



PURE PERFECTION
PERMANENT CREAM COLOR

AMMONIA FREE

SUPERCHARGED
METAL PURIFIER
TECHNOLOGY

PURE PERFECTION

INOA CONVERSION GUIDE

MAKING THE SWITCH EASY

We know that supporting a salon when switching colour brands can feel overwhelming, especially when they are used to working with a familiar colour portfolio. This guide has been designed to make the transition from the INOA colour line to Pure Perfection as smooth, simple, and supportive as possible.

As INOA and Pure Perfection are not identical colour ranges, formulas and results may differ slightly.

Each brand has its own tonal nuances, depths, colour characteristics, and unique technologies that influence how the colour performs.

This guide has therefore been created to help you understand those differences clearly, while supporting the salon team in finding the closest possible Pure Perfection matches and achieving beautiful, predictable results.

**A SEAMLESS GUIDE FROM
INOA TO PURE PERFECTION.**



CONFIDENCE IN EVERY CONVERSION.

A dollop of white hair cream is shown on the tip of a green tube. The tube has some text on it, including 'SUPER METAL' and 'AMM'.

1

SHADE PALETTES & DIRECTION

Understand both Pure Perfection and Inoa shade families and tonal directions to help select the closest match with confidence.

2

MIXING & DEVELOPER CHOICE

Familiar mixing, with the Welloxon developer guided by the level of lift and desired end colour result.

3

REFRESH WITH CONFIDENCE

Refresh previously coloured hair with Pure Perfection, without switching to an alternative brand for lengths and ends.

4

CORRECTIVE MASTERY

Understand key corrective techniques, including light to dark, as well as corrective lightening when moving from a saturated colour colour result.

5

TECHNOLOGY DIFFERENCES

Understand each colour technology, while discovering Pure Perfection Supercharged Metal Purifier and its clean beauty approach.

This guide has been created to support every stage of the transition, giving you the clarity, confidence, and technical direction to support your salon work beautifully with Pure Perfection.

