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**COLOR
CARE
STYLING
CONSULTATION**

WELLA PROFESSIONALS

For the modern creator and the consumers that follow them, who like us love hair and demand the highest standards...

Wella Professionals is the pro first hair company since 1880, the inspiring, transformative partner, that offers the 'best for hair' pro portfolio that empowers professionals to achieve their dreams.

We believe hair is an art and a craft worth elevating, a skill to be continuously nurtured and honed to unlock the true power of hair professionals. We elevate the craft of hairdressing through world-class, face-to-face education delivered in our 41 global studios with prestigious certifications like the Wella Color Expert.

We believe in the power of uniting our creative community – across our studios, industry events and awards – to create beauty trends and visions together.

Discover our unique portfolio of products and our world-class education programs.

With #wellalove



COLOR

OUR WELLA DNA BEHIND EVERY INNOVATION

Three pillars guide our portfolio innovation strategy:

WE ONLY DO WHAT'S BEST FOR HAIR

We've been pioneering innovation for 140+ years and continue to break new ground to bring the best out of every hair.

WE ELEVATE CRAFT & EMPOWER UNLIMITED CREATIVITY

We believe hair is an art and a craft worth elevating. We elevate the craft of hairdressing through world-class, face-to-face education paired with our unique portfolio of products.



WE ARE TRUE PARTNERS

We believe in being true partners in personal and business growth. It's not only about product innovation but creating value for every hairdresser. We are proud to empower professionals on their journey to achieve their dreams.



PERMANENT COLOR

**KOLESTON
PERFECT**



**ILLUMINA
COLOR**



**COLOR
XPRESS**



DEMI-PERMANENT COLOR

**COLOR
TOUCH**



SHINEFINITY



SEMI-PERMANENT / TEMPORARY COLOR

LIGHTENERS

BLONDOR



**BLONDOR
FREELIGHTS**



BLONDORPLEX 9



**MAGMA
BY BLONDOR**



KOLESTON PERFECT

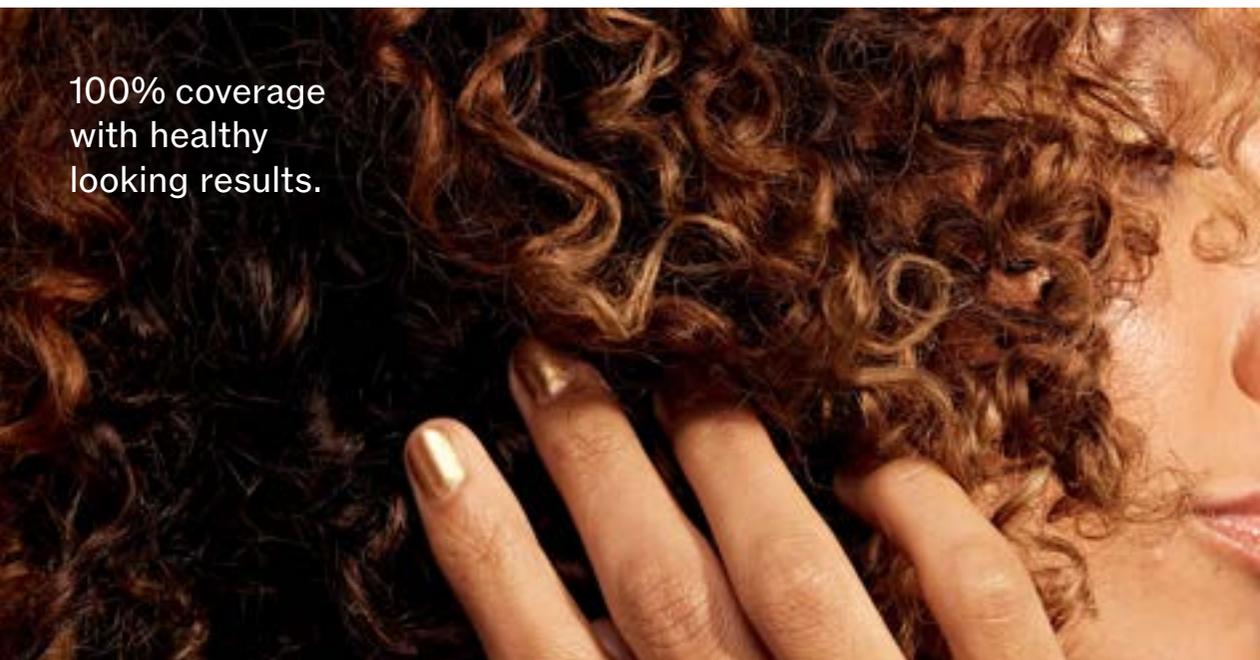
Our most versatile
permanent color



CLIENTS LOOKING FOR

Rich healthy looking color from
the brightest blondes to deepest
brown and most intense reds.

100% coverage
with healthy
looking results.



Versatile palette
of 150+ shades.



PRODUCT PERFORMANCE

Reliable and predictable color with 100% gray coverage even on the most resistant hair types.



KOLESTON PERFECT

The 1st and only professional hair color combining:

Uncompromised color performance & metal purifier, anti-metal technology and ME+ dye technology*



*For info on ME+ dye technology consult www.wella.com/kolestonperfect

METAL PURIFIER

Ever wondered why color sometimes can be unpredictable?



METALS ON HAIR

Metals can be present in hair through the water that the hair is being washed in, environmental pollution, and foods you eat. Metals on the hair surface can disrupt the coloring process and can make results unpredictable.



BUILT-IN METAL PURIFIER

All Wella professionals oxidative colors have built-in metal purifier that precisely captures metals, particularly copper.



UNCOMPROMISED PERFORMANCE

Creating a controlled environment for predictable true-to-tone results.

NOW BUILT IN ALL OUR OXIDATING COLORS, NO NEED FOR ADDITIONAL METAL MANAGEMENT PRODUCTS.

HOW TO USE

MIXING RATIO

Apply the coloring mixture from roots to ends on dry hair.



