



PURE PERFECTION

TECHNICAL FOLDER

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**MEET PURE
PERFECTION**

CLEAN BEAUTY IS ON THE RISE

+55% GROWTH

The merge of clean formulas with clinically proven science marks the next major shift in clean beauty as this is where clean beauty meets performance.

1/2 STYLISTS

are asked by clients to use a colour **WITHOUT AMMONIA**

WHY

DAMAGE #1 BARRIER TO COLOUR

Consumers associate ammonia to damage, scalp sensitivities & allergies.



A close-up portrait of a woman with long, wavy blonde hair. Her hair is swept across her face, partially covering her right eye. She has light blue eyes and is looking directly at the camera with a neutral expression. Her skin is fair with some natural texture visible. She is wearing a dark blue or black top. The background is out of focus, showing more of her hair.

**WHAT IF AN
AMMONIA-FREE PERMANENT
HAIR COLOUR COULD MEET
WELLA STANDARDS
& THE NEW CLIENT'S
EXPECTATIONS?**

INTRODUCING PURE PERFECTION

**100% PURE
COLOR PERFECTION.
CLINICALLY PROVEN,
REDUCES SIGNS OF DAMAGE¹**

- **PERMANENT COLOUR**
Up to 100% grey 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 colour results.
- **THE NEW 0% STANDARD**

0% AMMONIA
FRAGRANCES
MINERAL OILS
SILICONS
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.



THE PURE CHOICE

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

IDENTIFY THE RIGHT CLIENT

During previous appointments she complained about scalp sensitivity.

Shares concerns about permanent colour linked to itchiness during the colour process.

They are ingredient conscious but expect high performance such coverage or lift.

Would like a gentle experience, no odor and comfortable on scalp experience.

WHAT TO LISTEN OUT FOR:

“I don’t want ammonia in my colour”

“Does it contain (insert any ingredient)”

” I have read about mineral oil...”

“I’m not sure of...

“I don’t like the smell..”

“I want the best color for my hair and me... but I don’t want to compromise on grey coverage.

“I want a true natural / golden blonde / neutral brunette.. “

ELEVATE YOUR CONSULTATIONS

Create the perfect bespoke colour in 3 simple steps.

① IDENTITY

WHO IS YOUR CLIENT?

- Personality & lifestyle
- Commitment & budget
- Technical analysis



② DESTINATION

WHAT DOES YOUR CLIENT WANT?

- Current colour & style directions
- Subtle or drastic change?
- Hair & scalp condition



③ SERVICE

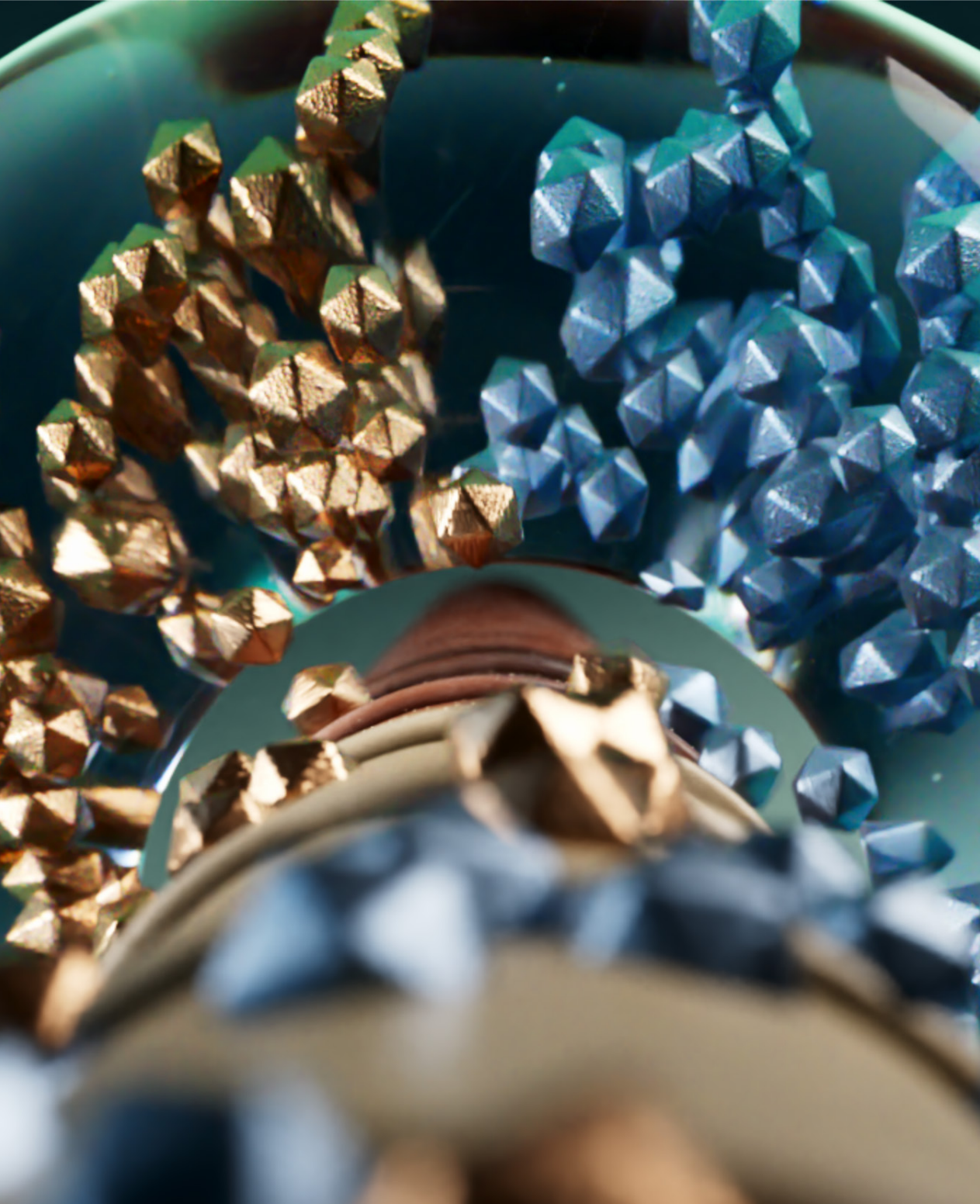
HOW WILL YOU GET THERE?

