition with DualSenses Blonde and Highlights Anti Brassiness conditioner.

7. Follow up with DualSenses Blonde and Highlights Color Lock Serum.

Note: For creamier viscosity, add 10 to 20mL of Blonding Cream to Topchic Lotion before adding Oxycur Platin. The benefit = improved spread-ability and the mixture will stay moist longer. This does not add additional lift.

OXYCUR PLATIN HIGHLIGHTS

Strong performance of a lightener and gentleness of a highlight color, Oxycur Platin Highlights has it all. Natural looking light blonde highlights delivering the best possible hair protection with ultra reliable results. Strong lift of up to 6 levels. Optimum protection, optimum condition and shine. Ultra reliable results. Ammonia-free with pleasant fragrance. Easy to use, creamy consistency.

HIGHLIFT CATALYST SYSTEM -

The most powerful lift with integrated toning for the most brilliant, lightest blonde ever. Optimum protection with no need for pre-lightening for the ultimate in softness and shine.

Each package contains:

- 1 tube of lightening cream 60 mL
- 2 sachets lightening powder 30g

<table>
<thead>
<tr>
<th>MIXING RATIO</th>
<th>VIRGIN NON-COLOR TREATED HAIR</th>
<th>COLOR TREATED HAIR</th>
</tr>
</thead>
<tbody>
<tr>
<td>30mL Cream (1/2) Tube 1 Sachet (30 g) 40mL 20 vol (6%) or 30 vol (9%)</td>
<td>3-4 Levels Lightening</td>
<td>2-3 Levels Lightening</td>
</tr>
<tr>
<td>15mL Cream (1/4) Tube 1 Sachet (30 g) 40mL 20 vol (6%) or 30 vol (9%)</td>
<td>4-6 Levels Lightening</td>
<td>3-5 Levels Lightening</td>
</tr>
</tbody>
</table>

PROCESSING TIME: 15-30 MINUTES
NEW BLONDE: THE 5-MINUTE REVOLUTION

For your highlighting service. Upgrade of classic highlighting service-

ONE PRODUCT FITS ALL...

- For all natural tone levels from 5–9.
- No shade selection easy = no risks.

DIFFERENTIATION

- **VS. Bleach**: Softer lift, neutral without brassiness.
- **VS. HighLift Color**: Softer pigmentation, no banding-effect on lightened hair, faster.
- **VS. Existing “Breaking The Base”**: softer effect with more predictable end results and neutralization of warm pigments.

PRODUCT CONCEPT:

- One product with customized lotion.
- Softens the base level.
- Just 5 minutes processing at the shampoo bowl.
- **Two New Service Options**: New Blonde Full Service and New Blonde Highlight Recharge Service.

TECHNOLOGY:

- Neutral 5 Lifting System.
- Interactive dyestuff combination for neutralization of warm pigments.
- Neutral results without brassiness - with just one product, on every recommended tone level.
- Lifts up to 1 ½ levels.

DEVELOPER CONCENTRATE:

- Customized developer ensures a fast and even distribution.
- Guaranteed softening of contrast in 5 minutes’.
- 4% Lotion.

ASSORTMENT:

- New Blonde Lotion
- New Blonde Base Lifting Cream
APPLICATION:
- 1:1
- 30mL New Blonde Lotion
- 30mL New Blonde Base Lifting Cream

PROCESSING TIME:
- 5 Minutes.
- Rinse and shampoo with DualSenses Blonde and Highlights Shampoo.
- Condition with DualSenses Blonde and Highlights Anti Brassiness Conditioner.
- Follow up with DualSenses Blonde and Highlights Color Lock Serum.
- For all natural tone levels from 5–9.
- Can be used on grey hair less than 50% grey.

NEW BLONDE SERVICE OPTIONS

NEW BLONDE FULL SERVICE
In combination with highlighting service. Softens the base level between the highlight sections. Contrasts are softened - for an unbeatable natural blonde.

Application:
1. For new clients, the first New Blonde application should be applied at the regrowth, mid-lengths and ends, for a full head application.
2. For every following appointment use New Blonde at the regrowth only.
4. Rinse and shampoo with DualSenses Blonde and Highlights Shampoo.
5. Condition with DualSenses Blonde and Highlights Anti Brassiness Conditioner.
6. Follow up with DualSenses Blonde and Highlights Color Lock Serum.

NEW BLONDE HIGHLIGHT RECHARGE SERVICE
In-between highlighting services. Softens the base level at the regrowth. The re-growth becomes less noticeable – for a soft transition into the mid-lengths and ends.

Application:
For best results, regrowth needs to be no larger than ½ inch in length. If larger than ½ inch, a Full Service is recommended.
1. Process 5 Minutes
2. Rinse and shampoo with DualSenses Blonde and Highlights Shampoo
3. Condition with DualSenses Blonde and Highlights Anti Brassiness Conditioner
4. Follow up with DualSenses Blonde and Highlights Color Lock Serum
DOUBLE PROCESS BLONDING
Double process blonding is a process in which most of the natural hair color pigments are removed using SilkLift or Oxycur Platin, followed by a toner with the appropriate blonde shade 9 or 10 Level Topchic, mixed with 10 Volume Topchic Lotion.

Double process lightening is necessary when the existing level is darker than a 6, and 4 or more levels of lift is desired. It is also necessary when a pastel 9 or 10 level result is desired, regardless of starting level.

Toning on pre-lightened hair is easy with Goldwell using 10 Volume Topchic Lotion and any Topchic or Colorance Demi-Permanent shade at the 9 or 10 Level. There is no additional investment or inventory for specialty toning products. Topchic offers unlimited toning options when intermixed.

TONING OPTIONS:
After decolorization with Oxycur Platin or SilkLift, shampoo with DualSenses Blonde and Highlights shampoo.

1. Condition with DualSenses Blonde and Highlights Anti Brassiness Conditioner.
2. Follow up with ½ of the DualSenses Blonde and Highlights Color Lock Serum.
3. Towel dry.
4. Mix chosen toner with Topchic Lotion.
5. Section and apply to pre-lightened hair.
6. Process 30 minutes.
7. Shampoo with DualSenses Blonde and Highlights shampoo.
8. Condition with DualSenses Blonde and Highlights Anti Brassiness conditioner.
9. Follow up with the remainder of the DualSenses Blonde and Highlights Color Lock Serum.
10. Rinse, dry and style.

<table>
<thead>
<tr>
<th>FASHION TONER: FOR NATURAL RESULTS</th>
<th>PASTEL TONER: FOR CLEAR OR ASH BLONDE RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RECOMMENDATIONS:</strong> 10N, 10GB, 9N, 9GB, 9GN</td>
<td><strong>RECOMMENDATIONS:</strong> 10A, 10P, 10V, 10N, 9A, 9NA, 9N</td>
</tr>
<tr>
<td><strong>MIX:</strong> 30mL 10 Vol. Topchic Lotion + 30mL Topchic color</td>
<td><strong>MIX:</strong> 20mL 20 Vol Topchic Lotion 20mL distilled water 20mL Topchic color</td>
</tr>
</tbody>
</table>
DECOLORIZING OR CORRECTIVE SHAMPOO

For use when lightening previously colored hair.

Peroxide only lifts natural pigments, not artificial (tint) pigments, therefore a lightening shampoo is needed to remove tint. Use the following formula to remove the tint. The hair will remain in good condition for any additional color treatment. A preliminary test strand is highly recommended when tone varies on lengths of hair or when porosity varies as in longer hair.

- 30 mL 20 vol Topchic Lotion or SilkLift Cream Developer.
- 30 mL distilled water.
- 1 level scoop Oxycur Platin / Oxycur Platin Ultra or SilkLift Strong/Gentle.
- 5 mL DualSenses Rich Repair Shampoo.
- 15 mL DualSenses Conditioner for Color Treated hair.

PROCEDURE:

1. Apply quickly and accurately to tinted hair, starting on the darkest or slowest lifting areas.

2. Process until hair has lightened to one level lighter than your target color. This ensures accuracy and control when toning. (There is not a designated processing time for a decolorizing or corrective shampoo. The timing varies depending upon required levels of lift, depth, starting level and porosity).

3. When desired lightness is achieved, rinse and neutralize the decolorizing shampoo with DualSenses Rich Repair Cream shampoo.


5. Follow up with DualSenses Rich Repair Color Lock Serum and 6 Effects Serum.

6. Dry or towel dry hair and continue with Topchic or Colorance service.

7. Upon completion of processing for Topchic, shampoo, and post condition. Upon completion of processing for Colorance, rinse only and post condition.

