

KOLESTON PERFECT^{ME+}

COLOUR CHART



PURE NATURALS



RICH NATURALS



DEEP BROWNS



VIBRANT REDS



SPECIAL BLONDES



SPECIAL MIX

PURE NATURALS



PURE NATURALS



RICH NATURALS



DEEP BROWNS



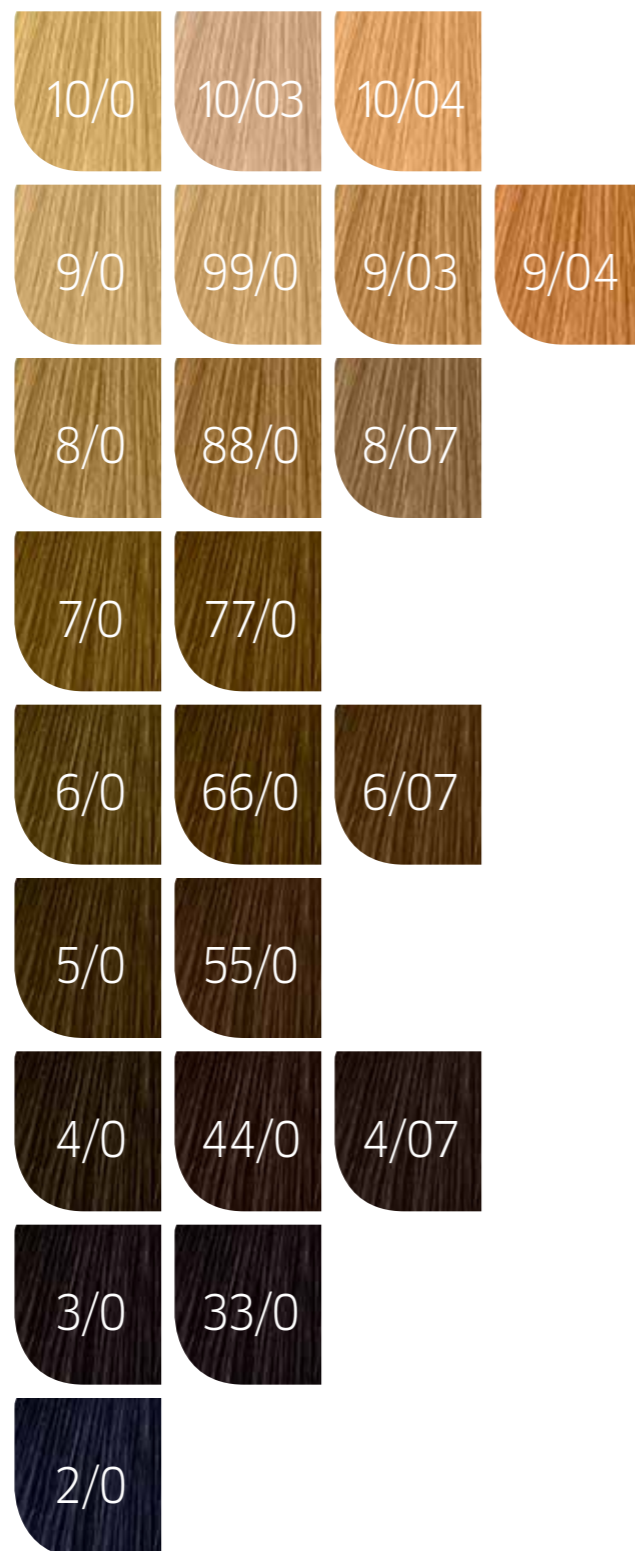
VIBRANT REDS



SPECIAL BLONDES



SPECIAL MIX



PURE	2/0	BLACK
PURE	3/0	DARK BROWN
RESISTANT COVER	33/0	INTENSE DARK BROWN
PURE	4/0	MEDIUM BROWN
WARM	4/07	MED BROWN NAT BROWN
RESISTANT COVER	44/0	INTENSIVE MED BROWN
PURE	5/0	LIGHT BROWN
RESISTANT COVER	55/0	INTENSE LIGHT BROWN
PURE	6/0	DARK BLONDE
WARM	6/07	DARK BLONDE NAT BROWN
RESISTANT COVER	66/0	INTENSIVE DARK BLONDE
