




**WELLA** THE HEART OF HAIRDRESSING



TECHNICAL FOLDER

# KOLESTON PERFECT

PRESENTS THE COLOR



# **RICH, SENSUAL AND VOLUPTUOUS COLOR**

From the first ever color cream in 1950 to our most advanced technology to reduce the risk of developing allergy: Koleston Perfect sets the standard for expertise and creativity in hair color.

As winner of the Salon Star Award on 5 consecutive occasions, Koleston Perfect is the brand of choice of 100,000 salons worldwide. It is trusted every day for its predictable rich, sensual and voluptuous color results; and loved for its comprehensive portfolio of more than 160 shades that offer unlimited scope for colorists to direct the look of modern beauty for every client.

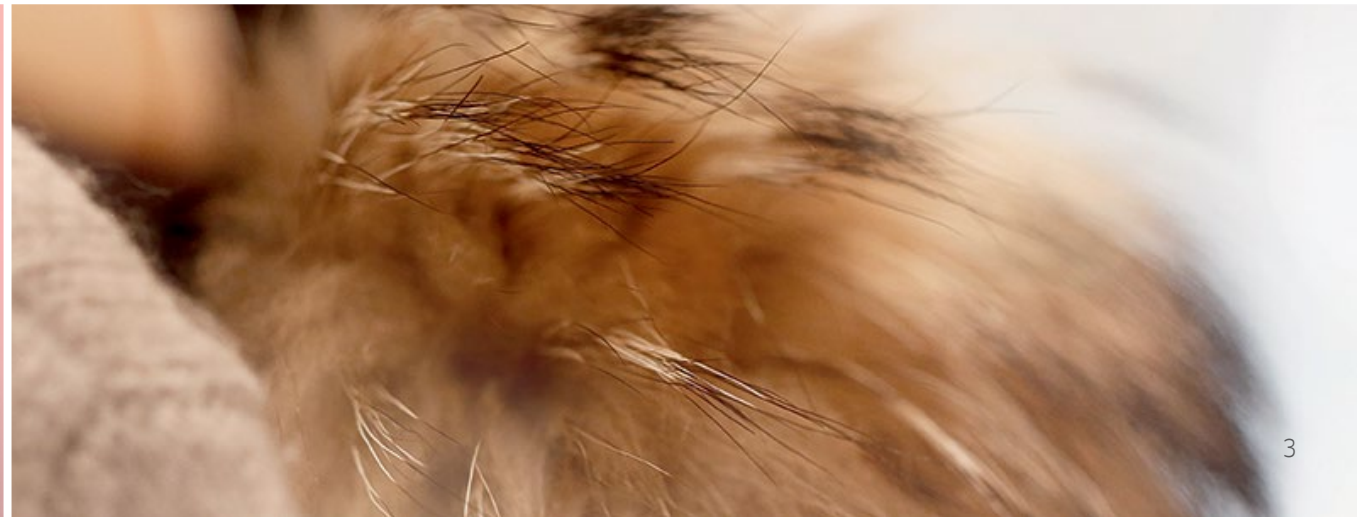
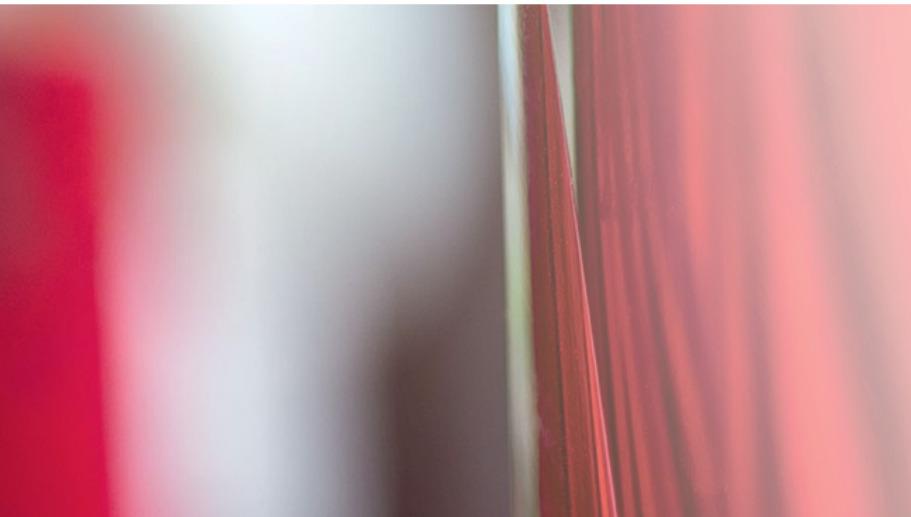
Koleston Perfect is THE COLOR.

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# BENEFITS

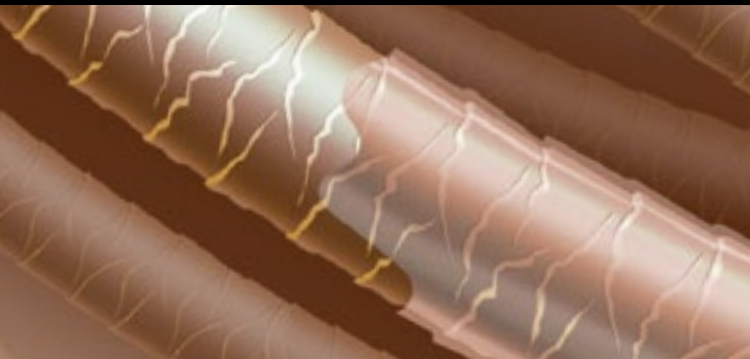
- 01 Triluxiv Technology
- 02 Superb color balance
- 03 Long lasting color - up to 15% on Koleston Perfect Vibrant Reds
- 04 Reliable color results
- 05 The most expressive colors with a wide selection of exciting shades
- 06 Rich and vibrant Koleston Perfect color brilliance
- 07 Simple 1:1 mixing ratio
- 08 Up 100% grey coverage, up to 5 levels of lift
- 09 All color service application techniques
- 10 Climazon friendly (shorter development time with heat)



