

GOLDWELL

Product Book 2026

This is for you

The artists who see the world as a blank canvas waiting for your touch. You're more than a colorist. You are making lives brighter with every strand and every story.

We put you at the center of everything we do. Our high-performance technologies and versatile products are designed to inspire your vision and support the integrity of every client's hair. Together, we'll reinvent what's possible, because we believe the future is a journey best travelled together.

LET'S COLOR THE FUTURE TOGETHER





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“To create something special is every colorist's dream.”

NEIL BARTON
Goldwell Artist ◦ Spain





Topchic **6** ◦ Colorance **9** ◦ Elumen **13** ◦ LightDimensions **16** ◦ Men Reshade **20** ◦ System Color **21**

Color Lines

Get inspired by a holistic color system that gives you boundless possibilities. From high-performance permanent color to gentle toning, you get everything you need for beautiful and easy to create color results. Just the way your clients love it.

The Depot-Can System

CLEAN DISPENSING AND EXACT DOSING

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

BENEFITS

This efficient Depot-Can System keeps your salon organized, speeds up application, and ensures consistent, high-quality results without oxidation.





Topchic

True Color Excellence

TECHNOLOGY

Long-lasting permanent color for up to 100% grey coverage and beautiful, vibrant results from regrowth to ends.

TECHNOLOGY

Powered by intelligent technologies, Topchic delivers consistently reliable performance and exceptional color precision. The formula with Coenzyme Technology helps protect hair by neutralizing free radicals, while the Equalizer System 2.0 ensures perfectly even color results.



Topchic

VIEW THE COLOR CARDS on our Goldwell website.

110+ shades available in cans and tubes with ultimate durability and excellent evenness.
Best-in-class performance—with up to 100% grey coverage.
To be mixed with System Developer Lotions 3% (10 Vol.) – 12% (40 Vol.).[1]



THE NATURALS

Natural shades across 4 tonalities offer 100% grey coverage for ultimate customization:
N shades for fine to normal hair.
NA shades for a cool direction.
NP shades for natural pearlescent tones.
NN shades for resistant hair or more intense grey coverage on normal hair.
@Elumenated Naturals: ready-to-use formulas with multi-shine reflections.



THE BLONDES

Luxurious blondes from warm to cool.



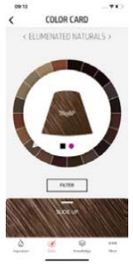
THE BROWNS

Rich warm browns and elegant cool browns.



THE REDS

Vibrant warm reds and cool energetic reds.



GOLDWELL EDUCATION PLUS APP

Install the App and then scan to view the Color Cards.

Topchic

Permanent hair color





TOPCHIC @ELUMENATED SHADES

@Elumenated Technology expanded to a whole color spectrum of reds, blondes, browns and cool shades.
Oxidative hair color amplified with a layer of outstanding multi-shine, elumenated reflections.



THE SPECIAL LIFT

Topchic HiBlondes Control offers a broad shade spectrum:
The 11-Series lifts hair up to 4 levels lighter.
The 12-Series offers up to 5 levels of lift.
Blonding Cream and Blonding Cream Ash intensify the degree of lift by one half to one full level lighter.
Topchic Neutralights highlift and tone in a single step service for brilliant light browns and blondes.

[1]Depending on mixing recommendation.

Topchic Zero

Ammonia-free permanent hair color

With Topchic Zero, you can have it all. The best performance[1] and a conscious, feel-good color.
To be mixed with System Developer Lotions 3% (10 Vol.) – 12% (40 Vol.).[2]



TOPCHIC ZERO

Conscious and incredibly caring, ammonia-free formula.
Free from silicones, ethanol and animal-derived ingredients.
Incredibly natural, reliable grey coverage—up to 100%.
Natural-looking, even color results with up to 2x more shine.[3]



[1]Based on overall performance (grey coverage, conditioning and shine) vs leading competitors. [2]Depending on mixing recommendation.
[3]Vs untreated hair.

Topchic Zero

Versatile assortment of 38 shades

NATURALS

2N Black
3N Dark Natural Brown
4N Mid Natural Brown
5N Light Natural Brown
6N Dark Natural Blonde
7N Mid Natural Blonde
8N Light Natural Blonde
10N Extra Light Natural Blonde

5NN Light Natural Brown Intense
6NN Dark Natural Blonde Intense
7NN Mid Natural Blonde Intense
8NN Light Natural Blonde Intense
9NN Very Light Natural Blonde Intense
5NA Light Natural Ash Brown
7NA Mid Natural Ash Blonde
9NA Very Light Natural Ash Blonde

WARM BLONDES

8G Light Gold Blonde
8GN Light Gold Natural Blonde
9KN Very Light Copper Natural Blonde
10GN Extra Light Gold Natural Blonde

COOL BLONDES

8SB Light Silver Blonde
8AP Light Ash Pearl Blonde
9V Very Light Violet Blonde
10SB Extra Light Silver Blonde
10AP Extra Light Ash Pearl Blonde

WARM BROWNS

5B Light Brown
6G Dark Gold Blonde
6GN Dark Gold Natural Blonde
7B Mid Beige Blonde
7KN Mid Copper Natural Blonde

COOL BROWNS

5MB Light Matte Brown
6SB Dark Silver Blonde
7BP Mid Beige Pearl Blonde

WARM REDS

6K Dark Copper Blonde
8K Light Copper Blonde

CLEAR

Clear

COOL REDS

6VA Dark Violet Ash Blonde
6VR Dark Violet Red Blonde



- Reduces visible signs of damage
- Up to 3x more shine[1]
- Up to 35 % more gentleness[2]
- Lasts for up to 25 washes
- Formulated without ammonia

Colorance

Colors & repairs in one step

The demi-permanent hair color that's bold on results and gentle on hair.

TECHNOLOGY

Colorance features IntraLipid Technology to protect and repair, restoring lost lipids for healthier-looking hair. Built-in metal neutralizers safeguard hair and color, delivering brilliant true-to-tone results with less breakage.



[1]Vs. untreated hair.
[2]When Topchic is color-balanced with Colorance. Compared to balancing the color with alkaline permanent hair color.

Colorance

Demi-permanent hair color

VIEW THE COLOR CARDS
on our Goldwell website.

Available in 70+ shades with lasting results, up to 25 washes. Shine-infusing, repairing demi-permanent cream hair color formulated without ammonia for versatile services. Unlimited service options: tone, refine and refresh color for all hair types. To be mixed with System Developer Lotion 2% (7 Vol.).



COLORANCE

Enhance natural color, tone and refine color, create expressive fashion shades and refresh existing color bases. N shades provide natural blending of grey hair up to 50%. Maintain cool results while preventing unwanted warmth with Cool Protect Technology.



COLORANCE
MAXREDS SHADES

Brilliant reds from warm to cool.
Chromax Technology: Combination of intense oxidative dyes deliver brilliant, vibrant color results.
Use in combination with N shades for grey blending up to 50%.



COLORANCE
@ELUMENATED SHADES

Outstanding multi-shine reflections.
@Elumenated Technology provides unmatched shine and brilliance.
Intense and fiery color results.



COLORANCE
PASTEL SHADES

Soft, gradual fading.
Perfect for pre-lightened or bleached hair.



Colorance Cover Plus

Demi-permanent hair color

Shine-infusing, repairing demi-permanent cream hair color formulated without ammonia for grey blending up to 75 %. Restore a natural look with darker reflections on overly lightened hair.
To be mixed with System Developer Lotion 3% (10 Vol.).



COLORANCE COVER PLUS NN SHADES

Gentle and reliable.
Adds shine and richness to the existing natural shade.
Natural blending of grey hair up to 75%.



COLORANCE COVER PLUS LOWLIGHTS

Restores a natural look with darker reflections to over-highlighted hair.
Creates lowlights or adds depth for natural, long-lasting results with supreme shine.
IPP SYSTEM: Colorance Cover Plus LowLights with integrated pre-pigmenting that ensures a simple one-step color process.



