LEADING-EDGE **TECHNOLOGIES.**







With IntraLipid and BondPro+ Technology for maximum hair protection during the coloring process or color service.¹

торсніс



ne **Integrated Protect System (IPS)** is a combination of the Coenzyme Technology and Equalizer Polymer 2.0.



During the oxidation process free radicals are formed, compromising the hair structure. The **Coenzyme Technology** protects the hair during coloration and intelligently prevents hair damage by neutralizing free radicals. For extraordinary, brilliant color tonality, gentleness and durability.



The **Equalizer System 2.0** combines the Equalizer Polymer with cuticle smoothening agents for a more even distribution and penetration of the color. Intelligently equalizes structural differences, obtaining excellent evenness from regrowth to ends.

Scan to explore the technology of Topchic.



TOPCHIC ZERO



The incredibly caring, ammonia-free formula is enriched with **white tea** essence and acai extract. The formula is designed to create smooth and amazingly shiny hair.

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KNOW IT

MAKING LIFE BEAUTIFUL.

OUR CONTRIBUTION TO REDUCE THE ENVIRONMENTAL IMPACT WITH TOPCHIC.

Step by step, we are reducing the environmental impact of our products and services at the salon level.

Topchic and Topchic Zero have a vegan formula, i.e. they do not contain any animal-derived ingredients.

With Topchic and Topchic Zero cans, there is 50% less residual product waste.⁶

Sustainable and responsibly sourced packaging: **Topchic Zero** is made from up to 100% recycled and recyclable packaging materials.

The usage instructions are printed inside the **Topchic Zero** folding box, replacing the leaflet and saving up to 7.8 tons of tree wood per year.

All **Topchic and Topchic Zero** products are **CO₂-compensated**: their CO₂ emissions have been calculated and reduced, e.g. by producing them with climate-neutral electric energy⁷ and by cutting energy consumption by 30%⁸. The remaining emissions are offset via a certified climate protection project.

Scan or **follow the link** to learn more about our efforts to protect the planet: www.climatepartner.com/14717-2005-1001

> Get ready for your digital inspiration anytime, anywhere. Visit the **Goldwell Education Plus** YouTube Channel or download the Goldwell Education Plus App.

For further information, please contact your Goldwell representative. | goldwell.com



¹ Included in Goldwell System Developer Lotion.

DID YOU KNOW?





Goldwell is part of Kao Salon Division.



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TOPCHIC. TRUE COLOR EXCELLENCE.



A COMPLETE PORTFOLIO OF PERMANENT HAIR COLOR.

» Perfectly performing color with up to 100% grey coverage » Leading-edge technologies to ensure best-in-class performance » Intense colors full of brilliance in all dimensions

- » Ultimate durability and excellent evenness
- » Optimum gentleness and unique application
- » Vegan formula with no animal-derived ingredients





Check out our Topchic YouTube playlist.



TOPCHIC AND TOPCHIC ZERO SHADES.



LETTERS COLOR

SHADE LEVEL	DESIGNATION
12	Ultra Blonde
11	Special Blonde
10	Extra Light Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Black

LETTERS	CHARACTERS
А	Ash
В	Brown (2-6)/Beige (7-10)
BI	Blue
С	Cool
G	Gold
К	Copper
Μ	Matte
Ν	Natural
0	Orange
Р	Pearl
Pk	Pink
R	Red
S	Silver
V	Violet

@ELUMENATED SHADES						
5N@BP	7N@BK	8N@KK				
7N@BP	8CA@PB	7SB@BI				
6N@GB	6VV@Pk	5B@KB				
8N@GB	6N@KK	6K@KK				
9N@BS	6NN@CV	5N@RR				
9N@BP	6RR@Pk	9N@Pk				
8N@BS	8N@GK	7BP@Pk				
7RR@RR	4R@VR	7AK@Pk				
5N@BK	700@GK					

TOPCHIC SPECIALITIES

Blonding Cream

Blonding Cream Ash

NeutraLights Ash Ash

TOPCHIC ZERO SPECIALITIES

CLEAR

COLOR SERVICES LIKE NO OTHER.

MEET THE **COLOR FAMILIES.**



GREY COVERAGE

Consult with your client about the desired level of coverage. Topchic and ammonia-free Topchic Zero provide up to 100% grey coverage. For a fashion direction, adjust the formula with a maximum of 50% of the fashion shade.



