



ULTIMATE COLOR

TECHNICAL GUIDE

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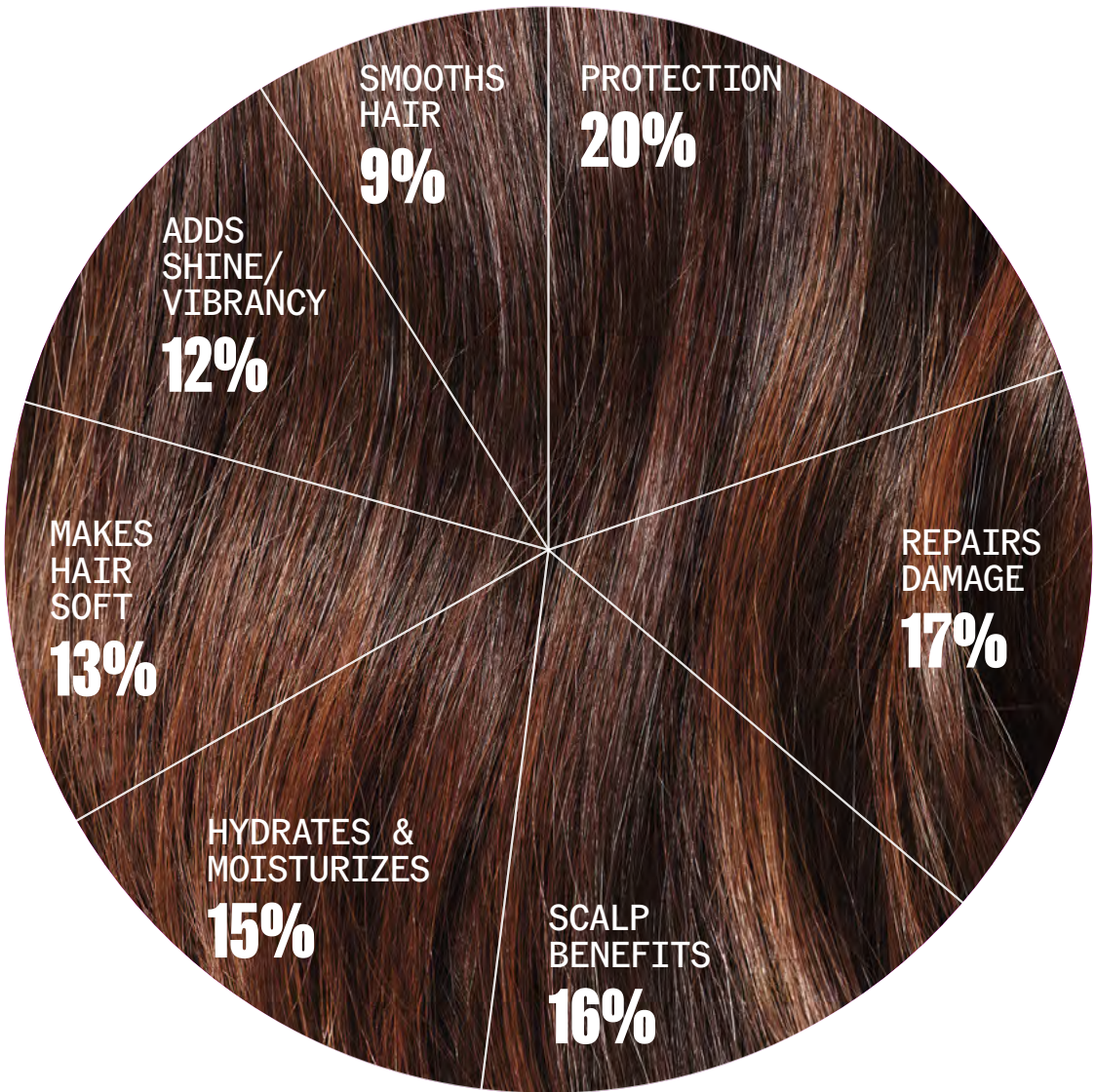
THE RISE OF CONCERNS



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!

Clients are seeking advanced **MULTI BENEFITS** solutions within their care ranges like:



**ALL LEADING TO
HEALTHY,
REVITALIZED
HAIR WITH
LONG-LASTING COLOR.**

Source: Unmet needs study US (403p), DE (260p)
*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 IF WE COULD OFFER
A MULTI-BENEFIT
SOLUTION FOR
INSTANT REVITALIZED
HAIR AND LASTING
COLOR VIBRANCY?**



CAUSES OF COLOR FADE

WHAT ELSE 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.



