



CARE BOOK

WELLA PROFESSIONALS

Give hair something it loves.
Give it Wella Professionals Care.

Wella Professionals has shaped the hair industry for over 140 years. We understand that gorgeous, healthy hair helps people around the world look and feel their truest selves.

That's why we have formulas for all hair types and all hair needs. We use quality ingredients and innovative technologies to give your hair the shine, smoothness and color vibrancy it craves.

It's why we have been and always be...

**CHOSEN BY
PROFESSIONALS.
LOVED BY
HAIR.**

THREE COLLECTIONS TO DELIVER SALON HAIR FEEL EVERYDAY
– FOR ALL HAIR TYPES AND ALL HAIR NEEDS

ULTIMATE LINES

Chosen for patented technology.
Loved for legendary hair.



SPECIALITY LINES

Chosen for advanced science.
Loved for unique hair rituals.



INVIGO

Chosen for energizing formulas.
Loved for everyday care vitality.



NEW AND MORE SUSTAINABLE PACK SAME GREAT FORMULAS YOU TRUST



Recycled materials with
up to 80% post consumer
recycled plastic¹



Improved volume ratio:
Less plastic per ml²
Recyclable³



Globally committed
to no animal testing⁴



1. From 30% to 80% recycled plastic depending on the pack.
2. Vs. previous shampoo bottles.
3. Depending on country facilities.
4. Wella Company is a member in the International Collaboration on Cosmetics Safety.

YOUR FULL CARE SOLUTIONS

SOLUTIONS FOR ALL HAIR NEEDS AND ALL HAIR TYPES.



ULTIMATE LINES

Ultimate Repair, Ultimate Smooth, Ultimate Color



SPECIALTY LINES

Fusion, ColorMotion+, Elements, Oil Reflections, Nutricurls



INVIGO

Color Brilliance, Nutri Enrich, Blonde Recharge, Volume Boost, Scalp Balance, Sun Care



COLOR SERVICE

Colorists' Expert Range for in-salon use from pre to post color treatments.



ULTIMATE LINES

**CHOSEN FOR PATENTED TECHNOLOGY.
LOVED FOR LEGENDARY HAIR.**



ULTIMATE REPAIR

REPAIR HAIR DAMAGE
IN 90 SECONDS¹

99% less breakage²

12x smoother hair³

Extra shine



1. When using Ultimate Repair Step 3.
2. When using Ultimate Repair Step 3. Instrumental test vs. non-conditioning shampoo.
3. Vs. Non-conditioning shampoo.
4. Wella Company is a member in the International Collaboration on Cosmetics Safety.

PATENTED TECHNOLOGY FOR HEALTHY LOOKING HAIR

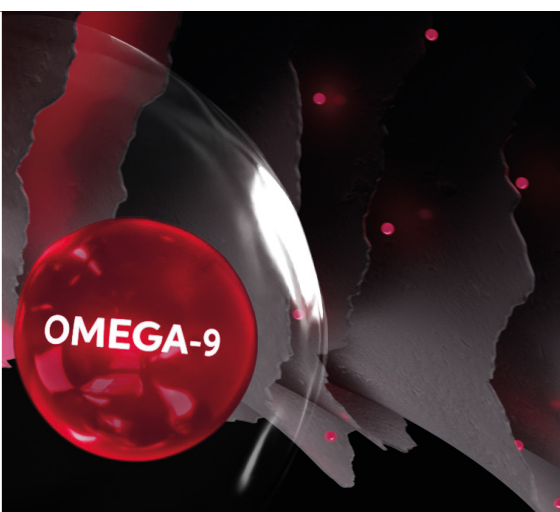
HEALTHY
LOOKING HAIR
NEEDS TO BE
STRONG FROM
THE INSIDE
AND OUT.



REBUILD BONDS INSIDE

WITH AHA

Alpha-Hydroxy Acid is an organic acid, small enough to penetrate the hair fiber at the deepest level. Rebuilding hydrogen bonds in the cortex, for a strong hair core.



REPLENISH HAIR OUTSIDE

WITH OMEGA-9

A bio-identical lipid, targeting the outside of the hair fiber. Coating the surface and filling in the cuticle to re-create a protective barrier.

The special combination of AHA and bio-identical Omega-9 delivers the ultimate repair, that you can see and feel.

HAIR IS REPAIRED INSIDE & OUT



FUN FACT

In skin care, AHA is commonly known to exfoliate the skin but also promoting the production of collagen, to give strength to the skin. In hair, AHA also gives strength by rebuilding the hydrogen bonds.

FULL ROUTINE FOR ULTIMATE RESULTS

ULTIMATE REPAIR IS THE
COMPLETE SOLUTION
FOR DAMAGED HAIR, IN A
LUXURIOUS 5-STEP RITUAL.

1 CLEANSE & PREPARE



2 CONDITION & MAINTAIN



3 TREAT & REVERSE



4 PROTECT & PREVENT



5 OVER NIGHT PROTECTION & REPAIR



ROUTINE JUST LIKE SKIN CARE

1

ULTIMATE REPAIR SHAMPOO

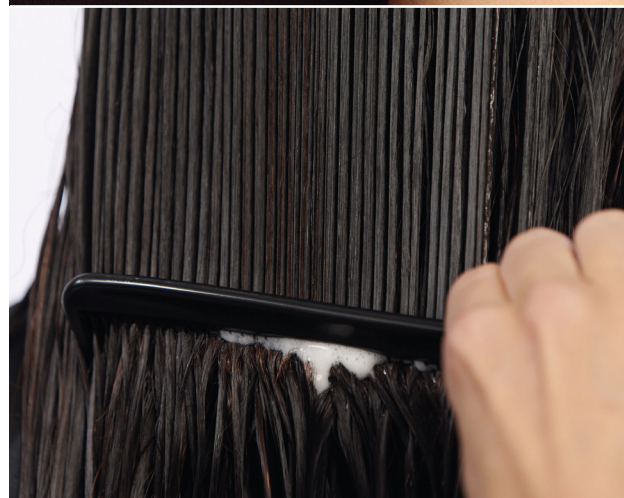
Wet the hair with water and rub a small amount of shampoo between clean palms. Apply evenly on scalp, massage and wash all over the hair using gentle pressure. Rinse and massage the hair with water until you've removed the lather. Gently pat the hair towel dry with a soft towel. If hair has a lot of styling products, you may need to cleanse twice.



2

ULTIMATE REPAIR CONDITIONER

For lightweight hair feel.



OR ULTIMATE REPAIR MASK

For heavily damaged hair.

After cleansing, towel-dry the hair gently. Apply conditioner or mask evenly on lengths and ends. **Conditioner:** Let sit for 30 sec to 3 min. **Mask:** Let sit for 5-10 min while massaging scalp for a pampering experience. Rinse thoroughly.



3

ULTIMATE REPAIR MIRACLE HAIR RESCUE

Apply Miracle Hair Rescue to reverse hair damage in 90 sec. Just spray on hair, making sure to get lengths and ends in the front, back and on each side. A light spritz and you're good. Let it absorb for 90 seconds before applying anything else.



4

ULTIMATE REPAIR 5-IN-1 PROTECTIVE LEAVE-IN

It may be the last step, but as nearly any dermatologist will say that protection is the most important part of any skin-care regimen, it is as well for hair care. Apply 1-4 drops and stay protected from the 5 key concerns: breakage, heat, UV, pollution and frizz.



5

ULTIMATE REPAIR NIGHT SERUM

Helps to repair and
protect hair overnight.

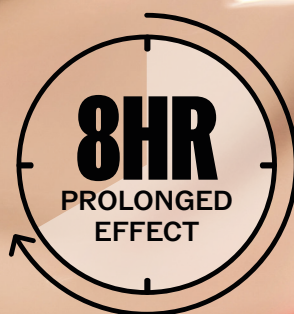


POWERED BY A TRIPLE POTENCY

1. REPAIRS
2. MOISTURIZES
3. PROTECTS

Invisible protective shield
helps to protect hair from
night stressors (friction,
frizz) during night.

LIGHTWEIGHT FORMULA
NO RINSING REQUIRED
PILLOW PROOF
COLOR SAFE





THE ULTIMATE REPAIR RITUAL

GIVE OUR CLIENTS THEIR HAIR LIKE
THEY HAVE NEVER SEEN IT BEFORE.
NO NEED FOR LONGER APPOINTMENT
TIME OR ADDED RINSING STEPS.