Note: When necessary, the decolorizing or corrective shampoo may be intensified by reducing the amount of distilled water, increasing the volume of Topchic Lotion and/or by substituting Blonding Cream for a portion of the distilled water.
CHAPTER 12

PRE-PIGMENTATION OR FILLING
Pre-Pigmentation can be done either before or after a coloration procedure. It is necessary when:

- Doing a tint-back procedure (taking hair more than 2 levels darker than existing color).
- Ends have become too dull and lack vibrancy and richness.
- Porous hair has poor color durability.

With target shades 2N, 2A, 3N and 4N/NN Pre-Pigmentation is not required. It could lead to unwanted warm/red results.

- **Target shade**: If service is Topchic, then Pre-Pigmentation with Topchic or Colorance.
- **Target shade**: If service is Colorance, then Pre-Pigmentation with Colorance.

**TOPCHIC TINT-BACK**

Tint-backs utilize Topchic color or Pre-pigmentation shade (see the following chart) at the appropriate level and tone, along with distilled water. This method delivers a more durable end result because the filler becomes a permanent part of the hair color.
PRE-PIGMENTATION MIXTURE

MIXING AND APPLICATION

Choose target shade in the grid and select recommended shade for Pre-Pigmentation. Mix Pre-Pigmentation shade with distilled water:

- Normal/porous hair: 3:1 = 3 parts distilled water to 1 part color.
- Very porous hair: 2:1 = 2 parts distilled water to 1 part color.

Quickly and accurately apply to areas of the hair which require pigmentation. Work in well and lightly towel blot excess. Immediately mix 10 Volume Topchic Lotion with Topchic formula (target color) using the standard 1:1 ratio.

1. Apply Topchic formula directly over filler and work with hands for 5 minutes.
2. Process 20 minutes.
3. Work Topchic and filler together for an additional 5 minutes.
4. Rinse with tepid water.
5. Shampoo with DualSenses Rich Repair Cream shampoo.
7. Follow up with DualSenses Rich Repair Color Lock Serum and 6 Effects Serum.

COLORANCE TINT-BACK

Apply target shade formula evenly to mid-lengths and ends.

PRE-PIGMENTATION RECOMMENDATION

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<td>7G</td>
<td>7GB</td>
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<td>6G</td>
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<td>3N/NN</td>
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<td>3GB</td>
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<td>3GB</td>
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<td>3A</td>
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</tbody>
</table>

COLORANCE MAXREDS

- 7RR Max
- 7RR Max
- 5VV Max
- 5VV Max

TOPCHIC MAXREDS

- 7RR Max
- 7RR Max
- 6RV Max
- 5VV Max

PRE-PIGMENTATION SHADE

- 9NA
- 8G
- 8GB
- 7G
- 7K
- 5RR Max
- 6RB
- 5B

HOME CONTENTS TROUBLESHOOTING GLOSSARY EDUCATION SUPPORT
### ADDITIONAL FORMULATION EXAMPLES

Using the blueprint for formulation, the process for developing an accurate formula is simple, precise and systematic.

The blueprint for formulation is below. Simply answer the questions in sequence to achieve an accurate formula. If levels vary on parts of the hair, simply ask the same questions for each contrasting level.

#### BLUEPRINT FORMULA:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the existing level?</td>
<td>XL</td>
</tr>
<tr>
<td>What is the desired level?</td>
<td>LIGHTER ↑</td>
</tr>
<tr>
<td>Lighter? Darker? Same level?</td>
<td>DARKER ↓</td>
</tr>
<tr>
<td>What is the target color?</td>
<td>TC</td>
</tr>
<tr>
<td>What is the grey percentage?</td>
<td>%</td>
</tr>
<tr>
<td>Is the Natural Contributing Pigment exposed?</td>
<td>NCP</td>
</tr>
</tbody>
</table>
FIRST TIME COLOR FORMULA:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>XL</td>
<td>6N</td>
<td>40mL 20 Volume Topchic Lotion</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>40mL 6K Topchic color</td>
</tr>
<tr>
<td>TC</td>
<td>5K</td>
<td></td>
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</table>

FIRST TIME COLOR WITH GREY FORMULA:

<p>| | | |</p>
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<tbody>
<tr>
<td>XL</td>
<td>6N</td>
<td>40mL 20 Volume Topchic Lotion</td>
</tr>
<tr>
<td>↑</td>
<td>7</td>
<td>25mL 7B Topchic Color</td>
</tr>
<tr>
<td>TC</td>
<td>7B</td>
<td>15 mL 7N or 7NA Topchic Color</td>
</tr>
<tr>
<td>%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

RETOUCH APPLICATION:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>REGROWTH FORMULA</td>
<td>LENGTH &amp; ENDS FORMULA</td>
</tr>
<tr>
<td>XL</td>
<td>6N</td>
<td>30mL 30 Vol. Topchic Lotion</td>
</tr>
<tr>
<td>8 ↑</td>
<td></td>
<td>XL (ENDS) – 9N</td>
</tr>
<tr>
<td>TC</td>
<td>8GB</td>
<td>10mL 8GB Topchic color</td>
</tr>
<tr>
<td>%</td>
<td>70%</td>
<td>20mL 8N Topchic color</td>
</tr>
<tr>
<td></td>
<td>Color Balancing using: 30mL Colorance Lotion 15mL Colorance 8GB</td>
<td></td>
</tr>
</tbody>
</table>

Hair length and density will determine actual amount of color mixture required. Example amounts based on average regrowth of ½".
RETOUCH APPLICATION USING HIGHLIFT SERIES:

<table>
<thead>
<tr>
<th>REGROWTH FORMULA</th>
<th>LENGTH &amp; ENDS FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL 7</td>
<td>40mL 30 Vol. Topchic Lotion</td>
</tr>
<tr>
<td>10 ↑</td>
<td>20mL 11P Topchic color (3 levels lift on coarse hair requires highlift with additional drabbing)</td>
</tr>
<tr>
<td>TC 8GB</td>
<td>Color Balancing using: 30mL Colorance Lotion 15mL Colorance 10GB</td>
</tr>
</tbody>
</table>

Hair length and density will determine actual amount of color mixture required. Amounts based on average regrowth of ½ “. Note: Retouching hair with grey may require 40mL Topchic Lotion and 40mL Topchic color for optimum grey coverage.

TOPCHIC TINT-BACK APPLICATION:

<table>
<thead>
<tr>
<th>REGROWTH FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL of new growth:  6N</td>
</tr>
<tr>
<td>XL of ends:        10N</td>
</tr>
<tr>
<td>Target color:      6N–6B* range</td>
</tr>
<tr>
<td>First fill the ends with: 20mL distilled water + 10 mL 6B or 6G Topchic color</td>
</tr>
</tbody>
</table>

WORK FILLER IN FOR 5 MINUTES AND LIGHTLY TOWEL BLOT, THEN APPLY COLOR FORUMLA:

| 40mL | 10 Volume Topchic Lotion |
| 40mL | 6N - 6B range |

Process 30 minutes. Work filler and color together the first and last 5 minutes of the processing time. In some cases, additional control may be needed and 6SB may be used instead.
BLEACHING AND TONING:
Natural color: 5N
Target color: 10N - 10B range

1. Bleach – apply to mid-length, to ends, and then to warm zone area:
   » 35mL 20 Volume SilkLift Cream Developer with each level scoop of SilkLift or
   » 35mL 20 Volume Topchic Lotion with each level scoop of Oxycur Platin.

2. Lift to pale yellow.”” Check level of lift every 15 minutes. Remove decolorizer from test
   strand when checking.

3. When desired lift is achieved, rinse, then DualSenses Rich Repair Cream shampoo.


5. Follow up with DualSenses Rich Repair Color Lock Serum and 6 Effects Serum.

6. Dry or towel dry hair and continue with Topchic or Colorance. Apply appropriate
   toner, and process for 30 minutes. Toner shade will vary based on desired target color.

<table>
<thead>
<tr>
<th>TONER CONTROL</th>
</tr>
</thead>
</table>
| TONER FOR LESS INTENSE CONTROL: | 20mL - 20 Volume Topchic Lotion  
20mL - distilled water  
20mL - 10P Topchic color |
| TONER FOR MORE INTENSE CONTROL: | 30mL - 10 Volume Topchic Lotion  
30mL - 10P Topchic color |

* Due to the health level and hair porosity, exact target color may not be achievable. Consult with your client to determine a desirable range.

** SilkLift and Oxycur Platin will remain active up to 45 minutes. Remix and reapply if target level has not been achieved after 45 minutes.
CHAPTER 14

COLORANCE

DEMI-PERMANENT HAIR COLOR
COLORANCE HAIR COLOR HISTORY
Colorance acid hair color was introduced by Goldwell in 1986. It was the first acidic hair color to contain an oxidative pigment that could develop in a non-alkaline environment. Colorance contains natural plant extracts and hydrolyzed wheat protein to protect and care for hair. Colorance delivers brilliant color the gentle way, to every client’s hair.

