



TOPCHIC

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## HIGHLIFT SERIES

### Brightest results without bleaching.

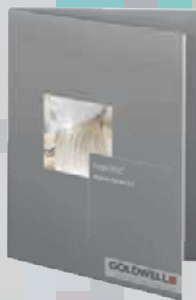


The Topchic Highlift Blondes (2+1) provide one-step highlifting and toning in a single process, for natural or fashion blonde shades without pre-lightening, with the best possible protection for the hair.

- The **Highlift 11-Series** lightens hair up to 4 levels, and offers a broad shade spectrum. Blonding Cream is ideal to increase the degree of lift by a half to one level lighter.
- The new **Highlift 12-Series (Ultra-Blondes)** offer the strongest lift up to 5 levels – for lightest blondes in a single process. The series consists of 4 shades.

The desired degree of lift can be achieved with the appropriate Topchic Lotion (9% or 12%).

### Topchic Highlift Color Card – the professional consultation tool for every colorist.



- Overview of applications and results of the Topchic Highlift Series
- Achievable results are shown on various shade levels
- Provides practical assistance in selecting the appropriate highlift shade and in client consultation.

### Features & Advantages:

- Natural or fashion blonde shades on virgin hair
- Highlifting and toning in one single process
- Lifts hair up to 5 levels lighter with the best possible protection for the hair
- Professional support tools ensure outstanding end results

# GOLDWELL

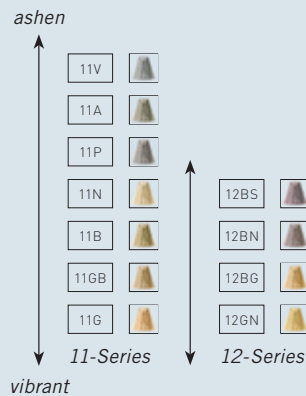
CLOSER TO STYLISTS. CLOSER TO HAIR.



## TOPCHIC

## HIGHLIFT SERIES

Degree of mattenng effect:



### Areas of Application:

- Powerful lifting of virgin hair
- Highlifting and toning in one process
- The Highlift 11-Series\* provides strong lift and optimum shade variety
- The Highlift 12-Series\* provides maximum lift and simultaneous toning

*\*The number of 11 or 12 does not represent a target level, swatches do not represent a target shade.*

### Highlifting:

Highlift 11-Series:

- 2–3 levels lighter, mix with Topchic Lotion 9% (30 vol.)
- 3–4 levels lighter, mix with Topchic Lotion 12% (40 vol.)

Highlift 12-Series:

- 3–4 levels lighter, mix with Topchic Lotion 9% (30 vol.)
- 4–5 levels lighter, mix with Topchic Lotion 12% (40 vol.)

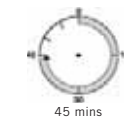
### Mixing Ratio:

With all highlift shades, the mixing ratio of lotion to color is 2:1.

### Using Blonding Cream:

Blonding Cream increases the degree of lift by a half to one level. Blonding Cream Ash has an added controlling effect. Both Blonding Cream varieties can be used with the 11-Series and the Topchic (2–10) shades (up to a maximum of 50%). Do not use Blonding Cream with the 12-Series.

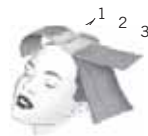
### Processing Times:



45 mins

First time color:  
2, 3 = 10–15 mins  
1 = 30–35 mins

45 mins



Regrowth:

1 = 45 mins

### Tips:

- Use Colorance Demi-Permanent acid shades to color balance midlengths and ends after highlifting
- It is not recommended to pull highlift color through pre-lightened hair
- When highlifting, always treat the darkest parts of the hair first
- When using the highlift series, apply to the hairline for the last 15–20 minutes of processing time
- Processing time is 45 minutes (without heat) or 30 minutes (with heat – open air system only)

**Technical Assistance:** Call the GOLDWELL toll-free hotline: 1-800-333-CHIC (2442) in the USA and Canada, 1-888-246-3670 in Quebec, (52) 818-356-3020 in Mexico. [www.goldwellusa.com](http://www.goldwellusa.com)

