



NO.1
SALON HAIR
BRAND
IN THE UK



PURE PERFECTION

TECHNICAL GUIDE

*According to Kline's Salon Hair Care Global Series (data for the full calendar year 2024, published in May 2025), with rankings based on product value sales in local GBP currency.

NEW PURE PERFECTION

**CLINICALLY PROVEN,
REDUCES SIGNS
OF DAMAGE.¹**

**AMMONIA-FREE
PERMANENT COLOUR**

- **PERMANENT COLOUR**
Up to 100% grey coverage.
- **STATE-OF-THE-ART FORMULA**
Contains supercharged metal purifier for damage control & 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
PTD/PPD²
FRAGRANCES
MINERAL OILS
SILICONE



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.

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 damage¹:

+55%
SHINE

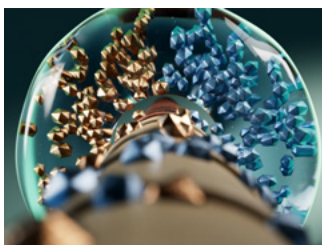
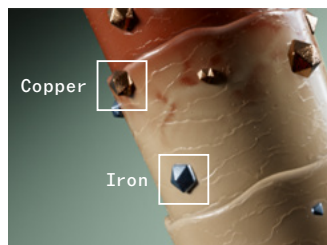
+45%
SMOOTHNESS

+42%
**NOURISHED
LOOK**



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

SUPER CHARGED METAL PURIFIER

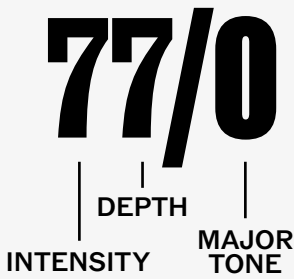


When working with ammonia-free permanent colour, one unique challenge appears: the alkaliser is different. The formula relies on MEA, this creates a very specific environment during colouring, where certain metals inside the hair become extremely reactive.

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.