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

10/0	9/0	8/0	7/0	6/0	5/0	4/0
3/0	2/0	88/0	77/0	66/0	55/0	44/0

WARM

9/3	7/3	5/3	7/40	5/40	6/4	8/7
6/7	4/7					

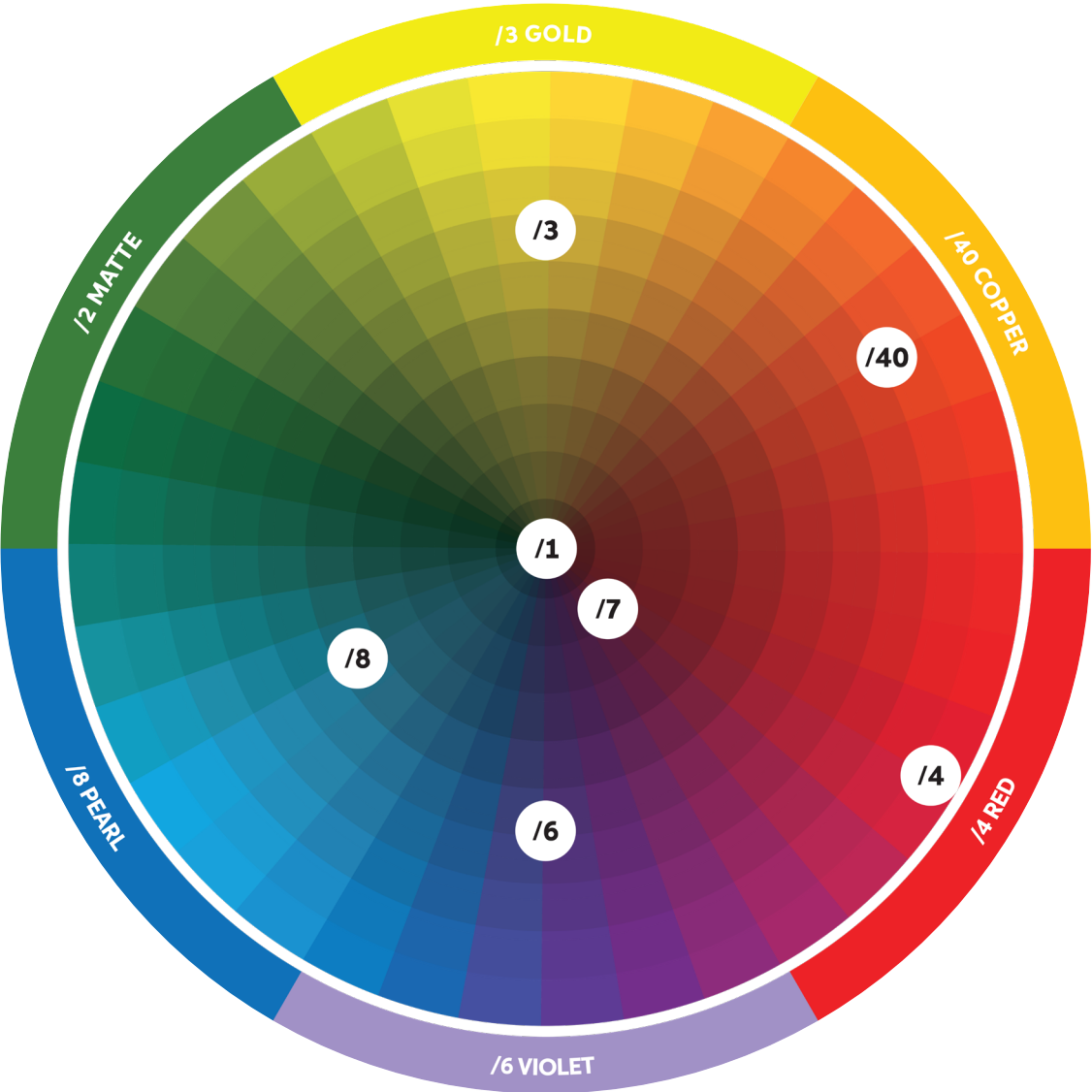
COOL

10/1	7/1	5/1	9/6	7/6	7/8	5/8
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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

