



KOLESTON PERFECT

TECHNICAL GUIDE

KOLESTON PERFECT

THE 1ST AND ONLY PROFESSIONAL HAIR COLOUR COMBINING:

- Uncompromised colour performance
- Metal purifier, anti-metal technology
- Me+ dye technology*



* For info on ME+ dye technology consult www.wella.com/kolestonperfect

¹ Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

² Excluding Special Blonde

³ Wella company is a member of the International Collaboration on Cosmetics Safety

KOLESTON PERFECT BENEFITS

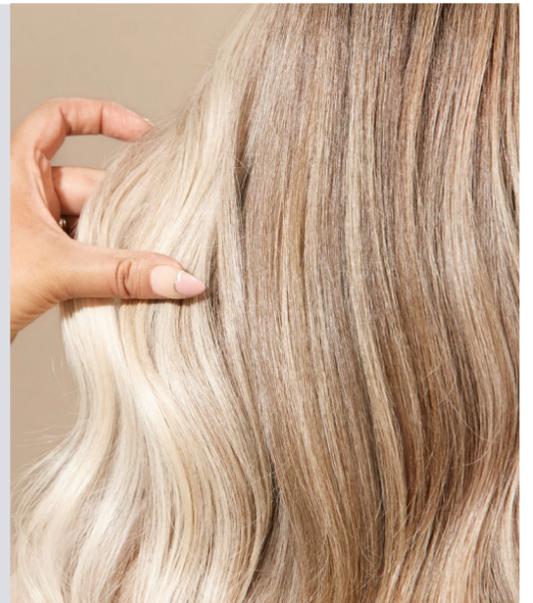
ULTRA-PRECISE COLOUR RESULTS

- 100+ unique shades with **up to 100% grey coverage** and rich **healthy-looking results**
- Even, **balanced colour** from root-to-tip thanks to the Ultra-precision colour technology



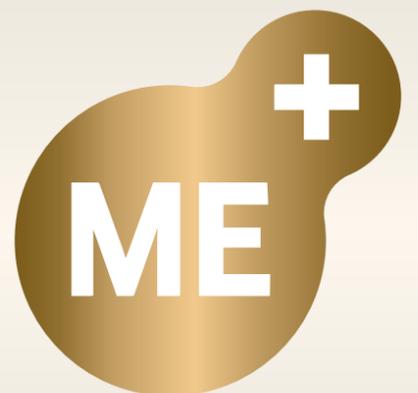
CARE FOR IRRESISTIBLE HAIR QUALITY

- Integrated Metal Purifier, damage reducing technology Metal purifier protects hair from extra damage happening in presence of metals wherever the colour is placed
- Healthy looking results colour after colour



CONSCIOUS FORMULA

- ME+ reduces the risk of developing a new allergy to hair colour while delivering uncompromised colour results¹
- Dermatologically tested²
- Vegan³
- Globally committed to no animal testing⁴



1 FOR PEOPLE NOT ALLERGIC TO HAIR COLOURANTS.

Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48 h before each colouration. Strictly follow safety instructions and consult www.wella.com/kolestonperfect. If your client has ever experienced an allergic reaction to hair colourants, you should not colour. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Koleston Perfect brand.

2 dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

3 Excluding Special Blonde

4 Wella company is a member of the International Collaboration on Cosmetics Safety

DISCOVER THE INDUSTRY'S BEST KEPT SECRET

Metal Purifier

Koleston Perfect is encapsulating and removing metals, avoiding free radicals formation to create a **controlled environment outside & inside the hair** for perfect colour deposit and hair bonds protection.



No need to use pre-treatment to neutralise metal when colouring with Koleston Perfect, your best ally to get **ultra-precise colour** results and keep **healthy looking hair colour after colour**.

EXTRA KNOWLEDGE

What is the effect of metals on the hair during the colouring process?

Metals are present in hair, coming from water and through our body. They are more concentrated in the porous hair ends. Metals are not harmful, but together with the peroxide they form free radicals. They can attack and **break the bonds, cause damage and disturb the colour formation**.



