



WELLA PROFESSIONALS

QUICK START GUIDE TO THE COLOUR & CARE PORTFOLIO



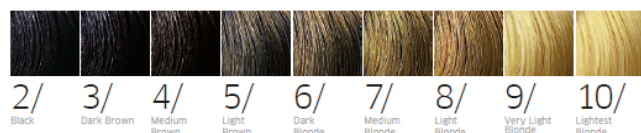
THE CORE OF WELLA CRAFTSMANSHIP

COLOUR IS AT THE CORE OF WELLA PROFESSIONALS CRAFTSMANSHIP. INNOVATING SINCE THE 1950's WHEN WE INTRODUCED KOLESTON PERFECT, THE FIRST CREAM PERMANENT HAIR COLOUR, TO THE INDUSTRY. WE CONTINUOUSLY STRIVE TO PUSH THE BOUNDARIES IN THE HAIRDRESSING INDUSTRY. WELLA PROFESSIONALS HAS A FULL PORTFOLIO OF COLOUR TO MEET EVERY CLIENT'S NEED.

The Lightening Curve & Natural Hair Colour

NATURAL HAIR COLOUR

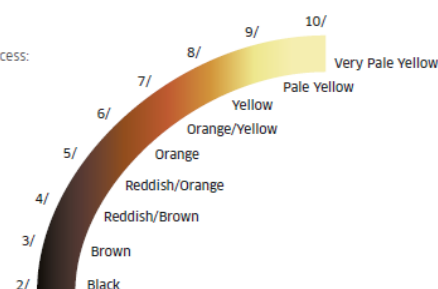
The natural colour of hair is determined by the amount and type of natural pigments



NATURAL LIGHTENING PROCESS

Factors affecting the lightening process:

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



Exposure of underlying pigments during the colouring process

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/)

STONE

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

STONE

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

EXAMPLE OF TONAL COMBINATIONS

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

KP

KOLESTON PERFECT ME⁺

OUR PUREST COLOUR EVER. RICH, VIBRANT AND RELIABLE PERMANENT COLOUR WITH 100% GREY COVERAGE.

WHAT IT IS:

Koleston Perfect ME+ is a permanent colour range used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel for pastel toning.



WHAT IT DOES:

- The range; Pure Naturals, Rich Naturals, Vibrant Reds, Deep Browns, Special Blondes & Special Mix
- Up to 100% coverage of grey hair
- Simplicity of application and an absolutely reliable colour result; Lighten, Darken or Change Tone
- Vibrant Reds, for expressive long lasting vibrant red results
- Special Mix for creative colour mixes, to intensify a shade or to correct a tone
- Special Blondes for high lift results
- Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients

HOW TO USE IT:

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

- Mix 1:1, mix 60g Koleston Perfect + 60g Welloxon Perfect
- Use 12% Welloxon Perfect for 3 levels of lift
- Use 9% Welloxon Perfect for 2 levels of lift
- Use 6% Welloxon Perfect for 1 level of lift, coverage of grey/white hair, working on the same depth or darker
- Use 4% Welloxon Perfect working on the same depth or darker, to achieve deeper results on natural hair with no grey hair coverage required

MIXING SPECIAL BLONDE

- Mix 1:2, mix 60g Koleston Perfect + 120g Welloxon Perfect
- Use 12% Welloxon Perfect for 5 levels of lift
- Use 9% Welloxon Perfect for 4 levels of lift
- Use 6% Welloxon Perfect for 3 levels of lift

DEVELOPMENT TIME KOLESTON PERFECT

15 - 25 minutes with heat
30 - 40 minutes without heat

DEVELOPMENT TIME SPECIAL BLONDES

25-35 minutes with heat
50-60 minutes without heat



PRODUCT INNOVATION:

ME+ is the superior colour technology of the future. It is the only oxidative permanent hair dye molecule to replace PTD and PPD, reducing the risk of developing a new allergy to hair colour, while delivering uncompromising colour performance.

ULTRA PRECISION COLOUR TECHNOLOGY blocks free radicals' formation for precise & true to tone colour deposit deep inside the hair while protecting hair bonds from damage. Metal Purifier and Vegan*.

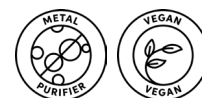
*Except Special Blondes

ILLUMINA COLOR

ILLUMINA COLOR HAS REDEFINED THE PERMANENT COLOUR CATEGORY, SETTING THE STANDARD OF LUMINOUS AND HEALTHY-LOOKING HAIR COLOUR.

