



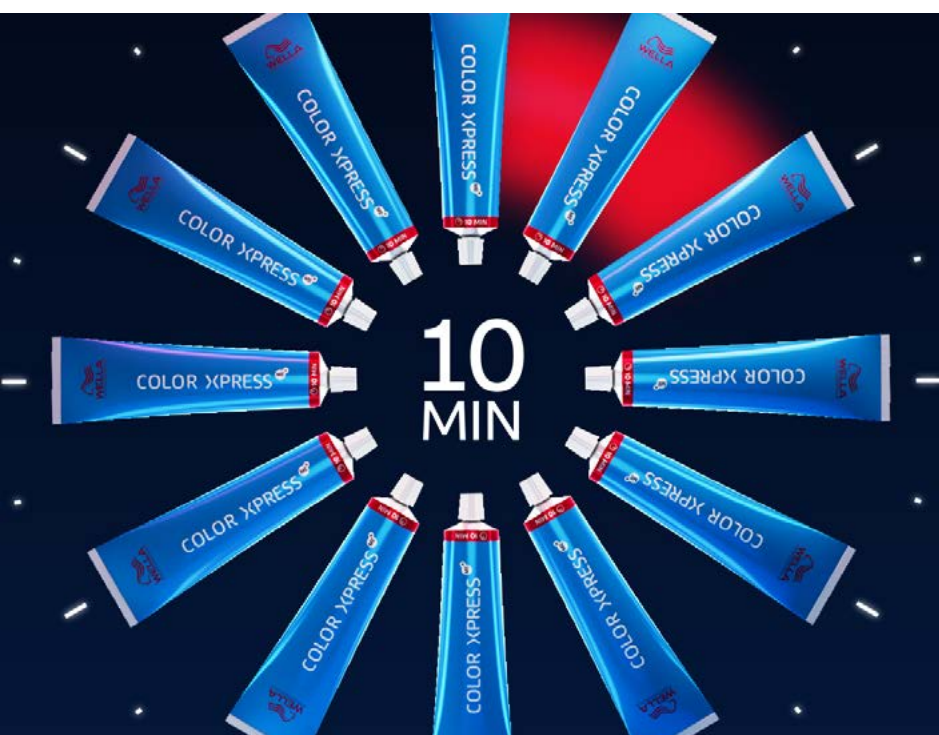
No.1
SALON
COLOR
BRAND IN THE
WORLD*



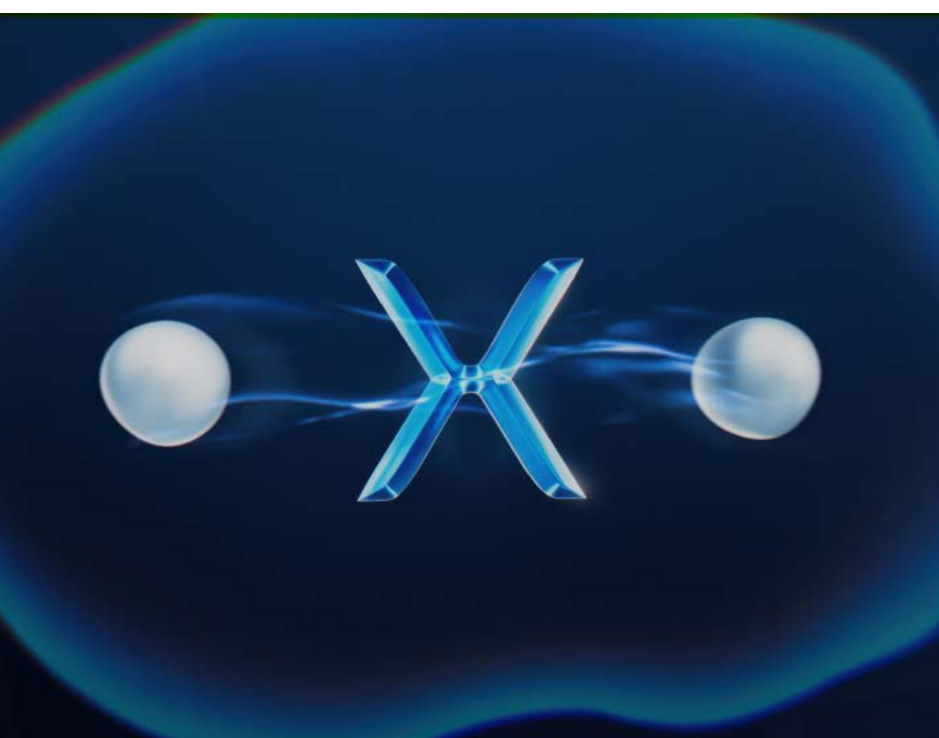
COLOR XPRESS TECHNICAL GUIDE

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

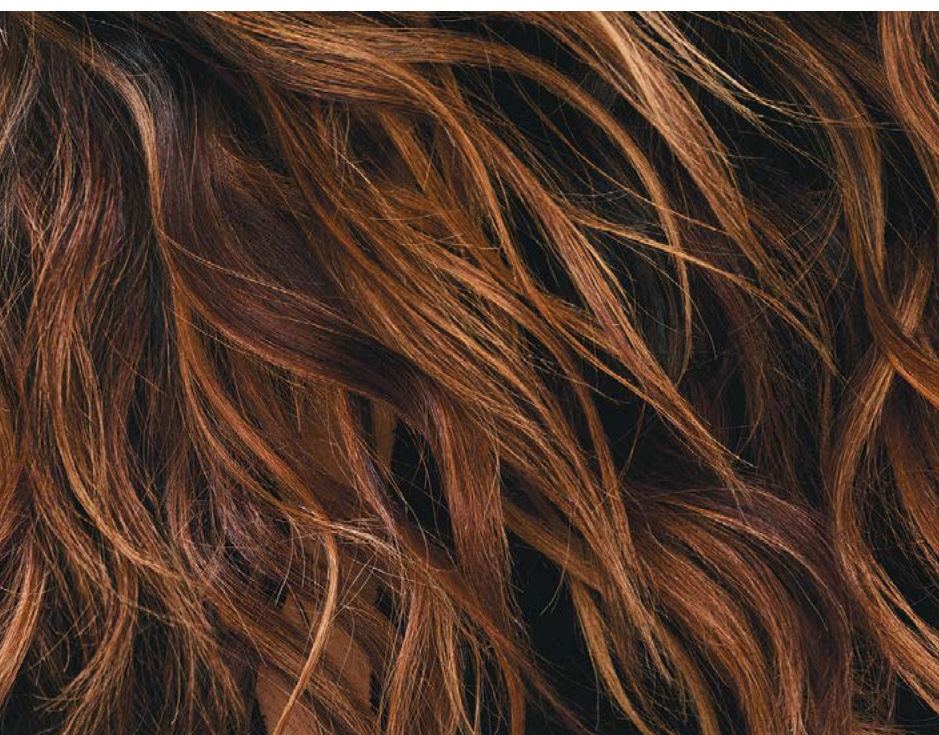
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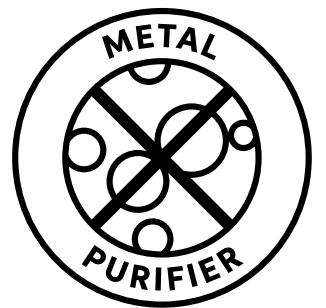
04 MIXING & APPLICATION



01
MEET
COLOR
XPRESS



XPRESS ROOT TOUCH-UP IN ONLY 10 MINUTES



Permanent color for up to 100% gray coverage

State-of-the-art formula:

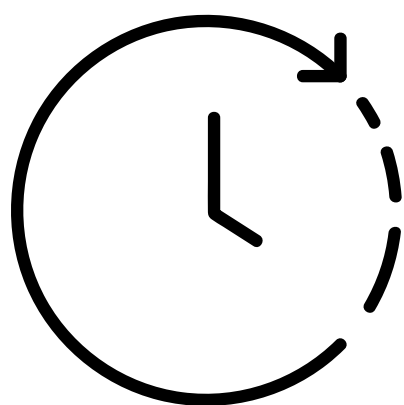
Powered by ControlX Technology and built-in Metal Purifier

Easy-to-use: 11 shades, mixed 1:1 with Welloxon Perfect

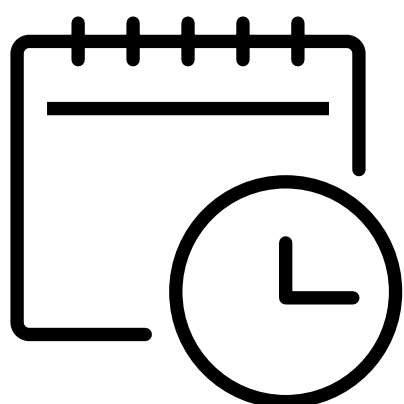
Sustainable: Vegan formula packed in a 100% recycled tube and fully recyclable carton box.

YOUR NEW EXPRESS HERO

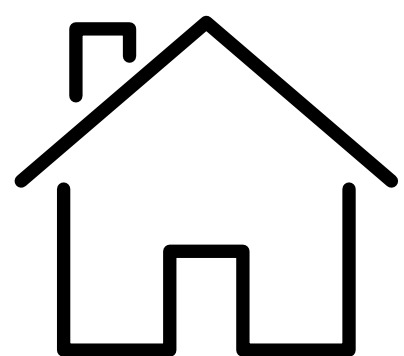
THREE SITUATIONS WHEN YOU SHOULD CHOOSE COLOR XPRESS



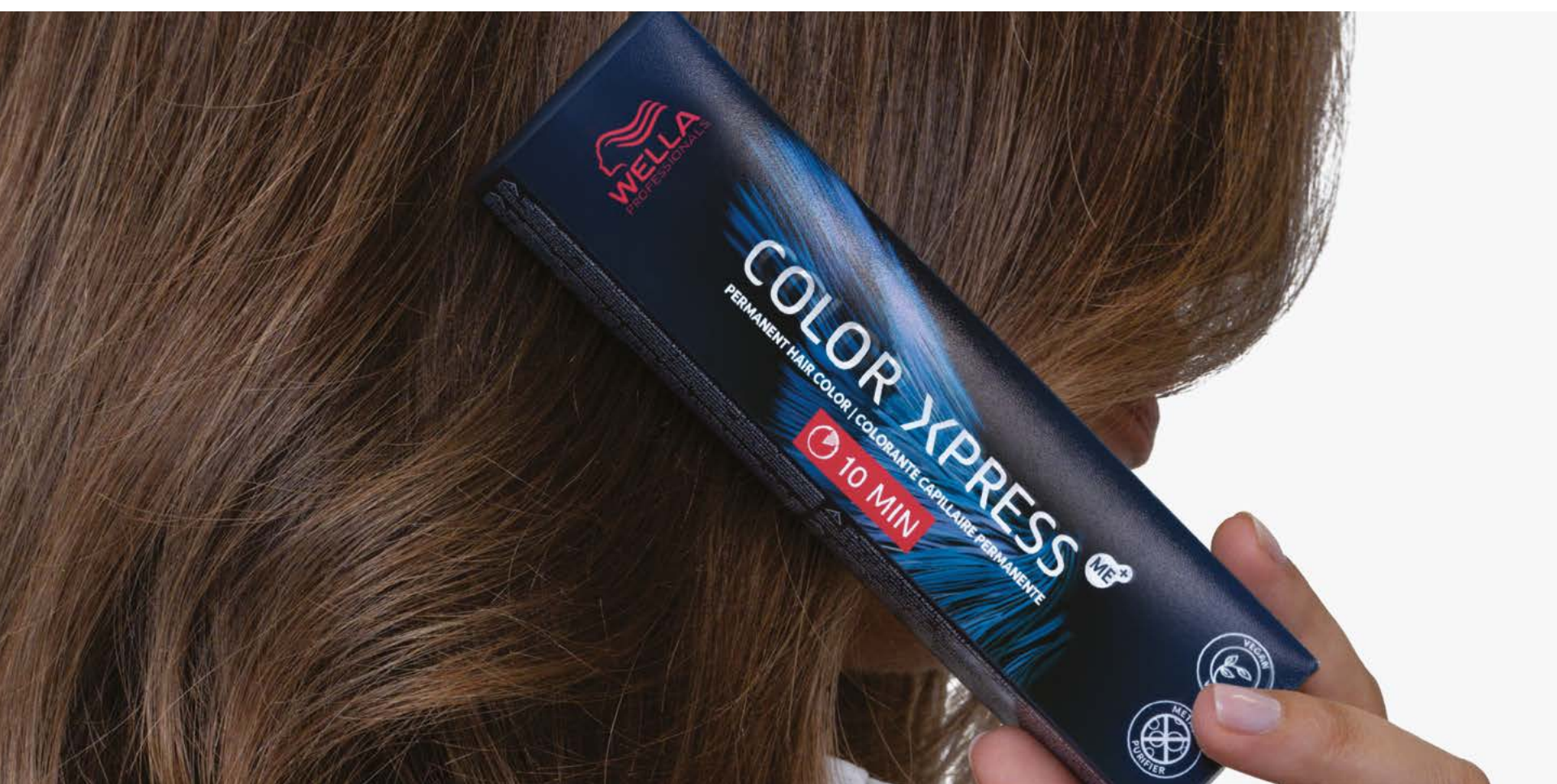
**Time Saver for you
& your busy client**