COLORANCE COVER PLUS @ELUMENATED NATURALS

Ready-to-use formula with multi-shine reflections.
Natural blending of grey hair up to 75%.

Colorance Gloss Tones

Demi-permanent hair color

Shine-infusing, repairing demi-permanent liquid hair color formulated without ammonia—performs in just 10 minutes. Ideal for quick toning, glossing and color-correcting services on lightened and color-treated hair. To be mixed with System Developer Lotion 2% (7 Vol.).





COLORANCE GLOSS TONES

Up to 5x better combability on damaged hair.[1]
True-to-tone colors that last up to 50% longer.[2]
Up to 3x more shine.[3]

[1]Combability test on wet hair vs. one of the leading competitors.
[2]Compared to one of the leading competitors.
[3]Vs. untreated hair.

Colorance Gloss Tones Color Card

	NATURALS	WARMS							COOLS									CLEAR
	N	BN	B	BB	GPk	GB	KG	OR	CR	BC	S	PV	V	PN	CP	AV	M	CLEAR
10																		
9																		
8																		
7																		
6																		
5																		
4																		





Elumen

Outshines, Outlasts, Outperforms

Oxidant-and ammonia-free, zero-damage permanent hair color based on unique direct color dyes.

TECHNOLOGY

A key component to safeguarding performance and hair integrity is the **Elumen HDmax Technology.** This system of specially selected direct dyes is designed to penetrate deeply into the hair shaft **for extraordinary intensity and longevity.** Plus, it works to repair by filling in damaged areas in the hair.



[1]Elumen compared to oxidative hair colors.
[2]Only direct dyes are used. A patch test performed by a dermatologist is still recommended.

Elumen

Unique acidic formula ensuring long-lasting results without any damage to the hair.
Extraordinary shine and healthy hair feel due to uncompromised hair integrity.
Up to 100% natural grey coverage with exceptional durability. 100% vegan formula.[1]
Perfect choice for clients with scalp sensitivity or allergies to oxidative hair dyes.[2]



ELUMEN COLOR

40 versatile and intermixable shades for dimensional color results.
Free from peroxide, ammonia and ammonia odor.



ELUMEN CLEAR

Soften or lighten color of any Elumen shade or enhance hair's natural shine with Elumen Clear — a colorless, dyestuff-free shade for additional customization.

Elumen shade portfolio

WARMS

NB@10 BB@10 GB@9 GG@8 BG@7 KB@7
NG@6 BG@6 BK@6 BR@6 NB@5 NB@4

COOLS

SB@10 SV@10 PB@10 AB@9 AS@9 SV@8
PB@6 NA@8 Gy@9 Gy@6 AN@5 NA@2
PlRose@10 PlBlue@10

NATURALS

NN@9 NN@8 NN@7 NN@6 NN@5 NN@4

PURES

YY@all GK@all KK@all RR@all Pk@all RV@all
VV@all Bl@all Tq@all Gn@all Clear

[1]No animal-derived ingredients. [2]Only direct dyes are used. A patch test performed by a dermatologist is still recommended.

Elumen Support

Perfect support for any Elumen service



ELUMEN PREPARE
Pre-color treatment that improves the durability and optimizes the deposit of Elumen hair color.



ELUMEN THICKENER
Add to any Elumen formula to create the perfect viscosity. Ideal for creative color placements.



ELUMEN LOCK
Use after an Elumen hair color service to reduce color fading during shampooing, prolong durability and remove excess color pigments from the surface of the hair.



ELUMEN CLEAN
Gently removes stains on the skin caused by Elumen hair color.



ELUMEN RETURN
Reduces the color immediately after coloration with Elumen. Works without oxidizing and reducing agents.

Elumen Care

Keep color results bright and brilliant

The perfect match for all Elumen services—visibly prolong color results with exceptional vibrancy, brilliance and shine. Specially designed for Elumen-colored hair.



ELUMEN SHAMPOO
Color care shampoo for all hair types. Gently cleanses, supports the repairing effect and reduces washout of Elumen hair color.



ELUMEN CONDITIONER
Color care conditioner for fine to medium hair. Detangles instantly for better combability. Reduces frizz and smoothes the surface of the hair. Supports the repairing effect and reduces washout of Elumen hair color.



LightDimensions

Lightening decoded

LightDimensions empowers you to achieve bold, radiant, healthy-looking blondes with confidence.

TECHNOLOGY

We've decoded the lightening process by using 100% vegan ingredients for powerful, controlled lift while protecting the hair. Experience smooth, shiny and resilient hair with minimized yellow tones.

Smarter lightening enabled by innovative ingredients.



LightDimensions SilkLift

High-performance lighteners

Experience powerful, controlled lift of up to 9 levels with our advanced SilkLift formulas for exceptional, bright blonde results and optimal hair quality.
To be mixed with SilkLift Developers 3% (10 Vol.) - 9% (30 Vol.).





SILKLIFT STRONG

High-performance lightener with powerful lift of up to 9 levels.
Suitable for full-head lightening or foils.
Ideal for normal to resistant hair.



SILKLIFT ZERO AMMONIA

Gentle yet effective high-performance lightener with no ammonia for a lift of up to 6 levels.
Ideal for fine or stressed hair.



SILKLIFT CLAY

Clay-based, high-performance lightener with up to 7 levels of lift.
Ultimate precision designed for all freehand techniques—
from seamless balayage to naturally blended highlights.



SILKLIFT CONTROL ASH

High-performance lightener with tone control.
Up to 7 levels of lift and tone in just one step for remarkable cool blonde results.
For levels 5 – 7.



SILKLIFT CONTROL PEARL

High-performance lightener with tone control.
Up to 7 levels of lift and tone in just one step for remarkable cool blonde results.
For levels 6 – 8.

LightDimensions SilkLift

Developer & 2in1 Serum

Experience powerful, controlled lift of up to 9 levels with our advanced SilkLift formulas for exceptional, bright blonde results and optimal hair quality.



SILKLIFT DEVELOPER

Conditioning cream developer that ensures the best possible care and conditioning during the lightening process with improved combability for blonde hair that leaves it smooth to the touch.

3% (10 Vol.)
6% (20 Vol.)
9% (30 Vol.)



SILKLIFT 2IN1 SERUM

Ultra-concentrated conditioning and tone-stabilizing serum.
Adds intensive care to the hair and stabilizes the counteracting pigments in SilkLift Control.
Mandatory for SilkLift Control Ash and Silklift Control Pearl.
Optional for SilkLift Strong, SilkLift Zero Ammonia and SilkLift Clay.



LightDimensions Brightener

Controlled lifting cream



BRIGHTENER NATURAL

Controlled lifting cream that lifts up to 1.5 levels.
Softens contrasts in just 5 minutes for the most naturally blended looks.
For levels 7–9. To be mixed with SilkLift Developers 3% (10 Vol.) -9% (30 Vol.).

BRIGHTENER SILVER

Controlled lifting cream that lifts up to 1.5 levels.
Softens contrasts in just 5 minutes for the most naturally blended looks.
For levels 5–7. To be mixed with SilkLift Developers 3% (10 Vol.) -9% (30 Vol.).

LightDimensions Soft Color

Semi-permanent foam color



SOFT COLOR

Gentle semi-permanent blonde toning in-salon or at home.
Refines and creates cool blonde results in just 5-15 minutes.

10V	Violet
10P	Pearl
10BS	Beige Silver

LightDimensions Oxycur Platin

Multi-purpose lightening powder



OXYCUR PLATIN

Multi-purpose, full-speed lightener with our strongest lifting performance—up to 9+ levels.
To be mixed with System Developer Lotions 3% (10 Vol.) - 9% (30 Vol.).



Men ReShade

Demi-permanent hair color

The most discreet way to blend grey. For consistently natural, transparent grey reduction and visually more fullness, no visible regrowth.



