



COLOUR PORTFOLIO

SHADE CHARTS

CONTENTS

TAP PICTURE FOR MORE INFORMATION ABOUT THE RANGE



KOLESTON PERFECT ^{ME+}

KP

APPLICATIONS

COLOURING ON GREY HAIR

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

30–50% GREY HAIR

add 1/3 of a Pure Naturals shade

50–100% GREY HAIR

add 1/2 of a Pure Naturals shade

RED SHADES ON HAIR WITH MORE THAN 50% GREY

add 1/3 of Pure Naturals shade.

Example: 30g red shade
+ 15g Pure Naturals shade

REGROWTH APPLICATION

Start the colouring 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

Pure Naturals/Vibrant Reds/Deep Browns

–HEAT: 30–40 mins

+HEAT: 15–25 mins

DEVELOPMENT TIME

Special Blonde

–HEAT: 50–60 mins

+HEAT: 25–35 mins

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

PURE SOFT BALANCE

Adds a hint of colour and fresh shine to maintain pure colour results visit after visit. After completion of development time dampen the hair well with water (with Special Blonde use 100 ml) and emulsify the colour through the lengths and ends.

DEVELOPMENT TIME

5–10 mins

PURE INTENSE BALANCE MIX 1:2

Refresh the colour to achieve long lasting pure even result on faded ends. Mix 1 part of your target shade and 2 parts of 1.9% Welloxon Perfect Pastel Developer.

DEVELOPMENT TIME

10–15 mins



PURE REBUILD BALANCE MIX 1:2 + WELLAPLEX

A service with WELLAPLEX to refresh your mid-lengths and ends whilst giving you stronger, healthy looking hair by reinforcing hair bonds. Apply 1 part of your target shade and 2 parts of 1.9% Welloxon Perfect Pastel Developer + 1 ml of WELLAPLEX N°1 Bond Maker in every 30g of colour.

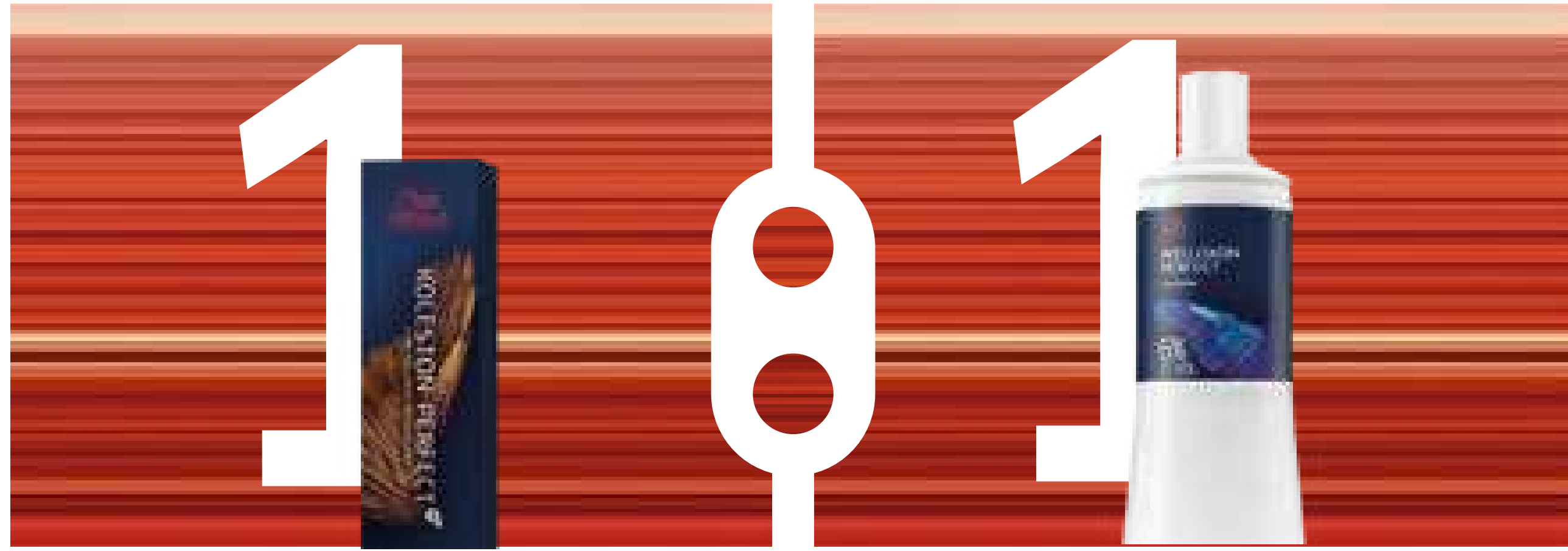
DEVELOPMENT TIME

10–15 mins

Rinse and remove. Apply WELLAPLEX N°2 Bond Stabilizer for 10 mins.

MIXING GUIDELINE

PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS



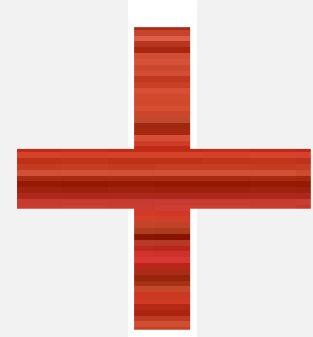
EXAMPLE: 60g Koleston Perfect + 60g Welloxon Perfect

SPECIAL BLONDE



EXAMPLE: 60g Koleston Perfect + 120g Welloxon Perfect

1 part
Koleston
Perfect



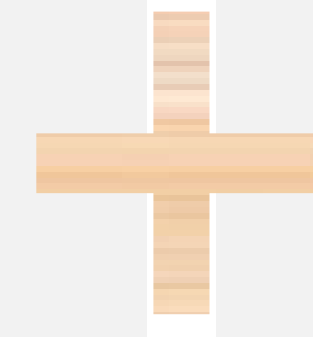
12% Welloxon Perfect (40 Vol).
For 3 levels of lift.

9% Welloxon Perfect (30 Vol).
For 2 levels of lift.

6% Welloxon Perfect (20 Vol).
For 1 level of lift.
Coverage of grey hair.
Same depth or darker.

4% Welloxon Perfect (13 Vol).
Same depth or darker.
To achieve deeper results on natural
hair with no grey coverage required.

1 part
Koleston
Perfect



12% Welloxon Perfect (40 Vol).
For 4–5 levels of lift.

9% Welloxon Perfect (30 Vol).
For 3 levels of lift.

FULL-HEAD APPLICATION WITH LIGHTENING

FIRST STEP

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

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/Deep Browns
–HEAT: 20 mins
+HEAT: 10 min

DEVELOPMENT TIME

Vibrant Reds/Special Blonde
–HEAT: 30 mins
+HEAT: 15 mins

SECOND STEP

Apply the colouring mixture to the roots.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals
Vibrant Reds/Deep Browns
–HEAT: 30–40 mins
+HEAT: 15–25 mins

DEVELOPMENT TIME

Special Blonde
–HEAT: 50–60 mins
+HEAT: 25–35 mins

TIP! To increase vibrancy in mid-length and ends use
Welloxon Perfect one level stronger than the roots.

FULL-HEAD APPLICATION SAME DEPTH/DARKER

Apply the colouring mixture immediately from roots to ends.

DEVELOPMENT TIME

Pure Naturals/Rich Naturals/Vibrant Reds/Deep Browns
–HEAT: 30–40 mins / +HEAT: 15–25 mins



PASTEL TONING MIX 1:2

Create beautiful pastel blonde result to enhance or correct unwanted tones. Evenly pre-lightened or natural hair is required for this (1/2 level lighter than required final result).

It's recommended to use shades across the 10/0 and 9/0 lines. Always mixed 1:2 with 1.9% Welloxon Perfect Pastel Developer.

DEVELOPMENT TIME

-HEAT: 5–10 mins

IMPORTANT! In order to achieve an even colour result comb the hair every 5 minutes during development time until the desired colour result is achieved.

PURE GLOSSING MIX 1:1:1

A quick service to infuse colour and radiant shine on the day or as a colour top-up in-between visits to keep that perfect colourful result. 1 part Koleston Perfect, 1 part 1.9% Welloxon Perfect Pastel Developer and 1 part INVIGO Color Service Post Color Treatment or System Professional Color Save Conditioner.

DEVELOPMENT TIME

5–10 mins

AFTER TREATMENT

After completion of the development time, emulsify the colour with a little warm water and rinse out well. Lightly shampoo with INVIGO Color Brilliance, ColorMotion+ or System Professional Color Save Shampoo C1.

To neutralise oxidation residues and stabilise colour, use INVIGO Post Color Treatment, ColorMotion+ Post Treatment or System Professional Color Lock Emulsion X4C.











SPECIAL MIX

Application possibilities and intensification of colour shades. Koleston Perfect Special Mix tones are pure colour. The lighter the depth shade, the less mix tone is needed.

Exception: Level 12/.

Mixing table: Depth/shade – Special Mix calculated for 30g

MIX CALCULATION

12/		1,5g
10/		0,5g
9/		1,0g
8/		1,5g
7/		2,0g
6/		2,5g
5/		3,0g
4/		3,5g
3/		4,0g
2/		4,5g

Mixing ratio:

E.g. 30g Koleston Perfect
+ 2.5g Special Mix
+ 32.5g Welloxon Perfect

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

Mixing ratio: 1 : 1 for all shades Special Mix 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)

NUMBERING SYSTEM

DEPTH

Indicates dark or light.

