



# WELLOXON PERFECT

## THE ULTIMATE PARTNER

Five dynamic developers, specifically designed to provide predictable color 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% recyclable<sup>1</sup>
- Made with 70% recycled<sup>2</sup> plastic
- Saving a huge 91 tons of plastic every year!<sup>3</sup>
- 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 500 and 1L bottles 3. New developers made by Wella Company globally

## SAVE WATER AND REDUCE ENERGY CONSUMPTION WITH WELLA PROFESSIONALS

### DID YOU KNOW...

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

Typically, washing off a client's color uses, on average, 31 litres of water.

It's easier and faster to remove Wella color, if you thoroughly emulsify the color before washing.

### SAVE UP TO 6 LITRES OF WATER, EVERY WASH!



**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 color before rinsing.



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



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

The Ultimate Partner for

# WELLA PROFESSIONALS' PERMANENT COLORS

Unlimited possibilities with reliable, predicative color 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 grays.
6% 20 vol.	1 level of lift, same depth or darker. Intense gray 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.\*

Level	Color Description
2/	Black
3/	Brown
4/	Redish/Brown
5/	Redish/Orange
6/	Orange
7/	Orange/Yellow
8/	Yellow
9/	Pale Yellow
10/	Very Pale Yellow

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