



COLORCHARM



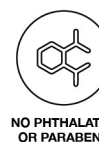
SCAN TO LEARN MORE

INTRODUCING OUR NEW & IMPROVED PERMANENT CREAM HAIR COLOR

THE PERFECT HARMONY OF COLOR & CARE

56 **NEW** vibrant, long-lasting shades:

- ✓ With **5 nourishing lipids** that provide moisturization for **soft & smooth hair**.
- ✓ Built-in **BondGuard technology** to help **protect bonds & combat damage**.
- ✓ **Leaves hair conditioned** and full of luminous shine.
- ✓ With up to **90% less breakage**.*



*vs. pre-colored hair when used with WELLA COLORCHARM Post Color & Lightening Treatment

PERMANENT CREAM HAIR COLOR

IDEAL FOR:



COLORCHARM

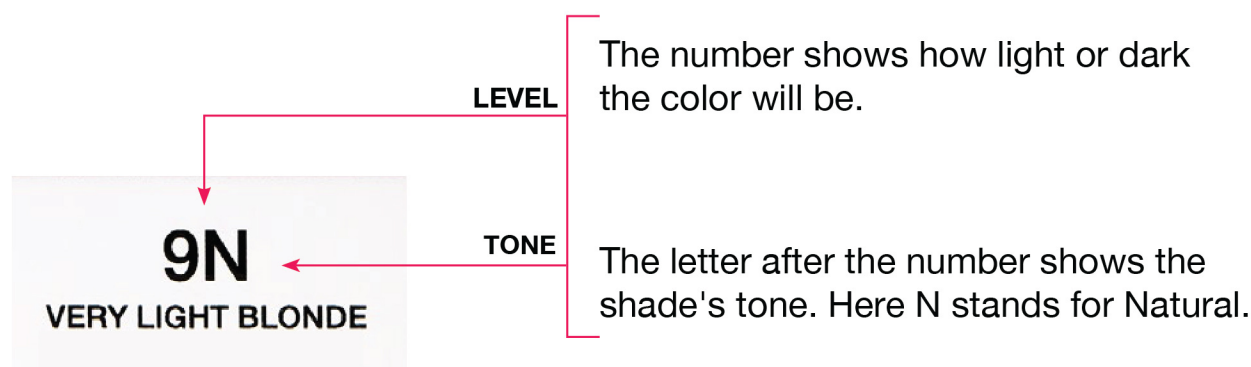
Gray
Coverage

Color
Retouching

Deposit
Color

Change
Natural Hair Color

NATURAL HAIR COLOR										
LEVEL	10 Lightest Blonde	9 Very Light Blonde	8 Light Blonde	7 Medium Blonde	6 Dark Blonde	5 Lightest Brown	4 Light Brown	3 Medium Brown	2 Dark Brown	1 Black



N
Natural



A
Ash



R
Red



G
Gold



V
Violet



B
Brown



W
Warm



CH
Chocolate



BBL
Blue-Black

MIX RATIO



1 part **WELLA COLORCHARM** Permanent Hair Color to 2 parts **WELLA COLORCHARM** Developer 10, 20, 30, 40 vol.
Process 30 to 45 minutes. For maximum gray coverage, High Lift shades and red shades, process full 45 minutes

SHADE CHART

	NATURAL	INTENSE NATURAL	ASH	PEARL ASH	NATURAL GOLD	GOLD	GOLD VIOLET	WARM	WARM VIOLET	CHOCOLATE	NATURAL BROWN	BROWN COOL	RED GOLD	RED	INTENSE RED	RED VIOLET	VIOLET	INTENSE VIOLET	VIOLET ASH	BLUE BLACK
12	12N		12A														12V			
10	10N			10PA			10GV													
9	9N		9A	9PA	9NG															
8	8N		8A			8G							8RG							
7	7N	7NN	7A				7GV	7W	7WV			7BC		7R					7VA	
6	6N	6NN	6A			6G		6W		6CH	6NB	6BC	6RG	6R						
5	5N	5NN	5A			5G			5WV		5NB	5BC			5RR	5RV				
4	4N	4NN	4A							4CH			4RG					4VV		
3	3N	3NN	3A													3RV				
2	2N																			
1	1N																1V			1BBL

PERMANENT GEL VS. NEW PERMANENT CREAM



COLORCHARM



FEATURES & BENEFITS	PERMANENT GEL	PERMANENT CREAM
Bond Protection		✓
Damage Reduction		✓
Moisturizes & Smoothens Hair		✓
Adds Shine		✓
Nourishing Lipids		✓
Natural Ingredients		✓
Pleasant Aroma		✓
Vegan*	✓	✓
Free of Phthalates & Parabens	✓	✓
1:2 Mixing Ratio	✓	✓
Bowl & Brush or Bottle Application	✓	✓
Easy To Mix		✓
Up to 100% Gray Coverage	✓	✓
Long-Lasting	✓	✓
Even Tone from Root to Tip		✓
Saturated/Opaque Result		✓

*Free of Animal-Derived Ingredients