



PURE PERFECTION

PERMANENT CREAM COLOR

AMMONIA FREE

SUPERCHARGED
METAL PURIFIER
TECHNOLOGY

PURE PERFECTION

CONVERSION GUIDE

MAKING THE SWITCH EASY

We understand that switching colour brands can feel overwhelming. This guide is designed to make your transition from your current colour line to Pure Perfection as smooth and straightforward as possible.

Each colour brand has its own unique tones, and depth levels may vary. Within this guide, you'll find a clear overview of colour territories, along with practical tips and helpful advice to support a seamless transition.



IT STARTS WITH CONSULTATION

New colour line, new perspective.

Treat your client in the chair as a new client when you switching colour lines. As with many new clients you don't know what was applied in the previous appointment, but you still nail that match with the correct steps.

Use this moment to see your client with fresh eyes!



① IDENTITY

TECHNICAL ANALYSIS

- Natural depth of client and the depth of her previous color. For this you can use the natural depth selector.
- Tone of previous colour
- % of white hair
- Texture
- Porosity

② DESTINATION

CLIENT WISHES

- Was she happy with her previous colour?
- What tonal direction does she want?
- Style direction
- Comfortable color experience

③ SERVICE

HOW YOU GET THERE

- What service / technique does it take to get there?

CONSULTATION CHEAT SHEET

Client Name: _____

① IDENTITY

TECHNICAL ANALYSIS

Natural Depth: _____

Percentage of white: _____

Underlying pigment: _____

Hair type: _____

Hair texture: _____

Porosity: _____

Colour history: _____

② DESTINATION

TARGET RESULT

Desired colour finish: _____

Desired cut finish: _____

Desired styling finish: _____

③ SERVICE

AT HOME MAINTENANCE

SALON VISIT FREQUENCY

UNDERSTAND PURE PERFECTION COLOUR CHARACTERISTICS

Understanding the character of Pure Perfection will help you to find the right shade match.

DEPTH

The depth between brands doesn't always correspond. In your first visits use the colour chart or natural depth selector to help you find your "Wella depth".

NATURAL



WARM



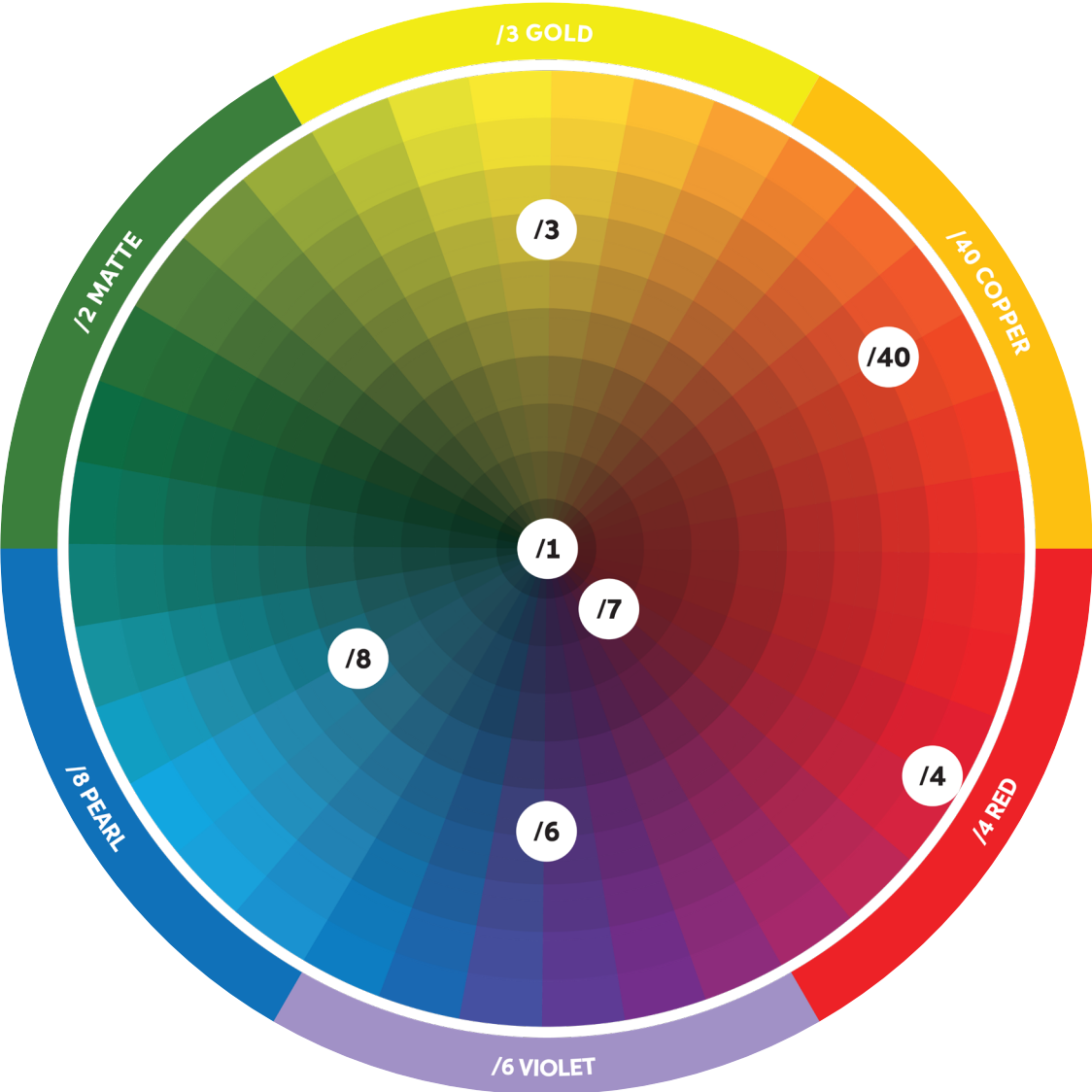
COOL



TONES

The tones are pure and easy to predict due to their character. You can see they sit centrally in their colour fields. The further out the circle the tone sits, the more vibrant the tone is.

