



COLOR TOUCH MELT SERVICE





LET'S TALK

SEAMLESS

1. TRANSITIONS

• Moving away from colour blocking.

2.

Melted transitions with colour vibrancy and colourful finishes after a “no colour, colour” phase.

3.

Personalised colour to enrich client loyalty and trade up opportunities.

WGSN TRENDS

OVERVIEW

'This seasons hair colours are defined by the lifestyle shifts and forces shaping beauty. The growing importance of **healing** and daily moments of restoration are **reflected in soft mid-tones**. Saturated brights reflect the rebound in **consumer optimism** and the radical need for **self-expression**, with intense Galactic Cobalt cementing deep blue as a core hair colour.'

WGSN



ADDING VALUE TO YOUR SERVICES

Wella Professionals has created a collection of looks that you can dial up or down, that are adaptable to suit your clients colour preferences.



CHERRY MELT



Enrich deep browns and **reds** with indulgent metallics.

The pursuit of pleasure draws consumers towards a **luxurious feel**. Update golden blondes with **healing** cool Kansa Metal and true brunettes via **sensual** Cranberry Juice and Dark Oak.

CHOCOLATE MELT

VANILLA MELT

Use metallics and **light play** to craft a palette of ambiguous **pastels**

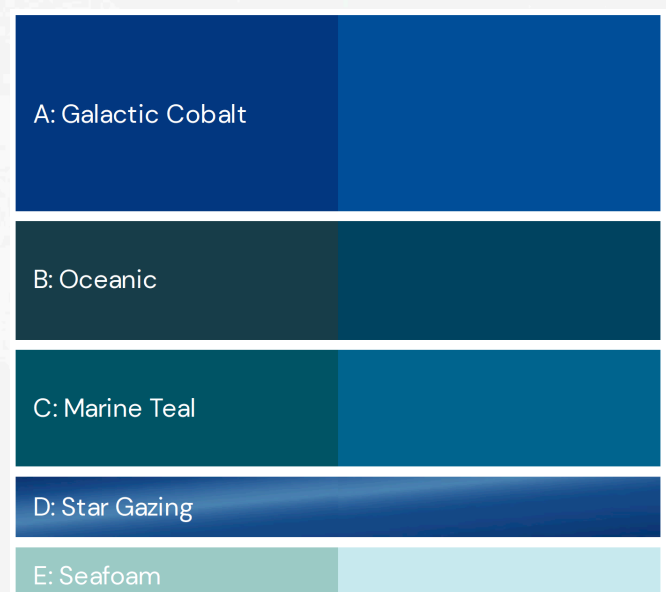
Increased time in virtual worlds sees a need for digital tones in cosy hues. Provide **escapism** via **cleansing pinks, lilacs** and **greys**.



BLUEBERRY MELT

Build directional palettes around intense **Galactic Cobalt**

Pair this season's **saturated Galactic Cobalt** with **cleansing Seafoam** for a palette that reflects a fascination with oceanic, otherworldly exploration.



DISCOVER THE NEW **COLOR TOUCH MELT SERVICE**

Amplified colour vibrancy and glossy shine.

- ✓ A fast, foil-free technique.
- ✓ Easy upgrade from a traditional colour.
- ✓ Subtle highs and lows without a demarcation.



MAKE UP ANALOGY

Just like how a makeup artist blends multiple shades to create a dimensional eye look that enhances people's features. **Color Touch Melt utilises 3-5 shades to craft a bespoke hue with soft dimensions that's uniquely tailored to your client.**



Natural Look

Classic Look

Gothic Look

Smoky Look

CONSULTATION CONSIDERATIONS

The Color Touch Melt technique offers a personalised approach to your in salon services by enhancing texture and movement in haircuts with strategically placed colour.

1. Analyse the hair

Make sure to analyse your clients current hair colour:

- Do you need a two step Color Touch Melt? Lighten and colour
- Or can you utilise the existing colour on the hair for a one step Color Touch Melt service?

2. Design your clients personal palette

3. To help explore new colour palettes start with your Color Touch **DNA** shade.

EXPERT TIP

Your **DNA** shade for example might be a 9/16 when working with a blonde palette.

