

3 EASY STEPS TO COLOUR CONVERSIONS

No.1
SALON
COLOUR
BRAND IN THE
WORLD

When changing your client's hair colour from one brand to another, it's crucial to approach the process as if they were a new client. Begin by carefully examining their current hair colour and assessing the tones and depths present on their mid-lengths and ends. This initial step is essential for identifying the existing colour, and understanding the nuances needed to achieve the desired outcome with the new brand of colour products.

STEP 1 - IDENTIFY

Using a Wella shade selector identify the depth and tone of the existing colour.



Tip!

A depth 6 in one brand, may not appear the same depth in another. Don't assume they will be the same!

STEP 2 - FORMULATE

Use this as your guide to formulating your client's new colour. Decide the depth and tone of the shade that best matches your client existing colour through re-assessing the hair, not by the corresponding numbers in brands. i.e.

- Clients usual colour – 7GB = new colour choice – Koleston Perfect 7/37 

You may find the depth is too light or too dark, or maybe the tonal character won't match.

- Clients usual colour 7GB = Koleston Perfect – 7/03 

STEP 3 - REFRESH THE REST

To create a harmony between the new and old colour, we would recommend using a refreshing technique through the mid-lengths and ends. Although you may have chosen the correct depth and tone – the finish of the products may differ. i.e. glossier/shiner/multi-faceted.

Use the tools supplied to choose the perfect shade!



REFRESHING

Colour Refreshing

Soft Balance

After the development time of a root application, you can spray the remaining hair with water and emulsify the colour through the hair for a tonal refreshing:

5 – 10 mins

Intense Balance

Mix your target shade with 1.9% Welloxon in a 1:2 ratio and apply through lengths and ends:

10 – 15 mins

Toning

For pastel blonde results to enhance or correct unwanted tones. Mix chosen KP shade with 1.9% Welloxon in a 1:2 ratio. Apply to pre-shampooed, towel dried hair for:

5 – 15 mins

Glossing

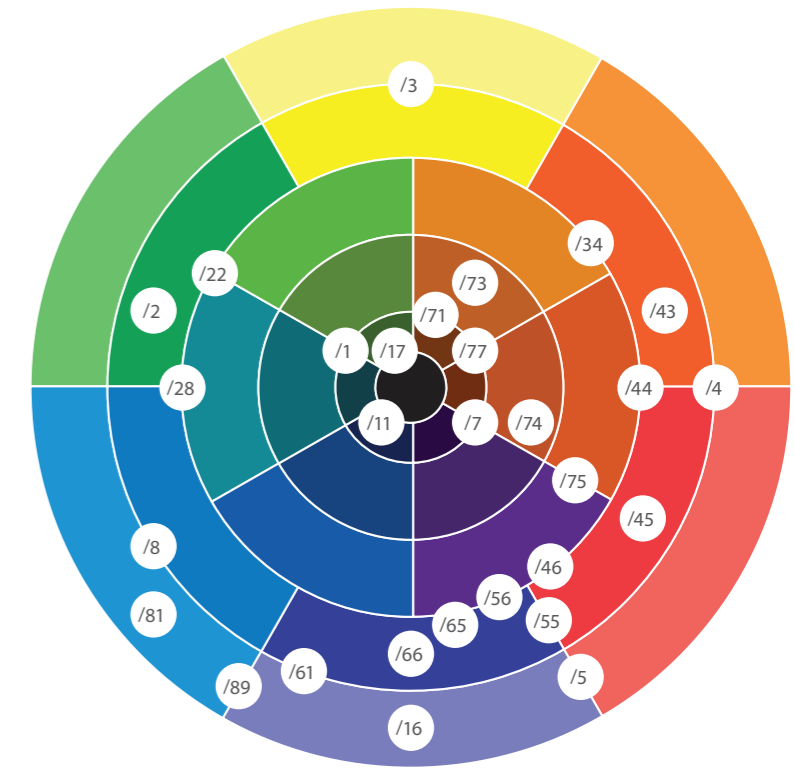
A quick service to infuse soft tones and radiant shine. Mix – KP target shade + 1.9% Welloxon + Invigo Post Colour treatment in equal parts – 1:1:1. Apply on to pre shampooed towel dried hair for:

5 – 10 mins



WELLA COLOUR WHEEL

The Wella Colour Model helps to better understand the tonal characteristics of each shade. The tonal shade composition and undertone (how warm or cool) reflects their position on the colour circle model. Where colouring requires the tonal shade to be softened or subdued, the colour circle provides a choice of tones to do this.



WELLA NUMBERING SYSTEM

DEPTH

The numbers to the left of the stroke represent depth.

STONE

The numbers to the right of the stroke represent tonal value.

