

INTRODUCING PURE PERFECTION

**100% PURE COLOR PERFECTION.
CLINICALLY PROVEN,
REDUCES SIGNS OF DAMAGE.**

- Permanent color for up to 100% grey coverage.
- State-of-the-art formula: contains Supercharged Metal Purifier for damage control and predictable color results.
- Pure color results: Compact palette with neutral base for pure tonal deposit and predictable results.

0%

FREE FROM AMMONIA,
FRAGRANCES,
MINERAL OIL &
SILICONES
PPD/PTD²

**WELLA PROFESSIONALS
INTERNATIONAL NUMBERING
SYSTEM**

77/0

INTENSITY —

DEPTH

- 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/ Darkest Brown

MAJOR TONE

- /1 Ash
- /3 Gold
- /40 Copper
- /4 Red
- /6 Violet
- /7 Brown
- /8 Pearl

WHO IS YOUR PURE PERFECTION CLIENT

With a growing demand for gentle solutions and proven performance, Pure Perfection is the perfect choice for many different clients:

- Ingredient-conscious clients
- Seeking gentle experience, no odor and comfortable on scalp experience
- Looking for pure yet high performance color



SHADE PALETTE

NATURAL

10/0	9/0	8/0	7/0	6/0	5/0	4/0
3/0	2/0	88/0	77/0	66/0	55/0	44/0

WARM

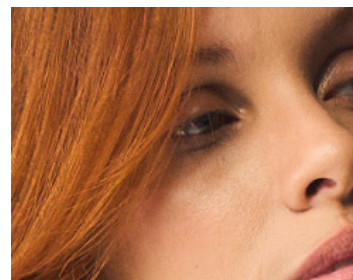
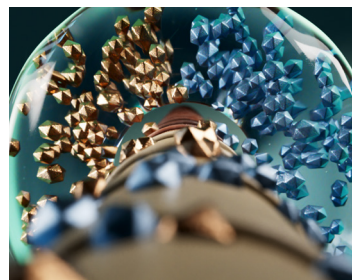
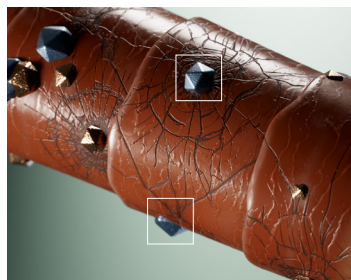
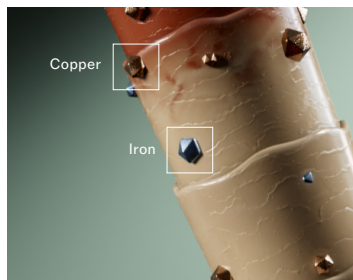
9/3	7/3	5/3	7/40	5/40	6/4	8/7
6/7	4/7					

COOL

10/1	7/1	5/1	9/6	7/6	7/8	5/8
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1. +55% shine, +45% smoothness, +42% nourished look; vs. untreated hair, based on expert panel clinical study. 2. Do not use this product if you have a known PPD/PTD allergy, as you may still experience a severe reaction. *Based on Wella Master Brand USD sales on the 2024 Professional Hair Care Global Series for the hair coloring products category published by Kline.

TECHNOLOGY – HOW IT WORKS



When working with ammonia-free permanent color, one unique challenge appears: the alkalizer is different. The formula relies on MEA, this creates a very specific environment during coloring, where certain metals inside the hair become extremely reactive.

We discovered, it's not just **copper** that contributes to hair damage in this process, **iron** plays a major role.

Introducing: **Super Charged Metal Purifier**, it captures both copper and iron simultaneously. This controls the stress MEA can create during oxidation.

This opens the door to ammonia-free permanent color meeting Wella Professionals standards, with advanced care for the hair damage.

SERVICE STEPS



1. Mix and apply to dry hair using bowl and brush application. If using darker shades, consider using a stain guard.
2. Develop for 30–40mins **OR** 15–20mins with heat.
3. Emulsify and rinse, use Wella Professionals shampoo and post color treatment. For a faster service: consider using **ULTIMATE COLOR Color Sealer Liquid Layer** instead of classic Post Color Treatment.

MIXING & USAGE



No dedicated developer is needed, Pure Perfection is mixed with Welloxon Perfect.

1.9% 6vol: Refreshing lengths and ends & toning services

3% 10vol: Deeper results on natural hair

6% 20vol: 1 level of lift & grey coverage

9% 30vol: 2 levels of lift

12% 40vol: 3 levels of lift

GREY COVERAGE FORMULATION

BELOW 50% GREY

Equal part of your natural to tonal shade.



ABOVE 50% GREY

Most saturation

Mix 2/3 of natural to your target shades.



More tonal dimensions

Mix 1/2 of natural to your target shade.



TRUST THE PROCESS

Due to the unique dye mix of Pure Perfection the color on many shades oxidize very dark during the process. Don't be tempted to rinse early.

BEST CARE PARTNER

Pair with **ULTIMATE COLOR**:

COLOR VIBRANCY FOR UP TO 10 WEEKS*
REVITALIZED HAIR FROM 1ST WASH.

*With regular use of **ULTIMATE COLOR** regimen from salon to home.