WELLA

NATURAL	/0
ASH	/1
MATTE	/2
GOLD	/3
RED	/4
MAHOGANY	/5
VIOLET	/6
BRUNETTE	/7
PEARL	/8
CENDRE	/9
COPPER	/40

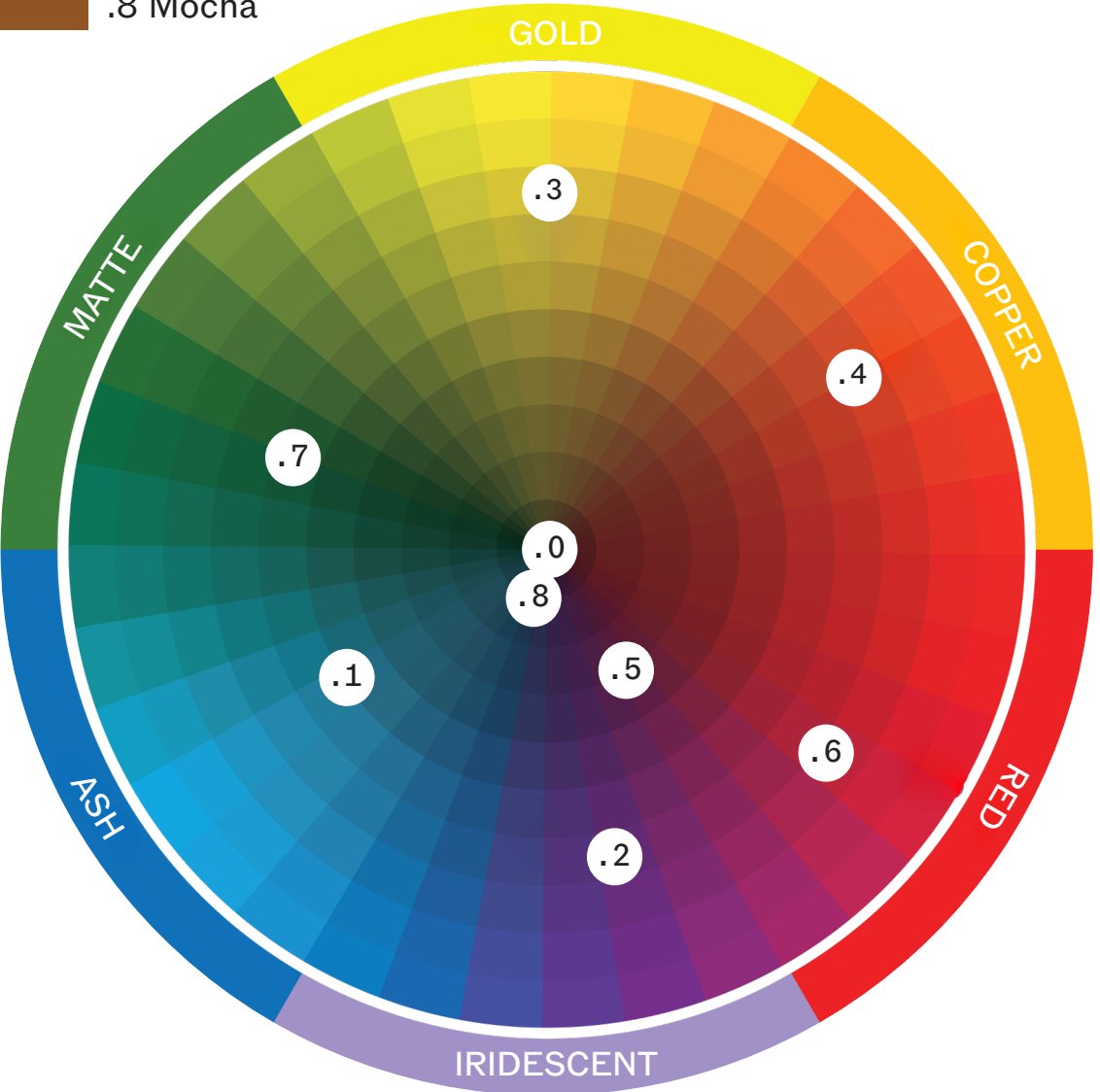
L'ORÉAL

NATURAL	.0
ASH (BLUE)	.1
IRIDESCENT	.2
GOLD	.3
COPPER	.4
MAHOGANY	.5
RED	.6
MATTE	.7
MOCHA	.8

INOA TONES

The tonal families in INOA differ slightly from those in Pure Perfection. As shown in the colour wheel, some tones do not sit in exactly the same place. Understanding these differences will help when making confident shade conversions.

- X & .0 Natural
- .1 Ash
- .2 Iridescent
- .3 Gold
- .4 Copper
- .5 Mahognay
- .6 Red
- .7 Matte
- .8 Mocha



INOA SHADE PORTFOLIO

FUNDAMENTALS



ASH



IRIDESCENT



GOLD



COPPER

7.43	7.4	7.44	
6.40	6.46	6.45	4.45

RED

6.66	5.60	5.62	5.26	4.26
5.5	4.62	4.56		

MOCHA

7.8	6.8	5.8	4.8
-----	-----	-----	-----

COOL BROWN

9.13	8.13	7.13	6.13	7.18	5.18
8.23	7.23	6.23	5.25	5.15	4.15

WARM BROWN

9.31	8.31	7.31	6.32	5.32
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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 grey.

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

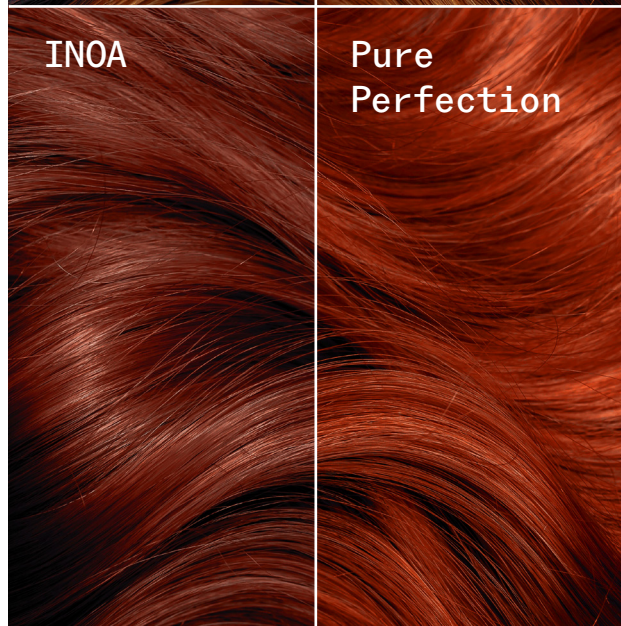
COPPERS

.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

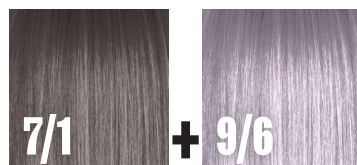
Major tone of gold
Minor tone of ash



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.