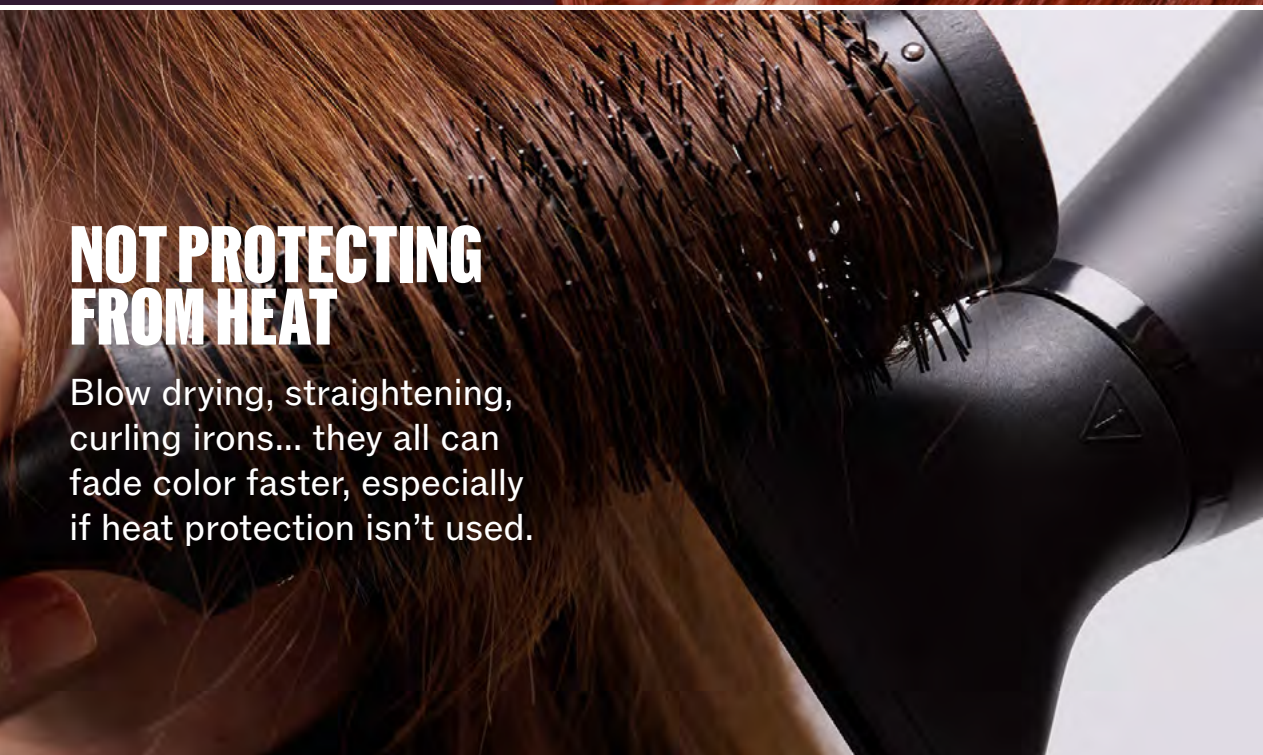
UV EXPOSURE

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

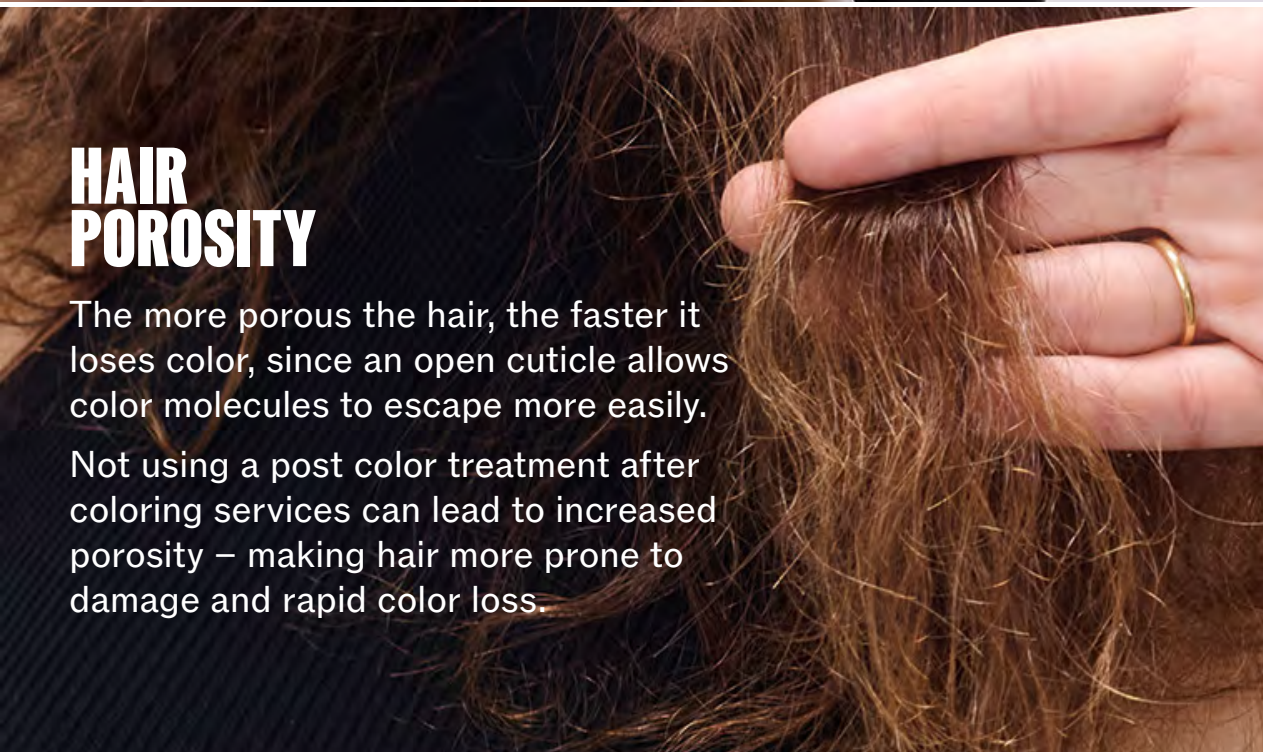
Blow drying, straightening, curling irons... they all can fade color faster, especially if heat protection isn't used.



