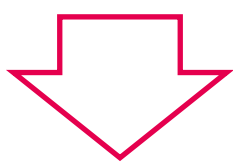




YOUR PROFESSION,
Our Passion

ENTER



SCROLL THROUGH TO NAVIGATE PAGE BY PAGE.
USE THE CONTENT BUTTONS ON THE SIDE TO SKIP.



WHY JOIN *The Wella Family*

Heritage

140 years of hair passion and professionalism

Innovation

#1 for professional colour*, bringing innovation at the forefront of colour technology

Inspiration

Working with over 100 Guest Artists and Brand Ambassadors, developing the latest trends & techniques to help grow your salon

Education

Industry leading education, with our world-class studio network and dedicated team of educators, supporting salons throughout the UK and Ireland

Celebrate

Celebrating you with our renowned Trend-Vision Awards, where the future stars are made



Colour THE CORE OF WELLA CRAFTMANSHIP

Colour is at the core of Wella Professionals craftsmanship.
Innovating since the 1950s 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 N°1 PROFESSIONAL IN SALON COLOUR IN THE UK*



KP^{ME+}

Sets the standard for expertise
with rich, sensual and voluptuous colour results.



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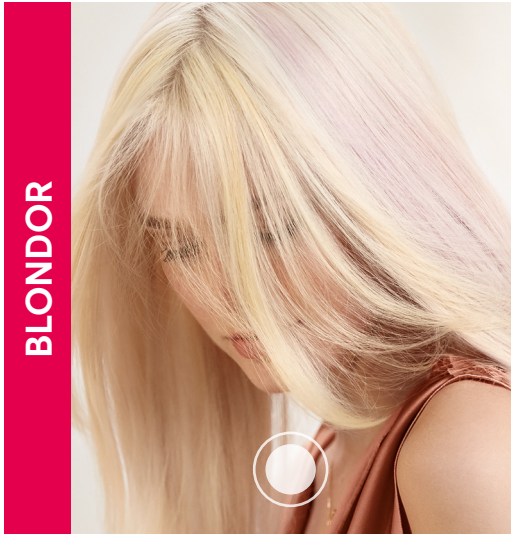
Colour

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PERMANENT



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KP

KOLESTON PERFECT^{ME+}

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



COLOUR PORTFOLIO

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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/white 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 + 60ml 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/white hair coverage required

DEVELOPMENT TIME

- 15 - 25 minutes with heat
- 30 - 40 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.

PURE BALANCE TECHNOLOGY

Reduces the creation of free radicals to better protect hair bonds and reduce damage during colouring. Better control of the right colour formation, achieving a balanced root to tip colour.



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ILLUMINA COLOR

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



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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.

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/white 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

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 ILUMINA: A shade family of five opalescent no-depth shades, to give a metallic milky sheen with warm and cool light reflections.



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COLOR TOUCH

FASHION FORWARD MILDLY OXIDISING
DEMI-PERMANENT HAIR COLOUR.

- | Experience the shine and vibrancy of a Mildly Oxidising Demi - Permanent hair colour
- | Ideal for clients that like to change their hair colour more regularly
 - | Low commitment quick colour service
 - | Ammonia free and infused with fibre proteins
 - | High shine for stunning high fashion results



WHAT IT IS:

Mildly Oxidising Demi-Permanent colour used with Color Touch Emulsions 1.9% & 4%. Color Touch Plus use with Color Touch Plus Emulsion Creme 4%.

COLOR TOUCH

Up to 50% grey/white hair coverage.

SPECIAL MIX

Add intensity of tone to any Color Touch shade.

COLOR TOUCH PLUS

Up to 70% grey/white coverage with dedicated Color Touch Plus Emulsion Creme.

WHAT IT DOES:

- | Across the ranges you have choices in darkening, lightening and change of tone
- | For low commitment & quick colour services
- | Refreshing and colour balance
- | Up to 50% - 70% coverage on grey/white hair
- | Gentle colour results
- | Developed to complement and mirror the Koleston Perfect shades

HOW TO USE IT:

MIXING:

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

MIXING:

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

MIXING:

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

DEVELOPMENT TIME:

15 minutes with heat 20 minutes without heat.

DEVELOPMENT TIME:

15 minutes with heat 20 minutes without heat.

DEVELOPMENT TIME:

15 minutes with heat 20 minutes without heat.

PRODUCT INNOVATION:

COLOR TOUCH LIGHT2 COLOUR COMPLEX:

Light-reflecting colour molecules that evenly penetrate into the hair to create high shine.



WHAT IT IS:

Mildly Oxidising Demi-Permanent colour used with Color Touch Emulsions 1.9% & 4%. Color Touch Plus use with Color Touch Plus Emulsion Creme 4%.

COLOR TOUCH RELIGHTS

High-Light/ Tonal Refresher.

COLOR TOUCH SUNLIGHTS

Gentle lightening effect for a sunkissed look.

WHAT IT DOES:

- | Across the ranges you have choices in darkening, lightening and change of tone
- | For low commitment & quick colour services
- | Refreshing and colour balance
- | Up to 50% - 70% coverage on grey/white hair
- | Gentle colour results
- | Developed to complement and mirror the Koleston Perfect shades

HOW TO USE IT:

MIXING:

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

DEVELOPMENT TIME:

Blonde shades: 5 - 10
minutes without heat Red
shades: 15 - 20 minutes
without heat.

MIXING:

Color Touch Sunlights
(1 part colour + 2 parts
Color Touch Emulsion 4%)
application on dry hair.

DEVELOPMENT TIME:

15 minutes with heat 20
minutes without heat.

PRODUCT INNOVATION:

COLOR TOUCH LIGHT2 COLOUR COMPLEX:

Light-reflecting colour molecules that evenly penetrate into the hair to create high shine.



COLOUR PORTFOLIO

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BLONDOR

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

- | Effective and reliable lightening with up to 7 levels of lift on coloured or natural hair
- | Whether it is for subtle self-expression or dramatic statement looks, Blondor offers complete collection of products that will enable any type of service
- | Showcase your mastery as a colourist in any sun kissed, ombre, blonde or multi-tonal colour results



WHAT IT IS:

BLONDOR MULTI BLONDE POWDER

Lightener Bleach

BLONDOR BLONDE GRANULES

Lightener Bleach

BLONDOR SOFT BLONDE CREAM

Lightener Bleach

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 white granular bleach for a variety of blonde results and up to 7 levels of lift.

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.

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:

1:1.5 – 30g Blondor Multi Blonde Granules + 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

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

PRODUCT INNOVATION:

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

White lightening granules, ideal for lightening techniques.

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



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WHAT IT IS:

BLONDOR MULTI BLONDE POWDER

Lightener Bleach

BLONDOR BLONDE GRANULES

Lightener Bleach

WHAT IT DOES:

A two part lightener with Auto Control Mechanism. Formulated for full head highlights. Maximum lift of 5 levels is achieved after 15 minutes under heat or 30 to 40 minutes without, ensuring an even result from the first highlight to the last. High lifting performance is achieved by the combination of an ammonia-free cream component and a booster powder with moisture-retaining lipids. Results can be achieved on natural or coloured hair for off-scalp techniques.

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

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

HOW TO USE IT:

MIXING:

1 part sachet + 30ml cream + 30ml - 60ml Welloxon Perfect 4%, 6%, 9% and 12%.

DEVELOPMENT TIME:

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

MIXING:

1:1.5 – 30g Blondor Multi Blonde Granules + 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:

Auto Control Mechanism.
Ideal for off scalp highlighting techniques only.

???



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BLONDOR FREELIGHTS

CREATE SUNKISSED LOOKS
WITH FREEHAND APPLICATION.

- | Release your creativity with a new level of precision and accuracy
- | Superior¹ flexibility for easier mixture spreading during freehand lightening techniques
- | Designed by hairdressers, for hairdressers



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

10 - 50 min without heat depending on level of lift required.

PRODUCT INNOVATION:

ACTIFUSE network that enables precise application with reduced swelling during the lightening process.¹

DID YOU KNOW:

Freelights is a Premium Colour Service offering clients ultimate personalised colour. Why not discuss with your Wella representative how adding a premium colour service to your menu can generate your salon more revenue.²



MAGMA BY BLONDOR

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

- | Magma lightens and colours in one single step
- | Lightening performance: up to 6 levels of lift
- | A captivating world of blondes, reds, brunettes with creative simplicity



COLOUR PORTFOLIO

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WHAT IT IS:

MAGMA by Blondor is a Lightening system that lightens and colours 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 10 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 and Blondor 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.

DID YOU KNOW:

Magma does not require Allergy Alert Test before using with a client.



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COLOR FRESH CREATE

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

- | 12 Vibrant shades + 3 additive shades
- | Release your creativity with bright and vivid, pastel, vintage or dark colour results
 - | Completely intermixable for unlimited shades
- | True-to-Tone colour fading, ensures even colour fade from root to tip
 - | Lasts up to 20 shampoos¹
 - | No developer needed

INSPIRE.CREATE.SHARE.



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.¹
- | Ammonia, developer and Peroxide free.
- | Fully intermixable, beautiful pastelisation 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

3 ADDITIVES FOR 3 DIFFERENT RESULTS



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 MASKS

- | Experience the shine and vibrancy of a Mildly Oxidising Demi - Permanent hair colour
- | Ideal for clients that like to change their hair colour more regularly
 - | Low commitment, quick colour service
 - | Ammonia free and infused with fibre proteins
 - | High shine for stunning high fashion results



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COLOUR PORTFOLIO

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!

CARE & STYLING

Revive and refresh blondes to reds for natural looking enhancements, with a pleasant fragrance.

