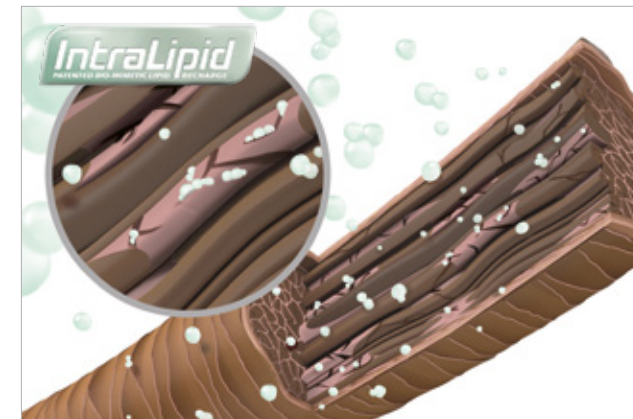


A COLOR THAT REPAIRS? IT'S TRUE.

With pH-balanced formula and IntraLipid Technology.

- » Up to 35% more gentleness¹
- » Regenerates up to 70% of lost lipids
- » Up to 5 times better combability even on damaged hair



INTRALIPID TECHNOLOGY

Colorance with IntraLipid not only protects hair but even repairs its structure. **IntraLipid Technology** is a special lipid technology patented by Kao.

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

INCREDIBLE COLORS AND AMAZING SHINE DUE TO HIGH-PERFORMANCE TECHNOLOGIES



COOL PROTECT® TECHNOLOGY

In all Cool Blonde and Cool Brown shades for browns and blondes that stay cool with up to 80% color stability.



IPP-SYSTEM

In Colorance Cover Plus LowLights with integrated pre-pigmenting that ensures a simple one-step color process.



@ELUMENATED TECHNOLOGY

In all @Elluminated shades for intense and fiery color results with outstanding multishine reflections and grey coverage up to 75%.



CHROMAX™ TECHNOLOGY

In Colorance Maxreds with a combination of oxidative dyestuffs that contain intensive color molecules to give supremely brilliant and vibrant color results.

¹ When Topchic is color balanced with Colorance. Compared to balancing the color with alkaline permanent hair color.

MAKING LIFE BEAUTIFUL

OUR CONTRIBUTION TO REDUCE THE ENVIRONMENTAL IMPACT WITH COLORANCE.

Step by step, we are reducing the environmental impact of our products and services at the salon level.



DID YOU KNOW?

We're all about **sustainable and responsibly sourced** packaging. That's why Colorance is made from **up to 100% recycled and recyclable** materials.

- » 100% recycled and 97% recyclable aluminum tube⁴
- » 97% recycled tube cap⁵
- » Recyclable cardboard folding box from certified sustainable sources⁶
- » 95% recyclable aluminum used for the can⁷



RECYCLING



MATERIAL REDUCTION



Climate neutral

Product is CO₂-compensated.

We minimize packaging by not using any additional folding boxes for **Gloss Tones**.⁸

The airtight can system ensures minimal oxidative waste and a shelf life of up to 3 years.

All **Colorance** products are **CO₂-compensated**: Their CO₂ emissions have been calculated and reduced, e.g. by switching to recycled aluminum. The remaining emissions are offset via a certified climate protection project.

Scan or follow the link to learn more about our efforts to protect the planet: www.climatepartner.com/14717-2005-1001

Get ready for your digital inspiration anytime, anywhere. Visit the **Goldwell Education Plus YouTube Channel** or download the **Goldwell Education Plus App**.

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

Goldwell is part of Kao Salon Division.



MIX
Making life beautiful for salons, stylists and their clients.



34408BCP-05/24
Packaging from responsible sources
FSC® C002324

⁴ 100% post-consumer recycled aluminum. ⁵ 97% post-consumer recycled PP (polypropylene). ⁶ FSC certified. ⁷ In countries with recycling system, numbers provided by Duales System Deutschland (DSD). ⁸ Usage of a 3-layer label.

KNOW IT | Product

COLOR FOR EVERYONE. COLORANCE.

Colorance is the go-to color for just about everything. It's perfect for every stylist. Every client. And every service.



RICH SHINY COLOR. AMAZINGLY HEALTHY HAIR FEEL.
Multi faceted and brilliant color results with outstanding color retention.