- Techniques & services
- Brands & shades choice
- Cost, duration, care / styling



INSPO LAB as a tool helps stylists in consultation supports you to create the perfect colour result.

DOWNLOAD INSPO LAB



TECHNOLOGY

A FORMULA BACKED BY SCIENCE

Pure Perfection has consciously been developed to suit the most demanding clientele. Let's understand all the elements that make this colour line unique. Clinically proven, reduces signs of damage*:

+55%
SHINE

+45%
SMOOTHNESS

+42%
**NOURISHED
LOOK**

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



It's a cream based colour mass formulated without mineral oil for a seamless application and rinses easily from the hair. **NO MORE** oily residue.



It's fragrance free to further reduce possible allergens. Dermatologically tested on sensitive skin.



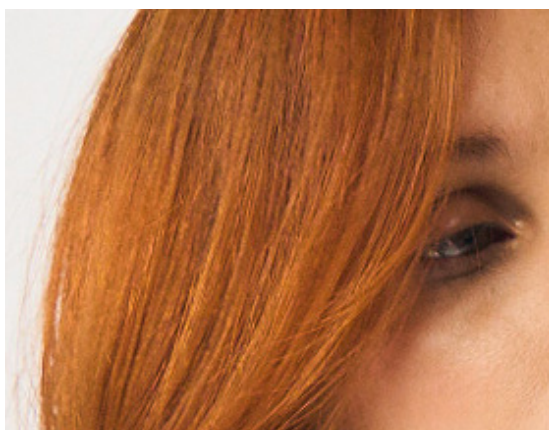
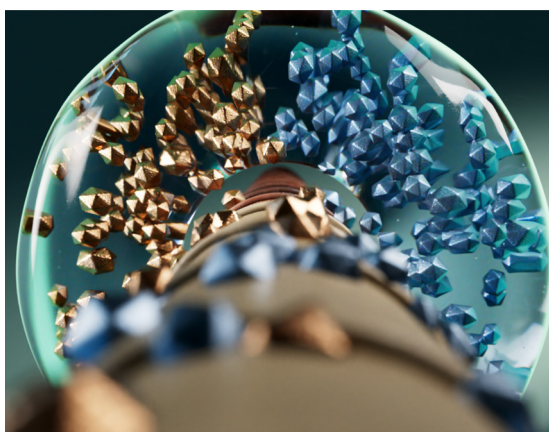
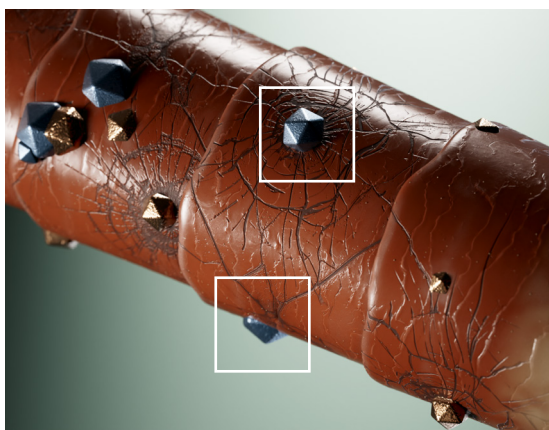
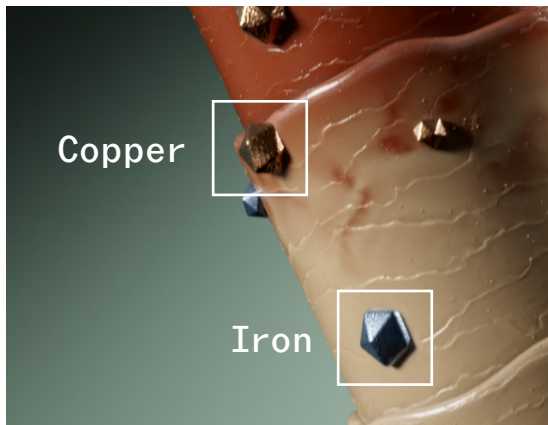
SUPER CHARGED METAL PURIFIER