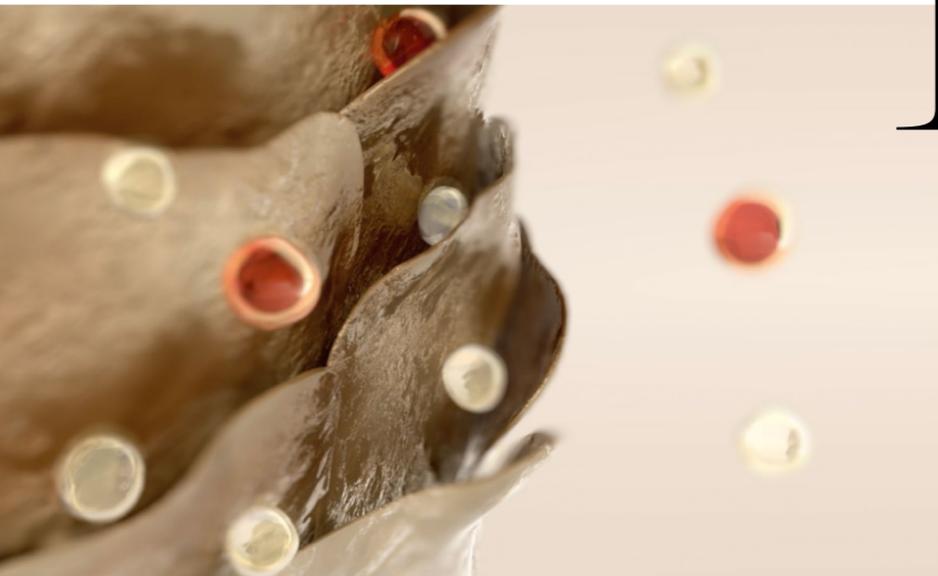
What are hair Bonds?

The bonds are chains of amino acids deep within the hair structure. Hair damage can occur from chemical processes, mechanical damage and environmental damage. This would result in some of these amino acid bonds to be broken.

DISCOVER THE INDUSTRY'S BEST KEPT SECRET

ULTRA PRECISION COLOUR TECHNOLOGY

Discover the hair colour industry's best kept secret delivering ultra precise colour results to all your colour clients. It enables you to express limitless creativity for reliable and **precise colour results** without worrying about the risk of excessive hair damage¹.



1 Creating a controlled environment outside & inside the hair for perfect colour deposit, by reducing the formation of free radicals.

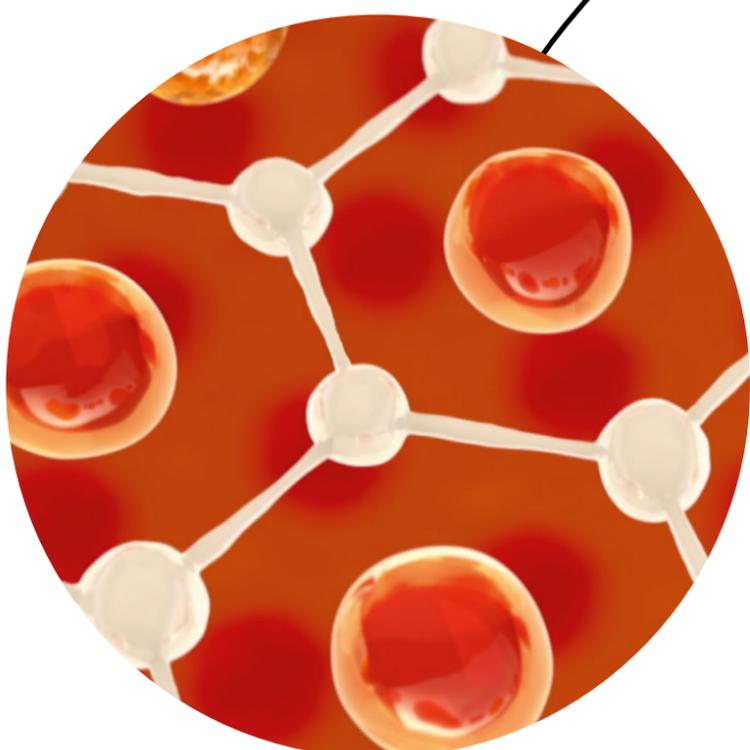
2

Colour is precisely formed at the right place deeply inside the hair, while providing protection to the hair bonds.



3

For resistance to damage during the colouring process¹, and true to tone colour precision.



¹ Excluding Special blondes

THE FORMULA YOU CAN TRUST



Up to 85%⁴ naturally derived ingredients⁵



**ME+ dye technology reduces the risk of developing
a new allergy to hair colour⁶**

¹Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

²Excluding Special Blonde

³Wella company is a member of the International Collaboration on Cosmetics Safety

⁴from 80% to 85% depending on the shade ⁵except Special Blonde

⁶FOR PEOPLE NOT ALLERGIC TO HAIR COLOURANTS (only this sentence in the disclaimer has to be highly visible)
People allergic to PPD/PTD may still have allergic reaction to Me+ that can be severe. Me+ is intended for persons with no allergies to hair colourants who want to reduce the risk of developing such allergies by avoiding exposure to PPD/PTD. Always ask your stylist to perform an Allergy Alert Test 48h before each colouration. Strictly follow safety instructions and consult www.wella.com/XYZ. If you have ever experienced an allergic reaction to hair colourants, you should not colour. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blondes and Deep Browns of the Koleston Perfect brand.

