

PURE PERFECTION

AMMONIA FREE PERMANENT COLOUR

	NATURALS		COOL			WARM			
DEPTH	/0		/1	/6	/8	/3	/40	/4	/7
10/	10/0		10/1						
9/0	9/0			9/6		9/3			
8/0	8/0	88/0							8/7
7/	7/0	77/0	7/1	7/6	7/8	7/3	7/40		
6/	6/0	66/0						6/4	6/7
5/	5/0	55/0	5/1		5/8	5/3	5/40		
4/	4/0	44/0							
3/	3/0								4/7
2/	2/0								

MIXING & USAGE

- Mix and apply with bowl & brush to dry hair. If using darker shades, consider using a stain guard.
- Develop for 30–40 min **OR** 15–25 min with heat.
- 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 Color Treatment.



WHAT DEVELOPER TO USE

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

- 1.9% 6vol:** Refreshing mid-ends & toning services
- 3% 10vol:** Deeper results on natural hair
- 6% 20vol:** 1 level of lift & gray coverage
- 9% 30vol:** 2 levels of lift
- 12% 40vol:** 3 levels of lift

WELLA INTERNATIONAL NUMBERING SYSTEM

MAJOR TONE

INTENSITY

MINOR TONE



DEPTH

10/0	Lightest Blonde
9/0	Very Light Blonde
8/0	Light Blonde
7/0	Medium Blonde
6/0	Dark Blonde
5/0	Light Brown
4/0	Medium Brown
3/0	Dark Brown
2/0	Black

TONE

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

USAGE TIPS GRAY COVERAGE

FORMULATION

Do you need your intense shades for extra boost? For most saturation ensure 2/3 of your formula is your natural tone.

APPLICATION

Start where the hair has the highest % of white, use fine sections. Is your regrowth larger than 4cm, do a mid-band application.

F.A.S.T.

