

# TOPCHIC

## TRUE COLOR EXCELLENCE



Topchic offers a portfolio of permanent hair color that strives for excellence in every aspect for you and your clients. The unique Depot-Can System, intuitive shade assortment and reliable performance have created its iconic status with over 100,000 salons and stylists worldwide.\*

The results speak for themselves, offering salon clients optimum gentleness, ultimate durability, superior coverage and shine.

- » Reliable, long-lasting color durability
- » Up to 100% grey coverage in 30 minutes or less
- » Efficient, precise and convenient mixing
- » Limitless color possibilities with 110+ intermixable shades
- » Protects and conditions hair with leading-edge technologies
- » Intelligent performance for even, true-to-tone results



# GOLDWELL.

\*Based on internal Kao Salon sell-thru data, January to December 2023.

# MEET THE COLOR FAMILIES

## THE NATURALS

Achieve up to 100% grey coverage in N, NA, NP or NN shades.



## THE BLONDES

Create a range of blondes from warm and sun-kissed to cool and beautiful.



## THE BROWNS

Offer any shade of brown from warm chocolate to cool cocoa.



## THE REDS

Design strong statement reds with striking warm or cool tones.



## SPECIALTY SHADES FOR EVEN MORE CREATIVITY

### THE SPECIAL LIFT

Lighten up to 5 levels in 45 minutes or less for beautiful blonde without brassiness.