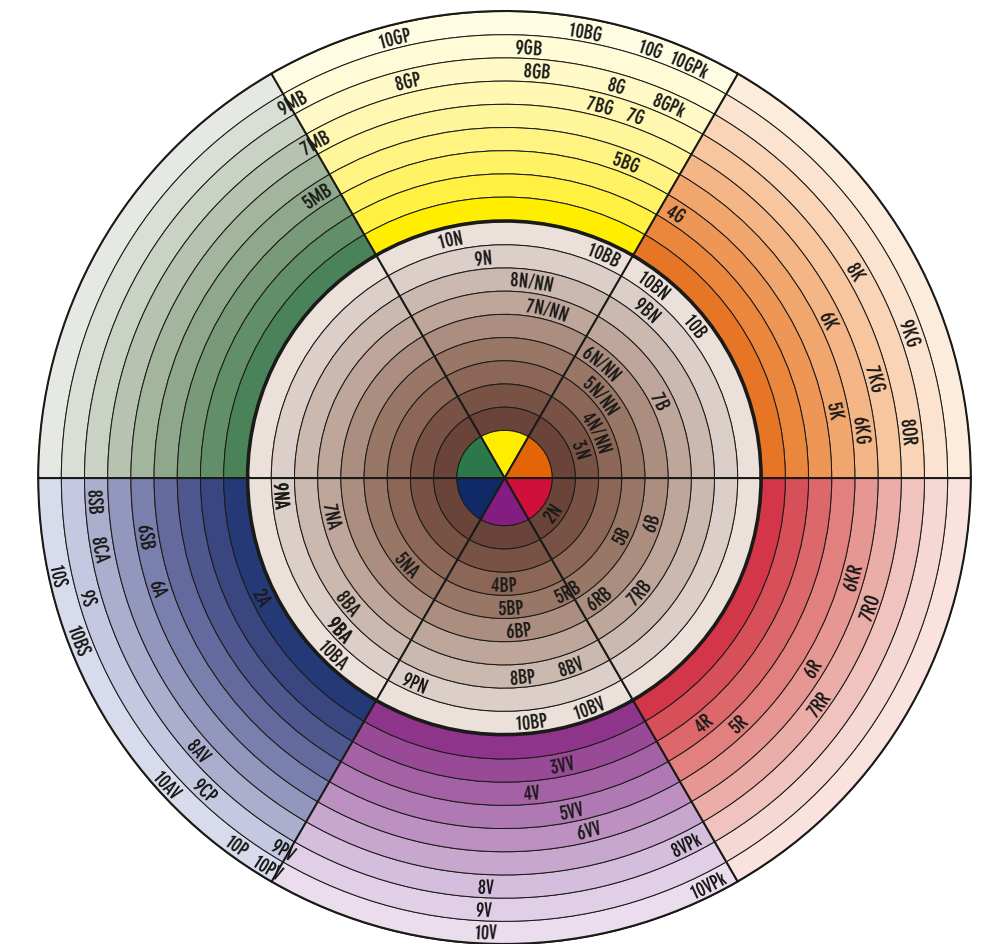
- » Up to 3 times more shine on bleached hair
- » Last for up to 25 washes
- » Up to 75% grey blending
- » Repairs the hair structure for the healthiest hair feel
- » With pH-balanced formula free from ammonia, silicones and animal-derived ingredients



Check out our Colorance YouTube playlist.

GOLDWELL.

ONE COLOR. SO MANY SHADES.



SHADE LEVEL	DESIGNATION	LETTERS	COLOR CHARACTERS	@ELUMENATED SHADES
10	Extra Light Blonde	A	Ash	5N@BP 7AK@Pk
9	Very Light Blonde	B	Brown (2-6)/Beige (7-10)	6N@GB 7N@BP
8	Light Blonde	Bl	Blue	6RR@Pk 7OO@GK
7	Medium Blonde	G	Gold	6VV@Pk 7RR@RR
6	Dark Blonde	K	Copper	8CA@PB
5	Light Brown	M	Matte	8SB@Pk
4	Medium Brown	N	Natural	
3	Dark Brown	O	Orange	
2	Black	P	Pearl	
		Pk	Pink	
		R	Red	
		S	Silver	
		V	Violet	
				LOWLIGHTS
				6 Natural 7 Natural 8 Natural
				PASTELS
				Indigo Pink
				Lavender Peach
				CLEAR

USE IT | Inspiration

NEXT-LEVEL BLONDE. COLORANCE GLOSS TONES.



CLEAR AND 17 LUMINOUS AND FASHIONABLE BLONDE SHADES.

	WARM			COOL							
	BN	B	GPK	PN	S	PV	VPK	V	CP	AV	CLEAR
LEVEL 10											
	CRÈME	VANILLA	SPARKLING ROSE		SILVER GLAZE	ICY CRYSTAL	SHEER ROSE			VIOLET TITANIUM	
LEVEL 9											
	CHAMPAGNE			CAFÉ LATTE	SILVER LUSTRE	ICY OPAL	SHEER PLATINUM	STEEL			
LEVEL 8											
		CHERRY BLOSSOM				ROSE QUARTZ	LAVENDER QUARTZ	COOL AMETHYST			

COLORANCE GLOSS TONES

SHINE INFUSING DEMI-PERMANENT LIQUID HAIR COLOR WITHOUT AMMONIA IN JUST 10 MINUTES.



