



EXPERIENCE A PARTNERSHIP LIKE NO OTHER

WORKING WITH KAO SALON DIVISION AND GOLDWELL
IS AN EXPERIENCE LIKE NO OTHER. BECAUSE OUR
ROOTS ARE GROUNDED IN REAL-WORLD SALON EXPERTISE,
WE UNDERSTAND THE DAILY CHALLENGES OF SALON OWNERSHIP.

That's why at Goldwell we provide a partnership that nurtures and elevates you and your salon's growth, both professionally and creatively.

It is a partnership dedicated to your success.

For every color ambition and style vision, our product lines give you the creative freedom to express yourself and your client's style. From our color lines like Topchic, Elumen, and SilkLift to our Care and Styling products like Kerasilk and Dualsenses, we demand nothing less than perfection in our products – and that perfection is only available to you, our salon partners.

We welcome you to explore and experience products that give you limitless possibilities.

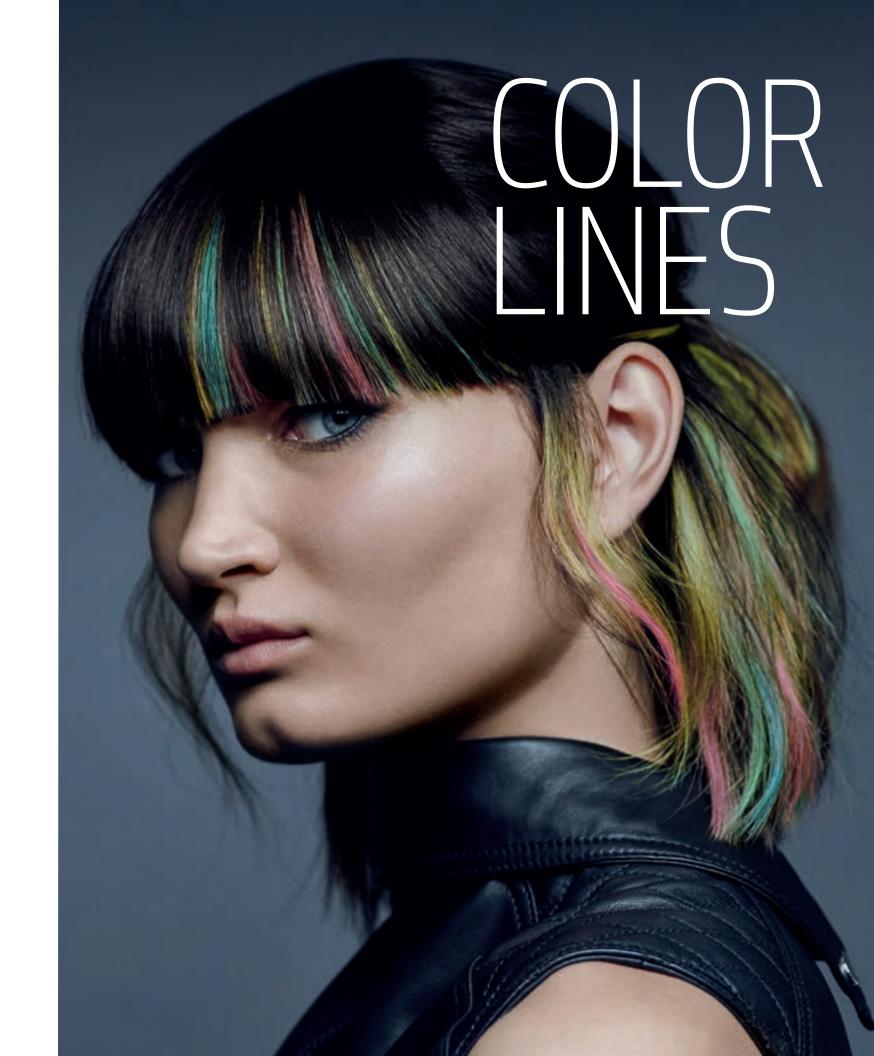
GOLDWELL.

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ALWAYS DIFFERENT, AND ALWAYS PRECISE

GOLDWELL DEPOT SYSTEM DELIVERS CLEAN DISPENSING AND EXACT DOSING TO YOUR SALON.



THE DEPOT SYSTEM

Goldwell is the only brand that offers a Depot-Can system which allows for clean dispensing and exact dosing. After dispensing, the canister reseals the color and prevents oxidation. It's simple, accurate and economical.

