



PURE PERFECTION

CONVERSION GUIDE

MAKING THE SWITCH EASY

We know that switching color brands can feel overwhelming. This guide is designed to make your transition from your current color line to Pure Perfection as smooth and simple as possible.

Every color brand has its unique tones, and depths can differ. Inside, you'll find a detailed overview of color territories along with practical tips and helpful hints to ensure your journey is seamless.



IT STARTS WITH CONSULTATION

New color line, new perspective.

Treat your client in the chair as a new client when you switching color lines. As with many new clients you don't know what was applied in the previous appointment, but you still nail that match with the correct steps.

Use this moment to see your client with fresh eyes!



① IDENTITY

TECHNICAL ANALYSIS

- Natural depth of client and the depth of her previous color. For this you can use the natural depth selector.
- Tone of previous color
- % of white hair
- Texture
- Porosity

② DESTINATION

CLIENT WISHES

- Was she happy with her previous color?
- What tonal direction does she want?
- Style direction
- Comfortable color experience

③ SERVICE

HOW YOU GET THERE

- What service / technique does it take to get there?

CONSULTATION CHEAT SHEET

Client Name: _____

① IDENTITY

TECHNICAL ANALYSIS

Natural Depth: _____

Percentage of white: _____

Underlying pigment: _____

Hair type: _____

Hair texture: _____

Porosity: _____

Color history: _____

② DESTINATION

TARGET RESULT

Desired color finish: _____

Desired cut finish: _____

Desired styling finish: _____

③ SERVICE

AT HOME MAINTENANCE

SALON VISIT FREQUENCY

UNDERSTAND PURE PERFECTION COLOR CHARACTERISTICS

Understanding the character of Pure Perfection will help you to find the right shade match.

DEPTH

The depth between brands doesn't always correspond. In your first visits use the color chart or natural depth selector to help you find your "Wella depth".

