



**WELLA**  
PROFESSIONALS

**No.1**  
**SALON**  
**COLOUR**  
BRAND IN THE  
**WORLD**

**KEEP**  
**IT COOL**

**WITH KOLESTON PERFECT & SHINEFINITY**

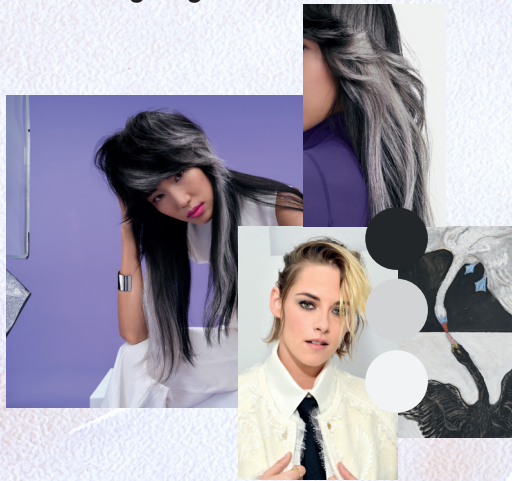


# COOL AN EVER-LASTING TREND

EVERY SEASON HAS AN INJECTION OF COOLS.



It could be from **pastel blue** hues that are said to have a **calming effect**, to more **dynamic shades** like ocean teal and cobalt blues that are **more energising**.



**Shades of cool** have been fashion's buzzword as of late, which is fitting given icy-cool tones are taking over on both the runway and social media feeds.

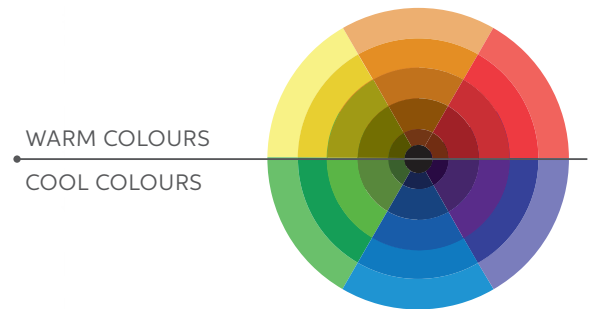


**Everyone can wear every colour**, it's just the undertone, depth, and clarity of the shade that matters. Have a play around and see which hues make you feel most confident.

# BUT WHAT ARE COOL COLOURS?

How we see colour is all linked to wave lengths of light and our eye's ability to see those waves. Colour is perceived by the types of light waves that bounce off an object, into our eyes.

In hair, warmer colours can appear more light reflective and can be used to create the illusion of more volume and cooler colours tend to appear darker and more muted.



## THE ILLUSION OF COOL



## DID YOU KNOW?

Every eye reacts slightly differently to these light waves, which is what makes colour such a personal experience.

That's why using hair reference images during consultation is key!



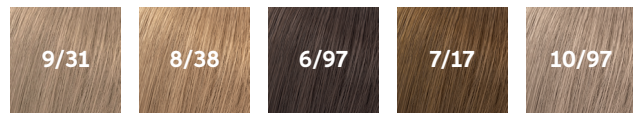
# WHO ARE COOL COLOURS SUITABLE FOR?

WELL FOR EVERYBODY!



As a rule of thumb, cool hair colour harmonises cool undertones in the skin, but it's good to remember we might want to create a contrasting result if it fits with the clients personality.

We might also have a mix of undertones which we call chroma. On these clients you might want to choose softer and less saturated cool tonalities. Think of shades like /38, /97 and /31 for instance.



# HOW YOU USE COOL SHADES

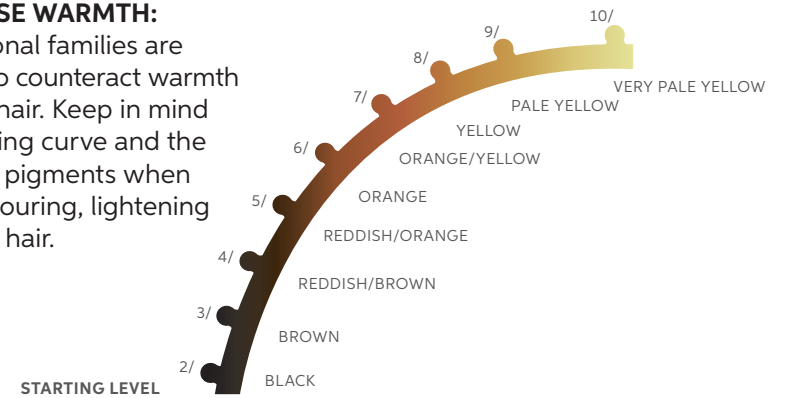
Cool shades have two main purposes when colouring hair.