BENEFITS —

Eliminate oxidative waste –

the airtight can avoids oxidation of the color mass and provides prolonged longevity – you will no longer be throwing away partially-used tubes and bottles of color

Convenient mixing and application

Fast and precise measuring

Professional application and storage -

mix color in front of your clients and let the system increase your salon's image

Inventory Management -

Depot Can system maximizes storage space and facilitates superior inventory control.

GOLDWELL COLOR SYSTEM
DELIVERS PREDICTABILITY AND
EFFICIENCY TO YOUR SALON.



COMMON MASTER PALETTE

Our common master palette means that our color lines have perfectly aligned shades and use a simple color coding system to ensure color perfection and flawless color balancing between regrowth and mid-length and ends. No matter which Goldwell color brand you choose, you can be assured that you will get the results you expect.





TOPCHIC

INTELLIGENT COLOR. UNIQUELY BEAUTIFUL.

Sixty patents and more than forty years of continual innovation have made Topchic Permanent Hair Color the most intelligent color system available.

BENEFITS —

100% grey coverage with complete variety

Ultimate durability stays cool over time

Excellent evenness even color results from regrowth to ends

Optimum gentleness

TECHNOLOGY —

INTELLIGENT COLOR SYSTEM:

Integrated Protect System

prepares and conditions hair while coloring by working inside and outside the hair cuticle wherever it needs it most

DPS-Dye Penetration System for reliable 100% grey coverage

Cool Protect Technology® to prevent off-tone fadage

Highlift Control System for achieving exactly the highlift blonde clients want









NECTAYA

AMMONIA FREE PERMANENT COLOR

Nectaya was developed with over 6 years of extensive research driven by our absolute dedication to color perfection. The result is a unique combination of technologies that nurture the hair for noticeably healthier feeling hair.

> PERFECT ADDITION **UPGRADE MENU**

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BENEFITS —

Noticeably healthier feeling hair

Exceptionally rich colors that share the Goldwell common master palette

Reliable grey coverage up to 100%

Suitable for all color services with up to 3 levels of lift with permanent color

Concise range of shades for all relevant color wishes

Pleasant 100% natural fragrance

Creamy color mass consistency for easier spreadability

TECHNOLOGY —

Patented* IntraLipid* **Technology** to sustainably replenish lost lipids inside the hair

Enriched with deep conditioning Argan Oil for smooth, exceptionally shiny hair

Up to 91% naturally derived ingredients

*IntraLipid US Patent #7419656B2

ELUMEN COLOR

NON OXIDATIVE PERMANENT COLOR

In a category all its own, Elumen hair color offers gentleness with durability that is as long lasting as conventional permanent hair colors.

BENEFITS —

Direct Dyes

Elumen Color works with only pure acidic direct dyes, which are the most vibrant and intense of all dyes

