WELLA PROFESSIONALS

ANY QUESTIONS

CUSTOMER SERVICE: +44 203 901 1163

ADVISORY HELPLINE: +44 845 704 5775

WELLA WORLD STUDIO LONDON

One The Strand
(Northumberland Avenue entrance),
London, WC2N 5EJ
T. +44 203 650 4700
wellastudiolondon@wella.com

WELLA STUDIO MANCHESTER

82 King Street
Manchester,
M2 4WQ
T. +44 161 834 2645
wellastudiomanchester@wella.com

WELLA STUDIO DUBLIN

The Chancery
3-10 Chancery Lane,
Dublin 8, Ireland
T. +353 1 416 0900
wellastudiodublin@wella.com

WELLA POP-UP STUDIO EDINBURGH

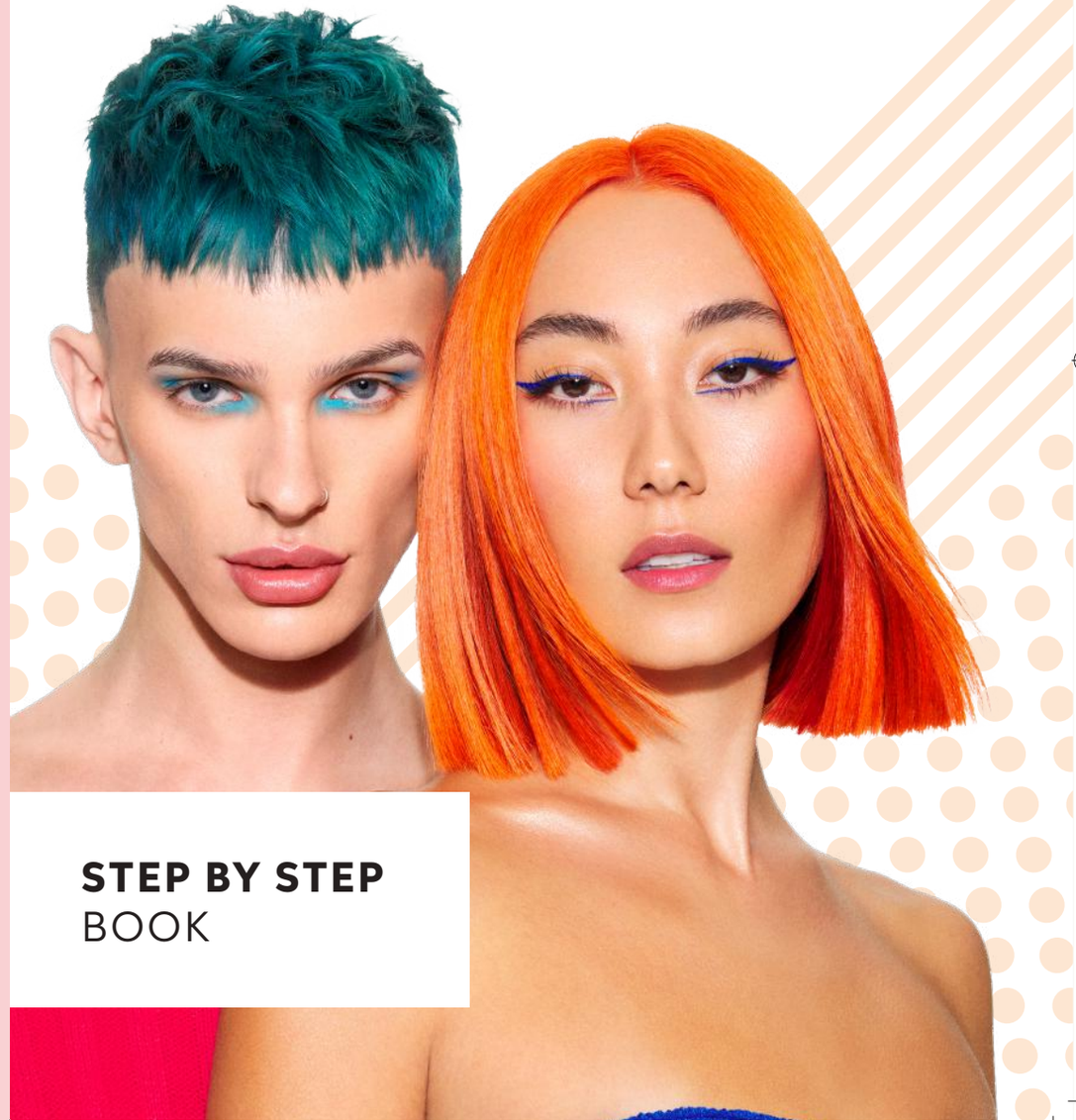
Hosted in Cheynes Academy,
3 Drumsheugh Place,
Edinburgh, EH3 7PT
T: +44 161 834 2645
wellastudiomanchester@wella.com

