



WELLA colorcharm™
CREATE WITH CONFIDENCE

WELLA COLORCHARM DEMI-PERMANENT
USER GUIDE

INTRODUCING NEW WELLA COLORCHARM DEMI-PERMANENT COLOR



Be a boss in gloss. Nothing boosts confidence like finding that perfect shade and stepping out with rich, glossy hair. New Wella colorcharm Demi-Permanent Color offers shiny, healthy looking color with less damage.*

Featuring Shea Butter, our formula is gentler on all hair textures* and free of animal derived ingredients, ammonia, gluten, parabens, and phthalates. Safe, quick, and easy to apply, Wella colorcharm Demi-Permanent Color is perfect for in-between salon visits. Now you can blend grays, gloss, tone, refresh, or enhance your color on your own terms. Results last up to 24 washes.**

With our new color-coded packaging for at-a-glance navigation and selection, finding your ideal shade has never been easier. From vibrant, commanding reds and violets to flawlessly toned blondes and gorgeous brunettes, we've got your perfect shade. Love your current color but want to make it shine? Our Clear shade adds eye-catching gloss to any color.

We give you the color to be a boss in gloss.

Create With Confidence.

*vs. permanent color

**depending on your hair type

colorcharm



NEW DEVELOPER

Our **NEW Wella colorcharm 10 Volume Cream Developer** offers an intense shade result with consistent gray blending from root to tip.



NEW
10 Volume Cream Developer

Free of animal derived ingredients

No fragrance

Enhanced Gray Blending

Creamy Consistency

Helps color penetrate the hair offering rich and multi-dimensional results

Ease of application with bottle or bowl and brush

1:2 Mixing Ratio
Mix 1 part Wella colorcharm Demi-Permanent Color
to 2 parts 10 Volume Cream Developer

BENEFITS OF USING DEMI

Use Wella colorcharm Demi-Permanent Color to:

- Color or blend grays
- Add new richness or fashion tones to your existing color
- Tone highlights
- Gloss and add shine
- Refresh faded color
- Gentle to use after lightening, permanent wave or chemical relaxing services
- Quick color application—processes in 20 minutes or less

▶ 21 NEW Demi-Permanent Shades With Added Benefits

- ✔ Shiny, healthy-looking color with less damage*
- ✔ Gentler for all hair textures*
- ✔ With shea butter
- ✔ Free of ammonia, parabens, gluten, phthalates & animal-derived ingredients
- ✔ Pleasant Fragrance

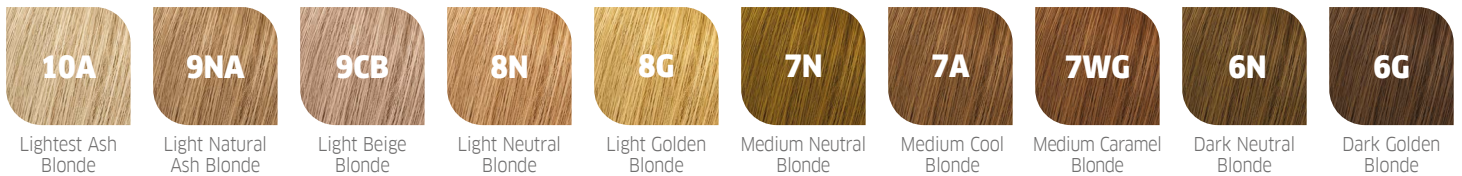


*vs. permanent color

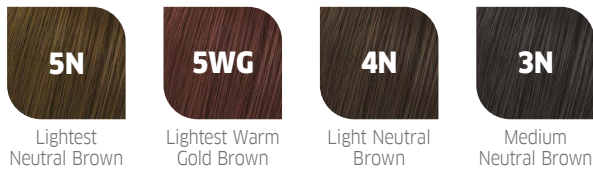
NEW SHADE PALETTE

Our **21 NEW Wella colorcharm Demi-Permanent shades** offer shiny, healthy-looking color with less damage,* letting you gloss, tone, refresh, or enhance hair color. Grouped into shade families with color-coded packaging, finding your perfect shade couldn't be easier. With a wide palette of **Blonde, Red, Violet** and deep **Brunette** shades, we have every color needed to create the look you desire. Love your current color but want to make it shine? Our **Clear** shade adds eye-catching gloss to any color.

