



Color Charm®  
Demi-Permanent Haircolor

## 4 NEW GLAZING SHADES

9G (9/3) Soft Golden Blonde

8A (8/1) Light Ash Blonde

7G (7/3) Medium Golden Blonde

7W (7/7) Medium Sand

Choose Color Charm® Demi to glaze, tone, enrich, blend or pre-pigment. Its no-ammonia formula delivers all of the color and shine without the worry or lift. The Wella 1:2 mix ratio means each tube creates 6 oz of haircolor



### **NEW!** Color Charm Demi Guidebook

Tips on application, use, pre-pigmenting for color correction and more. Ask your Color Charm distributor how to get a free copy.

Model highlighted with Wellite Powder Lightener. Base color created with 7W and then glazed with 9G. See the new Color Charm Demi Guidebook for additional details.

**SALLY**  
BEAUTY SUPPLY

Available at Sally Beauty Supply Stores  
and Wella Color Charm distributors.

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