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.





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





ULTIMATE COLOR & ULTIMATE COLOR BLONDE PRODUCTS & REGIMEN

ROUTINE JUST LIKE SKIN CARE

ULTIMATE COLOR REGIMEN

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.



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



ULTIMATE COLOR SULFATE-FREE SHAMPOO

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



MOISTURE & ANTI-POROSITY CONDITIONER FOR ALL COLORED HAIR

A rinse out conditioner for easier and faster detangling.

*Vs non-conditioning shampoo.



MIRACLE LEAVE-IN MASK MOISTURE, ANTI-BREAKAGE & 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.



SHINE SPRAY SHINE & LASTING SMOOTHNESS FOR ALL COLORED HAIR

Up to 4x smoother hair*

*Vs. untreated hair.



COLOR SEALER LIQUID LAYER INSTANT ACIDIC POST-COLOR LEAVE-IN FOR COLOR SEAL & PROTECTION

87% of consumers agree scalp comfort is improved after 1st use*

*External agreement test with scalp sensitive consumers.

COLOR VIBRANCY & SCALP SOOTHING FOR ALL COLORED HAIR



GENTLE CLEANSING TO
MINIMIZE WASHING COLOR AWAY*

This sulfate-free scalp soothing shampoo, offers a rich, creamy lather that gently cleanses, whilst supporting color vibrancy.

Hair is left feeling soft, moisturized, and beautifully cared for.

- Slightly acidic to help close cuticles
- With built-in Metal Purifier technology, which detoxes the hair from color-distorting metals for optimized color result
- 73% consumer agree scalp comfort is improved after 1st use**



WHY SULFATE FREE?

Shampoos with high sulfate levels can strip color pigments, which leads to dull, dry, and hair lacking vibrancy.



Ultimate Color sulfate-free shampoo with an acidic pH-balanced formula gently cleanses the hair and scalp while helping maintain color vibrancy.

Ideal for in-salon use immediately after any color services or between salon visits to support color-treated hair.

A must-have for at-home care to maintain color vibrancy.



IN SALON AFTER COLORING

Apply a small amount of water to the hair, emulsify, doing small circles, removing color from skin and scalp. Wet the hair with more water to rinse the color. Rub a small amount of shampoo between clean palms. Massage and wash all over the hair, using gentle pressure. Rinse the hair with water until all lather has been removed. Gently pat the hair towel dry with a soft towel.



AT HOME USAGE

Rub a small amount of shampoo between clean palms. Massage and wash all over the hair using gentle pressure. Rinse and massage the hair with water until you've removed the lather.



EXCLUSIVELY FOR PROFESSIONALS COLOR SEALER LIQUID LAYER

After all coloring services – shampoo as above and towel dry – at the section apply 2-3 sprays to scalp and hair section by section, comb through and leave in.

MOISTURE & ANTI- POROSITY CONDITIONER FOR ALL COLOR TREATED HAIR

EASIER & FASTER
DETANGLING*



A moisturizing easy to rinse conditioner, smooths the cuticles and detangles the hair. Color care for inside out, for healthy-looking hair.

- Up to 86% less breakage*
- Helps reduce porosity to seal in-pigments
- Moisturizes colored treated hair for a soft hair feel

*Vs non-conditioning shampoo.

WHEN TO INCLUDE CONDITIONER INTO THE ROUTINE

Ultimate Color Conditioner is suitable for long or highly porous hair which is prone to easily tangling and for coarse hair types that need more conditioning and detangling – can be used before the Ultimate Color Miracle Leave-in Mask for an extra boost of conditioning.

HOW TO USE

After shampooing with Ultimate Color sulfate-free shampoo, squeeze out excess water from the hair and apply a to the length & ends. Leave on for 30 seconds to 3 minutes. Rinse well.

MOISTURE, ANTI- BREAKAGE & UV PROTECTION FOR ALL COLORED HAIR

UP TO 4X MORE RESISTANCE
TO BREAKAGE*

MINIMIZE RINSING STEPS,
AVOIDING WASHING OUT YOUR COLOR



A leave-in mask, with antioxidants and moisturizing properties for up to 4x more resistance to breakage*

Color care from the inside out, for healthy-looking hair.
With Patented technology.

- Minimize rinsing steps, for long lasting color vibrancy
- Acts as a hair shield for color protection
- Shinier hair**



HOW TO USE

After shampooing with Ultimate Color sulfate-free shampoo, squeeze out excess water from the hair. Apply 1 to 2 pumps to the palm of the hand, rub to distribute and apply to lengths and ends. Leave for 30 seconds before combing through and styling as desired. Do not rinse off.

Curls and coarse hair may require additional amounts.