GRAY COVERAGE

Get reliable coverage by mixing correct amount of natural shade to your formula.



WITH HEAT



0-30% GRAY

Doesn't require any natural shade in your formula



30-50% GRAY

1/3 of Pure Naturals shade



50-100% GRAY

1/2 of Pure Naturals shade

TIP: Start application on the area with the highest % of gray.

SPECIAL BLONDE MIXING RATIO

Apply to dry hair.

Virgin head application when lightening: Apply your mid-lengths and ends first, develop for 30min, before applying the roots.



WITH HEAT

WELLOXON PERFECT

The ultimate partner specifically designed to provide accurate color results.

- Precise application
- Great foil adhesion
- Easy rinsing

1.9% 6 VOL

For refreshing and toning services, mix 1:2.



3% 10 VOL

Deeper results on natural hair with no grays.



6% 20 VOL

1 level of lift, same depth or darker.

Intense gray coverage.



9% 30 VOL

2 levels of lift.

3 levels of lift with Special Blonde.



12% 40 VOL

3 levels of lift.

4-5 levels of lift with Special Blonde.



DISCOVER THE SHADE PALETTE

PURE NATURALS



DISCOVER THE SHADE PALETTE

RICH NATURALS

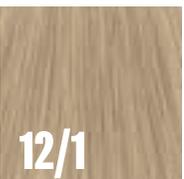
10/1	10/16	10/3	10/31	10/38	10/8
10/86	10/95	10/96	10/97	9/1	9/16
9/17	9/3	9/31	9/38	9/8	9/81
9/96	9/97	8/1	8/2	8/3	8/38
8/96	8/97	8/98	7/1	7/17	7/18
7/2	7/3	7/31	7/36	7/37	7/38
6/1	6/2	6/3	6/91	6/97	6/98
5/1	5/18	5/2	5/3	5/37	5/82
4/3	4/82	2/8			

DISCOVER THE SHADE PALETTE

VIBRANT REDS

	 8/34	 8/41	 8/43		 8/45
 7/34	 7/43	 77/43	 77/44		 77/46
 7/47	 6/34	 6/41	 6/43	 66/44	 6/45
 66/46		 66/55			 5/43
	 55/46	 5/5			 55/66
 44/44		 44/65		 33/55	 33/66

SPECIAL BLONDE

 12/0	 12/03	 12/07	 12/1	 12/11	 12/16
 12/22	 12/61	 12/81	 12/89	 12/96	

DISCOVER THE SHADE PALETTE

DEEP BROWNS



SPECIAL MIX



Mix Calculation

Depth & Special Mix shade calculated for 30g. Mixing ratio 1:1 for all shades except 0/43 (1:2).



Example: 30g 6/0 + 2.5g 0/65 + 32.5g 6%

BLONDE TONING AND GLOSSING SERVICES

BLONDE TONING

To achieve beautiful soft pastel and/or opalescent metallic milky sheen after pre-lightening services. Apply to pre-shampooed hair.



GLOSSING

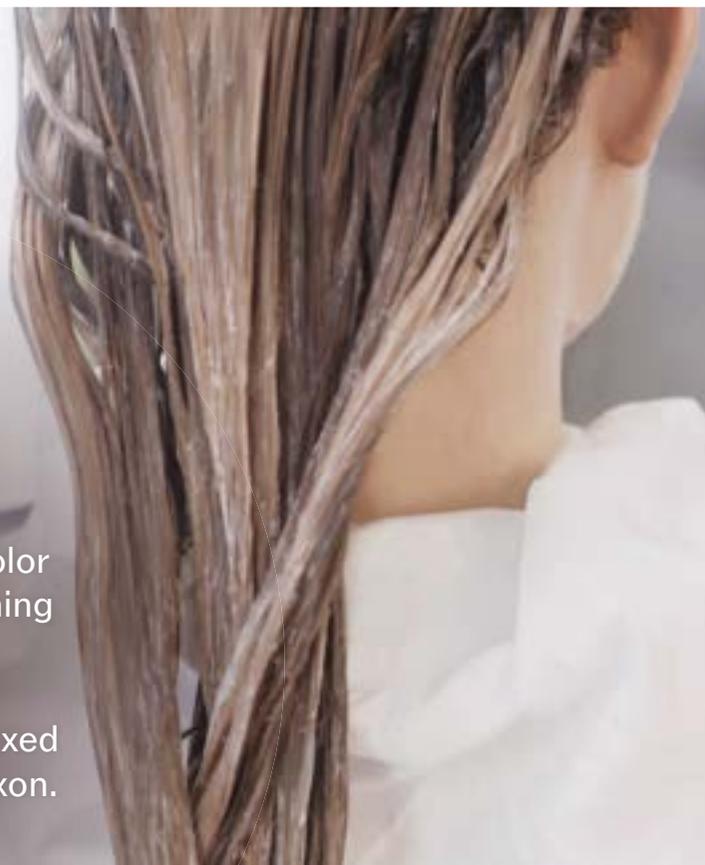
A quick service to infuse color and luminous shine on the day or as a color top-up in-between visits. Apply to pre-shampooed hair.



TIP: For blonde toning and glossing, apply away from roots to avoid lightening natural hair.

COLOR BALANCING

Balance your root color by offering services for any color fade and hair type. Refreshing technique for long lasting results on mid-lengths and ends with Illumina Color mixed 1:2 with 1.9% Pastel Welloxon.





COLOR TOUCH

DEMI-PERMANENT CREAM HAIR COLOR
AMMONIA-FREE



DEEP BROWNS

PRODUCT PERFORMANCE

With Color Touch you can blend your clients first gray if they want to avoid a harsh regrowth.

Your go-to when you want to create transformative toning results with intense color vibrancy and shine.