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.



COMPONENTS OF A PERMANENT COLOUR

Understand what makes up a permanent colour and why it matters.

THE CHASSIS

AKA THE COLOUR CREAM.

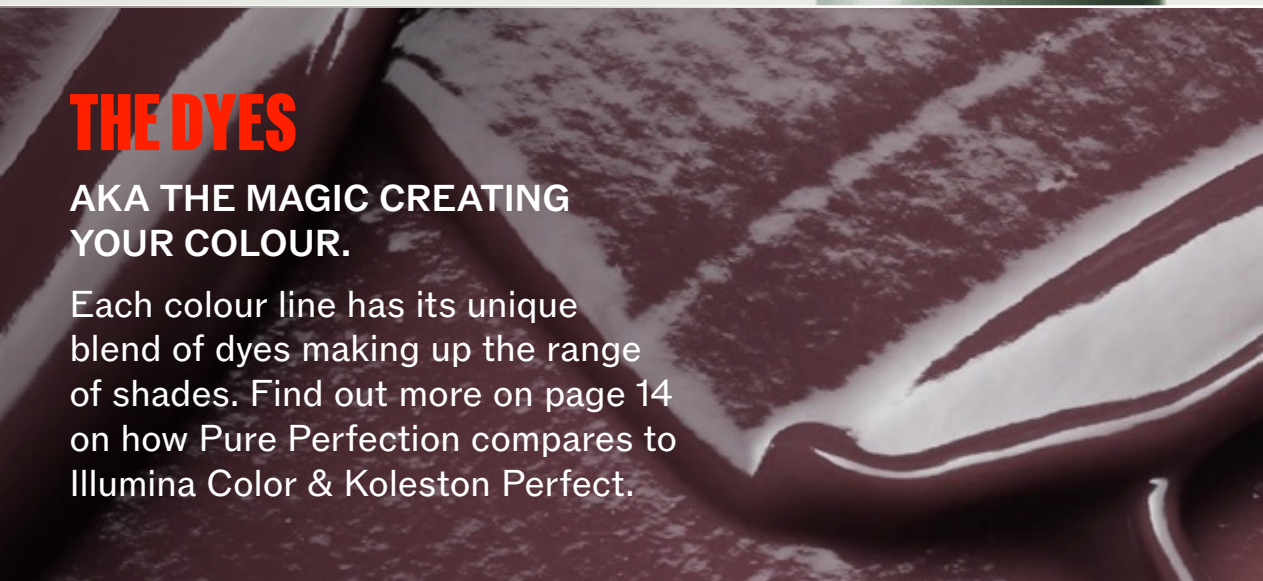
This is what you look at as you squeeze your tube. Responsible to deliver all the ingredients to the hair as well as the consistency of the colour Pure Perfection's chassis is cream based which makes the consistency great for precise application, easy to pull through and effortless to rinse off.



THE DYES

AKA THE MAGIC CREATING YOUR COLOUR.

Each colour line has its unique blend of dyes making up the range of shades. Find out more on page 14 on how Pure Perfection compares to Illumina Color & Koleston Perfect.



ALKALISER

AKA THE ENGINE.

Ammonia and MEA are different alkalisers, their main job is to bring the pH of the product to the perfect alkaline levels, so that the colour reaction can happen in the most efficient way and the cuticles can swell to allow the dyes to penetrate deep inside the hair.





SHADE PORTFOLIO

THE PURE COLOUR RESULTS

How does Pure Perfection compare to Koleston Perfect & Illumina Color.



RESULTS & COVERAGE

Rich & transformative
Up to 100% grey coverage even on the most resistant hair.

Pure color results
Up to 100% grey coverage with natural dimensions.

100% natural looking
Up to 100% sheer grey coverage.

PALETTE

The broadest palette with 170+ shades.

30 shades designed for easy mixing.

58 sheer shades.

SERVICE

Grey coverage, full head color.

Root-touch up, full head color, pure color.

