

ULTIMATE REPAIR MIRACLE HAIR RESCUE

SALON RITUAL GUIDE

A TRUE
LOVE
PRODUCT



3 REASONS
TO HAVE IT
IN YOUR
SALON

NEW
PRO-EXCLUSIVE
FORMAT



TRUSTED BY
PROFESSIONALS
LOVED BY HAIR

“I can’t live
without it.”

Briana Cisneros

LUXURY
MEETS
EFFICACY

with **ULTIMATE REPAIR**

p.4

Why do pro’s
love it?

p.10

Three reasons
why you should
have Ultimate
Repair in you
service menu

p.14

Tips for
consultation
and usage

THE SUCCESS OF MULTI AWARD WINNING MIRACLE HAIR RESCUE



3 PRODUCTS
SOLD
IN EVERY
90
SECONDS!

TRUSTED BY PROFESSIONALS



JAMES EARNSHAW

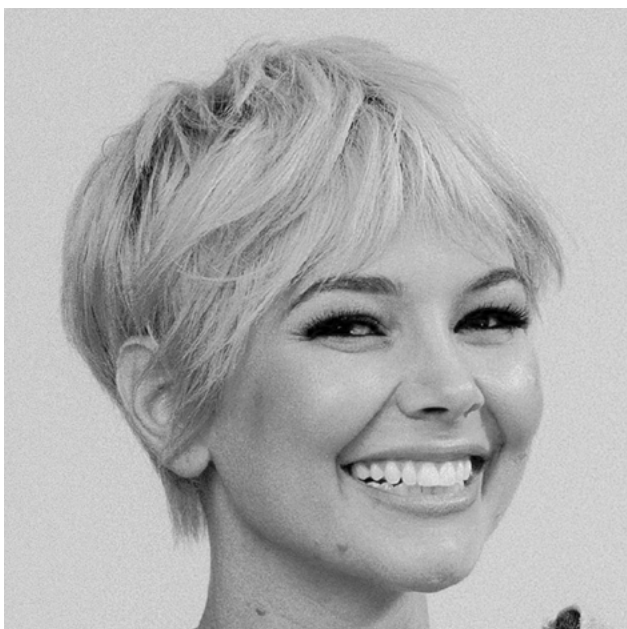
GLOBAL AMBASSADOR

“I use Miracle Hair Rescue on so many clients and models. In just 90 seconds it delivers 99% less hair breakage, so it’s great but also so fast. I love products that perform but don’t take forever!”

ROMEU FELIPE

GLOBAL AMBASSADOR

“I use Miracle Hair Rescue all the time, it’s a wonderful product. Leaving all hair types super soft, shiny and repaired, it’s a lifesaver of finer hair types and delicate, highlighted hair.”



BRIANA CISNEROS

WELLA PROFESSIONALS

NORTH AMERICA AMBASSADOR

“I use it on every single client. You can feel the hair transform immediately. I can’t live without this anymore!”

ZACH MESQUIT

GLOBAL AMBASSADOR

“It’s incredible: I have seen the change and hair quality improvement in every single client of mine. It actually works!”





★★★★★ LOVED BY CONSUMERS*

1 YEAR ANNIVERSARY QUOTES

“ This makes my hair feel so soft and hydrated. Plus it smells great! ”

“ This stuff instantly made my extremely dry damaged hair feel more smooth and manageable. ”

“ Such a miracle leave-in conditioner. I am beyond excited I was able to try this if not I wouldn't have found the product. It left my hair so silky and smooth. ”

* Margaux Rating 4.8 out of 5.

WHAT MAKES IT SO SPECIAL?

PATENTED TECHNOLOGY FOR HEALTHY LOOKING HAIR

AHA

REBUILDS BONDS INSIDE

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.



OMEGA-9

REPLENISHES HAIR OUTSIDE

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 & bio-identical Omega-9 delivers the ultimate repair, that you can see and feel.

THE RESULT – HAIR IS REPAIRED INSIDE & OUT

**FOR ALL HAIR TYPES
REPAIRS ALL TYPES OF DAMAGE**

THE RITUAL STEPS

The complete solution for damaged hair, in a **luxurious 4-step ritual**.

