



GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

TOPCHIC

TOPCHIC

STAYCOOL BRUNETTES

The new brown is cool – and stays cool.

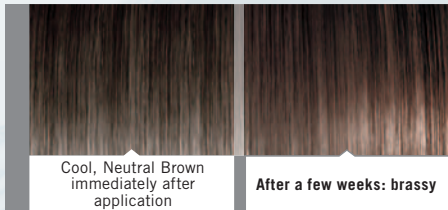


Impress your fashion conscious clients with the first brown shades that stay cool!

Features & Benefits:



- **New shades** with a cool, neutral brown color character.
- Patent pending **CoolProtect® Technology** ensures that color quality remains more stable than any other color.



Conventional Browns:

Cool Browns consist of cool and warm dyestuff combinations. However, the cool dye stuff washes out quicker than the warm dyestuff. Additionally, the warm base which has been changed in the color process becomes visible. Cool brown results become warmer over time.



The CoolProtect® Principle:

The **CoolProtect® Technology** effectively neutralizes the warm color character and maintains the balance between cool and warm color pigments.

*Compared to cool browns offered by alternative professional competitors in the permanent color segment.

TOPCHIC STAYCOOL BRUNETTES OFFER UP TO 82% MORE COLOR STABILITY.*

Pack Sizes:

All shades are available in a 250 mL Can and a 60 mL Tube.

TOPCHIC

STAYCOOL BRUNETTES

	PEARLY COUTURE BROWN	SMOKY COUTURE BROWN	MATTE COUTURE BROWN
6	6BP	6BS	6BM
5	5BP		5BM
4	4BP		

Color Range:

A total of 6 shades in 3 color families ranging from cool to neutral results.

Application Tips:

To guarantee maximum effectiveness of the **CoolProtect® Technology** mixing with other shades is not recommended. However, the StayCool Brunettes shades can be mixed with each other and with N/NN shades to ensure sufficient grey coverage.

1. Mixing Ratio:

1:1 Lotion to Color (e.g. 40 mL Lotion + 40 mL Color).

2. Processing Times (regular color application):

First time Color:

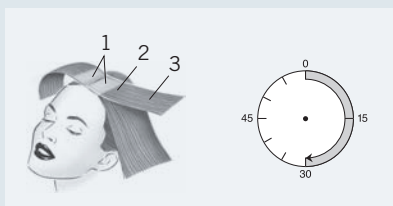
2,3 = 5 – 10 mins.
1 = 20 – 25 mins.

30 mins.

Regrowth Color/Balancing:

1 = 15 – 20 mins.
2,3 = 10 – 15 mins.

30 mins.



FAQs:

1. Which natural levels are best suited for Topchic StayCool Brunettes?

The best cool and neutral results are achieved on base levels 4–6. Application on levels 3 and 7 is still possible.

2. How do I work with Topchic StayCool Brunettes on hair with white percentages?

As is the case for all other standard Topchic shades, we recommend to add N/NN shades according to existing white percentages.

3. Does the addition of N/NN-shades affect the promised color stability?

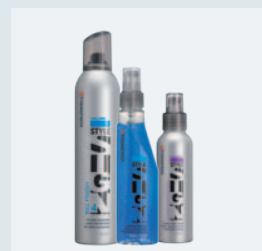
Due to the excellent durability of the Topchic N/NN-shades, their addition to the color formula will have no significant effect on the stability of the color character.

4. How do I balance mid-lengths and ends when working with Topchic StayCool Brunettes?

Balancing through the mid-lengths and ends can be done with the relevant shade of Topchic StayCool Brunettes. However, we recommend the use of 3% Topchic Developer Lotion for the color balancing process.



Our color care recommendation: Use dualsenses Color or colorglow⁽¹⁰⁾ Deep Reflects for haircare and finish with StyleSign– to perfectly complement the Topchic StayCool Brunettes.



GOLDWELL Education »

For a list of available classes and to register at an Academy in the United States: visit www.goldwell-northamerica.com or call 800.627.3377.

For a list of available classes and to register at an Academy in Canada: call 877.670.6767 or 905.670.2844 or speak with a KPSS Sales Consultant.

For more product information, call (800)333-CHIC(2442) in the USA and Canada, 1-800-515-9015 in Quebec, and (01152) 818-356-3020 in Mexico.