GREY BLENDING POWER SHOTS
4 Cool Ash Shades (4CA, 5CA, 6CA, 7CA).
Hybrid Foam Technology works in only 5 minutes.
Tone Guard Technology for consistently natural color.
For a fresher, younger look.



DEVELOPER CONCENTRATE
Special developer lotion for guaranteed application time of 5 minutes.

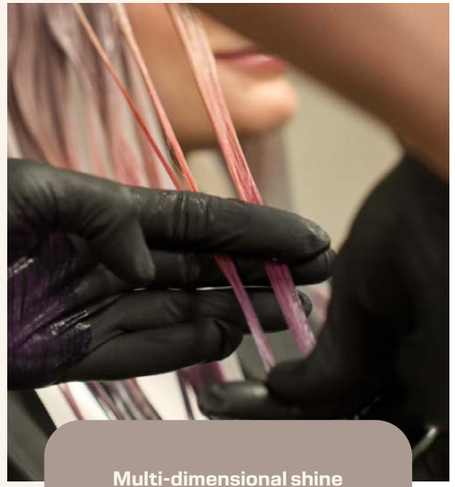


MEN RESHADE APPLICATOR BOTTLE
Color components are mixed in the special Men ReShade applicator bottle and applied quick and discreet at the basin as a foam consistency.



System @Pure Pigments

Imagine color. Now multiply it.



High-definition direct dye additives that elevate hair color with unprecedented vibrancy and brilliance.

ELUMENATED COLOR ADDITIVE

The eight concentrated tones of System @Pure Pigments add a unique play of color reflections and shine to your Goldwell color. Developed to work exclusively with Topchic, Topchic Zero, Colorance[1] and LightDimensions Brightener, System @Pure Pigments integrates easily into your favorite formulations.

BREAKTHROUGH TECHNOLOGY

The HD³ Dye Technology in System @Pure Pigments delivers long-lasting, multidimensional, high-definition color results with unique light reflections and extraordinary shine from every angle.

CREATIVITY

Unlimited customization of your color services with System @Pure Pigments and Thickener for creative freehand techniques.

- Multi-dimensional shine
- Extraordinary color brilliance
- Unprecedented vibrancy
- Outstanding color intensity
- Long-lasting



PURE SHADES

Creates vivid tones and effects.

PURE YELLOW | PURE ORANGE | PURE RED | PURE VIOLET



COOL SHADES

Creates vivid tones and counteracts unwanted tones.

COOL VIOLET | COOL PINK



PEARL AND MATTE SHADES

Softens and counteracts unwanted tones.

PEARL BLUE | MATTE GREEN



THICKENER

Forget bleeding—place strongly contrasting tones next to each other, with up to 4 levels difference.[1]
No limitations and no foils needed. Maintains the perfect performance of your color and lighteners.

[1] Excluding Colorance Gloss Tones.

[1]30 drops Thickener for 80 ml Topchic or Topchic Zero color mass or 40 drops Thickener for 80 ml Topchic @Elumenated color mass.

System Developer Lotion

Unified lotion system with state-of-the-art technology

Perfectly formulated to create intensive, long-lasting color results. Made for Topchic, Topchic Zero, Colorance and LightDimensions Oxycur Platin.

MULTI-USE LOTION SYSTEM

The unique multi-use lotion system is specially designed to create intensive, long-lasting color results with outstanding brilliance, and shine.
With their perfect consistencies, the lotions ensure optimal application with ideal spreadability and perfect adherence of color to the hair.

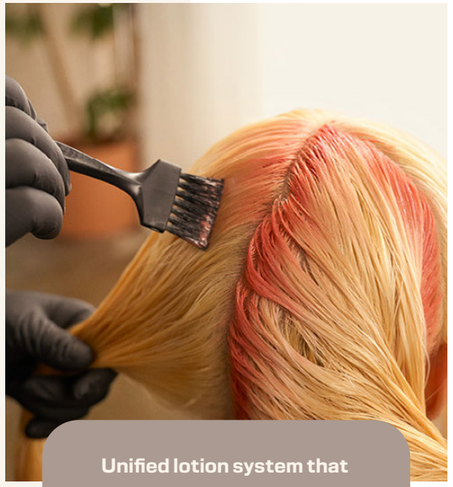
TECHNOLOGY

The formula is upgraded with BondPro+ Technology to offer essential protection during hair coloring services.

The System Developer Lotions come with integrated IntraLipid Technology—for improved combability and a smooth hair touch.[1]

SOLUTION

The Goldwell System products offer you every tool to perfect your color services.



Unified lotion system that reduces complexity and requires less storage space

For easy and fast mixing



SYSTEM DEVELOPER LOTIONS

Unique multi-use lotion system with BondPro+ Technology
for essential protection during hair color services.
Made for Topchic, Topchic Zero, Colorance and LightDimensions Oxycur Platin.
Available in 2% (7 Vol.), 3% (10 Vol.), 6% (20 Vol)., 9% (30 Vol). and 12% (40 Vol.).



SYSTEM COLOR REMOVER SKIN

For the effective, yet gentle removal of skin staining.
Ready-to-use, mild lotion.
Dermatologically tested.
Best use: apply to cotton ball, then use cotton ball on skin.

[1]Perfect performance only guaranteed when used together with Topchic, Topchic Zero, Colorance or LightDimensions Oxycur Platin.

[1]In comparison to a conventional bleach wash.

System BondPro+

Upgrade your color expertise

BondPro+ ensures exceptional hair quality after lightening, coloring and texturing services.

HOW BONDPRO+ WORKS

BondPro+ protects hair from damage during alkaline services and therefore prevents breakage by strengthening the hair fiber and supporting bond stability.

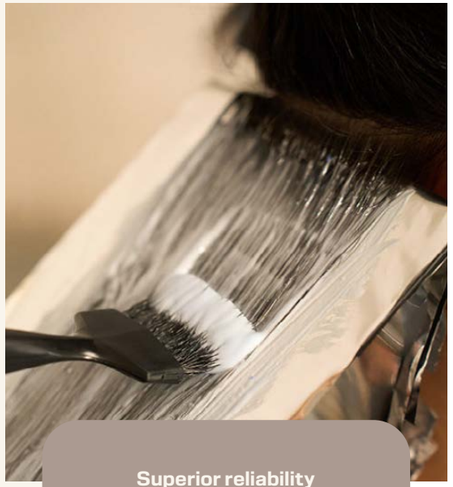
Due to its deeply nourishing and revitalizing effect, it will make hair look and feel significantly healthier. There is no visible dilution of lightening or color performance.

TECHNOLOGY

The BondPro+ Inter-Amino-Bonding-System is based on an advanced amino acid formula in combination with moisturizing panthenol and cationic polymers.
BondPro+ is 100% customized to Goldwell products.
Its application is quick and easy, with no different developer necessary.

BALANCE

BondPro+ optimizes the hair structure and prevents hair damage.



- Superior reliability
- No visible dilution
- Easy 2-step application
- No additional processing time
- 100 % customized to Goldwell



1. PROTECTION SERUM

Penetrates the hair fiber and protects it from within during alkaline lightening, coloring and texturizing processes.
Strengthens hair and prevents breakage.



2. NOURISHING FORTIFIER

A rich, intensive treatment that reinforces the bonds within the hair.
Each hair fiber is strengthened and deeply nourished.



STRUCTURE EQUALIZER

Instantly equalizes structural differences.
Optimizes the color deposit on hair for more even color results.



"I love voluminous sculptural pieces that exude luxury and drama."

KYLIE BUSSING
Goldwell Artist • USA



Dualsenses 26 ◦ StyleSign 33

Care & Styling

Every client is different. With Goldwell's care and styling products, you can easily match each person's hair needs to their lifestyle and daily routine. Plus, offering the right take-home products makes life in the salon smoother and supports your business between visits.

Dualsenses + StyleSign: The perfect pair

Work smarter, not harder. Dualsenses and StyleSign are salon professional's go-to care and styling products designed to work together for reliable results every time.

Dualsenses delivers immediate results that you can see and feel with built-in color protection for beautiful shine and vibrancy.