WHAT IT IS:

ILLUMINA COLOR is a permanent colour which can lighten, darken & enhance natural hair colour giving a sheer natural looking result when used with Welloxon Perfect developers 4%, 6%, 9%, 12% and 1.9% Welloxon Perfect Pastel, for pastel toning and balancing.



WHAT IT DOES:

- ILLUMINA COLOR with MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, in any kind of light
- You can either blend or achieve up to 100% coverage of grey hair using ILLUMINA COLOR
 - Gives you up to 3 levels of lift
 - All ILLUMINA COLOR shades are intermixable to create a pallet of colours that suits your clients and allows you to be creative. The shades consist of a warm, neutral and cool colour palette
 - Use for Wella's unique low commitment colour service, offering a "No Strings Attached" first time experience for colour shy clients
 - ILLUMINA COLOR is the ultimate colour palette to fight unwanted brassiness thanks to its cooler undertones

HOW TO USE IT:

ILLUMINA COLOR & WELLOXON PERFECT

- 3 levels of lift: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 12%
- 2 levels of lift: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 9%
- 1 level of lift / Coverage of grey same depth or darker: 1 part ILLUMINA COLOR + 1 part Welloxon Perfect 6%
- 30 - 40 minutes without heat
- 15 - 25 minutes with heat



PRODUCT INNOVATION:

Our most advanced colour science ILLUMINA COLOR's patented MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows light to pass through, illuminating natural highs and lows from within – in any kind of light.

OPAL ESSENCE by ILLUMINA COLOR: A shade family of opalescent no-depth shades, to give a metallic milky sheen with warm and cool light reflection. Metal Purifier and Vegan.

COLOR TOUCH

COLOR TOUCH, WELLA'S MOST VERSATILE DEMI-PERMANENT HAIR COLOUR, WITH UNCOMPROMISED VIBRANCY AND SHINE.

WHAT IT IS:

Color Touch is a versatile demi-permanent colour used with Color Touch Emulsions 1.9% & 4% to give uncompromised vibrancy and shine for up to 28 washes.

COLOR TOUCH

Up to 50% grey hair coverage

SPECIAL MIX

Add intensity of tone to any Color Touch shade

COLOR TOUCH PLUS

Up to 70% grey coverage



WHAT IT DOES:

- For low commitment & quick colour services
- Transformative Toning on natural or pre-lightened hair
- Grey Blending from subtle to intense, up to 70% grey coverage, with a soft regrowth
- Colour Balancing, refresh length and ends with intense vibrancy in just 15 minutes
- Color Touch Melt, 100% personalised vibrant colour, melt 3-5 tones through the hair for amplified vibrancy and shine.
- Developed to complement and mirror the Koleston Perfect shades

HOW TO USE IT:

MIXING:

Color Touch/Color Touch Special Mix

(1 part colour + 2 parts Color Touch Emulsion 1.9% or 4%) Application on pre-shampooed damp or clean dry hair.

Color Touch Plus

(1 part colour + 2 parts Color Touch Emulsion 4%) application on pre-shampooed damp or clean dry hair.

1.9% Color Touch Emulsion for:

- Same depth or darkening with a soft regrowth
- Toning blondes
- Soft grey blending

4% Color Touch Emulsion for:

- Increased colour vibrancy
- Colouring coarse hair types
- Intense grey blending
- Up to 70% grey coverage with soft regrowth
- Low lift

DEVELOPMENT TIME:

15 minutes with heat

20 minutes without heat.



PRODUCT INNOVATION:

True to Tone Technology, Ammonia free, Vegan and Silicone and Mineral Oil free, with built in Metal Purifiers for colour vibrancy no matter the hair condition. Your perfect colour partner to Koleston Perfect.

SHINEFINITY

ZERO LIFT, ZERO DAMAGE, LONG-LASTING
COLOUR GLAZE

WHAT IT IS:

A ZERO lift, ZERO damage colour glaze within the demi-permanent category for infinite possibilities and infinite hair types. Use after bleaching/lightening services, standalone or on virgin hair for irresistible silky hair feel and healthy-looking shine.

WHAT IT DOES:



Shinefinity has infinite possibilities and can be used on infinite hair types.

- Use after bleaching/lightening services
- Ideal for in-between colour appointments, and to adjust or enhance blonde hair
- For natural correction services; balance moderate unevenness or darken without pre colouring
- Use as a perfect partner when balancing lengths and ends whilst using Koleston Perfect or ILLUMINA COLOR on the root

HOW TO USE IT:

MIXING:

Mix in a 1:1 ratio (1 part colour +1 part Shinefinity Activator)

Apply to pre-shampooed, towel-dried or dry hair. Develop up to 20 min

(Flash Shades 010/0, 010/6 & 010/8 develop in 5mins!).

