



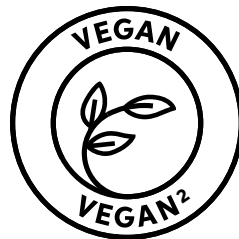
KOLESTON PERFECT^{ME+}

TECHNICAL GUIDE

KOLESTON PERFECT

THE 1ST AND ONLY PROFESSIONAL HAIR COLOR COMBINING:

- Uncompromised color 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 COLOR RESULTS

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



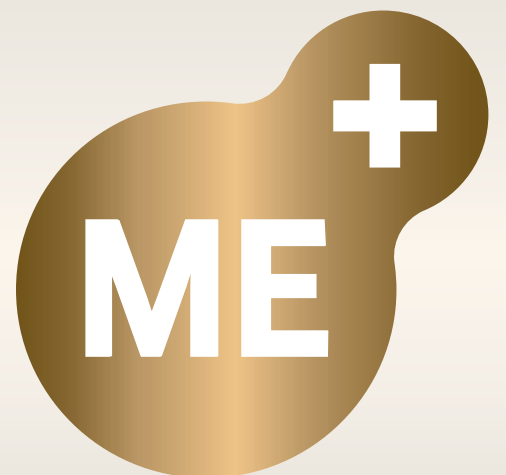
CARE FOR IRRESISTIBLE HAIR QUALITY

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



CONSCIOUS FORMULA

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



¹ FOR PEOPLE NOT ALLERGIC TO HAIR COLORANTS.

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 coloration. Strictly follow safety instructions and consult www.wella.com/kolestonperfect. If your client has ever experienced an allergic reaction to hair colorants, you should not color. 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 encapsulates and removes metals, avoiding free radicals formation to create a **controlled environment outside & inside the hair** for perfect color deposit and hair bonds protection.



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

EXTRA KNOWLEDGE

What is the effect of metals on the hair during the coloring 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 color formation**.



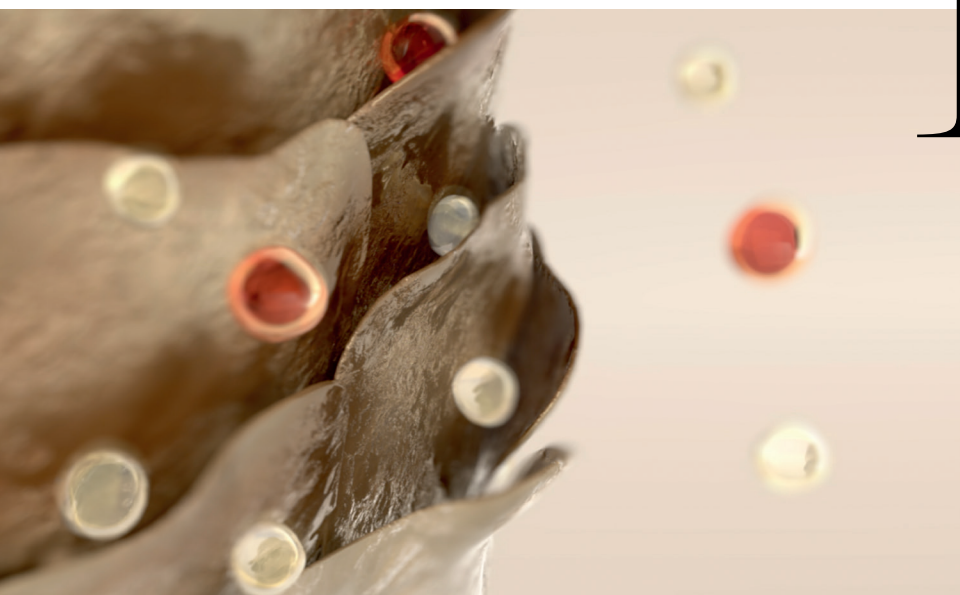
What are hair bonds?

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 COLOR TECHNOLOGY

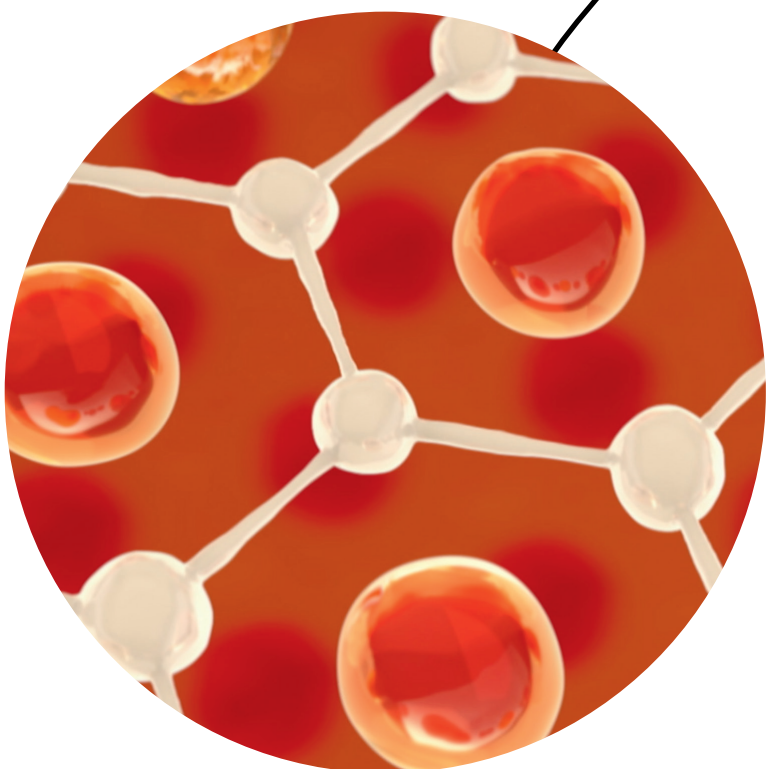
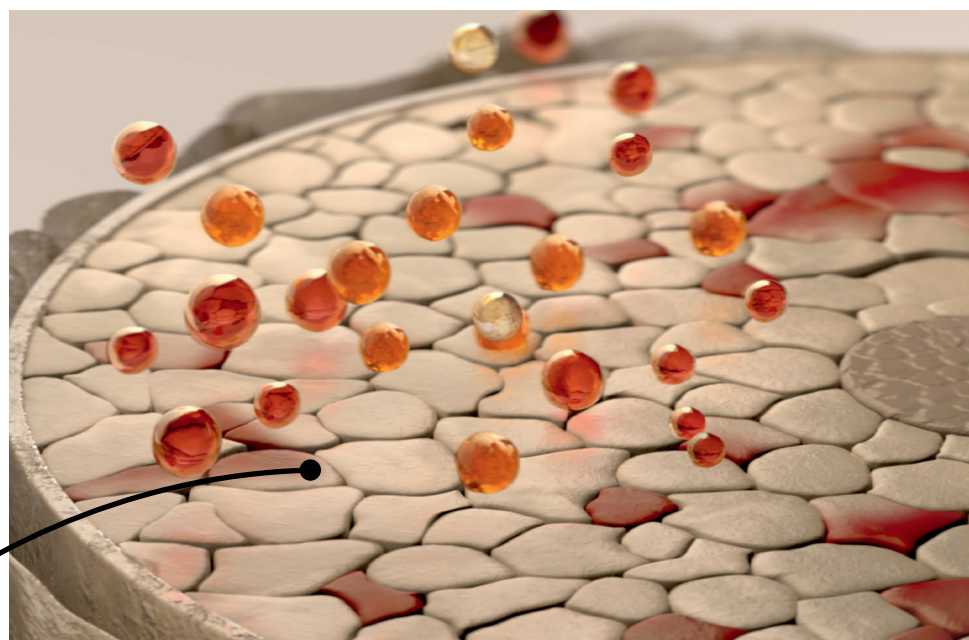
Discover the hair color industry's best kept secret delivering ultra precise color results to all your color clients. It enables you to express limitless creativity for reliable and **precise color results** without worrying about the risk of excessive hair damage¹.



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

2

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



3

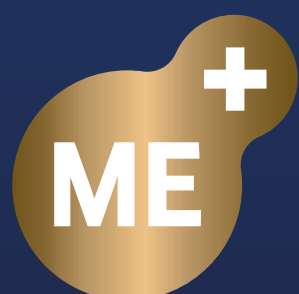
For resistance to damage during the coloring process¹, and true to tone color precision.

