



PURE PERFECTION

AMMONIA FREE PERMANENT COLOUR



	NATURALS		COOL			WARM			
TONE	/0		/1	/6	/8	/3	/40	/4	/7
DEPTH									
10/	10/0		10/1						
9/0	9/0			9/6		9/3			
8/0	8/0	88/0							8/7
7/	7/0	77/0	7/1	7/6	7/8	7/3	7/40		
6/	6/0	66/0						6/4	6/7
5/	5/0	55/0	5/1		5/8	5/3	5/40		
4/	4/0	44/0							
3/	3/0								4/7
2/	2/0								

MIXING & USAGE

- Mix and apply with bowl & brush to dry hair. If using darker shades, consider using a stain guard.
- Develop for 30–40 min **OR** 15–25 min with heat.
- Emulsify and rinse, use Wella Professionals shampoo and Post Color Treatment.

For a faster service: consider using **ULTIMATE COLOR**, Color Sealer instead of classic Post Color Treatment.



WHAT DEVELOPER TO USE

No dedicated developer is needed, Pure Perfection is mixed with Welloxon Perfect.

- 1.9% 6vol: Refreshing mid-ends & toning services
- 3% 10vol: Deeper results on natural hair
- 6% 20vol: 1 level of lift & gray coverage
- 9% 30vol: 2 levels of lift
- 12% 40vol: 3 levels of lift

WELLA INTERNATIONAL NUMBERING SYSTEM

MAJOR TONE
INTENSITY
MINOR TONE



DEPTH			TONE	
10/0		Lightest Blonde		/0 Natural
9/0		Very Light Blonde		/1 Ash
8/0		Light Blonde		/3 Gold
7/0		Medium Blonde		/4 Red
6/0		Dark Blonde		/40 Copper
5/0		Light Brown		/6 Violet
4/0		Medium Brown		/7 Brunette
3/0		Dark Brown		/8 Pearl
2/0		Black		

USAGE TIPS GRAY COVERAGE

FORMULATION

Do you need your intense shades for extra boost? For most saturation ensure 2/3 of your formula is your natural tone.

APPLICATION

Start where the hair has the highest % of white, use fine sections. Is your regrowth larger than 4cm, do a mid-band application.

F.A.S.T.

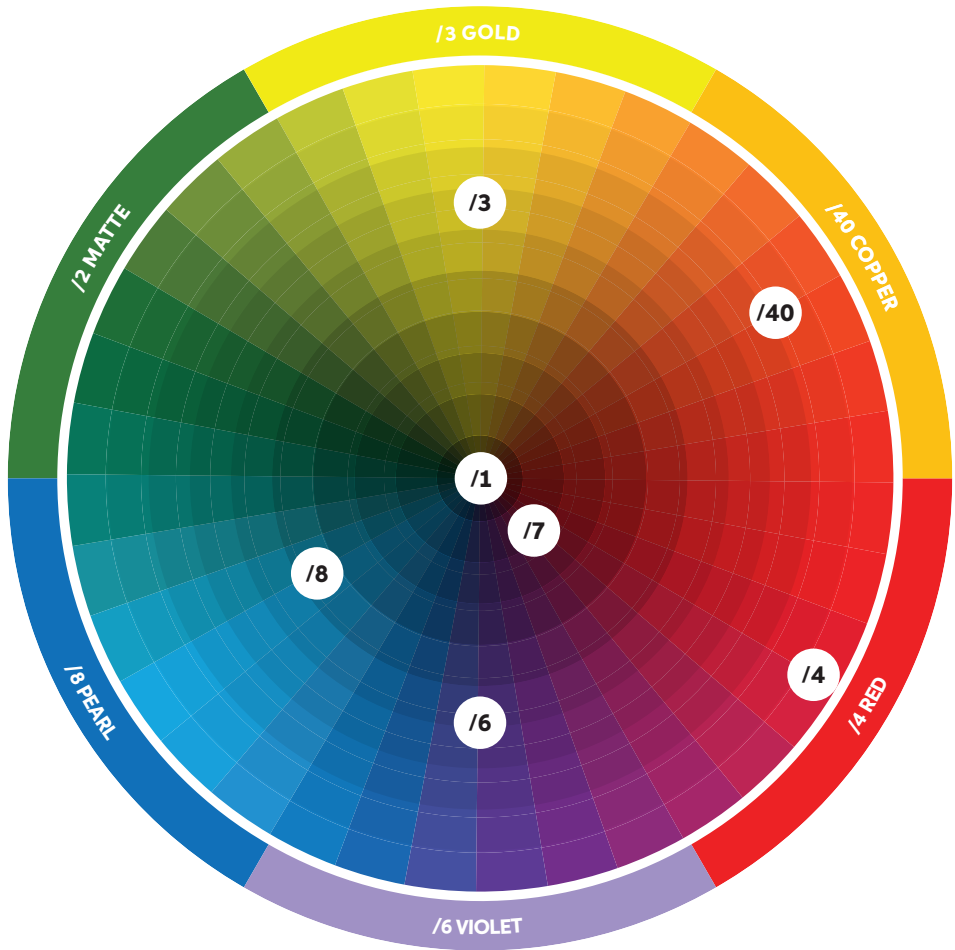
SATURATION

Especially if the hair is coarser. Ensure you have enough product on the hair for the best coverage.

TIME

For hair that is notoriously hard to cover ensure 40 min of development time. Using heat for 20 min can also help to boost the coverage if needed.

PURE PERFECTION COLOR WHEEL



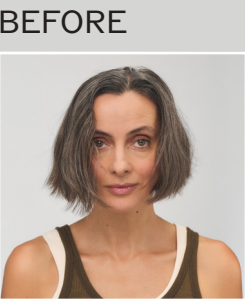
TRUST THE PROCESS

Due to the unique dye mix of Pure Perfection the colour on many shades oxidise very dark during the process. Don't be tempted to rinse early.

SCAN TO VIEW THE FULL SIZE COLOR WHEEL



PURE PERFECTION CORE SERVICE PURE GRAY COVERAGE



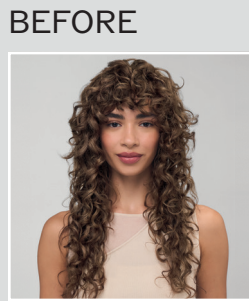
A CORE service for permanent colour clients.

BELOW 50% GREY
More tonal dimension

5/0 20g	5/8 20g	6% 40g
5/0 40g	5/8 20g	6% 60g

ABOVE 50% GRAY

PURE PERFECTION SIGNATURE SERVICE PURE COLOUR



In minimal extra time, **UPGRADE** your classic Full Head Colour with this Signature Service.

① ROOTS

7/8 30g	7/0 30g	6% 60g
7/0 20g	8/7 10g	1.9% 60g

② LENGTHS & ENDS