THE MATERIAL YOU CAN TRUST

**100%
recycled tube***



**100%
recycled caps****



**85% recycled FSC
certified cardboard**



* 95% post-consumer recycled aluminum and 5% post-industry recycled aluminum

** Post-Consumer Recycled PP (polypropylene) except in Australia, New Zealand and South East Asia markets

THE TRUTH ABOUT AMMONIA

Ammonia-free is not damage-free

At Wella Professionals we observe more and more brands talking about “no

ammonia” or “ammonia-free”. So it’s all too easy to conclude that ammonia should be avoided. The truth is that ammonia-free is **not the same as damage-free.**



Our scientific studies show that for permanent colour performance (lift of 3 levels or more and up to 100 % grey coverage), ammonia protects the hair structure better than MEA and delivers the best colour result.

A look at the science

All permanent hair colours need an alkaliser **to open up the cuticles** so oxidative colourants can enter the hair to form pigments. Ammonia is a small gas molecule. After acting in the hair, ammonia easily evaporates and that’s what makes it briefly smell. This smell is proof

that the chemical doesn’t stay in the hair, but leaves it conditioned with vibrant shine, without compromising hair vitality. For lightening of up to 5 levels, reliable grey coverage and pure colour results, ammonia has been safely used in permanent colour for the Wella Professionals portfolio for over 50 years.



MEA – the alternative alkaliser to ammonia

The main benefit of MEA is the reduced chemical smell. The choice of alkaliser depends on what colour result you want: when no significant lightening is required, it is perfectly suitable when used at **low concentration**, MEA shows no issues with colour performance and hair protection. That's why we use it in COLOR TOUCH.



The MEA has much bigger liquid molecules – too big to evaporate like ammonia. That's why MEA is more difficult to remove and may stay on the hair after shampooing and continue processing. This tendency to remain in the hair can cause long-term damage to the hair structure. Especially when used in higher concentrations for permanent colours.

Ammonia – our technology of choice

Ammonia enables the **best colour results** with the best hair protection for hair in our permanent colours like Koleston Perfect – while MEA is used for demi-permanent colours like COLOR TOUCH. When

compared with leading non-ammonia permanent colour products, our tests show that ammonia-based technology guarantees less damage over time, leaving the hair significantly stronger. For more information on dye types used within the Wella Professionals colour portfolio, please visit: www.wella.com



NUMBERING SYSTEM

NUMBERING SYSTEM

DEPTH

How **light or dark** a shade is. Your client's natural depth-level can be determined by using the natural shade selector found inside the Koleston Perfect colour chart.

STONE

The **intensity of the tone** will depend on the depth and intensity of each shade.

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

Here we can see the depth of a colour from 2/ – 10/ and the tone from /0 – /9. The lighter the depth, the brighter the tone.

Depth

10/		Lightest Blonde
9/		Very Light Blonde
8/		Light Blonde
7/		Medium Blonde
6/		Dark Blonde
5/		Light Brown
4/		Medium Brown
3/		Dark Brown
2/		Black

