

Care Book

OUR CARE SPECIALTY LINES

COLOR PROTECTION + STRENGTH

ColorMotion⁺

Color Protection + *Strength*

- With the Power of 3: color protection, vibrant shine & stronger hair*
- Recommended for colored hair, multitonal or multi-processed hair (color with highlights)



INTENSE REPAIR

FUSION

Intense repair for *silky hair*

- For up to 95% more resilience against breakage**
- With the Silksteel Fusion Program
- Recommended for lightened hair, damaged hair with frequent mechanical stress



*when using *Structure⁺ Mask* vs. no treatment ** vs. non-conditioning shampoo



ELEMENTS

Our most gentle hair care line for *healthy feeling* hair & scalp

- Up to 99% natural origin ingredients***
- Formulated without silicones, sulfates
- Free of animal-derived ingredients



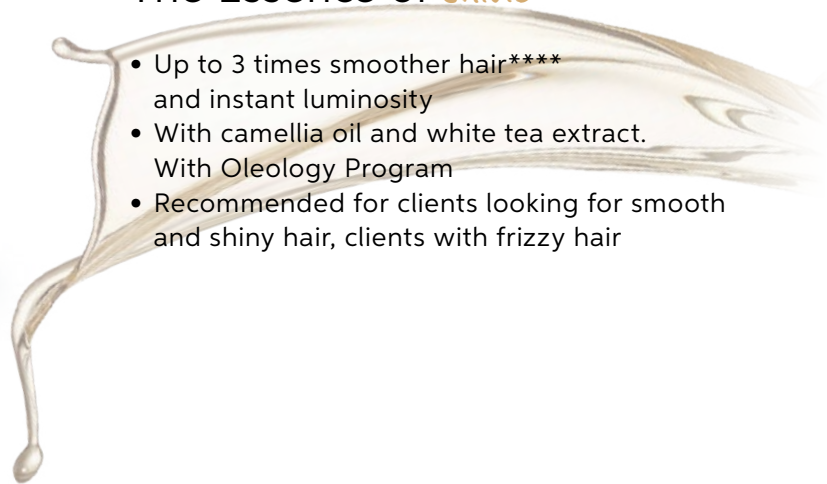
INGREDIENT CONSCIOUS



Oil Reflections

The Essence of *Shine*

- Up to 3 times smoother hair**** and instant luminosity
- With camellia oil and white tea extract. With Oleology Program
- Recommended for clients looking for smooth and shiny hair, clients with frizzy hair



SHINE & SMOOTHNESS

*** from 91% to 99% depending on product **** shampoo, mask and oil vs. non conditioning shampoo

INVIGO

COLOR
PROTECTION

Color Brilliance

Keep your color full of life.
Instant color vibrancy and color protection.



NOURISHMENT

Nutri-Enrich

Nourish hair back to life.
Instant nourishment for smooth hair full of vitality.



VOLUME

Volume Boost

Lightweight care.
For visibly uplifted volume**.



* with regular use of INVIGO Color Brilliance Shampoo

** vs. non-conditioning shampoo

The Wella Professionals INVIGO line-up has been designed to support salon services for all types of hair needs and clients' demands.



Balance

Fresh and clean.
For healthy looking hair.

SCALP



ColorMotion⁺

Color Protection + *Strength*

- Up to 8 weeks color protection*
- With **WellaPlex** bonding agent. For **stronger hair****

OUR BEST COLOR CARE LINE

ColorMotion⁺ elevates color care beyond anti-fading. Regular use of ColorMotion⁺ care regimen improves colored hair quality in three areas that are specifically important for colored hair:

Color Protection, Vibrant Shine, Stronger Hair.**

Excellent hair quality for beautiful hair color.



#ColorMotion

*when using *Structure⁺ Mask* **when using *Structure⁺ Mask* vs. no treatment

HOW IT WORKS

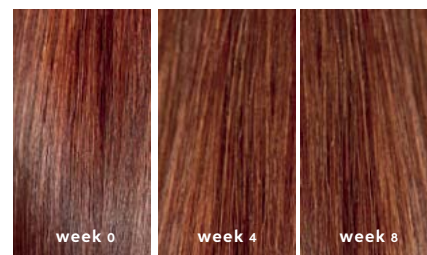
The power of 3: *strength* for colored hair.

