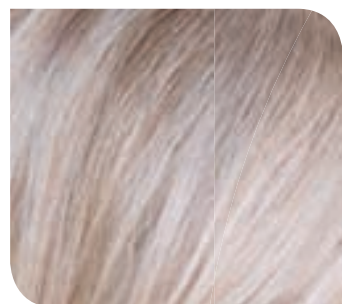




DISCOVER YOUR
SHADES OF GREY



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her grey



A WORLD OF OPPORTUNITIES IN GREY

With Wella Professionals, there are no creative limits in the grey area. No client you can't completely uplift and satisfy with the look she adores, shows your creative skills and builds her loyalty to your salon services.

AFTER THE AGE OF 55+ WHO ARE YOUR GREY CLIENTS?

1/3 of clients leave the color category. Indeed, the percentage of women coloring their hair drops from 31% to 21% after 55. In order to not lose the 1/3 of clients who are 55+ we may consider these points when consulting, if the client feels, these needs are not being met, she may well exit the color category all together.

AGE 45 TO 54:
“I GO TO
THE SALON
BECAUSE...”

“My hair will look more
shiny and vibrant.”

“I enjoy the special
relationship with the
stylist – I don’t need to
do much explaining.”

“I enjoy being pampered.”

“My stylist can do more
creative coloring (special
highlights, brighter colors).”

“I trust the stylists’ application
skills more than mine.”

“My hair will be in
better condition/will get
less damaged.”

AGE 55+:
“I GO TO
THE SALON
BECAUSE...”

“It’s just easier.”

“I get personalized and
customized advice.”

“My stylist can tailor the color
to my needs and hair type/
characteristics perfectly.”

“I know my hair is done by
a skilled expert.”



WHY GREY EXPERTISE DRIVES YOUR SALON BUSINESS

Turning grey is one of the toughest beauty challenges a woman faces. It is not only about looking beautiful, but finding a solution that best fits her lifestyle and mindset. That's when your grey expertise comes in: from perfect consulting to revealing their true color. Statistics show that clients return to the colorists who give them the color that truly fits their personality. They're prepared to spend more money to maintain their look.

WHY A SALON/COLORIST NEEDS TO BE ESTABLISHED AS AN EXPERT IN GREY:

- 01 By 2020, 60+ will be the biggest consumer segment*.
- 02 About 60% of women who color their hair do so because of grey.
- 03 The majority of salon clients are indeed above 40.
- 04 The percentage of women coloring their hair actually increases around 35 when women get their first grey hair, but drops after 55.
- 05 The world of fashion and beauty is taking notice. More and more beauty images of women with grey hair show that grey is a trend and it will be beautiful.

*In our core developed market

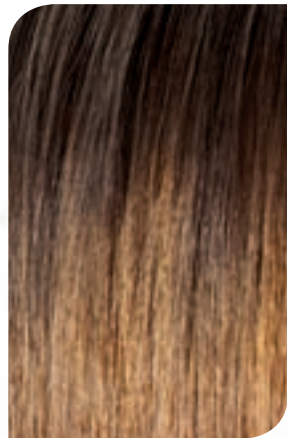
THE DIFFERENT TYPES OF “GREY CHALLENGES”:

- 01 Fight your grey: She wants her grey hair to look at it's best. She is looking for the richest color and long lasting coverage.
- 02 Blend your grey: She fully embraces her grey. She is looking for subtle color to perfect her look without overdoing it.
- 03 Beautify your grey: She fully embraces. She is looking to enhance and beautify her greys, creating depth and tone.

GREY SERVICES WITH UNLIMITED CREATIVE SCOPE

RICH BRUNETTE

DEFY YOUR GREY (AGE 44-55)

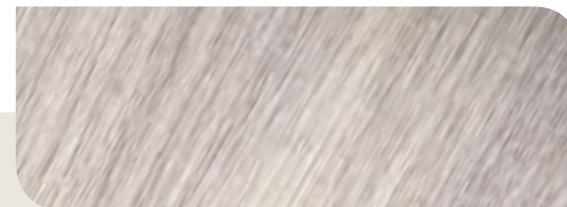
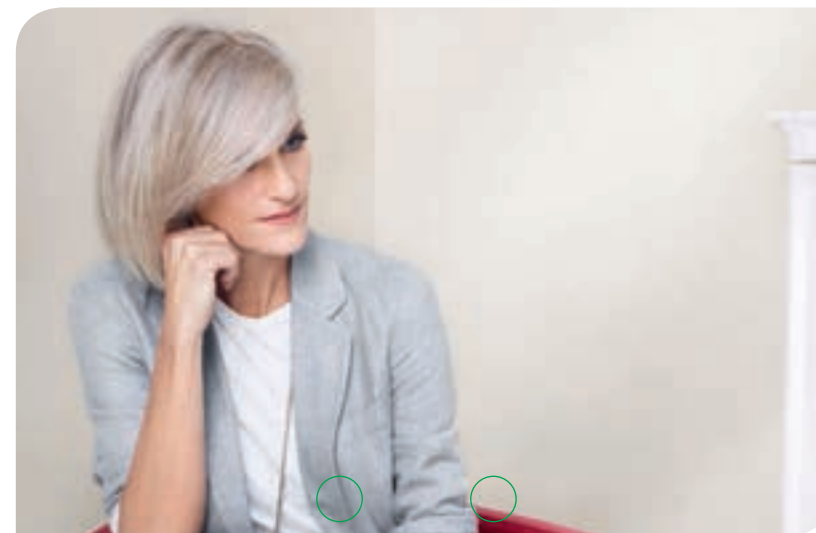