No Peroxide, no ammonia therefore, no damage

76% more color intensity vs oxidative color brands¹

No mixing required easy to use as 1-2-3, Prepare, Color and Lock

TECHNOLOGY —

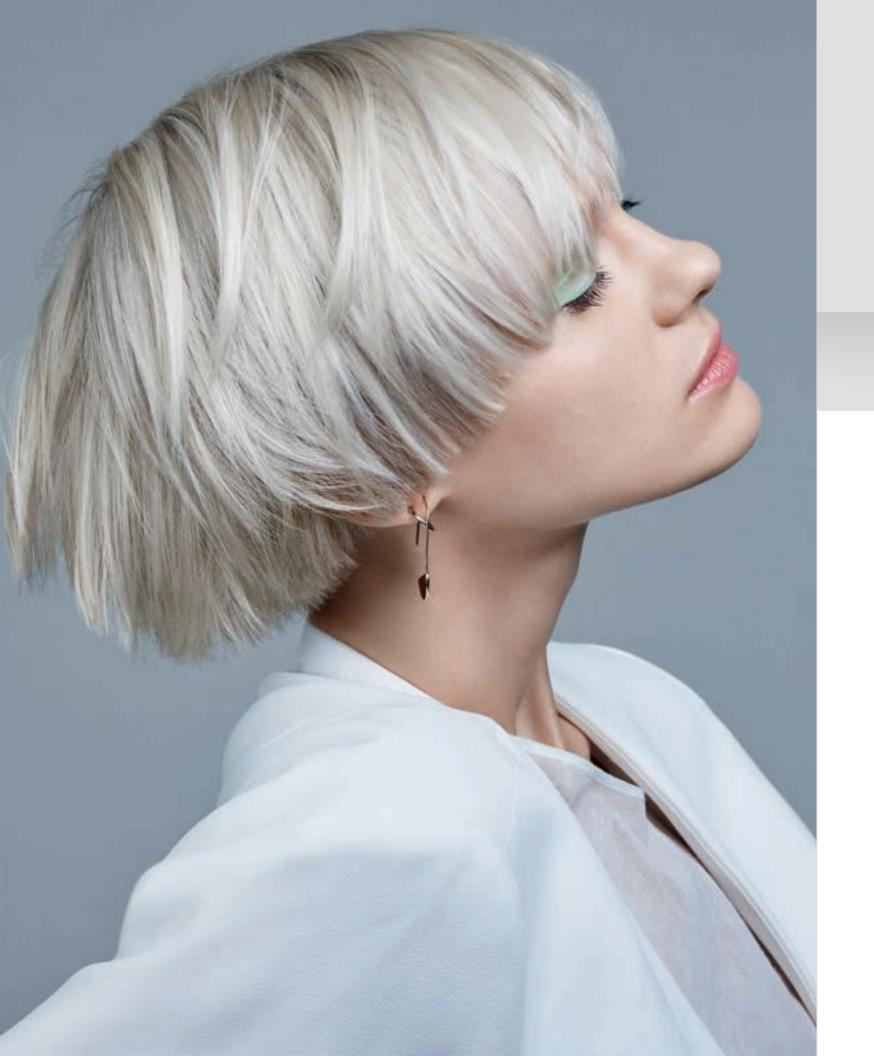
Magnet-Effect

Elumen Color pigments are physically drawn deep inside the hair where they are securely anchored

Repair-Effect

Elumen color fills the hair structure and reflects the light perfectly like a flawless diamond

GOLDWELL COLOR LINES \ PERMANENT COLOR shades of competitor oxidative colors





COLORANCE

DEMI-PERMANENT COLOR

The first demi-color with IntraLipid® technology that repairs the hair during the coloration service. The healthier the hair, the more beautiful and shining the color result will be.

USE EXPRESS TONING AS A 5-MIN SERVICE UPGRADE

BENEFITS —

Healthier hair

+35% improved hair structure*

Easy to use

3 clearly color-coded segments, professional application accessories and consultation tools

Supports the Goldwell common master palette

for flawless color balancing

*Compared to leading competitors within the professional market

TECHNOLOGY —

Patented IntraLipid* Technology

that restores lost lipids inside the hair structure









SOFT COLOR

EXPERIMENT. REFRESH. CORRECT.

Soft Color Semi-Permanent conditioning foam is the quick and soft way to experiment with new shades and refresh color treated hair, in the salon or at home.

BENEFITS —

Broad selection featuring 18 shades all aligned with the Goldwell common master palette

Non-alkaline, non-oxidizing, no ammonia giving brilliant, vibrant and even color results

Achieves up to 80% of its total color intensity after just 5 minutes

Lasts for 6-8 shampoos

TECHNOLOGY —

Conditioning color foam

based on direct dyes with a pH value of 6.8

MEN RESHADE

GREY BLENDING COLOR

Men ReShade Demi-Permanent Color is the most masculine way to reduce grey. In just 5 minutes, Men ReShade Color discreetly blends grey hair at the shampoo bowl, ensuring natural looking, cool-tone results.

---USE AS A 5 MIN
SERVICE UPGRADE
OPTION

BENEFITS —

Easy to apply at the shampoo bowl and shampoos out trueto-tone

5 minute processing time

Quick and discreet delivering a refreshed and youthful look

TECHNOLOGY —

Hybrid Foam Technology combines the easy application of a foam with the natural results of an oxidative color technology

GOLDWELL COLOR LINES \ DEMI/SEMI PERMANENT COLOR





SILKLIFT PREMIUM LIGHTENER

The premium lightening system with Strong Lifting and Gentle Conditioning.