## ADD COOL TONE:

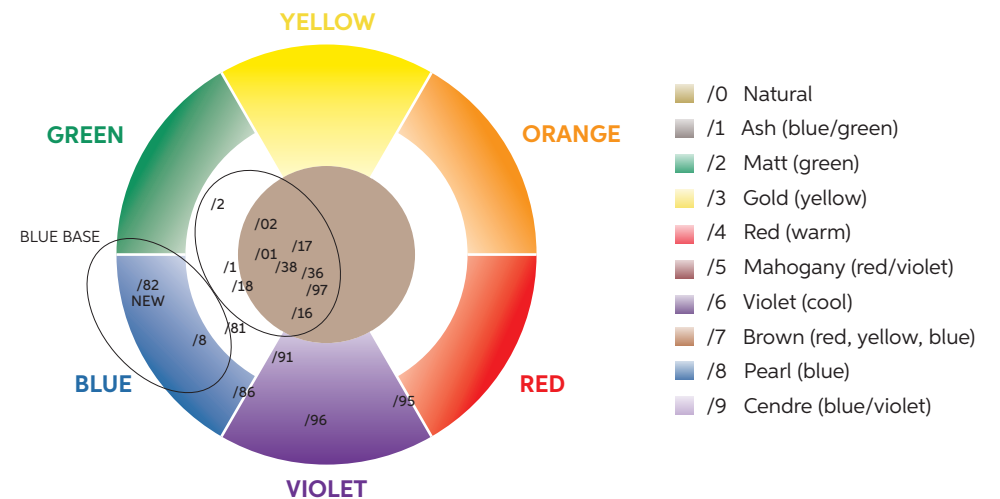
When you want to create an array of cool results, from smoky brunettes to alpine blondes.

## NEUTRALISE WARMTH:

Different tonal families are also used to counteract warmth within the hair. Keep in mind the lightening curve and the underlying pigments when you are colouring, lightening and toning hair.

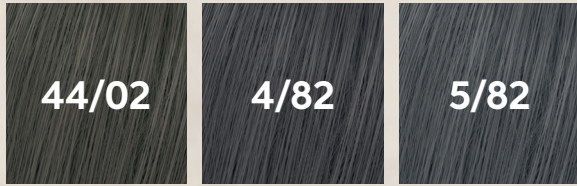


When you know what underlying pigments you need to neutralise, use the colour wheel to choose the right tonality for neutralising effect.



# KOLESTON PERFECT HERO COOLS

INTRODUCING 3 NEW EXTRA COOL BLUE BASED SHADES for the maximum neutralisation of orange/red undertones.