¹ Excluding Special blondes

THE FORMULA YOU CAN TRUST



Up to 85% ⁴ naturally derived ingredients ⁵



**ME+ dye technology reduces the risk of developing
a new allergy to hair color ⁶**

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 COLORANTS (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 colorants 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 coloration. Strictly follow safety instructions and consult www.wella.com/XYZ. If you have ever experienced an allergic reaction to hair colorants, you should not color. 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 color 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 color result.

A look at the science

All permanent hair colors need an alkalizer **to open up the cuticles** so oxidative colorants 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 gray coverage and pure color results, ammonia has been safely used in permanent color for the Wella Professionals portfolio for over 50 years.



MEA – the alternative alkalizer to ammonia

The main benefit of MEA is the reduced chemical smell. The choice of alkalizer depends on what color result you want: when no significant lightening is required, it is perfectly suitable when used at **low concentration**, MEA shows no issues with color 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 colors.

Ammonia – our technology of choice

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

compared with leading non-ammonia permanent color 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 color portfolio, please visit: www.wella.com



NUMBERING SYSTEM












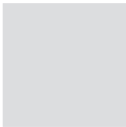





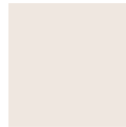

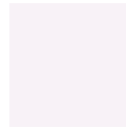









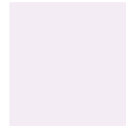




























































NUMBERING SYSTEM

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
color chart.

TONE

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

		TONE									
		/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 color 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 color
- 2 Major tone of color
- 3 Minor tone of color

Tone

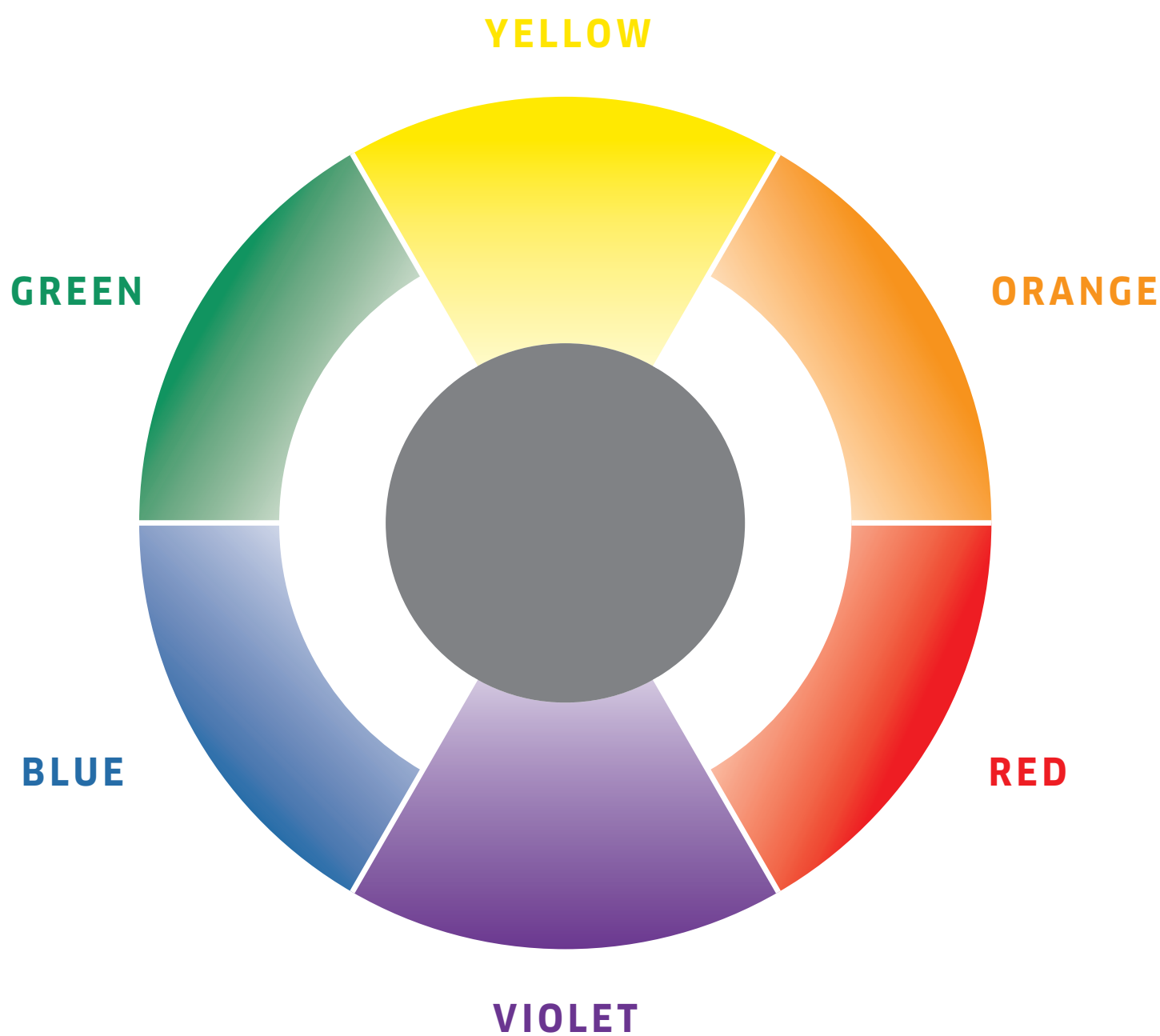
-  /0 Natural
-  /1 Ash (blue/green)
-  /2 Matt (green)
-  /3 Gold (yellow)
-  /4 Red (warm)
-  /5 Red/violet
-  /6 Violet (cool)
-  /7 Brown (red, yellow, blue)
-  /8 Pearl (blue)
-  /9 Cendre (blue/violet)