REPAIR



STEP 1 Shampoo

Cleanse the hair twice from roots to ends to remove impurities.



STEP 2 Conditioner / Intense Mask

Choose Conditioner from lightweight hair feel or Mask for intense smoothies. Apply on damp hair, leave on for 30 sec to 3 min (conditioner) or 5–10 min (mask).



STEP 3 Miracle Hair Rescue

Spray 5–15 pumps to clean towel dried hair. Let it absorb for 90 sec. Comb through and do not rinse.

PROTECT



STEP 4 Protective Leave-in

Keep the hair protected from further damage with 1–4 drops on clean, towel-dried hair.

THE RESULT

99%
**LESS
BREAKAGE***

12X
SMOOTHER*

EXTRA*
SHINE



* When using Ultimate Repair Step 3.
Instrumental test versus non conditioning shampoo.

BEFORE

with non conditioning
shampoo



AFTER

with ULTIMATE REPAIR
steps 1, 2 & 3
and blow-dry



BEFORE

with non conditioning
shampoo



AFTER

with ULTIMATE REPAIR
steps 1, 2 & 3
and blow-dry



BEFORE

with non conditioning
shampoo



AFTER

with ULTIMATE REPAIR
steps 1, 2 & 3
and blow-dry



BEFORE

with non conditioning
shampoo



AFTER

with ULTIMATE REPAIR
steps 1, 2 & 3
and blow-dry



NEW! SAME GREAT FORMULA NOW IN A PRO EXCLUSIVE FORMAT

MORE CONVENIENT*

185ML Salon Exclusive
format

NEW PUMP

MORE SUSTAINABLE

19% less plastic per ml*

MORE PROFITABLE

Save 18% per ml*



* Vs Ultimate Repair step 3 95ml .

3 REASONS WHY YOU SHOULD HAVE ULTIMATE REPAIR IN YOUR SERVICE MENU

1.

TRANSFORMATIVE RESULTS

Works for all hair types, for all types of damage

2.

PROFITABLE SERVICE

One bottle is good for
~60 chargeable services

3.

EASY & FAST

Fast-absorbing
leave-in formula,
takes only
90 seconds



**NOW
EVEN MORE
PROFITABLE
WITH ALMOST
NO EXTRA
TIME!**



**NEW 185ML
MIRACLE HAIR RESCUE
PRO-EXCLUSIVE SIZE**

**MORE
ECONOMICAL**

SAVE 18%
PER ML VS 95ML

**MORE
SERVICES**

61 vs 32 WITH 95ML

**FOR 852€
SALON PROFIT***



95ml / 30ml
for end
consumers



185ml
for salons

* With salon service price of 45eur, including cost of product of shampoo, conditioner & Miracle Hair Rescue.



MAKE THE MOST OF CARE SERVICES

1. ADVERTISE

The first step in or outside the salon: Make your clients aware of the Ultimate Repair service!