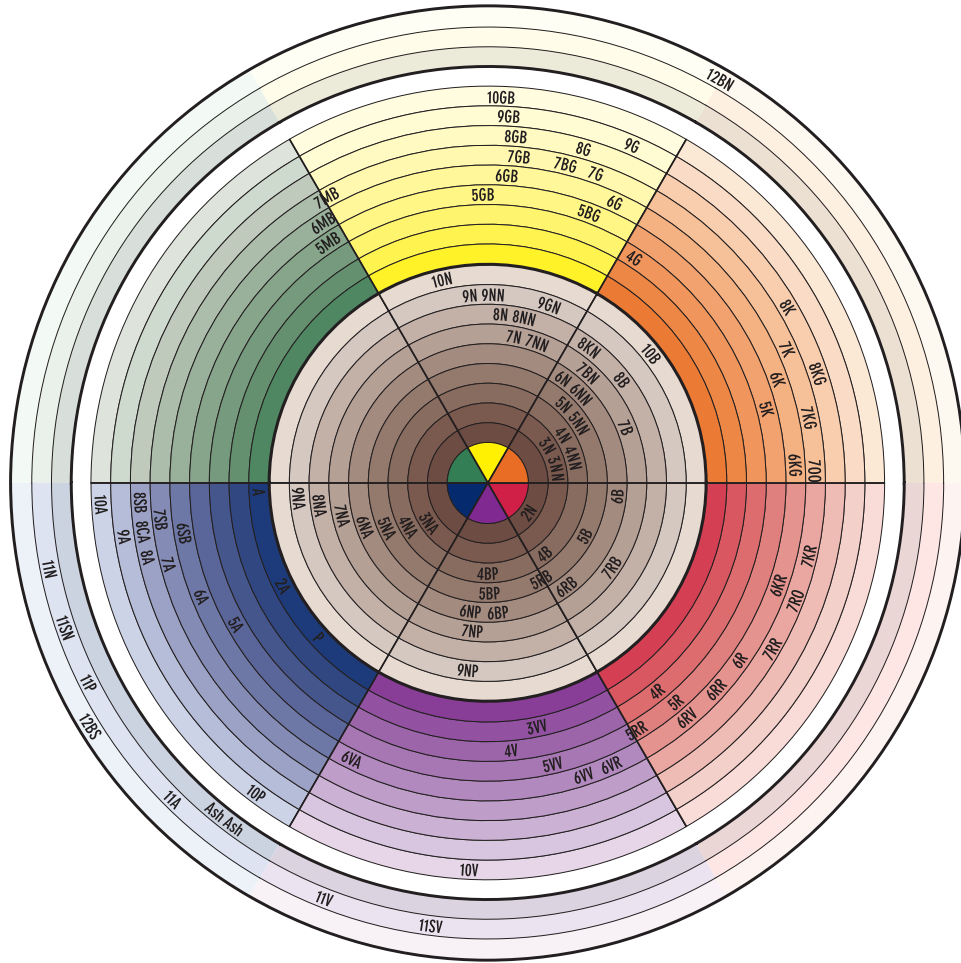


### @ELUMENATED SHADES

@Elumened shades are pre-mixed and ready to use to create head-turning Elumened reflections.



# A FULL ASSORTMENT OF SHADES



KNOW IT | Product

SHADE LEVEL	DESIGNATION	LETTERS	COLOR CHARACTERS	@ELUMENATED SHADES
10	Extra Light Blonde	A	Ash	8N@GB 9N@BP 7N@BP
9	Very Light Blonde	B	Brown (2-6)/Beige (7-10)	5N@BP 7N@BK 8N@BS
8	Light Blonde	C	Cool	5N@RR 8N@KK 70O@GK
7	Medium Blonde	G	Gold	4R@VR 8CA@PB 7RR@RR
6	Dark Blonde	K	Copper	
5	Light Brown	M	Matte	
4	Medium Brown	N	Natural	
3	Dark Brown	O	Orange	
2	Black	P	Pearl	
		R	Red	
		S	Silver	
		V	Violet	

TOPCHIC SPECIALITIES
Blonding Cream
Blonding Cream Ash
NeutraLights Ash Ash

@ = shades with a combination of oxidative and direct dyes with @Elumened reflections

11 & 12 Series

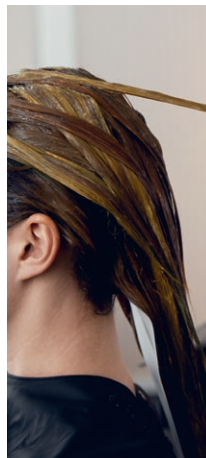
# COLOR SERVICES

## LIKE NO OTHER



### GREY COVERAGE

Topchic provides up to 100% grey coverage - consult with your client about their desired level of coverage and tonal direction. Choose N for grey coverage with a natural direction, NA for grey coverage with a cool direction, NP for grey coverage for a pearl direction and NN for resistant grey coverage or more solid coverage on medium-texture hair.



### SPECIAL LIFT

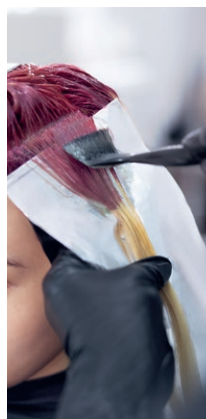
Lighten natural hair up to 5 levels in a single process. Create expressive blondes with maximum lift and control in one step with The Special Lift Series. Try the 11 & 12 Series on base levels 5-8 and NeutralLights on base levels 2-5.

Ideal for on-the-scalp applications or to alternate in dimensional foiling techniques with LightDimensions SilkLift or Oxycur Platin powder lighteners.



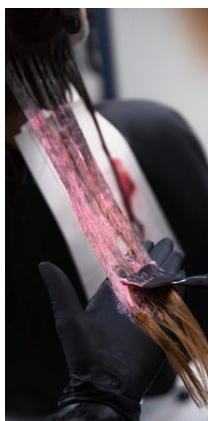
### COLOR BALANCING

Seamlessly blend color from regrowth to ends for 100% harmonious color. Treat the uncolored new growth with Topchic for the perfect amount of coverage and intensity. Use Colorance or Colorance Gloss Tones to freshen up the color on mid-lengths and ends.



