



ONE SMALL TUBE ONE BIG CHANGE

recyclable and
100%¹ recycled
aluminium tubes



How Wella is making the
eco-ethical change

makechange

Together, small changes can make a big impact

Wella³ recognises the importance of sustainability, and we are making change with series of eco-ethical upgrades, focusing more on our packaging and manufacturing footprint and ingredient transparency.

Even small changes will have a significant impact. For example, using 100% recycled aluminium at Wella³ avoids using more than 700 tonnes of virgin aluminium per year.

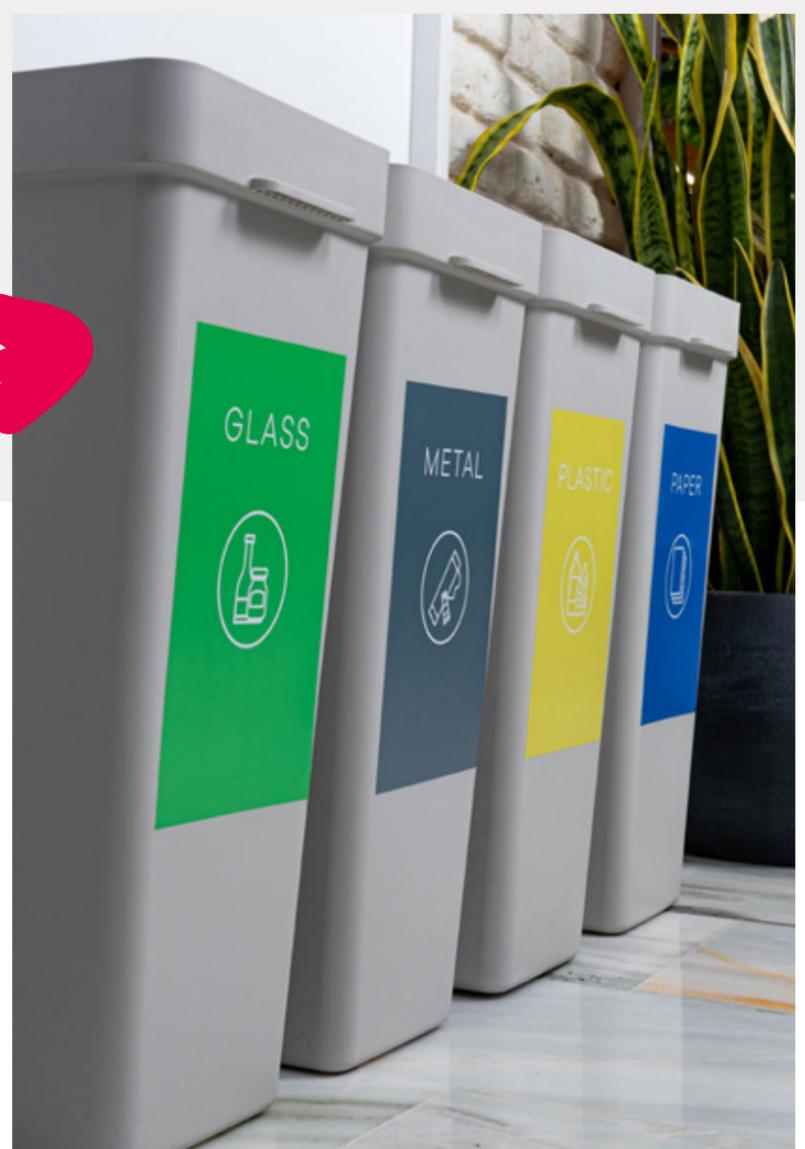
Learn more about some of our sustainable choices.

**One small
change for one
big change!**



Tip: Start recycling by getting separate recycling bins in your salon for aluminium, plastic, glass and cardboard.

See point 6 to learn how to recycle your waste chemicals, hair and PPE as well!



1. ALUMINIUM TUBES

Our aluminium tubes are made of 100%¹ recycled aluminium and are recyclable.

Using 100% recycled aluminium consumes 66% less energy!⁴



Tubes are made from 100%¹ recycled aluminium.



Tubes are recyclable aluminium.



Tip: Used colour tubes and used highlighting foils can sometimes be added to your other aluminium recycling (such as drinking cans) - check with your local authority. Or, partner with a salon waste recycling initiative such as Green Salon Collective to easily recycle all your salon waste.

2. CARDBOARD PACKAGING

In our colour packaging we use FSC certified cardboard, 85%⁵ recycled cardboard and recyclable cardboard.



The Forest Stewardship Council (**FSC**) logo on a wood based product is an assurance that it is made with, or contains, wood that comes from **FSC certified** forests or from post-consumer waste.