PERFECT ADDITION TO A SERVICE UPGRADE MENU

BENEFITS —

Reliable and quick lift up to 7 levels¹

Proven conditioning performance during the lightening process

Add intensive conditioning serum concentrate for added care for stressed hair

Several lightening options for highlights and full head applications

Precise Control—Use SilkLift
Control to create predictable,
neutral blonde results while
counteracting warmth with the
choice of two tone variants—
Beige and Ash

¹Compared to current SilkLift lightener

TECHNOLOGY —

Anti-Yellow System

Counteracts unwanted yellow tones leaving a 15% clearer blonde²

IntraLipid® Technology

Replaces missing lipids inside the hair and reduces hair damage up to 25%³

^{2,3}Compared to bleaches by other manufacturers within the professional market









OXYCUR PLATIN LIGHTENING POWDER

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The blue, dust-free high performance powder bleach. Oxycur Platin Dust Free provides fast and effective lift with maximum protection.

BENEFITS —

Oxycur Platin Dust Free for powerful lift of up to 7 levels

Ideal for fast and effective highlight action

For on and off the scalp services

Creamy consistency to prevent drying out

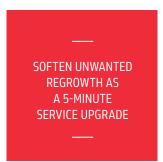
TECHNOLOGY —

Cationic conditioning polymers provide optimum
protection and combability

NEW BLONDE

HIGHLIGHTS UPGRADE SERVICE

The 5-minute revolution for your highlighting business.



BENEFITS —

5-minute processing time at the shampoo bowl

Dark regrowth and contrast are softened for an unbeatable natural looking blonde

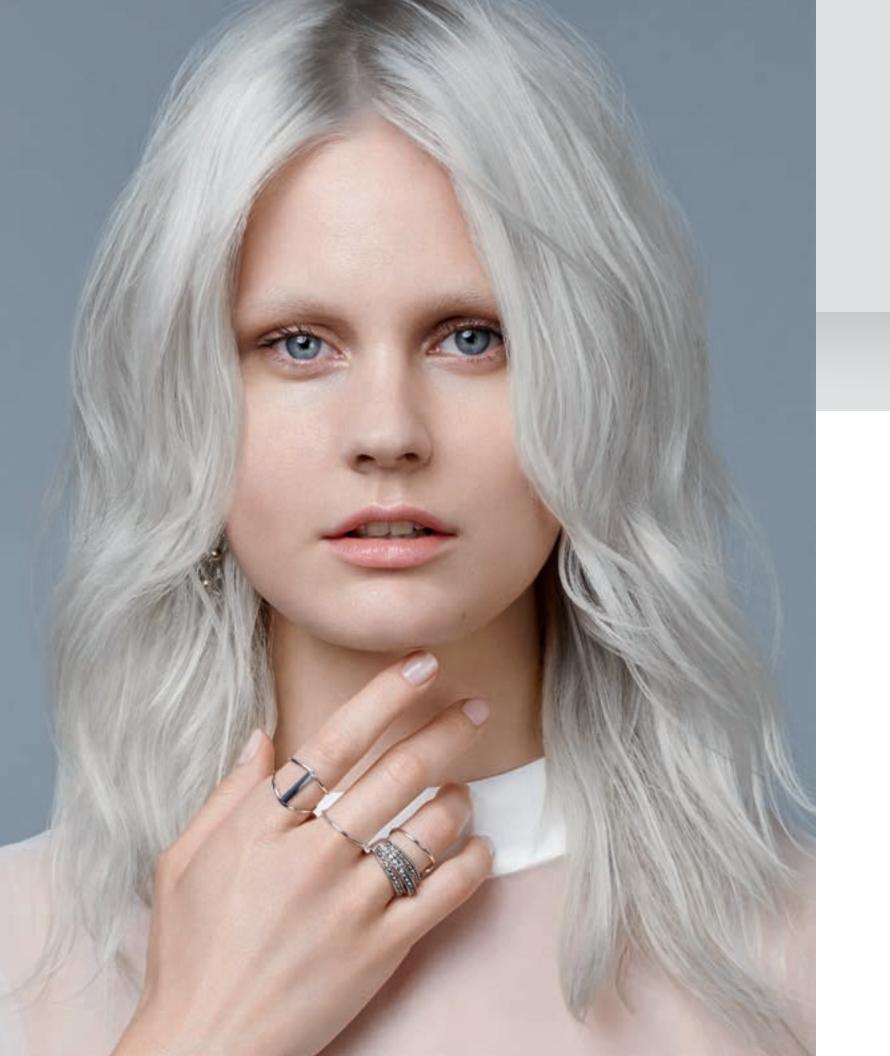
Increased service revenue with 2 services: 1. New Blonde Full Service and 2. New Blonde Highlight Recharge Service

TECHNOLOGY —

Innovative: Neutral 5 Lifting System

An interactive dyestuff combination for neutralization of warm pigments

GOLDWELL COLOR LINES \ LIGHTENERS 1





BONDPRO+ BONDING SYSTEM

Ensure exceptional hair quality after lightening, color and texture services.