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					

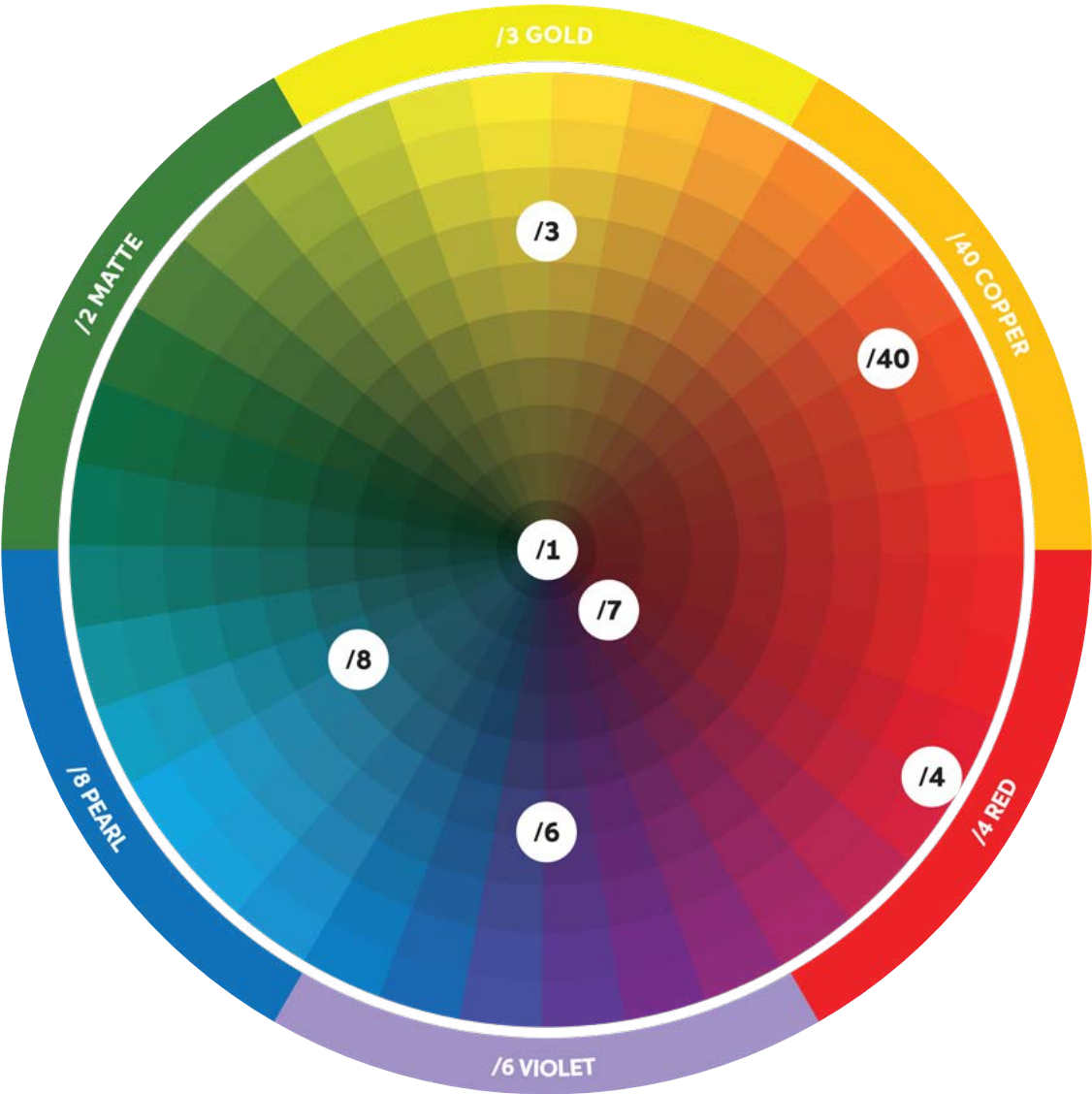
COOL

10/1	7/1	5/1	9/6	7/6	7/8	5/8
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TONES

The tones are pure and easy to predict due to their character. You can see they sit centrally in their color fields. The further out the circle the tone sits, the more vibrant the tone is.

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



COLOR NUMBERING EXPLAINED

Color	WELLA	L'ORÉAL	KEUNE
/0	NATURAL	NATURAL	NATURAL
/1	ASH	BLUE	ASH
/2	MATTE	VIOLET	PEARL
/3	GOLD	GOLD	GOLD
/4	RED	COPPER	COPPER
/5	MAHOGANY	RED VIOLET	
/6	VIOLET	RED	RED
/7	BROWN	GREEN	VIOLET
/8	PEARL	MOCHA	
/9	CENDRE		GREEN
/40	COPPER		

PURE PERFECTION VS L'OREAL INOA

NATURALS

.N (.) in INOA is a natural line it tends to pull warmer and slightly darker than Pure Perfection, where the naturals are very neutral due to the neutral base.

If you prefer the natural looking warmer mix your /0 with /7 or /3. You can also drop down 1 depth if you are covering a high % of gray.

ASH AND BLUES

.1 in INOA is blue based ash however Pure Perfection ash is pure gray based. If you want the ash softer mix it with your natural shades.

The .BB .11 in INOA is heavy in blue tone, to get close to this mix /1 and /8 in Pure Perfection.

INOA

Pure
Perfection

INOA

Pure
Perfection

PURE PERFECTION VS L'OREAL INOA

GOLDS

.3 in INOA is a gold. It tends to be slightly more natural gold, Pure Perfection gold is slightly warmer. If you prefer the gold more muted mix it with a natural.



BRUNETTE

.8 in INOA is a mocha comparable to /7 in Pure Perfection. Tonality is very similar but you may see a slightly richer result with Pure Perfection.



PURE PERFECTION VS L'OREAL INOA

COPPERS

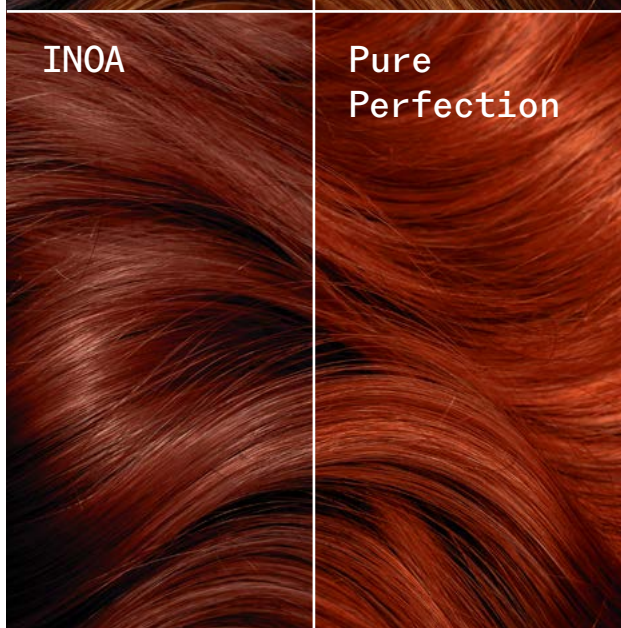
.43 in INOA is comparable to /40 in Pure Perfection



REDS

INOA has a lot of combination reds that are easy to match through mixing, for example .46 is a violet red. Mix the /4 and /6 to get in similar direction.

The pure 6/4 is a real pure red shade, not violet nor orange direction.



VIOLETS

The /6 violet tone in Pure Perfection is very PURE and intense. The V (.2) in INOA is more muted to get closer to this mix /6 +/1 shades.