Apply a small amount to dry hair to smooth ends or define curls.



TIP: Ultimate Repair 5-in-1 Protective Leave-In

Offers protection against breakage, UV damage, heat up to 230°C, mechanical damage. It also offers instant frizz control and smoother, healthier-looking hair, making styling easier.



SHINE & LASTING SMOOTHNESS FOR ALL COLORED HAIR



It's the secret to recreating salon-quality shine at home for up to 4x smoother hair* to enhance color vibrancy and help protect tonal shift driven by heated tools. At home, day after day – why not recommend to your clients!

*Vs. untreated hair.



THAT FINISHING TOUCH

Elevate every color service with a radiant shiny finish – ideal to apply after blow-drying for that flawless salon look.

DIRECTIONS FOR USE

Spray lightly, at a forearm's distance away from dry lengths and ends to finish.

EXCLUSIVELY FOR PROFESSIONALS INSTANT ACIDIC POST- COLOR LEAVE- IN FOR COLOR SEAL & PROTECTION



Wella Professionals' 1st leave-in post color treatment saving water and time.

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

Leave-in, no rinsing required.

WHAT HAPPENS DURING COLORING SERVICES?

During oxidative coloring, hair enters an alkaline state, lifting the cuticle so color molecules can penetrate the cortex. If the hair's pH level is not restored afterwards, the cuticle can stay raised, increasing porosity, – **making hair more prone to damage and rapid color loss.**

That's why post-color care isn't optional – it's **essential** to seal the cuticle and rebalance pH for long-lasting, healthy results.

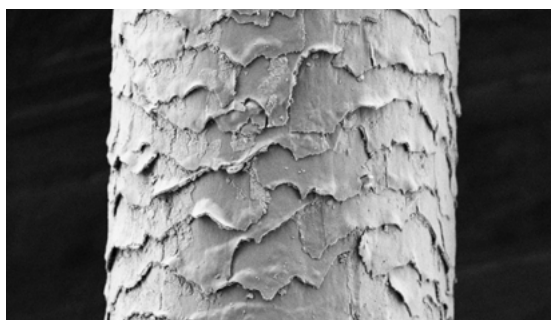


WHAT DOES COLOR SEALER LIQUID LAYER DO?

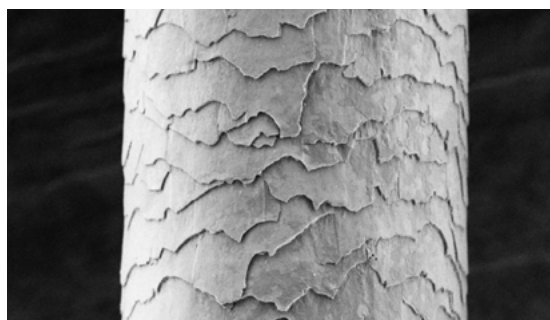
Ultimate Color, Color Sealer Liquid Layer creates a sealing layer that locks in color and helps smooth cuticles, enhancing shine. It **replenishes and re-balances** the pH level, helping to maintain color results and return the hair closer to its natural, slightly acidic state helping to close the cuticle. By doing so, it reduces porosity, improves moisture retention, and instantly seals colored hair from 1st use. It also helps **soothe the scalp**, for additional comfort.

The results? **Instant protection, lasting color, smoother strands, and a healthy-feeling scalp.**

An essential step in every professional color service.



**WITHOUT
POST COLOR TREATMENTS**
After coloring, raised cuticles increase porosity – making hair more prone to damage and rapid color loss.



**WITH
COLOR SEALER LIQUID LAYER**
Cuticle sealing post-coloring locks in color molecules, reduces damage, and delivers instant protection for lasting color, smoother strands, and a healthy-feeling scalp.

HOW TO USE

After the coloring services emulsify and shampoo with the Ultimate Color sulphate shampoo.

- Divide towel dried damp hair in 3-4 sections.
- Spray 2-3 times from scalp to the ends of the hair
- Comb through and leave in.

Why not Layer Up! Ultimate Smooth Glass Liquid Layer



INCLUDE COLOR SEALER LIQUID LAYER

The future of post-color care – time-saving for you and your client, fitting effortlessly into even the busiest schedules.



THE STEPS

1 3 STEP CONSULTATION



2 COLOR SERVICE

Gray Coverage with Koleston Perfect
Roots: 50g 5/0 + 10g 6/73 + 60g 6%

Color Touch Melt

Lengths and Ends:

alternate 20g 7/97 + 40g 1.9% and
30g 8/05 + 1g 0/56 + 62g 1.9%

Develop for an additional 20min and
comb through for 5 minutes.



3 EMULSIFY & SHAMPOO

Add a little warm water to
emulsify to help eliminate stains
and remove the color, shampoo
and rinse. Towel dry hair.



4 COLOR SEALER LIQUID LAYER

- Divide towel dried damp hair in 3-4 sections.
- Spray 2-3 times from scalp to the ends of the hair.
- Comb through and leave in.



5 OPTIONAL: MIRACLE LEAVE-IN MASK

For hair that requires additional moisture apply 1 to 2 pumps to the palm of the hand, rub to distribute and apply to lengths and ends. Leave for 30 seconds before combing through and styling as desired. Do not rinse off.



