

COLOR SERVICES LIKE NO OTHER.

GREY COVERAGE
Consult with your client about the desired level of coverage. Topchic and ammonia-free Topchic Zero provide up to 100% grey coverage. For a fashion direction, adjust the formula with a maximum of 50% of the fashion shade.

FULL-HEAD COLOR
On virgin, untreated hair: for a darker, lighter or intense fashion direction, apply Topchic or ammonia-free Topchic Zero on full hair according to usage instructions.

ELUMINATION WITH SYSTEM @PURE PIGMENTS
Get fully customized results by adding System @Pure Pigments to Topchic or ammonia-free Topchic Zero. Create iridescent, holographic effects that change and move with the light. Add multiple tones of System @Pure Pigments to create dazzling, morphing color results.

REGROWTH TOUCH-UP
Choose your Topchic or ammonia-free Topchic Zero formula and proceed with application on the regrowth. Offer this color service to your monthly and regular clients. Proceed with demi-permanent Colorance on mid-lengths, if needed, to freshen up overall color.

EXCLUSIVE SERVICES

TOPCHIC

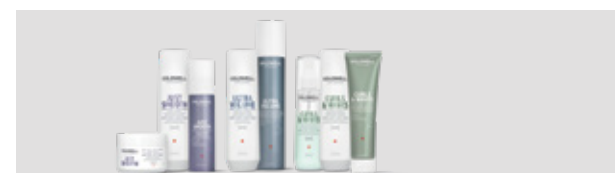
LIGHTENING WITH HIBLONDES CONTROL:
Achieve a powerful, precise lift for blonde results with up to 5 levels of lift.

ELUMINATION WITH @ELUMENATED SHADES:
Pre-mixed shades enriched with multidimensional Elumen reflections, suitable for all color services and techniques and with up to 100% grey coverage.

TOPCHIC ZERO

BLONDE TONING:
From darker blonde levels to the extra light blonde levels, choose any shade from the ammonia-free Topchic Zero assortment to tone and refresh your client's hair.

POWER SHINE:
Create multidimensional effects by adding two or more different System @Pure Pigments shades to ammonia-free Topchic Zero CLEAR.



THE PERFECT MATCH:
Dualsenses for color brilliance and StyleSign for beautiful styles.

MEET THE COLOR FAMILIES.



Deliver up to 100% grey coverage in a variety of shades from Natural to Intense Natural and Natural Ash.

Range from deep brown shades to light beige tones.

Provide options from clear cool to luxurious warm results.

Offer everything from cool energetic to vibrant warm shades.

SPECIALITIES

TOPCHIC

@ELUMENATED SHADES
@Eluminated shades come with multishine reflections in a ready-to-use formula and include @Eluminated Naturals with up to 100% grey coverage in all dimensions.

THE SPECIAL LIFT
Topchic HiBlondes Control offers a broad choice of shades with up to 5 levels of lift. Topchic NeutralLights lift and tone in a single-step service to create brilliant light browns and blondes.

TOPCHIC ZERO

CLEAR SHADE
Using CLEAR helps adjust the formula's depth and color deposit. CLEAR allows further customization of the Topchic Zero color assortment by achieving a lighter color level² while maintaining color direction.

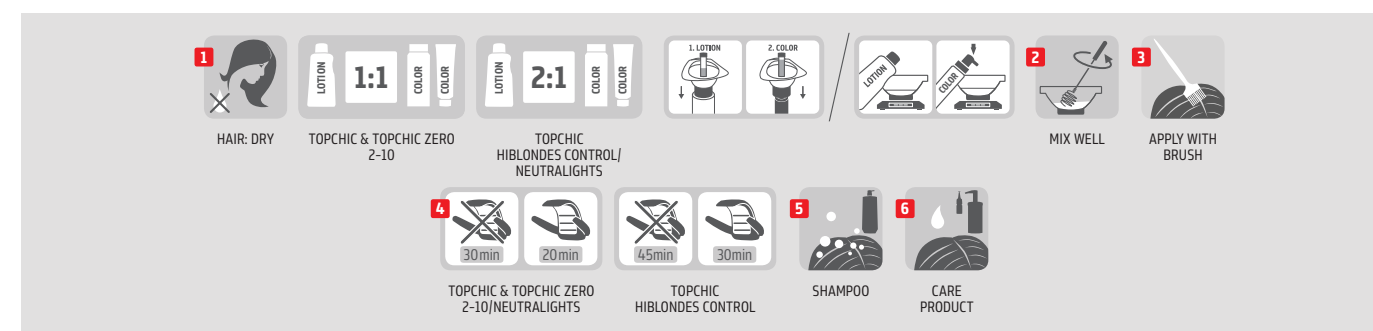
» Do not mix **Topchic** shades with ammonia-free **Topchic Zero** shades.