Regular use of ColorMotion+ care regimen improves colored hair quality in three areas that are specifically important for colored hair.

the power
of three

The Power of 3

Uniting the best of our care technologies.

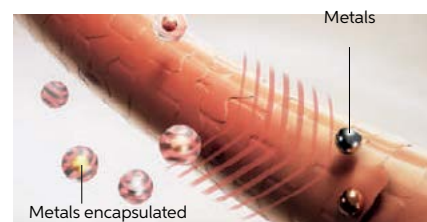


Up to **8 weeks** color protection¹

color
protection

Free Radicals *Protection Technology*

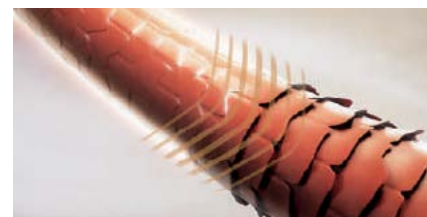
Encapsulates metals, reducing the formation of free radicals, responsible for color fading.



vibrant
shine

Hair surface *polisher*

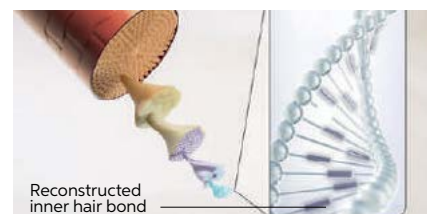
Smoothing cuticles for improved shine and manageability².



stronger
hair

Wellaplex *bonding agent*

Helps to reconstruct inner hair bonds. For stronger hair³.



¹ when using *Structure+ Mask*

² vs no treatment

³ when using *Structure+ Mask* vs. no treatment



IN-SALON
EXCLUSIVE



IN-SALON
EXCLUSIVE

ColorMotion+ PRE-COLOR TREATMENT

Structural Surface Enhancer

- Enhances hair surface smoothness and shine
- Prepares hair for more even color results
- Increases smoothness and shine

ColorMotion+ POST COLOR

Express Post Color Treatment

- Improving color molecules retention⁴
- Optimizes pH after color service
- Works in just 30 seconds



ColorMotion+ COLOR PROTECTION SHAMPOO

- Helps to lock in color while preserving hair's smoothness and shine
- With Free Radicals Protection and additional anti-oxidant.



ColorMotion+ MOISTURIZING COLOR REFLECTION CONDITIONER

- Helps restore hair surface quality for vibrant shine
- For frequent use



ColorMotion+ STRUCTURE+ MASK WITH WELLPLEX BONDING AGENT

- Helps to reconstruct hair bonds. For stronger hair².
- Adds smoothness and shine for excellent color reflections.
- Intensive formula, to be used every 1-2 weeks

**Color and care
solutions both reducing
the formation of free
radicals for irresistible
hair quality⁵**



⁴ vs no Post-Color Treatment

⁵ valid for Microlight, Pure Balance technologies & ColorMotion+



FUSION

Intense repair for *silky hair*

FOR UP TO 95% MORE RESILIENCE AGAINST BREAKAGE*

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

Wella Professionals' instant and long lasting intense repair regimen from salon to home.

- Helps to repair damaged hair and protects against breakage.
- With Silksteel FUSION program, a fusion of silk amino acids and micronized lipids. Instantly repairs the hair fiber at micro and macro levels. Even the most damaged hair feels renewed, smooth, elastic and resilient against breakage*.
- Elegant and luxurious floral woody fragrance.



* vs. non-conditioning shampoo

Silksteel Fusion program:
Empowered by advanced
amino acids.



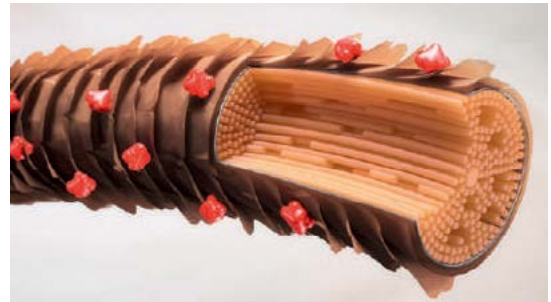
HOW IT WORKS

Silksteel Fusion Program

Inspired by spider silk, one of the strongest fibers in nature, our innovative formula is designed with Silksteel FUSION program, a fusion of silk amino acids and micronized lipids. It penetrates the hair deep down the cortex and instantly repairs the hair fiber at micro and macro levels. Even the most damaged hair feels renewed, smooth, elastic and resilient against breakage*.