# HOW DOES IT WORK?

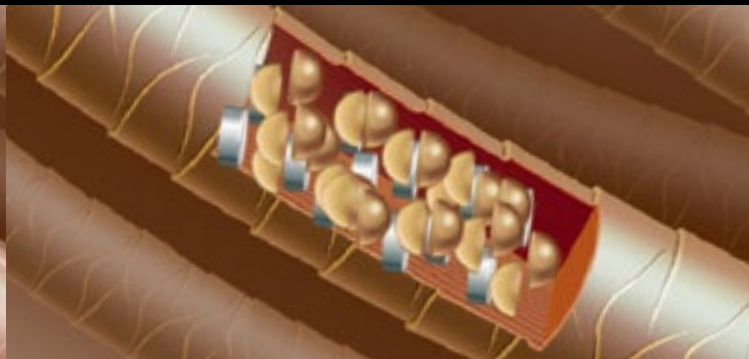
## SPECIAL BLONDE

WITH 33% MORE CONDITIONING AGENTS\* FOR AMAZINGLY GENTLE HIGH LIFT BLONDE



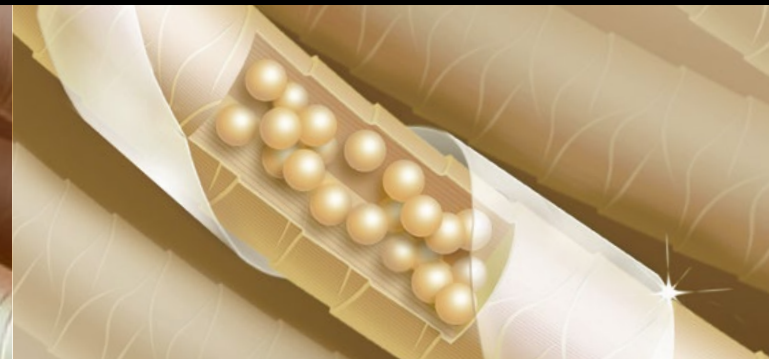
### ACTION 1:

Contains 33% more lipids vs. regular Koleston Perfect shades. Lipids will deposit onto the porous parts of the hair and balance the hair structure from roots to ends, so that the color pigments are distributed evenly into the core of the hair.



### ACTION 2:

HDC (High density color) molecules in combination with Welloxon Perfect (HDC activator) enables intense rich and vibrant color development.



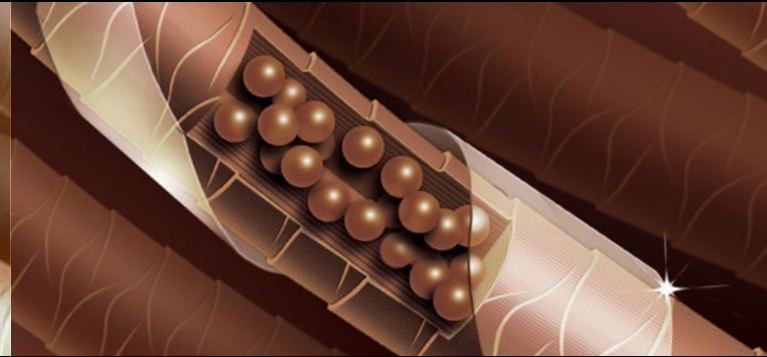
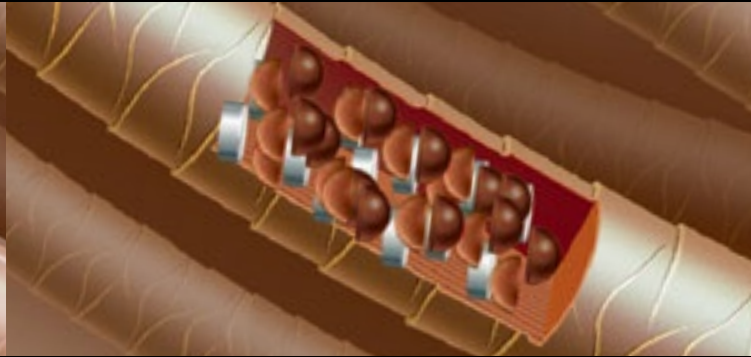
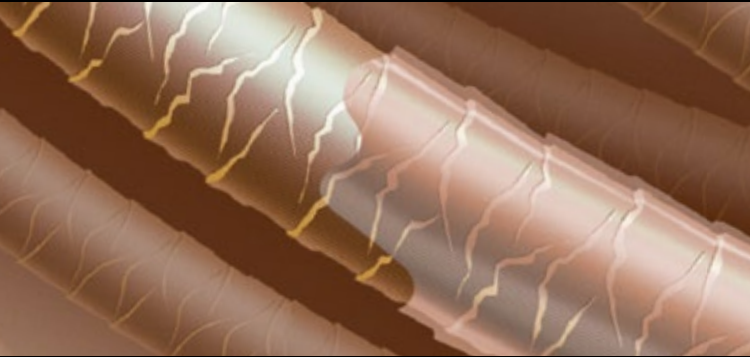
### ACTION 3:

HDC links to the light reflecting shields of the cuticle of the hair, for color brilliance and healthy shine.

**TRILUXIVO**  
TECHNOLOGY

\*vs other Koleston Perfect shades

## KOLESTON PERFECT SHADES



### ACTION 1:

Lipids deposit onto the porous parts of the hair and balance the hair structure from roots to ends, so that the color pigments are distributed evenly into the core of the hair.