BENEFITS —

Deliver superb results for your clients without
compromising color lift
or performance

Strengthens the hair fiber and supports bond stability

Prevents breakage during alkaline services and protects hair from damage

Hair is revitalized and deeply nourished, looking and feeling significantly healthier

TECHNOLOGY —

The BondPro+ Inter-Amino-Bonding-System

is based on an advanced amino-acid formula in combination with moisturizing panthenol and cationic polymers.

COLOR AT A GLANCE



















TOPCHIC	
TUPCITIC	

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ELUMEN

COLORANCE

SOFT COLOR

MEN ReSHADE

SILKLIFT

NEW BLONDE OXYCUR PLATIN

BONDPRO+

SEGMENT	Permanent	Permanent - Ammonia Free	Permanent – Non Oxidative	Demi Permanent	Semi Permanent	Demi Permanent	Premium Lightener	Lightener	Highlight Service	Bonding System
BENEFITS	- Intelligent Color System delivering 100% grey coverage with complete variety, ultimate durability, excellent evenness, optimal gentleness - Complete shade assortment for every hair type, all aligned with the Goldwell common master palette	 91% naturally derived ingredients and 100% natural fragrance Nurtures hair for noticeably healthier feeling hair Exceptionally rich colors that share the Goldwell common master palette 	- Ammonia Free - 76% more color intensity vs Oxidative color - Vibrant and intense color using direct dyes	- Healthier hair with +35% improved hair structure* - Supports the Goldwell common master palette for flawless color balancing - Easy to use with 3 clearly coded segments	- Conditioning foam featuring 18 shades all aligned with the Goldwell common master palette - Non alkaline - Achieves up to 80% total color intensity after just 5 minutes - Lasts 6-8 shampoos	- Grey blending service delivering natural looking, cool tone results - 5 minute processing time - Easy to use at the shampoo bowl	- Contains IntraLipid* Technology for gentle conditioning performance - Anti yellow system for a 15% clearer blonde** - SilkLift Control – create predictable, neutral blonde results while counteracting warmth. Choice of two tone variants – Beige and Ash	- Dust Free: Silicon Polymers & Wheat Proteins - Ultra: Cationic Polymers & Platin Plus Formula	- Softens dark regrowth for a natural looking blonde - Increase your highlighting revenue with this 5-minute service revolution	- 2 Step system featuring Protection Serum and Nourishing Fortifier - Strengthens the hair fiber - Prevents breakage
LIFT	up to 5 levels	up to 3 levels	n/a	n/a	n/a	n/a	up to 7 levels	up to 7 levels	up to 1-1/2 levels	n/a
GREY COVERAGE	100%	100%	Grey Reduction up to 50%	up to 75%	blending	blending	n/a	n/a	n/a	n/a
COLOR FAMILIES	- Naturals - Blondes - Browns - Reds - Special Lift - Mix Shades	- Naturals - Blondes - Browns - Reds - Mix Shades	- Pure - Deep - Bright - Light	- Naturals - Blondes - Browns - Reds - Mix Shades - Express Toning - Lowlights	- Blondes - Browns - Reds - Grey Blending	- Levels 4-8	FORMULA - Gentle - Strong - Control Ash - Control Beige **Compared to bleaches by other manufacturers within the professional market	FORMULA - Dust-Free - Ultra	2 SERVICES 1. New Blonde Full Service 2. New Blonde Highlight Recharge Service	Can be used during lightening, color, perms, texturizing or stand alone upgrade services

*Compared to leading competitors within the professional market







NOTICEABLY HEALTHIER LOOKING HAIR

Found in Goldwell color and hair care products, IntraLipid® Technology helps improve hair structure and health. With Goldwell Hair Care Experts IntraLipid® Technology, lipids are effectively replenished to the hair core to create and maintain healthy hair.