StyleSign creates long-lasting styles for every hair type and occasion, with up to 72 hours of protection against humidity and everyday stressors like UV and pollution.



Dualsenses

UP TO 100 DAYS OF COLOR VIBRANCY[1]

Dualsenses products go beyond protection to extend every signature color you create.

ONE USE TO SEE AND FEEL THE DIFFERENCE

Clients get immediate results with the science of Instant SmartCare. It puts active ingredients right where they're needed.

COLOR IS IN OUR DNA

Trusted by color creators worldwide and developed by one of the 2025 World's Most Ethical Companies®[2], Dualsenses puts color-safe, vegan[3], and dermatologically approved hair care products – and 50+ years of color innovation – in your hands.



[1] in combination with Color or Color Extra Rich Shampoo and Color Repair & Radiance Balm, and compared to standard shampoo ₂"World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC. Goldwell is a subsidiary of Kao Corporation, which has been named one of the 2025 World's Most Ethical Companies [3] no animal derived ingredients, except Intensive Conditioning Serums

Dualsenses

Color

Color luminosity and vibrancy for up to 100 days[1]
Hair Type: Fine to medium, color-treated and non-color-treated hair
With Luminescine that transforms invisible UV light into visible light for magnificent shine.



BRILLIANCE SULFATE-FREE SHAMPOO
Instant color luminosity.
FadeStop Formula minimizes color fading with every use.



BRILLIANCE CONDITIONER
Detangles and hydrates for a glossy shine.



BRILLIANCE SERUM SPRAY
Weightless conditioning and superior shine.
Protects against heat damage.



REPAIR & RADIANCE BALM
A multi-benefit leave-in for immediate shine and strength.
Strengthens hair bonds and reduces up to 99% of split ends.
Shields hair from pollution[2] + UV rays.



INTENSIVE CONDITIONING SERUM
Locks in color for up to 22 washes.
Provides weightless care & combability.

[1]with the combined use of purple Toning Shampoo and/or Conditioner. [2] carbon particles.

Dualsenses

Color Extra Rich

Color luminosity and vibrancy for up to 100 days[1]
Hair Type: Fine to medium, color-treated and non-color-treated hair.
With Luminescine that transforms invisible UV light into visible light for magnificent shine.





BRILLIANCE SULFATE-FREE SHAMPOO
Instant color luminosity.
FadeStop Formula minimizes color fading with every use.



BRILLIANCE CONDITIONER
Detangles and hydrates for a glossy shine .



60SEC TREATMENT
Restores the hair surface up to 100% in only 60 seconds.
Boosts your natural color's shine and radiance.
Leaves hair nourished and feeling healthy.



INTENSIVE CONDITIONING SERUM
Locks in color for up to 22 washes.
Leaves hair feeling soft and manageable.

Dualsenses

Blondes & Highlights

For blonde, highlighted, grey, or white hair.
Reduces yellow tones, keeping blonde tones cooler longer.[1]
With Luminescine that transforms invisible UV light into visible light for magnificent shine.



ANTI-YELLOW SHAMPOO
Enhances color and reduces brassiness.
FadeStop Formula minimizes color fading with every use.



ANTI-YELLOW CONDITIONER
Quick, gentle detangling.
Minimizes brassiness and unwanted yellow tones.



TONING SHAMPOO
Highly pigmented formula adds a silver sheen.
Leave in for 2-5 minutes, rinse thoroughly

TONING CONDITIONER
Highly pigmented formula conditions and revives color for an icy shine.
Leave in for 2-5 minutes, rinse thoroughly.



60SEC TREATMENT
Restores the hair surface up to 100% in only 60 seconds.
Minimizes brassiness and unwanted yellow tones.



BRILLIANCE SERUM SPRAY
Combability and glossy shine.
Protects against heat damage.



INTENSIVE CONDITIONING SERUM
Locks in color for up to 22 washes.
Boosts highlights + enhances contrast.
Detangles and caring.

[1]with the combined use of purple Toning Shampoo and/or Conditioner. [2] carbon particles.

Dualsenses

Pure Hydration

Hydration for all hair types.
Optimal moisture without the weight. With Panthenol and Hemisqualane, a powerful combination of moisture-balancing ingredients for a natural shine that won't weigh down hair.



HYDRATING SHAMPOO
Balances essential moisture.
Boosts elasticity.
FadeStop Formula minimizes color fading with every use.



HYDRATING CONDITIONER
Lasting[3] moisture.
Detangles and tames flyaways.



5-IN-1 HYDRATING SPRAY
Multi-benefit product that hydrates, conditions, detangles, and adds natural shine with anti-static and heat protection.

[3] with regular use.

Dualsenses

Rich Repair

For dry to damaged hair. Instant repair[1], reversing a year's worth of damage[2]. IntraLipid Complex repairs hair from the inside. It replaces essential lipids deep within each strand for intensive restoration of the inner hair structure, while repairing the hair surface and damaged lipid structure in the cuticle.



RESTORING SHAMPOO
Rebuilds the hair surface and revives shine.
FadeStop Formula minimizes color fading with every use.



RESTORING CONDITIONER
Reduces breakage and repairs the hair's surface.
Instant combability and elasticity.



RESTORING SERUM SPRAY
Reconstructs the hair surface for supple and shiny hair.
Detangles for easy comb-outs.
Protects against heat damage.



60SEC TREATMENT
Repairs seriously damaged hair structures from deep inside in only 60 seconds.
Rebuilds hair fibers.



6 EFFECTS SERUM
Reverses a year's worth of damage[3] with 6 regenerating effects: anti-breakage, silky suppleness, enhanced elasticity, natural shine, reinforced hair structure, and healthy-looking mid lengths and ends.



INTENSIVE CONDITIONING SERUM
Nourishes and repairs.
Up to 95% less breakage with regular use.
Smooths + hydrates every strand.

[1]with regular use [2]in combination with Rich Repair 6 Effect Serum. [3]measured on 2x bleached hair vs untreated hair: 3x more suppleness and up to 99% less breakage

Dualsenses

Bond Pro

For weak, fragile hair prone to breakage. Up to 99% less breakage and 20x stronger, more resilient hair[3] Amino-Bond-Builder uses peptides and amino acids to penetrate into the hair cortex, targeting the damaged areas. Compounds of red and brown algae extracts form ionic and hydrogen bonds, embedding these peptides in the inner cortex, making the hair fiber stronger and more resilient.



FORTIFYING SHAMPOO
Strong + structured, instantly.
FadeStop Formula minimizes color fading with every use.



FORTIFYING CONDITIONER
Stronger strands, instantly.
Less breakage.



REPAIR & STRUCTURE SPRAY
Lasting cuticle protection activated by heat that protects against heat damage.
Repairs the hair surface.



DAY & NIGHT BOND BOOSTER
Up to 99% less breakage and 20x more resilience.
Reduces split ends by up to 99%.
Protects against heat damage.



60SEC TREATMENT
Strengthens hair fiber up to 100% in only 60 seconds.
Prevents breakage without weight.



PRE-WASH CORTEX FILLER
Repairs, restores and protects for up to 15x stronger hair and 96% less breakage.
Hair stays resilient up to 3 washes.
Leave on for up to 5 min before shampooing.

[3]with the combined use of Shampoo, Conditioner and Day & Night Bond Booster Up to 99% less breakage and 20x stronger hair.

Dualsenses

Just Smooth

For frizz-prone hair that needs extra smoothness and shine.
Reduces and controls frizz for up to 72 hours[1]. The moisturizing properties in Kukui Nut Oil paired with active ingredients smooth the hair structure for improved manageability, easy detangling and lasting frizz control.



TAMING SHAMPOO
Tames and controls frizz for up to 72 hours.[1]
FadeStop Formula minimizes color fading with every use.



TAMING CONDITIONER
Reduces and controls frizz for up to 72 hours[1] for smooth and soft, touchable hair.



TAMING OIL
Controls frizz up to 72 hours.
Humidity resistant.