Illuminage, blonde toning, natural looking transformations.

TECHNOLOGY

Metal purifier, ME+ technology
Cream-Gel

Super charged metal purifier
Rich Cream, Free from ammonia, fragrance, mineral oil

Metal purifier, micro light technology & micro tones
Cream-Gel

BASE COLOR

Brown base for richness

Neutral base for pure tones

Violet base for coolness and natural looking results

OPACITY

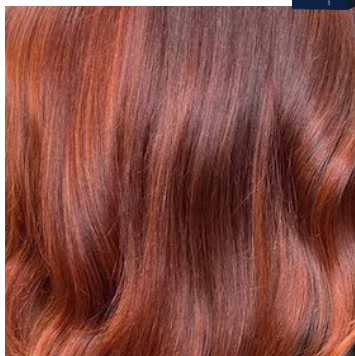


BASE OF A HAIR COLOUR

The base of hair colour, sometimes referred to as background or undertone, determines the direction of the palette. It's more or less prominent depending on the shade, the tonal direction and how light or dark it is. Knowing this can help you to choose the right brand for your desired end result.

Here you see similar copper shade across brands:

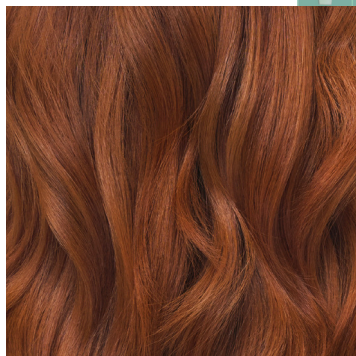
KOLESTON PERFECT BROWN BASE



This is responsible for richness and ensuring best opaque coverage.

As you can see here on the copper 7/43, the shade is vibrant yet has depth to get a rich and full result.

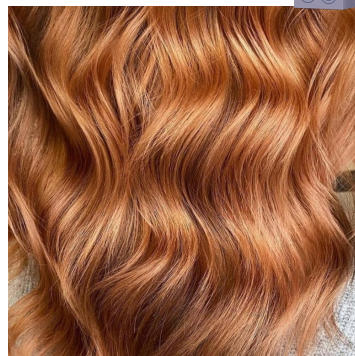
PURE PERFECTION NEUTRAL BASE



This is beiger, more fawn like. This will still provide coverage without a solid artificial feel. The result will be dimensional yet covered.

The neutral base also allows for the tones to come through very pure and undisturbed by the base.

ILLUMINA COLOR VIOLET BASE



This gives a cooler and natural effect to the full palette. Paired with the micro tones it gives a luminous result that reflect the highs and lows of natural hair. This also gives the range up to 100 % grey coverage with a sheer effect.

WHAT IS PURE COLOUR?

Think of **PURE** colour as the cashmere of hair colour: soft, luxurious, and completely unaltered. It's the purest expression of tone, without any interference, delivering a result that feels as refined and timeless as the finest cashmere.

COMPARED TO OUR BRANDS

KOLESTON PERFECT
is velvet-rich with deep, saturated coverage for confidence and intensity.



ILLUMINA COLOR
feels like chiffon sheer, luminous, and airy for natural light reflection.