Shade

4/71

1 2 3

- 1 Depth of colour
- 2 Major tone of colour
- 3 Minor tone of colour

Tone

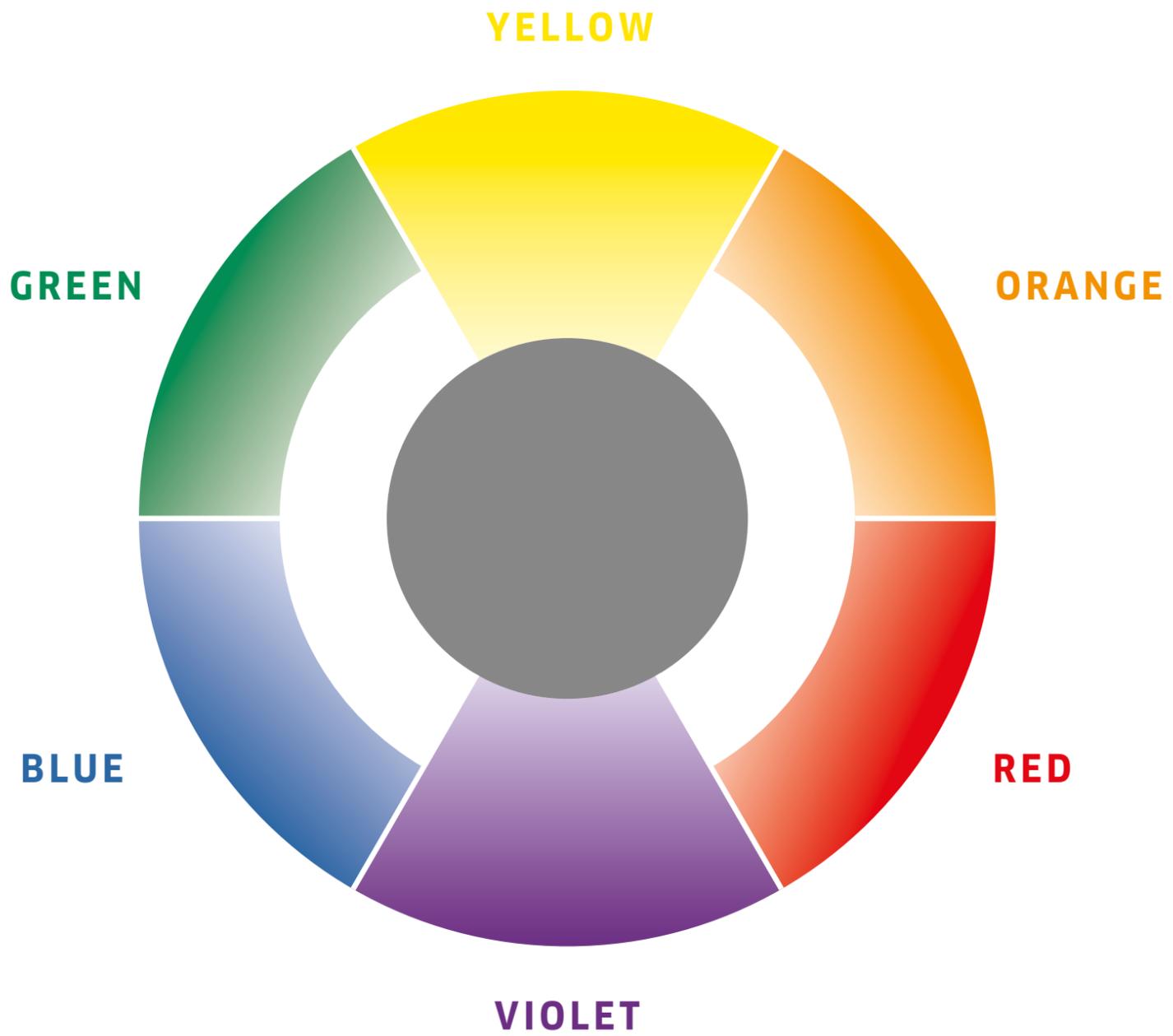
-  /0 Natural
-  /1 Ash (cool)
-  /2 Cool Ash (Matt)
-  /3 Gold (yellow)
-  /4 Red (warm)
-  /5 Mahogany (red/violet)
-  /6 Violet (cool)
-  /7 Brunette (warm)
-  /8 Pearl (blue)
-  /9 Cendre (blue/violet)