COLOR THEORY

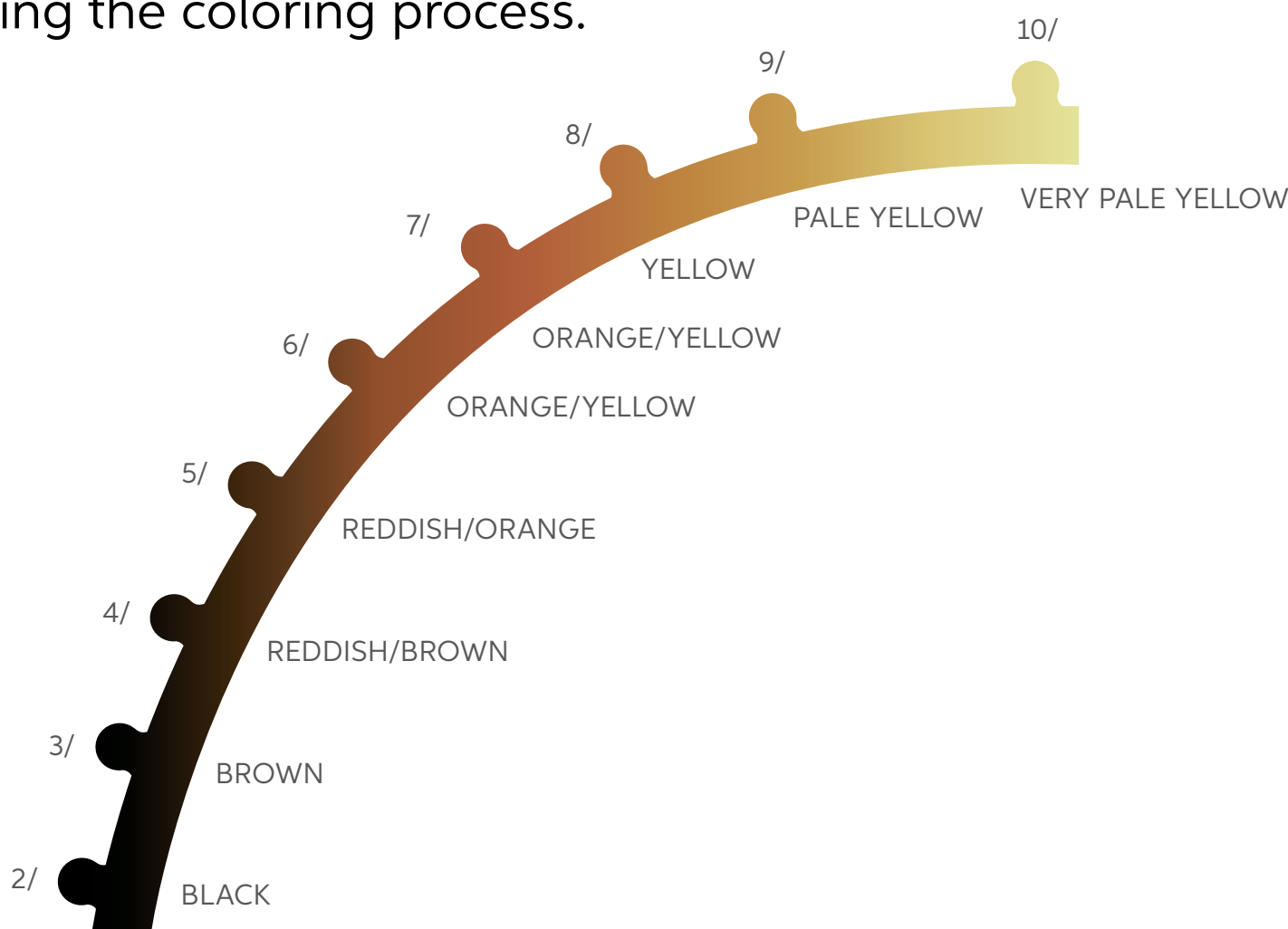
Complementary color

Opposite colors neutralize one another.



Lightening curve

Exposure of underlying pigments during the coloring process.



PURE NATURALS

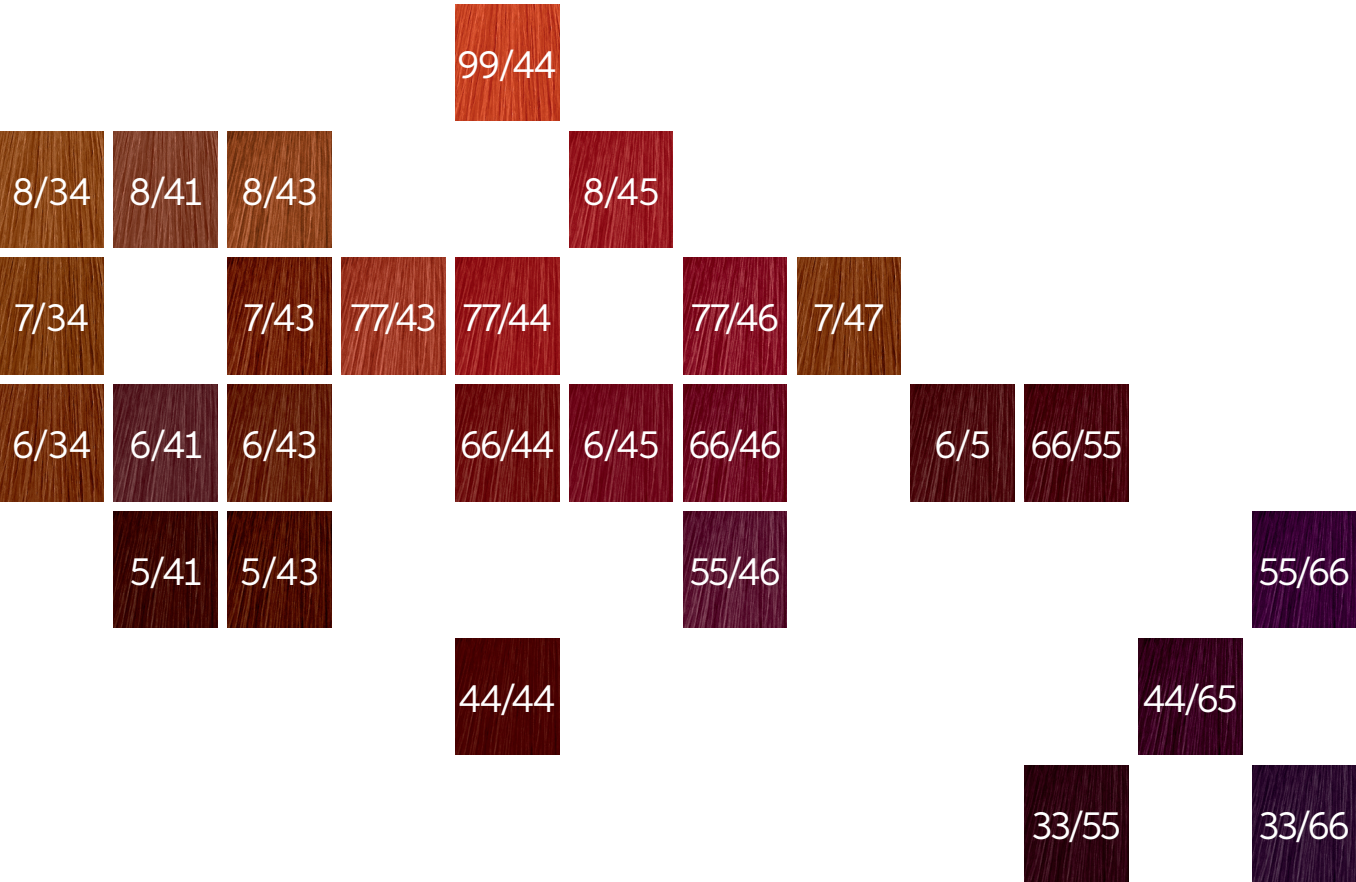
NATURAL		INTENSE	COOL		WARM	
X/0	XX/0	/02	/01	/03	/07	
10/0				10/03		
9/0	99/0		9/01	9/03		
8/0	88/0	88/02	8/01	8/03	8/07	
7/0	77/0	77/02	7/01	7/03	7/07	
6/0	66/0	66/02			6/07	
5/0	55/0	55/02			5/07	
4/0	44/0	44/02			4/07	
3/0	33/0					
22/0						