COLORANCE DEMI-PERMANENT HAIR COLOR
As a professional, you know the healthier the hair, the more beautiful and shining the color result will be. Colorance is the first demi-permanent hair color with IntraLipid Technology that repairs the hair during the coloration service.

COLORANCE IS:
- **Healthier than ever**: +35% improved hair structure**.
- **Easier than ever**: 3 clear color coded segments, new application accessories and consultation tools.
- **Offers a Color Master Palette**: Topchic, Colorance and Nectaya have matching shades for predictable results.

* KAO US-Patent 7528171
** Compared to leading competitors within the professional market.
Colorance is mixed in a 2:1 ratio. Recommended standard mix is 40mL Colorance Lotion to 20mL desired Colorance shade. Amounts should be adjusted for longer or shorter hair with the same 2:1 ratio. Always dispense lotion first and then add in the appropriate amount of Colorance shades.

Colorance is available in two choices: the economical 120mL depot canister, with 6 applications per can; or convenient 60mL tubes, with 3 applications per tube.

**COLORANCE - LABEL CORE SEGMENT**

**COLORANCE COLOR INFUSE SERVICES**

An excellent way to create beautiful shine, vibrancy, and condition on any client. Colorance Core range of warm and cool blondes, browns and reds.

- N shades for up to 50% grey/white coverage.
- MaxReds and Mix shades.
- Cool Protect Technology in all Cool Brunettes and Cool Blondes.
- Colorance Clear.
- Application with Goldwell brush Applicator tip or nozzle.
- Liquid Lotion (2%).
APPLICATION COLOR INFUSE SERVICE

1. Shampoo with Goldwell DualSenses color fade stop shampoo.

2. Thoroughly towel dry hair and apply Colorance mixture evenly from scalp to ends.

3. Process for 15 to 25 minutes, based on desired intensity.*

4. Upon completion of the processing time, lightly rinse and gently work into a lather. Rinse thoroughly until the water runs clear. Do not shampoo.

5. Finish with Goldwell DualSenses color detangling conditioner for color-treated hair. Follow up with DualSenses color lock serum for color treated hair.

* Heat is optional for use in processing when grey blending or when applying a standard Colorance service. Heat, in some cases, may increase color intensity. Do not use heat when Color Perming or Toning on highlights. Recommended processing when using heat: 5-20 minutes with moderate open-air heat. Cool down for 5 minutes. Plastic cap not necessary.

COLOR INFUSE COLOR BALANCING

Repeated application of permanent hair color can cause stress to hair shaft and ends. Color Balancing combines the use of Colorance hair color and Topchic permanent hair color in one service. Color Balancing eliminates the primary cause of fading hair color – chemical overlap. Color Balancing restores vibrancy to color-treated hair without causing further stress to the hair.

COLOR BALANCING KEEPS TARGET COLORS TRUE.

1. Apply Topchic permanent hair color to the regrowth and begin timing. Processing time for Topchic is 30 minutes, except for the HighLift Series, which is 45 minutes.

2. Approximately halfway through the processing time, apply DualSenses Structure Equalizer Spray midshaft to ends then apply the target Colorance shade to mid-shaft and ends. Be sure to time the application of Colorance so that it will be finished processing at the same time as Topchic. As an average, Colorance should be applied when there are 15 minutes remaining of the Topchic processing time.

3. When processing is complete, lightly rinse the hair and gently work into a lather. Rinse, then condition with DualSenses Detangling conditioner for color treated hair.
COLORANCE PASTEL TONING

Colorance Core offers a wide variety of controlling (drabbing) and fashion toners, all of which can be applied to fresh highlights (decolorized or highlighted) while conditioning with the wheat protein base and IntraLipid Technology. It is important to know that the natural hair will not be disturbed.

1. Remove the Topchic or Pre-Lightening product.
2. Rinse, Shampoo and apply the appropriate Goldwell products to neutralize the alkalinity and even out the porosity.
3. Apply the chosen Colorance shade to towel dried hair and distribute evenly.
4. Use Colorance Clear to reduce color depth if desired or to create pastel tones.
5. Depending on the color intensity desired, visually process for 5–25 minutes.
6. Rinse thoroughly — do not shampoo again.
7. Finish with a suitable Goldwell conditioner.

**Recommended Colorance Toners:**
- Cool Blondes 10BA, 10BP, 10P, 10BS, 9NA, 9A, 9BA.
- Warm Blondes 10N, 10BG, 10G, 9G, 9GB, Clear.
- On darker levels, any fashion shade may be applied based on desired target color.

COLOR INFUSE COLOR PERMING

Colorance is an ideal post-perm treatment for all types of perms that adds vibrant color without additional stress to hair. Colorance does not cause curl relaxation and will condition permed hair beautifully.
COLOR-PERMING WITH GOLDWELL PERMS

Follow normal perm procedure through the first 5 minutes of neutralization. After initial neutralization, gently remove rods and towel blot excess neutralizer from the hair.

1. Apply Colorance mixture in place of post neutralization. Thoroughly work Colorance through hair. Avoid combing or stretching the hair (not recommended with Max Reds, Cover Plus or Express Toning shades).

2. Process 5 to 15 minutes, depending on the desired color intensity.

3. Upon completion of processing time, thoroughly rinse and complete the service with a Goldwell conditioner for color-treated hair.

COLOR-PERMING WITH OTHER PERM BRANDS

1. Finish the perm according to the manufacturer’s directions. Towel blot excess water from the hair.

2. Apply Colorance mixture thoroughly without stretching or combing the hair.

3. Process 5 to 15 minutes, depending on the desired color intensity.

4. Upon completion of processing time, thoroughly rinse and complete the service with a Goldwell conditioner for color-treated hair.

COLORANCE SEGMENT – MIX SHADES

- 5 shades.
- RR, KK, GG, VV, P.
- Can be mixed with other shades up to 25%.
- To intensify the fashion character of any Colorance shade and to increase durability.
- For color correction (i.e. Pearl-Mix) for additional control of warmth.

COLORANCE - COVER PLUS SEGMENT

- NN and TriFlective Naturals for grey coverage up to 75%.
- Lowlights for natural lowlights on over highlighted hair.
- Application with bowl and brush on dry hair.
- Liquid Lotion (4%).
COLORANCE COVER PLUS SEGMENT – NN SHADES

- 5 shades.
- 4NN, 5NN, 6NN, 7NN, 8NN.
- Provides up to 75% grey coverage.

OVER-HIGHLIGHTED HAIR CAN LOSE ITS NATURAL CONTRAST. WHEN RE-CREATING CONTRAST THE END RESULT CAN OFTEN LOOK UNNATURAL AND TRADITIONALLY A TIME CONSUMING PRE-PIGMENTATION IS REQUIRED.

CURRENT PROCESSING:

1. Pre-pigmentation
2. The low lighting service

Colorance Lowlights create natural looking effects and contrasts. In one single step they re-create fast, convenient and lasting dimensions and depth. Due to its Integrated Pre-Pigmentation System, the new Colorance Lowlights service is convenient, easy and reliable. The special pigment combination of the four shades provides natural-looking warm and neutral color results.
COLORANCE LOWLIGHTS
Combines IntraLipid Technology with the IPP- System (Integrated-Pre-Pigmentation) For natural, long lasting results with supreme shine in one-single step.

INTEGRATED PRE-PIGMENTATION SYSTEM
Special combination of pigments especially adjusted to the needs of over-lightened hair that penetrate the hair on application. There is no need for additional pre-pigmentation.

Like all Colorance brands, Colorance lowlights are also mixed in a 2:1 Ratio.
- 2 parts Lowlights Developer Lotion + 1 part Colorance Lowlights Shades.
- 20mL Lowlights Developer Lotion + 10mL Colorance Lowlights Shade.
- The consistency of Colorance Lowlights is perfectly suited for brush and bowl application.
- 4 shades 6–7 Neutral, 6–7 Warm, 7–8 Neutral, 7–8 Warm.

COLORANCE COVER PLUS SEGMENT TRIFLECTIVE NATURALS
- The innovative Reflects³ System is a combination of three reflects shimmering out from deep within the hair.
- Up to 75% grey coverage with a multi-dimensional shimmering color reflect.

