



COLOUR BRAND FACTSHEETS



PRODUCT PORTFOLIO



KOLESTON
PERFECT ME+



ILLUMINA
COLOR



SHINEFINITY



COLOR TOUCH



COLOR TOUCH
PLUS



MAGMA



BLONDOR



BLONDOR
FREELIGHTS



BLONDOR
TONER



PERFECTON
by Color Fresh



COLOR FRESH



COLOR FRESH
CREATE



COLOR FRESH
MASKS



COLOR RENEW



WELLA PLEX

PERMANENT

DEMI-PERMANENT

LIGHTENING
(+ TONE)

SEMI-PERMANENT
(NON OXIDATIVE)

ADDITIVES

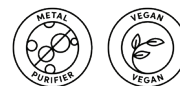
NOTES

KOLESTON PERFECT

Our purest colour ever. Rich, vibrant and reliable permanent colour with 100% grey coverage.

WHAT IT IS:

Koleston Perfect ME+ is a permanent colour range used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel for pastel toning.



WHAT IT DOES:

- The range; Pure Naturals, Rich Naturals, Vibrant Reds, Deep Browns, Special Blondes & Special Mix
- Up to 100% coverage of grey hair
- Simplicity of application and an absolutely reliable colour result; Lighten, Darken or Change Tone
- Vibrant Reds, for expressive long lasting vibrant red results
- Special Mix for creative colour mixes, to intensify a shade or to correct a tone
- Special Blondes for high lift results
- Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients

HOW TO USE IT:

MIXING PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

- Mix 1:1, mix 60g Koleston Perfect + 60g Welloxon Perfect
- Use 12% Welloxon Perfect for 3 levels of lift
- Use 9% Welloxon Perfect for 2 levels of lift
- Use 6% Welloxon Perfect for 1 level of lift, coverage of grey/white hair, working on the same depth or darker
- Use 4% Welloxon Perfect working on the same depth or darker, to achieve deeper results on natural hair with no grey hair coverage required

MIXING SPECIAL BLONDE

- Mix 1:2, mix 60g Koleston Perfect + 120g Welloxon Perfect
- Use 12% Welloxon Perfect for 5 levels of lift
- Use 9% Welloxon Perfect for 4 levels of lift
- Use 6% Welloxon Perfect for 3 levels of lift

DEVELOPMENT TIME KOLESTON PERFECT

15 - 25 minutes with heat
30 - 40 minutes without heat

DEVELOPMENT TIME SPECIAL BLONDES

25-35 minutes with heat
50-60 minutes without heat



PRODUCT INNOVATION:

ME+ is the superior colour technology of the future. It is the only oxidative permanent hair dye molecule to replace PTD and PPD.

ULTRA PRECISION COLOUR TECHNOLOGY blocks free radicals' formation for precise & true to tone colour deposit deep inside the hair while protecting hair bonds from damage. Metal Purifier and Vegan*.

*Except Special Blondes

ILLUMINA COLOUR

Illumina Color has redefined the permanent colour category,
Setting the standard of luminous and healthy-looking hair colour.

WHAT IT IS:

ILLUMINA COLOR is a permanent colour which can lighten, darken & enhance natural hair colour giving a sheer natural looking result when used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel, for pastel toning and balancing.



WHAT IT DOES:

ILLUMINA COLOR with MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, in any kind of light

- You can either blend or achieve up to 100% coverage of grey hair using ILLUMINA COLOR
- Gives you up to 3 levels of lift
- All ILLUMINA COLOR shades are intermixable to create a pallet of colours that suits your clients and allows you to be creative. The shades consist of a warm, neutral and cool colour palette
- Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients
- ILLUMINA COLOR is the ultimate colour palette to fight unwanted brassiness thanks to its cooler undertones

HOW TO USE IT:

ILLUMINA COLOR & WELLOXON PERFECT

- 3 levels of lift: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 12%
- 2 levels of lift: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 9%
- 1 level of lift / Coverage of grey same depth or darker: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 6%
- 30 - 40 minutes without heat
- 15 - 25 minutes with heat

PRODUCT INNOVATION:

Our most advanced colour science ILLUMINA COLOR 's patented MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows light to pass through, illuminating natural highs and lows from within – in any kind of light.

OPAL ESSENCE by ILLUMINA COLOR: A shade family of opalescent no-depth shades, to give a metallic milky sheen with warm and cool light reflection. Metal Purifier and Vegan.



COLOR TOUCH

Color Touch, Wella's most versatile demi-permanent hair colour, with uncompromised vibrancy and shine.