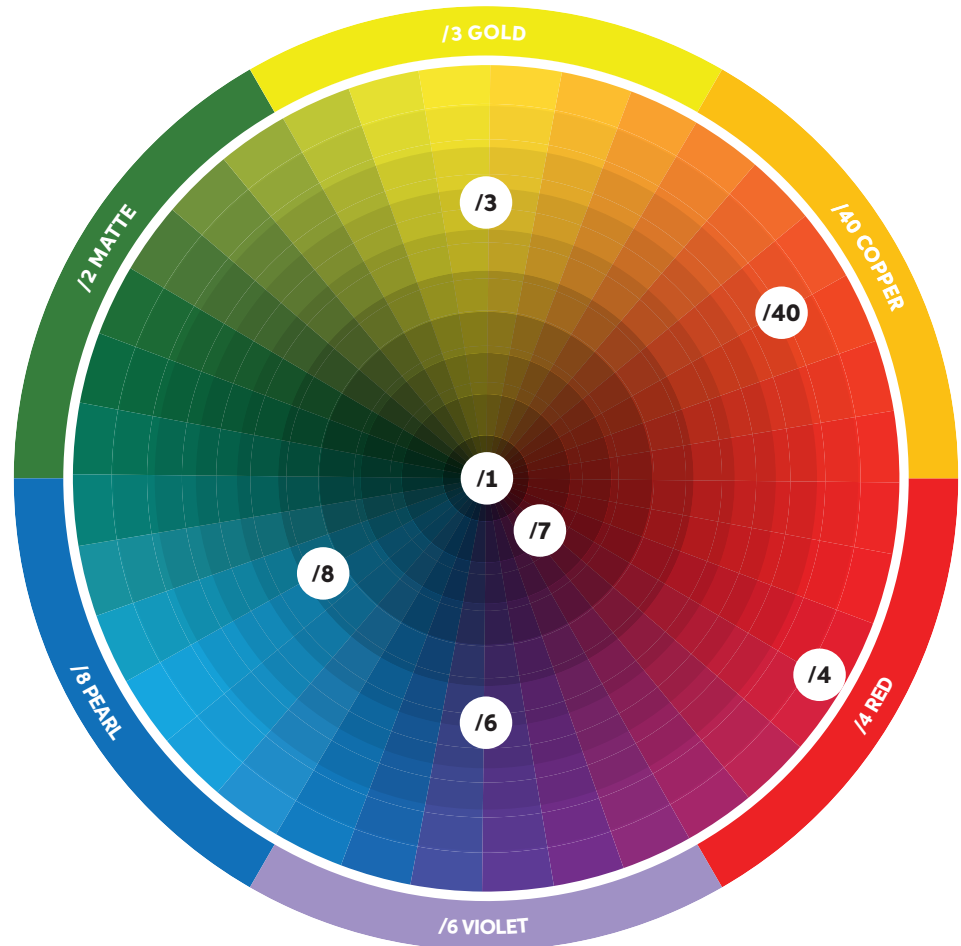
SATURATION

Especially if the hair is coarser. Ensure you have enough product on the hair for the best coverage.

TIME

For hair that is notoriously hard to cover ensure 40 min of development time. Using heat for 20 min can also help to boost the coverage if needed.

PURE PERFECTION COLOR WHEEL



TRUST THE PROCESS

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

SCAN TO VIEW
THE FULL SIZE
COLOR WHEEL



PURE PERFECTION CORE SERVICE PURE GRAY COVERAGE

BEFORE



A CORE service for permanent colour clients.

BELOW 50% GREY

More tonal dimension

5/0 20g	5/8 20g	6% 40g
5/0 40g	5/8 20g	6% 60g

ABOVE 50% GRAY

PURE PERFECTION SIGNATURE SERVICE PURE COLOUR

BEFORE



In minimal extra time, **UPGRADE** your classic Full Head Colour with this Signature Service.

① ROOTS

7/8 30g	7/0 30g	6% 60g
7/0 20g	8/7 10g	1.9% 60g

② LENGTHS & ENDS

WHO IS YOUR PURE PERFECTION CLIENT?

With a growing demand for gentle solutions and proven performance, Pure Perfection is the perfect choice for many different clients:

- Ingredient-conscious clients
- Seeking gentle experience, no odor and comfortable on scalp experience
- Looking for pure yet high performance ammonia free permanent colour

DRAMA TESTED
ON SENSITIVE SKIN

VEGAN

WELLA
PURE PERFECTION

INTRODUCING PURE PERFECTION

AMMONIA FREE
PURE COLOUR PERFECTION.
CLINICALLY PROVEN,
REDUCES SIGNS OF DAMAGE¹

- **PERMANENT COLOUR**
Up to 100% gray coverage.
- **STATE-OF-THE-ART FORMULA**
Contains supercharged Metal Purifier for damage control and predictable colour results.
- **PURE COLOUR RESULTS**
A curated palette of 30 shades with a neutral base for pure & true to tone color results.
- **THE NEW 0% STANDARD**

0% AMMONIA
FRAGRANCES
MINERAL OILS
SILICONES
PTD/PPD²

1. +55% shine, +45% smoothness, +42% nourished look; vs. untreated hair, based on expert panel clinical study.
2. Do not use this product if you have a known PPD/PTD allergy, as you may still experience a severe reaction.



1. With regular use of ULTIMATE COLOR regimen from salon to home. 2. When using ULTIMATE COLOR Intense Miracle Leave-In Mask Vs. untreated hair. 3. External agreement test with scalp sensitive consumers.

