

# TEXTURE & POROSITY

## TEXTURE

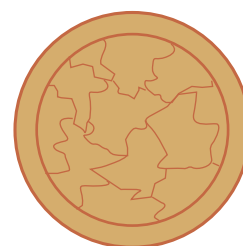
The thickness of an individual strand of hair



Fine



Normal

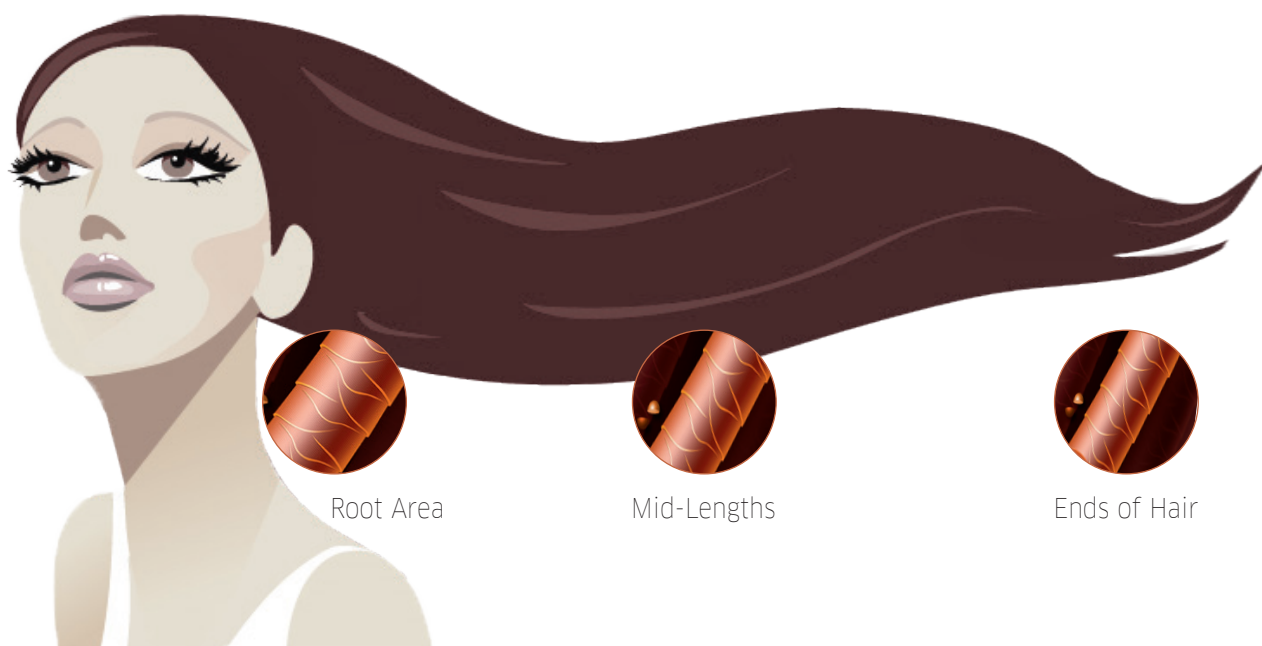


Coarse/Thick

## POROSITY

The ability of hair to absorb moisture and the rate at which it absorbs it.

Porosity may vary along the hair length:



Root Area

Mid-Lengths

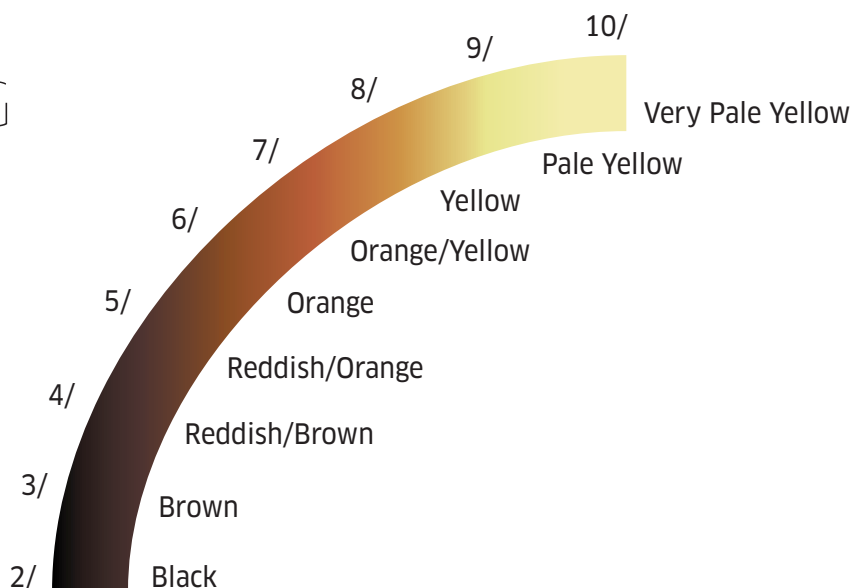
Ends of Hair

# THE LIGHTENING CURVE & NATURAL HAIR COLOUR

## NATURAL LIGHTENING PROCESS

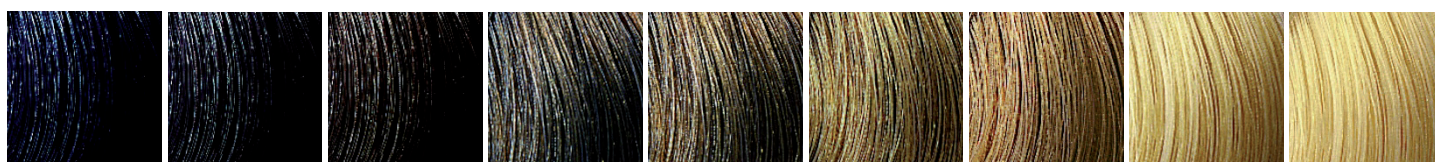
Factors affecting the lightening process:

- Natural Hair colour
- Previous colour treatments
- Texture & porosity
- Type of lightening products used
- Welloxon Perfect strength
- Development time



## NATURAL HAIR COLOUR

The natural colour of hair is determined by the amount and type of natural pigments



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

# COLOUR CIRCLE

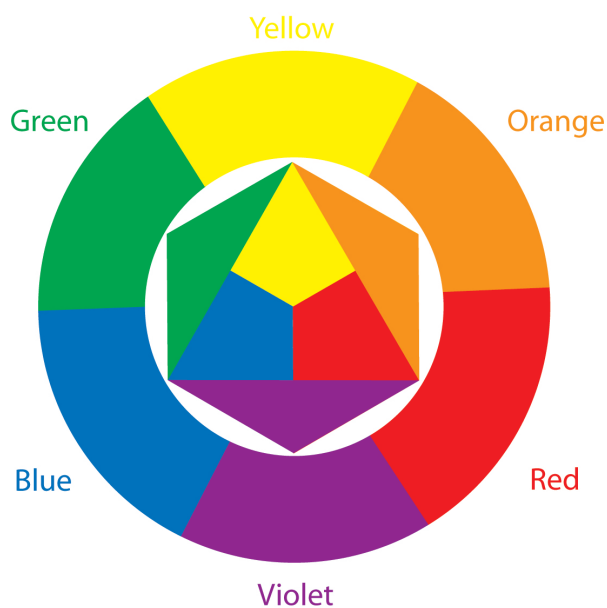
## PRIMARY COLOURS

Cannot be mixed by any combination of other colours. (yellow, blue, red)