TONE

Indicates the tonal character of the shade.

Here we can see the depth or base of a colour from 2/ – 10/ and the tone from /0 – /9.

At the lighter depth the tones are brighter, as the depth gets darker the tone become more subtle.

		NUANCE									
		/0	/1	/2	/3	/4	/5	/6	/7	/8	/9
TONE	10/										
	9/										
	8/										
	7/										
	6/										
	5/										
	4/										
	3/										
	2/										

ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an allergy alert test 48 hours before any colour service.



STEP 01

Mix 5g of the colour you decided on during consultation with 5g developer.



STEP 02

Apply the colour in to 1cm² directly below the crook of the elbow.



STEP 03

Leave the colour uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



STEP 04

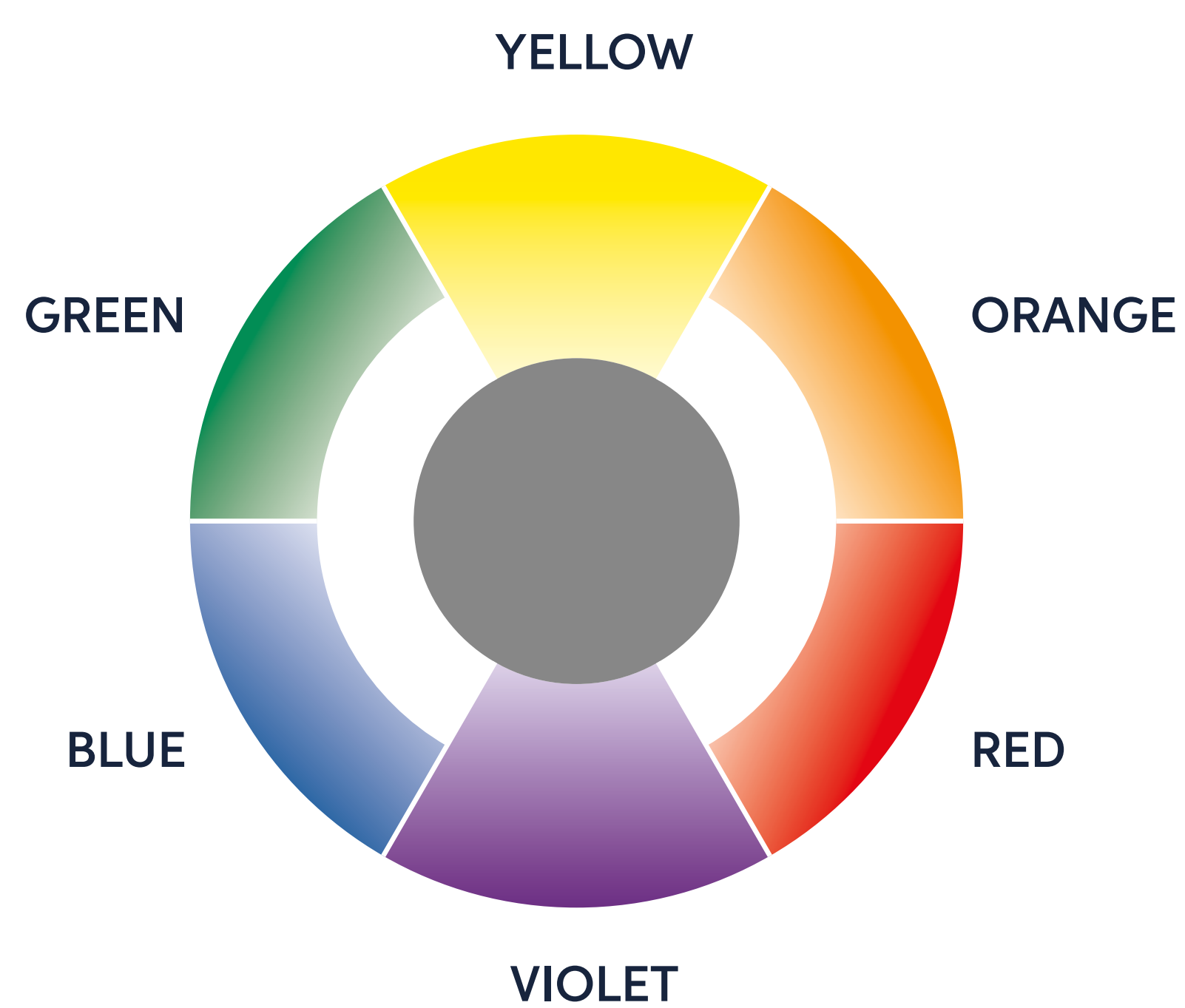
Ask the client to either come back to the salon after 48hr or call you to inform you of the result.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the colour product must not be applied. The client must seek medical advice before colouring her hair again. If your client has ever experienced an allergic reaction to hair colourants you should not colour.

We recommend that an allergy alert test is done 48 hours before colouring.

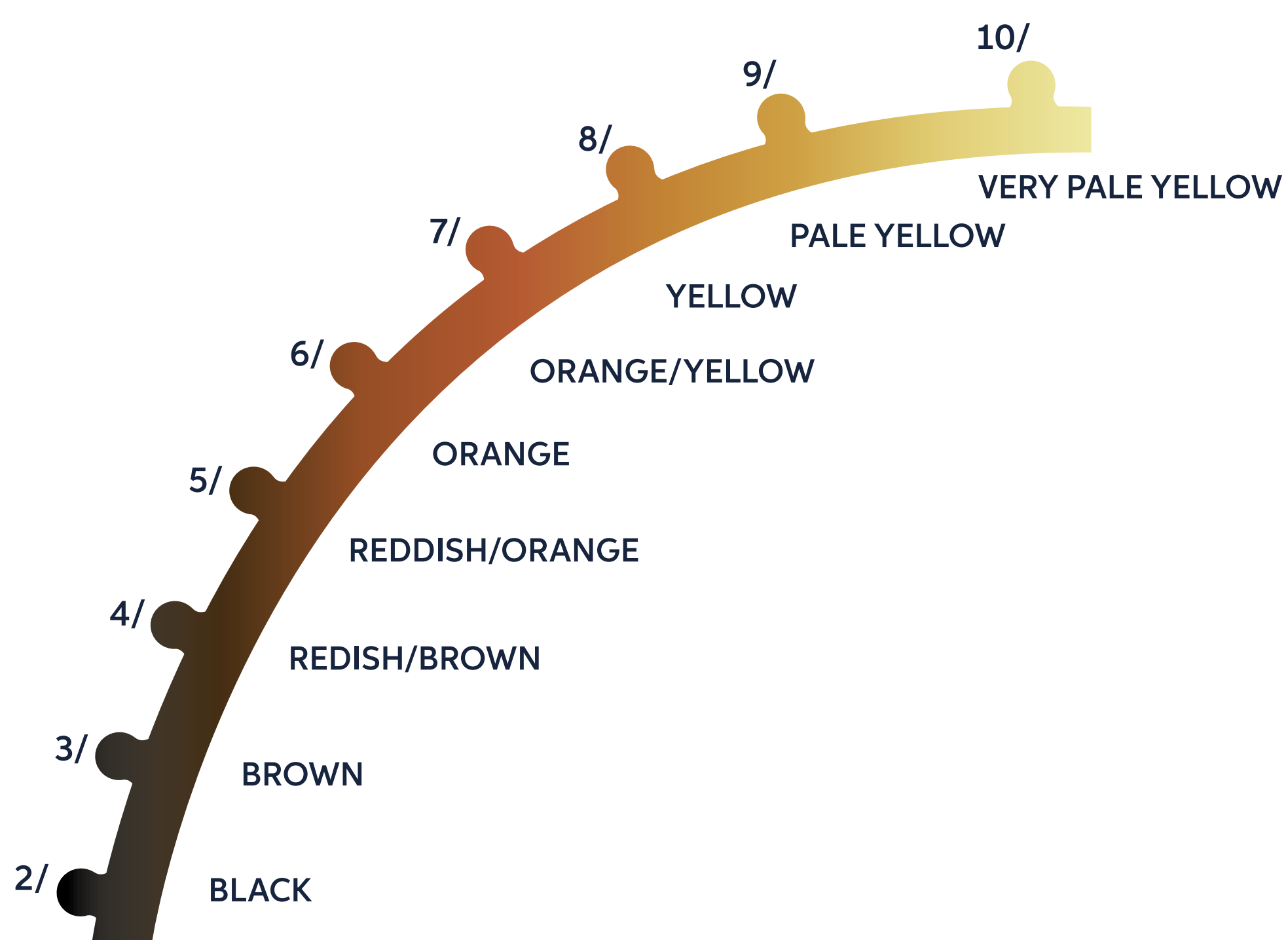
COMPLEMENTARY COLOUR

Opposite colours neutralise one another.



LIGHTENING CURVE

Exposure of underlying pigments during the colouring process.