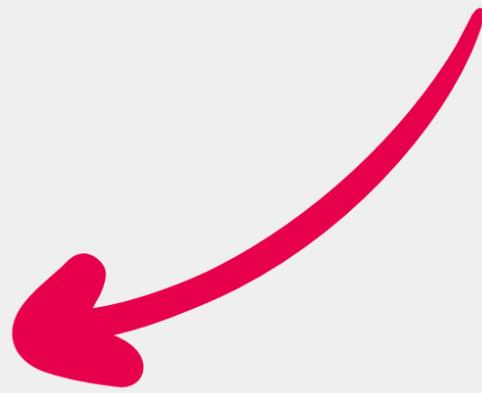


This icon states that the pack is made from recycled materials.



This icon states that the material is recyclable. (PAP= mixed paper).

Tip: Recycle the cardboard packages with other paper & cardboards.



3. PLASTIC CAPS

Our Koleston Perfect, ILLUMINA COLOR and Color Touch caps have been **made from 91-100%⁶ recycled plastic**, and they are also **recyclable**.

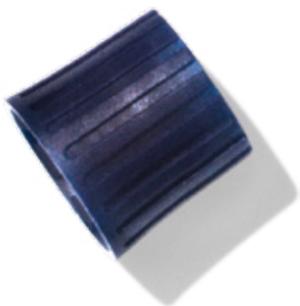


Caps are made from recycled materials, 91-100%⁶ depending on the colour.



Caps are recyclable. (PP= polypropylene, recyclable plastic).

Tip: Caps can be recycled with other recyclable plastics.



4. FORMULAE

Our biggest colour brands **Koleston Perfect ME⁺7** and **ILLUMINA COLOR** continue to be free of animal derived ingredients, as they have been from the moment they were introduced to the market.



2



These products are designed, developed, manufactured and commercialised without any animal products and without animal by product or animal derivatives.

5. MANUFACTURING COLOUR (Koleston Perfect ME+, ILLUMINA COLOR & Color Touch)

Our European manufacturing facility Rothenkirchen in Germany producing Wella Professionals colour, uses **100% renewable electricity supply** (100% Green electricity) and 100% carbon-neutral gas consumption while also producing **zero waste** to landfill.



¹95% Post-Consumer Recycled (PCR), 5% Post-Industry Recycled (PIR).

²Valid for Koleston Perfect with Pure Balance Technology.

³Wella Professionals refers to the whole Wella brand (incl. Koleston Perfect, Illumina, Color Touch and others) and all regions except ASIA.

⁴vs sourcing virgin aluminium.

⁵70% Post-Consumer Recycled cardboard + 15% Post-Industry Recycled cardboard.

⁶91% Post-Consumer Recycled PP (polypropylene) + 9% color: 91% (if White), 96% (if Silver), 96% (if Blue), 100% (if Grey).

⁷Koleston Perfect ME⁺ with Pure Balance Technology.

6. ENCOURAGE RECYCLING

Wella have partnered with Green Salon Collective, an initiative that offers recycling services to salons across the UK and Ireland, to recycle 100% all of the waste they produce; not only cardboard, metal, plastics and glass, but also PPE, hair and chemicals!

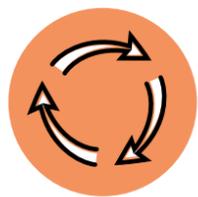


GSC recycling systems are already in place across the Wella Studio Network and, in order to encourage salons to do the same, all Wella partner salons are offered a discount on their GSC opening order.



7. WEDO/ PROFESSIONAL

WEDO/ PROFESSIONAL is our new eco-ethical haircare brand that is on a mission to help people transition to a happier, healthier, & more sustainable lifestyle.



Packaging made with up to 94% recycled plastic² and 100% recyclable



93% - 99.7% natural origin products



Minimalist formula, dermatologically tested



Formulated without sulphates³, silicones, or artificial colourants



Professional performance



¹ from 93% to 99.7% natural origin depending on products ² from 50% to 94% recycled plastic depending on the product ³ sulfates only relevant for shampoo

VEGAN SOCIETY & CRUELTY FREE INTERNATIONAL CERTIFIED



SUSTAINABLE PACKAGING

weDo/ packaging follows the concept of circular economy with recycled and recyclable material. We fight ocean plastic by donating 1% of our sales to remove plastic from the environment with Plastic Bank. (Read more: plasticbank.com)

1 WEDO/
PRODUCT
BOUGHT

=

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PLASTIC
BOTTLES
REMOVED
FROM THE
ENVIROMENT





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