

EMULSIONS

HAIR-PERFECTING CARE FOR FLAWLESS HAIR



OPPORTUNITY

TREATMENTS
are the fastest growing
product types :
+10% in 2022



+20% of consumers say
SALON EXPERIENCE
is more important post
pandemic



+ I want to use hair products
that are used by professional
hairdressers



What if you could boost your backbar growth with a personalized premium treatment ?

WELLA PROFESSIONALS EMULSIONS

HAIR-PERFECTING CARE FOR FLAWLESS HAIR

- 3 KEY BENEFIT TERRITORIES
- INDULGING FORMULAS THAT MELT INTO THE HAIR & PENETRATE DOWN TO THE CORTEX
- FOR INSTANT & TRANSFORMATIVE RESULTS.




REASONS TO BELIEVE

1 TRANSFORMATIVE
FORMULA

2 SENSORIAL
EXPERIENCE

3 QUICK
SERVICE



Exceptional
smoothness
and silky
touch on hair.



One-of-a-
kind texture



3 min
application

INGREDIENT STORY

In line with Specialty technology communication, key ingredients



COLORMOTION+



With Metal Purifier Technology

- **Histidine** - protects from harmful metals and helps to replenish and repair hair inside out
- **Vitamin E** – antioxidant to protect from free radicals



FUSION



With SilkSteel Program

- **Histidine** - protects from harmful metals and helps to replenish and repair hair inside out
- **Silk amino acids** - help to repair the hair



OIL REFLECTIONS

- **Panthenol** - Helps to replenish the right moisture balance
- **Glycerin** – helps moisturization
- **Macadamia oil**



A SENSORIAL TEXTURE

TO AWAKE THE SENSES

Luscious soufflé formula that allows ingredients to melt effectively into the hair while leaving the surface soft to the touch. Deeply cared for, the hair is flawless with a lightweight feel.

The blend of caring ingredients, containing cationic surfactant (Cetrimonium Chloride) and caring fatty alcohol (Cetearyl alcohol) in all emulsions provides an exceptional smoothness and silky touch on hair.



SAME MESMERIZING FRAGRANCES TO HELP END CONSUMERS IDENTIFY THE LINES



PETALE DE SOIE



MAUVE CARPET



SILKY SCENT

3 PREMIUM SERVICES TO BOOST SALON CREDENTIAL

FOR COLORED
HAIR



Color Reflection

Smooths hair cuticles, provides protection from harmful metal in water and strength against mechanical damage.

FOR DAMAGED
HAIR



Intense Repair & Smoothness

Instantly helps to repair all types of damaged hair.

FOR ALL HAIR TYPES
/ FOR DULL, DRY HAIR



Smoothness & Shine

Helps to protect and prevent all hair types against natural lipid degeneration for glossy and radiant hair.