Join us

KP: POP

by
KOLESTON PERFECT

WELLA PROFESSIONALS



STEP BY STEP BOOK

22-00361-CC C4 DSO COLOUR KP POP_SBS Book_A5.indd 1-2
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TAKE YOUR COLOUR **FORMULATION** TO THE **NEXT LEVEL**

Personalise any shade within the Koleston Perfect portfolio, by intermixing with a Special Mix shade. These shades can be added to brunettes, reds and blondes to intensify or cool. Or if you're looking to be a little more creative, add to a pastel toning service for a vivid or pastel result.

Try adding 0/00 to dilute the tonality of your shade choice.





Minimum guide to mixing with Koleston Perfect Special Mix.

12/0	**1.5g**
10/0	**0.5g**
9/0	**1g**
8/0	**1.5g**
7/0	**2g**
6/0	**2.5g**
5/0	**3g**
4/0	**3.5g**
3/0	**4g**
2/0	**4.5g**

Grams per 30g of colour

e.g 30g 6/0 + 2.5g 0/65 + 32.5ml Welloxon Perfect Developer

THE **PERFECT 3 STEP** ROUTINE

IN **SALON**

1



STRENGTH
Perfect lightening with Blondorplex for 97% less breakage

+

2



VIBRANCY
Rich and vibrant permanent colour results with Koleston Perfect

+

AT **HOME**

3



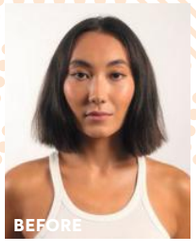
MAINTAIN
Vibrancy and condition at home using Color Fresh Masks

LEARN MORE

GET INSPIRED

3D COLOUR





A MESSAGE FROM THE ARTIST

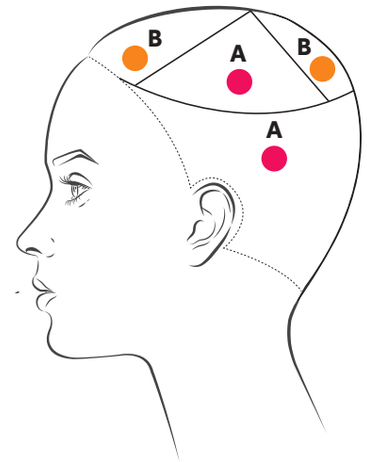
"This technique is a great way of adding dimension and creativity to a full head colour application, using the same tone but altering the depth allows you to create a 3D effect in the hair which will create added movement, and this works on one length hair styles. Because Benn's hair is a one length bob this technique has allowed us to create shadow and movement into her hair."

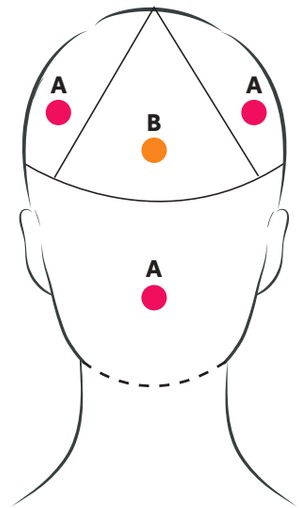
TOP TIP

Work with the haircut/shape, for example, if they have layers, it may be an option to take a zig zagged outline to help create a blend in the depths. To ensure you are happy with placement once sectioned off, neatly drop down each inner section to see the natural fall of the hair, this way you can check that you're happy with where you are placing your colour.



Model: Benn





TOP UP AT HOME WITH:
COLOR FRESH MASK COPPER GLOW



WHAT WILL YOU NEED?