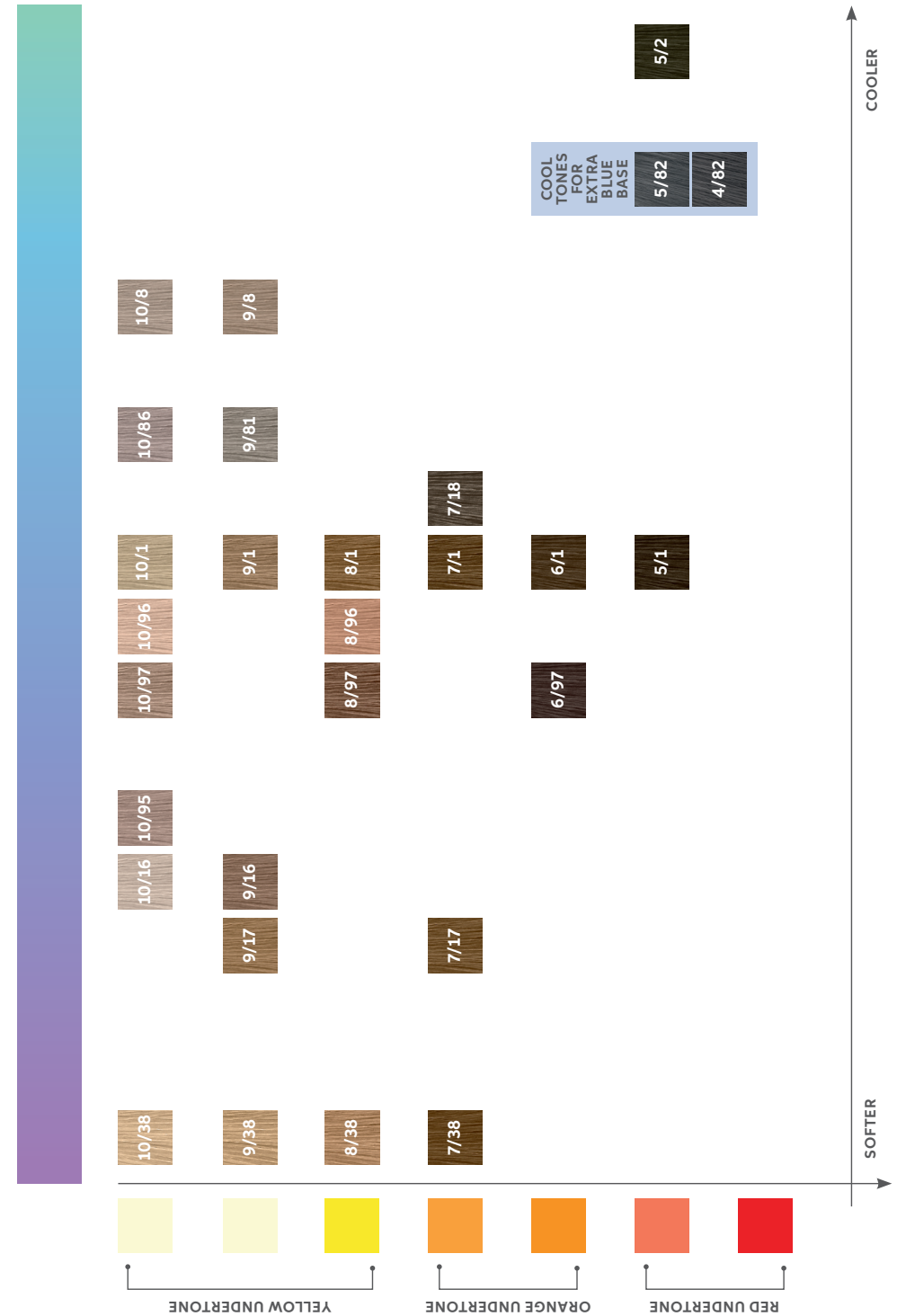


Long-lasting cool-tones for up to 8 weeks\*



These shades can be used alone to achieve full neutralisation, or if you're feeling creative the chart to the right showcases the most on trend cool mixtures from Koleston Perfect.

\*Provided hair is washed 3x/week, instrumental testing.





# WHAT SHADES FOR WHAT SERVICES

## LIGHTENING:

Consider your undertone for best neutralisation.

Natural depth of 5/0	Natural depth of 6/0	Natural depth of 7/0	Natural depth of 8/0
9/8	7/18 9/8	12/89 8/1	10/1 10/16
	12/81 12/89	10/86	9/1 12/16

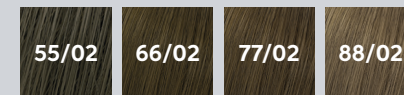
## TONING & GLOSSING:

Decide the direction of your tone.

Creamy cools	Neutral cools	Powerful cools
10/38 9/17	10/1 10/16	10/8 10/86
9/38	10/97 9/1	9/8 10/96
	9/16	

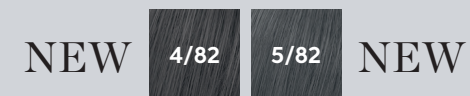
## GREY COVERAGE:

Offer long lasting cool coverage with healthy looking results.