COLOR TOUCH

Wella Professionals' most versatile demi-permanent hair color

CLIENTS LOOKING FOR

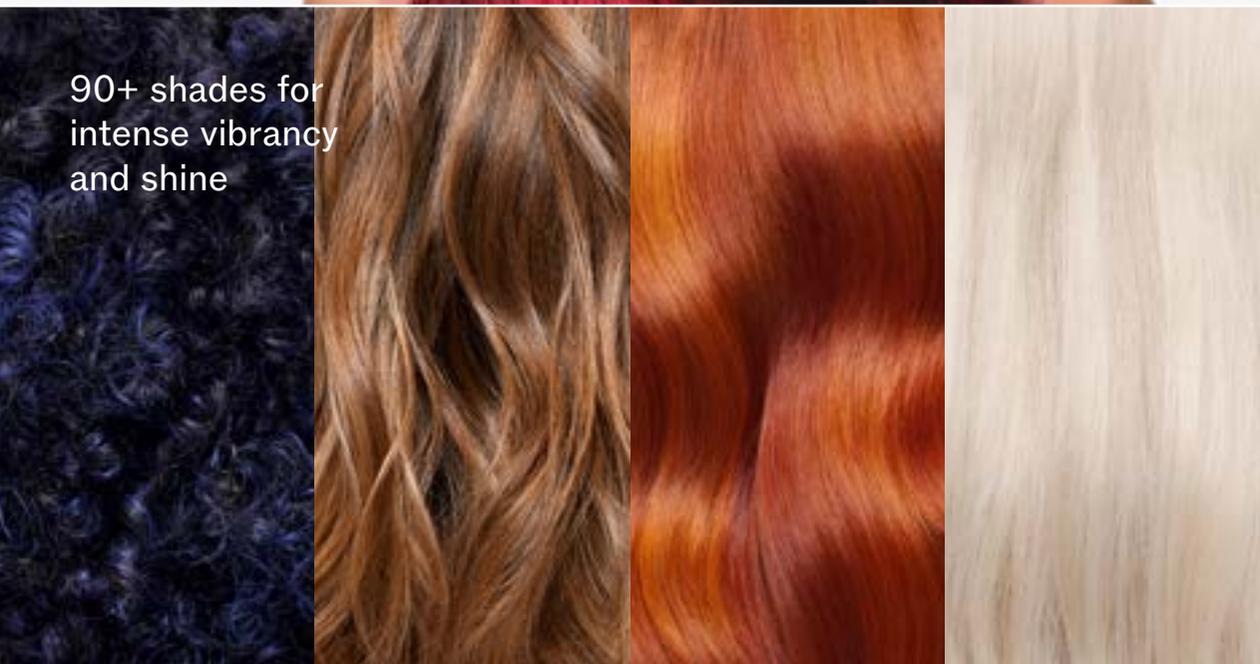
Intense vibrancy and shine in just 20 minutes no matter the hair condition.



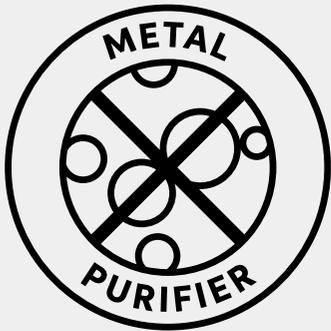
Up to 70% gray coverage with Color Touch Plus



90+ shades for intense vibrancy and shine



ICONIC AMMONIA-FREE¹ FORMULA



With built-in metal purifier for true-to tone-vibrancy no matter the hair condition.



Optimized consistency for more precise application.



Ammonia-free¹, silicones-free and mineral oil-free. Vegan emulsion for a full vegan service.



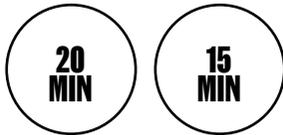
Gentle formula with up to 85% naturally derived ingredients.²

1. Except Color Touch Plus which is low-ammonia.
2. Includes water and ingredients made from natural ingredients.
See <https://www.wella.com/professional/en-US/natural-formula>.

HOW TO USE

MIXING RATIO

Apply the coloring mixture from roots to ends on damp or dry hair.



WITH HEAT

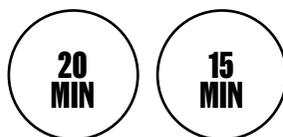


WHEN DO I USE SPECIAL MIX?

PURE: Over natural or pre-lightened hair

BOOST: Intensify any shade

CORRECT: Neutralize unwanted warmth



WITH HEAT



EMULSIONS

1.9% / 6vol.

- Same depth or darkening
- Transformative toning
- Soft gray blending

4% / 13vol.

- For increased color vibrancy
- Low lift
- Intense gray blending

COLOR TOUCH PLUS

The perfect choice for clients who are looking for more coverage, up to 70%, but are not ready to have permanent color.



WITH HEAT



DISCOVER THE SHADE PALETTE

PURE NATURALS

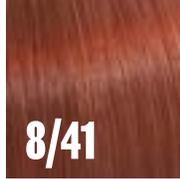
10/05	10/03	10/01	10/0	9/03	9/01
9/0	8/05	8/03	8/0	7/03	7/0
6/05	6/0	5/03	5/0	4/0	3/0
2/0					

RICH NATURALS

10/81	10/06	10/03	10/1	9/97	9/96
9/86	9/3	9/16	8/81	8/35	8/3
7/97	7/89	7/86	7/3	7/19	7/1
6/35	6/3	5/97	5/3	5/19	5/1
4/19					

DISCOVER THE SHADE PALETTE

VIBRANT REDS

 10/34	 8/43	 8/41	 7/4	 7/43	 77/45
 6/47	 66/45	 6/45	 6/4	 5/66	 5/5
 4/6	 44/65	 3/68			

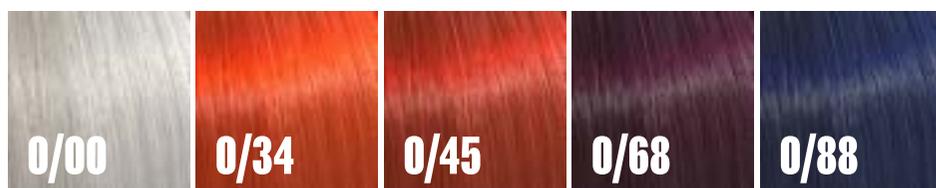
DEEP BROWNS

 10/73	 9/75	 9/73	 8/73	 8/71	 7/75
 7/73	 7/71	 7/7	 6/77	 6/75	 6/73
 6/71	 6/7	 5/75	 5/73	 5/71	 4/77
 4/71					

DISCOVER THE SHADE PALETTE

COLOR TOUCH PLUS

SPECIAL MIX



COLOR CIRCLE

The color circle gives us all the answers when it comes to mixing. It tells us how the opposite colors will neutralize each other and what tonal result we can achieve with creative mixing.

