



No.1
SALON
COLOR
BRAND IN THE
WORLD

KOLESTON XPRESS^{ME+}

TECHNICAL GUIDE

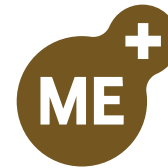


KOLESTON XPRESS BENEFITS

NON-PROGRESSIVE PERMANENT COLOR THAT
HELPS **PREVENT OVER-PROCESSING**

UP TO **100% GREY COVERAGE**
IN JUST **10 MINUTES**

KOLESTON XPRESS IS COMPATIBLE WITH
PREVIOUS PERMANENT COLORS WITH SIMILAR
TONALITY. TO AVOID BANDING, CONSULTATION
AND SHADE SELECTION ARE KEY.



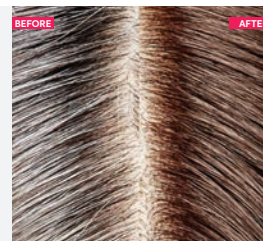
¹ Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

² Wella company is a member of the International Collaboration on Cosmetics Safety

KOLESTON XPRESS BENEFITS

ULTRA-PRECISE COLOR RESULTS

- Up to 100% grey coverage in just 10 minutes.
- Even, reliable color results in only 10 minutes from root-to-tip thanks to the CONTROL X TECHNOLOGY.



CARE FOR A COMFORTABLE SALON EXPERIENCE

- Integrated Metal Purifier technology helps prevent damage caused by metals in the hair.
- Features ME+ Dye Technology to reduce the risk of developing a new allergy to hair color.*



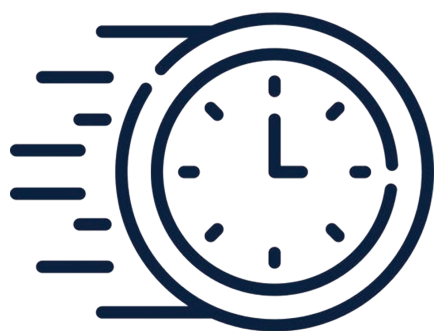
- A smart line up of 18 shades.
- Shades can be used on their own or intermixed within the Koleston Xpress palette.
- Every shade covers grey.



*FOR PEOPLE NOT ALLERGIC TO HAIR COLORANTS: Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always ask your stylist to perform an Allergy Alert

WHY CHOOSE BETWEEN SPEED AND PREDICTABLE RESULTS

SPEED



**3X FASTER
SERVICE**



PREDICTABLE RESULTS



**NON-PROGRESSIVE
FORMULA THAT HELPS
PREVENT OVER PROCESSING**



SMART, EXPRESS 10-MINUTE HAIRCOLOR



KOLESTON XPRESS^{ME+}

CONTROL X TECHNOLOGY

WHAT IS AN ALKALIZER?

An alkalizer in permanent hair color enables the lift and facilitates the right environment for the dyes to form.



Koleston Perfect
uses ammonia as our
alkalizer of choice.



Koleston Xpress
uses a different alkalizer:
Ammonium Carbonate.

HOW CONTROL X TECHNOLOGY WORKS:

Ammonium carbonate speeds up the color process to ensure you get up to 100% grey coverage in just 10 minutes.

It simultaneously controls the dye formation to avoid color progressively going darker.

You can expect rich, healthy-looking color without compromise.



CONTROL X TECHNOLOGY

Patented Technology from the No.1 Color Brand in the World*

HOW IT WORKS



INSIDE THE HAIR

Ammonium Carbonate pulls the dyes together quickly, like a magnet.



COLOR IS FORMED

Due to this quick connection, a color molecule is formed.



COLOR IS LOCKED

The **Overprocessing Inhibitor** prevents the color from over-depositing.



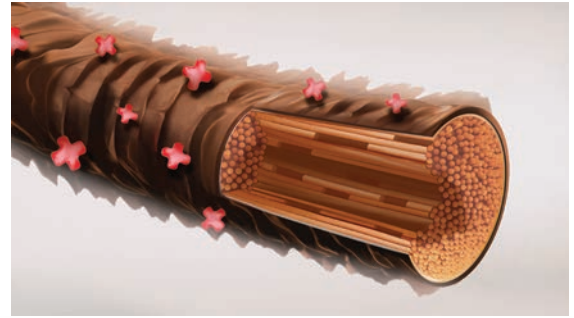
PROCESS COMPLETE

At **10 minutes**, the color is fully formed and ready to be cleansed and post-treated.

