

WELLA
PROFESSIONALS

#askforwella

KOLESTON PERFECT ME+

SHADE TRANSITION AND #PROTIPS

NEW KOLESTON PERFECT



OUR PUREST COLOR EVER

WITH ME+ TECHNOLOGY

YOUR ADVANTAGES

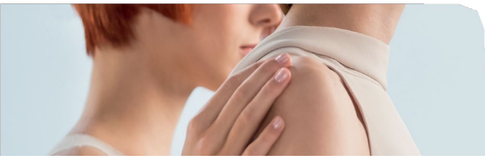


1 COLOR

Pure, balanced color results with natural depth and shine. Thanks to Pure Balance Technology.

2 CONDITION

Significantly reduces hair damage, color after color.[1] Irresistible hair quality you can feel.



3 INGREDIENT-CONSCIOUS

[1] ME+ considerably reduces the risk of developing a new allergy to haircolor.
[2] We are the only professional brand in the world to use ME+ a unique, PPD/PTD-free technology.

1:1

15-25 MIN WITH A CLIMAZON

30-40 MIN WITHOUT HEAT

WITH NEW KOLESTON PERFECT, THE MIXING RATIO AND DEVELOPMENT TIME STAY THE SAME. HOWEVER, WHEN TRANSITIONING TO A NEW COLOR, SOME ADJUSTMENTS IN FORMULATION NEED TO BE MADE.

THIS LEAFLET IS CREATED WITH HINTS AND TIPS ANDTROUBLESHOOTING SECTIONS FOR PERFECT RESULTS EVERY TIME.

[1] Versus previous Koleston Perfect. Valid for Koleston 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 If you or 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.



LEARN ABOUT THE OPTIMIZED SHADES

NEW KOLESTON PERFECT ME+, WAS DESIGNED TO PROVIDE A TRUE TO TONE RESULT

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



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

#PROTIP: If you feel your result is too cool with the new shades: Add 20-50% of a natural shade.

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



Some of the red shades has been refined to offer a truer to tone result.

6/34 7/34

Now with a true golden copper tone.

6/43 7/43 8/43

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

6/41 8/41

The shades are now enhanced, slightly more red ash.

7/47

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

5/5 66/55 33/55

Will give you a more pure mahoganytone, less brown.

DEEP BROWNS

Will give a **less golden brunette** and a pure balanced brunette

8/7 7/7 6/7

These shades have a **slightly less red** tone as indicated by their secondary tone

7/75 6/75 5/75 4/75

/3 GOLD

Truer warm gold results with less risk of matte undertones

10/3 9/3 8/3 7/3 6/3 5/3

SPECIAL MIX

0/11 cooler ash slightly blue

0/11

0/28 Specifically design to be mixed in other shades, if used on its own the result is more blue. If you would like a petrol result on pre-lightened hair mix 1 part **0/28** + 2 parts **0/30** + 3 parts Welloxon Developer

0/28

0/66 and **0/88** are not as dark with more vibrancy

0/66 0/88

THESE SHADES WILL SHOW A SLIGHT ENHANCEMENT



This group of shades has benefited from the slightest enhancements for improved tonal direction. You might notice this change more on certain hair types such fine textures, high % of gray or over pre-lightened hair.

/38 can on certain hair types reflect a **slightly cooler hue**

10/38 9/38 8/38 7/38

/96 the tone may become **slightly rosier**

10/96

/16 may appear **slightly cooler violet** on pre-lightened or white hair

10/16 9/16

10/95 can appear more **pink rose**

10/95

SPECIAL BLONDE COOL SHADES

The **12/** series has the same lifting power as the previous range but some cool tones has slightly been increased to offer cleaner lift. On fine textures or on lighter hair you may see a slight difference.

#PROTIP Ensure you develop for the full 50-60 minutes and check your result before rinsing. For high-lift colors, apply generously for maximum lift.

12/1 12/11 12/16 12/22 12/61 12/81 12/89 12/96

GRAY COVERAGE AND THE NATURALS FAMILY

TONE / DEPTH	/0	XX/0
10/	10/0	
9/	9/0	99/0
8/	8/0	88/0
7/	7/0	77/0
6/	6/0	66/0
5/	5/0	55/0
4/	4/0	44/0
3/	3/0	33/0
2/	2/0	

OUR PURE NATURAL FAMILY IS DESIGNED TO BE USED FOR UP TO 100% GRAY COVERAGE.

The new Koleston Perfect is easier to apply thanks to the new crème consistency. Ensure the product is not spread off the root by fully saturating each section thoroughly. The color should be evenly distributed and covering all hair strands.

» /0 - More natural and true to tone. Slightly less matte-green.

#PROTIP If you prefer a more matte/ green result add 10-20% of /2 into your formula.

» The XX/0 range is specifically designed for resistant gray hair. These are now slightly more brown for improved coverage.

If you prefer your result to be more opaque and have more coverage, use the XX/0 range.