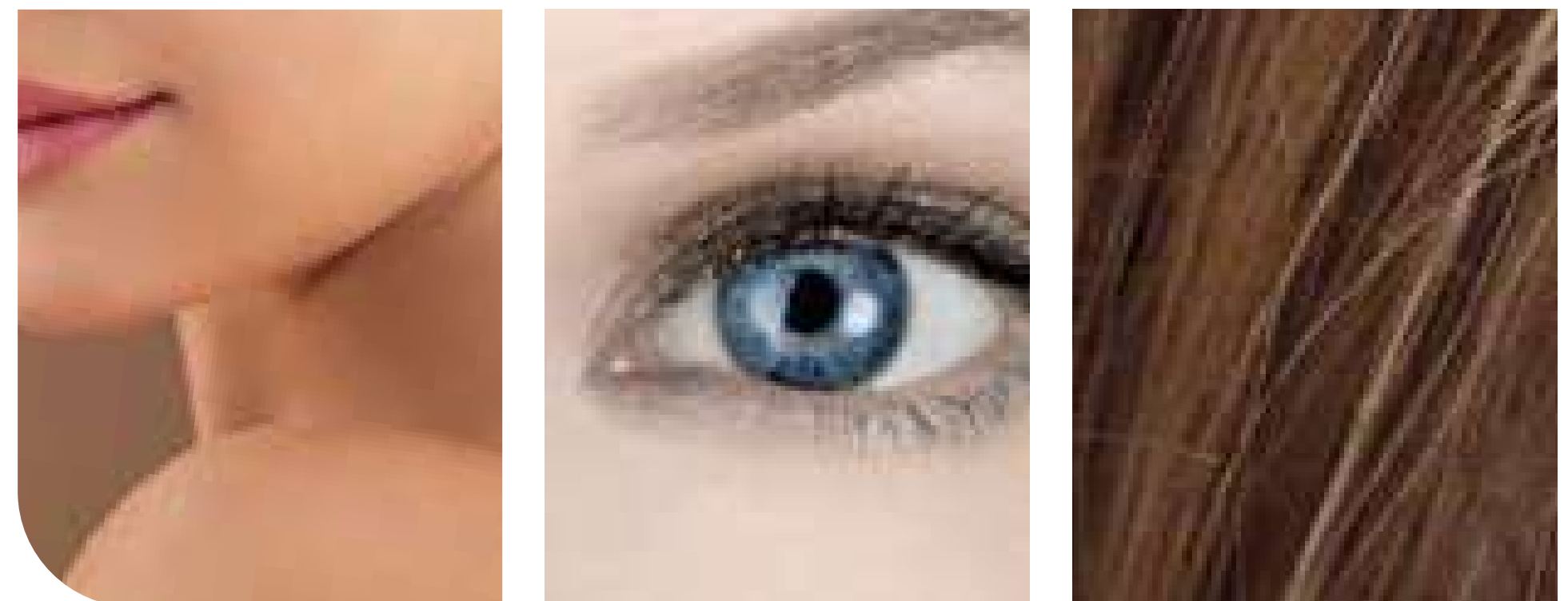


COLOUR EQUATION

When considering the best beauty choices for your client during your colour consultation, there are 3 aspects to take into account: skin tone, eye colour and hair colour.

Wella Professionals scientific research team has proven through eye tracking technology that the most attractive beauty results are when 1 of the 3 aspects stands out and contrasts against the other 2. The secret for instant impact is our proven formula: The Colour Equation!

SKIN COLOUR EYE COLOUR HAIR COLOUR



COOL + COOL + WARM

—————| = TRUE COLOUR EQUATION |—————

WARM + WARM + COOL

Use the personalised shade palette during consultation with your client to select and showcase the most attractive beauty results achieved when working with the colour equation.

KOLESTON PERFECT^{ME+}

SHADES WITH DISTINCTIVE TONALITIES



PURE NATURALS

RICH NATURALS

DEEP BROWNS

VIBRANT REDS

DEPTH	PURE NATURALS								RICH NATURALS													DEEP BROWNS					VIBRANT REDS																				
	PURE COVER	RESISTANT COVER	RESISTANT COOL COVER	ULTRA COOL COVER	COOL		WARM		COOL				WARM				COOL					WARM		COOL		WARM		COOL																			
NEUTRAL	ASH	MAHOGANY	COOL MAHOGANY	PLATINUM BLONDE	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY	PLATINUM COOL	PLATINUM WARM	PLATINUM ASH	PLATINUM MAHOGANY											
	X/0	XX/0	XX/02	X/00	X/01	X/03	X/04	X/07	/1	/16	/17	/18	/2	/3	/31	/36	/37	/38	/8	/81	/82	/86	/91	/95	/96	/97	/7	/71	/73	/74	/75	/77	/34	/41	/43	XX/43	XX/44	/45	XX/46	/47	/5	XX/55	/56	XX/65	XX/66		
10/	10/0					10/03	10/04		10/1	10/16				10/3	10/31			10/38	10/8			10/86		10/95		10/96	10/97																				
9/	9/0	99/0				9/03	9/04		9/1	9/16	9/17			9/3	9/31			9/38	9/8	9/81									9/7		9/73														99/44		
8/	8/0	88/0	88/02	8/00	8/01	8/03		8/07	8/1					8/3				8/38								8/96	8/97	8/7	8/71	8/73	8/74						8/34	8/41	8/43				8/45				
7/	7/0	77/0	77/02	7/00		7/03		7/07	7/1		7/17	7/18		7/3	7/31				7/37	7/38							7/7		7/73		7/75	7/77				7/34		7/43			77/44		77/46	7/47			
6/	6/0	66/0	66/02	6/00				6/07	6/1					6/3											6/97	6/7	6/71	6/73	6/74	6/75	6/77				6/34	6/41	6/43			66/44	6/45	66/46		6/5		66/56	
5/	5/0	55/0	55/02					5/07	5/1				5/2						5/37				5/82					5/71	5/73		5/75	5/77					5/41	5/43				5/5		55/65	55/66		
4/	4/0	44/0	44/02					4/07						4/3									4/82					4/71			4/75	4/77											44/65				
3/		33/0																																										33/66			
2/	2/0																																														

SPECIAL BLONDE

SPECIAL MIX

NATURAL	WARM		COOL							
/0	/03	/07	/1	/11	/16	/22	/61	/81	/89	/96
12/0	12/03		12/1	12/11	12/16		12/61	12/81	12/89	12/96

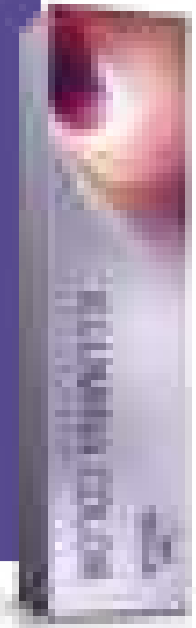
CLEAR	COOL		WARM				COOL		
/00	/11	/28	/30	/33	/43	/44	/65	/66	/88
0/00	0/11	0/28	0/30	0/33	0/43	0/44	0/65	0/66	0/88



ILLUMINA COLOR

MIXING GUIDELINE

1:1



ILLUMINA COLOR & WELLOXON PERFECT DEVELOPER

- For example: 60g ILLUMINA COLOR
+ 60g Welloxon Perfect Developer.

ILLUMINA COLOR

Up to 100% grey coverage with a sheer result

12%/40 Vol.

3 levels of lift.

9%/30 Vol.

2 levels of lift.

6%/20 Vol.

1 level of lift, same depth or darker
Grey coverage with a sheer result.

4%/13 Vol.

Deeper results on natural hair
with no greys.

1.9%/6 Vol.

For glossing and
toning services,
mix 1:2.

OPAL-ESSENCE BY ILLUMINA COLOR

Opalescent finish, no grey coverage

12%/40 Vol.

Not recommended!
Opalescent shine will be lost.

9%/30 Vol.

Not recommended!
Opalescent shine will be lost.

6%/20 Vol.

Pure use or in combination with
ILLUMINA COLOR, for subtle
opalescent shine and stabilization.

4%/13 Vol.

Pure use or in combination with
ILLUMINA COLOR, with supreme
opalescent shine.

1.9%/6 Vol.

For maximum opalescent
shine, on virgin, pre-coloured
or pre-lightened hair,
mix 1:1.

APPLICATIONS

FULL HEAD APPLICATION SAME DEPTH OR DARKER

Apply the colour mixture immediately from roots to ends.



30-40min



With heat 15-25min

FULL HEAD APPLICATION WITH LIGHTENING

Step 1

Apply the colour mixture to the lengths and ends only.

Leave approximately 2cm free from the scalp.



20min



With heat 10min

Step 2

Apply the colour mixture to the roots.