COLOUR THEORY

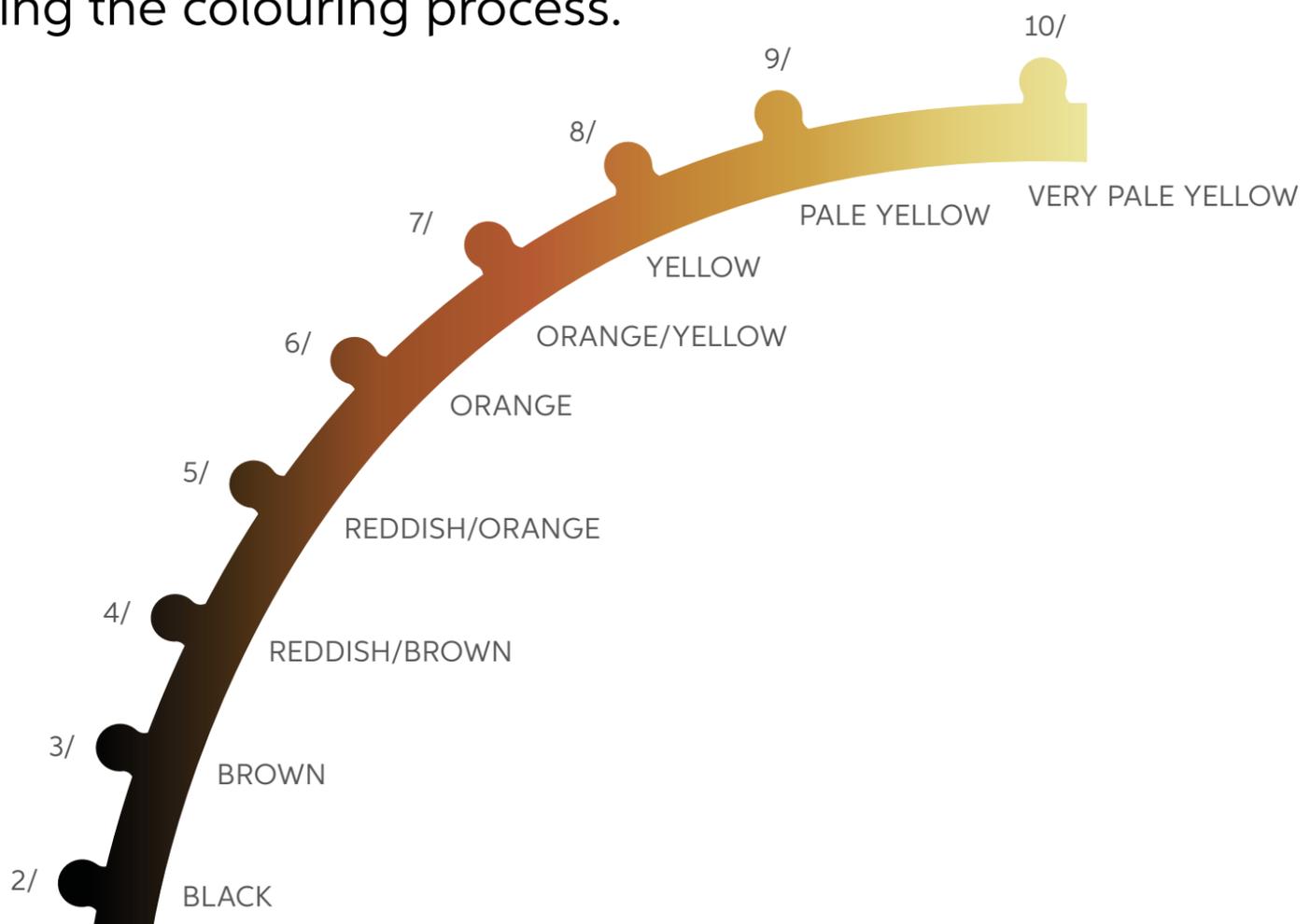
Complementary colour

Opposite colours neutralise one another.



Lightening curve

Exposure of underlying pigments during the colouring process.





SALON
ADVANTAGES

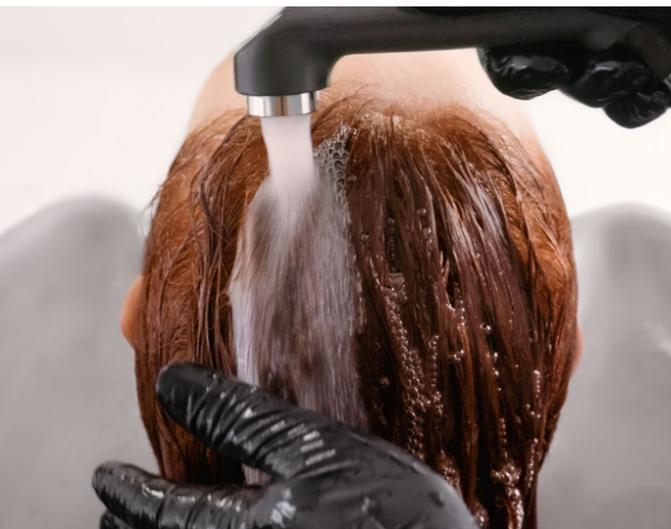
SALON ADVANTAGES WITH KOLESTON PERFECT

Koleston Perfect gives you amazing healthy-looking results but also comes with great every day salon advantages.



1 Application

The application is made effortless with the colour crème even through mid lengths and ends. Always mix your formula well.



2 Easy rinsing

Koleston Perfect is easy to rinse and will help you save water and time. Don't forget to still emulsify the colour crème with a little water before rinsing, as this will reduce skin staining.



3 Explore the service options

Our most versatile permanent colour. Koleston Perfect is the perfect partner for grey coverage, colour balancing, glossing, toning, and also no bleach services, with special blonde you can achieve up to 5 levels of lift and tone in one step.

WELLOXON PERFECT

Specifically designed to provide accurate colour results.



+ **Smart lineup**

The only developer recommended for our permanent brands and Blondor family.¹

+ **Service flexibility**

Offers a full line up of developer strength for all hair and service types. With low developers that are great for toning and glossing.

+ **Salon operations**

Optimising salon operations and can help to reduce stock levels and operation costs.

We cannot guarantee accurate results with the use of any other developers!

¹Excluding Blondor Freights



1.9%

Used for balancing services, **pure glossing** and toning.



4%

Same depth or darker. To achieve **deeper results** on natural hair with no grey coverage.



6%

For **1 level of lift**. Coverage of grey hair. Same depth or darker. Up to **2 levels of lift** with Special Blonde.



9%

For **2 levels of lift** or 3 levels of lift with Special Blonde.



12%

For **3 levels of lift** or 4-5 levels of lift with Special Blonde.

MIXING GUIDELINES

Full-head application same depth/darker



Example:

60 g Koleston Perfect + 60 g Welloxon Perfect

Apply the colouring mixture immediately from roots to ends.

Development time:



WITH HEAT

Regrowth application



Example:

60 g Koleston Perfect + 60 g Welloxon Perfect

Apply first at the areas of the highest percentage of grey. If lightening, begin at the areas where the strongest degree of lightening is required.

