

# Wella Color Charm Hair Color Gel



**Brand:** Wella

**Product Code:** 1005

**Availability:** 1000

**Price:** \$6.99

## Description

--Oxy-Dye System protects natural pigment through oxidation, gives optimum color equalization and balanced deposit.

--Provides predictable, long-lasting, even color and tonality... vibrant and natural reds, blondes and brunettes that won't go brassy.

--Covers gray naturally, consistently, completely. Perfect for clients who need maximum coverage.--Mixes smoothly each time. Allows for quick and easy application.

--Allows you to select and formulate color with the European Level System.

--A color for every client. Available in Natural, Fashion and High lift colors. Extra Mild Toners are available in liquid crème formulas. Both liquid crème and gel formula may be together for a new palette of haircolor options.

--Modifiers and Intensifiers enhance your creativity, let you customize results.

**MIXING INSTRUCTIONS:**Determine desired amount of working product. Mixture ratio is 1 part Color Charm Toner to 2 parts Welloxide/Welloxon 20volume developer.

**DEVELOPMENT TIME:**Start timing from completion of application. Development time is up to 30 minutes.