BENEFITS —

Improves hair structure and health

Replenishes lost lipids inside the hair during the coloring process

Provides ideal combability and a smooth hair touch

Extraordinary brilliant color tonality

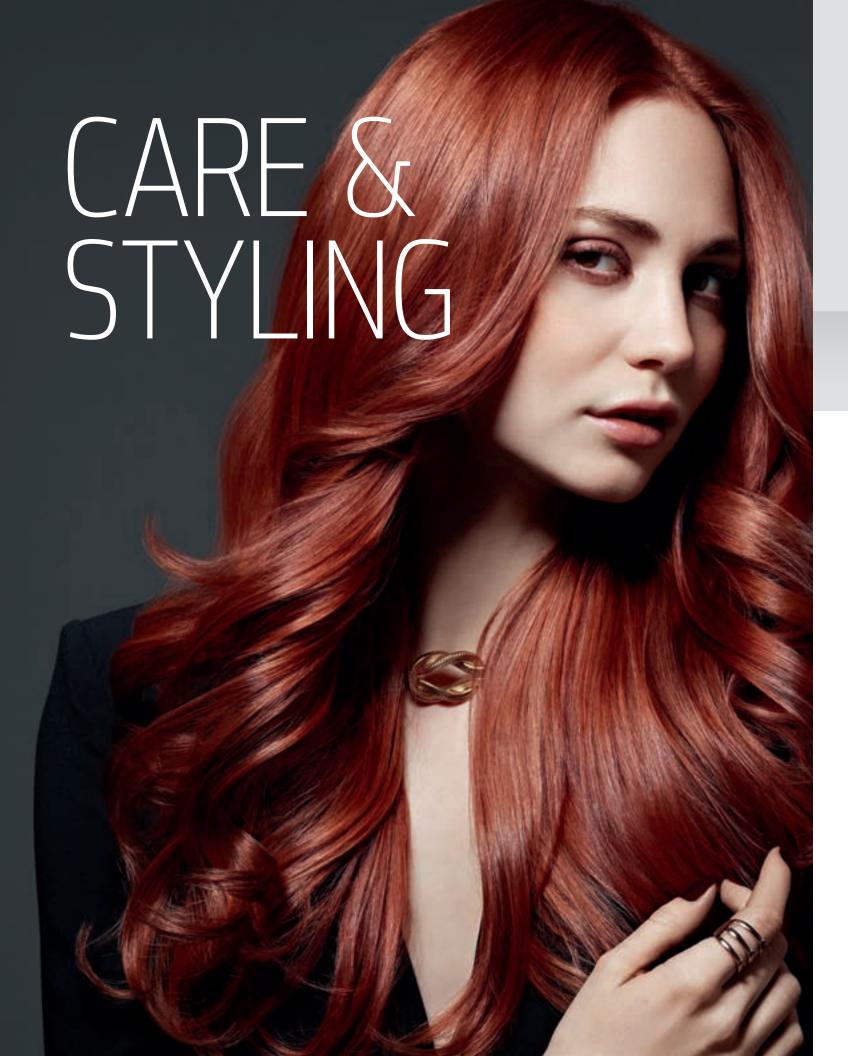


INTRALIPID®

TECHNOLOGY

WHAT ARE LIPIDS AND WHY ARE THEY IMPORTANT?

- Lipids are a natural part of the hair.
- Oils, fats and oil-soluble nutrients provide necessary building blocks for healthy and beautiful skin, hair and nails.
- Chemical and mechanical processes
 can lead to a loss in lipids which leads
 to hair that feels weak, lifeless, porous
 and dull.
- Balanced lipid level inside the hair creates hair that is strong, shiny and full of elasticity.





GOLDWELL HAIR CARE

KERASILK
DUALSENSES
ELIXIR
STYLESIGN

The ultimate salon support system for professionals who want nothing less than perfection for their clients. Goldwell Care & Styling Brands are the perfect choice for those expecting superior performance to match their superior salon color.

Developed by the experts in color perfection.







KERASILK

LONG-LASTING TRANSFORMATION INTO HAIR YOUR CLIENTS WILL LOVE

Premium home care products and customizable salon services are available in four segments to address clients' individual needs and offer exceptional, long-lasting results.

TECHNOLOGY —

The new Kerasilk with
Keratransform Technology™
(KT³™) fuses the power of
three ingredients to deliver
beautiful hair transformations.

The first two ingredients – engineered Keratin and lightweight silk – contribute to the benefit of structural support and color protection. Together, these form the foundation for all Kerasilk formulas. The third advanced ingredient, inspired

by skin care science, delivers specialized results specific to each of the four Kerasilk segments.