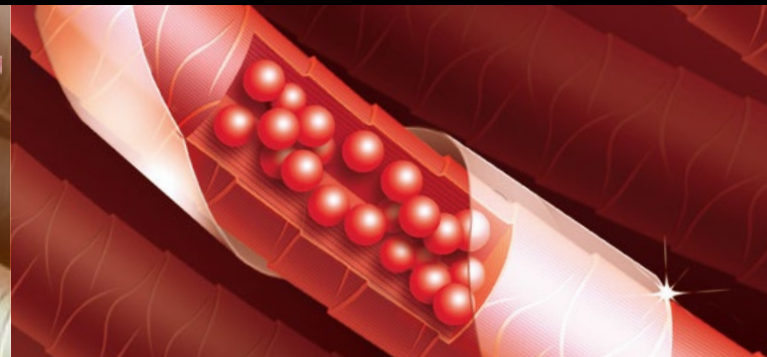
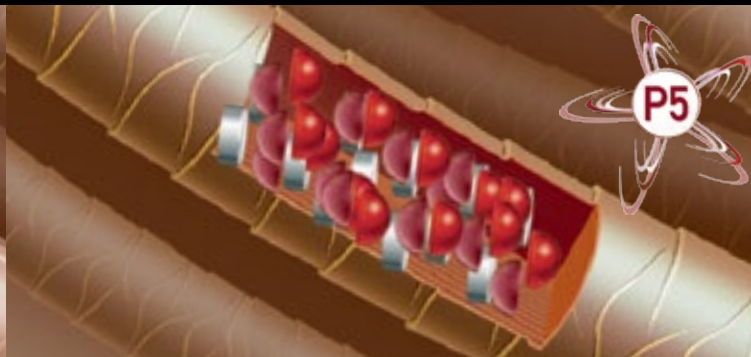
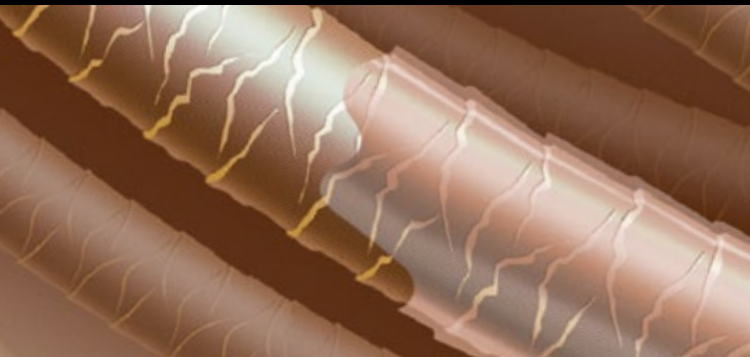
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HDC links to the light reflecting shields of the cuticle of the hair, for color brilliance and healthy shine.

## VIBRANT REDS







# A UNIQUE COLOR PORTFOLIO

THAT EXPANDS HAIRDRESSERS CREATIVITY










## SHADE NUMBERING SYSTEM

4/71

1      2      3

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

## STONE NUMBERING SYSTEM

-  /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)

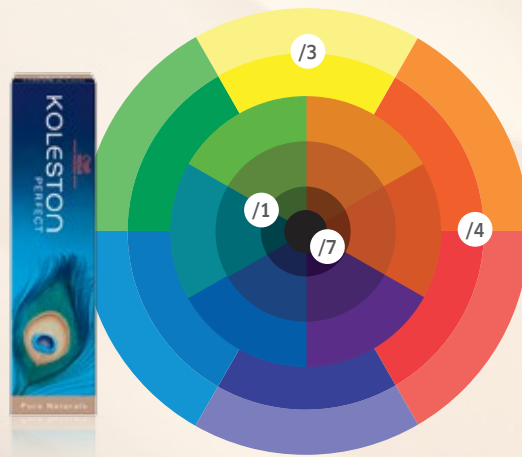
	X/	X/0	XX/0	/00	/01	/03	/04	/07
11/								
10/		 11/0						
9/								
8/								
7/								
6/								
5/								
4/								
3/								
2/								

# PURE NATURALS

## NATURAL SHADES FROM **SILKY, GLOSSY BLACK** TO **RADIANT BLONDE**

Authentic, brilliant and pure

Pure Natural shades providing perfect grey/white coverage and reliable results /0 (not shown), /01, /03, /04, /07.



# RICH NATURALS

## FOR A NATURAL AND SOPHISTICATED LOOK

Delicate, elegant and refined

Fashionable, harmonious shades with warm and cool accents.

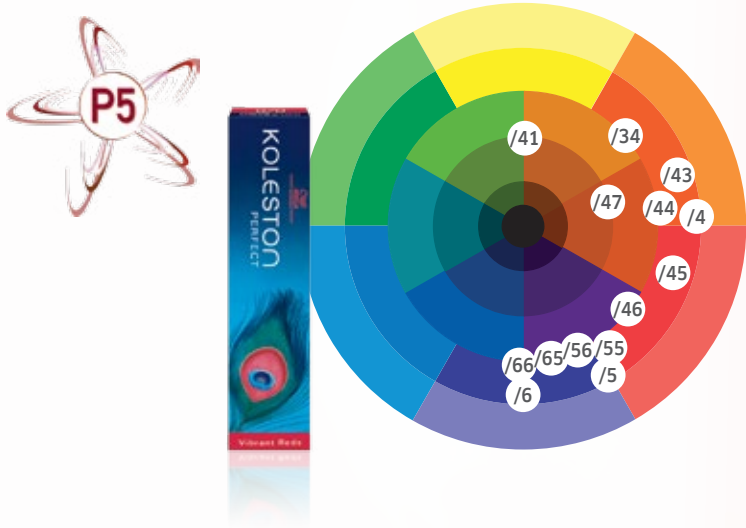
/1, /11, /16, /17, /2, /3, /37, /38

(combination tone not shown), /8, /96.



	/1	/11	/16	/17	/2	/3	/37	/38	/8
11/	11/1					11/3			
10/	10/1		10/16			10/3		10/38	10/8
9/	9/1	9/11 99/1	9/16	9/17		9/3		9/38	9/8
8/	8/1	8/11			8/2	8/3 88/3		8/38	
7/	7/1	7/11 77/1		7/17	7/2	7/3 77/3	7/37	7/38	
6/	6/1	66/1			6/2	6/3			
5/	5/1					5/3	5/37		
4/									
3/									
2/									

# VIBRANT REDS



## P5 - FOR LONG-LASTING AND VIBRANT END-RESULTS

Expressive, striking and breathtaking

Distinctive red spectrum from lustrous copper to intensive reds and deep violet shades.

Longer lasting P5 technology /34, /4, /41, /43, /44, /45, /46, /47, /5, /55, /56, /6, /65, /66. P5 shades can be identified by the P5-logo and the double number before stroke.