With **AVOCADO OIL** &
APRICOT KERNEL OIL

Bold and vibrant 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.

EQUIPMENT

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 20minutes 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!

EDUCATION & EVENTS

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.

Colour Deposit:

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



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COLOR FRESH & PERFECTON

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

PERFECTON BY COLOR FRESH

| Specialty leave-in colour product.

| Contains direct dyes and a vitamin care complex to add vibrant tone and shine to professional colour treatments.

| An extremely versatile product, it is ideal as both a tonal refresher and a beautifully conditioned hair gloss.



WHAT IT IS:

Semi-Permanent Ammonia & Peroxide Free.

Perfecton by Color Fresh is a 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 peroxide-free.
- | Fast and easy application.
- | Silver shades available to refine grey/white hair.
- | Lasts up to 10 shampoos.
- | Up to 30% grey/white hair blend.
- | Ideal to retail to clients for home colour care.
- | Ideal for colour correction.
- | Adds tone.
- | Gentle formula – ammonia-free and peroxide-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/white 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 & Peroxide free.

Tone2shine Technology.
Ammonia & Peroxide free.



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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-ligtheners) 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, Peroxide free, Persulfate free.
- | Climazon² 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.



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WELLAPLEX

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



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 SERVICE

- | Reduce damage while pre-lightening or colouring
- | Perfect colour and lift development
- | No need to change peroxide 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).



WELLAPLEX N°1 mixing ratios with lightening / colour	LIGHTENING POWDER / MAGMA POWDER	DEVELOPER ¹	WELLAPLEX N°1 BOND MAKER (ml)
LIGHTENING: Full head or foil highlights	30 g	45 ml	6 ml
BLONDOR GRANULES / CREAM	30 g	45 ml	3 ml
LIGHTENING: Painting / freehand techniques	30 g	45 ml	3 ml
COLOUR: All Wella Professionals oxidative colour products	30 g (½ tube)	30 g (60g ²)	2 ml

¹With lightening products the developer amount may vary

²Koleston Perfect Special Blonde and COLOR TOUCH

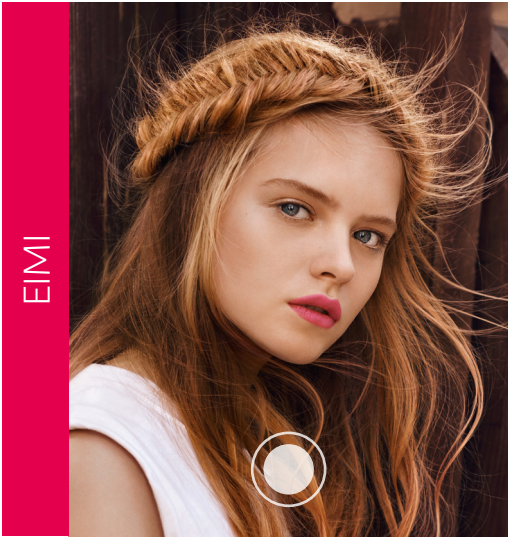
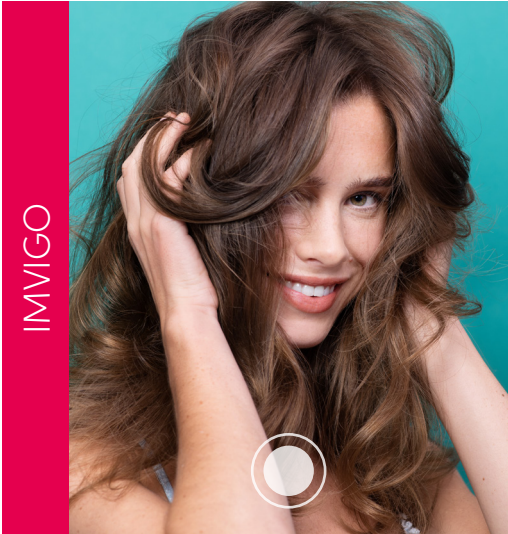
PRODUCT INNOVATION:

OPTI pH SYSTEM

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

Care & Styling

PORTFOLIO



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Invigo

PORTFOLIO

BOOSTERS



COLOR BRILLIANCE



NUTRI-ENRICH



VOLUME BOOST



COLOR RECHARGE



BLONDE RECHARGE



BALANCE



SUN



COLOR SERVICE



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BOOSTERS



INVIGO BOOSTERS

Quick and easy salon service treatments

Concentrated boosters to tailor and maximise care effects. Recharge hair with a perfect balance of vibrancy, nourishment and volume for instantly tangible results.



Boosters are used in combination with conditioner or mask:

1. Pick the conditioner / mask according to the primary hair need.
2. Pick a booster either to boost the primary need or to mix and tailor the treatment with a secondary hair benefit.

How to use:

Divide damp hair into four sections. Spray on damp hair. Layer mask / conditioner on top and comb through. Booster can also be mixed with mask / conditioner and to be applied on hair as a mixture.

How much to use:

Brilliance Booster:
5 to 15 pumps depending on hair length
(short to long hair).
Nutri-Enrich and
Volume Booster: 10 to 25 pumps.

Brilliance BOOSTER

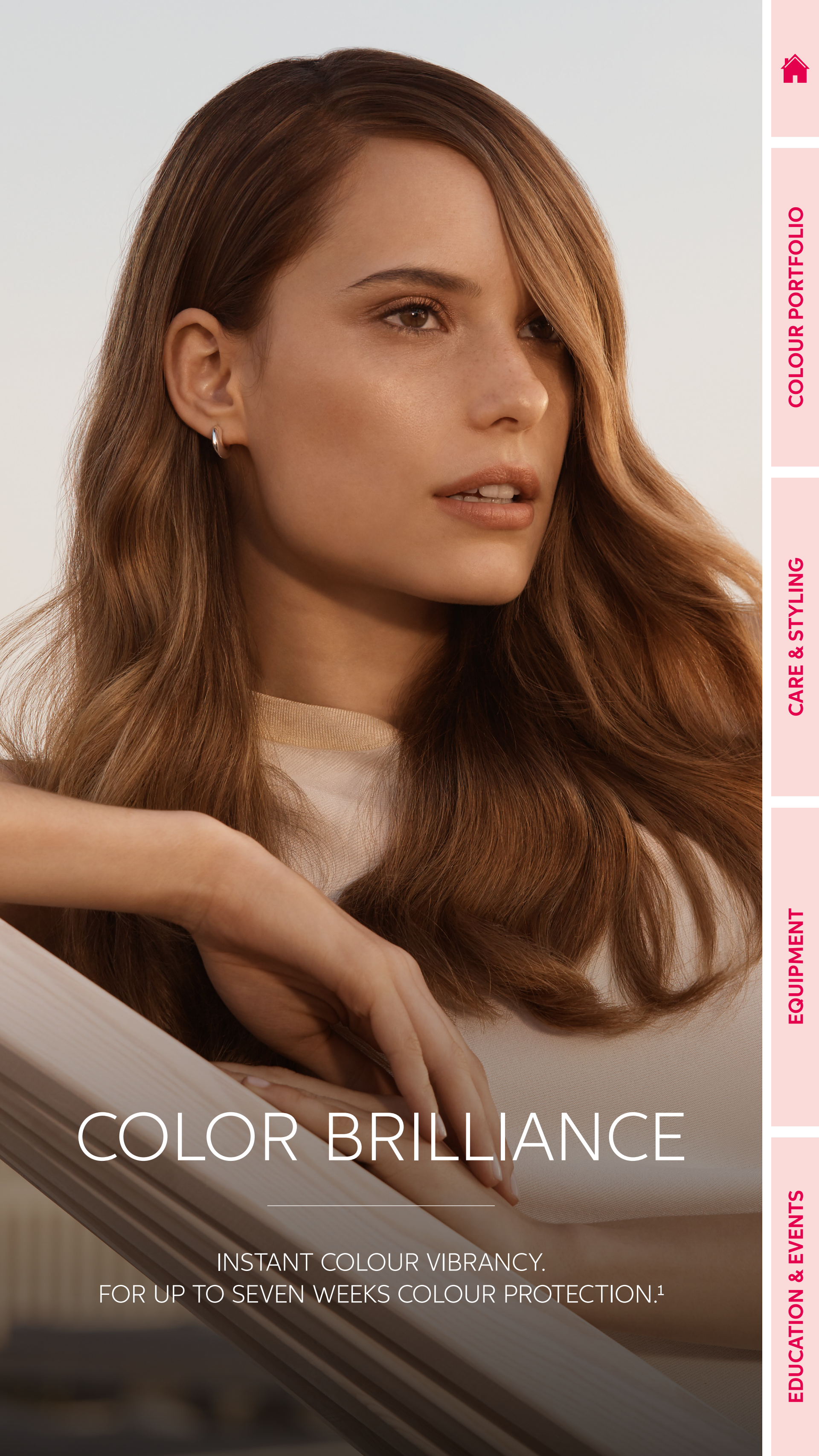
For extra colour vibrancy.
With Lime Caviar.

Nutri BOOSTER

Revive dry and dull hair into nourished and luscious locks.
With Goji Berry.

Volume BOOSTER

Turn tired flat hair into voluminous bouncy locks.
With Cotton Extract.



COLOUR PORTFOLIO

CARE & STYLING

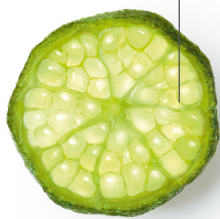
EQUIPMENT

EDUCATION & EVENTS

COLOR BRILLIANCE

INSTANT COLOUR VIBRANCY.
FOR UP TO SEVEN WEEKS COLOUR PROTECTION.¹

WITH LIME CAVIAR
Rich in potent anti-oxidants
and vitamins



HISTIDINE &
VITAMIN E
Helps to control the oxidation
process after colouration

COPPER
ENCAPSULATING
MOLECULE
Maintains vibrancy



Instant colour Vibrancy. FOR UP TO SEVEN 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 coloration and to protect color (Anti-Oxidant Shield Technology). Lime Caviar is known to contain various anti-oxidants and vitamins.