Pre–lighten
30g Blondorplex
+ 45ml Welloxon Perfect 4% Developer

A 20g 8/43
+ 10g 0/43
+ 10g 0/44
+ 80ml Welloxon Perfect 4% Developer

B 20g 8/34
+ 10g 0/43
+ 10g 0/30
+ 80ml Welloxon Perfect 4% Developer

STEPS

1. If needed complete your pre–lightening service using **Blondorplex**.
2. Take your sections and begin your colour application using **mixture A** starting from the bottom working upwards.
3. Apply **mixture B** to the triangle on the crown.
4. Apply **mixture A** to the side triangles.
5. Finish by applying **mixture B** to the front triangle.
6. **Develop for 30-40 minutes**, rinse and remove using **ColorMotion+ Post Treatment.**

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RAINBOW LIGHTS

SHADOW



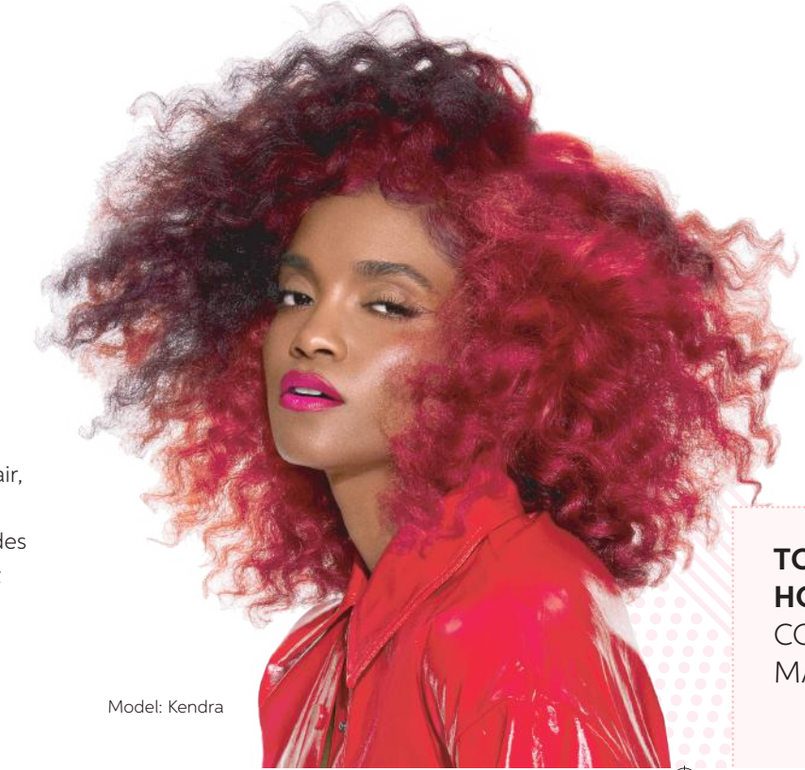
A MESSAGE FROM THE ARTIST

"Root stretches are super on trend but why not try something new, by adding darker panels to the mid lengths and ends to modernise this technique. Paired with a colourful palette and beautiful curls, Kendra's look is personalised to her, but don't forget that this technique can be recreated on all hair textures with any colour palette. Just remember to visualise your client's overall hair shape when deciding which mixture to place where."