## BRUNETTES:

Using shades with green / blue tonal direction helps to keep the warmth at bay.





# CREATIVE COOL MIXING

Use the below as inspiration, as results may vary depending on starting point.

## ALPINE BLONDE



## FROSTED SAND



## COOL VANILLA



## MUSHROOM BLONDE



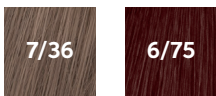
## SMOKY BEIGE



## HEATHER SHINE



## FROZEN COLA



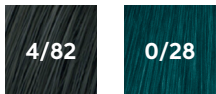
## LIGHT ASH BROWN



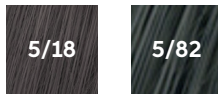
7/17

6/91

## DEEP INK BROWN



## SOFT SLATE BROWN



# KEEP IT COOL FOR LONGER

Cool looks requires extra care. No need for your clients to look faded in between colour appointments.

## HOME CARE:

the best insurance for the colour and quality of the hair. Start by finding out: what is the primary need of your client when it comes to their hair?

### ULTIMATE REPAIR

Our most intense repair treatment to add to your at home routine and in salon service.



Repair hair damage in 90 sec for all hair types.

### COLORMOTION+

Colour protection + strength.



Up to 8 weeks colour protection\* with WellaPlex bonding agent. For stronger hair.

### COLOR FRESH MASK

Revive and maintain your colour.



A conditioning formula leaving the hair **feeling smoother** and more **moisturised**.

\*When using Structure + Mask.



# SHINEFINITY FLASH GLAZE

## Meet the NEW SHINEFINITY flash glaze shades

High-level blondes in just 5 minutes

For all you platinum lovers, these three new shades will transform your blonde services. The shades have been designed to be used **after any lightening** service to achieve bright blonde looks without over depositing, **in just 5 minutes**.

### BENEFITS FOR YOU:



Saves time,  
profitable service



zero lift  
zero damage



neutralise, add tone,  
add shine



010/0

Natural  
Flash



010/6

Lavender  
Flash



010/8

Opal  
Flash





# QUICK USAGE GUIDE

# USAGE GUIDELINES MIXING OF SHADES



EXAMPLE: 30 g Crème + 30 g **SHINEFINITY ACTIVATOR**

The new shades can be intermixed with the boosters and clear. Follow the guidance below for 00/66 & 00/89

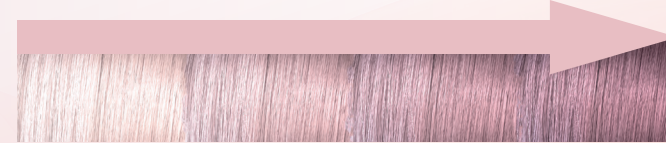
60g



LEVEL 010/-08/

3 g

12 g



Blue Booster



Violet Booster

## USAGE GUIDELINES

01. After your lightening service, rinse and remove as usual using ColorMotion+ shampoo and Post Color Treatment.
02. Apply the flash glaze to the pre-shampooed hair with a SHINEFINITY Bottle Applicator at the basin area for fast application.  
**Develop for 5 min.\***
03. When fully developed, add some water and emulsify the color.  
Shampoo the hair, no post color treatment is needed.  
Use conditioner if required.

\*Development time under 20min can reduce longevity

## Top Tip

**Mixing with clear can be useful if you want a very delicate tone or hair is very long and thick and you expect application to take longer than normal.**



00/00



Now also available in value size.

## Fast shades = Fast application

For best result, apply the flash glaze with a bottle applicator at the basin. Getting the color on fast will allow for more even deposit of tone.



# WHAT RESULT CAN I EXPECT?

Check out these images as a guide on how the level 10 shades look in different conditions.

## STARING POINT FRESHLY BLEACHED



010/0



010/6



010/8

## STARING POINT WARMER AND NATURAL



010/0



010/6



010/8

Here you can see the shades are designed to be used after a lightening service to provide fast platinum results.

If used over previously lightened or naturally blonde hair you will get a cast of tone and the SHINEFINITY shine.

# THE RESULTS OVER TIME

The shades are fast acting shades and the longer they process the more tone you will see. Below are examples on bleached porous hair.