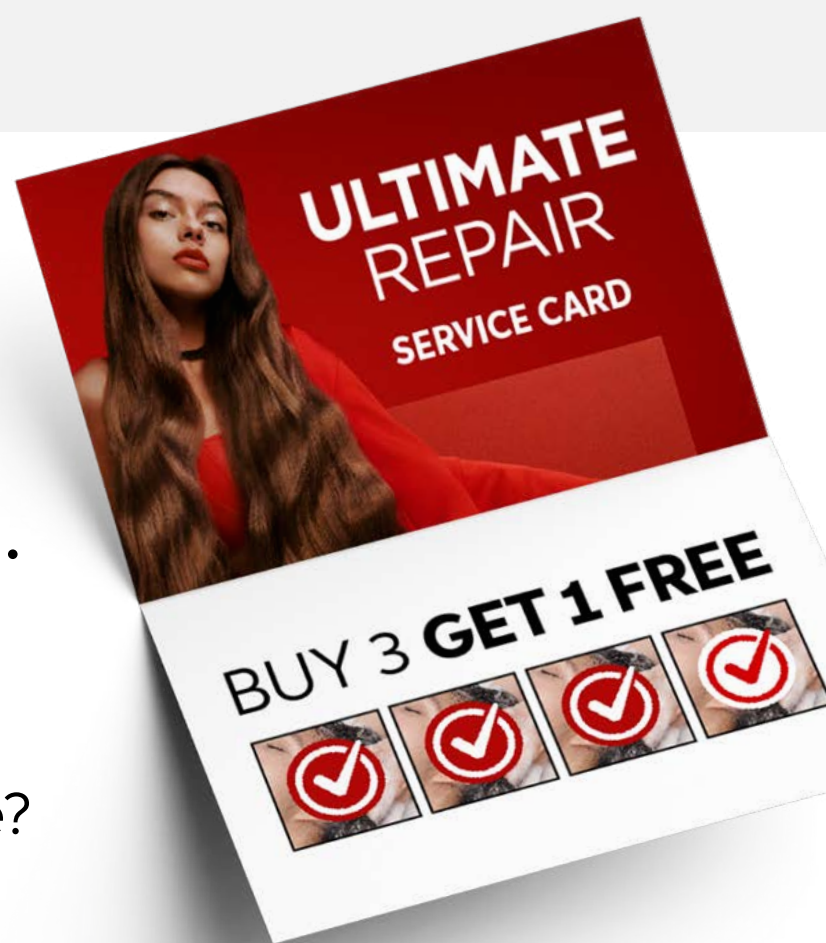
Systemically communicate about the service and its benefits to your clients.

Inform your clients through social media, post product and transformation images.

2. PROMOTE

Promotions can help to get people to try and “get hooked!” **How about...**

- Buy 3 services get 4th for free card?
- Bring a friend promotion with discount on Ultimate Repair service?
- Ultimate Repair activation month!



3. PUT IT INTO PRACTICE

Have a care challenge in your salon – focus for offering more care services and talking more care products during the next two weeks. What difference does it make? Most likely you appear more professional to your clients, and make more retail sales.

HOW TO INTRODUCE MIRACLE HAIR RESCUE TO YOUR CLIENTS

SEEING IS BELIEVING

The key is to use the product on your clients in the salon and talk about it.

Keep Miracle Hair Rescue on your styling table so that clients can see it.



SCIENCE IS SEXY

Ultimate Repair has ingredients known from skincare, and it repairs hair from inside out, leaving it with an amazing feel.

Highlighting these special features to your clients will pique their interest and encourage them to try it out.

HOW TO INTRODUCE MIRACLE HAIR RESCUE TO YOUR CLIENTS

GET PERSONAL

Share a personal story about the product!

For example, do you have a client with heavily lightened hair who has experienced significantly improved hair condition thanks to it?

Or perhaps it has helped restore the condition of hair after a lengthy color correction process?

“ I recommend this special treatment for you. It’s a Miracle Hair Rescue, it works for any type of hair damage. It repairs hair in only 90 seconds. I love it as it’s so fast to use and it gives amazing smooth hair without extra weight. ”



HOW TO INTRODUCE MIRACLE HAIR RESCUE TO YOUR CLIENTS

SHOW AND TELL!

Conducting a combing demonstration is an engaging way to showcase the instant effects of Miracle Hair Rescue:

1. After washing your client's hair, begin by gently detangling one side.
2. Then, spray the product on the other side and comb through it. Tell your client to notice the immediate difference in feel.

Instant wet smoothness is just one of the amazing benefits of Miracle Hair Rescue, and this experience can help client to get hooked right away.



PICTURES TELL MORE THAN...

Do you take before / after pictures of your clients? It's a great way of showing and dramatizing the transformation for your clients, and you also get interesting post for your social media!



TIPS ON CAPTURING BEFORE / AFTER PHOTOS



Background

Keep the background as clean as possible.



Light

Make sure you have a good lightening! That helps to showcase the shine.

YOUR CLIENTS' DAY & NIGHT REPAIR ROUTINE



LONG LASTING
INSIDE OUT REPAIR



NIGHT

REPAIR & PROTECTION
AGAINST NIGHT STRESSORS



LEARN MORE ABOUT
THE FULL ULTIMATE REPAIR LINE
EDUCATION.WELLA.COM