

KP

KOLESTON PERFECT^{ME+}



TECHNICAL FOLDER

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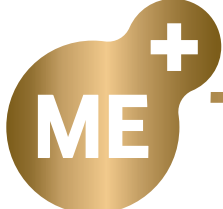


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OUR PUREST COLOR EVER

WITH  TECHNOLOGY

CLIENTS HAVE BECOME MORE DEMANDING

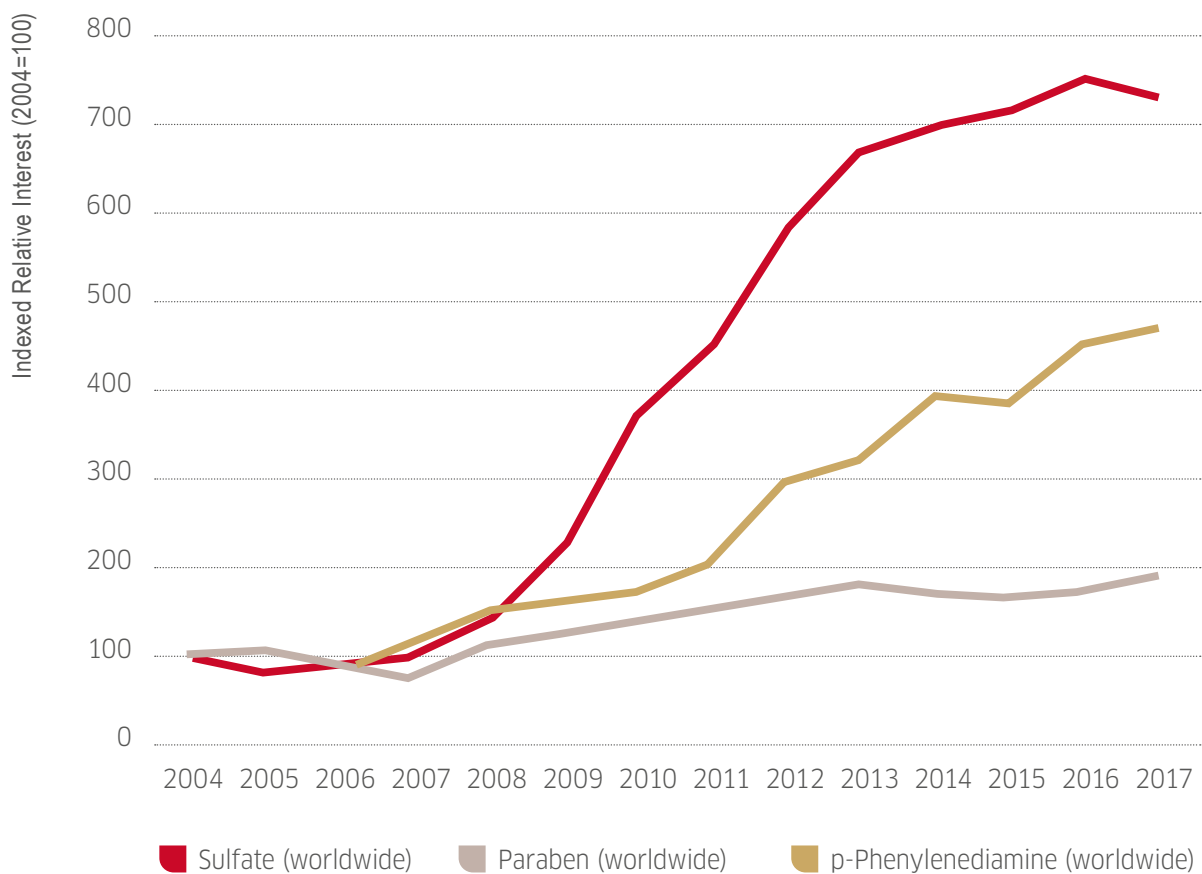
THEY ARE LOOKING FOR LONGER HAIR
AND ARE MORE DAMAGE CONCERNED¹



¹Damage Protection is the number 1 reason that clients choose to color in salon

THEY ARE INCREASINGLY
INGREDIENT-CONSCIOUS

INTEREST IN KEY HAIR CARE PRODUCT INGREDIENTS



AND NO MATTER
THEIR HAIR
HISTORY, THEY
WANT THE
BEST COLOR
RESULTS, NO
COMPROMISE



OUR PUREST COLOR EVER

WITH **ME⁺** TECHNOLOGY

KOLESTON PERFECT ADDRESSES THREE POWERFUL TRENDS TO DELIVER THE ULTIMATE COLOUR AND CLIENT CARE.

1 **COLOR**

Pure, balanced color results with natural depth and shine.