Creating a soft dimension palette

- Take a shade one depth lighter than your DNA shade
- The same depth with a different tone
- A contrasting tone/pure natural shade

DNA



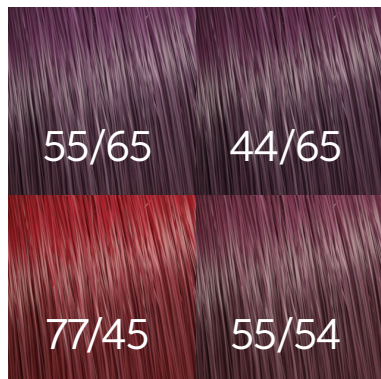
How to create a creative / dimensional palette

- Two depths lighter than you DNA shade.
- Take a shade darker
- A contrasting tone

DNA



COLOR TOUCH MELT SERVICE PRINCIPLES



1. DEFINE YOUR CLIENT'S COLOUR PALETTE

Inspire clients to consider a more personalised colour result. This will in turn allow for more client loyalty and increased average bill opportunities.

Remember every salon can offer a full head tint.



2. DEEPEN THE ROOTS

Add a deep root colour to blend away your client's regrowth. Consider if you have a % of grey hair do you need Color Touch Plus for up to 70% grey coverage or Koleston Perfect for up to 100% grey coverage?



3. ALTERNATE SHADES THROUGH LENGTH & ENDS

Use up to 3-5 shades from the palette which vary in depth and tone.

Consider your placement

- Diagonal forward for a softer colour melt
- Vertical sections for more defined ribbons of colour



4. SEAMLESSLY MELT

For the last 5 minutes of development comb all the shades together to seamlessly blend the colours.



MAINTAINING MORE ACCENTUATED DEFINITION

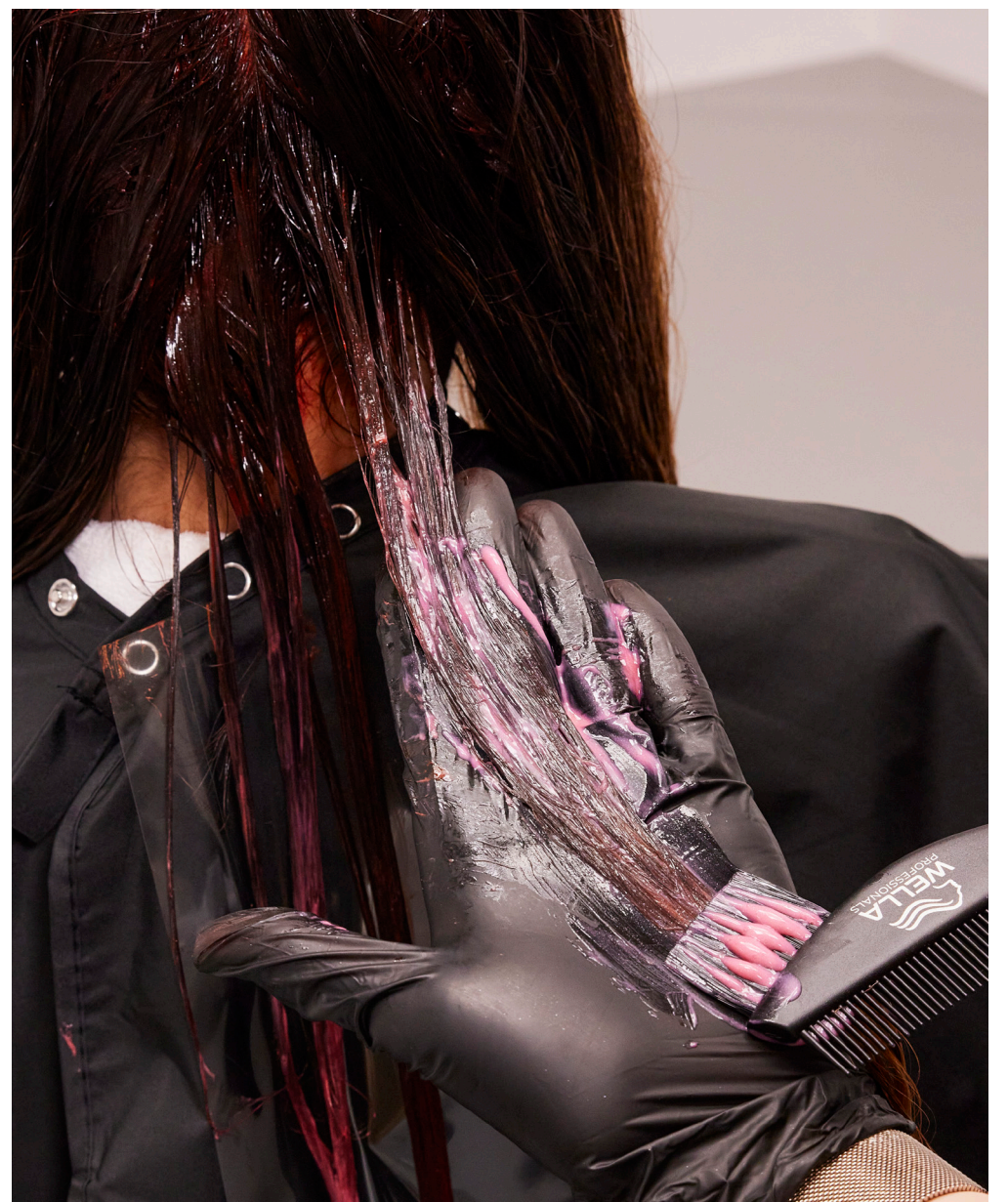
If you have worked with vertical sections, we recommend that you comb the colour in the direction of your sections to maintain the definition in the colour that you have created.