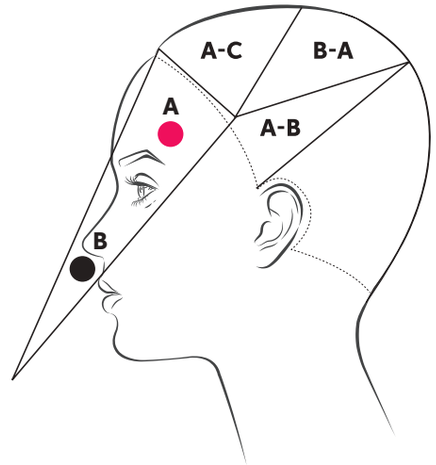


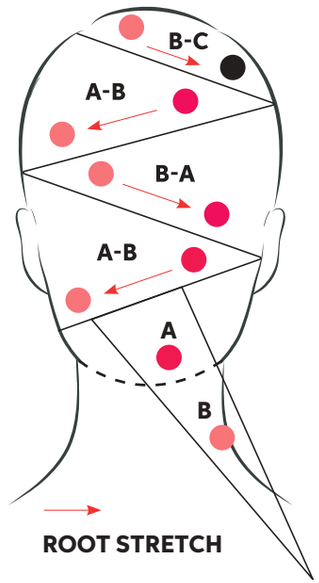
TOP TIP

Use the Illuminage clear wraps to separate your sections as they allow you to visually see what colour you have placed into the hair, to determine where you will place each of your shades to ensure you get the result you want.



Model: Kendra





ROOT STRETCH

TOP UP AT HOME WITH:
COLOR FRESH MASK RED



WHAT WILL YOU NEED?



Pre–lighten
Blondorplex
+ Welloxon Perfect 1.9% Developer

A 20g 66/46 + 10g 0/44
+ 30ml Welloxon Perfect 4% Developer

B 20g 77/46 + 10g 0/44
+ 30ml Welloxon Perfect 4% Developer

C 20g 33/66 + 10g 0/88
+ 30ml Welloxon Perfect 4% Developer

STEPS

1. If needed complete your pre–lightening service using **Blondorplex**.
2. Take your sections and ensure to apply the colour one triangle at a time.
3. Start with the bottom triangle and apply **mixture A** to the root and merge into **mixture B** on the ends.
4. Work upwards and on the next triangle apply **mixture B** to the roots and **mixture A** to the ends.
5. Continue alternating as you work through the remaining triangles.
6. On your final section apply **mixture A** to the roots and introduce **mixture C** and blend to the ends.
7. **Develop for 30-40 minutes**, rinse and remove using **ColorMotion+ Post Treatment.**

RAINBOW LIGHTS

MULTI–TONE



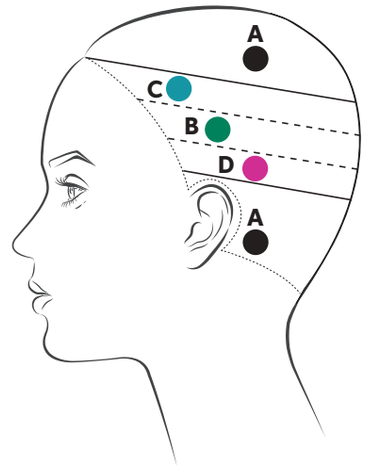


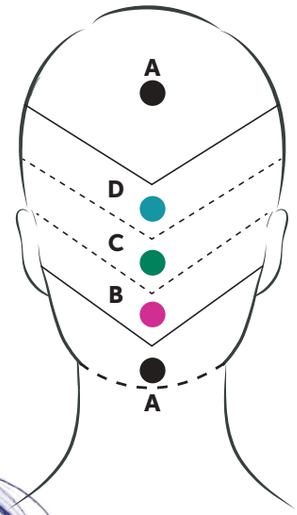
A MESSAGE FROM THE ARTIST

"The rainbow lights technique is amazing for clients who enjoy playful colour but want to be able to hide the colour too, working with all the tone underneath means it's can be worn super sleek where you will just see elements of colour, or worn wavy/up to show all the colour tones and look super playful."



Model: Nicole





TOP TIP

Make sure when you do this technique you paint your application heavy, bold big sections give more impactful results, even if working with a natural palette.

TOP UP AT HOME WITH:
COLOR FRESH MASK



WHAT WILL YOU NEED?



Pre–lighten
30g Blondorplex
+ 45ml Welloxon Perfect 6% Developer

A 20g 5/2 + 20g 4/71 + 5g 0/28
+ 45ml Welloxon Perfect 4% Developer

B 30g 0/65 + 3g 0/33
+ 33ml Welloxon Perfect 4% Developer

C 30g 0/30 + 2g 0/28
+ 32ml Welloxon Perfect 4% Developer

D 30g 0/88
+ 30ml Welloxon Perfect 4% Developer

STEPS

1. If needed, complete your pre–lightening service using **Blondorplex**.
2. Take your sections and begin your colour application using **mixture A** on the section below the occipital bone.
3. Begin your creative application to the internal sections starting with **mixture B**, continue to work through this section alternating between **mixture B, C and D.**
4. Finish by applying **mixture A** to the top section.
5. **Develop for 30-40 minutes**, rinse and remove using **ColorMotion+ Post Treatment.**