 /1 Ash
(blue/green)

 /2 Matte
(green)

 /3 Gold
(yellow)

 /4 Red
(warm)

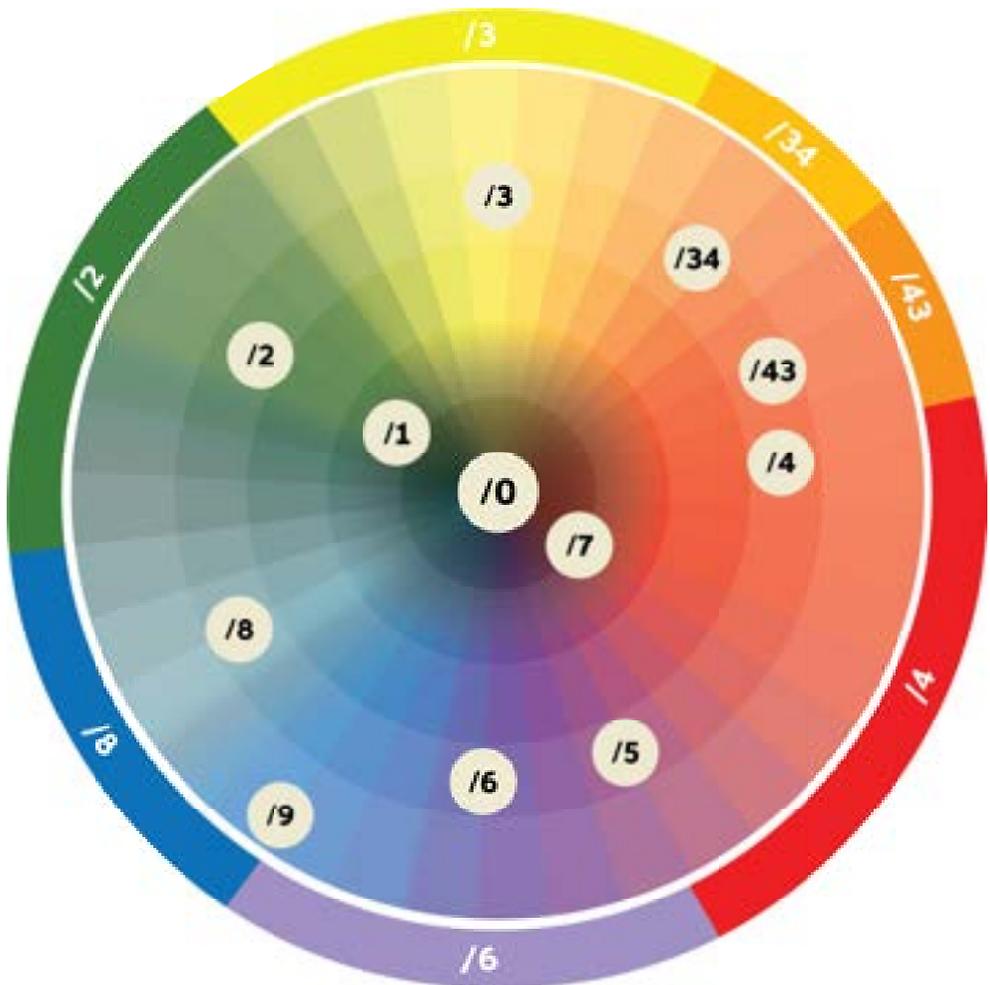
 /5 Mahogany
(red/violet)

 /6 Violet
(cool)

 /7 Brunette
(warm)

 /8 Pearl
(blue)

 /9 Cendre
(grey/violet)