Development time:



WITH HEAT



Example:

60 g Koleston Perfect Special Blonde + 120 g Welloxon Perfect

Special Blonde:



WITH HEAT

Full-head application with lightening

STEP 1

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

Development time:

Pure Naturals/Rich Naturals/
Deep Browns



WITH HEAT

Vibrant Reds/
Special Blonde



WITH HEAT

STEP 2

Apply the colouring mixture to the roots.

Development time:

Pure Naturals/Rich Naturals/
Deep Browns



WITH HEAT

Special Blonde



WITH HEAT

When lightening apply more product than for normal colouring



SUCCESSFUL GREY COVERAGE

With Koleston Perfect you will achieve up to 100% grey coverage with healthy looking results and precise colour true to tone from roots to ends. Follow the checklist to achieve perfect grey coverage, even on challenging hair types:

1 Your formula

Select the desired shade and always mix 1:1 with 6% Welloxon Perfect. If your clients hair is resistant and hard to cover use the resistant cover shade (xx/0) as your choice of natural shade. Use the correct amount of Pure Natural shade to your fashion shade.



2 Application

Mix your formula well to ensure an even distribution of ingredients. Apply a sufficient amount of product.

3 Development time

Every hair is different so for grey coverage it's important you adhere to the correct development time. Maximum 40 min.



4 Check your results

Even with regular clients, check results before rinsing: Gently remove the colour off with the end of your tint brush, lift the hair up slightly to visibly check coverage.

Every hair is different so you might need to extend your development time by 5-10 min until the coverage is achieved. Maximum 40 min.



Colouring on grey hair

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



Add 1/3 of a Pure Naturals shade



Add 1/2 of a Pure Naturals shade



NO BLEACH BLONDES

BY SPECIAL BLONDE

ALL BLONDE NO BLEACH?

It's all possible with our
"No Bleach Blonde" Services.



Special Blonde is the high lift palette of Koleston Perfect. Explore how you can **transform your blondes** and more in a gentle way to create **healthy looking lightened** results every time!

NO BLEACH

- > Up to 5 levels of gentle, controlled, clean lift.
- > Hair fiber cared from root to tip.
- > 1 product for 3 techniques: Full head, foils, balayage.



SPECIAL BLONDE PALETTE

Shades for neutralised results: **lift and tone in one step**

NATURAL	WARM	COOL						
/0	/03	/1	/11	/16	/61	/81	/89	/96
12/0	12/03	12/1	12/11	12/16	12/61	12/81	12/89	12/96

WHAT MAKES IT SPECIAL?

It's all possible with our
"No Bleach Blonde" Services.

PURE LIFT TECHNOLOGY

Hair fiber cared from root to tip.

Lifting up to 5 levels and toning in one step.



