Color Charm Permanent Liquid Haircolor with Liquifuse Technology™ and Floral Fragrance

DISCONTINUED HAIRCOLORS & COLOR SHADE CHANGE CHARTS

SHADE NAME CHANGES: SHADE NUMBER DOES NOT CHANGE

Color Charm has changed several shade names to better describe their haircolor results.

SHADE NUMBER	OLD SHADE NAME	NEW SHADE NAME
12N/1200	Blonde Claire	High Lift Blonde
5AA/336	Light Drab Brown	Light Brown Intense Ash
6AA/542	Ash Blonde	Dark Blonde Intense Ash
7AA/632	Medium Ash Blonde	Medium Blonde Intense Ash
T35	Imperial Beige	Beige Blonde
T11	Royal Blonde	Lightest Beige Blonde
T14	Silver Lady	Pale Ash Blonde
T18	White Lady	Lightest Ash Blonde
T10	Ivory Lady	Pale Blonde
050	Light Drabber	Cooling Violet
042	Gold	Warming Gold

DISCONTINUED SHADES

Color Charm has discontinued 14 shades due to declining sales. Wella recommendations are not exact matches and a strand test is recommended to preview the results.

DISCONTINUED SHADE	WELLA RECOMMENDS	NEW RESULTS WILL BE
12P Ivory Blonde Plus	12A/1210 Frosty Ash or 12AA/1120	More drab and cool
9CG Soft Platinum Gold	9NG Sand Blonde	Slightly more Neutral-Gold
8CG Light Platinum Gold	8NG Light Beige Blonde	Slightly more Neutral-Gold
7CG Medium Platinum Gold	7NG Medium Beige Blonde	Slightly more Neutral-Gold
8G Light Pure Gold Blonde	8G/841 Light Golden Blonde	Very close, slightly more Gold
7G Medium Pure Gold Blonde	7G/725 Sunlight Blonde Brown	Half level darker
8GR Copper Sun	8RG/ 729 Titian Red Blonde	Slightly more Red-Gold than Gold-Red. Can add a cap of Warming Gold to enhance Gold tonality.
6GR Canyon Copper	6RG/ 544 Light Copper	Slightly more Red-Gold than Gold-Red. Can add a cap of Warming Gold to enhance Gold tonality.
12W Malibu Blonde Plus	12NG Surf Side Blonde Plus	Less Warm and more Neutral-Gold
9WR Apricot	8RG plus 1 cap Warming Gold	Will provide a close comparison but with slightly more copper-gold.
633 Red Blaze	6R Red Terra Cotta	6R slightly more Red
T-28 Princess Blonde	T-10 Pale Blonde	T-10 slightly less Beige
T-15 Baroness Beige	T11 Lightest Beige Blonde	T-11 slightly less Beige
T-27 Regal Beige	T35 Beige Blonde	T-35 slightly deeper

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CHANGE IN COLOR CHARM APPEARANCE

All Wella Color Charm Haircolor will now look different when mixed and as the color develops in the applicator bottle. This change in oxidation is due to the new floral fragrance and the change to Liquifuse Technology™. This change in appearance does not affect the final haircolor results; 39 shades will have identical results and 28 shades will have very similar results to the shades that you have used for years.

CHANGE IN COLOR CHARM HAIRCOLOR RESULTS

Color Charm with Liquifuse Technology™ and floral fragrance has 28 shades that now have somewhat different finished results.
The actual haircolor results are similar but not exact matches. A strand test is recommended to preview the results.

051/1N Black	542/6AA Ash Blonde / Dark Blonde Intense Ash	9G Soft Pure Gold Blonde	810/7R Red-Red
211/2N Very Dark Brown	632/7AA Medium Ash Blonde / Medium Blonde Intense Ash	5WR Allspice	367/3RV Black Cherry
311/3N Dark Brown	1120/12AA Nordic Blonde	445/5RG Light Auburn	507/5RV Burgundy
411/4N Medium Brown	7NG Medium Beige Blonde	544/6RG Light Copper	607/6RV Cyclamen
3NW Dark Natural Warm Brown	8NG Light Beige Blonde	729/8RG Titian Red Blonde	BP Blonding Plus
148/3A Dark Ash Brown	1070/10NG Honey Beige Blonde	356/4R Cinnamon Brown	042 Gold/ Warming Gold
336/5AA Light Drab Brown / Brown Intense Ash	257/4G Dark Golden Brown	6R Red Terra Cotta	050 Light Drabber/ Light Light Cooling Violet

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