30-40min

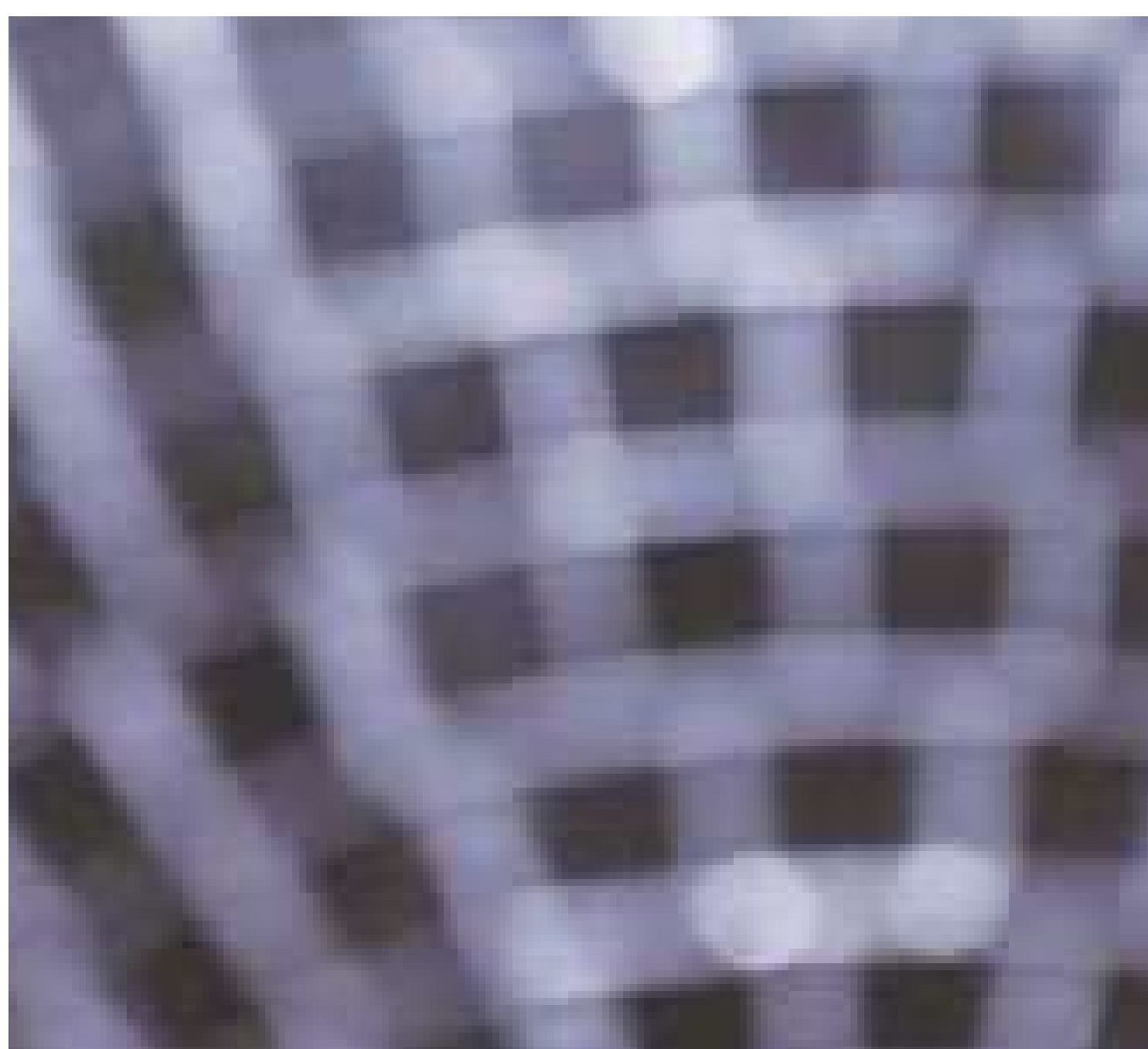


With heat 15-25min

Note:

Opal-Essence shades, will lighten natural hair as no depth is present.

Take into consideration the natural underlying tone, and combine with ILLUMINA COLOR when depth is required.



REGROWTH APPLICATION

Start the colouring 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.



30-40min



With heat 15-25min



GREY COVERAGE

For up to 100% coverage with a sheer result. On hair up to 70% grey use Illumina Color alone.

For 70-100% grey hair mix 1:1 with Illumina Color corresponding neutral shades + Welloxon Perfect 6%/20vol.



30-40min



With heat 15-25min

GREY BLENDING

Grey hair is blended enhancing natural highs and lows. Recommended shade levels 5/ to 8/.

Mixing ratio 1:2 with Welloxon Perfect Pastel Developer.



10min



Additional services

COLOUR BALANCING SERVICES

Long lasting colour refresh for mid-lengths and ends. Services to offer something for any colour fade and hair type.

SOFT BALANCE

To add a hint of colour and shine and achieve a freshly coloured feel on every visit. After completion of development time dampen the hair with water and emulsify the colour through the lengths and ends.



5-10min

INTENSE BALANCE

Rejuvenate the colour to achieve even result on faded lengths and ends.

Example: 30g Illumina Color, 60g Welloxon Perfect Pastel 1.9%/6vol



10-15 min



REBUILD BALANCE

A service with WELLAPLEX to refresh mid-length and ends whilst giving stronger healthy looking hair.

Example: 30g Illumina Color, 60g Welloxon Perfect Pastel 1.9%/6vol, 1ml of N°1 Bond Maker



10-15 min



After development time, rinse well (do not shampoo) and continue with N°2 Bond Stabilizer.

Apply on damp hair (use 2-6 pumps depending on the hair length) and develop for 10 minutes. Rinse thoroughly, shampoo and condition.

BLONDE TONING AND GLOSSING SERVICES

GLOSSING

A quick service to infuse colour and luminous shine on the day or as a colour top-up in-between visits.

Example: 30g Illumina Color, 30g Welloxon Perfect Pastel Developer 1.9%/6vol and 30g INVIGO Post Color Treatment.

Apply to pre-shampooed towel dried hair.



5-10min



5-15min



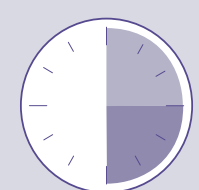
BLONDE TONING

To achieve beautiful soft pastel and/or opalescent metallic milky sheen after pre-lightening services, use Illumina Color or Opal-Essence alone or mixed together with Welloxon Perfect Pastel 1.9%/6vol.

Apply to pre-shampooed towel dried hair.

OPAL-ESSENCE

With Opal-Essence apply to dry or pre-shampooed towel dried hair, for a full opalescent metallic milky sheen for example: 30g Opal-Essence + 30g Welloxon Perfect Pastel 1.9%/6vol **without** INVIGO Post Color Treatment.



15-30 min



AFTER TREATMENT

Using pH optimized care products will enable a better colour retention and give an excellent hair feel after a colour service.

After completion of the development time, emulsify the colour with a little warm water and rinse out well.

Lightly shampoo with INVIGO Brilliance or Color Motion+ Shampoo.

To neutralise oxidation residues and stabilize colour, use INVIGO Post Color Treatment or Color Motion+ Express Post Color Treatment.



APPLICATIONS

NUMBERING SYSTEM

DEPTH

Indicates dark or light and ranges from 10/ lightest Blonde to 4/ Medium Brown in Illumina Color.

STONE

Indicates the tonal character.

DEPTH	STONE									
	/0	/1	/2	/3	/4	/5	/6	/7	/8	/9
10/										
9/										
8/										
7/										
6/										
5/										
4/										

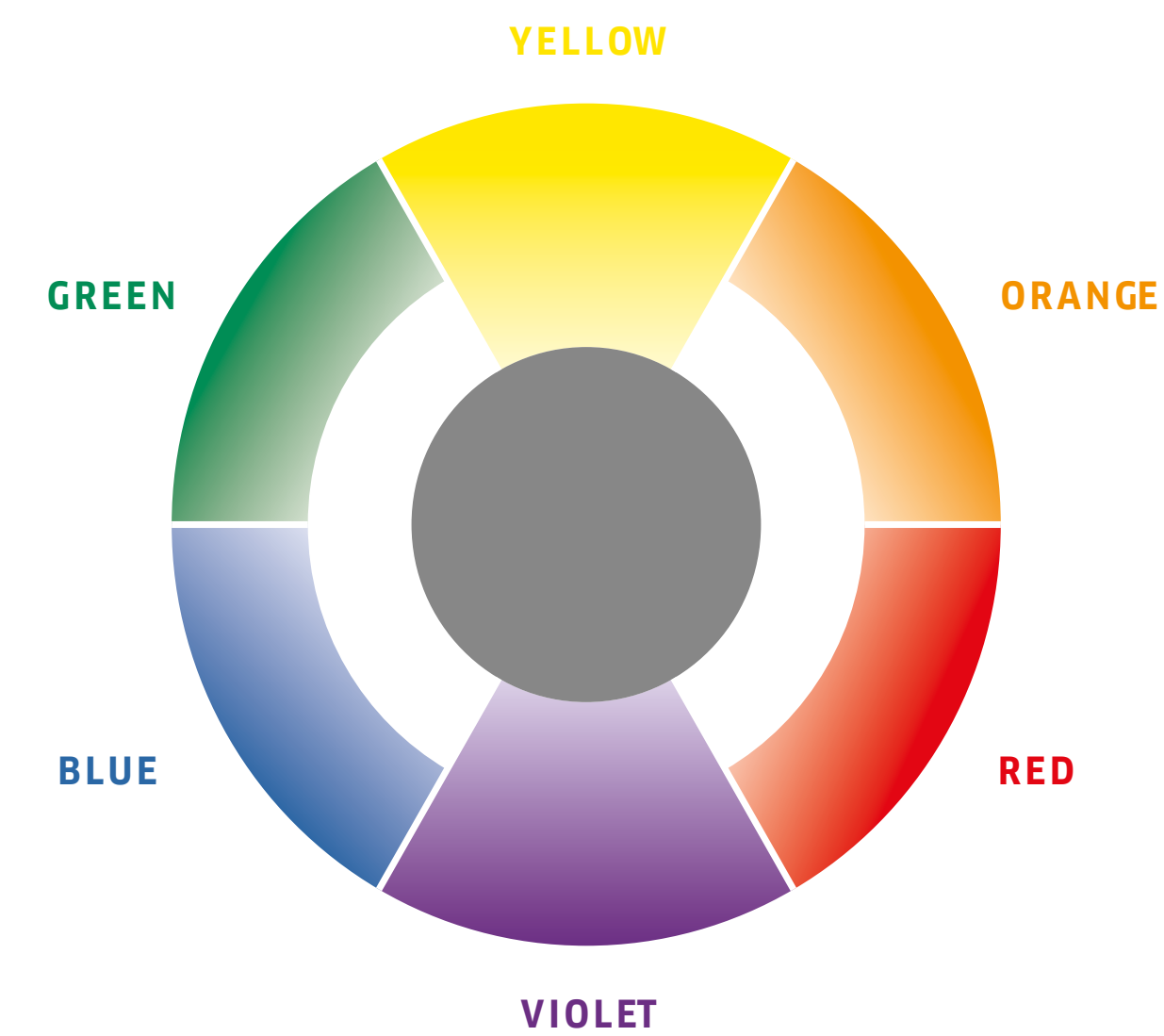
At the lighter depths the tones are brighter, as the depth gets darker the tone become more subtle.