60SEC TREATMENT
Instant regeneration up to 100% in only 60 seconds.
Controls frizz and incredibly nourishing.



6 EFFECTS SERUM
Multi-benefit effects: Controls frizz up to 72 hours, Humidity control, Manageability, Anti-static, Natural shine, and softens hair.



INTENSIVE CONDITIONING SERUM
Deeply conditions and controls frizz for up to 1 week.
Detangles and humidity-resistant.

[1]with use of Just Smooth 6 Effect Serum or Just Smooth Taming Oil.

Dualsenses

Ultra Volume

For fine to limp hair. Volume for up to 2x fuller hair.[2]
Rice protein strengthens hair while adding visible, touchable volume to fine, limp strands.



BODIFYING SHAMPOO
Builds touchable, visible volume.
FadeStop Formula minimizes color fading with every use.



BODIFYING CONDITIONER
Detangles and builds touchable, visible volume that doesn't weigh down the hair.



BODIFYING SPRAY
Adds up to 2x more body for fuller hair.
Lightweight care that also protects against heat damage.

[2]in combination with Ultra Volume Bodifying Spray.

Dualsenses

Scalp Specialist

For a healthy scalp. Dermatologist-approved products for a balanced scalp. Panthenol and specially selected ingredients target specific scalp needs and hair concerns. Known for its soothing, moisturizing and repairing properties, Panthenol helps improve the condition of the scalp.



CLARIFYING SHAMPOO
Deep cleansing removes product build up, excess sebum and chlorine, and undesirable metal traces with an integrated chelating agent.
With Red Raspberry Seed Oil and Zinc PCA to regulate the production of sebum.



REBALANCE & HYDRATE FLUID
Multi-benefit, lightweight miracle-worker that rebalances, hydrates, conditions, soothes scalp & protects against dryness.
With Red Algae Extract to help keep skin soft and hydrated.



DENSIFYING SHAMPOO
Refreshes and activates the scalp.
Clears away follicle buildup .
With Caffeine to help revitalize thicker and denser hair.



DENSIFYING SERUM
Visibly thicker & healthier hair.
Combats hair density loss.
With Caffeine to help revitalize thicker and denser hair.



SENSITIVE FOAM SHAMPOO
Gently clarifies, calms & soothes.
Fragrance-free & Allergy friendly & No preservatives.
With white tea extract, known for its soothing benefits.

[1] With 2x daily usage.

Dualsenses

Curls & Waves

For wavy, curly & permed hair.

Instantly moisturizes and defines curls
With Hydrolized Starch and Glycerin[1] that defines the natural shape of curls and waves for springy, well-formed bounce without stiffness.





BUNDLING SHAMPOO
Cleanses without stripping away moisture for defined and bouncy curls.
FadeStop Formula minimizes color fading with every use.



BUNDLING CONDITIONER
Detangles and moisturizes for flexible curls that won't weigh down hair



BUNDLING SERUM SPRAY
Strengthens hair fibers & reactivates limp curls and waves.
Controls frizz and protects against heat damage.



INTENSIVE CONDITIONING SERUM
Improves elasticity for up to 1 week.
Boots moisture.

[1]Curls & Wave Intensive Conditioning Serum contains Milk Protein, not Hydrolized Starch and Glycerin.

Dualsenses

Men

For all hair textures, body and beard.
Hair looks visibly healthier, feels stronger, and is full of vitality. Guarana and Caffeine energize and stimulate the scalp, leaving hair feeling stronger and refreshed.



HAIR & BODY SHAMPOO
An invigorating all-in-one that cleans and conditions hair, body and beard.





StyleSign

CREATE YOUR BEST STYLE with StyleSign

Instant and long-lasting professional styles for any occasion, environment or hair type, providing as much shine or hold as you need in and out of the salon.

MARINE BAMBOO TECHNOLOGY

Marine Bamboo Technology harnesses the resilience of marine bamboo and product specific active ingredients for targeted styling results. Marine bamboo has evolved to withstand powerful ocean currents and harsh underwater environments, making it strong yet flexible and resistant to UV rays. When paired with product-specific active ingredients, Marine Bamboo Technology delivers long-lasting styles that are strong, flexible and protect against oxidation, humidity, UV light and pollution.



StyleSign

Volume

Turn up hair volume instantly with voluptuous body and bounce. Get up to 100% more volume and up to 72 hours of humidity and frizz resistance.[1]





BODIFYING CONTROL MOUSSE

Up to 100% more lasting volume and body during blow-drying, with control for coarse and damaged hair. Protects against heat damage.

All hair textures.

HOLD FACTOR 4/5 SHINE LEVEL 1/3



ROOT BOOST SPRAY

Instantly lifts fine and limp roots and provides targeted volume for up to 48 hours.

Fine to medium hair.

HOLD FACTOR 4/5 SHINE LEVEL 0/3



BODIFYING BRILLIANCE MOUSSE

Lifts fine and limp roots and provides targeted volume for up to 48 hours. Controlled and precise application for targeted volume.

Fine to medium hair.

HOLD FACTOR 3/5 SHINE LEVEL 2/3

StyleSign

Smooth

For sleek smoothness and shine for all hair textures with humidity and frizz resistance up to 72 hours.





AIR-DRY BB CREAM

Instantly nourishes and reduces frizz for smooth, controlled and healthy-looking hair without blow-drying.

All hair textures.

HOLD FACTOR 2/5 SHINE LEVEL 2/3



WEIGHTLESS SHINE-OIL

Controls any hair texture while providing ultra-high shine and up to 72 hours of frizz control. Seals moisture without weighing hair down. Enhances color luminosity and shine up to four times more.

HOLD FACTOR 0/5 SHINE LEVEL 3/3



SHINE SPRAY

Ultra-high shine with humidity and frizz-protection for up to 72 hours. Creates a silky-smooth touch and glossy lightweight finish.

All hair textures.

HOLD FACTOR 0/5 SHINE LEVEL 3/3

[1] All numeric claims are based on instrumental test comparison vs. no product.

StyleSign

Texture

The quickest way to give any style a cool, new texture—from shiny sleek to rough and disheveled looks. Create long-lasting looks with up to 72 hours of humidity resistance.[1]



LAGOOM JAM STYLING GEL

High shine, ultra-strong hold, texture and volume for up to 72 hours. Versatile styling for blow-drying or hand-sculpting. Strongest hold when used ontowel-dried hair.

All hair textures.

HOLD FACTOR 5/5 SHINE LEVEL 2/3



DRY TEXTURE SPRAY

Adds strong texture, grip and volume while absorbing oil and creating a light matte finish. Refreshes any style. No visible powdery residue.

Fine to medium hair.

HOLD FACTOR 2/5 SHINE LEVEL -1/3



MATTIFYING PASTE

Creates matte, textured, and tousled styles with fullness.

All hair textures.

HOLD FACTOR 3/5 SHINE LEVEL -2/3



DEFINING WAX

Definition and lasting control, with ultra-high shine finish for up to 72 hours.

Medium to coarse hair.

HOLD FACTOR 3/5 SHINE LEVEL 3/3



ROUGHMAN TEXTURIZING PASTE

Hold and total control for matte styles that last up to 72 hours. Use on dry hair for maximum matte effect.

Medium to coarse hair.

HOLD FACTOR 5/5 SHINE LEVEL -1/3



DRY SPRAY WAX

Creates high shine, undone texture with definition and strong yet flexible hold. Versatile like a wax, but easier to use as a spray.

All hair textures.

HOLD FACTOR 4/5 SHINE LEVEL 2/3

[1] Except Seasalt Spray.

StyleSign

Curls

For defined curls and waves that are nourished, hydrated and bouncy for up to 72 hours.





DEFINING CREAM

Conditions and bundles curls for healthy-looking and defined results. Nourishes stressed and damaged curls.

Medium to coarse hair.

HOLD FACTOR 3/5 SHINE LEVEL 2/3



BUNDLING GEL

Definition and hydration for bundled and bouncy curls for up to 72 hours.