PURE	7/0	MEDIUM BLONDE
RESISTANT COVER	77/0	INTENSIVE MED BLONDE
PURE	8/0	LIGHT BLONDE
WARM	8/07	LIGHT BLONDE NAT BROWN
RESISTANT COVER	88/0	INTENSIVE LIGHT BLONDE
PURE	9/0	VERY LIGHT BLONDE
WARM	9/03	V LIGHT NAT GOLD BLONDE
WARM	9/04	V LIGHT NAT RED BLONDE
RESISTANT COVER	99/0	INTENSIVE V LIGHT BLONDE
PURE	10/0	LIGHTEST BLONDE
WARM	10/03	LIGHTEST BLONDE NAT GOLD
WARM	10/04	LIGHTEST NAT RED BLONDE

RICH NATURALS



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NATURALS**



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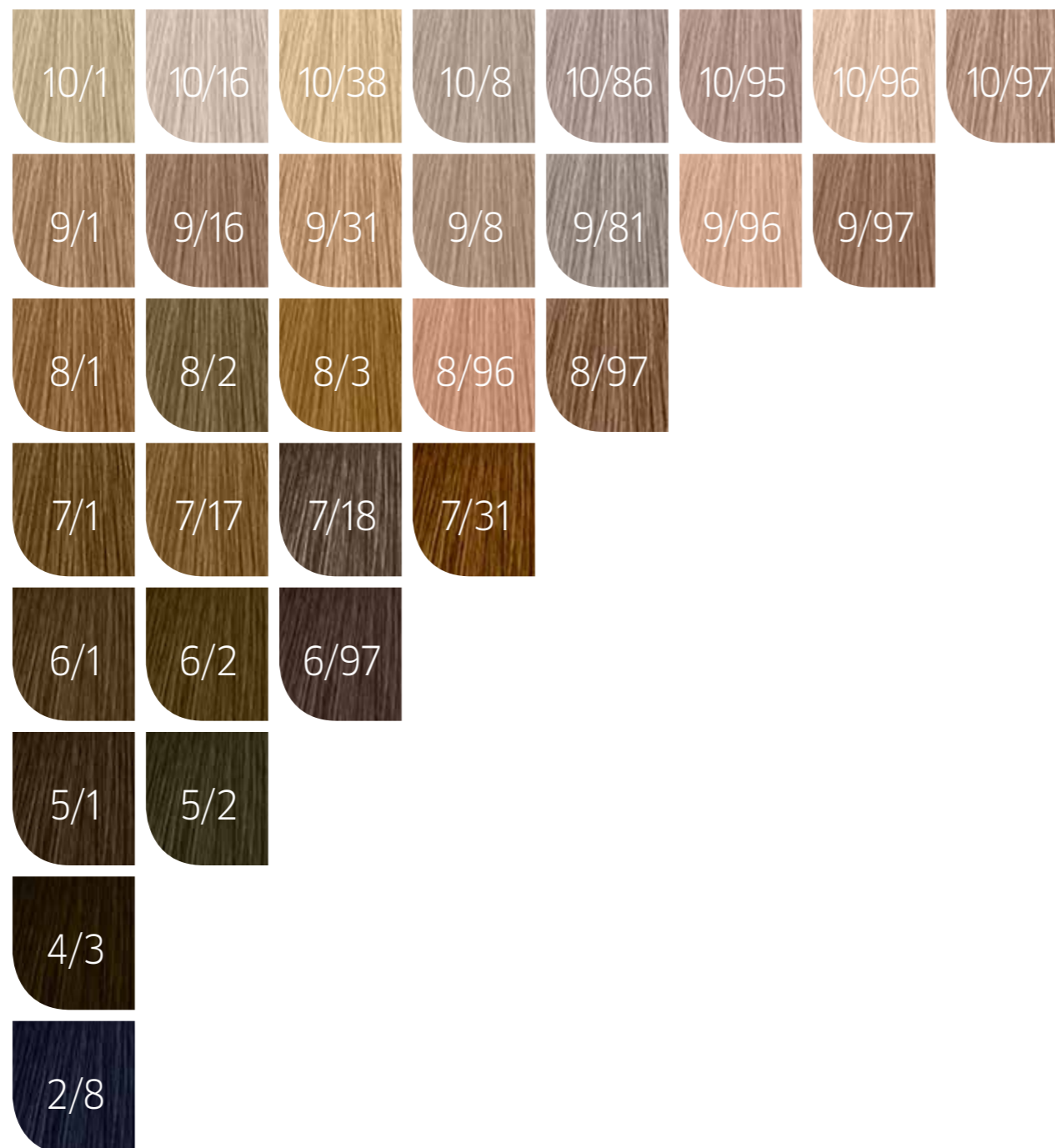
**VIBRANT
REDS**