2 **CONDITION**

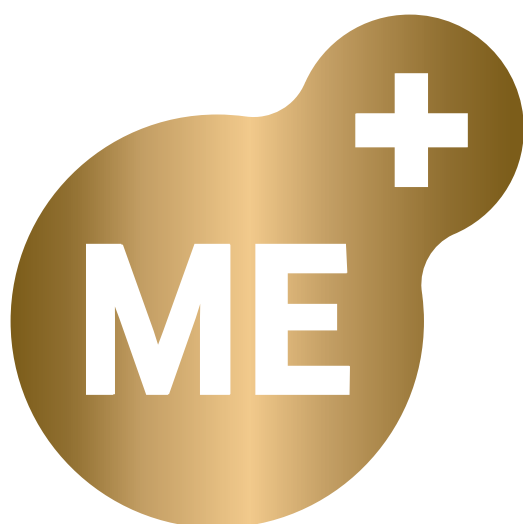
Significantly less hair damage, color after color.¹



¹ Versus previous Koleston Perfect. Valid for Koleston Perfect with Pure Balance Technology.

3 INGREDIENT-CONSCIOUS

ME⁺, up to 60x less likely to develop a new allergy to hair color.²



¹ Versus previous Kolestion Perfect. Valid for Kolestion Perfect with Pure Balance Technology.

² **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 48h before each coloration. Strictly follow safety instructions and consult [www.wella.com /XYZ](http://www.wella.com/XYZ). 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 Kolestion Perfect brand.

NO HABIT CHANGE

- » Up to 100% grey coverage
- » Same mixing ratio
- » Same development times
- » Up to 5 levels of lift

JUST IMPROVEMENTS

- » Precise application
- » Easier and faster mixing
- » Pleasant fragrance
- » Tone enhancement
- » Higher long lasting shine
- » True to tone color for longer

GOOD TO KNOW

You will notice some shades look different in how the color oxidize. This is because our new ME+ molecule works in a slightly different way and this is normal. Reassure your client that the color results will be as you both normally expect.

