

Color Charm®

Permanent Haircolor  
Education Guide

# Wella Color Charm®

Permanent Haircolor

## Why do so many professional colorists choose Color Charm®?

Because Color Charm® provides  
the performance,  
the palette and the quality  
that helps colorists bring a  
sense of satisfaction  
to their clients.

But what is Color Charm®?  
Many things!  
It offers....

### SUPERIOR HAIRCOLOR RESULTS

Long-lasting, rich color that is predictable and consistent. This makes Color Charm® simple to work with! And Color Charm® delivers 100% reliable gray coverage.

### GENEROUS 76 SHADE PALETTE

There is a color for every client.

- Fashion and Natural Reds, Pure Blondes and Brunettes that won't fade or go brassy.
- Blonde Toners.
- Modifiers and Intensifiers to customize formulas and enhance your creativity.
- Blonding Plus additive for one additional level of lift.

### INTERMIXABLE LIQUID AND TUBE-GEL FORMULAS

Most Color Charm® shades are available both in Liquid Creme and Conditioning Gel Tube formulas. Both give equal color performance and the results are the same.

Choose the consistency best for your application method.

- Liquid Creme for quick and easy bottle application.
- Conditioning Gel Tube for bowl and brush application, special techniques and foiling.

### NEW LEVEL AND BASE SHADE NUMBERING SYSTEM

Most Color Charm® formulas now have a dual shade numbering system.

- Color Charm® traditional shade numbers
- New Level & Base shade numbers

Each shade is marked with a number to identify its haircolor level and a letter(s) that identify its base color. Haircolor formulation and selection is now made even easier with truly predictable results every time.

Some older shades still only use their traditional shade number since they do not closely match Wella's international standards for level and base. For example, the shade results may fall between two levels.

In addition, the actual base color for each shade is shown on every Color Charm® Permanent Haircolor package.

### ECONOMICAL 1:2 MIXING RATIO

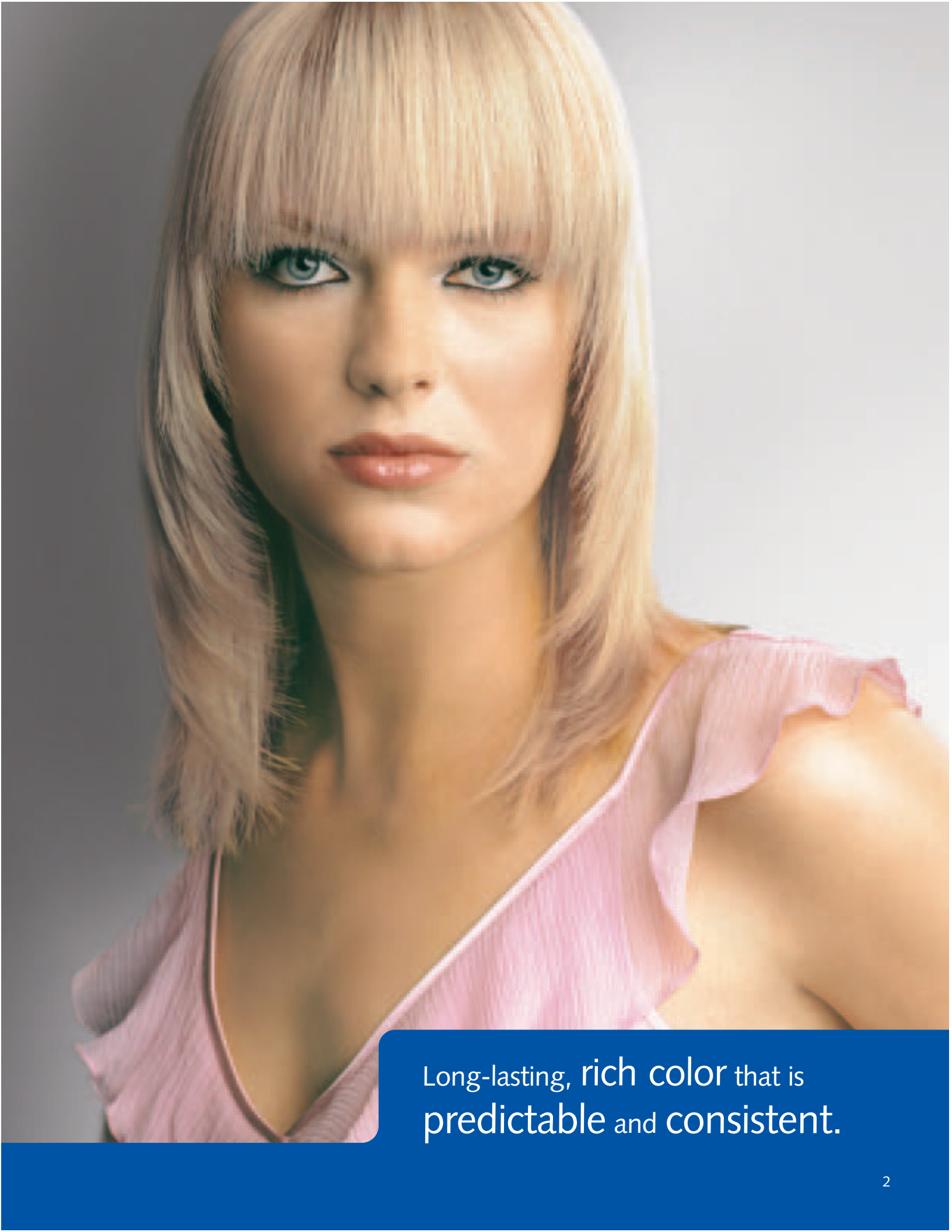
Color Charm® is mixed 1 part color to 2 parts developer.

Each 2 oz. tube of Color Charm® Conditioning Gel Tube Color makes 6 oz. of working product, enough for two 3 oz. retouch applications!

Color Charm® Liquid Creme Haircolor makes 4-1/2 oz. of color with each bottle.

### SWATCHBOOK WITH FORMULATION INFORMATION

- Shows every shade with its true level and base color.
- Contains mixing instructions and formulation tips.



Long-lasting, rich color that is  
predictable and consistent.



# Color Charm® Level & Base number and letters tell you everything!

Color Charm® is now even more predictable and more logical, providing you with the results **you can count on.**

Isn't that **what you want** in the haircolor you choose for your clients?

Until today, **Color Charm®** shades have been identified only by a number, such as #435, Light Golden Brown... one of the best selling shades. This doesn't tell the colorist much about what to expect from this selection.

## NOW

**Wella** has added a new Level & Base shade number to most bottles of **Color Charm®** Permanent Liquid Creme Color and tubes of **Color Charm®** Conditioning Permanent Gel Color.

## WHY?

To provide you with complete information about each shade that will make your color selection and formulation even more simple and accurate than ever before! The more you know about the color you choose, the better results you can expect!

