

TECHNICAL GUIDE

COLOR RE◀NEW





COLOR RE◀NEW

THE ZERO DAMAGE COLOR REDUCER

Color correction can be one of the biggest fears for a colorist. Wella Professionals introduces Color Renew, a zero damage color reducer to adjust, change, and correct undesired permanent color results.

Color Renew allows for more frequent color changes because it respects the hair's natural melanin and structure. Now you can prepare each client's hair for new color without compromise, and push the boundaries of your own creativity.



COLOR RE◀NEW BY **WELLA PROFESSIONALS**

- Easy and reliable application.
- Powered by vitamin C and citric acid to smoothly deoxidize permanent color molecules while maintaining the natural melanin of the hair.
- Reduces oxidative color depth and tone.
- Optimizes and prepares the hair for a new color.
- Can be used for more than one application on the same day if required.
- Perfume free, peroxide free, and persulfate free.
- Climazon friendly.
- Offer clients more frequent color changes without hair compromise.

HOW IT WORKS

INTRODUCING VC2 TECHNOLOGY



Oxidative dyes



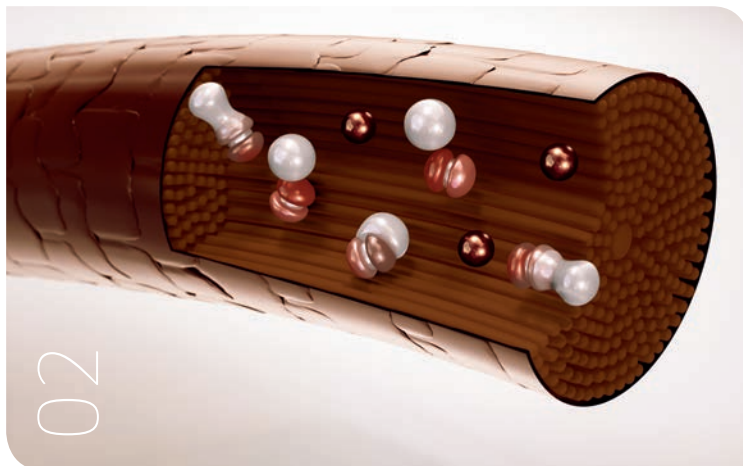
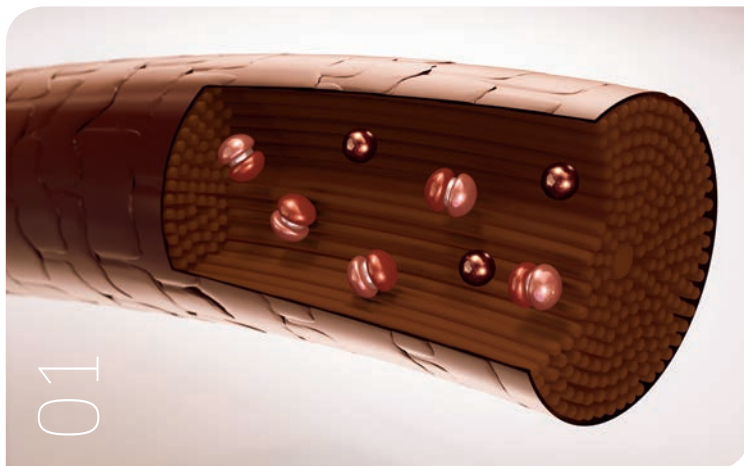
Natural melanin grain



Color Renew VC2 technology

STEP 01

The VC2 technology enters into the layers of the hair.