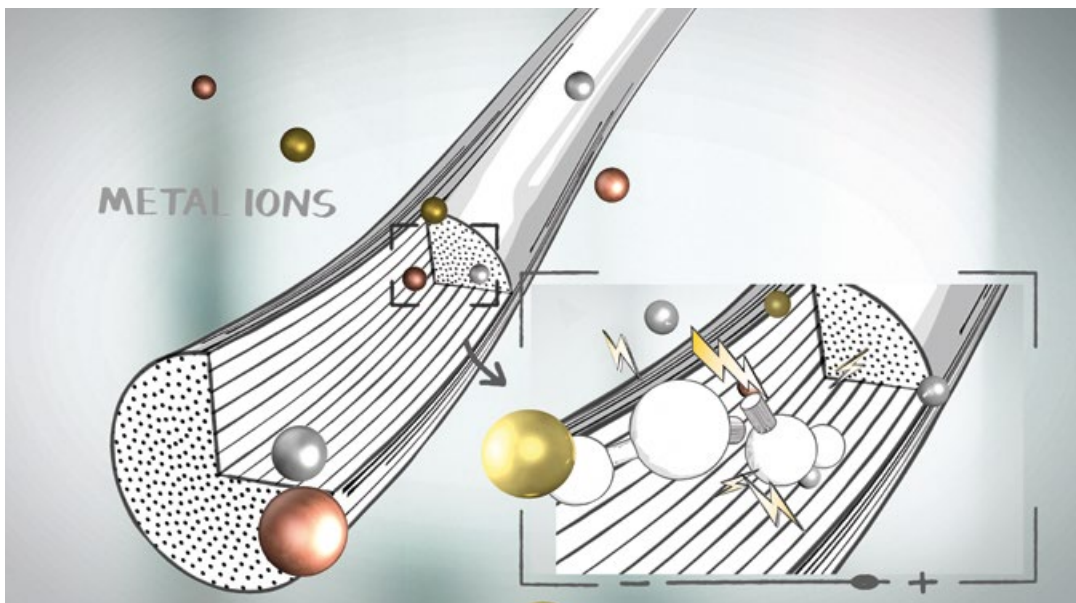
KOLESTON PERFECT

CURRENT **NEW**



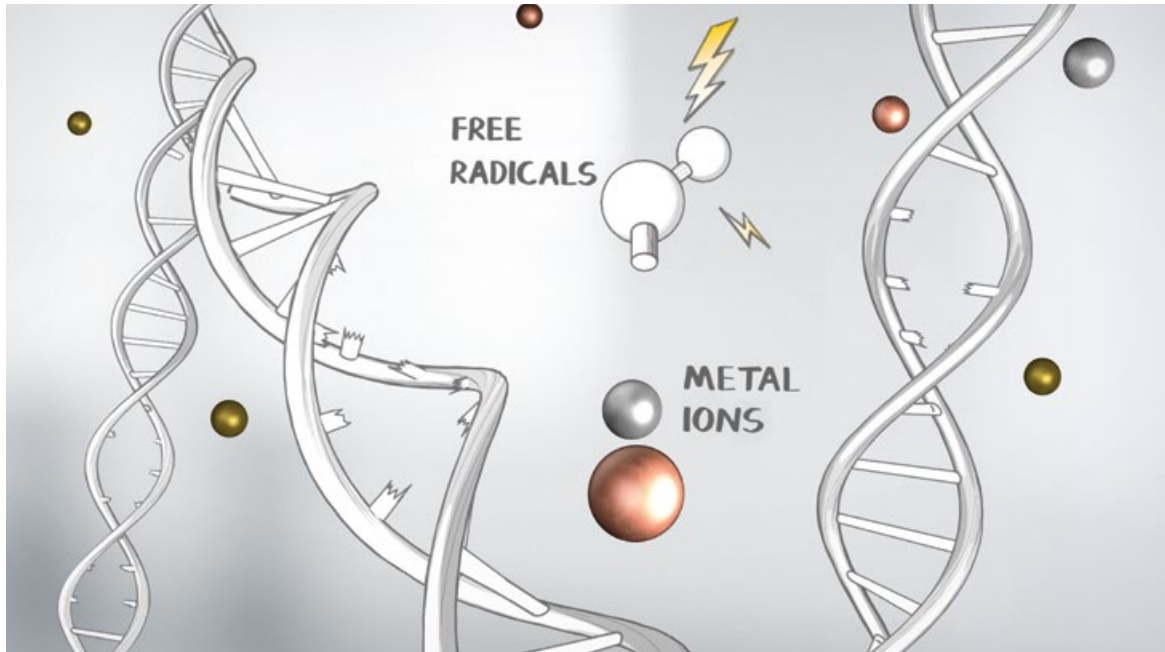
HOW DOES IT WORK

- 1 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 when hydrogen peroxide meets with them they form free radicals.



2

Free radicals can attack and break the bonds responsible for the hair integrity, causing damage.



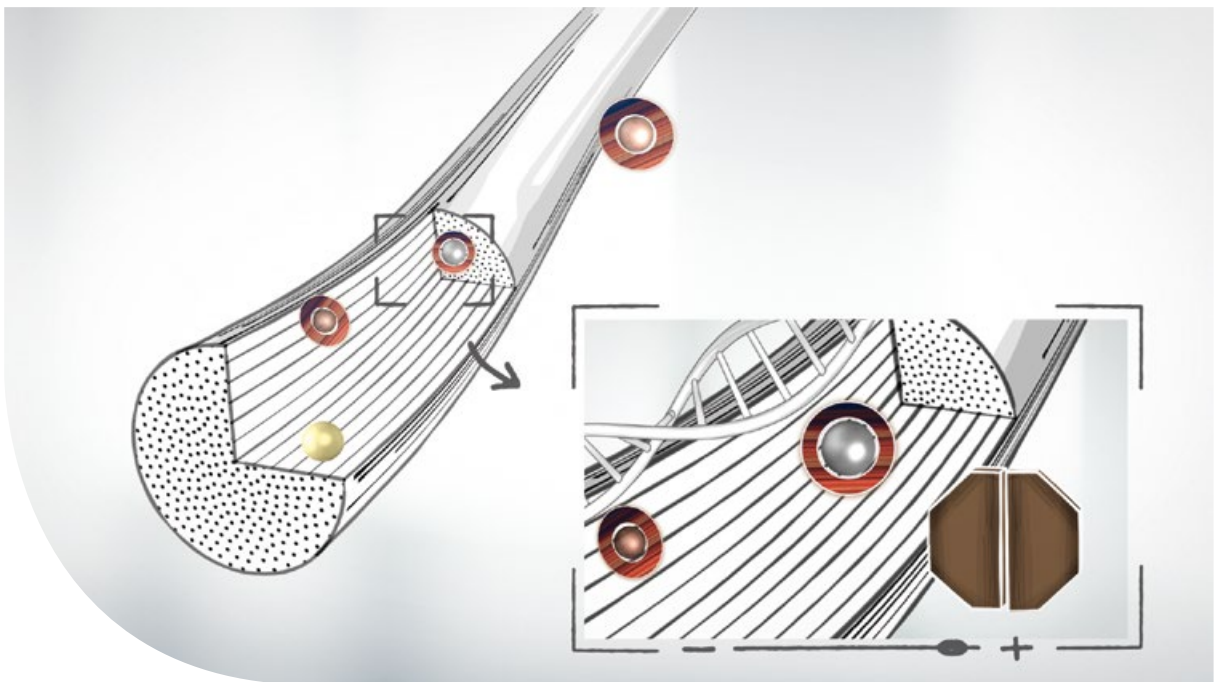
3

Free radicals can also interfere with the color formation. They distract couplers from meeting the right precursors, so wrong color molecules can be formed and result in a shift in color tones.

4

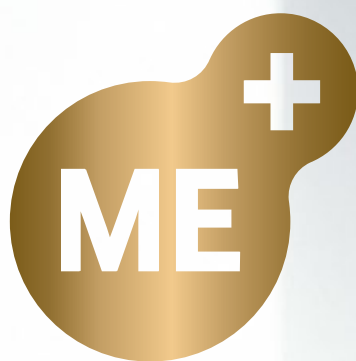
PURE BALANCE TECHNOLOGY

deactivates metals, which reduces free radicals to better protect hair bonds and reduce damage during coloring and for better control of the right color formation from root to tip.



5

Until today, the most used precursors in permanent hair color are PPD/PTD, for rich colors that perfectly cover grey/white hair. We have created a new precursor, ME⁺, and formulated Koleston Perfect without PPD and PTD, reducing the risk of developing new allergies to hair color, while still creating rich colors that shine.