### FOR EXAMPLE

**435 / 5G Light Golden Brown**

**435** is the **Color Charm®** Shade Number that has always been used

**5** is the haircolor level (5 -Light Brown)

**G** is the base for this shade (Gold)

**Light Golden Brown** is the shade name

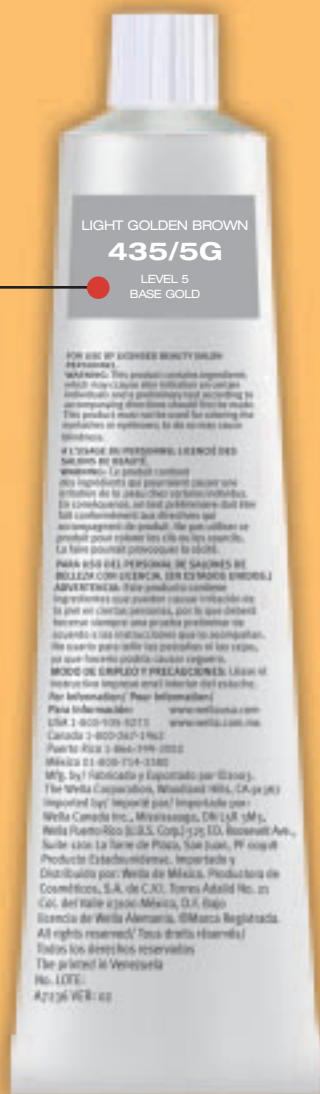


# Color Charm® Level & Base Shade Number

Here's how the **Color Charm®** Liquid Creme Haircolor bottle looks with the new Level & Base Shade numbering system:



Here's how the **Color Charm®** Conditioning Permanent Gel Haircolor tube looks with the new Level & Base Shade numbering system:



Here's how the **Color Charm®** Permanent Gel Haircolor carton looks with the Level & Base information on the carton's top flap:



## THE COLOR CHARM® LEVEL SYSTEM

	NATURAL LEVEL	LEVEL NAME
12		HIGH LIFT
10		LIGHTEST BLONDE
9		PALE BLONDE
8		LIGHT BLONDE
7		MEDIUM BLONDE
6		DARK BLONDE
5		LIGHT BROWN
4		MEDIUM BROWN
3		DARK BROWN
2		DARKEST BROWN
1		BLACK

## COLOR CHARM® TONAL FAMILIES AND BASES

Each **Color Charm®** shade has been placed into a Tonal Family, for example, "Ash," "Gold," etc. **Most Tonal families use a wide mix of appropriate Bases to create a full range of nuanced Tones.**

The tonal family and exact base for every shade is shown in the **Color Charm®** Swatchbook, **Color Charm®** paper color chart (shown on pages 7 & 8 in this manual) and on the **Color Charm®** packaging.

TONAL FAMILY	SHADE SERIES LETTERS	BASES
NATURAL	N	NEUTRAL
ASH	A	BLUE
	C (Cool)	BLUE-VIOLET
	CG (Cool Gold)	BLUE-VIOLET-GOLD
		VIOLET-BLUE
		VIOLET
		BLUE-GREEN
		GREEN
		GREEN-YELLOW
GOLD	NG	NEUTRAL-GOLD
	G	GOLD
	GV	GOLD-VIOLET
	GR	GOLD-RED
		YELLOW
WARM*	W	BROWN
	WV	BROWN-VIOLET
RED	WR	BROWN-RED
	RG	RED-GOLD
	R	RED
	RV	RED-VIOLET

# You have the Creative Choice with Wella Developers!

Wella offers two versatile developers – **Color Charm®** Creme and Clear Developer. Both are **stabilized** to ensure the correct **Volume** for every formula you mix. They provide you with even **more creative choices** for color placement.

## DEVELOPER SELECTION GUIDE

### 30 VOLUME Creme or Clear Developer

- Up to 3 or 4 levels of lift (depending on hair texture, porosity and concentration of natural pigmentation).
- **Brighter** and **more vibrant reds**.
- **Resistant** gray hair.

### 20 VOLUME Creme or Clear Developer

- Up to 2 levels of lift.
- **Coverage** on gray/white hair.

### 10 VOLUME Mix equal parts of 20 Volume Clear Developer with Distilled Water

- For Darker than natural level results.
- Color results equal to client's natural level.
- **Deposit with minimal lift**, depending on texture and porosity.

CLEAR	CREME
	
The perfect consistency to use with a color bottle for a quick retouch or first time application.	Makes a slightly thicker consistency for added control with bowl and brush applications and creative techniques with foil and other color tools.

	NATURAL / NEUTRO	ASH / CENIZO				GOLD / DORADO			
12 HIGH-LIFT	<p>1200 12N</p> <p>Blonde Claire Rubio Suave</p>  <p>BASE NEUTRAL</p>	<p>1210 12A</p> <p>Frosty Ash Cenizo Escarchado</p>  <p>BASE BLUE</p>	<p>1120</p> <p>Nordic Blonde Rubio Nórdico</p>  <p>BASE VIOLET</p>	<p>12P</p> <p>Ivory Blonde Plus Rubio Marfil Plus</p>  <p>BASE VIOLET-BLUE</p>	<p>1290 12C</p> <p>Ultra Light Blonde Rubio Extra Claro</p>  <p>BASE BLUE-VIOLET</p>	<p>12NG</p> <p>Surf Side Blonde Plus Rubio Espuma de Mar Plus</p>  <p>BASE NEUTRAL-GOLD</p>			
10	<p>1001 10N</p> <p>Satin Blonde Rubio Satinado</p>  <p>BASE NEUTRAL</p>	<p>1030 10A</p> <p>Palest Ash Blonde Rubio Cenizo Muy Pálido</p>  <p>BASE VIOLET-BLUE</p>					<p>1070</p> <p>Honey Beige Blonde Rubio Beige Miel</p>  <p>BASE YELLOW</p>	<p>1036 10GV</p> <p>Honey Blonde Rubio Miel</p>  <p>BASE GOLD-VIOLET</p>	
9	<p>911 9N</p> <p>Very Light Blonde Rubio Muy Claro</p>  <p>BASE NEUTRAL</p>	<p>940 9A</p> <p>Pale Ash Blonde Rubio Cenizo Pálido</p>  <p>BASE VIOLET-BLUE</p>			<p>9CG</p> <p>Soft Platinum Gold Blonde Rubio Dorado Platino Suave</p>  <p>BASE ASH-GOLD</p>	<p>9NG</p> <p>Sand Blonde Rubio Arena</p>  <p>BASE NEUTRAL-GOLD</p>		<p>9G</p> <p>Soft Pure Gold Blonde Rubio Dorado Puro Suave</p>  <p>BASE GOLD</p>	
8	<p>811 8N</p> <p>Light Blonde Rubio Claro</p>  <p>BASE NEUTRAL</p>	<p>740 1/2 8A</p> <p>Light Ash Blonde Rubio Cenizo Claro</p>  <p>BASE BLUE</p>			<p>8CG</p> <p>Light Platinum Gold Blonde Rubio Dorado Platino Claro</p>  <p>BASE ASH-GOLD</p>	<p>8NG</p> <p>Light Beige Blonde Rubio Beige Claro</p>  <p>BASE NEUTRAL-GOLD</p>	<p>841</p> <p>Light Golden Blonde Rubio Dorado Claro</p>  <p>BASE GOLD</p>	<p>8G</p> <p>Light Pure Gold Blonde Rubio Dorado Puro Claro</p>  <p>BASE GOLD</p>	
7	<p>711 7N</p> <p>Medium Blonde Rubio Mediano</p>  <p>BASE NEUTRAL</p>	<p>672 7A</p> <p>Medium Smokey Ash Blonde Rubio Humo Cenizo Mediano</p>  <p>BASE BLUE</p>			<p>7CG</p> <p>Medium Platinum Gold Blonde Rubio Dorado Platino Mediano</p>  <p>BASE ASH-GOLD</p>	<p>7NG</p> <p>Medium Beige Blonde Rubio Beige Mediano</p>  <p>BASE NEUTRAL-GOLD</p>	<p>725</p> <p>Sunlight Blonde Brown Rubio Castaño Brillante</p>  <p>BASE GOLD</p>	<p>7G</p> <p>Medium Pure Gold Blonde Rubio Dorado Puro Mediano</p>  <p>BASE GOLD</p>	
6	<p>611 6N</p> <p>Dark Blonde Rubio Oscuro</p>  <p>BASE NEUTRAL</p>	<p>462 6A</p> <p>Dark Ash Blonde Rubio Cenizo Oscuro</p>  <p>BASE BLUE</p>	<p>542</p> <p>Ash Blonde Rubio Cenizo</p>  <p>BASE OLIVE</p>	<p>632</p> <p>Medium Ash Blonde Rubio Cenizo Mediano</p>  <p>BASE GREEN</p>			<p>555</p> <p>Hazel Blonde Rubio Avellana</p>  <p>BASE GOLD</p>		
5	<p>511 5N</p> <p>Light Brown Castaño Claro</p>  <p>BASE NEUTRAL</p>	<p>256 5A</p> <p>Light Ash Brown Castaño Cenizo Claro</p>  <p>BASE GREEN</p>	<p>336</p> <p>Light Drab Brown Pardo Castaño Claro</p>  <p>BASE GREEN</p>					<p>435 5G</p> <p>Light Golden Brown Castaño Dorado Claro</p>  <p>BASE GOLD</p>	
4	<p>411 4N</p> <p>Medium Brown Castaño Mediano</p>  <p>BASE NEUTRAL</p>	<p>237 4A</p> <p>Medium Ash Brown Castaño Cenizo Mediano</p>  <p>BASE BLUE</p>						<p>257 4G</p> <p>Dark Golden Brown Castaño Dorado Oscuro</p>  <p>BASE GOLD</p>	
3	<p>311 3N</p> <p>Dark Brown Castaño Oscuro</p>  <p>BASE NEUTRAL</p>	<p>148 3A</p> <p>Dark Ash Brown Castaño Cenizo Oscuro</p>  <p>BASE BLUE-GREEN</p>							
2	<p>211 2N</p> <p>Very Dark Brown Castaño Muy Oscuro</p>  <p>BASE NEUTRAL</p>								
1	<p>051 1N</p> <p>Black Negro</p>  <p>BASE BLUE-VIOLET</p>								