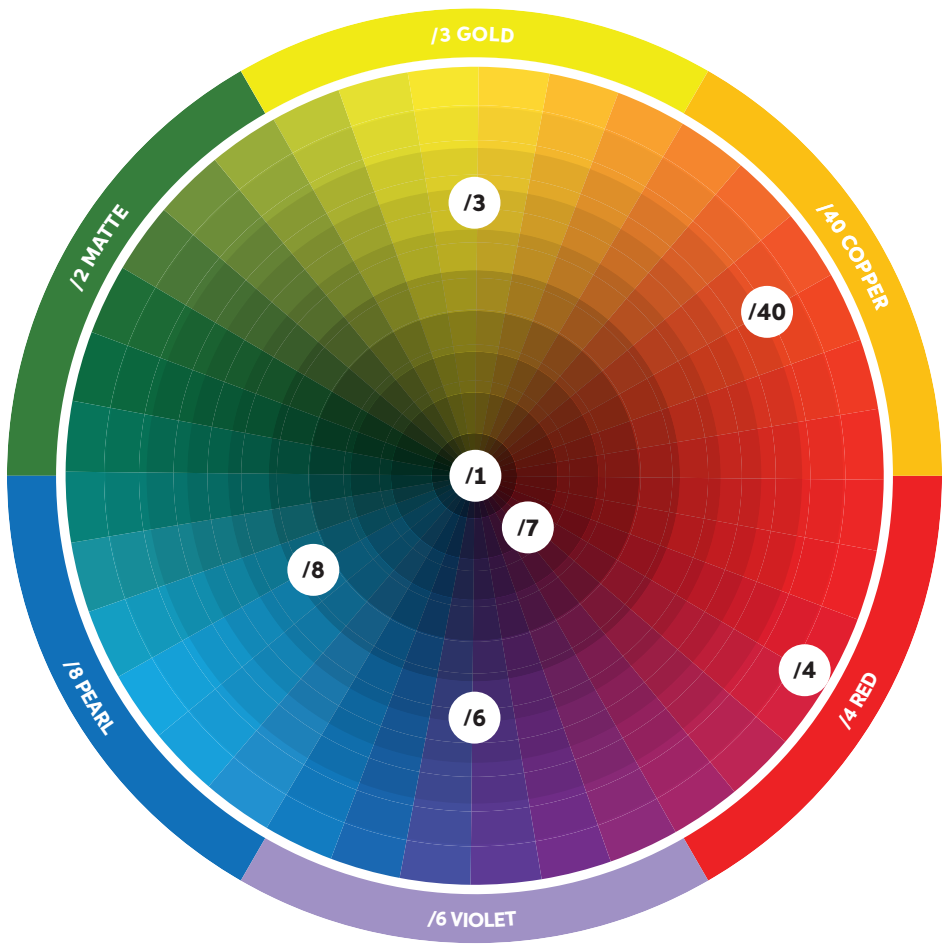
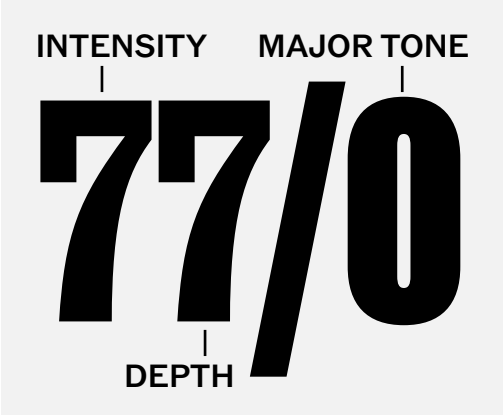
COLOR TOUCH
brings vinyl-like shine and vibrant flexibility for glossy refreshes.



SHINEFINITY
offers a satin like glaze translucent veil of colour.



NUMBERING SYSTEM



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

STONE

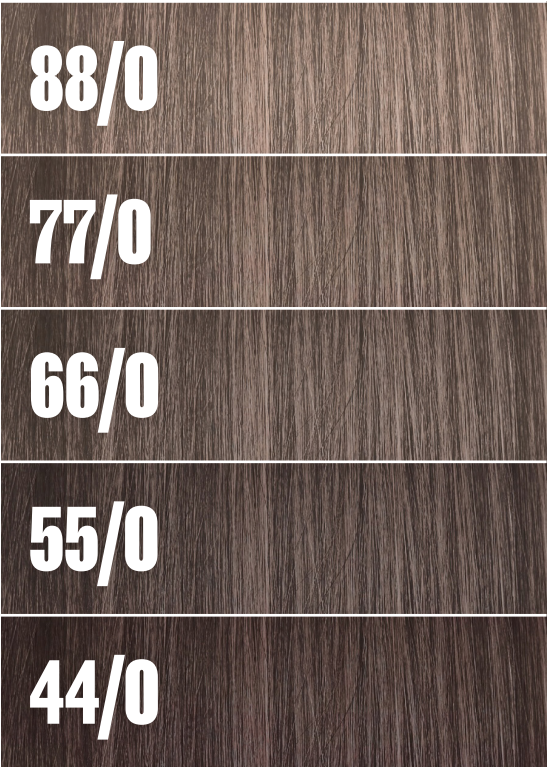
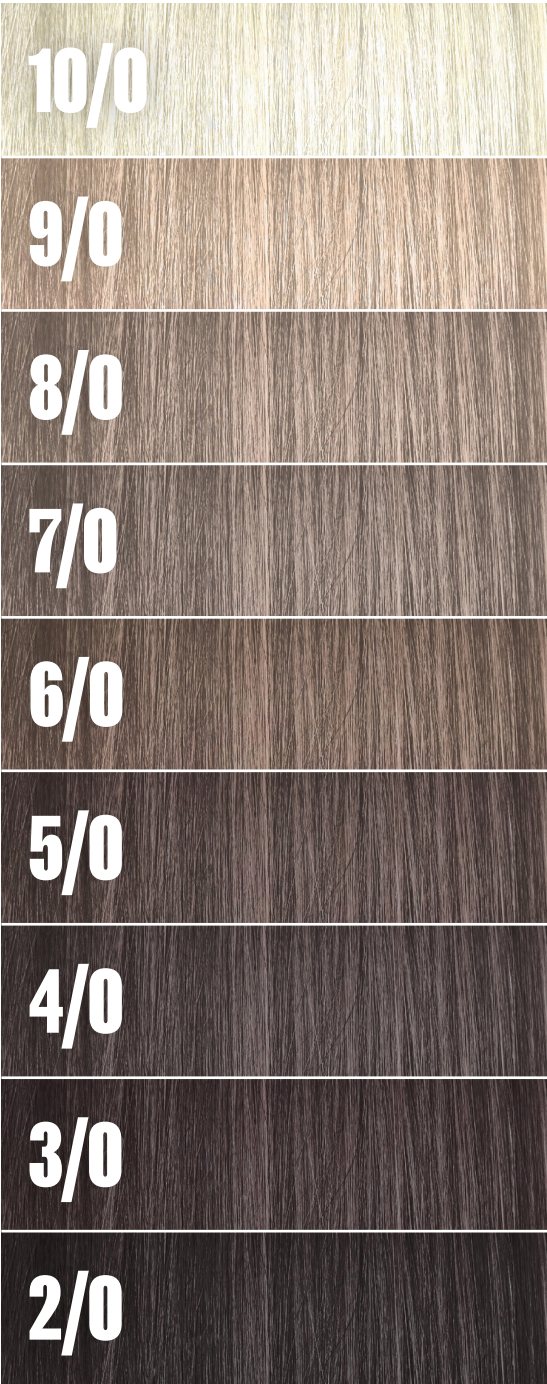
	/0 Natural
	/1 Ash
	/3 Gold
	/4 Red
	/40 Copper
	/6 Violet
	/7 Brunette
	/8 Pearl