PROFESSIONAL HAIR FEEL IN SALON

A truly luxurious experience
of our most powerful repair.

Intense strength from within and
replenished outside with Metal
Purifier technology to detox the
hair (friction, frizz) during night.

**10-15
MIN**

TAILORED ROUTINE FOR EACH HAIR NEEDS

LET THE HAIR TYPE GUIDE THE PRODUCT AMOUNT
AND THE DAMAGE LEVEL TO GUIDE THE TIME.

FOR
ALL
HAIR
TYPES



SHAMPOO

Lather and rinse to cleanse the hair



CONDITIONER for
damaged hair or for
lightweight feel



MASK for heavily
damaged hair or for
intense smoothness

30
seconds

3
minutes

5
minutes

10
minutes



MIRACLE HAIR RESCUE

5
pumps

5-10
pumps

10-15
pumps

15
pumps



5-IN-1 PROTECTIVE LEAVE-IN

1-2
pumps

1-2
pumps

3-4
pumps

3-4
pumps

5 At home routine:
Add Night Serum
for overnight
protection & repair.



Use Miracle Hair
Rescue every third
wash or more often
on damaged hair.



ULTIMATE SMOOTH

NOURISHMENT IN 30 SECONDS,
SMOOTHNESS THAT LASTS UP TO 3 DAYS¹

96 hours of frizz control²

Up to 85% smoother hair³

Silky shine



1. If unwashed for 3 days, vs. untreated

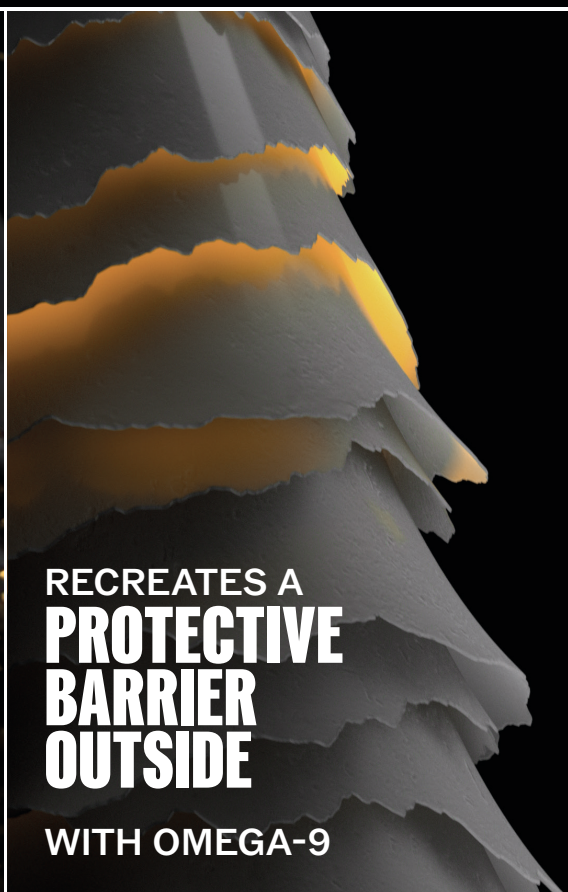
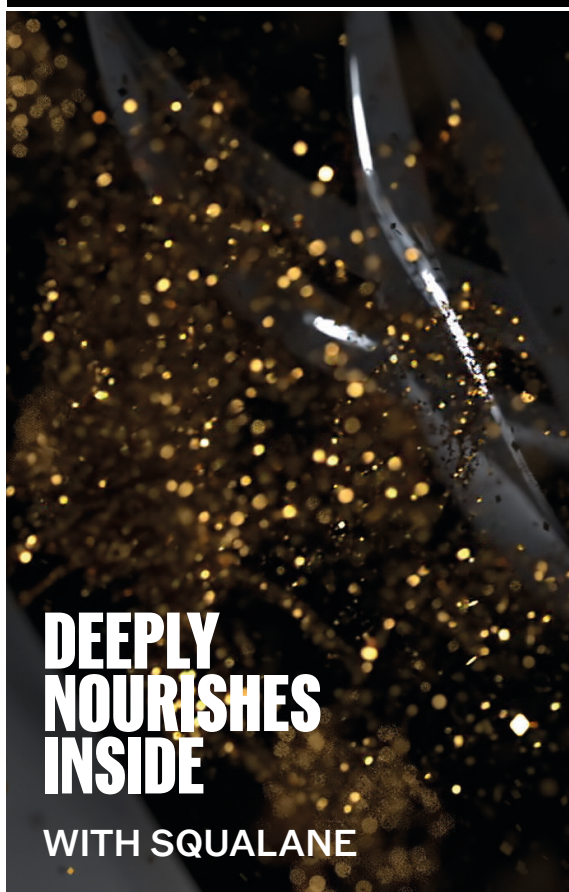
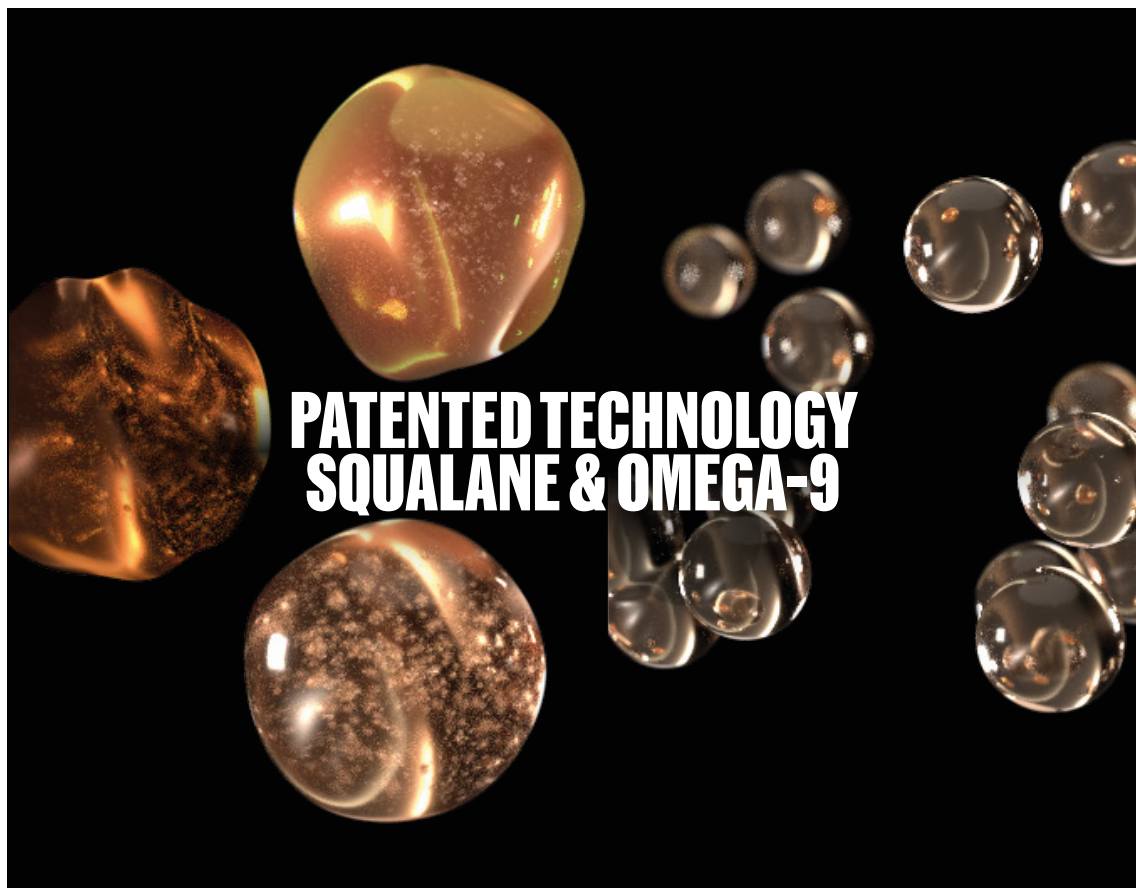
2. When using Miracle Oil Serum

