

COLORANCE

VERSATILE AND EASY-TO-USE DEMI-PERMANENT HAIR COLOR.



COLORANCE:
ALWAYS YOUR RIGHT CHOICE

A perfect color result plus:

- » **Brilliant shine:** Up to 90% more shine on virgin hair¹
- » **Smooth feeling hair:** Up to 30% softer and smoother hair feel on damaged hair²
- » **Outstanding gentleness:** Up to 35% more gentleness when Topchic is color balanced with Colorance³
- » Ammonia-free hair color

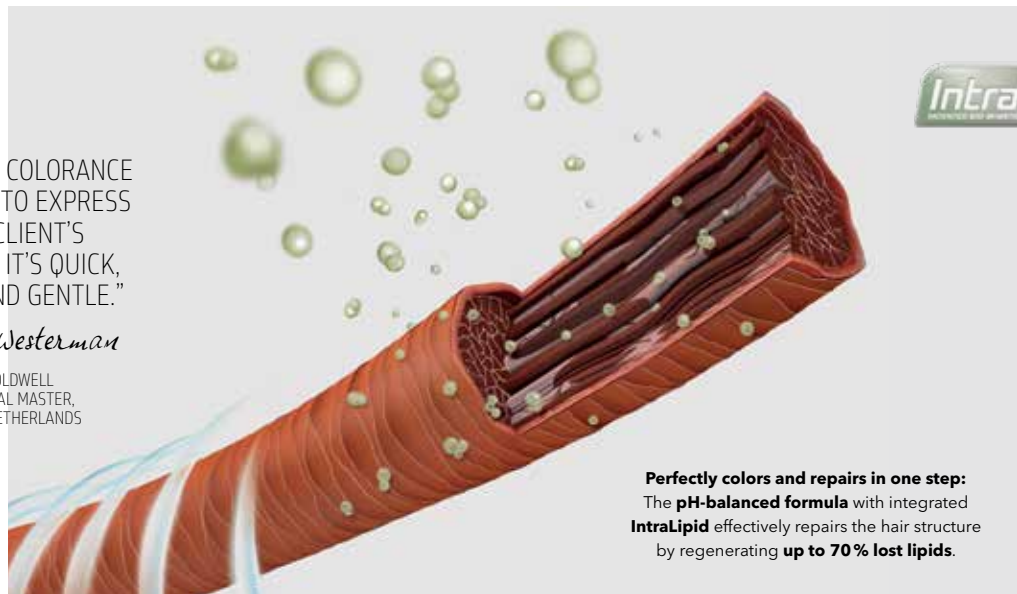
¹When using the Colorance standard or Cover Plus assortment. ²When using Colorance standard, compared to bleached hair. ³Compared to balancing the color with alkaline permanent hair color.

COLORANCE TECHNOLOGY

“FOR ME, COLORANCE IS IDEAL TO EXPRESS MY CLIENT’S MOOD - IT’S QUICK, EASY AND GENTLE.”

Agnes Westerman

GOLDWELL
GLOBAL MASTER,
THE NETHERLANDS



Perfectly colors and repairs in one step:
The pH-balanced formula with integrated **IntraLipid** effectively repairs the hair structure by regenerating **up to 70% lost lipids**.

GOLDWELL.

THE PERFECT MATCH

GREAT STYLE STARTS WITH BEAUTIFUL HAIR.



KERASILK

Kerasilk is our revolutionary luxury hair care line that includes in-salon services which deliver long-lasting hair transformations with complementary home care which provides beauty, strength and protection.



DUALSENSES

Designed for the most important customer needs. Clearly structured segments are specifically formulated for different hair types using innovative technology. Backbar and retail products ensure superior salon performance and at-home maintenance.



STYLESIGN

StyleSign products are specifically designed to enhance clients' cut and color. All products provide color protection and radiance.

COLORANCE

- » Offer **unlimited possibilities** with up to **50% grey coverage** (when mixed with N-shades)
- » Rejuvenate existing color on the mid-lengths and ends



SERVICES:
COLOR INFUSE
COLOR BALANCING
SHINE GLAZE
COLOR CORRECTION
PRE-PIGMENTATION
PASTEL

COLORANCE

- » Adds expression to the existing natural shade
- » Refreshment of color-treated bases
- » Grey coverage up to 50%

@ELUMENATED REDS

- » Intense color results
- » Outstanding multi-shine reflections
- » Grey coverage up to 50%

MAXREDS

- » Fascinating brilliant reds ranging from warm to cool

MIX SHADES

- » Ideal for creative fashion results and color correction

PASTEL SHADES

- » Achieve soft, gradual fading
- » Perfectly for pre-lightened or bleached hair due to the IntraLipid and pH-balanced technology
- » 5 ready-to-use shades for quick and easy use