COMBING THE COLOR TOUCH MELT

IN THE LAST 5 MINUTES OF DEVELOPMENT

MAINTAINING SOFT TRANSITIONS

If you have worked diagonal forward sections. We recommend combing each quarter of the hair directing the comb backwards to help the comb move through the hair and the colours melt together.



PERSONALISED COLOUR PLACEMENT



VERTICAL SECTIONS

Achieve the most defined panels and ribbons of colour, from root to tip. Helps to give the hair the illusion of length.

DIAGONAL FORWARD SECTIONS

Over-lap shades using this sectioning technique to reveal a seamless blend of tones throughout the hair with diagonal forward sections.



KOLESTON PERFECT & COLOR TOUCH THE PERFECT MATCH



Are you loving the effects of the Color Touch Melt service but have a client with 100% grey coverage concerns. Both Koleston Perfect and Color Touch have a similar **SATURATION, INTENSITY, VIBRANCY** and **SHINE**.

- ✓ Keep the roots deeper than the ends.
- ✓ Use shades with similar combinations of tones
- ✓ Melt roots into ends for seamlessly blend.



01.

Roots

Koleston Perfect
8/71 + 6/71



02.

Lengths & Ends

Color Touch
8/71 + 6/71 + 8/73 + 9/73



Refresh with Color Touch

Apply roots first, for the last 20 minutes of development apply Color Touch to the lengths and ends. Develop together.

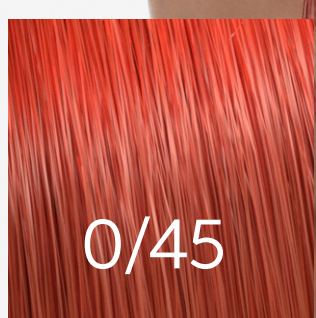
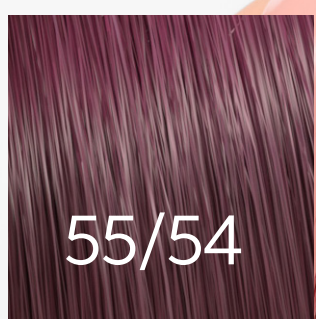
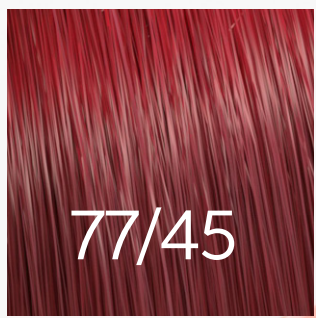
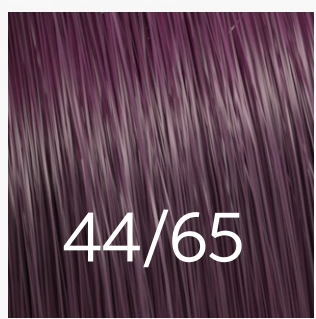
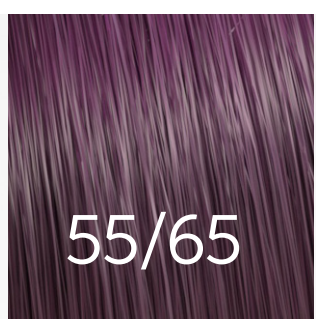
PERSONALISED
SHADE PALETTE

