



ANY QUESTIONS

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Join us



KP: POP

by
KOLESTON PERFECT



**TECHNICAL
GUIDE**

WELCOME TO THE KOLESTON PERFECT REVOLUTION

INTRODUCING KP:POP

James Earnshaw x The Wella Education Team

Who better to bring this **maximalist** collection to life than the people who know **Koleston Perfect** best, our **incredible** education team alongside the **iconic** creative mind of James Earnshaw. Together they worked with Koleston Perfect in its most extreme form to craft six powerful looks that celebrate **COLOUR**.



CELEBRATING A **POWERFUL** COLLABORATION

Today society is inspired by powerful imagery, that captures the imagination of both us as hairdressers and our clients too, but how is this brought to life with the client in mind?

For KP POP the key to this was the creative influence of James Earnshaw and the technical know-how of our education team who visit salons every day!

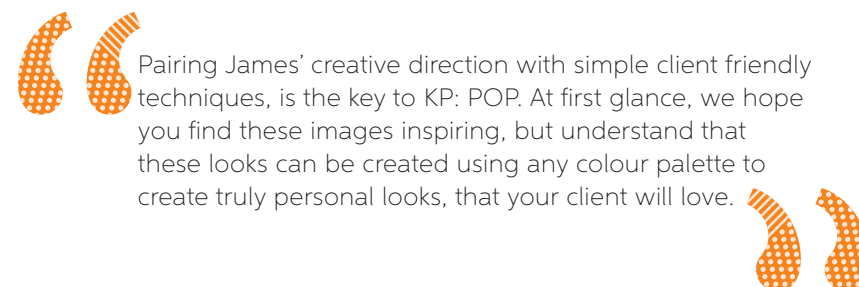


A note from James

KP:POP COLOUR

is all about the return to playful, expressive hair colour. Bold placement, intense tonalities and shades that really POP. Koleston Perfect is the perfect range for this, the palette really does have it all, meaning I was able to create the bespoke shades using Koleston Perfect, to bring this collection to life.

A note from the education team



Pairing James' creative direction with simple client friendly techniques, is the key to KP: POP. At first glance, we hope you find these images inspiring, but understand that these looks can be created using any colour palette to create truly personal looks, that your client will love.



3D COLOUR by Kelly Laurie, Wella Educator

"To me, Koleston Perfect means reliability and successful results"



Pre-lighten

30g Blondorplex
+ 45ml Welloxon Perfect
4% Developer

A 20g 8/43
+ 10g 0/43
+ 10g 0/44
+ 80ml Welloxon Perfect
4% Developer

B 20g 8/34
+ 10g 0/43
+ 10g 0/30
+ 80ml Welloxon Perfect
4% Developer



RAINBOW LIGHTS multi-tone by James Earnshaw

"I love being challenged, and crafting the perfect green shade for this look was not easy but Koleston Perfect delivered"



Pre-lighten

30g Blondorplex
+ 45ml Welloxon
Perfect 6% Developer

A 20g 5/2
+ 20g 4/71
+ 5g 0/28
+ 45ml Welloxon Perfect
4% Developer

B 30g 0/65
+ 3g 0/33
+ 33ml Welloxon Perfect
4% Developer

C 30g 0/30
+ 2g 0/28
+ 32ml Welloxon Perfect
4% Developer

D 30g 0/88
+ 30ml Welloxon Perfect
4% Developer





RAINBOW LIGHTS

shadow by Eryka Reid,
Wella Educator

"For me, Koleston Perfect embodies all the things I need from a permanent colour—richness, coverage and vibrancy"



Pre-lighten

Blondorplex
+ Welloxon Perfect
1.9% Developer

A 20g 66/46
+ 10g 0/44
+ 30ml Welloxon Perfect
4% Developer

B 20g 77/46
+ 10g 0/44
+ 30ml Welloxon Perfect
4% Developer

C 20g 33/66
+ 10g 0/88
+ 30ml Welloxon Perfect
4% Developer

3D COLOUR

by James Earnshaw,

"I love how Koleston Perfect allows me to formulate my own shades using Special Mix"



Pre-lighten

30g Blondorplex
+ 45ml Welloxon
Perfect 6% Developer

A 20g 0/00
+ 20g 0/44
+ 80ml Welloxon Perfect
Pastel 1.9% Developer

B 10g 0/00
+ 20g 0/30
+ 60ml Welloxon Perfect
Pastel 1.9% Developer



3D COLOUR by Danielle Culverwell, Wella Educator

"For me Koleston Perfect means total creative freedom"