Damaged hair:

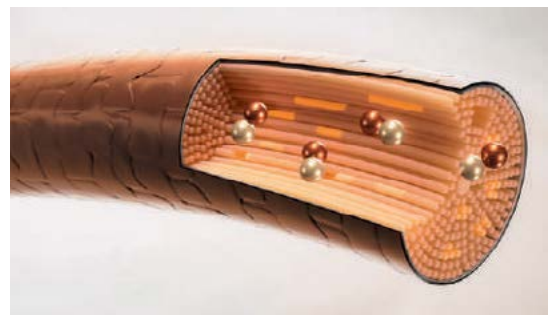
Damaged hair has imperfect cuticles and weakened protein structure. Metallic impurities and free radicals harm the hair surface. Hair feels dry, rough and the hair structure is weakened.



Silksteel Fusion Program repairs hair fibre on micro and macro levels

Inside hair:

Two amino acids penetrate deep into hair cortex, refilling the hair.



Outside hair:

Shampoo's EDDS technology removes metallic impurities via antioxidant action. Micro-nized lipids provide instant wet conditioning. Silksteel Fusion program helps to protect the hair from further damage.



EDDS



Micronized lipids



Amino acids and silk amino acids



FUSION INTENSE REPAIR SHAMPOO

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



FUSION INTENSE REPAIR CONDITIONER

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



FUSION INTENSE REPAIR MASK

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



IN-SALON EXCLUSIVE

FUSION AMINO REFILLER – SALON SERVICE SPECIFIC

- Penetrates down to the cortex, refilling the hair with amino acids.
- With silk amino acids.

Fusion intense repair service with amino refiller

01 PREPARE
shampoo
massage

Shampoo (twice if needed) rinse and towel-dry



FUSION INTENSE REPAIR SHAMPOO

02 REFILL

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



AMINO REFILLER – SALON TREATMENT



Climazon



HairSpa

03 REPAIR, SMOOTH & SEAL

Apply over full lengths, leave on for 30 sec. (conditioner) to 5 min. (mask). Rinse well, towel-dry.



FUSION INTENSE REPAIR MASK & CONDITIONER

04 EXTEND
at home



NATURAL
ORIGIN
UP TO 99%
INGREDIENTS

formulated
without
silicones
sulfates

FREE OF
ANIMAL
DERIVED
INGREDIENTS

responsible
packaging

ELEMENTS

Our most gentle hair care line
for *healthy feeling* hair and scalp

- Up to 99% natural origin ingredients*
- Formulated without silicones, sulfates
- Free of animal-derived ingredients
- Recyclable packaging, made with up to 100% post-consumer recycled plastic**

Elements offers complete regimen for healthy-looking hair and scalp,
with three dedicated scalp products.



Elements offers complete regimen for healthy-looking hair and scalp, with three dedicated scalp products.

All Elements products are also:

- Dermatologically tested
- Suitable for color treated* hair

With carefully selected caring ingredients:

Renewing

FOR ALL HAIR TYPES / NORMAL TO OILY SCALP



Aloe Vera

inspiring for its gentle caring properties.



Vitamin E

power, the formulas effectively reduce free radicals damage.



Olive Essence

To give smoothness & shine.



Cotton-based

conditioning ingredients to give smoothness & shine.

Calming

FOR DRY OR DELICATE SCALP



White Tea Extract

inspiring for its anti-oxidant & soothing properties.



Pro-Vitamin B5

to soothe dry or delicate scalp.



Vegetable Glycerin

to moisturize dry scalp.

With captivating fragrance inspired by the green forest of the Amazon, teeming with life.

A Clean Label fragrance with extremely low level of allergens.

Purifying

FOR OILY SCALP



Kaolin Clay

natural mineral used classically in skincare to gently absorb excess oil and helps to absorb excess sebum, leaving scalp with a clean & comfortable feel.



* no color shifting

Renewing

FOR ALL HAIR TYPES / NORMAL TO OILY SCALP



RENEWING SHAMPOO

- Gently cleanses hair with a luxurious foaming experience.
- Revives hair smoothness and shine for a healthy look and feel.
- 91% natural origin ingredients.
- 80% recycled plastic 250ml bottle, 50% recycled plastic 1L bottle.