*Based on the Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair color products category published by Kline.

METAL PURIFIER

Koleston Xpress encapsulates and removes metals, avoiding free radicals formation to create a **controlled environment outside & inside the hair** for perfect color deposit and hair bonds protection.



Metal Purifier is integrated into the formula, so there's is no need to use pre-treatment to neutralize metal when coloring with **Koleston Xpress**.



Why is this important?

Metals are present in the hair, coming from water and through our body. They are more concentrated in the porous hair ends. Metals are not harmful, but together with the peroxide they form free radicals. They can attack and **break the bonds, cause damage and disturb the color formation**.



What are hair bonds?

The bonds are chains of amino acids deep within the hair structure. Hair damage can occur from chemical processes, mechanical damage and environmental damage. This could cause some of the amino acid bonds to break.

THE TRUTH ABOUT AMMONIA

AMMONIA-FREE IS NOT DAMAGE-FREE

There are many brands which claim, “no ammonia” or “ammonia-free”. It may be easy to assume that ammonia should be avoided. The truth is that ammonia-free is not the same as damage-free.

Our research shows that for permanent color performance like 100% grey coverage, or lifting the hair, ammonia protects the hair structure better than MEA, achieving the best color results.

AMMONIA VS. MEA

We know that permanent haircolor requires an alkalizer to swell cuticles so oxidative colorants can enter to form pigments. Learn why Koleston Xpress utilizes ammonia:

KOLESTON XPRESS^{ME+}

LEADING COMPETITORS

AMMONIA

Small gas molecule.

Easily evaporates from the hair – this is the “haircolor smell” you may experience.

Safely used in permanent haircolor in the Wella Professionals portfolio for years.



MONOETHANOLAMINE (MEA)

Much bigger liquid molecules – too big to evaporate like ammonia.

Reduced chemical smell, because it may stay on the hair after shampooing.

When used at low concentration, MEA shows no issues with color performance and hair protection. This is why we use it in demi-permanent COLOR TOUCH. When used in permanent colors, MEA may be more difficult to remove, especially when used in higher concentrations.

THE FORMULA YOU CAN TRUST



ME+ dye technology reduces
the risk of developing a new
allergy to hair color³

¹Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test.

²Wella company is a member of the International Collaboration on Cosmetics Safety.

³FOR PEOPLE NOT ALLERGIC TO HAIR COLORANTS.

Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48 h before each coloration. Strictly follow safety instructions and consult www.wella.com/kolestonperfect. If your client has ever experienced an allergic reaction to hair colorants, you should not color. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Koleston Perfect brand.

NUMBERING SYSTEM



WELLA PROFESSIONALS NUMBERING SYSTEM

SHADE EXAMPLE

7/37 - 7/GW

Color level Major tone Minor tone

LEVEL OR 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

-tone

/ & /0 - /N	Neutral & Natural
/1 - /A	Ash (grey)
/2 - /M	Matte (green)
/3 - /G	Gold (yellow)
/4 - /R	Red (warm)
/5 - /RV	Mahogany (red/violet)
/6 - /V	Violet (cool)
/7 - /W	Brown (warm)
/8 - /P	Pearl (blue)
/9 - /C	Cendre (blue/violet)

WHAT IS THE TONE DIFFERENCE BETWEEN Koleston Perfect and Koleston Xpress



6/0

A zero after the stroke will give a cooler natural tone.



6/ - 6/N

No number after the stroke gives a neutral expression that can be modified by adding warmth or coolness.

DISCOVER SHADE PALETTE

SHADES CAN BE USED ON THEIR OWN
TO ACHIEVE **100% GREY COVERAGE**.

ALL KOLESTON XPRESS SHADES CAN BE INTERMIXED
TO CREATE CUSTOM WARM OR COOL GREY COVERAGE.

