



*Color
Charm[®]*

Demi-Permanent Haircolor
Guidebook



Advice on application, use, pre-pigmenting and more!



Color Charm®

*All of the color
and shine.*

*None of the
ammonia or lift.*

Choose Color Charm Demi to glaze, tone, enrich, blend or pre-pigment. Its gentle no-ammonia conditioning formula delivers all of the color and shine without the worry or lift. The economical and effective Wella 1:2 mix ratio means each tube creates **6 oz.** of haircolor, enough for two applications. Color Charm is clearly "America's best Demi haircolor value!™"

COLOR CHARM DEMI OFFERS:

- No-Ammonia formula
- Deposit only, no lift color
- Long-lasting results
- 23 intermixable shades
- Economical Wella 1:2 mixing ratio
Up to two applications in every tube

USE COLOR CHARM FOR:

- Adding new richness or fashion tones to client's existing haircolor
- Toning highlights
- Creating lowlights
- Glazing and "layered" color services
- Refreshing faded haircolor without additional lift or ammonia
- Pre-pigmenting prior to color correction and tinting-back
- First-time color users. Match a client's existing color to blend gray without noticeable outgrowth
- Immediate use after lightener or permanent wave services
- Coloring relaxed hair
- Coloring or blending up to 50% gray.
- Quick Color Services: processes in 20 minutes or less



Mix Ratio • Application • Tips

PRELIMINARY STRAND TEST

The best way to determine the accuracy of any haircolor formula is to perform a strand test. Wella always recommends a strand test if the client's hair is porous or has been previously subjected to lighteners, permanent waves, chemical hair relaxers or when a corrective service is given. Mix a small amount of the chosen color(s), using one part color to two parts Color Charm Activating Lotion, and apply to selected strands of hair. After 10 minutes, check color results. Continue to check every 5 minutes until desired result is achieved (up to 20 minutes).

BEFORE APPLYING

Shampoo and towel-dry hair

MIX

1. Choose application method: bowl & brush or applicator bottle
2. Mix 1 part (1 oz.) Color Charm® Demi-Permanent Haircolor to 2 parts (2 oz.) Color Charm® Activating Lotion

FIRST TIME COLOR APPLICATION

1. Make 1/4" partings and apply formula thoroughly to entire hair shaft, roots to ends.
2. Comb through with a wide-toothed comb for even distribution.
3. Process:
 - A. Normal hair: 20 minutes without heat, 15 minutes with heat.
 - B. Porous hair: up to 15 minutes without heat.

NEW GROWTH COLOR APPLICATION

1. Make 1/4" partings and apply generously to new growth area only.
2. Process:
 - A. Normal hair: 20 minutes without heat, 15 minutes with heat.
 - B. Porous hair: up to 15 minutes without heat.
3. Use color balancing to refresh the ends, if needed. (See below.)

REMOVAL & AFTER CARE

1. At the end of development time, massage hair with warm water and rinse until water runs clear.
2. Apply Wella® Regenal® Instant pH Normalizing Lotion for 2 to 5 minutes to neutralize any chemical residue and restore the natural pH level of the scalp and hair.

GRAY COVERAGE

Color Charm Demi-Permanent is designed to color or blend up to 50% gray hair. To increase coverage and depth on more than 50% gray, resistant gray or gray "patches", try applying to dry hair. Alternatively, consider using Color Charm Permanent Haircolor.

COLOR BALANCING

To refresh a previous Color Charm Demi haircolor service on the shaft & ends to match the new growth area:

1. After completion of new growth processing time, spritz hair with water.
2. Comb color through shafts and ends for even distribution.
3. Process for 2 to 5 minutes.

COLOR BALANCING

To refresh a previous permanent haircolor service on the shaft & ends to match the new growth area:

1. Choose a Color Charm Demi shade that matches the results of the permanent haircolor. This may require strand testing (at least the first time).
2. Mix color balancing formula using one part Color Charm Demi to two parts Activating Lotion.
3. Apply quickly to shafts and ends after the completion of the new growth processing time.
4. Process 2 to 5 minutes until the desired result is achieved.

TONING

Color Charm Demi is an excellent choice for toning and glazing as it will not alter the natural haircolor. Porous hair may require use of a color 1-2 Levels lighter than the desired result. Mix and apply as described above. Check frequently and process until the desired result is achieved, up to 15 minutes.

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 Color Charm Demi-Permanent Haircolor.

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. If the hair and scalp are in good condition, apply haircolor and do not heat activate. Process up to 15 minutes without heat.