**UP TO 60X
LESS LIKELY TO
DEVELOP A
NEW ALLERGY
TO HAIR COLOR.¹**

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 48h before each coloration. Strictly follow safety instructions and consult www.wella.com/XYZ. 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.



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.

MEA

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 grey/white coverage and pure color results, Ammonia has been safely used in permanent color for the Wella Professionals portfolio for over 50 years.



MEA

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.



MEA

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 semi-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



AFTER
WORKING WITH
NEW KOLESTON
PERFECT, I'LL
NEVER GO BACK.

Andreas Kurkowitz,
Wella Professionals
Global Color Ambassador

WORKING WITH KOLESTON PERFECT

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. It's the perfect tool for consultation, and you can also check for percentage of grey, if present.

TONE

The intensity of the tone will depend on the depth and intensity of each shade, as well as on the major and minor tones within 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 or base of a color from 2/ – 10/ and the tone from /0 - /9.

The lighter the depth, the brighter the tone.
The darker the depth, the more subtle the tone.

DEPTH NUMBERING SYSTEM

10/



10/0

Lightest Blonde

9/



9/0

Very Light Blonde

8/



8/0

Light Blonde

7/



7/0

Medium Blonde

6/



6/0

Dark Blonde

5/



5/0

Light Brown

4/



4/0

Medium Brown

3/



3/0

Dark Brown

2/



2/0

Black



SHADE NUMBERING SYSTEM

4/7 1

1 2 3

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

tone numbering system

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

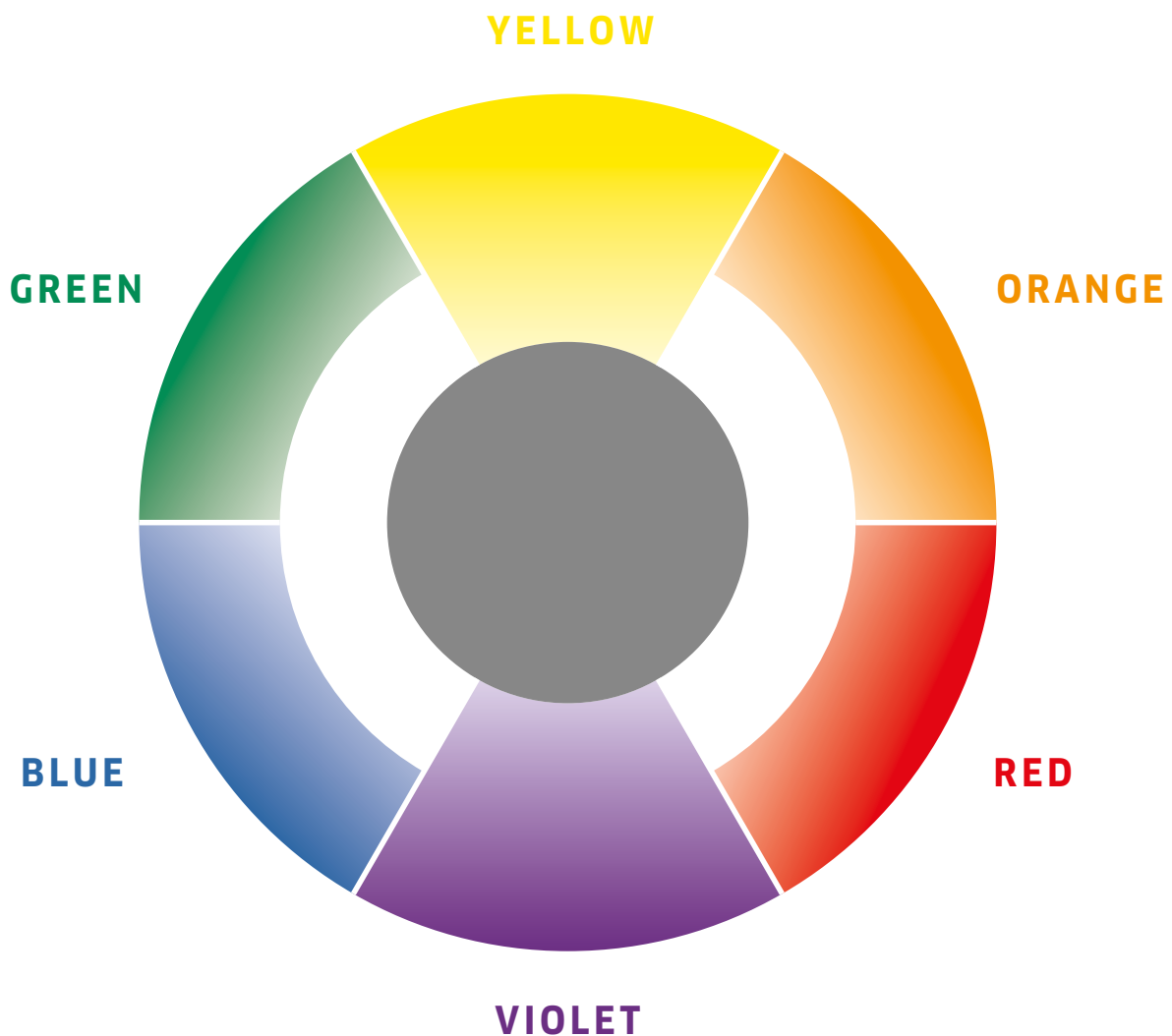


NATURAL HAIR COLOR LEVEL

Understanding the lightening curve will help you to choose complementary colors to work with or neutralize exposed underlying pigments in the hair during coloring. To neutralize exposed underlying pigments, like red/orange or yellow, choose the complementary color on the color wheel which is opposite.