Fine to medium hair.

HOLD FACTOR 3/5 SHINE LEVEL 2/3

StyleSign

Hairspray

Instant, flexible to ultra-strong hold for all hair textures. Up to 72 hours of humidity and frizz resistance for long-lasting styles.





WORKING HAIRSPRAY

Medium hold, high shine, and brushes out easily.

All hair textures.

HOLD FACTOR 3/5 SHINE LEVEL 2/3



COMPRESSED WORKING HAIRSPRAY

Concentrated formula — same performance and usage as the full-size Working Hairspray in half the size with a micro-fine targeted spray. Great for on-the-go and better for the environment.

All hair textures.

HOLD FACTOR 3/5 SHINE LEVEL 2/3



STRONG HAIRSPRAY

Extra-dry spray for building volume with strong hold.

All hair textures.

HOLD FACTOR 4/5 SHINE LEVEL 1/3



EXTRA STRONG HAIRSPRAY

Maximum hold with a lacquer-like finish.

All hair textures.

HOLD FACTOR 5/5 SHINE LEVEL 2/3

StyleSign

Heat Styling

For styles that turn up the heat without sacrificing the healthy look. Heat protection for blow-drying or ironing up to 230°C/446°F[1] and up to 72-hour lasting humidity and frizz control.



SHAPING & FINISHING SPRAY

2-in-1: Spray onto dry hair before using hot tools to reduce breakage for straight or wavy looks. Then use as a finishing spray for extra hold. Protects against frizz, humidity and heat up to 230°C/446°F.

All hair textures.

HOLD FACTOR 3/5 SHINE LEVEL 2/3



BLOWOUT & TEXTURE SPRAY

2-in-1 spray. In towel-dried hair: ideal for blowouts, giving up to 100% more volume. In dry hair: creates buildable hold and texture.

All hair textures.

HOLD FACTOR 2/5 SHINE LEVEL 3/3



EVERYDAY BLOW-DRY SPRAY[2]

Control and heat protection when blow-drying.

Fine to medium hair.

HOLD FACTOR 3/5 SHINE LEVEL 2/3



SMOOTHING SERUM SPRAY

Creates long-lasting silkystraight hair. Allows flat iron to easily glide through hair while protecting the hair from frizz, humidity, and heat damage up to 230°C/446°F.

All hair textures.

HOLD FACTOR 0/5 SHINE LEVEL 3/3



STRAIGHTENING BALM

Straightens even damaged or coarse hair for up to 72 hours while protecting the hair from frizz, humidity and heat damage up to 230°C/446°F. Reduces hair breakage during styling.

Medium to coarse hair.

HOLD FACTOR 2/5 SHINE LEVEL 3/3

[1] Except Everyday Blow-Dry Spray, Blowout & Texture Spray.

[2] Up to 72-hour humidity and frizz control.



“Light movement with airiness can be easily created.”

JOOLS PURCHASE
Goldwell Artist ◦ Australia





Depot-Can System

Measuring and mixing tools

The professional Depot-Can System exclusively by Goldwell for clean and precise measuring and mixing. Easy, quick and economical.



COLOR DISPENSING NOZZLE

Efficient color dispensing that allows easy extraction of color in small amounts (0.1g).
Quick and easy handling and cleaning.
Customized to fit the complete Goldwell color can assortment.
Minimal to no leftover color in the nozzle.
1 pack contains 10 nozzles.



COLOR CAN SYSTEM

Perfectly adjusted to the Depot-Can System.
Integrated brush tray and wiping edge for clean working.
Ideal cleaning process—quick and easy.



DEPOT PUMPS

Allows quick and easy dispensing of the lotion when working with the Depot-Can System.



COLORANCE APPLICATOR BOTTLE DEPOT-CAN SYSTEM

Application tool with sectioning hook, brush and nozzle attachments specifically designed to work with Colorance cans. Removable valve for easy cleaning. Holds up to 180 ml of color mass. Perfect for can users.



CLEANSING BOTTLE

Quick and simple cleaning of the Color Can System and the Applicator Bottle.

Color Accessories & Tools



COLORING BOWL

Integrated brush tray and wiping edge for clean working.
Twin scales enable easy and precise measuring. Ergonomic shape and non-slip base.

(Brush sold separately.)



COLOR MASTER MIXER

Professional color mixer for easy, fast and effective mixing of the formula into a smooth, creamy working mass.



COLORING BRUSHES

Ergonomically shaped handle for comfortable hold and precise and convenient applications.
Slightly textured bristles assist product pick-up and color application for easier and cleaner working.
Available in medium and large for standard usage and angled cut for creative work and freestyle techniques.



THERMAL FOILS

Pre-cut, special coloring paper.
Offers particularly good adhesion of the color mass to prevent slipping and bleeding during color application and processing.



COLOR RACK

Space-saving storage of Topchic, Topchic Zero and Colorance cans and tubes.
Can be expanded (standardized units).
Measures: 30x24x21 (WxHxD in cm).
(Product sold separately.)



COLORANCE GLOSS TONES RACK

Space-saving storage of Colorance Gloss Tones bottles.
Can be expanded (standardized units).
Measures: 30x24x21 (WxHxD in cm).
(Product sold separately.)



COLORANCE APPLICATOR BOTTLE (for tubes only)

Application tool with sectioning hook, brush and nozzle attachments specifically designed to work with Colorance tubes. Holds up to 180 ml of color mass. Perfect for tube users.

ELUMEN COLOR CARD

Clearly shows the results achievable on different base levels. Effective consultation tool and shade selection.



ELUMEN SWATCH FAN

User friendly with a compact format. Ideal for consultations as swatches can be easily placed near the client's hair for an exact color match.



Consultation & Training Tools

For an inspiring color service right from the beginning



COLOR TABLEAU FOR CLIENT CONSULTATION

Targeted client consultation with two special consultation boards. Shade segmentation with removable swatches for an optimal shade overview.



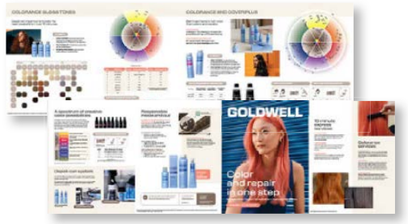
TECHNICAL COLOR CARD FOR THE MIXING AREA

User-friendly with a compact book format. Ideal and convenient to work with due to the tailor-made shade segmentation.