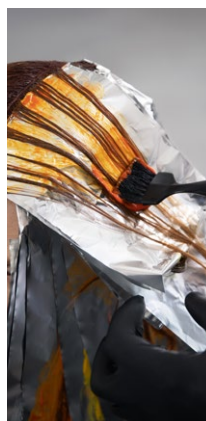
### @ELUMENATED COLOR

For clients seeking color intensity with a unique effect, choose ready-to-use @Elumened shades. These multi-faceted shades feature oxidative hair color with an outer layer of Elumen reflections for an extra spark of light reflection.



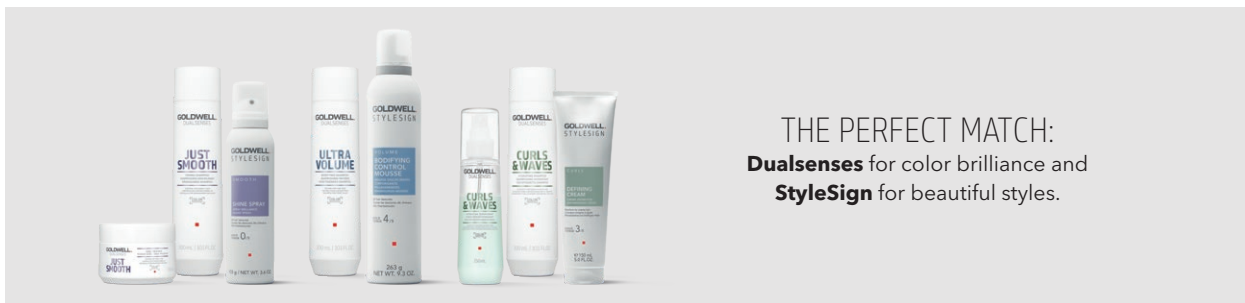
### COLOR BOOSTING

Experiment with your color creativity while offering clients a unique, expressive color. Choose an @Pure Pigment additive to enhance your chosen color with high-definition direct dyes for long-lasting and multidimensional color results. Plus, @Pure Pigments are a great tool to emphasize a key feature in a creative haircut or style.



### COLOR MORPHING

Create iridescent, holographic effects in permanent hair color that change and move with light. Combine Topchic with two or more @Pure Pigments for extraordinary shine with 3D light reflection.



THE PERFECT MATCH:  
Dualsenses for color brilliance and  
StyleSign for beautiful styles.

# MIXING GUIDE

## TOPCHIC

### MIXING GUIDE: MEET THE TARGET LEVEL

	Existing shade	Target level	System Developer Lotion
<b>TOPCHIC 2-10 SERIES</b>	Non color-treated hair	Darker than the natural base shade	3% (10 Vol.)
	Non color-treated hair/ up to 100% grey hair	Same level or 1 level higher	6% (20 Vol.)
	Non color-treated hair	2 levels of lift 3 levels of lift	9% (30 Vol.) 12% (40 Vol.)
<b>TOPCHIC THE SPECIAL LIFT 11 series, 12 series and NeutraLights</b>	Non color-treated hair/ levels 5-8	2-3 levels of lift (11 series & NeutraLights) 3-4 levels of lift (12 series)	9% (30 Vol.) 9% (30 Vol.)
	Non color-treated hair/ levels 2-5	3-4 levels of lift (11 series & NeutraLights) 4-5 levels of lift (12 series)	12% (40 Vol.) 12% (40 Vol.)

### MIXING GUIDE: RELIABLE GREY COVERAGE

	% of grey	System Developer Lotion	Natural shade (N, NA, NP, NN)	Fashion shade
<b>TOPCHIC 2-10 SERIES</b>	Up to 30%	40 ml	15 ml	25 ml
	30%-60%	40 ml	20 ml	20 ml
	60%-100%	40 ml	25 ml	15 ml



#### COLORING GREY HAIR

Customize grey coverage for any client need with **Topchic** The Naturals.

- » N shades impart a natural direction.
- » NA shades impart a cool direction.
- » NP shades impart a natural pearlescent direction.
- » NN shades impart solid coverage for medium or resistant hair.

