



Wella Professionals Studio Manchester, 82 King Street, Manchester M2 4WQ. www.wella.com

WELLA. PASSIONATELY PROFESSIONAL.



**KOLESTON PERFECT
PRODUCT KNOWLEDGE**

WELLA
PROFESSIONALS

TRILUXIV[®]

HOW IT WORKS

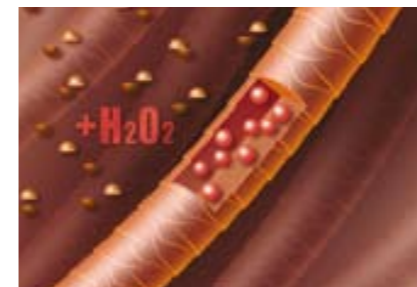
THE SECRET BEHIND KOLESTON PERFECT'S STUNNING COLOR RESULTS

Koleston Perfect offers an extensive variety of shades, long-lasting full coverage of gray, simplicity of application, and an absolutely reliable color result. The secret behind Koleston Perfect's stunning results is the **Triluxiv[®] Technology**, which works in three phases:



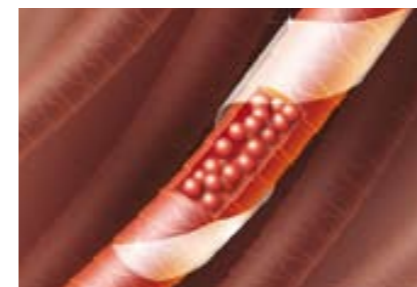
PHASE 1: COLOR NAVIGATOR

Koleston Perfect deposits lipids onto the porous parts of the hair, which even out and balance the hair structure from root to tip. This is the foundation for precise, even, and dense color distribution.



PHASE 2: COLOR INTENSE

Koleston Perfect's HDC molecules (High Density Color molecules) in combination with Welloxon Perfect's HDC Activator enable the most intense color development. The results are particularly long-lasting, radiant hair colors with color balance.



PHASE 3: SHINE GUARD

The lipid coating forms a protective film around the hair for optimally cared-for and protected hair. It provides noticeably improved compatibility and makes the hair look beautiful with long-lasting, healthy shine.

NOTES:



KOLESTON PERFECT

KOLESTON PERFECT & WELLOXON PERFECT

- Normal Coloring - shade (e.g. 30 ml Koleston Perfect shade + 30 ml Welloxon Perfect)



MIXING RATIO

3 levels of lift	1 Koleston Perfect	1 Welloxon Perfect 12%
2 levels of lift	1 Koleston Perfect	1 Welloxon Perfect 9%
1 level of lift Coverage of gray/white, same depth or darker	1 Koleston Perfect	1 Welloxon Perfect 6%

NOTES:



FULL-HEAD/FIRST-TIME APPLICATION, SAME DEPTH OR DARKENING

- 15-25 min with heat*
- 30-40 min without heat*

FULL-HEAD FIRST-TIME LIGHTENING APPLICATION

STEP 1: MID-LENGTHS & ENDS	+ heat* (min)	+ heat* (min)
Rich Naturals	10	20
Pure Naturals	10	20
Deep Browns	10	20
Vibrant Reds	15	30
STEP 2: ROOT AREA	+ heat* (min)	+ heat* (min)
Rich Naturals	15-25	30-40
Pure Naturals	15-25	30-40
Deep Browns	15-25	30-40
Vibrant Reds	25-35	50-60



DEVELOPMENT TIMES:

ROOT AREA, NORMAL COLORING

- 15-25 min with heat*
- 30-40 min without heat*



COMB THROUGH ON MID-LENGTHS AND ENDS

- Dampen the hair. Distribute the color from roots to ends and evenly comb through.
- Development time: 5-10 min



AFTERTREATMENT

- When the development time is complete, add a little warm water and gently emulsify. Rinse thoroughly and use System Professional Color Save Shampoo or Wella Professionals Care Color Brilliance Shampoo.
- To fix the color, use either System Professional Color Save Emulsion or Wella Professionals Care Color Post Treatment.