This multi-powered combination of ingredients propels Kerasilk to the forefront of luxury hair care innovation – the foundation for the perfect transformation of **beauty**, **strength**, **and protection**.

PRODUCT SEGMENTS —

COLOR

From dull to dazzling

CONTROL

From frustrated to fabulous

RECONSTRUCT

From stressed to supple

REPOWER

From limp to luxurious

BENEFITS —

COLOR

Preserves color for maximum brilliance, vibrancy and color depth within the Kerasilk range

Protects color from premature fading through frequent washing and UV exposure

Adds moisture and conditions for **beautiful**, **shiny hair**

CONTROL

Reshapes and smoothes unmanageable and frizzy hair

Reduces waves when used with the Kerasilk Smoothing Treatment

Tames and calms overall hair structure

RECONSTRUCT

Nourishes and reconstructs stressed and damaged hair to enhance resilience for reduced hair breakage

Soft and supple hair with **healthy shine**

Lasting moistureand protection from recurring dried out hair

REPOWER

Strengthens and bodifies fine and limp
hair to enhance body
and fullness

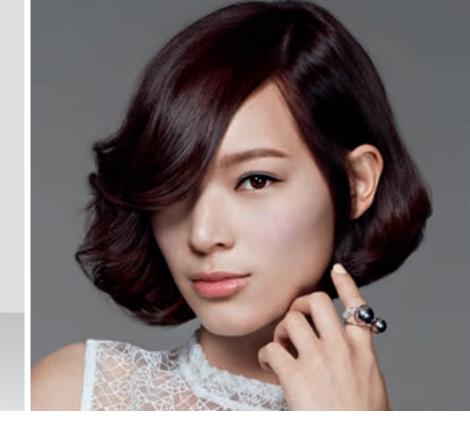
Perfect foundation for successful volume styling through **enhanced** resilience and elasticity

GOLDWELL CARE & STYLING \ EXTRA CARE









DUALSENSES

HAIR CARE — SUPERIOR CARE FOR EVERY HAIR TYPE

Designed for the most important customer needs. Clearly structured segments are specifically formulated for different hair types using innovative technology. Backbar and retail products ensure superior salon performance and at-home maintenance.

BENEFITS —

Instant results

Structured segments to cover all hair needs

Color Protection formulas that lock in color molecules

TECHNOLOGY —

Patented IntraLipid* Technology

that restores lost lipids inside the hair structure

FadeStop formula gently cleanses hair and locks in color molecules, providing double color protection

PURE LUXURY FOR EVERY HAIR TYPE

A premium stand-alone oil treatment with Argan and Tamanu oil formula to transform every hair type into luxuriously cared-for-hair.

ELIXIR

BENEFITS —

Shine and color brilliance

Instant absorption that does not weigh hair down

Daily use provides

- improved combability
- intensive shine
- anti-frizz effect
- improved color brilliance

Efficient Application

Use only a few pumps, depending on hair length

TECHNOLOGY —

Regenerating Argan

Oil from Morocco is rich in Vitamin E as well as unsaturated fats.

Protective Tamanu

Oil from the South Pacific contains protective antioxidants.

