KOLESTON PERFECT

OUR PUREST COLOR EVER.
ONE UNIQUE COLOR SOLUTION THAT ADDRESSES THREE POWERFUL TRENDS TO DELIVER THE ULTIMATE IN CLIENT CARE.

WHAT IT IS
Koleston Perfect is a permanent color range used with Welloxon Perfect developers NEW 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel for pastel toning.
- The range; Pure Naturals, Rich Naturals, Vibrant Reds, Deep Browns, Special Blondes & Special Mix
- Up to 100% coverage of gray/white hair
- Simplicity of application and an absolutely reliable color result; Lighten, Darken or Change Tone
- Vibrant Reds, for expressive long lasting vibrant red results
- Special Mix for creative color mixes, to intensify a shade or to correct a tone
- Special Blondes for high lift results

HOW TO USE IT

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

**MIXING RATIO**

<table>
<thead>
<tr>
<th>Mixing Ratio</th>
<th>1:1</th>
<th>1:2</th>
</tr>
</thead>
</table>

- Mix 60g Koleston Perfect + 60ml Welloxon Perfect
- Use 12% Welloxon Perfect for 3 levels of lift
- Use 9% Welloxon Perfect for 2 levels of lift
- Use 6% Welloxon Perfect for 1 level of lift, coverage of gray/white hair, working on the same depth or darker
- Use 4% Welloxon Perfect working on the same depth or darker, to achieve deeper results on natural hair with no gray/white hair coverage required.

**DEVELOPMENT TIME**

- 30-40 mins without heat
- 15-20 mins with heat

### MIXING SPECIAL BLONDE

**MIXING RATIO**

<table>
<thead>
<tr>
<th>Mixing Ratio</th>
<th>1:1</th>
</tr>
</thead>
</table>

- Mix 60g Koleston Perfect Special Blonde + 120ml Welloxon Perfect
- Use 12% Welloxon Perfect for 4-5 levels lift
- Use 9% Welloxon Perfect for 3 levels of lift

**DEVELOPMENT TIME**

- 50-60 mins without heat
- 25-35 mins with heat

PRODUCT INNOVATION
ME+ is the superior color technology of the future. It is the only oxidative permanent hair dye molecule to replace PTD and PPD that reduces the risk of developing a new allergy to hair color while delivering uncompromised color performance.1

USAGE

- Full head/Partial/Creative
- Darken/Tone
- Glossing
- Color Correct
- Refresh/Color Balance

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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 *h* 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.
### ADDITIONAL SERVICES

**MAXIMISE YOUR CLIENT’S POTENTIAL**

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Mixing Ratio</th>
<th>Development Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LONG LASTING BALANCE</strong></td>
<td>Long lasting color refreshing for mid-lengths and ends. A collection of three services to offer something for any color fade and hair type.</td>
<td>1:2:1</td>
<td>5-10 mins</td>
</tr>
<tr>
<td><strong>PURE SOFT BALANCE</strong></td>
<td>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.</td>
<td>1:2 + Wellaplex</td>
<td>10-15 mins</td>
</tr>
<tr>
<td><strong>PURE GLOSSING</strong></td>
<td>A quick service to infuse color and radiant shine on the day or as a color top-up in-between visits to keep that perfect colorful result.</td>
<td>1:1:1</td>
<td>5-10 mins</td>
</tr>
<tr>
<td><strong>PASTEL TONING</strong></td>
<td>Create beautiful pastel blonde result to enhance or correct unwanted tones.</td>
<td>1:2</td>
<td>5-15 mins</td>
</tr>
</tbody>
</table>

**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.