PERSONAL CHOICES DEFINE WHO WE ARE.

JOSH WOOD,
GLOBAL CREATIVE DIRECTOR,
WELLA PROFESSIONALS COLOR
Miracle Molecule
Koleston Perfect Intossense
How does it work
The shade palette
Pluses for hairdressers
Pluses for salons
Pluses for clients
Mixing guidelines
Applications
Special mix
After treatment
Shade numbering
A NEW AGE OF INNOSENSE

Introducing new Koleston Perfect INNOSENSE, a brand for vibrant permanent color specially formulated to reduce the risk of developing allergy. A unique experience in beauty and well-being.

WHAT'S NEW:
The only hair color brand with NEW Me+ dye molecule*
Formulated without pPD or pTDC **
Specially formulated to reduce the risk of developing allergy
22 rich, vibrant intermixable shades for a broad spectrum of color services
NEW INNOSENSE Mix CLEAN TONE to personalise the intensity of other shades
Including Special Mix for more expressive color results
New mild scented fragrance of soft summer blossom.

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Accredited by the European Centre for Allergy Research Foundation. First ever ECARF seal on permanent color with up to 100% grey coverage and up to 3 levels of lift.

www.ecarf.org

* Mean the risk of developing allergy is reduced by 90%. There remains a risk of allergy reaction that can be severe. Always perform an allergy test 48 hours before each coloration. If your client has ever experienced an allergic reaction to hair colorants, you should not color.

** Other ingredients in this product may still cause allergic reaction that can be severe. Do not color if your client has previously experienced an allergic reaction to any hair colorant. Always perform an allergy test 48 hours before each coloration. If your client has ever experienced an allergic reaction to hair colorants, you should not color.
Me+ is present in Pure naturals, rich naturals and Deep Browns of the Koleston Perfect Innosense brand.

T-cells check everything entering our bodies for potential danger like bacteria and viruses.

On rare occasions hair color allergies develop like this, mainly caused by two commonly used dye molecules: para-Phenyldiamine (pPD) and para-Toluenediamine (pTD). But, pPD and pTD are used because they give excellent color vibrancy, lastingness and coverage.

For 20 years Wella scientists have researched how to formulate a molecule that reduces the risk of developing allergy while maintaining uncompromised color performance. Now they’ve found the answer – the revolutionary new dye molecule Me+. Me+ still contains the molecule part responsible for color vibrancy, lastingness and coverage, but has a modified shape to not fit the T-cells so easily. Hence, reducing the risk of developing allergy.*

“Me+ is present in Pure naturals, rich naturals and Deep Browns of the Koleston Perfect Innosense brand.”

Please be aware that although Me+ reduces the risk of developing allergy, there remains a risk of allergic reaction when coloring hair that can be severe. As precaution, always perform an Allergy Alert Test 48 hours before each coloration and follow the safety instructions. If you have ever experienced an allergy reaction to any hair colorant ingredient, such as pTD or pPD, you should not color as you cannot exclude being allergic to Me+.

How does it work?

1. T-cells check everything entering our bodies for potential danger like bacteria and viruses.
2. When T-cell receptors fit with a potentially dangerous substance, they activate the body’s immune system called “the induction of an immune response”. But sometimes T-cells get it wrong. A substance fits, is recognized as dangerous and activates an immune response… although it was harmless. This is what happens when allergies develop in previously non-allergic people, like with common food allergies to nuts or allergies to cosmetics.
3. On rare occasions hair color allergies develop like this, mainly caused by two commonly used dye molecules: para-Phenyldiamine (pPD) and para-Toluenediamine (pTD). But, pPD and pTD are used because they give excellent color vibrancy, lastingness and coverage. But, pPD and pTD are used because they give excellent color vibrancy, lastingness and coverage.
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So simple, it’s brilliant.
**THE SHADE PALETTE**

<table>
<thead>
<tr>
<th>PURE NATURALS</th>
<th>RICH NATURALS</th>
<th>VIBRANT REDS</th>
<th>DEEP BROWNS</th>
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**EXPAND YOUR PERMANENT COLOR SERVICE POTENTIAL.**

Delight allergy and ingredient conscious clients with full color vibrancy from sophisticated blonde and brunette to bold black or daring red.*

*“ME” is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.