SHADE PALETTE NATURALS

THE FULL palette consists of 30 PURE colour shades.

Naturals are neutral with no off tones and can be used on their own or mixed with fashion shades.

NATURALS



Use the INTENSE naturals for hair that is generally harder to cover or coarser. Keep in mind on finer hair textures that are not resistant the shade can appear darker.

SHADE PALETTE WARMS

The warm palette has a mixture of clean golds, pure copper shades, intense red (ideal for mixing in other shades) and soft brunettes.

Having only major tones will make mixing shades together easy and predictable.

GOLD



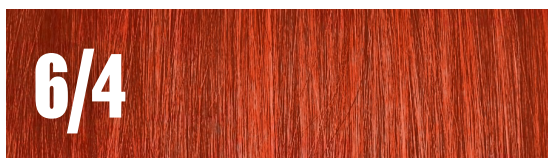
COPPER



**/40 only shade with 2 tones.
WHY?**

The 40 is a way to describe the pure copper tone. Red + natural gives a natural red.

RED



BROWN



SHADE PALETTE COOLS

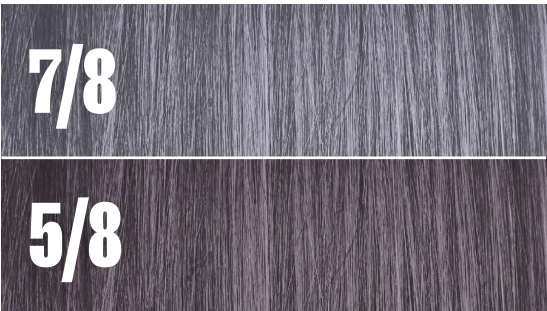
The cool shades are PURE in tone, the ash is gray based, the violet and pearl are true to tone. Consider the level 7's as having a big character of tones. Great for neutralising unwanted orange / yellow or when lifting a natural base and wanting a natural look.

They can be used creatively over lighten hair if you want the tone prominent.

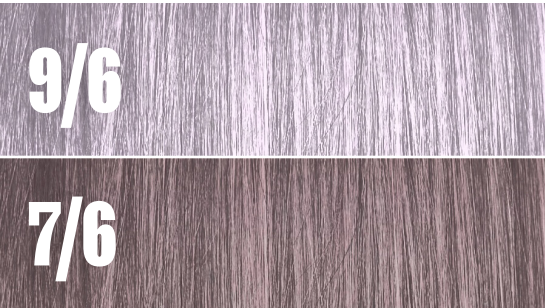
ASH



PEARL



VIOLET





7/6 over existing highlights



7/6 when lifting 1 level



7/6 when neutralizing golden level 7

SHADE PALETTE HERO'S & TIPS

INTENSE NATURALS

Extra pigmented when more coverage is needed. Especially suitable for the stubborn or coarse hair texture.

44/0

55/0

66/0

77/0

88/0

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 smokey.

7/8

5/8

7/8

8/7

PURE COPPER

Wella pro's purest copper. Not overly red nor yellow. The 0 (natural) after the 4 (red) ensures a naturalness. Level 5 will be slightly more red vs 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.

9/3

7/40



MIXING & APPLICATION

MIXING & USAGE



— No dedicated developer is needed

APPLICATION

1. Mix and apply with bowl & brush to dry hair. If using darker shades, consider using a stain guard.
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 color treatment.

