



SUPERNATURAL COLOR

TECHNICAL GUIDE

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**CLIENT
OPPORTUNITY**



THE RISE OF INGREDIENT CONSCIOUS CONSUMERS

Next generation consumers show a high level of awareness and preference for understanding ingredients in beauty products.

More clients are becoming mindful of what is being put on their hair, choosing to pause or reduce coloring services in favor of gentler options.

This shift is a powerful opportunity to offer your clients a feel-good experience—one that aligns with their wellness values while still helping them look and feel their best.



CHALLENGES TODAY

Today natural hair color solutions do not align to clients' expectations.

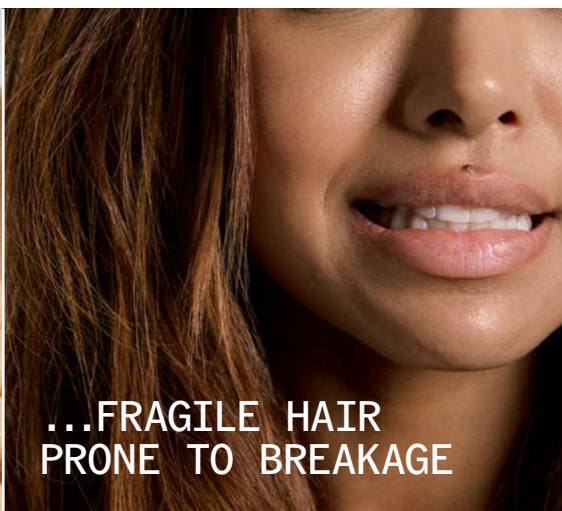
INGREDIENT CONSCIOUS CLIENTS ARE ALSO CONCERNED ABOUT DAMAGE

CLIENTS WITH...



...CHEMICALLY
DAMAGED HAIR

Are often overly colored or lightened, they may be considering to pause, or stop coloring altogether.



...FRAGILE HAIR
PRONE TO BREAKAGE

Fine, and/or weak hair may find the right coloring solution challenging.



...CURLY OR
WAVY HAIR

Are seeking treatments that do not weaken, damage curls or change the curl form.



CLIENTS & STYLISTS
WHO ARE INGREDIENT
CONSCIOUS

Are looking for products which align with their values.



**YOU HAVEN'T
TRIED
COLOR
LIKE THIS**



INTRODUCING

**SUPERNATURAL
COLOR**

**COLORS
STRENGTHENS*
& REPAIRS**

VEGAN.

91% - 100% NATURAL ORIGIN INGREDIENTS.**

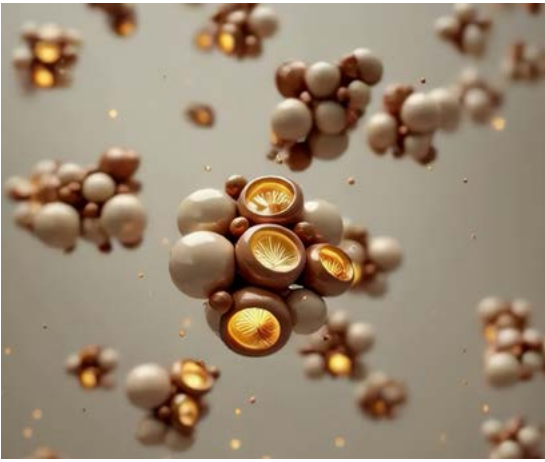
*Strengthens chemically treated hair. **Depending on the shade. Exact % stated on pack.

A HAIR COLOR WITH TANNINS

A non-lightening, gentle hair color that darkens, adds or changes the tone for natural looking to vibrant results, and blends up to 100% gray hair in 2 steps.



DISCOVER THE SCIENCE OF HAIR COLOR WITH TANNINS



Supernatural color has tannin-rich botanicals packed into powerful color granules.



When dissolved with warm water the granules release tannins, preparing them to penetrate inside the hair.



While the hair is being colored, the tannins bind to keratin fibers, improving hair structure.



Supernatural color: colors, strengthens* and repairs hair from within with the supernatural power of tannins.

*Strengthens chemically treated hair.



MEET THE RANGE

13 INTERMIXABLE SHADES
3 PURE MIX TONES

WELLA PROFESSIONALS SHADE NUMBERING SYSTEM

EMOTIONAL NAME

ideal for consultation

NUMBERING for

ease of navigation



The numbering for Supernatural Color helps guide you as a stylist by giving a direction of depth and tone of the color result.