When fully developed add some water and emulsify the colour to reduce any skin staining. Shampoo the hair, no post colour treatment is needed. Use conditioner if the hair requires.

Expect softer result on pre-shampooed hair and shorter development times without a compromise to the colour result.



PRODUCT INNOVATION:

Breakthrough balanced pH technology:

It starts mildly alkaline for optimal colour formation. Simultaneously the pH slowly starts to drop to a gentle acidic range of no less than 6.5, for zero lift and zero damage.

Consciously designed without: Ammonia, Silicones, Alcohols and animal derived ingredients (Vegan).



BLONDOR

YOUR EXPERT LIGHTENING PARTNER
EVERYTHING YOU NEED TO TRIUMPH IN LIGHTENING.

WHAT IT IS:

BLONDOR MULTI BLONDE POWDER

Lightener

BLONDOR SOFT BLONDE CREAM

Lightener

BLONDORPLEX BLEACH POWDER

Lightener



WHAT IT DOES:

A dust-free blue lightening powder with up to 7 levels of lift. Its Anti-Yellow molecules eliminate yellow tones using a combination of different persulfates that dissolve the melanin at different stages of the bleaching process.

A rich white cream lightener especially recommended for on-scalp techniques. During development time, protecting lipids attach to the cuticle layer and envelopes the hair and scalp to reduce moisture loss. Hair is left smooth and conditioned. Up to 7 levels of lift.

Bond builders have now become a standard additive in many blonding services. Wella Professionals introduces for the first time our lightening powder with a Bond Builder Technology included. Our revolutionary BlondorPlex, with easy preparation and up to 97% less breakage* with no compromise on lift. Up to 9 levels of lift.

*When using Wellaplex N°2 with Blondorplex, versus Blondorplex alone

HOW TO USE IT:

MIXING:

1:1.5 – 30g Blondor Multi Blonde Powder + 45ml Welloxon Perfect 4%, 6%, 9% and 12%.

Or mix 1:2 (6% on scalp only).
Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

MIXING:

1:1 - 30g Blondor Soft Blonde Cream + 30ml Welloxon Perfect 4%, 6%, 9% and 12%.

Or mix 1:2 (6% on scalp only).
Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

MIXING:

1:1.5 – 30g Blondorplex Bleach + 45ml Welloxon Perfect 4%, 6%, 9% and 12% (6% on scalp only). Can use with Welloxon Perfect Pastel 1.9%.

DEVELOPMENT TIME:

Development time depends on the degree of lift required & condition/porosity of hair.

Do not exceed 50 minutes.
DO NOT USE HEAT

PRODUCT INNOVATION:

Anti Yellow Molecule.
Dust Free Powder ideal for lightening techniques.

With protecting lipids for gentle blonde results. Ideal for on scalp lightening techniques.

Bond Builder Technology for up to 97% less breakage* for lightening techniques.

*When using Wellaplex N°2 with Blondorplex, versus Blondorplex alone



BLONDOR PLEX™

CREAM TONERS

THE IDEAL PARTNER FOR ALL BLONDES

WHAT IT IS:

BlondorPlex™ Cream Toner is our first dedicated express toning solution to complement all bleaching services, pre-mixed with Plex technology and offering up to 90% less breakage* for perfectly blended blonde results.

WHAT IT DOES:

Express blonde toning services, in just 5 minutes. Neutralise unwanted warmth and brassiness. With up to 90% less hair breakage* resulting in shiny and healthy-looking blonde results.

HOW TO USE IT:

MIXING:

EXPRESS TONING: 1:2 WITH WELLOXON PERFECT PASTEL 1.9%

EXPRESS TONING & BASE BREAKING: 1:2 WITH WELLOXON PERFECT 4%

DEVELOPMENT TIME:

5 MINS

Extending the development time beyond 5 minutes will create additional neutralisation and results may appear deeper and more saturated

STEP 1

After lightening service, shampoo and carry out post service treatment

STEP 2

Using an applicator flask for speed, apply toner to damp hair from roots to ends. Comb through

STEP 3

Rinse and lightly shampoo with ColorMotion+ shampoo and Express Post-Color, fast rinsing for energy, water and time efficiency

PRODUCT INNOVATION:

PLEX TECHNOLOGY

Gives optimal pH for perfect colour development and stronger hair offering up to 90% less breakage* for perfectly blended blonde results

*BlondorPlex Bleach + BlondorPlex Permanent Cream Toner vs BlondorPlex bleach alone



FREELIGHTS

CREATE SUNKISSED LOOKS WITH FREEHAND APPLICATION.