QUICK CONVERSION CHART

FUNDIMENTALS

10

PURE PERFECTION
10/0

9

PURE PERFECTION
9/0

8

PURE PERFECTION
8/0

7

PURE PERFECTION
7/0

6

PURE PERFECTION
6/0

5

PURE PERFECTION
5/0

4

PURE PERFECTION
4/0

3

PURE PERFECTION
3/0

2

PURE PERFECTION
2/0

9.0

PURE PERFECTION
99/0

8.0

PURE PERFECTION
88/0

7.0

PURE PERFECTION
77/0

6.0

PURE PERFECTION
66/0

5.0

PURE PERFECTION
55/0

4.0

PURE PERFECTION
44/0

ASH

10.1

PURE PERFECTION
10/1

9.1

PURE PERFECTION
2 Parts 10/1
+
1 Part 7/1

8.1

PURE PERFECTION
1 Part 10/1
+
1 Part 7/1

7.1

PURE PERFECTION
7/1

6.1

PURE PERFECTION
2 Parts 7/1
+
1 Part 5/1

5.1

PURE PERFECTION
5/1

10.11

PURE PERFECTION
2 Parts 10/1
+
1 Part 9/6

9.11

PURE PERFECTION
3 Parts 9/6
+
1 Part 7/8

8.11

PURE PERFECTION
2 Parts 9/6
+
1 Part 7/1

7.11

PURE PERFECTION
1 Part 7/1
+
1 Part 7/8

10.12

PURE PERFECTION
2 Parts 10/1
+
1 Part 9/6

9.12

PURE PERFECTION
1 Part 10/1
+
2 Parts 9/6

8.12

PURE PERFECTION
2 Parts 7/1
+
1 Part 9/6

5.12

PURE PERFECTION
1 Part 5/1
+
1 Part 5/8

IRIDESCENT

10.21

PURE PERFECTION

1 Part 10/1

+

1 Part 9/6

9.2

PURE PERFECTION

9/6

8.21

PURE PERFECTION

3 Parts 9/6

+

1 Part 7/1

4.20

PURE PERFECTION

GOLD

9.3

PURE PERFECTION

9/3

8.3

PURE PERFECTION

2 Parts 9/3

+

1 Part 7/3

7.3

PURE PERFECTION

7/3

6.3

PURE PERFECTION

2 Parts 7/3

+

1 Part 5/3

5.3

PURE PERFECTION

5/3

4.3

PURE PERFECTION

1 Part 5/3

+

1 Part 4/7

8.34

PURE PERFECTION

4 Parts 9/3

+

1 Part 7/40

7.34

PURE PERFECTION

2 Parts 7/3

+

1 Part 7/40

6.34

PURE PERFECTION

2 Parts 7/40

+

1 Part 5/3

7.35

PURE PERFECTION

6.35

PURE PERFECTION

5.35

PURE PERFECTION

4.35

PURE PERFECTION

COPPER

7.43

PURE PERFECTION

7/40

7.4

PURE PERFECTION

3 Parts 7/40

+

1 Part 7/3

7.44

PURE PERFECTION

20 Part 7/40

+

1 Part 6/4

6.40

PURE PERFECTION

10 Parts 7/40

+

1 Part 6/4

6.46

PURE PERFECTION

2 Parts 5/40

+

1 Part 6/4

6.45

PURE PERFECTION

2 Part 7/40

+

1 Part 6/7

4.45

PURE PERFECTION

2 Parts 5/40

+

1 Part 4/7

RED

6.66

PURE PERFECTION

2 Parts 6/4

+

1 Part 6/7

5.60

PURE PERFECTION

2 Parts 6/4

+

1 Part 5/8

5.62

PURE PERFECTION

1 Part 6/4

+

1 Part 5/8

5.26

PURE PERFECTION

2 Parts 5/8

+

1 Part 6/4

4.26

PURE PERFECTION

5.5

PURE PERFECTION

4.62

PURE PERFECTION

4.56

PURE PERFECTION

3 Parts 4/7

+

1 Part 5/8

+

1 Part 6/4

MOCHA

7.8

PURE PERFECTION
2 Parts 8/7
+
1 Part 6/7

6.8

PURE PERFECTION
6/7

5.8

PURE PERFECTION
2 Parts 6/7
+
1 Part 4/7

4.8

PURE PERFECTION
4/7

COOL BROWN

9.13

PURE PERFECTION
2 Parts 10/1
+
1 Part 9/3

8.13

PURE PERFECTION
4 Parts 9/3
+
1 Part 7/8

7.13

PURE PERFECTION
1 Part 7/1
+
1 Part 7/3

6.13

PURE PERFECTION
2 Parts 7/1
+
1 Part 5/3

7.18

PURE PERFECTION
2 Parts 7/1
+
1 Part 6/7

5.18

PURE PERFECTION
2 Parts 7/1
+
1 Part 4/7

8.23

PURE PERFECTION
3 Parts 9/6
+
1 Part 7/3

7.23

PURE PERFECTION
3 Parts 7/6
+
1 Part 7/3

6.23

PURE PERFECTION
2 Parts 7/6
+
1 Part 5/3

5.25

PURE PERFECTION

5.15

PURE PERFECTION

4.15

PURE PERFECTION

WARM BROWN

9.31

PURE PERFECTION
1 Part 9/3
+
1 Part 10/1

8.31

PURE PERFECTION
1 Part 7/3
+
2 Parts 10/1

7.31

PURE PERFECTION
3 Parts 7/3
+
1 Part 7/1

6.32

PURE PERFECTION
2 Parts 7/3
+
1 Part 7/6

5.32

PURE PERFECTION
2 Parts 5/3
+
1 Part 7/6

IMPORTANT NOTE:

While these shade options and mixing recommendations are designed to help achieve the closest possible match to INOA shades, L'Oréal and Wella are different colour systems. These suggestions should be used as best-match guidance only and not as exact formula conversions.