Fragrance CITRUS FLORAL WOODY FRAGRANCE.

A contrasting scent with a refreshing citrus cocktail and a woody, soft and caring undertone.

* with regular use of INVIGO Color Brilliance Shampoo



COLOUR PORTFOLIO

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COLOR RECHARGE

products



COLOUR PROTECTION SHAMPOO WITH LIME CAVIAR

PH optimized shampoo for long lasting colour protection. With Anti-Oxidant Shield Technology.



VIBRANT COLOUR CONDITIONER WITH LIME CAVIAR

For improved hair surface and enhanced colour vibrancy. With Anti-Oxidant Shield Technology



VIBRANT COLOUR MASK WITH LIME CAVIAR

Intense treatment for improved hair surface and enhanced colour vibrancy. With Anti-Oxidant Shield Technology.



MIRACLE BB SPRAY WITH LIME CAVIAR

Beautifying spray that provides colour vibrancy, detangles and smoothens the hair. With Anti-Oxidant Shield Technology.

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NUTRI-ENRICH

INSTANT NOURISHMENT
FOR SMOOTH HAIR FULL OF VITALITY



WITH GOJI BERRY

Extremely rich in vitamins,
minerals and peptides



VITAMIN E

Protects from further
damage



OLEIC ACID & PANTHENOL

Moisturisation and nourishment

Instant colour Vibrancy. FOR SMOOTH HAIR FULL OF VITALITY.

Nutri-Enrich-Blend™ nourishes and smoothens dry or distressed hair to its full vitality. Oleic Acid and Panthenol provide moisturization 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.

Fragrance

CHYPRE FRUITY MUSKY FRAGRANCE.

An elegant chypre character twisted with pulpy and trendy fruits and a warm, nourishing dry down.



NUTRI-ENRICH

products



DEEP NOURISHING SHAMPOO
WITH GOJI BERRY

Nourishes dry or stressed hair leaving it full of vitality. With Nutri-Enrich Complex.



DEEP NOURISHING CONDITIONER
WITH GOJI BERRY

Instantly moisturises dry or stressed hair for nourished hair full of vitality. With Nutri-Enrich Complex.



DEEP NOURISHING MASK
WITH GOJI BERRY

Deeply replenishes and moisturises dry and stressed hair. With Nutri-Enrich Complex.



WONDER BALM
WITH GOJI BERRY

Instant deep nourishment. For smoothness, manageability and movement. With Nutri-Enrich Complex.



WARMING EXPRESS MASK
WITH ALMOND AND APRICOT EXTRACT

Self-Warming treatment that brings shine and softness to dry or stressed hair.



FRIZZ CONTROL CREAM
WITH GOJI BERRY

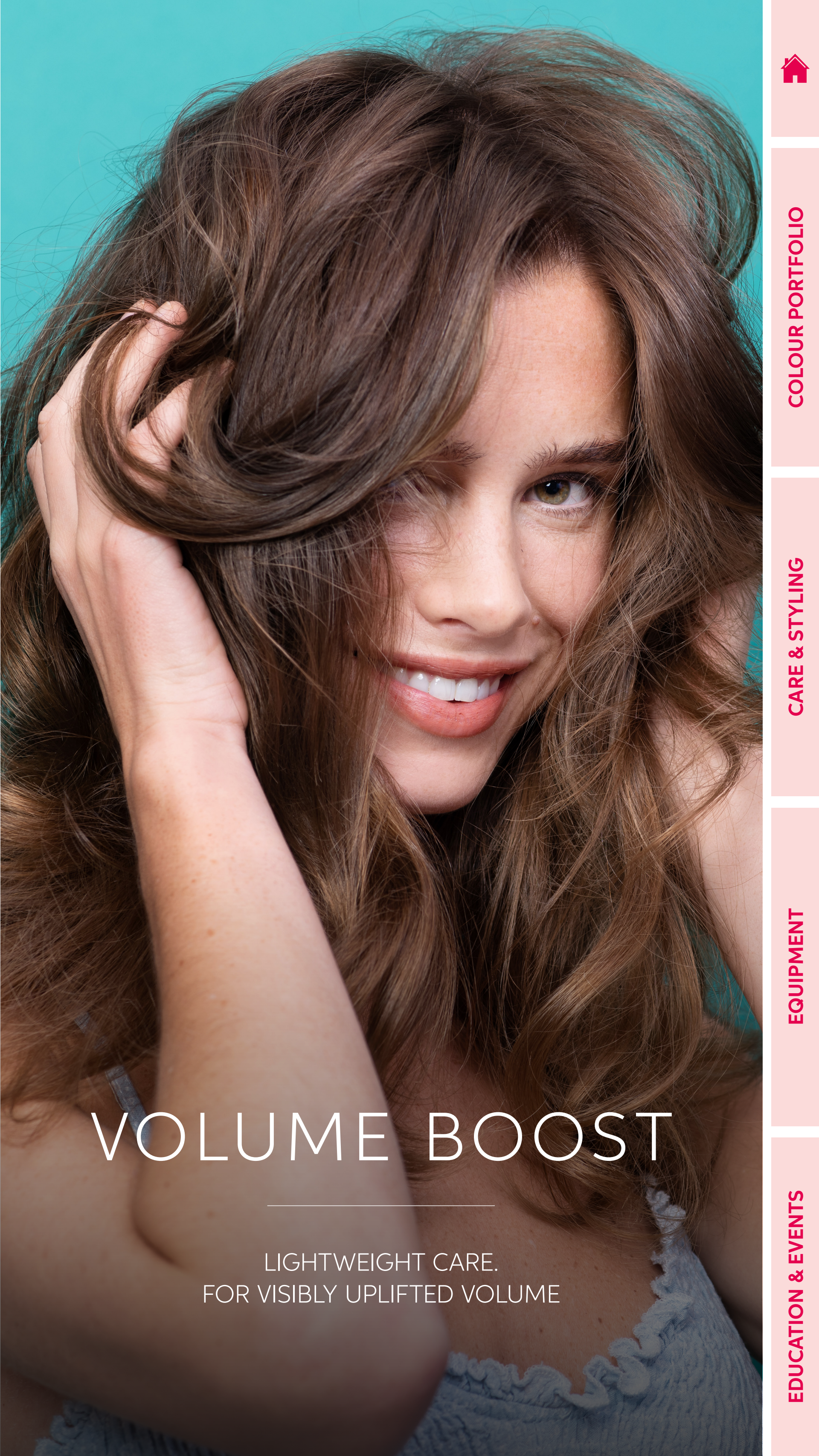
Instantly helps to prevent frizz by straightening unruly hair while nourishing it. Leaving hair soft, shiny and full of vitality. With Nutri-Enrich Complex.

COLOUR PORTFOLIO

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VOLUME BOOST

LIGHTWEIGHT CARE.
FOR VISIBLY UPLIFTED VOLUME



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INVIGO *Volume* *Boost*-BLEND™

WITH COTTON
EXTRACT

*Perfect softness and
stability*



LIGHTWEIGHT
FORMULAS

*Optimal for
fuller-looking hair*

SPRING FORCE
POLYMERS

Help to bodify hair



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.

Bodi-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.



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VOLUME BOOST *products*



BODIFYING SHAMPOO WITH COTTON EXTRACT

Shampoo that gives lightweight body and removes residues from hair. With Spring Force Blend.



CRYSTAL MASK WITH COTTON EXTRACT

Clear treatment that provides fullness, body and manageability to hair. With Spring Force Blend.



BODIFYING FOAM WITH COTTON EXTRACT

Provides lush volume and soft touch to the hair. Supports styling and reduces static. With Spring Force Blend.



UPLIFTING CARE SPRAY WITH COTTON EXTRACT

Gives lightweight care, shine, fullness and light control. With Spring Force Blend.



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COLOR RECHARGE

INSTANT CONDITIONING.
FOR HAIR RECHARGED WITH COLOUR PIGMENTS.



INVIGO *Color* Recharge-BLEND™

FEMININE LUXURIOUS SCENT

*Flowery top and heart
notes with mugues and
rose. Sensual base of
sandalwood and vanilla*



WITH COLOUR PIGMENTS

*Colour-depositing
pigments refresh
hair tone*



CARING FORMULAS

*Intense conditioning
that leaves hair with
a smooth feel*



INSTANT CONDITIONING.

For hair recharged with colour pigments.

Refreshes and maintains the brightness and vibrancy of brunette and red tones.
With colour pigments. Floral soft powdery fragrance.

COLOUR PORTFOLIO

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COLOR RECHARGE

products

RED / WARM RED AND WARM / COOL BRUNETTE COLOR REFRESHING CONDITIONERS WITH COLOUR PIGMENTS

Refreshes and maintains the multi-dimensional colour of brunette and red tones,
leaving hair intensively conditioned.



COLOR RECHARGE
RED CONDITIONER



COLOR RECHARGE
WARM RED
CONDITIONER



COLOR RECHARGE
COOL BRUNETTE
CONDITIONER

COLOUR PORTFOLIO

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BLONDE RECHARGE



COLOUR PORTFOLIO

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INVIGO *Blonde* *Recharge*-BLEND™

ORRIS SCENT

Flowery top and heart notes with mugues and rose. Sensual base of sandalwood and vanilla



WITH COLOUR PIGMENTS

Effective colour-depositing pigments refresh blonde tones and help to eliminate brassiness



CARING FORMULAS

Intense conditioning that leaves hair with a smooth feel

HELPS TO FIGHT BRASS. *For blonde brightness.*

Refreshes and maintains the brightness and vibrancy of natural, coloured or highlighted blondes. With colour pigments. Floral soft powdery fragrance.