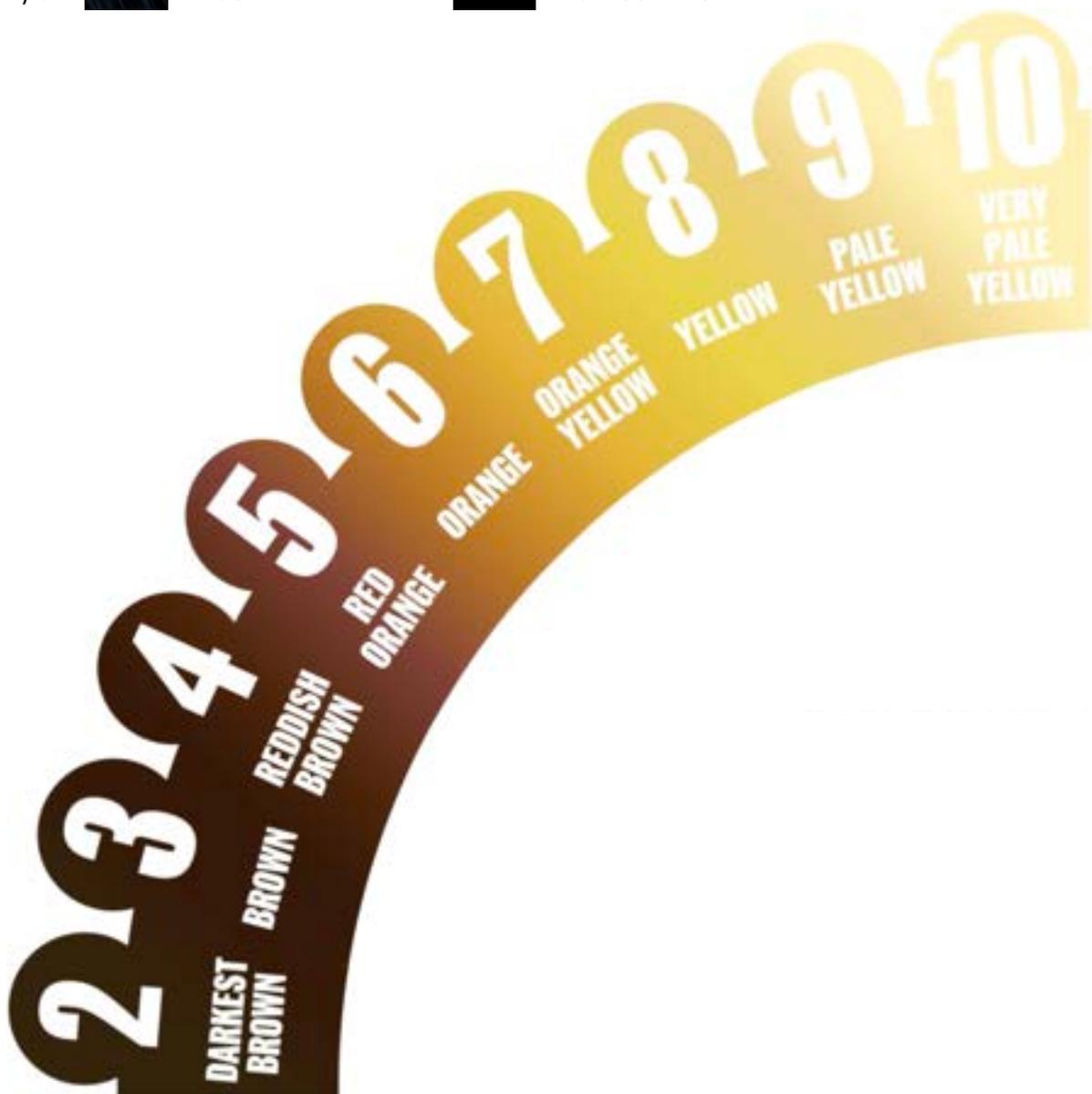
NUMBERING SYSTEM & LIGHTENING CURVE

DEPTH

10/0		Lightest Blonde
9/0		Very Light Blonde
8/0		Light Blonde
7/0		Medium Blonde
6/0		Dark Blonde
5/0		Light Brown
4/0		Medium Brown
3/0		Dark Brown
2/0		Black

UNDERLYING PIGMENT

	Very Pale Yellow
	Pale Yellow
	Yellow
	Orange Yellow
	Orange
	Red Orange
	Reddish Brown
	Brown
	Darkest Brown





WELLA
PROFESSIONALS

BLONDOR

**MULTI
BLONDE 7**

POWDER LIGHTENER
POUDRE DE DÉCOLORATION

anti-brass complex
for multiple hair types & techniques
pour de multiples types de cheveux
et de techniques

400 g

PRODUCT PERFORMANCE

Blondor by Wella Professionals has a range of products that achieve excellence across the full blonde spectrum, helping you create the perfect color solution for all blonde looks, such as full head lightening, highlights in foils or balayage by freehand.

BLONDOR

Our expert lightening range for all your service needs

CLIENTS LOOKING FOR

Award winning lightener family offering versatile applications, delivering reliable lift with optimal performance.



Up to 9 levels of lift



Optimal hair damage protection



BLONDORPLEX 9

Our most advanced
lightener. Unbeatable
clear lift with 97%
less breakage

CLIENTS LOOKING FOR

Stronger hair that
feels healthier.



No compromise
on lightening
results



Unbeatable
clear lift



HOW TO USE

STEP ① MIXING RATIO

50 MIN

Mix BlondorPlex with Welloxon Perfect and apply to the hair where desired lift is required.

1:1.5-2

STEP ②

2 MIN

Always complete a BlondorPlex lightening service with BlondorPlex N°2 bond stabilizer. Develop for only 2 minutes.

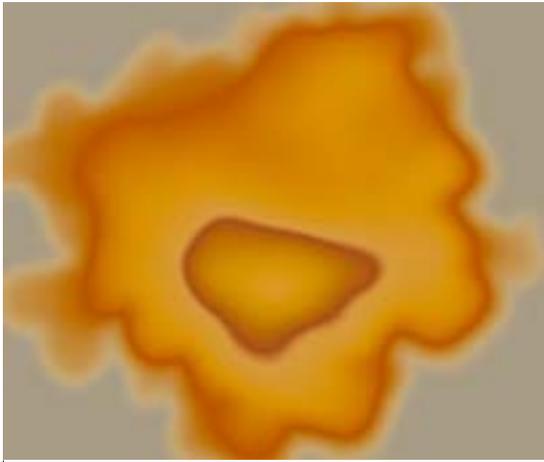


PRODUCT PERFORMANCE

Multi-use for on and off-scalp with easy preparation and up to 97% less breakage* with no compromise on lift.

*When using WellaPlex N°2 with BlondorPlex, versus BlondorPlex alone.

NEW METAL PURIFIER TECH



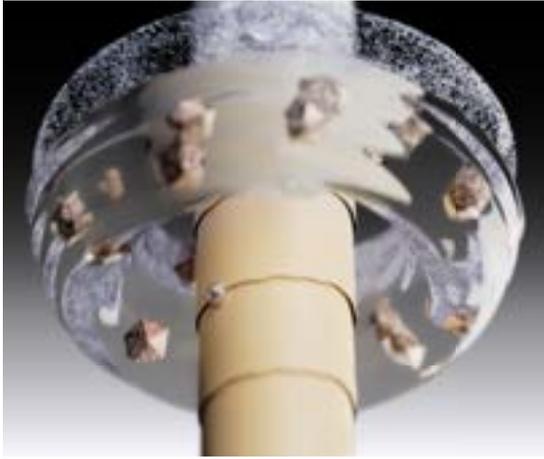
METALS ON HAIR

Ever wonder why sometimes you don't get reliable lift out of a lightener?



INTERFERE WITH LIGHTENING RESULT

Metals in hair can interfere with the performance of the lightening process, compromising the clarity of lift.



