



# COLOR TOUCH

## UNCOMPROMISED VIBRANCY & SHINE

**AMMONIA FREE<sup>1</sup>, 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%<sup>3</sup> grey coverage with soft regrowth.



**COLOR BALANCING**  
Refresh lengths and ends with intense vibrancy in just 15 minutes.<sup>4</sup>



**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%<sup>3</sup> 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.