COLOR APPLICATION/REFRESHER ON CHEMICALLY RELAXED HAIR

Wait 2 weeks after the chemical relaxer service before applying Color Charm® Demi-Permanent Haircolor. Check hair and scalp before haircolor service. Do not proceed if scalp shows signs of irritation. Check porosity and elasticity of hair. Take a strand test to determine color results.

PRE-COLOR SERVICE

Shampoo and then apply a conditioning treatment at least 24 hours prior to the haircolor service.

MIX

1. Mix 1 part (1 oz.) Color Charm Demi-Permanent Haircolor to 2 parts (2 oz.) Color Charm® Activating Lotion.

FIRST TIME COLOR APPLICATION

Choose a shade 1-2 Levels lighter than desired result to avoid over-dark results on porous hair.

1. Make 1/4" partings and apply mixture from scalp to ends.
2. Process up to 15 minutes without heat, unless a strand test shows a different timing is necessary.

NEW GROWTH APPLICATION

1. Make 1/4" partings and apply mixture to new growth area only. Avoid overlapping areas that have been previously colored.
2. Process up to 15 minutes without heat, unless a strand test shows a different timing is necessary. Then proceed with Color Balancing, if necessary.

COLOR BALANCING

To refresh a previous Color Charm Demi haircolor service on the shaft & ends to match the new growth area:

1. After completion of new growth processing time, spritz hair with water.
2. Comb color through shafts and ends for even distribution.
3. Process for 2 to 5 minutes.

FIND THE PERFECT SHADE

Color Charm® Demi-Permanent Haircolor Shade Chart

	NATURAL / NEUTRO	ASH / CENIZO	GOLD / DORADO	RED / ROJO	WARM / CALIDA
10		 <p>10NA 10/01 Lightest Ash Blonde Rubio Cenizo Clarísimo</p>	 <p>10NG 10/03 Lightest Golden Blonde Rubio Dorado Clarísimo</p>		
9		 <p>9NA 9/01 Very Light Ash Blonde Rubio Cenizo Muy Claro</p>	 <p>9NG 9/03 Very Light Golden Blonde Rubio Dorado Muy Claro</p>	 <p>9G 9/3 Soft Golden Blonde Rubio Dorado Suave</p>	
8	 <p>8N 8/0 Light Natural Blonde Rubio Natural Claro</p>	 <p>8A 8/1 Light Ash Blonde Rubio Cenizo Claro</p>			
7	 <p>7N 7/0 Medium Natural Blonde Rubio Natural Mediano</p>	 <p>7A 7/1 Medium Ash Blonde Rubio Cenizo Mediano</p>	 <p>7G 7/3 Medium Golden Blonde Rubio Dorado Mediano</p>	 <p>7W 7/7 Medium Sand Ash Blonde Rubio Dorado Mediano</p>	 <p>7WG 7/73 Medium Sandy Cold Ash Blonde Rubio Dorado Mediano</p>

6



6N
6/0

Dark Natural Blonde
Rubio Natural Oscuro

5



5N
5/0

Light Natural Brown
Castano Natural Claro

4



4N
4/0

Medium Natural Brown
Castano Natural Mediano

3



3N
3/0

Dark Natural Brown
Castano Natural Oscuro

1



1N
2/0

Black
Negro



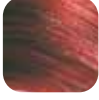
6G
6/35

Dark Golden Blonde
Rubio Dorado Oscuro



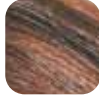
5G
5/3

Light Golden Brown
Castano Dorado Claro



6RV
6/45

Fiery Red
Rojo Fuego



5R
5/4

Chestnut
Castana



6W
6/7

Dark Sand
Arena Oscuro

PRE-PIGMENTING

Color Charm Demi is the perfect tool for corrective color services. It can pre-pigment the hair to replace depleted natural tone, reinforce warm or delicate red tones, and prevent porous hair from “grabbing” cool tones. By creating a more even “surface” on overly porous areas of the hair, the new haircolor will take evenly, from roots to ends.

DESIRED LEVEL	FORMULA
10 Lightest Blonde	N/A
9 Very Light Blonde	1-1/2 oz. 10NG (10/03) + 1/2 oz. 9G (9/3)
8 Light Blonde	1 oz. 10NG (10/03) + 1 oz. 9G (9/3)
7 Medium Blonde	2 oz. 9G (9/3)
6 Dark Blonde	1-1/2 oz. 9G (9/3) + 1/2 oz. 6RV (6/45)
5 Light Brown	1 oz. 9G (9/3) + 1 oz. 6RV (6/45)
4 Medium Brown	1/2 oz. 9G (9/3) + 1/2 oz. 6RV (6/45) + 1 oz. 6W (6/7)
3 Dark Brown	1 oz. 6RV (6/45) + 1 oz. 6W (6/7)
2 Darkest Brown	2 oz. 6W (6/7)

HOW TO USE THE CHART

Color Charm Demi shades are completely intermixable and are used to replace contributing pigments missing from the hair when tinting-back hair from light to dark.