WHAT IT IS:

Blondor FREELIGHTS is a white lightening powder bleach which works with dedicated Blondor FREELIGHTS developers: 6%, 9%, & 12%.

WHAT IT DOES:

Designed for accuracy and precision in freehand application

- For lightening/lifting on natural or pre-coloured hair
- Up to 7 levels of lift
- Contains lightening agents and clays
- Use exclusively with designated FREELIGHTS Developer

For freehand application techniques & highlight techniques

This gives 3 main benefits:

1. Creamy consistency
2. Flexible mixture for easy spreading
3. Adhesive mass that stays in place enabling the colourist to place the colour exactly where they want it

HOW TO USE IT:

Blondor FREELIGHTS can be mixed 1:1 – 1:3 (recommended 1:1.5) with FREELIGHTS Developer 6%, 9% or 12%. Depending on the desired degree of lightening required.

DEVELOPMENT TIME

Up to 50 minutes without heat depending on level of lift required.

PRODUCT INNOVATION:

ACTIFUSE network that enables precise application with reduced swelling during the lightening process.



MAGMA

BY BLONDOR

MAGMA BY BLONDOR LIFTS AND TONES IN ONE SIMPLE STEP,
ON BOTH COLOURED OR VIRGIN HAIR.

WHAT IT IS:

MAGMA by Blondor is a lightening system that lightens and tones in one simple step for foiling and freehand techniques.

WHAT IT DOES:

MAGMA by Blondor is a combination of lightening molecules and direct dyes, to provide lift and tone in one single step.

The MAGMA portfolio of intermixable shades can be mixed with Wella Professionals developers allowing you to achieve a variety of colour results from soft to intense.

HOW TO USE IT:

- For the best results use with Welloxon Perfect for foils application
- FREELIGHTS Developers for freehand techniques
- Freehand techniques: 1:1.5 – 1:2 with FREELIGHTS developer (6%, 9% and 12%)
- Foiling techniques: 1:1.5 with Welloxon Perfect (4%, 6%, 9% & 12%)
- Very soft results: 1:1.5 with Welloxon Perfect Pastel 1.9%

DEVELOPMENT TIME

Red shades:

20 - 40 minutes with heat

30 - 60 minutes without heat

Blonde shades:

15 - 30 minutes with heat

20 - 40 minutes without heat

For off scalp application on dry hair only

PRODUCT INNOVATION:

Contains **SpectraLift technology** that enables the hair colour to be lifted from within by the lightening agents and coloured from the outside by the direct dyes.



COLOR FRESH CREATE

SEMI-PERMANENT VIBRANT, EXPRESSIVE COLOUR.
AMMONIA, DEVELOPER & PEROXIDE FREE

WHAT IT IS:

Color Fresh CREATE is a complete semi-permanent expressive colour palette. 12 specially crafted pure vibrant shades and 3 additive shades. Can be used for full head or partial techniques.

WHAT IT DOES:

- True-to-Tone fading & lasting up to 20 shampoos.
- Ammonia and Developer free
- Fully intermixable, beautiful pastalisation and bespoke colouring results
- Adds pure tone
- Ideal for personalised and expressive colour results

HOW TO USE IT:

DIRECT APPLICATION

Apply directly on naturally light blonde, 100% white or pre-lightened hair

1. Mix desired amount into a bowl
2. Apply evenly to clean, dry or pre-shampooed, towel dried hair
3. Comb colour from root to tip to ensure even colour results
4. Develop for 5 - 20 minutes depending on intensity of tone required
5. Rinse thoroughly until water runs clear. For optimum colour results, do not shampoo the hair after colouring. Avoid direct contact to the scalp area

PASTILISATION

For bold results use pure or dilute with Color Fresh CREATE Tomorrow Clear to desired intensity e.g. 1:1 – 1:30

PRODUCT INNOVATION:

True To Tone fading. Color Fresh CREATE ensures each shade is saturated with a minimum number of dye types. This gives maximum purity and provides True To Tone fading.



COLOR FRESH MASKS

ZERO DAMAGE COLOUR DEPOSITING MASK

WHAT IT IS:

REFRESH YOUR SALON COLOUR

Zero damage colour depositing masks to maintain or transform your colour at home.

There isn't just one type of client for the **Color Fresh Mask**. There is a mask for everyone.

Often clients would like to maintain their professional hair colour, and many would like to transform from their everyday look or to create a playful twist with their tones!