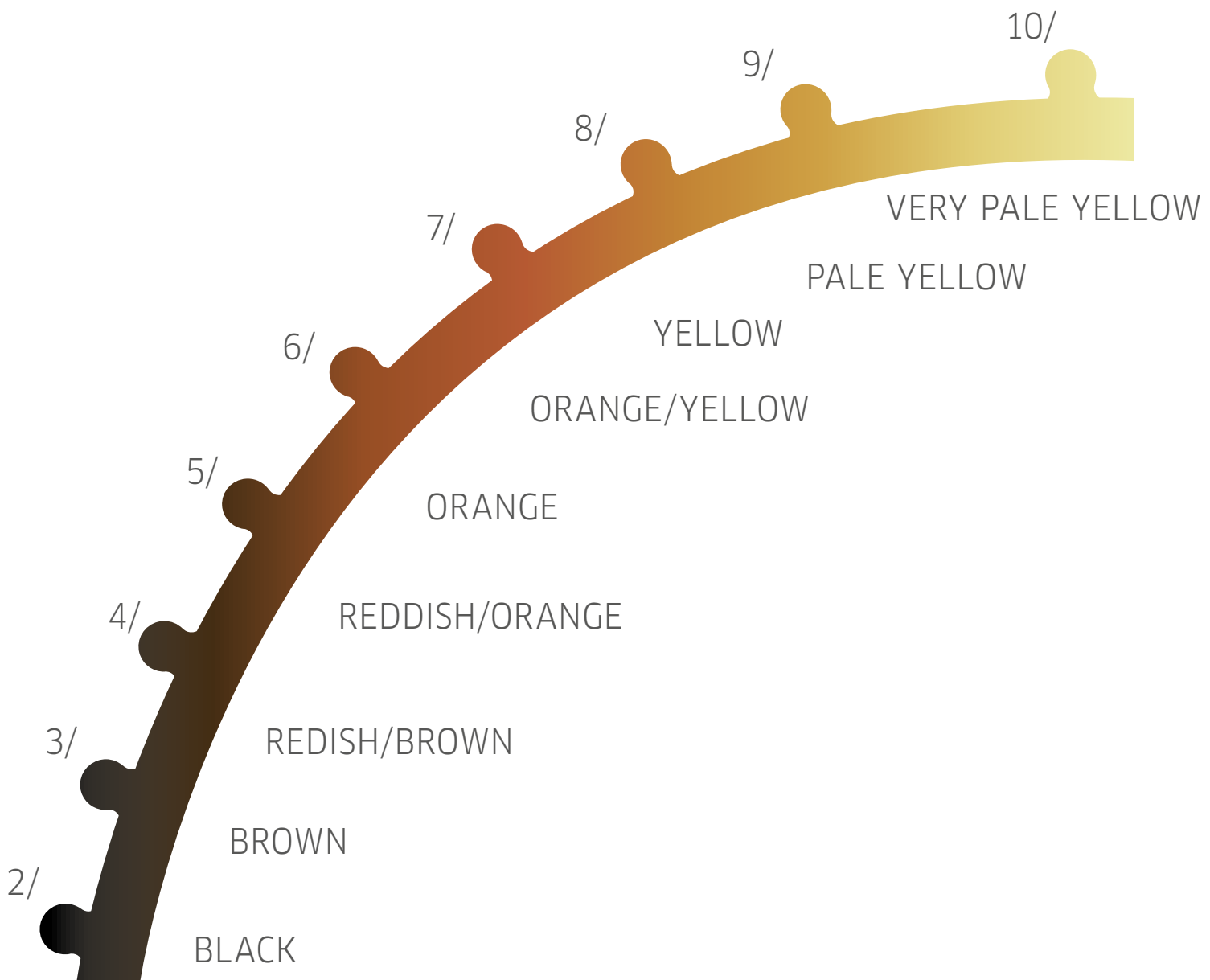
COMPLEMENTARY COLOR

Opposite colors neutralize one another.



LIGHTENING CURVE

Exposure of underlying pigments during the coloring process.