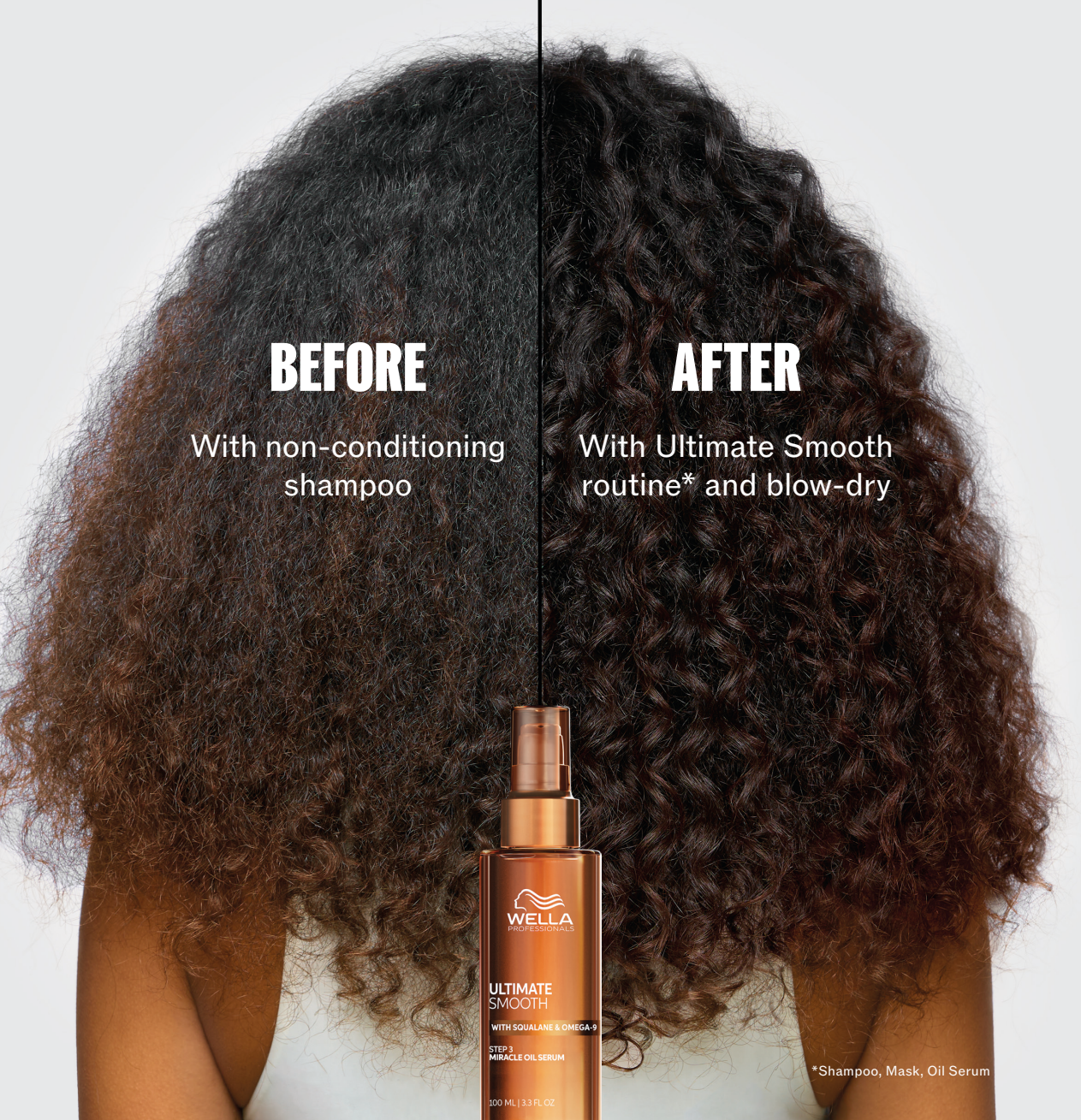
3. Vs. Non-conditioning shampoo.

4. Wella Company is a member in the International Collaboration on Cosmetics Safety.

HOW IT WORKS

FOR ULTIMATE
SMOOTHNESS AND
SHINE, HAIR CRAVES
INSIDE AND OUTSIDE
NOURISHMENT





BEFORE

With non-conditioning
shampoo

AFTER

With Ultimate Smooth
routine* and blow-dry

*Shampoo, Mask, Oil Serum

BEFORE

AFTER

BEFORE

AFTER

**THE RESULT:
NOURISHED HAIR WITH SHINE, SMOOTHNESS,
FRIZZ CONTROL, DEFINITION FOR CURLS**

ULTIMATE SMOOTH ROUTINE

3-STEP REGIMEN FOR DRY,
DULL OR FRIZZY HAIR.

1 CLEANSE & PREPARE



2 CONDITION & MAINTAIN



3 NOURISH, PROTECT & FINISH



ROUTINE JUST LIKE SKIN CARE

1 ULTIMATE SMOOTH SHAMPOO

Nourishing formula lathers into a luxe foam to cleanse dry, dull hair of impurities and prepare it for deep nourishment. Formulated with Metal Purifier technology to detox your hair from metals. Color safe.

2 ULTIMATE SMOOTH CONDITIONER

Instantly detangles and nourishes hair, leaving it smoother and shinier while reducing frizz. Leave on for 30 secs – 3 mins, rinse thoroughly.

OR ULTIMATE SMOOTH MASK

For deep inside out nourishment. Leaves hair visibly smoother and shinier, while reducing frizz. Apply to clean, damp hair. Leave on for 5-10 mins, rinse thoroughly.



3

ULTIMATE SMOOTH MIRACLE OIL SERUM

Intense oil serum that nourishes hair, leaving it visibly smoother and shinier. Offers frizz control and protects from UV and heat.

Apply 1-3 pumps on hands, distribute evenly onto damp hair lengths and ends. Use also on dry hair.



**INSTANT AND
TRANSFORMATIVE RESULTS**
HEAT AND UV PROTECTION
OUR MOST INTENSE OIL¹

Let it absorb
for 30 seconds



1. Less product needed vs. other Wella Professionals oils.

MIRACLE OIL SERUM IN SALON USE

Miracle Oil Serum can be used in many ways during the salon service.

FOR FRIZZY & DRY HAIR

Use Miracle Oil Serum as a pre-shampoo on lengths and ends.

It helps to protect the most dry or frizzy areas from over-cleansing.



FOR FRIZZY, DRY OR CURLY HAIR

Mix it with the mask (~3-5 pumps to ~25ml of mask) for a more intense rich treatment.

Helps provide additional nourishment, anti-frizz and definition.



FOR FRIZZY OR DRY HAIR WITH DAMAGE

Apply Ultimate Repair Miracle Hair Rescue before applying Miracle Oil Serum.

Helps to intensively repair the hair before finishing with added anti-frizz effect.



MIRACLE BLOW DRY SERVICE



STEP ①

Consultation is key! Let your client tell about her hair, and ask open questions. This service is ideal for frizzy, dry or dull hair.



STEP ②

Start by shampooing hair with Ultimate Smooth Shampoo twice.

This will remove all the impurities and prepare hair for the treatment. Rinse thoroughly and towel-dry.



STEP ③

Mix 25ml of Ultimate Smooth Mask with 3-5 pumps of Miracle Oil Serum. Divide hair in four parts and apply it section by section on lengths and ends.

MIRACLE BLOW DRY SERVICE



STEP ④

During the development time, relaxing scalp massage will help to make the moment extra pampering. Finally, rinse and towel-dry.



STEP ⑤

Apply the Miracle Oil Serum evenly on damp hair lengths and ends. Let sit for 30 seconds before blow drying the hair smooth.



CHRONOGRAM WITH ULTIMATE SMOOTH & ULTIMATE REPAIR

What if a client has dry, dull hair with some damage?

At-home care routine can also combine
Ultimate Smooth with Ultimate Repair.

CARE ROUTINE FOR FRIZZY HAIR WITH DAMAGE

	1st Wash SMOOTHEN & NOURISH	2nd Wash REPAIR & STRENGTHEN	3rd Wash MAINTAIN SMOOTHNESS
STEP 1 SHAMPOO (Lather twice if needed)	 For lightweight luxurious cleansing	 Ultimate Repair Shampoo	 For lightweight luxurious cleansing
STEP 2 CONDITIONER / MASK	 Intense nourishment 5-10 mins	 Ultimate Repair Mask. Deep repair 5-10 mins	 Instant detangling 30 sec –3 min
STEP 3 LEAVE-IN	 Smoothen, protect from frizz, add instant shine	 Miracle Hair Rescue. Reverse hair damage inside and out	 Smoothen, protect from frizz, add instant shine
STEP 4 PROTECTION		 Smoothen, protect from frizz, add instant shine	





ULTIMATE COLOR

COLOR VIBRANCY FOR UP TO 10 WEEKS¹

Up to 4x more resistance to breakage²

87% of consumers agree scalp
comfort is improved in one use³

Intense shine



1. With regular use of Ultimate Color regimen from salon to home.
2. When using Miracle Leave-in Mask vs. non-conditioning shampoo.
3. External agreement test with scalp sensitive consumers when using Color Sealer.