BUILT-IN METAL PURIFIER

New BlondorPlex has metal purifier built in. It captures metals so that bleach can perform as intended.



UNBEATABLE RESULTS

Resulting in the clearest lift of Blondor ever.

HOW TO USE

MULTI-BLONDE POWDER MIXING RATIO

For multiple blonde results. Our hairdressers' favorite product, best-seller within the Blondor range. Contains anti-yellow molecules to help reduce orange/yellow undertones during lightening. Up to 7 levels of lift.

1:1.5-2

50 MIN

SOFT BLONDE POWDER MIXING RATIO

Lightening Cream for gentle blonde results. Specially designed for on-scalp application. Enriched with protecting lipids to coat the hair and help protect from moisture loss. For on and off-scalp application. Up to 7 levels of lift.

1:1.5-2

50 MIN

EXTRA COOL BLONDE MIXING RATIO

For extra cool results: a unique combination of lightening and matte toning cool pigments. For all lightening techniques. Use pure or mixed with other Blondor products of the range. Ideal for lightening darker bases (level 4-8). Up to 7 levels of lift.

1:1.5-2

50 MIN



BLONDOR FREELIGHTS

Feeling the freedom
of open air lightening
for all balayage and
illumination services

CLIENTS LOOKING FOR

Controlled and reliable
lightening for foil-free
sun-kissed looks.



Precise and
controlled
placement



Up to
7 levels
of lift



HOW TO USE



MIXING RATIO

For all off-scalp creative techniques. Always use the Freelights White Lightening Powder together with Freelights Developer – only then you will activate the Actifuse® Technology.

50
MIN



PRODUCT PERFORMANCE

Release your creativity with a new level of precision and accuracy for freehand lightening techniques. Adhesive mass that stays in place, enabling you to place color exactly where you want it for freehand open air lightening.

BLONDORPLEX CREME TONERS

A dedicated blonde toning solution with PLEX delivers results in 5 minutes. An intuitive compact palette of six shades and one booster for ultra cool neutralization, enabling any blonde look from cool to warm. With a creamy consistency which allows for fast application and fast rinsing: energy, water and time efficient.

AN INTUITIVE RANGE OFFERING

Express blonde toning services,
in just 5 minutes

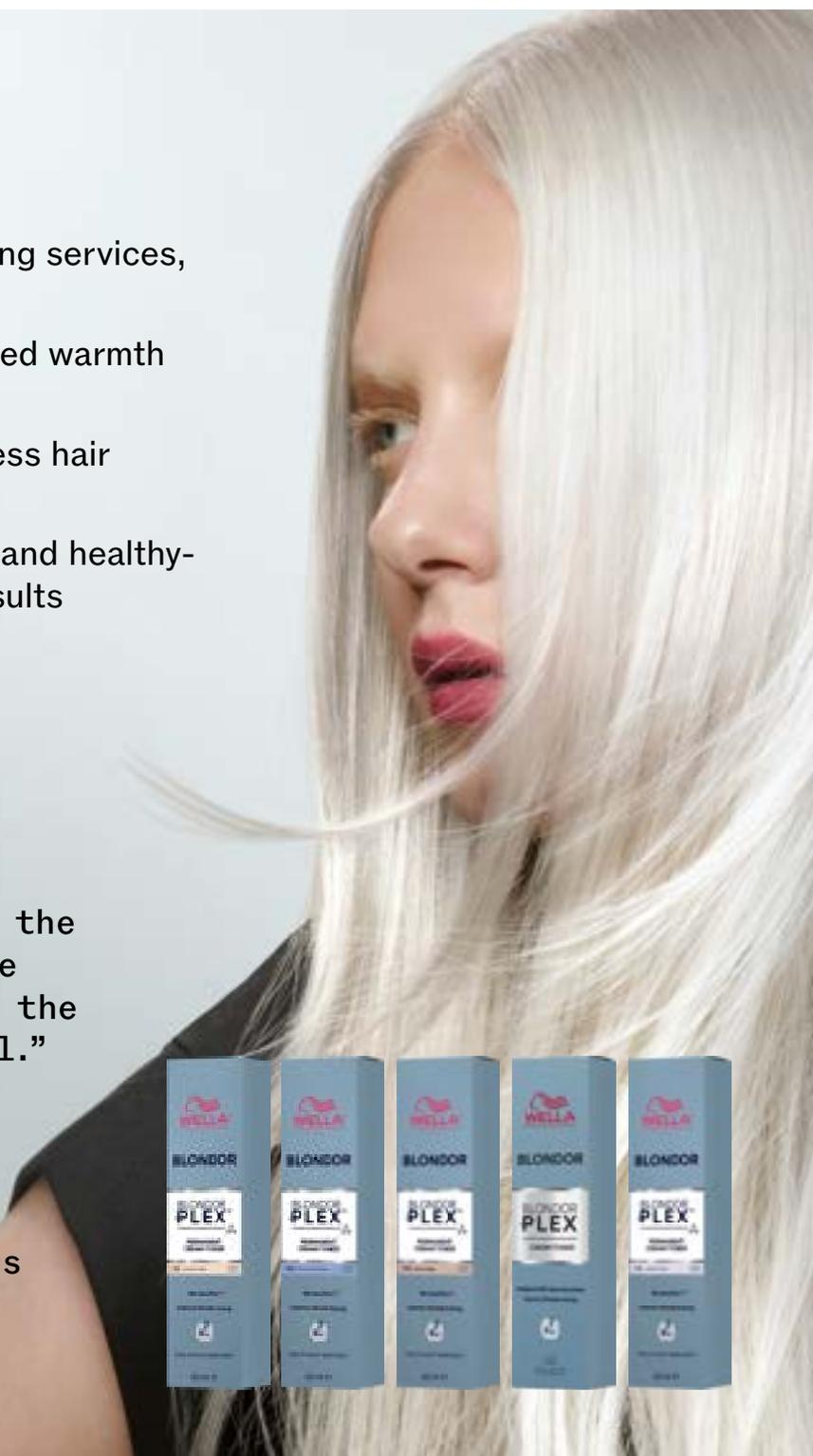
- Neutralize unwanted warmth and brassiness
- With up to 90% less hair breakage*
- Resulting in shiny and healthy-looking blonde results

“Toning can make the service so unique that it can make the client very loyal.”