² Only up to 1 level.

MIXING GUIDE. TOPCHIC AND TOPCHIC ZERO.

MIXING GUIDE: MEET THE TARGET LEVEL			
	Existing shade	Target level	SYSTEM Developer Lotion
TOPCHIC & TOPCHIC ZERO 2-10	Virgin hair	Darker than the natural base shade	3% (10 vol.)
	Virgin hair/ up to 100% grey hair	Same level or 1 level higher	6% (20 vol.)
	Virgin hair	2 levels of lift 3 levels of lift	9% (30 vol.) 12% (40 vol.)
TOPCHIC THE SPECIAL LIFT 11 series, 12 series and NeutraLights	Virgin hair Topchic HiBlondes Control base level 5-8	2-3 levels of lift (11 series & NeutraLights) 3-4 levels of lift (12 series)	9% (30 vol.) 9% (30 vol.)
	NeutraLights base level 2-5	3-4 levels of lift (11 series & NeutraLights)	12% (40 vol.)
		4-5 levels of lift (12 series)	12% (40 vol.)

MIXING GUIDE: RELIABLE GREY COVERAGE				
	% of greys	SYSTEM Developer Lotion	Natural shade	Fashion shade
TOPCHIC & TOPCHIC ZERO 2-10	Up to 30%	40 ml	15 ml	25 ml
	30%-60%	40 ml	20 ml	20 ml
	60%-100%	40 ml	25 ml	15 ml



COLOR BALANCING

1
Treat regrowth with **Topchic** or ammonia-free **Topchic Zero**.

2
Apply **Colorance, Elumen, Topchic** or ammonia-free **Topchic Zero** to freshen up the color for mid-lengths and ends.

BOLD. ICONIC. TOPCHIC.

TOPCHIC	TOPCHIC ZERO
<p>CLASSIC PERMANENT COLOR</p> <ul style="list-style-type: none"> » For clients looking for uncompromising color performance and distinctive results » Up to 88% naturally derived ingredients³ » Up to 94% biodegradable⁴ 	<p>AMMONIA-FREE PERMANENT COLOR</p> <ul style="list-style-type: none"> » For conscious clients seeking alternatives to conventional hair color with reliable coverage » Up to 94% naturally derived ingredients⁵ » Up to 98% biodegradable⁴

SIMPLE AND PRECISE.

DEPOT CAN SYSTEM AND COLOR DISPENSING NOZZLE.

Color cans are unique in the professional haircare market and offer several benefits that set them apart from traditional color tubes:

- » 50% less residual product waste⁶
- » Less staining compared to tubes due to better storage conditions and no container tearing



DEPOT CAN SYSTEM

- » Easy to dispense from the first to the last application
- » Precise measurements of both color and developer
- » Depot can system tools are clearly marked in millilitres and the System Developer Lotions have a controlled, measured flow, e.g.: 1 pump = 20 ml



COLOR DISPENSING NOZZLE

- » Easier to extract color vs tube usage
- » Precise measurements and easy extraction of small amounts (0.1 g)
- » Fast cleaning process with less water needed

³ Varies by shade. ⁴ Varies by shade. Based on all ingredients according to OECD guidelines and water. ⁵ Varies by shade. According to ISO 16128 (including water). ⁶ "Like-for-like comparison": 1 can: 250 g vs 4 tubes: 4 x 60 g = 240 g.