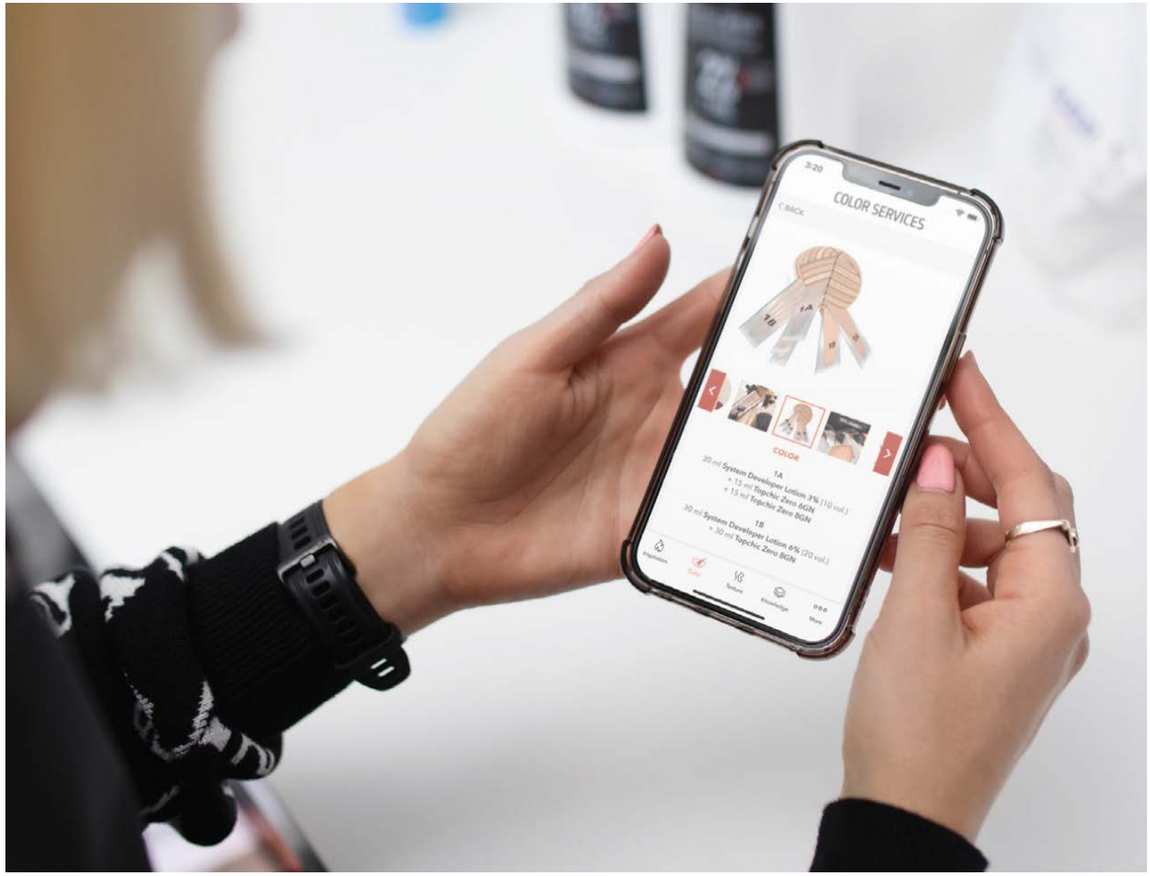
COLORANCE GLOSS TONES SWATCH RING

Features swatches for all Colorance Gloss Tones shades. User-friendly with a compact ring format. Ideal for consultations as swatches can be easily placed near the clients hair for an exact color match.



ACTIVATION GUIDES

Product-related, concise and easy to understand key tool in the salon with all relevant information on the benefits, usage and selling of products and services. Including special tips and tricks from stylist to stylist to increase professional knowledge and confidence.



GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

For inspirational videos and pro-tutorials.
www.GoldwellEducation.plus

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GOLDWELL EDUCATION PLUS APP

Designed to discover the world of Goldwell Education with useful and fun-to-use tools that provide you with everything you need in the palm of your hands.

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Salon Tools



APRON
Comfortable material.
Easy fit to individual size.



CAPE
One size. Washable and usable with all Goldwell products.



COLOR & SECTIONING CLIPS
Stable clips to fix sections during the salon service.



COLOR & STYLING UNIT FOR SERVICE CARS
Inserts for color and styling tools.
Fit into top part of the Service Cars Magic Serve.

Only available in Canada.



DIGITAL TIMER
Precise digital timer.
Small and practical.
To hang or put up.
With magnet.



SPRAY BOTTLE
High-quality sprayer head sprays finest mist. Strong plastic bottle with stylish aluminum look.
Content: 250 ml (for H2O only)



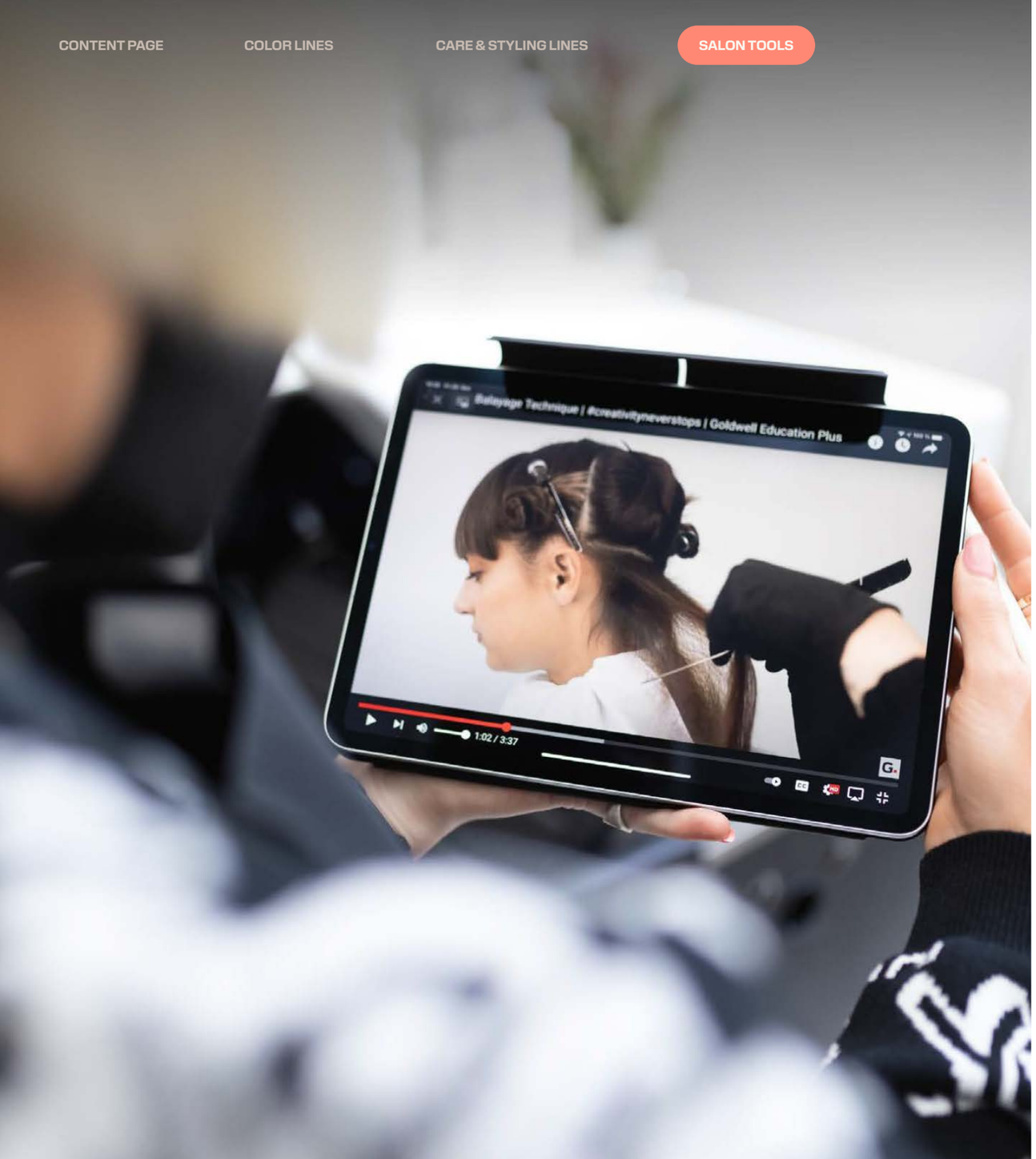
DIGITAL SCALE
Precise measuring in grams and ounces; 0.01–500 g.
Automatic switch-off.
Small, practical shape.



PREMIUM SERVICE CAR
Including Hand Mirror, hangers for blow dryer and flat iron and 1 lockable storage compartment.

Dimensions: 33x90x48 (WxHxD in cm)





Digital Education

Get ready for your digital product inspiration. Anytime. Anywhere.

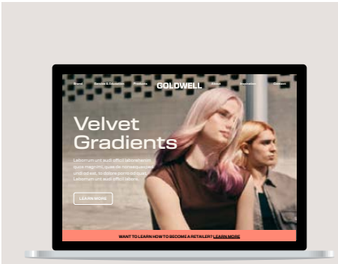
Get new impulses with our digital education—developed to perfectly enrich your skills and hands-on experience. Now you can have access to new inspiration wherever you are and easily keep your knowledge up-to-date. Dive into the whole Goldwell world with our new digital opportunities.