Before colouring, always reassess the desired result, hair history, starting level, condition, and any key technical factors.

Use your professional judgement on the day to make the best final shade and formula choice.

MIXING & DEVELOPER CHOICE

PURE PERFECTION



4% 13vol:

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



INOA



3% 10vol:

Deeper results on natural hair

6% 20vol:

1 - 2 level of lift & grey coverage

9% 30vol:

3 levels of lift



GREY COVERAGE GUIDANCE

PURE PERFECTION

BELOW 25% GREY

Mix target shade with Welloxon developer of choice.



25-50% GREY

Mix 1/2 target shade + 1/2 Natural with Welloxon developer of choice.



OVER 50% GREY

Mix 1/3 target shade + 2/3 Natural with Welloxon developer of choice.



EXPERT TIP!

When covering grey hair, it is important to understand that the use of additional natural in Pure Perfection is due to the pure tonality of the range. However, it is not always necessary to add up to $\frac{2}{3}$ natural in every formula. For a brighter, more dimensional result, equal parts natural and target shade can work beautifully, but more dimensional highs and lows will be seen.

BELOW 70% GREY

Mix target shade with developer of choice.



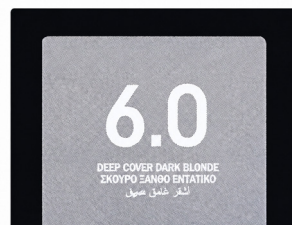
OVER 70% GREY

Mix 1/2 corresponding fundamental + 1/2 target shade with developer of choice.



DEEP FUNDAMENTALS & INTENSE NATURALS

Deep Fundamentals in INOA are designed to deliver deeper, more opaque coverage on white hair. They are generally best suited for use with cooler shades or on coarser hair types where stronger coverage is required.



Pure Perfection Intense Naturals are similar to INOA Deep Fundamentals, as they provide deeper, more opaque coverage on white hair. They are especially useful on resistant or stubborn white hair where extra saturation is needed.



The key difference is that Pure Perfection Intense Naturals can be used with any shade in the range, whether cool or warm, to support increased coverage and saturation on grey/white hair.

COLOUR REFRESHING TECHNIQUES

When refreshing the lengths and ends, both INOA and Pure Perfection offer selected methods to support the final colour result. With Pure Perfection, the process is simple, but for ease of understanding we will follow a similar approach to how an INOA user would refresh their colour.

INOA

In INOA, there are three main take-through techniques, each designed to support the final colour result while maintaining condition and balance.

When refreshing the lengths and ends, INOA recommends two options: the main recommendation is to use Dia Light, while the second option is to use INOA with 10 vol / 3%. Let's take a closer look at both options.



DIA LIGHT REFRESHING

Missing Tone Only:

apply chosen Dia Light shade through the lengths and ends for the last 10 minutes.

Missing Depth & Tone:

apply Chosen Dia Light shade through the lengths and ends for the last 20 minutes.



INOA REFRESHING

Colour Refresh TT5:

At the back wash emulsify the remaining colour through the lengths and ends 5 mins before end of development.

Loss of tone TT:

Take through for last 15 minutes of the development time.

Loss of depth and tone or change of colour TTI:

Take through immediately.

PURE PERFECTION

At Wella, we follow a similar approach when refreshing the lengths and ends, based on the level of colour that needs to be replenished. With Pure Perfection, product selection is simplified: use your target shade with Welloxon Perfect Developer 1.9% in a 1:2 mixing ratio.

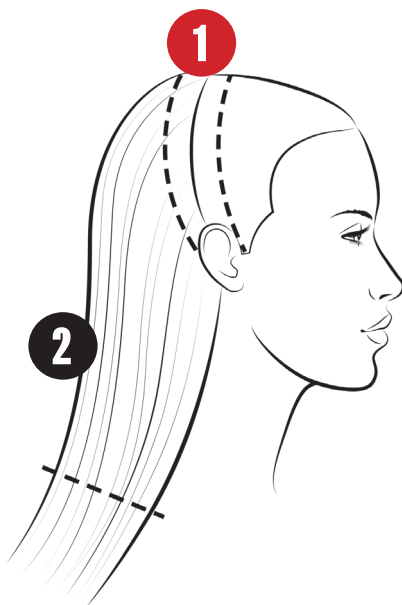
Here is your guide to effortless refreshing with Pure Perfection.