**COLOUR VIBRANCY
FOR UP TO 10 WEEKS!
REVITALISED HAIR
FROM 1ST WASH**

THE PERFECT CARE PARTNER

ULTIMATE COLOR



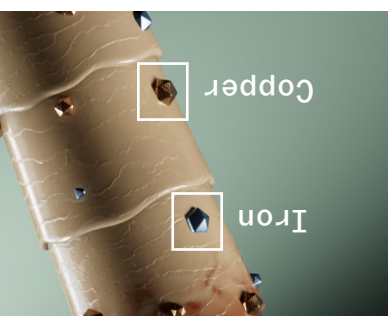
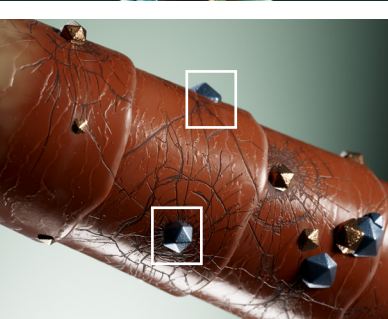
SUPER CHARGED METAL PURIFIER

When working with ammonia-free permanent colour, one unique challenge appears: the alkaliser is different. The formula relies on MEA, this creates a very specific environment during colouring, where certain metals inside the hair become extremely reactive.

We discovered, it's not just copper that contributes to hair damage in this process, iron plays a major role.

Introducing: Super charged Metal Purifier, it captures both Copper and Iron simultaneously. This controls the stress MEA can create during oxidation.

This opens the door to ammonia-free permanent colour meeting Wella Professionals standards, with advanced care for the hair damage.



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WELLA
PROFESSIONALS

NO.1
SALON COLOR
BRAND IN
THE WORLD

PURE PERFECTION
AMMONIA FREE PERMANENT COLOUR

*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline.



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**CLINICALLY PROVEN,
REDUCES SIGNS
OF DAMAGE***

**+55%
SHINE**

**+45%
SMOOTHNESS**

**+42%
NOURISHED LOOK**

-
-
-

*Vs. untreated hair, based on expert panel clinical study.

[illegible]

SHADE PALETTE HEROS & TIPS

RESULTS

Pure Perfection offers up to 100% grey coverage, even on more resistant hair types, while still keeping the result soft, lightweight, and full of dimension.

The finish is designed to look more like your client's natural hair, before the grays came through.

A man and a woman are shown from the chest up, facing the camera. The woman, on the left, has voluminous, wavy brown hair and is wearing a white tank top with a dark green strap over her shoulder. She has a red string bracelet on her right wrist and gold rings on her fingers. The man, on the right, has short, dark hair with some grey at the temples and is wearing a black t-shirt. The background is a plain, light-colored wall.

**PURE PERFECTION
GRAY COVERAGE
RESULTS**

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on.

A close-up, low-angle shot of a person's head and hand. The person has dark, wavy hair. Their hand is visible near their face, with fingers slightly curled. The background is a bright, out-of-focus interior space, possibly a room with large windows or a bright light source.

PURE PEARL

A cool blue direction, your new favorite for neutralising undesired brassy tones as well as lifting darker bases keeping the warmth at bay. Pairs great with the /7 shades to soften the tone yet keeping the brunette smoky.

PURE COPPER

Wella Professionals' purest copper, not overly red, naturalness. Level 5 will be slightly more red vs the 0 (natural), after the 4 (red) ensures the 7 just how it would appear in naturally red hair. Mix these with your blondes for a sprinkle of cinnamon tones, in your brunettes for the perfect balance of a warmer chestnut.

HOW MUCH NATURAL IN MY FORMULA

BELOW 50% GRAY

ABOVE 50% GRAY

MOST SATURATION
Mix 2/3 of natural to your target shades.

MORE TONAL DIMENSION
Mix 1/2 of natural to your target shade.

Example

Product	40g	+ 20g	+ 60g
Wella Professionals Color Cream	1 tube	1 tube	1 tube

HOW MUCH
NATURAL IN
MY FORMULA

**BELOW
50% GRAY**

**ABOVE
50% GRAY**

Example

got

20g

609

*Vs. untreated hair, based on expert panel clinical study.