With 1/3 of caring lipids in the colour cream tube

Selected cool dyes for powerful neutralisation

Highly effective alkaliser facilitates up to 5 levels of lift



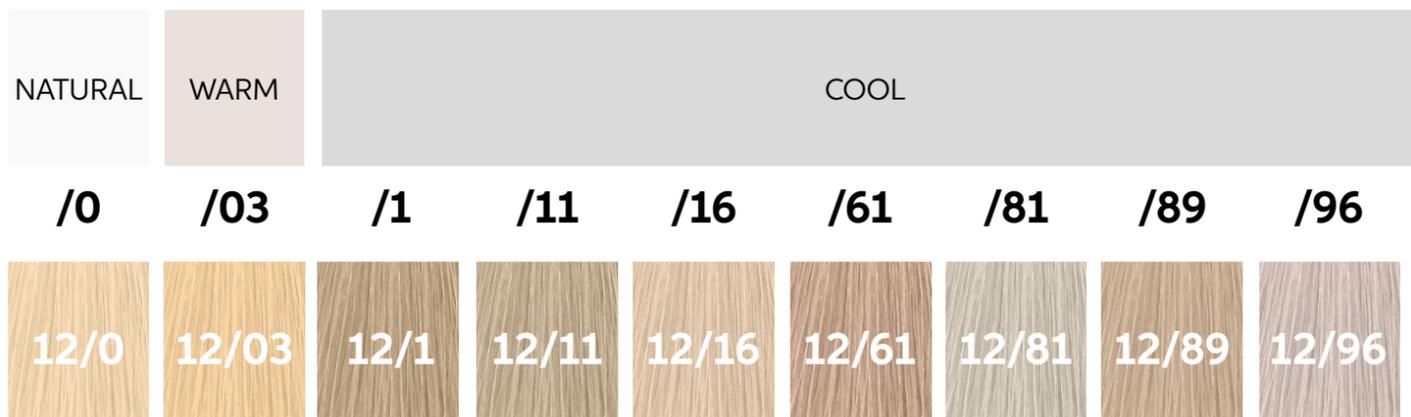
1 PART



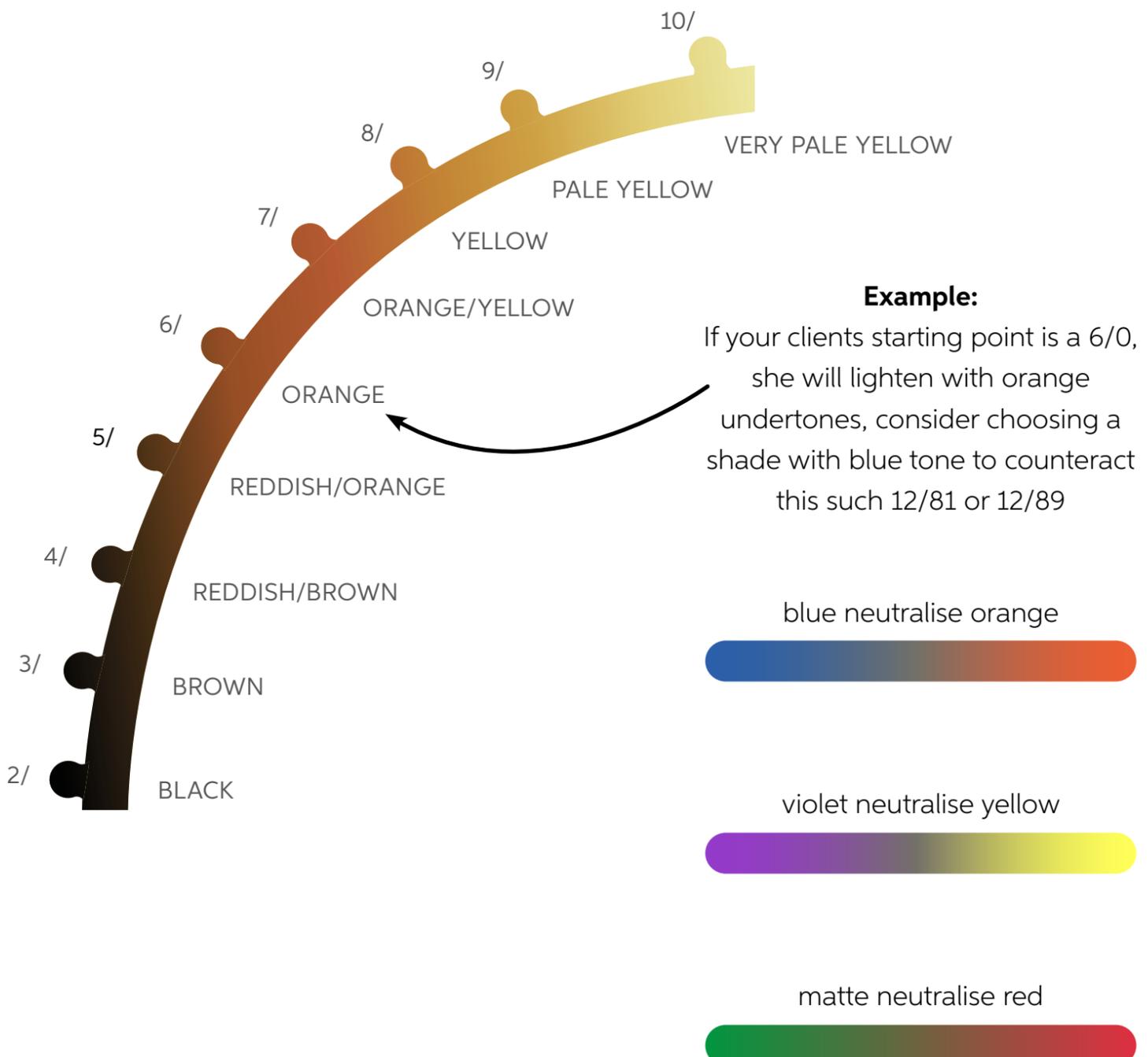
2 PARTS

EXPERIENCE THE PALETTE

A diverse palette offering an array of results from cool iridescent blondes to warm, sandy hues.



Your result is **always** a result of the natural **undertone + chosen shade**. Consider the lightening curve before choosing your Special Blonde.



UNDERSTAND THE RESULTS

Selecting the right shades for your target result is essential.

Keep in mind:
Natural undertone + chosen shade = End result.

Check out the below to see how some shades look on different starting points.



NATURAL DEPTH

	8/0	7/0	6/0	5/0
12/0				NOT RECOMMENDED
12/11				
12/89				
12/96				NOT RECOMMENDED



**STANDARD
SERVICES**

MAXIMISE YOUR CLIENTS POTENTIAL

Balancing Services

Long lasting colour refresh for mid-lengths and ends.
A collection of three services to offer something for any colour fade and hairtype.

1 Soft Balance



To add a hint of colour and shine and achieve a freshly coloured feel on every visit.

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

Development time: 5-10 min

2 Intense Balance

Rejuvenate the colour to achieve pure even result on faded ends.