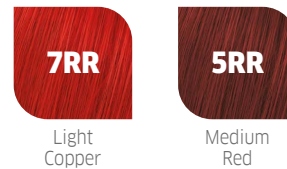
BLONDES



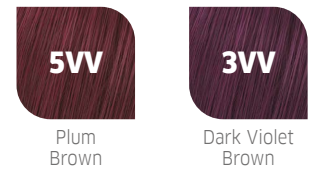
BRUNETTES



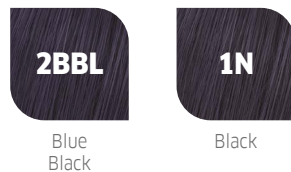
REDS



VIOLETS



BLACKS



CLEAR



► COOL VS WARM TONES

Cooler shades contain blues, grays, violets and greens and cool down your complexion. Warm shades include red, orange and gold tones and warm up your complexion.

COOL



WARM

► TONE KEY

If hair is more than 50% gray, mix **equal parts** of **N (Neutral)** with any other tone to achieve desired color results.

- N = NEUTRAL** - Ideal for covering gray
- A = ASH** - Cool tones help to reduce unwanted warmth
- G = GOLD** - To add warmth
- CB = COOL BLONDE** - Enhances blondes with cool tones
- WG = WARM GOLD** - For rich warm tones with a hint gold

- RR = INTENSE RED** - For vibrant red shades
- VV = INTENSE VIOLET** - For vibrant violet shades
- BBL = INTENSE BLUE BLACK** - For rich black with a hint of cool blue
- C = CLEAR** - Enhance shine to your existing hair color

*vs. permanent color



DEMI-PERMANENT OXIDATION

While using new **Wella colorcharm Demi-Permanent** color, you may notice a slight color variance between the old and new formula when color is processing. This is called **“oxidation”** and **is completely normal, trust the process.**

Below are some examples of shades that **look different** during the oxidation process between the old and new formulas when applying to the hair and **after 20 minutes of development time.** Rest assured, the **final result** with the new formula **will be as you would normally expect.** However, you may observe that the color will be more even from root to ends and **some shades may have slightly less warmth** (unwanted reddish tones).

Processing Time	0 MIN	20 MIN	0 MIN	20 MIN	0 MIN	20 MIN
OLD						
NEW						
	(Old 10NA) 10A		8N		7N	
	Lightest Ash Blonde		Light Neutral Blonde		Medium Neutral Blonde	
OLD						
NEW						
	7A		7WG		6N	
	Medium Cool Blonde		Medium Caramel Blonde		Dark Neutral Blonde	
OLD						
NEW						
	6G		5N		(Old 5R) 5RR	
	Dark Golden Blonde		Lightest Neutral Brown		Medium Red	
OLD						
NEW						
	4N		3N		1N	
	Light Neutral Brown		Medium Neutral Brown		Black	



WELLA®
Demi-Permanent
Cream Haircolor
Crème colorante
demi-permanente
Tinte en crema
demi-permanente
with Shea Butter
with beurre de karité
con manteca de cacao

Colorcharm®

WELLA®
Demi-Permanent
Cream Haircolor
Crème colorante
demi-permanente
Tinte en crema
demi-permanente
with Shea Butter
with beurre de karité
con manteca de cacao

Colorcharm®

Gloss & Refresh
Lustrer et rafraîchir
Brillo y renovación

7WNG Medium
Caramel Blonde
Blond moyen caramel
Rubio caramelo mediano

Free of
Sulfates
Sans

DO IT WITH DEMI

When it comes to using Demi-Permanent Color, “easy” is the name of the game. Explore some of our favorite tips and step-by-steps for doing the most with Demi!

► Toning with Demi-Permanent

Wella colorcharm Demi-Permanent Color is an excellent choice for toning and glazing. Porous hair may require using a shade 1-2 levels lighter than the desired result.

► Application on Chemically Relaxed Hair

Wait 2 weeks after the chemical relaxer service before applying **Wella colorcharm Demi-Permanent Color**.

Check hair and scalp before color service. **Do not proceed** if scalp shows signs of irritation: sensitivity, itchiness, redness, etc.