NATURAL HAIR COLOUR LEVEL

Understanding the lightening curve will help you to choose complementary colours to work with or neutralise exposed underlying pigments in the hair during colouring. To neutralise exposed underlying pigments, like red/orange or yellow, choose the complementary colour on the colour wheel which is opposite.

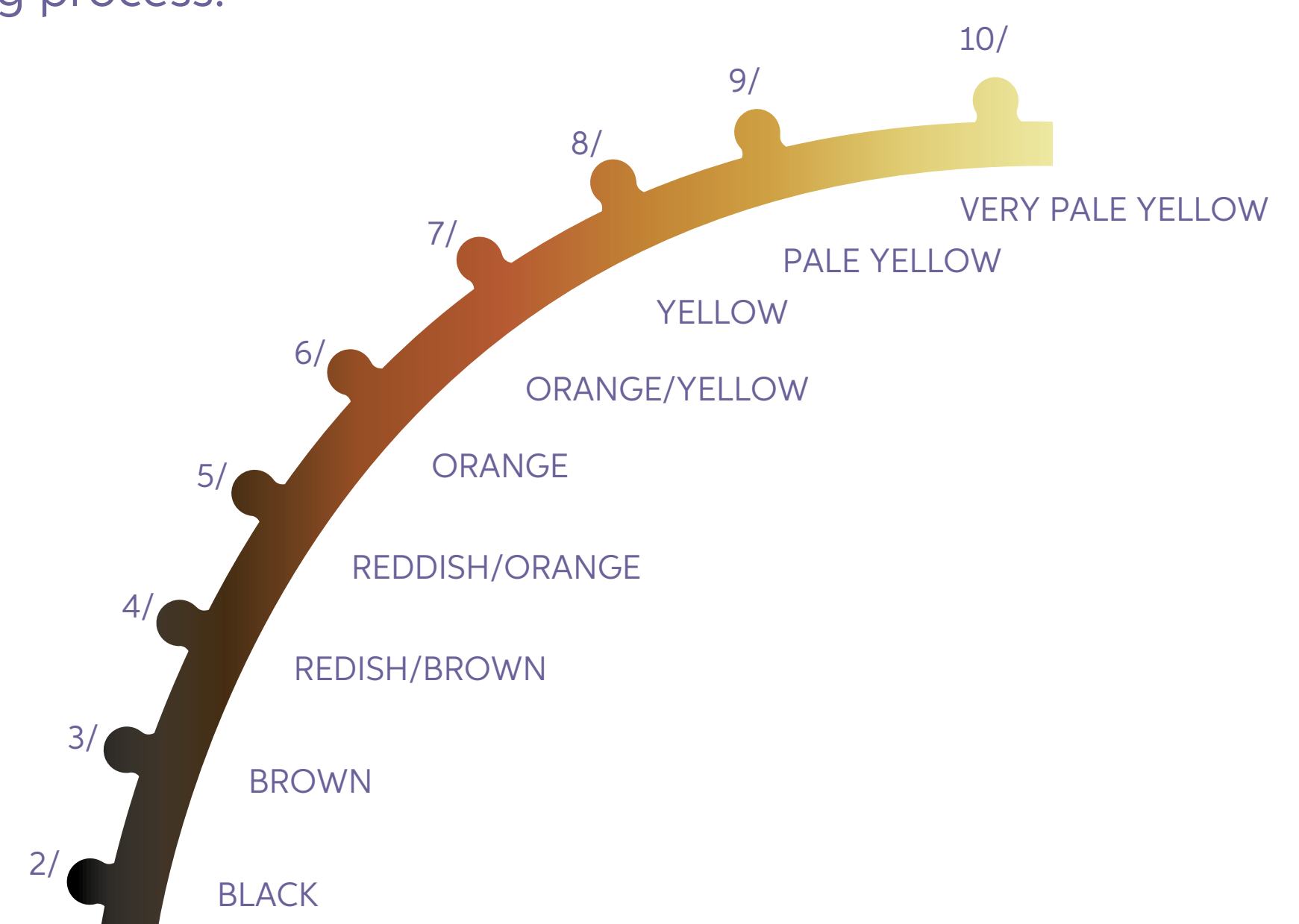
COMPLEMENTARY COLOUR

Opposite colours neutralise one another.



LIGHTENING CURVE

Exposure of underlying pigments during the colouring process.



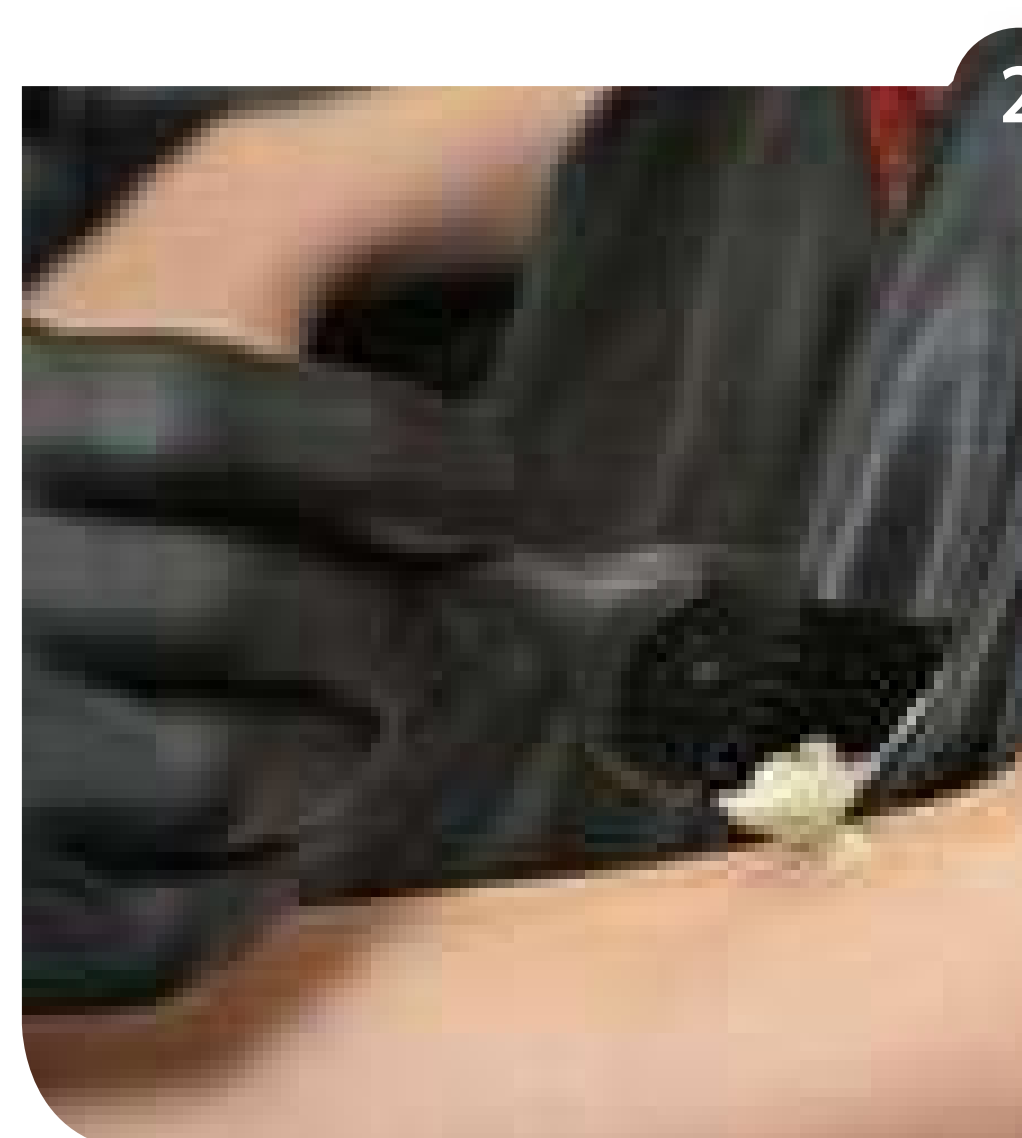
ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe. Always perform an allergy alert test 48 hours before any colour service.



STEP 01

Mix 5 g of the colour you decided on during consultation with 5 g developer.