CHERRY MELT

Two step Color Touch Melt Service
lighten and colour

“I’ve taken inspiration from a palette of deep crimsons, vibrant reds and cool-wine tones. I am using a selection of these shades from Color Touch because it’s going to give me an amazing glossy shine”

@matherzberg



01.

Freehand Lightening

Blondor

A: 30g Freelights + 60g 9% Freelights Developer

Start at the nape and work towards the front hairline in large diagonal forward sections.

Backcomb the root and apply lightener, surface paint the mid-lengths and saturate the ends. Repeat on both sides.



02.

Root Application

Color Touch

B: 40g 55/54 + 10g 0/45 + 100g 1.9%

Color Touch Emulsion

Apply formula to the first 5cm of pre-shampooed towel dried hair.



03.

Lengths & Ends

Color Touch

B: 40g 55/54 + 10g 0/45 + 100g 1.9% Color Touch Emulsion

C: 20g 77/45 + 10g 55/65+ 60g 4% Color Touch Emulsion

D: 30g 55/65 + 60g 4% Color Touch Emulsion



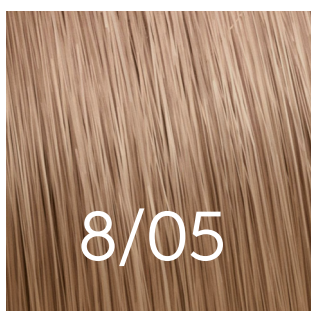
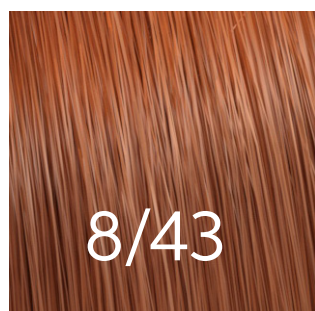
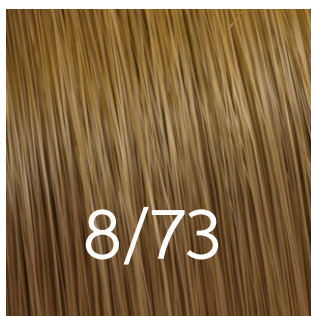
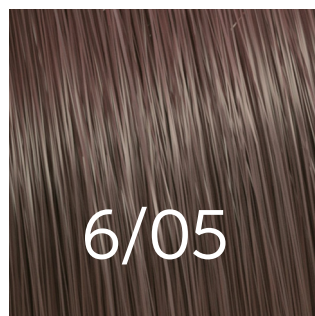
04.

Melt Colours

In the last 5 minutes of development, comb all the colours together, from root to tip for a seamless COLOR TOUCH MELT.



CHOCOLATE MELT



Before



01.

Roots

Color Touch

A: 30g 6/05 + 60g 4% Color Touch Emulsion

Deepen the roots with formula A



02.