HAIR COLORING IS COMMON BUT COLOR CARE IS NEGLECTED

Today, **6 in 10** women color their hair. However, only **1 in 10** use color care products at home!

Source: H&P 2022 *58% of women above 15 colored their hair (US UK DE CHINA JP BR MX IT)
*Color care value share = 13% #2 biggest need states after total Repair 21%.

WHAT IS MAKING HAIR COLOR FADE FASTER THAN IT SHOULD?

Hair color fades due to a combination of chemical, environmental, and physical factors that affect both natural and color treated hair.



UV EXPOSURE

Sunlight acts like a natural bleach on colored and natural hair. UV rays can break down the hair's pigment also, leading to fading and a loss of vibrancy.



NOT PROTECTING FROM HEAT

Blow drying, straightening, curling irons... they all can fade color faster, especially if heat protection isn't used.



HAIR POROSITY

The more porous the hair, the faster it loses color, since an open cuticle allows color molecules to escape more easily.

Not using a post-color treatment after coloring services can lead to increased porosity – making hair more prone to damage and rapid color loss.

AND, THE HIDDEN EFFECTS OF WATER AND WASHING

Water alone can swell the hair shaft, lifting cuticles and allowing color molecules to escape.

Hot water opens the cuticle, speeding up color loss.

Shampoos, especially those without color protection or those with strong detergents, or higher levels of harsh sulphates can strip color more quickly.

REPEATED WASHING WITH SHAMPOO AND HOT WATER CAN LEAD TO ACCELERATED COLOR FADE

Salons typically have approximately 4 wash or rinse steps – **imagine** reducing that by 50%.



TODAY, MULTIPLE RINSE STEPS

① 3-STEP
CONSULTATION



② COLORING
SERVICE



③ EMULSIFY,
SHAMPOO, RINSE



④ POST-COLOR
TREATMENT/ CONDITION
OR MASK, RINSE



⑤ STYLE &
FINISH



NOW, WITH LESS RINSE STEPS

Introducing the
NEW Ultimate
Color salon ritual,
saving time, water
and supporting
color vibrancy.

① 3-STEP
CONSULTATION



② COLORING
SERVICE



③ EMULSIFY,
SHAMPOO, RINSE



④ LEAVE-IN LIQUID
LAYER COLOR
SEALER



⑤ OPTIONAL:
MIRACLE
LEAVE-IN MASK

For reduced rinse steps,
for color vibrancy.



⑥ STYLE &
FINISH



FULL REGIMEN FOR ULTIMATE RESULTS

A dedicated color care range
with less rinse steps for color
vibrancy for up to 10 weeks*.

Revitalized hair from the 1st wash.

Patented technology.

With Metal Purifier, Glycine & B5.

SULFATE-FREE SHAMPOO



CONDITIONER



MIRACLE LEAVE-IN MASK



SHINE SPRAY



COLOR SEALER LIQUID LAYER

Exclusively for
professionals,
Pro+



*With regular use of Ultimate Color regimen from salon to home.

ROUTINE JUST LIKE SKIN CARE

1 ULTIMATE COLOR SHAMPOO

Sulfate-free shampoo.
Gently cleanses hair. Ideal
for post-coloring salon
services or at-home care
to maintain color vibrancy.

2 ULTIMATE COLOR CONDITIONER

Moisture and anti-porosity
conditioner for all colored hair.
A rinse out conditioner for
easier and faster detangling.

*Vs non-conditioning shampoo.



3

ULTIMATE COLOR MIRACLE LEAVE-IN MASK

Moisture, anti-breakage and UV protection for all colored hair. Up to 4x more resistance to breakage*

Minimize rinsing steps with the Miracle Leave-in Mask, avoiding washing out your color.

*When using Miracle Leave-in Mask vs. non-conditioning shampoo.



4

ULTIMATE COLOR SHINE SPRAY

Shine and lasting smoothness
for all colored hair.

Up to 4x smoother hair*

*Vs. untreated hair.



5

ULTIMATE COLOR COLOR SEALER LIQUID LAYER

Instant acidic post-color
leave-in for color seal
and protection.

87% of consumers agree
scalp comfort is improved
after first use.*

*External agreement test with scalp sensitive consumers.



ADVANCED COLOR CARE SYSTEM

Holistic care system for color vibrancy & revitalized hair.

GLYCINE & METAL PURIFIER

Act as shield helping to protect
from damage due to free radicals.



B5

Locks in moisture from scalp to ends,
for hair that looks & feels revitalize.

EXCLUSIVELY FOR PROFESSIONALS
"ULTIMATE" SERVICES

ARE YOU
OFFERING
LAYER UP?





WHY... LAYER UP!

Layering Ultimate products enables personalization & multiple benefits combination during the same service.



MULTIPLE BENEFITS

Layering different products serves multiple hair needs with diverse benefits in one service.



ENABLES PERSONALIZATION

Tailored just for you, by your expert. With products that serve your hair needs.



INCREASES LONGEVITY OF RESULTS

Layering products can help results to last even longer when partnered with take home offering.

EXCLUSIVELY FOR PROFESSIONALS, LIQUID LAYERS

Multiple LAYER UP!
Combinations no matter the hair type.



INSTANT ACIDIC POST-COLOR LEAVE-IN FOR COLOR SEAL AND PROTECTION

- An instant anti-oxidant acidic treatment to replenish and rebalance the hair pH level
- Instantly seals colored hair from 1st use
- Soothes scalp for sensitive consumers, whilst detangling and smoothens cuticles

SMOOTHNESS AND ANTI-FRIZZ RESULTS THAT LAST LONGER THAN THE NEXT WASH¹

- Humidity resistant
- Helps seal and smooths cuticles for up to 3 day's
- Long lasting salon look²

1. When washed with Ultimate Smooth Shampoo and Conditioner.
2. Shine and anti-frizz.



① DIAGNOSIS



② COLOR SERVICE



③ EMULSIFY & SHAMPOO



④ COLOR SEALER LIQUID LAYER \$XX



⑤ OPTIONAL: LEAVE-IN MASK



⑥ GLASS LIQUID LAYER \$XX

LAYER UP!

OPPORTUNITY TO ADD
MULTIPLE LAYER UP!
IN ONE SERVICE



SPECIALTY LINES

**CHOSEN FOR ADVANCED SCIENCE.
LOVED FOR UNIQUE HAIR RITUALS.**

SPECIALTY LINES

TRUSTED FOR ADVANCED SCIENCE.
LOVED FOR UNIQUE HAIR RITUALS.



FUSION

Intense repair and smoothness.
For damaged hair.



COLORMOTION+

Color protection and strength.*
For damaged color-treated hair.

*When using Structure+ Mask



OIL REFLECTIONS

Smoothness and shine.
For dry or dull hair.



NUTRICURLS

Nourishment and definition.
For all types of curls and waves.



ELEMENTS

Healthy feeling hair and scalp.
For all hair types.



FUSION

UP TO 95% LESS BREAKAGE¹

With Silksteel Technology, the fusion of silk amino acids and micronized lipids.

Helps repair damaged hair and protects against breakage. Even the most damaged hair feels renewed, smooth and more resilient against breakage.¹



1. Fusion Shampoo and Conditioner or Mask vs. non-conditioning shampoo.

ADVANCED SCIENCE WHAT'S INSIDE?

MICRONIZED LIPIDS¹

Provides instant
smoothing.

AMINO ACIDS & SILK AMINO ACIDS

Helps to repair the hair.



METAL PURIFIER

Protects from
harmful metals in water.

SILKSTEEL TECHNOLOGY

Inspired by spider silk, one of the strongest fibers in nature. Our technology is a fusion of silk amino acids and micronized lipids. Instantly helps to repair the hair fiber: Even the most damaged hair feels renewed, smooth and more resilient against breakage.²

BEFORE

With non-
conditioning
shampoo

AFTER

With Fusion
Shampoo, Mask
and blow-dry



1. Visit www.wella.com/ingredients to learn more about our ingredients.
2. Fusion Shampoo and Conditioner vs. non-conditioning shampoo.