COLOUR PORTFOLIO

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BLONDE RECHARGE

products



COOL BLONDE COLOR REFRESHING SHAMPOO WITH COLOUR PIGMENTS

Refreshes and maintains the brightness and vibrancy of natural or highlighted blondes. This violet shampoo prevents natural or coloured blonde hair from yellowing and helps to eliminate brassiness, leaving it soft to the touch.



COOL BLONDE / WARM BLONDE COLOR REFRESHING CONDITIONERS WITH COLOUR PIGMENTS

Refreshes and maintains the multi-dimensional colour of blonde tones, leaving hair intensively conditioned.



COLOUR PORTFOLIO

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BALANCE



COLOUR PORTFOLIO

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INVIGO *Balance-BLEND*™

CAREFULLY CHOSEN INGREDIENTS

Effective soothing and revitalizing formulas. With special ingredients (lotus extract, menthol, allantoin)



REFRESHING FORMULAS

Leave hair and scalp cared and refreshed



COLOUR PORTFOLIO

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SPECIALISED TECHNOLOGIES

Formulas that respond to specific scalp and hair needs

FRESH AND CLEAN. *For healthy looking hair.*

Taking care of your individual scalp and hair needs, infused with caring and refreshing ingredients.



BALANCE

products



AQUA PURE PURIFYING SHAMPOO WITH LOTUS EXTRACT

Fresh and clean. For purified hair free of residual impurities and pollutants.



CLEAN SCALP ANTI-DANDRUFF SHAMPOO WITH ZINC PYRITHIONE

Soothing shampoo that Combats dandruff and removes visible flakes from the scalp, leaving hair feeling cleaner, moisturised and relieved.



REFRESH WASH REVITALIZING SHAMPOO WITH MENTHOL

Refreshing shampoo that cools and helps energise the scalp, leaving the hair full of vitality.



SENSO CALM SENSITIVE SHAMPOO WITH ALLANTOIN

Fragrance free shampoo that soothes and calms sensitive scalps.



BALANCE SERUM ANTI HAIR LOSS SERUM WITH CAFFEINE

Refreshing serum that helps to reduce non-congenital hair loss, leaving hair strengthened and thickened.

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SUN



COLOUR PORTFOLIO

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INVIGO *Sun*-BLEND™

ORANGE BLOSSOM FRAGRANCE

*A modern floral-fruity scent for
a refreshing summer feeling*



VITAMIN E

*Helps to protect
from hair damage
caused by the sun*



PRO-VITAMIN B5
*Helps to moisturise hair
after sun exposure*



PRODUCTS FOR SUMMER DAYS.
UV colour protection and repair.*

For before, during and after sun exposure.

*when used in combination with the UV hair color protection spray and the sun express conditioner

SUN
products



**AFTER SUN
CLEANSING SHAMPOO**
WITH PRO-VITAMIN B5

Gently cleanses the hair after sand and sea salt exposure. With Sun-blend.



**AFTER SUN EXPRESS
CONDITIONER**
WITH PRO-VITAMIN B5

Instantly helps to provide a deep repairing effect. Leaving the hair irresistibly healthy looking and soft to touch. With Sun-blend.



**UV HAIR COLOR
PROTECTION SPRAY**
WITH PRO-VITAMIN B5

High performance UV hair colour protection leave-in spray. With Sun-blend.



COLOUR PORTFOLIO

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COLOR SERVICE



INVIGO Color Service LINE

Specifically designed to support colour services in salon



Before color service

SKIN PROTECTION CREAM

Helps to protect skin from colour absorption.
A formula that is easy to apply and remove.

During color service

POST COLOR TREATMENT WITH VITAMIN E

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

After color service

COLOR STAIN REMOVER

Helps to remove hair colour stains. Apply with cotton wool pad on stained skin.



BOOST YOUR REVENUES

with glossing services

GLOSSING is a quick service to infuse color and radiant shine on the colour service day or as a colour top-up in-between visits to keep that perfect colourful result.

HOW TO MAKE GLOSSING SERVICE:

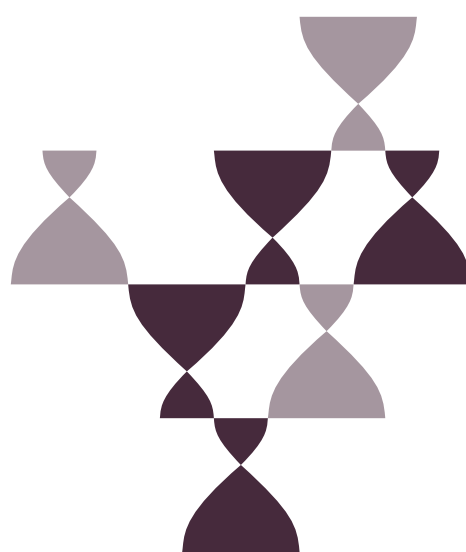
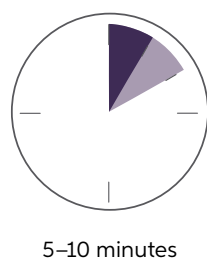
MIX 1:1:1

1 part Koleston Perfect or ILLUMINA COLOR,
1 part Welloxon Perfect Pastel Developer 1.9 % and
1 part INVIGO Color Service Post Color Treatment

HOW TO USE

Apply glossing mixture on clean damp hair. Let develop 5–10 minutes and rinse well.

Developement
time:



COLOUR PORTFOLIO

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Eimi

PORTFOLIO

FIXING



SHINE



SMOOTH



TEXTURE



VOLUME



NUTRICURLS



STYLISTS TOP 10 EIMI



EDUCATION & EVENTS

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EIMI FIXING

FIX, CRAFT AND FINISH LONG AND SHORT HAIRSTYLES WITH
HAIRSPRAYS FEATURING EIMI'S FRESH FRAGRANCE.



COLOUR PORTFOLIO

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EIMI SUN

SHINE, SHIMMER AND GLOSS TO LONG,
SHOULDER-LENGTH AND SHORT HAIRSTYLES WITH
HAIRSPRAYS, MISTS AND POMADES.



COLOUR PORTFOLIO

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EIMI SMOOTH

SMOOTH, TAME AND PERFECT LONG AND SHOULDER-LENGTH HAIRSTYLES WITH CREAMS AND LOTIONS.



COLOUR PORTFOLIO

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EIMI TEXTURE

TEXTURISE, RUFFLE AND FIX SHORT HAIRSTYLES
WITH SPRAYS, WAXES, POMADES AND GELS.



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EIMI VOLUME

VOLUMISE, SET AND CURL LONG, SHOULDER-LENGTH
AND SHORT HAIRSTYLES WITH SPRAYS, MOUSSES
AND SETTING LOTIONS.



COLOUR PORTFOLIO

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EIMI NUTRICURLS

PROVIDE WAVES AND CURLS WITH THE RIGHT
LEVEL OF NOURISHMENT FOR BEAUTIFUL
BOUNCY LOCKS.



COLOUR PORTFOLIO

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EIMI

DISCOVER EIMI
STYLISTS TOP 10 FAVOURITES



COLOUR PORTFOLIO

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WHAT IT DOES:

HOW DO I USE IT:

1

●●●○
HOLD
LEVEL: 3

PEARL STYLER
24 HR FLEXIBLE HOLD & WET EFFECT

Pearl Styler is our iconic pearl gloss gel.

It works in 2 steps:

1. High workability to create the shape you want
2. 24 HR hold to keep the look

Distribute 1-2 pumps into your palms, then work into dry hair to texturize or tousle your style. For extra lift in short hair, work into wet hair and blow-dry.

2

●●○○
HOLD
LEVEL: 2

THERMAL IMAGE
HEAT PROTECTION SPRAY

Protect your hair whilst using hot tools with this 2-phase spray.

- 1: Nourish hair and protect it from heat up to 220°C.
- 2: Smooths hair for a flawless shiny result.

Shake well and spray section by section at arm's length onto dry hair before heat styling

3

●●○○
HOLD
LEVEL: 2

PERFECT SETTING
LIGHT SETTING LOTION SPRAY

Set voluminous structure with perfect shine. Formulated to provide the right balance of care and heat protection whilst blow drying.

Spray throughout damp hair before blow drying or setting to add a light weight non sticky hold to your style.

4

●●○○
HOLD
LEVEL: 2

BODY CRAFTER
FLEXIBLE VOLUMIZING SPRAY

Build volume with a workable texture. Craft your style with smooth, flexible control and natural movement.

- Heat-protection

Spray throughout damp hair section by section before blow drying to create voluminous flexible hold without any stickiness. A blow dry must have for amazing volume.

5

●●○○
HOLD
LEVEL: 2

NATURAL VOLUME
LIGHT HOLD VOLUMIZING MOUSSE

Create an aura of touchable volume or a soft, refined hold.

- Protect your hair against dehydration

Shake well before use. Dispense a golf ball sized amount into the palm of your hand. You can either apply from roots to ends from your hands or use a wide tooth comb to target the roots for adding precise volume and hold to your blow dry.





6

●●●○
HOLD
LEVEL: 3

**EXTRA VOLUME
FLEXIBLE VOLUMIZING SPRAY**

Head-turning volume and perfect body with strong hold.
Formulated to help protect your hair against dehydration whilst blow drying.