COLORANCE CORE DEVELOPER



Specially designed for the **Colorance** core range and perfect for use with the **Colorance Brush Applicator Bottle**



Ideal for creative techniques with the **Pastel Shades**



HAIR: TOWEL-DRY



HAIR: DRY PASTEL SHADES



APPLY WITH APPLICATOR



CREATIVE TECHNIQUE PASTEL SHADES



RINSE COLORANCE/ MIX SHADES/ PASTEL SHADES



SHAMPOO MAXREDS/ @ELUMENATED

RELIABLE GREY COVERAGE UP TO 50 %

% of White	Colorance Lotion	Colorance Fashion Shade	Colorance N-Shade
Up to 30 %	40 ml	15 ml	5 ml
30-50 %	40 ml	10 ml	10 ml



- » Always measure lotion first and then add the color
- » When using creative foil techniques with Pastel Shades, use brush and bowl. Apply the color mass to dry hair
- » For a softer result process for 5-10 minutes, for intensive results up to 25 minutes
- » Use **Colorance Clear** to reduce color depth or character, or to create soft blonde shades

COLORANCE COVER PLUS

- » Impress with extra **coverage of up to 75 %**
- » Healthy hair with multi-shine reflections



SERVICES:
COVER PLUS GREY
COVER PLUS LOWLIGHTS

NN-SHADES

- » Achieve discrete grey coverage of up to 75 %

@ELUMENATED NATURALS

- » Offer multi-faceted grey coverage of up to 75 % with multi-shine reflections
- » Ready to use formula - no mixing required

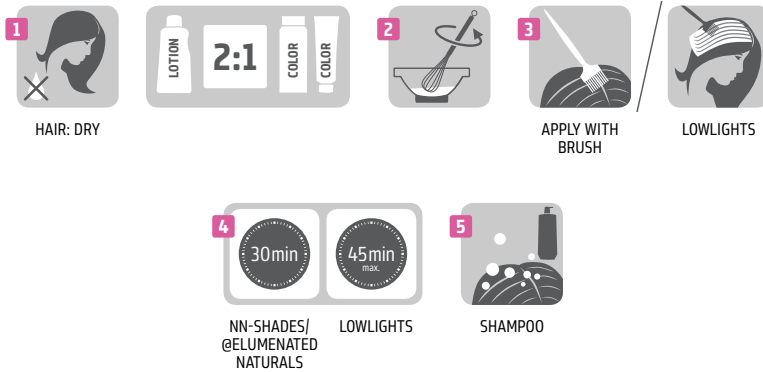
LOWLIGHTS

- » Create natural blonde looks
- » Give back dimension to over-highlighted hair
- » The **Integrated Pre-Pigmentation System** (IPP System) allows a one-step color process with durable and reliable results
- » 3 ready-to-use shades in refined color directions

COVER PLUS DEVELOPER



Specially designed to work with **Colorance Cover Plus** range to achieve a perfect consistency for grey coverage - ideal for use with **brush and bowl**



RELIABLE GREY COVERAGE UP TO 75 %

% of White	Colorance Cover Plus Lotion	Colorance Fashion Shade	Colorance Cover Plus NN-Shade
50-75 %	40 ml	10 ml	10 ml



- » Create natural blonde looks and give back dimension to over-highlighted hair
- » When mixing **Colorance Cover Plus NN-shades** with **Colorance shades** always use **Cover Plus Lotion 2:1**

COLORANCE EXPRESS TONING

- » Up to **64% more shine** on lightened hair in only 5 minutes
- » Give the hair unique **suppleness, shine** and **reflection**



SERVICES:
EXPRESS TONING

EXPRESS TONING

- » Level 9 and 10 shades allow you to create a beautiful, customized blonde in different tones:
 1. Champagne
 2. Creme
 3. Silver
 4. Icy
- » Perfect for use
 1. Directly after the highlights service
 2. Between two highlights services
 3. Directly after the highlifting service
 4. Directly after lightening

EXPRESS TONING DEVELOPER



Specially designed for the **Colorance Express Toning** range, to achieve a liquid consistency that allows easy, fast and precise application of the color mixture with **Colorance Nozzle Applicator Bottle** at the basin



1
HAIR:
TOWEL-DRY



2



3
AT THE BASIN
APPLY WITH
APPLICATOR



4
5min
WITHOUT HEAT



5
RINSE



- » Always measure the lotion first and then add the color
- » Use the **Goldwell scale** for accurate measuring when working with Colorance tubes
- » Adding heat is not recommended when performing the **Express Toning Service**

COLORANCE

COLOR INFUSE SERVICE

Offer blonde toning or fashion coloring for beautiful, glossy hair that's full of liveliness.

