



GOLDWELL.

# PRODUCT OFFERING



## EXPERIENCE A PARTNERSHIP LIKE NO OTHER

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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.

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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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# COLOR LINES



# 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 fadeage
- 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  
TO A SERVICE  
UPGRADE MENU  
—

#### 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**

## 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 brands<sup>1</sup>

**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



## 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

#### TECHNOLOGY —

**Patented IntraLipid® Technology**  
that restores lost lipids inside the hair structure

\*Compared to leading competitors within the professional market



## 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.

### BENEFITS —

**Easy to apply at the shampoo bowl** and shampoos out true-to-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

—  
USE AS A 5 MIN  
SERVICE UPGRADE  
OPTION  
—





## 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 levels<sup>1</sup>
- 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

<sup>1</sup>Compared to current SilkLift lightener

### TECHNOLOGY —

- Anti-Yellow System**  
Counteracts unwanted yellow tones leaving a 15% clearer blonde<sup>2</sup>
- IntraLipid<sup>®</sup> Technology**  
Replaces missing lipids inside the hair and reduces hair damage up to 25%<sup>3</sup>

<sup>2,3</sup>Compared to bleaches by other manufacturers within the professional market



## OXYCUR PLATIN LIGHTENING POWDER

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.

—  
SOFTEN UNWANTED  
REGROWTH AS  
A 5-MINUTE  
SERVICE UPGRADE  
—

### 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



## 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



NECTAYA



ELUMEN



COLORANCE



SOFT COLOR



MEN ReSHADE



SILKLIFT



OXYCUR PLATIN



NEW BLONDE



BONDPRO+

SEGMENT	Permanent	Permanent - Ammonia Free	Permanent - Non Oxidative	Demi Permanent	Semi Permanent	Demi Permanent	Premium Lightener	Lightener	Highlight Service	Bonding System
BENEFITS	<ul style="list-style-type: none"> <li>- Intelligent Color System delivering 100% grey coverage with complete variety, ultimate durability, excellent evenness, optimal gentleness</li> <li>- Complete shade assortment for every hair type, all aligned with the Goldwell common master palette</li> </ul>	<ul style="list-style-type: none"> <li>- 91% naturally derived ingredients and 100% natural fragrance</li> <li>- Nurtures hair for noticeably healthier feeling hair</li> <li>- Exceptionally rich colors that share the Goldwell common master palette</li> </ul>	<ul style="list-style-type: none"> <li>- Ammonia Free</li> <li>- 76% more color intensity vs Oxidative color</li> <li>- Vibrant and intense color using direct dyes</li> </ul>	<ul style="list-style-type: none"> <li>- Healthier hair with +35% improved hair structure*</li> <li>- Supports the Goldwell common master palette for flawless color balancing</li> <li>- Easy to use with 3 clearly coded segments</li> </ul>	<ul style="list-style-type: none"> <li>- Conditioning foam featuring 18 shades all aligned with the Goldwell common master palette</li> <li>- Non alkaline</li> <li>- Achieves up to 80% total color intensity after just 5 minutes</li> <li>- Lasts 6-8 shampoos</li> </ul>	<ul style="list-style-type: none"> <li>- Grey blending service delivering natural looking, cool tone results</li> <li>- 5 minute processing time</li> <li>- Easy to use at the shampoo bowl</li> </ul>	<ul style="list-style-type: none"> <li>- Contains IntraLipid® Technology for gentle conditioning performance</li> <li>- Anti yellow system for a 15% clearer blonde**</li> <li>- SilkLift Control – create predictable, neutral blonde results while counteracting warmth. Choice of two tone variants – Beige and Ash</li> </ul>	<ul style="list-style-type: none"> <li>- Dust Free: Silicon Polymers &amp; Wheat Proteins</li> <li>- Ultra: Cationic Polymers &amp; Platin Plus Formula</li> </ul>	<ul style="list-style-type: none"> <li>- Softens dark regrowth for a natural looking blonde</li> <li>- Increase your highlighting revenue with this 5-minute service revolution</li> </ul>	<ul style="list-style-type: none"> <li>- 2 Step system featuring Protection Serum and Nourishing Fortifier</li> <li>- Strengthens the hair fiber</li> <li>- Prevents breakage</li> </ul>
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	<ul style="list-style-type: none"> <li>- Naturals</li> <li>- Blondes</li> <li>- Browns</li> <li>- Reds</li> <li>- Special Lift</li> <li>- Mix Shades</li> </ul>	<ul style="list-style-type: none"> <li>- Naturals</li> <li>- Blondes</li> <li>- Browns</li> <li>- Reds</li> <li>- Mix Shades</li> </ul>	<ul style="list-style-type: none"> <li>- Pure</li> <li>- Deep</li> <li>- Bright</li> <li>- Light</li> </ul>	<ul style="list-style-type: none"> <li>- Naturals</li> <li>- Blondes</li> <li>- Browns</li> <li>- Reds</li> <li>- Mix Shades</li> <li>- Express Toning</li> <li>- Lowlights</li> </ul>	<ul style="list-style-type: none"> <li>- Blondes</li> <li>- Browns</li> <li>- Reds</li> <li>- Grey Blending</li> </ul>	<ul style="list-style-type: none"> <li>- Levels 4-8</li> </ul>	<b>FORMULA</b> <ul style="list-style-type: none"> <li>- Gentle</li> <li>- Strong</li> <li>- Control Ash</li> <li>- Control Beige</li> </ul>	<b>FORMULA</b> <ul style="list-style-type: none"> <li>- Dust-Free</li> <li>- Ultra</li> </ul>	<b>2 SERVICES</b> <ol style="list-style-type: none"> <li>1. New Blonde Full Service</li> <li>2. New Blonde Highlight Recharge Service</li> </ol>	<ul style="list-style-type: none"> <li>- Can be used during lightening, color, perms, texturizing or stand alone upgrade services</li> </ul>

\*Compared to leading competitors within the professional market

\*\*Compared to bleaches by other manufacturers within the professional market



IntraLipid™

US Patent #7419656B2

## 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.

# CARE & STYLING



## 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™ (KT<sup>3</sup>)** 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 moisture** and 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**



## 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

### 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.

\*Ingredients of natural origin, including water. Shampoos sulfate free.

## ELIXIR

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.

### 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.





## 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

*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

**EX**PERIENCE  
THE DIFFERENCE

**GOLDWELL.**