**SPECIAL
BLONDES**



**SPECIAL
MIX**



COOL	2/8	BLACK PEARL
WARM	4/3	MEDIUM BROWN GOLD
COOL	5/1	LIGHT BROWN ASH
COOL	5/2	LIGHT BROWN MATT
COOL	6/1	DARK BLONDE ASH
COOL	6/2	MATT DARK BLONDE
COOL	6/97	DARK BLONDE CENDRE BROWN
COOL	7/1	MEDIUM BLONDE ASH
COOL	7/17	MEDIUM BLONDE ASH BROWN
COOL	7/18	MEDIUM BLONDE ASH PEARL
WARM	7/31	MEDIUM BLONDE GOLD ASH
COOL	8/1	LIGHT BLONDE ASH
COOL	8/2	MATT LIGHT BLONDE
WARM	8/3	LIGHT GOLD BLONDE
COOL	8/96	LIGHT BLONDE CENDRE VIOLET
COOL	8/97	LIGHT BLONDE CENDRE BROWN
COOL	9/1	VERY LIGHT BLONDE ASH
COOL	9/16	VERY LIGHT BLONDE ASH VIOLET
WARM	9/31	VERY LIGHT BLONDE GOLD ASH
COOL	9/8	VERY LIGHT BLONDE PEARL
COOL	9/81	VERY LIGHT BLONDE PEARL ASH
COOL	9/96	VERY LIGHT BLONDE CENDRE VOILE
COOL	9/97	VERY LIGHT BLONDE CENDRE BROWN
COOL	10/1	LIGHTEST BLONDE ASH
COOL	10/16	LIGHTEST BLONDE ASH VIOLET
COOL	10/38	LIGHTEST BLONDE GOLDEN PEARL
COOL	10/8	LIGHTEST BLONDE PEARL
COOL	10/86	LIGHTEST BLONDE PEARL VIOLET
COOL	10/95	LIGHTEST BLONDE CENDRE MAHOGANY
COOL	10/96	LIGHTEST BLONDE CENDRE VIOLET
COOL	10/97	LIGHTEST BLONDE CENDRE BROWN

DEEP BROWNS



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VIBRANT
REDS



SPECIAL
BLONDES



SPECIAL
MIX



COOL	4/71	MEDIUM BROWN BROWN ASH
COOL	4/75	MEDIUM BROWN BROWN MAHOGANY
WARM	4/77	MEDIUM BROWN BROWN INTENSIVE
WARM	5/7	LIGHT BROWN BROWN
COOL	5/71	LIGHT BROWN BROWN ASH
COOL	5/75	LIGHT BROWN MAHOGANY
WARM	5/77	LIGHT BROWN BROWN INTENSIVE
WARM	6/7	DARK BLONDE BROWN
COOL	6/71	DARK BLONDE BROWN ASH
COOL	6/75	DARK BLONDE BROWN MAHOGANY
WARM	6/77	DARK BLONDE BROWN INTENSIVE
WARM	7/7	MEDIUM BLONDE BROWN
COOL	7/71	MEDIUM BLONDE BROWN ASH
WARM	7/77	MEDIUM BLONDE BROWN INTENSIVE
WARM	8/7	LIGHT BLONDE BROWN
WARM	8/74	LIGHT BLONDE BROWN RED

