

THE NEW COLORANCE®

HEALTHIER THAN EVER

Colorance is a demi-permanent hair color that not only protects the hair, but even repairs the hair structure. The healthier the hair, the more beautiful and shining the color result will be.



- ▶ FRESH, LIVELY & INTENSE COLORS
- ▶ OUTSTANDING **COVERAGE** & **DURABILITY**
- ▶ **+35% IMPROVED HAIR STRUCTURE***

The repair innovation for a new color feeling:



The best possible hair protection.

IntraLipid **
Durable regeneration of the hair structure: lipid levels are effectively recharged.

EASIER THAN EVER

- ▶ EASY SEGMENTATION
- ▶ EASY CONSULTATION
- ▶ EASY APPLICATION

MORE ENTICING THAN EVER

INNOVATIVE SERVICES FOR YOUR COLOR CLIENTS:

- ▶ COLOR INFUSE
- ▶ COVER PLUS - GREY COVERAGE & LOWLIGHTS
- ▶ EXPRESS TONING

*Compared to leading competitors within the professional market.
** KAO US-PATENT 7528171



FOR UNLIMITED POSSIBILITIES:



COLOR INFUSE SERVICE:
COLORANCE, MAX RED, MIX

- ▶ ENHANCES NATURAL COLOR
- ▶ EXPRESSIVE FASHION SHADES
- ▶ REFRESHES COLORED BASES
- ▶ GREY COVERAGE **UP TO 50%**
(BY MIXING WITH AN N-TONE)



HAIR: TOWEL DRY



SHAKE WELL



APPLY WITH APPLICATOR



COLORANCE/MIX-SHADES
RINSE



SHAMPOO MAX
RED SHADES ONLY



▶ When mixing **Colorance** Cover Plus NN with standard **Colorance**, **always use Cover Plus Lotion. Mixing ratio: 2:1.** For example



FOR EXTRA COVERAGE:



COVER PLUS - GREY:
NN, TRIFLECTIVE NATURALS

- ▶ NATURAL GREY COVERAGE OF UP TO 75%

COVER PLUS - LOWLIGHTS:

- ▶ NATURAL REFLECTIONS ON OVER-LIGHTENED/OVER-HIGHLIGHTED HAIR



HAIR: DRY



MIX WELL



APPLY WITH BRUSH

4



NN-SHADES
TRIFLECTIVE NATURALS



LOWLIGHTS

PROCESSING TIME



SHAMPOO

- ▶ Always measure lotion first and then add the color.
- ▶ **Colorance** Clear is ideal to mix with other **Colorance** shades to reduce color depth or color character or to create pastel tones.

GENTLE BLONDE REFINEMENT
IN JUST 5 MINUTES:

COLORANCE[®] EXPRESS TONING



COLORANCE EXPRESS TONING:

- ▶ CONCISE COLOR RANGE - SIX SHADE CHOICES
- ▶ CONVENIENT APPLICATION AT SHAMPOO BOWL
- ▶ SOFT TONES / PIGMENTS WITH SHINE
- ▶ PENETRATES HAIR QUICKLY THANKS TO IMPROVED CONSISTENCY - PROCESSES IN JUST 5 MINUTES
- ▶ WHEN TO USE:
 - APPLY DIRECTLY AFTER LIGHTENING (FULL HEAD OR HIGHLIGHTS)
 - TO REFRESH IN-BETWEEN HIGHLIGHTING SERVICES
 - COLOR BALANCING DURING HIGHLIGHT REGROWTH SERVICE



HAIR: TOWEL DRY



SHAKE WELL



AT THE
SHAMPOO BOWL



APPLY WITH
APPLICATOR

4



PROCESSING TIME



RINSE

start me
APPLICATION



▶ Always measure lotion first and then add the color.

ATTRACT AND RETAIN CLIENTS WITH COLORANCE!

With Goldwell's new **Colorance** range, you can now deliver even more color benefits and services, and address new target groups. It all starts with a successful consultation...