WHAT IT DOES:

Revive and refresh blondes to reds shades for natural looking enhancements, with **AVOCADO OIL & APRICOT KERNEL OIL**.

Bold and vibrant shade results, let your colour do the talking with **ARGAN OIL**. Easy application, visible colour results that fade beautifully. With a conditioning formula leaving the hair feeling smoother and more moisturised. No animal derived ingredients. Free from silicones.

HOW TO USE IT:

Neutralise and reduce brassy tones:

- Try applying to golden and brassy areas first.
- Apply to lightest areas last.
- The lighter and more porous the hair is the more visible the tone will be.

Revive and refresh:

- Apply generously to the lengths and ends.
- Comb through for even results.

Note: some masks appear darker than the actual colour result, so don't be nervous!

Pastel to bold transformation

- Work in small sections.
- Apply generously to each section.
- Leave on for up to 20 minutes for additional intensity.

1: Shampoo and towel dry hair.

2: Use protective gloves to avoid staining your hands and nails.

3: Apply generously, section by section - leave for up to 10 minutes.

4: Rinse well, style and go - no need for conditioner!

PRODUCT INNOVATION:

Damage Prevention:

A smoother cuticle enables the comb to glide through the hair reducing stress resulting in less tangles and increased manageability.

Colour Deposit:

Rich care ingredients give your hair visible shine and leave your hair feeling fantastic.



COLOR FRESH & PERFECTON

COLOR FRESH AND PERFECTON ARE IDEAL TO REFRESH COLOUR VIBRANCY AND INTRODUCE NEW CLIENTS TO COLOUR.

WHAT IT IS:

COLOUR FRESH

Semi-Permanent Ammonia & Developer Free.



Perfecton by Color Fresh

Temporary colour of tone only.



WHAT IT DOES:

- Ideal for first time colour clients, gentle refreshment & enhancement.
- Adds depth and tone.
- Gentle formula with acid pH: ammonia-free and developer-free.
- Fast and easy application.
- Silver shades available to refine grey hair.
- Lasts up to 10 shampoos.
- Up to 30% grey hair blend.
- Ideal to retail to clients for home colour care.

- Ideal for colour correction.
- Adds tone.
- Gentle formula – ammonia-free and developer-free.
- Quick application, no development time and low commitment.
- Creative tool: fast and easy to apply.
- Conditions the hair and gives an intensive shine boost.
- Grey blending, up to 15%.
- Tone2Shine Technology: Increases the shine of the hair for a beautiful look.

HOW TO USE IT:

Color Fresh is ready to use.

1. Shampoo and towel dry the hair.
2. Apply colour evenly to hair, working through lengths and ends to ensure even distribution.

Comb through. **COLOR FRESH PH 6.5:**

Depending on hair condition and desired colour intensity leave to develop for 5-20 minutes.

COLOR FRESH SILVER PH 6.5: Depending on hair condition and desired colour intensity leave to develop for 5 - 20 minutes.

3. After development time, emulsify with warm water then rinse the hair thoroughly. It is not usually necessary to shampoo the hair again.

Leave-in product - preparation in applicator flask:

1. Shampoo and towel dry the hair.
2. Wearing suitable gloves, fill applicator with up to 250ml warm water.
3. Add Perfecton in the desired amount and mix well.

Shade	Mixing Recommendation
12/0 to 10/0	250ml water + 5ml Perfection
9/0	250ml water + 10ml Perfection
8/0	250ml water + 15ml Perfection
7/0 to 4/0	250ml water + 20ml Perfection

4. Apply Perfecton evenly over the hair with the applicator flask.
5. Important: Do not rinse and do not shampoo again.

PRODUCT INNOVATION:

With an **acid pH** & caring agents. Ammonia & Developer free.

Tone2shine Technology. Ammonia & Developer free.

COLOUR RE◀NEW

COLOUR CHANGE/CORRECTION CAN BE ONE OF THE
NUMBER ONE FEARS FOR A COLOURIST.

WHAT IT IS:

Colour Renew is a gentle alternative to persulfate products (pre-ligheners) to reduce undesired oxidative colour while respecting the natural hair melanin without lightening the natural hair colour.

WHAT IT DOES:

- Optimises and prepares the hair for a new colour
- Easy and reliable application
- Powered by Vitamin C and Citric Acid to smoothly deoxidise permanent colour molecules while maintaining the natural melanin of the hair
- Reduces oxidative colour depth and tone
- Can be used for more than one application on the same day if required
- Perfume free, Developer free, Persulfate free
- Climazon friendly
- Offers clients more frequent colour changes with out hair compromise

HOW TO USE IT:

An easy to use two component system to be mixed together for maximum results.