WARM / CÁLIDO				FASHION RED / ROJO FASHION				TONERS	
	<div>12W</div> <div>Malibu Blonde Plus Rubio Malibú Plus</div> <div></div> <div>BASE BROWN</div>							<div>T-10</div> <div>Alvory Lady Rubio Marfil Claro</div> <div></div> <div>PREF-LIGHTEN: PALE YELLOW</div> <div>BASE VIOLET-BLUE</div>	SILVER / PLATINUM PLATEADO / PLATINO
								<div>T-28</div> <div>Princess Blonde Rubio Neutro Pálido</div> <div></div> <div>PREF-LIGHTEN: YELLOW</div> <div>BASE VIOLET-BLUE</div>	
			<div>9WR</div> <div>Apricot Albaricoque</div> <div></div> <div>BASE BROWN-RED</div>					<div>T-18</div> <div>White Lady Rubio Blanco</div> <div></div> <div>PREF-LIGHTEN: PALE YELLOW</div> <div>BASE VIOLET</div>	ASH / BENZO
<div>8GR</div> <div>Copper Sun Cobre Radiante</div> <div></div> <div>BASE GOLD-RED</div>			<div>729 8RG</div> <div>Titian Red Blonde Rubio Rojizo</div> <div></div> <div>BASE RED-GOLD</div>			<div>T-14</div> <div>Silver Lady Rubio Plateado Claro</div> <div></div> <div>PREF-LIGHTEN: PALE YELLOW</div> <div>BASE VIOLET-BLUE</div>			
	<div>7W</div> <div>Caramel Caramelo</div> <div></div> <div>BASE BROWN</div>	<div>7WV</div> <div>Nutmeg Nuez Moscada</div> <div></div> <div>BASE BROWN-VIOLET</div>	<div>643 7WR</div> <div>Tan Blonde Rubio Tostado</div> <div></div> <div>BASE BROWN-RED</div>			<div>810 7R</div> <div>Red-Red Rojo-Rojo</div> <div></div> <div>BASE RED</div>	<div>T-15</div> <div>Baroness Beige Rubio Beige Pálido</div> <div></div> <div>PREF-LIGHTEN: PALE YELLOW</div> <div>BASE VIOLET-GOLD</div>	BEIGE / BEIGE	
<div>6GR</div> <div>Canyon Copper Cobre Rojizo</div> <div></div> <div>BASE GOLD-RED</div>	<div>6W</div> <div>Praline Almendra</div> <div></div> <div>BASE BROWN</div>		<div>544 6RG</div> <div>Light Copper Cobre Claro</div> <div></div> <div>BASE RED-GOLD</div>	<div>633</div> <div>Red Blaze Rojo Vivo</div> <div></div> <div>BASE RED</div>	<div>6R</div> <div>Red Terra Cotta Rojo Terracota</div> <div></div> <div>BASE RED-VIOLET</div>	<div>607 6RV</div> <div>Cyclamen Ciclamen</div> <div></div> <div>BASE RED-VIOLET</div>	<div>T-11</div> <div>Royal Blonde Rubio Beige Claro</div> <div></div> <div>PREF-LIGHTEN: PALE YELLOW</div> <div>BASE GOLD-GOLD</div>		
		<div>5WV</div> <div>Cinnamon Canela</div> <div></div> <div>BASE BROWN-VIOLET</div>	<div>5WR</div> <div>Allspice Pimienta</div> <div></div> <div>BASE BROWN-RED</div>		<div>445</div> <div>Light Auburn Castaño Rojizo Claro</div> <div></div> <div>BASE RED</div>		<div>507 5RV</div> <div>Burgundy Rojo Vino</div> <div></div> <div>BASE RED-VIOLET</div>		<div>T-27</div> <div>Regal Beige Rubio Beige Mediano</div> <div></div> <div>PREF-LIGHTEN: YELLOW</div> <div>BASE VIOLET-GOLD</div>
					<div>347</div> <div>Dark Auburn Castaño Rojizo Oscuro</div> <div></div> <div>BASE RED</div>	<div>356 4R</div> <div>Cinnamon Brown Castaño Canela</div> <div></div> <div>BASE RED</div>			
							<div>367 3RV</div> <div>Black Cherry Cereza Negra</div> <div></div> <div>BASE RED-VIOLET</div>		<div>T-35</div> <div>Imperial Beige Rubio Beige Perla</div> <div></div> <div>PREF-LIGHTEN: GOLD</div> <div>BASE GOLD-VIOLET</div>

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

HIGH LIFT BOOSTER		MODIFIERS / MODIFICADORES		INTENSIFIERS / INTENSIFICADORES	
<div>BP</div> <div>BP Blonding Plus</div>		<div>049</div> <div>Dark Drabber Pardo Oscuro</div> <div></div>	<div>050</div> <div>Light Drabber Pardo Claro</div> <div></div>	<div>042</div> <div>Gold Dorado</div> <div></div>	<div>810 7R</div> <div>Red-Red Rojo-Rojo</div> <div></div> <div>SWATCH APPEARS IN CHART ABOVE LA MUESTRA APARECE ARRIBA EN LA TABLA DE NIVELES</div>



## CHOOSING YOUR COLOR CHARM® FORMULA

### STEP 1

Determine the client's natural haircolor level (use the swatches in the Natural Shade Family of the **Color Charm**® Haircolor Swatchbook as a guide).

### STEP 2

Determine the *percentage of gray/white hair*. If client is over 50% gray, please see the section titled "Optimum Coverage on Gray/White Hair."

### STEP 3

Select the desired level and base of the desired color result. The **Color Charm**® Swatchbook shows the many options available.

### STEP 4

Select the appropriate developer to achieve the desired shade result. The **Color Charm**® Shade Level and Developer Chart will help you do this.

Haircolor results are a **combination** of the shade used plus the contributing underlying **pigment** of the **natural haircolor**.

# COLOR CHARM® SHADE LEVEL AND DEVELOPER CHART

## CHART INSTRUCTIONS

1. Place your left forefinger on the left hand column that matches the client's Natural Level.
2. Place your right forefinger on the level of the selected haircolor shade.
3. Move your left finger across and your right finger down until they intersect. This number is the level of **Color Charm®** Permanent Haircolor needed to achieve the desired result. The developer strength (10, 20, or 30 Volume) needed to produce the desired result is also shown. A preliminary strand test will ensure that the formula will deliver the desired result.