Hairdresser, UK

“Toning perfects my blonde clients even more.”

Hairdresser, USA



DISCOVER THE SHADE PALETTE

Lightened
to level 10

Lightened
to level 9

Lightened
to level 8

SCANDI ROSE

For all levels to add a delicate rose, with a touch of mahogany.



LIGHTEST PEARL

For light levels to neutralize yellow and reduce warmth.



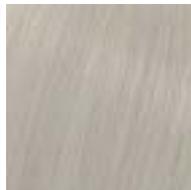
CRYSTAL VANILLA

For all levels to add soft creamy tones.



PALE SILVER

To neutralize orange or achieve icy cool tones on lighter levels.



SIENNA BEIGE

For all levels to add a delicate rose beige with a touch of violet.



SCANDI BIEGE

For all levels to add a delicate soft, cool beige.



ULTRA COOL BOOSTER

Can be used to intensify neutralization of brassiness and unwanted warmth.



Add 1-5g to 30g of selected toner shade and mix with developer in a 1:2 ratio.

Extending the development time beyond 5 minutes will create additional neutralization and results may appear deeper and more saturated. Can be too intense to use alone.

HOW TO MIX

Prepare chosen Crème Toner in applicator bottle. Add developer first followed by Crème Toner. Use scales for accurate mixing.

/86 ULTRA COOL BOOSTER

Ultra Cool Booster can be used to intensify neutralization of brassiness and unwanted warmth.

Add 1-5g to 30g of selected toner shade and mix with developer in a 1:2 ratio.

WATCH-OUT: Too intense to use alone.



	EXPRESS TONING	EXPRESS TONING + BASE BREAKING
WHEN TO USE IT	Quick & reliable premixed with Plex Technology achieve perfectly blended blonde results.	For more intense blonde toning, whilst gently lifting the natural roots at the same time as toning the lengths and ends. Blends demarcation lines, for premium blonde results.
MIXING RATIO	1:2	1:2
DEVELOPER	1.9%	4%
DEVELOPMENT TIME	5 min	5 min
POST TREATMENT	Ultimate Color Shampoo and Color Sealer Liquid Layer	Ultimate Color Shampoo and Color Sealer Liquid Layer

TIP: Extending the development time beyond 5 minutes will create additional neutralization and results may appear deeper and more saturated.



BLONDOR SEAL & CARE POST TREATMENT

Specifically designed to reduce the hairs' pH after lightening service. Neutralizing any remaining ingredient inside and on the hairs surface. Prepares the hair for toning and glossing. Enables you to have perfect end-result for your lightening services.





