



WELLOXON PERFECT

THE ULTIMATE PARTNER

Five dynamic developers, specifically designed to provide predictable colour results with Koleston Perfect, ILLUMINA COLOR & BLONDOR.

Easy mixing • Precise application
Great foil adhesion • Easy rinsing



THE UPGRADED FORMULA

Same professional performance, but now...



THE UPGRADED PACKAGING

100% recyclable¹

Made with 70% recycled² plastic

Saving a huge 91 tons of plastic every year!³

New bottle design enables 25% more bottles on every transportation pallet.

18% reduced carbon emission.

New flip cap for easy pouring.

Safety seal for product freshness & integrity.

1. Except for the safety seal and depending on local infrastructure 2. From 58.8% to 73.5% depending on the country, on 500ml and 1L bottles 3. New developers made by Wella Company globally

SAVE WATER AND REDUCE ENERGY CONSUMPTION WITH WELLA PROFESSIONALS

DID YOU KNOW...

Heating and water consumption can be some of the biggest costs to salons.

Typically, shampooing off a client's colour uses, on average, 31 litres of water.

It's easier and faster to remove Wella Professionals colour, if you thoroughly emulsify the colour before shampooing.

SAVE UP TO 6 LITRES OF WATER, EVERY SHAMPOO!



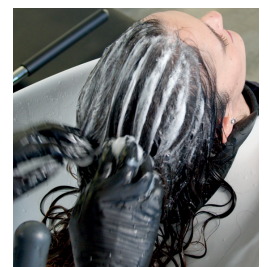
Step 1
Mist or lightly dampen the hair with water.



Step 2
Emulsify the whole scalp (not just the hair line) for 30 seconds to loosen the colour before rinsing.



Step 3
Lightly rinse the hair, turn the tap off and emulsify for 30 seconds. Repeat process until colour is removed.



Step 4
Shampoo. Repeat the emulsifying & rinsing until shampoo is removed. Condition with SERVICE Post Color Treatment.

The Ultimate Partner for

WELLA PROFESSIONALS' PERMANENT COLOURS

Unlimited possibilities with reliable, predicative colour results.

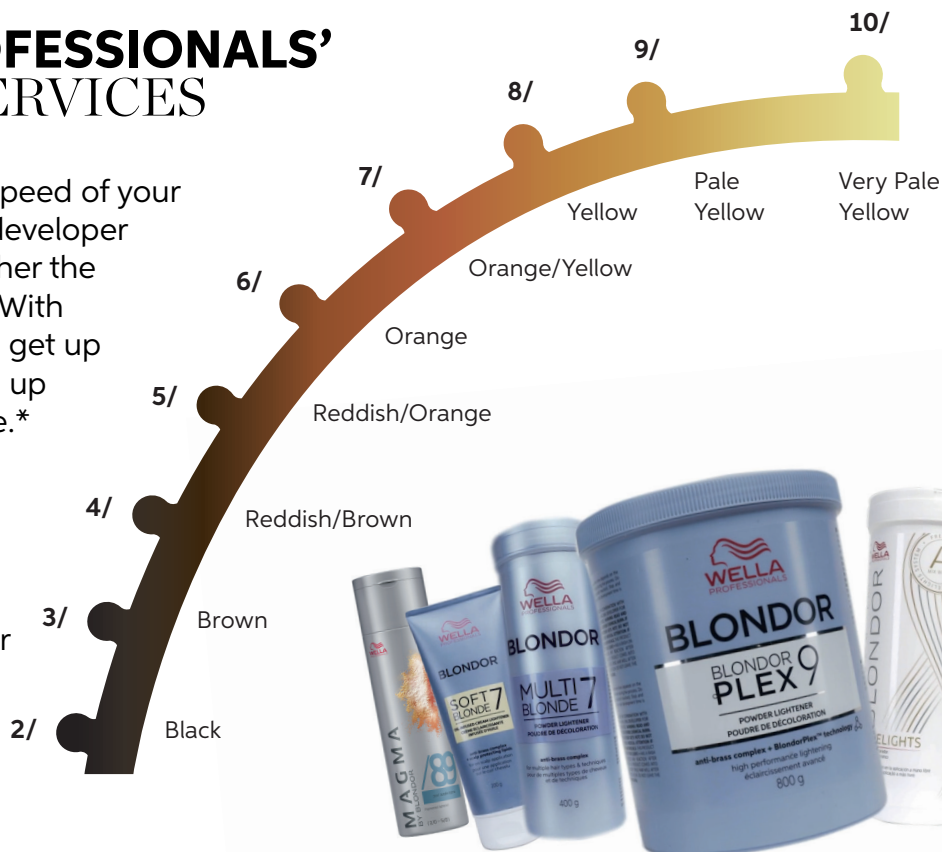
Developer Volume	Application Description
1.9% 6 vol.	For glossing and toning services, mix 1:2.
4% 13 vol.	Deeper results on natural hair with no greys.
6% 20 vol.	1 level of lift, same depth or darker. Intense grey coverage.
9% 30 vol.	2 levels of lift. 3 levels of lift with Special Blonde.
12% 40 vol.	3 levels of lift. 4-5 levels of lift with Special Blonde.

The Ultimate Partner for

WELLA PROFESSIONALS' BLONDE SERVICES

For BLONDOR, the speed of your lift depends on the developer you choose. The higher the %, the faster the lift. With BlondorPlex you can get up to 9 levels of lift with up to 97% less breakage.*

For on scalp applications we do not recommend any developer higher than 6% when working with BLONDOR.



*When using WellaPlex N°2 with BlondorPlex, versus BlondorPlex alone