MEET THE FUSION RANGE



INTENSE REPAIR SHAMPOO

Delicate shampoo that helps to repair damaged hair, leaving the hair clean and cared for. With Metal Purifier, micronized lipids and silk amino acids.



INTENSE REPAIR CONDITIONER

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



INTENSE REPAIR MASK

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



AMINO REFILLER

Penetrates down to the cortex, refilling the hair with amino acids. With silk amino acids and Metal Purifier.

IN-SALON EXCLUSIVE

REFILLER SERVICE WITH AMINO REFILLER

① CLEANSE

INTENSE REPAIR SHAMPOO

Shampoo (twice if needed),
rinse and towel-dry.



② REFILL

AMINO REFILLER SALON TREATMENT

Take client back to the styling
chair. Apply on lengths and ends.
Apply heat for 5-10 minutes.



③ REPAIR, SMOOTH & SEAL

INTENSE REPAIR MASK OR CONDITIONER

Apply over full length, leave on
for 30 seconds for Conditioner
or 5 minutes for the Mask.
Rinse well. Dry as usual.



④ EXTEND AT HOME

INTENSE REPAIR SHAMPOO, CONDITIONER & MASK

Shampoo and Conditioner for
daily use, Mask for weekly use.





COLORMOTION+

UP TO 8 WEEKS COLOR PROTECTION¹

With Metal Purifier Technology and WellaPlex bonding agent for stronger hair.²



Color Care Power of 3: Color Protection, Vibrant Shine and Stronger Hair.¹

1. When using Structure+ Mask.

2. When using Structure+ Mask vs. no treatment.

ADVANCED SCIENCE WHAT'S INSIDE?

METAL PURIFIER

Protects from harmful metals in water.

WELLAPLEX

BONDING AGENT¹

Helps to reconstruct inner hair bonds. For stronger hair.²



HAIR SURFACE POLISHER

Smoothing cuticles for improved shine and manageability.³

COLOR CARE POWER OF 3

Regular use of ColorMotion+ care regimen improves colored hair quality in three areas that are specifically important for colored hair: color protection, vibrant shine and stronger hair.

BEFORE

With non-conditioning shampoo

AFTER

With ColorMotion+ Shampoo, Mask and blow-dry



1. Visit www.wella.com/ingredients to learn more about our ingredients.

2. When using Structure+ Mask vs. no treatment.

3. Vs. no treatment.

MEET THE COLORMOTION+ RANGE



COLOR PROTECTION SHAMPOO

Helps to lock in color while preserving hair's smoothness and shine. With Metal Purifying Technology to protect hair from harmful metals present in water.



MOISTURIZING COLOR REFLECTION CONDITIONER

Helps restore hair surface quality for vibrant shine. For frequent use. With Metal Purifying Technology.

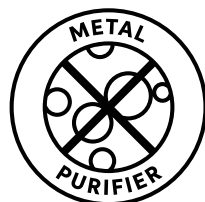


STRUCTURE+ MASK WITH WELLAPLEX BONDING AGENT

Helps to reconstruct hair bonds. Adds smoothness and shine. With Metal Purifying Technology. Intensive formula, to be used every 1-2 weeks.



COLOR AND CARE SOLUTIONS BOTH PROTECTING HAIR FROM HARMFUL METALS FOR IRRESISTIBLE HAIR QUALITY¹



1. Valid for Pure Balance technologies and ColorMotion+



ELEMENTS

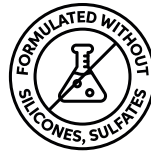
UP TO 99% NATURAL ORIGIN INGREDIENTS¹

Vegan - Free of animal-derived ingredients.

Dermatologically tested.

Formulated without silicones, sulfates.

Our most gentle hair care line for healthy feeling hair and scalp. With a Clean Label fragrance, extremely low level of allergens.



1. From 99% to 91% depending on product. Includes water, natural ingredients and ingredients made from natural ingredients. See www.wella.com/natural-formula for details.

ADVANCED SCIENCE WHAT'S INSIDE?

ELEMENTS RENEWING – FOR ALL HAIR TYPES

ALOE VERA

Inspiring for its gentle caring properties.

VITAMIN E

With antioxidant power, helps to protect hair from free radicals.



OLIVE ESSENCE

To give smoothness and shine.

ELEMENTS RENEWING

For all hair types.

All Elements products are also suitable for color treated¹ hair.



1. No color shifting.

MEET THE ELEMENTS RANGE



RENEWING SHAMPOO

Gently cleanse hair with a luxurious foaming experience. Revives hair smoothness and shine for a healthy look and feel.

91% natural origin ingredients.



RENEWING CONDITIONER

Instantly detangling conditioner renews hair manageability and shine.

95% natural origin ingredients.



RENEWING MASK

Moisturizing mask with intense conditioning renews hair smoothness and shine. Protects hair from frizz and breakage.

95% natural origin ingredients.



LEAVE-IN SPRAY

De-stressing and detangling spray that protects hair from daily mechanical stress and breakage, while hydrating and taming static or frizzy hair.

99% natural origin ingredients.

Up to 99% less breakage after one use!¹

1. Vs. non-conditioning shampoo.

ADVANCED SCIENCE WHAT'S INSIDE?

ELEMENTS CALMING – FOR DRY OR DELICATE SCALP

WHITE TEA EXTRACT

Inspiring for its antioxidant and soothing properties.

PRO-VITAMIN B5

To soothe dry to delicate scalp.



VEGETABLE GLYCERIN

To moisturize dry scalp.



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.

Mild formula – wash twice if needed.



CALMING SERUM

Moisturizing 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 bottle.



OIL REFLECTIONS

UP TO 3X SMOOTHER HAIR¹

Oleology program helps to protect and prevent against natural lipid degeneration for a smooth and reflective surface.

Instant luminosity and smoothness.
Perfectly suited for colored hair.



1. Shampoo, Mask and Oil vs. non-conditioning shampoo.
2. Visit www.wella.com/ingredients to learn more about our ingredients.

ADVANCED SCIENCE WHAT'S INSIDE?

PANTHENOL¹

Helps to replenish the right moisture balance.

PRECIOUS OILS

BOTANICALS

Inspiring for smoothing properties.



METAL PURIFIER¹

Protects from harmful metals in water.

OLEOLOGY PROGRAM

Helps to protect and prevent against natural lipid degeneration for a smooth and reflective surface.

BEFORE

With non-conditioning shampoo

AFTER

With Oil Reflections Shampoo, Mask and blow-dry



1. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE OIL REFLECTIONS RANGE



LUMINOUS REVEAL SHAMPOO

Light moisturizing shampoo leaves the hair deeply cleansed and luminous. With Metal Purifier.



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.

MEET THE OIL REFLECTIONS RANGE



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.



3 WAYS TO USE OILS

Apply 1-3 pumps on damp clean hair lengths and ends for smoothness, shine and manageability.

Mix it with a mask for a pampering shine boosting service.

Add a small amount on dry hair as a finishing touch.

LUMINESSENCE SERVICE

① CLEANSE

OIL REFLECTIONS SHAMPOO

Apply to wet hair.
Lather and rinse thoroughly.



② MIX & TREAT

OIL REFLECTIONS MASK & SMOOTHENING OIL

25ml of Oil Reflections
Mask and six pumps of
Smoothing Oil. Mix together
and apply on damp hair for
5 minutes. Rinse out well.



③ FINISH

OIL REFLECTIONS OIL

Distribute 1-2 pumps
of oil evenly throughout
mid-lengths and ends.



④ EXTEND AT HOME





NUTRICURLS

24 HOUR CURL DEFINITION¹

With nourish-in complex. The right level of nourishment for waves and curls.

Making curls defined, bouncy and manageable, while reducing frizz. Our best range for long-lasting curl definition.

¹. By using Curlixir Balm or Milky waves

THE RIGHT LEVEL OF NOURISHMENT

Each curl is unique and therefore needs a right level of care to reveal its beauty. Too much nourishment might be heavy and overload the hair, so the right level is essential to keep the curls defined, yet bouncy.

