

# WELLA COLORCHARM TONERS

FROM THE MAKERS OF THE NO.1 PERMANENT TONER IN THE US\*

## WHAT IS TONING?

Toning is hair color that is applied after lightening to help achieve your perfect shade of blonde. It is used to enhance or neutralize unwanted brass and warm tones.

## HOW DOES IT WORK?

- » Lightener (bleach) is the first step to going blonde and is used to lighten hair to desired level.
- » Level is defined on a scale of 1 to 10, with level 1 being the darkest and level 10 being the lightest.
- » The exposed pigment of any level is defined by how much warmth (also known as brassiness) is shown in the hair after lightening.
- » When you lighten your hair to a level 8, for example, you will probably have to use a toner to balance out the warm brassy tones that are naturally present in dark hair.

## ◆ WELLA COLORCHARM TONERS

Choose from WELLA colorcharm Permanent Liquid Toners or NEW Permanent Crème Toners, depending on your preferred application method and desired final shades.

### Permanent Liquid Toners



- » 8 Permanent Liquid Toner Shades
- » Neutralize brass with up to 90% less breakage\*\*
- » Creates hard to achieve shades of blonde (i.e. platinum and beige)
- » Liquifuse technology: saturates, penetrates and fuses with the hair to deliver vibrant color that is exceptionally fade resistant
- » Works on naturally blonde or pre-lightened hair
- » Use 10 Vol Developer gentle toning or 20 Vol Developer for slightly more intense toning and lift.

### NEW Permanent Crème Toners



- » 8 NEW Permanent Crème Toner Shades
- » Neutralize brass with up to 90% less breakage\*\*
- » 4 Icy blonde tones & 4 pastel enhancing tones
- » Perfectly even tone from root to end
- » Free of gluten, phthalates, parabens, and animal derived ingredients
- » Works on naturally blonde or pre-lightened hair
- » To be used with ONLY 10 volume developer\*\*\*

\*WELLA colorcharm liquid toner is the No.1 permanent toner in the US. WELLA calculation based on data reported by NielsenIQ's Scantrack Service for Permanent Toner Protection Treatments segment, 52-week period ending 04/23/2022, Total U.S.xAOC and Sally Beauty Total Omni market, according to the NielsenIQ syndicated product hierarchy. Copyright © 2022 Nielsen Consumer LLC.

\*\*WELLA colorcharm lightener + permanent toner vs. lightener alone.

\*\*\*Using 20 volume may cause uneven results and scalp sensitivity

# WELLA COLORCHARM TONER SHADES

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## ◆ PERMANENT LIQUID TONER SHADES

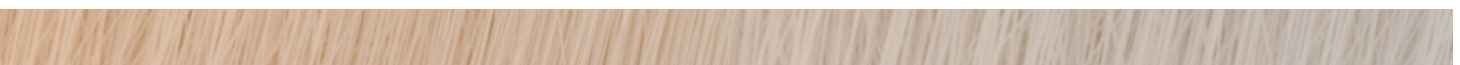


WELLA colorcharm Permanent Liquid Toners let you neutralize your brass with up to 90% less breakage,\*\* creating hard to achieve shades of blonde, such as platinum and beige, with ease. All toners are shown on level 10 lightest blonde hair.

SILVER      ASH      BEIGE

Intense Brass Kicking

Subtle Brass Kicking



## ◆ NEW PERMANENT CRÈME TONER SHADES



Command a superior tone with WELLA colorcharm Permanent Crème Toners. 8 cream toner shades—4 icy cool tones and 4 pastel enhancing tones—let you neutralize brass and perfect your blonde with up to 90% less breakage.\*\* All toners are shown on level 10 lightest blonde hair.



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\*\*WELLA colorcharm lightener + permanent toner vs. lightener alone.