WHAT IT IS:

Color Touch is a versatile demi-permanent colour used with Color Touch Emulsions 1.9% & 4% to give uncompromised vibrancy and shine for up to 28 washes.



COLOR TOUCH

Up to 50% grey hair coverage

SPECIAL MIX

Add intensity of tone to any Color Touch shade

COLOR TOUCH PLUS

Up to 70% grey coverage

WHAT IT DOES:

- For low commitment & quick colour services
- Transformative Toning on natural or pre-lightened hair
- Grey Blending from subtle to intense, up to 70% grey coverage, with a soft regrowth
- Colour Balancing, refresh length and ends with intense vibrancy in just 15 minutes
- Color Touch Melt, 100% personalised vibrant colour, melt 3-5 tones through the hair for amplified vibrancy and shine.
- Developed to complement and mirror the Koleston Perfect shades

HOW TO USE IT:

MIXING:

Color Touch/Color Touch Special Mix

(1 part colour + 2 parts Color Touch Emulsion 1.9% or 4%) application on pre-shampooed damp or clean dry hair.

Color Touch Plus

(1 part colour + 2 parts Color Touch Emulsion 4%) application on pre-shampooed damp or clean dry hair.

1.9% Color Touch Emulsion for:

- Same depth or darkening with a soft regrowth
- Toning blondes
- Soft grey blending

4% Color Touch Emulsion for:

- Increased colour vibrancy
- Colouring coarse hair types
- Intense grey blending
- Up to 70% grey coverage with soft regrowth
- Low lift

DEVELOPMENT TIME:

15 minutes with heat

20 minutes without heat.



PRODUCT INNOVATION:

True to Tone Technology, Ammonia free, Vegan and Silicone and Mineral Oil free, with built in Metal Purifiers for colour vibrancy no matter the hair condition. Your perfect colour partner to Koleston Perfect.

SHINEFINITY

Zero lift, zero damage, long-lasting colour glaze

WHAT IT IS:

A ZERO lift, ZERO damage colour glaze within the demi-permanent category for infinite possibilities and infinite hair types. Use after bleaching/lightening services, standalone or on virgin hair for irresistible silky hair feel and healthy-looking shine.



WHAT IT DOES:

Shinefinity has infinite possibilities and can be used on infinite hair types.

- Use after bleaching/lightening services
- Ideal for in-between colour appointments, and to adjust or enhance blonde hair
- For natural correction services; balance moderate unevenness or darken without pre colouring
- Use as a perfect partner when balancing lengths and ends whilst using Koleston Perfect or ILLUMINA COLOR on the root

HOW TO USE IT:

MIXING:

Mix in a 1:1 ratio (1 part colour +1 part Shinefinity Activator)

Apply to pre-shampooed, towel-dried or dry hair. Develop up to 20 min (Flash Shades 010/0, 010/6 & 010/8 develop in 5mins!).

When fully developed add some water and emulsify the colour to reduce any skin staining. Shampoo the hair, no post colour treatment is needed. Use conditioner if the hair requires.

Expect softer result on pre-shampooed hair and shorter development times without a compromise to the colour result.



PRODUCT INNOVATION:

Breakthrough balanced pH technology:

It starts mildly alkaline for optimal colour formation. Simultaneously the pH slowly starts to drop to a gentle acidic range of no less than 6.5, for zero lift and zero damage.

Consciously designed without: Ammonia, Silicones, Alcohols and animal derived ingredients (Vegan).

BLONDOR

Your expert lightening partner. Everything you need to triumph in lightening.

WHAT IT IS:

BLONDOR MULTI BLONDE POWDER

Lightener

BLONDOR SOFT BLONDE CREAM

Lightener

BLONDORPLEX BLEACH POWDER

Lightener



WHAT IT DOES:

A dust-free blue lightening powder with up to 7 levels of lift. Its Anti-Yellow molecules eliminate yellow tones using a combination of different persulfates that dissolve the melanin at different stages of the bleaching process.

A rich white cream lightener especially recommended for on-scalp techniques. During development time, protecting lipids attach to the cuticle layer and envelopes the hair and scalp to reduce moisture loss. Hair is left smooth and conditioned. Up to 7 levels of lift.

Bond builders have now become a standard additive in many blonding services. Wella Professionals introduces for the first time our lightening powder with a Bond Builder Technology included. Our revolutionary BlondorPlex, with easy preparation and up to 97% less breakage* with no compromise on lift. Up to 9 levels of lift.

*When using Wellaplex N°2 with Blondorplex, versus Blondorplex alone

HOW TO USE IT:

MIXING:

1:1.5 – 30g Blondor Multi Blonde Powder + 45ml Welloxon Perfect 4%, 6%, 9% and 12%.