WAVY AND CURLY HAIR TYPES



LOOSE WAVES

DEFINED WAVES

LOOSE CURLS

TIGHT CURLS

LOOSE COILS

TIGHT COILS



Lightweight to medium nourishment



Medium to intense nourishment



LEVELS OF NOURISHMENT



LIGHTWEIGHT



MEDIUM



INTENSE

Wavy hair needs products that provide lightweight to medium care and nourishment level, while curly hair generally needs more intense care; from medium to intense levels. NUTRICURLS products have specific levels of NOURISH-IN Complex to ensure the right level of nourishment for each type of curls and waves.

ADVANCED SCIENCE WHAT'S INSIDE?

Inspired by

WHEAT BRAN EXTRACT

Known to be naturally rich in vitamins and minerals, proteins and essential fatty acids.

PANTHENOL

Helps to replenish the right moisture balance.



Inspired by

JOJOBA OIL

Known for its nourishing properties.

NOURISH-IN COMPLEX

Is included in each product at specific levels, providing lightweight to intense nourishment.

RESULT

Curls are defined, bouncy and manageable, with reduced frizz. Curl definition holds better thanks to the right level of nourishment.



MEET THE NUTRICURLS RANGE



SHAMPOO FOR WAVES

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



MICELLAR SHAMPOO FOR CURLS

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



CONDITIONER

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



MASK

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

MEET THE NUTRICURLS RANGE



MILKY WAVES



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



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.



CLEANSING CONDITIONER



Gentle cleanser for waves and curls that helps to get more definition. Replaces 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.



EMULSIONS

HAIR-PERFECTING CARE FOR FLAWLESS HAIR

Indulging formulas that melt into the hair and penetrate down to the cortex for instant and transformative results.

Exceptional smoothness and lightweight silky touch results in only 3 minutes.

MEET THE EMULSIONS RANGE

COLORMOTION+

COLOR REFLECTION

Smoothens hair, provides protection from harmful metals in water and strength against mechanical damage. Premium post-color treatment: Helps to stop the oxidation, neutralizes pH and helps to protect against color fading and shifting.

What's Inside:

Metal Purifier – Helps protect from harmful metals.

Vitamin E – Antioxidant to protect from free radicals.



FUSION

INTENSE REPAIR & SMOOTHNESS

Instantly helps to repair, nourish and protect the damaged hair structure and reduces hair breakage. Suitable also as post-lightening or post-perm treatment. Helps to stop the oxidation and neutralizes pH.

What's Inside:

Metal Purifier – Helps protect from harmful metals.

Silk Amino Acids – Help to repair the hair.



OIL REFLECTIONS

SMOOTHNESS & SHINE

Helps to protect and prevent all hair types against natural lipid degeneration for glossy and radiant hair. Deeply moisturized feel, smoothness and shine. Helps to protect from frizz.

What's Inside:

Panthenol – Helps to replenish the right moisture balance.

Glycerin – Helps moisturization.

Macadamia Oil



TRANSFORMATIVE SENSORIAL SALON SERVICES

CHOOSE THE BEST COMBINATION FOR YOUR CLIENT:



FOR COLORED HAIR
Color Reflection



FOR DAMAGED HAIR
Intense Repair & Smoothness



FOR DULL, DRY HAIR
Smoothness & Shine

TRANSFORMATIVE SENSORIAL SALON SERVICES



HOW TO USE

Apply emulsions on clean damp hair. Shake well. Hold nozzle vertical down, push sideways to apply section by section to towel-dried hair from roots to ends. Massage in lightly and leave on for 3 minutes. Emulsify and rinse thoroughly.

TIP

You can also layer the emulsion with a mask for even more intense results.

Apply emulsion first, let it absorb and add a mask on lengths and ends on top of the emulsion.



INVIGO

**CHOSEN FOR ENERGIZING FORMULAS.
LOVED FOR HAIR VITALITY.**

INVIGO

TRUSTED FOR ENERGIZING FORMULAS.
LOVED FOR HAIR VITALITY.



COLOR BRILLIANCE

Instant color vibrancy.
For colored hair.



BLONDE RECHARGE

Helps fight brassiness.
For highlighted, cool blonde
or silver hair.



SCALP BRILLIANCE

Fresh and clean.
Healthy-looking and cared scalp.
For imbalanced scalp.



NUTRI ENRICH

Instant deep nourishment.
For dry or stressed hair.



VOLUME BOOST

Bodifying lightweight care.
For fine hair.



SUN CARE

UV color protection and repair.*
For before, during and after sun
exposure. For all hair types.

*When used in combination with the Sun Care Spray and Conditioner



COLOR BRILLIANCE

INSTANT COLOR VIBRANCY AND PROTECTION¹

Energizing formulas with lime caviar,
vitamin E and Metal Purifier.²



Color Brilliance products contain a powerful combination of ingredients to maintain color vibrancy and protect colored hair. **Metal Purifier**¹ protects hair from harmful metals present in water and helps to maintain vibrancy. **Histidine**² and **Vitamin E** (Anti-Oxidant Shield Technology) help to control the oxidation process after coloration and to protect color.

1. With regular use of INVIGO Color Brilliance Shampoo.

2. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE COLOR BRILLIANCE RANGE

IDEAL CARE LEVEL FOR DIFFERENT HAIR TYPES

Color Brilliance shampoo, conditioner and mask have versions available for fine-medium and for coarse hair type.

FOR FINE TO MEDIUM COLORED HAIR

FOR COARSE COLORED HAIR



COLOR PROTECTION SHAMPOO

PH optimized shampoo for color protection and vibrancy. With Metal Purifier and Anti-Oxidant Shield Technology.



VIBRANT COLOR CONDITIONER

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



VIBRANT COLOR MASK

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



MIRACLE BB SPRAY

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



VITAMIN CONDITIONING MOUSSE

Airy mousse that provides color vibrancy, smoothness and shine. With Anti-Oxidant Shield Technology.



NUTRI ENRICH

INSTANT NOURISHMENT FOR SMOOTH HAIR FULL OF VITALITY

Energizing formulas with Goji Berry¹,
Vitamin E, Panthenol.

Nutri Enrich products nourish and smoothen
dry or distressed hair to its full vitality. Oleic
Acid¹ and Panthenol provide moisturization and
nourishment for hair, while Vitamin E protects
hair from further stress (Nutri Enrich Complex).



1. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE NUTRI ENRICH RANGE



DEEP NOURISHING SHAMPOO

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



DEEP NOURISHING CONDITIONER

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



DEEP NOURISHING MASK

Deeply replenishes and moisturizes dry and stressed hair. With Nutri Enrich Complex.



WONDER BALM

Leave-in balm for instant deep nourishment, smoothness, manageability and movement. With Nutri Enrich Complex.



WARMING EXPRESS MASK

Self warming rinse-out treatment that brings shine and softness to dry to stressed hair.



FRIZZ CONTROL CREAM

A leave-in cream that instantly helps to prevent frizz by straightening unruly hair while nourishing it. Leaving hair soft, shiny and full of vitality. With Nutri Enrich Complex.



VOLUME BOOST

LIGHTWEIGHT CARE FOR VISIBLY UPLIFTED VOLUME¹

Energizing formulas with cotton extract, spring force polymers and panthenol.²

Volume Boost products provide care with lightweight formulas, providing bodified yet cared hair. Adds manageability and shine without weighing down even fine hair. Bodifying Spring Force Polymers surround the hair fibers, stabilizing them and help to create the most voluminous looks during blow-drying.

1. Vs. non-conditioning shampoo.

2. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE VOLUME BOOST RANGE



BODIFYING SHAMPOO

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



CRYSTAL MASK

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



UPLIFTING CARE SPRAY

Leave-in spray that gives lightweight care, shine, fullness and light control. With Spring Force Blend.





BLONDE RECHARGE

BLONDE BRIGHTNESS FOR HIGHLIGHTED, COOL BLONDE OR SILVER HAIR.

Energizing formulas with purple pigments, vitamin E¹ and floral soft powdery fragrance.

Effective color depositing pigments refresh blonde tones and help to eliminate brassiness. Refreshes and maintains the brightness and vibrancy of natural, colored or highlighted blondes.

1. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE BLONDE RECHARGE RANGE



BLONDE RECHARGE SHAMPOO

With color pigments.

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



BLONDE RECHARGE CONDITIONER

With color pigments.

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





SCALP BRILLIANCE

HEALTHY-FEELING AND CARED FOR SCALP

Energizing formulas infused with
caring and refreshing ingredients.¹

Taking care of individual scalp and hair needs.