NUMBERING SYSTEM



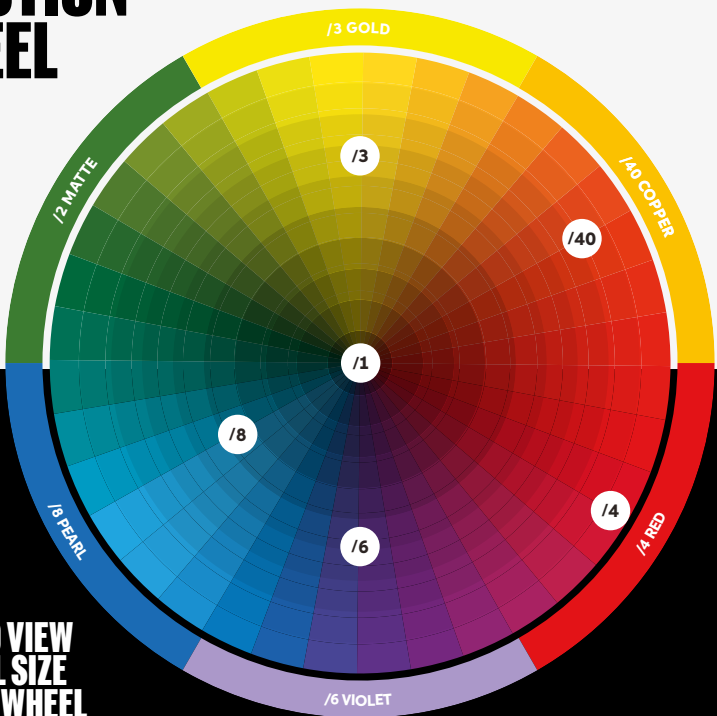
DEPTH

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

TONE

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

PURE PERFECTION COLOUR WHEEL



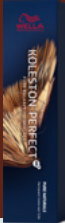
SCAN TO VIEW
THE FULL SIZE
COLOUR WHEEL

A UNIQUE COLOUR CHARACTER

PURE COLOUR RESULTS

**KOLESTON
PERFECT**
BROWN BASE

Rich
Intense
Opaque



**PURE
PERFECTION**
NEUTRAL BASE

Pure
Dimensional
Reflective
Ammonia-free



**ILLUMINA
COLOR**
VIOLET BASE

Sheer
Luminous
Natural Looking



30 SHADES. LIMITLESS POSSIBILITIES.

NATURALS

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					

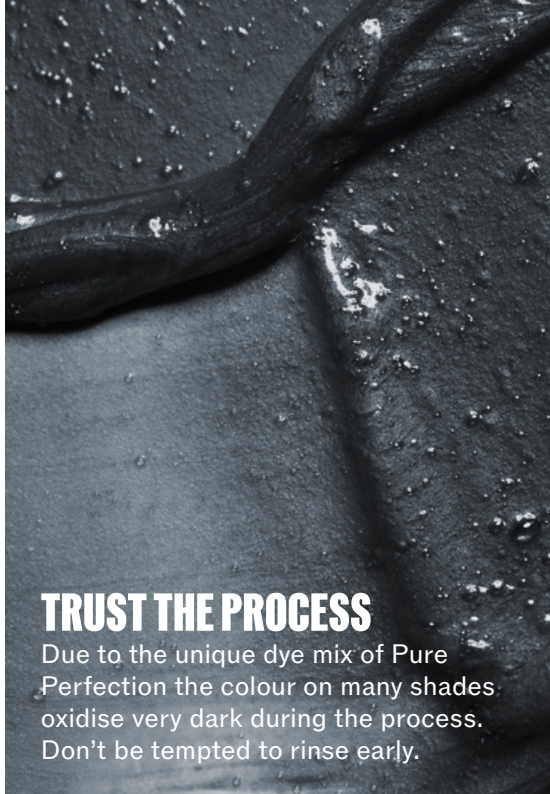
COOL

10/1	7/1	5/1	9/6	7/6	7/8	5/8
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MIXING & USAGE

1. Mix and apply to dry hair using bowl and brush application. If using darker shades, consider using a stain guard.
2. Develop for 30–40mins
OR 15–20mins with heat.
3. Emulsify and rinse, use Wella Professionals shampoo & post colour treatment.

Mix with
Welloxon
Perfect
developer.



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.

USAGE TIPS GREY COVERAGE

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

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



HOW MUCH NATURAL IN MY FORMULA?

25-50% 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



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. If your regrowth is 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 40min of development time. Using heat for 20min can help to boost the coverage if needed.

PURE PERFECTION CORE SERVICES

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 30–40mins.

THE RESULT

Up to 100% dimensional grey coverage. Colour looks covered yet lively & not wiglike.

ALL OVER COLOUR



Before



After



PURE GOLDEN THE FORMULA

① LIGHTENING



② ROOTS



③ LENGTHS & ENDS



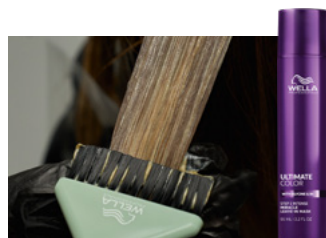
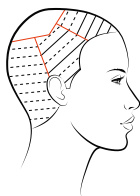
THE STEPS

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 lengths and ends formula throughout directly after the root application. Develop fully for 30–40min. Rinse and remove using Ultimate Color shampoo. Then apply Ultimate Color Miracle Leave-In Mask.



PURE COPPER THE FORMULA

① LIGHTENING



BEFORE



② ROOTS



③ LENGTHS & ENDS



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. Use the dedicated short bristle brush for a precise colour application.

Apply the lengths and ends formula throughout directly after the root application. Develop fully for 30–40min. Rinse and remove using Ultimate Color shampoo. Then apply Ultimate Color Miracle Leave-In Mask.



FREQUENTLY ASKED QUESTIONS

Can I use Pure Perfection through lengths & 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 15–20min, mix same shade with 1.9% (1:2), apply through lengths and ends and let develop for another 15–20min.

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?

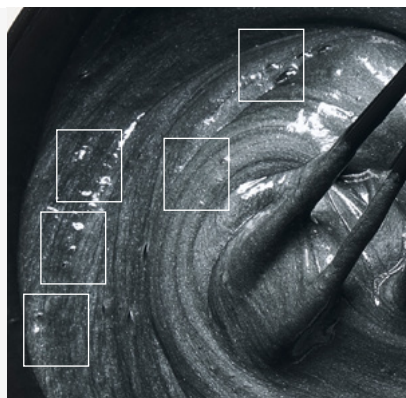
No, it's a choice. Like some people like to drink green tea instead of coffee. It may align better with their lifestyle or they just like the taste.

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

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.



OXIDATION REMINDER:

The colour will oxidise dark throughout the process, don't be tempted to rinse early!



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 & colour sealer.

WANT TO KNOW MORE?

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