



COLOR TOUCH

UNCOMPROMISED VIBRANCY & SHINE

AMMONIA FREE¹, VEGAN AND WITH BUILT-IN METAL PURIFIER FOR TRUE-TO-TONE COLOR VIBRANCY NO MATTER THE HAIR CONDITION



VERSATILE SERVICE OPPORTUNITIES



TRANSFORMATIVE TONING
For vibrancy and shine on natural or pre-lightened hair.



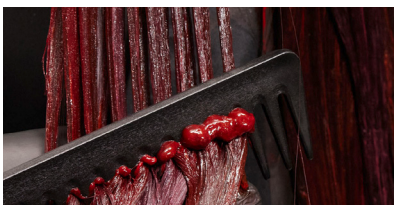
GREY BLENDING
From subtle to intense. Up to 70%³ grey coverage with soft regrowth.



COLOR BALANCING
Refresh lengths and ends with intense vibrancy in just 15 minutes.⁴



VIBRANT BLONDE TONING
Powerful neutralization and toning on pre-lightened hair.



COLOR TOUCH MELT
100% personalized vibrant color. Melt 3-5 tones through the hair. For amplified vibrancy and shine.

MIXING RATIO



DEVELOPMENT TIME



COLOR TOUCH EMULSIONS



1.9%

- Same depth or darkening with a soft regrowth
- Toning blondes
- Soft grey blending



4%

- Increased color vibrancy
- Coloring coarse hair types
- Intense grey blending
- Up to 70%³ grey coverage with soft regrowth
- Low lift

1. Except Color Touch Plus which is low-ammonia. 2. Includes water and ingredients made from natural ingredients. See <https://www.wella.com/professional/en-US/natural-formula>.
3. With Color Touch Plus. 4. With heat.