6 shades
» 5NBP
» 6NBR, 6NGB
» 7NBK, 7NBP, 7NGB
APPLICATION

1. Clean Dry Hair.
2. Mix Colorance Cover Plus 2 parts lotion to 1 part color.
3. Application with bowl and brush.
4. Apply using the brush.
5. Development time is up to 30 min or 25 minutes with an open air heat system. Lowlights up to 45 minutes no heat.
6. Wet, emulsify, rinse.
7. Shampoo and condition.

COLORANCE EXPRESS TONING

WHEN TO USE?

- For refinement after a full-head bleach.
- For color balancing as part of the regrowth HighLift service.
- For beautification of highlights directly after a (bleach) highlight service.

<table>
<thead>
<tr>
<th>BLEACHED BLONDE HAIR WITHOUT REFINEMENT</th>
<th>REFINED BLONDE WITH SUBTLE PIGMENTATION (COLOR GLAZING)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 CHAMPAGNE</td>
<td>10 CRÈME</td>
</tr>
<tr>
<td>10 SILVER</td>
<td></td>
</tr>
</tbody>
</table>
APPLICATION

1. Apply directly after lightened hair on clean towel dried hair.
2. Mix 2 parts Colorance Express Lotion.
3. 1 part Colorance Express Toning Shade.
4. Mix in bottle, seal bottle with a finger and shake well.
5. Development time is for 5 Minutes.
6. Wet, emulsify, rinse and condition

COLORANCE SHADE CHART
In addition to the shade selection chart on the previous page, Colorance Clear is also available. Colorance Clear is a gentle, color-free protein conditioning treatment that works together with Colorance Lotion. It is mixed in a 2:1 ratio. It may be used in the following ways:

- As a shine and condition treatment for any client.
- To enhance shine and vibrancy of fresh highlights, when the tone is ideal.
- Following every perm for added shine and condition (not recommended with MaxReds, Cover Plus or Express Toning shades).
- As part of a standard Colorance color mixture, to soften the color.
- To neutralize the yellow tones of grey hair when mixed with controlling shades.

**TIPS FOR COLORANCE**

Colorance cannot lighten and will not activate underlying pigments. Colorance Core and Express Toning should always be mixed in an applicator bottle. The shaking action creates optimum emulsion and viscosity.

For optimum results on grey hair, use the applicator brush attachment for the Colorance depot applicator bottle. If the grey percentage exceeds 30% and the target color is a fashion tone, you may add 5–10mL of the N Series (same level as target color). For complete grey coverage, Topchic permanent alkaline hair color is recommended.

Always measure Colorance Lotion first, then dispense Colorance shade. Colorance must only be mixed with Colorance Lotion.

When treating long hair with porous or faded ends, lightly spray DualSenses Structure Equalizer Spray on the ends before treating the scalp area. This allows for an even color result.

As part of the Goldwell Color Continuum, the levels and tones of Colorance are part of the Master Palette of color, so you will always get the base tone you expect – no matter which Goldwell color product you choose. All Colorance shades can be intermixed Colorance will last up to 4–6 weeks, based on hair’s porosity. As with all hair color products, a patch test is required.
CHAPTER 15

MEN RESHADE

DEMI-PERMANENT HAIR COLOR
Hairdressers are aware that convincing consultation is needed to offer men-specific products & services successfully.

Men ReShade Hybrid Foam Technology combines the uncomplicated application of a foam with the natural results of an oxidative hair color technology. With the innovative applicator bottle, oxidative dyes are applied as foam. The applicator bottle enables perfect usage at the shampoo bowl supported by our formula with only 5 minutes processing time.

**MIXING RATIO:**
- 1:1
- 20mL Developer Concentrate + 20mL Grey Blending Power Shot.
- 5 power shot shades: 4CA, 5CA, 6CA, 7CA, 8CA.

1. Swing the bottle back and forth (do not shake!).
2. Gently squeeze the sides of the bottle and apply the foam to dry hair.
3. Processing time: 5 minutes.
4. Rinse and shampoo with DualSenses FOR MEN products.
SOFT COLOR

A UNIQUE, MULTI-FUNCTION COLOR PRODUCT DESIGNED TO FRESHEN AND HELP MAINTAIN THE VIBRANCY OF COLOR TREATED HAIR.

HAIR COLOR SEMI-PERMANENT SOFT COLOR MOUSSE:

Soft Color is a hair color stain in a foam form. It is a unique, multi-function color product designed to freshen and help maintain the vibrancy of color treated hair. Soft Color is excellent for use as an in-salon treatment and as a post corrective color tool. The base of Soft Color is acidic (pH 6.8), formulated with hydrolyzed wheat protein, panthenol and plant extracts that deliver vibrant shine and gentle conditioning.

TECHNICAL INFORMATION:

As part of the Goldwell Color Continuum, the levels and tones of Soft Color are part of the Master Palette of color, so you will always get the base tone you expect – no matter which Goldwell color product you choose.

Soft Color is available in 18 shades. Each can contains approximately 6–8 applications. Each application will last approximately 4–6 shampoos (depending on porosity).
STANDARD APPLICATION PROCEDURES:

1. Cleanse hair with Goldwell DualSenses Fade Stop Color shampoo. Towel blot.

2. Shake can well before use. Apply Soft Color directly onto hair in a ¾” or 1” partings or apply directly onto a vent brush and brush through the hair. When combining shades, dispense product into a mixing bowl, mix with a tint brush and apply.

   Note: Goldwell recommends wearing gloves when applying Soft Color to avoid staining hands.

3. Process 5–15 minutes, depending on desired intensity.

4. Rinse hair. Do not shampoo. Style as desired.

PRODUCT USES:

CONDITIONING COLOR TREATMENT

Soft Color is an ideal tool or refreshing color and conditioning hair between Colorance and Topchic services. You can quickly deliver a moisture and protein treatment for your client, while adding a service to your salon menu. Follow standard application procedures.

GREY BLENDING

Grey blending is ideal for clients who are starting to grey but are “color-shy.” Soft Color can tone grey and improve the look and feel of the hair. Follow standard application procedures, but add appropriate N Series shade for more natural grey blending.

Recommendations:
To enhance grey, use 10V. To tone down yellow, use 10V.

TONING HIGHLIGHTS

In between highlighting services, toners can fade. Soft Color is an excellent in-salon conditioning toner and helps freshen highlights between color services. In 5–15 minutes, it easily fits in prior to a haircut or styling service. Follow standard application procedures.

Recommendations:
To add warmth to fashion highlights, use 9GB. To tone brassiness or gold, use 10V.
POST FILLING WHEN COLOR BALANCING

Due to varying levels of porosity, hair color may fade. If color has faded more than one level, pre-filling is recommended before a Color Balancing service for more brilliant and durable color results. When retouch application is complete, fill ends with appropriate Soft Color shade. Process for 10 minutes. Blot excess Soft Color and continue with Color Balancing as usual.

GOLDWELL SOFT COLOR RECOMMENDED APPLICATIONS*

<table>
<thead>
<tr>
<th>SHADE LEVEL</th>
<th>4 MEDIUM BROWN</th>
<th>5 LIGHT BROWN</th>
<th>6 DARK BLONDE</th>
<th>7 MEDIUM BLONDE</th>
<th>8 LIGHT BLONDE</th>
<th>9 VERY LIGHT BLONDE</th>
<th>10 BLEACHED &amp; EXTRA LIGHT BLONDE</th>
<th>GRAYING</th>
<th>NATURAL WHITE</th>
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* A test strand is recommended to ensure the desired results.
CHAPTER 17

NECTAYA

AMMONIA-FREE NURTURING HAIR COLOR
Ammonia-Free is a growing segment in the permanent hair color category based on an increasing demand for more healthy and gentler hair color.

- 90% of female end consumers want a more gentle hair color.
- 67% of salons are interested in a more gentle hair color.

Nectaya is different from other ammonia-free hair colors. Nectaya has more to offer than just, ammonia-free.

- First permanent hair color with patented IntraLipid Technology.
- Up to 91% ingredients of natural origin.
- Enriched with deep conditioning Argan Oil.
- 100% natural fragrance.
- Cosmetic cream consistency.
- The first nurturing permanent color.
NECTAYA NURTURING DEVELOPER LOTION

- Rich formula.
- Creates an exceptionally creamy consistency when mixed with Nectaya color mass.
- For particularly easy, pleasant application.
- 3%, 6%, 9% and 12% available for the full spectrum of performance of a permanent hair color.