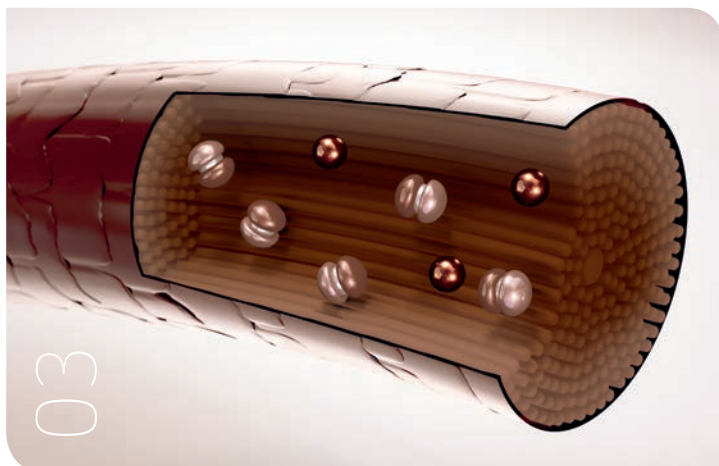


STEP 02

The VC2 technology reacts with the oxidative dyes and reduces them...

STEP 03

... while providing maximum respect to the natural melanin.



MIXING GUIDELINES

1:10



Use only in combination with Color Renew Activator Liquid or water. Mixing ratio **1:10** – one 9 g sachet of Color Renew Crystal Powder with 90 g of Activator Liquid or water in a bowl/applicator bottle.

APPLICATION

- Apply from roots to mid-lengths and ends. Start with the darker areas first (color build-up).
- Develop from 5-45 mins depending on the desired color reduction service.
- When re-coloring the hair, rinse with water only and dry thoroughly prior to color application.
- Rinse, shampoo and condition as normal when a mild cleansing of blondes/highlights/color is required without re-toning or re-coloring.
- Climazon is the recommended heat source.
- Application of lightener after Color Renew is recommended only after a thorough cleansing with shampoo.



EXPERT TIP!

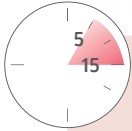
Use Color Renew to cleanse a previous toner from mid-lengths and ends after BLONDOR root lightening and prior to re-toning. After thoroughly shampooing, towel-dry hair. Apply generously to full head and comb thoroughly through mid-lengths and ends. Cover with a plastic cap. Develop for 5-15 mins.

Rinse with water only. Towel-dry before applying new toner.



Climazon

SERVICES

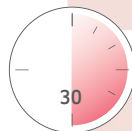


COLOR ADJUST

For a gentle cleansing of your blonde highlights/color. Removes build-up of ions that can create blue and green off tones in particular with blondes and lighter shades.

Cleansing of blonde highlights/color

Apply generously to **pre-shampooed**, towel-dried hair and comb through. Cover with a plastic cap. Develop for 5-15 mins depending on level of color adjustment required.



COLOR CHANGE

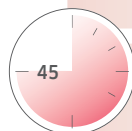
Prepare the hair in a gentle way ready for a color tone change from a warm tone to a cool tone for example.



Climazon

Color tone change/remove color build-up

For example: from a warm tone to a cool tone Apply on **dry hair**. Comb through. Cover with a plastic cap. Add heat. Develop for 30 mins. **Rinse with water only**. Dry thoroughly prior to color application.



COLOR CORRECT

Perfect for gentle correction of color depth and tone without lightening the natural hair color. Ideal for transition from darker to lighter shades.



Climazon

Color depth and tone change

For transition from darker to lighter shades. Apply on **dry hair**. Start with the darker areas first. Comb through. Cover with a plastic cap. Add heat. Develop for 45 mins. **Rinse with water only**.



EXPERT TIP!

Use Color Renew with water for removing impurities from the hair before any color service and when a mild cleansing of blondes/highlights is required without re-toning. Rinse, shampoo, condition as normal.

WORKING WITH UNDERLYING PIGMENTS

After the Color Renew service and when you have thoroughly dried the hair it is important to assess the underlying pigment now exposed. This will help in the choice of color for your final end result before you re-color the hair.

EXAMPLE: FOR A COOL COLOR RESULT

The exposed underlying pigment is yellow. To neutralize this underlying pigment, the opposite complementary color choice would need to contain violet. If you want to keep the depth level lighter, a choice could be 8/69.

