



COLORANCE COLLECTION

AMMONIA-FREE, DEMI-PERMANENT COLOR THAT LASTS UP TO 25 WASHES

HIGH-GLOSS SHINE

Natural-looking, beautiful shine (without adding color) for all hair textures

tone & refine

The perfect finish for every lightening service

BOOST & BRIGHTEN

Take color to the next level with a rich, brilliant shade

ELUMENATED

Achieve multi-dimensional results with @Pure Pigments

MAINTAIN YOUR COLOR AT HOME

The shampoo you use matters! Our **Dualsenses** products contain **built-in color protection** to reduce color fade-out, plus essential care ingredients for results you can instantly see and feel.

GOLDWELL.