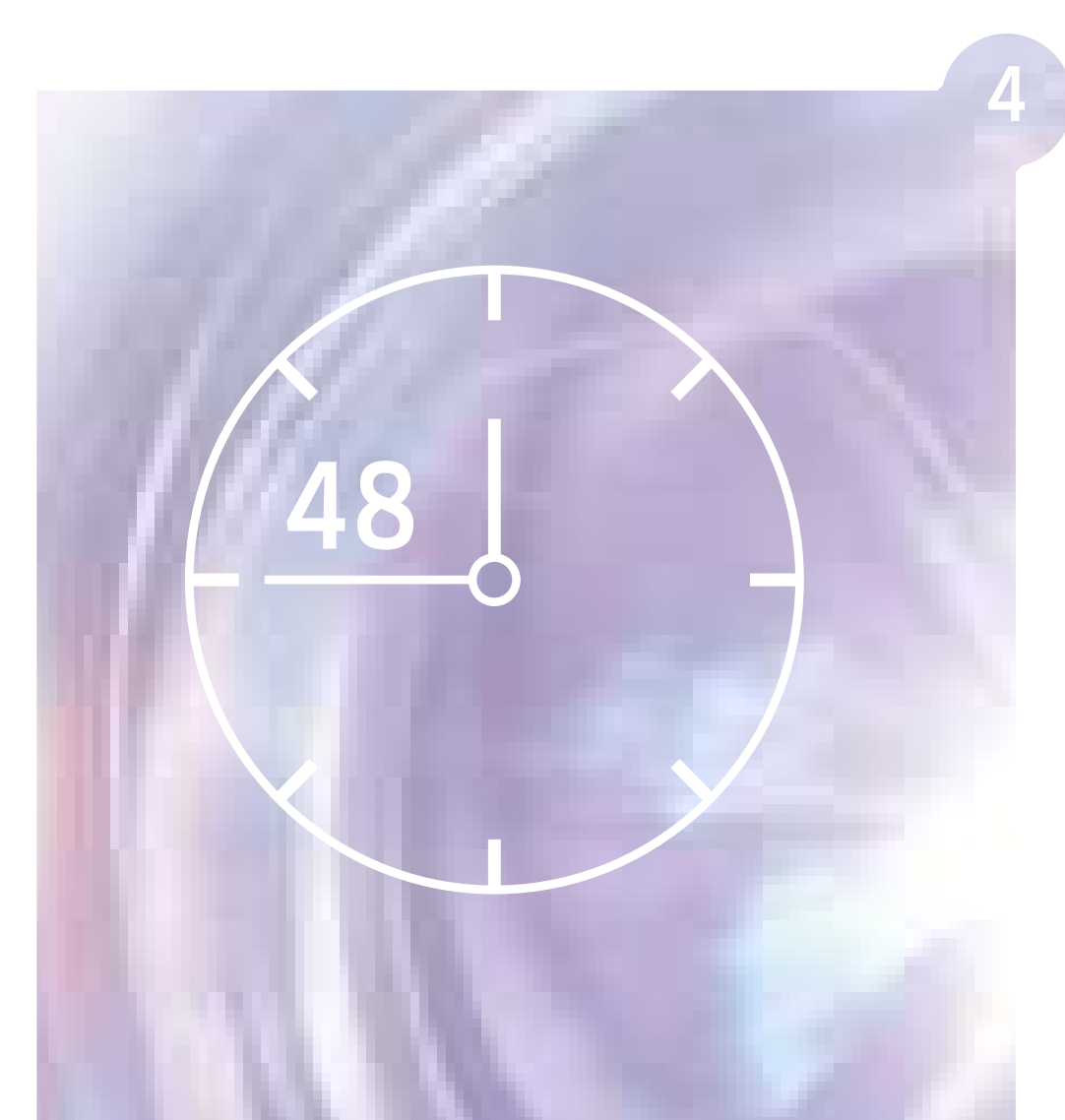
STEP 02

Apply the colour in to 1 cm² directly below the crook of the elbow.



STEP 03

Leave the colour uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



STEP 04

Ask the client to either come back to the salon after 48 h or call you to inform you of the result.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the colour product must not be applied. The client must seek medical advice before colouring her hair again. If your client has ever experienced an allergic reaction to hair colourants you should not colour.

ILLUMINA COLOR

COLOUR PALETTE

	WARM							NEUTRAL	
10/			10/36		10/38			10/	
9/	9/03			9/37		9/43	9/7	9/	
8/			8/36	8/37	8/38			8/	
7/		7/31	7/35		7/42	7/43	7/7	7/75	7/
6/				6/37				6/76	6/
5/		5/35				5/43	5/7		5/
4/									4/

	COOL						OPAL ESSENCE				
	10/05	10/1					10/69	10/81	10/93	SILVER MAUVE	
					9/19	9/59	9/60				
	8/05	8/1	8/13					8/69		8/93	PLATINUM LILY
									7/81		TITANIUM ROSE
					6/16	6/19					COPPER PEACH
	5/02									5/81	

NOTE: All swatches are for illustration purposes only and are not to be taken as accurate shading.



SHINEFINITY

ZERO LIFT GLAZE

MIXING GUIDELINES



Apply to towel-dried or dry hair. **Develop up to 20 min.**
When fully developed add some water and emulsify the colour to avoid any skin staining. Shampoo the hair, no post colour treatment is needed. Use conditioner if the hair requires.

With Shinefinity **you can adapt your results** depending on how you work with the product.



Expect softer result on pre-shampooed hair and shorter development times without a compromise to the color result.

TOP TIP

USING HEAT: Every eye reacts slightly differently to these light waves, which is what makes colour such a personal experience. That's why using hair reference images during consultation is key!



INFINITE POSSIBILITIES

THE THREE BOOSTER TONES are ideal to expand the usage of the SHINEFINITY portfolio.



00/00



00/89



00/66

CLEAR, use on it's own for shine boost or dilute any shade in the portfolio.

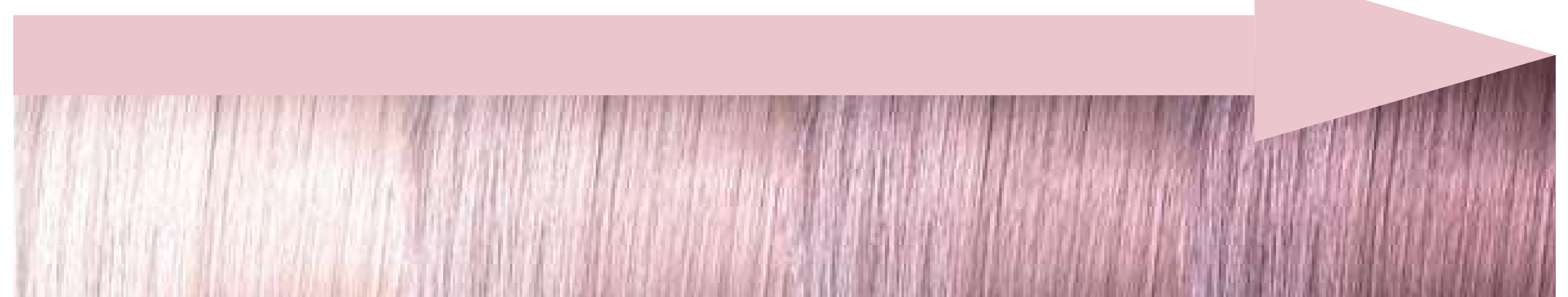


60g

LEVEL 09/-08/

3 g

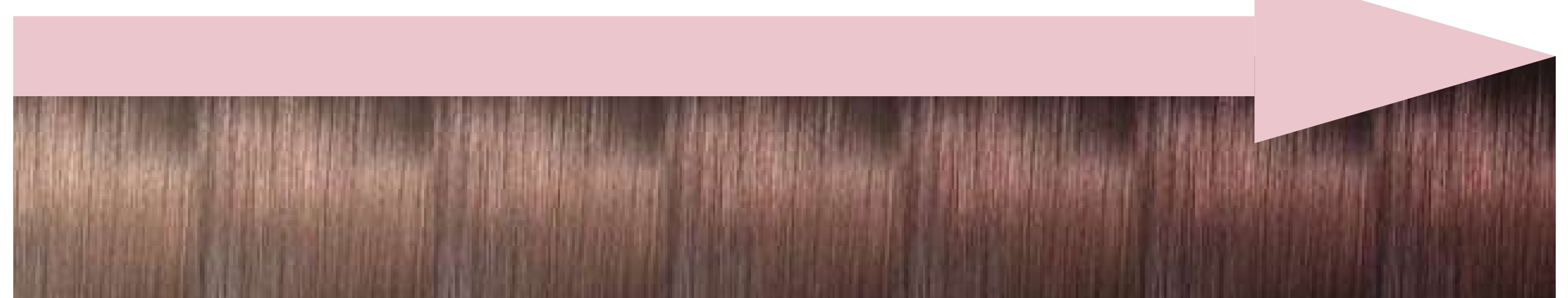
12 g



LEVEL 07/-06/

6 g

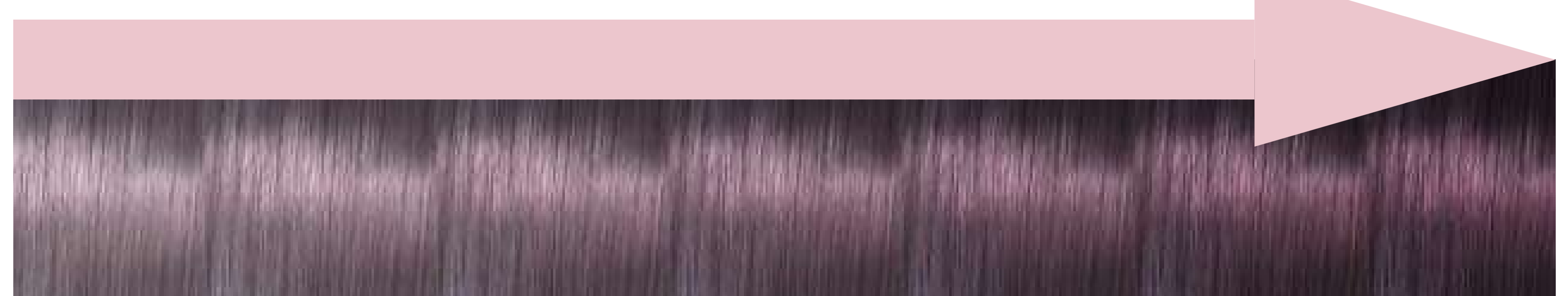
24 g



LEVEL 05/ AND BELOW

12 g

30 g



00/66 was used at different quantities in a level **09/**, **07/**, **05/** shade.

