

PURE PERFECTION COLOR CHART

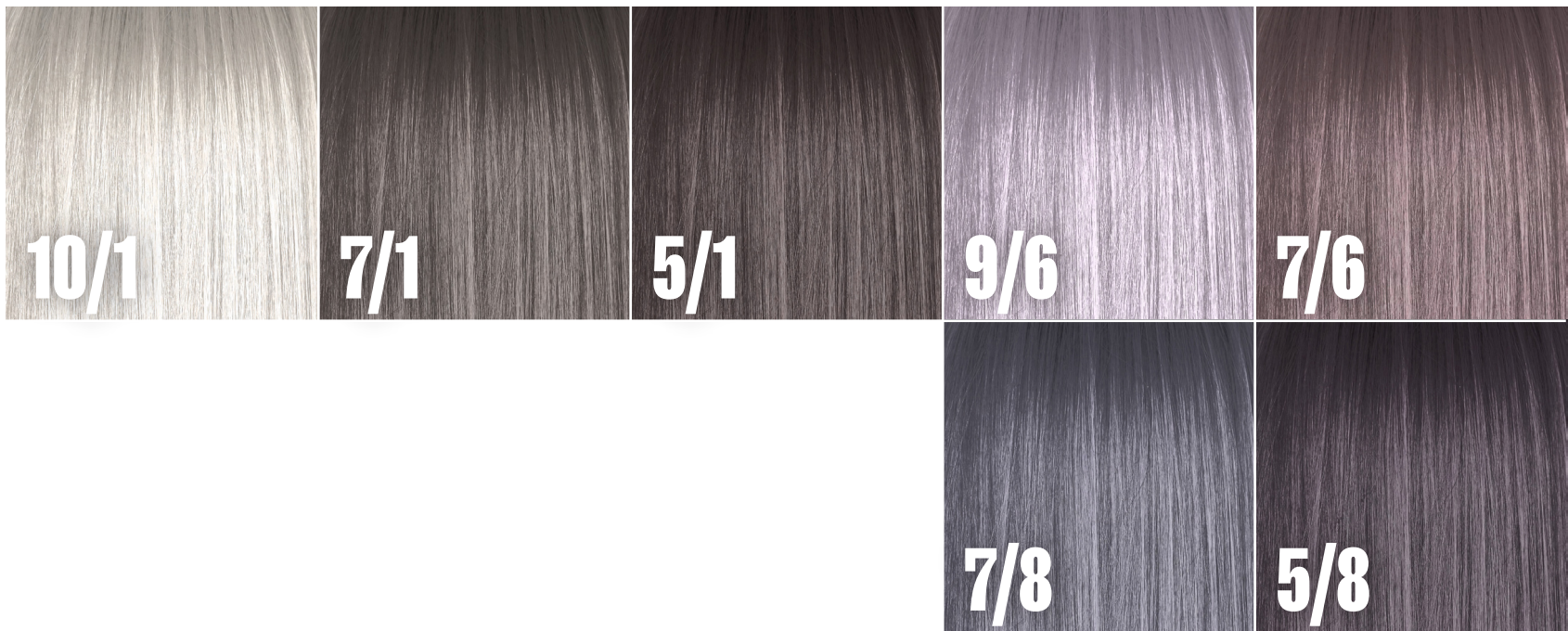
NATURAL



WARM



COOL



MIXING & USAGE

APPLICATION

1. Mix and apply with bowl & brush to dry hair.
If using darker shades, consider using a stain guard.
2. Develop for 30–40 min **OR** 15–25 min with heat.
3. Emulsify and rinse, use Wella Professionals shampoo and post color treatment.

For a faster service: consider using Ultimate Color, Color Sealer instead of classic post color treatment.