RENEWING CONDITIONER

- Instant detangling conditioner renews hair manageability and shine.
- 95% natural origin ingredients.
- 50% recycled plastic tube & bottle.



RENEWING MASK

- Moisturizing mask with intense conditioning renews hair smoothness and shine.
- Protects hair from frizz and breakage.
- 95% natural origin ingredients.



RENEWING LEAVE-IN SPRAY

- De-stressing and detangling spray that protects hair from daily mechanical stress (combing or heating tools) and breakage, while hydrating and taming static or frizzy hair.
- 99% natural origin ingredients.
- 80% recycled plastic bottle.

UP TO
99% LESS
BREAKAGE
AFTER ONE
USE!*

Calming

FOR DRY OR DELICATE 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.
- 80% recycled plastic 250ml bottle, 50% recycled plastic 1L bottle.



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 250ml bottle.

Purifying

FOR OILY SCALP



PURIFYING PRE-SHAMPOO CLAY

- Absorbs excess sebum with the power of Kaolin clay, rebalancing scalp and leaving hair with new purified feel.
- It also promotes root volume.
- 97% natural origin ingredients.
- Aluminium jar.

How to use:

- Apply on dry scalp with a brush section by section (or with fingertips at home use). Use approx ~25g per application.
- Leave in for few minutes and massage. Emulsify before rinsing thoroughly.
- Finish with Renewing shampoo.



* vs. non-conditioning shampoo





Oil Reflections the essence of *shine*

- Our oil collection for up to 3 times smoother hair* and instant luminosity.
- With camellia oil and white tea extract.
- Delicate fragrance that takes your mind to the white sand dunes of the Orient.
- Perfectly suited for colored hair.



*shampoo, mask and oil vs. non-conditioning shampoo



HOW IT WORKS

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



OLEOLOGY PROGRAM



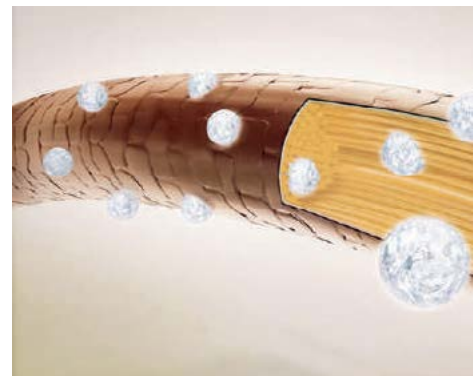
LUMINOUS REVEAL SHAMPOO – with EDDS

- Helps to protect hair cuticles from free radicals.
- Hair surface is cleansed from impurities and protected from minerals.



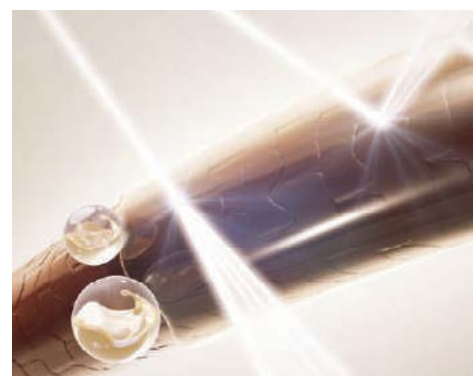
LUMINOUS REBOOST MASK – with Panthenol

- Replenishes for the right moisture balance.
- Hair is left soft and nourished.



LUMINOUS SMOOTHENING OIL – with smoothing ingredients

- Enhances light reflection. Natural lipid layer is protected from degeneration for a smooth and reflective hair surface.





LUMINOUS REVEAL SHAMPOO

- Light moisturizing shampoo leaves the hair deeply cleansed and luminous.



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.



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.



IN-SALON EXCLUSIVE

LUMINOUS MAGNIFYING ELIXIR

- Rinse-off elixir that gives hair extra gloss and smoothness for long-lasting frizz control.
- Can be used as a stand-alone treatment, applied on hair before mask or mixed with a mask.

LUMINESSENCE SERVICE

SHINE, SMOOTHNESS AND LONG-LASTING FRIZZ CONTROL.



CLEANSE

Apply Wella Oil Reflections Shampoo onto wet hair. Lather and rinse thoroughly.



TREAT & SEAL

Take 25ml of Oil Reflections Mask and one dose of Luminous Magnifying Elixir (6ml). Mix with the mask or layer before the mask. Distribute into wet hair and leave in for 5-10 min. Rinse out. For professional use in salon only.