NECTAYA ASSORTMENT

<table>
<thead>
<tr>
<th>LEVELS</th>
<th>NATURAL SHADES</th>
<th>WARM SHADES</th>
<th>COOL SHADES</th>
<th>HIBLONDE CONTROL SHADES</th>
<th>WARM SHADES</th>
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<tbody>
<tr>
<td>2</td>
<td>2N</td>
<td></td>
<td></td>
<td>11G</td>
<td>Pearl Mix</td>
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<tr>
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<td>3N</td>
<td></td>
<td>3V</td>
<td>11B</td>
<td>Red Mix</td>
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<tr>
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<td>4K</td>
<td>4BV</td>
<td>11N</td>
<td>Gold Mix</td>
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<td>5</td>
<td>5N / 5NN</td>
<td>5BG / 5BK</td>
<td>5MB / 5R</td>
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<td>6N / 6NN</td>
<td>6B / 6RB / 6KG / 6K</td>
<td>6NA / 6BS / 6BV / 6KR</td>
<td>11BS</td>
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<tr>
<td>7</td>
<td>7N / 7NN</td>
<td>7G / 7BN / 7GB</td>
<td>7NA</td>
<td>Blonding Cream</td>
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<tr>
<td>8</td>
<td>8N / 8NN</td>
<td>8G / 8K</td>
<td>8BA</td>
<td></td>
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<tr>
<td>9</td>
<td>9N</td>
<td>9BN</td>
<td>9NA</td>
<td></td>
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</tr>
<tr>
<td>10</td>
<td>10N</td>
<td>10BG</td>
<td>10BS / 10BA</td>
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NECTAYA AMMONIA-FREE NURTURING HAIR COLOR

LIFTING ABILITY

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<thead>
<tr>
<th>VOLUME</th>
<th>LIFTING ABILITY (WITH DEPOSIT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 (3%)</td>
<td>darker than the natural shade / existing shade</td>
</tr>
<tr>
<td>20 (6%)</td>
<td>same or one level lighter than the existing color</td>
</tr>
<tr>
<td>30 (9%)</td>
<td>for optimal grey coverage (percentage of white)</td>
</tr>
<tr>
<td>40 (12%)</td>
<td>2 Levels lighter than existing color</td>
</tr>
<tr>
<td></td>
<td>3-4* levels lighter than existing color</td>
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NECTAYA RELIABLE GREY COVERAGE

<table>
<thead>
<tr>
<th>% GREY</th>
<th>AMOUNT TOPCHIC LOTION</th>
<th>AMOUNT N, NN, NA SERIES</th>
<th>AMOUNT TARGET COLOR</th>
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<tbody>
<tr>
<td>Up to 30%</td>
<td>40mL</td>
<td>15mL</td>
<td>25mL</td>
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<tr>
<td>31-60%</td>
<td>40mL</td>
<td>20mL</td>
<td>20mL</td>
</tr>
<tr>
<td>61-100%</td>
<td>40mL</td>
<td>25mL</td>
<td>15mL</td>
</tr>
</tbody>
</table>

NECTAYA APPLICATION

With a Goldwell Scale measure:

- 40mL Nectaya Nurturing Lotion.
- 40mL Nectaya Shade.

1. Mix well apply with brush application to dry hair.
2. Process 30min room temperature.
3. 20 minutes with heat (open air system).
4. Rinse, then shampoo with Nectaya DualSenses Green Shampoo and Condition with Nectaya DualSenses Conditioner.
5. Follow up with DualSenses Color Lock Serum.
NECTAYA HIBLONDES CONTROL
The first truly performing ammonia-free HighLift segment.

THE BENEFITS
- Perfect lift and tone in one step.
- Up to 5 levels of lift.
- 6 beautiful warm to cool blonde tones.
- Ideal for applications on levels 5-8.

THE NURTURING HIGHLIFT SYSTEM
An innovative ammonia-free base formula – combining the HighLift Control System with precious care ingredients.

SUPER NURTURING CARE & GENTLENESS
Formulation enriched with 20% more IntraLipids® and 100% more Argan Oil® perfectly adjusted to the special needs of highlifted hair.

* Compared to Nectaya 2-10 assortment

NECTAYA HIBLONDE CONTROL SHADES

<table>
<thead>
<tr>
<th>SHADE</th>
<th>NECTAYA LOTION</th>
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<tbody>
<tr>
<td>11G SPECIAL GOLD</td>
<td>9% (30 vol.)</td>
</tr>
<tr>
<td>11B SPECIAL BEIGE</td>
<td>12% (40 vol.)</td>
</tr>
<tr>
<td>11N SPECIAL NATURAL</td>
<td>12% (40 vol.) addition of Blonding Cream</td>
</tr>
<tr>
<td>11P SPECIAL PEARL</td>
<td></td>
</tr>
<tr>
<td>11BS SPECIAL BEIGE SILVER</td>
<td></td>
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<tr>
<td>BLONDING CREAM</td>
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</table>

DESIRED TARGET SHADE
NECTAYA HIBLONDES CONTROL GREY COVERAGE

<table>
<thead>
<tr>
<th>% WHITE</th>
<th>AMOUNT</th>
<th>NECTAYA HIBLONDES CONTROL</th>
<th>NECTAYA 9N</th>
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<tbody>
<tr>
<td>Up to 30%</td>
<td>50mL</td>
<td>25mL</td>
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<td>31–60%</td>
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<td>61–100%</td>
<td>40mL</td>
<td>15mL</td>
<td>25mL</td>
</tr>
<tr>
<td>over 70%</td>
<td>Nectaya HiBlondes Control shades are not suitable for high percentages of grey as highlifting is not required. Deposit is required to achieve coverage.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NECTAYA APPLICATION

With a Goldwell Scale measure 50mL Nectaya Nurturing Lotion.

- 25mL Nectaya HiBlonde Shade.
- Mix well apply with brush application to dry hair.

1. Process 45min room temperature.

2. 30 minutes with heat (open air system).

3. Rinse, then shampoo with Nectaya DualSenses Green Shampoo and Condition with Nectaya DualSenses Conditioner.

4. Follow up with DualSenses Color Lock Serum.

NECTAYA HIBLONDE CONTROL TIPS

- All Nectaya HiBlondes Control shades are intermixable and suitable for all color services (regrowth, full head, highlights).
- For a full head regrowth application leave out the fine hairline until the last 15 minutes of development time and apply.
- Add Nectaya Blonding Cream to your HiBlondes Control shades for half to one level more lift.
- For a perfect balance of the mid-lengths and ends, we recommend Goldwell Color Balancing with Colorance.
CHAPTER 18

ELUMEN

PERMANENT NON-OXIDATIVE HAIR COLOR
UNIQUE TECHNOLOGY THAT DELIVERS:

- Shine.
- Color Durability.
- Gentleness.

ELUMEN KEY BENEFITS

- Sharp, fresh, brilliant colors.
- Exceptional shine.
- Incredible durability.
- Improved hair structure.
- Without oxidation, ammonia-free.

TECHNOLOGY

- **MAGNET-EFFECT**: Elumen pigments are physically drawn deep inside the hair where they are anchored securely.

- **REPAIR-EFFECT**: Porous areas of the hair diffuse the light. The hair looks dull, much like an impure diamond. Elumen fills the hair structure and reflects the light perfectly like a flawless diamond. The hair boasts the brilliant shine.
PRODUCT ASSORTMENT

- **ELUMEN HAIR COLOR**: High-Performance oxidant-free hair color.
- **ELUMEN PREPARE**: Color pre-treatment for highlifted and highlighted hair.
- **ELUMEN LOCK**: Color sealing for longer lasting Elumen results.
- **ELUMEN RETURN**: Hair color remover for use directly after coloring with Elumen hair color.
- **ELUMEN CLEAN**: Removal of stains on the skin caused by Elumen hair color.
- **ELUMEN WASH**: Shampoo for hair colored with Elumen.
- **ELUMEN CARE**: Supports the repairing effect of Elumen hair color.
- **ELUMEN TREAT**: Supports the repairing effect of Elumen hair color.
- **ELUMEN COLOR – SEGMENTS**:
  - Light Segment: Vivid blonde shades for shimmering effects on level 6 and lighter.
  - Bright Segment: Fashionable shades for accents all around level 6.
  - Deep Segment: Dark fashion shades for strong results on levels 2–9.
  - Pure Segment: Intensive fashion shades for results on levels 3–10.
ELUMEN SHADE OVERVIEW:

**LIGHT**
- Vivid blonde shades for shimmering effects on level 6 and lighter.

**BRIGHT**
- Fashionable shades for accents all around level 6.

**DEEP**
- Dark fashion shades for strong results on levels 2-9.

**PURE**
- Intensive fashion shades for results on levels 3-10.

**ELUMEN COLOR - SEGMENTS**
- **Light Segment**: Vivid blonde shades for shimmering effects on level 6 and lighter.
- **Bright Segment**: Fashionable shades for accents all around level 6.
- **Deep Segment**: Dark fashion shades for strong results on levels 2-9.
- **Pure Segment**: Intensive fashion shades for results on levels 3-10.
**ELUMEN SHADES AND TONES**

The Letters = Tone or color character/reflect

- N = Natural
- A = Ash
- G = Gold
- K = Copper
- B = Brown/Beige
- V = Violet
- R = Red
- S = Silver
- M = Matte
- YY = Cool Yellow
- Pk = Pink
- Bl = Blue
- Tq = Turquoise
- Gn = Green

---

**ELUMEN COLOR CODE:**

![Image of Elumen Color Code]

- **BRIGHT**: Color Group
- **Bk**: Color Character
- @6: Adjusted Level
- 5-9: Recommended Base Levels

---

**ELUMEN APPLICATION TOOLS**

**Important:**

Elumen has a special formula that has a high conditioning and color effect on the hair. However, it can discolor certain types of plastics; this is why Elumen has its own range of unique application tools. Plastic eyeglasses cannot be worn during full head applications of Elumen; it will discolor them. Always use silver foil and not colored foil for partial techniques.

