



NO.1
SALON COLOR
BRAND IN
THE WORLD

WELLA COLOR EXPERT

*Based on Wella Master Brand USD sales on the 2024 Professional Hair Care Global Series for the hair coloring products category published by Kline

WHAT IS THE WELLA COLOR EXPERT COURSE?

Think of this as the ultimate colour adventure! The Wella Color Expert (WCE) programme isn't just another training course – it's a game-changer for hair colourists who want to be the very best.

From day one, you'll rediscover your passion for colour and learn the WHY behind every technique, not just the how. This isn't just about mixing shades – it's about mastering the science, the creativity, and even the business side of colour.

Your journey takes place over 12 days of hands-on training at your chosen Wella Studio, split into four exciting stages. Each stage builds your confidence and skills, so by the end you'll feel ready to tackle any colour challenge with ease.

The whole experience spans six to twelve months, depending on your personalised programme. And when you graduate? You'll celebrate at a special certification ceremony and join the Wella Color Expert Alumni – an exclusive community of elite colourists.

Bottom line: this is so much more than a course. It's an inspirational journey that will transform your career, and maybe even your life!



W E L L A
COLOR
E X P E R T

YOUR ULTIMATE COLOUR JOURNEY. MASTER THE SCIENCE, UNLEASH THE CREATIVITY, AND JOIN THE ELITE.

THE MODULES...

Once prerequisites are met, the Color Expert programme itself is divided into stages:

CLIENT EXPERIENCE & PSYCHOLOGY

BIOLOGY OF HAIR AND SCALP

CHEMISTRY OF COLOUR

CREATIVE INSPIRATION & ADVANCED
COLOUR CORRECTION



PREPARE TO SHINE

What do you need before you start the Wella Color Expert? Before you dive into this epic journey, there's some prep work that you will need to complete to ensure you get the most from the course...



A LITTLE PREP NOW MEANS BIG SUCCESS LATER.

Once you've booked your place, we've developed WCE Stage Zero that you will need to complete before embarking on the big adventure. This will arm you with the essential knowledge needed to refresh your skills and boost your confidence.

The WCE Stage Zero programme is designed for colourists ready to step up; Stage Zero bridges the gap between everyday colour work and expert-level practice. It's the foundation for anyone looking to elevate both their technical confidence and creative capability to an advanced professional standard.

This highly interactive and intensive programme focuses on:

- Developing a deeper understanding of colour science, formulation strategy, and confident product selection
- Refining advanced corrective techniques through precise consultation and diagnostic skills
- Mastering elevated foiling, placement theory, and pattern design to create modern, high-impact colour results
- Exploring creative approaches that seamlessly balance artistry with technical excellence
- Building the problem-solving mindset needed for expert-level colour decision making

The best part?

WCE Stage Zero ensures every student enters Wella Color Expert fully prepared, equipped with the skills, confidence, and technical foundation needed to tackle any colour challenge with clarity and control.

INDUSTRY EXPERIENCE

To start your Wella Color Expert journey, you should be a fully qualified hairdresser, actively working in the industry and confidently delivering a broad spectrum of contemporary colour services.

TIMING MATTERS

All we ask is that WCE Stage Zero is completed no more than 12 months prior to starting the WCE programme.





BUSINESS BUILDER

EXACTLY WHAT DOES THE WCE DO FOR YOUR BUSINESS?

Joining the global community of Wella Color Experts isn't just about levelling up your skills, it's about transforming your salon business. Here's how:

ATTRACT NEW CLIENTS

Being a Wella Color Expert sets you apart. Clients' love knowing they're in the hands of a certified colour specialist, and that credibility brings new faces through your door.

RETAIN YOUR TEAM

Investing in education shows your team you care about their growth. Giving stylists the chance to become a Wella Color Expert keeps them motivated, loyal, and excited to build their colour careers with you.

GROW YOUR COLOUR BUSINESS

Colour is one of the biggest revenue drivers in the salon world. With advanced skills and confidence, you can offer more services, tackle complex colour challenges, and upsell premium treatments.

STAND OUT FROM THE CROWD

In a competitive market, having Wella Color Expert status gives your salon a unique point of difference. It's not just a badge – it's a statement that you're committed to excellence.

WCE CASE STUDY

THE REAL BENEFITS



Wella Color Expert is about so much more than becoming a better colourist. The benefits extend further than you might expect - professionally, creatively, and personally. **Kayleigh Smith** from Another Dimension Salon, Barnsley shares her journey...

“Completing the Wella Color Expert programme has had a huge impact on our salon, both creatively and commercially. From a team point of view, it has helped us build a stronger and more motivated workforce. The team are proud to work alongside a Wella Color Expert and genuinely want to learn from that level of knowledge. Since completing the programme, we have delivered dedicated training days in the salon, which has raised our colour standards across the board and created a far more consistent and confident colour team.

It has also given us a clear pathway for the future. We are now committed to developing more of our team through the Wella Color Expert programme, which has been incredibly

motivating for stylists at every level, including assistants. Having that depth of knowledge fed through the salon has lifted confidence, understanding, and attention to detail throughout the whole team.