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3D COLOUR





BEFORE

A MESSAGE FROM THE ARTIST

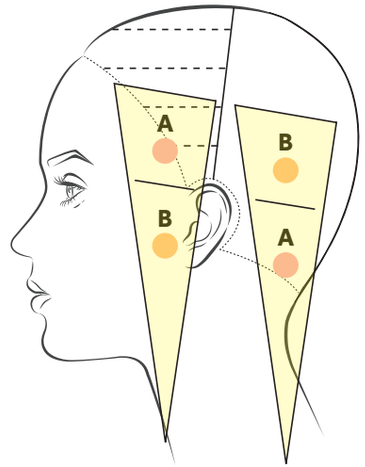
"I love this creative root stretch, it shows how to modernise an all–over pastel result, pastel tones are everywhere & adding bold colour placements really brings pastels into 2023. When working with a soft shaggy haircut this is great because wherever the hair moves, you see a different tone!"

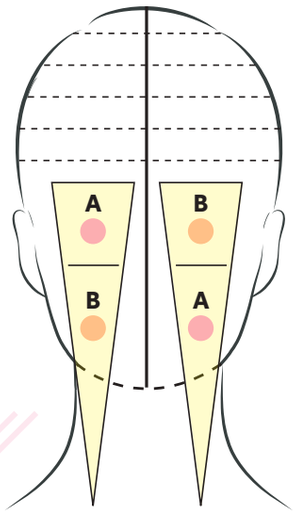
TOP TIP

Make sure you spend time to blend the tones together with your fingers. When choosing a palette for this make sure you choose tones that work in harmony and don't contrast, to achieve a beautiful blend.



Model: Eva





TOP UP AT HOME WITH:
COLOR FRESH MASK PEACH BLUSH



WHAT WILL YOU NEED?



Pre–lighten
30g Blondorplex
+ 45ml Welloxon Perfect 6% Developer

A 20g 0/00
+ 20g 0/44
+ 80ml Welloxon Perfect Pastel 1.9% Developer

B 10g 0/00
+ 20g 0/30
+ 60ml Welloxon Perfect Pastel 1.9% Developer

STEPS

1. If needed, complete your pre–lightening service using **Blondorplex**.
2. Take your sections and begin starting at the nape working on the left side first apply **mixture A** to the root area and blend **mixture B** to the ends.
3. Continue this working upwards and on every third section apply **mixture A** from root to tip.
4. Now move to the right hand side starting at the nape apply **mixture B** to the roots blending through to **mixture A** on the ends.
5. Continue this working upwards and on every third section apply **mixture B** root to tip.
6. **Develop for up to 40 minutes**, rinse and remove using **Color Motion+ Post Treatment.**

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3D COLOUR



A MESSAGE FROM THE ARTIST

"I used a deeper formula on the root and blended into a lighter and brighter formula through mid-lengths and ends giving a shadow effect which I love for a more lived in look."

