

NEW!

Color Charm® Cocoa Technique



Starting Level 5, Light Brown

Section Hair. Inverted "V" at fringe, starting just above temple at either side.

Create circular section at crown behind "V".

At each side of the head under the circle, create a horizontal crescent, points facing up.

At back of head, create an upside down "U" section.

Inside the "V" at fringe, starting at one end, slice vertical back-to-back foils in the following pattern. You will have about 12 foils.

2 foils: Formula 1

2 Foils: Formulas 2

1 Foil: Formula 3

Tip: for very thick hair, you can increase foil amount per formula by 1.

Within each crescent, apply Formula 3 in virgin application. Isolate in foil.

Within "U" shape in back of head, apply Formula 4 in virgin application.

Process 30 minutes. Carefully remove foils.

Rinse thoroughly, shampoo and condition.

Formula 1: 5NW Light Natural Warm Brown plus 20 Volume

Formula 2: 6NW Dark Natural Warm Blonde plus 20 Volume

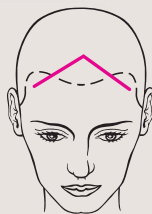
Formula 3: 8NW Light Natural Warm Blonde plus 30 Volume

Formula 4: 4NW Medium Natural Warm Brown plus 20 Volume



wrap yourself in cashmere

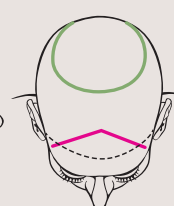
SIX NATURAL WARM SHADES
FROM WELLA COLOR CHARM



Step 1:



Step 2:



Step 3:

Color Charm[®]



TO ACHIEVE THIS LOOK:

Triangle Formula: 1 oz. 8NW plus 2 oz. 20 volume Welloxide

Base Formula: 1 oz. 5NW plus 2 oz. 10 volume Welloxide*

Step 1: Create off center parting.

Step 2: Section 3 triangles: 1) Off center parting, behind ear, at back occipital section. Twist and clip each triangle to isolate from remaining free hair.

Step 3: Apply Base formula to all free hair in virgin application.

Step 4: Apply Triangle Formulas to each triangle section. Separate triangles from rest of hair with foil.

Process 30 minutes. Rinse, shampoo, condition.



*To create 10 volume Welloxide, mix equal parts of Welloxide 20 volume with distilled water.