From a recruitment point of view, it has positioned us as a salon that values education and excellence. Stylists actively want to work with us because of the standard we have set and the opportunities we provide. From a client perspective, it has elevated how the salon is perceived. Clients feel reassured knowing there is a Wella Color Expert in house, and this has directly contributed to gaining new clients who specifically seek us out for that reason, something that continues to happen regularly.

On a personal level, the programme has completely changed how I view colour and problem solving. It gives you a deeper understanding and a different way of thinking, which naturally makes you a better stylist and allows you to stand out within the industry. It has been an invaluable investment for both myself, and the salon as a whole.”

LIFE AFTER WCE

Once you've completed the Wella Color Expert course, there's a whole support network in place. This will ensure you continue to build your colour career, way after you've finished the final modules.

Graduating as a Wella Color Expert is just the beginning! Once you've earned your certificate, you'll unlock a world of exclusive benefits and ongoing support designed to keep you inspired and ahead of the game.

JOIN THE WCE ALUMNI COMMUNITY

You'll become part of an elite network of colourists who share your passion and commitment to excellence. It's your inner circle for ideas, inspiration, and collaboration.

EXCLUSIVE EDUCATIONAL EVENTS

We run special training sessions and creative workshops just for our alumni, so you can keep learning and stay at the cutting edge of colour trends and techniques.

ANNUAL WELLA CONGRESS

Get invited to our yearly congress – a must-attend event packed with the latest industry updates, innovation showcases, and sneak peeks at upcoming launches. It's where the future of colour is revealed.

INTERNATIONAL RECOGNITION

Your Wella Color Expert status is recognised worldwide, giving you credibility and prestige wherever your career takes you.



TAKE IT HIGHER

Push your skills, your knowledge, and your career to the ultimate level.

WHAT'S NEXT AFTER WCE?

Completed your Wella Color Expert journey and hungry for more? Say hello to the Wella Color Higher Level Diploma; the ultimate step up for colourists who want to push their skills (and their careers) to the absolute limit.

This isn't just another qualification. It's an industry first – a groundbreaking SCQF Level 9 diploma, created in partnership with Glasgow Clyde College and Wella's senior education team. Think of it as the gold standard in hair colour education.

WHAT MAKES IT SO SPECIAL?

Advanced Technical & Creative Skills:

Dive deeper into colour science, correction, and cutting-edge techniques.

LEADERSHIP & BUSINESS INSIGHT

Learn how to lead teams, safeguard clients, and run a sustainable, profitable colour business.

PSYCHOLOGY & WELLBEING

Explore mental health, personality traits, and client care responsibilities.

ACADEMIC EDGE

From writing skills to understanding how the economy impacts your salon, this course goes way beyond the chair.

THE WELLA COLOUR HIGHER LEVEL DIPLOMA JOURNEY...

Only available to Wella Color Experts.

Takes up to 18 months to complete.

Culminates in a formal graduation ceremony at Glasgow University – a moment you'll never forget.

This diploma is designed to challenge you, inspire you, and reward you with the most advanced colour qualification in the industry. If WCE changed your life, this will take you to a whole new level.

This isn't just a course – it's a lifelong connection to education, innovation, and a global community of colour leaders.





**REAL STORIES.
REAL SUCCESS.
SEE HOW WCE
CHANGES
CAREERS.**

W E L L A
COLOR
E X P E R T

We know that there's no better investment to make than in yourself, and completing the Wella Color Expert changes careers. But don't just take our word for it...

“Completing the WCE has given me a deep foundation of theory and technical understanding that I now carry into everything I do in the salon. You start seeing things differently. Hair is no longer a challenge, it's a puzzle, and now I have the tools to solve it.”

STEPHEN AIKEN

PURE, BELFAST

“I absolutely loved every second of the WCE course, not only from an educational perspective, but being outside of the salon environment and being pushed out of my comfort zone. The people you meet, the things you learn, it's honestly priceless. Since completing the programme, I feel much more confident and I know that my knowledge is backed up by science. I feel ready for whatever clients will throw at me. Being a salon owner, I'm the person that people come to with questions, so now I feel more confident than ever. It's truly changed the way I work & I would recommend every single stylist to be a part of this programme.”

LAURA BALMFORTH

YOU HAIR SALON, YORKSHIRE

“I was really nervous about starting the WCE. After 30 years of hairdressing I kept wondering if there was any point, or if it would really change the way I work. I couldn't have been more wrong. I loved every minute of it - the classes, the content and the educators. Although it was intense, I learned so much and it's completely changed the way I approach my clients' hair, not just colour. I would 100% recommend it to anyone wanting to grow.”

SANDRA MEAKIN

HIGH VOLTAGE, YORKSHIRE

“Having WCE qualified stylists positions us as leaders in professional development. It enables us to offer our guests a broader, more tailored service. This advanced training helps ensure every colour consultation is delivered with confidence, care, and precision, reinforcing the message that we are truly professional hairdressers, committed to excellence and continued growth. We can highly recommend WCE for anyone wanting to be ahead in their colour business.”

PATRICK GILDEA

PATRICK GILDEA HAIRDRESSING, LETTERKENNY



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