**Note:** If the client's hair has previously been tinted, and now a lighter color result is desired, then a color removal and re-tinting is necessary. Please see the section titled *"Color Removal and Correction."*

### DESIRED HAIR LEVEL

### NATURAL LEVEL

	1 BLACK	2 DARKEST BROWN	3 DARK BROWN	4 MEDIUM BROWN	5 LIGHT BROWN	6 DARK BLONDE	7 MEDIUM BLONDE	8 LIGHT BLONDE	9 VERY LIGHT BLONDE	10 LIGHTEST BLONDE
LIGHTEST BLONDE 10	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 10 Vol	6 / 10 Vol	7 / 10 Vol	8 / 10 Vol	9 / 10 Vol	10 / 20 Vol
VERY LIGHT BLONDE 9	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 10 Vol	6 / 10 Vol	7 / 10 Vol	8 / 10 Vol	9 / 20 Vol	10 / 20 Vol
LIGHT BLONDE 8	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 10 Vol	6 / 10 Vol	7 / 10 Vol	8 / 20 Vol	9 / 20 Vol	10 / 20 Vol
MEDIUM BLONDE 7	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 10 Vol	6 / 10 Vol	7 / 20 Vol	8 / 20 Vol	9 / 20 Vol	10 / 30 Vol
DARK BLONDE 6	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 10 Vol	6 / 20 Vol	7 / 20 Vol	8 / 20 Vol	9 / 30 Vol	10 / 30 Vol
LIGHT BROWN 5	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 10 Vol	5 / 20 Vol	6 / 20 Vol	7 / 30 Vol	8 / 30 Vol	10 / 30 Vol	DOUBLE PROCESS
MEDIUM BROWN 4	1 / 10 Vol	2 / 10 Vol	3 / 10 Vol	4 / 20 Vol	5 / 20 Vol	6 / 30 Vol	8 / 30 Vol	10 / 30 Vol	DOUBLE PROCESS	DOUBLE PROCESS
DARK BROWN 3	1 / 10 Vol	2 / 10 Vol	3 / 20 Vol	4 / 20 Vol	5 / 30 Vol	7 / 30 Vol	10 / 30 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS
DARKEST BROWN 2	1 / 10 Vol	2 / 20 Vol	3 / 20 Vol	4 / 30 Vol	6 / 30 Vol	8 / 30 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS
BLACK 1	1 / 10 Vol	2 / 20 Vol	4 / 30 Vol	5 / 30 Vol	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS	DOUBLE PROCESS

## WHY CHOOSING THE RIGHT SHADE BASE IS IMPORTANT

Haircolor results are a combination of the shade used plus the contributing underlying pigment of the natural haircolor. If the desired haircolor result is more than two levels lighter than the natural level, then the underlying contributing pigment may produce a result that is too warm or "brassy."

For example, to achieve a more natural result when lifting three levels, choose a **Color Charm®** shade with a Green or Blue base to help eliminate the extra warm red or orange tones of the underlying contributing pigment. The Color Wheel shows that opposite the warm red and orange-based colors are cool green and blue-based colors.

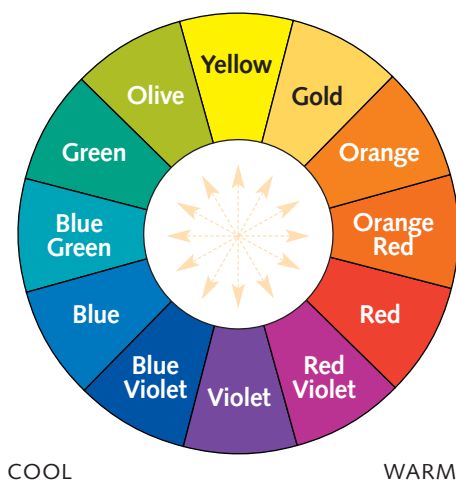
To achieve an ash result, add a modifier to this formula such as 049 **Color Charm®** Dark Drabber or 050 **Color Charm®** Light Drabber.

If the desired result is a Red shade, then the remaining warm underlying pigment adds to this result.

## EXPOSED CONTRIBUTING PIGMENT GUIDE

NATURAL HAIRCOLOR		LEVEL	UNDERLYING EXPOSED PIGMENT	
LIGHTEST BLONDE		10	PALE YELLOW	
VERY LIGHT BLONDE		9	YELLOW	
LIGHT BLONDE		8	YELLOW	
MEDIUM BLONDE		7	GOLD	
DARK BLONDE		6	GOLD	
LIGHT BROWN		5	RED-GOLD	
MEDIUM BROWN		4	RED	
DARK BROWN		3	RED	
DARKEST BROWN		2	BROWN	
BLACK		1	BLACK	

## COLOR WHEEL



### COLOR SPECTRUM

#### PRIMARY COLORS

Blue, Red, Yellow

#### SECONDARY COLORS

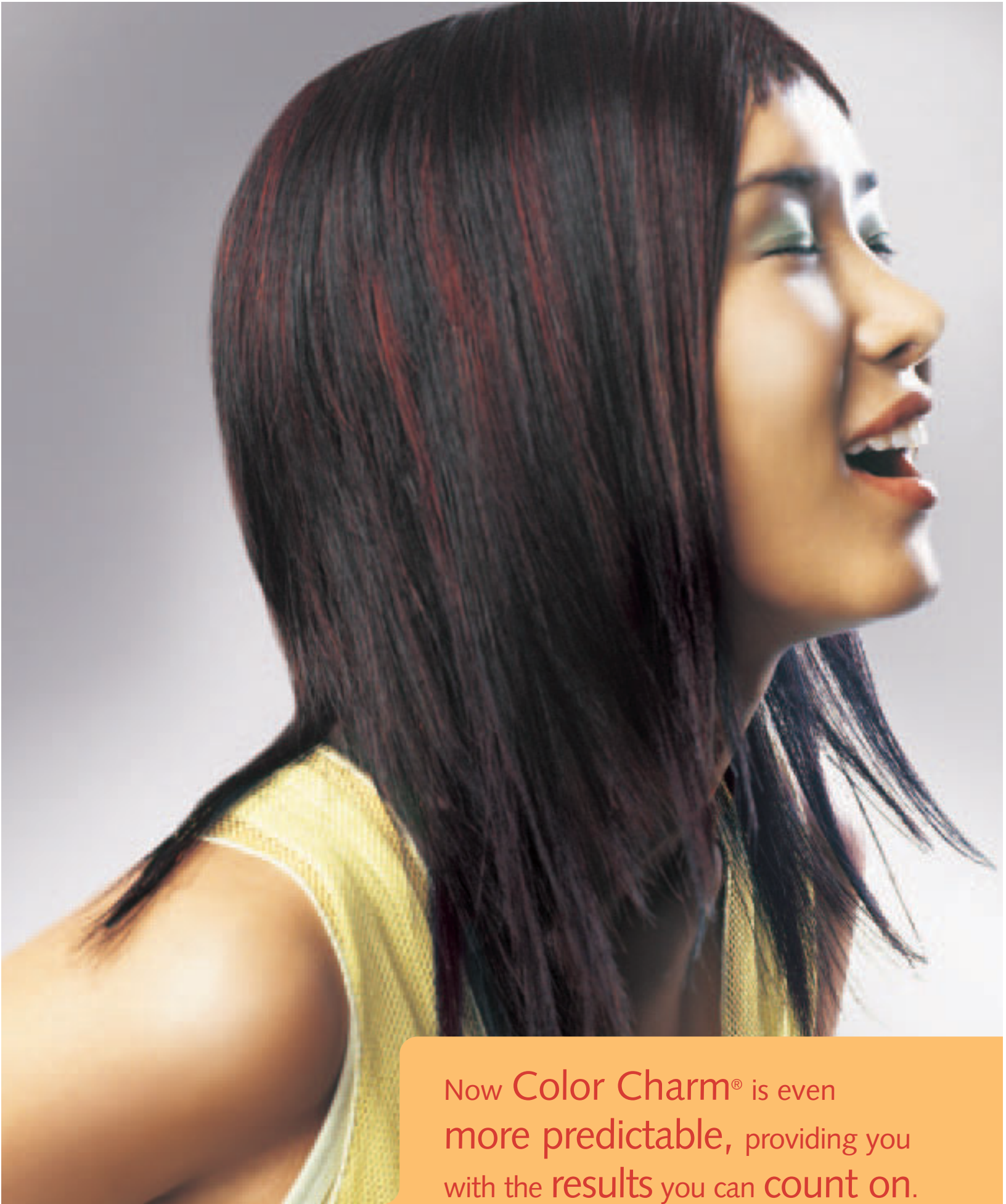
Red + Yellow = Orange

Blue + Red = Violet

Blue + Yellow = Green

#### MIXTURES OF PRIMARY AND SECONDARY COLORS

Colors that are opposite each other on the color circle neutralize each other and can be helpful in reducing unwanted warmth or eliminating too much ash.