1. Visit www.wella.com/ingredients to learn more about our ingredients.

MEET THE SCALP BRILLIANCE RANGE



SOOTHING & FRAGRANCE FREE SHAMPOO

Fragrance-free shampoo that soothes and calms sensitive scalps. With allantoin.

FOR SENSITIVE SCALP



SOOTHING & FRAGRANCE FREE MASK

This mask alleviates scalp itchiness while helping to strengthen the scalp. With allantoin.

FOR SENSITIVE SCALP



DEEP CLEANSING SHAMPOO

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

FOR OILY SCALP



ANTI- DANDRUFF SHAMPOO

Soothing shampoo that combats dandruff and removes visible flakes from the scalp, leaving hair feeling cleaner, moisturized and relieved. With piroctone olamine.

FOR DANDRUFF-PRONE
SCALP



ANTI-HAIR LOSS SERUM

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

FOR WEAKENED HAIR



SUN CARE

UV COLOR PROTECTION AND REPAIR¹

Energizing formulas with Pro-Vitamin B5, Vitamin E and summertime citrus fragrance.

For before, during and after sun exposure. Pro-Vitamin B5 helps to moisturize hair after sun exposure. With Vitamin E.

1. When used in combination with the UV hair color protection spray and conditioner

MEET THE SUN CARE RANGE



AFTER SUN SHAMPOO

Gently cleanses the hair after sand and sea salt exposure. With Pro-Vitamin B5.



AFTER SUN EXPRESS CONDITIONER

Instantly helps to provide a deep repairing effect. Leaving the hair irresistibly healthy looking and soft to touch. With Pro-Vitamin B5.



UV HAIR COLOR PROTECTION SPRAY

High performance UV hair color protection leave-in spray. With Pro-Vitamin B5.





COLOR SERVICE

DESIGNED TO PERFECT
COLOR SERVICES IN SALON

Colorists' expert products for
pre- and post-coloring and lightening.



SALON EXCLUSIVE

MEET THE COLOR SERVICE RANGE



PRE-COLOR TREATMENT

Hair structure equalizer to be used before color service. Adds hair smoothness and shine, helps to protect hair from harmful metals and prepares hair for more even color results.

How to use: Spray onto unwashed, dry hair, concentrating on porous parts. Dry lightly with a hair dryer. Apply color as usual.

With Metal Purifier Technology.



EXPRESS POST-COLOR TREATMENT

Lightweight express treatment after color or lightening. Stops oxidation process and optimizes pH in just 30 seconds. Helps to protect hair from harmful metals and enhances Wella Professionals oxidative color and Blondor lightening results. Formulated without silicones.

How to use: Apply to damp hair. Leave on for 30 seconds and rinse thoroughly. Can be followed by a Wella Professionals conditioner or treatment.

With Metal Purifier Technology.



SKIN PROTECTION CREAM

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



POST-COLOR TREATMENT

Lightweight after-color treatment that optimizes pH and stops oxidation process. Helps to protect and enhance Wella Professionals oxidative color and Blondor lightening results. Formulated without silicones.

How to use: Apply to damp hair. Leave on for 3-5 minutes and rinse thoroughly. Can be followed by a Wella Professionals conditioner or treatment.

With Antioxidant.



MARULA OIL BLEND SCALP PRIMER

INSTANTLY REDUCES SCALP DISCOMFORT
DURING LIGHTENING AND COLOR SERVICES.

BOOST YOUR REVENUES WITH GLOSSING SERVICES

Glossing is a quick service to
infuse color and radiant shine.



MIX 1:1:1

1 part Koleston Perfect or Illumina Color

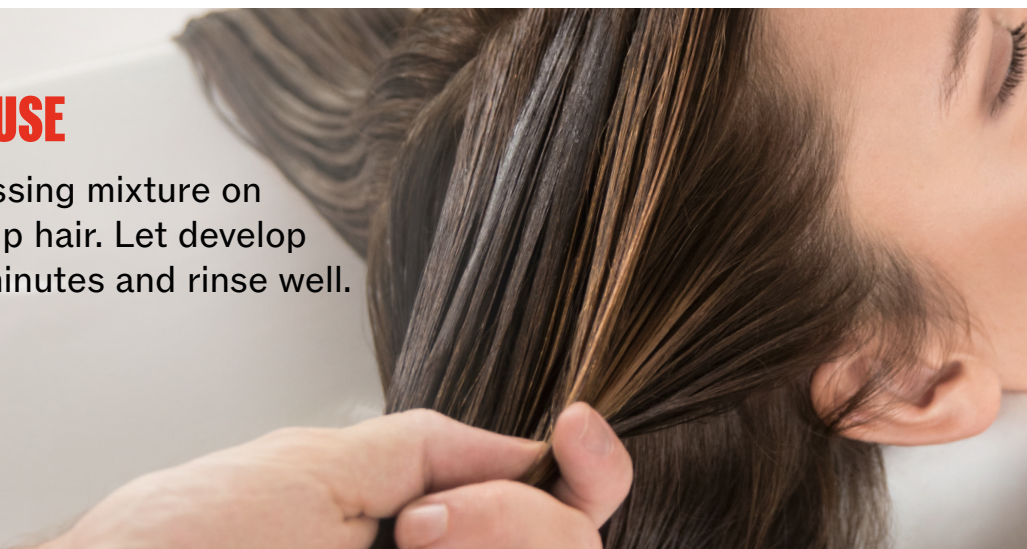
1 part Welloxon Perfect Pastel Developer 1.9%

1 part Color Service Post Color Treatment

HOW TO USE

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

5-10
MIN



MASSAGE TECHNIQUES

Our massage techniques are based on effective acupoints on the head and neck. Developed with an acupoint specialist, these points have traditionally been used in oriental medicine to relax, recharge and revitalize.

Choose a Boost Acupoint Activation for clients in a hurry to make the most out of the care service moment. The Recharge Acupoint Activation is an extended, more intense longer version for a full recharging moment.

The Acupoint Activation is done while the treatment is developing on hair.

Apply firm, circle movements with your fingers.

Use your middle fingers on head, thumb on shoulders and back.

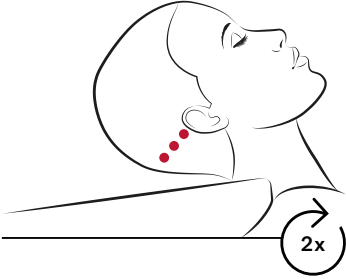
One “circle” should last approx. 0.5 seconds. The pace is based on heartbeat – it seems fast but is relaxing for your client.

Make four circles on each acupoint. Repeat once.



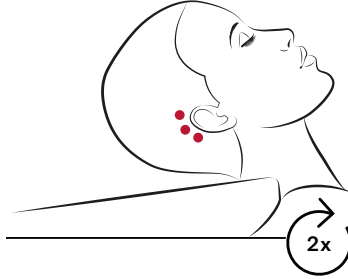
BOOST ACUPOINT ACTIVATION

10
MIN



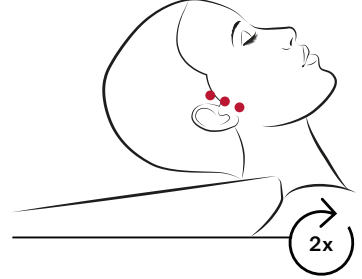
1. BACK TO EAR

Three points (on both sides) from back below occipital bone to the sides.



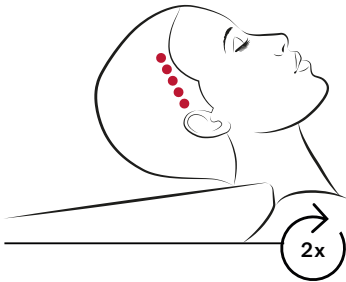
2. EAR, EAR

Three points behind the ear from below to upwards.



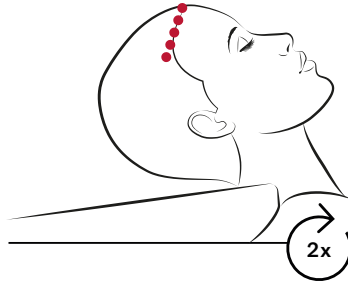
3. EAR, FRONT

Three points in the very front of ear. Use your ring finger.