RICH NATURALS

COOL					WARM				COOL								
/1	/16	/17	/18	/2	/3	/31	/36	/37	/38	/8	/81	/82	/86	/91	/95	/96	/97
10/1	10/16				10/3	10/31			10/38	10/8			10/86		10/95	10/96	10/97
9/1	9/16	9/17			9/3	9/31			9/38	9/8	9/81						9/97
8/1				8/2	8/3				8/38							8/96	8/97
7/1		7/17	7/18	7/2	7/3	7/31	7/36	7/37	7/38								
6/1				6/2	6/3									6/91			6/97
5/1			5/18	5/2	5/3			5/37				5/82					
					4/3							4/82					
										2/8							

VIBRANT REDS

WARM	COOL	WARM			COOL		WARM	COOL			
/34	/41	/43	XX/43	XX/44	/45	XX/46	/47	/5	XX/55	XX/65	XX/66



DEEP BROWNS

WARM	COOL	WARM		COOL	WARM
/7	/71	/73	/74	/75	/77



SPECIAL BLONDE

NATURAL	WARM		COOL							
/0	/03	/07	/1	/11	/16	/22	/61	/81	/89	/96
12/0	12/03	12/07	12/1	12/11	12/16	12/22	12/61	12/81	12/89	12/96

SPECIAL MIX

CLEAR	COOL		WARM				COOL		
/00	/11	/28	/30	/33	/43	/44	/65	/66	/88
0/00	0/11	0/28	0/30	0/33	0/43	0/44	0/65	0/66	0/88





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 color 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 color crème with a little water before rinsing, as this will reduce skin staining.



3 Explore the service options

Our most versatile permanent color. Koleston Perfect is the perfect partner for gray coverage, color 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 color 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**

Optimizing 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 Freelights



1.9%

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



3%

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



6%

For **1 level of lift**. Coverage of gray 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 coloring 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 gray. 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 coloring 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 coloring 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 coloring



SUCCESSFUL GRAY COVERAGE

With Koleston Perfect you will achieve up to 100% gray coverage with healthy looking results and precise color true to tone from roots to ends. Follow the checklist to achieve perfect gray 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 gray coverage it's important you adhere to the correct development time. Maximum 40 min.



4 Check your results

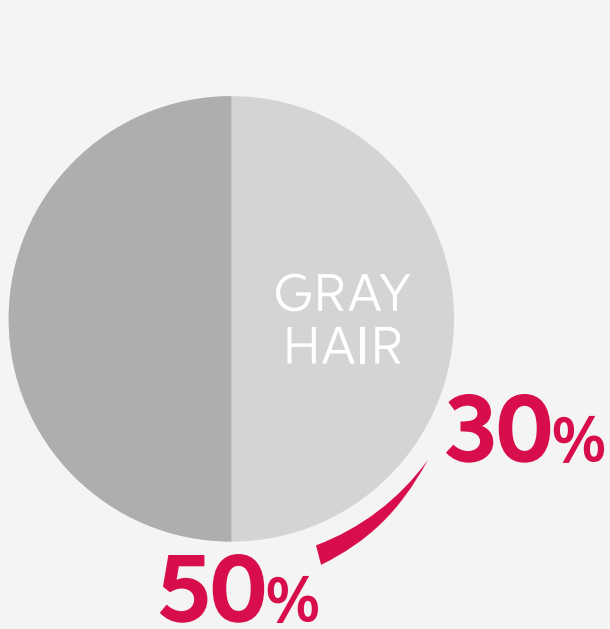
Even with regular clients, check results before rinsing: Gently remove the color off with the end of your tint brush, lift the hair up slightly to visibly check coverage.