**Express in-between
service**



**Offer to clients who are
tempted or currently
color their hair them self**





02

TECHNOLOGY

CONTROLX TECHNOLOGY

**POWERED BY
AMMONIUM CARBONATE**

CONTROLX TECHNOLOGY

uses a new to Wella Professionals alkalizer, ammonium carbonate that acts like a super charged magnet, pulling dye molecules together much quicker to form color. This ensures the majority of the color is formed in only 10 minutes while preventing overprocessing and going too dark.

With built-in metal purifier pPD & pTD free.



Classic permanent color technologies with traditional Alkalizers can be designed to perform at 10 min. To get an intense coverage a much higher concentration of dyes would need to be used to ensure enough saturation of color.

The compromise: they must be rinsed at precisely 10 minutes. If left longer there could be dyes still available to form color which could lead to a result that is 1-2 levels darker than intended.

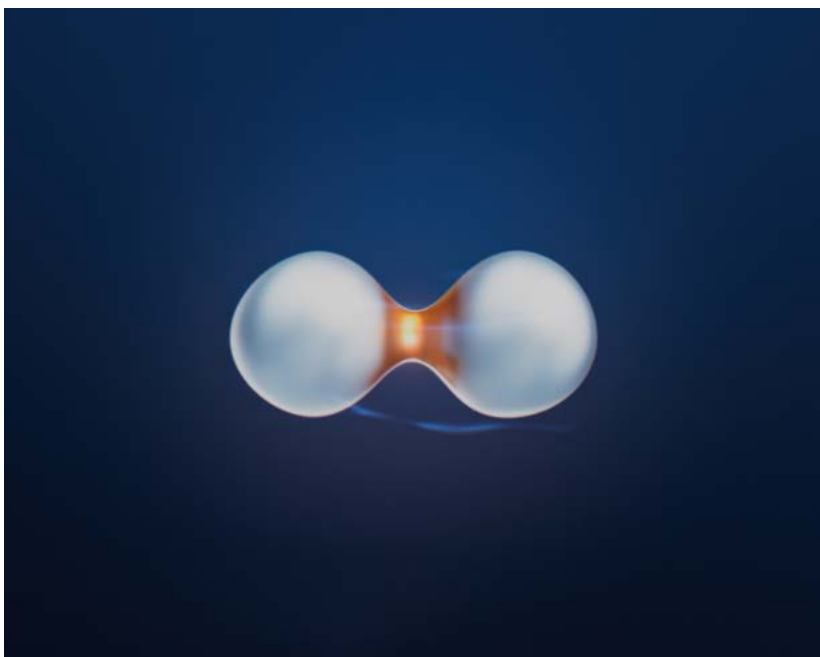
Two Power Technologies

1 CONTROLX TECHNOLOGY

**DISAPPOINTED BY 10 MINUTES
PERMANENT COLOR GOING DARKER?**



ControlX Technology is powered by **ammonium carbonate** acting like a supercharged magnet.



Pulling together the dyes quickly.



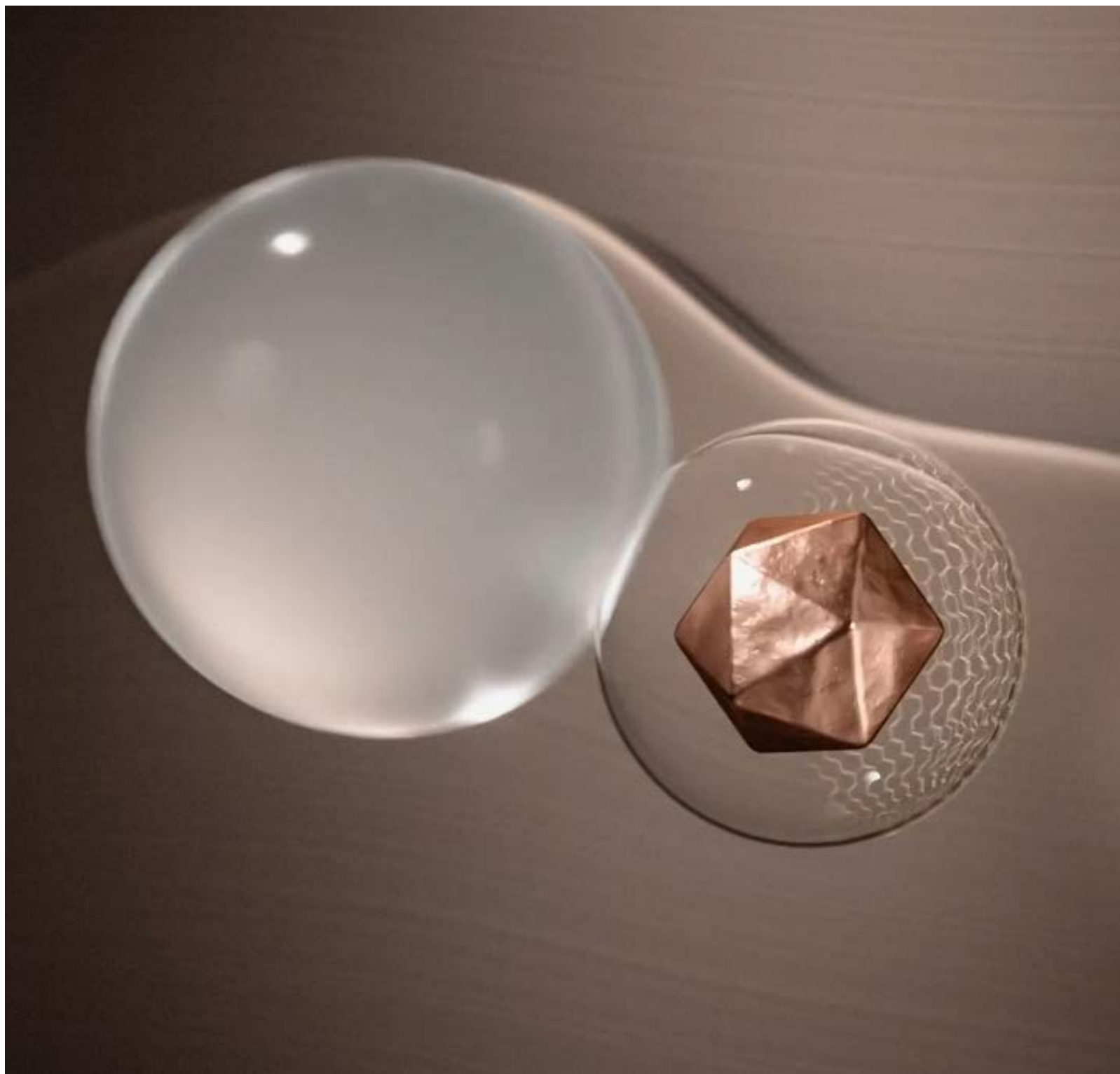
Color molecules are formed in **only 10 minutes**, preventing color from going too dark.