HOW DO I USE IT:

Shake well before use.
Dispense a golf ball sized amount into the palm of your hand, you can either apply from roots to ends from your hands or use a wide tooth comb to target the roots for adding precise volume and hold to your blow dry



7

●●●●
HOLD
LEVEL: 4

**SHAPE CONTROL
EXTRA FIRM STYLING MOUSSE**

Create any style with your blow dry with this extra firm styling mousse.
Protect your hair against dehydration whilst blow drying.

- Reflective shine

Shake well before use.
Apply evenly from root to end on damp hair. Blow dry and set hair with firm support.



8

●○○○
HOLD
LEVEL: 1

**GLAM MIST
SHINE MIST**

Finish your glamorous style with dazzling shine, thanks to this luminous shine spray.

• Help protects hair from humidity and UV.

Spray lightly and evenly to get glamorous shine to finish your look.



9

●●○○
HOLD
LEVEL: 2

**FLEXIBLE FINISH
NON-AEROSOL WORKING SPRAY**

Play and perfect your style with our most flexible crafting spray:

• Craft, spray and play.
• Light fix on flexible styles.
• Helps protect against UV and heat.

Spray and create your style.
Apply evenly into dry hair and manipulate your hair before the sprays dries and sets.



10

●●●●
HOLD
LEVEL: 4

**SUPER SET
EXTRA STRONG FINISHING SPRAY**

Take full control of any finished look with this extra strong finishing spray. Formulated to help protect your hair from the effects of humidity, UV and heat.

• Matte beachy texture

Hold at arm's length, Spray evenly into dry hair to seal your style.



COLOUR PORTFOLIO

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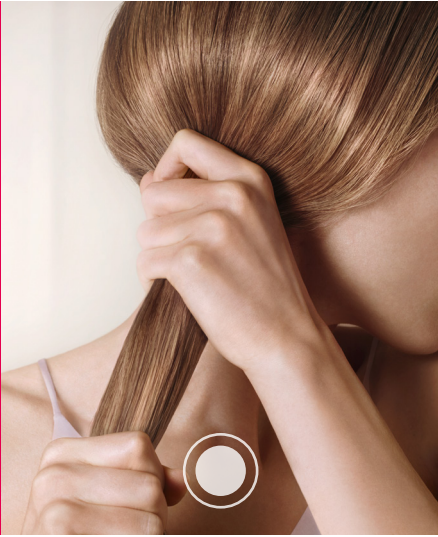
Premium Boutique

PORTFOLIO

COLORMOTION



FUSION



ELEMENTS



OIL REFLECTIONS



NUTRICURLS



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COLORMOTION



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ColorMotion⁺

color ⁺ strength now together

Strength for coloured hair

- Up to 8 weeks colour protection*
- With **WellaPlex** bonding agent. For **stronger hair****

OUR BEST COLOUR CARE LINE

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: **Color Protection, Vibrant Shine, Stronger Hair****.

Excellent hair quality for beautiful hair colour.



#ColorMotion

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



COLORMOTION *products*



ColorMotion⁺

PRE-COLOR TREATMENT

Structural Surface Enhancer

- Enhances hair surface smoothness and shine
- Prepares hair for more even colour results
- Increases smoothness and shine

ColorMotion⁺

POST COLOR

Express Post Color Treatment

- Improving colour molecules retention⁴
- Optimises pH after colour service
- Works in just 30 seconds



ColorMotion⁺

COLOR PROTECTION SHAMPOO

- Helps to lock in colour while preserving hair's smoothness and shine
- With Free Radicals Protection and additional anti-oxidant.

ColorMotion⁺

MOISTURIZING COLOR REFLECTION CONDITIONER

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

ColorMotion⁺

STRUCTURE⁺ MASK WITH WELLAPLEX BONDING AGENT

- Helps to reconstruct hair bonds. For stronger hair².
- Adds smoothness and shine for excellent colour reflections.
- Intensive formula, to be used every 1-2 weeks

Colour and care solutions both reducing the formation of free radicals *for irresistible hair quality⁵*

COLOUR PORTFOLIO

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FUSION

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FUSION

The next dimension in hair recovery

FOR UP TO 95% MORE RESILIENCE AGAINST BREAKAGE*

With silksteel, the fusion of silk amino acids and micronised lipids.

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.
- Elegant and luxurious floriantal woody fragrance.





FUSION products



FUSION **INTENSE** REPAIR SHAMPOO

- Delicate shampoo that helps to repair damaged hair, leaving the hair clean and cared.
- With EDDS, micronised lipids and silk amino acids.



FUSION **INTENSE** REPAIR CONDITIONER

- Instantly helps to protect against breakage due to combing and mechanical damage. Detangles hair leaving it smooth.
- With silk amino acids.



FUSION **INTENSE** REPAIR MASK

- Luxurious creamy mask that helps to repair and protect against breakage.
- With intense conditioning ingredients and silk amino acids.



FUSION **AMINO REFILLER –** SALON SERVICE SPECIFIC

- Penetrates down to the cortex, refilling the hair with amino acids.
- With silk amino acids.



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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 complete regimen for healthy-looking hair and scalp,
with three dedicated scalp products.



* from 91% to 99% depending on product ** from 50-100%, depending on product, excluding jars

Renewing

FOR ALL HAIR TYPES / NORMAL TO OILY SCALP



RENEWING SHAMPOO

- Gently cleanses hair with a luxurious foaming experience.
- Revives hair smoothness and shine for a healthy look and feel.
- 91% natural origin ingredients.
- 80% recycled plastic 250ml bottle, 50% recycled plastic 1L bottle.



RENEWING CONDITIONER

- Instant detangling conditioner renews hair manageability and shine.
- 95% natural origin ingredients.
- 50% recycled plastic tube & bottle.



RENEWING MASK

- Moisturising mask with intense conditioning renews hair smoothness and shine.
- Protects hair from frizz and breakage.
- 95% natural origin ingredients.

Calming

FOR DRY OR DELICATE SCALP



RENEWING LEAVE-IN SPRAY

- De-stressing and detangling spray that protects hair from daily mechanical stress (combing or heating tools) and breakage, while hydrating and taming static or frizzy hair.
- 99% natural origin ingredients.
- 80% recycled plastic bottle.



CALMING SHAMPOO

- Mild shampoo with natural origin surfactants that gently cleanse hair and scalp. Helps to restore scalp comfort, with Vegetable Glycerin.
- 92% natural origin ingredients.
- 80% recycled plastic 250ml bottle, 50% recycled plastic 1L bottle.



CALMING SERUM

- Moisturising leave-in serum with Vegetable Glycerin hydrates and soothes a dry or delicate scalp.
- Helps restore scalp comfort, without impacting hair volume.
- 99% natural origin ingredients.
- 100% recycled plastic 250ml bottle.

Purifying

FOR OILY SCALP



PURIFYING
PRE-SHAMPOO CLAY

- Absorbs excess sebum with the power of Kaolin clay, rebalancing scalp and leaving hair with new purified feel.
- It also promotes root volume.
- 97% natural origin ingredients.
- Aluminium jar.



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OIL REFLECTIONS



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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.
- Delicate fragrance that takes your mind to the white sand dunes of the Orient.
- Perfectly suited for coloured hair.





LUMINOUS **REVEAL**
SHAMPOO

- Light moisturising shampoo leaves the hair deeply cleansed and luminous.



LUMINOUS **INSTANT**
CONDITIONER

- 30-second smoothening conditioner that locks moisture in, leaving the hair luminous and smooth.



LUMINOUS
REBOOST MASK

- Nourishes and replenishes the hair structure leaving the hair smooth and luminous.



LUMINOUS
SMOOTHENING OIL

- Versatile perfecting oil for hair smoothness and glossy effect, with macadamia and avocado oils.
- For all hair types.



LIGHT LUMINOUS
REFLECTIVE OIL

- Light versatile subliming oil, for hair with light texture and harmonious movement, with camellia seed oil.
- For fine to normal hair.



IN-SALON
EXCLUSIVE

LUMINOUS
MAGNIFYING ELIXIR

- Rinse-off elixir that gives hair extra gloss and smoothness for long-lasting frizz control.
- Can be used as a stand-alone treatment, applied on hair before mask or mixed with a mask.



NUTRICURLS



COLOUR PORTFOLIO

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NUTRICURLS

Nourish and nurture your clients' waves and curls

OUR BEST RANGE FOR LONG-LASTING CURL DEFINITION

- 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.



#FREEYOURCURLS

CLEANSE



NUTRICURLS
SHAMPOO FOR WAVES

- Lightweight nourishing shampoo that helps to define waves while removing impurities.
- No sulfates added.



NUTRICURLS
MICELLAR SHAMPOO FOR CURLS

- Nourishing shampoo that provides definition and anti-frizz.
- The micellar technology gently removes impurities without drying out scalp and hair.



NUTRICURLS
CLEANSING CONDITIONER

- Gentle cleanser for waves and curls that helps to get more definition.
- Replace shampoo with cleansing conditioner for every other wash or even more often. Great for coarse and very dry hair.
- With nourishing low-foam formula.
- Formulated without silicones.

TREAT



NUTRICURLS
CONDITIONER

- Instantly provides lightweight nourishment and definition for waves & curls.
- Soft detangling formula.



NUTRICURLS
MASK

- Treatment for intense nourishment.
- Helps to prevent frizz for luscious, touchable curls and waves.
- Contains high level of nourishing and softening ingredients.

FINISH



NUTRICURLS
MILKY WAVES

- Milky softening leave-in spray that provides lightweight nourishment and adds manageability for alluring waves.
- Spray on damp hair through the lengths.