A Crystal Powder **B** Activator Liquid

1. Mixing ratio 1:10 – one 9g sachet of Colour Renew Crystal Powder with 90 ml of Activator Liquid in a bowl/applicator bottle.
2. Apply from roots to mid-lengths and ends.
3. Develop as recommended on instructions for desired service.
- 4a. Rinse with water only and proceed with target colour.
- 4b. If cleaning out highlights, rinse, shampoo, condition.

PRODUCT INNOVATION:

Colour Renew from Wella Professionals is formulated with the special VC2 technology powered by Vitamin C and Citric Acid. The VC2 Colour Renew technology is created by the fusion of the Crystal Powder with the Activator Liquid, which reduces the oxidative colourants while respecting the natural hair melanin without lighting the natural hair colour.



WELLAPLEX

RECONSTRUCTS HAIR BONDS FOR STRONGER HAIR. THE ONLY PLEX PRODUCT RECOMMENDED FOR USE WITH WELLA PROFESSIONALS COLOUR AND LIGHTENING PRODUCTS.

WHAT IT IS:

N°1 BOND MAKER

Helps to create bonds within the hair during colour or pre-lightening service. To be mixed with pre-lightener or colour.

N°2 BOND STABILIZER

Further strengthens the bonds, re-balances pH and strengthens the hair structure after chemical treatments. N°1 and N°2 are used in-salon only.

N°3 HAIR STABILIZER

At-home care product: Helps to keep the hair strong, smooth & soft, until the next WELLAPLEX treatment in-salon. To be used once a week.

WHAT IT DOES:

- Reconstructing hair bonds for stronger hair
- Unique pH for optimal penetration of lightening and colour molecules
- Perfect lightening and colour development
- Hair feels healthier, more manageable

HOW TO USE IT:

WELLAPLEX WITH PRE-LIGHTENING OR COLOUR SERVICES

- Reduce damage while pre-lightening or colouring
- Perfect colour and lift development
- No need to change developer or development time

WELLAPLEX is recommended to be used

- With all pre-lightening services
- With colour when colouring sensitised or damaged hair

Mix WELLAPLEX N°1 Bond Maker in relation to pre lightening powder / colour cream (the developer amount may vary).

	LIGHTENING POWDER / MAGMA POWDER	PEROXIDE ¹	WELLAPLEX N°1 BOND MAKER (ml)
LIGHTENING: Full head or foil highlights	30 g	45g	3ml
LIGHTENING: Painting / freehand techniques	30 g	45g	1.5ml
COLOUR: All Wella Professionals oxidative colour products	30 g (½ tube)	30g (60g ²)	1ml

1 With lightening products the peroxide amount may vary
2 Koleston Perfect Special Blonde and COLOR TOUCH

PRODUCT INNOVATION:

OPTI pH SYSTEM

Gives optimal pH for perfect colour development and stronger hair every time you colour or lighten.







Wella Professionals Care, Styling & Prestige Brands

Wella Professionals Care and Styling has been specifically developed for any hair type. From shampoos and conditioners to masks and oils, you can be confident that you have every tool needed to send your clients away happy with healthy hair.

Our **Prestige Brands** such as **System Professional** and **Sebastian** each have their own history and provide specific philosophies when it comes to care and styling.

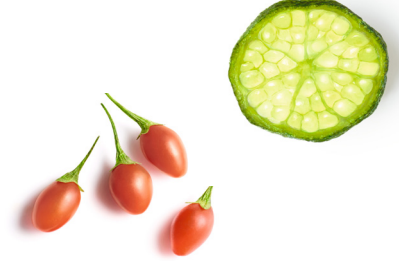
Sebastian, knows our stylists are artists. Creative, curious, passionate craftsmen and women who put their skills and dedication into the service of making life more exciting, surprising, and mind-blowingly beautiful for everyone who entrusts their hair, style, and expression to them. Where your vision and skills will be recognised, celebrated, and constantly elevated. We know hairdressing isn't about conforming. It's about inventing and reinventing. For the beauty of self-expression – for stylists and their clients.

System Professional is a unique brand that tells the story of BEAUTY BORN FROM SCIENCE. We use cutting-edge science to bring you the best in transformative hair care. Rather than finding quick fixes, our scientists create targeted solutions that address your specific hair needs to regenerate it from the core, for hair that feels healthier and more replenished. Discover a luxurious sensorial experience with high-performance, salon-quality formulas that turn your hair regimen into a ritual of care.