ZONE 1

Apply your chosen root formula to the regrowth area.

ZONE 2

Depending on the level of refreshing required through the lengths and ends, use this protocol to select the best approach for achieving seamless, balanced colour from roots to ends.



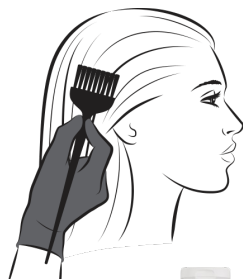
SOFT COLOUR REFRSH

For a slight refresh, add warm water at the backwash after full development. Emulsify the root colour through the mid-lengths and ends, then develop for 5 minutes.



MISSING TONE

Take through your target shade mixed 1:2 with Welloxon Perfect Pastel 1.9%, 15 minutes before the end of development.



MISSING DEPTH & TONE

If the lengths and ends are missing depth or tone, or you want to change the tone, take through immediately. Mix 1:2 with Welloxon Perfect Pastel 1.9%, or for vibrant shades use Welloxon Perfect 6% mixed 1:1. Develop for 30–40 minutes.



COLOUR CORRECTION TECHNIQUES

Corrective colouring is an essential part of a hairdresser's knowledge, so it is important to understand the corrective techniques used with INOA and how these can be transferred into Pure Perfection.

L'Oréal uses a simple recommendation chart to support darkening services, helping hairdressers select the correct technique and shade choice based on the client's existing depth, tone and target result.

DEPTH ON LENGHTS AND ENDS	SLIGHTLY SENSITISED	SENSITISED
1 LEVEL	TAKE THROUGH IMMEDIATELY	PRE-COLOUR
2 LEVELS	COLOUR MATCH	
3 LEVELS	COLOUR MATCH	
3+ LEVELS	PRE COLOUR	

INOA DARKENING RECCOMENDATIONS



INOA COLOUR MATCHING

When colour matching, add 3–6cm of the chosen colour-match shade to your remaining mixture, then apply using the TTI technique — Take Through Immediately.

TARGET LEVEL	COLOUR MATCH SHADE	UNDERCOAT
9	9.3	Pale Yellow
8	9.3 / 8.34	Yellow
7	7.3 / 7.34 / 7.43	Yellow / Orange
6	6.3 / 6.34 / 6.46	Orange
5	5.3 / 5.4	Orange / Red

The warmer the target shade, the warmer the colour-match shade should be. For example, for a target shade of 7.44, the recommended colour-match shade would be 7.43. For a target shade of 6, the recommended colour-match shade would be 6.3.

The colour-match shade is added directly into the mixture without any additional developer. This increases the dye load and helps intensify the tone.

When using 30 vol / 9% or a white hair coverage formula on the roots, it is recommended to remix the target shade with 10 vol / 3% or 20 vol / 6% for the lengths and ends.



DIA LIGHT - PRE COLOURING

At L'Oréal, pre-colouring is known as Colour In. This technique is used when taking the hair three or more levels darker, or when darkening sensitised hair by any number of levels.

Apply the chosen pre-colour formula to the lengths and ends, then develop for 3–15 minutes, extending up to 20 minutes if needed. Rinse, shampoo and dry the hair, then check the pre-colour result before applying your chosen INOA formula using the TTI technique — Take Through Immediately.

TARGET LEVEL	COOL SHADE	WARM SHADE	UNDERCOAT
9	9.3 + Clear	9.3	Pale Yellow
8	9.3 + Clear	9.3	Yellow
7	8.3	8.34	Yellow / Orange
6	8.3 + 6.3	8.34 + 6.34 / 7.43 / 7.4	Orange
5	6.3	6.34	Orange / Red
4	6.3 + 6.34	6.34	Red

PURE PERFECTION DARKENING RECCOMENDATIONS



PURE PERFECTION COLOUR MATCHING

At Wella, there is no fixed colour-matching technique. Instead, assess the amount of tone missing and the requirements of the target shade. If the hair is 1–2 levels lighter and in good condition, the target shade can be taken straight through the lengths and ends, mixed 1:2 with Welloxon 1.9%

If the lengths and ends are slightly sensitised, additional warmth may be added to the formula to support the result. The following guidance can help when selecting shades to add into your formula.