NEEDS:

- > Young look
- > Premium experience
- > "Grey is not an option, I'm young."

GREY BLENDING

EMBRACE YOUR GREY
(AGE 55+)



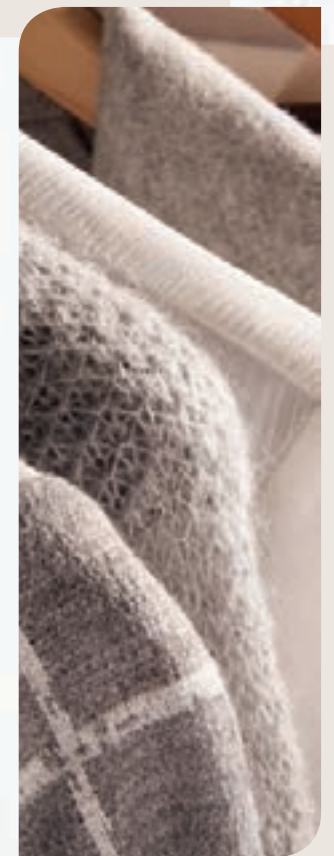
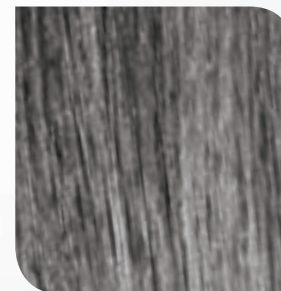
NEEDS:

- > Natural look
- > Easier transition to grey
- > "Regrowth is too fast."

Wella Professionals has designed 3 services to satisfy the different types of grey challenges: From covering grey completely, to subtly blending, and even enhancing and beautifying grey hair.

GREY SHADING

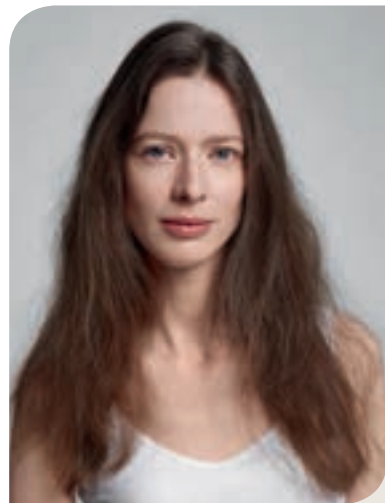
CELEBRATE YOUR GREY
(AGE 55+)



NEEDS:

- > Enhance grey
- > Styling and care
- > "Not ashamed of showing my age."

HOW DIFFERENT CLIENTS THINK ABOUT COLOR



YOUNG LOOK & PREMIUM EXPERIENCE

- > "Grey is not an option, I'm young."
- > "I'm proud of my long hair."
- > "Never look like my mum."
- > "Beauty is important and I will try it all."
- > "I will work out so I will look fabulous."

INSIGHT - AGE 45-54

She can never retire from coloring! She's willing to do whatever it takes to stay younger in feel and look; refusal to ever look like her mom or that generation.

Beauty starts with the hair, it's the first thing strangers see, there is no hiding it - conquering the greys is a must! Getting the smooth and shiny look that moves and has life is an uphill battle but she can never let people think she has dropped the ball.



NATURAL LOOK & EASIER TRANSITION TO GREY

- > "Regrowth is too fast."
- > "I color because I'm not ready to go grey yet, but I just can't keep up anymore."
- > "One day I dream of giving up all the coloring and going grey... would it make my life easier?"
- > "I didn't realize when I started my coloring path that I would ended up with less choice. I can't get off."



INSIGHT - AGE 55+

She doesn't have a clear vision of where to go in terms of her look overall. She is at a crossroad in terms of hair color. It's tiring, and has become a downward spiral of hair color & condition deterioration, she can't cope. Where does she go?



ENHANCING GREY & STYLING AND CARE

- > "Not ashamed of showing my age."
- > "I walk to stay healthy."
- > "I love my silver because it's natural... and I'm a natural lady."
- > "My hair doesn't take well to styling products anymore and my grey can look dull."

