WELLA® PROFESSIONALS

No.1 SALON COLOR BRAND*

COLOR TOUCH
ALWAYS LOVED, NOW BETTER THAN EVER

UPGRADED FORMULA WITH NEW BUILT-IN METAL PURIFIER FOR TRUE-TO-TONE VIBRANCY, NO MATTER THE HAIR CONDITION.

- Demi-permanent color that beautifully fades over 28 washes.
- Low-commitment ideal for clients who prefer a blended line of demarcation.
- The perfect partner for color correction services.
- Up to 70%[1] grey coverage with soft regrowth.
- Empowering palette of 90+ fully intermixable shades.
- Uncompromised vibrancy & shine.

VEGAN · FORMULATED WITHOUT SILICONES · METAL PURIFIER · AMMONIA FREE · FORMULATED WITH UP TO 85% NATURAL ORIGIN INGREDIENTS[3] · FREE OF MINERAL OIL

30g Color Touch

60g 1.9% or 4% Color Touch Emulsion

5-20 min

Visually develop until the desired result is achieved.

COLOR TOUCH

1. Mix your selected shade with 1.9% Emulsion. Use 4% Emulsion for more intensity.
2. Apply on pre-shampooed, towel-dried hair.
3. Comb through for even results.
4. After processing, rinse, shampoo, and post treat.

30g Color Touch Plus

60g 4% Color Touch Emulsion

20 min

Without heat source

COLOR TOUCH PLUS

1. Mix your selected shade with 4% Emulsion.
2. Apply on dry hair for maximum intensity and coverage.
3. Comb through for even results.
4. After processing, rinse, shampoo, and post treat.

COLOR TOUCH EMULSIONS

1.9%

- Up to 50% grey coverage
- Same depth or darkening a soft regrowth
- Toning blondes
- Soft grey blending

4%

- Up to 70%[1] grey coverage with soft regrowth
- Increased color vibrancy
- Coloring coarse hair types
- Intense grey blending
- Low lift

*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline.

[1]When using Color Touch Plus. | [2]Except Color Touch Plus which is low-ammonia. | [3]Includes water and ingredients made from natural ingredients.

VERSATILE
SERVICE OPPORTUNITIES

TRANSFORMATIVE
TONING

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

GREY
BLENDING

From subtle to intense. Up to 70%[1] grey coverage with soft regrowth.

COLOR
BALANCING

Refresh lengths and ends with intense vibrancy in just 15 minutes[2].

VIBRANT BLONDE
TONING

Powerful neutralization and toning on pre-lightened hair.

NEW COLOR TOUCH
MELT

100% personalized vibrant color. Melt 3-5 tones through the hair.

WHAT IS COLOR MELTING?

- A fast foil free technique
- Easy upgrade from a traditional demi-permanent color application
- Seamlessly blends multiple tones through the hair
- Subtle highs and lows without demarcation

Download the Wella App to learn more.

COLOR TOUCH MELT SERVICE PRINCIPLES

1. DEFINE YOUR CLIENTS COLOR PALETTE

Inspire client's to be creative & explore more color options.

2. DEEPEN THE ROOTS

Add a deep root color to blend away your client's regrowth

3. ALTERNATE SHADES THROUGH THE ENDS

Use up to 5 shades from the palette which vary in depth and tone

4. MELT ALTERNATING SHADES THROUGH THE ENDS

Before washing, comb all the shades together to seamlessly blend the colors.

[1]With Color Touch Plus. | [2]With heat.