1. *Determine the desired Level for tinting-back.* Directly to the right of “Desired Level” is the recommended Color Charm Demi formula. Always perform a strand test to check for accuracy.

- Example: Desired Level of tint-back is Level 6, Dark Blonde. The recommended Color Charm formula is: 1-1/2 oz. 9G (9/3) + 6RV (6/45)

2. Mixing

Always mix 1 part Color Charm Demi with 2 parts Color Charm Demi Activating Lotion.

3. Application/Development Time

Apply to lightly shampooed, towel-dried hair. Process up to 20 minutes. When desired results are achieved, rinse until water runs clear, towel dry, and proceed with the tint-back application step.

4. Tint-back Application

Apply the tint-back formula evenly and generously. Follow the recommended timing. Only pull color through to the ends as determined by strand testing.

FLOWING LIGHTS

(Foil highlights with enriched base color, plus Glaze.)

This technique is designed to create tonal hues that accent the fluid movement expressed in the shape and design of the cut. Our model is a natural Level 6 with shafts previously lightened to Level 7. She is first highlighted with Wella Wellite Powder Lightener, then a base color is created with Color Charm Demi 7W Medium Sand, and then finished with a glaze of Color Charm Demi 9G Very Light Golden Blonde.



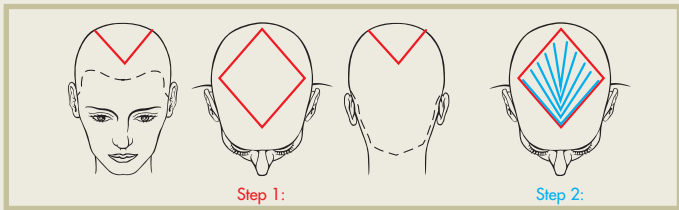
Formula 1: (Foils) Wella Wellite Powder Lightener mixed with 20-volume Wella Color Charm Creme Developer.

Formula 2: (Free hair) 1 part Wella Color Charm Demi-Permanent 7W, Medium Sand, mixed with 2-parts Activating Lotions

Formula 3: (Glaze) 1 part Wella Color Charm Demi-Permanent 9G, Soft Golden Blonde, mixed with 2-parts Activating Lotions

Step 1. Section hair. Working around the head, slice out a diamond on top, beginning just behind the fringe and ending at the crown.

Step 2. Create foils. Starting on either side of the fringe and working toward the back of the head, slice very fine foils, vertically, in a back-to-back pattern, skipping about 1/2-inch between each set. Work through each side and stop at the back. About 10-12 foils.



Step 3. While foils are processing, apply Formula 2 to all free hair between foils to create richness and depth. Process for 15 minutes.

Step 4. When foils have processed to Level 10, Pale Yellow contributing pigment, thoroughly rinse Formula 2 from free hair, then remove foils, rinse again, shampoo, and towel dry.

Step 5. Apply Formula 3 as a glaze to all hair. Process up to 10 minutes. Rinse, shampoo & condition.

Do you sometimes need more depth... or better coverage from your Demi-Permanent Haircolor? Try Color Charm Demi!

SHADE COMPARISON CHART

Note: Finished results are similar, but not identical. Mixed product will look different in the applicator bottle and will oxidize differently on the head. A strand test is always recommended to preview results.

Redken® Shades EQ®	Wella® Color Charm® Demi
09G	9NG (9/03)
08N	8N (8/0)
07G	6G (6/35)
07CB	7W (7/7)
06N	7N (7/0)
06G	1/2 5G (5/G) + 1/2 6G (6/3)
06RB	5R (5/4)
06CB	6W (6/7)
05N	1/2 5N (5/0) + 1/2 6N (6/0)
04NB	5N (5/0)
03N	3N (3/0)
03NB	4N (4/0)
01B	1N (2/0) Do not use on over 30% gray

Color Charm Demi-Permanent Haircolor
Rich color and shine. No ammonia or lift.
Sometimes less is more!



*Wella offers free swatchbooks to stylists with proof of purchase of
Color Charm Demi-Permanent Haircolor or
Color Charm Permanent Haircolor.*

Please call 1-866-722-4146 for details on how to order
a free swatchbook, or log onto www.wellausa.com, then click
"Wella Products", "American Classics", "Education Tools"