TARGET LEVEL	COLOUR MATCH SHADE	UNDERCOAT
9	9/3	Pale Yellow
8	9/3 + 7/3	Yellow
7	7/3 or 7/40	Yellow / Orange
6	7/3 + 5/3 or 7/40 + 5/40	Orange
5	5/3 or 5/40	Orange / Red

Expert Tip: If your target colour is a cooler result you may not need to add any additional warmth to your formula, simply refreshing with the target shade is suitable.



COLOR TOUCH - PRE COLOURING

Within the Wella portfolio, Color Touch is an excellent demi-permanent option for pre-colouring hair that is missing three levels of depth and tone, or for sensitised and porous hair.

It helps replace missing depth and warmth, creating the ideal foundation to support the Pure Perfection target shade.

Apply the recommended formula to the target areas and develop for up to 20 minutes. Rinse and dry the hair before continuing with your Pure Perfection colour service. The following guidance can help when selecting shades to add into your formula.

TARGET LEVEL	PRE-COLOUR SHADE	UNDERCOAT
9	24g 10/0 + 16g 9/03	Pale Yellow
8	26g 9/03 + 14g 9/73	Yellow
7	35g 9/03 + 5g 8/73	Yellow / Orange
6	30g 9/03 + 10g 8/73	Orange
5	40g 7/7	Orange / Red
4 & Below	30g 6/7 + 10g 6/4	Red

INOA FIRST TIME COLOURING PROTOCOL

When colouring with INOA for the first time and transitioning a client from a rich, saturated permanent colour, it is recommended to gently cleanse the hair first. This helps remove colour build-up and prepares the hair canvas for a more balanced, even result.

Ammonia-free colour results can appear softer and less dense than traditional ammonia-based permanent colour, so preparation is key.

The same approach applies when working with Pure Perfection. If a client is moving away from a rich, opaque permanent result, preparing the canvas first will help achieve the best possible outcome.

‘COLOUR OUT’ TECHNIQUE WITH EFFASOR



“Colour Out” technique. When transitioning a client to INOA, a gentle cleanse can help prepare the hair canvas for a more balanced result. Mix 1 × 28g sachet of Effasor with 60g of very hot water, apply to the target areas at the backwash, and massage through for up to 20 minutes.

Once the service is complete, rinse the hair thoroughly, then shampoo and treat before drying. The hair is now prepared and ready for the INOA application.

PURE PERFECTION FIRST TIME COLOURING

When transitioning a client from a rich, saturated permanent colour result, it can be beneficial to remove previous colour build-up before carrying out a Pure Perfection colour service. This helps prepare the hair canvas and supports the most balanced end result.

Remember, this service is not essential for achieving a great result and may not be needed for every head of hair. At Wella, we have two alternative options for performing this gentle colour removal service.



COLOR RENEW- GENTLE CLEANSING

Color Renew is a gentle option for reducing artificial colour build-up and softening unwanted tone before a Pure Perfection colour service.

Mix 1 × 9g sachet of Color Renew Crystal Powder with 90g of Activator Liquid.

Apply to the target areas, starting where the colour build-up is strongest. Comb through for even saturation and cover with a plastic cap.

Develop for 5–45 minutes, depending on the level of colour reduction required. Rinse thoroughly before continuing with the next colour service.



BLONDOR - MILD LIGHTENING

Blondor Mild Lightener is an alternative gentle option for reducing artificial colour build-up, removing banding, or preparing the hair before a Pure Perfection colour service.

Mix 1 part of your chosen Blondor Powder with 4 parts 1.9% developer.

Apply to pre shampooed, towel dried hair focusing on the target areas that require gentle lifting or colour removal. Process for up to 50 minutes, checking the hair regularly. Once the desired result is achieved, rinse, shampoo and treat before drying ready for the Pure Perfection colour service.

IMPORTANT NOTE!

Please remember, these recommendations are designed to support confident INOA users as they transition to working with Pure Perfection.

Some of the techniques may not be part of our standard everyday recommendation, however they have been included because they reflect the thought process and working habits of an INOA user. By offering the closest Wella alternative, we can help make the transition to our brand feel familiar, simple, and seamless.

INOA

INOA is L'Oréal Professionnel's ammonia-free permanent colour range. It is powered by ODS, or Oil Delivery System technology, which uses oil as part of the colour delivery process.