YOUR CLIENT ...	HAIR CONDITION	YOUR ADVICE	
... has virgin hair and a) doesn't want a drastic color change b) is open for a vibrant, stylish color result	No hair color, may have dry ends, may have first white/grey hairs	New freshness and lively colors! > Fresh and lively colors, exceptional shine, color depth and brilliance, conditioned hair structure	COLOR INFUSE
... has uneven color (from at-home coloring, for example)	Uneven color (often at the back of the head), white hair is not sufficiently covered or is covered too brightly	Balanced, harmonious color! > Even color, even white coverage (up to 50% coverage)	
... has colored hair , but just wants a haircut	Lacking shine, visible regrowth, white or grey hair beginning to show	Freshen up with a cut plus color! > Refresh existing color, while adding shine & condition. Cover regrowth and first signs of white/grey hairs (up to 50%)	
... has a high percentage of white , but doesn't want permanent color	Up to 75% of white, often dull	A younger, fresher look! > Reliable, natural coverage, superior shine and condition with dimensional color	COVER PLUS GREY
... has strongly lightened/over-highlighted hair	Color appears too light, unnatural and is often over-processed and/or damaged	New vitality! > Natural looking dark reflections (low-lights) for more dimension, vibrancy and overall highlighted effect	COVER PLUS LOWLIGHTS
... just had a full-head bleach	Lightened, not shaded	Refined, nuanced blonde! Subtle dimension, shine sealing and condition	COLORANCE EXPRESS TONING
... just had a regrowth highlift service	The middle lengths and ends are lifeless, dull and lacking shine	All-round luminous, lively blonde! Gentle shading, shine sealing suppleness throughout hair	
... just had a highlights service	Overly bright highlights that need to be softened and blended for a more natural, balanced look	Brilliant, natural radiance! Gorgeous, more natural highlight results with intense shine and durability	
... already has highlights and now just wants a haircut	Faded highlights without shine	Renewed freshness and vitality! Quick, easy highlight freshening that boosts shine and overall condition	



► **TIP:** Perform **Colorance** services according to the **GOLDWELL Color Cycle** – for optimal color results, client satisfaction and increased revenues!

DEDICATED TO COLOR PERFECTION

Goldwell supports your individual path to success with a full portfolio of focused, industry-leading educational programs. No matter how long you've been in the industry, we have a program that will meet your needs.

From Essential Product Information to Inspirational Creativity, our programs are the perfect complement to your own knowledge to help take you further faster.

▶ **MASTERCOLORIST PROGRAM**

Our signature education curriculum. This training and development program is designed to allow every member of your salon to be successful, with modules spanning from Foundation to Advanced Creativity.

▶ **BE MORE, ACHIEVE MORE.**

A series of business development programs designed to help individuals and salons build their business. From Goal Setting to Client Understanding, these programs can be combined to create an individualized plan for every salon that wants to understand and grow the Business of Beauty.

▶ **SIGNATURE SESSIONS**

Experience the creativity of the best color experts in the industry with Goldwell Signature Sessions. The programs have been co-created and designed with members of the Goldwell Artistic Team. Every program has a unique perspective on the creativity, design, formulation and business of hair color.

For information on these and many more programs offered by Goldwell, as well as dates and locations of programs, ask your Goldwell Sales or Education Consultant, or call 1.800.288.9118.

▶ **ACADEMY REGISTRATION**

Meet the true experts in color-treated hair! Visit one of our North American Academies in: Baltimore, MD/Toronto, ON/Vancouver, BC/Santa Monica, CA. To register in the United States: visit www.goldwell-northamerica.com or call 800.627.3377; for Canada: 877.670.6767. For more product information, call 800.333.CHIC in North America/ 0.1.152.818.356.3020 in Mexico.

GOLDWELL is hairdresser exclusive in over 40 countries around the world.

www.goldwell-northamerica.com



SCAN. WATCH. LEARN.