	/34	/4	/41	/43	XX/43
11/					
10/					
9/					
8/	8/34	8/4	8/41	8/43	88/43
7/	7/34	7/4	7/41	7/43	77/43
6/	6/34	6/4	6/41	6/43	
5/		5/4	5/41		
4/		4/4			
3/					
2/					

XX/44	/45	/46	XX/46	/47 & /5	XX/55	XX/56 & /6	/66	XX/65	XX/66
	8/45	8/46							
77/44	7/45		77/46	7/47					
66/44	6/45		66/46	6/5	66/55	66/56			
55/44		5/46	55/46	5/5	55/55		5/66	55/65	55/66
44/44					44/55	4/6 44/6	4/66	44/65	44/66
					33/55				33/66





4/71

# DEEP BROWNS



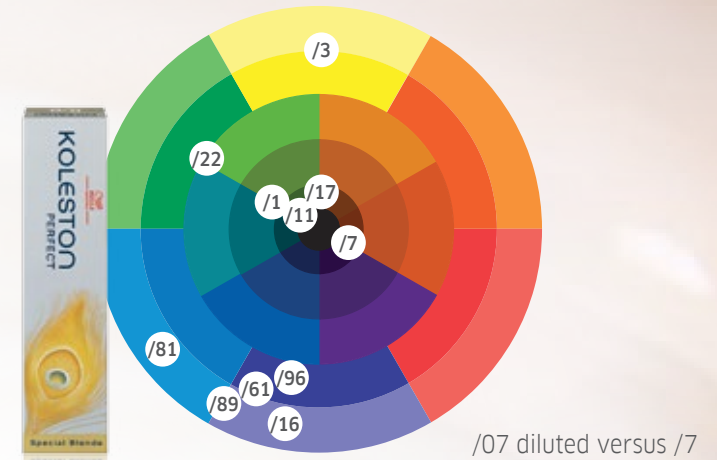
MYSTERIOUS, **SENSUAL**  
AND ELEGANT

The brilliant brunette family with iridescent warm and cool shades.

Rich and seductive like chocolate  
/7, /71, /73, /74, /75, /77.

	/7	/71	/72	/73	/74	/77
11/						
10/						
9/	9/7		9/73			
8/	8/7	8/71	8/73	8/74		
7/	7/7	7/71	7/73		7/75	7/77
6/	6/7 66/7	6/71	6/73	6/74		6/77
5/	5/7	5/71	5/73		5/75	5/77
4/		4/71			4/75	4/77
3/						
2/						

# SPECIAL BLONDE



	/0	/03				
12/	12/0	12/03				
	/1	/11	/16	/17	/2	
12/	12/1	12/11	12/16	12/17	12/22	
	/3	/38	/8	/61		
12/	12/3	12/81	12/89	12/61		
	/96	/7				
12/	12/96	12/7				

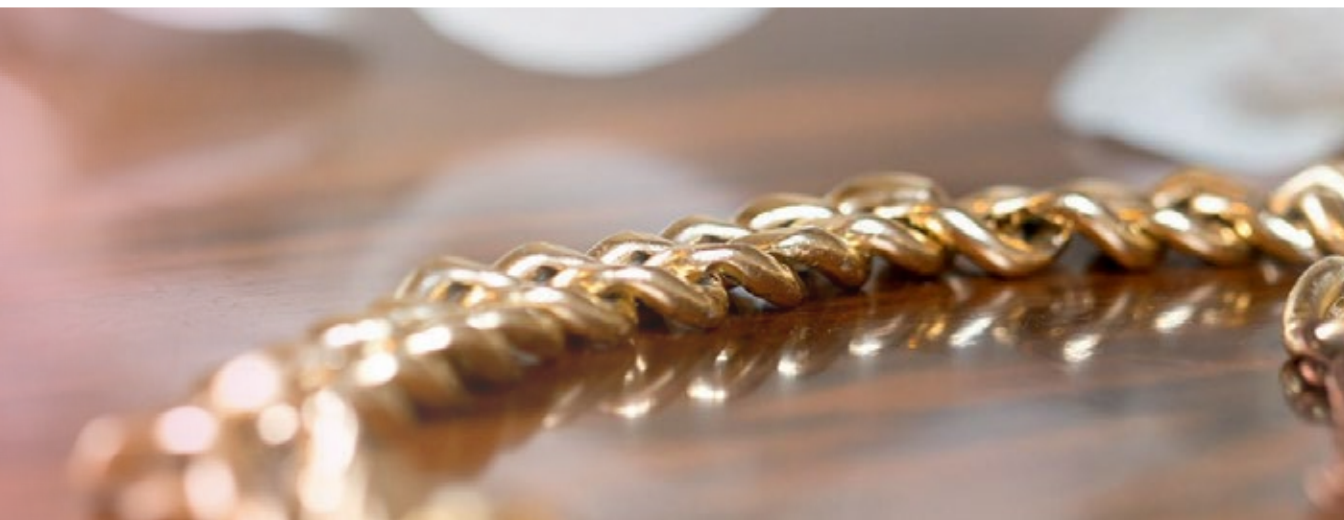
WITH 33% MORE CONDITIONING AGENTS\* FOR AMAZINGLY GENTLE HIGH LIFT BLONDE

Beautiful, radiant and clear

An alluring spectrum of blonde shades with unique warm and cool tones for unsurpassed high lift and smoothness.

Triluxive Plus technology with 33% more conditioning ingredients for the ultimate gentle lightening. Lightening up to 5 shade levels /0 (not shown), /07, /1, /11, /16, /17, /22, /3, /61, /7, /81, /89, /96.