NUTRICURLS
CURLIXIR BALM

- Nourishing leave-in curl balm for soft hold, definition and bounce. Perfect primer to reveal stunning curls.
- Apply uniformly to damp hair. Can be also used on dry hair for extra definition.

NUTRICURLS products have specific levels of NOURISH-IN Complex to ensure the right level of nourishment for each type of curls and waves.

LEVELS OF NOURISHMENT

- Lightweight
- Medium
- Intense



Prestige Brands

PORTFOLIO

NIOXIN PROFESSIONAL



SEBASTIAN PROFESSIONAL



SYSTEM X



SASSOON PROFESSIONAL



WEDO/ PROFESSIONAL



COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

EDUCATION & EVENTS



NIOXIN PROFESSIONAL



COLOUR PORTFOLIO

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THE SCIENCE OF NIOXIN

From the 3Ds of the thinning hair to our customised systems and tools, learn more around the science behind the No1 globally selling salon brand for thicker fuller hair.

THE 3 SIGNS OF THINNING HAIR

After decades of research and development NIOXIN has identified three signs linked to thinning hair.

3Ds OF THINNING HAIR



DERMA



DENSITY



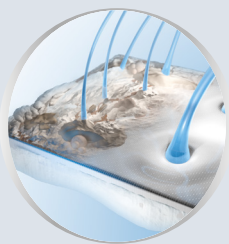
DIAMETER

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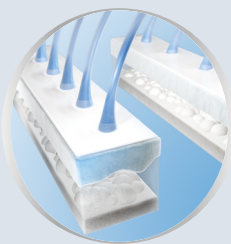
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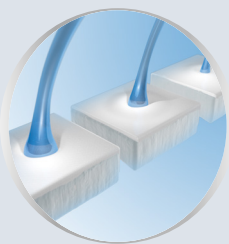
PHYSICAL BASIS



UNHEALTHY SCALP ENVIRONMENT



FEWER HAIR STRANDS



FINER HAIR STRANDS



THE NIOXIN RANGE

As an extension of the facial skin, the scalp requires the same attention and care. NIOXIN’s innovative skincare-inspired approach to thinning hair is designed to strengthen, nourish and treat hair from its foundation.

3D Care Systems



3D Expert Care



3D Intensive Care



Scalp Recovery



3D Styling



3D Instant Fullness



Supported by

The **Institute** of **Trichologists**®
Founded 1902

* Guarantee redeemable and full terms and conditions available at www.nioxin.co.uk
¹ globally selling. ² value data Kline & Company.

COLOUR PORTFOLIO

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SEBASTIAN PROFESSIONAL



COLOUR PORTFOLIO

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OUR PHILOSOPHY

//

I imagine we can change
the world, one head,
one face or one body at
a time.

//

Geri Cusenza
Founder, Sebastian Professional



#rules
don't apply

Sebastian was born from a vision of beauty without boundaries. We think outside the lines of our craft, and follow our artistic ambition to the edge, creating new possibilities for self-expression.



COLOUR PORTFOLIO

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PROFESSIONAL
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
Preset & Reset



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

FORM



Eruptek
Resin tek
Drydynamic⁺
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

COLOUR PORTFOLIO

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SYSTEM PROFESSIONAL

True hair transformation starts at the core, with scientific know-how on your side.



COLOUR PORTFOLIO

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COLOUR PORTFOLIO

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Beauty Born From Science

At System Professional, we use cutting-edge science to bring you the best in transformative hair care. Rather than finding quick fixes, our scientists target 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.

Our formulas harness hair-identical lipids for shinier, softer-feeling hair that's up to 10 times more resistant to breakage.



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



DERMA



BALANCE

Designed to care for and soothe the scalp.



PURIFY

Designed to deeply cleanse and detoxify the scalp.

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.

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.



INESSENCE

Designed to recharge the natural energy of hair, without sulphates, parabens, silicones.

COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

EDUCATION & EVENTS



EXTRA



EXTRA

Designed for high performance results with advanced technologies.

STYLING



BB BEAUTIFUL BASE

Lightweight bounce



CC CREATIVE CARE

Shine and softness



DD DYNAMIC DEFINITION

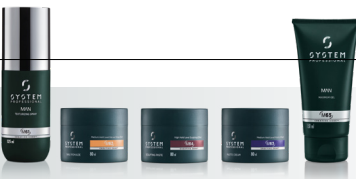
Hold and definition

MAN



MAN CARE

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



MAN STYLING

Designed to leave hair more manageable and controllable.

COLOUR PORTFOLIO

CARE & STYLING

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SASSOON PROFESSIONAL



COLOUR PORTFOLIO

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Every SASSOON cut and colour is a living and growing embodiment of the SASSOON philosophy: to work with hair in its natural state, to treat hair as organic material, to shape and balance hair to reflect the individual and reveal their beauty.

To realise this philosophy, SASSOON believes that the true technical craft is required to deliver hair that has structure and movement, in forms that appear effortless but are intently considered. It is this skillfull fusion of precision technique with individuality - bone structure, face shape and complexion - this sensuous precision, which defines the look of SASSOON.



PRODUCTS SUPPORT TECHNIQUE

SASSOON Cut/Care/Finish is the first professional line that has been specifically designed to support beautifully cut hair. The SASSOON Creative Team's vision in designing Cut/Care/Finish was for a range that honestly and purely supported their philosophy on hair and their cutting techniques. This vision resulted in a unique design process, and a remarkable line-up of products.



SASSOON

PROFESSIONAL

CARE



Pure Clean
Precision Clean
Rich Clean
Advanced Condition

Halo Hydrate
Intense Restore

FINISH



Curl Form
Heat Shape
Smooth Drape
Texture Refine

Definitive
Groom
Diamond Polish
Spray Shine
Motion Hold

Edit Body
Edit Hold

COLOUR PROTECT



Illuminating Clean
Illuminating
Condition
Illuminating Restore

Illuminating Oil
Seal Colour

COLOUR



Cremagel
Cremablond
Intensitone

White Up
Magic Off Fluid
Magic On
Foil Grip

Colour Develop 3%
Colour Develop 6%
Colour Develop 9%
Colour Develop 12%

COLOUR PORTFOLIO

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COLOUR PORTFOLIO

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WEDO/

WEDO/ PROFESSIONAL IS A NEW **ECO-ETHICAL HAIRCARE BRAND**, OFFERING A RANGE OF **VEGAN** AND **CRUELTY-FREE** PRODUCTS THAT ARE IN **100% RECYCLABLE PACKAGING.**



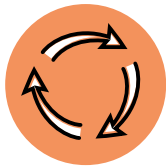
Minimalist formula,
dermatologically tested



93% - 99.7% natural
origin products



Formulated without
sulphates³, silicones, or
artificial colourants



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



Professional
performance



weDo/ Professional is a new **eco-ethical haircare brand**, offering a range of **vegan** and **cruelty-free** products that are in **100% recyclable packaging**. Co-developed with the scientists of the Wella Professional haircare labs and in collaboration with hairdressers, each product has been designed with **professional performance** in mind, and with a **minimalist approach**, keeping only what's necessary to deliver the results. **Fun Fact:** Some products are hybrids and can also be used on the hair and body!

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

=

8

PLASTIC
BOTTLES
REMOVED
FROM THE
ENVIROMENT



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



COLOUR PORTFOLIO

CARE & STYLING

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NATURAL FORMULA¹ PROFESSIONAL PERFORMANCE

Minimalist formula, Vegan Society & Cruelty Free
International certified, 100% Recyclable

RINSE OUT



LIGHT & SOFT SHAMPOO

94% Natural origin
Lightly moisturising low-foam
shampoo for fine hair

100 ml / 300 ml / 900 ml



LIGHT & SOFT CONDITIONER

95% Natural origin
Lightly moisturising
conditioner for fine hair

75 ml / 250 ml / 900 ml



LIGHT & SOFT MASK

96% Natural origin
Moisturising mask for
fine hair

75 ml / 150 ml / 400 ml



MOISTURE & SHINE SHAMPOO

94% Natural origin
Moisturising low-foam
shampoo for normal or
damaged hair

100 ml / 300 ml / 900 ml



MOISTURE & SHINE CONDITIONER

95% Natural origin
Moisturising conditioner for
normal or damaged hair

75 ml / 250 ml / 900 ml



MOISTURE & SHINE MASK

94% Natural origin
Nourishing mask
for normal or
damaged hair

75 ml / 150 ml / 400 ml



RICH & REPAIR SHAMPOO

93% Natural origin
Low-foam shampoo
for coarse or very damaged
hair

100 ml / 300 ml / 900 ml



RICH & REPAIR CONDITIONER

94% Natural origin
Instantly detangling and hair
breakage reducing conditioner
for coarse or very damaged hair

75 ml / 250 ml / 900 ml



RICH & REPAIR MASK

94% Natural origin
Deeply nourishing
mask for coarse or very
damaged hair

75 ml / 150 ml / 400 ml



NO PLASTIC SHAMPOO

95% Natural origin
Solid shampoo bar.
Lasts up to 80 washes!