Now Color Charm® is even  
more predictable, providing you  
with the results you can count on.



# Color Charm® Haircolor Application Instructions

## Quick Mix Tip:

Mix one bottle of

Color Charm® Liquid Creme

Haircolor with 3 oz.

of Color Charm® Developer.

**Note:** Safety, Mixing and Timing directions are printed on the inside cartons of **Color Charm®** Liquid Creme Haircolor, **Color Charm®** Conditioning Permanent Gel Tube Haircolor and **Color Charm®** Extra Mild Toner.

## SOME BASIC PRECAUTIONS

1. Do not exceed recommended processing times.
2. Check for desired result frequently.
3. Do not perm or chemically relax the hair immediately before or after coloring. **Wella** recommends waiting two weeks.
4. Do not use on hair that has been previously treated with vegetable dyes such as henna.
5. Do not use on hair that has been previously treated with metallic salt dyes.
6. Do not use metal bowls when mixing haircolor or lightener formulas.
7. Do not brush hair prior to color service.

## PRELIMINARY STRAND TEST

To determine the complete accuracy of any haircolor formula, **Wella** recommends that you perform a strand test, especially if hair is porous or has been previously treated with a lightener, permanent wave, chemical hair relaxer, or haircolor. To perform the strand test, mix a small amount of the desired **Color Charm®** color according to directions. For example, mix 1 capful of color to 2 capfuls of developer. Apply the mixture to selected strands of hair on the under side. Process for 30 minutes, rinse and check color for desired color result and hair condition.

## PRE-COLOR SERVICE

**Color Charm®** is applied to dry hair. DO NOT pre-shampoo unless hair is soiled. If a shampoo is necessary, DO NOT rub or irritate scalp. Be sure to eliminate excess moisture prior to color application.

### MIXING

- Determine the desired amount of product needed.
- Choose the application method - applicator bottle or bowl and brush.
- Mix together well - 1 part (1 oz.) **Color Charm®** Permanent Haircolor to 2 parts (2 oz.) **Wella®** Creme or Clear Developer.
- Begin application immediately.



1 PART

2 PARTS

### EXAMPLE

1 oz. 511 / 5N Light Brown  
+ 2 oz. Creme or Clear Developer

**Note:** **Color Charm®** is always mixed in a 1:2 ratio



## FIRST TIME COLOR APPLICATION

**OPTION 1** - *When the desired final results will be lighter than the natural haircolor.*

1. Take 1/4" partings and apply mixture to lengths and ends, starting 1-inch away from the scalp.
2. Process for 15 minutes. Mix fresh color and apply to untreated hair at the scalp area.
3. Develop entire lengths for an additional 15-30 minutes or until color is even.

**OPTION 2** - *When the desired final results will be the same level or darker than the natural haircolor.*

1. Take 1/4" partings and apply mixture from scalp area to ends.
2. When application is completed, using a wide tooth comb, gently comb through the hair to ensure even haircolor distribution.
3. Process for 30 minutes or up to 45 minutes if additional deposit or gray/white coverage is needed.

**Note:** Porosity and texture affect haircolor processing time. Resistant or coarse hair usually requires additional processing time to achieve the desired results. However porous or fine hair can process more quickly and needs less time to achieve the desired results.

## NEW GROWTH - RETOUCH APPLICATION

1. Take 1/4" partings and apply mixture to new growth area at the scalp only.
2. Begin in areas where the hair has the highest percentage of gray/white, or where the maximum lift is desired.
3. Process for 30 minutes or up to 45 minutes if additional lift or gray coverage is needed.
4. Use Color Balancing procedure to refresh the lengths and ends of the hair if needed. (See instructions below.)

## COLOR BALANCING

*To refresh and color match the lengths and ends to the new growth area.*

1. When new growth retouch processing is completed DO NOT rinse.
2. Lightly spritz with water to dampen the lengths and ends of the hair.
3. Gently comb the remaining haircolor mixture through the entire lengths of the hair for even distribution. If hair is extremely porous, then first apply **In-Depth™** Treatment sparingly and evenly to lengths and ends before combing color through. This will balance the porosity for more even color results.
4. Process for 2-5 minutes or until color is even.

## REMOVAL AND AFTER CARE

1. When the processing time is completed, emulsify by gently massaging warm water into the hair. Rinse thoroughly.
3. Gently shampoo and rinse thoroughly.
4. Apply **Regenal®** Instant pH Normalizing Lotion for 2-5 minutes to condition, neutralize any remaining chemical residue and restore the natural pH level of the scalp and hair.

# Wella Color Charm®

Permanent Haircolor

It's easy to  
customize your  
Color Charm®  
formula

## QUICK TIPS WHEN FORMULATING

1. All Color Charm® Haircolor shades are **intermixable**.
2. For a **softer** effect when using a shade from a Fashion Family or when hair is more than 50% gray/white, mix with a shade from the Natural or Gold Families.
3. **It's easy** to reduce warm tone **color** results with Color Charm® Modifiers.
4. **Brighten** and add warm tones with Color Charm® Intensifiers.
5. To **achieve** the lightest blonde results, use a double-process color technique. First pre-lighten with Wellite® Powder Lightener, Wellite® Creme Lightener or Speedlite® Creme Lightener. Follow instructions on the package. Then follow with Color Charm® Toner.

## COLOR CHARM® MODIFIERS CONQUER UNWANTED WARMTH

- **Modifiers** are used to reduce unwanted warm tones in a finished haircolor.
- Add the following amounts to a FULL Color Charm® color mixture:

050 Light Drabber	For Natural Level 6 or lighter - add 2-4 capfuls
049 Dark Drabber	For Natural Level 5 or darker – add 2-4 capfuls

## COLOR CHARM® INTENSIFIERS BRIGHTEN AND ADD WARMTH

- **Intensifiers** are used to add warm gold or red tones to haircolor.
- Add the following amounts to a FULL Color Charm® color mixture:

042 Gold	Add 2-4 capfuls
810 / 7R Red-Red	Add 2-4 capfuls

## MIXING



1 PART  
Color tube or bottle



2 PARTS  
Developer



UP TO 4 CAPFULS  
Modifier or Intensifier

## HIGH-LIFT BLONDING

### OPTION 1

For maximum lift up to 4 levels, use **Color Charm®** 30 Volume Developer with **Color Charm®** Permanent Haircolor.

### OPTION 2

When lifting natural Level 5 and lighter you may increase lifting by using BP-Blonding Plus to achieve Level 9 or lighter results.

- Mix 1 part [1 oz.] **Color Charm®** Permanent Haircolor, 1 part [1 oz.] Blonding Plus and 4 parts [4 oz.] 20 Volume **Color Charm®** Clear or Creme Developer.
- Process up to 45 minutes. Check frequently for desired result.