\*vs other Koleston Perfect shades



# SPECIAL MIX



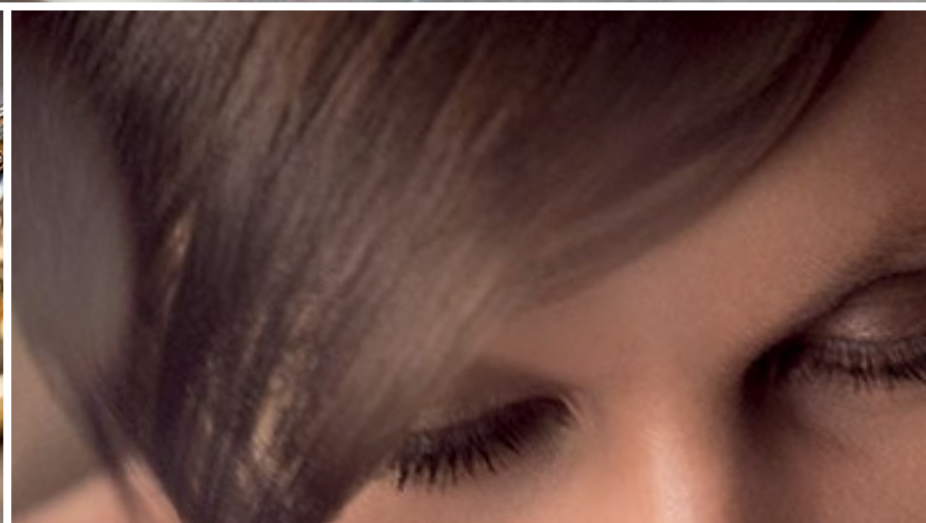
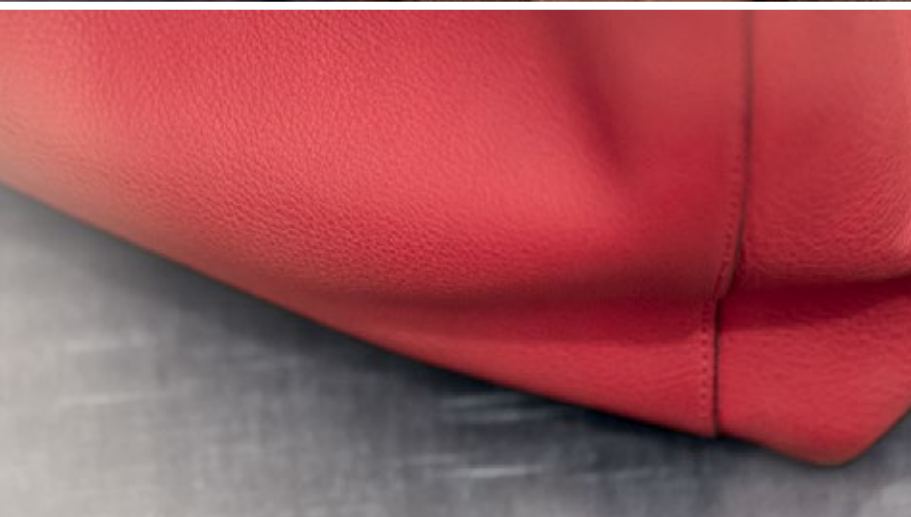
## BRIGHT, LONG LASTING COLOR

Exceptional, creative and personalized

Unlimited color possibilities and special effects - limits are made to be exceeded. Use pure to intensify strands or sections of hair. Add to Koleston Perfect to create stunning individual color results.

Color intense technology creates bright and durable color results /11, /22, /28, /33, /43, /45, /65, /66, /81, /88.

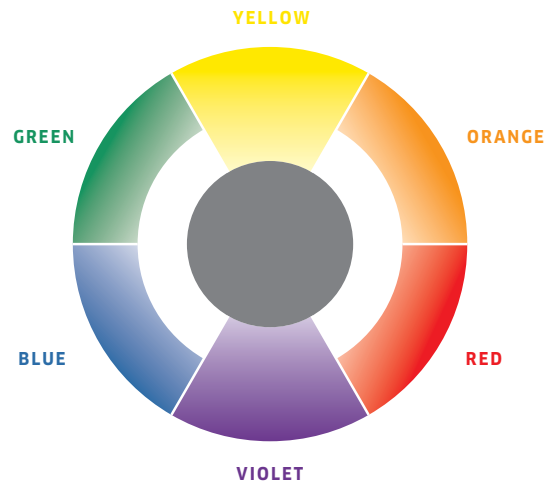




# NATURAL HAIR COLOR LEVEL

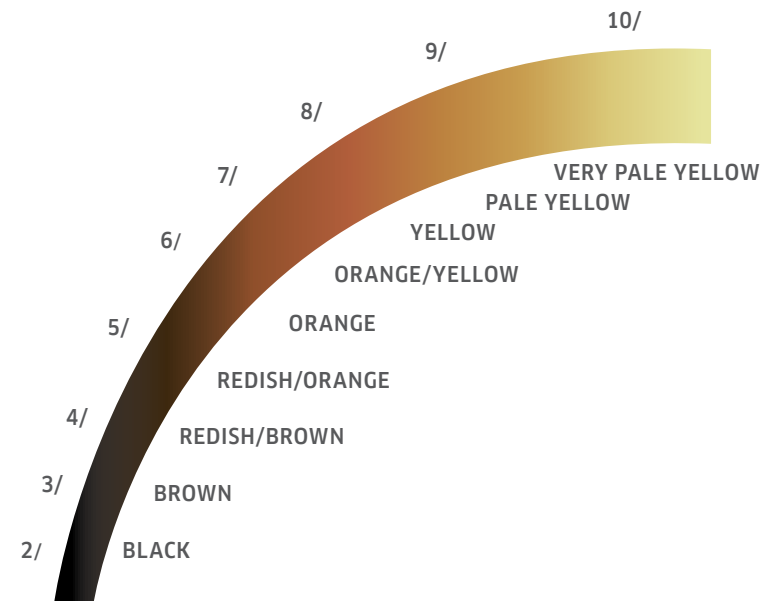
## COMPLEMENTARY COLOR

Opposite colors neutralize each other.