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.



WELLOXON PERFECT

The ultimate partner specifically designed to provide accurate colour results.

- Precise application
- Great foil adhesion
- Easy rinsing

1.9 % 6 VOL

For refreshing
and toning
services, mix 1:2.



4 % 13 VOL

Deeper results
on natural hair
with no greys.



6 % 20 VOL

1 level of lift, same
depth or darker.
Grey coverage.



9 % 30 VOL

2 levels of lift.



12 % 40 VOL

3 levels of lift.



USAGE TIPS

GRAY COVERAGE

Ammonia is still the most efficient alkaliser for the broadest hair needs. If you are looking for the most saturated and opaque results consider using Koleston Perfect.

Pure Perfection will give up to 100% grey coverage also on demanding hair textures but the result is lightweight and dimensional yet not translucent.

Closer to the natural hair of your client, before she went grey.



CONSIDER THIS:

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.





HOW MUCH NATURAL IN MY FORMULA

BELOW 50% GREY

Equal part 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.



Example

6/0 40g		+	6/7 20g		+	6% 60g	
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**LOOKS &
SERVICES**

PURE COLOUR SERVICES

CORE SERVICE PURE GREY COVERAGE

A **CORE** service for permanent colour clients. Mix according to recommendations. Start your application where hair has highest % of white. Develop for 30–40 mins.

THE RESULT

Up to 100% dimensional grey coverage. Colour looks covered yet lively and not wiglike. For a faster service: consider using Ultimate Color Color Sealer instead of classic post color treatment.

Before



After





SIGNATURE SERVICE PURE COLOUR

In barely no extra time, **UPGRADE** your classic Full Head Colour with this Signature Service.

Suitable for clients who are looking for a gentle colouring experience. Comfortable on scalp and no ammonia odor.

Inspired by the **MONOCHROMATIC COLOUR** trend, influenced by **FASHION & MAKEUP TONE-ON-TONE LAYERING**.

Just like a monochromatic outfit combines different shades of the same colour for a sophisticated, harmonious, and minimal look, tone-on-tone hair colour blends similar hues or varying intensities to create enhanced natural dimension.

THE STEPS

SECTIONING

Create deep triangular sections below the parting, starting from the temple and extending beneath the crown area.



DIMENSION APPLICATION

Apply your accent tone, within the triangles to add lightness or dimensional tones.

TIP: Keep the same root colour throughout for consistency.



OVERALL COLOUR

Apply your chosen all-over colour to the remaining hair.

FINISHING

Develop for **30–40 minutes**, then rinse thoroughly. Finish with **Wella Professionals care line** and Ultimate Color for lasting vibrancy.





PURE COLOUR PURE GOLDEN

A true sunshine gold brought to life by lightening her natural colour and adding dimensional lights for brightness.

Before



THE FORMULA

① LIGHTENING

30g



+

6%

45g



② ROOTS

9/3
30g



+

6%

30g



③ LENGTHS & ENDS

9/3
50g



+

7/40
10g



+

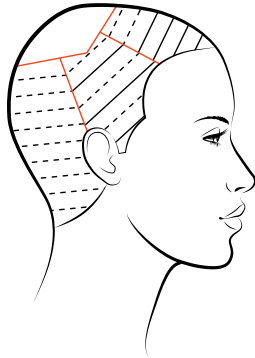
9%

60g



THE STEPS

Section off a diamond shape on top, work with wide sections meeting the diamond across the head. Alternate weaves and slices through your sections and backcomb the roots for a soft blend.



Apply the lightener slightly away from the root and softly blend the product towards the root.



Apply your root colour throughout. Use the dedicated short bristle brush for a precise colour application.



Apply the length and ends formula throughout directly after the root application. Develop fully for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.





PURE COLOUR PURE COPPER

A pure statement copper. Prepare the hair by removing buildup of colour. Paired with a simple full head colour for maximum impact.

Before



THE FORMULA

① LIGHTENING

30g



+

6%
45g



② ROOTS

7/40
45g



+

4%
45g



③ LENGTHS & ENDS

7/40
60g



+

6%
60g



THE STEPS

To remove the saturation of the dark colour through the mid band, perform a wet balayage at the basin. Pre-wash the hair and apply Freelights with a brush or palm of your hand. Use your palm to brush the product towards the root for a soft transition.



Apply your root colour throughout for the first 1.5cm–2cm. Using a lower developer will ensure brightness is controlled.



Apply the length and ends formula throughout directly after the root application. Develop fully for 30–40 min. Rinse and remove using Ultimate Color Shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.



OXIDATION WATCH OUT!

Colours oxidise dark throughout the process, This is normal for Pure Perfection! Don't be tempted to rinse early!