WHEN TO LAYER UP! DURING COLORING AND LIGHTENING SERVICES

① BEFORE TREATMENT

Ultimate Repair Recovery Liquid Layer



② LIGHTENING

BlondorPlex9



② LIGHTENING

Blondor7,
Magama or
Freelights



② OXIDATIVE COLOR



③ POST-LIGHTENING

BlondorPlex N°2
Express Bond Builder



③ POST

Ultimate Color Shampoo



④ POST

Ultimate Color
Shampoo



④ POST-COLOR TREATMENT

Recommend Post Color Service
after general lightening
service to ensure all
lightening residue is
removed, all product
is removed, so it doesn't
affect the toning.



④ TONING &/OR DOUBLE TONING

After the last toning
step, apply Color
Sealer Liquid Layer
to seal and lock in
color – leave in.



⑤ TONING

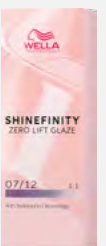


⑥ POST-CARE

Shampoo, rinse. Ultimate Color
Color Sealer Liquid Layer



NOTE: Shinefinity uses a pH technology, so avoid using the Ultimate Repair Recovery Liquid Layer and Ultimate Color Sealer Liquid Layer before. After Shinefinity services Color Sealer Liquid Layer is optional & dependent on what the hair requires.





**ULTIMATE
COLOR
BLONDE**

FROM THE #1 SALON BLEACH BRAND IN THE WORLD* OUR NEW GENERATION OF ANTI- BRASSINESS IS NOW



Introducing ULTIMATE COLOR BLONDE

- 3-in-1, tones, moisturizes & conditions blondes
- Moisture from 1st use
- Brass-free blonde with every wash



ULTIMATE COLOR BLONDE ONYX SHAMPOO

Deep marine colored shampoo for a radiant blondes.

Enriched with Glycine, Metal Purifier & B5 to shield hair, offering protection from damage & help to replenish and retain moisture.

The Onyx shampoo contains violet pigment and charcoal integrated to neutralize golden tones in natural and colored blonde, white and gray hair, leaving hair with cooler tones. Visible results in 5 minutes.



ULTIMATE COLOR BLONDE COOL BLONDE CONDITIONER

Refresh cool tones, for soft neutralization from warm tones. Increase blonde hair smoothness and up to 90% less hair breakage*

*Based on Wella Master Brand USD Sales on the 2024 Professional Hair Care Global Series for the Hair Coloring Products category published by Kline.

**Vs. non conditioning shampoo.

COOL BLONDE? MAKE IT LAST

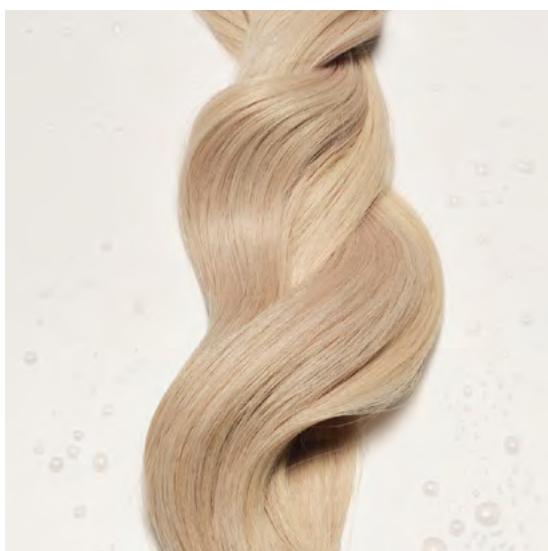
As we know toning solutions are not permanent — the neutralizing effect fades with each wash leaving clients frustrated and disappointed, that's why professional advice and at-home maintenance is essential to help maintain cool results and improve condition between salon visits.



WHY CHARCOAL?

Onyx Shampoo with activated charcoal for a refreshing, purifying experience.

Violet pigments combined with charcoal create an ash-based tone that helps neutralize yellow and brassy tones.



HAIR EXTENSION SAFE

PRO TIP

Refresh dull blonde hair extensions. Reduce brassy tones to keep up with salon blonde results. On pale tones, dilute the shampoo with water for softer neutralization.

FROM BRASSY TO COOL BLONDES

As we know toning solutions are not permanent — the neutralizing effect fades with each wash leaving clients frustrated and disappointed, that's why professional advice and at-home maintenance is essential to help maintain cool results and improve condition between salon visits.