6 6 / 4 6

This number represents **added intensity**

This number represents the **depth** from 2/ - 10/

This number indicates the **tonal value** from /0 - /9 (major tone)

This number represents **added tonal value** (minor tone)

SHADE NUMBERING SYSTEM

STONE NUMBERING SYSTEM

- /0 Natural
- /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)

DEPTH NUMBERING SYSTEM

- 10/ Lightest Blonde
- 9/ Very Light Blonde
- 8/ Light Blonde
- 7/ Medium Blonde
- 6/ Dark Blonde
- 5/ Light Brown
- 4/ Medium Brown
- 3/ Dark Brown
- 2/ Black

NATURAL SKIN complexions

	COOL	NEUTRAL	WARM
FAIR			
LIGHT			
MEDIUM			
TAN			
DEEP			

Colour SUITABILITY SELECTOR

Harmonising shades



WARM SKIN UNDERTONE

FAIR LIGHT MEDIUM TAN DEEP

HAIR DEPTH

10 9 8 7 6 5 4 3 2

FAIR LIGHT MEDIUM TAN DEEP

COOL SKIN UNDERTONE

Harmonising shades

For contrasting effect choose shades from the opposite side

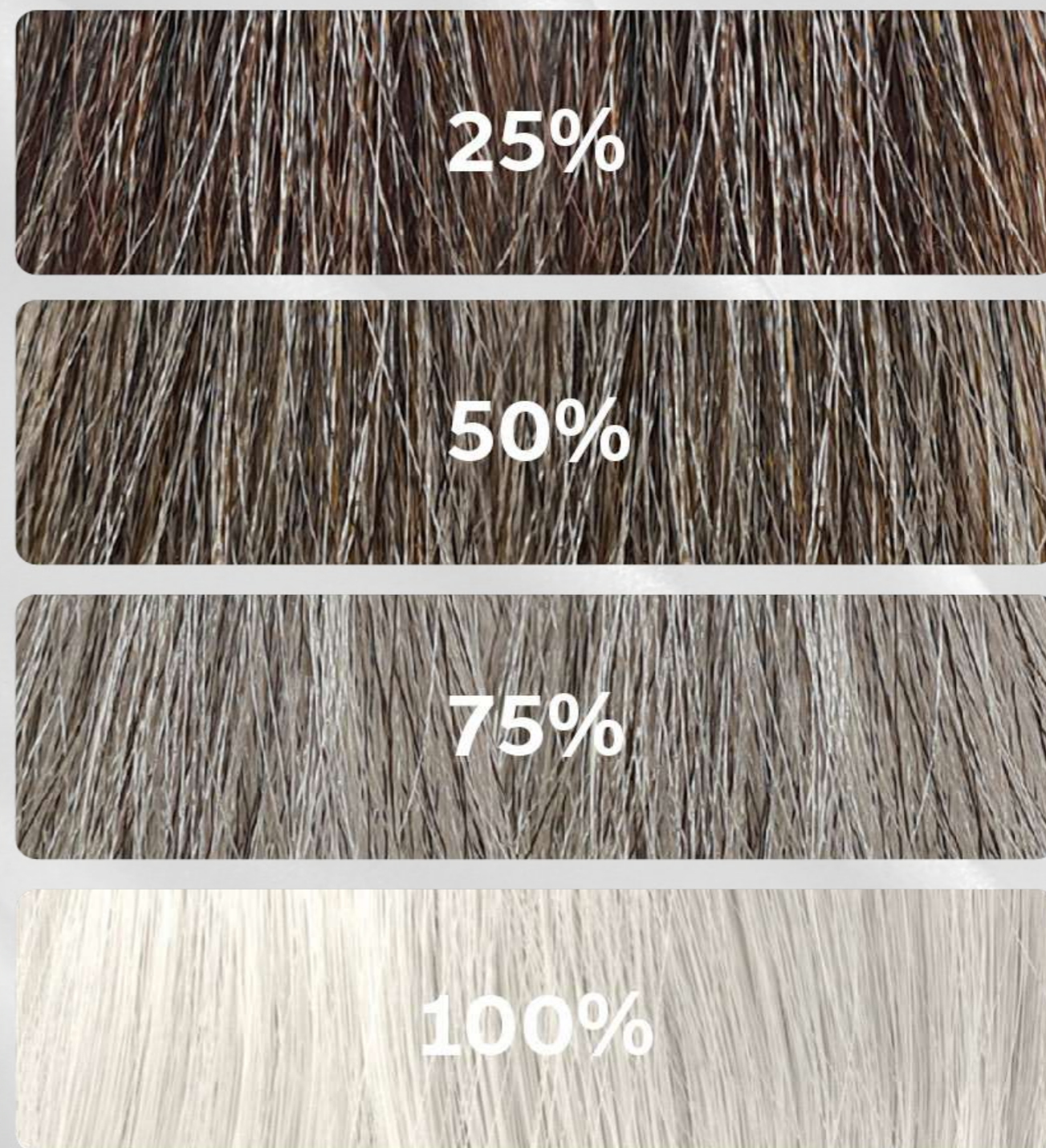
NATURAL HAIR

Depths

LIGHTEST BLONDE	10	LIGHT BROWN	5
VERY LIGHT BLONDE	9	MEDIUM BROWN	4
LIGHT BLONDE	8	DARK BROWN	3
MEDIUM BLONDE	7	BLACK	2
DARK BLONDE	6		

PERCENTAGE OF NATURAL

grey hair





SHADES SELECTOR blondes

cool neutral warm

LIGHT

MEDIUM

DARK



SHADE SELECTOR coppers & reds

cool neutral warm

COPPERS

COPPERS/REDS

REDS





SHADES SELECTOR

brunettes

cool

neutral

warm

LIGHT

MEDIUM

DARK