- » Luminous blonde results that last 41% longer²
- » Superior shine and maximum performance in just 10 minutes
- » For all hair types and textures

GLOSS TONES IN WARM AND COOL

- » For beautiful sheer blonde results - from natural to fashionable colors
- » Ideal for instant services in combination with all regular services, even during very busy salon days
- » Perfect after every highlighting services to enhance and refine or for counteracting
- » Very soft grey blending especially with level 8 shades

SERVICES:

- TONE & REFINE
- HIGH-GLOSS SHINE
- SOOTHE THE DAMAGE
- COLOR CORRECTION
- COLOR PERMING



ADDING CLEAR IN FORMULAS HELPS TO ADJUST DEPTH AND COLOR DEPOSIT RECOMMENDED DILUTION CHART³

Dilution ratios	Mixing example for Colorance Gloss Tones
Clear + Color 1:2	10 ml Clear + 20 ml Gloss Tones Shade
Clear + Color 1:1	15 ml Clear + 15 ml Gloss Tones Shade
Clear + Color 2:1	20 ml Clear + 10 ml Gloss Tones Shade

- » **Gloss Tones** are ready to use for instant services, please do not mix with other **Colorance** shades, **@Pure Pigments** or **System Thickener**.
- » Don't be surprised if you don't see a change in the color mass during the processing time - rinse after 10 minutes and you'll get the desired beautiful result.

² Compared to one of the leading competitors. ³ Dilution chart can be applied using the same ratio principles for Colorance and Colorance Cover Plus.

COLORANCE

SHINE INFUSING DEMI-PERMANENT CREAM HAIR COLOR WITHOUT AMMONIA FOR VERSATILE SERVICES.



- » Brilliant shine
- » Smooth hair feel
- » Outstanding gentleness

COLORANCE

- » Beautiful, glossy hair full of freshness and liveliness
- » New expression for the existing natural tone
- » Refreshment of color-treated bases
- » **N-shades** for grey coverage up to 50%

@ELUMENATED

- » Intense and fiery color results
- » Outstanding multi-shine reflections

MAXREDS

- » Fascinating brilliant reds ranging from warm to cool

PASTEL SHADES

- » Soft, gradual fading
- » Perfectly for pre-lightened or bleached hair
- » 4 ready-to-mix shades for quick and easy use

SERVICES:

- @ELUMINATION
- BOOST & BRIGHTEN
- TONE & REFINE
- HIGH-GLOSS SHINE
- SOOTHE THE DAMAGE
- COLOR BALANCING
- COLOR PERMING
- GREY BLENDING
- COLOR CORRECTION



NATURAL GREY BLENDING WITH A COVERAGE OF UP TO 50% CREATE LUMINOUS SHINE WITH FASHION SHADE

% of White	System Developer Lotion 2% (7 vol.)	Colorance Fashion shade	Colorance N-shade
Up to 30%	40 ml	15 ml	5 ml
30%-50%	40 ml	10 ml	10 ml

- » 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 to 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

SHINE INFUSING DEMI-PERMANENT CREAM HAIR COLOR WITHOUT AMMONIA WITH ADDITIONAL GREY COVERAGE.



- » Extra coverage of up to 75%
- » Multi-shine reflections
- » Dimensional darker reflections on blondes

NN-SHADES

- » Simply make grey disappear - gentle and reliable
- » Grey coverage up to 75%

@ELUMENATED NATURALS

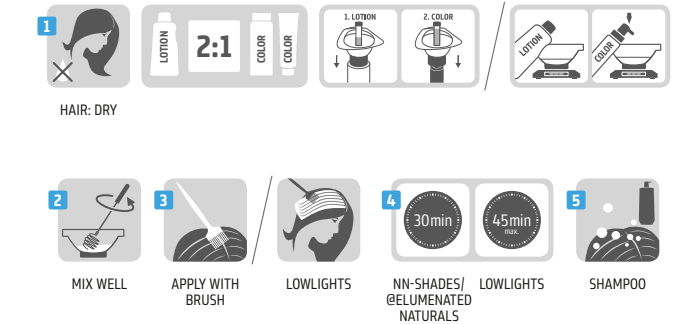
- » Ready-to-use formula
- » Outstanding multi-shine reflections
- » Grey coverage up to 75%

LOWLIGHTS

- » Darker reflections for overhighlighted blonde
- » Restores a natural look to over-highlighted hair
- » For natural, long-lasting results with supreme shine in one single step

SERVICES:

- @ELUMINATION
- GREY BLENDING
- LOWLIGHT DIMENSIONS
- BOOST & BRIGHTEN
- TONE & REFINE



NATURAL GREY BLENDING WITH A COVERAGE OF UP TO 75% CREATE LUMINOUS SHINE WITH FASHION SHADE

% of White	System Developer Lotion 3% (10 vol.)	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 with LowLights.
- » When mixing **Colorance Cover Plus NN-shades** with **Colorance** shades, always use **System Developer Lotion 3% (10 vol.) 2:1**.