SIX SHADE FAMILIES

PURE NATURALS



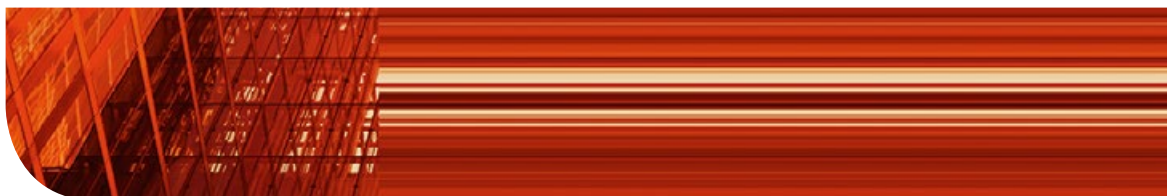
PURE » RESISTANT COVER » ULTRA » COOL » WARM

RICH NATURALS



COOL » WARM

VIBRANT REDS



COOL » WARM

DEEP BROWNS



COOL » WARM

SPECIAL BLONDE



SPECIAL MIX



PURE NATURALS



AUTHENTIC AND PURE

- » Perfect grey/white coverage and reliable results you can trust
- » Zero after the stroke indicates up to 100% grey/white coverage

0 to intermix with cool fashion shades and 00 for warm fashion shades. XX/00 when you are working with hair resistant to coverage. Always mix a Pure Natural shade with Rich Naturals, Deep Browns or Vibrant Reds when percentages of grey/white coverage are required.

PURE NATURALS

Pure	Resistant Cover	Ultra	Cool	Warm		
10/0		10/00		10/03	10/04	
9/0	99/0	9/00	9/01	9/03	9/04	
8/0	88/0	8/00	8/01	8/03	8/04	8/07
7/0	77/0	7/00	7/01	7/03		7/07
6/0	66/0	6/00				6/07
5/0	55/0	5/00				5/07
4/0	44/0	4/00				4/07
3/0	33/0	3/00				
2/0						

RICH NATURALS

ELEGANT AND REFINED

» Iridescent shades with warm/cool accents



Cool				Warm		Cool							
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		9/96	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	7/37	7/38						
6/1			6/2	6/3								6/97	
5/1			5/2	5/3		5/37							

VIBRANT REDS



EXPRESSIVE AND SEDUCTIVE

» Distinctive spectrum from natural, lustrous coppers, reds and violets to intense shades

Warm		Cool		Warm		Cool		Warm		Cool		
8/34	8/41	8/43	88/43		8/45							
7/34		7/43	77/43	77/44	7/45	77/46	7/47					
6/34	6/41	6/43		66/44	6/45	66/46		6/5	66/55	66/56		
	5/41			55/44		55/46		5/5	55/55	55/65	55/66	
				44/44					44/55	44/65	44/66	
									33/55		33/66	

DEEP BROWNS

MYSTERIOUS AND SENSUAL

» Natural, rich, iridescent
warm/cool shades



Warm	Cool	Warm	Cool	Warm
9/7		9/73		
8/7	8/71	8/73	8/74	
7/7	7/71	7/73		7/75 7/77
6/7	6/71	6/73	6/74	6/75 6/77
5/7	5/71	5/73		5/75 5/77
	4/71			4/75 4/77

SPECIAL BLONDE

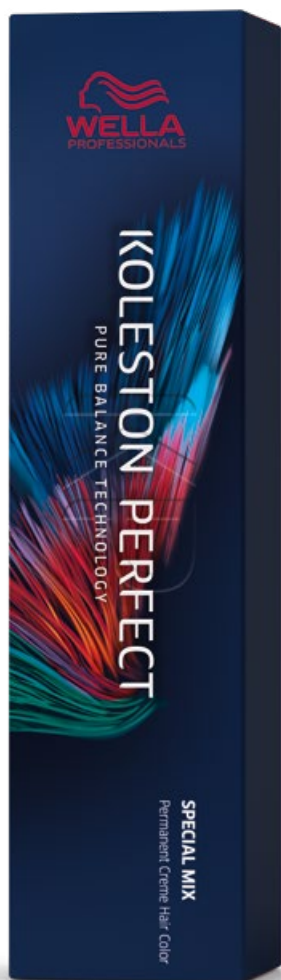
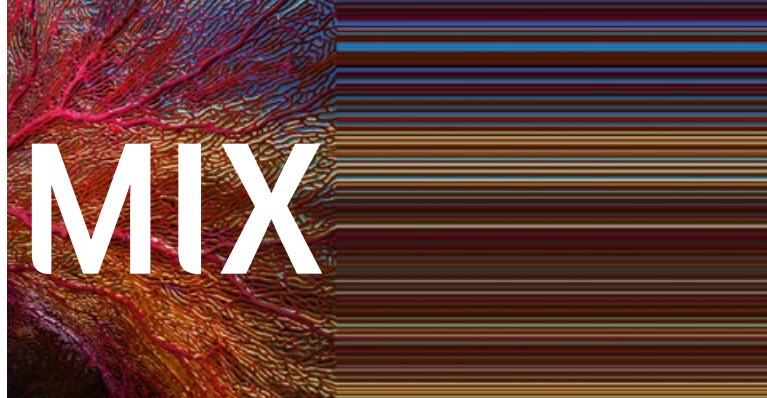
RADIANT AND CLEAR

- » Ultra-light blonde shades with unique warm/cool tones
- » Providing maximum lift and smoothness
- » Gentle lift from darker depths offering superior damage protection