Color Xpress provides **RELIABLE ROOT TOUCH-UP SERVICES IN 10 MINUTES** thanks to ControlX Technology.

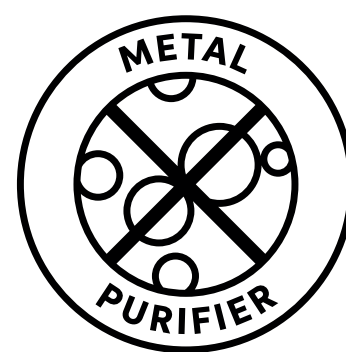


Two Power Technologies

2 METAL PURIFIER



Metal Purifier 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 no need to use pre-treatment to neutralize metals when coloring with **Color Xpress**.



03

SHADE
PALETTE



SHADE PALETTE

Color Xpress has been designed to be a compact palette and follows Wella Professionals numbering system.

All shades can be used on their own to achieve up to 100% gray coverage. The shades can be intermixed in the palette.



/1 tones are great to be used to cool down the naturals or for salt & pepper hair to avoid the natural going too warm.

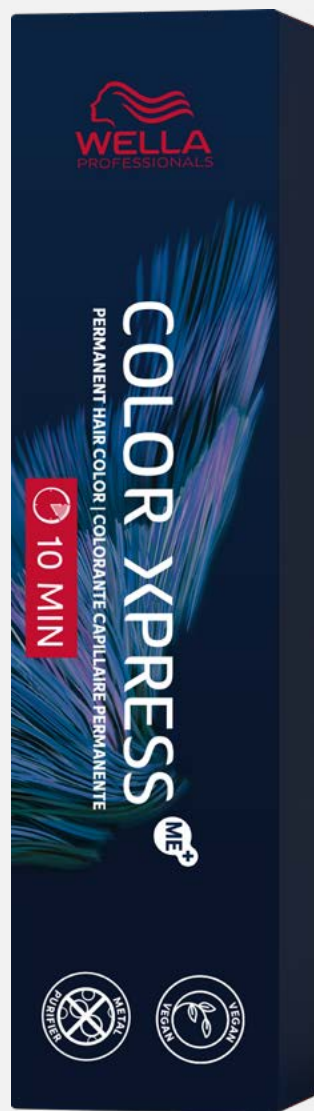
THE COLOR RESULTS YOU CAN EXPECT

WHAT IS THE TONE DIFFERENCE

Koleston Perfect & Color Xpress

6/0

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



6/

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

Color Xpress is a perfect choice for your fast classic root touch up's.

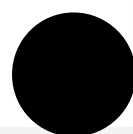
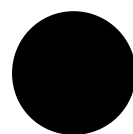
It's compatible with most permanent color options and can be a fast alternative for in-between appointments.



04

MIXING & APPLICATION

MIXING & USAGE



FAST APPLICATION

1. Start at the highest concentration of gray, apply with brush and bowl.
2. Develop for 10 min.
3. Emulsify, rinse, shampoo and finish with post color treatment.

6%
**For coverage
and up to 1
level of lift.**



9%
**For up to 2
levels of lift.**

Use if the lift
is the priority,
gray will appear
more blended.