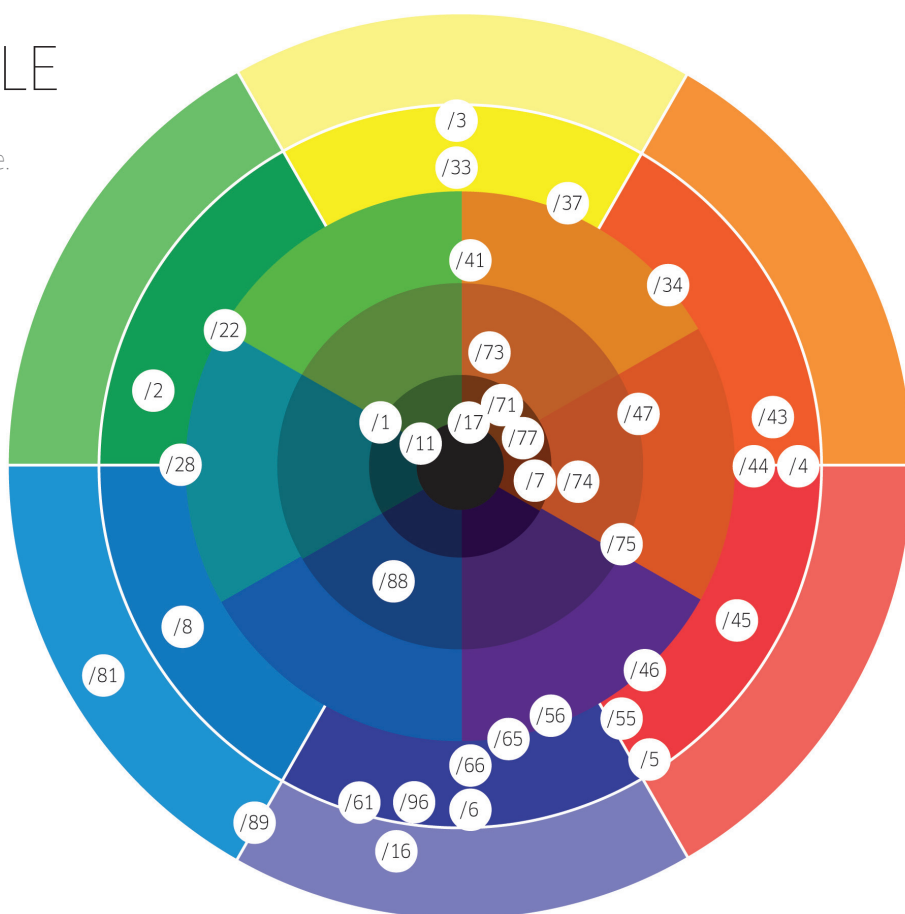
## SECONDARY COLOURS

They are achieved by mixing the primary colours. (green, orange, violet)



## WELLA COLOUR CIRCLE

The Wella Colour Circle model helps to better understand the tonal characteristics of each shade. The tonal shade composition and undertone (how warm or cool) reflects their position on the colour circle model. Where colouring requires the tonal shade to be softened or subdued, the colour circle provides a choice of tones to do this.

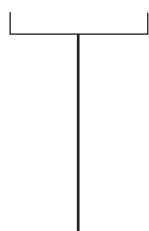


# WELLA PROFESSIONALS NUMBERING SYSTEM

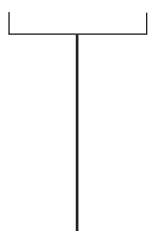
## DEPTH

the numbers to the left of the stroke  
represent depth

66 / 46



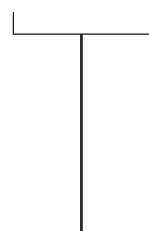
This number, the second to the left of the stroke, indicates **added intensity**



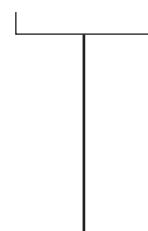
This number to the left of the stroke represents the **depth** (2/ - 10/)

## TONE

the numbers to the right of the stroke  
represent tonal value



This number on the right of the stroke indicates the **tonal value** from /0 - /9. (major tone)