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.



Coloring on gray 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 neutralized results: **lift and tone in one step**

NATURAL			WARM			COOL				
/0	/03	/07	/1	/11	/16	/22	/61	/81	/89	/96
12/0	12/03	12/07	12/1	12/11	12/16	12/22	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.



1 PART

**With 1/3 of
caring lipids** in the
color cream tube

Selected cool dyes
for powerful
neutralization

**Highly effective
alkalizer**
facilitates up to
5 levels of lift

+



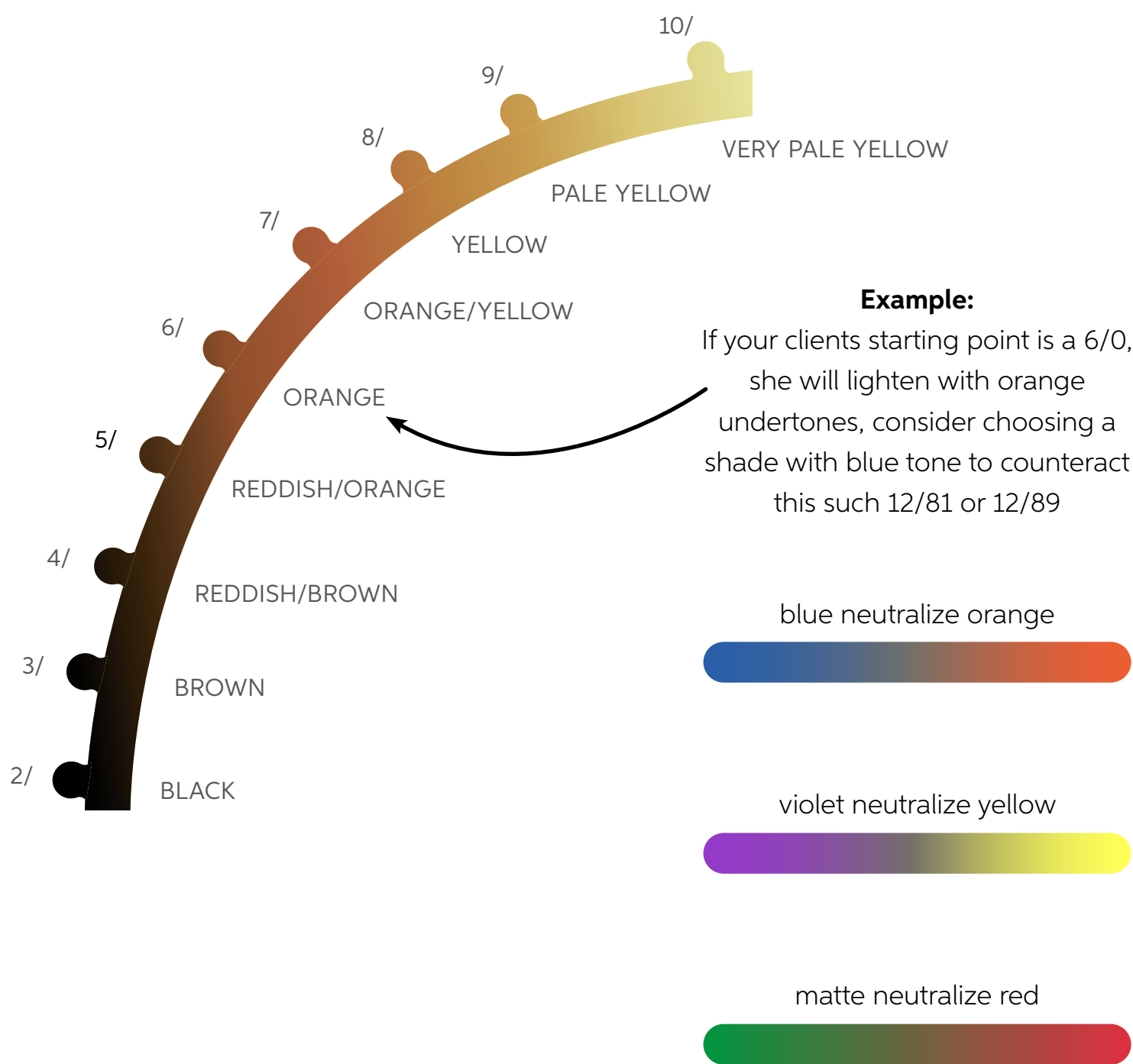
2 PARTS

EXPERIENCE THE PALETTE

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

NATURAL	WARM			COOL						
/0	/03	/07	/1	/11	/16	/22	/61	/81	/89	/96
12/0	12/03	12/07	12/1	12/11	12/16	12/22	12/61	12/81	12/89	12/96