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

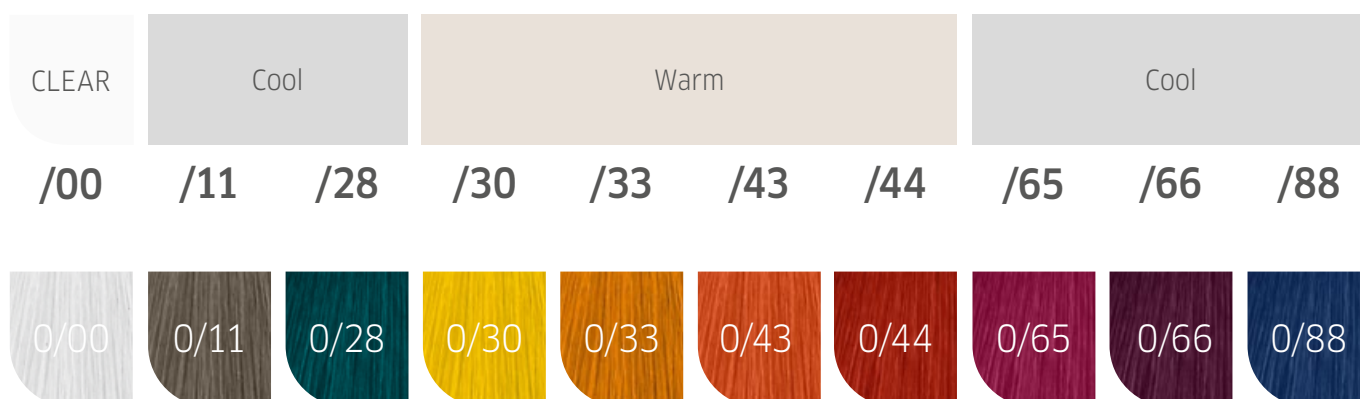
SPECIAL MIX



CREATIVE AND PERSONALIZED

- » Pure, intense color injectors
- » For unlimited possibilities and special effects

Can be used alone for special effects, as a color-injector to intensify shades, or with Welloxon Perfect Pastel 1.9% for beautiful pastel tones over pre-lightened hair.



NEW WELLOXON PERFECT

Specifically reformulated to achieve the most accurate color results and redesigned to provide:

- » Optimal consistency with new Koleston Perfect
- » Easier and faster mixing
- » Precise application
- » Great foil adhesion
- » Easy rinsing
- » A comfortable client experience

WE CANNOT GUARANTEE ACCURATE RESULTS
WITH THE USE OF ANY OTHER DEVELOPERS!



MIXING GUIDELINES

< MENU

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.

PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

FULL-HEAD APPLICATION SAME DEPTH/ DARKER

Apply the coloring mixture immediately from roots to ends.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/Vibrant Reds/
Deep Browns

-HEAT: 30-40 min

+HEAT: 15-25 min

PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

FULL-HEAD APPLICATION WITH LIGHTENING

FIRST STEP

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
-HEAT: 20 min
+HEAT: 10 min

SECOND STEP

Apply the coloring mixture to the roots.

DEVELOPM TIME

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

TIP! To increase vibrancy in lengths and ends use Welloxon Perfect one level stronger than the roots.

MIXING GUIDELINES

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.

SPECIAL BLONDE

FULL-HEAD APPLICATION WITH LIGHTENING

FIRST STEP

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
-HEAT: 20 min
+HEAT: 10 min

SECOND STEP

Apply the coloring mixture to the roots.

DEVELOPM TIME

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

TIP! To increase vibrancy in lengths and ends use Welloxon Perfect one level stronger than the roots.

PURE NATURALS, RICH NATURALS, VIBRANT RED AND DEEP BROWNS

COLORING ON WHITE HAIR

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

30-50% WHITE HAIR

add 1/3 of a Pure Naturals shade

50-100% WHITE HAIR

add 1/2 of a Pure Naturals shade

Red shades on hair with more than 50% white

add 1/3 of Pure Natural shade.

REGROWTH APPLICATION

DEVELOPMENT TIME

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

DEVELOPMENT TIME











Special Blonde
-HEAT: 50-60 min
+HEAT: 25-35 min

SPECIAL MIX

Intensification of color shades. The Koleston Perfect Special Mix tones are pure color tones. The lighter the basic shade, the less mix tone is needed.

Exception: Level 12.

MIX CALCULATION

12/		1,5g	Depth/shade Special Mix calculated for 30g
10/		0,5g	
9/		1,0g	
8/		1,5g	
7/		2,0g	
6/		2,5g	
5/		3,0g	
4/		3,5g	
3/		4,0g	
2/		4,5g	

Mixing ratio 1:1 for all Special Mix shades.

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

Exception: 0/43 always mixed 1:2

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 color results, apply to pre-lightened hair.



ADDITIONAL SERVICES

MAXIMIZE YOUR CLIENT'S POTENTIAL

PURE BALANCING SERVICES

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

PURE 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:
HEAT: 5-10 min

PURE 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 Pastel developer 1.9%.

DEVELOPMENT TIME:

10-15 min.

PURE REBUILD BALANCE

A service with Wella Plex 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 Pastel developer 1.9% + 2ml of WELLAPLEX No. 1 Bond Maker in every 30g

DEVELOPMENT TIME:

10-15 min.