**AS SIMPLE AND EASY TO USE AS KOLESTON PERFECT:**

- Rich and vibrant Koleston Perfect color brilliance
- Uncompromised color performance you know and love
- Use Welloxon Perfect as normal
- 1:1 mixing ratio
- The same development time
- The same shade numbering system
- Up 100% grey coverage. Up to 3 levels of lift
- The same color service application techniques including Color iQ
- Climaflow friendly
KOLESTON PERFECT INNOSENSE DELIVERS PLUSES FOR HAIRDRESSERS.

- Show your expertise in color.
- Stay current with latest beauty and well-being developments.
- Offer your clients unique consultation and expertise in this area.
- Increase specialist service turnover.
Raise awareness of the need to offer color services for allergy and ingredient conscious clients.
Show a duty of care for all client needs.
Offer tailored color services.
Professional experts taking care to consult each client and recommend specific products and services for specific client needs.
A tailored color service.
A beauty and well-being experience in color.
A hair color brand formulated to reduce the risk of developing allergy.*
I can choose what is best for ME… plus I get vibrant color results!
A feeling of well-being that fits my lifestyle.
Accredited by the European Centre for Allergy Research Foundation. www.ECARF.org

KOLESTON PERFECT INNOSENSE DELIVERS PLUSES FOR CLIENTS.

*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 operation. Strictly follow safety instructions and consult www.wella.com/inno sensen. If your client has ever experienced an allergic reaction to hair colorants, you should not color.

Me+ is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.
• Not recommended for mixing with Koleston Perfect
• Mix 1:1. For example: 60 ml Koleston Perfect Innosense + 60 ml Welloxon Perfect
• Up to 100% grey coverage
• Up to 3 levels of lift

**Mixing Ratio**

<table>
<thead>
<tr>
<th>Lift Level</th>
<th>Developer Percentage</th>
<th>Koleston Perfect Innosense</th>
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</thead>
<tbody>
<tr>
<td>3 levels</td>
<td>12% Welloxon Perfect 40 Vol.</td>
<td>3 level of lift</td>
</tr>
<tr>
<td>2 levels</td>
<td>9% Welloxon Perfect 30 Vol.</td>
<td>2 level of lift</td>
</tr>
<tr>
<td>1 level</td>
<td>6% Welloxon Perfect 20 Vol.</td>
<td>1 level of lift</td>
</tr>
</tbody>
</table>

**Coloring on White Hair**

<table>
<thead>
<tr>
<th>White Hair Percentage</th>
<th>Pure Naturals Shade</th>
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<tbody>
<tr>
<td>30 – 50%</td>
<td>add 1/3 of a Pure Naturals shade</td>
</tr>
<tr>
<td>50 – 100%</td>
<td>add 1/2 of a Pure Naturals shade</td>
</tr>
</tbody>
</table>

**Allergy Alert Test**

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 48 hours before any color service. Mix a small amount of your client’s chosen color with developer as described under mixing instructions. Apply the mixture to a clean 1 cm² area of skin inside the elbow. Leave uncovered for 45 minutes, then rinse with lukewarm water, dry the skin gently, and ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning, itching or similar, rinse immediately and the product must not be applied. The client must seek medical advice before coloring the hair again.

If your client ever experienced an allergic reaction to hair colorants, you should not color.
APPLICATIONS

FULL-HEAD APPLICATION

SAME DEPTH OR DARKER
Apply the coloring mixture immediately from roots to ends.

DEVELOPMENT TIME
- HEAT: 30 – 40 min
- HEAT: 15 – 25 min

LIGHTENING

FIRST STEP
Apply the coloring mixture to lengths and ends only. Leave approximately 2 cm free from the scalp.

