

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

	NATURAL		COOL			WARM			
TONE	/0		/1	/6	/8	/3	/40	/4	/7
DEPTH									
10/	10/0		10/1						
9/	9/0			9/6		9/3			
8/	8/0	88/0							8/7
7/	7/0	77/0	7/1	7/6	7/8	7/3	7/40		
6/	6/0	66/0						6/4	6/7
5/	5/0	55/0	5/1		5/8	5/3	5/40		
4/	4/0	44/0							
3/	3/0								4/7
2/	2/0								

MIXING & USAGE

- Mix and apply with bowl & brush to dry hair. If using darker shades, consider using a stain guard.
- Develop for 30–40 min **OR** 15–25 min with heat.
- 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.



*Based on Wella Master Brand USD sales on the 2024 Professional Hair Care Global Series for the hair coloring products category published by Kline.
1. +50% shine, +45% smoothness, +42% nourished look; vs. untreated hair, based on expert panel clinical study.

WHAT DEVELOPER TO USE

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

- 1.9% 6vol:** Refreshing mid-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

WELLA INTERNATIONAL NUMBERING SYSTEM

MAJOR TONE
DEPTH
MINOR TONE

5/40

DEPTH			TONE	
10/0		Lightest Blonde		/0 Natural
9/0		Very Light Blonde		/1 Ash
8/0		Light Blonde		/3 Gold
7/0		Medium Blonde		/40 Copper
6/0		Dark Blonde		/4 Red
5/0		Light Brown		/6 Violet
4/0		Medium Brown		/7 Brown
3/0		Dark Brown		/8 Pearl
2/0		Darkest Brown		

USAGE TIPS GREY COVERAGE

FORMULATION

Do you need your intense shades for extra boost? For most saturation ensure 2/3 of your formula is your natural tone.

APPLICATION

Start where the hair has the highest % of white, use fine sections. Is your regrowth larger than 4cm, do a mid-band application.

F.A.S.T.

