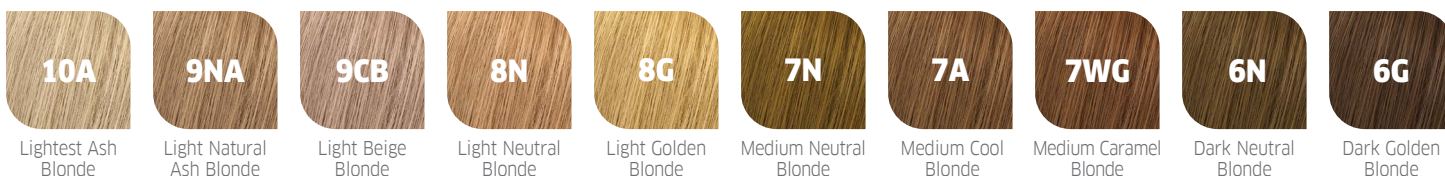


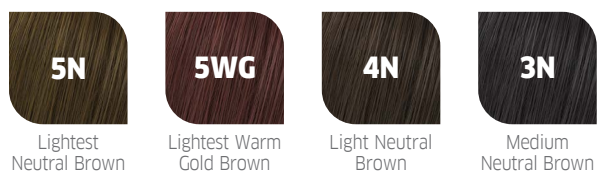
NEW SHADE PALETTE

Our **21 NEW Wella colorcharm Demi-Permanent shades** offer shiny, healthy-looking color with less damage,* letting you gloss, tone, refresh, or enhance hair color. Grouped into shade families with color-coded packaging, finding your perfect shade couldn't be easier. With a wide palette of **Blonde, Red, Violet** and deep **Brunette** shades, we have every color needed to create the look you desire. Love your current color but want to make it shine? Our **Clear** shade adds eye-catching gloss to any color.

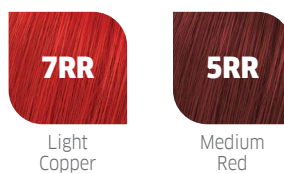
BLONDES



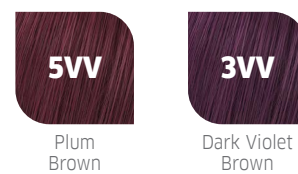
BRUNETTES



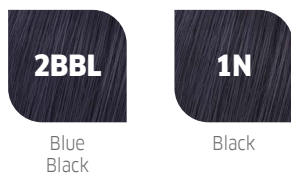
REDS



VIOLETS



BLACKS



CLEAR



► COOL VS WARM TONES

Cooler shades contain blues, grays, violets and greens and cool down your complexion. Warm shades include red, orange and gold tones and warm up your complexion.

COOL



WARM

► TONE KEY

If hair is more than 50% gray, mix **equal parts** of **N (Neutral)** with any other tone to achieve desired color results.

N = NEUTRAL - Ideal for covering gray

A = ASH - Cool tones help to reduce unwanted warmth

G = GOLD - To add warmth

CB = COOL BLONDE - Enhances blondes with cool tones

WG = WARM GOLD - For rich warm tones with a hint gold

RR = INTENSE RED - For vibrant red shades

VV = INTENSE VIOLET - For vibrant violet shades

BBL = INTENSE BLUE BLACK - For rich black with a hint of cool blue

C = CLEAR - Enhance shine to your existing hair color

*vs. permanent color



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