KOLESTON XPRESS IS COMPATIBLE WITH PREVIOUS
PERMANENT COLORS WITH SIMILAR TONALITY. TO AVOID
BANDING, CONSULATION AND SHADE SELECTION ARE KEY.

		PURE NATURALS				RICH NATURALS		
TONE		/ - /N	/02 - /NM	/06 - /NV	/07 - /NW	/1 - /A	/31 - /GA	/37 - /GW
DEPTH	10/	10/- 10/N						
	9/	9/- 9/N		9/06 - 9/NV	9/07 - 9/NW			
	8/	8/- 8/N					8/31 - 8/GA	
	7/	7/- 7/N				7/1 - 7/A		7/37 - 7/GW
	6/	6/- 6/N	6/02 - 6/NM		6/07 - 6/NW			
	5/	5/- 5/N				5/1 - 5/A		5/37 - 5/GW
	4/	4/- 4/N						
	3/	3/- 3/N						
	2/	2/- 2/N						

MIXING & USAGE



MIXING & USAGE



HOW TO USE

1. Apply quickly.
2. Start at the highest concentration of grey.
3. Develop for 10 minutes.
4. Cleanse and follow with post treatment.

PRO TIPS

1. Apply with a bowl & brush or with a bottle.
2. Consistency is slightly looser, making it faster to apply.
3. Can be applied to wet hair, if needed.
4. When using 30 Vol, lift will be the priority and the grey may appear more blended.

RECOMMENDED DEVELOPERS



20 VOL

GREY COVERAGE
UP TO 1 LEVEL OF LIFT



30 VOL

GREY COVERAGE
UP TO 2 LEVELS OF LIFT

USAGE TIPS

HEAT OR NO HEAT?

In most cases using **Welloxon 20 Vol** without heat for 10 minutes will give you up to 100% grey coverage.

- By using a controlled heat source with **Koleston Xpress**, you can intensify the color result without making the shade any darker.
- Controlled heat source may be desired for coarse hair, this does not reduce development time - still process for 10 minutes under heat.



RESISTANT HAIR

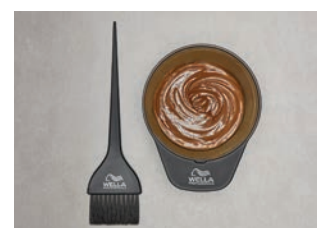
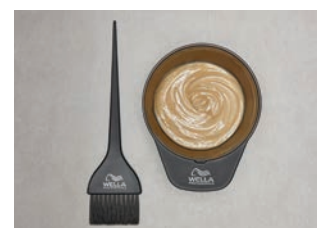
If you are currently using **Koleston Perfect** Intense Natural shades (e.g. 66/0) or the client's hair is notoriously resistant, we recommend continuing to use Koleston Perfect Intense Natural shades.



COLOR MASS OXIDATION

You may notice the color mass oxidize differently to **Koleston Perfect**.

- **Control X Technology** and speed in which the color molecules form cause the oxidation color.
- We do not recommend mixing and letting the bowl stand for a prolonged amount of time before applying.



WHEN TO CHOOSE KOLESTON XPRESS

Koleston Xpress is an amazing tool to have for many situations, but it won't replace every **Koleston Perfect** service.



EXPRESS TO DRIVE FREQUENCY

- Express root touch-ups in between larger color appointments.
- Unplanned color appointments.
- Clients in a rush.
- Clients tempted by home color.



PERFECTION FOR ANY SERVICE

- Full grey coverage services, including use of foils.
- Hair that may take a long time to apply.
- Large regrowth over 2".
- Hard to cover resistant hair.

PERMANENT COLOR OPTIONS

Wella Professionals' three unique permanent color lines provide different color finishes to meet all your clients' needs. All include an integrated Metal Purifier to help protect hair from extra damage happening in the presence of metals wherever color is placed.