Mix 1:2

Mix 1 part of your target shade and 2 parts of Welloxon Perfect.

Development time: 10-15 min

3 Rebuild Balance

A service with WELLAPLEX to refresh your mid-length and ends whilst giving you, stronger healthy looking hair.

Mix 1:2 + WELLAPLEX

Apply 1 part of your target shade and 2 parts of Welloxon Perfect 1.9% + 2ml of WELLAPLEX N°1 Bond Maker in every 30 g

Development time: 10-15 min

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



Glossing

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.

Mix 1:1:1

1 part Koleston Perfect
1 part Welloxon Perfect 1.9%
1 part Service Post Color Treatment or System Professional Color Save Conditioner.

Development time: 5-10 min



Pastel Toning

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

Mix 1:2

Evenly pre-lightened hair is required for this (1/2 level lighter than required final result). Always mix 1:2 with Welloxon Perfect 1.9%.

Development time: 5-15 min

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



After Treatment

Using pH optimised care products will enable a better colour retention and give an excellent hair feel after a colour service.

After completion of the development time, emulsify the colour with a little warm water and rinse out well. Lightly shampoo with INVIGO Brilliance Shampoo. To neutralise oxidation residues and stabilise colour, use SERVICE Post Color Treatment.



Wella Professionals two unique permanent colour brands. Offering colour results and services for everyone of your clients. They both have different technologies and delivering different colour finishes and tonal results.

Koleston Perfect



Truly perfect, natural to **expressive** colour results, **multi tones** and **reflective shine**. Unleash creativity in the full spectrum with precise colour true to tone for every client.

- + Up to 100% grey coverage with rich healthy looking results.
- + Ultra-Precision colour technology. True to tone colour deposit with hair bond protected from damage.
- + Ultimate service versatility.
- + + 100 shades with distinctive individual tonality.

Illumina Color

Premium colour that is **luminous in every kind of light**. Including outstanding natural brunettes and a full blonde palette with a muted or cool finish.

- + A colour that does not make the hair look or feel coloured.
- + Up to 100 % grey coverage with a sheer result.
- + With Microlight Technology.
- + Shade pallete; violet base for sheer and luminous colour, globally 40+ shades.



ALLERGY ALERT TEST

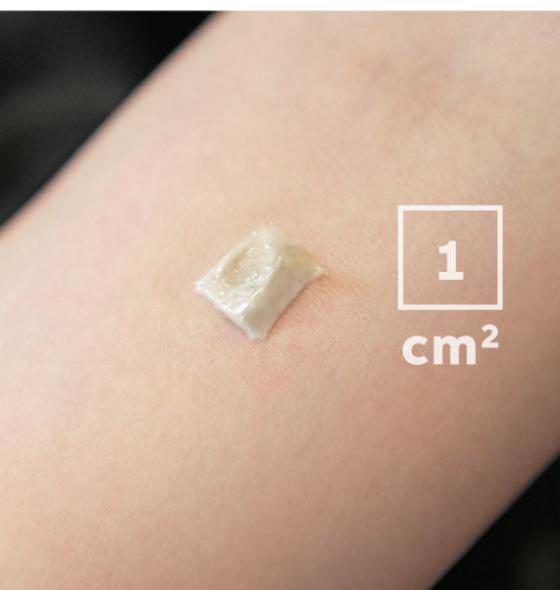
Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That's why you should always perform an allergy alert test 48 hours before any colour service.



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

Apply the colour on to 1 cm² directly below the crook of the elbow.

2



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

Ask the client to either come back to the salon after 48 h or call you to inform you of the result.

4



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.

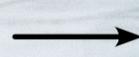
ALLERGY ALERT TEST QUESTIONNAIRE

If the client answers 'NO' to all the questions, you can proceed with the colour service on this occasion without doing an Allergy Alert Test. Complete the client record card confirming all the colour service details.

- 1 Has your client ever had an allergic reaction to any hair colourant product?
- 2 Has your client ever had an allergic reaction to any type of skin tattoo, including henna or to permanent make-up?
- 3 Does your client have a sensitive, itchy or damaged scalp (e.g. suffer from eczema or psoriasis of the scalp)?
- 4 Is your client currently taking any medication to treat allergies?

STOP!

Explain to your client that you cannot colour the hair unless they first get advice from their doctor.



**IF ANSWERED "YES"
TO ANY QUESTION**

- 5 Is this a new colour client for your salon or are you using a different brand/shade than normal?
- 6 Has it been more than 6 months since your client last had a colour in your salon?
- 7 Is it more than 12 months since your client's last allergy alert test?
- 8 Has your client had any type of skin tattoo, including henna or permanent make-up, since their last colour service?
- 9 Has your client had an allergic reaction to any products since their last colour service?

WARNING! CARRY OUT AN ALLERGY ALERT TEST IF ANSWERED "YES" TO ANY QUESTION



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