



COLORCHARM

SHADE CONVERSION CHART FOR NEW PERMANENT CREAM HAIR COLOR

WELLA COLORCHARM has recently phased out of Permanent Gel to bring you our new and improved Permanent Cream color. This comparison chart is designed to help you find the closest match available to the shade you were previously buying in Permanent Gel in either **NEW** Permanent Cream or Permanent Liquid

Additionally, the second table at the bottom are some shades that are **NEW** to the **WELLA COLORCHARM** brand via **NEW** Permanent Cream Color that you may be interested in trying.



IF YOU LIKE: YOU SHOULD TRY: YOU CAN ALSO USE:

COLORCHARM GEL NEW COLORCHARM CREAM COLORCHARM LIQUID

NEUTRAL

1N	1N	1N
2N	2N	2N
3N	3N	3N
4N	4N	4N
5N	5N	5N
6N	6N	6N
7N	7N	7N
8N	8N	8N
9N	9N	9N
10N	10N	10N
12N	12N	12N

NEUTRAL GOLD

7NG	7N + 8G	7NG
8NG	8N + 8G	8NG
9NG	9NG	9NG
12NG	N/A	12NG

ASH

3A	3A	3A
4A	4A	4A
5A	5A	5A
6AA	6A	6A
7A	7A	7A
7AA	7A	7AA
8A	8A	8AA
9A	9A	9A
10A	9A + 10N	10A

RED & RED GOLD

4R	4RG	4R
6R	6RG	6R
7R	7R	7R
5RG	4RG + 6RG	5RG
8RG	8RG	8RG

RED VIOLET

3RV	3RV	3RV
5RV	5RV	5RV

GOLD

4G	N/A	4G
5G	5G	5G
6G	6G	6G
7G	6G + 8G	7G
8G	8G	8G

GOLD VIOLET

10GV	10GV	10GV
------	------	------

COOL

4BC	4A + 4CH	N/A
5BC	5BC	N/A
6BC	6BC	N/A
7BC	7BC	N/A
8BC	8A + 7BC	N/A

WARM

6W	6W	6W
7W	7W	7W

WARM RED

5WR	6W + 4RG	5WR
7WR	7W + 8G	7WR

BROWN VIOLET

5VV	5VV	5VV
7VV	7VV	7VV

YOU SHOULD TRY THIS NEW SHADE IN PERMANENT CREAM

- 5RR or 6R
- 3NN, 4NN, 5NN, 6NN or 7NN
- 7GV
- 1V or 1BBL
- 4VV
- 7VA or 12V
- 9PA or 10PA
- 5NB or 6NB
- 4CH or 6CH

IF YOU'RE LOOKING FOR...

- A more intense red result than what we currently offer
- Better coverage on resistant grays
- A balanced medium blonde that doesn't look too orange
- A cooler black result
- An intense violet shade
- Cool blondes with a violet hue
- An extremely cool-toned blonde
- Best gray coverage with a warmer end result
- A rich chocolate brown