

WELLAS
KOLESTON PERFECT
INNOSENSE

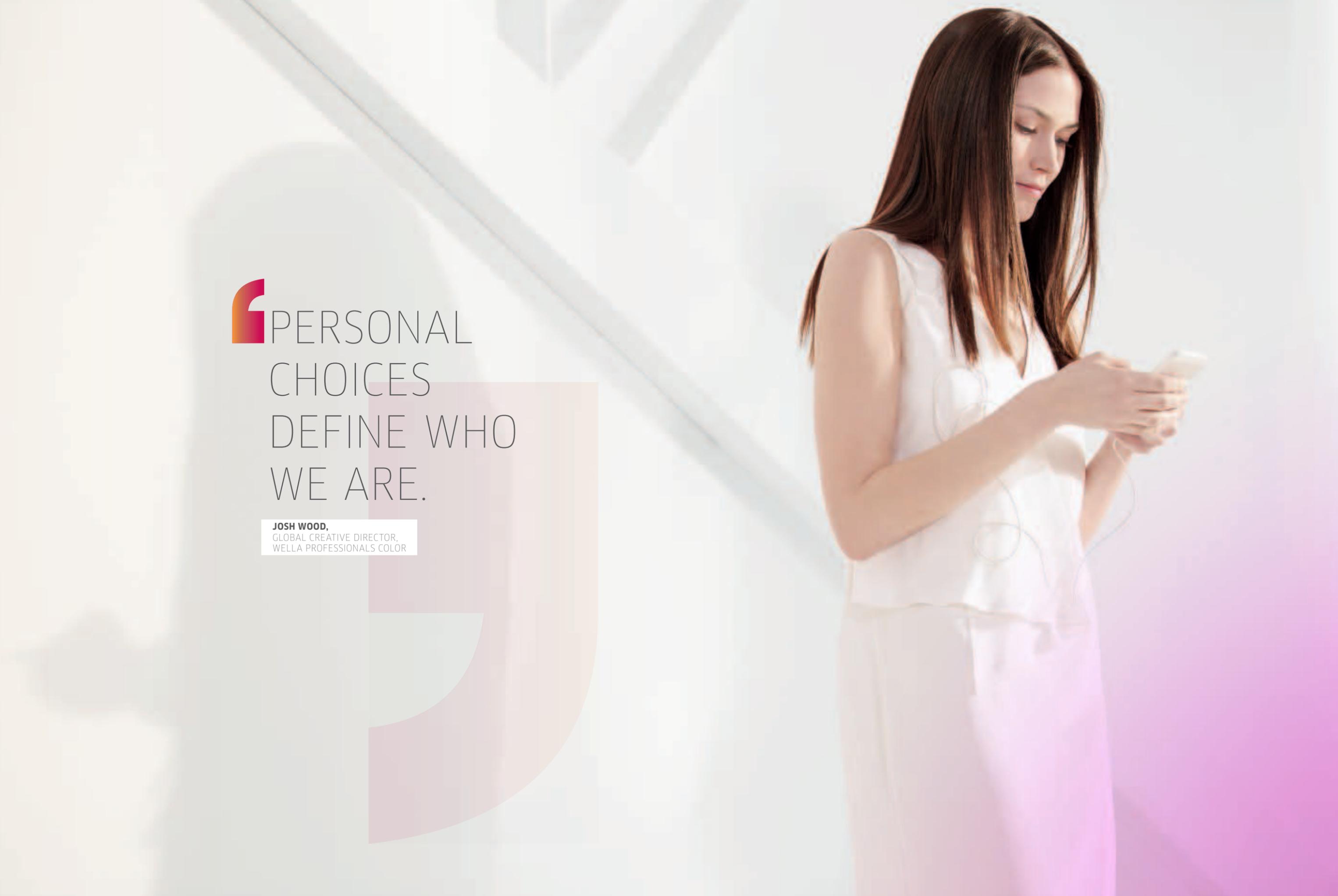


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FOR STYLIST
USE ONLY

KOLESTON PERFECT
INNOSENSE
**TECHNICAL
FOLDER**



PERSONAL
CHOICES
DEFINE WHO
WE ARE.