Check for high porosity and elasticity of the hair. If hair is brittle or you are experiencing breakage, your end result may be more intense than what you would expect. Don't know the porosity of your hair? Take a couple of strands of hair from your comb or brush and drop them into a bowl of water. Let them sit for 2-4 minutes. If your hair floats, you have low porosity. If it sinks, you have high porosity.

Doing a strand test by coloring one small section of the hair will determine color results.

Shampoo and then apply a conditioning treatment **at least 24 hours prior** to the color service as per general instructions.

► Same-Day Chemical Service Color Application

Coloring hair and providing a chemical service such as a permanent wave or lightener may be done on the same day with **Wella colorcharm Demi-Permanent Color**. However, this requires a careful analysis of the condition of the hair and scalp.

Do not proceed if the scalp shows signs of irritation or if the hair is overly porous or shows sign of damage.



BEFORE



WHAT YOU NEED

COLOR

Wella colorcharm
Demi-Permanent Color
9NA Light Natural Ash Blonde

DEVELOPER

10 vol. Wella colorcharm
Cream Developer

MAKE SURE YOU HAVE



Gloves



Bowls



Wide Tooth Comb



Clips



Color Brushes



Towel



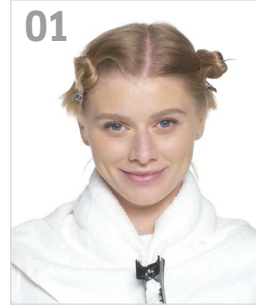
Cape or
Coloring
Shirt



Whisk

GET A GLOSSY, TONED AND REFRESHED BLONDE WITH NEW WELLA COLORCHARM DEMI-PERMANENT COLOR.

01



1 ▶

Section

Divide hair into 4
equal parts (two
in the front and
back of head).

02

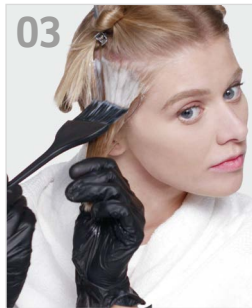


◀ 2

Mix 1:2

1 Part
Wella colorcharm **9NA**
Demi-Permanent Color
+
2 Parts
Wella colorcharm
10 vol. Cream Developer

03

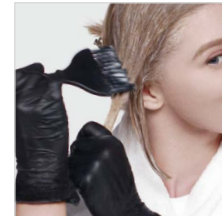


◀ 3

Apply

Start at the lower front section. Apply
color from the roots through the ends.
Continue up the side of the head until
you reach the center parting.

Switch to the opposite side of the head
and continue using the same pattern.



PRO TIP

Wella colorcharm
can also be applied
to damp hair.

Next, apply color to the back
sections from the bottom up
to the crown. Use a wide tooth
comb to distribute color evenly
after finishing each section.

04



◀ 4

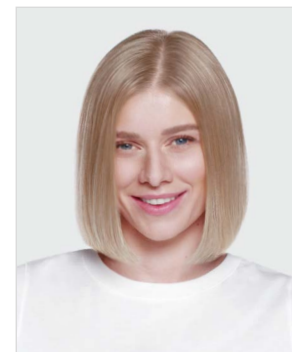
Process

10-20 minutes with
no added heat.



◀ Finish

Rinse hair thoroughly, lightly
shampoo and condition.



AFTER ▶

Style and shine like
a boss in gloss!



BEFORE



WHAT YOU NEED

COLOR

Wella colorcharm
Demi-Permanent Color
5RR Medium Red

DEVELOPER

10 vol. Wella colorcharm
Cream Developer

MAKE SURE YOU HAVE



Gloves



Bottle



Wide Tooth Comb



Clips



Color Brushes



Towel



Cape or
Coloring
Shirt



Barrier
Cream

**GET A VIBRANT, SHINY RED
WITH NEW WELLA COLORCHARM DEMI-PERMANENT COLOR.**

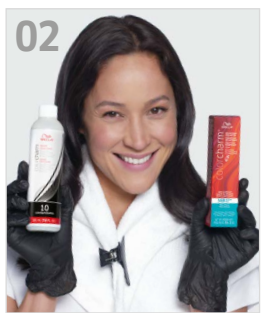
1 Section
Section into 4 parts.



PRO TIP
Create a barrier around the hair line to avoid staining. We recommend coconut oil as a quick and easy solution.



PRO TIP
For easy mixing, pour developer in the bottle first and color second.