KOLESTON XPRESS



KOLESTON PERFECT



ILLUMINA COLOR

	KOLESTON XPRESS	KOLESTON PERFECT	ILLUMINA COLOR
CATEGORY	Permanent	Permanent	Permanent
SHADES	18	100+	50+
GREY COVERAGE	100% in just 10 minutes.	100% grey coverage for your most resistant clients.	100% grey coverage with a natural-looking result.
TECHNOLOGY	Control X Technology to help prevent over processing for express, yet reliable results.	Ultra-Precision Color Technology for even, balanced color results from root to tip.	Microlight Technology helps protect cuticle clarity and allows light to enter hair and illuminate from within.
TONAL QUALITY	Shades have been designed to blend well with previous permanent color services.	Truly perfect, natural to expressive color results, multi tones and reflective shine.	Natural-looking brunettes and a full blonde palette with a muted or cool finish.
COLOR BASE	Neutral Warm Brown	Warm Brown	Violet Undertone
LIFT	Up to 2 levels lift with 30 Vol.	Special Blondes for 4-5 levels of lift.	Lift up to 3 levels.
SERVICES	Express grey coverage.	Grey coverage, color balancing, creative tones.	Grey coverage, color balancing, glossing, pastel toning.

COLORMOTION+ COLOR PROTECTION & STRENGTH*

FOR COLORED, SENSITIZED HAIR

Up to 8 weeks of Color protection*

With Metal Purifier Technology
and Wellaplex Bonding Agent.
For stronger hair.*



INVIGO BRILLIANCE

INSTANT COLOR VIBRANCY & PROTECTION

Energizing formulas with lime
caviar, Vitamin E & Metal Purifier.**



* When using Structure+ Mask.

** With regular use of INVIGO Brilliance Shampoo.

Visit www.wella.com/ingredients to learn more about our ingredients

ULTIMATE SMOOTH FOR DRY, DULL OR FRIZZY HAIR

MIRACLE OIL SERUM Our most intense oil with heat & UV protection

Patented technology with Squalane & Omega-9

Deeply nourishes the hair on the inside and recreates a protective barrier on the outside. ULTIMATE SMOOTH provides nourishment in 30 seconds, smoothness that lasts up to 3 days¹, up to 85% smoother hair², and 96 hours of frizz control³.



ULTIMATE REPAIR FOR ALL TYPES OF DAMAGED HAIR

MIRACLE HAIR RESCUE Luxury leave in treatment for damaged hair

Patented technology with AHA & Omega-9

Formulated with AHA to rebuild bonds inside and Omega-9 to replenish the hair outside, ULTIMATE REPAIR repairs hair damage in 90 seconds⁴, provides 99% less breakage⁵ and 12x smoother hair⁵.



All Ultimate care products
are suitable for colored hair



¹If unwashed for 3 days, vs. untreated. ²Vs. non-conditioning shampoo. ³In 80% humidity. ⁴When using ULTIMATE REPAIR Miracle Hair Rescue.

⁵When using Ultimate Repair Step 3. Instrumental test versus non conditioning shampoo.

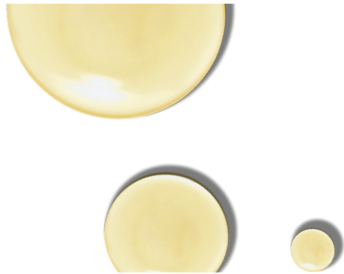
⁶Wella company is a member in International Collaboration on Cosmetics Safety.

ULTIMATE SMOOTH

EXPRESS COVERAGE & SMOOTH SERVICE

Cover grey with KOLESTON XPRESS while simultaneously creating smoothness on lengths & ends with ULTIMATE SMOOTH.

01



PREPARE TREATMENT

Mix ULTIMATE SMOOTH Mask with Miracle Oil Serum (15:1). Set aside to apply quickly after color application.

02



GREY COVERAGE

Apply KOLESTON XPRESS where grey coverage is needed.

03



DEEP SMOOTH TREATMENT

Mist lengths and ends with water, avoiding root area. Apply the prepared treatment quickly to lengths and ends. **Process under heat for 10 minutes.**

04



CLEANSE & SMOOTH

Cleanse with ULTIMATE SMOOTH shampoo and post treat before applying the ULTIMATE SMOOTH mask.

05



FINISH THE LOOK

Towel dry hair and apply ULTIMATE SMOOTH Miracle Oil Serum. Blow dry hair for high-shine smoothness and movement.