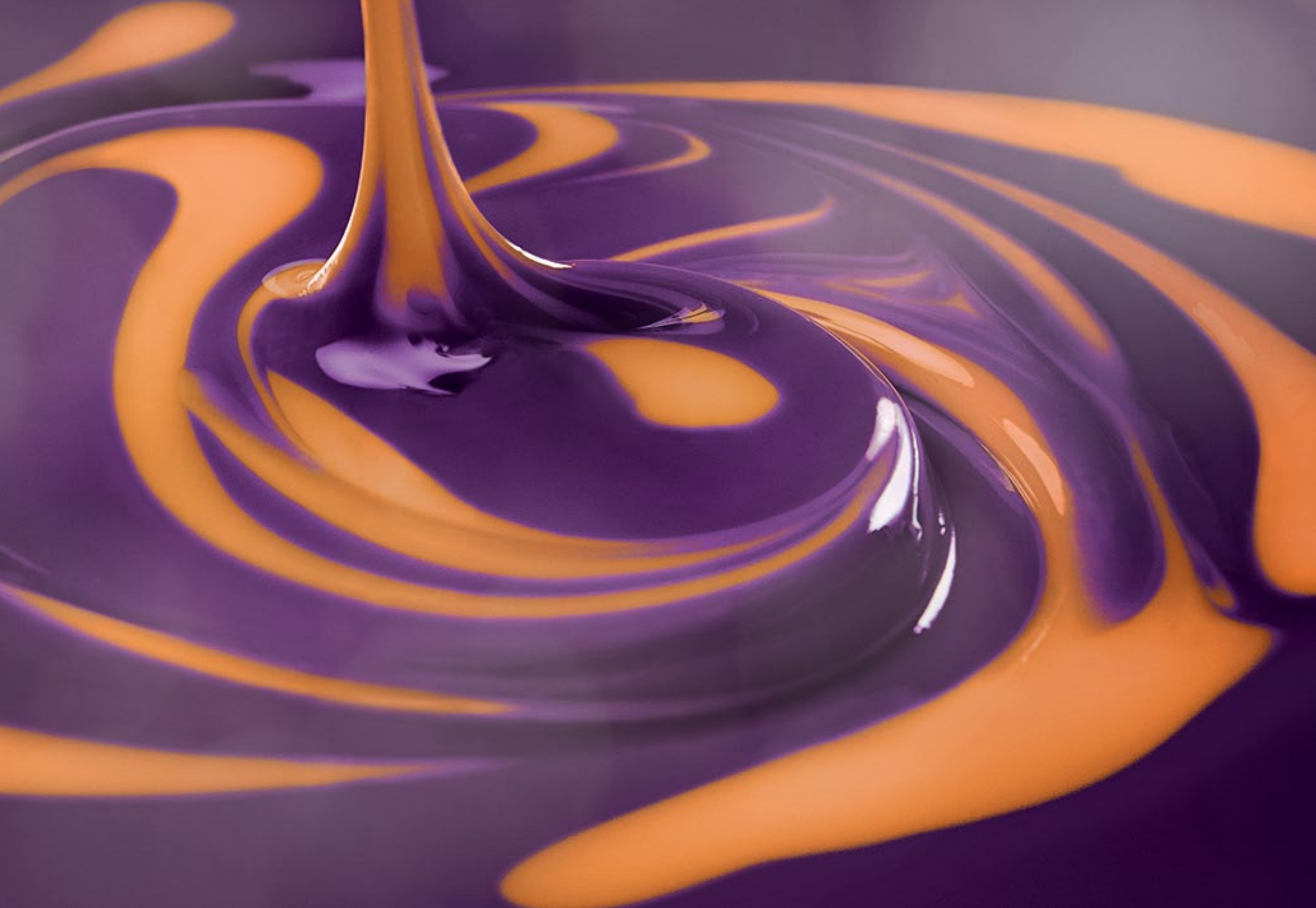


## LIGHTENING CURVE

Exposure of underlying pigments during the coloring process



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, red/orange or yellow, choose the complimentary color that is opposite on the color wheel.







# ALLERGY ALERT TEST

After your professional consultation you may need to carry out an Allergy Alert Test before proceeding with a color service.

**1**

Mix 5 grams color (extract shade to be used if unknown) with 5 grams developer.

**2**

Apply the color in to 1 cm<sup>2</sup> directly below the crook of the elbow.

**3**

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

**4**

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



WE RECOMMEND THAT A SKIN ALLERGY TEST IS DONE 48 HOURS BEFORE COLORING.

# MIXING GUIDELINES



## MIXING PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

### MIX 1:1

For example: 60 ml Kolestion Perfect  
+ 60 ml Welloxon Perfect

### MIXING RATIO

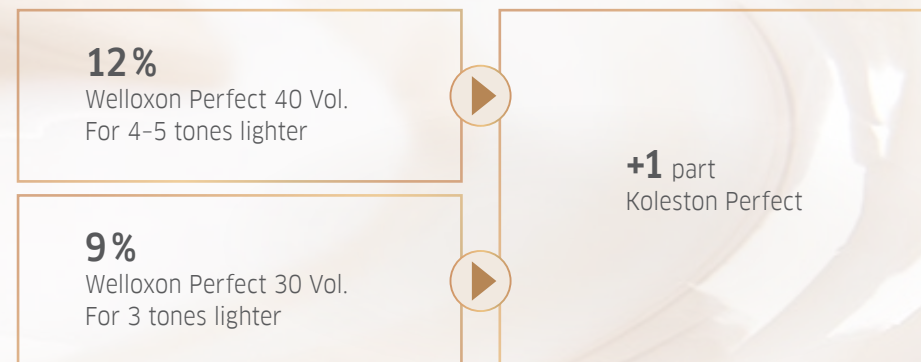


## SPECIAL BLONDE

### MIX 1:2

For example: 60 ml Kolestion Perfect  
+ 120 ml Welloxon Perfect

### MIXING RATIO



## FULL HEAD APPLICATION SAME DEPTH/DARKER

Apply the coloring mixture immediately, from roots to ends.

### COLOR FAMILIES

Pure Naturals/Vibrant Reds/  
Deep Browns

### DEVELOPING TIME

- HEAT: 30-40 mins  
+ HEAT: 15-25 mins

## 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 WHITE HAIR WITH MORE THAN 50% WHITE

mix 2 parts red shade to 1 part Pure Natural  
**Example: 1/2 tube red + 1/4 tube natural**



9/38

# APPLICATIONS

## 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 mins  
+ HEAT: 10 mins

**SECOND STEP:** Apply the coloring mixture to the roots.

### DEVELOPMENT TIME

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

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

### DEVELOPMENT TIME

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

### DEVELOPMENT TIME

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

## REGROWTH APPLICATION

Start the coloring process at the root area first. 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

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

**TIP!** When lightening apply more of the product than for normal coloring.

### DEVELOPMENT TIME

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

## COLOR LEVELING ON LENGTHS AND ENDS

If required, after completion of development time, dampen the hair well with water (with special blonde use 100ml) and emulsify the color through the lengths and ends.

### DEVELOPMENT TIME

Pure Naturals/Rich Naturals/Vibrant Reds/  
Deep Browns/Special Blonde  
- HEAT: 5-10 mins

Other possibilities of color balancing are Color Touch, Color Fresh or Perfecton.

## PASTEL TONING

Evenly bleached hair is required for this (1/2 level lighter than required final result). Can also be used on untreated hair of a natural color 9/0 and lighter. To achieve beautiful soft pastel shades we recommend the Koleston Perfect shades 10/1 10/03 10/16 10/3 10/38 10/8 9/03 9/16 9/17 9/38 and 9/7. The shades are always mixed 1:2 with Color Touch Emulsion 1.9% or Perfect Pastel.

