



GUIDE TO GOING BRUNETTE



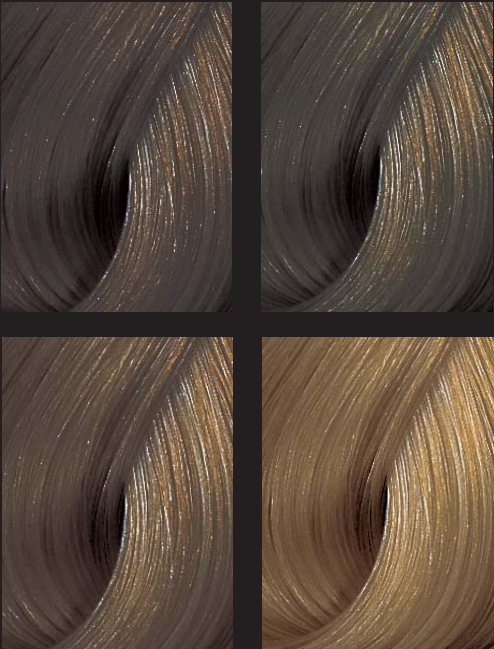
color*l'ango*[™]

DISCOVER YOUR PERFECT SHADE OF “CAN’T LOOK AWAY” BRUNETTE

A mysterious depth and intriguing X-factor make brunettes a force to be reckoned with. Discover Wella Color Tango brunette shades and reveal the magnetic brunette in you.



COOL SHADES



WARM SHADES



COOL OR WARM?

- Brunette tones can be described as “warm” or “cool.”
- Warm tones (red, orange and gold) give a feeling of warmth and add more color to the face.
- Cool tones, such as ash brown and blue-black, cool down your complexion.
- The right tone can instantly make your skin appear more radiant, your hair look richer and your eyes more sparkly.
- The wrong tone can make you look tired or washed out.

BASED ON THE FACTORS BELOW, WOULD YOU LOOK BETTER AS A WARM OR COOL BRUNETTE?

COOL

Skin Color



Eye Color



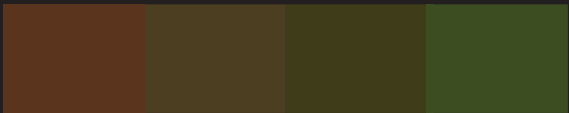
Natural Hair Color



Accessories



WARM



CHOOSE YOUR MOST MAGNETIC SHADE

STEP 1

WHAT'S YOUR CURRENT HAIR COLOR?

Find the shade below that looks closest to your current shade (excluding your roots, if you currently color). The corresponding number will be the shade of your current level.



10 Lightest Blonde



9 Very Light Blonde



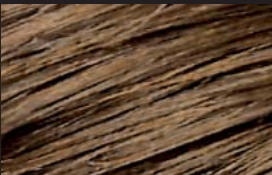
8 Light Blonde



7 Medium Blonde



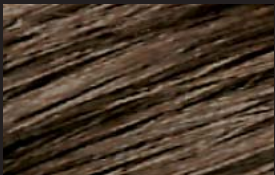
6 Dark Blonde



5 Lightest Brown



4 Light Brown



3 Medium Brown



2 Dark Brown



1 Black

Remember: Making drastic color changes by yourself can be overwhelming and can produce unpredictable results. Keep your at-home coloring simple and leave the challenging jobs to a licensed stylist.

STEP 2

DETERMINE HOW DARK SHOULD YOU GO

We recommend going no more than 2 to 3 shades darker than your current hair color.

Example:
If you're currently Light Brown (Level 4), then we recommend aiming between Medium Brown (Level 3) and Black (Level 1).

IF YOUR CURRENT COLOR IS:



4 Light Brown

WE RECOMMEND DARKENING WITHIN THIS RANGE: (1-3)



3 Medium Brown



2 Dark Brown



1 Black

STEP 3

SELECT YOUR SHADE

Putting it all together, choose your level (number) and tone (letters):