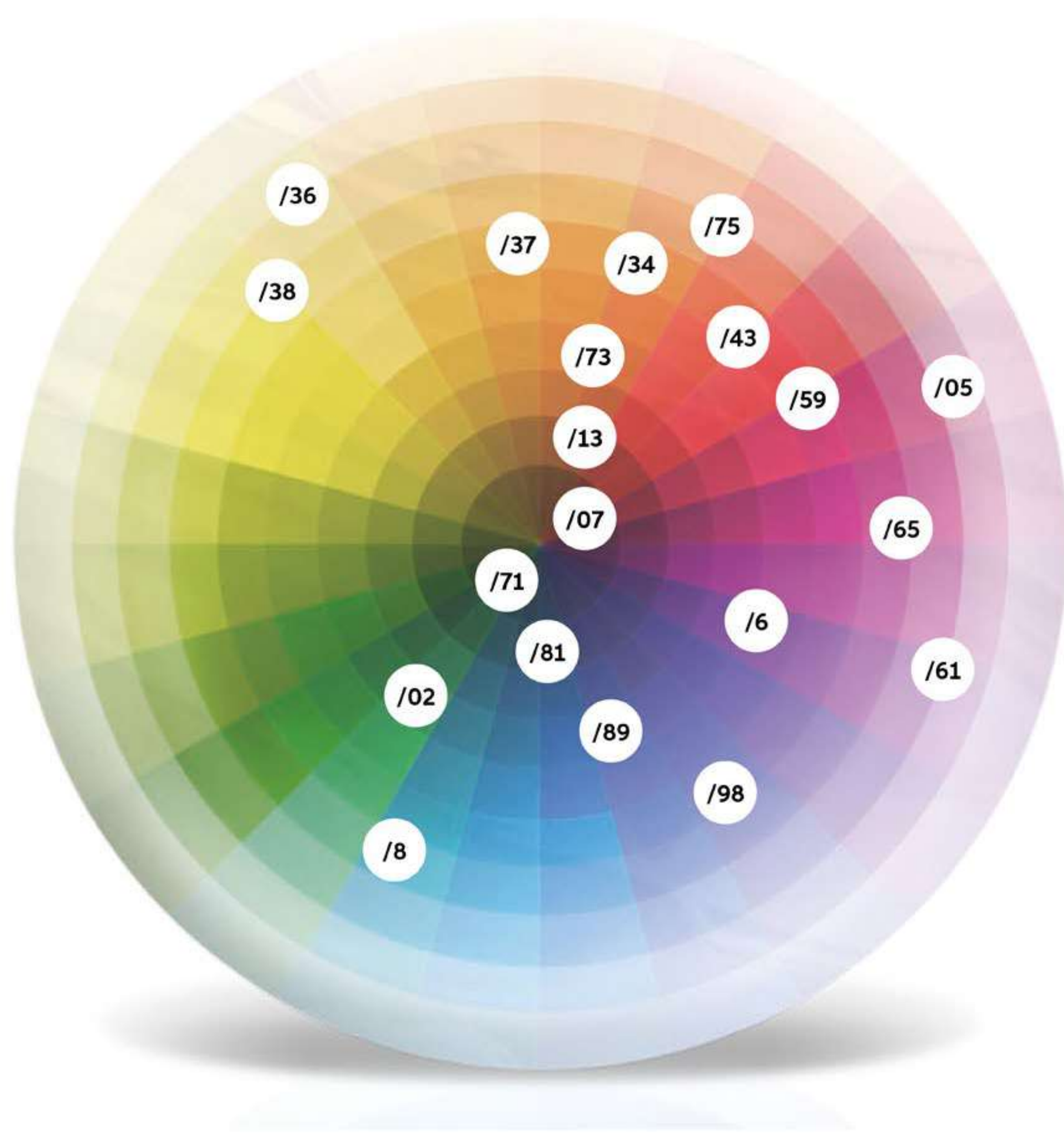
<p>SHINEFINITY GLAZE</p>	<p>Use after blonding services,</p> <hr/> <p>or for natural hair. Apply to towel-dried or dry hair.</p>			
<p>FLASH GLAZE</p>	<p>Ideal usage after a lightening service. Shampoo and rinse, then apply flash shades and develop for 5 minutes.*</p> <p>The flash glaze shades can be intermixed with the boosters and clear.</p> <p><small>*Development time under 20min can reduce longevity</small></p>			
<p>SPEED GLAZE</p>	<p>Ideal for in-between colour appointments, and to adjust or enhance blonde hair.</p> <p>Apply to towel-dried hair.</p>			
<p>CORRECTIVE GLAZE</p>	<p>For natural correction services. Balance moderate unevenness or darken without pre filling.</p> <p>Applying on dry hair, this will allow for maximum saturation.</p>			
<p>BALANCING GLAZE</p>	<p>Use as a perfect complement when balancing lengths and ends whilst using Koleston Perfect or Illumina Color on the root.</p> <p>Apply your root colour as usual, develop for 10 min and apply your Shinefinity target shade to the lengths and ends.</p>			

COLOUR ESSENTIALS

09/61

“0” in front of the depth indicates: translucency ZERO lift and ZERO damage

Depth Major tone Minor tone



DEPTH NUMBERING SYSTEM

- 010/ Lightest Blonde
- 09/ Very Light Blonde
- 08/ Light Blonde
- 07/ Medium Blonde
- 06/ Dark Blonde
- 05/ Light Brown
- 04/ Medium Brown

TONE NUMBERING SYSTEM

- /0 Natural
- /1 Ash (gray)
- /2 Matt (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Mahogany
- /6 Violet (cool)
- /7 Brown (warm)
- /8 Pearl (blue)
- /9 Cendre (soft violet)

ALLERGY ALERT TEST



STEP 01

Mix 5g of the colour you decided on during consultation with 5g developer.



STEP 02

Apply the colour on to 1cm² directly below the crook of the elbow.



STEP 03

Leave the colour uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



STEP 04

Ask the client to either come back to the salon after 48h or call you to inform you of the result.



WARM



NATURAL



COOL

TONE	/34	/36	/37	/38	/43	/73	/0	/02	/05	/07	/12	/13	/59	/6	/61	/65	/71	/75	/8	/81	/98	
DEPTH																						
FLASH 010/							010/0 Natural Flash 5min							010/6 Lavender Flash 5min					010/8 Opal Flash 5min			
09/		09/36 Vanilla Glaze				09/73 Caramel Milk 10min		09/02 Soft Sage	09/05 Silk Blush	09/07 Beige Sand		09/13 Toffee Milk		09/61 Iced Platinum 10min	09/65 Pink Shimmer 10min					09/81 Platinum Opal 10min		
08/	08/34 Spicy Ginger 10min			08/38 Honey Latte 10min			08/0 Natural Latte												08/8 Blue Pearl 10min		08/98 Silver Pearl 10min	
07/	07/34 Paprika Spice											07/12 Cool Mushroom 10min	07/13 Toffee Cream	07/59 Strawberry Wine 10min						07/75 Raspberry Latte	07/81 Smoky Opal 10min	
06/					06/43 Copper Sunset	06/73 Caramel Chocolate	06/0 Natural Brandy	06/02 Dark Sage 10min		06/07 Deep Walnut 10min				06/6 Cherry Wine					06/71 Frosted Chestnut			
05/						05/37 Caramel Espresso		05/43 Hot Chili														05/98 Steel Orchid 10min
04/							04/0 Natural Espresso			04/07 Bitter Chocolate	04/12 Cool Chia 10min					04/65 Deep Cherry						



BOOSTER



00/00

Crystal Glaze



00/89

Blue Booster



00/66

Violet Booster

DEVELOPMENT TIME

Without heat: up to 20 minutes. For more intense results use added heat: 15 minutes.