Lengths & Ends

Color Touch

A: 30g 6/05 + 60g 4% Color Touch Emulsion

B: 20g 8/73 + 40g 4% Color Touch Emulsion

C: 15g 8/05 + 5g 8/43 + 40g 4% Color Touch Emulsion



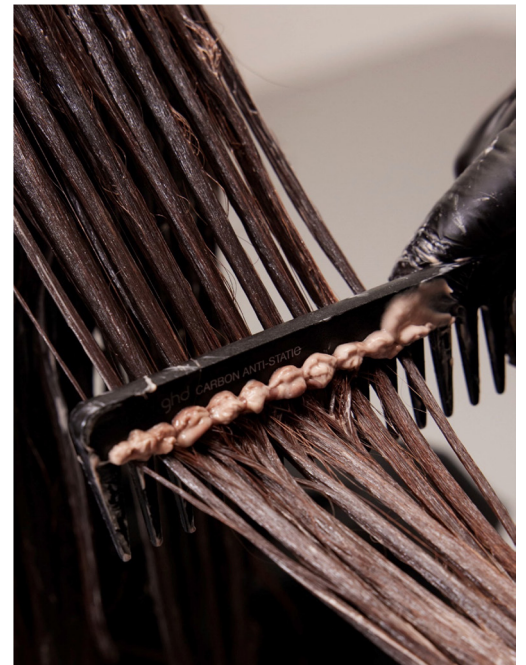
All mixed with Color Touch Emulsion using large sections, alternate formulas A, B & C through the lengths and ends. Use fingers or your tint brush to blend the root colour into the ends colour for a seamless finish.



03.

Colour Melt

In the last 5 minutes of development, comb all the colours together, from root to tip for a seamless COLOR TOUCH MELT.



NEW BRONZE COLLECTION



/05

/0 Natural

/5 Mahogany

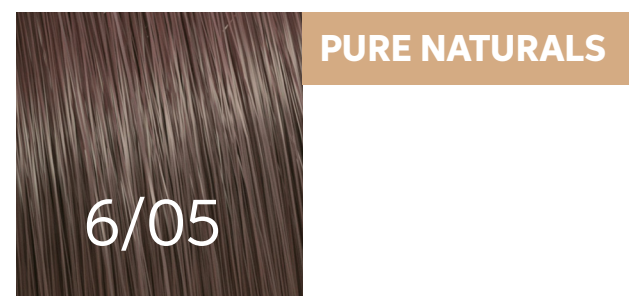
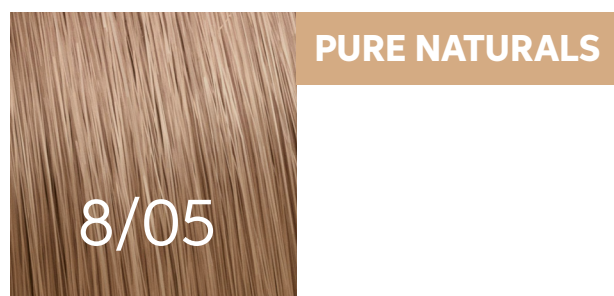
Provides soft results by gently diluting the intensity of the mahogany tone.

A combination of red and violet. A playful combination of warm and cool.

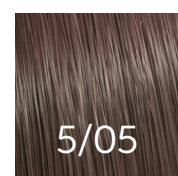
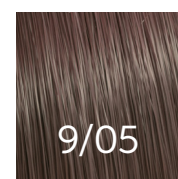
LIGHTEST BLONDE
NATURAL MAHOGANY

LIGHT BLONDE
NATURAL MAHOGANY

DARK BLONDE
NATURAL MAHOGANY



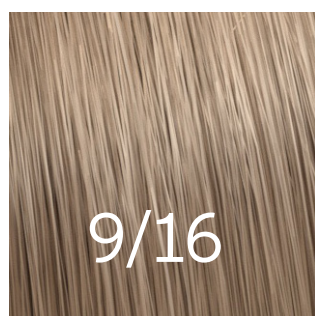
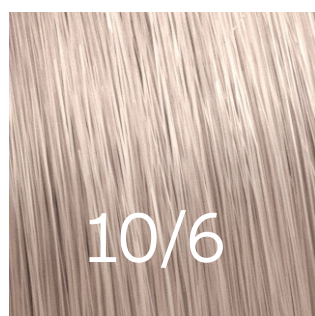
The **NEW** Color Touch Bronze collection pair perfectly with the **NEW** Koleston Perfect Bronze shades.



VANILLA MELT

“Blondes this season are confidently neutral, not too warm, not too cool. To achieve this finish, I have chosen a palette of light & soft tones for a subtle neutralisation.”