Or mix 1:2 (6% on scalp only).
Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

MIXING:

1:1 - 30g Blondor Soft Blonde Cream + 30ml Welloxon Perfect 4%, 6%, 9% and 12%.

Or mix 1:2 (6% on scalp only).
Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

MIXING:

1:1.5 – 30g Blondorplex Bleach + 45ml Welloxon Perfect 4%, 6%, 9% and 12% (6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

PRODUCT INNOVATION:

Anti Yellow Molecule.
Dust Free Powder ideal for lightening techniques.

With protecting lipids for gentle blonde results. Ideal for on scalp lightening techniques.

Bond Builder Technology for up to 97% less breakage* for lightening techniques.

*When using Wellaplex N°2 with Blondorplex, versus Blondorplex alone



BLONDORPLEX™ CREAM TONERS

The ideal partner for all blondes

WHAT IT IS:

BlondorPlex™ Cream Toner is our first dedicated express toning solution to complement all bleaching services, pre-mixed with Plex technology and offering up to 90% less breakage* for perfectly blended blonde results.

WHAT IT DOES:

Express blonde toning services, in just 5 minutes. Neutralise unwanted warmth and brassiness. With up to 90% less hair breakage* resulting in shiny and healthy-looking blonde results.

HOW TO USE IT:

MIXING:

EXPRESS TONING: 1:2 WITH WELLOXON PERFECT PASTEL 1.9%

EXPRESS TONING & BASE BREAKING: 1:2 WITH WELLOXON PERFECT 4%

DEVELOPMENT TIME:

5 MINS

Extending the development time beyond 5 minutes will create additional neutralisation and results may appear deeper and more saturated

STEP 1

After lightening service, shampoo and carry out post service treatment

STEP 2

Rinse and lightly shampoo with ColorMotion+ shampoo and Express Post-Color, fast rinsing for energy, water and time efficiency

PRODUCT INNOVATION:

PLEX TECHNOLOGY

Gives optimal pH for perfect colour development and stronger hair offering up to 90% less breakage* for perfectly blended blonde results

*BlondorPlex Bleach + BlondorPlex Permanent Cream Toner vs BlondorPlex bleach alone



FREELIGHTS

Create sunkissed looks with freehand application.

WHAT IT IS:

Blondor FREELIGHTS is a white lightening powder bleach which works with dedicated Blondor FREELIGHTS developers: 6%, 9%, & 12%.

WHAT IT DOES:

Designed for accuracy and precision in freehand application

- For lightening/lifting on natural or pre-coloured hair
- Up to 7 levels of lift
- Contains lightening agents and clays
- Use exclusively with designated FREELIGHTS Developer

For freehand application techniques & highlight techniques

This gives 3 main benefits:

1. Creamy consistency
2. Flexible mixture for easy spreading
3. Adhesive mass that stays in place enabling the colourist to place the colour exactly where they want it

HOW TO USE IT:

Blondor FREELIGHTS can be mixed 1:1 – 1:3 (recommended 1:1.5) with FREELIGHTS Developer 6%, 9% or 12%. Depending on the desired degree of lightening required.

DEVELOPMENT TIME

Up to 50 minutes without heat depending on level of lift required.

PRODUCT INNOVATION:

ACTIFUSE network that enables precise application with reduced swelling during the lightening process.



MAGMA BY BLONDOR

Magma by Blondor lifts and tones in one simple step,
on both coloured or virgin hair.

WHAT IT IS:

MAGMA by Blondor is a lightening system that lightens and tones in one simple step for foiling and freehand techniques.

WHAT IT DOES:

MAGMA by Blondor is a combination of lightening molecules and direct dyes, to provide lift and tone in one single step.

The MAGMA portfolio of intermixable shades can be mixed with Wella Professionals developers allowing you to achieve a variety of colour results from soft to intense.

HOW TO USE IT:

- For the best results use with Welloxon Perfect for foils application
- FREELIGHTS Developers for freehand techniques
- Freehand techniques: 1:1.5 – 1:2 with FREELIGHTS developer (6%, 9% and 12%)
- Foiling techniques: 1:1.5 with Welloxon Perfect (4%, 6%, 9% & 12%)
- Very soft results: 1:1.5 with Welloxon Perfect Pastel 1.9%

DEVELOPMENT TIME

Red shades:

20 - 40 minutes with heat

30 - 60 minutes without heat

Blonde shades:

15 - 30 minutes with heat

20 - 40 minutes without heat

For off scalp application on dry hair only

PRODUCT INNOVATION:

Contains **SpectraLift technology** that enables the hair colour to be lifted from within by the lightening agents and coloured from the outside by the direct dyes.



