

KOLESTON PERFECT

RICH, SENSUAL, AND VOLUPTUOUS COLOR



From the first ever color cream in 1950 to our most advanced technology: Koleston Perfect sets the standard for expertise and creativity in hair color. As winner of the Salon Star Award on five consecutive occasions, Koleston Perfect is the brand of choice for thousands of salons worldwide. It is trusted every day for its predictably rich, sensual, and voluptuous color results. Koleston Perfect is THE COLOR.

A unique color portfolio that enables hairdressers to fulfill their creative visions:

Pure Naturals: Natural shades from silky, glossy black to radiant blonde

Rich Naturals: For a natural and sophisticated look

Vibrant Reds: For long-lasting and vibrant end results

Deep Browns: Mysterious, sensual, and elegant

Special Blonde: Amazingly gentle, high-lift blonde

Special Mix: For creative and personalized results

DID YOU KNOW?

68% OF WOMEN WANT TO ENHANCE THEIR BEAUTY BY COLORING THEIR HAIR

Source IPSOS, H&P study

WHAT IT IS

- Sensual and voluptuous colors with a wide selection of exciting shades
- Up to 100% gray coverage, up to 5 levels of lift with Koleston Perfect Special Blonde, up to 3 levels of lift with Koleston Perfect
- Reliable color results and superb color balance
- All color service application techniques
- Climazon friendly (shorter development time with heat)

WHAT IT DOES

Koleston Perfect offers an extensive variety of shades, long-lasting full coverage of gray, simplicity of application, and an absolutely reliable color result.

HOW DO I USE IT



MIXING PURE NATURALS, RICH NATURALS, VIBRANT REDS, DEEP BROWNS

- Mix 60ml Koleston Perfect + 60ml Welloxon Perfect (1:1)

MIXING SPECIAL BLONDE

- Mix 60ml Koleston Perfect Special Blonde + 120ml Welloxon Perfect (1:2)

USE WITH COLOR.ID

- Koleston Perfect + Welloxon Perfect + Color.id additive 10:10:1 (e.g. 60ml + 60ml + 6ml)
- or 10:20:2 when using Koleston Perfect Special Blonde

COLORING ON WHITE HAIR

The addition of a Pure Naturals shade is required to give sufficient coverage.

30-50% white hair: add 1/3 of a Pure Naturals shade

50-100% white hair add 1/2 of a Pure Naturals shade

RED SHADES ON WHITE HAIR WITH MORE THAN 50% WHITE: mix 2 parts red shade to 1 part Pure Naturals. Example: 1/2 tube red + 1/4 tube natural

PRODUCT INNOVATION

Triluxiv© Technology

ensures excellent color results and longevity of color with great condition.

TRILUXIVO
TECHNOLOGY