USAGE TIPS

HEAT OR NO HEAT?

In most cases using **6% Welloxon Perfect** without heat for 10 minutes will give you up to 100% grey coverage.

By using a controlled heat source with Color Xpress, you can intensify the color result without making the shade too dark. It may be desired for coarse hair, this does not reduce the development time so still develop for 10 minutes.



RESISTANT HAIR

If you are currently using Koleston Perfect Resistant Cover shades (e.g. 66/0) or the client's hair is consistently hard to cover, we recommend continuing to use them for perfect coverage.

COLOR CREAM OXIDATION

You may notice the color oxidizes quickly.

ControlX technology forms the color molecules faster hence the crème oxidizes faster.

We don't recommend mixing and letting the bowl stand for a prolonged amount of time before the application.



EXPRESS SERVICES



CORE SERVICE: XPRESS ROOT TOUCH-UP

Cover the grays in less than a lunch hour.

Start your application at the highest percentage of gray. Develop for 10 min. Rinse, shampoo, and post-treat.

PRO TIP: ON THE GLOW

Complement your service with Shinefinity on the ends for that extra glow.

Complete your root touch-up and follow with the chosen Shinefinity shade.

Develop for 10 min. Rinse, shampoo, and post-treat.

Take care not to blend and merge the two different color technologies as it may cause unpredictable results.

FIND YOUR COMPLEMENTING SHINEFINITY SHADE

COLOR XPRESS	SHINEFINITY
10/	010/0
9/	08/0 + 00/00
8/	08/0
7/	08/0 + 06/0
6/	06/0
5/	06/0 + 04/0
4/	04/0
3/	04/0
2/	—
7/1	07/12
5/1	04/12 + 07/12



EXPRESS TOUCH-UP

Cover the grays in less than a lunch hour. A speedy service ideal for unplanned color services or clients in a rush.



REGROWTH TOUCH-UP

Color Xpress 6/
+ Welloxon Perfect 6%

Start on the area with
the highest percentage
of gray.



INSTANT COLOR VIBRANCY & PROTECTION

Invigo Color Brilliance products contain a powerful combination of ingredients to maintain color vibrancy and protect colored hair. Shampoo and post treat using express post color treatment that develops in just 30 seconds.



WHEN TO CHOOSE COLOR XPRESS

Color Xpress is an amazing option to have in your color bar for many occasions, but it won't replace all your classic permanent color services.

Let's explore the different scenarios between Color Xpress and Koleston Perfect.



EXPRESS TO INCREASE VISIT FREQUENCY

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



PERFECTION FOR ANY SERVICE

- Full gray coverage service offer, including complex services where multiple colors or foils are used
- Resistant hair that is hard to cover
- Large re-growths over 2"
- Where you expect a prolonged application time

FREQUENTLY ASKED QUESTIONS

Is this the same product I saw in Social Media as Koleston Xpress?

Yes, Koleston Xpress is the same product as Color Xpress. Changing the name of products across regions is a very common practice in the food and beauty industry to adapt the proposition to different realities.

Is it the same as Koleston Perfect ME+ but faster?

No, it's not the same product, as Color Xpress has a different technology than Koleston Perfect ME+. ControlX Technology is powered by Ammonium Carbonate, it accelerates dye formation. This ensures the majority of the color is formed in only 10 minutes while preventing overprocessing and going too dark.

Will the result fade over time?

You can expect a gentle tone-on-tone fade in between appointments. This means you can touch up your client's hair alternating between Color Xpress and a classic permanent color such as Koleston Perfect. With less risk of banding.

What will happen if I leave the color to develop longer than 10 min?

Beyond 20 min you may see a richness of the coverage and color result but without the color sinking and going multiple depths darker, thanks to ControlX technology.



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 test 48 hours before any color service.



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



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



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



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



**TRANSFORM YOUR CAREER AND
EXPLODE YOUR CREATIVE POTENTIAL.**

Contact your **Wella Studio**, or visit **wella.com**

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KNOW MORE?**

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