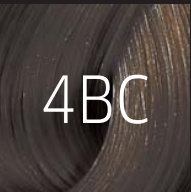


Wella Color Tango
4BC Iced Brown



Wella Color Tango
5B Mocha

COOL SHADES



Iced Brown



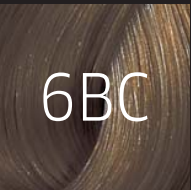
French Roast



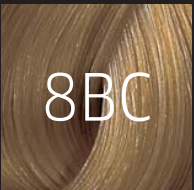
Dark
Chocolate
Brown



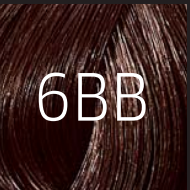
Mocha



Suede



Light Bronze



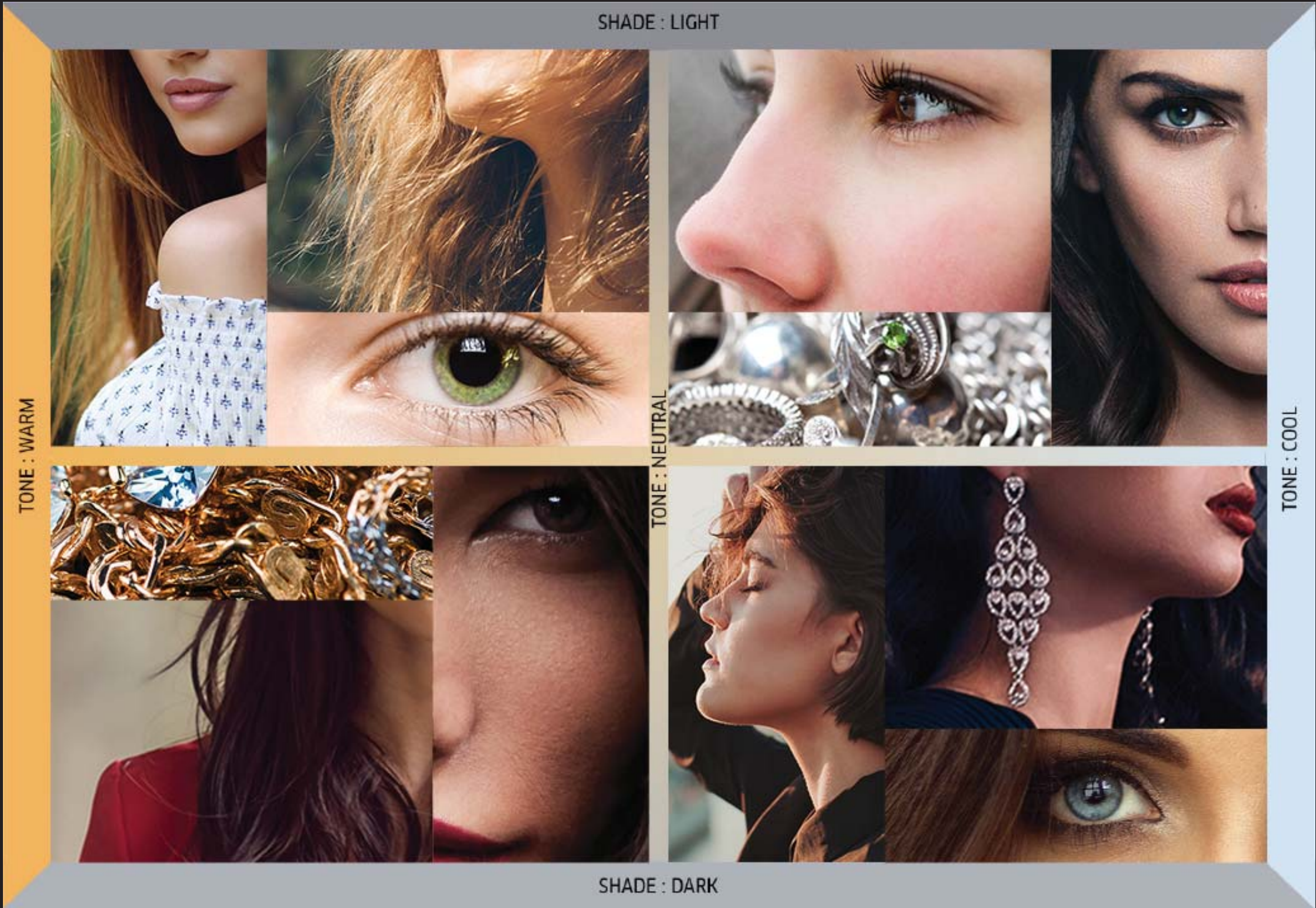
Toasted
Hazelnut



Caramel

SHADE & TONE

There are many dimensions of brunette. Brunettes can range from light to dark shades and warm to cool tones. Putting it all together, what is your ideal brunette?





color*tango*™
COLOR THAT MOVES YOU



#MAGNETICBRUNETTE