PRODUCT SEGMENTS —

COLOR

Weightless care for normal or fine color-treated hair

COLOR EXTRA RICH

Nourishing care for thick or unruly color-treated hair

BLONDES & HIGHLIGHTS

Regenerative care for blonde & highlighted hair

ULTRA VOLUME

Visibly enhanced volume for fine to normal hair

RICH REPAIR

For dry, stressed or damaged hair

CURLY TWIST

Visibly bundled, shiny curls for wavy or curly hair

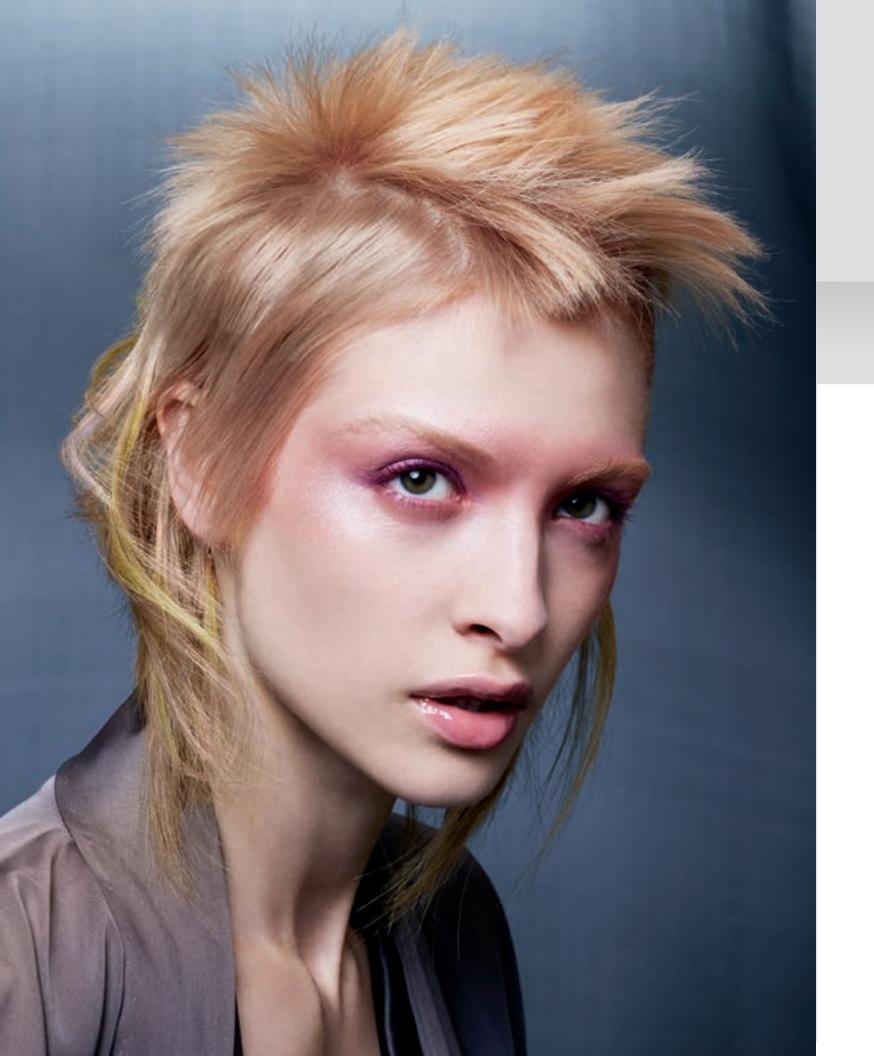
DUALSENSES GREEN Up to 98% naturally derived*

DUALSENSES FOR MEN

Instantly delivers visibly healthy, strong hair with more shine, elasticity and condition. Created to meet men's hair needs.

GOLDWELL CARE & STYLING \ EXTRA CARE 27

^{*}Ingredients of natural origin, including water. Shampoos sulfate free.





STYLESIGN STYLING PRODUCTS

StyleSign products are specifically designed to enhance clients' cut and color. All products provide color protection and radiance.

BENEFITS —

Color safeguard and heat protection up to 392°F

(200°C) in all products formulated for use with hot tools

Enhanced shine and brilliance for intense, striking color

UVA & UVB filters &
Panthenol for protection
from environmental influences

TECHNOLOGY —

FlexShine Protect: styling polymers with bamboo proteins, Panthenol and UV filters

form an elastic film that adds moisture, protects from free radicals, and enhances color.

PRODUCT SEGMENTS —

VOLUME

Volume up to 24 hours, thermal and color protection

- **TOP WHIP** Strengthening Volume Mousse
- NATURALLY FULL Bodifying Blowdry & Finish Spray
- BIG FINISH Volume Hairspray
- LAGOOM JAM Instant Effect Gel
- **DOUBLE BOOST** Root Lift Spray

GLOSS

ermal Maximum shine and color brilliance

- **DIAMOND GLOSS**Micro-fine Shine Spray
- MAGIC FINISH
 Brilliance Hairspray
- **SPUN SHINE** Weightless Gel Shine Cream

STRAIGHT

Straightening and control with thermal protection

- **HOT FORM**Heat Styling Lotion
- FLAT MARVEL Straightening Balm
- SLEEK PERFECTION
 Thermal Spray Serum

TEXTURE

Unlimited structure and styling

- MELLOGOO Moldable Modeling Paste
- UNLIMITOR Easy-to-use Spray Wax
- SPRAYER Powerful Hair Lacquer
- ROUGHMAN Matte Cream Paste
- FULL REBEL Fluid Paste



GOLDWELL.