

# GOLDWELL LOTION TRANSITION GUIDE

## EXISTING LOTION/PHASE OUT

## NEW! SYSTEM DEVELOPER FOR ALL YOUR NEEDS



COLORANCE EXPRESS  
TONING LOTION

COLORANCE LOTION



APPLY  
WITH BOTTLE

SYSTEM 2% LIQUID DEVELOPER



COLORANCE COVER  
PLUS LOTION

TOPCHIC 3%  
LOTION



APPLY WITH  
BOWL / BRUSH

SYSTEM 3% CREAM DEVELOPER



TOPCHIC 6% LOTION



APPLY WITH  
BOWL / BRUSH

SYSTEM 6% CREAM DEVELOPER



TOPCHIC 9% LOTION



APPLY WITH  
BOWL / BRUSH

SYSTEM 9% CREAM DEVELOPER



TOPCHIC 12% LOTION



APPLY WITH  
BOWL / BRUSH

SYSTEM 12% CREAM DEVELOPER

# GOLDWELL.