COLOR FRESH CREATE

Semi-permanent vibrant, expressive colour.

WHAT IT IS:

Color Fresh CREATE is a complete semi-permanent expressive colour palette.

12 specially crafted pure vibrant shades and 3 additive shades. Can be used for full head or partial techniques.

WHAT IT DOES:

- True-to-Tone fading & lasting up to 20 shampoos.
- Ammonia and Developer free
- Fully intermixable, beautiful pastelisation and bespoke colouring results
- Adds pure tone
- Ideal for personalised and expressive colour results

HOW TO USE IT:

DIRECT APPLICATION

Apply directly on naturally light blonde, 100% white or pre-lightened hair

1. Mix desired amount into a bowl
2. Apply evenly to clean, dry or pre-shampooed, towel dried hair
3. 3Comb colour from root to tip to ensure even colour results
4. Develop for 5 - 20 minutes depending on intensity of tone required
5. Rinse thoroughly until water runs clear. For optimum colour results, do not shampoo the hair after colouring.
Avoid direct contact to the scalp area

PASTILISATION

For bold results use pure or dilute with Color Fresh CREATE Tomorrow Clear to desired intensity
e.g. 1:1 – 1:30

PRODUCT INNOVATION:

True To Tone fading. Color Fresh CREATE ensures each shade is saturated with a minimum number of dye types. This gives maximum purity and provides True To Tone fading.



COLOR FRESH MASKS

Zero Damage colour depositing mask

WHAT IT IS:

REFRESH YOUR SALON COLOUR

Zero damage colour depositing masks to maintain or transform your colour at home.

There isn't just one type of client for the **Color Fresh Mask**. There is a mask for everyone.

Often clients would like to maintain their professional hair colour, and many would like to transform from their everyday look or to create a playful twist with their tones!

WHAT IT DOES:

Revive and refresh blondes to reds shades for natural looking enhancements, with **AVOCADO OIL & APRICOT KERNEL OIL**. Bold and vibrant shade results, let your colour do the talking with **ARGAN OIL**. Easy application, visible colour results that fade beautifully. With a conditioning formula leaving the hair feeling smoother and more moisturised. No animal derived ingredients. Free from silicones.

HOW TO USE IT:

Neutralise and reduce brassy tones:

- Try applying to golden and brassy areas first.
- Apply to lightest areas last.
- The lighter and more porous the hair is the more visible the tone will be.

Revive and refresh:

- Apply generously to the lengths and ends.
- Comb through for even results.

Note: some masks appear darker than the actual colour result, so don't be nervous!

Pastel to bold transformation

- Work in small sections.
- Apply generously to each section.
- Leave on for up to 20 minutes for additional intensity.

- 1:** Shampoo and towel dry hair.
- 2:** Use protective gloves to avoid staining your hands and nails.
- 3:** Apply generously, section by section - leave for up to 10 minutes.
- 4:** Rinse well, style and go - no need for conditioner!

PRODUCT INNOVATION:

Damage Prevention:

A smoother cuticle enables the comb to glide through the hair reducing stress resulting in less tangles and increased manageability.

Colour Deposit:

Rich care ingredients give your hair visible shine and leave your hair feeling fantastic.



COLOR FRESH & PERFECTON

Color Fresh and Perfecton are ideal to refresh colour vibrancy and introduce new clients to colour.

WHAT IT IS:

COLOUR FRESH

Semi-Permanent Ammonia & Developer Free.



Perfecton by Color Fresh

Temporary colour of tone only.



WHAT IT DOES:

- Ideal for first time colour clients, gentle refreshment & enhancement.
- Adds depth and tone.
- Gentle formula with acid pH: ammonia-free and developer-free.
- Fast and easy application.
- Silver shades available to refine grey hair.
- Lasts up to 10 shampoos.
- Up to 30% grey hair blend.
- Ideal to retail to clients for home colour care.

- Ideal for colour correction.
- Adds tone.
- Gentle formula – ammonia-free and developer-free.
- Quick application, no development time and low commitment.
- Creative tool: fast and easy to apply.
- Conditions the hair and gives an intensive shine boost.
- Grey blending, up to 15%.
- Tone2Shine Technology: Increases the shine of the hair for a beautiful look.

HOW TO USE IT:

Color Fresh is ready to use.