INSIGHT - AGE 55+

Acceptance to go grey, ideally snow white. Styling and texture are still areas to improve and enable expression. Lacks knowledge of her potential '50 shades of grey'. There is the want to be natural, but still willing to play and enhance their assets - getting a beautiful white isn't as easy as people think!

MAINTAIN YOUR BEAUTIFUL HAIR

Your clients' home regimen partners; whether she wants GREY SHADING, RICH BRUNETTE or GREY BLENDING, you can tailor the perfect at-home regimen for your grey clients with Wella Professionals Care.



BRILLIANCE

- > Our most advanced color care for long-lasting and healthy looking color.
- > Brilliance Shampoo with it's Microlight Crystal Complex – the ultimate care innovation that enhances and protects the brilliance of colored hair.
- > Available for fine/normal (light conditioning level) and for thick hair (high conditioning level).

COLOR RECHARGE COOL BLONDE SHAMPOO

- > Shampoo with cool pigments, ideal for grey hair or colored cool blondes. Prevents grey hair from yellowing and helps eliminate brassiness, leaving it with a soft touch.



COLOR RECHARGE CONDITIONERS

- > These rich conditioners refresh and maintain the multidimensional color tones, leaving hair intensively conditioned and with a soft touch.
- > 6 shades; cool and warm browns, reds and blondes.

OIL REFLECTIONS

- > This multisensorial oil, with macadamia seed oil, avocado oil and vitamin E, which is known to be a natural antioxidant, instantly reveals the beautiful, natural reflections of hair color with a very lightweight technology that makes hair feel incredibly light and supple.



OPTIMIZE THE CLIENT'S HAIR CONDITION AFTER COLORING

EASY TIPS TO SELL THE RIGHT CARE REGIMES

- > Your clients trust you as the care expert – always remember to make a care recommendation during and after the color service. This is especially true for 55+.
- > Color Recharge Cool Blonde Shampoo works perfectly for maintaining and enhancing grey as an additional shampoo. It eliminates warmth and neutralizes yellow giving the hair a beautiful shine.
- > Don't hesitate to recommend ADDITIONAL TREATMENTS DURING THE SERVICE and especially for home care to look after your clients color investment, recommend them to be used at least once a week.
- > Oil Reflections is the perfect shine enhancer for both colored and natural grey hair. Use it before blow-drying and also as a final touch on dry hair to smooth grey hair and add a perfect finish.



MORE CREATIVE WAYS TO COLOR HER GREY

GREY
NEEDS

LOOK YOUNGER & NO GREY

She wants to look younger and showing grey is not an option.
Grey regrowth maintenance is not a problem for her.

DEFY YOUR GREY

DESIRED
LOOK

Young look, inner to beauty, trendy.

COVERAGE
NEEDS

UP TO 100% COVERAGE

50% to 70% COVERAGE

LIGHTENING
OPPORTUNITIES

Full head

Freehand

Foil highlights,
weaves/slices

Partial weaves/slices

SERVICES

O'MANTIC

RICH BRUNETTE

STARS

TRIANGLE

INSPIRATION

Color Craft

True Color
Technical Folder

Color Craft

Color Craft

COLOR
PLACEMENT

Circle and
crescent

Oval and triangle

Star top of head

Triangle fringe
area

PRODUCTS

Koleston Perfect,
Koleston Perfect
INNOSENSE,
ILLUMINA COLOR

Koleston Perfect,
Color.id

COLOR TOUCH
or COLOR TOUCH
Plus

COLOR TOUCH
or COLOR TOUCH
Plus

NEEDS HELP WITH HER GREY

She wants to enhance her grey. She doesn't want grey
hair but grey regrowth maintenance is an issue.

EMBRACE YOUR GREY

Simple, natural, easy to maintain look. Look for how
to better manage the grey regrowth.

GREY ENHANCING

COLOR CORRECTION

No lightening
required

Partial weaves/
slices

Foil highlights,
weaves/slices/
balayage

GREY BLENDING

ZIG ZAG

MILD LIGHTENER

True Color
Technical Folder

Color Craft

True Color
Technical Folder

Root grey
blending/
lengths glossing

Use MAGMA
by Blondor
in zig zag

The hair
can then be
re-colored

ILLUMINA
COLOR

MAGMA by
Blondor,
COLOR TOUCH

Consider
COLOR TOUCH,
ILLUMINA
COLOR, Blondor

PROUD OF HER GREY

She has accepted her grey. She doesn't want
to cover it, just make it more beautiful.

CELEBRATE YOUR GREY

Natural grey, natural look. Generally
short hair, easy to style and maintain.

NO GREY COVERAGE

No lightening required

GLOSSING

GREY SHADING

True Color
Technical Folder

Global color
application

Freehand
triangle

ILLUMINA COLOR
Gloss, Color Fresh,
COLOR TOUCH
Crystal Gloss,
COLOR TOUCH
INSTAMAT!C
Matt Gloss

Koleston Perfect,
Koleston Perfect
Special Mix,
Color.id