WHAT DEVELOPER TO USE

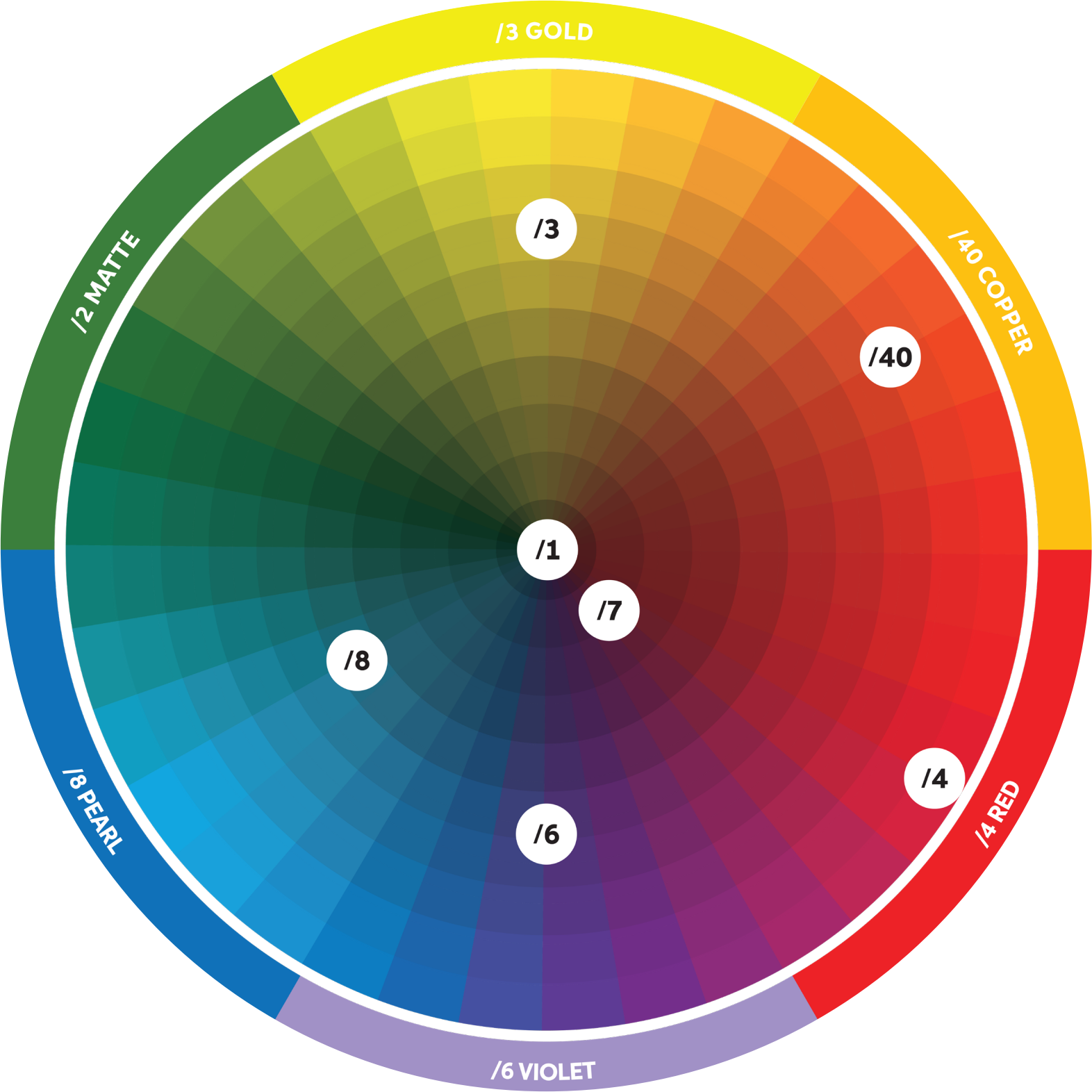
No dedicated developer is needed, Pure Perfection is mixed with Welloxon Perfect.

- 1.9% 6vol: Refreshing mid-ends & toning services
- 4% 10vol: Deeper results on natural hair
- 6% 20vol: 1 level of lift & gray coverage
- 9% 30vol: 2 levels of lift
- 12% 40 vol: 3 levels of lift



TONE

- /0 Natural
- /1 Ash
- /3 Gold
- /40 Copper
- /7 Brunette
- /4 Red
- /6 Violet
- /8 Pearl





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