



THE NEW GOLDWELL TOPCHIC NEUTRALIGHTS:

SUPREMEY NATURAL RESULTS FOR DARK BASES

GOLDWELL NEUTRALIGHTS OFFER:	ADVANTAGES FOR YOU FOR YOUR CLIENTS:
Controlled lift of natural dark bases without pre-lightening	Time- and product-saving process with up to 4 levels of lift and toning in one single step	Quick, convenient color service from as little as 15 mins. processing time
4 interacting shades for base levels 2-5	Neutral, natural-looking color results and effective neutralizing of unwanted warmth	The perfect brown or blonde shade for every color type to ensure optimum customer satisfaction
Coenzyme-Technology and Color Equalizer System	Protects the hair structure during the coloration, facilitates even penetration of color pigments	Brilliant and even color results with the best possible protection
Various service options	Versatile application	A color service that perfectly meets your needs
Exclusive creative techniques	Professional color techniques to support your competence as a color specialist	Natural effects, perfect for every color type

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Hair Color by: Roch Lemay, Salon Orbite, Canada
Hair Cut/Styling by: Sascha Haseloff, Machts Hair, Berlin

GOLDWELL works exclusively with professional hairdressers in 40 countries worldwide.

Available to professional salons in Australia, Austria, Belgium, Canada, China, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hong Kong, Hungary, Indonesia, Italy, Japan, Latvia, Lithuania, Luxemburg, Malaysia, Malta, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Russia, Serbia & Montenegro, Singapore, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, USA

For technical information, call (800) 333-CHIC in the USA and Canada, (888) 246-3670 in Quebec, and (0181) 8356-3020 in Mexico.

www.goldwell.com





GOLDWELL | SALON INNOVATION

HOW CAN YOU ACHIEVE LIGHT NATURAL RESULTS ON DARK BASES WITHOUT PRE-LIGHTENING?

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Violet Ash, Blue Ash

GOLDWELL 

CLOSER TO STYLISTS. CLOSER TO HAIR.





ROCH LEMAY, SALON ORBITE, CANADA:



“With Topchic NeutraLights, I can achieve the exact result I want on dark hair in just one step.”



Green Ash, Ash Ash





THE NEW GOLDWELL TOPCHIC NEUTRALIGHTS:

CONTROLLED HIGHLIFTING IN ONE SINGLE STEP

It has never been so easy to achieve light, natural color results on dark bases without brassiness in one single step. With Topchic NeutraLights, you can offer your clients a quick, gentle and safe color service for fabulous natural browns and blondes.



The new Topchic NeutraLights:

- **Optimum lift and color** on dark hair bases in one single step
- **Effectively neutralizes** underlying natural pigments
- **Fabulous shine** and optimum protection of the hair structure with Topchic technology
- **Four individually adaptable shades** for natural base levels 2-5
- **Time saving color service** from as little as 15 minutes processing time



The Topchic NeutraLight shades are available in both tubes and the economical, easy to use depot can.



HIGH-PERFORMANCE TOPCHIC TECHNOLOGY:

OPTIMUM LIFT. MAXIMUM CONTROL. BEST PROTECTION.

Achieve fantastic results while saving both time and product – reap the benefits of the new Topchic NeutraLights for natural dark levels:



Current process:

Two steps – first pre-lighten then tone the unwanted warmth

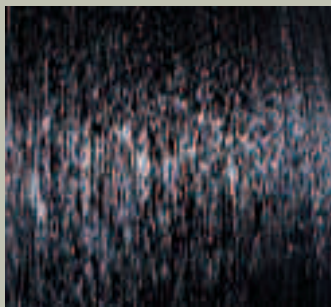
- More stress on the hair
- Time-consuming 2-step service
- Increased use of product



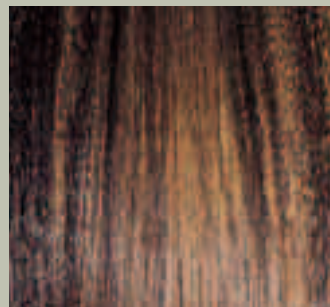
The Topchic NeutraLights solution:

Highlift and toning in one single step

- Brilliant **light browns and blondes** without pre-lightening
- **Controlled neutralizing** of natural warm pigments
- Best possible **protection** for the hair structure
- **Time-saving service** with shorter processing time



before



after



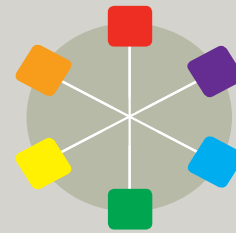
Optimum Highlift

- Powerful lift up to four levels, thanks to the special Topchic Highlift technology
- Light natural results without pre-lightening from as little as 15 minutes processing time