**1 PART**  
Color tube  
or bottle

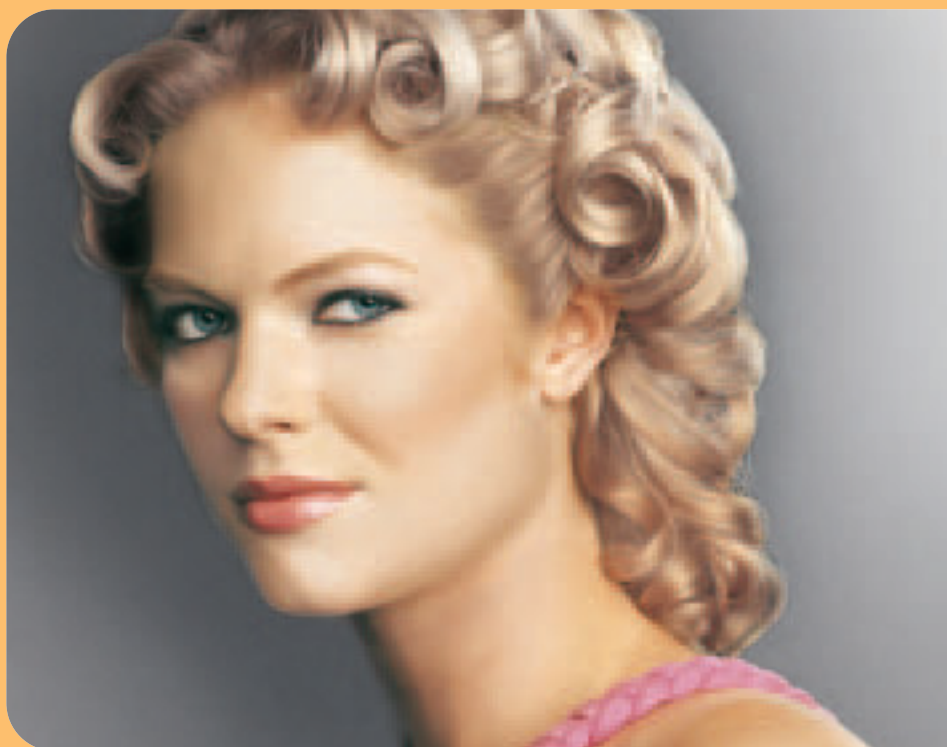


**1 PART**  
Blonding Plus



**4 PARTS**  
Clear or Creme  
Developer

**Note:** BP-Blonding Plus should never be used alone and should not be used with 30 Volume Developer. BP-Blonding Plus should only be used with **Color Charm®** shades Level 9 or lighter.



## OPTIMUM COVERAGE ON GRAY/WHITE HAIR

### ADD DEPTH

If your client has been colored with a Level 9 or higher shade, then switch to a shade at Level 8 or darker. For other clients, try using a shade one level darker than their current formula. A shade from the Natural or Gold Family will always provide the most natural looking result and deliver the best coverage.

Mix with 20 Volume developer and apply generously.

Process for 30 minutes, check and extend to 45 minutes if needed.

### ADD NATURAL OR GOLD TO THE FORMULA

For better coverage when using a fashion shade like those in the Red Family on hair that is over 50% gray, mix with equal parts of a **Color Charm®** Natural or Gold shade at the same level.

#### EXAMPLE

*Adjusting fashion shade formulas for gray hair*

1 oz. 607 / 6RV Cyclamen  
+ 1 oz. 611 / 6N Dark Blonde  
4 oz. **Color Charm®** Clear or Creme Developer

1. Use **Color Charm®** 20 Volume Creme or Clear Developer.
2. Take fine partings and apply color thoroughly and generously to each section of hair.
3. Process for up to 45 minutes. Check frequently for desired result.

### PRE-PIGMENT

Pre-pigmenting adds the depth of level and tone missing in concentrated gray/white areas of hair. A *Natural or Gold Family shade is recommended for Pre-Pigmenting*. As a general rule, it is best to choose a color at the same level as the **Color Charm®** formula for the remaining hair.

1. Make the Pre-Pigmentation formula by mixing equal parts distilled water and the appropriate **Color Charm®** Natural or Gold shade.
2. Apply this formula to the concentrated gray/white areas of hair.
3. Process 10 minutes. DO NOT rinse out or blot.
4. Mix the desired **Color Charm®** Haircolor formula according to directions. Apply to the entire head. Follow the appropriate application instructions. If the desired result is a Fashion shade, then add an appropriate Natural or Gold shade to the formula as explained above.
5. Process up to 45 minutes. Check frequently for desired deposit.

#### EXAMPLE

DESIRED COLOR:	445 Light Auburn
PRE-PIGMENTATION FORMULA:	1 oz. 511 / 5N Light Brown or 435 / 5G Light Golden Brown + 1 oz. Distilled water
PROCESSING TIME:	10 minutes
FORMULA FOR DESIRED COLOR:	1 oz. 445 Light Auburn + 1 oz. 511 / 5N Light Brown + 4 oz. <b>Color Charm®</b> 20 Volume Clear Developer
PROCESSING TIME:	Up to 45 minutes

**Note:** Do not pre-pigment with shades from the Ash Family. Pre-pigmentation is not recommended on chemically relaxed hair.

### Concentrate the power of the color (Double Pigmentation)

- Double pigmentation concentrates color on resistant gray/white hair.
- Mix equal parts of the chosen shade with 30 Volume developer rather than the standard **Color Charm®** mix of 1 part color to 2 parts developer.
- Process for 30 minutes, check and extend to 45 minutes if needed.



## COLOR REMOVAL AND CORRECTION

**Wellite®** Powder Lightener is an ideal choice for correcting haircolor results that are too dark, too ash or too warm. However, **Wellite®** should not be used to remove henna compounds or metallic based haircolors.

### OPTION 1

*Maximum strength color removal for correcting colors that are more than two levels too dark.*

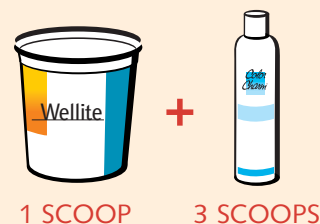
1. Mix 1 scoop (1 oz.) of **Wellite®** Powder Lightener with 1 scoop (1 oz.) of **Color Charm®** Creme or Clear Developer 20 Volume and 1 scoop (1 oz.) shampoo.
2. Apply quickly where needed to dry hair using a bowl and brush starting at the darkest portion.
3. Do not use a heat source to accelerate the process.
4. Timing will vary depending upon degree of removal/correction needed. In some cases, the desired degree of lightness may be achieved in 1-3 minutes! Do not process for more than 30 minutes.
5. Rinse product thoroughly. Shampoo, then apply **Regenal®** Instant pH Normalizing Lotion for 2-5 minutes to condition, neutralize any remaining chemical residue and restore the natural pH level of the scalp and hair.



### OPTION 2

*For slight removal of an unwanted tone on lengths or ends.*

1. Mix 1 scoop (1 oz.) of **Wellite®** Powder Lightener exclusively with 3 scoops (3 oz.) of **Color Charm®** Activating Lotion in a non-metallic bowl.
2. Application and timing are the same as Option 1.



## RE-TINTING

Re-tinting is usually needed after color removal and it can be done on the same day. If too much red or gold remains after the color removal, then a shade from the **Color Charm®** Ash Family should be used to reduce unwanted warm tones. A strand test is recommended.

## TINT BACK

When going darker and hair is too light, then a Gold, Red, or Light Golden Brown is needed to replace the missing warm pigments. Please refer to the table below for recommended filler formulas.