INVIGO



PRODUCT RANGE:

PRODUCT DESCRIPTION:

Invigo Color Brilliance



Instant colour vibrancy for up to 7 weeks colour protection. Color Brilliance-Blend™ is a powerful combination of new ingredients to maintain colour vibrancy and protect coloured hair. Copper encapsulating molecules maintain vibrancy. Histidine and Vitamin E help to control the oxidation process after colouration and to protect colour (Anti-Oxidant Shield Technology). Lime Caviar is known to contain various anti-oxidants and vitamins.

Invigo Nutri-Enrich



Instant nourishment for smooth hair full of vitality. Nutri-Enrich-Blend™ nourishes and smoothes dry or distressed hair to its full vitality. Oleic Acid and Panthenol provide moisture and nourishment for hair, while Vitamin E protects hair from further stress (Nutri-Enrich Complex). Goji Berry is known to be extremely rich in vitamins, minerals and peptides.

Invigo Volume Boost



Lightweight care for visibly uplifted volume. Volume Boost-Blend™ cares hair with lightweight formulas, providing bodified yet cared hair. Lightweight formulas give manageability and shine without weighing down even fine hair. Body-fying Spring Force Polymers surround the hair fibers, stabilising them and help to create the most voluminous looks during blow-drying (Spring Force Blend). Cotton is a soft but stable fiber that has the similar stability and softness that is needed for voluminous fine hair.

Invigo Blonde Recharge



HELPS TO FIGHT BRASS. For blonde brightness. Refreshes and maintains the brightness and vibrancy of natural, coloured or highlighted blondes. With purple colour pigments. Floral soft powdery fragrance.





INVIGO



PRODUCT RANGE:

Invigo Balance



PRODUCT DESCRIPTION:

FRESH AND CLEAN.

For healthy looking hair. Taking care of your individual scalp and hair needs, infused with caring and refreshing ingredients. Including products for Purifying, anti-dandruff and sensitive scalps.

Invigo Sun



PRODUCTS FOR SUMMER DAYS.

UV colour protection and repair. For before, during and after sun exposure.

Invigo Color Service



Lightweight after-colour treatment that protects and enhances oxidative (demi and permanent) colour results. Optimised to work best with Wella Professionals colour lines. Neutralises oxidation residues and stabilises colour. Smoothens and gives shine to hair.



SPECIALISED CARE

PRODUCT RANGE:

Ultimate Repair



PRODUCT DESCRIPTION:

Our most luxurious line that repairs the hair inside and out! 4 step hair regime with AHA to rebuild bonds inside & Omega-9 to replenish hair outside. Repair hair damage in 90 seconds* with Ultimate Repair, for 99% less breakage, 12x smoother hair and extra shine. By repairing strands from the inside out, Ultimate Repair delivers a dramatic boost in nourishment that you can see and feel. *When using Ultimate Repair Step 3. Instrumental test vs. non-conditioning shampoo.

Fusion



Wella Professionals' instant and long lasting hair care recovery regimen from salon to home. Helps to repair damaged hair and protects against breakage. With Silksteel FUSION program, a fusion of silk amino acids and micronised lipids. Instantly recovers hair fiber at micro and macro levels. Even the most damaged hair feels renewed, smooth, elastic and resilient against breakage.

ColorMotion+



OUR BEST COLOUR CARE LINE giving up to 8 weeks colour protection. With WellaPlex bonding agent for stronger hair*. ColorMotion+ elevates colour care beyond anti-fading. Regular use of ColorMotion+ care regimen improves coloured hair quality in three areas that are specifically important for coloured hair: Colour Protection, Vibrant Shine, Stronger Hair. Excellent hair quality for beautiful hair colour. * When using Structure+ Mask

SPECIALISED CARE

PRODUCT RANGE:

Oil Reflections



PRODUCT DESCRIPTION:

Oil Reflections, the essence of shine. Our oil collection for up to 3 times smoother hair* and instant luminosity. With camellia oil and white tea extract, perfectly suited for coloured hair. * Shampoo, mask and oil vs non-conditioning shampoo

Elements



Our most gentle hair care line for healthy feeling hair and scalp:

- Up to 99% natural origin ingredients*
- Formulated without silicones, sulphates
- Free of animal-derived ingredients
- Recyclable packaging, made with up to 100% post-consumer recycled plastic

Elements offers a complete regimen for healthy looking hair and scalp, with three dedicated scalp products. * From 91% to 99% natural origin ingredients, depending on products.

Nutri-Curls



Our best range for long lasting curl definition. Nourish and nurture your clients' waves and curls.

