WELLA THE HEART OF HAIRDRESSING

WELLA PROFESSIONALS

KOLESTON PERFECT ME+

CONVERSION GUIDE – OPTIMIZED SHADES

NEW KOLESTON PERFECT

Wella Professionals brings you our best permanent color ever.

The majority of all Koleston Perfect colors are shade matched to provide you with the results you currently know and love. However you might just notice some shades have been optimized and refined to give an even truer tone result and pure color root to ends.

Here you can see a selection of shades which has been optimized in this direction.



RICH NATURALS

This family of shades has been optimized to create a **truer ash tone** by making them slightly more intense.

10/1 9/1 8/1 7/1 6/1 5/1

VIBRANT REDS

Now with a **true golden copper tone.**

6/34 7/34

These shades are now **slightly less red** and give you a perfect copper shade.

6/43 7/43 8/43

The shades are now enhanced, **slightly more red ash.**

6/41 8/41

Optimized to be truer to the shade, **more red, less brown.**

7/47

Will give you a more **pure mahogany tone, less brown.**

5/5 66/55 33/55

DEEP BROWNS

Will give a **less yellow brunette** and be more pure to the /7 tone.

6/7 7/7 8/7

Representing the shading better by being **slightly less red.**

4/75 5/75 6/75