Rinse and remove. Apply WELLAPLEX No. 2 Bond Stabilizer for 10 min.



PURE GLOSSING

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

MIX 1:1:1

1 part Koleston Perfect,
1 part Welloxon Perfect
Pastel Developer 1.9%
and 1 part INVIGO 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 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 mix 1:2 with Welloxon Perfect

DEVELOPMENT TIME:

5-15min without heat.

IMPORTANT! In order to achieve an even color result comb the hair every 5 minutes 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 or System Professional Color Save Shampoo C1. To neutralize oxidation residues and stabilize color, use INVIGO Post Color Treatment or System Professional Color Lock Emulsion X4C



Other possibilities of color balancing are COLOR TOUCH, Color Fresh and Perfecton.

KOLESTON PERFECT AND ILLUMINA COLOR

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





KOLESTON PERFECT

PURE, VIBRANT AND RADIANT

Truly perfect, natural to expressive color results.
Pure even color results with natural depth and shine.
Offer unlimited creativity in the full color spectrum
for every client.

100% grey coverage.

With Pure Balance Technology, ME+

Shade palette Koleston Perfect has a brown base for
rich and more intense color, Globally 162 shaded.



ILLUMINA COLOR

LUMINOUS AND SHEER

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% grey coverage with a sheer result.

With Microlight Technology.

Shade Pallete; violet base for sheer and luminous color.
Globally 38 shades.



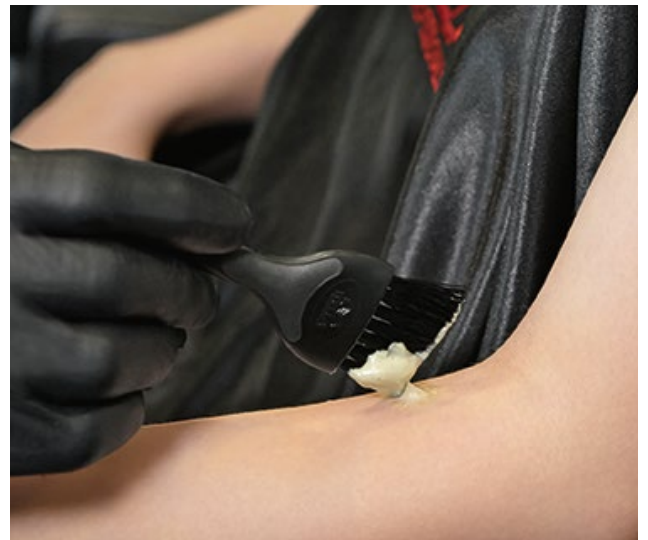
ALLERGY ALERT TEST

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.



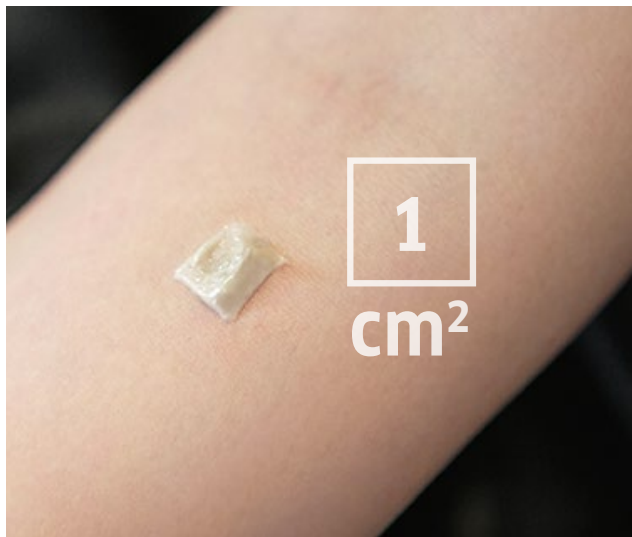
STEP 1

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



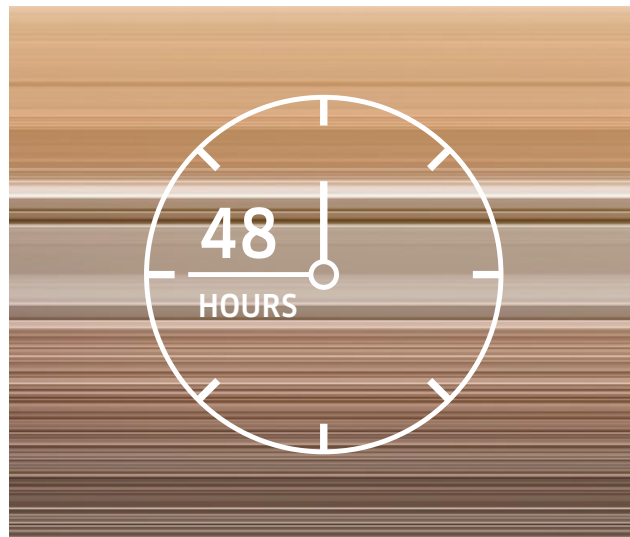
STEP 2

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



STEP 3

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



STEP 4

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

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.



WELLA THE HEART OF HAIRDRESSING