This number, the second one to the right of the stroke, represents **added tonal value** (minor tone)

## DEPTH

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

## TONE

- /0 Natural
- /1 Ash
- /2 Cool Ash
- /3 Gold
- /4 Red
- /5 Mahogany
- /6 Violet
- /7 Bruette
- /8 Pearl
- /9 Cendre

## EXAMPLE OF TONAL COMBINATIONS

/34 Gold Red /43 Red Gold /45 Red Mahogany

# COLOUR REFRESHING

## MINIMUM FADE: COMB THROUGH

- Step 1 The first step is the same as root application.
- Step 2 Dampen the hair and gently massage the colour to begin.
- Step 3 Working from the crown area take a section of the hair and work the colour through the mid-lengths and ends by massaging or combing.
- Step 4 Continue following the brickwork pattern.
- Step 5 Repeat this process of either massaging or combing through the colour for the whole section.



## MEDIUM/MAXIMUM FADE: COLOR TOUCH

- Step 1 Section the hair from ear to ear.
- Step 2 Apply the colour from the roots through the mid-lengths and ends using a flask.
- Step 3 Work the colour into the hair using the hands.
- Step 4 Continue through the back applying the colour using the brickwork method.
- Step 5 Then continue through the front applying the colour in the same way.
- Step 6 Rinse off excess colour after development time.



# LIGHTENING TECHNIQUES

## CLEANSING RINSE

A Cleansing Rinse can be used for a quick colour correction on the same day as the colour service/treatment has been performed.

- Remove an overload of colour in mid-lengths & ends directly after the colour treatment is completed e.g. Koleston Perfect, ILLUMINA COLOR , Color Touch.
- Remove an overload of pigments directly after a high lift colour Koleston Perfect Special Blonde.
- Remove intensity of direct dyes.

Mix Blondor Multi Blonde Powder or Granules with warm water to a pouring consistency (can be 1:2 or 1:3).

Apply at the basin directly after colour has been rinsed. The residual amount of oxidation in the hair will help to slightly lift the chosen areas.

Rinse, shampoo & Anti-Oxy the hair.

If needed use Color Touch or Color Fresh to tone.

## MILD LIGHTENER

The best technique for colour correction (removal old colour, remove bands, remove an overload of pigments) is the Mild Lightener as it can be used perfectly to prepare the hair for a new colour application. A lift up to 2-3 levels can be achieved.

Mix Blondor Multi Blonde Powder or Soft Blonde Cream with Welloxon Perfect Pastel Developer in a 1:4 mixing ratio.

Apply on dry hair using a brush on the chosen areas.

Massage in & leave for maximum 30 mins.

Rinse, shampoo & Anti-Oxy.

Dry the hair & apply your chosen colour.

# DARKENING / REPLACING COLOUR

## PRE-PIGMENTATION METHODS.

If a client wants to colour a bleached or over-highlighted hair darker with a fashion shade a pre-pigmentation is recommended for the use of Koleston Perfect & Color Touch.

### **We have 3 different ways for pre-pigmentation;**

Using Perfecton by Color Fresh

Using Koleston Perfect Special Mix 0/43

Using Color Touch for Color Touch only = Filling

### **Pre-pigmentation using Perfecton by Color Fresh;**

- Recommended shades - /3, /44, /43
- 20 mls Perfecton + 40ml warm water
- Apply on dry hair using a sponge & leave for approx 10-15 minutes.
- Dab off the excess product using a tissue or dark towel.
- If needed dry the hair with a hairdryer, cool temperature.
- Apply chosen colour on top.

### **Pre-pigmentation using Koleston Perfect Special Mix 0/43; for achieving rich, fashion shades on an 8/- depth and darker.**

This Special Mix tone can be used because of the high amount of direct dyes contained and needed for pigmentation.