EXAMPLE: FOR A WARM COLOR RESULT

The exposed underlying pigment is orange/yellow. To keep it warm and complement it by working with it, the complementary color choice could be 7/43.

COOL + COOL + WARM
WARM + WARM + COOL

| = TRUE COLOR EQUATION |

TIP!

Working with the shade and tone numbering system is a great way to train your mind to automatically know what is the right choice to achieve beautiful color results.

HAIR
COOL

EYE
COOL

SKIN
WARM

WORKING WITH WELLA PROFESSIONALS COLOR

SHADE NUMBERING SYSTEM

6/97

6 Level, 6/ Dark Blonde
/ Stroke
9 Primary Tone, /9 Cendré
7 Secondary Tone, /7 Brown

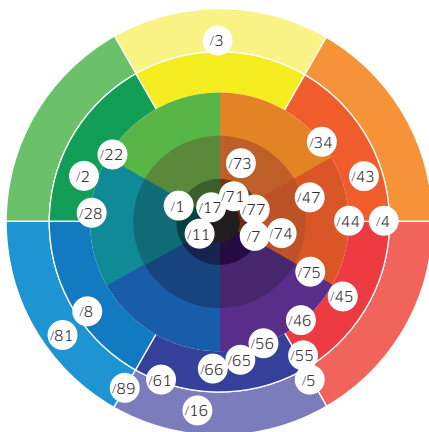
STONE NUMBERING SYSTEM

- /- Pure
- /0 Natural
- /1 Gray Ash
- /2 Green
- /3 Gold
- /4 Red
- /5 Red Violet
- /6 Violet
- /7 Brown (warm)
- /8 Pearl (blue)
- /9 Cendré (soft violet)

NATURAL HAIR COLOR LEVEL

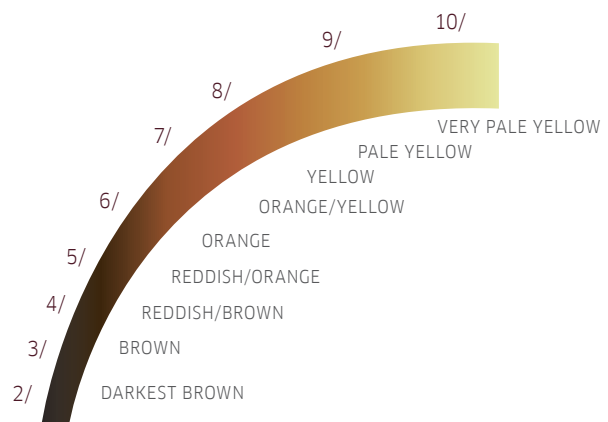
COMPLEMENTARY COLOR

Opposite colors neutralize each other.

