



NO.1
SALON HAIR
BRAND
IN THE UK*

COLOR XPRESS 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.



- 1. MEET COLOR XPRESS**
- 2. TECHNOLOGY**
- 3. SHADE PALETTE**
- 4. MIXING & APPLICATION**



1. MEET COLOR XPRESS



XPRESS ROOT TOUCH-UP IN ONLY 10 MINUTES

PERMANENT COLOUR

For up to 100% grey coverage.

STATE-OF-THE-ART FORMULA

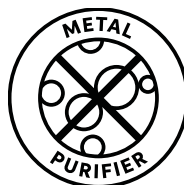
Powered by ControlX Technology
and built-in Metal Purifier.

EASY-TO-USE


14 shades, mixed 1:1
with Welloxon Perfect.

SUSTAINABLE

Vegan formula packed in
a 100% recycled tube and
fully recyclable carton box.



3 SITUATIONS WHEN YOU SHOULD CHOOSE COLOR XPRESS



1. Time Saver for you
& your busy client.

2. Express in-between
service.

3. Offer to clients
who are tempted or
currently colour
their hair them self.



(BEFORE)



(AFTER)



2. TECHNOLOGY

CONTROLX TECHNOLOGY

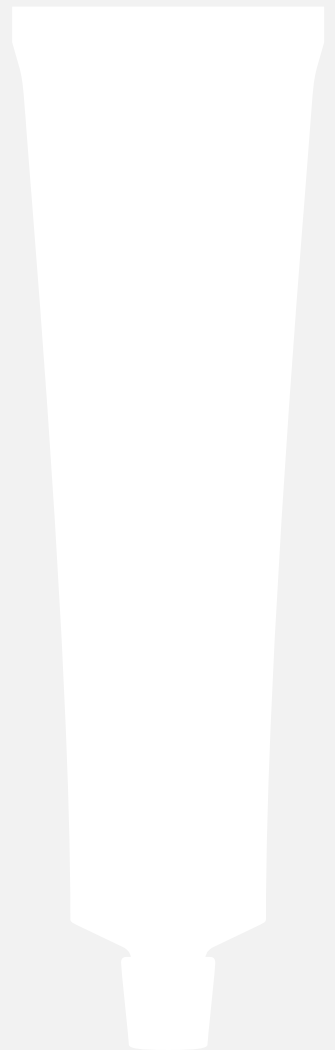
POWERED BY
AMMONIUM CARBONATE

ControlX Technology uses a new to Wella Professionals alkaliser, ammonium carbonate that acts like a super charged magnet, pulling dye molecules together much quicker to form colour. This ensures the majority of the colour is formed in only 10 minutes while preventing over-processing and going too dark.

With built-in Metal Purifier & ME+.

Classic permanent colour technologies with traditional Alkalisers can be designed to perform at 10 min. To get an intense coverage, a much higher concentration of dyes would need to be used to ensure enough saturation of colour.

The compromise: they must be rinsed at precisely 10 minutes. If left longer there could be dyes still available to form colour which could lead to a result that is 1-2 levels darker than intended.



TWO POWER TECHNOLOGIES

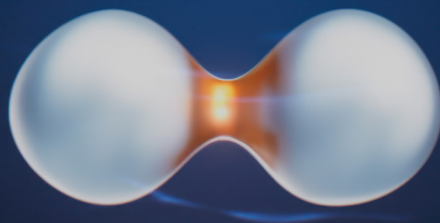
1. CONTROLX TECHNOLOGY

Disappointed by 10 minutes permanent colour going darker?

ControlX Technology is powered by ammonium carbonate acting like a supercharged magnet.



Pulling together
the dyes quickly.

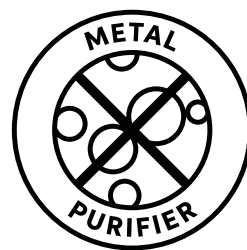


Colour molecules
are formed in
only 10 minutes,
preventing
colour from
going too dark.