![Images of Elumen Application Tools]

- **COMB APPLICATOR**
- **NOZZLE APPLICATOR**
- **BOWL AND BRUSH**
**ELUMEN HAIR COLOR**

- Non Ammonia.
- Non Alkaline.
- No Mixing Required.
- 3.0 pH.

**ELUMEN GREY REDUCTION SERVICE**

- Elumen gives grey coverage up to 30% on up to 50% grey hair.
- 3 mixing recommendations.
- Warm results NG@6 + AN@5 3:1
- Neutral results NG@6 + AB@6 3:1
- Cool results NB@4 + BM@6 1:1

**MEASURE AND MIX**

<table>
<thead>
<tr>
<th>HAIR LENGTH</th>
<th>ELUMEN COLOR QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short</td>
<td>40mL</td>
</tr>
<tr>
<td>Medium</td>
<td>80mL</td>
</tr>
<tr>
<td>Long</td>
<td>120mL</td>
</tr>
</tbody>
</table>

**APPLICATION**

1. Apply Elumen to dry, clean hair.
2. When toning, can be applied to towel dried hair.
3. Apply Elumen using a brush, comb or nozzle.
4. Processing time is 30 minutes or 20 minutes using infrared heat.
5. Rinse thoroughly without emulsifying.
7. Towel dry the hair thoroughly.
8. Apply 40mL of Elumen Lock and develop for 5 min.
9. Rinse thoroughly.
10. Use Elumen Care or Elumen Treat to condition.

Use a digital scale for the most accurate measuring device. Sandwich method for measuring and mixing.
ELUMEN LOCK
Reduces fading and bleeding of Elumen Hair Color for longer lasting results:

APPLICATION:
1. Measure out 40mL of Elumen Lock and distribute evenly through the hair.
2. Process Lock for 5 minutes, then rinse, condition if necessary.
3. Depending on the service procedure, Elumen can be applied to dry or towel-dry hair. After the use of Elumen light shades, IE: With a blonde toning service, using Elumen lock is not necessary.

ELUMEN PREPARE
Too many negative charges because of over-oxidation or a surplus of alkalinity, e.g. for freshly bleached hair.

- Acidic pre-color treatment which neutralizes the negative charges inside the hair.
- Creates ideal charge conditions inside the hair for the Elumen service.
- Improves the color intensity and durability of Elumen on HiBlonde and/or highlighted hair.
- Use as an acid treatment directly after the HiBlonde service or as a pre-treatment for extremely damaged lightened and/or highlighted hair.

APPLICATION:
1. Remove the lightening product and shampoo and condition the hair.
2. Towel dry, then saturate the hair with Elumen Prepare.
3. Dry the hair to 100% dry and then apply Elumen on top.
ELUMEN RETURN

- Elumen Hair Color remover.
- Designed to tone down or reduce the Elumen color.
- Works without oxidizing and reducing agents.
- The degree by which the color intensity can be removed depends largely on the structure of the hair and the vibrancy of the color.

APPLICATION:

1. Evenly apply Elumen Return to dry, clean hair.
2. For the highest degree of removal, process under heat for 30 minutes.
3. Rinse the hair thoroughly, then shampoo (wear gloves).

ELUMEN CLEAN

For the gentle removal of stains on the skin when working with Elumen Color.

APPLICATION:

1. Apply on cotton pad.
2. Apply onto the stain on the skin for 30 seconds and wipe off.

Tips and Hints

- Use Prepare following a bleaching process.
- Browns in Elumen are made up of a mixture of violet and orange Elumen dyes. This explains why if you put a shade outside its recommended level it can appear violet on porous areas.
- When using Elumen on relaxed or permed hair, you may experience certain shades going darker on the ends due to the charges being uneven in the hair structure. The best thing to do is formulate 1 level lighter. If the color goes too dark, apply Return to those areas for 3-5 minutes, then rinse. Not recommended to use Elumen same day on a relaxer or permed hair.
- On porous hair even, Elumen can be applied twice to achieve intensive result. There is no need to Lock until after the 2nd application.
- You can apply Elumen on towel dried hair when toning. All other Elumen services should be applied to 100% dry hair.
- Wait 5 months to use Elumen after a Keratin Smoothing Treatment.
Below is a quick reference guide for common coloring problems. Each topic is individually addressed, with a list of factors which may have led to the result.

1. **INSUFFICIENT GREY COVERAGE:**
   - The proper N, NA or NN-Series was not included in the formula.
   - Not enough N, NA or NN-Series was added (see Chapter 8).
   - The shade selected was too light, resulting in lighter new-growth.
   - Brush application was not used.
   - Hair had deposits of sprays, styling products, cosmetics, etc, and clarifying shampoo was not used prior to service.
   - Over-deposit of color on ends, causing new growth to appear lighter.
   - Processing time was shortened (required time = 30 minutes room temperature). 20 minutes with heat.
   - NN Series was not used.
   - Pre-softening application was not used on a grey streak or spot.
   - Uneven application of product or not enough product was used (applied too thinly).

2. **THE COLOR RESULT FADED QUICKLY**
   - Chemical overlap from repeated applications or pulling through of alkaline tint mixture to previously tinted hair caused unnecessary porosity. To eliminate this problem, color balance with Colorance.
   - Proper post-color treatment was not used after the color service (use Goldwell Fade Stop shampoo and conditioner, or color finish serum).
   - Proper home maintenance regimen was not used between color visits. Recommend a Goldwell shampoo and conditioner for color-treated hair and when appropriate, Soft Color. Hair required filling before color application due to porosity of mid-lengths and ends.
   - Developer used was not Goldwell Developer Lotions.
3. THE TINT RESULT WAS TOO LIGHT
- Existing level was incorrectly analyzed.
- The shade chosen was too light.
- Volume of Topchic Lotion used was too high.
- Topchic color and Topchic Lotion were not mixed in 1:1 proportions (more Topchic Lotion was used).

4. THE COLOR RESULT WAS TOO DARK
- The shade chosen was too dark.
- Volume of Topchic Lotion used was too low.
- Topchic color was dispensed before Topchic Lotion, resulting in an inaccurate mixture that did not contain enough Lotion.
- Topchic color and Topchic Lotion were not mixed 1:1 (less Lotion and more color was used).

5. NEW GROWTH REMAINED TOO GOLD WHEN LIGHTENING
- The shade chosen did not have enough controlling quality.
- The natural color was too dark to lift in a single process HighLift tint.
- The mid-lengths were too drab, making the new growth appear more gold.
- The processing time was shorter than the 45 minutes required for the HighLift Series.

6. NEW GROWTH BECAME TOO DRAB WHEN LIGHTENING
- The shade chosen was too drab for the natural base level.
- The color was applied to the lanugo hair too early in the processing time.
- The grey hairline spot or streak needed to be pre-pigmented with the N Series and distilled water.

7. THE FASHION SHADE BECAME TOO BRIGHT ON THE NEW GROWTH
- N-Series shade should have been added to the formula if grey was present.
- Volume of Topchic Lotion used was too high.
- Fashion shade selected was too light or bright.
- Color was applied to the new growth too early.
8. THE ENDS BECAME TOO DARK

- Colorance or the tint mixture was applied to the ends too soon, causing over deposit on pre-existing porosity or color.
- Color mixture was too cool or drab.
- N, NN, or NA Series in formula was applied to the previously tinted ends.
- Apply Structure Equalizer Spray for even color uptake.

9. THE ENDS STAYED TOO LIGHT

- Colorance or the tint mixture was applied to the ends too late.
- The ends required filling.
- The ends were so extremely porous that the color pigment did not hold. Post fill with Soft Color.