FINISH

Distribute 1-2 pumps of Luminous Smoothening Oil or Luminous Reflective Oil into the palms, then apply evenly throughout your mid-lengths and ends.



EXTEND AT HOME

Every other wash, use Cleansing Conditioner instead of your shampoo.



INVIGO

With *high-performance-blends™*

Our unique INVIGO-BLENDS™ are a balanced combination of three components:

- Special ingredients
- Advanced technology
- Vitamins



INVIGORATING CARE BLENDS

Time to recharge

Looking at individuals and their modern hectic lives we see that as time gets more and more precious we all need to properly breathe and swiftly recharge our batteries — physical and emotional.

INVIGO

COLOR BRILLIANCE-BLEND™



HISTIDINE & VITAMIN E

Helps to control the oxidation process after coloration



COPPER ENCAPSULATING MOLECULE

Maintains vibrancy

INVIGO COLOR BRILLIANCE

Keep your color full of life

Instant color *vibrancy* and color *protection*.

Color Brilliance-Blend™ is a powerful combination of new ingredients to maintain color vibrancy and protect colored hair. Copper encapsulating molecules maintain vibrancy. Histidine and Vitamin E help to control the oxidation process after coloration and to protect color (Anti-Oxidant Shield Technology).

PRODUCTS



COLOR PROTECTION SHAMPOO WITH LIME CAVIAR

PH optimized shampoo for color protection and vibrancy. With Copper Encapsulating Molecule and Anti-Oxidant Shield Technology.



VIBRANT COLOR CONDITIONER WITH LIME CAVIAR

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



VIBRANT COLOR MASK WITH LIME CAVIAR

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



MIRACLE BB SPRAY WITH LIME CAVIAR

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



VITAMIN CONDITIONING MOUSSE WITH VITAMIN E

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

INVIGO

NUTRI-ENRICH-BLEND™

INVIGO NUTRI-ENRICH



Nourish hair **back to life**

Instant nourishment for smooth hair full of vitality.

Nutri-Enrich-Blend™ nourishes and smoothens dry or distressed hair to its full vitality. Oleic Acid and Panthenol provide moisturization and nourishment for hair, while Vitamin E protects hair from further stress (Nutri-Enrich Complex).

PRODUCTS



DEEP NOURISHING SHAMPOO WITH GOJI BERRY

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



DEEP NOURISHING CONDITIONER WITH GOJI BERRY

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



DEEP NOURISHING MASK WITH GOJI BERRY

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



WONDER BALM WITH GOJI BERRY

Instant deep nourishment. For smoothness, manageability and movement. With Nutri-Enrich Complex.



NOURISHING ANTISTATIC SPRAY WITH GOJI BERRY

Nourishes, smoothens and controls static for hair full of vitality. With Nutri-Enrich Complex.



LUSCIOUS MOUSSE MASK

Express treatment with a whipped cream texture that instantly helps to hydrate dry and stressed hair. For soft hair full of vitality.



WARMING EXPRESS MASK WITH ALMOND AND APRICOT EXTRACT

Self-Warming treatment that brings shine and softness to dry or stressed hair.



FRIZZ CONTROL CREAM WITH GOJI BERRY

Instantly helps to prevent frizz by straightening unruly hair while nourishing it. Leaving hair soft, shiny and full of vitality. With Nutri-Enrich Complex.



NOURISHING SERUM

Instantly nourishes dry or stressed hair, leaving it soft and full of vitality.

INVIGO

VOLUME BOOST-BLEND™

INVIGO VOLUME BOOST

**SPRING FORCE
POLYMERS**
Help to bodify hair



**LIGHTWEIGHT
FORMULAS**
Optimal for
fuller-looking hair

Lightweight care

For visibly *uplifted volume**.

Volume Boost-Blend™ cares hair with lightweight formulas, providing bodified yet cared hair. Lightweight formulas give manageability and shine without weighing down even fine hair. Bodi-fying Spring Force Polymers surround the hair fibers, stabilizing them and help to create the most voluminous looks during blow-drying (Spring Force Blend).

PRODUCTS



BODIFYING SHAMPOO WITH COTTON EXTRACT

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



CRYSTAL MASK WITH COTTON EXTRACT

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



BODIFYING FOAM WITH COTTON EXTRACT

Provides lush volume and soft touch to the hair. Supports styling and reduces static. With Spring Force Blend.



