

TOPCHIC

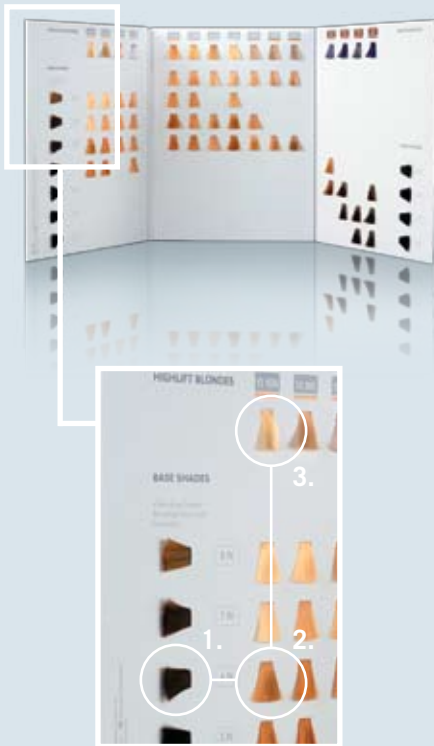
HiBLONDES CONTROL

Perfect blondes starts with a professional consultation.

Maximize your competence by using the unique Topchic Highlift Color Card – for a customized and targeted consultation.

Be sure of exactly how it will look beforehand:

- Accurately colored swatches show the achievable results on various base levels.
- You know before you start what the desired color result will be like.



1. Determine the client's natural base level.
2. Select the client's desired Target Shade based on the natural base level.
3. This swatch shows the specific shade to use to achieve the desired blonde result.

Please note: The exact determination of the natural tone is necessary to achieve the right result!

Our color care recommendation: colorglow^(IQ) – perfectly compliments Topchic HiBlondes Control.



Finishing Service in the salon:

Use colorglow^(IQ) Color Finish Serum Highlights and Full Blonde to lock color in and provide specific shine and care



Color maintenance for home use:

colorglow^(IQ) Brilliant Contrasts for highlighted hair and Bright Shine for lightened hair

Ask your GOLDWELL sales representative for GOLDWELL Topchic HiBlondes Control.

TOPCHIC

HiBLONDES CONTROL



Ultimate lift and tone in just one step – with absolute reliability.

Fulfill every client's wish for individual, natural blonde creations – with the Topchic HiBlondes Control shades.

Features & Benefits:



Perfect blonde results in just one step:

- **Broad shade spectrum** for every client's wish
- The innovative Highlift Catalyst Technology in the 12-Series provides the **strongest lift** – up to 5 levels.

Absolute Reliability:

Built in security thanks to the **Highlift Control Formula**: The pigment concentration in every shade is **formulated to achieve the desired blonde tone** on different base levels.

Best possible protection:

Superior protection of the inner-hair structure during the lifting process for extreme **smoothness and shine** thanks to the **Integrated Protect System**.

Assortment:

Topchic HiBlondes Control 11-Series: 8 shades
 Topchic HiBlondes Control 12-Series: 5 shades
 Blonding Cream and Blonding Cream Ash: 2 shades

All Topchic HiBlondes Control shades available in a Can (250 mL) or Tube (60 mL)

GOLDWELL

CLOSER TO STYLISTS. CLOSER TO HAIR.

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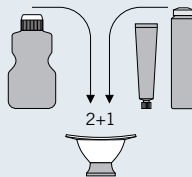
HiBLONDES CONTROL

11

Area of Application Topchic 11-Series

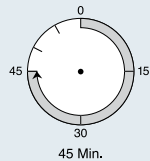
Lifting Performance	<ul style="list-style-type: none"> • 2–3 levels of lift with Topchic Lotion 9% (30 vol) • 3–4 levels of lift with Topchic Lotion 12% (40 vol)
Toning	High pigment concentration for intensive controlling/cooling effect (counteracting).
Mattening Degree	<p>11G 11GB 11B 11N 11SV 11P 11A 11V</p> <p>← vibrant → ash</p>
Color Result	Expressive blonde from warm to cool, even on light brown hair bases.
Areas of Use	For highlights, full head, and re-growth applications on non-colored hair bases.
Specialty	A large variety of blonde shades.

Mixing ratio Topchic 11- and 12-Series:



Ratio of lotion to color: **2:1**

Processing Time Topchic 11- and 12-Series:



First Time Color:
 2,3 = 10 – 15 mins
 1 = 30 – 35 mins
45 mins (without heat)



Regrowth Coloration:
1 = 45 mins (without heat)

EDUCATION >> SUCCESS IS YOUR CREATIVITY COMING TO LIFE.

GOLDWELL Inspiring Education <

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.

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