- Mix 15ml Koleston Perfect Special Mix 0/43 + 60ml warm water.
- Mix well to achieve an even and blended consistency.
- Apply with brush or sponge on dry hair.
- Leave for 10-15 minutes without heat.
- Rinse & dry the hair, before applying chosen colour

# DARKENING / REPLACING COLOUR

## PRE-PIGMENTATION METHOD : COLOR TOUCH FILLING

- A 2 step process when going darker using Color Touch.
- Excellent for extreme porous hair.
- Determine the target depth. Find the recommended formula for your first step using the Filling Chart.
- Always mix 1 part Color Touch + 2 parts of Color Touch Emulsion 1.9%.
- Apply to pre-shampoo'd, towel dried hair.
- Develop up to 20 minutes.
- When desired results are achieved, rinse until the water runs clear, towel-dry & the apply your chosen target shade in the normal way.

Note: This is a guideline chart for Color Touch "Filling" technique, all recipes are a guideline only and should be adjusted depending on the hairs porosity and the target shade. It has been proven adding too warm an undertone when pre-pigmenting the colour keeps expose too much red. These recipes give the closest to a neutral colour as possible.

### WATCH POINT:

The timings for the Color Touch "Filling" is imperative for colour result. It has been observed from leaving the product on longer than development time can result in a darker shade than desired.

TARGET DEPTH	COLOR TOUCH "FILLING"	SHADE APPLIED	RESULT
9 DEPTH	1.5 PARTS 10/0 1 PART 9/03	9/0	9/36
8 DEPTH	2 PARTS 9/03 1 PART 9/73	8/0	8/71
7 DEPTH	3.5 PARTS 9/03 0.5 PARTS 8/73	7/0	7/73
6 DEPTH	1.5 PARTS 9/03 0.5 PARTS 8/73	6/0	6/71
5 DEPTH	1 PART 7/7	5/0	5/37
4 DEPTH	0.5 PARTS 6/4 1 PART 6/77 0.5 PARTS 9/03	4/0	4/0
3 DEPTH	2 PARTS 6/4 1 PART 6/7	3/0	3/0
2 DEPTH	1.5 PARTS 6/4 0.5 6/7	2/0	2/0



# DARKENING / REPLACING COLOUR

## KOLESTON PERFECT PIGMENT LOCK – BACK TO NATURAL COLOUR.

Tired of bleached, high lift colour or over-highlighted hair?

The following method of “Pigment Lock” is an amazing opportunity to go back to natural colour & ensure a perfect base for a new tone.

Benefits:

- The natural colour at the roots will not be changed.
- Pigment Lock gives a natural healthy looking result.
- Amazing long-lastingness of the colour.

“Pigment Lock” works in 2 steps with a special proven recipe.

### Step 1.

Preparation of colour mix...

- 3 parts warm water
- 1 part Kolestion Perfect

Apply to towel dry hair & distribute well by using a comb.

Leave it for approx 20 minutes.

The most important criteria of success is the colour choice

- Always use your Kolestion Perfect shade 1 or 1.5 levels darker than your target shade.
- Only take pure natural shades /0 or /00 in combination with Intensive Brunette /77 shades, a /7 can also be used

### Step 2.

Apply the same quantity of Welloxon Perfect Pastel developer as your colour mix directly on top of the colour mix.

### Example:

- Target colour: 6/0 dark blonde
- Colour Choice: 2.5pt (25g) 5/0 + 0.5pt (5g) 5/77, a /7 Brunette tone can also be used.
- Mix with 3 parts of water (90ml)
- Apply on pre-shampoo'd, towel dried hair

Note: the more water / moisture is left in the hair the more diluted the colour will be.

- Apply colour mix with an applicator bottle; leave the natural hair colour parts free.
- Leave it for about 20 minutes. DO NOT RINSE!
- Apply 120ml Welloxon Perfect Pastel (same amount as colour mix), evenly through the hair, comb through & leave for about 30 minutes.
- Rinse thoroughly & give one light shampoo.
- Use post colour treatment e.g. SP Color Save Emulsion.