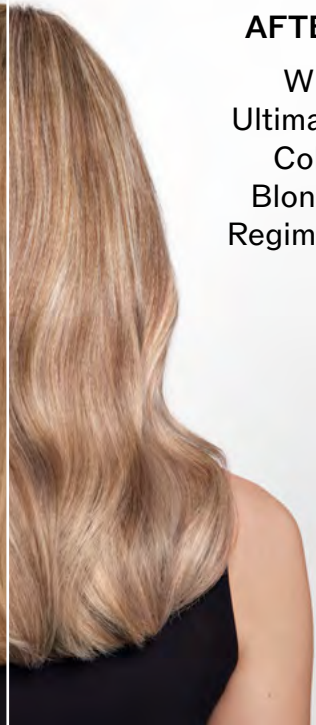
BEFORE

Non-
conditioning
shampoo



AFTER

With
Ultimate
Color
Blonde
Regimen



BEFORE

Non-
conditioning
shampoo



AFTER

With
Ultimate
Color
Blonde
Regimen



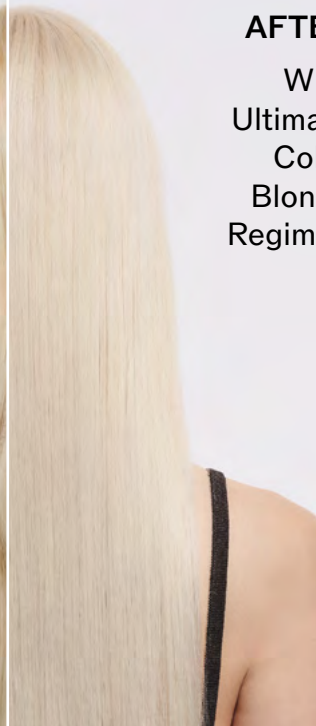
BEFORE

Non-
conditioning
shampoo



AFTER

With
Ultimate
Color
Blonde
Regimen



COOL BLONDES CAN HAVE IT ALL. COOL BLONDE MADE EASY.

If you notice warm, brassy tones appearing, incorporate a weekly treatment of **New Ultimate Color Blonde**.

ONYX SHAMPOO

For weekly intense neutralization from brassy tone, visible results in 5 minutes.



CONDITION

For soft neutralization, apply to clean towel dried hair, apply generously and comb through. Leave up to 5 min, rinse.

TIP: Leave up to 10 min for extra neutralization. Repeat during each wash or after the Onyx Shampoo for additional neutralization.



TIP: Apply **Ultimate Color Miracle Leave-in Mask** for additional moisturization.



TIP: To help repair damage, incorporate **Ultimate Repair Miracle Hair Rescue**, apply 10 – 20 pumps to towel dried hair. Leave for 90 seconds, do not rinse.



FROM SALON TO HOME DEDICATED AT HOME REGIMEN

Moisture from 1st use.
Brass-free blonde with every wash.

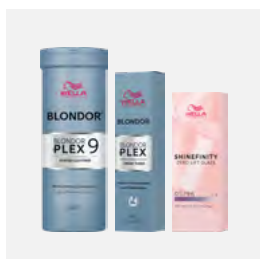
Professionals can create beautiful, cool blonde results in the salon, but maintaining that tone at home requires the right aftercare.

Without a proper regimen, unwanted warmth and dullness can quickly appear. Always ensure your client leaves with your expert advice & recommended home-care products for long-lasting salon-blonde results.



In Salon

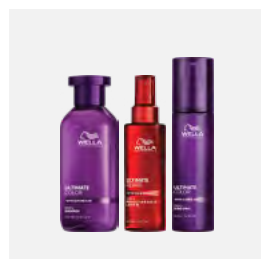
Lightening
and COOL
toning service



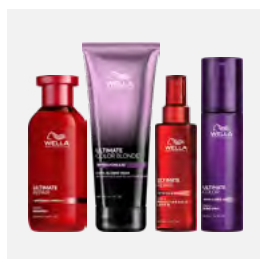
At home maintenance

Personalized regimen for every client

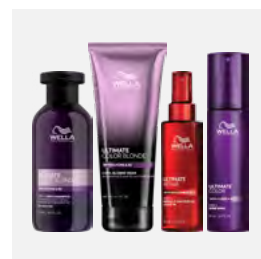
TO MAINTAIN
cool tone
From 1st wash



TO REFINE
cool tone &
repair damage



**THE DUO TO
NEUTRALIZE**
brassy warm
tones



TAILORED AFTERCARE FOR EVERY CLIENT.



TECHNOLOGY

ADVANCED COLOR CARE SYSTEM

Ultimate Color, a holistic care system for color vibrancy & revitalized hair.

Ultimate Color Blonde to refresh and maintains the brightness of natural, colored or highlighted blondes.

GLYCINE & METAL PURIFIER

Help shield the hair fiber to protect against damage, while detoxing hair from metal build-up.

B5

Replenishes and locks in moisture from scalp to ends for hair that looks and feels healthy.

ULTIMATE COLOR BLONDE + NEUTRALIZING PIGMENTS:

Target and counteract unwanted warm tones for cooler, brighter blondes.



UNIQUE & CAPTIVATING FRAGRANCE

Unique, fruity &
floriental fragrance with
top notes of orange zest,
apple & leafy green.





