






COLOR XG® GOLD BROWN SHADE SECRETS

Discover shade secrets from our color professionals. Color XG® is warming up its palette with the new GOLD BROWN family. Three balanced shades create soft golden tones that are warm but never brassy. From warm caramel to golden walnut, get beautiful, refined gold hues softened by a delicate brown finish your guests will love.

NEW! COLOR XG® GOLD BROWNS:

- Formulated with a brown-to-tan background color with a dominant gold and secondary brown tonality. This combination provides warm, golden results.
- The Gold Brown family lives in the yellow/orange zone of the Color Map.
- Versatile for controlled and natural lift, beautiful rich deposit or intermixing with Color XG® standard series shades.
- Seamlessly refresh mid-lengths and ends using Crema XG® shades.



SHADES	DESCRIPTION
<p>6GB 6/37</p> 	<p>6GB delivers a rich, sun-kissed, dark blonde without the brass. Ideal for levels 4-6, the results are warm and golden. Try mixing with N, NN or NB families to warm up results, or with G or BG shades to achieve various golden nuances.</p>
<p>7GB 7/37</p> 	<p>7GB creates a caramelized, medium golden blonde that is balanced and warm. Ideal for use on levels 5-7. Formulated with brown-to-tan background color, 7GB is a good mixer into C, RO or R shades to soften tonal intensity and to create an array of warm blonde looks.</p>
<p>9GB 9/37</p> 	<p>9GB creates a wearable light blonde result with a tan-brown tone and a glint of gold. Ideal for use on natural levels 7-9. Mix 9GB with 30 volume and highlight natural levels 4-7 to create distinctive golden dimension.</p>





COLOR XG® GOLD BROWN COLORIST TIPS & 5 TO TRY



COLORIST TIPS

Try these easy, creative ways to use the Gold Brown shades.

THE TIME SAVER

Mix the Gold Brown shades with 30 volume Paul Mitchell® Cream Developer on natural hair for your golden ticket to beautiful highlights. It's a time saver with no pre-lightening or toning required.

RESULT: A lighter golden tone. This is a great way to introduce highlighting to first-time clients.

THE SEASONAL PICK-ME-UP

Mix any GB shade, at the same or similar level, into your auburn or redhead formulas.

RESULT: A lighter, brighter and softer tonality of red to create a new variation of your guest's existing base formula.

5 TO TRY

COLOR RESULT	NATURAL LEVEL / % GRAY	COLOR XG® AT THE BASE	CREMA XG® COLOR MATCH
Softest Tan Blonde	7-9 Up to 15% gray	1.5 oz. 9GB (9/37) + .5 oz. 8NB (8/07) + 2 oz. 20 volume Paul Mitchell® Cream Developer	1 oz. 9G (9/3) + 1 oz. Clear + 2 oz. 10 volume Paul Mitchell® Cream Developer
Warm Balanced Blonde	6-8 Up to 15% gray	1 oz. 7GB (7/37) + 1 oz. 8N (8/0) + 2 oz. 20 volume Paul Mitchell® Cream Developer	2 oz. 9G (9/3) + 2 oz. 10 volume Paul Mitchell® Cream Developer
Butterscotch Blonde	5-7 Up to 15% gray	1.5 oz. 7GB (7/37) + .5 oz. 7BG (7/73) + 2 oz. 20 volume Paul Mitchell® Cream Developer	2 oz. 7G (7/3) + 2 oz. 10 volume Paul Mitchell® Cream Developer
Walnut Brunette	4-6 Up to 50% gray	1 oz. 6GB (6/37) + 1 oz. 4N (4/0) + 2 oz. 20 volume Paul Mitchell® Cream Developer	2 oz. 5G (5/3) + 2 oz. 10 volume Paul Mitchell® Cream Developer
Rich Amber Brunette	3-5 Up to 20% gray	1.5 oz. 6GB (6/37) + .5 oz. 5RB (5/47) + 2 oz. 20 volume Paul Mitchell® Cream Developer	1.5 oz. 7G (7/3) + .5 oz. 6RB (6/47) + 10 volume Paul Mitchell® Cream Developer