@brianacisneros



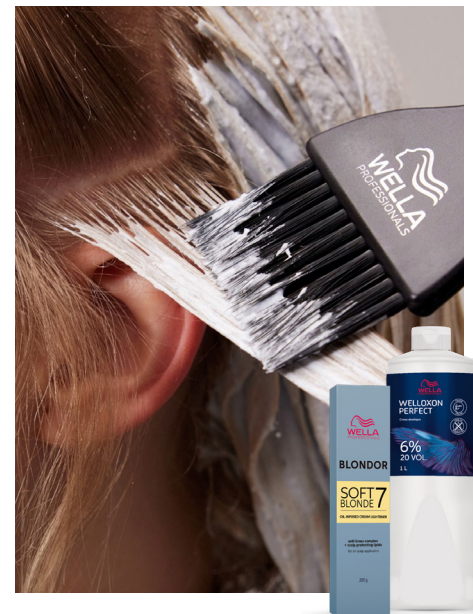
01.

Pre-lighten Ends

Blondor

A: 30g Soft Blonde Cream + 60g 6% Welloxon Perfect

The roots will lift quicker than the ends, so apply formula **A** to lengths and ends first, leave 3cm of root. Develop until pale yellow.



02.

Pre-lighten Roots

Blondor

A: 30g Soft Blonde Cream + 60g 6% Welloxon Perfect

Apply formula A to roots and develop until all the hair is palest yellow. Rinse, shampoo and use Blondor Seal & Care for 5 minutes.



03.

Blonde Toning – Roots

Color Touch

B: 30g 10/0 + 30g 10/6 + 120g 1.9% Color Touch Emulsion

Apply formula B to the first 5cm of pre-shampooed towel dried hair.



04.

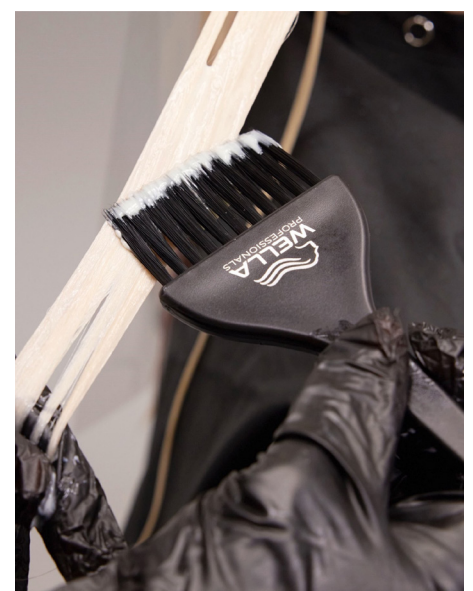
Blonde Toning – Lengths & Ends

Color Touch

B: 10g 10/0 + 10g 10/6 + 40g 1.9% Color Touch Emulsion

C: 20g 10/0 + 20g 9/16 + 80g 1.9% Color Touch Emulsion

Alternate formulas **B** & **C** through lengths and ends. Blend roots into ends.