KAO SALON ACADEMY

- Academy Overview
- Academy Location Overview
- Class Descriptions
- Online Registration
- Regional Education Overview

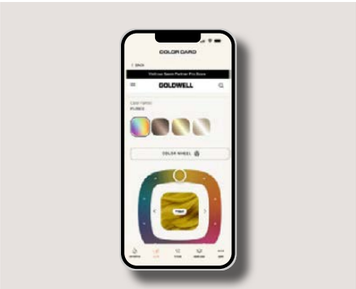
Discover Kao Salon Academies



GOLDWELL ONLINE

- Events
- Inspiration
- About Goldwell
- Services
- Salon success
- Education
- Products

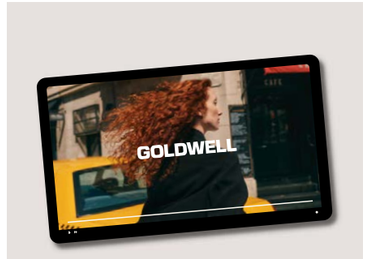
Goldwell.com



GOLDWELL EDUCATION PLUS APP

- Color Services
- Color Cards
- Product knowledge
- Hair science

Download on the App Store GET IT ON Google Play



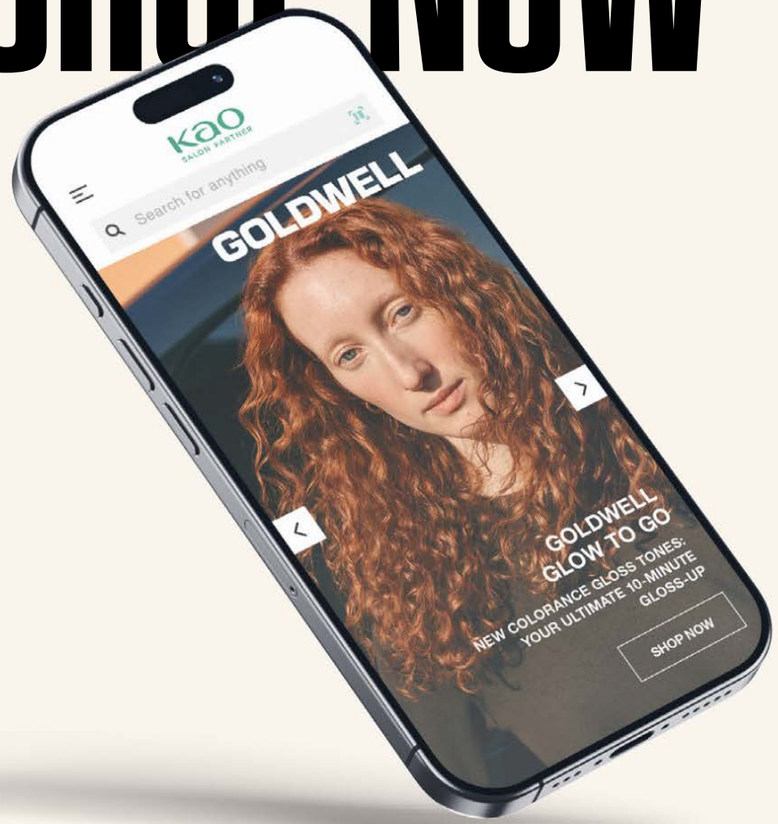
GOLDWELL EDUCATION PLUS YOUTUBE CHANNEL

- The go-to destination for any inspiration and information about upcoming trends
- Signature styles to fuel your creativity

Discover our Youtube Channel

KAOSALONPARTNER.COM

SHOP NOW



SHOP ONLINE DIRECTLY FROM KAO SALON 24/7

SHOP 24/7

Shop our products anytime anywhere

QUICK ADD

Use barcode scanning or quick order tool to speed up order process

RECENTLY ORDERED

Re-access past orders instantly

FULL PRODUCT RANGE

All Kao Salon brands in one shop

DIGITAL COLOR CHART

Easily find & select color shades

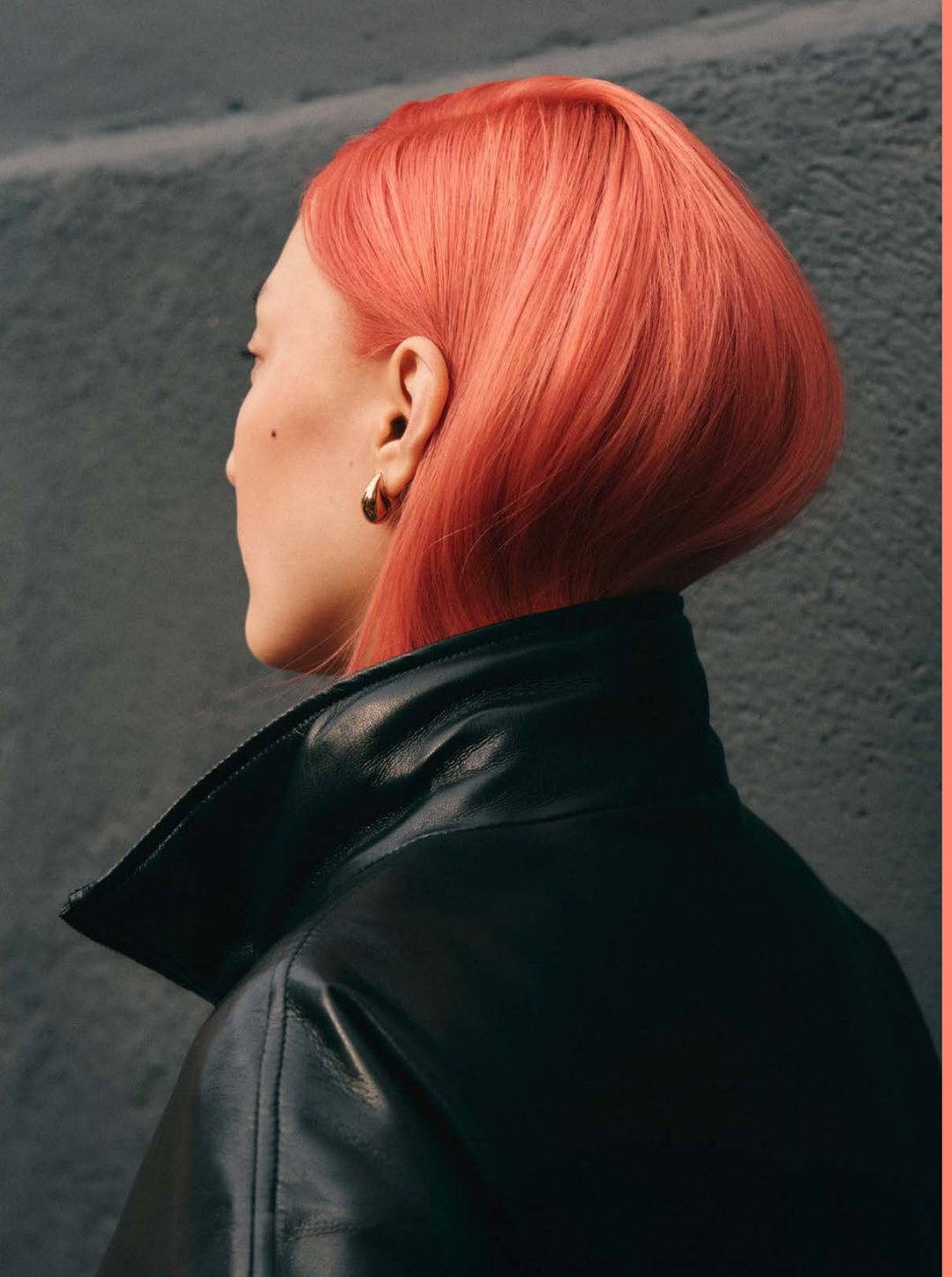
EXCLUSIVE OFFERS

Deals tailored to your needs

Register now on

www.kaosalonpartner.com

kao
SALON PARTNER



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Making life beautiful for salons, stylists and their clients.