

KP^{ME+}

KOLESTON PERFECT^{ME+}

THE 1ST AND ONLY
PROFESSIONAL HAIR COLOUR
COMBINING:

- > Uncompromised colour performance
- > Metal Purifier, anti-metal technology
- > ME+ dye technology*



*Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

*Excluding Special Blonde

*Wella company is a member of the International Collaboration on Cosmetics Safety

THE MATERIALS YOU CAN TRUST

Each tube is made with
100%* RECYCLED MATERIALS:



100% recycled aluminium tube* & plastic cap**.

*Except in Australia, New Zealand and South East Asia markets. **95% post-consumer recycled aluminum and 5% post-industry recycled aluminum. ***Post-Consumer Recycled PP (polypropylene)

Fully recyclable, 85%* recycled FSC certified cardboard

*70% Post-Consumer Recycled Cardboard + 15% Post-Industry Recycled cardboard.



Q What is the effect of metals on hair during the colouring process?

Metals are present in hair, which come from water and through our body. They are more concentrated in the porous hair ends. Together with the peroxide, they form free radicals. They can attack and break the bonds, cause damage and disturb the colour formation.

Koleston Perfect With Metal Purifier helps to prevent hair damage caused by metals and ensure ultra-precise colour.

METAL PURIFIER encapsulates and removes metals helping to avoid free radical formation to create a controlled environment outside & inside the hair for perfect colour deposit and hair bonds protection.

**No.1
SALON
COLOUR
BRAND IN THE
WORLD[®]**

Q What is ME+ technology?

Koleston Perfect is formulated without PPD and PTD*. ME+ is a new hair dye molecule that offers a breakthrough advance in hair dye technology by combining a reduced risk to develop allergy* with uncompromised permanent colour results. *FOR PEOPLE NOT ALLERGIC TO HAIR COLORANTS.



Q What's the difference to Illumina Color?

KOLESTON PERFECT

- Rich and saturated finish
- Brown based undertones
- Up to 100% coverage with healthy looking results
- 100+ shades with distinctive tonality
- High Lift range – up to 5 levels lift
- Grey coverage even on the most resistant grey hair
- Natural to creative colour options
- Special Mix range to allow personalisation of shades



ILLUMINA COLOR

- Luminous and sheer finish
- Violet undertones
- Hyper- natural color result
- Sheer and muted colour palette
- Up to 100% grey coverage with a sheer result



Q I have a client with really tough to cover grey hair, how can I get maximum coverage?

Use **F.A.S.T** formula:

F = Formula – use the natural shade ratio –

30% - 50% grey hair –
add 1/3 of a Pure Naturals
shade to your target colour

50% - 100% grey hair -
add 1/2 of a Pure Natural
shade to your target colour



A = Application – Start applying the colour where the most greys are present.

S = Saturation – Don't spread the colour on, place it on to allow a good saturation of colour. The more resistant grey the hair is the longer it takes to absorb the colour mixture into the cortex, so a heavy placement allows a better absorption.

T = Timing - Always check before rinsing – development time is 30 – 40 mins and the more resistant the grey hair is the longer it may take to develop. So, check at 30 mins and 40 mins and TOP TIP – if necessary extend a further 5 mins for extra coverage.

Also use the Pure Natural shades for -	grey coverage - __/0	Examples –	6/0
	resistant hair cover - __ __/0		66/0
	grey coverage with extra warmth - __/00		6/00
	resistant grey cover with extra cool tone - __ __/02		66/02



Q How light can I get the hair without using bleach?

Koleston Special Blonde – lifts up to 5 levels and tones in one step!

Special Blonde has 9 shades from warm and natural to cool and icy and can be used as a full head application, highlighting or balayaging.

Q What other colour services can I use Koleston perfect for?

Many!.. As well as using KP to lighten and darken the hair you can also use it for Colour Refreshing the mid lengths and ends, Toning and Glossing:

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.