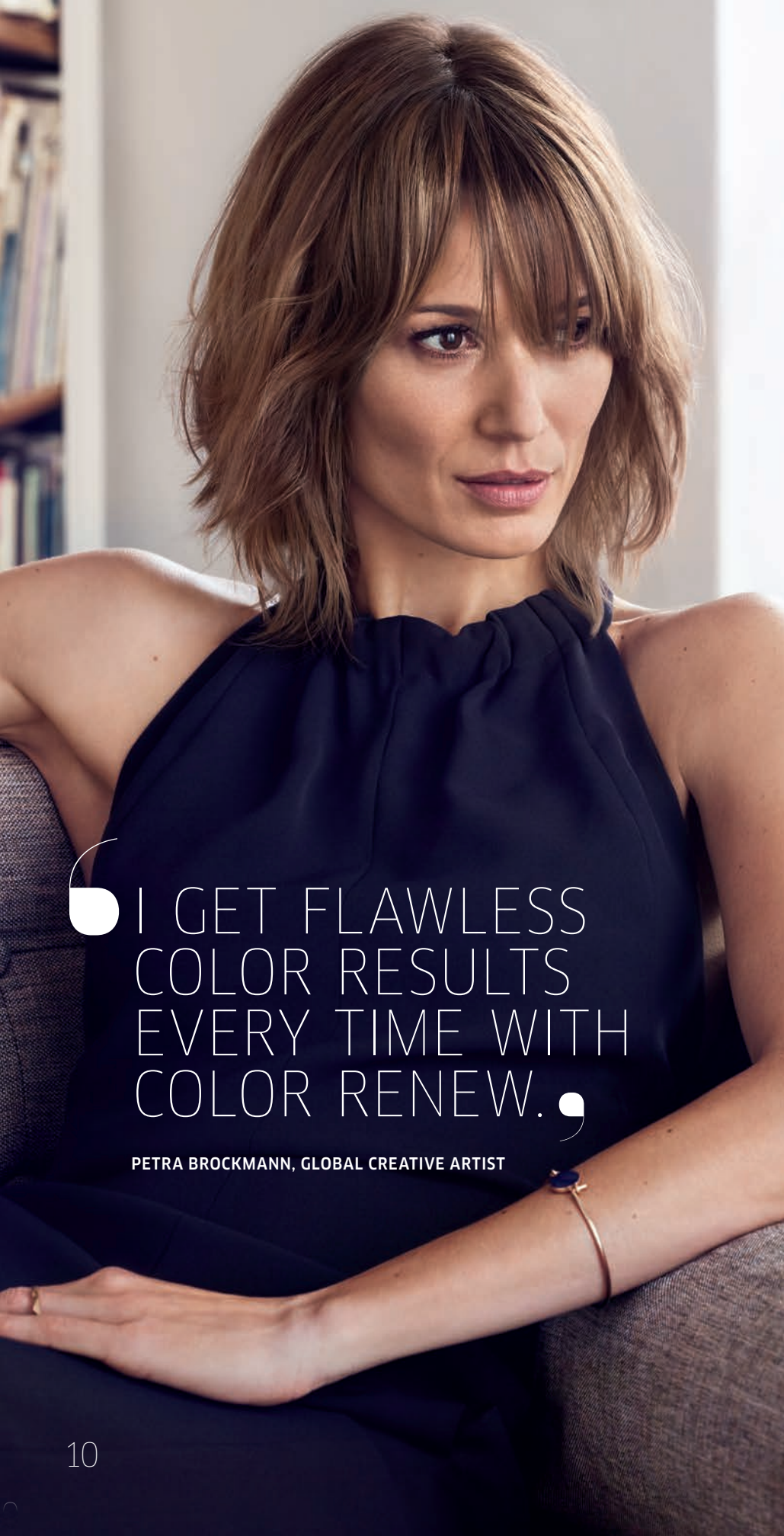


LIGHTENING CURVE

Exposure of underlying pigments during the coloring process.



Understanding the lightening curve will help you to choose complementary colors to work with or neutralize exposed underlying pigments in the hair during coloring. To neutralize exposed underlying pigments, red/orange or yellow, choose the complementary color that is opposite on the color wheel.



I GET FLAWLESS
COLOR RESULTS
EVERY TIME WITH
COLOR RENEW.

PETRA BROCKMANN, GLOBAL CREATIVE ARTIST



BEFORE

Color
Renew

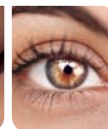
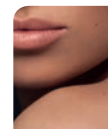


AFTER

Color
Renew

COLOR EQUATION

WARM + **WARM** + **COOL**



FACE SHAPE

Rectangle



TECHNIQUE

Freehand



Triangle stroke



V-stroke



COLOR RENEW

COLOR CHANGE SERVICE



STEP 01

Apply the mixed formula **A** starting at the nape area.



