GET STARTED WITH NEW KOLESTON PERFECT ME+

NO HABIT CHANGE JUST IMPROVEMENTS

Simply continue with the same mixing ratio and color choice. You will notice 5 things that will make your daily salon life a breeze with the new Koleston Perfect. For more information go to wella.com/education or ask your Wella representative. Enjoy working with #KolestonPerfect.



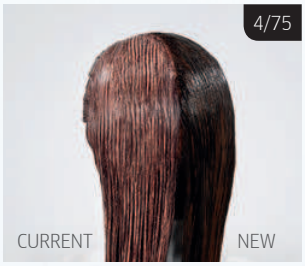
1. APPLICATION

The new crème formula is easier* to mix and apply, making your application effortless, even through lengths and ends. Although easier to apply, ensure you use exactly the same amount of color as before, to achieve pure and long lasting color results.

2. COVERAGE

Although the new color crème looks more translucent, in fact gray coverage has been optimized. There is no need to use more color to achieve reliable results.





3. OXIDATION

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

4. EASIER RINSING

New Koleston Perfect is easier* 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.





5. NEW SERVICES

Now, you can offer color to more clients with the new services like Pure Glossing and Pure Balancing services.

EXPERT TIPS DURING THE TRANSITION TO NEW KOLESTON PERFECT

To help during transitioning period you can mix current and new Koleston Perfect with color tonality you would expect. However you will not get the benefits of the new Koleston Perfect and ME+.



Remember with new Koleston Perfect (or mixing previous and new Koleston Perfect), it has to be used with new Welloxon Perfect. If it is used with other developers we cannot guarantee color results as well as application/mixability/scalp comfort benefits and is therefore not recommended.



Allergy Alert Test (AAT) has not changed: If the intent is to use both new & current Koleston Perfect then the AAT should be with that specific mix.

*vs previous Koleston Perfect.