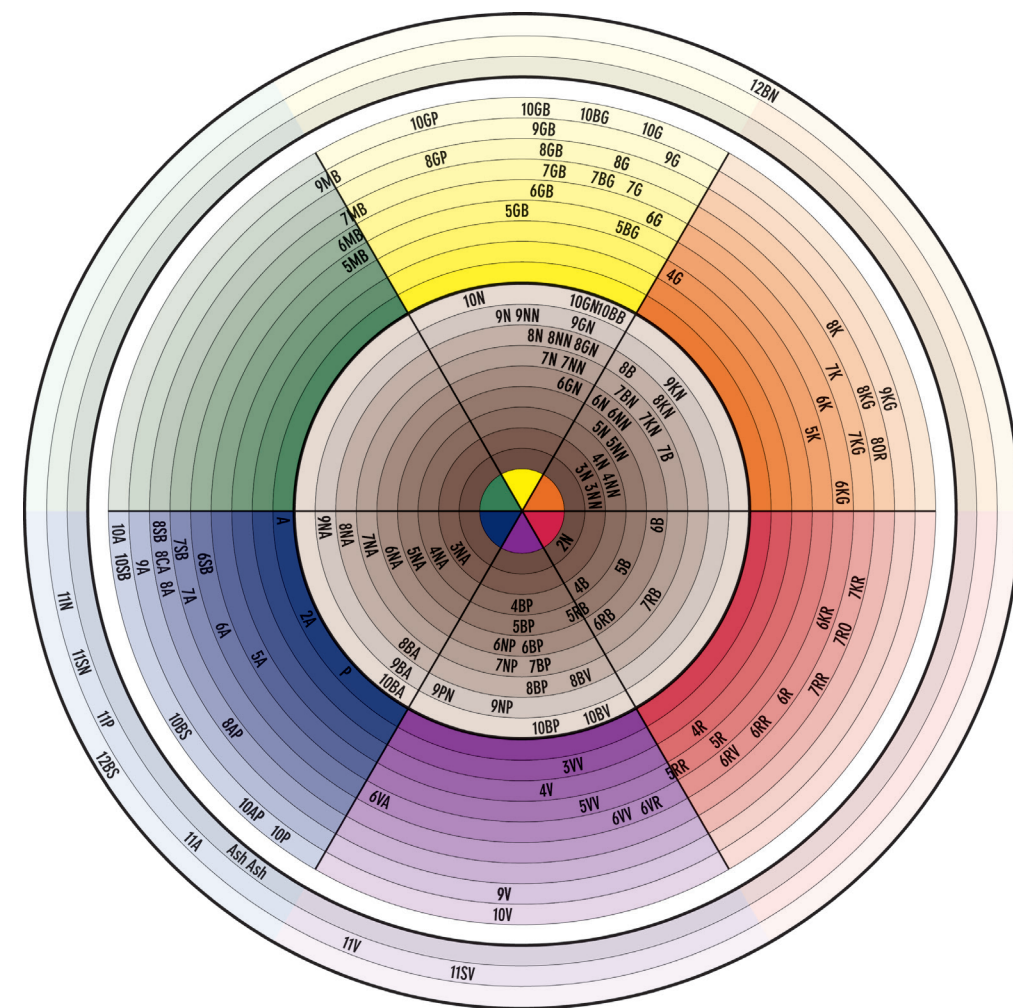


GOLDWELL COLOR WHEEL TOPCHIC/COLORANCE



TOPCHIC & COLORANCE SHADE KEY

SHADE LEVEL	DESIGNATION	LETTERS	COLOR CHARACTERS	LETTERS	COLOR CHARACTERS
10	Extra Light Blonde	A	Ash	O	Orange
9	Very Light Blonde	B	Brown (2-6)/Beige (7-10)	P	Pearl
8	Light Blonde	Bl	Blue	Pk	Pink
7	Medium Blonde	C	Cool	R	Red
6	Dark Blonde	G	Gold	S	Silver
5	Light Brown	K	Copper	V	Violet
4	Medium Brown	M	Matte	@ = shades with a combination of oxidative and direct dyes and @Eluminated reflections	
3	Dark Brown	N	Natural		
2	Black				