Like traditional ammonia-based permanent colour, INOA uses an alternative alkalising agent, called Monoethanolamine also known as MEA to gently open the cuticle

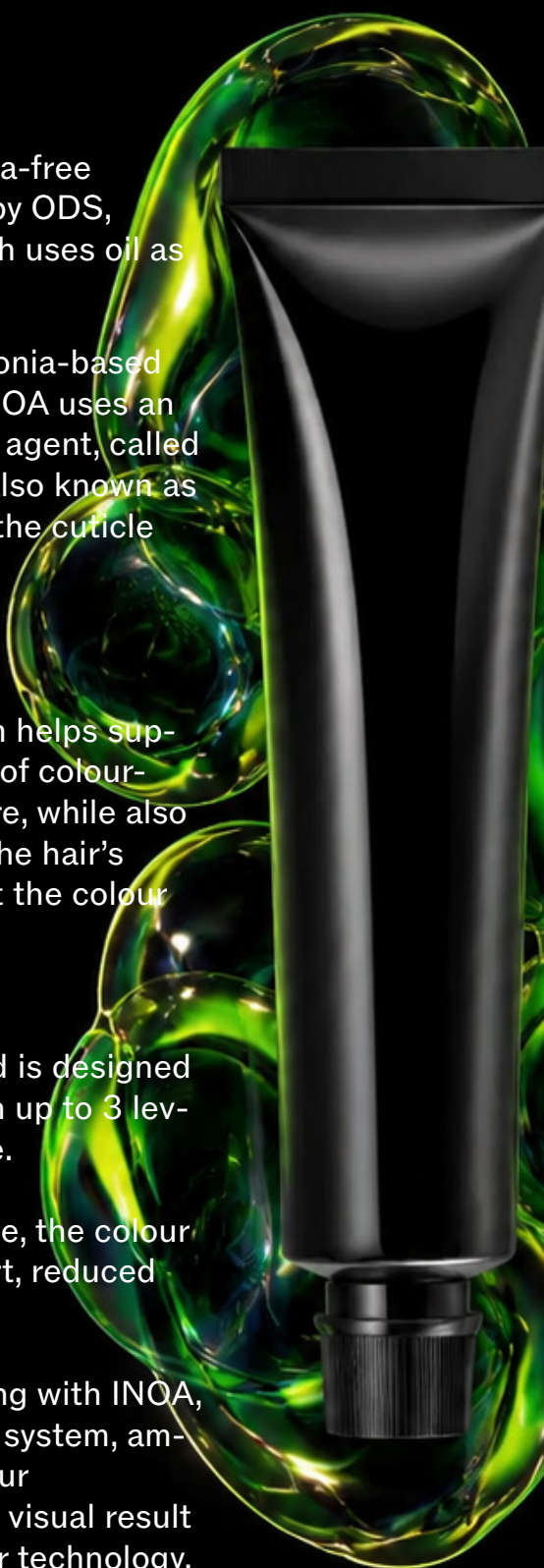


The oil-based system helps support the penetration of colour-ants into the hair fibre, while also helping to maintain the hair's condition throughout the colour process.

The INOA formula is 60% oil-based and is designed to deliver permanent colour results with up to 3 levels of lift and up to 100% grey coverage.

Because the technology is ammonia-free, the colour experience is positioned around comfort, reduced odour, and a softer in-salon experience.

For hairdressers who are used to working with INOA, the key points are its oil-based delivery system, ammonia-free positioning, permanent colour performance, and the softer, less dense visual result often associated with this type of colour technology.



PURE PERFECTION

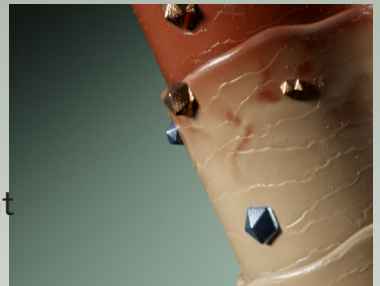


Pure Perfection is a permanent colour range offering up to 100% grey coverage.

Its state-of-the-art formula contains a supercharged metal purifier, designed to support damage control and deliver more predictable colour results.

Pure Perfection represents the new 0% standard in hair colour, with a formula containing 0% ammonia, silicones, mineral oil, fragrance, PPD and PTD.

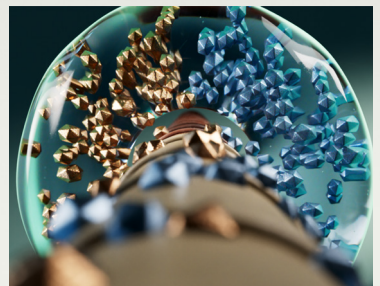
Pure Perfection also works with Monoethanolamine, known as MEA, as an ammonia alternative. During the colouring process, MEA creates a specific environment where certain metals present inside the hair can become highly reactive.



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 that meets Wella Professionals standards, without relying on additional oils within the system.

Instead, Pure Perfection uses a Supercharged Metal Purifier to help reduce damage and support predictable colour results, reflecting today's consumer demand for clinically proven performance and a cleaner beauty approach.