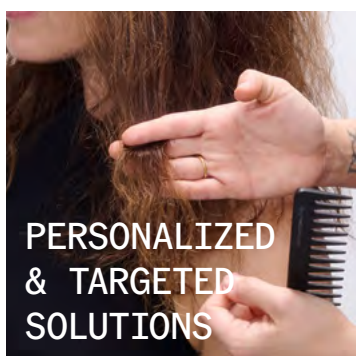
**SALON
RITUAL &
OPPORTUNITY
TO LAYER UP!**

**FROM COLOR
TO CARE.
ARE YOU
DELIVERING
THE FULL
SALON
EXPERIENCE?**

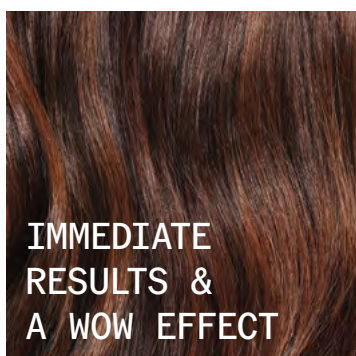


WOW CLIENTS WITH SALON SERVICES

CLIENTS ARE SEEKING

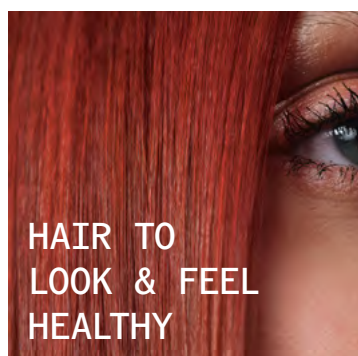


55% of clients prefer treatments that can be personalized during the appointment.¹



72% of clients want to see instant improvements in hair texture, smoothness, and shine after a treatment.²

CLIENTS WANT



They want color protection, strength, smooth, anti-frizz, shine – everything ladderling to a healthy hair.³

CLIENTS ARE WILLING TO PAY

Over half of salon clients are open to pay more for high-performance care treatments.⁴



ARE YOU OFFERING LAYER UP! TREATMENTS?





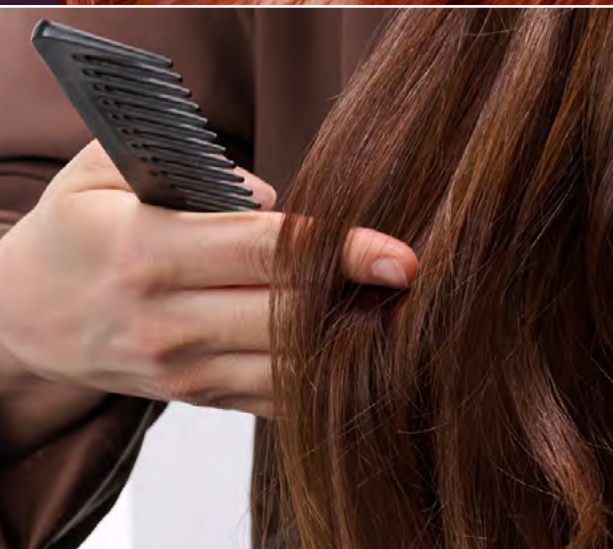
WHY... LAYER UP! WITH ULTIMATE LIQUID LAYERS

Layering the Ultimate products enables personalization & multiple benefits combination on the same service with no additional booking.



MULTIPLE BENEFITS

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



ENABLES PERSONALIZATION

Clients experience visible, transformative results that build immediate trust and value. Tailored by you, the expert.



INCREASES LONGEVITY OF RESULTS

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

MEET THE LIQUID LAYERS

Layering ULTIMATE Liquid Layers enables personalization & multiple benefits combination during the same service.

Designed to fit effortlessly into the salon.
No Booking, No waiting

Liquid Layers make the service faster* and more efficient — boosting productivity and revenue per hour.

PRE-TREATMENT RECOVERY LIQUID LAYER



A PRE-TREATMENT TO HELP RECOVER EXISTING DAMAGE

- Ideal for stressed, porous, or chemically treated hair
- Helps create an even and clean canvas before for lightening / coloring services
- Reduces breakage after lightening services* and detoxes hair from metals

POST-COLOR COLOR SEALER LIQUID LAYER



INSTANT ACIDIC POST COLOR LEAVE-IN FOR COLOR SEAL & 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

TREAT & REPAIR MIRACLE HAIR RESCUE



INSTANT LEAVE IN TREATMENT TO HELP REPAIR HAIR DAMAGE IN 90 SECONDS¹

- Long-lasting inside out repair for all hair types
- Patented technology: AHA rebuilds bonds inside, Omega-9 replenishes hair outside
- Leave-in treatment designed for all types of damage and all hair types
- For in-salon and at home

PRIME GLASS LIQUID LAYER



SMOOTHNESS AND ANTI-FRIZZ RESULTS THAT LAST LONGER THAN THE NEXT WASH²

- Humidity resistant
- Helps seal and smooths cuticles for up to 3 days³
- Long lasting salon look⁴

*When using Glass Liquid Layer or Color Sealer vs. standard rinse-off treatments.
1. When using Ultimate Repair Step 3. 2. When washed with Ultimate Smooth Shampoo and Conditioner.
3. If unwashed for 3 days vs. untreated. 4. Shine and anti-frizz.

INSPOLAB CAN HELP YOU

Designed to elevate the consultation process with digital support, transforming the consultation experience:

① CLIENT IDENTITY

Through diagnosis and analysis, we can better understand clients and their unique needs.

