



# KOLESTON XPRESS<sup>ME+</sup>

NON-PROGRESSIVE PERMANENT COLOR THAT HELPS PREVENT OVER-PROCESSING.  
UP TO 100% GREY COVERAGE IN JUST 10 MINUTES.

No.1  
SALON  
COLOR  
BRAND IN THE  
WORLD

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

## WHEN SHOULD I USE KOLESTON XPRESS?

### NEED TO SQUEEZE IN A TOUCH UP?

Apply **Koleston Xpress** to the hairline and parting only for a quick solution in between full grey coverage appointments.

### CLIENTS SEEKING COVERAGE AND DIMENSION?

After washing out **Koleston Xpress**, apply balayage to the top and front of wet hair at the shampoo bowl.

### WANT TO BUMP THE BASE WHILE COVERING GREY?

Use 30 Vol. developer for lifting up to 2 levels. Shift the root and blend away grey in one easy step.

### NEED HIGH SHINE AND COVERAGE?

After applying **Koleston Xpress**, mist the ends of hair and apply **Shinefinity**. Process together for 10-15 minutes before cleansing.

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

## KOLESTON XPRESS MIXING AND 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. Looser consistency makes bottle application quick and efficient.
3. Can be applied to damp hair, if needed.
4. When using 30 Vol, lift will be the priority and the grey may appear more blended.

### RECOMMENDED DEVELOPERS



<sup>1</sup> Dermatologically tested for skin irritation—an allergic reaction may still occur—always perform an Allergy Alert Test.

<sup>2</sup> Wella company is a member of the International Collaboration on Cosmetics Safety.

\*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline. © 2024 Wella Operations US LLC.