GET THE LOOK



MIRIAM

ROOT AREA

A. Koleston Xpress
9/06 - 9/NV + 20 Vol.

MID-LENGTHS & ENDS GLAZE

B. Shinefinity **010/6**
+ Bottle Activator

Apply formula **A** to the root area and then gently mist the mid-lengths and ends with water before applying formula

B. Process both formulas together for 10 minutes before cleansing with **Ultimate Repair**.



HANNAH

ROOT AREA

A. Koleston Xpress
4/-4/N + 6/02 + 20 Vol.

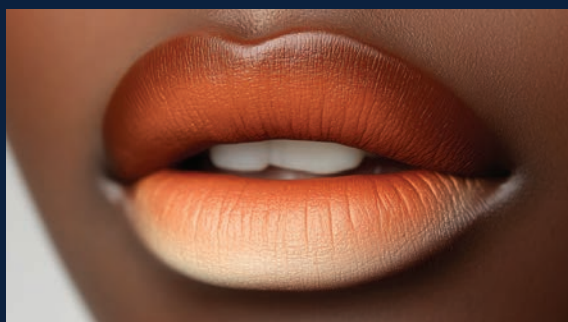
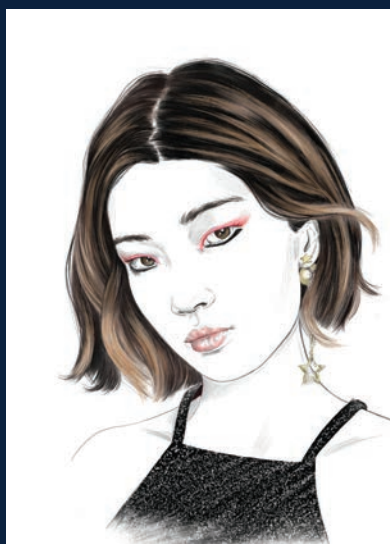
MID-LENGTHS & ENDS

B. Shinefinity **04/0 + 06/02**
+ Bowl & Brush Activator

Apply formula **A** to the root area and then gently mist the mid-lengths and ends with water before applying formula

B. Process both formulas together for 10 minutes before cleansing with **ColorMotion+**.





KOLESTON XPRESS^{ME+}

EXPRESS
TOUCH UP

EXPRESS TOUCH UP

In 30 minutes or less, cover grey hair with a T-line color application. Simply apply Koleston Xpress to the front hairline and the client's part line. This speedy service is ideal for walk-in customers, unplanned color services, or clients in a rush.

10
MINUTES



01

REGROWTH TOUCH UP

Koleston Xpress 6/ - 6/N
+ Welloxon 20 Vol



Start on the area with the highest percentage of grey.

02

SHINEFINITY GLAZE

Shinefinity 08/38
+ Bowl & Brush Activator



Apply on lengths, immediately after regrowth application. Process 10 minutes.

CARE TO NOURISH HAIR



Invigo Nutri-Enrich provides instant nourishment for dry or distressed hair.

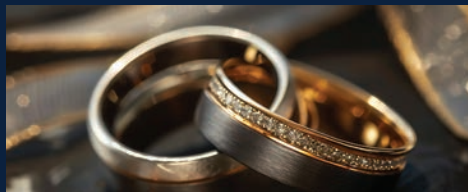
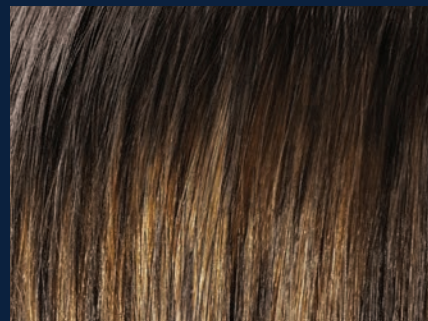
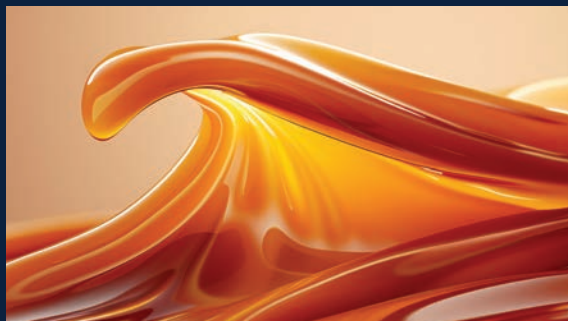
ColorMotion+ Post Treatment requires only 30 seconds before rinsing. Comb through to evenly distribute.