Ideal usage after a lightening service. Develop for 5 minutes*




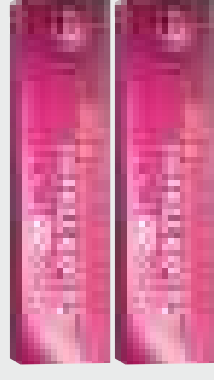
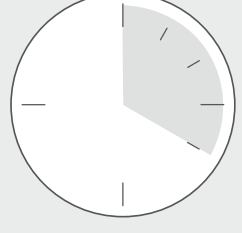
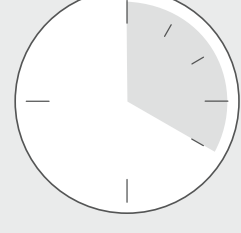




Shade suitable for fast services from 10min*



COLOR TOUCH

— FASHION FORWARD DEMI-PERMANENT COLOR —

MIXING CHART

BRAND	COLOR TOUCH	COLOR TOUCH PLUS
SHADES		
PRODUCT	Demi-Permanent Colour Multi-dimensional shades and luminous shine.	Demi-Permanent Colour Cover greys with low commitment.
TIMING	 20 minutes	 20 minutes
DEVELOPER MIXING RATIOS	 1:2	 1:2
LIFT	N/A	N/A
GREY COVERAGE	 Up to 50%	 Up to 70%
USED FOR TECHNOLOGY	<ul style="list-style-type: none"> • Vibrant tonal intensity • Creativity • Colour balancing • Light² Colour Complex 	<ul style="list-style-type: none"> • Grey blending and coverage • Colour correction • Colour balancing • TriSpectra Technology
SERVICES	<ul style="list-style-type: none"> • Crystal Gloss 1:1:1 (COLOR TOUCH + COLOR TOUCH Emulsion 1.9% + INVIGO Post Color Treatment) • For intensive results mix 1:2 with Color TOUCH Emulsion 4% 	<ul style="list-style-type: none"> • Grey Blending 1:2 (COLOR TOUCH Plus shade of choice + COLOR TOUCH Plus Emulsion 4%) Hand paint or comb through to reach desired intensity

 also available in Koleston Perfect range



DESIGNED TO MATCH

COLOR TOUCH IS DEVELOPED TO PERFECTLY COMPLEMENT
AND MIRROR THE KOLESTON PERFECT SHADES.

PURE NATURALS



RICH NATURALS



DEEP BROWNS

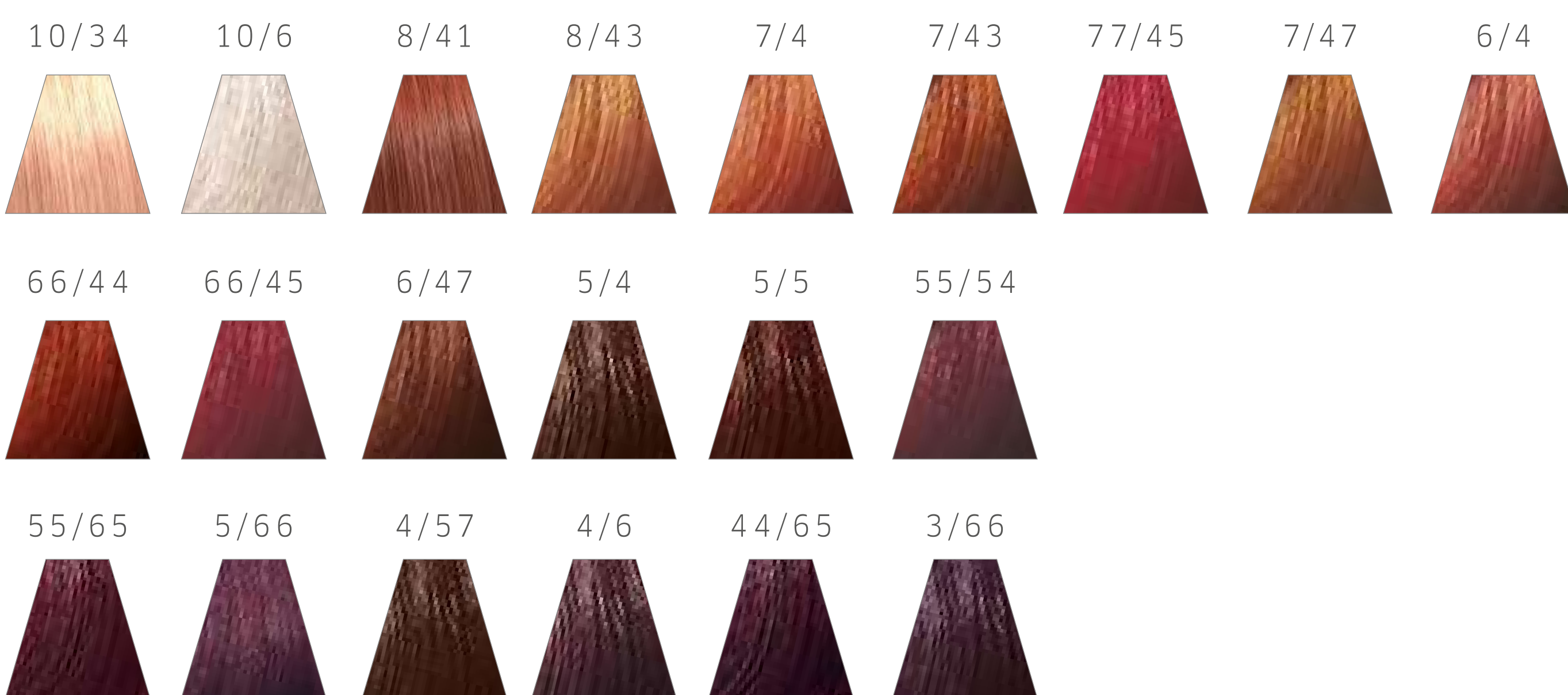




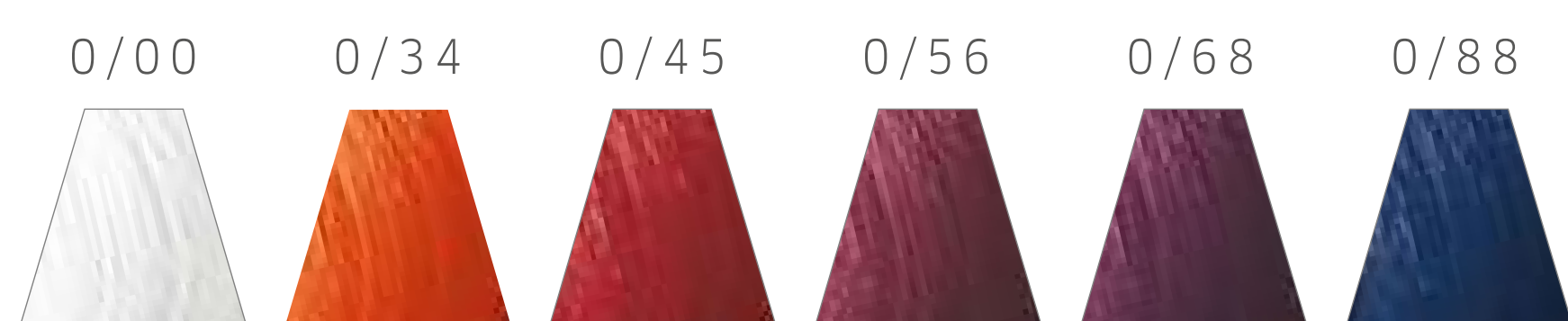
DESIGNED TO MATCH

COLOR TOUCH IS DEVELOPED TO PERFECTLY COMPLEMENT AND MIRROR THE KOLESTON PERFECT SHADES.

VIBRANT REDS



SPECIAL MIX



PLUS





BLONDOR[®]PLEX™

CREAM TONERS

Mix

1:2

WELLOXON PERFECT



Add developer first, followed by Cream Toner. Use scales for accurate mixing.

	EXPRESS TONING
WHEN TO USE IT	Quick & reliable pre-mixed with Plex technology achieve perfectly blended blonde results.
MIXING RATIO	1:2
DEVELOPER	WELLOXON PERFECT 1.9%
DEVELOPMENT TIME	5 minutes
POST TREATMENT	ColorMotion+ Shampoo and Express Post-Color Treatment

TOP TIPS

- Mix on a 1:3 mixing ratio for softer results
- Apply with bowl and brush for more intense results
- Extending your development time will result in increased neutralisation and tonality

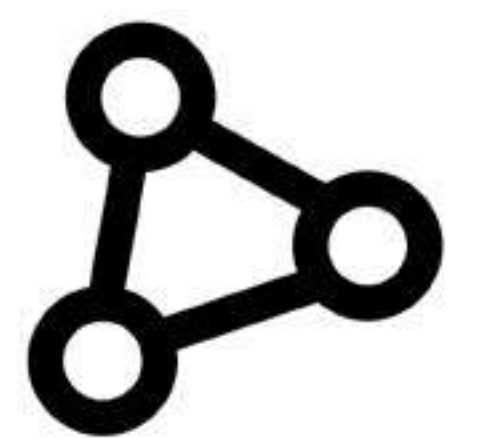
HOW IT WORKS

BlondorPlex Cream Toners work with a **low ammonia content** for a gentle shift to **break through brass** instead of covering it up.



Wella Professionals' **first dedicated blonde toning solution with PLEX technology**, delivers results **in 5 minutes**. An intuitive compact palette of four shades and one booster for ultra cool neutralisation, enabling any blonde look from cool to warm. With a **creamy consistency** which allows for easy application & quick rinse.

BUILT IN PLEX FOR UP TO 90% LESS HAIR BREAKAGE*



BLONDORPLEX CREAM TONERS are pre-mixed with PLEX technology. This breakthrough creamy formula improves the alignment of cuticles, resulting in incredibly shiny and healthy-looking hair, with up 90% less hair breakage.*

ANTI-BRASS ALKALINE FORMULA



BLONDORPLEX CREAM TONERS work with a low ammonia content for a gentle shift to break through brass instead of covering it up, perfecting blonde results from roots to ends.

TIP!

Extending the development time beyond 5 minutes will create additional neutralisation and results may appear deeper and more saturated.

*Instrumental testing measuring combing resistance of BlondorPlex bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex bleach alone

BLONDORPLEX CREAM TONERS

TONER SHADES

COOL



NEUTRAL TO WARM



BOOSTER