**Note:** the 1st step of “Pigment Lock” ensures that the pre-cursors & couplers can penetrate into the hair by just using them in their smallest size without any oxidation. This is happening in the 20 minutes development time.

The oxidation process starts in Step 2, as soon as the Welloxon Perfect Pastel developer is applied the colour pre-cursors & couplers link together & the colour starts going dark.

After “Pigment Lock” the hair can be enhanced with Color Fresh but our experience shows that this is not always necessary.

## KOLESTON PERFECT PIGMENT LOCK CHART

The chart below represents the mixtures to create the closest possible natural base result from this colour correction technique. These can be altered dependant on hair porosity.

TARGET SHADE	COLOUR LOCK	RESULT
9/0	2 PARTS 8/0 1 PART 8/7	9/17
8/0	2 PARTS 7/00 1 PART 7/7	8/00
7/0	2 PARTS 6/00 1 PART 6/7	7/00
6/0	2.5 PARTS 5/0 0.5 PARTS 5/77	6/00
5/0	2 PARTS 4/0 1 PART 4/77	5/0
4/0	2 PARTS 33/0 1 PART 4/77	4/0
33/0	2 PARTS 4/77 1 PART 22/0	33/0
22/0	1 PART 4/77 1 PART 22/0	22/0

# PRODUCT PORTFOLIO



MAGMA



BLONDOR



KOLESTON PERFECT



KP INNOSENSE



ILLUMINA COLOR



COLOR TOUCH



COLOR TOUCH PLUS



PERFECTON  
by Color Fresh



COLOR FRESH



COLOR.ID

LIGHTENING (+ TONE)

PERMANENT

OXY-SEMI-PERMANENT  
(MILDLY OXIDISING)

SEMI-PERMANENT  
(NON OXIDATIVE)

ADDITIVE

NOTES:

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# CONSULTATION & DIAGNOSIS FOR HAIR COLOUR

CLIENT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

## Hair condition:

- Normal / natural
- Coloured
- Permed
- Porous

## Hair Texture:

- Fine
- Normal
- Coarse

## COLOUR MIXTURE

### Formula 1:

Shade: \_\_\_\_\_

Quantity: \_\_\_\_\_

Welloxon / Color Touch Emulsion \_\_\_\_\_

### Development Time Climazone<sup>2</sup>

with heat \_\_\_\_\_

without heat \_\_\_\_\_

### Formula 2:

Shade: \_\_\_\_\_

Quantity: \_\_\_\_\_

Welloxon / Color Touch Emulsion \_\_\_\_\_

### Development Time Climazone<sup>2</sup>

with heat \_\_\_\_\_

without heat \_\_\_\_\_

### Formula 3:

Shade: \_\_\_\_\_

Quantity: \_\_\_\_\_

Welloxon / Color Touch Emulsion \_\_\_\_\_

### Development Time Climazone<sup>2</sup>

with heat \_\_\_\_\_

without heat \_\_\_\_\_

Natural colour: \_\_\_\_\_

% of white hair: \_\_\_\_\_

Existing Colour in lengths & ends:

\_\_\_\_\_  
\_\_\_\_\_

Target Colour Result \_\_\_\_\_

\_\_\_\_\_

## Colour Products used:

- Color Fresh / Perfecton
- Color Touch
- Blondor / Magma
- Koleston Perfect
- Koleston Perfect Innosense
- ILLUMINA COLOR

Colour Technique \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# FOUNDATION COLOUR

QUESTION	RESPONSE
1. Name 6/0	
2. What tone neutralises yellow, name and number:	
3. Number the orange/copper tone	
5. What is our lightest depth, name and number?	
6. Which number represents an intense dark blonde?	
7. How much lift can you achieve with 9%	
8. Which ash can neutralise/subdue any tone?	
9. What amount of Perfecton and water would you mix when using a refreshing technique?	