JOSH WOOD,
GLOBAL CREATIVE DIRECTOR,
WELLA PROFESSIONALS COLOR



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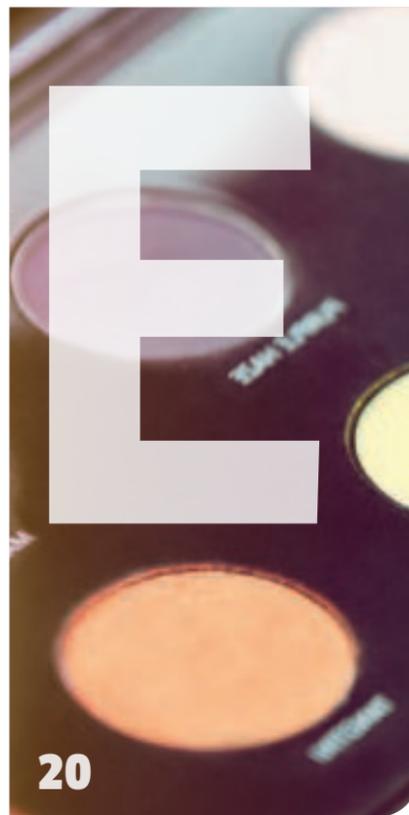
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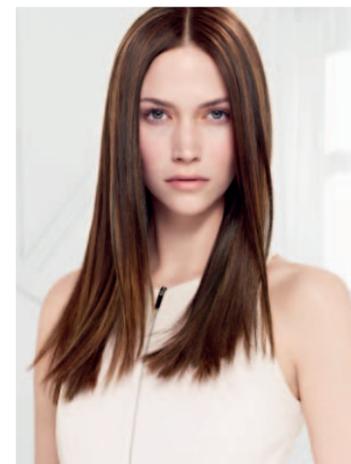


24



28

- 06 Miracle Molecule
- 08 Koleston Perfect Innosense
- 10 How does it work
- 14 The shade palette
- 16 Pluses for hairdressers
- 18 Pluses for salons



COVER

CHRISTINA
SHADE: 7/7

- 20 Pluses for clients
- 24 Mixing guidelines
- 26 Applications
- 28 Special mix
- 30 After treatment
- 31 Shade numbering

THE **ME⁺**
MIRACLE COLOR
MOLECULE

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 pTD **

Specially formulated to reduce the risk of developing allergy*

22 rich, vibrant intermixable shades for a broad spectrum of color services

NEW O/O Special Mix CLEAR TONE to personalize the intensity of other shades

Including Special Mix for more expressive color results

New mild scented fragrance of soft summer blossom.



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



*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/innosense. 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.

**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 ingredient including pPD and pTD. Always perform an Allergy Alert Test 48h before each coloration. Strictly follow safety instructions and consult www.wella.com/innosense.

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.



4 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.* So simple, it's brilliant.

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 allergic reaction to any hair colorant ingredient, such as pTD or pPD, you should not color as you cannot exclude being allergic to ME⁺.





THE SHADE PALETTE

	PURE NATURALS		RICH NATURALS		VIBRANT REDS			DEEP BROWNS	
	/0	/1	/88	/3	/34	/44	/66	/7	/74
10	 10/0	 10/1	 10/88						
9	 9/0	 9/1		 9/3	 9/34				
8	 8/0	 8/1		 8/3	 8/34	 8/44			
7	 7/0	 7/1		 7/3		 7/44		 7/7	 7/74
6	 6/0			 6/3				 6/7	
5	 5/0						 5/66	 5/7	 5/74
4	 4/0								
3	 3/0								
2	 2/0								
CLEAR-/ SPECIAL MIX TONES	 0/0					 0/43	 0/65		

■ Mix: Shade + Shade
 ■ Mix: Shade + Clear Tone (0/0)
 ■ Mix: Shade + Special Mix Tone

NOT RECOMMENDED TO BE MIXED WITH KOLESTON PERFECT.