1. Shampoo and towel dry the hair.
2. Apply colour evenly to hair, working through lengths and ends to ensure even distribution. Comb through. **COLOR FRESH PH 6.5:** Depending on hair condition and desired colour intensity leave to develop for 5-20 minutes. **COLOR FRESH SILVER PH 6.5:** Depending on hair condition and desired colour intensity leave to develop for 5 - 20 minutes.
3. After development time, emulsify with warm water then rinse the hair thoroughly. It is not usually necessary to shampoo the hair again.

Leave-in product - preparation in applicator flask:

1. Shampoo and towel dry the hair.
2. Wearing suitable gloves, fill applicator with up to 250ml warm water.
3. Add Perfecton in the desired amount and mix well.

Shade	Mixing Recommendation
12/0 to 10/0	250ml water + 5ml Perfection
9/0	250ml water + 10ml Perfection
8/0	250ml water + 15ml Perfection
7/0 to 4/0	250ml water + 20ml Perfection

4. Apply Perfecton evenly over the hair with the applicator flask.
5. Important: Do not rinse and do not shampoo again.

PRODUCT INNOVATION:

With an **acid pH** & caring agents. Ammonia & Developer free.

Tone2shine Technology. Ammonia & Developer free.

COLOUR RENEW

Colour change/correction can be one of the number one fears for a coloUrist.

WHAT IT IS:

Colour Renew is a gentle alternative to persulfate products (pre-ligheners) to reduce undesired oxidative colour while respecting the natural hair melanin without lightening the natural hair colour.

WHAT IT DOES:

- Optimises and prepares the hair for a new colour
- Easy and reliable application
- Powered by Vitamin C and Citric Acid to smoothly deoxidise permanent colour molecules while maintaining the natural melanin of the hair
- Reduces oxidative colour depth and tone
- Can be used for more than one application on the same day if required
- Perfume free, Developer free, Persulfate free
- Climazon friendly
- Offers clients more frequent colour changes with out hair compromise

HOW TO USE IT:

An easy to use two component system to be mixed together for maximum results.

A Crystal Powder **B** Activator Liquid

1. Mixing ratio 1:10 – one 9g sachet of Colour Renew Crystal Powder with 90 ml of Activator Liquid in a bowl/applicator bottle.
2. Apply from roots to mid-lengths and ends.
3. Develop as recommended on instructions for desired service.
- 4a. Rinse with water only and proceed with target colour.
- 4b. If cleaning out highlights, rinse, shampoo, condition.

PRODUCT INNOVATION:

Colour Renew from Wella Professionals is formulated with the special VC2 technology powered by Vitamin C and Citric Acid. The VC2 Colour Renew technology is created by the fusion of the Crystal Powder with the Activator Liquid, which reduces the oxidative colourants while respecting the natural hair melanin without lighting the natural hair colour.



WELLAPLEX

Reconstructs hair bonds for stronger hair. The only PLEX product recommended for use with Wella Professionals colour and lightening products.

WHAT IT IS:

N°1 BOND MAKER

Helps to create bonds within the hair during colour or pre-lightening service. To be mixed with pre-lightener or colour.

N°2 BOND STABILIZER

Further strengthens the bonds, re-balances pH and strengthens the hair structure after chemical treatments. N°1 and N°2 are used in-salon only.

N°3 HAIR STABILIZER

At-home care product: Helps to keep the hair strong, smooth & soft, until the next WELLAPLEX treatment in-salon. To be used once a week.

WHAT IT DOES:

- Reconstructing hair bonds for stronger hair
- Unique pH for optimal penetration of lightening and colour molecules
- Perfect lightening and colour development
- Hair feels healthier, more manageable

HOW TO USE IT:

WELLAPLEX WITH PRE-LIGHTENING OR COLOUR SERVICES

- Reduce damage while pre-lightening or colouring
- Perfect colour and lift development
- No need to change developer or development time

WELLAPLEX is recommended to be used

- With all pre-lightening services
- With colour when colouring sensitised or damaged hair

Mix WELLAPLEX N°1 Bond Maker in relation to pre lightening powder / colour cream (the developer amount may vary).

	LIGHTENING POWDER/ MAGMA POWDER	PEROXIDE ¹	WELLAPLEX N°1 BOND MAKER (ml)
LIGHTENING: Full head or foil highlights	30 g	45g	3ml
LIGHTENING: Painting / freehand techniques	30 g	45g	1.5ml
COLOUR: All Wella Professionals oxidative colour products	30 g (½ tube)	30g (60g ²)	1ml

¹ With lightening products the peroxide amount may vary

² Koleston Perfect Special Blonde and COLOR TOUCH

PRODUCT INNOVATION:

OPTI pH SYSTEM

Gives optimal pH for perfect colour development and stronger hair every time you colour or lighten.