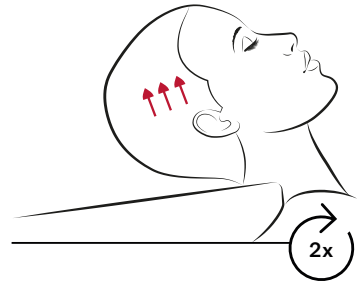
4. TEMPLE HAIRLINE

Five points from top of the ear near to hair line.



5. FRONT HAIRLINE

Five points (on both sides) from middle to corner of hairline.



6. STRETCHING THE SIDES

Take a firm grip with your palms, hugging the head, "stretching" the scalp upwards for five seconds. Release and repeat.



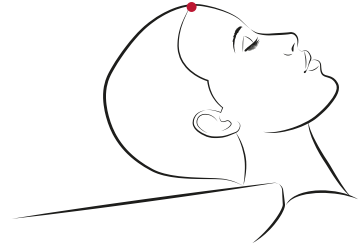
7. "HAIR SHAKE"

Gather the hair in a ponytail around the crown area. Hold the hair and swing the head lightly by the ponytail. In case of short hair, grasp the hair between the fingers and shake the head from side to side. This feels very relaxing.



8. RAINDROPS

Lightly tap the forehead area with all fingers.



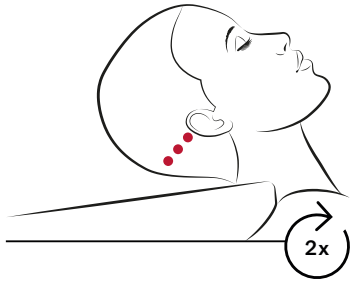
9. SHEN-TING PRESSURE POINT

To finish, press the point in the middle of the hairline firmly for five seconds. Use one middle finger on top of other to get firm pressure.

RECHARGE ACUPOINT ACTIVATION

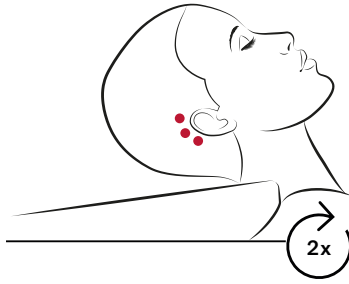
15
MIN

In Recharge Acupoint Activation, the first seven and last two steps are the same as with the Boost Acupoint Activation.



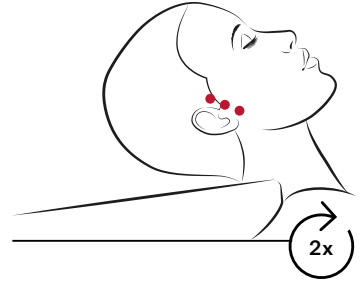
1. BACK TO EAR

Three points (on both sides) from back below occipital bone to the sides.



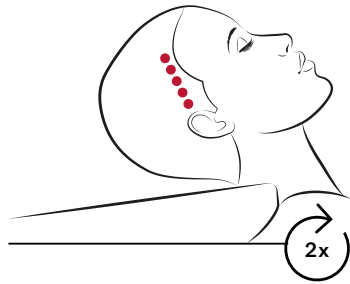
2. EAR, EAR

Three points behind the ear from below to upwards.



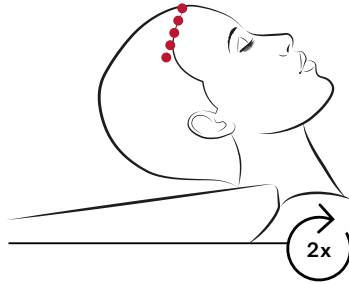
3. EAR, FRONT

Three points in the very front of ear. Use your ring finger.



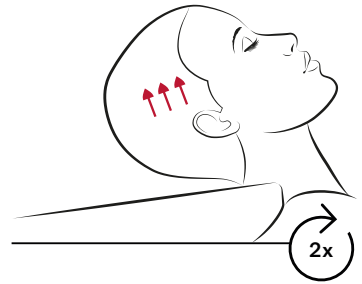
4. TEMPLE HAIRLINE

Five points from top of the ear near to hair line.



5. FRONT HAIRLINE

Five points (on both sides) from middle to corner of hairline.



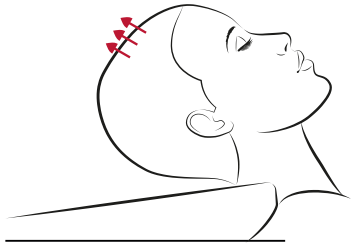
6. STRETCHING THE SIDES

Take a firm grip with your palms, hugging the head, “stretching” the scalp upwards for five seconds. Release and repeat.

RECHARGE ACUPOINT ACTIVATION

15
MIN

In Recharge Acupoint Activation, the first seven and last two steps are the same as with the Boost Acupoint Activation.



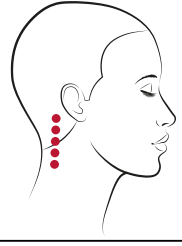
7. "HAIR SHAKE"

Gather the hair in a ponytail around the crown area. Hold the hair and swing the head lightly by the ponytail. In case of short hair, grasp the hair between the fingers and shake the head from side to side. This feels very relaxing.



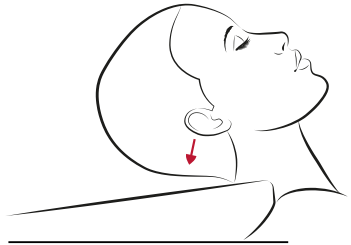
8. FAST GRASPS

Lift your client into normal seating position. Step on the side of your client. Run your fingers on the top of the head, lightly "grabbing" the roots simultaneously.



9. NECK RELIEF

Using your thumb and middle finger, massage the points on the neck, on both sides. Repeat. Once done, press firmly the third point for five seconds and release.



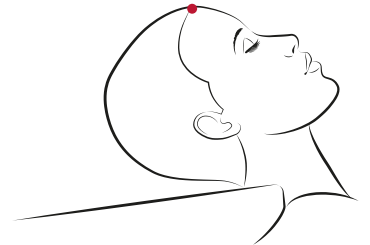
10. EAR DE-STRESS

Place your client back into wash position. Cover the ears with your palms and pull gently downwards.



11. RAINDROPS

Lightly tap the forehead area with all fingers.



12. SHEN-TING PRESSURE POINT

To finish, press the point in the middle of the hairline firmly for five seconds. Use one middle finger on top of other to get firm pressure.

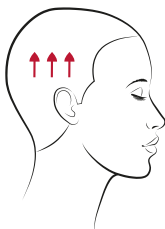
EXTRA RECHARGE

This ultra-recharging additional treat can be done in addition to the Recharge Acupoint Activation. This part is done in the styling chair.



1. HOLD AND RELEASE

Slowly hold while pulling lightly and relax after ten seconds. Change the position of the fingers, moving slightly backward for 2cm and repeat the same movement for three rows.



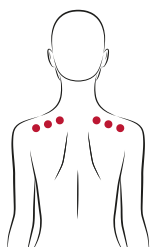
2. STRETCHING THE SIDES

Take a firm grip with your palms, stretching the scalp upwards for five seconds.



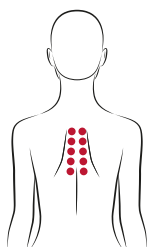
3. LIGHT TAPPING

Keep your hands relaxed and open. Tap the top of the head with the sides of your little fingers.



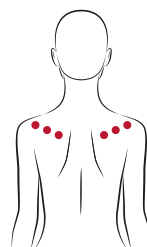
4. ACUPOINTS ON BACK

Using your thumbs, activate three points on each side of the shoulder, from inside out.



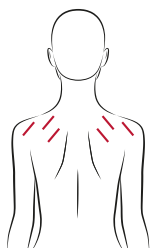
5.

Five points next to both sides of spinal (from above downwards).



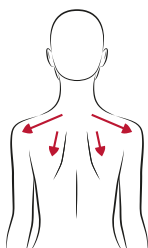
6.

Three points from inside out, lower shoulders.



7.

Tap the shoulders with the sides of your little fingers.



8. FINISHING STROKE

Brush down the arms and back to finish.

WANT TO KNOW MORE?

Learn more about the
Wella Professionals services
education.wella.com

Discover our online store
wellastore.com

[@wellahair](https://www.instagram.com/wellahair)

[@wellaprofessionals](https://www.instagram.com/wellaprofessionals)