LOVE THIS NEUTRAL BRUNETTE?

Finish the look with OPI



PUT IT IN NEUTRAL



KOLESTON XPRESS^{ME+}

FLASH FRAMING

FLASH FRAMING

Cover greys and create a multi-faceted look that's kissed with warmth.

Discover how to create dimension around the face at the shampoo bowl – to get your clients in and out in a flash.



01

REGROWTH TOUCH UP

Koleston Xpress
6/ - 6/N + 7/37 – 7/GW
+ Welloxon 20 Vol



Start on the area with the highest percentage of grey. Process for 10 minutes, then cleanse and post treat before moving to the next step.

02

BASIN BALAYAGE

Blondor Freelights
+ Freelights Developer 30
Vol 1:1.5



On clean, damp hair, gently feather the lightener around the face and part line. This express lightening service can be done at the shampoo bowl.

03

SHINEFINITY GLAZE

Shinefinity
09/36 + 09/81
+ Bottle Activator



After processing, cleanse and post treat before your Shinefinity Glaze.

CARE FOR COLOR PROTECTION



ColorMotion+ elevates color care beyond anti-fading for up to 8 weeks color protection.*

ColorMotion+ Post Treatment requires only 30 seconds before rinsing. Comb through to evenly distribute.

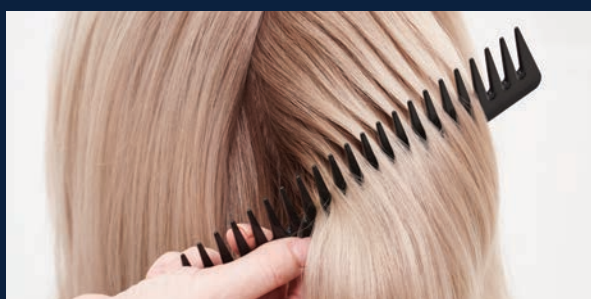
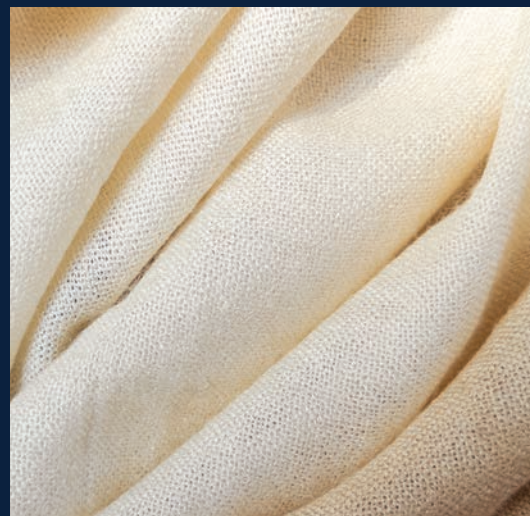
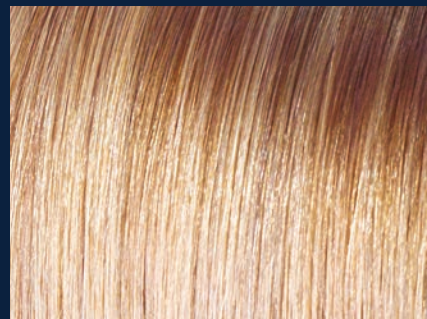
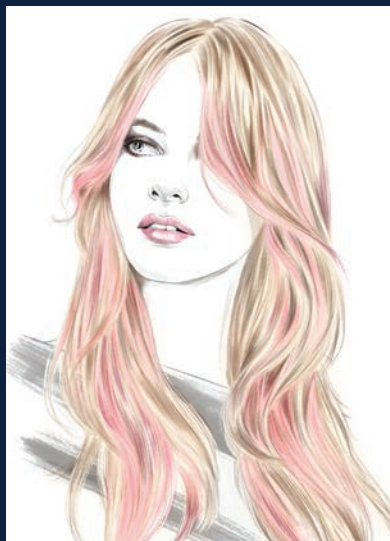
*When using Structure+ Mask.