That means 1 part Koleston Perfect + 2 parts Color Touch Emulsion 1.9% or Perfect Pastel.

### DEVELOPMENT TIME

Apply immediately to the hair from roots to ends for up to 15 minutes 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.












## SPECIAL MIX

Application possibilities: 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: Levels 11 and 12.

Mixing table: Depth/Shade - Special Mix calculated for 30g.

## SPECIAL MIX CALCULATION

12/		3 cm = 1,5 g
11/		2 cm = 1,0 g
10/		1 cm = 0,5 g
9/		2 cm = 1,0 g
8/		3 cm = 1,5 g
7/		4 cm = 2,0 g
6/		5 cm = 2,5 g
5/		6 cm = 3,0 g
4/		7 cm = 3,5 g
3/		8 cm = 4,0 g
2/		9 cm = 4,5 g

Depth/Shade -  
Special Mix calculated for 30 g

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)

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-bleached hair.

The mixing ratio is 1 part Color Cream (Koleston Perfect plus Special Mix) mixed with 1 part Welloxon Perfect). **e.g. 30 g Koleston Perfect + 2,5 g Special Mix + 32,5 g Welloxon Perfect**

## AFTER TREATMENT

After completion of the development time, emulsify the color with a little warm water and rinse out well. Lightly shampoo with Wella Professionals Brilliance Shampoo or SP Color Save Shampoo. To neutralize oxidation residues and stabilize color, use Wella Professionals Color Post Treatment or SP Color Save Emulsion.

# PERSONALIZED COLOR SERVICES

The complete Wella Professionals color portfolio delivers everything you need to create the unique color experience that every client deserves: a beautiful personalized color that empowers self-confidence and expresses individuality, whilst revealing the true craftsmanship of color creation.

**TO FIND OUT MORE GO AT [WWW.WELLA.COM](http://WWW.WELLA.COM)**



## INNOSENSE BY KOLESTON PERFECT

A new brand of vibrant permanent color for ingredient conscious clients, with Koleston Perfect performance, specially formulated to reduce the risk of developing allergy.<sup>1</sup>

<sup>1</sup>Although it does not contain pPD/pTD, 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/innosense](http://www.wella.com/innosense). If your client has ever experienced an allergic reaction to any hair colorant ingredient, including pPD and pTD, you should not color. ME<sup>+</sup> is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.



## ILLUMINA COLOR

Sheer, natural-looking permanent color for incredible luminosity from within. Ideal for clients who are looking for soft, diffused, natural-looking color results.

**8 out of 10 stylists agree that ILLUMINA COLOR gives them the most natural-looking color results they've ever seen.<sup>2</sup>**

<sup>2</sup>Based on survey with 218 hairdressers using ILLUMINA COLOR in Europe, fielded in January 2013.



## COLOR.ID

For the first time ever, place color next to color without bleeding<sup>3</sup>, without foils: for new blended color results with soft transitions, even of contrasting tones.<sup>3</sup> Add only to Koleston Perfect or ILLUMINA COLOR, with Welloxon Perfect.

**98% of clients who had a Color.id service would ask for it again.<sup>4</sup>**

<sup>3</sup>Shades of up to 3 levels of depth apart. Exception: Not recommended when using extreme tonal differences such as Vibrant Reds and Special Blondes.

<sup>4</sup>Based on consumer survey carried out in salons in Germany and the US with 63 respondents in 2012.



# CONSULTATION TIPS

The key to ensuring every client leaves your salon with their dream hair color is in your consultation. Understanding their needs, providing inspiration and showing your expertise with an in depth consultation will also ensure they return to you time and time again.

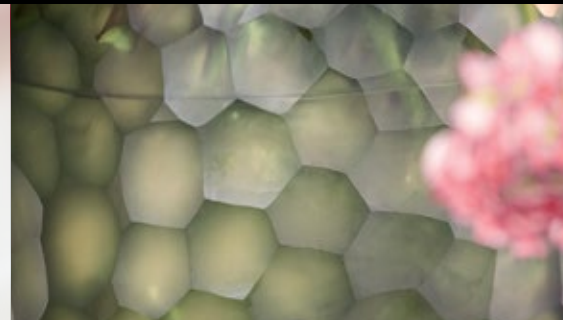
## **CONSULTATION IS A KEY PRIORITY**

- Take your time, let the client talk: listen
- Draw conclusions from their needs - summarize
- Offer personalized color solutions
- Always recommend a home-care regimen to maintain the look

**CONSULTATION: TAKE THE TIME, TAKE CONTROL.**

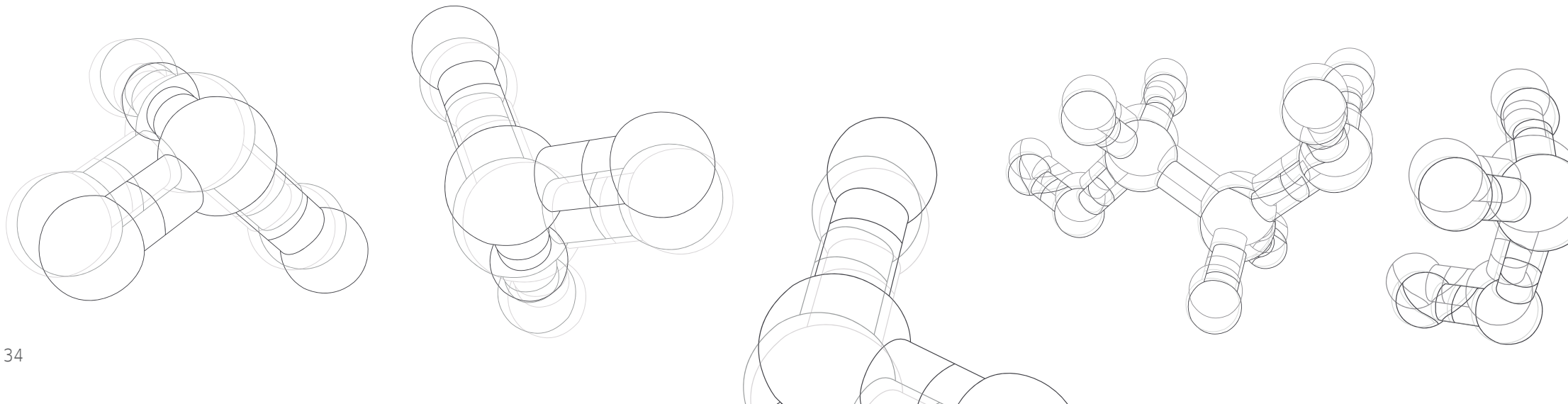
## CLIENTS EXPECT:

- Your expertise and care: you are the consultant they trust
- Information on the latest trends
- Hair color and style advice
- Advice on what works best for their face shape and skin tone
- Update them on the latest Wella hair technology - it's always an interesting discussion
- Give them hair condition advice and a home-care maintenance regimen
- Give them styling product advice and tips on how to re-create the look at home
- They trust you to advise them: to meet their beauty needs
- All clients are willing to pay more for personalized color and cut services



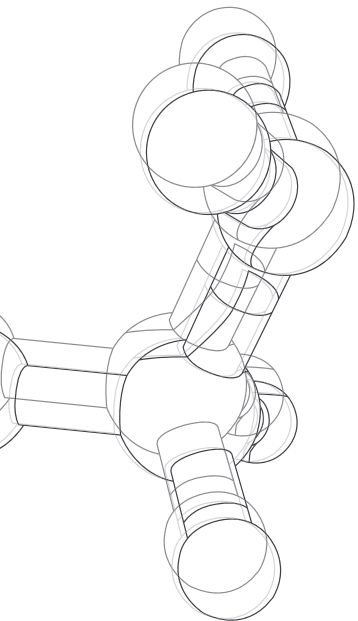
# THE TRUTH ABOUT AMMONIA

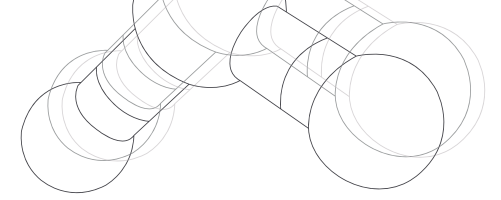
Our scientific studies show that for level 3 color performance (lift of 3 levels or more and up to 100% grey coverage) ammonia protects the hair structure better than MEA and delivers the best color result.



## WHAT IS AMMONIA?

- An alkalizing agent that helps to open the outer hair layer.
- It raises the PH (10) so the hair swells and active ingredients can penetrate it.
- It works with the oxidant to remove some of the natural color (melanin) to allow for lightening of up to 5 levels, fabulous grey coverage and pure color results without compromising on hair vitality.
- Ammonia is used in permanent color for the Wella Professionals portfolio, including high-lift blonde shades.
- Ammonia has been safely used in hair colorants for over 50 years.
- After acting in the hair ammonia easily evaporates, leaving the hair conditioned, resulting in healthy-looking hair with vibrant shine.





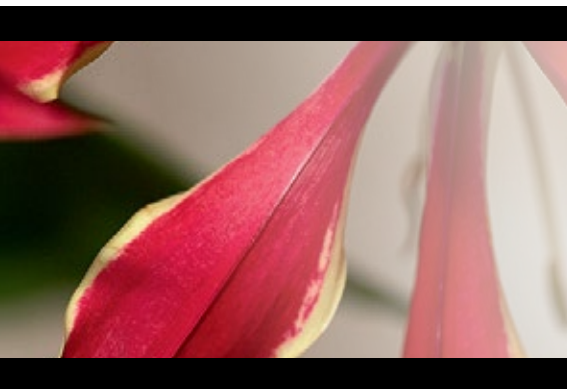
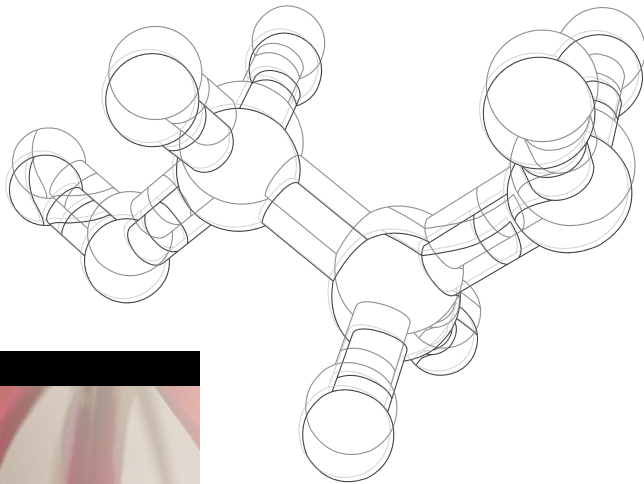
## WHAT IS MEA?

- **MEA is more suitable when significant lightening is not required. This is why we have used it for a long time in Color Touch, our demi-permanent color range, in combination with low developer concentrations and short development timings, where color performance requirements are lower (no or less lifting, less grey coverage, short lasting period).**
- An alternative alkalizer to ammonia. The main benefit of MEA is the less chemical smell in comparison to ammonia.
- It is used in demi-color and non-ammonia permanent colors. The choice of alkalizer depends on the desired color result.
- It is nothing new, Wella introduced it into Color Touch over 20 years ago.
- Ammonia has been shown to be the most effective alkalizer when lightening of the existing color is required.
- Used at low concentration, there is no issue with color performance and hair protection.



## HIGHER CONCENTRATIONS OF MEA?

- In order to achieve level 3 permanent color performance (3 levels of lift or more and up to 100% grey coverage) higher concentrations of MEA are required.
- With higher concentrations of MEA hair damage increases.
- Color performance is reduced.



## WHY?

- Firstly as the MEA molecule is so much bigger (and a liquid) it does not evaporate like the ammonia (a gas) molecule, so this is why it does not smell or give off vapours.
- This also means MEA is more difficult to remove from the hair and may stay on head/hair after shampooing and continue processing.
- That is why higher concentrations of MEA needed for level 3 color, deliver worse color performance and hair protection in comparison to ammonia.
- This is not usually immediately noticed.
- MEA tends to remain in the hair, which can cause long-term, severe damage to the hair structure, making the hair dry and dull.
- **This is why at Wella Professionals ammonia is our technology of choice for permanent colorants: Ammonia enables the best color results with the best hair protection for hair at level 3 coloring - while MEA is used for level 2 coloring.**