VIBRANT REDS



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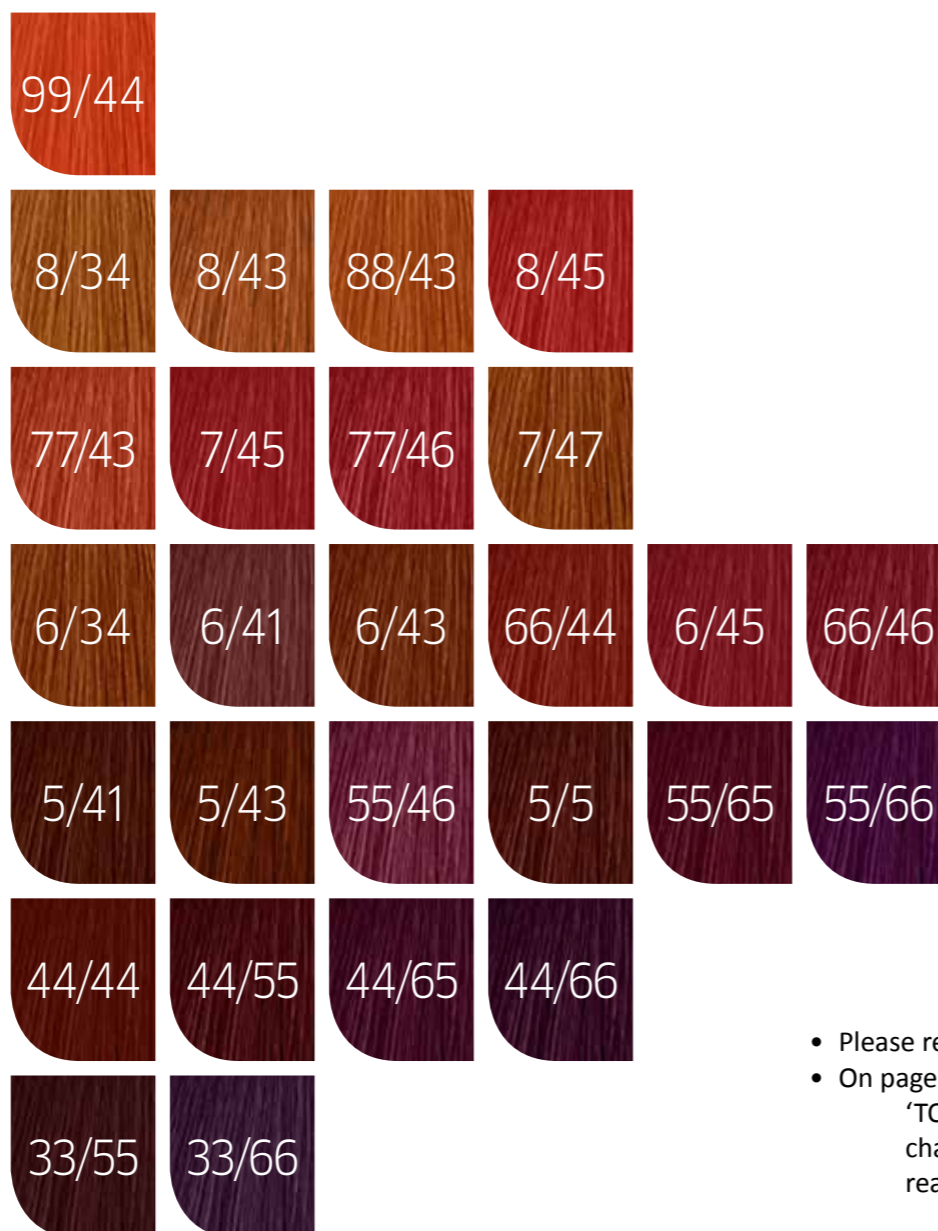
**VIBRANT
REDS**



**SPECIAL
BLONDES**



**SPECIAL
MIX**



- Please remove 9/38
- On page 9, under the section 'TONES' please can you change the wording to read 'becomes'

