

KOLESTON PERFECT

**OUR PUREST COLOUR EVER.
RICH, VIBRANT AND RELIABLE PERMANENT
COLOUR WITH 100% GREY COVERAGE.**



WHAT IT IS

Kolestion Perfect is a permanent colour range used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel for pastel toning.

- The range; Pure Naturals, Rich Naturals, Vibrant Reds, Deep Browns, Special Blondes & Special Mix
- Up to 100% coverage of grey/white hair
- Simplicity of application and an absolutely reliable colour results; Lighten, Darken or Change Tone
- Vibrant Reds, for expressive long lasting vibrant red results
- Special Mix for creative colour mixes, to intensify a shade or to correct a tone
- Special Blondes for high lift results

HOW TO USE IT

MIXING PURE NATURAL, RICH NATURALS, VIBRANT REDS, DEEP BROWNS MIXING RATIO



Mix 60g Kolestion Perfect + 60ml Welloxon Perfect

Use 12% Welloxon Perfect for 3 levels of lift

Use 9% Welloxon Perfect for 2 levels of lift

Use 6% Welloxon Perfect for 1 level of lift, coverage of grey/white hair, working on the same depth or darker

Use 4% Welloxon Perfect working on the same depth or darker, to achieve deeper results on natural hair with no grey/white hair coverage required.

DEVELOPMENT TIME



30-40 mins
without heat



15-20 mins
with heat

MIXING SPECIAL BLONDE

MIXING RATIO



Mix 60g Kolestion Perfect Special Blonde + 120ml Welloxon Perfect

Use 12% Welloxon Perfect for 4-5 levels of lift

Use 9% Welloxon Perfect for 3 levels of lift

DEVELOPMENT TIME



50-60 mins
without heat



25-35 mins
with heat

PRODUCT INNOVATION

ME+ is the superior colour technology of the future. It is the only oxidative permanent hair dye molecule to replace PTD and PPD that reduces the risk of developing a new allergy to hair colour while delivering uncompromised colour performance.¹

USAGE

Full head/Partial/Creative



Darken/Tone



Glossing



Colour Correct



Refresh/Colour Balance






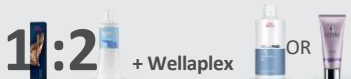





¹ FOR PEOPLE NOT ALLERGIC TO HAIR COLOURANTS.

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 48hr before each coloration. Strictly follow safety instructions and consult www.wella.com/XYZ. If your client has ever experienced an allergic reaction to hair colourants, you should not color. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Kolestion Perfect brand.

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ADDITIONAL SERVICES

MAXIMISE YOUR CLIENT'S POTENTIAL

PURE BALANCING SERVICES	Long lasting colour refreshing for mid-lengths and ends. A collection of three services to offer something for any colour fade and hair type.	
PURE 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 well with water (with Special Blonde use 100ml) and emulsify the colour through the lengths and ends.	DEVELOPMENT TIME  5-10 mins with heat
PURE INTENSE BALANCE Rejuvenate the colour to achieve pure even result on faded mid-length and ends. (Depth & Tone)	MIXING RATIO  Mix 1 part of your target shade and 2 parts of Welloxon Perfect Pastel Developer 1.9%.	DEVELOPMENT TIME  10-15 mins
PURE REBUILD BALANCE A service with WELLAPLEX to refresh your mid-length and ends whilst giving you stronger, healthy looking hair. (Depth & tone)	MIXING RATIO  Apply 1 part of your target shade and 2 parts of Welloxon Perfect Pastel Developer 1.9% + 2ml of WELLAPLEX N°1 Bond Maker in every 30g of colour.	DEVELOPMENT TIME  10-15 mins Rinse and remove. Apply WELLAPLEX N°2 Bond Stabiliser for 10 min
PURE GLOSSING 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.	MIXING RATIO  1 part Koleston Perfect, 1 part Welloxon Perfect Pastel Developer 1.9% and 1 part INVIGO Post Color Treatment or System Professional Color Save Conditioner.	DEVELOPMENT TIME  5-10 mins
PASTEL TONING Create beautiful pastel blonde result to enhance or correct unwanted tones.	MIXING RATIO  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/ and 9/ lines. Always mix 1:2 with Welloxon Perfect Pastel 1.9% developer.	DEVELOPMENT TIME  5-15 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.
AFTER COLOUR 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 Shampoo or System Professional Color Save Shampoo. To neutralise oxidation residues and stabilise colour, use INVIGO Post Color Treatment or System Professional Color Lock Emulsion.	