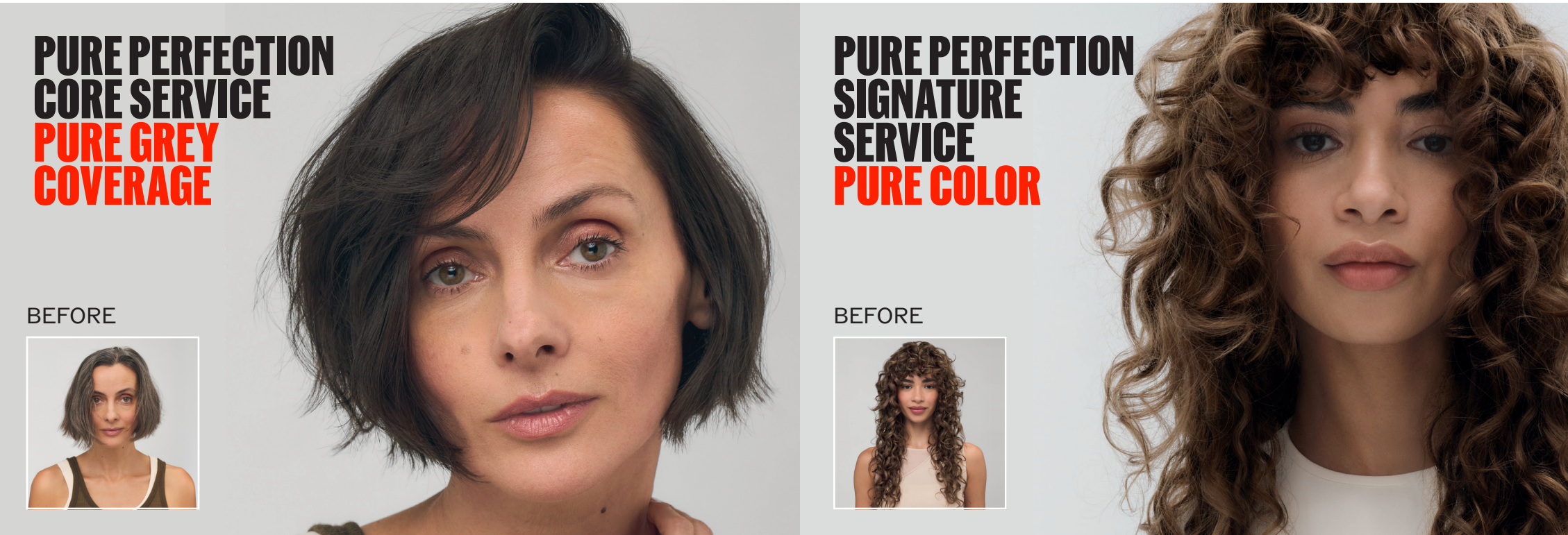
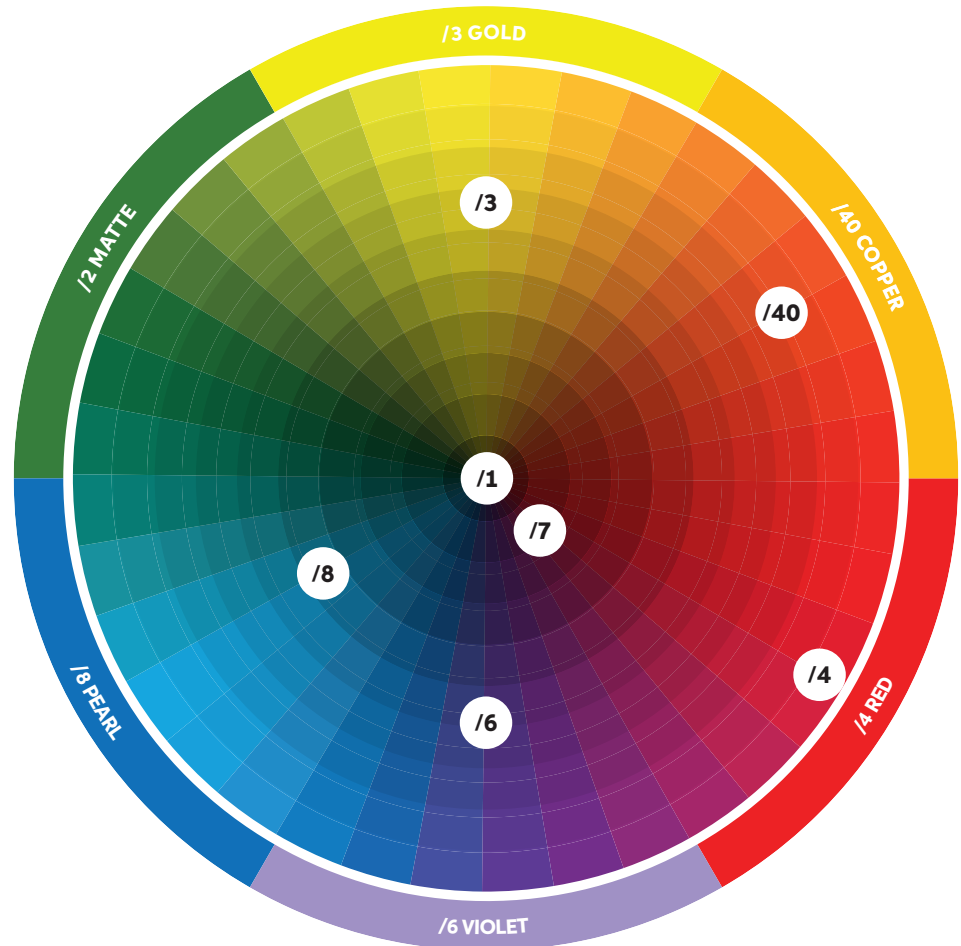
SATURATION

Especially if the hair is coarser. Ensure you have enough product on the hair for the best coverage.

TIME

For hair that is notoriously hard to cover ensure 40 min of development time. Using heat for 20 min can also help to boost the coverage if needed.

PURE PERFECTION COLOR WHEEL



This CORE service is adjustable depending on the percentage of grey and desired tonal dimension.

30-40 MIN

ABOVE 50% GREY



BELOW 50% GREY

More tonal dimension
If this model had less than 50% grey, option to adjust the formula for more tonal dimension.



In minimal extra time, **UPGRADE** your classic Full Head Color with this Signature Service.

30-40 MIN

① ROOTS



② LENGTHS & ENDS



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.

SCAN TO VIEW
THE FULL SIZE
COLOR WHEEL