#### BLONDING CREAM

**Blonding Cream** intensifies the degree of lift by one-half to one level and can be used with any Topchic shade. **Blonding Cream Ash** provides extra control of warm undertones. When using Blonding Cream with Topchic, a maximum amount of 50% can be used.

#### MIX SHADES

Available exclusively in **Topchic** tubes, these special additives with cool controlling agents further enhance, intensify or modify the color character. Use A-Mix (Ash) to customize levels 6 and darker or P-Mix (Pearl) to customize levels 7 and lighter.

# YOUR COLOR TOOLBOX

## A MULTI-USE SYSTEM

### DEVELOPER LOTIONS



- » Multi-use lotion system made for **Topchic**, **Colorance** and **Oxycur Platin** that creates intensive, long-lasting color results with outstanding brilliance and shine
- » Perfect consistencies for excellent application with ideal spreadability and optimal adherence of color to the hair
- » With integrated **IntraLipid Technology** - for improved combability and a smooth hair feel<sup>2</sup>
- » Formula enhanced with **BondPro+ Technology** provides essential protection during color services

### CREATIVE SOLUTIONS



Customize the consistency of color and lightening products, with **Thickener**. Great to use when coloring without foils or using freehand techniques.



Gently and efficiently remove color stains from the skin with **Color Remover Skin**. This mild, dermatologically tested product is specifically formulated for skin.



Correct color in 30 minutes or less with **Hair Color Remover**. Formulated to lighten up to 3 levels and remove oxidative color with ease.

*Refer to the Goldwell System Activation Guide for usage instructions.*

### BALANCED WITH CARE



When coloring mid-lengths and ends, or color balancing, **Structure Equalizer** instantly primes hair to optimize color deposit on the hair structure.



Prevent breakage during alkaline color services while protecting hair from damage with the two-part **BondPro+**. Use as a standalone service or incorporate with a Goldwell color service.

<sup>2</sup>Optimal performance only guaranteed when used together with Topchic, Colorance or Oxycur Platin.

# A SPECTRUM OF CREATIVE COLOR POSSIBILITIES

Unlock the world of ultimate color creativity while offering your clients a truly custom hair color experience with **Goldwell System @Pure Pigments**. Customize any Topchic service by choosing from 8 high-definition direct dye additives to deliver extraordinary shine with a 3D effect.



ENHANCES WARM TONES/ ADDS VIBRANCY	<b>PURE YELLOW</b>	Enhances shine and vibrancy in all services.
	<b>PURE ORANGE</b>	Adds vibrancy and intensity to copper and red shades.
	<b>PURE RED</b>	Enhances copper, red and violet-based shades.
	<b>COOL PINK</b>	Creates soft pastels to intense fashion shades.
	<b>PURE VIOLET</b>	Adds richer, more vibrant violet shade to darker levels.
COUNTERACTS WARMTH/ ENHANCES COOL TONES	<b>COOL VIOLET</b>	Counteracts unwanted warm tones.
	<b>PEARL BLUE</b>	Enhances cooler tones and counteracts unwanted warm tones.
	<b>MATTE GREEN</b>	Counteracts unwanted warm tones.

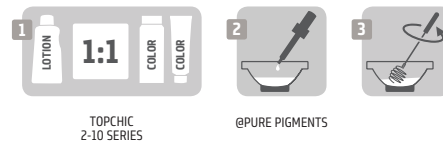
## RECOMMENDED AMOUNTS

**LEVEL 80 ML = 40 ML LOTION + 40 ML COLOR**

**10** 0.08 ml @Pure Pigments (**2 DROPS**)

**7-9** 0.8 ml @Pure Pigments (**20 DROPS**)

**2-6** 8 ml @Pure Pigments (**2 ½ PIPETTES**)



TOPCHIC  
2-10 SERIES

@PURE PIGMENTS

## DEPOT-CAN SYSTEM: SIMPLE AND PRECISE DISPENSING



**THE GOLDWELL DEPOT-CAN SYSTEM OFFERS A UNIQUE DISPENSING EXPERIENCE THAT SETS IT APART FROM OTHER PROFESSIONAL HAIR COLOR BRANDS WHILE OFFERING BENEFITS FOR COLORISTS, SALONS AND THE ENVIRONMENT.**