**COLOR TOUCH
CHERRY MELT**

55/65

44/65

77/45

55/54

0/45

**COLOR TOUCH
PUMPKIN SPICE MELT**

7/43

8/41

10/34

0/34

**COLOR TOUCH
CARAMEL MELT**

7/71

8/73

9/73

**COLOR TOUCH
BLUBERRY MELT**

0/88

4/71

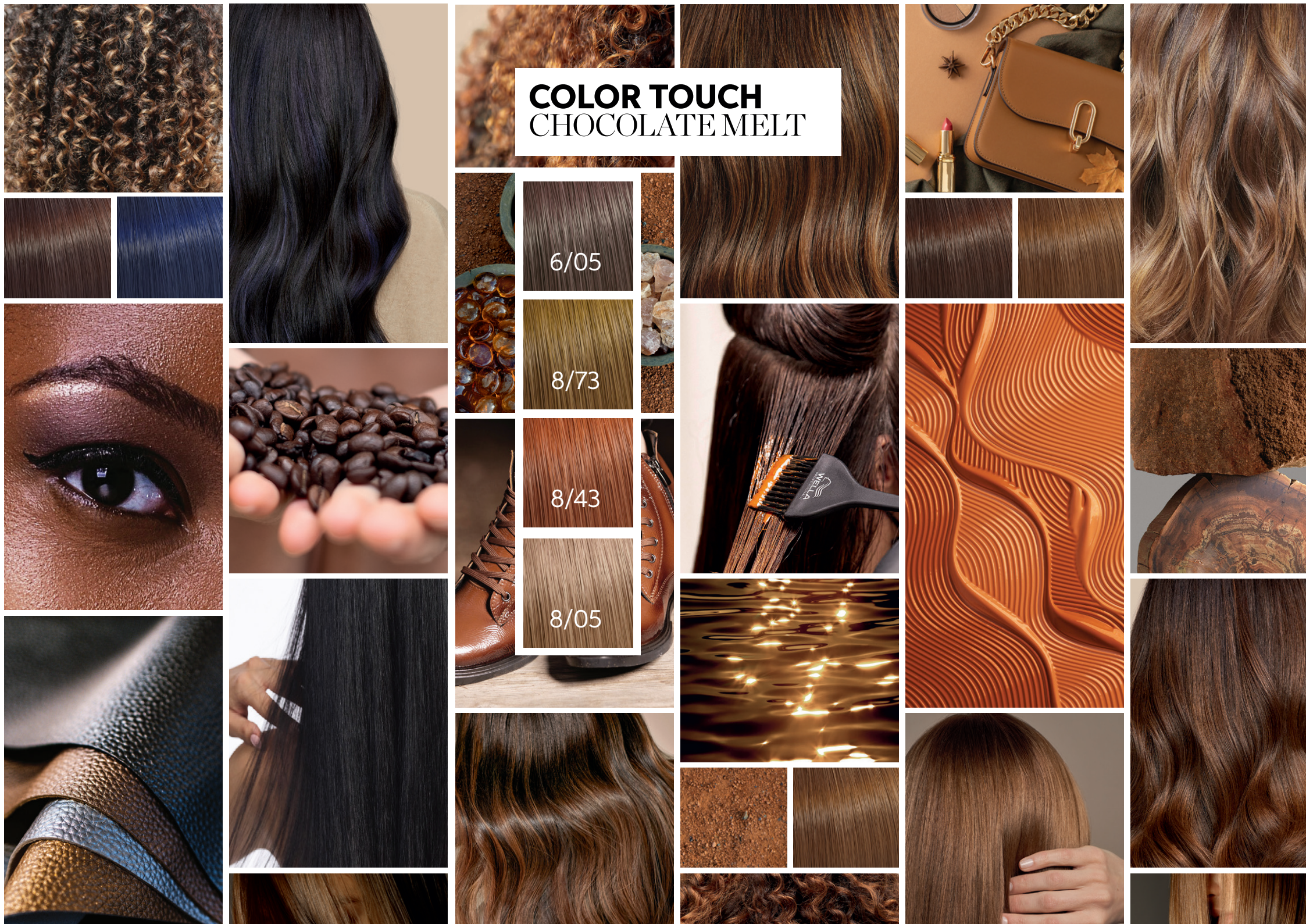
8/81



**COLOR TOUCH
VANILLA MELT**



**COLOR TOUCH
CHOCOLATE MELT**



DISCOVER YOUR EDUCATION JOURNEY

The Wella Professionals Education Journey provides you with all of the tools to become an Expert Colourist

FREE 24/7 DIGITAL COLOR TOUCH EDUCATION



SCAN ME



SCAN TO START YOUR JOURNEY



Digital Color Touch product knowledge delivered LIVE by a Wella Professionals Educator.



Or join always on **Learn Lounge** education packed full of the essential information you need.



Get the latest trend insights from Wella Top Artists as they share their insights, hint's and tip's and business advice though the **Wella ICONS** platform



Want to know where to use **Color Touch** for toning, creativity and colour correction, access in studio courses.

Blonde expert



Colour Genius



Colour Craft Correction



SCAN TO **FIND OUT MORE**



W E L L A C O L O R E X P E R T

CREATIVITY ~ BUSINESS ~
CRAFTSMANSHIP ~ SCIENCE

Wouldn't it be fantastic to be the expert in any colour situation and become the authority in colour?



Wella Color Expert is the most comprehensive programme in hair colour has changed the lives of thousands of hairdressers worldwide, by not only growing their professional skills and business, but also their confidence, motivation, and inspiration.