UPLIFTING CARE SPRAY WITH COTTON EXTRACT

Gives lightweight care, shine, fullness and light control. With Spring Force Blend.

INVIGO

BLONDE RECHARGE-BLEND™

INVIGO BLONDE RECHARGE



WITH COLOR PIGMENTS

Effective color-depositing pigments refresh blonde tones and help to eliminate brassines

CARING FORMULAS

Intense conditioning that leaves hair with a smooth feel

Helps to fight brass

For blonde *brightness.*

Refreshes and maintains the brightness and vibrancy of natural, colored or highlighted blondes. With color pigments. Floral soft powdery fragrance.

PRODUCTS



COOL BLONDE COLOR REFRESHING 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.

COOL BLONDE /WARM BLONDE COLOR REFRESHING CONDITIONERS WITH COLOR PIGMENTS

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

INVIGO BALANCE-BLEND™

INVIGO BALANCE



REFRESHING FORMULAS

Effective soothing and revitalizing formulas. Leave hair and scalp cared and refreshed

SPECIALIZED TECHNOLOGIES

Formulas that respond to specific scalp and hair needs

Fresh and clean

For healthy *looking hair.*

Taking care of your individual scalp and hair needs, infused with caring and refreshing ingredients.

PRODUCTS



AQUA PURE PURIFYING SHAMPOO WITH LOTUS EXTRACT

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



CLEAN SCALP ANTI-DANDRUFF SHAMPOO WITH ZINC PYRITHIONE

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



REFRESH WASH REVITALIZING SHAMPOO WITH MENTHOL

Refreshing shampoo that cools and helps energize the scalp, leaving the hair full of vitality.



SENSO CALM SENSITIVE SHAMPOO WITH ALLANTOIN

Fragrance free shampoo that soothes and calms sensitive scalps.



SENSO CALM SENSITIVE MASK WITH ALLANTOIN

This fragrance free mask alleviates itchiness while helping to strengthen the hair.



BALANCE SERUM ANTI HAIR LOSS SERUM WITH CAFFEINE

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

INVIGO BOOSTERS

Quick And Easy Treatments For Instant Boost Service

Concentrated boosters to tailor and maximize care effects.
Recharge hair with a perfect balance of vibrancy, nourishment
and volume for instantly tangible results.

IN-SALON
EXCLUSIVE



Boosters are used in combination with conditioner for a customized instant care.

1. Pick the conditioner according to the primary hair need.
2. Pick a booster either to boost the primary need or to mix and tailor the treatment with a secondary hair benefit.

How to use:

Divide damp hair into four sections. Spray on damp hair. Apply conditioner on top. Leave for minimum 30 seconds and rinse.

How much to use:

Brilliance Booster:
5 to 15 pumps depending on hair length (short to long hair).

Nutri-Enrich and Volume Booster: 10 to 25 pumps.

Boosters can be combined also with masks.

Brilliance BOOSTER

For extra color vibrancy.

Nutri BOOSTER

Revive dry and dull hair into nourished and luscious locks.

Volume BOOSTER

Turn tired flat hair into voluminous bouncy locks.

WELLA PROFESSIONALS CARE SERVICES



INSTANT BOOST SERVICE for *all hairtypes*

Hair transforming care shot to boost hair with extra vibrancy, nourishment or volume. Concentrated care formulas offer custom designed instant care.



With combination of booster + conditioner



STRENGTH & COLOR PROTECTION SERVICE for *colored hair*

Strength and vibrancy for irresistible hair quality. Improves colored hair quality by providing color protection, vibrant shine and stronger hair*



With ColorMotion+ shampoo + mask



INTENSE REPAIR SERVICE for *damaged hair*

Instantly repairs the hair fiber and helps to prevent future hair breakage. Refills hair with amino acids, resulting renewed, smooth hair resilient against breakage.



With Fusion shampoo + Amino Refiller + mask



WELLAPLEX STRENGTHENING SERVICE for *lightened, highlighted or fragile hair*

Strengthens the hair bonds of lightened, highlighted or structurally damaged fragile hair. Helps to repair the hair structure inside out.



With Wellaplex strengthening care service:
No1 mixed with water 1:6
+No2 applied on top for 10 minutes.