COOL	5/41	LIGHT BROWN RED ASH
WARM	5/43	LIGHT BLONDE RED GOLD
COOL	5/5	LIGHT BROWN MAHOGANY
WARM	6/34	DARK BLONDE GOLDEN RED
COOL	6/41	DARK BLONDE RED ASH
WARM	6/43	DARK BLONDE RED GOLD
COOL	6/45	DARK BLONDE RED MAHOGANY
COOL	7/45	MEDIUM BLONDE RED MAHOGANY
WARM	7/47	MEDIUM BLONDE RED BROWN
WARM	8/34	LIGHT GOLD RED BLONDE
WARM	8/43	LIGHT BLONDE RED GOLD
COOL	8/45	LIGHT BLONDE RED MAHOGANY
COOL	33/55	DARK BROWN INTENSIVE INTENSIVE
COOL	33/66	DARK BROWN INT VIOLET INTENSIVE
WARM	44/44	MED BROWN INT RED INTENSIVE
COOL	44/55	MED BROWN INT MAHOGANY INTENSIVE
COOL	44/65	MED BROWN INT VIOLET MAHOGANY
COOL	44/66	MED BROWN INT VIOLET INTENSIVE
COOL	55/46	LIGHT BROWN INT RED VIOLET
COOL	55/65	LIGHT BROWN INT VIOLET MAHOGANY
COOL	55/66	LIGHT BROWN INT VIOLET INTENSIVE
WARM	66/44	DARK BLONDE INT RED INTENSIVE
COOL	66/46	DARK BLONDE INT RED VIOLET
WARM	77/43	MED BLONDE INTENSIVE RED GOLD
COOL	77/46	MEDIUM INTENSIVE RED VIOLET BLONDE
WARM	88/43	LIGHT BLONDE INTENSIVE RED GOLD
WARM	99/44	VERY LIGHT BLONDE INT RED INTENSIVE

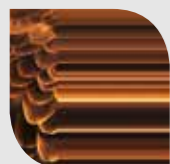
SPECIAL BLONDES



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**VIBRANT
REDS**



**SPECIAL
BLONDES**



**SPECIAL
MIX**



NATURAL	12/0	SPECIAL BLONDE NATURAL
COOL	12/1	SPECIAL BLONDE ASH
COOL	12/11	SPEC BLONDE ASH INTENSIVE
COOL	12/22	SPEC BLONDE MATT INTENSIVE
COOL	12/61	SPEC BLONDE VIOLET ASH
COOL	12/81	SPEC BLONDE PEARL ASH
COOL	12/89	SPEC BLONDE PEARL CENDRE
COOL	12/96	SPEC BLONDE CENDRE VIOLET



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VIBRANT
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SPECIAL
BLONDES



SPECIAL
MIX

SPECIAL MIX



COOL	0/11	ASH INTENSIVE
COOL	0/28	MATT BLUE
WARM	0/30	GOLD
WARM	0/33	GOLD INTENSIVE
WARM	0/43	RED GOLD
WARM	0/44	RED INTENSIVE
COOL	0/65	VIOLET MAHOGANY
COOL	0/66	VIOLET INTENSIVE
COOL	0/88	BLUE INTENSIVE

APPLICATIONS



PURE
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VIBRANT
REDS



SPECIAL
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SPECIAL
MIX

NUMBERING SYSTEM

	TONE									
	/0	/1	/2	/3	/4	/5	/6	/7	/8	/9
DEPTH										
10/										
9/										
8/										
7/										
6/										
5/										
4/										
3/										
2/										

DEPTH

Indicates dark or light.

Here we can see the depth or base of a colour from 2/ - 10/ and the tone from /0 - /9.

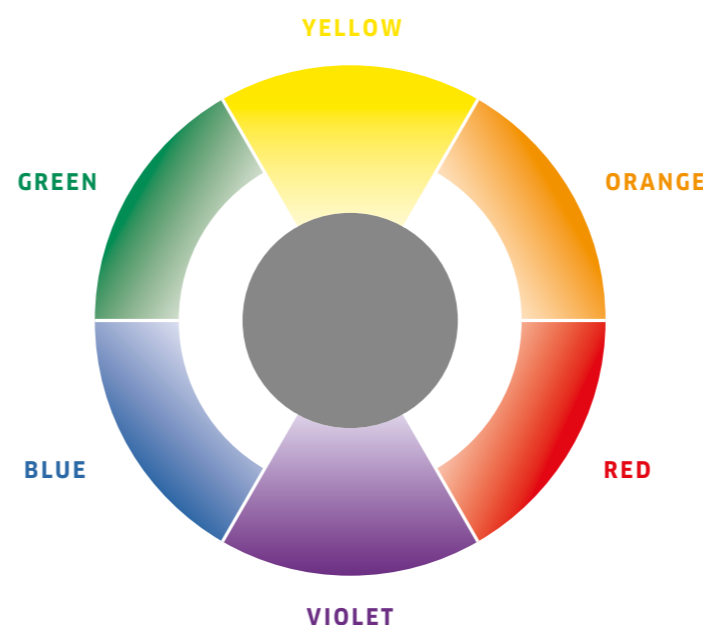
TONE

Indicates the tonal character of the shade.