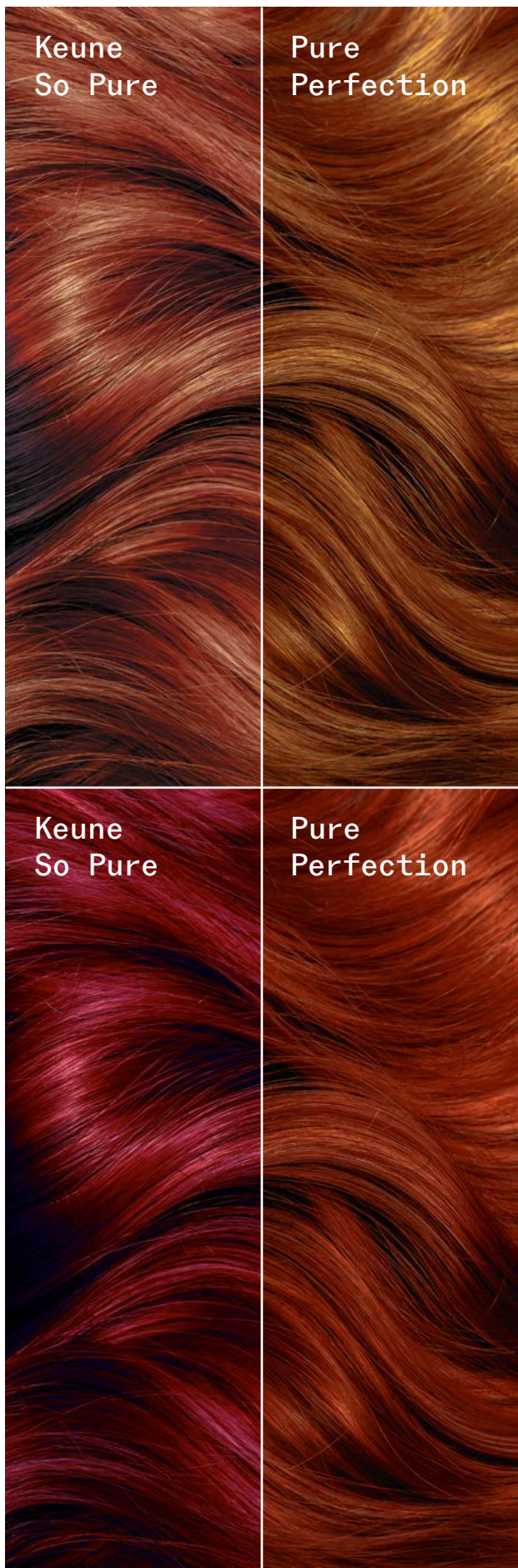
PURE PERFECTION VS KEUNE SO PURE

COPPER

.43 is copper vs. /40 in Pure Perfection this shades is slightly redder in hue and the .40 is a true orange copper. If you prefer a more red direction you can add a small amount of /4 into your mixture.

REDS

/4 red in Pure Perfection is a true red. The red tones such .66 is cooler in tonality and slightly more intense. If you prefer a cooler red mix in /6 in your formula.



PURE PERFECTION VS KEUNE SO PURE

VIOLET

/6 violet is a pure cool violet. The equivalent in So Pure is slightly warmer with soft pink tonality .72.



ASH

/1 in Pure Perfection is gray based ash. So Pure's ash direction tends to be slightly warmer expression and less powerful in neutralization.



PURE PERFECTION VS KEUNE SO PURE

BRUNETTE

Comparing the brunettes between the brands is following similar pattern. Overall /7 is a pure possibly more neutral brown. In So Pure you have to look for combination tones such .38 or .35 but they are all warmer and have a slight copper undertone.

If you are after a warmer brown use a small amount of .40 in your mixture.



HOW TO FORMULATE HINTS & TIPS

It may feel complicated to transition combination shades, but couldn't be easier thanks to the pure tones of Pure Perfection.

EXAMPLE OF SHADES USED AND HOW TO TRANSITION

5.18

Major tone of ash
Minor tone of
brunette



Two parts of 5/1 and one part of 4/7 if you prefer a softer result you can also use 6/7 instead of the 4/7.

9.31

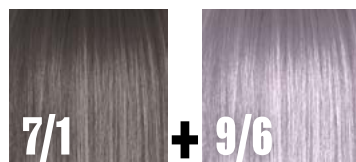
Major tone of gold
Minor tone of ash



Two parts of 9/3 and one part of either 10/1 or 9/6 depending on if you want more or less violet tone.

8.12

Major tone of ash
Minor tone of
violet



Two parts of 7/1 and one part of either 9/6, if you are worried it will be too dark you can add one quarter of 9/0 to your mix.

MIXING & USAGE



APPLICATION

1. Mix and apply with bowl & brush, 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 lengths and 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% 40vol: 3 levels of lift

BELOW 50% GRAY

Equal parts of
your natural to
tonal shade.



ABOVE 50% GRAY

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.

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.

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