DEVELOPMENT TIME
VIBRANT REDS
- HEAT: 30 min
- HEAT: 15 min
OTHER SHADE FAMILIES
- HEAT: 20 min
- HEAT: 10 min

SECOND STEP
Apply the coloring mixture to the roots.

DEVELOPMENT TIME
- HEAT: 30 – 40 min
- HEAT: 15 – 25 min

REGROWTH
Start the coloring process at the root area first. Apply first at the areas of the highest percentage of grey. If lightening begin at the areas where the strongest degree of lightening is required.

DEVELOPMENT TIME
- HEAT: 30 – 40 min
- HEAT: 15 – 25 min

TIP
When lightening apply more of the product than for normal coloring.

COLOR LEVELING ON LENGTHS AND ENDS
If required, after completion of development time dampen the hair well with water and emulsify the color through the lengths and ends.

DEVELOPMENT TIME
- HEAT: 5 – 10 min

Other possibilities of color balancing are Color Fresh or Perfecton.

PASTEL TONING
Evenly bleached hair is required for this (1/2 level lighter than required final result). Can also be used on untreated hair of a natural color 9/0 and lighter. To achieve beautiful soft pastel shades we recommend the Koleston Perfect Innosense shades 10/88 + 0/0 mixed 1:1 equal parts. The shades are always mixed 1:2 with Color Touch Emulsion 1.9% or Perfect Pastel. That means 1 part Koleston Perfect Innosense + 2 parts Color Touch Emulsion 1.9% or Perfect Pastel.

DEVELOPMENT TIME
Apply immediately to the hair from roots to ends for up to 15 minutes without heat.

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.

DEVELOPMENT TIME
- HEAT: 5 – 10 min
The mixing ratio is 1 part Color Cream (Koleston Perfect Innosense plus Special Mix) mixed with 1 part Welloxon Perfect.

Pure application to intensify strands or sections of the hair. Koleston Perfect Innosense Special Mix can be used purely with Welloxon Perfect. To give exceptional, brilliant color results, apply to pre-bleached hair.

Koleston Perfect Innosense Clear Tone 0/0 can be used to dilute the intensity of other shades.

Koleston Perfect Innosense Clear Tone 0/0 can also be used in different dilutions to achieve varying color results.

Mixing ratio:
- 1:1 for shades Special Mix Shades except 0/43 (e.g. 30 g Special Mix + 30 g Welloxon Perfect)
- 1:2 for Special Mix 0/43 (e.g. 30 g Special Mix + 60 g Welloxon Perfect)

e.g. 30 g Koleston Perfect Innosense + 2.5 g Special Mix + 32.5 g Welloxon Perfect

e.g. 0.5 g Koleston Perfect Innosense + 15 g 0/0 Clear Tone + 30 g Welloxon Perfect

e.g. 1.0 g Koleston Perfect Innosense + 10 g 0/0 Clear Tone + 30 g Welloxon Perfect

Koleston Perfect Innosense clear tone 0/0 can be used to dilute the intensity of other shades.

Koleston Perfect Innosense clear tone 0/0 can also be used in different dilutions to achieve varying color results.

e.g. 15 g Koleston Perfect Innosense + 15 g 0/0 Clear Tone + 30 g Welloxon Perfect

e.g. 20 g Koleston Perfect Innosense + 10 g 0/0 Clear Tone + 30 g Welloxon Perfect

MIX CALCULATION

Depth/Shade
Special Mix calculated for 30g

10/
9/
8/
7/
6/
5/
4/
3/
2/
AFTER TREATMENT

After the development time, emulsify the color with a little warm water and rinse out well. Lightly shampoo with Wella Professionals Brilliance Shampoo or SP Color Save Shampoo. To neutralize oxidation residues and stabilize color, use Wella Professionals Color Post Treatment or SP Color Save Emulsion.
"THE KOLESTON PERFECT INNOSENSE EXPERIENCE GOES WAY BEYOND JUST COLOR."

ANDREA HECKER,
SALON RAMYFAHRER, MÜNCHEN