COLORANCE DEMI-PERMANENT COLOR

COLORANCE GLOSS TONES

Quick processing demi-permanent liquid hair color without ammonia



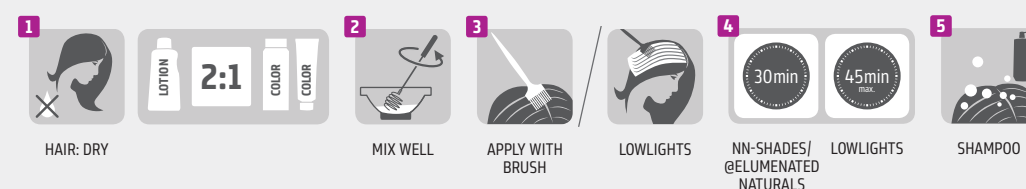
COLORANCE

Conditioning, demi-permanent cream hair color without ammonia

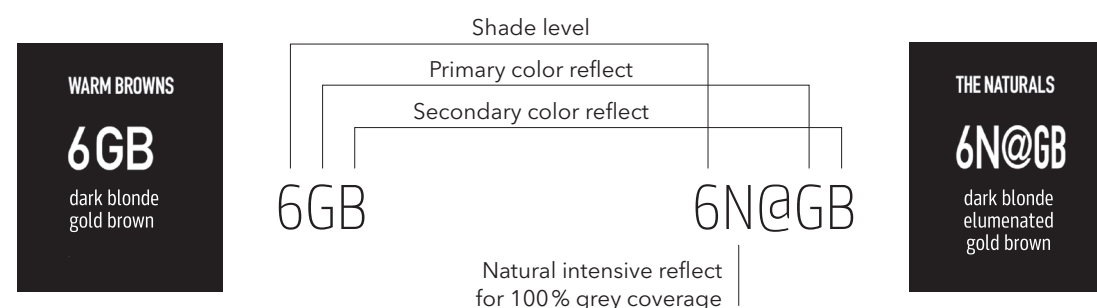


COLORANCE COVER PLUS

Grey blending, demi-permanent cream hair color without ammonia



HOW TO READ A LABEL

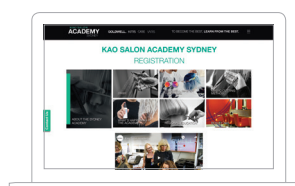


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TOPCHIC & COLORANCE

SHADE CHART

MIXING GUIDE TOPCHIC

MIXING GUIDE: MEET THE TARGET LEVEL

	Existing shade	Target level	SYSTEM Developer Lotion
TOPCHIC 2-10	Non color-treated hair	Darker than the natural base shade	3% (10 Vol.)
	Non color-treated hair/ up to 100% grey hair	Same level or 1 level higher	6% (20 Vol.)
	Non color-treated hair	2 levels of lift	9% (30 Vol.)
TOPCHIC THE SPECIAL LIFT 11 series, 12 series and NeutralLights	Non color-treated hair/ levels 5-8	3 levels of lift	12% (40 Vol.)
		2-3 levels of lift (11 series & NeutralLights)	9% (30 Vol.)
	Non color-treated hair/ levels 2-5	3-4 levels of lift (12 series)	9% (30 Vol.)
		3-4 levels of lift (11 series & NeutralLights)	12% (40 Vol.)
		4-5 levels of lift (12 series)	12% (40 Vol.)

MIXING GUIDE: RELIABLE GREY COVERAGE

	% of grey	SYSTEM Developer Lotion	Natural shade	Fashion shade
TOPCHIC 2-10	Up to 30%	40 ml	15 ml	25 ml
	30%-60%	40 ml	20 ml	20 ml
	60%-100%	40 ml	25 ml	15 ml



COLOR BALANCING

1
Treat regrowth with Topchic.



2
Apply Colorance or Colorance Gloss Tones to refresh mid-lengths and ends.

BLONDING CREAM

Blonding Cream intensifies the degree of lift by one-half to one level and can be used with any Topchic shade. Blonding Cream Ash provides an extra controlling effect. When using Blonding Cream with Topchic, a maximum of 50% can be used.

REFER TO THE TOPCHIC ZERO ACTIVATION GUIDE FOR SHADE ASSORTMENT AND PRODUCT USAGE INFORMATION ABOUT AMMONIA-FREE PERMANENT HAIR COLOR.