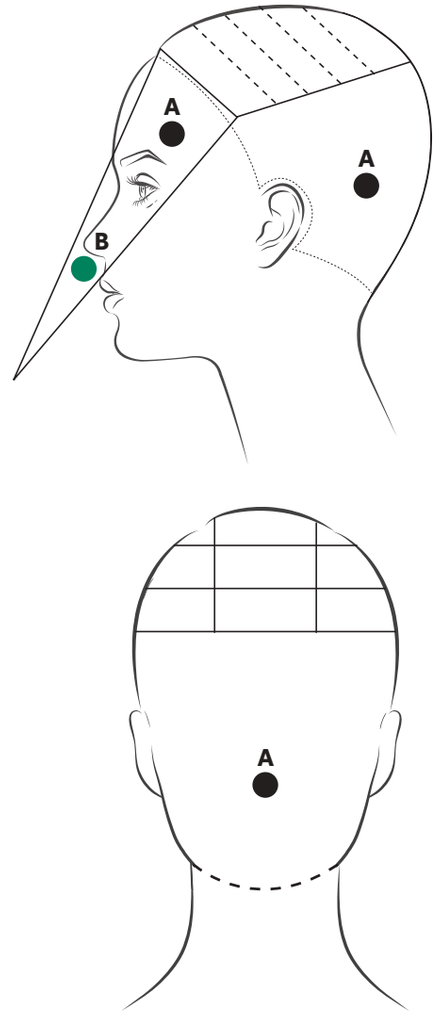


BEFORE

Model: Callum

TOP TIP

Always keep a wide tooth comb to hand and use this by combing once right from root to tip to blend the two colours together seamlessly and give a soft transition of colour.



TOP UP AT HOME WITH:
COLOR FRESH MASK MINT



WHAT WILL YOU NEED?



Pre–lighten
30g Blondorplex
+ 45ml Welloxon Perfect 6% Developer

A 40g 0/30
+ 4g 0/28
+ 44ml Welloxon Perfect 4% Developer

B 20g 5/18
+ 20g 0/28
+ 40ml Welloxon Perfect 4% Developer

STEPS

1. If needed, complete your pre–lightening service using **Blondorplex**.
2. Begin your colour application by applying **mixture A** to the back and side sections.
3. Begin the top section at the crown by painting **mixture A** to the root and **mixture B** to the ends.
4. As you work forward alternate by applying **mixture A and B** root to tip to add dimension.
5. Finish by applying **mixture B** to the front triangle.
6. **Develop for 30-40 minutes**, rinse and remove using **ColorMotion+ Post Treatment.**

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RAINBOW LIGHTS

FACE FRAME



A MESSAGE FROM THE ARTIST

"This simple toning method is salon friendly for quick application, working with the formulas gives you the option of creating bespoke multi dimensional results.
You can use this simple sectioning pattern to suit your clients by changing where you add depth or lightness for a softer or more dramatic finish."



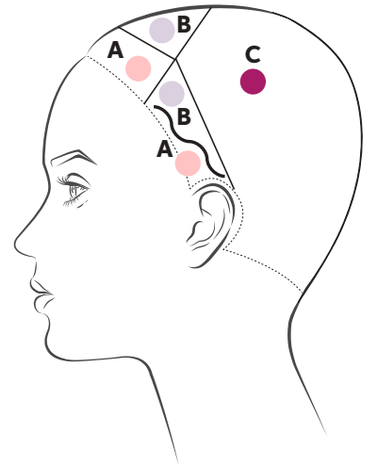
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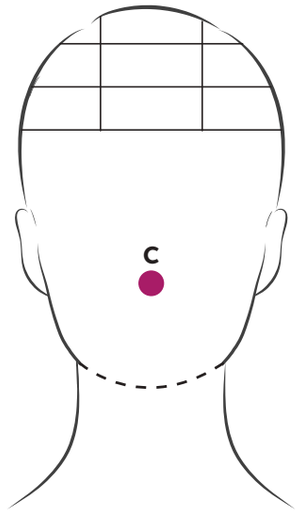


Model: Silje

TOP TIP

For a contoured feel use a combination of warm and cool shades around the face.





TOP UP AT HOME WITH:
COLOR FRESH MASK PINK



WHAT WILL YOU NEED?



Pre–lighten
30g Blondor Soft Blonde Cream
+ 4ml Welloxon Perfect 4% Developer

A 30g 10/95 + 2g 0/65
+ 64ml Welloxon Perfect Pastel 1.9% Developer

B 30g 10/96 + 1g 0/88
+ 62ml Welloxon Perfect Pastel 1.9% Developer

C 20g 10/95 + 5g 10/03 + 8g 0/65
+ 66ml Welloxon Perfect Pastel 1.9% Developer

STEPS

1. If needed, complete your pre–lightening service using **Blondorplex**.
2. Take your sections and begin your colour application using **mixture C** apply this from the crown down to the nape in a brickwork formation.
3. Continue this working forward until you reach the front sections.
4. To the first diagonal section apply **mixture B.**
5. To the section around the hairline apply **mixture A.**
6. **Develop for up to 40 minutes**, rinse and remove using **ColorMotion+ Post Treatment for 30 seconds.**

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