PRE-COLORING SERVICE

A Color Renew Crystal Powder + Color Renew Activator Liquid (1:10)

COLOR FORMULAS

B Koleston Perfect 6/97 + Koleston Perfect Developer 6% + Color.id

C Koleston Perfect 8/97 + Koleston Perfect Developer 9% + Color.id

D Koleston Perfect 10/97 + Koleston Perfect Developer 12% + Color.id

E COLOR TOUCH 9/97 + COLOR TOUCH Emulsion 1.9% (1:3), Crystal Gloss



STEP 02

Work in a brick work pattern towards the front until complete.

STEP 03

Cover with a plastic cap and develop for 30 mins under a Climazon for the color change service.



Climazon

COLOR

STEP 01

Section hair as shown.



STEP 02

Start at the back with color formula **B** and color from root to ends in a horizontal brick work pattern.



STEP 03

Work from the crown in the next section towards the front triangle and apply color formula **B** at the root and formula **C** in the length and ends.



STEP 04

In the remaining front triangle apply color formula **C** at the root area and formula **D** in the length and ends. Develop, rinse, shampoo and towel-dry. Finally, apply color formula **E** Crystal Gloss. Develop, rinse well, and neutralize for 5 mins.

CUT

STEP 01

Begin by subdividing the back horizontally above the occipital bone. Using no elevation, over direct the hair to the center and use a razor to cut a triangular line.



STEP 02

Working through the sides, slightly elevate to create graduation.



STEP 03

Take a rounded section through the top from recession to recession; this section should include the crown area. Elevate the hair and point cut to create layers.



STEP 04

Blow-dry the fringe first. Holding the hair with no tension, point cut to create a slightly round fringe.



STYLE

STEP 01

Apply new EIMI Shape Me 48h shape memory on damp hair. Start with a medium round brush to create volume.

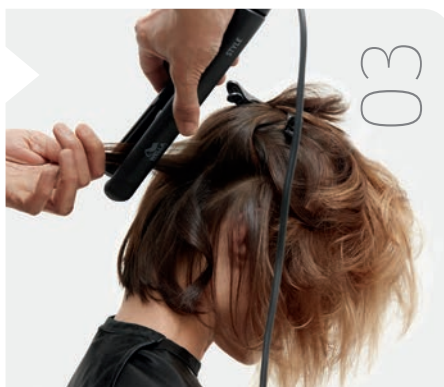


STEP 02

Use a few round brushes through the top section and leave in the hair to cool for extra lift.

STEP 03

Work through the hair with your flat iron and randomly create backward and forward bend movements. Finish off with EIMI Perfect Me to perfect the look.



AT HOME CARE

- > Brilliance Shampoo
- > Brilliance Mask
- > Brilliance Leave-in Spray

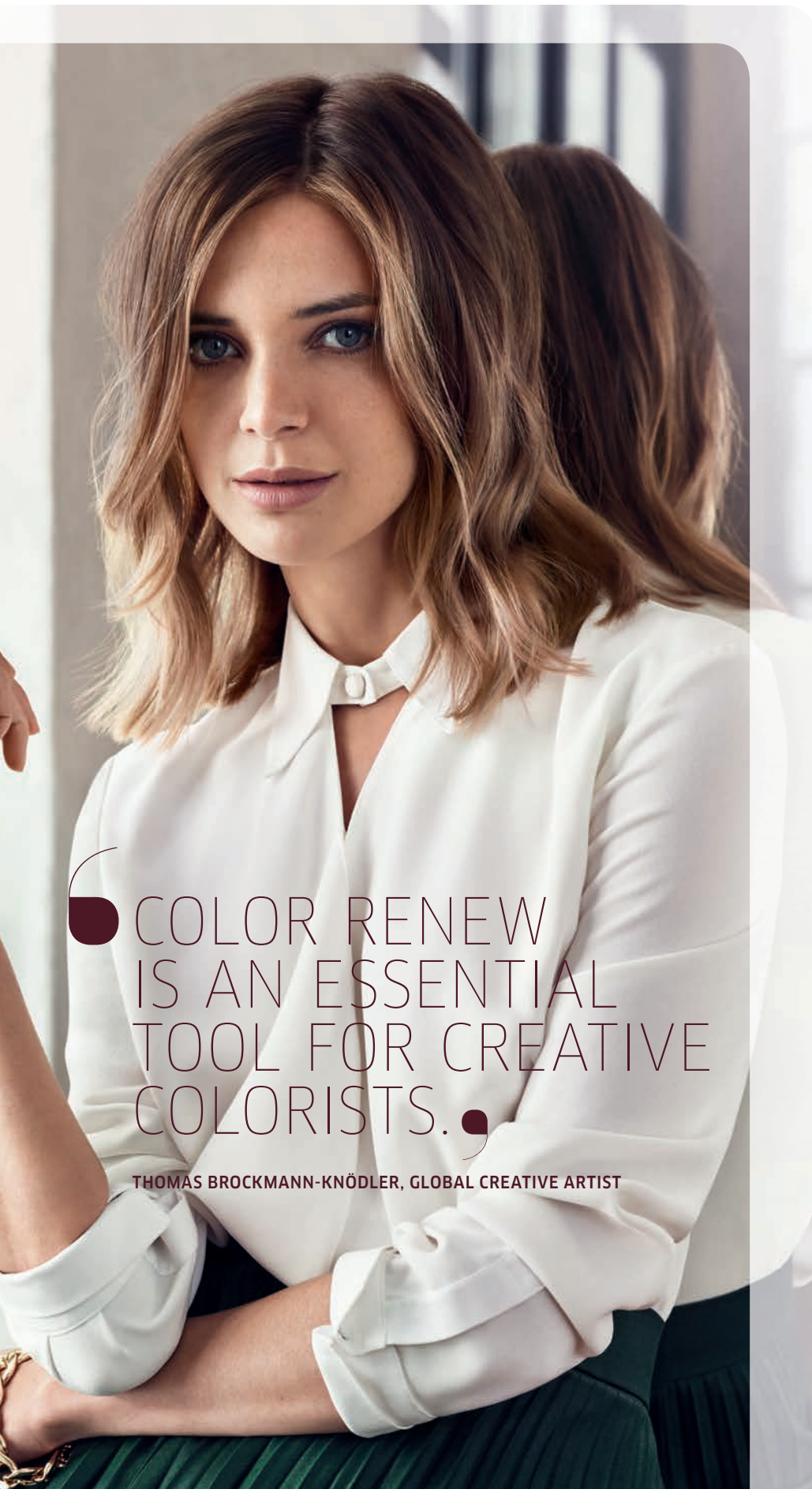
NEW



STYLING PRODUCTS

- > EIMI Shape Me
- > EIMI Perfect Me





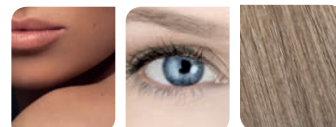
THOMAS BROCKMANN-KNÖDLER, GLOBAL CREATIVE ARTIST



BEFORE

COLOR EQUATION

WARM + COOL + COOL



FACE SHAPE

Rectangle



TECHNIQUE

Foil technique

Triangle stroke



V-stroke



PRE-COLORING SERVICE

A Color Renew Crystal Powder + Color Renew Activator Liquid (1:10)

COLOR FORMULAS

B MAGMA /17 + BLONDOR FREELIGHTS Developer 6 %

C BLONDOR FREELIGHTS + BLONDOR FREELIGHTS Developer 6 %

D Koleston Perfect 6/97 + Koleston Perfect Developer 6 %

E Koleston Perfect 10/97 + Koleston Perfect Pastel Developer

COLOR RENEW

COLOR ADJUST SERVICE

Apply the mixed formula **A**
to dry unwashed hair from roots
to ends and develop for 5 minutes.
Rinse hair well only and dry the
hair completely.



COLOR



STEP 01

Section hair as shown, from ear to ear, one section at the back and a large triangle section on top.

STEP 02

Start at the side section and apply formula **B** alternating with formula **C** in a brick work pattern leaving 1/2 cm spacing between foils. Alternate V brush stroke and triangle brush stroke as you work on the foil. Continue in the same way through the front section. Repeat other side.



STEP 03

In the back section apply color formula **D** at the roots only with a random stretched application to create shadow, continue until complete. In the front area between the foils also apply color formula **D** on the remaining hair from root to ends.



STEP 04

Develop, rinse, shampoo, towel-dry and apply formula **E** for 5 mins. Rinse hair well.

CUT

STEP 01

Begin by taking a horizontal section in the nape. Using no tension and no elevation, cut a square line.



STEP 02

Continue cutting a square line until all of the hair has dropped down.



STEP 03

To begin your layers, take a square section at the crown and elevate above 90°. Use texturizing shears to remove weight.



STEP 04

Continue taking these sections until you reach the fringe area.

ASK YOUR CLIENT
TO TAKE A SELFIE
AND TAG:

#STYLISTSDOITBETTER



STEP 01

On damp hair, apply EIMI Root Shoot for precise root lift and EIMI Sugar Lift for voluminous grippy texture and shine.



STYLE

STEP 02

Using a small round brush, blow-dry to create a strong bend in the hair.



STEP 03

With a small barrel curling iron, work through the entire head taking large random sections. Finish the look with a light dusting of EIMI Stay Essential to keep a touchable texture.



AT HOME CARE

- > Oil Reflections Luminous Reveal Shampoo
- > Oil Reflections Luminous Reboost Mask
- > Oil Reflections Luminous Smoothing Oil

STYLING PRODUCTS

- > EIMI Root Shoot
- > EIMI Sugar Lift
- > EIMI Stay Essential





MAINTAIN YOUR NEW COLOR LOOKS

Keeping the look at its very best right up until the next coloration is what builds your client's loyalty and drives referrals to your salon. Here is everything you need to make this happen.

COLOR LUMINESSENCE SERVICE



Delight your clients looking for exceptional color luminosity with the new Color Luminescence service. Use Oil Reflections as a care collection before or after your color services.

SERVICE EXPERT TIPS

SEAL: Get the most of the NEW Luminous Magnifying Elixir with the help of gentle heat. Use Wella Climazon to intensify the penetration of the care ingredients, repairing hair to its full potential.



Climazon

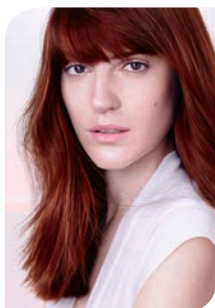


FINISH

Once the hair is dry, finish with your styling iron to get optimal smooth results. Apply a few drops of Oil Reflections Luminous Smoothing Oil on styled hair.

WELLA PROFESSIONALS SPA- PROFESSIONAL HAIR CARE SERVICES

COLOR SPA



BRILLIANCE

- UP TO 5 WEEKS OF COLOR PROTECTION¹
- Enhances and protects the brilliance of colored hair



NUTRIREPAIR SPA



ENRICH

- INSTANT REPAIR WITH LUSH HAIR FULL OF MOVEMENT
- Revives even the most damaged hair



LUMINESSENCE SPA



OIL REFLECTIONS

- UP TO 72 HOURS OF ANTI-FRIZZ EFFECT²
- Instant Luminous Reflections and long-lasting smooth effect



KERATIN SPA



LUXEOIL

- TRANSFORMS HAIR WITH 3X THE KERATIN PROTECTION³



RENEWAL SPA



ELEMENTS

- MAKES THE HAIR UP TO 85% STRONGER⁴
- Helps to protect against keratin degeneration
- Free of sulfates, parabens and artificial colorants



¹shampoo only

²elixir and mask vs. untreated virgin hair

³vs. untreated hair

⁴against breakage vs. non-conditioning shampoo



WELLA THE HEART OF HAIRDRESSING

#STYLISTSDOITBETTER