WHEN THE FINAL DESIRED RESULT IS:	USE
LEVEL 8	1 part <b>Color Charm®</b> 042 Gold Intensifier + 1 part distilled water
LEVELS 6-7	1 part <b>Color Charm®</b> 042 Gold Intensifier + 1 part 810/7R Red-Red Intensifier + 1 part distilled water
LEVELS 3-5	1 part <b>Color Charm®</b> 810-7R Red-Red Intensifier + 2 parts 435/5G Light Golden Brown + 1 part distilled water

Mix the recommended filler formula in a bowl and use a brush to apply to the areas that are too light. Process for 10 minutes, remove excess product with a towel and immediately apply the desired shade formula. Check frequently to determine proper timing.

# Wella Color Charm®

Permanent Haircolor

Successful toning depends on even decolorization. The stage of decolorization must be uniform to achieve the delicate toning color desired.

## FIRST TIME TONER APPLICATION

1. Mix together well - 1 part (1 oz.) **Color Charm®** Extra Mild Toner to 2 parts (2 oz.) 20 Volume **Color Charm®** Creme or Clear Developer. Apply to towel-dried hair.
2. Take 1/4" partings and apply mixture to new growth area at the scalp only. After new growth area application is completed, immediately apply mixture along entire lengths of hair from scalp area to ends.
3. Process up to 30 minutes. If the shafts and ends are porous, only apply to these areas for the last 5-10 minutes of processing time.



## QUICK MIX TIP

Mix one bottle of **Color Charm®** Extra Mild Toner with 3 oz. of **Color Charm®** 20 Volume Clear Developer.

## TONER NEW GROWTH - RETOUCH APPLICATION

1. Mix together well - 1 part (1 oz.) **Color Charm®** Extra Mild Toner to 2 parts (2 oz.) 20 Volume **Color Charm®** Creme or Clear Developer.
2. Take 1/4" partings and apply mixture to new growth area only, starting at the back of the head.
3. Process for up to 30 minutes.

*If it is necessary to freshen or balance color on the shafts and ends, then apply remaining mixture for the last 5-15 minutes.*



## FINAL STEPS

1. When the processing time is completed, emulsify by gently massaging warm water into the hair. Rinse thoroughly.
2. Gently shampoo and rinse thoroughly.
2. Apply **Regenal®** Instant pH Normalizing Lotion for 2-5 minutes to condition, neutralize any remaining chemical residue and restore the natural pH level of the scalp and hair.



## COLOR APPLICATION ON CHEMICALLY RELAXED HAIR

### PRE-ANALYSIS

It is very important to conduct a hair and scalp analysis prior to the application of any haircolor following a chemical relaxer service.

Follow these steps:

1. Check the scalp for any type of abrasion or irritation.
2. Check to be sure that the hair has good porosity and is in good condition with good elasticity.
3. Do NOT proceed if the hair is NOT in good condition, shows excessive porosity or possible damage.
4. Perform a Predisposition Skin Test 48 hours prior to the haircolor service. (See directions on page 23)
5. Do NOT perform the haircolor service if the skin shows any indication of irritation, itching or redness.
6. Keep in mind that hair that has been chemically relaxed will often lighten much more quickly. Check frequently to determine the desired result.
7. It is NOT recommended to exceed 20 Volume when coloring chemically relaxed hair.
8. *Perform a Preliminary Strand Test to determine accuracy of the chosen haircolor formula results.*

**Note:** Wella recommends that you wait a period of 2 weeks following the chemical relaxer service before applying **Color Charm® Permanent Haircolor**.

### PRE-COLOR SERVICE

To prevent possible scalp irritation it is recommended that the following Pre-Color Service be given a minimum of 24 hours prior to the haircolor service:

1. Conduct the Pre-Analysis.
2. Shampoo the hair thoroughly. Rinse.
3. Apply a conditioning treatment. Rinse.
4. DO NOT manipulate the scalp.

### MIXING

- Determine the desired amount of product needed.
- Choose the application method - applicator bottle or bowl and brush.
- Mix together well - 1 part (1 oz.) **Color Charm® Permanent Haircolor** to 2 parts (2 oz.) **Color Charm® Clear or Creme Developer**.
- Begin application immediately.



**1 PART**  
Permanent  
Haircolor



**2 PARTS**  
Creme or Clear  
Developer

## FIRST TIME COLOR APPLICATION

### OPTION 1 - *When the desired results will be lighter than natural haircolor.*

1. Choose a **Color Charm®** shade 1-2 levels lighter than desired result to avoid over deposit and dark results.
2. Use 20 Volume **Color Charm®** Clear or Creme Developer.
3. Take 1/4" partings and apply mixture to lengths and ends, starting 1-inch away from the scalp. Process for 10 minutes.
4. Mix fresh color and apply to untreated hair at the scalp area.
5. Develop entire lengths for an additional 10-15 minutes or until the color is even. Check frequently for desired result. A strand test may indicate reduced timing. Resistant gray/white hair may require an additional 5-15 minutes processing.

### OPTION 2 - *When the desired results will be the same level or darker than natural haircolor.*

1. Choose a shade 1-2 levels lighter than desired result to avoid over deposit and dark results.
2. Use a 10 Volume mixture. Mix equal parts distilled water with **Color Charm®** 20 Volume Clear or Creme Developer.
3. Take 1/4" partings and apply mixture from the scalp area to the ends.
4. Process for 20-25 minutes. Check frequently for desired result. A strand test may indicate reduced timing. Resistant gray hair may require an additional 5-15 minutes processing.

## NEW GROWTH - RETOUCH APPLICATION

*New growth or retouch application should be given every 4-6 weeks.*

1. Take 1/4" partings and apply mixture to new growth area at the scalp only. Do not overlap onto previously color treated areas.
2. Always apply to the fine hair around the hairline last unless experience has shown this hair is resistant.
3. Process for 20-25 minutes. Check frequently for desired result. Resistant gray hair may require an additional 5-15 minutes processing.
4. Use the Color Balancing procedure to refresh the lengths and ends of the hair if needed.

## COLOR BALANCING

*To refresh and color match the lengths and ends to the new growth area.*

1. When new growth retouch processing is completed DO NOT rinse.
2. Lightly spritz with water to dampen the lengths and ends of the hair.
3. Gently comb the haircolor mixture through the entire lengths of the hair for even distribution. If hair is extremely porous, then first apply **In-Depth™** Treatment sparingly and evenly to lengths and ends before combing color through. This will balance the porosity for more even color results.
4. Process for 2-5 minutes or until color is even.

**Note:** It is important to regularly provide conditioning treatments to chemically relaxed hair that has also had a permanent haircolor service.

**Color Charm®**  
**Haircolor that makes sense!™**

# How to Perform a Predisposition Skin/Patch Test

It is a well-known fact that some individuals are allergic to certain foods, drugs or cosmetics, including haircolor.

Such persons are considered supersensitive or predisposed.

To ascertain whether a person is predisposed to **Color Charm®** haircolor, the following patch test must be made 48 hours before each application.

1. With bland soap and water, wash an area about the size of a quarter (1-inch) on the inner fold of an elbow, or behind an ear extending partly into the hairline. Let area dry.
2. Prepare a solution by mixing in a bowl one (1) part **Color Charm®** haircolor with two (2) parts **Color Charm®** Developer.
3. With an absorbent cotton-tipped applicator, apply the prepared color mixture to the area previously cleaned.
4. Permit test area to dry. Leave uncovered and undisturbed for 48 hours.
5. Examine the test area within the next 48 hours. If found negative, then the color used in the patch test can be applied immediately.
6. If any burning, itching, swelling, irritation or abnormal reaction is experienced in or around the test area at any time during the test period, the person is supersensitive and, to avoid severe health problems, this haircolor must not be used. **Color Charm®** haircolor should not be applied to the hair if the scalp or adjacent areas show evidence of any abrasions, abnormal or diseased condition.

**DO NOT** contact area in or around eyes. In case of accidental contact with eyes, immediately flush with a continuous flow of water for 15 minutes and consult a physician.

**DO NOT** store any mixture of **Color Charm®** and Developer in a bottle, mixing bowl or closed container. Always discard unused mixture.