LOVE THIS CARAMEL COLOR?

Finish the look with OPI



THIS COLOR HITS ALL THE
HIGH NOTES



KOLESTON XPRESS^{ME+}

ON THE
GLOW

ON THE GLOW

In less than a lunch hour, touch up regrowth by matching, going darker, or lifting hair up to 2 levels. Keep clients looking fresh between appointments by offering this express service.



01

FACE FRAMING

BlondorPlex
+ Welloxon 20 Vol



02

REGROWTH TOUCH UP

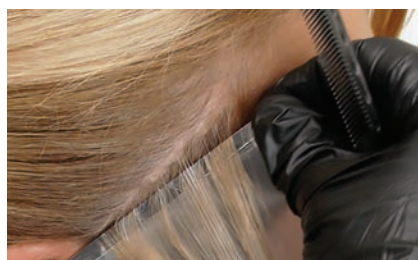
Koleston Xpress 9/ - 9/N
+ Welloxon 30 Vol



03

SHINEFINITY GLAZE

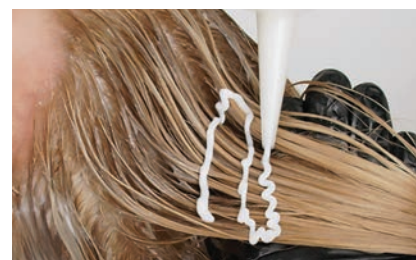
Shinefinity
09/61 + 09/36
+ Bottle Activator



Highlight around the face with roughly 6 foils.

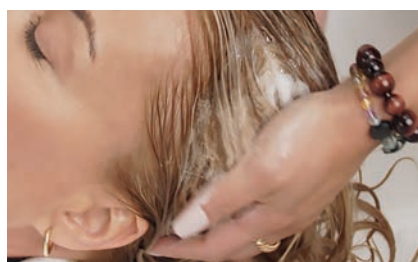


Apply to regrowth while foils are processing. Start on the area with the highest percentage of grey.



After processing, cleanse and post treat before your Shinefinity Glaze.

CARE FOR STRONG, SMOOTH HAIR



Fusion is a specialized care line that gives the intense repair and smoothness your hair craves.

ColorMotion+ Post Treatment requires only 30 seconds before rinsing. Comb through to evenly distribute.

LOVE THIS SHIMMERY BLONDE?

Finish the look with OPI



I MICA BE DREAMING

KOLESTON XPRESS^{ME+}

CONVERSION TABLE

This conversion guide is designed to provide direction on converting competitor shades to **Koleston Xpress** shades. Please note that every color brand has its own character and therefore color deviations may occur when switching from one to another.

PURE NATURALS

	KOLESTON XPRESS	REDKEN	SCHWARZKOPF	JOICO
10/ - 10/N	10/	10NN	N/A	10N
9/ - 9/N	9/	9NN	9-0	N/A
8/ - 8/N	8/	8NN	8-0	8N
7/ - 7/N	7/	7NN	7-0	7N
6/ - 6/N	6/	6NN	6-0	6N
5/ - 5/N	5/	5NN	5-0	5N
4/ - 4/N	4/	4NN	4-00	4N
3/ - 3/N	3/	3NN	3-0	3N
2/ - 2/N	2/	1NN	N/A	2N
6/02 - 6/NM	6/02	6NA	N/A	6NA
9/06 - 9/NV	9/06	N/A	9-12	N/A
9/07 - 9/NW	9/07	N/A	N/A	N/A
6/07 - 6/NW	6/07	6BCh	6-65	6NWB

KOLESTON XPRESS^{ME+}

CONVERSION TABLE

This conversion guide is designed to provide direction on converting competitor shades to **Koleston Xpress** shades. Please note that every color brand has its own character and therefore color deviations may occur when switching from one to another.