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.id
- Climazon friendly



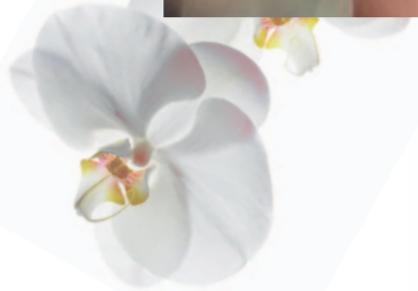
KOLESTON PERFECT INNOSENSE
DELIVERS PLUSES
FOR **HAIRDRESSERS.**

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.





KOLESTON PERFECT INNOSENSE

DELIVERS PLUSES **FOR SALONS.**

- 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.



KOLESTON PERFECT INNOSENSE DELIVERS PLUSES FOR CLIENTS.

- 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





MIXING GUIDELINES

KOLESTON PERFECT INNOSENSE & WELLOXON PERFECT



- 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

12%
Welloxon Perfect 40 Vol.
3 levels of lift

9%
Welloxon Perfect 30 Vol.
2 levels of lift

6%
Welloxon Perfect 20 Vol.
1 level of lift
Coverage of grey/white
Same depth or darker

+1 part
Koleston Perfect Innosense

COLORING ON WHITE HAIR

The addition of a Pure Naturals shade is required to give sufficient coverage.

30 – 50% white hair

add 1/3 of a Pure Naturals shade

50 – 100% white hair

add 1/2 of a Pure Naturals shade

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 2cm 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.

SPECIAL MIX

APPLICATION

The mixing ratio is 1 part Color Cream (Koleston Perfect Innosense plus Special Mix) mixed with 1 part Welloxon Perfect.

e.g. 30g Koleston Perfect Innosense
+ 2,5g Special Mix
+ 32,5g 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.

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

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

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

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

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

MIX CALCULATION

		Depth/Shade
10/	 1cm = 0,5g	Special Mix calculated for 30g
9/	 2cm = 1,0g	
8/	 3cm = 1,5g	
7/	 4cm = 2,0g	
6/	 5cm = 2,5g	
5/	 6cm = 3,0g	
4/	 7cm = 3,5g	
3/	 8cm = 4,0g	
2/	 9cm = 4,5g	

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.

Brilliance Shampoo
For longer lasting and healthy looking colored hair.

Service Color Post-Treatment
Protecting and enhancing: lightweight after color treatment.

Color Save Shampoo
Continuously protects colored hair.

Color Save Emulsion
Intensive conditioning - after color treatment.

Brilliance Conditioner
Moisturizing for vibrant shine and free-flowing movement.



SHADE NUMBERING SYSTEM

8

LIGHT BLONDE
Depth of color

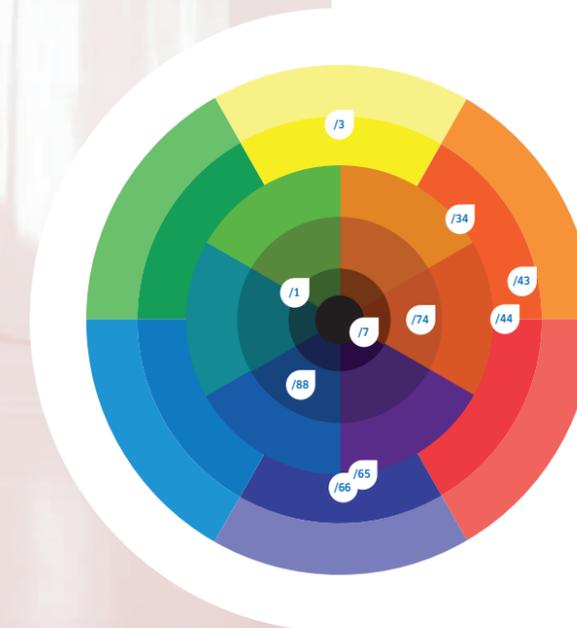
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GOLD
Major tone of color

4

RED
Minor tone of color

STONE NUMBERING SYSTEM



- /1 Ash (blue/green)
- /2 Matt (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Mahogany (red/violet)
- /6 Violet (cool)
- /7 Brown (red, yellow, blue)
- /8 Pearl (blue)
- /9 Cendre (blue/violet)



THE KOLESTON
PERFECT INNOSENSE
EXPERIENCE GOES WAY
BEYOND JUST COLOR.



ANDREA HECKER,
SALON HAARFAERBEREI, MUNICH