- » Patented Depot-Can System saves money versus using tubes & accurately measures color.
- » 50% less residual product waste<sup>3</sup> & longer shelf life
- » Uses a carbon-neutral, natural propellant: nitrogen
- » Compact storage with the professional-looking rack system
- » 27% better utilization of shipping units for earth-friendly transport<sup>4</sup>



### DEPOT-CAN SYSTEM MEASURING TOOLS

- » Precise measurements of both color and developer
- » Depot-Can System tools are clearly marked in milliliters for easy dispensing from the first to last application



### COLOR DISPENSING NOZZLE

- » Precise measurements and easy extraction (0.1 g)
- » Less excess waste due to precise dosage compared to tubes

<sup>3</sup>Like for like comparison: 1 can: 250 g vs. 4 tubes: 4 x 60 g = 240 g <sup>4</sup>Based on transit on Euro pallet.

# RESPONSIBLE INSIDE AND OUT



## REDUCE WASTE

The Goldwell Depot-Can System is environmentally friendly and shelf stable for up to 3 years. Each can is naturally propelled by carbon neutral nitrogen with up to 50% less residual product waste.<sup>1</sup>



## RECYCLING

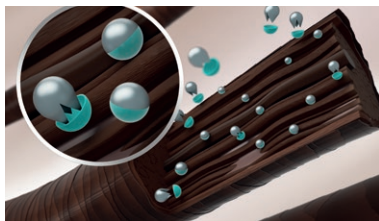
Topchic cans and tubes are made of aluminum with an optimal recycling rate of 95%.



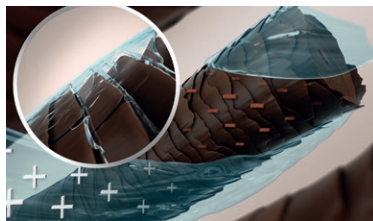
Topchic permanent hair color is 100% vegan<sup>2</sup> and up to 94% biodegradable.

## TECHNOLOGY

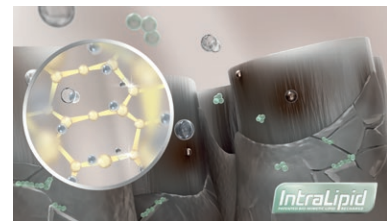
Care for hair while coloring with Topchic and System Developer Lotion. Infused in every shade of Topchic is Integrated Protect System, a combination of Coenzyme Technology and Equalizer Polymer 2.0. System Developer Lotions feature IntraLipid and BondPro+ Technology for maximum hair protection during a color service.



During the coloring process, when hair color is oxidizing, free radicals are formed, compromising the hair structure. The **Coenzyme Technology** protects the hair during color services and prevents hair damage by neutralizing free radicals. The result is extraordinary color with durability.



The **Equalizer System 2.0** combines an equalizing polymer with cuticle smoothing agents for even distribution and penetration of the color. Structural differences in the hair are equalized resulting in excellent color from regrowth to ends.



**IntraLipid Technology** improves combability for a smooth hair feel.

**BondPro+ Technology** provides essential hair protection during color services.

For further information, please contact your Goldwell representative. | [goldwell.com](https://www.goldwell.com)



Goldwell is part of Kao Salon Division.

**kaO**  
SALON DIVISION

Making life beautiful for salons, stylists and their clients.

<sup>1</sup>Like for like comparison\*: 1 can: 250 g vs. 4 tubes: 4 x 60 g = 240 g  
<sup>2</sup>No animal-derived ingredients.