10. THE ENDS BECAME TOO DRAB WHEN LIGHTENING WITH THE HIGHLIFT SERIES

- The HighLift tint was mixed with a high volume of Topchic Lotion for use only on the dark new growth (where control was needed), and then was applied to or pulled through the already lightened ends. To balance the ends when blonding, Color Balance with Colorance or apply Colorance Soft Color for best results.

11. STAINING ON THE SKIN

- The tint was not worked into a lather before final shampooing.
- Skin was extremely dry and color stained the hardened keratin.

12. SKIN SENSITIVITY

- Skin was too dry and chapped.
- Hair and scalp were vigorously massaged when shampooed prior to tint application. Gentle cleansing is critical.
- Improper ratio of Topchic color and Topchic Lotion was used (too much color, less developer).
- Topchic Lotion and Topchic color were not mixed thoroughly.
- The scalp had minor irritations prior to the tint application.
- The proper post color treatments were not used.
- Tint other than Topchic was used with Topchic Lotion.
- Vigorous brushing.
- Skin sensitivity test was not given 48 hours in advance.
<table>
<thead>
<tr>
<th><strong>ACID</strong></th>
<th>A solution having a pH less than 7.0 on the pH scale.</th>
</tr>
</thead>
</table>
| **ALKALINE** | A solution having a pH greater than 7.0 on the pH scale.  
The opposite of acid. |
| **ALTERNATIVE COLORING** | Changing of hair color shade or changing the tone of the color in the same level. |
| **AMMONIA** | Ammonia is used in permanent hair color for two reasons:  
To produce an alkaline pH which is required for color development and for lift (the decoloration of melanin). Or to swell the hair for easy penetration of the color pigments for color formation and lightening. |
| **ANIONIC** | Property of a substance that carries a negative charge.  
Found in most surfactants to help remove soil. |
| **ASH** | A tone or shade dominated by greens, blues, violets or greys. May be used to counteract unwanted warm tones.  
(Goldwell’s Ash is a blue-base; Pearl is blue-violet). |
| **BLEACHING SHAMPOO** | A mixture of Topchic Lotion, distilled water, Oxycur Platin/Silk Lift, shampoo, and conditioner designed to remove tint from hair while leaving the hair in optimum condition for the next chemical treatment. |
| **BLUEPRINT FOR FORMULATION** | A method of accurate formulation. |
| **CATALYST** | A substance or force having the power to alter the speed of a chemical reaction. |
| **CATIONIC** | Property of a substance that carries a positive charge.  
Found in most conditioners. |
<p>| <strong>CITRIC ACID</strong> | Organic acid derived from citrus fruit and is used for pH adjustment. Primarily used to adjust the acid-alkaline balance. Has some anti-oxidant and preservative qualities. Used medicinally as mild astringent. |</p>
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLD SHAFT</td>
<td>The lengths and ends of the hair shaft beyond ½ inch from scalp, which is not influenced by the warmth of the body temperature.</td>
</tr>
<tr>
<td>COLOR CONTINUUM</td>
<td>A group of colors having the same tonal value (natural tones, ash tones, copper tones, etc.).</td>
</tr>
<tr>
<td>COLOR WHEEL</td>
<td>The arrangement of primary, secondary and tertiary colors in the order of their relationships to each other which illustrates the Law of Color.</td>
</tr>
<tr>
<td>COMPLEMENTARY COLORS</td>
<td>Colors opposite each other on the Color Wheel that counteract or neutralize each other. Also referred to as counteracting colors.</td>
</tr>
<tr>
<td>CONTROL COLOR</td>
<td>Synonymous with complementary or counteracting colors.</td>
</tr>
<tr>
<td>CORRECTIVE SHAMPOO</td>
<td>A term synonymous with bleaching shampoo. Used to remove permanent color pigments.</td>
</tr>
<tr>
<td>CORTEX</td>
<td>The protein core of the hair fiber where many chemical changes occur.</td>
</tr>
<tr>
<td>COUNTERACTING COLOR</td>
<td>Refer to complementary color.</td>
</tr>
<tr>
<td>CUTICLE</td>
<td>The translucent protein outer layer of the hair fiber surrounding the cortex.</td>
</tr>
<tr>
<td>DECOLORIZE</td>
<td>A chemical process involving the removal of artificial or natural color pigment by a bleaching shampoo, decolorizer (bleach) or other removal product.</td>
</tr>
<tr>
<td>DEPOSIT</td>
<td>Describes the color product in terms of its ability to add color to hair. Color added equals deposit.</td>
</tr>
<tr>
<td>DEVELOPER</td>
<td>The oxidizing agent used to lift and facilitate the formation of color pigments during the coloring process (usually hydrogen peroxide).</td>
</tr>
<tr>
<td>DIFFUSED</td>
<td>Broken down, scattered; not limited to one spot. Usually referred to when talking about the lightening of pigments.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>----------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>DIRECT DYE</td>
<td>A color that deposits pigment directly without the need for oxidation. A pre-formed color which can stain the fibers (otherwise as stain).</td>
</tr>
<tr>
<td>DOUBLE PROCESS</td>
<td>A technique requiring two separate procedures in which the hair is decolorized or pre-lightened with a decolorizer before the depositing color is applied.</td>
</tr>
<tr>
<td>DRABBER</td>
<td>A color formulated to control or neutralize unwanted underlying color pigments; ash-blue for unwanted orange tones, pearl (blue-violet) for unwanted gold (yellow-orange), violet for unwanted yellow.</td>
</tr>
<tr>
<td>DYE</td>
<td>Artificial hair color dye.</td>
</tr>
<tr>
<td>FASHION TONE</td>
<td>Refers to colors with iridescent tones of red, copper, gold, or violet.</td>
</tr>
<tr>
<td>FILLER</td>
<td>A color mixture used to deposit color on porous or damaged hair prior to a permanent color treatment, or used to deposit the missing undertone prior to a tint-back. Refer to pre-pigmentation fillers in Chapter 11.</td>
</tr>
<tr>
<td>FORMULA</td>
<td>A mixture of two or more ingredients.</td>
</tr>
<tr>
<td>GOLD BAND</td>
<td>A visible band at the line of demarcation between previously lightened hair and the new growth. Generally caused by improper shade selection or improper application of the new growth formula.</td>
</tr>
<tr>
<td>GRABBING</td>
<td>The tendency of color to be absorbed more readily in porous or damaged areas of the hair.</td>
</tr>
<tr>
<td>HAIR SHAFT</td>
<td>Visible part of each hair strand. Made up of an outer layer (cuticle), an inner core (medulla) and an in-between layer (cortex). The cortex layer is where color changes are made.</td>
</tr>
<tr>
<td>HERBAL EXTRACTS</td>
<td>Natural ingredients in Goldwell products which display conditioning and protection properties on the hair and scalp.</td>
</tr>
<tr>
<td>HIGHLIFT</td>
<td>Color mixtures for use with high volumes of developer. Designed to lighten the hair 2-4 levels, while depositing color pigments for control or drabbing.</td>
</tr>
<tr>
<td>Term</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>HUMECTANT</td>
<td>Hydroscopic materials with a two-fold moisturizing action: water absorption and water retention. Prevents the loss of moisture from hair and scalp, and helps attract moisture from the environment.</td>
</tr>
<tr>
<td>HYDROGEN PEROXIDE</td>
<td>An oxidizing chemical made up of 2 atoms of hydrogen and atoms of oxygen (H202). Responsible for lift as well as development of color pigments. Also referred to as Topchic Lotion or Colorance Lotion.</td>
</tr>
<tr>
<td>KERATIN</td>
<td>Insoluble protein of which hair is exclusively composed. Consists of 19 amino acids.</td>
</tr>
<tr>
<td>LANUGO HAIR</td>
<td>The fine hair around the hairline.</td>
</tr>
<tr>
<td>LAW OF COLOR</td>
<td>The simple rules that explain how the three primary colors (red, yellow, and blue) combine to produce all other colors.</td>
</tr>
<tr>
<td>LEVEL</td>
<td>A unit of measurement used to evaluate the lightness or darkness of a color, excluding tone. Represented by a number ranging from 2 to 10 in the Goldwell Color System.</td>
</tr>
<tr>
<td>LIFT</td>
<td>The lightening of natural pigment with hair color or bleach.</td>
</tr>
<tr>
<td>LIGHTENER</td>
<td>A bleach that will lighten natural or artificial pigment.</td>
</tr>
<tr>
<td>LINE OF DEMARCATION</td>
<td>A visible point on the hair shaft where two colors meet.</td>
</tr>
<tr>
<td>MELANIN</td>