Pre-lighten

30g Blondorplex
+ 45ml Welloxon
Perfect 6% Developer

A 40g 0/30
+ 4g 0/28
+ 44ml Welloxon
Perfect 4% Developer

B 20g 5/18
+ 20g 0/28
+ 40ml Welloxon
Perfect 4% Developer



RAINBOW LIGHTS

face frame by Karam Rai

"My favourite thing about Koleston Perfect is achieving powerful and playful results"



Pre-lighten

30g Blondorplex
+ 45ml Welloxon
Perfect 6% Developer

A 30g 10/95
+ 2g 0/65
+ 64ml Welloxon Perfect
Pastel 1.9% Developer

B 30g 10/96
+ 1g 0/88
+ 62ml Welloxon Perfect
Pastel 1.9% Developer

C 20g 10/95
+ 5g 10/03
+ 8g 0/65
+ 66ml Welloxon Perfect
Pastel 1.9% Developer



WHEN CREATIVITY MEETS SIMPLICITY



FROM SHOOT TO SALON

Want to know how you can incorporate these techniques into client friendly salon services? We asked 4 salon colourists to create a salon version of each look, using the same technique with a soft colour palette.

Nikki Clifford, Salon Director, NJUK



Daniel Couch, Head of Colour, Robert Eaton



Fergal Doyle, Salon Owner, Fergal Doyle Hair



Jordanna Cobella, Creative Director, Cobella London





3D COLOUR by Nikki Clifford

A note from Nikki

"This technique was super quick and easy. I loved how it could be used to adapt striking looks into subtle results depending on your chosen colour palette."

Colour Mixtures

GENTLE BEIGE:

10g 8/97 & 20g 10/03

ROSE PEACH:

10/97 & 10g 99/44

All mixed on a 1:2 mixing ratio with Welloxon Perfect Pastel 1.9% Developer



RAINBOW LIGHTS

MULTI-TONE by Fergal Doyle

A note from Fergal

"Rainbow Lights is a super quick and effective technique for turning any colour into a creative colour service! Whether you're working with bold, pastel or vivid shades; or soft, commercial, natural tones."

Colour Mixtures

COOL BLONDE:

30g 9/81 + 30g 10/96

SMOKEY PINK:

8/96 + 2g 55/65

SOFT VIOLET:

10/86 + 2g 55/66

All mixed on a 1:2 mixing ratio with Welloxon Perfect Pastel 1.9% Developer



RAINBOW LIGHTS

FACE FRAME by Daniel Couch

A note from Daniel

"The Rainbow Lights face frame technique is the perfect section pattern to add a high-end bespoke finish for my clients. It was an easy and effective way to create a texture and tone"

Colour Mixtures

COOL BLONDE:

10g 10/96

SOFT PINK:

30g 9/0 + 4g 0/65

COOL MINK:

20g 8/96 + 20g 6/91

All mixed on a 1:2 mixing ratio with Welloxon Perfect Pastel 1.9% Developer



RAINBOW LIGHTS

SHADOW by Jordanna Cobella

A note from Jordanna

"I found this technique easy to re-create, working with it on a different texture gives the look a different feel but still provides a contoured feel for my client"

Colour Mixtures

SOFT COPPER:

8/34

RICH COPPER:

7/43

GOLD COPPER:

9/03 + 8/43

All mixed on a 1:2 mixing ratio with Welloxon Perfect 4% Developer



TAKE YOUR COLOUR FORMULATION TO THE NEXT LEVEL

Personalise any shade within the Koleston Perfect portfolio, by intermixing with a Special Mix shade. These shades can be added to brunettes, reds and blondes to intensify or cool. Or if you're looking to be a little more creative, add to a pastel toning service for a vivid or pastel result.

Try adding 00/00 to dilute the tonality of your shade choice.



Minimum guide to mixing with Koleston Perfect Special Mix.

12/0	1.5g
10/0	0.5g
9/0	1g
8/0	1.5g
7/0	2g
6/0	2.5g
5/0	3g
4/0	3.5g
3/0	4g
2/0	4.5g

Grams per 30g of colour

e.g 30g 6/0 + 2.5g 0/65 + 32.5ml Welloxon Perfect Developer



THE PERFECT 3 STEP ROUTINE

IN SALON



STRENGTH

Perfect lightening with Blondorplex for 97% less breakage

VIBRANCY

Rich and vibrant permanent colour results with Koleston Perfect

AT HOME



MAINTAIN

Vibrancy and condition at home using Color Fresh Masks



SCAN FOR TECHNIQUES



LEARN MORE



GET INSPIRED