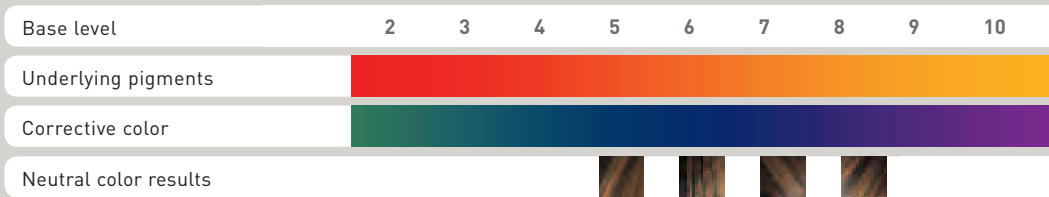


Maximum Control

- Easily predictable results by controlling the underlying natural pigments of the starting level
- A specially interactive dyestuff combination effectively neutralizes undesired red/orange tinges
- For natural, neutral color results without brassiness



Color wheel to determine the correction color

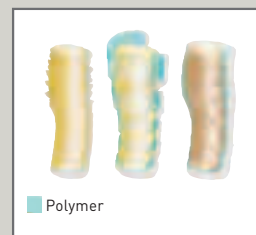
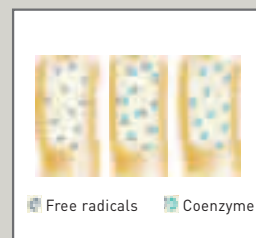


Effective neutralizing of underlying natural warmth



Best Protection

- Patented Topchic-Technology
- Coenzyme-Technology for best possible protection and condition of the hair structure
- Color Equalizer System for even color results and fabulous shine





SPECIFICALLY DESIGNED FOR NATURAL DARK HAIR:

FOUR SHADES FOR BEAUTIFUL NATURAL-LOOKING BROWNS AND BLONDES

From Caramel to Mocha – Topchic NeutraLights always provides natural-looking results. Simply choose from 4 coordinating highlift shades.



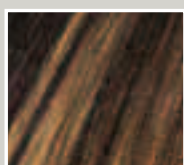
Violet Ash

Unique golden caramel tones on medium to light brown base levels.



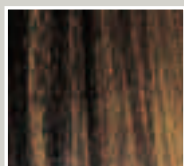
Blue Ash

Brilliant chocolate tones for clients with dark- to medium brown base levels.



Green Ash

Rich mocha tones on black to dark brown natural base levels.



Ash Ash

A high concentration of mattening pigments delivers the best possible neutral results on black to medium brown natural base levels.





FLEXIBLE APPLICATION:

DREAM RESULTS FOR ALL DARK HAired CLIENTS

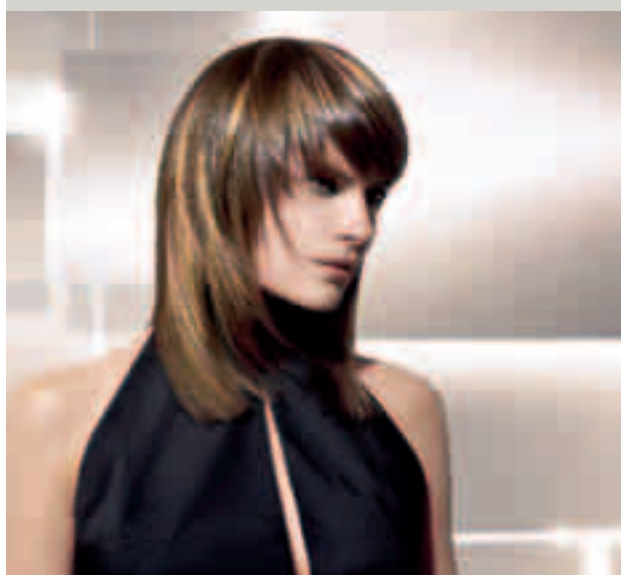


Sascha Haseloff, **Machts Hair, Berlin:**
“Whether it be highlights or just a re-grow-
th treatment, with Topchic Neutralights I can
give all my dark hair clients just what they
want.”



For results to meet all your clients' expectations:

- A lighter color result without brassiness for clients with natural dark hair
- Natural, neutral brown and dark blonde effects for your highlight clients with dark color bases
- Controlled lift for all clients who have concerns about using bleach
- A new gentle re-touch service for all clients with lightened hair



Find out more about
our creative techniques
in the Topchic NeutraLights
technique sheets.