<td>The tiny grains of pigment in the hair cortex which create natural hair color.</td>
</tr>
<tr>
<td>METALLIC DYES</td>
<td>Soluble salts of metals such as lead and silver which produce colors on the hair fiber by progressive build-up and exposure to air. When exposed to oxidizing agents, can produce unwanted shades, i.e., green or black.</td>
</tr>
<tr>
<td>mL (MILLILITER)</td>
<td>A metric unit of liquid measurement (volume). 30mL = 1 ounce.</td>
</tr>
<tr>
<td>NATURAL UNDERLYING PIGMENTS</td>
<td>The underlying warm tones which are exposed as hair is lighted. In darker levels, orange will appear, in lighter levels, gold (yellow-orange) will appear.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Non-Alkaline</td>
<td>(See Acid)</td>
</tr>
<tr>
<td>Non-Fashion Tone</td>
<td>Refers to colors more commonly found as natural colors, such as ash, natural ash or natural (also called natural tones).</td>
</tr>
<tr>
<td>Opaque</td>
<td>Allowing no light to shine through.</td>
</tr>
<tr>
<td>Oxidation</td>
<td>The reaction of dye intermediates with hydrogen peroxide found in hair coloring developers. The interaction of hydrogen peroxide on the natural pigment.</td>
</tr>
<tr>
<td>Paraphenylenediamine</td>
<td>An oxidative dye coupler used in some hair color formulations, often abbreviated as PPD. None of Goldwell products contain PPD.</td>
</tr>
<tr>
<td>Patch Test</td>
<td>A test required by FDA regulation. Made by applying a small amount of hair color mixture to the skin of the arm or behind the ear to determine possible allergies (hypersensitivity). Usually done 48 hours prior to the actual service. Also called pre-disposition or skin test.</td>
</tr>
<tr>
<td>Peroxide</td>
<td>Strong oxidant. See hydrogen peroxide.</td>
</tr>
<tr>
<td>pH</td>
<td>Quantity which expresses the acid/alkali balance.</td>
</tr>
<tr>
<td>pH Scale</td>
<td>A scale from 0–14 which expresses the degree of acidity or alkalinity of a liquid solution. A pH of 7 is the neutral value for pure water. Any pH below 7 is acidic; above 7 is alkaline.</td>
</tr>
<tr>
<td>Pigment</td>
<td>Any insoluble colored substance used to impart color.</td>
</tr>
<tr>
<td>Porous</td>
<td>Open in structure, permeable.</td>
</tr>
<tr>
<td>Pre-Lighten</td>
<td>To lift or lighten the natural pigment prior to applying toner or color.</td>
</tr>
<tr>
<td>Pre-Pigmentation</td>
<td>The process of filling the porous parts of the hair prior to the application of a tint mixture.</td>
</tr>
<tr>
<td>Pre-Soften</td>
<td>The process of using a solution (target level N or NA and distilled water) on grey or very resistant hair to allow better color penetration.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>PRE-STAIN</td>
<td>A term used to describe filling with an acidic stain followed by an acidic color.</td>
</tr>
<tr>
<td>PRIMARY COLORS</td>
<td>Fundamental pigments or colors that cannot be produced by mixing. The primary colors are yellow, red and blue. These colors can be mixed to produce all other colors in nature.</td>
</tr>
<tr>
<td>PROCESSING TIME</td>
<td>The time required for the chemical to react on the hair and fully develop the color pigments.</td>
</tr>
<tr>
<td>RECONDITION</td>
<td>Replenish missing protein and/or moisture in the hair in an effort to restore the hair to good condition.</td>
</tr>
<tr>
<td>REFLECTION</td>
<td>The ability of an object to reflect light waves and thereby determine the color we see.</td>
</tr>
<tr>
<td>REGROWTH</td>
<td>The new growth of hair after a chemical process.</td>
</tr>
<tr>
<td>RETOUCH</td>
<td>Application of a lightener or color mixture to the regrowth of hair.</td>
</tr>
<tr>
<td>SECONDARY COLORS</td>
<td>Colors made by mixing two primary colors in equal proportions. The secondary colors are orange, violet and green.</td>
</tr>
<tr>
<td>SHADE</td>
<td>The tonal value of a color. Represented by a letter in the Goldwell Color System, i.e., R-red, A-ash, K-Copper. There are many shades to a level, however, in the Goldwell Color System there are up to 12 shades per level.</td>
</tr>
<tr>
<td>SINGLE PROCESS</td>
<td>An oxidative tint mixture that lifts natural pigment while depositing color in one application.</td>
</tr>
<tr>
<td>SPECTRUM</td>
<td>The series of colored bands defracted and arranged in the order of their wavelengths by the passage of white light through a prism. Shading continuously from red (produced by the longest wave visible) to violet (produced by the shortest): red, orange, yellow, green, blue, indigo, and violet.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>STAIN</td>
<td>A direct dye used in temporary or some semi-permanent hair colors designed to add color, shine and gloss to hair. Limited durability on natural hair, more on porous hair.</td>
</tr>
<tr>
<td>STRAND TEST</td>
<td>Test given before treatment to determine processing time, color result and the ability of the hair to withstand the effects of chemicals.</td>
</tr>
<tr>
<td>SUBTRACTION COLORING</td>
<td>Changing of hair color to a lighter shade (lightening the present color); fragmenting natural pigments to create a lighter color.</td>
</tr>
<tr>
<td>SURFACTANT</td>
<td>Wetting agents which lower water’s surface tension. Goldwell’s primary surfactants are anionic (carry a negative charge) and have excellent cleansing properties.</td>
</tr>
<tr>
<td>TERTIARY COLORS</td>
<td>Colors made by combining a primary color with its neighboring secondary color in equal or unequal proportions. Red-orange, yellow-green, blue-green, blue-violet, red-violet.</td>
</tr>
<tr>
<td>TINT</td>
<td>Permanent oxidizing hair color product having the ability to lift and deposit color in the same process.</td>
</tr>
<tr>
<td>TINT-BACK</td>
<td>To return hair to its natural color using hair color, or to deepen the color 2 or more levels than the existing level.</td>
</tr>
<tr>
<td>TONAL VALUE</td>
<td>The hue or shade of color, represented by a letter in the Goldwell Color System. Synonymous with shade.</td>
</tr>
<tr>
<td>TONER</td>
<td>A hair color applied after pre-lightening, usually blonde or a fashion toner. The second step in a double process.</td>
</tr>
<tr>
<td>TOUCH UP</td>
<td>Another term for retouch.</td>
</tr>
<tr>
<td>TRANSLUCENT</td>
<td>Lets light pass through.</td>
</tr>
<tr>
<td>TRANSPARENT</td>
<td>To shine or let light shine through.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>UNDERTONE</strong></td>
<td>The underlying color that emerges during the lifting process of melanin that contributes to the end result. When lightening hair, a residual warmth in tone always occurs. (See natural underlying pigment).</td>
</tr>
<tr>
<td><strong>VEGETABLE DYE</strong></td>
<td>Color derived from plant sources.</td>
</tr>
<tr>
<td><strong>VIRGIN HAIR</strong></td>
<td>Natural hair that has not undergone any chemical or mechanical stress.</td>
</tr>
<tr>
<td><strong>VISCOSITY</strong></td>
<td>The viscosity of a liquid is its resistance to deformation or flow. Also referred to as thickness of a liquid.</td>
</tr>
<tr>
<td><strong>VOLUME</strong></td>
<td>In color developers, refers to the concentration or percent of hydrogen peroxide in a water solution (also referred to in percentages, i.e., 20 vol. = 6%, 30 vol. = 9%, etc)</td>
</tr>
<tr>
<td><strong>WARM ZONE</strong></td>
<td>The area of the hair shaft from scalp surface up to ½ inch from scalp. Area processes more intensely due to the warmth of the body temperature.</td>
</tr>
</tbody>
</table>
Goldwell offers a full range of educational support, including in-salon classes, online webinars, local/regional seminars, advanced color seminars and specialty seminars held at the Goldwell North American Academies in New York City, Santa Monica, Toronto and Vancouver. Goldwell also offers technical support from our toll-free hotline.

To help increase your color knowledge and application skills, Goldwell has a team of experienced and talented technical consultants available for hair color classes, workshops, and seminars. These skilled specialists are eager to teach what you want to know, from basic color to corrective and creative techniques.

- **Goldwell Hotline:** 1-800-333 CHIC (2442)
- **Online Webinars:** www.goldwelllive.com

**BOOK YOUR CLASS TO THE NEW YORK OR SANTA MONICA ACADEMY:**
www.goldwellkmscalifornia.cvent.com/academy