FULL-HEAD COLOR

On virgin, untreated hair: for a darker, lighter or intense fashion direction, apply Topchic or ammonia-free Topchic Zero on full hair according to usage instructions.

THE NATURALS





THE BROWNS

Deliver up to 100% grey coverage in a variety of shades from Natural to Intense Natural and Natural Ash.

Range from deep brown shades to light beige tones.

SPECIALITIES

TOPCHIC

@ELUMENATED SHADES

@Elumenated shades come with multishine reflections in a ready-to-use formula and include @Elumenated Naturals with up to 100% grey coverage in all dimensions.

TOPCHIC

TOPCHIC ZERO

LIGHTENING WITH HIBLONDES CONTROL:

Achieve a powerful, precise lift for blonde results with up to 5 levels of lift.

ELUMENATION WITH @ELUMENATED SHADES:

Pre-mixed shades enriched with multidimensional Elumen reflections, suitable for all color services and techniques and with up to 100% grey coverage.

BLONDE TONING:

From darker blonde levels to the extra light blonde levels, choose any shade from the ammonia-free Topchic Zero assortment to tone and refresh your client's hair.

POWER SHINE:

Create multidimensional effects by adding two or more different System @Pure Pigments shades to ammonia-free Topchic Zero CLEAR.



THE PERFECT MATCH: Dualsenses for color brilliance and StyleSign for beautiful styles.



THE SPECIAL LIFT

Topchic HiBlondes Control offers a broad choice of shades with up to 5 levels of lift. Topchic NeutraLights lift and tone in a single-step service to create brilliant light browns and blondes.





Application

USE IT

ELUMENATION WITH SYSTEM @PURE PIGMENTS Get fully customized results by adding System @Pure Pigments o Topchic or ammonia-free Topchic Zero. Create iridescent, olographic effects that change and move with the light. Add multiple tones of System @Pure Pigments to create dazzling,

morphing color results.



EXCLUSIVE SERVICES

REGROWTH TOUCH-UP Choose your Topchic or ammoniafree Topchic Zero formula and proceed with application on the regrowth. Offer this color service to your monthly and regular clients. Proceed with demi-permanent Colorance on mid-lengths, if needed, to freshen up overall

THE BLONDES THE REDS

Provide options from clear cool to luxurious warm results.

Offer everything from cool energetic to vibrant warm shades.

MIXING GUIDE. TOPCHIC AND TOPCHIC ZERO.

MIXING GUIDE: MEET THE TARGET LEVEL

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

MIXING GUIDE: RELIABLE GREY COVERAGE

TOPCHIC & TOPCHIC ZERO 2-10	% of greys	SYSTEM Developer Lotion	Natural shade	Fashion shade
	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

Treat regrowth with

Topchic or ammonia-free

Topchic Zero.

Apply Colorance, Elumen, Topchic or ammonia-free **Topchic Zero** to freshen up the color for mid-lengths and ends.

TOPCHIC ZERO

CLEAR SHADE

Using CLEAR helps adjust the formula's depth and color deposit. CLEAR allows further customization of the Topchic Zero color assortment by achieving a lighter color level² while maintaining color direction.

BOLD. ICONIC. **TOPCHIC.**

TOPCHIC



- CLASSIC PERMANENT COLOR
- » For clients looking for uncompromising color performance and distinctive results
- » Up to 88% naturally derived ingredients³
- » Up to 94% biodegradable⁴



TOPCHIC ZERO

AMMONIA-FREE PERMANENT COLOR

» For conscious clients seeking alternatives to conventional hair color with reliable coverage

» Up to 94% naturally derived ingredients⁵

» Up to 98% biodegradable⁴

SIMPLE AND PRECISE.

DEPOT CAN SYSTEM AND COLOR DISPENSING NOZZLE.

Color cans are unique in the professional haircare market and offer several benefits that set them apart from traditional color tubes:

» 50% less residual product waste⁶

» Less staining compared to tubes due to better storage conditions and no container tearing



DEPOT CAN SYSTEM

- » Easy to dispense from the first to the last application
- » Precise measurements of both color and developer Depot can system tools are
- clearly marked in millilitres and the System Developer Lotions have a controlled, measured flow, e.g.: 1 pump = 20 ml



COLOR DISPENSING NOZZLE

- » Easier to extract color vs tube usage
- » Precise measurements and easy extraction of small amounts (0.1 g)
- » Fast cleaning process with less water needed