80 g



¹ from 93% to 99.7% natural origin depending on products

LEAVE ON

HAIR & BODY



NOURISHING NIGHT CREAM

97% Natural origin
Nourishing overnight hair
cream

100 ml



MOISTURISING DAY CREAM

97% Natural origin
Moisturising hair and hand
cream

100 ml



NATURAL OIL

99,4% Natural origin
Rich hair & body oil
elixir

100 ml



DETANGLE

99,6% Natural origin
Detangling spray for all
hairtypes

100 ml



SPREAD HAPPINESS

98,2% Natural origin
Scented hair and body mist

100 ml



PROTECT BALM

93% Natural origin
Hair ends and lips balm

25 g



SCALP REFRESH

99,7% Natural origin
Refreshing
scalp tonic

100 ml



COLOUR PORTFOLIO

CARE & STYLING

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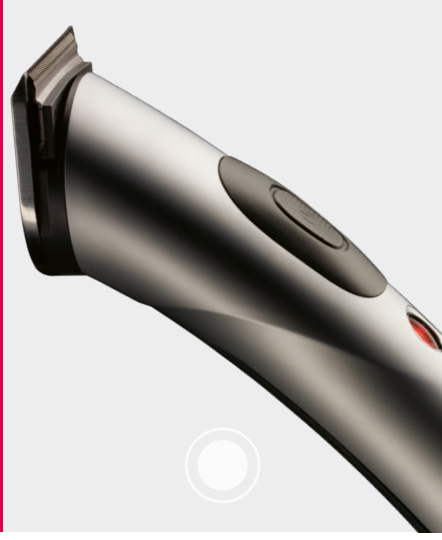
Equipment

PORTFOLIO

LARGE EQUIPMENT



SMALL EQUIPMENT



ACCESSORIES



COLOUR PORTFOLIO

CARE & STYLING

EDUCATION & EVENTS



COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

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LARGE EQUIPMENT

WHETHER YOU ARE COLOURING, STYLING, CREATING TEXTURE, OR GIVING A CARE TREATMENT, THESE APPLIANCES ARE DESIGNED TO OPTIMISE RESULTS.

HERO PRODUCT CLIMAZON²

Whether colouring, highlighting, bleaching, perming, drying or providing care, you can adapt each treatment individually with CLIMAZON²'s combined infrared heating and hood-drying abilities.



COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

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SMALL EQUIPMENT

YOUR PARTNERS FOR CUTTING, STYLING AND
ACHIEVING PRECISE RESULTS.

HERO PRODUCT XPERT

The must-have cutting tool in any hairdresser's toolkit that allows cordless freedom to create artistic shapes and sculpt classic haircuts.



COLOUR PORTFOLIO

CARE & STYLING

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ACCESSORIES

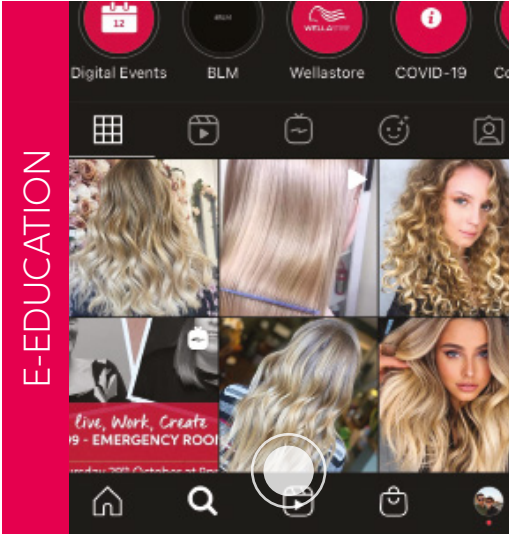
ALL ACCESSORIES FOR A COMPLETE SERVICE.

HERO PRODUCT WELLABOY

State-of-the-art working station with heat-resistant and non-slip silicon surface.
WELLABOY is designed to make everyday work in the salon as easy and comfortable as possible.

Education

AND EVENTS



COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT



STUDIO NETWORK

OUR RENOWNED WELLA STUDIOS ARE AT THE HEART
OF WELLA PROFESIONALS EDUCATION.

Located in LONDON, MANCHESTER and DUBLIN our renowned Wella studios at the heart of our Educational offering have been expertly designed to create an exciting ambience for creativity and inspiration.

Our EDINBURGH pop-up studio hosted in Cheynes Academy also helps to bring education even closer to you.



LONDON

WELLA WORLD STUDIO LONDON

One The Strand,
(Northumberland Avenue entrance), London, WC2N 5EJ
T. +44 203 650 4700
wellastudiolondon@cotyinc.com



MANCHESTER

WELLA STUDIO MANCHESTER

82 King Street,
Manchester, M2 4WQ
T. +44 161 834 2645
wellastudiomanchester@cotyinc.com



DUBLIN

WELLA STUDIO DUBLIN

The Chancery, 3-10 Chancery Lane,
Dublin 8, Ireland
T. +353 1 416 0900
wellastudiodublin@cotyinc.com



EDINBURGH

WELLA POP-UP STUDIO EDINBURGH

Hosted in Cheynes Academy,
3 Drumsheugh Place, Edinburgh, EH3 7PT
T: +44 161 834 2645
wellastudiomanchester@cotyinc.com*

HOW TO BOOK

To book any in-salon education please speak to your Wella Account Manager or Wella Educator.
For any studio education please contact your nearest Wella Studio or your Wella Account Manager.

Wella Education & Events Team:

UK T. +44 845 6018 128 Ireland T. +353 1 416 0900

Email: wellaevents@cotyinc.com

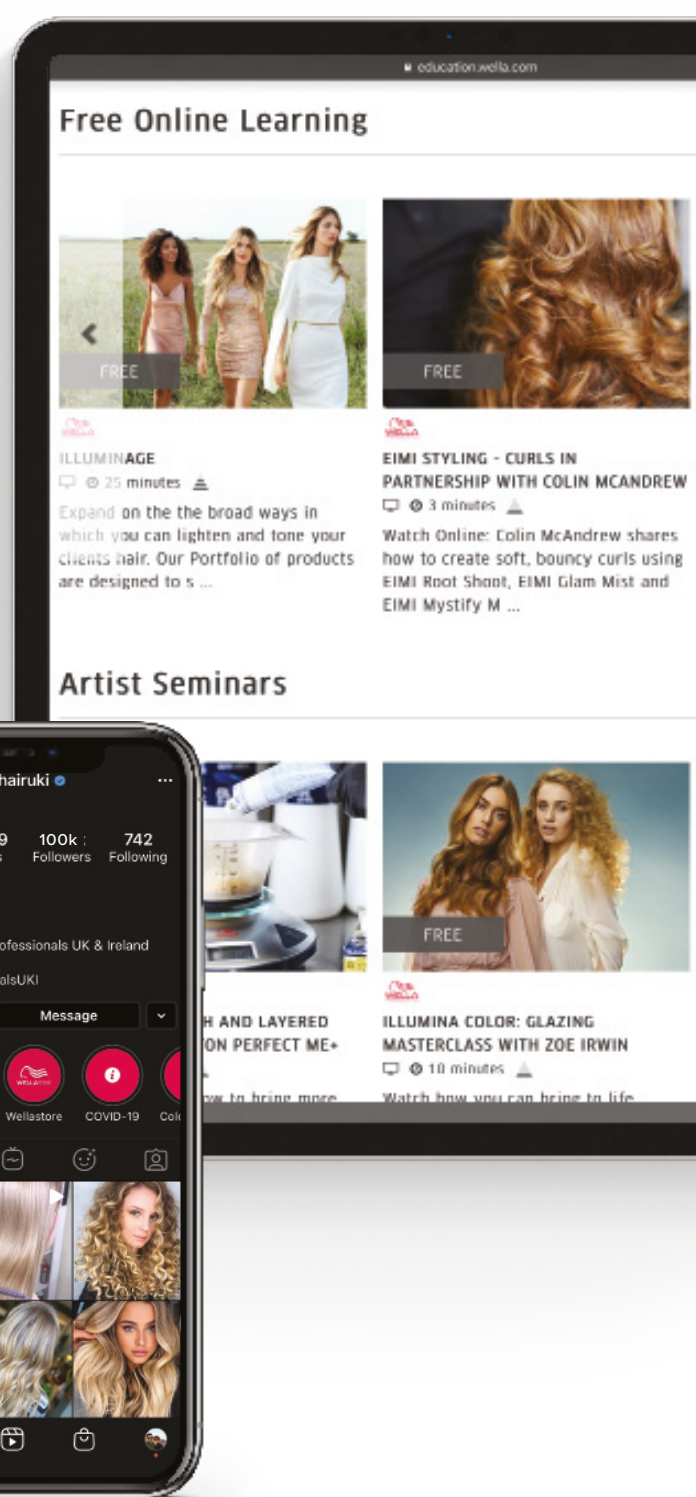
Web: education.wella.com



E-EDUCATION

OUR FORWARD-THINKING DIGITAL OFFERING ALLOWS YOU TO FIT WELLA SALON EDUCATION AROUND YOUR BUSY LIFE

Our dedicated online education platform is full of invaluable resources that can be accessed whenever you require, or you can sign up to join our online seminars and courses running every week.



Power Up Your Business - Bite-sized digital sessions to help our customers get to grips with Pricing, Profit, Performance Management and more

Digital Discovery - Direct training with the Wella Professionals Education Team. Delivered 100% online through interactive Zoom seminars

Craft Masterclasses - Master new techniques and trends with award-winning Stylists and Wella Professionals Ambassadors

ALL THIS AND MORE AVAILABLE AT:

<https://education.wella.com/home>

Book onto digital seminars and courses, via your Account Manager, Educator or local Studio.



WELLA SALON MARKETING

WELLA SALON MARKETING PROVIDES ALL THE TOOLS YOU NEED TO CREATE YOUR OWN SALON MARKETING CAMPAIGNS QUICKLY AND EASILY.

Communication inside and outside of your Salon is a key success factor in the industry. Wella Salon Marketing will provide you a wide range of customisable and creative solutions to grow your business.