COLOR BALANCING SERVICE

Rejuvenation of the mid-lengths and ends.

1 Treat the regrowth with **Topchic** or **Nectaya**



2 Apply **Colorance** or **Colorance @Eluminated** to freshen up the color of mid-lengths and ends

SHINE GLAZING

Enhance natural shine with Colorance Clear.

COLOR CORRECTION

Remove unwanted brassiness, enhance the depths of the color.

PRE-PIGMENTATION

Ensure coverage on extremely coarse hair resistant to color deposit.

PASTEL SERVICE

Beautify the color with soft, gradual fading.

COLORANCE COVER PLUS

COVER PLUS GREY SERVICE

Offer a natural or fashion grey blending for maximum grey beautification.

COVER PLUS LOWLIGHTS

Restore a natural look to over-highlighted hair.

COLORANCE EXPRESS TONING

EXPRESS TONING

Offer subtle pigmentation and color glazing to make her blonde perfect in just 5 minutes.

FIVE STEPS TO PERFECTION

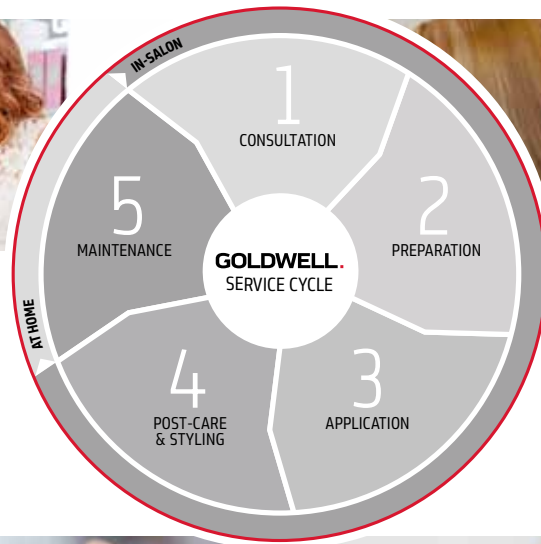
THE **GOLDWELL SERVICE CYCLE** IS A SIMPLE AND EFFECTIVE WAY TO GIVE YOUR CLIENTS THE ULTIMATE SALON EXPERIENCE.



A thorough hair analysis will help you to achieve a perfect color. The natural base shade, percentage of white and the existing color in the mid-lengths and ends play a vital role in determining the right color formula for the desired result. Use the **Goldwell Color Card** and **Goldwell Color Tableau** for proper communication.



Recommend suitable **Dualsenses** or **Kerasilk** care and color-preserving **StyleSign** products for use at home to ensure brilliant, lasting and beautiful color results.



To equalize structural differences and optimize the color deposit apply **System Structure Equalizer** or **Kerasilk Brilliance Primer** prior to any color service.



Apply **Dualsenses Color Lock Serum** or **Kerasilk Brilliance Sealing Serum** for long-lasting color results. Work with **StyleSign** products to achieve the desired style. Don't forget to rebook the client to maintain the beauty of the achieved look.



Perform the chosen **Colorance Service** with the excellence of a true color expert. Goldwell offers you a wide range of professional tools for precise and clean applications. Remove any stains from the skin using **System Color Remover Skin**.

A LITTLE CHANGE OR A LITTLE BIT MORE?

WHATEVER YOUR CLIENT'S IN THE MOOD FOR — GIVE HER THE PERFECT COLOR SHE WANTS.



YOUR CLIENT'S WISH:

- » "I want a color that looks shiny and natural."
- » "I want fun fashion colors that are gentle on my hair."
- » "I have some grey that I want to cover – but still have beautiful color and shine."
- » "I want my blonde to be a refined cool shade – with no brassiness."
- » "I'd like a color that has lighter and deeper tones."

YOUR RECOMMENDATION:

- » "Our **Color Infuse Service** offers natural and brilliant colors."
- » "With the **Color Infuse Services** you can color your hair without compromising its integrity."
- » "The **Colorance Cover Plus** products provide natural grey coverage that emphasizes your natural tone."
- » "**Colorance Express Toning** gives you the opportunity to create the perfect blonde shade quickly and easily."
- » "**Colorance Lowlights Service** can easily be integrated into your hair to give it light and depth."

For further information please contact your Goldwell representative. | goldwell.com



Goldwell is part of Kao Salon Division.

kaO
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.