② CLIENT DESTINATION

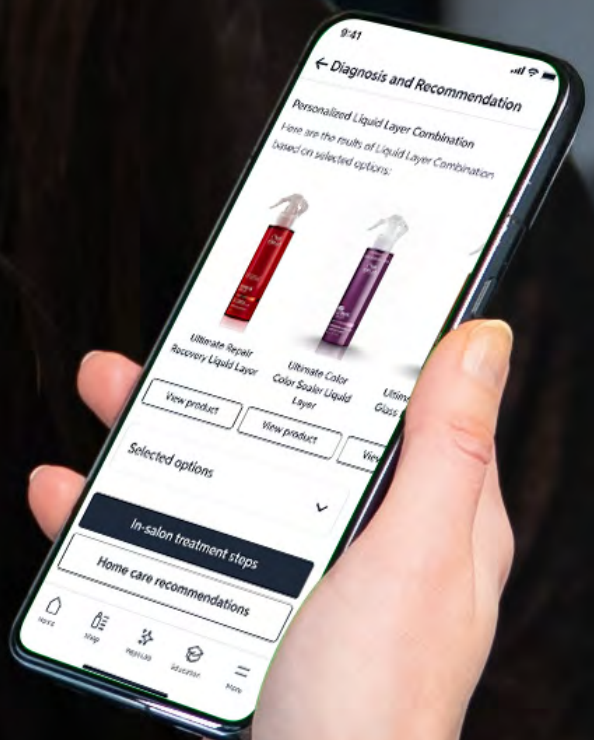
Excite and inspire clients with trending looks, styles, color and care finishes to help them achieve their hair goals.

③ SERVICE PRO TOOLS

Exclusive access to expert color formulas, service ideas, education and now the ULTIMATE Layer Up treatments.

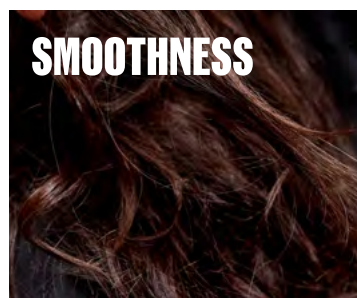
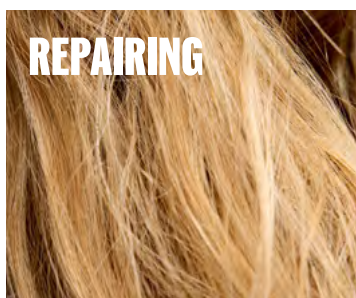
And make make purchasing products so much easier by adding your “must have” products from Wellastore.

SCAN TO
DISCOVER
INSPOLAB



HOW TO LAYER UP! FOR MULTIPLE HAIR BENEFITS

During the 3 step consultation take time to discuss your clients hair goals and any concerns – here is an example of 3 goals:



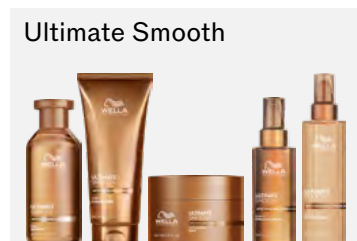
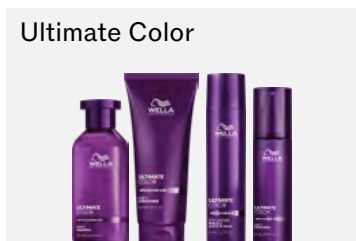
Here are some key signs to look out for in your consultation:

- Color treated
- Color vibrancy
- Color fade

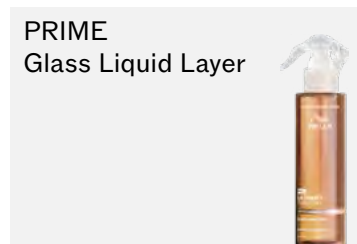
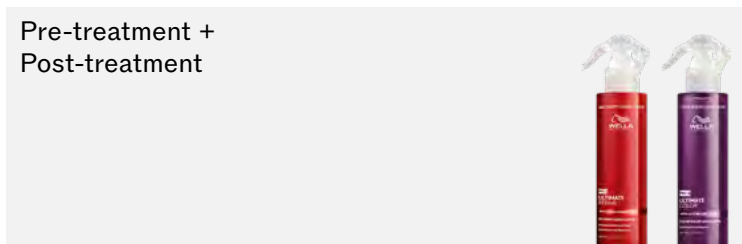
- Hight amounts of bleach
- Frequent use of hot tools
- Any sign of damage

- Dull & frizzy
- Hard to style and smooth
- Curl definition

Recommended line:



Add Layer Up! for multi-benefits:



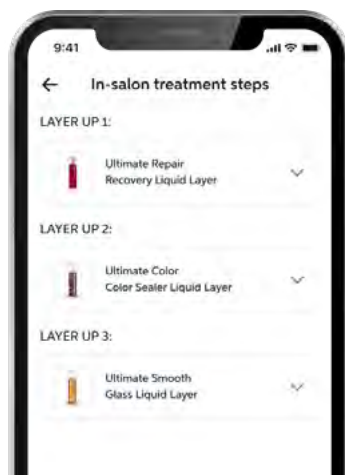
CREATE YOUR ULTRA PERSONALIZED LAYERING SYSTEM WITH INSPOLAB

Step 1: Determine the goal

Step 2: Identify 3 hair concerns in priority order

Step 3: Discover the Layer Up! recommendation

Step 4: Begin customized layering



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