**YOUR FULL
CARE SOLUTIONS**

OUR ULTIMATE COLLECTION WITH PATENTED TECHNOLOGY

ULTIMATE REPAIR



ULTIMATE SMOOTH



ULTIMATE COLOR

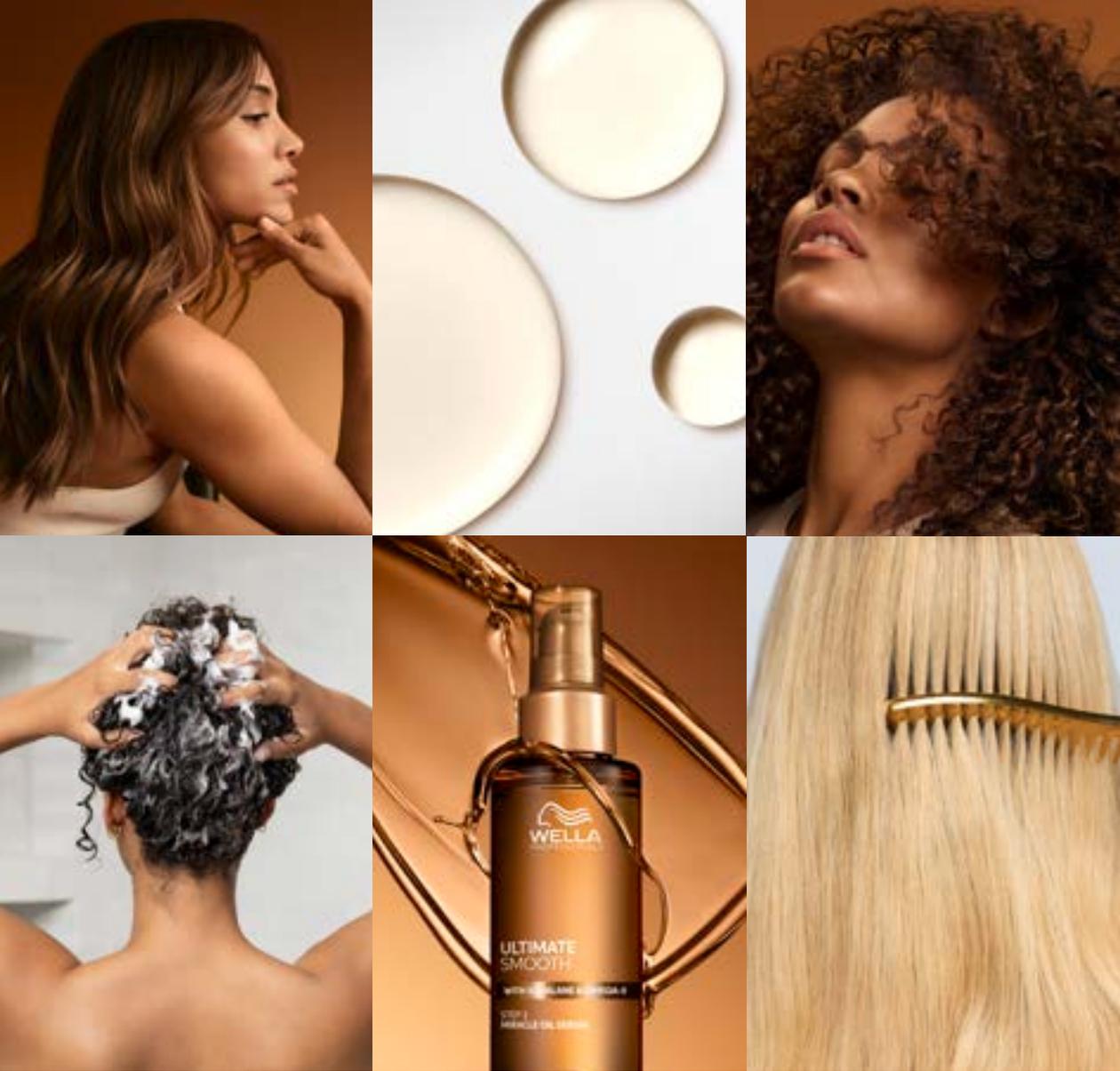




ULTIMATE REPAIR

HAIR REPAIR IN 90 SECONDS

Provides instant and deep transformation in 90 seconds by rebuilding bonds on the inside and replenishing hair with Omega-9 on the outside.



ULTIMATE SMOOTH

**NOURISHMENT IN 30 SECONDS,
SMOOTHNESS THAT LASTS UP TO 3 DAYS.***

Provides instant smoothness and anti-frizz for unruly, rebellious and frizzy hair in 30 seconds.

* When using Miracle Oil Serum if unwashed vs. untreated



ULTIMATE COLOR

**COLOR VIBRANCY FOR UP TO 10 WEEKS.¹
REVITALIZED HAIR FROM FIRST WASH.**

From the No.1 color brand,² the best color care regimen for lasting color vibrancy* and instant revitalized hair.

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

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

INVIGO

Invigo supports salon services for all types of hair needs and clients' demands. With special ingredients, advanced technology and vitamins.



COLOR BRILLIANCE

Instant color vibrancy & color protection.

OUR INVIGO BESTSELLERS



NUTRI ENRICH

Instant nourishment. For smooth hair full of vitality.



COLORMOTION+

STRENGTH FOR COLORED HAIR

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

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.**

*When using Structure+ Mask

**When using Structure+ Mask vs. no treatment



FUSION

UP TO 95% LESS BREAKAGE*

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

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

*Vs. non-conditioning shampoo



ELEMENTS

UP TO 99% NATURAL ORIGIN INGREDIENTS*

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

- Formulated without silicones, sulfates
- Free of animal-derived ingredients

*From 91% to 99% depending on product



OIL REFLECTIONS

UP TO 3X SMOOTHER HAIR*

- 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.

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



NUTRICURLS

LONG LASTING CURL DEFINITION

- The right level of nourishment for waves & curls.
- With Nourish-In Complex with wheat bran extract and jojoba oil.
- Recommended for wavy & curly hair.



FROM COLOR TO CARE

Supporting color services in salon

COLOR SERVICE

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. Also used with Glossing services.

MARULA OIL BLEND SCALP PRIMER

For clients who tend to have scalp discomfort during coloring and lightening services.





CONSULTATION

CONSULTATION

A great consultation is the key to unlocking your salon's potential.



DID YOU KNOW?

69% of clients say talking to their hairdresser about their color is the most helpful source of advice.

HOWEVER...

Over half (56%) of clients say they do not get a consultation from their hairdresser.

3 STEP CONSULTATION

① IDENTITY WHO IS YOUR CLIENT?

- PERSONALITY & LIFESTYLE
- COMMITMENT & BUDGET
- TECHNICAL ANALYSIS & SUITABILITY

"Tell me how you feel about your hair."

"How often do you like to visit the hairdresser?"



② DESTINATION WHAT DOES YOUR CLIENT WANT?

- CUT, COLOR, STYLE DIRECTION
- SUBTLE OR DRASTIC CHANGE?
- HAIR & SCALP CONDITION

"What stands between you and your dream hair?"

"Do you have a color direction in mind, or are you open to my advice?"



③ SERVICE HOW WILL YOU GET THERE?

- TECHNIQUES & SERVICES
- BRANDS & SHADES CHOICE
- COST, DURATION, CARE & STYLING

"Have you already seen our color and care services menu?"

"I've had some ideas about what we could do, do you want to hear them?"



DEPTH & TONE CHARACTERISTICS

Each shade is specifically designed to have the correct tone for that depth



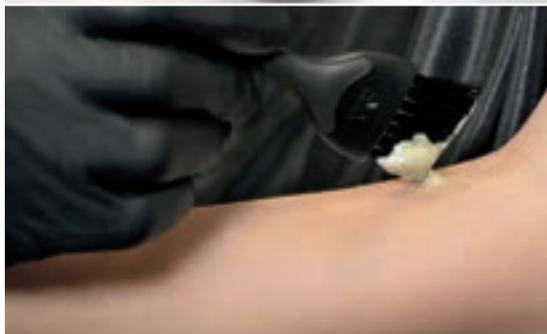
TONE		/0	/1	/2	/3	/4	/5	/6	/7	/8	/9
DEPTH	10/										
	9/										
	8/										
	7/										
	6/										
	5/										
	4/										
	3/										
	2/										

ALLERGY ALERT TEST

Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That's why you should always perform an allergy alert test 48 hours before any color service.



Mix 5g of the color you decided on during consultation with 5g developer.



Apply the color on 1cm² directly below the crook of the elbow.



Leave the color uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.

**48
HOURS**

Ask the client to either come back to the salon after 48 hours or call you to inform you of the result.

Ask your client to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning or itching the color product must not be applied. The client must seek medical advice before coloring their hair again. If your client has ever experienced an allergic reaction to hair colorants you should not color.

WELLA TORONTO STUDIO



THE HOME OF EDUCATION

Where innovative education and transformational experiences happen.

Experience the full spectrum of certifications across color, cut, styling and business as well as influential events and digital content creation.

A creative space which enables you to learn from our expert education team and grow your professional network with a like-minded, passionate community.

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