2. METAL PURIFIER



Metal Purifier encapsulates and removes metals, avoiding free radicals formation to create a **controlled environment outside & inside the hair** for perfect colour deposit and hair bonds protection.

Metal Purifier is integrated into the formula, so there's no need to use pre-treatment to neutralise metals when colouring with **Color Xpress**.



**3.
SHADE
PALETTE**

SHADE PALETTE

Color Xpress has been designed to be a compact palette and follows Wella Professionals numbering system.

All shades can be used on their own to achieve up to 100% grey coverage. The shades can be intermixed in the palette.

NATURALS



No number after the stroke gives a neutral expression that can be modified by adding warmth or coolness.

COOL



WARM



RESULTS YOU CAN EXPECT

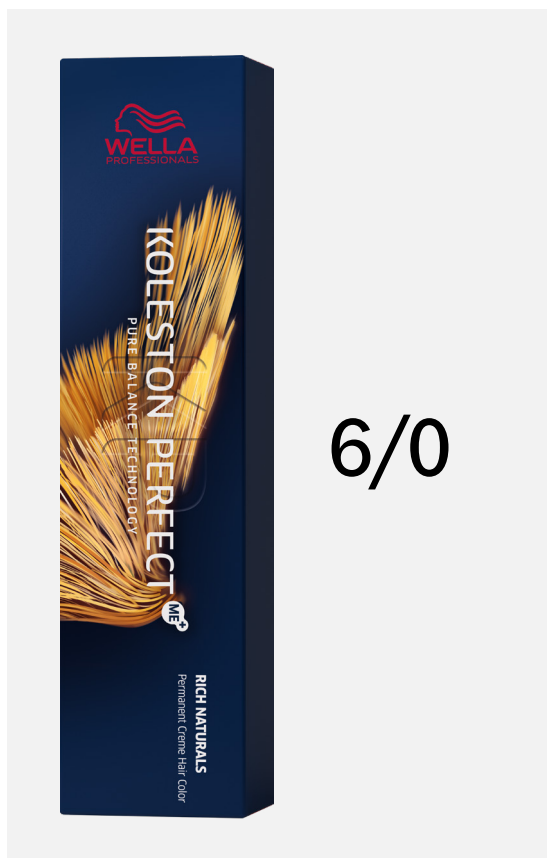
WHAT IS THE TONE DIFFERENCE?



COLOR XPRESS

No number after the stroke gives a neutral expression that can be modified by adding warmth or coolness.

Color Xpress is a perfect choice for your fast classic root touch up's. It's compatible with most permanent colour options and can be a fast alternative for in-between appointments.



KOLESTON PERFECT

A zero after the stroke will give a cooler natural tone.



4. MIXING & APPLICATION

MIXING & USAGE

FAST APPLICATION

1. Start at the highest concentration of grey, apply with brush and bowl.
2. Develop for 10 minutes.
3. Emulsify, rinse, shampoo and finish with Post Color Treatment.



USAGE TIPS

HEAT OR NO HEAT?

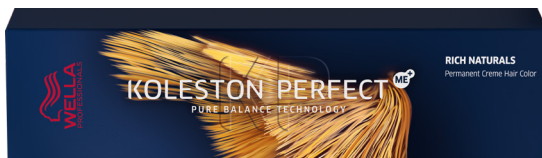
In most cases using 6% Welloxon Perfect without heat for 10 minutes will give you up to 100% grey coverage.

By using a controlled heat source with Color Xpress, you can intensify the colour result without making the shade too dark. It may be desired for coarse hair, this does not reduce the development time so still develop for 10 minutes.



RESISTANT HAIR

If you are currently using Koleston Perfect Resistant Cover shades (e.g. 66/0) or the client's hair is consistently hard to cover, we recommend continuing to use them for perfect coverage.



COLOUR CREAM OXIDATION

You may notice the colour oxidises quickly.

ControlX technology forms the colour molecules faster hence the cream oxidises faster.

We don't recommend mixing and letting the bowl stand for a prolonged amount of time before the application.



XPRESS SERVICES

CORE SERVICE: XPRESS ROOT TOUCH-UP

Cover the greys in less than a lunch hour.
Start your application at the highest percentage of grey.
Develop for 10 min. Rinse, shampoo, and post-treat.