RICH NATURALS

	KOLESTON XPRESS	REDKEN	SCHWARZKOPF	JOICO
7/1 - 7/A	7/1	N/A	7/1	7A
5/1 - 5/A	5/1	N/A	5-1	N/A
8/31 - 8/GA	8/31	N/A	N/A	8NG
7/37 - 7/GW	7/37	N/A	N/A	7NWB
5/37 - 5/GW	5/37	N/A	N/A	5NWB

KOLESTON XPRESS

FREQUENTLY ASKED QUESTIONS

01.

ASSESS YOUR CLIENTS HAIR

Every shade covers grey. **Koleston Xpress** is ideal for fine-medium hair texture or add heat for coarse/resistant hair.



02.

APPLY KOLESTON XPRESS

The consistency is perfect for speedy bottle application.



03.

PROCESS 10 MINUTES BEFORE CLEANSING

You can extend timing by 5 minutes for extra saturation.



Who is the target client for Koleston Xpress?

Koleston Xpress is suitable for fast root touch ups where a maximum of 2 levels of lift are desired. If the hair is notoriously hard to cover, use **Koleston Perfect** Intense Naturals (e.g. 66/0).

Is my result going to be an exact match to Koleston Perfect?

It will be complementary to **Koleston Perfect**. Beautiful when used on their own and will not cause banding for future appointments.

Will the result fade over time?

You can expect a gentle on-tone fade between appointments. This means you can touch up your clients' hair alternating between **Koleston Xpress** and **Koleston Perfect** services with much less risk of banding that's typically associated with switching color lines.

What happens if I leave it on longer than 10 minutes?

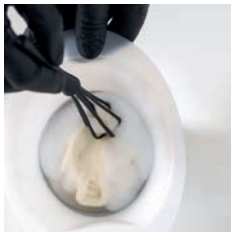
At 20 minutes and beyond, you may see a richness of the coverage and color result but without the color sinking and going multiple depths darker, thanks to **Control X Technology**.

Can I use lightener after Koleston Xpress?

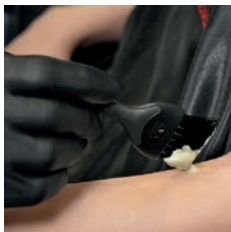
Yes, **Koleston Xpress** is easy to lift through for additional services like highlighting and balayage.

ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That's why you should always perform an allergy alert test 48 hours before any color service.



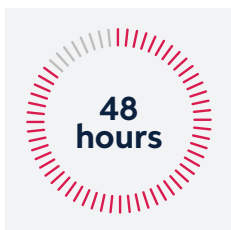
1 Mix 5g of the color you decided on during consultation with 5g developer.



2 Apply the color in a 1-inch square directly on the inner forearm.



3 Leave the color uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



4 Ask the client to either come back to the salon after 48 hours or call you to inform you of the result

Ask your client to leave the test area undisturbed for 48 hours.

If there are any signs of redness, burning or itching the color product must not be applied. The client must seek medical advice before coloring their hair again. If your client has ever experienced an allergic reaction to hair colorants you should not proceed with a color service. Additional options for allergy assessment on the following page.

ALLERGY ALERT TEST QUESTIONNAIRE

If the client answers 'NO' to all the questions, you can proceed with the color service on this occasion without doing an Allergy Alert Test.

1. Has your client ever had an allergic reaction to any hair color?
2. Has your client ever had an allergic reaction to any type of skin tattoo, including henna or to permanent makeup?
3. Does your client have a sensitive, itchy, or damaged scalp (e.g. suffer from eczema or psoriasis of the scalp)?

**STOP IF YOUR CLIENT ANSWERED
YES TO ANY QUESTION ABOVE**

Explain to your client that you cannot color the hair
unless they first get advice from their doctor.

4. Is your client currently taking any medication to treat allergies?
5. Is this a new color client for your salon or are you using a different brand/shade than normal?
6. Has it been more than 6 months since your client last had a color service in your salon?
7. Is it more than 12 months since your client's last allergy alert test?
8. Has your client had any type of skin tattoo, including henna or permanent makeup, since their last color service?
9. Has your client had an allergic reaction to any products since their last color service?

**CARRY OUT AN ALLERGY ALERT TEST IF THE
CLIENT ANSWERED "YES" TO ANY QUESTION**



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