Even though the recommendation development time is 5 min, if you prefer to see more tone you can leave it for longer.



LEVEL 010/8



LEVEL 010/6



## Balanced pH technology + fast dye combinations.

All the benefits you know and love from SHINEFINITY are true for the flash glazing shades. However, these shades have fast acting dye combinations that gives the desired color result in just 5 minutes.

Fast dye combinations



# COLOUR BLOCKING FACE FRAME



BEFORE

AFTER

Transform your blondes with this express technique by concentrating lights around the face whilst adding a cool depth for contrast, this will make that face frame POP and create a blocked effect.



## COLOUR FORMULAS

### 01.

#### LIGHTENING

Blondor MultiBlonde  
+ 6% Welloxon Perfect  
Developer



### 02.

#### DEPTH & SHADOW

10g 06/0  
+ 20g 07/12  
+ 30g Bottle Activator



### 03.

#### FLASH GLAZE

SHINEFINITY  
40g 010/6 & 20g 010/8  
+ 30g Bottle Activator



Focus lightening around the face and add freehand lightness through the back.



Add depth & shadow to the root and through the ends between the lightness.

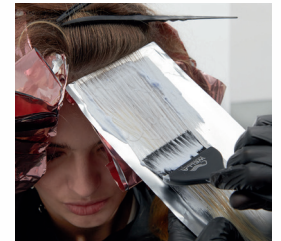


Use the **NEW** flash glaze shades to add fast tone and shine on the lightened areas.

## STEP BY STEP

### 01. Lightening

Section a wide face frame. Work in diagonal slices, as you move up alternate with weaves.



Create a framing around the nape for a stronger effect. Add some tip outs to clean up ends of the blonde throughout the back area.



### TIP

As you move close to the parting, backcomb each section of the lightening to create a soft transition.



### 02. Add depth & shadow

Once rinsed and removed add your darker glaze through the root area and on ends in between the light areas. Develop for 15 min.



### 03. FLASH Glaze

Apply the **NEW** flash glaze shades on the lightened areas for 5 min, to add shine and give a cool platinum tone.





# GET INSPIRED BLONDES



**Scott Wilson @\_\_swilson\_\_**  
Iced Sugar  
Roots: Color Touch 10g 6/0 + 10g 7/1 + 5g 7/89  
Ends: SHINEFINITY 30g 09/13 + 30g 09/61 + 30g 00/00w



**Joni Justander @joni.wella**  
White Chocolate  
Roots: Koleston Perfect 10/96 + 9/81 + 9%.  
Lengths SHINEFINITY 09/36 + 09/61



**Abigail Hally @abigailhally\_hair**  
Bright Pearl  
09/61 + 08/98



**Kelly Evans @Kelly\_evans\_hair**  
Platinum Glow  
30g 09/61 + 10g 00/00



**Laura English @LauraHair\_MCE**  
Frosted Vanilla  
10g 09/13 + 10g 09/81 + 10g 09/65 + 10g 00/00



**Michelle Getz @Michellegetzcolorist**  
Sahara Blonde  
Alternate :  
1) Color Touch 7/0 + 7/3  
2) SHINEFINITY 08/38



**Abigail Hally @abigailhally\_hair**  
Snow White  
20g 08/98 + 10g 00/00



**Sari Lehtonen @sarkkupallohair**  
Toffee Ice-cream;  
Base: 7/36 + 10/97 (1:1)  
Faceframe glaze: SHINEFINITY 09/61 + 09/81 + 09/73



**Ryan Kerrison @rdk.hair**  
Light Sand  
Roots: Koleston Perfect 6/0 + 6/71  
Ends: SHINEFINITY 09/13 + 09/81 + 00/00



**Joonas Turunen @joonas.wella**  
Buttercream Blonde  
20g 09/36 + 10 g 08/38



**Jonie Justander @joni.wella**  
Honey Beige  
Roots Koleston Perfect 15g 10/95 + 20g 9/38 + 20g 9/0  
Lengths Glaze: SHINEFINITY 20g 09/36 + 20g 09/05



**Abigail Hally @abigailhally\_hair**  
Toasted Cashew  
09/13





### **ANY QUESTIONS**

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