At the lighter depth the tones are brighter, as the depth gets darker the tones become more subtle.

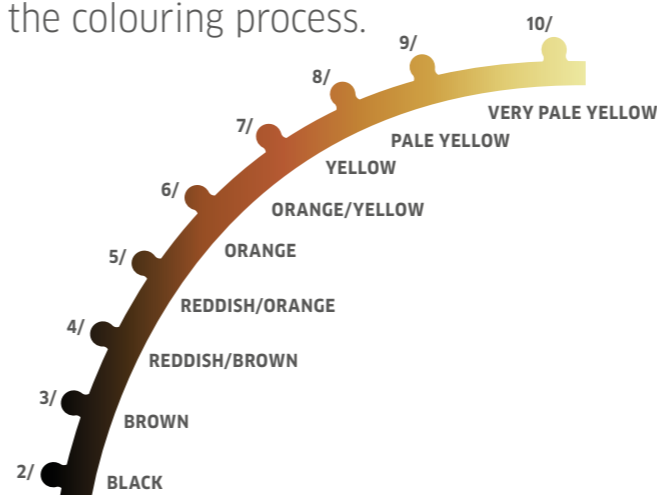
COMPLEMENTARY COLOUR

Opposite colours neutralise one another.



LIGHTENING CURVE

Exposure of underlying pigments during the colouring process.



COLOUR EQUATION

When considering the best beauty choices for your client during your colour consultation, there are three aspects to take into account: **skin tone**, **eye colour** and **hair colour**.

Wella Professionals scientific research team has proven through eye tracking technology that the most attractive beauty results are when one of the three aspects stands out and contrasts against the other two. The secret for instant impact is our proven formula: The Colour Equation!

SKIN Colour EYE Colour HAIR Colour



COOL + COOL + WARM
= TRUE COLOUR EQUATION

WARM + WARM + COOL

Use the personalised shade palette during consultation with your client to select and showcase the most attractive beauty results achieved when working with the colour equation.

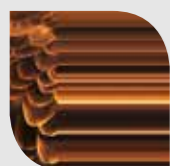
APPLICATIONS



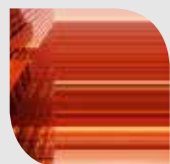
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COLOURING ON WHITE HAIR

The addition of a Pure Naturals shade is required to give sufficient coverage.

30-50% WHITE

add 1/3 of a Pure Naturals shade

50-100% WHITE

add 1/2 of a Pure Naturals shade

RED SHADES ON HAIR WITH MORE THAN 50% WHITE

add 1/3 of Pure Naturals shade.

Example: 30g red shade + 15g Pure Naturals shade

REGROWTH APPLICATION

Start the colouring process at the root area first. Apply first at the areas of the highest percentage of grey/white. If lightening, begin at the areas where the strongest degree of lightening is required.

DEVELOPMENT TIME

Pure Naturals, Vibrant Reds, Deep Browns

-HEAT: 30-40 mins

+HEAT: 15-25 mins

DEVELOPMENT TIME

Special Blondes

-HEAT: 50-60 mins

+HEAT: 25-35 mins

TIP! When lightening, apply more of the product than for normal colouring.

PURE SOFT BALANCE

Adds a hint of colour and fresh shine to maintain pure colour results visit after visit.

After completion of development time dampen the hair well with water (with Special Blonde use 100ml) and emulsify the colour through the lengths and ends.

DEVELOPMENT TIME 5-10 mins



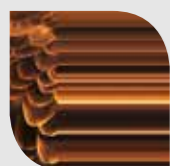
APPLICATIONS



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**SPECIAL
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PURE INTENSE BALANCE MIX 1:2

Rejuvenate the colour to achieve long-lasting, pure, even result on faded ends.

Mix 1 part of your target shade and 2 parts of Welloxon Perfect Pastel developer 1.9%.

DEVELOPMENT TIME 10-15 mins

PURE REBUILD BALANCE MIX 1:2 + WELLAPLEX

A service with WELLAPLEX to refresh your mid-lengths and ends whilst giving you stronger, healthy looking hair by reinforcing hair bonds. Apply 1 part of your target shade and 2 parts of Welloxon Perfect Pastel developer 1.9% + 2 ml of WELLAPLEX N°1 Bond Maker in every 30g of colour.