Social Media Guides

Social Media Images & Videos

Editable Print Assets

High-res Videos for in-salon display

Brand Logos & Visuals

eCommerce Toolkit

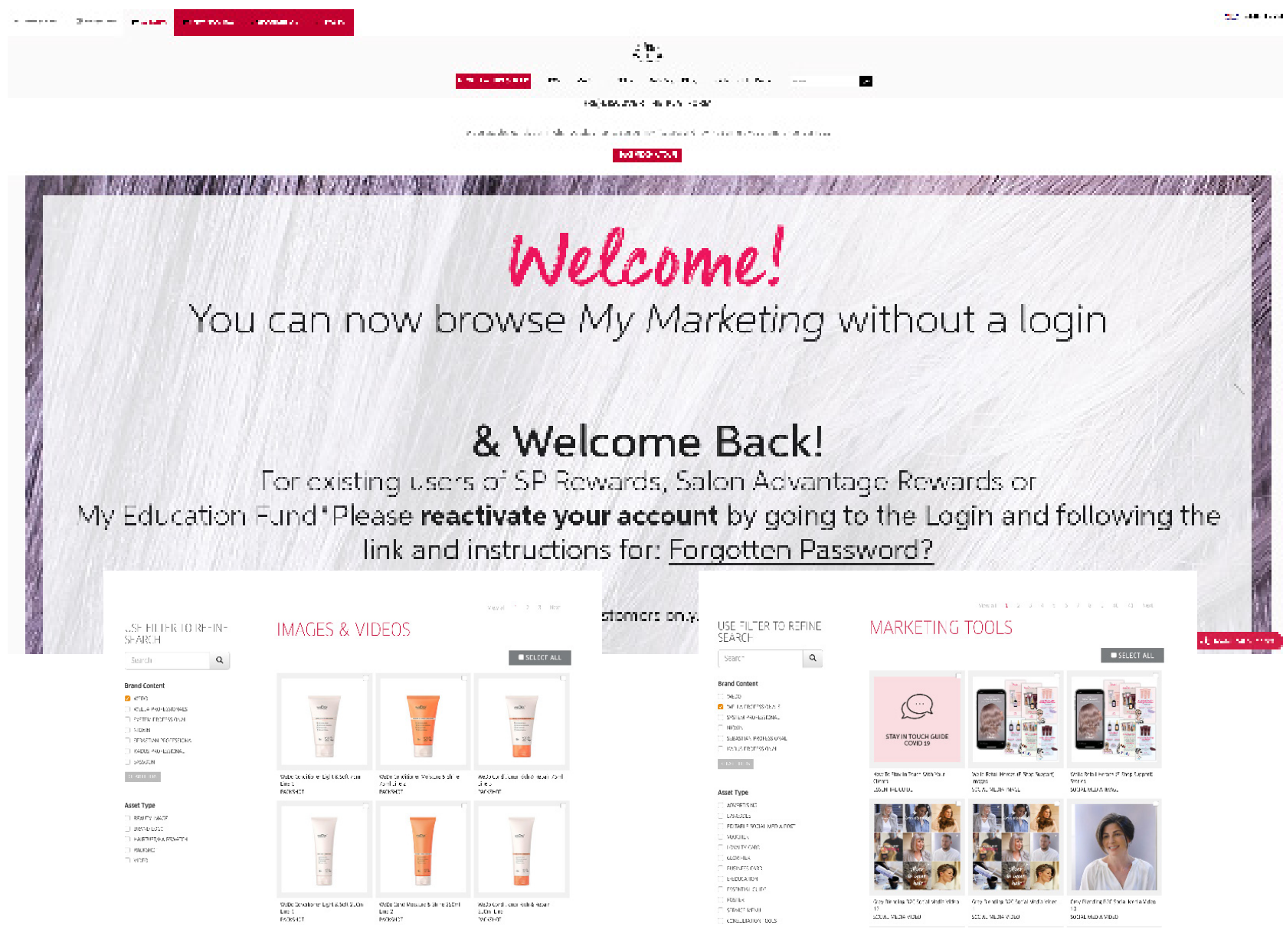
Visit Wella's Salon Marketing website:
[MARKETING.WELLA.COM](https://marketing.wella.com)

COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

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TRENDVISION AWARD
2021

X XPOSURE 2021

Xposure joins TRENDVISION AWARD 2021

WE ARE DELIGHTED TO ANNOUNCE THAT THE WELLA STUDENT HAIRDRESSING COMPETITION, WHICH HAS BEEN RUNNING FOR 20 YEARS, WILL NOW BECOME PART OF THE TRENDVISION AWARD 2021 COMPETITION.

XPOSURE is our student hairdressing competition that has been running for 20 years. The competition for 2021 offers an amazing platform for students to showcase their talent and draw inspiration from the prestigious TrendVision Award.

WHAT'S IN IT FOR ME?

There's so much to be gained from taking part! Get stuck in and gain invaluable experience by entering an industry competition, raise your profile through social media and get exposed to new ideas and ways of thinking!

THE PRIZES

- An exclusive behind-the-scenes experience at a Wella event.*
- A bespoke Wella Education Programme.
- A hairdressing tool kit.
- A coveted TrendVision Award Xposure category trophy.
- A chance for your college/academy to win bespoke education.

The Xposure competition will now have the same key dates as TrendVision Award 2021. See page 23 for dates for the diary.

ENTER IN 3 EASY STEPS



1. CHOOSE YOUR CATEGORY



2. SELECT YOUR IMAGE

A finished look you have created in the last 12 months.



3. POST IT ON INSTAGRAM

Using the category #hashtag and tagging @WellaHairUKI.



GENNOW OFFERS A UNIQUE MENTORING EXPERIENCE TO UP-AND-COMING HAIRDRESSERS HUNGRY TO MAKE THEIR MARK ON THE WORLD OF HAIRDRESSING.

The 18-month programme is a money-can't-buy experience to be a part of, and starts with a bootcamp, during which stylists work on their presentation skills, enhance their skills in content creation, learn more about the Wella brands and practice session styling.

Following the Bootcamp the team gets a chance to represent Wella at industry shows and events.

For information about the programme and the selection process head to www.wella.com/gennow or email wellaevents@wella.com

#WellaGenNOW



“GenNOW introduced me to some incredibly inspirational people, opening fantastic opportunities that without GenNOW I would never have received.”

@LUKEBENSONHAIR
GENNOW 2011/12



“GenNOW opened up new doors in the industry and created an amazing buzz in the salon as I shared my new knowledge with the team.”

@NIKKICLIFFORD_HAIR
GENNOW 2016

SEBASTIAN PROFESSIONAL CULT TEAM

ARE YOU A CREATIVE AND PASSIONATE STYLIST?

Sebastian Pro has always been known for its cult following. Since 2009 the CULT Team has inspired and attracted fearless creative stylists who have dared to revolutionise the face of modern hairdressing.

OUR AIM

To create artistic, provoking, inspiring, fearless hair!

LIFE IN THE CULT

The CULT Team provides an incredibly diverse 18-month mentoring experience, exposing each stylist to different types of hairdressing education to develop their careers. The

CULT Team members are offered various opportunities to represent Sebastian live on stage and spend valuable time with some of Sebastian’s leading International and UK Artists & industry mentors, including International & UK Art Team member, Angelo Vallillo and the UK Sebastian Brand Ambassador, Dom Capel.

Register your interest by sending an email to wellaevents@wella.com

If you are a stylist from a Sebastian Professional salon stockist, speak to your Wella Account Manager to find out when the next auditions will take place.



Sam Millard Avant Garde, **Hannah Grogan** Foundation, **Luigi Altomonte** Fratelli Hair, **Gemma Noon** The Vinery Hair Salon, **Samantha March** Twist Hair & Beauty, **Stephanie Gallagher** Wonderland.



COLOUR PORTFOLIO

CARE & STYLING

EQUIPMENT

EDUCATION & EVENTS



TREND**VISION**AWARD
2021

WHAT'S NEW FOR 2021

THE XPOSURE STUDENT CATEGORY IS NOW PART OF TRENDVISION AWARD.
STAY TUNED FOR MORE EXCITING DEVELOPMENTS!

ENTER IN 3 EASY STEPS



1. CHOOSE YOUR CATEGORY



2. SELECT YOUR IMAGE

A finished look you have created
in the last 12 months.



3. POST IT ON INSTAGRAM

Using the category #hashtag and
tagging @WellaHairUKI.

OPEN TO ALL HAIRDRESSERS

COLOUR PORTFOLIO

CARE & STYLING

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AMAZING PRIZES

**IF YOU NEVER GO AFTER WHAT YOU WANT,
YOU'LL NEVER GET IT... AND TRUST US,
YOU'RE GOING TO WANT THESE PRIZES!**

- A tailor-made Wella Education programme to develop your skills (worth £2000/ €2000).
- Take home a coveted TrendVision Award trophy!
- Attend inspirational Wella events throughout the year.*
- Grow your profile with press in print and online media.
- Mentoring from industry icons.

GOLD AWARD WINNERS WILL ALSO RECEIVE:

- An amazing photoshoot with an industry leading photographer.
- A chance to attend a tailor-made once-in-a-lifetime mentoring programme with hair icons.*

DATES FOR YOUR DIARY

PHOTOGRAPHIC ENTRIES OPEN

Wednesday 10th February

PHOTOGRAPHIC ENTRIES CLOSE

Wednesday 10th March

UK & IRELAND FINAL:

Monday 11th October

The Roundhouse, London*

*subject to change or cancellation.



STILL EASIER THAN EVER TO ENTER

Go to www.wella.co.uk/trendvision to find out more. If you have any queries, please email wellaevents@wella.com

Follow us on social media

 **@WellaHairUKI**

 **@WellaUKI**

#WELLATVA



COLOUR PORTFOLIO

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