- The right level of nourishment for your clients' waves & curls.
- NOURISH-IN Complex with wheat bran extract and jojoba oil.
- Making curls defined, bouncy and manageable, while reducing frizz.



PRODUCT RANGE:

PRODUCT DESCRIPTION:

EIMI FIXING

Fix, craft and finish long and short hair styles with hairsprays featuring EIMI's fresh fragrance. Includes Mistify Me Strong, Mistify Me Light, Dynamic Fix, Super Set and Flexible Finish.

EIMI SHINE

Shine, shimmer and add gloss to long, shoulder length and short hairstyles with hairsprays, mists and pomades. Includes Glam Mist, Oil Spritz and Just Brilliant.

EIMI SMOOTH

Smooth, tame and perfect long and shoulder length hairstyles with creams and lotions. Includes Cocktail Me, Flowing Form, Perfect Me, Thermal Image and Velvet Amplifier.

EIMI TEXTURE

Texturise, ruffles and fix short hairstyles with sprays, waxes, pomades and gels. Includes Shape Me, Bold Move, Pearl Styler, Grip Cream, Shape Shift, Rugged Texture, Texture Touch, Sculpt Force and Ocean Spritz.

EIMI VOLUME

Volumise, set and curl long, shoulder length and short hairstyles with sprays, mousses and setting lotions. Includes Root Shoot, Shape Control, Sugar Lift, Extra Volume and Natural Volume.

EIMI NUTRI-CURLS

Provide waves and curls with the right level of nourishment for beautiful bouncy locks. Includes Boost Bounce, Curl Shaper, Fresh Up and Soft Twirl.



P R O F E S S I O N A L

SEBASTIAN

BORN FROM A VISION OF BEAUTY WITHOUT BOUNDARIES. THINK OUTSIDE THE LINES OF OUR CRAFT, AND FOLLOW YOUR ARTISTIC AMBITION TO THE EDGE.

FOUNDATION



Hydre
Penetraitt



Volupt
Trilliance
Color Ignite



Dark Oil Shampoo
Dark Oil Conditioner
Dark Oil Mask

FLOW



Dark Oil Styling Oil
Dark Oil Fragrant Mist
Sublimate



Whipped Crème
Thickefy Foam
Taming Elixir



Potion 9
Potion 9 Lite

FLAUNT



Trilliant
Shine Define
Shine Shaker



Liquid Gloss
Shine Crafter

P R O F E S S I O N A L SEBASTIAN

FORM



Eruptek
Resintek
Dynamic+
Texture Maker
Texturizer
Microweb Fiber

Molding mud
Craft Clay
Matte Putty
Shaper Fierce
Re-Shaper
Shaper Zero Gravity

Shaper iD
Mousse Forte
Volupt Spray
Liquid Steel
Gel Forte

FLEX



Twisted elastic Cleanser
Twisted elastic Detangler
Twisted elastic Treatment

Twisted curl Magnifier
Twisted curl Lifter
Twisted curl Reviver



SYSTEM PROFESSIONAL

THIS LUXURIOUS RANGE IS DESIGNED FOR ALL HAIR TYPES. IT OFFERS PERSONALISED PRODUCTS THAT PERFECTLY COMPLEMENT OUR IN-SALON TREATMENTS.

FIBRA



COLOR SAVE

Designed to repair and enhance colour treated hair for lasting brilliance.



REPAIR

Designed to reconstruct damaged and fragile hair fibre.



LUXEOIL

Designed to nourish and re-energise hair, with argan, almond and jojoba oils.



SOLAR

Designed to protect the hair from damage through sun exposure.



LUXEBLOND

Designed to care for blonde hair, repair the hair fibre from inside out while instantly neutralising unwanted warm undertones.





SYSTEM
PROFESSIONAL

DERMA



BALANCE

Designed to care for and soothe the scalp.



PURIFY

Designed to deeply cleanse and detoxify the scalp.

FORMA



HYDRATE

Designed to deeply restore dry hair's moisture balance.



VOLUMIZE

Designed to strengthen and uplift fine hair.



SMOOTHEN

Designed to detangle and soften curly and unruly hair.





SYSTEM PROFESSIONAL

EXTRA



EXTRA

Designed for high performance results with advanced technologies.

MAN



CARE

Ultra-personalised care for hair more resistant against daily wear and tear.



STYLING

Designed to leave hair more manageable and controllable.





ADVISORY HELPLINE

Expert help is just a phonecall away,
giving you fast access to our technical advisors.

Monday to Friday 9:30am - 4:30pm

UK: 08457045775

IRE: +353 14160900

EDUCATION.WELLA.COM