DEVELOPMENT TIME 10-15 mins

Rinse and remove. Apply WELLAPLEX N°2 Bond Stabilizer for 10 mins.

PASTEL TONING MIX 1:2

Create beautiful pastel blonde result to enhance or correct unwanted tones.

Evenly pre-lightened or natural hair is required for this (1/2 level lighter than required final result). It's recommended to use shades across the 10/ and 9/ lines. Always mixed 1:2 with Welloxon Perfect Pastel.

DEVELOPMENT TIME -HEAT: 5-10 mins

IMPORTANT! In order to achieve an even colour result, comb the hair every 5 minutes during development time until the desired colour result is achieved.

PURE GLOSSING MIX 1:1:1

A quick service to infuse colour and radiant shine on the day or as a colour top-up in-between visits to keep that perfect colourful result.

1 part Koleston Perfect, 1 part Welloxon Perfect Pastel Developer 1.9% and 1 part INVIGO Colour Post Treatment or System Professional Colour Save Conditioner.

DEVELOPMENT TIME 5-10 mins



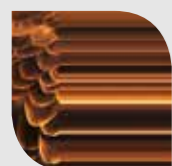
APPLICATIONS



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**VIBRANT
REDS**



**SPECIAL
BLONDES**



**SPECIAL
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AFTER TREATMENT

After completion of the development time, emulsify the colour with a little warm water and rinse out well. Lightly shampoo with INVIGO Brilliance Shampoo or System professional Colour Save Shampoo.

To neutralise oxidation residues and stabilise colour, use INVIGO Colour Post Treatment or System Professional Colour Lock Emulsion.

SPECIAL MIX

Application possibilities and intensification of colour shades. Koleston Perfect Special Mix tones are pure colour. The lighter the depth shade, the less mix tone is needed.

Exception: Level 12.

Mixing table: Depth/shade – Special Mix calculated for 30 g

MIX CALCULATION

12/	1,5 g
10/	0,5 g
09/	1,0 g
08/	1,5 g
07/	2,0 g
06/	2,5 g
05/	3,0 g
04/	3,5 g
03/	4,0 g
02/	4,5 g

MIXING RATIO:

e.g. 30 g Koleston Perfect
+ 2,5 g Special Mix
+ 32,5 g Welloxon Perfect

Pure application to intensify strands or sections of the hair, Koleston Perfect Special Mix can be used purely with

Welloxon Perfect. To give exceptional, brilliant colour results, apply to pre-lightened hair.

Mixing ratio: 1 : 1 for all shades Special Mix except 0/43 (e.g. 30 g Special Mix + 30 g Welloxon Perfect) 1 : 2 for Special Mix 0/43 (e.g. 30 g Special Mix + 60 g Welloxon Perfect).



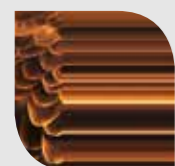
APPLICATIONS



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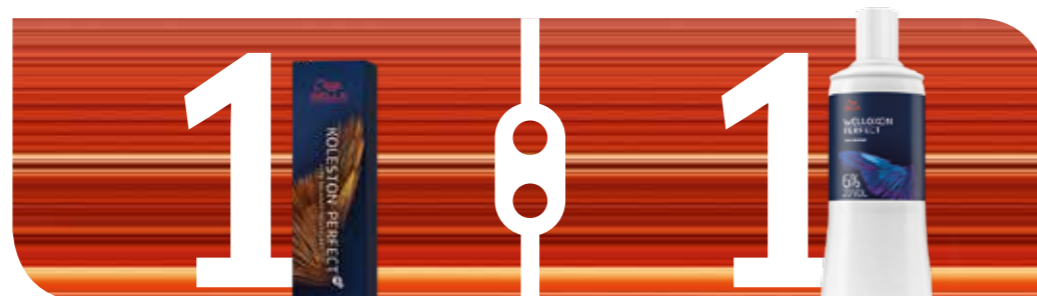


SPECIAL
BLONDES



SPECIAL
MIX

PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS



EXAMPLE:
60g Koleston Perfect

+ 60g Welloxon Perfect

1 part
Koleston Perfect

12% Welloxon Perfect 40 Vol.
For 3 levels of lift.

9% Welloxon Perfect 30 Vol.
For 2 levels of lift.