Intense Balance

Mix your target shade with 1.9% Welloxon in a 1:2 ratio and apply through lengths and ends for 10 – 15 mins

Glossing

A quick service to infuse soft tones and radiant shine

Mix KP target shade, 1.9% Welloxon, Post Colour treatment in equal parts – 1:1:1

Apply on to pre shampooed towel dried hair for 5 – 10 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

EASY GREY COVERAGE

With Koleston Perfect Pure Naturals

For simplified grey coverage use the Pure Naturals shades with tone, premixed with a base shade for your convenience.

Q What are Pure Naturals?

Pure Naturals with tone:

- 100% grey coverage*
- Premixed with base shade
- Depth and Tone
- 2 shades in 1 tube
- Simplified grey coverage

* For resistant grey hair use the Extra coverage shades or the resistant cover Pure Naturals – 33/0 – 99/0 with added tone

Usage Instructions for Grey Coverage



Mixing ratio – 1:1

20g 8/03 + 30g 6% Welloxon Perfect



Development time –

30 – 40 minutes

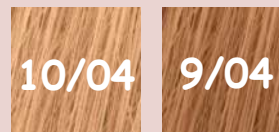


HUE OF GOLD

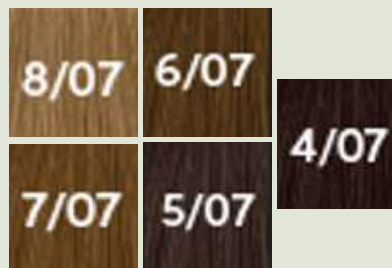


No.1
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HUE OF ROSE



HUE OF BRUNETTE



EXTRA COVERAGE - COOL & NATURAL



5 TIPS FOR PERFECT GREY/WHITE COVERAGE WITH NEW KOLESTON PERFECT ME⁺

With new Koleston Perfect ME⁺ you will achieve up to 100% grey/white hair coverage with pure, true to tone colour results from root to tip. Follow the checklist to achieve perfect grey/white hair coverage, even on challenging hair types:

1. YOUR FORMULA

Select the desired shade and always mix 1:1 with 6% new Welloxon Perfect. All Pure Naturals shades (e.g. /0, /00 xx/0) deliver grey/white hair coverage, they can be added to other shade families. The Resistant Cover shades (e.g. 88/0) are specifically designed with improved coverage for very resistant hair. They can also be intermixed with all other shade families.



Add 1/3 of a Pure Natural shade



Add 1/2 of a Pure Natural shade



2. APPLICATION

Mix your formula well to ensure an even distribution of ingredients. Apply a sufficient amount of product. The new colour cream can feel smoother to apply, ensure you use the same amount you have done in the past. Start your application at the area with the highest amount of grey/white hair.

3. DEVELOPMENT TIME

Every hair is different so for grey/white hair coverage it's important you adhere to the correct development time of 30-40 minutes. For coverage, the use of the Climazone can accelerate the development.



4. ALWAYS CHECK YOUR RESULT

Even with regular clients, check results before rinsing: Gently remove the colour off with the end of your tint brush, lift the hair up slightly to visibly check coverage. The new mass can be faster to apply and therefore you might need to extend your development time by 5-10 min until the coverage is achieved.

MAXIMUM DEVELOPMENT TIME IS 40 mins.

5. PLEASE DON'T

Wella does **NOT** advise to pre-soften hair with pure developer, nor use a different mixing ratio with more colour cream for increased grey/white hair coverage. These can result in unpredictable results and do not comply with our safety guidelines.



EXPERT TIP

The Pure Balance Technology™ will give more root to tip evenness and therefore appears in some cases on length and ends slightly richer, and with a purer colour expression. Use the correct balancing technique and check your development time for the mid lengths and ends for best results.

For fast, friendly, expert help call:
UK: 0845 704 5775 Ireland: 01 436 0900