THE NATURALS

N

NA

NN

NP

10

10N

Extra Light Blonde

9

9N

Very Light Blonde

8

8N

Light Blonde

7

7N

Mid Blonde

6

6N

Dark Blonde

5

5N

Light Brown

4

4N

Mid Brown

3

3N

Dark Brown

2

2N

Black

@ELUMENATED NATURALS

N@GB

N@BP

N@BK

N@BS

N@RR

N@KK

10

9N@BP

Very Light Blonde
Elluminated Beige Pearl

8

8N@GB

Light Blonde
Elluminated Gold Beige

7

7N@BP

Mid Blonde
Elluminated Beige Pearl

6

5N@BP

Light Brown
Elluminated Brown Pearl

4

3N

Dark Brown

2

10N

Extra Light Blonde

@ELUMENATED FASHION SHADES

WARM

COOL

10

9

8

7

6

5

4

3

2

10

9

8

7

6

5

4

3

2

10

9

8

7

6

5

4

3

2

WARM BLONDES

G

GB

GN/B/BB

BG

GP

BN/KN

RB

K

KG

KR/OR

RO MAX

10

10G

Champagne Blonde

9

9G

Very Light Gold Blonde

8

8G

Gold Blonde

7

7G

Hazel

6

6G

Tobacco

5

5G

Light Brown Gold Brown

4

4G

Chestnut

3

10G

Extra Light Gold Pearl Blonde

WARM BROWNS

GB

GN/B/BB

BG

GP

BN/KN

RB

K

KG

KR/OR

RO MAX

10

10GB

Sahara Pastel Beige Blonde

9

9GB

Sahara Blonde Extra Light Beige

8

8GB

Sahara Blonde Light Beige

7

7GB

Sahara Beige Blonde

6

6GB

Dark Blonde Gold Brown

5

5GB

Light Brown Gold Brown

4

4GB

Bavaria Brown

3

10GB

Reallusion Peachy Beige

COOL BLONDES

BV

BP

BA

A

CA

MB

BS

SB/P

V

VV MAX

RV MAX

RR MAX

R

10

10BV

Extra Light Beige Violet Blonde

9

9BV

Light Beige Violet Blonde

8

8BV

Light Beige Violet Blonde

7

7BV

Mid Beige Violet Blonde

6

6BV

Pearly Couture Brown Light

5

5BV

Pearly Couture Brown Mid

4

4BV

Pearly Couture Brown Dark

3

10BV

Smoky Blonde

COOL BROWNS

BV

BP

BA

A

CA

MB

BS

SB/P

V

VV MAX

RV MAX

RR MAX

R

10

10BV

Extra Light Beige Violet Blonde

9

9BV

Light Beige Violet Blonde

8

8BV

Light Beige Violet Blonde

7

7BV

Mid Beige Violet Blonde

6

6BV

Pearly Couture Brown Light

5

5BV

Pearly Couture Brown Mid

4

4BV

Pearly Couture Brown Dark

3

10BV

Smoky Blonde

COOL REDS

BV

BP

BA

A

CA

MB

BS

SB/P

V

VV MAX

RV MAX

RR MAX

R

10

10BV

Extra Light Beige Violet Blonde

9

9BV

Light Beige Violet Blonde

8

8BV

Light Beige Violet Blonde

7

7BV

Mid Beige Violet Blonde

6

6BV

Pearly Couture Brown Light

5

5BV

Pearly Couture Brown Mid

4

4BV

Pearly Couture Brown Dark

3

10BV

Smoky Blonde

THE SPECIAL LIFT / MIX / COLORANCE

HIBLONDES CONTROL

Controlling Intensity
(Shown On White Hair)

12BN

12BS

11N

11SN

11SV

11P

11A

11V

BLONDING CREAM

Blonding Cream

Blonding Cream Ash

MIX SHADES

P-MIX

A-MIX

COLORANCE

Pastel Shades

Pastel Rose

Pastel Peach

COLORANCE

Lowlights

Level 8 Natural

Level 7 Natural

Level 6 Natural

WARM

COOL

BN

B

BB

GPK

BC

PN

S

PV

VPk

V

CP

AV

CLEAR

10BN

10B

10GPK

10BC

10S

10PV

10VPk

10AV

CLEAR

9BN

9B

9PN

9S

9PV

9VPk

9V

9CP

8BB

8GPK

8BC

8VPk

8V

8AV

9BN

9B

9PN

9S

9PV

9VPk

9V

9CP

8BB

8GPK

8BC

8VPk

8V

8AV

TOPCHIC Permanent Hair Color

COLORANCE Demi-Permanent Hair Color

COLORANCE Cover Plus

TOPCHIC Permanent Hair Color

COLORANCE Demi-Permanent Hair Color

COLORANCE Cover Plus

TOPCHIC Permanent Hair Color

COLORANCE Demi-Permanent Hair Color

COLORANCE Cover Plus

TOPCHIC Permanent Hair Color

COLORANCE Demi-Permanent Hair Color

COLORANCE Cover Plus

COLORANCE Gloss Tones