## TECHNICAL SUPPORT



The **Wella** technical Support Hotline is available Monday to Friday (except holidays) from 7:00am to 5:00pm PST at:

**1-800-935-5273**

## THE WELLA WEBSITE



Techniques, fashion trends, an education event schedule and more are available at:

**[www.wellausa.com](http://www.wellausa.com)**





## Techniques

# Eleanor's Island Breeze Technique



## ISLAND BREEZE TECHNIQUE

### STEP 1

Create a 1 inch section at the fringe area.



### STEP 2

Take a 1/8 inch thick slice in the fringe area and place in a foil using **Wellite**® Powder Lightener and 30 Volume **Color Charm**® Creme Developer. Continue process until all hair at the fringe has been foiled.



### STEP 3

Apply **Color Charm**® 336 Light Drab Brown with equal parts of **Color Charm**® 542 Ash Blonde and **Color Charm**® 30 Volume Creme Developer scalp to ends. Process up to 45 minutes.



### STEP 4

Rinse and Shampoo. Apply **Regenal**® Instant pH Normalizing Lotion.

Apply **Color Charm**® 7W Caramel and 10 Volume Developer (mix equal parts of **Color Charm**® Clear 20 Volume Developer and distilled water to make 10 Volume). Apply to pre-lightened fringe area only – protect remainder of hair with **Kolestral**® Concentrate, process up to 20 minutes.

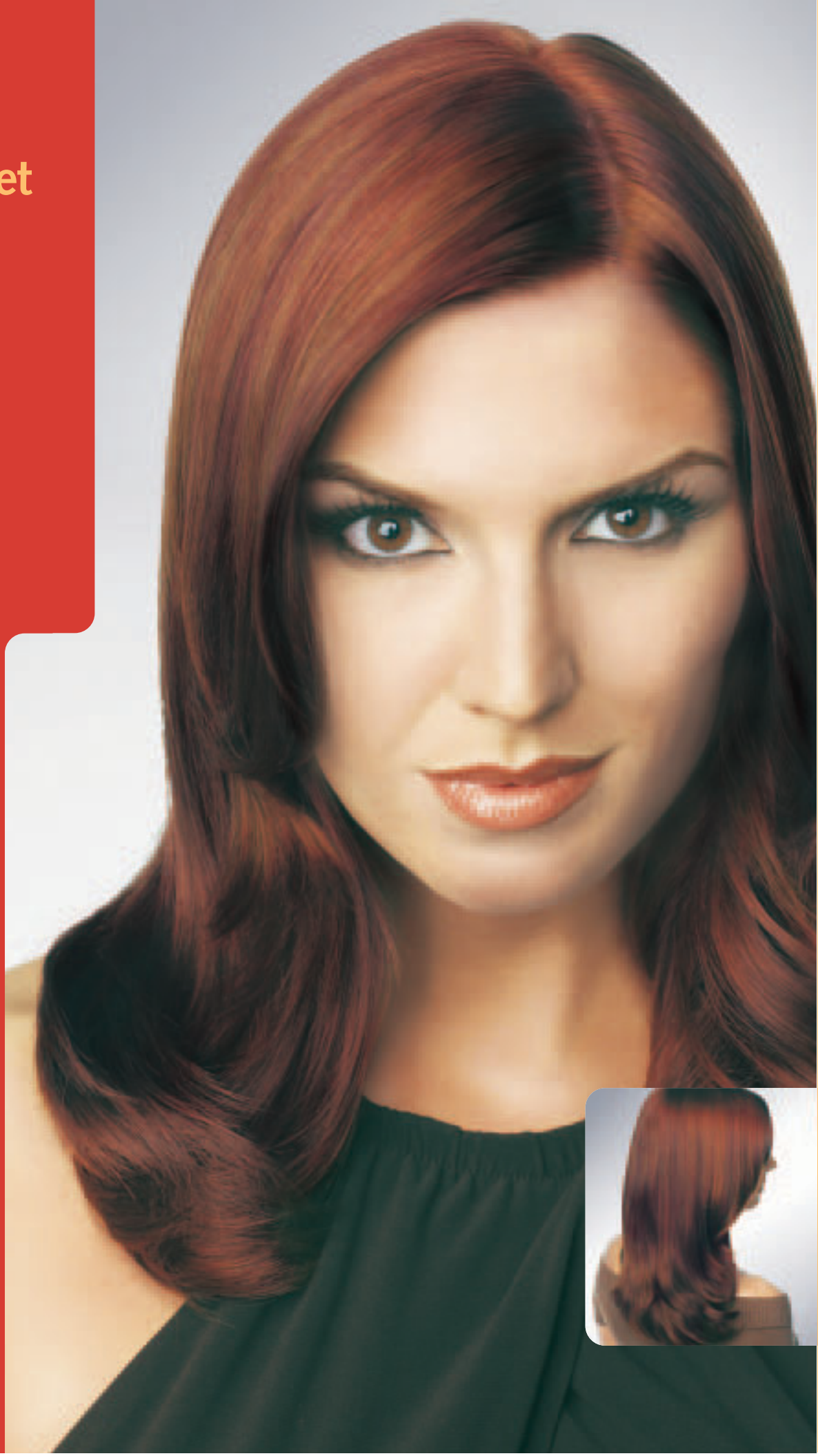
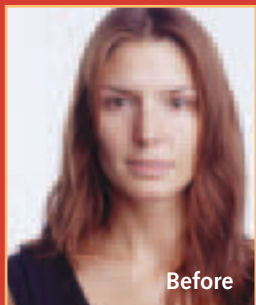
### STEP 5

Rinse and Shampoo. Apply **Regenal**® Instant pH Normalizing Lotion.





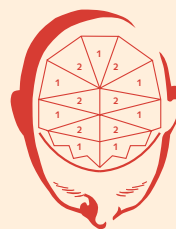
# Nina's Sedona Sunset Technique



## SEDONA SUNSET TECHNIQUE

### STEP 1

Create a zigzag section starting at the right temple to the back crest to the left temple, leaving out approximately 1 inch of hair from the fringe to the front of the ears. Without touching the fringe section, create pie shaped sub sections to top section of head as small or as large as desired.



### STEP 2

Remaining hair should be clipped back.



### STEP 3

Apply **Color Charm® 544 / 6RG** and **Color Charm® Creme 30 Volume Developer** to all hair clipped in back of head.



### STEP 4

According to the diagram, apply **Color Charm® 544 / 6RG** and **Color Charm® Creme 30 Volume Developer** to section 1 – place this section in foils to avoid overlap of color.



### STEP 5

Apply **Color Charm® 607 / 6RV** and **Color Charm® Creme 20 Volume Developer** to section 2 – place this section in foils to avoid overlap of color.



### STEP 6

Repeat until all pie sections are complete. Apply **Color Charm® 607 / 6RV** and **Color Charm® Creme 20 Volume Developer** to remaining fringe section. Process up to 45 minutes.



### STEP 7

Rinse and Shampoo. Apply **Regenal®** Instant pH Normalizing Lotion.





# Color Charm®

## Permanent Haircolor Offer!

America's best haircolor value.

### To receive a **FREE** Color Charm® Permanent Haircolor Swatchbook:

- Send (to the **Wella** address listed below) box tops or a copy of receipt(s) showing a minimum proof of purchase of 24 **Color Charm®** Permanent colors.
- Plus a \$5 check or money order for shipping. Make check payable to **Wella**.
- Include a note with your name, salon name, address and phone number, and email address.
- Offer valid through June 1, 2006.
- Maximum of one (1) **Color Charm®** Permanent Swatchbook per stylist, salon or store.



### SEND ALL REQUESTS TO:

**Wella Color Charm®** Swatchbook Offer  
5823 Newton Drive  
Carlsbad, CA 92008

*\* Requests for swatchbooks take 3 weeks to process.*