PURE COLOUR PURE BRUNETTE

Old highlights and dehydrated looking curls are transformed with an authentic brunette palette.

Before



THE FORMULA

① ROOTS

7/8 30g		+	7/0 30g		+	6% 60g	
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6% on roots for
1 level of lift
on natural hair.

② LENGTHS & ENDS

7/0 20g		+	8/7 10g		+	1.9% 60g	
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1.9% on lengths & ends
to darken gently.

THE STEPS

Apply the root colour throughout the dark natural root. Using 6% to lighten the base slightly.

Go through the underneath section and take the root colour through the darker areas underneath, avoiding the highlights.

Use the lighter formula throughout the lengths and ends and over the previous highlights.

Comb through the colour from root to ends, to soften the transitions between the different shades. Develop for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.

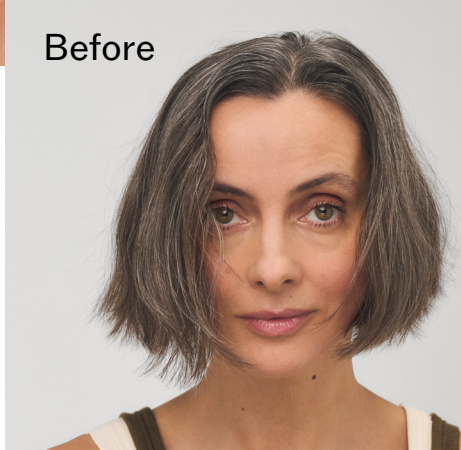




PURE COLOUR PURE ASH BROWN

Greys be gone with volcanic
brunette hues. All over grey
coverage for a deep cool ash tones.

Before



THE FORMULA

ALL OVER COLOUR

5/0
40g



+ **20g**



+ **60g**



THE STEPS

For grey coverage start your application where you have the highest % of grey hair. In this case, it's equally scattered, classic brickwork section pattern was used.



Apply straight through to the ends and comb through each section for even distribution.

TIP

If hair is resistant with a large regrowth a virgin application / mid band application can be used to allow product to saturate through the keratinised hair and ensure full saturation.



Cross check your application to ensure product is saturated on all stray away greys.



Develop for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.



THE PERFECT CARE PARTNER ULTIMATE COLOR



**COLOUR VIBRANCY
FOR UP TO 10 WEEKS¹**
**REVITALISED HAIR
FROM 1ST WASH**

- Patented technology with Metal Purifier, Glycine & B5
- Up to 4x more resistance to breakage²
- Protection & moisture³ for healthy-looking colour
- 87% consumers agree scalp comfort is improved in one use⁴
- Intense shine

1. With regular use of Ultimate Color regimen from salon to home. 2. Less hair breakage due to combing.

3. Instrumental test after 32 washes shampoo & leave-in mask. 4. Consumer agreement claim after one use of shampoo & color sealer.



FREQUENT QUESTIONS

FREQUENTLY ASKED QUESTIONS

WHY DO I NEED PURE PERFECTION?

It's a perfect choice for many different clients.

Pure perfection is perfectly suited to client who has a concern about ingredients and may refuse permanent colour. They may have complained about scalp sensitivity or merely loves the pure colour result.

IS AMMONIA FREE COLOUR BETTER FOR THE HAIR?

No, it's a choice. Like some people like to drink green tea instead of coffee. It may align better with their lifestyle or they just like the taste.

Offering different options allow you to satisfy different types of clients.

CAN I USE PURE PERFECTION THROUGH LENGTHS AND ENDS?

Yes, you will get great and balanced results using Pure Perfection through lengths and ends.

How: After you applied your colour on the root let it develop for 15–20 min, mix same shade with 1.9% (1:2), apply through lengths and ends and let develop for another 15–20 min.

I SAW SOME BUBBLES IN THE COLOUR MASS WHAT IS THIS?

This is completely normal, in Pure Perfection we have a special surfactant system also reduces surface tension, helping the colour cream spread smoothly and evenly through the hair.

And when the mass is mixed, it may create light, shampoo-like bubbles, this is simply the natural interaction of air and surfactants under friction, not a sign of chemical foaming or a reaction in the formula.



ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That’s why you should always perform an allergy alert test 48 hours before any color service.

Mix 5g of the colour you decided on during consultation with 5g developer.

Apply the colour in a 1-inch square directly on the inner forearm.

Leave the colour uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.

Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.



Ask your client to leave the test area undisturbed for 48 hours. **If there are any signs of redness, burning or itching, the colour product must not be applied.** The client must seek medical advice before colouring their hair again. If your client has ever experienced an allergic reaction to hair colourants, you should not proceed with a colour service.

WANT TO KNOW MORE?

Learn more about the
Wella Professionals services
education.wella.com

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wellastore.com

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