PRO TIP: ON THE GLOW

Complement your service with Shinefinity on the ends for that extra glow.

Complete your root touch-up and follow with the chosen Shinefinity shade.

Develop for 10 min. Rinse, shampoo, and post-treat.

Take care not to blend and merge the two different colour technologies as it may cause unpredictable results.

FIND YOUR COMPLEMENTING SHINEFINITY SHADE



COLOR XPRESS	SHINEFINITY
10/	010/0
9/	08/0 + 00/00
8/	08/0
7/	08/0 + 06/0
6/	06/0
5/	06/0 + 04/0
4/	04/0
3/	04/0
2/	–
7/1	07/12
5/1	04/12 + 07/12



XPRESS ROOT TOUCH-UP

Cover the greys in less than a lunch hour. A speedy service ideal for unplanned colour services or clients in a rush.



REGROWTH TOUCH-UP

Color Xpress 6/
+ Welloxon Perfect 6%

Start on the area with
the highest percentage
of grey.



INSTANT COLOUR VIBRANCY & PROTECTION

Invigo Color Brilliance products contain a powerful combination of ingredients to maintain colour vibrancy and protect coloured hair. Shampoo and post treat using express Post Color Treatment that develops in just 30 seconds.

WHEN TO CHOOSE COLOR XPRESS

Color Xpress is an amazing option to have in your colour bar for many occasions, but it won't replace all your classic permanent colour services.

Let's explore the different scenarios between Color Xpress and Koleston Perfect.



EXPRESS TO INCREASE VISIT FREQUENCY

- Express root touch ups in between larger colour appointments
- Unplanned colour appointment
- Clients in a rush
- Clients tempted by home colour

PERFECTION FOR ANY SERVICE

- Full grey coverage service offer, including complex services where multiple colours or foils are used
- Resistant hair that is hard to cover
- Large re-growths over 2"
- Where you expect a prolonged application time

FAQs

IS THIS THE SAME PRODUCT I SAW IN SOCIAL MEDIA AS KOLESTON XPRESS?

Yes, Koleston Xpress is the same product as Color Xpress. Changing the name of products across regions is a very common practice in the food and beauty industry to adapt the proposition to different realities.

IS IT THE SAME AS KOLESTON PERFECT ME+ BUT FASTER?

No, it's not the same product, as Color Xpress has a different technology than Koleston Perfect ME+. ControlX Technology is powered by Ammonium Carbonate, it accelerates dye formation. This ensures the majority of the colour is formed in only 10 minutes while preventing over-processing and going too dark.

WHAT WILL HAPPEN IF I LEAVE THE COLOUR TO DEVELOP LONGER THAN 10 MIN?

Beyond 20 min you may see a richness of the coverage and colour result but without the colour sinking and going multiple depths darker, thanks to ControlX technology.

WILL THE RESULT FADE OVER TIME?

You can expect a gentle tone-on-tone fade in between appointments. This means you can touch up your client's hair alternating between Color Xpress and a classic permanent colour such Koleston Perfect. With less risk of banding.

ALLERGY ALERT TEST

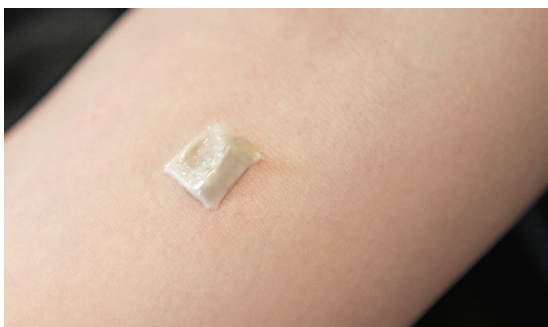
Although the risk of developing a new allergy is reduced, the danger of an allergic reaction, even a severe one, still exists. That's why you should always perform an allergy test 48 hours before any colour service.



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



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



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



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

WANT TO KNOW MORE?



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Wella Professionals services
education.wella.com

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