CARE LINE OVERVIEW



ColorMotion⁺

Color Protection & Strength






FUSION

Intense repair for silky hair



Oil Reflections

Oil collection for shiny & smooth hair

<p>Recommended for</p>	<p>Colored or multi-processed hair</p>	<p>Lightened hair, damaged hair with frequent mechanical stress</p>	<p>Clients looking for smooth and shiny hair, clients with frizzy hair</p>
<p>People who want</p>	<p>Color protection Vibrant shine Stronger hair</p>	<p>Intense repair, Resilient hair against breakage, Smoothness & softness</p>	<p>Smoothness & shine Anti-frizz effect</p>
<p>Technology & results</p>	<p>the power of three</p> <p>Uniting the best of our care technologies:</p> <p>Free radicals protection for color protection, Hair surface polisher for vibrant shine WellaPlex bonding agent. For stronger hair**</p> <p>Up to 8 weeks color protection* Stronger hair from root to tip**</p> <p>* when using <i>Structure+ Mask</i> **when using <i>Structure+ Mask</i> vs no treatment</p>	<p>SILKSTEEL FUSION PROGRAM</p> <p>Silk amino acids & micronized lipids. For up to 95% more resilience against breakage.*</p> <p>* vs. non-conditioning shampoo</p>	<p>OLEOLOGY PROGRAM</p> <p>Camellia oil and white tea extract</p> <p>Our oil collection for up to 3 times smoother hair* and instant luminosity.</p> <p>* shampoo, mask and oil vs. non-conditioning shampoo</p>
<p>Services</p>	<p>ColorMotion+ service A complete pre- and post-color care service. Pre-color hair treatment enhances hair surface smoothness and shine. Post-color service that helps to preserve color intensity until your next color*.</p> <p>*for up to 8 weeks when using <i>Structure+ Mask</i></p> 	<p>Intense Repair service Instantly recovers hair fiber and helps to prevent future hair breakage. With Amino Refiller - penetrates down to the cortex, refilling the hair with amino acids.</p> <p>Remember also WellaPlex services - Bond builder for stronger hair.</p> 	<p>Luminessence service Gives hair extra gloss, smoothness and long-lasting frizz control. With Luminous Magnifying Elixir - Up to 72 hours of anti-frizz effect*</p> <p>*elixir and mask vs. untreated virgin hair</p> 
<p>Our favourite</p>	<p>Color Protection Shampoo Structure+ Mask</p>	<p>Intense Repair Shampoo Intense Repair Mask</p>	<p>Luminous Smoothing Oil Light Luminous Reflective Oil</p>



ELEMENTS

Our most gentle hair care line for healthy-feeling hair & scalp.

Clients looking for natural haircare solutions.
Clients with oily or dry or delicate scalp.

Healthy feeling hair & scalp.
Smoothness, shine and protection for hair, soothing comforting and purifying products for scalp.



- 91% to 99% natural origin ingredients depending on products
- Formulated without sulfates, silicones
- No animal-derived ingredients

With caring natural ingredients:
Renewing products: Aloe Vera, Vitamin E, Olive Essence, Cotton-based conditioning ingredients
Calming products: White Tea Extract, Pro-Vitamin B5 and Vegetable Glycerin
Purifying pre-shampoo clay with Kaolin clay

Scalp dedicated services:

Elemental Purity

Deep cleansing and scalp rebalancing service for oily scalp. Provides hair manageability, smoothness and shine, without weighing down hair.

Elemental Serenity

Calming service for dry or delicate scalp.
Intense moisturization, smoothness & shine for hair.



Renewing Shampoo
Renewing Leave-in Spray
Calming serum
Purifying Pre-Shampoo Clay



INVIGO

Invigorating care blends

All types of hair needs and clients' demands.

Color protection
Nourising care for dry hair
Blonde refreshment
Volume for fine or limp hair
Healthy scalp & anti-dandruff

INVIGO BLENDS™

Vitamins
Special ingredients
Advanced technologies

Invigo Boosters for Instant Boost services

Concentrated boosters to tailor and maximize care effects. Recharge hair with a perfect balance of vibrancy, nourishment and volume. Combined with conditioner for an Instant Boost service. Can be also combined with a mask.



Color Brilliance Shampoo
Nutri-Enrich Wonder Balm
Blonde Recharge Shampoo
Volume Boost Crystal Mask



wella.com/education