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**

MAXIMIZE YOUR CLIENTS POTENTIAL

Balancing Services

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

1 Soft Balance

To add a hint of color and shine and achieve a freshly colored feel on every visit.

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

Development time: 5-10 min

2 Intense Balance

Rejuvenate the color 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 color and radiant shine on the day or as a color top-up in-between visits to keep that perfect colorful result.

Mix 1:1:1

1 part Koleston Perfect
1 part Welloxon Perfect 1.9 %
1 part Post Color Treatment.

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 color result comb the hair every 5 min during development time until the desired color result is achieved.



After Treatment

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

After completion of the development time, emulsify the color with a little warm water and rinse out well.

Lightly shampoo with INVIGO Brilliance Shampoo. To neutralize oxidation residues and stabilize color, use Post Color Treatment.

Other possibilities of color balancing are Brilliance and Color Fresh.



FUSION

INTENSE REPAIR
FOR SILKY HAIR

**For up to 95% more
resilience against breakage***

- Helps to repair damaged hair and protects against breakage.



ColorMotion⁺

**COLOR PROTECTION
& STRENGTH**

Our best color care line

Color Protection, Vibrant
Shine, Stronger Hair***.

- Up to 8 weeks color protection**
- With WellaPlex bonding agent.
For stronger hair***

INVIGO

COLOR VIBRANCY

Color brilliance

Instant color vibrancy
and color protection



*vs. Non-conditioning shampoo **when using Structure+ Mask
***when using Structure+ Mask vs. no treatment

Wella Professionals' two permanent color brands offer results for everyone. Each has a unique technology that delivers a different color finish and tonal result.

Koleston Perfect

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

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

Illumina Color

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

- + A color that does not make the hair look or feel colored.
- + Up to 100 % gray coverage with a sheer result.
- + With Microlight Technology.
- + Violet base for sheer and luminous color available in a palette of 40+ shades.



ALLERGY ALERT TEST

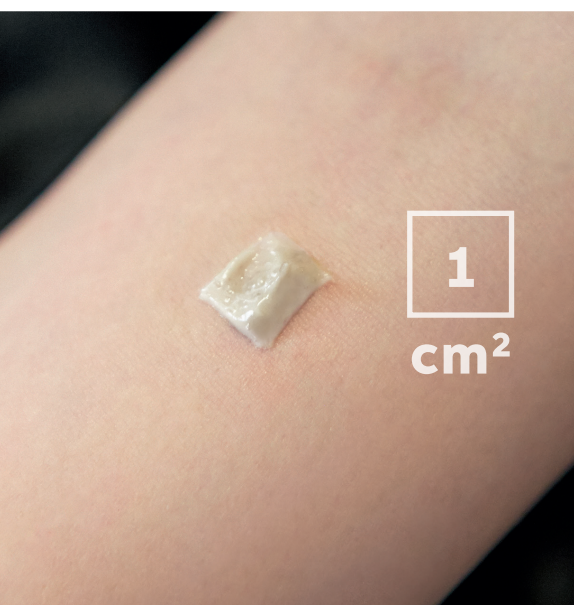
Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That's why you should always perform an allergy alert test 48 hours before any color service.



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

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

2



3 Leave the color 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 color product must not be applied. The client must seek medical advice before coloring her hair again. If your client has ever experienced an allergic reaction to hair colorants you should not color.

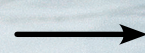
ALLERGY ALERT TEST QUESTIONNAIRE

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

- 1 Has your client ever had an allergic reaction to any hair colorant 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 color the hair unless they first get advice from their doctor.



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

- 5 Is this a new color 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 color 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 color service?
- 9 Has your client had an allergic reaction to any products since their last color service?

WARNING!

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



@WellaHairUSA
@WellaEducation