



SOFT COLOR



Fast Acting, Versatile Color Foam.

Soft Color is a semi-permanent color foam offering brilliant shining color results. Soft Color can be applied quickly and easily for a variety of services.

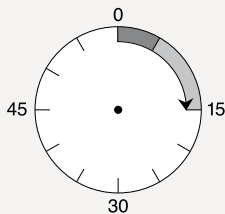
- **Soft Shading:** the quick and soft way to experience with new shades.
- **Color Refreshing:** to refresh colored hair and strands – in the salon or at home.
- **Color Correction:** quick correction for all color results.

Features & Benefits:

- Conditioning color foam based on direct dyes with a pH value of 6.8. Ideal for salon and home use.
- A broad selection featuring 20 shades, all aligned with the GOLDWELL color system.
- New package design.
- Non-alkaline, non-oxidizing, no ammonia.
- Brilliant, vibrant and even color results.
- Achieves up to 80% of its total color intensity after only 5 minutes.
- Quick and easy application without dripping or skin staining.
- Lasts for 6 – 8 shampoos.

Unit Size:

- 125 ml can sufficient for 5–6 applications.



Soft Color processing time:
5–15 minutes



The application: quick and simple.

- Shake before use. Apply the foam directly from the can and distribute through shampooed, towel-dry hair. Wear suitable gloves. Rinse thoroughly. Do not shampoo.

SOFT COLOR

Color	Swatch	Nuance	Grey and greying hair	Extra light blonde	Very light blonde	Light blonde	Medium blonde	Dark blonde	Light brown	Medium brown	Dark brown/black
				Shade level 10	Shade level 9	Shade level 8	Shade level 7	Shade level 6	Shade level 5	Shade level 4	Shade 2/3
Pastel Violet Blonde		10 V									
Sahara Blonde Extra Light Beige		9 GB									
Gold Blonde		8 G									
Light Copper Blonde		8 K									
Mid Blonde / Extra		7 N									
Vesuvian		7 BN									
Hazel		7 G									
Mid Copper Gold		7 KG									
Dark Blonde / Extra		6 N									
Dark Ash Blonde		6 A									
Gold Brown		6 B									
Mid Red Beech		6 RB									
Mahogany Brilliant		6 R									
Pomegranate		6 KR									
Copper Brilliant		6 K									
Light Brown / Extra		5 N									
Teak		5 R									
Aubergine		5 VR									
Chestnut		4 G									
Dark Brown		3 N									

The application table shows the natural or existing hair color which the relevant Soft Color shade is recommended for.

Recommended area of application: 
Application still possible: 

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When you want to add new services to your salon menu or new techniques to your creative repertoire, Goldwell's Education Continuum brings that and more to you with our education events.

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.

Academy Registration

To Register in the United States: visit www.goldwell-northamerica.com or call 800.627.3377.

To Register in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

Attend a locally sponsored Goldwell event in your area by speaking with a KPSS Sales Consultant or by calling 800.288.9118. Find your inspiration through Goldwell education.

>> For more product information, call (800) 333-chic in the USA and Canada, and (01152) 818-356-3020 in Mexico.

DEDICATED TO COLOR PERFECTION.

www.goldwell-northamerica.com