-  /0 Natural
-  /1 Ash
-  /3 Gold
-  /4 Red
-  /40 Copper
-  /6 Violet
-  /7 Brunette
-  /8 Pearl



COLOUR NUMBERING EXPLAINED

Color	WELLA	L'ORÉAL	KEUNE
/0	NATURAL	NATURAL	NATURAL
/1	ASH	BLUE	ASH
/2	MATTE	VIOLET	PEARL
/3	GOLD	GOLD	GOLD
/4	RED	COPPER	COPPER
/5	MAHOGANY	RED VIOLET	
/6	VIOLET	RED	RED
/7	BROWN	GREEN	VIOLET
/8	PEARL	MOCHA	
/9	CENDRE		GREEN
/40	COPPER		

PURE PERFECTION VS L'OREAL INOA

NATURALS

X or X.0 in INOA is a natural line and it tends to pull warmer and slightly darker than Pure Perfection, where the naturals in Pure Perfection are very neutral due to the neutral undertone.

If you prefer the natural looking warmer mix your /0 with /7 or /3. You can also drop down 1 depth if you are covering a high % of gray.

ASH AND BLUES

.1 in INOA is blue based ash however Pure Perfection ash is pure grey based. If you want the ash softer mix it with your natural shades.

The .11 in INOA is heavy in blue tone, to get close to this mix /1 and /8 in Pure Perfection.

INOA

Pure
Perfection

INOA

Pure
Perfection

PURE PERFECTION VS L'OREAL INOA

GOLDS

.3 in INOA is a gold. It tends to be slightly more natural gold, Pure Perfection gold is slightly warmer. If you prefer the gold more muted mix it with a /0 natural.



BRUNETTE

.8 in INOA is a mocha comparable to /7 in Pure Perfection. Tonality is similar but you may see a slightly richer result with Pure Perfection.



PURE PERFECTION VS L'OREAL INOA

COPPERS

.43 in INOA is comparable
to /40 in Pure Perfection

REDS

INOA has a variety of red tones, many of which are combination shades. In INOA, .6 .66 typically lean red-violet, whereas Pure Perfection, /4 is a true red. When matching an INOA .6 shade, use /4 and add a small amount of /6 or /8 to introduce a cooler tone and achieve a closer match.

VIOLETS

The /6 violet tone in Pure Perfection is very PURE and intense. The .2 in INOA is more muted to get closer to this mix /6 + /1 shades.



HOW TO FORMULATE HINTS & TIPS

It may feel complicated to transition combination shades, but couldn't be easier thanks to the pure tones of Pure Perfection.

EXAMPLE OF SHADES USED AND HOW TO TRANSITION

5.18

Major tone of ash

Minor tone of
brunette



Two parts of 5/1 and one part of 4/7 if you prefer a softer result you can also use 6/7 instead of the 4/7.

9.31

Major tone of gold

Minor tone of ash

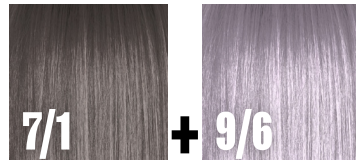


Two parts of 9/3 and one part of either 10/1 or 9/6 depending on if you want more or less violet tone.

8.12

Major tone of ash

Minor tone of
violet



Two parts of 7/1 and one part of either 9/6, if you are worried it will be too dark you can add one quarter of 9/0 to your mix.

MIXING & USAGE



APPLICATION

1. Mix and apply with bowl & brush, if using darker shades, consider using a barrier cream.
2. Develop for 30–40 min **OR** 15–25 min with heat.
3. Emulsify and rinse, use Wella Professionals' shampoo and post color treatment.

For a faster service: consider using Ultimate Color, Color Sealer instead of classic post colour treatment.

WHAT DEVELOPER TO USE

No dedicated developer is needed, Pure Perfection is mixed with Welloxon Perfect.

1.9% 6vol: Refreshing lengths and ends & toning services

4% 10vol: Deeper results on natural hair

6% 20vol: 1 level of lift & grey coverage

9% 30vol: 2 levels of lift

12% 40vol: 3 levels of lift

BELOW 50% GREY

Equal parts of
your natural to
tonal shade.



ABOVE 50% GREY

MOST SATURATION

Mix 2/3 of natural to
your target shades.



MORE TONAL DIMENSIONS

Mix 1/2 of natural to
your target shade.



TRUST THE PROCESS

Due to the unique dye mix of
Pure Perfection the colour on
many shades oxidize very dark
during the process. Don't be
tempted to rinse early.

PAIR WITH ULTIMATE COLOUR

COLOUR VIBRANCY
FOR UP TO 10 WEEKS*

REVITALISED HAIR
FROM 1ST WASH



*With regular use of Ultimate Color regimen from salon to home.

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