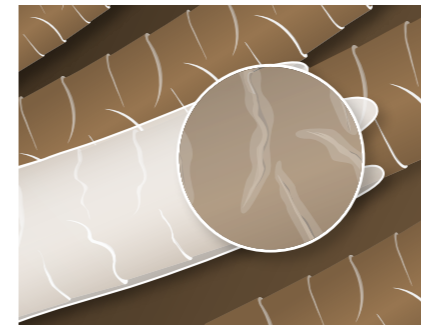
*Climazon

TRILUXIV PLUS[®]

HOW IT WORKS

THE TECHNOLOGY FOR ULTIMATE BLONDES IN PERFECT CONDITION

Koleston Perfect Special Blondes with **Triluxiv Plus[®] Technology** and special dye-directing ingredients offer extraordinarily efficient high-lift and smoothness for unsurpassed gentle high-lift results.



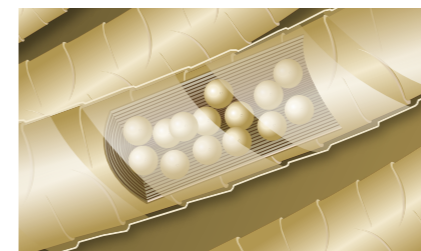
PHASE 1: COLOR NAVIGATOR

Koleston Perfect Special Blondes contain 33% more lipids than standard Koleston Perfect shades, which help to balance the hair's porosity from root to tip. The lipids around the hair shaft help to infuse the active ingredients into the hair. This is the foundation for precise, even and dense color.



PHASE 2: COLOR INTENSE

Koleston Perfect HDC molecules in combination with Welloxon HDC activator are directed by the lipids into the hair, where they lift the melanin and incorporate build color to achieve the desired high-lift blonde result.



PHASE 3: SHINE GUARD

The lipids create a smooth surface on the hair, which leads to fantastic smoothness when combing through after rinsing & blonde results with beautiful shine.

NOTES:



SPECIAL BLONDE

Triluxiv Plus® makes Special Blondes even more caring for the hair.

NOTES:



KOLESTON PERFECT & WELLOXON PERFECT

- Special Blondes - ratio 1:2 (e.g. 30 ml 12/shade + 60 ml of Welloxon Perfect 9% or 12%)



FULL-HEAD FIRST-TIME LIGHTENING APPLICATION

STEP 1: MID-LENGTHS & ENDS	+ heat* (min)	+ heat* (min)
Special Blondes	15	30
STEP 2: ROOT AREA	+ heat* (min)	+ heat* (min)
Special Blondes	25-35	50-60



DEVELOPMENT TIMES:

ROOT AREA NORMAL COLORING

- 25-35 min with heat*
- 50-60 min without heat*



AFTERTREATMENT

- When the development time is complete, add a little warm water and gently emulsify. Rinse thoroughly and use System Professional Color Save Shampoo or Wella Professionals Care Color Brilliance Shampoo.
- To fix the color, use either System Professional Color Save Emulsion or Wella Professionals Care Color Post Treatment.

*Climazon



SPECIAL MIX

MIXING RECOMMENDATIONS

- Special Mix is a range of pure color shades (without depth).
- The lighter the base shade, the less Special Mix required (exception: level 12).
- To intensify strands or sections of hair, Special Mix can be used purely with Welloxon Perfect in a 1:1 ratio (exception: 0/43 1:2 ratio).
- For exceptional, brilliant color results, apply to pre-lightened hair.



1 : 1

NOTES:



MIXING RATIO

- In general, Special Mix shades are used in modest amounts when mixed with Koleston Perfect shades.
- 1 part Koleston Perfect + Special Mix + 1 part Welloxon Perfect, e.g. 2 g (4 cm) 0/45 30 g Koleston Perfect = 32 g Welloxon Perfect.

DEPTH/SHADE	SPECIAL MIX
	30 g +
12	3 cm = 1.5 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



AFTERTREATMENT

- When the development time is complete, add a little warm water and gently emulsify. Rinse thoroughly and use System Professional Color Save Shampoo or Wella Professionals Care Color Brilliance Shampoo.
- To fix the color, use either System Professional Color Save Emulsion or Wella Professionals Care Color Post Treatment.



NOTES:
