



ColorMotion⁺

color ⁺ strength now together

Products & Services

#ColorMotion

Click to **learn more**



ColorMotion⁺
color ⊕ strength now together



ColorMotion⁺
service & in-salon products



ColorMotion⁺
at home



ColorMotion⁺
& **WellaPlex**



Choose **the right regimen** for
your clients

Do your clients get the best care for their color?

Clients are increasingly willing to spend more to get optimal results from their color services.

But what about their color care regimen?

Most of the color care offering covers just anti-fading while in reality colored hair needs go far beyond.



Did you know?

8 clients out of 10 are willing to pay more to also get hair conditioning and structure*.

ColorMotion⁺

color ⁺ strength now together

› Up to **8 weeks** color protection*

› **Stronger hair** from root to tip**



Excellent hair quality for beautiful hair color.

* when using *Structure⁺ Mask*

** when using *Structure⁺ Mask* vs. no treatment

Why does colored hair need a **special care**?



Colored hair is more susceptible to external influences.

- › In between color services, **hair goes through a lot:** washing, styling and external influences (UV rays, wind, pollution) cause stress to sensitized colored hair fiber.

The condition of colored hair **evolves week after week.**

Week after week the overall condition of colored hair is affected:

color intensity

Color molecules fade

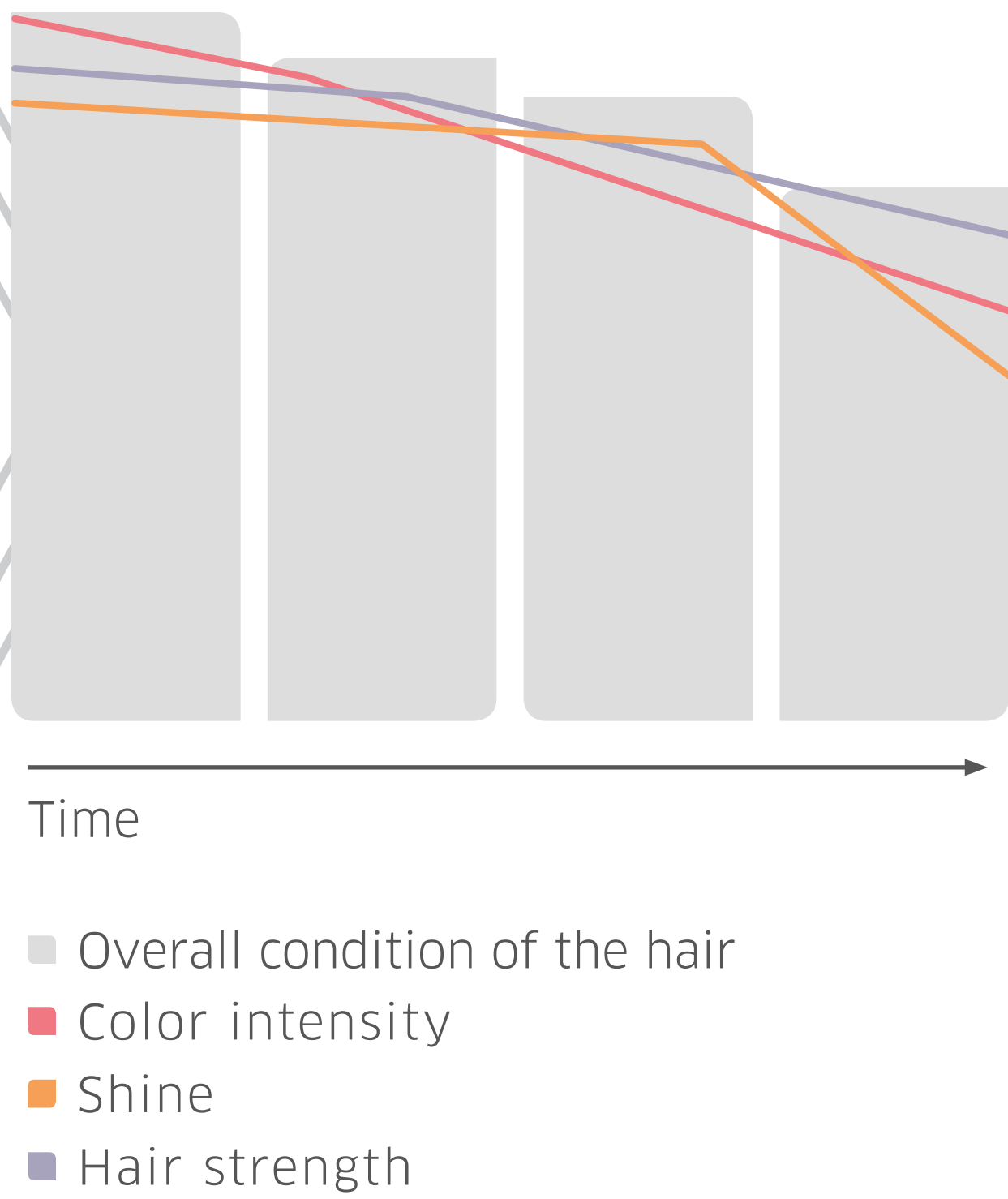
shine

Hair starts to look dull

hair strength

Hair resilience and smoothness decreases

Overall evolution of the hair condition week after week.



ColorMotion+

Strength for colored hair



the power of three

Regular use of ColorMotion+ care regimen **improves colored hair quality** in three areas that are specifically important for colored hair. It provides:



**color
protection**

Up to 8 weeks
color protection*



**vibrant
shine**

Helps to
remove mineral
impurities,
enables better
light reflection**



**stronger
hair**

With WellaPlex
bonding agent.
For stronger
hair.***



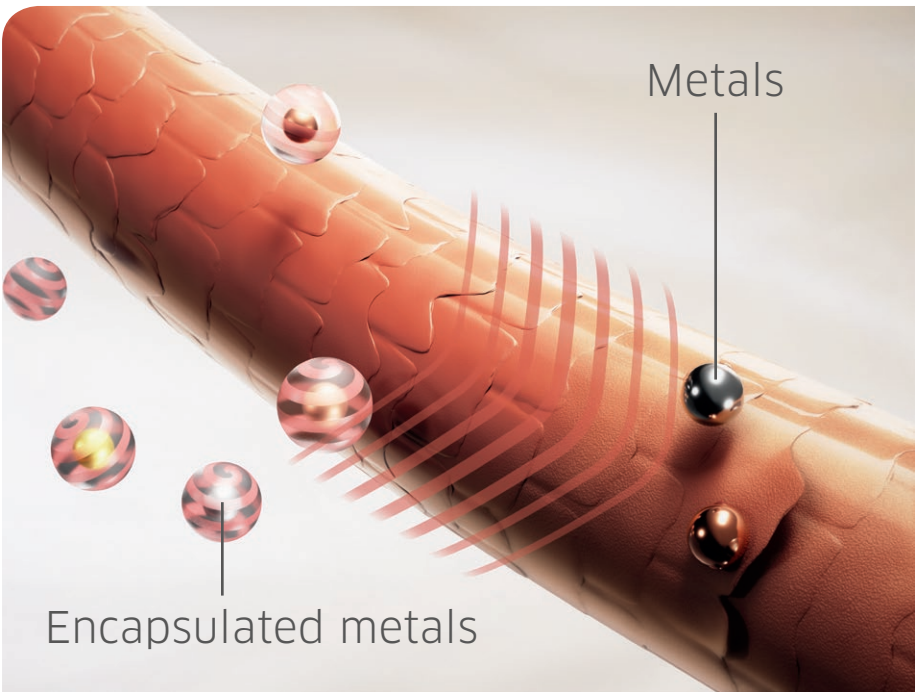
* when using *Structure+ Mask* ** when using Color Reflection Conditioner vs untreated
*** when using *Structure+ Mask* vs. no treatment

Uniting the best of our care technologies

color protection

Free radicals protection technology

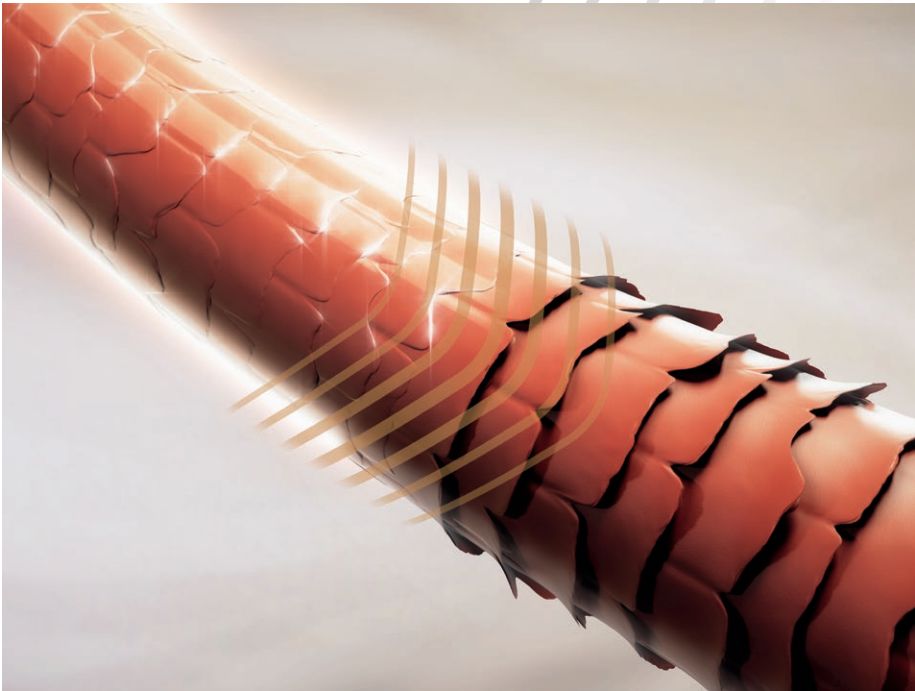
Encapsulates metals, reducing the formation of free radicals, responsible for color fading.



vibrant shine

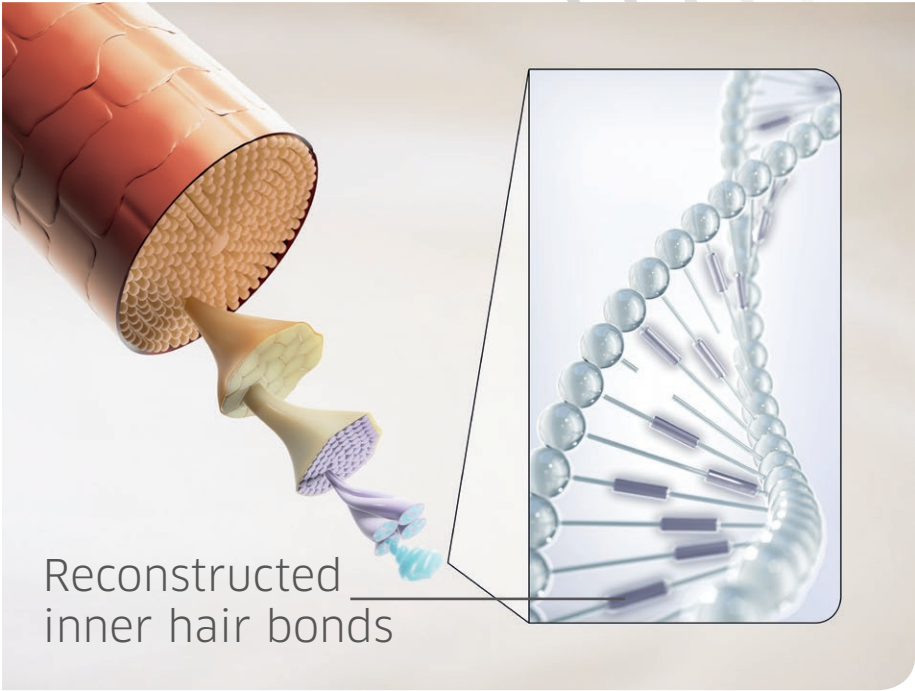
Hair surface polisher

Smoothing the hair cuticles for improved shine and manageability*.



stronger hair

With WellaPlex bonding agent
For stronger hair.**



* vs no treatment **when using *Structure+ Mask* vs. no treatment

Makes hair color **last longer***



Color and care solutions both reducing the formation of free radicals for irresistible hair quality**

During color services

The Pure Balance technology in Koleston Perfect and the Microlight technology in Illumina Color deactivate metals, which reduces the formation of free radicals to better protect hair bonds. They reduce damage during coloring and for better control of the right color formation from root to tip.

Right after color service & at home

ColorMotion+ also provides protection against free radicals, responsible for color fading, from salon to home.

*when using Color Protection Shampoo vs non conditioning shampoo

**valid for Microlight, Pure Balance technologies & ColorMotion+

A soft enchanting floral fragrance

A soft floral fragrance, built around a creamy rose and accented with fresh fruits and hints of vanilla.



Top

Bergamot
Lemon
Leafy Green

Heart

Violet orris
Rose
Carnation
Lilac Jasmine
Ylang ylang

Base

Vanilla
Cedarwood
Musk
Amber



ColorMotion+ service during coloration

A complete program from scalp protection to hair condition to deliver the power of three: color protection, vibrant shine and stronger hair*.

Pre-Color



For clients typically showing signs of scalp discomfort, apply small amount of **Scalp Protect** lotion section by section. Distribute very gently with hands. It helps to protect from potential discomfort.

For clients with uneven hair porosity, spray **Pre-Color Treatment** on porous parts. It enhances hair surface smoothness and shine and prepares hair for coloration.



Tip:

Lightly blow dry after pre-color products to ensure hair is dry (depending of your color choice). Make sure to use only low heat on scalp.

Continue with color application & development.

ColorMotion+ service during coloration

Post-Color



After development time, emulsify color carefully and wash with **Color Protection Shampoo**. It removes the color residues gently after color service and helps lock in color while preserving hair's smoothness and shine.



Apply Express **Post-Color Treatment** to optimize pH and to improve color molecules retention*. Works in only 30 seconds!



Finally apply **Structure+ Mask** on towel-dried hair. Leave in for 5 minutes and rinse thoroughly.



Structure+ Mask is highly conditioning – only use a small amount per service, specifically for finer hair textures. Apply on sensitized areas only (lengths and ends).

In-between color services:

You can also use ColorMotion+ Shampoo & Mask on your clients when not applying color, to preserve the hair quality



* vs. no Post-Color treatment

Color Formulas



Iva
Koleston Perfect, Welloxon Perfect
Roots: 40g 6/34 + 20g 6/0 + 60g 6%
Highlights: 30g Blondor Multi Blonde + 45g 6%
Lengths: 50g 7/43 + 10g 6/41 + 60g 6%
Toning: 60g 8/43 + 120g 1,9%

Lena
Koleston Perfect, Welloxon Perfect
Roots: 30g 7/18 + 30g 9/96 + 60g 6%
Highlights: Blondor Freelights + Freelights 6%
Lengths: 30g 10/16 + 30g 9/96 + 6%



Renata
Koleston Perfect, Welloxon Perfect
Roots: 60g 4/0 + 60g 6%
Highlights: Blondor Freelights + Freelights 6%
Toning: 30g 6/71 + 60g 1.9%

Ellemijn
Illumina Color, Welloxon Perfect
Roots: 30g 7/ + 30g 7/31 + 60g 6%
Lengths: 30g 9/7 + 30g 10/05 + 60g 6%



ColorMotion+ in-salon products

Pre-Color products



**Colorists'
Favorite**

SCALP PROTECT

Pre-Color Scalp Protecting Lotion

Whilst modern hair colors are gentle to scalp, a few clients suffer from scalp discomfort during color process. This Scalp Protecting Lotion is the perfect add-on service for these clients.

Unique performance:

- › Helps to protect from potential discomfort.
- › Easy and quick to use before color application.
- › Does not impact the color development.

How to use:

- › Spread a small amount on scalp.
- › Dry lightly with a dryer. **Use only low heat** on scalp. Do not rinse out. Continue with applying color as usual.



ColorMotion⁺ in-salon products

Pre-Color products



PRE-COLOR TREATMENT

Structural Surface Enhancer

Often hair has uneven porosity which might cause visible unevenness in the color result.

This Pre-Color Treatment enhances hair surface smoothness and prepares hair for more even color results. Perfect for porous hair to even out the base.

Unique performance:

- › Improves hair surface, smoothness and shine.
- › Prepares hair for more even color results.

How to use:

- › Spray on dry hair, concentrating on porous parts, until hair is saturated.
- › Spray until hair is saturated.
- › Blow dry hair until it's dry and apply your color as usual.

Amount guidance: 40 pumps on middle length hair. Blow dry hair dry and continue with color application.

When to use Pre-Color Treatment?

Structural Surface Enhancer is great add-on to **equalize porosity** and **increase smoothness and shine**. Use it on porous parts for damaged hair.

Use it for example during following services:

- › **Global color application:** when the lengths & ends are significantly more porous
- › **Multitonal color techniques:** change of color or multi-tonal highlights
- › **Double process services:** after lightening and before toning

Tip: When toning hair balancing lengths and ends with Pure Soft Balance service, after the development time of the roots, spray **Pre-Color Treatment** to the lengths and ends continue with the color application (no need to dry in between).



ColorMotion+ in-salon products

Post-Color products

Treat your color creation in the best possible way with the ColorMotion+ after color service products.



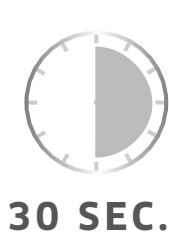
SHAMPOO

Color Protection Shampoo

Our best color protection shampoo. Removes the color residues gently after color service and helps lock in color while preserving hair's smoothness and shine.

Unique performance:

- › Additional anti-oxidant to improve protection against free radicals.
- › Clear consistency with luxurious foam is leaving hair smooth and with vibrant shine.



POST-COLOR

Express Post-Color Treatment

This express Post-Color Treatment improves color molecules retention*, finishing the color process.

Unique performance:

- › Improves color retention.*
- › Optimizes pH after color service.
- › Works in just 30 seconds.

How to use:

Apply evenly on damp hair, comb through, rinse thoroughly.

* vs. no Post-Color treatment

ColorMotion+ in-salon products

Post-Color products

Treat your color creation in the best possible way with the ColorMotion+ after color service products.

Colorists'
Favorite



STRUCTURE+ MASK

Professional Restructuring Salon Treatment.
With WellaPlex bonding agent.

Structure+ Mask is a multi-benefit intense treatment that does it all! Provides strengthened hair structure, lasting manageability & shine.

Unique performance:

- › WellaPlex bonding agent helps to reconstruct inner hair bonds. For stronger hair* that is easy to manage.
- › Hair surface polisher adds smoothness and shine for excellent color reflections.

How to use:

Apply on damp hair for 5 minutes and rinse thoroughly.

Only use a small amount per service. Apply on sensitized areas only (lengths and ends).

*vs. no treatment



Perfect line to **preserve colored hair quality** at home



Shampoo

Color Protection Shampoo

Our best color protection shampoo helps to lock in color while preserving hair's smoothness and shine. Suitable for daily use.



Conditioner

Moisturizing Color Reflection Conditioner

For frequent use. Helps restore hair surface quality for vibrant shine.



Structure+ Mask

With WellaPlex bonding agent.
For stronger hair.*

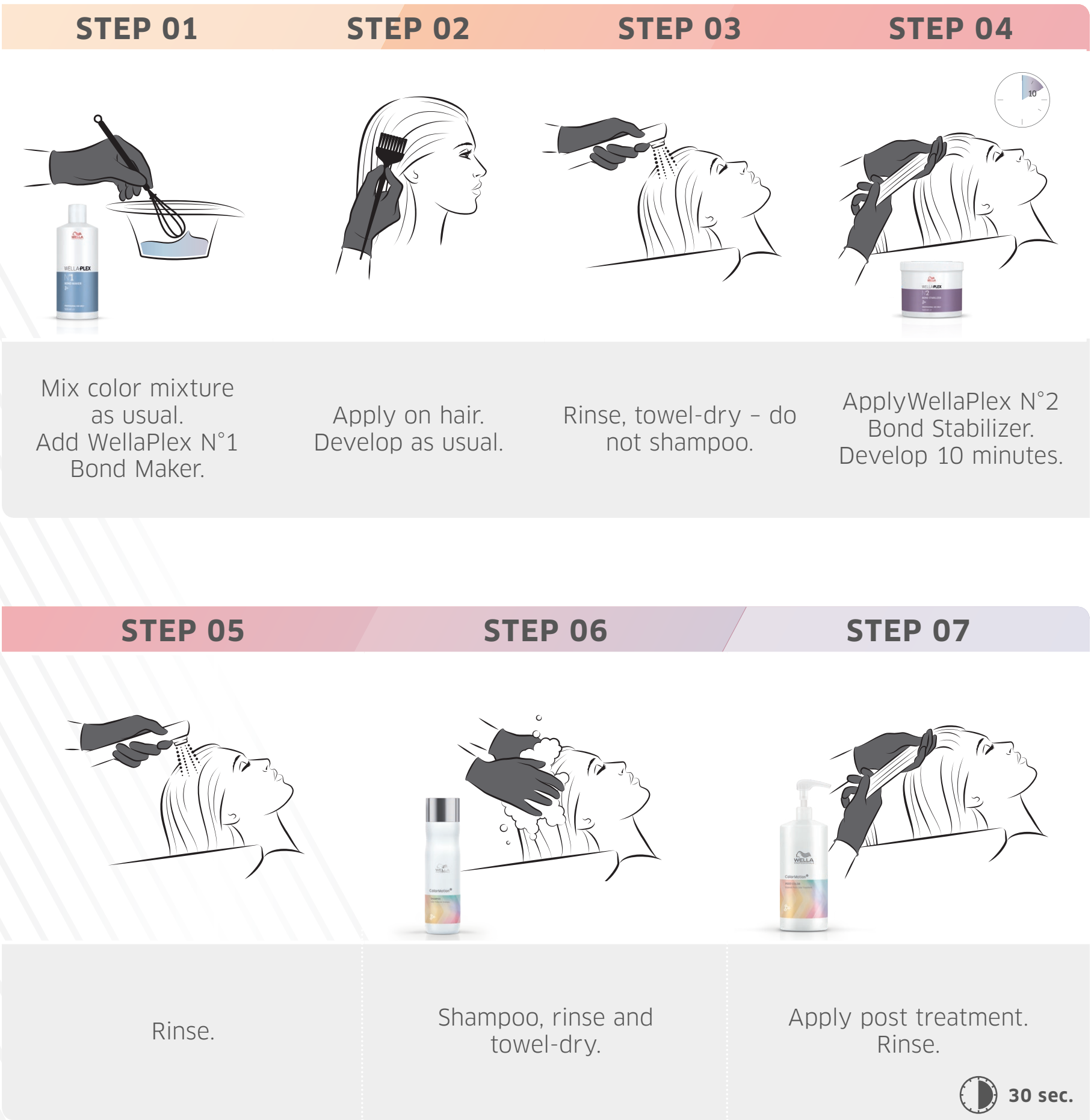
Intensive mask treatment to be used every 1-2 weeks. Provides strengthened hair structure, lasting manageability and shine.

Pro tip: only use a small amount. Apply on sensitized areas only (lengths and ends).

WellaPlex Color Service & ColorMotion+

In case of WellaPlex Color Service:
Use WellaPlex No2 as usual. There is no need to use ColorMotion+ Mask.

ColorMotion+ complements WellaPlex service with Shampoo & Express Post-Color Treatment to finish.



At home care after WellaPlex Color Service

For at home care after WellaPlex service, it is recommended to use either WellaPlex No3 Hair Stabilizer or ColorMotion+ Structure+ Mask weekly. Both treatments reconstruct inner hair bonds and help to keep hair strong, smooth and soft. ColorMotion+ shampoo and conditioner are ideal for daily use.

Daily



Color Protection Shampoo



Moisturizing Color Reflection Conditioner

Weekly



Structure+ Mask

Intense Restructuring Mask for colored hair

Best for

Colored sensitized hair.



WellaPlex No3

Hair Stabilizer weekly treatment

Best for

More sensitized and damaged hair (lightening, multiple chemical services).

Good to know

Designed for more damaged hair: resulting more smoothening effect.


Choose the right care regimen



ColorMotion⁺

FUSION

INVIGO Color Brilliance

What it is?	The damage expert: Strength for colored hair	The damage expert: intense repair line for damaged, stressed or lightened hair	Essential care line for colored hair.
What it does	Up to 8 weeks color protection.* Stronger hair from root to tip.**	For up to 95% more resilience against breakage***.	Instant color vibrancy . Protect colored hair.
For clients with	Clients with colored hair who are concerned about color fading but also hair strength . Clients who are willing to have the best color care products to keep their color and hair in optimal state.	Clients with lightening/highlights, multi-processed or permed hair. Clients who use heat tools (straighteners, curlers) frequently and clients who want to keep their hair long and prevent damage.	Clients with colored healthy hair.
Must try!	 Structure ⁺ Mask	 Intense Repair Shampoo	 Color Protection Shampoo

*when using *Structure⁺ Mask* **when using *Structure⁺ Mask* vs. no treatment
*** vs. non-conditioning shampoo



Follow us on @wellahair

#ColorMotion