F.A.S.T. TIPS FOR BEST GRAY COVERAGE

- ✓ **Formulation:** Check the natural hair color level and percentage of gray indicator for accuracy. Use the correct amount of natural shades to your formula.
- ✓ **Application:** Start application in the area with the highest %of gray.
- ✓ **Saturation:** Don't spread the product off the root. The new crème formula is softer and spreads easier.
- ✓ **Timing:** 30-40 minutes without heat and 15-25min under a Climazon. Always check the result before rinsing.

HOW TO ADJUST YOUR FORMULA

TROUBLESHOOTING

If you get an undesired color result when covering gray hair, follow the F.A.S.T. tips or adjust your formula as directed below if needed.



RESULT	ADJUSTMENT
Color is too light	Try adding 20-50% of a shade that is one level darker to your formula. For finer hair texture lowering the Welloxon Perfect Developer strength may work.
Grays are more translucent at roots	Switch to XX/0 Intense resistant cover shades instead of X/0. Alternatively, add 20-50% of a shade that is one level darker. Use the maximum development time: 40 minutes OR 25 minutes with a Climazon.
Color is too warm	Add 20-50% of our new /1 ash shades, they are slightly more intense to boost the pure ash tone. With darker levels, the /2 shades are matte and designed to neutralize warmth.
Color is too dark on roots	Add 20-50% of a shade that is one level lighter to your formula.
Natural shades look too matte	Add some tone to your formula, e.g. instead of 7/0 on its own, try using 7/0 + 7/31. This will allow for a more natural expression of the shade with still up to 100% gray coverage.

UNDERSTAND SCALP DISCOMFORT VS. ALLERGY



New Koleston Perfect, like the entire Wella Professionals color portfolio has been tested to ensure scalp comfort.

Clients may experience a small level of scalp discomfort like tingling or itching with permanent hair colors. It's mainly caused by the peroxide in the color crèmes, and the physiological conditions of the clients scalp. This is the case for a small percentage of all permanent color services.

Additionally, 1% of consumers are estimated to be allergic to PPD/PTD hair dyes – skin discomfort and skin burning/ redness can be a signal of an allergic reaction.

New Koleston Perfect has been proven to have the same great scalp comfort attributes, like our existing permanent color portfolio, when mixed properly with the Welloxon Perfect Developer according to usage instructions.

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.
If you believe your client might suffer from sensitivities follow the below to minimize scalp discomfort:

1. Do not shampoo the hair on the same day of the color application. The natural sebum builds a protective layer for the scalp.
2. Lower your Welloxon Perfect Developer if necessary. This might reduce discomfort on sensitive clients (e.g. 6% down to 3%).
3. Do not use a heat source, including a Climazon.
4. To ensure there's no pockets of developer in the color mass, mix thoroughly, fold the mixture and scrape the sides of the color bowl.
5. It's important to use new Welloxon Perfect Developers and particularly important to not use an off-brand developer.

KOLESTON PERFECT A PERMANENT COLOR AND SO MUCH MORE...

The new **Pure Balance Technology** will help you to expand the usage of new Koleston Perfect as you now have a full menu of extra services. Have you tried them yet?

PURE BALANCING SERVICES

PURE INTENSE BALANCE

Rejuvenate the color to achieve pure even result on faded ends.
MIX 1:2
Apply to dry hair: 1 part of your target shade and 2 parts Welloxon Perfect Pastel Developer
Apply to dry hair
DEVELOPMENT TIME: 10-15 min

PURE REBUILD BALANCE

A service with WELLAPLEX to refresh your mid-lengths and ends while giving you stronger, healthy looking hair.
MIX 1:2 + WELLAPLEX
Apply to dry hair: 1 part of your target shade and 2 parts of Welloxon Perfect Pastel Developer +2ml of WELLAPLEX No 1 Bond Maker in every 30 g
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 during the salon visit or as a color refresh in-between visits.
MIX 1:1:1
Apply to pre-shampooed, towel-dried hair:
1 part Koleston Perfect, 1 part Welloxon Perfect Pastel Developer and 1 part Service Post Color Treatment.
DEVELOPMENT TIME: 5–10 min

PASTEL TONING

Create beautiful pastel blonde results to enhance or correct unwanted tones.
MIX 1:2 Always
Evenly pre-lightened or natural hair is required for this (1/2 level lighter than required final result). Apply to pre-shampooed, towel-dried hair, 1 part color to 2 parts Welloxon Perfect Pastel Developer.
It is possible to use 9/ and 10/ lines
DEVELOPMENT TIME: 5–15 min
#PROTIP To achieve an even color result, comb through every 5 minutes of development time until desired result is achieved

PURE BALANCE TECHNOLOGY will give more root to tip evenness and therefore appears, in some cases, on length and ends slightly richer with a purer color expression. Use the correct balancing technique and check your development time for the mid-lengths and ends for best results.