2 Mix 1:2
1 Part
Wella colorcharm **5RR**
Demi-Permanent Color
+
2 Parts
Wella colorcharm
10 vol. Cream Developer

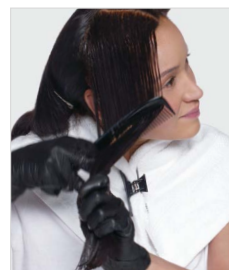


3 Apply
Use the tip of the bottle to section hair, squeezing the color at the root.
Start at the top of one side section and work your way down.
Comb the color through to distribute evenly.

Switch to the opposite side of the head and continue using the same pattern.



PRO TIP
You can also apply Demi-Permanent Color on damp hair.



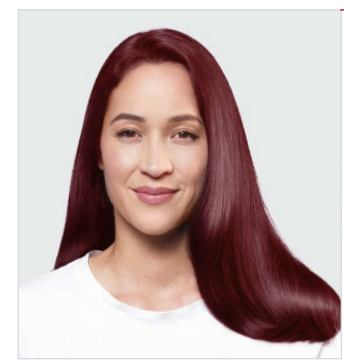
Next, apply color to the back sections. Comb through to distribute evenly.



4 Process
10-20 minutes with no added heat.



Finish
Lightly shampoo, condition and rinse.



AFTER
Style and shine like a boss in gloss!

PRO TIP
To maintain longer lasting color, shampoo and rinse hair with cooler water.



BEFORE



WHAT YOU NEED

COLOR

Wella colorcharm
Demi-Permanent Color
7WG Medium Caramel Blonde
5N Lightest Neutral Brown

DEVELOPER

10 vol. Wella colorcharm
Cream Developer

MAKE SURE YOU HAVE



Gloves



Bottle



Wide Tooth Comb



Clips



Color Brushes



Towel



Cape or
Coloring
Shirt



Barrier
Cream



Whisk



Bowls

GET A GORGEOUS, GLOSSY BRUNETTE SHADE WITH GOLDEN BLONDE HIGHLIGHTS.

1 ▶ Section
Section into 4 parts.
Use a comb to evenly
divide hair into sections.



PRO TIP
Always wear
gloves.

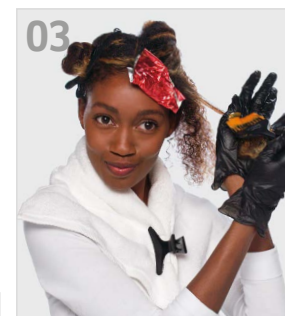


PRO TIP
Apply barrier cream
around your hairline.
You can use coconut oil.



2 ▶ Mix 1:2

1 Part
Wella colorcharm **7WG** Demi-Permanent Color
+
2 Parts
Wella colorcharm 10 vol. Cream Developer



3 ▶ Application
Apply on the **highlighted sections** from roots to ends.
Wrap in a foil to separate.

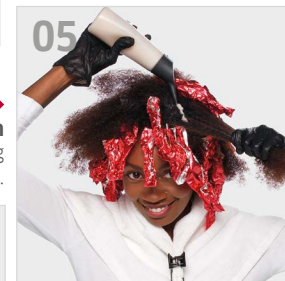


4 ▶ Mix 1:2

1 Part
Wella colorcharm **5N** Demi-Permanent Color
+
2 Parts
Wella colorcharm 10 vol. Cream Developer

Shake for at least **30 seconds** to ensure
it is fully mixed and ready to apply.

5 ▶ Application
Apply on the remaining
sections from roots to ends.

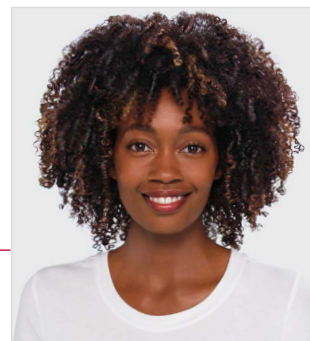


Process ▶
Process for 10-20 minutes.
No heat needed.



Finish
Rinse, shampoo, style and shine!

PRO TIP
To maintain longer lasting
color, shampoo and rinse hair
with cooler water.





LEARN MORE



@wellacolorcharm

www.colorcharm.com

WELLA COLORCHARM USER GUIDE

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