6% Welloxon Perfect 20 Vol.
For 1 level of lift.
Coverage of grey/white hair.
Same depth or darker.

4% Welloxon Perfect 13 Vol.
Same depth or darker.
To achieve deeper results
on natural hair with no grey/
white coverage required.

FULL-HEAD APPLICATION SAME DEPTH/DARKER

Apply the colouring mixture immediately from roots to ends.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/Vibrant Reds/Deep Browns
-HEAT: 30-40 mins / +HEAT: 15-25 mins

SPECIAL BLONDE



EXAMPLE:
60g Koleston Perfect

+ 120g Welloxon Perfect

1 part
Koleston Perfect

12% Welloxon Perfect 40 Vol.
For 4-5 levels of lift.

9% Welloxon Perfect 30 Vol.
For 3 levels of lift.

FULL-HEAD APPLICATION WITH LIGHTENING

FIRST STEP

Apply the colouring mixture to lengths and ends only.
Leave approximately 2cm free from the scalp.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/
Deep Browns
-HEAT: 20 mins
+HEAT: 10 mins

DEVELOPMENT TIME

Vibrant Reds/Special Blonde
-HEAT: 30 mins
+HEAT: 15 mins

SECOND STEP

Apply the colouring mixture to the roots.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/
Vibrant Reds/Deep Browns
-HEAT: 30-40 mins
+HEAT: 15-25 mins

DEVELOPMENT TIME

Special Blondes
-HEAT: 50-60 mins
+HEAT: 25-35 mins

ALLERGY ALERT TEST

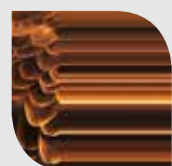
Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an allergy alert test 48 hours before any colour service.



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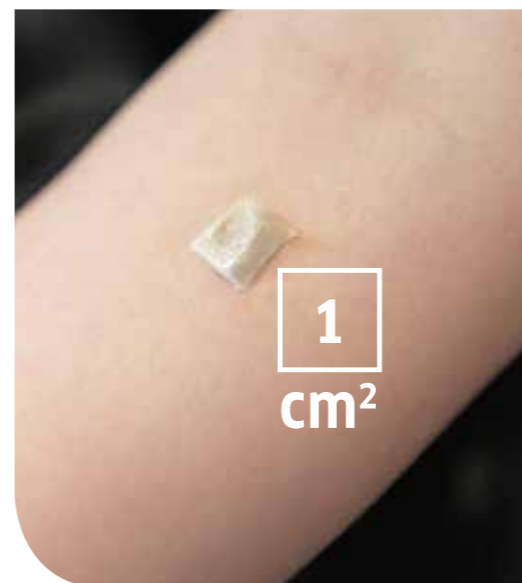
STEP 01

Mix 5g of the colour you decided on during consultation with 5g developer.



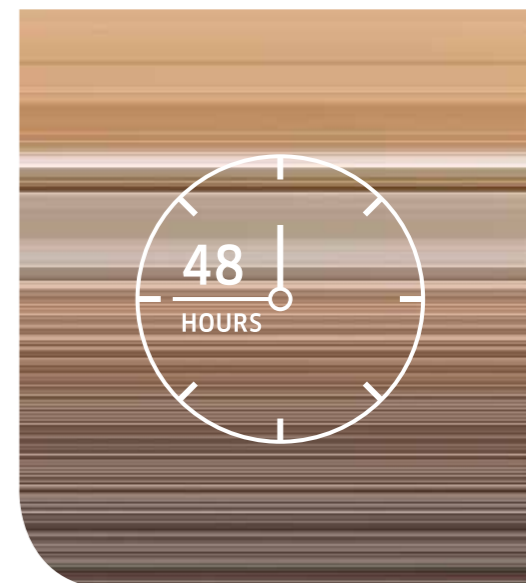
STEP 02

Apply the colour onto 1cm² directly below the crook of the elbow.



STEP 03

Leave the colour uncovered for 45 minutes then rinse the area with lukewarm water and pat dry with a clean towel.



STEP 04

Ask the client to either come back to the salon after 48 hours or to call you with the result of the allergy test.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the colour product must not be applied. The client must seek medical advice before colouring her hair again. If your client has ever experienced an allergic reaction to hair colourants you should not colour.

An allergy alert test is recommended 48 hours before colouring.