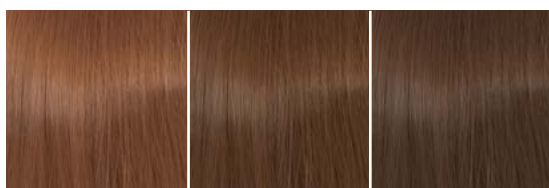
Depth of color

Major tone of color

Minor tone of color



End results will vary depending on the starting depth and condition of the hair. If the starting depth is lighter, the result may look more vibrant. If the starting depth is darker, the result may be less intense.

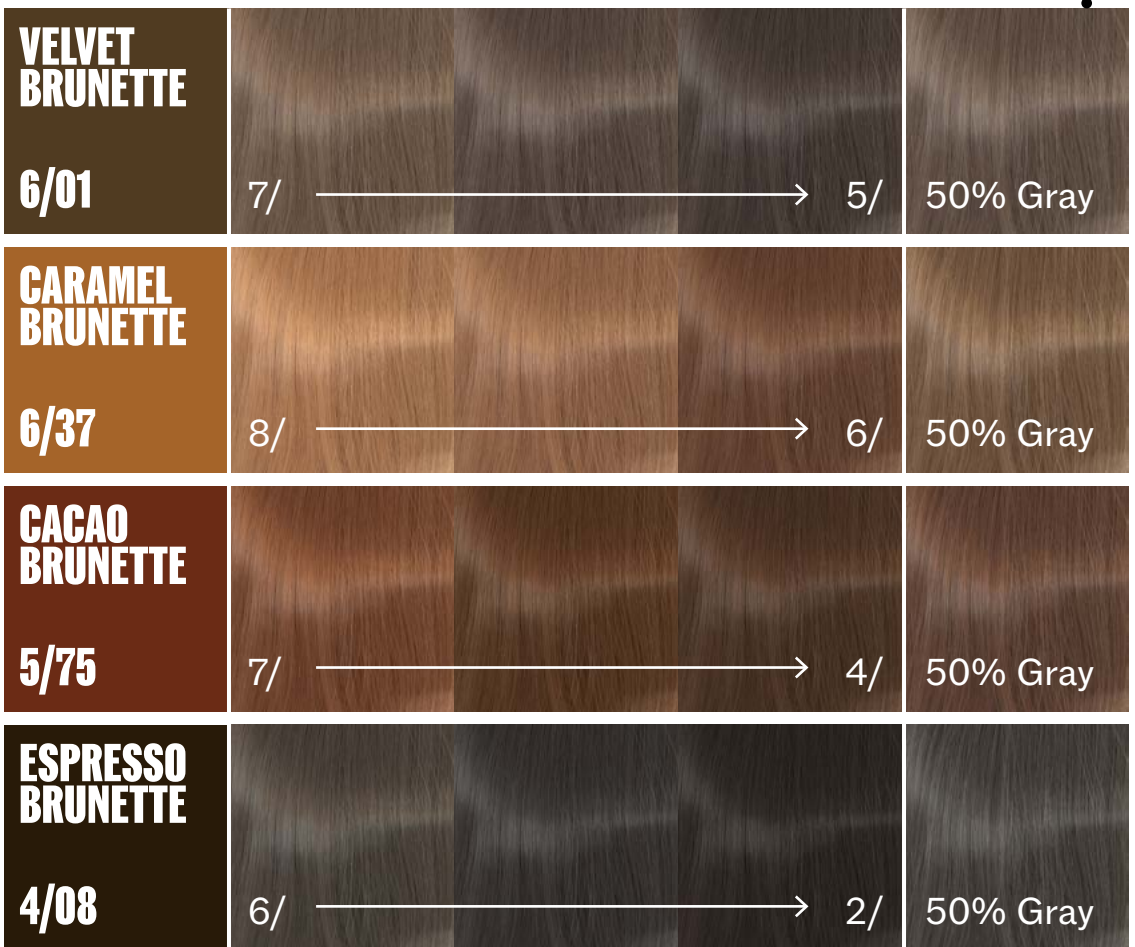


Lighter starting depth, the more vibrant result.

Darker starting depth, the softer result.

On gray strands, the same tone family appears slightly more intense than on surrounding hair, creating a blended, multidimensional effect.

Each shade is displayed across light to dark starting depths, providing a clear guide to the tone and intensity variations.

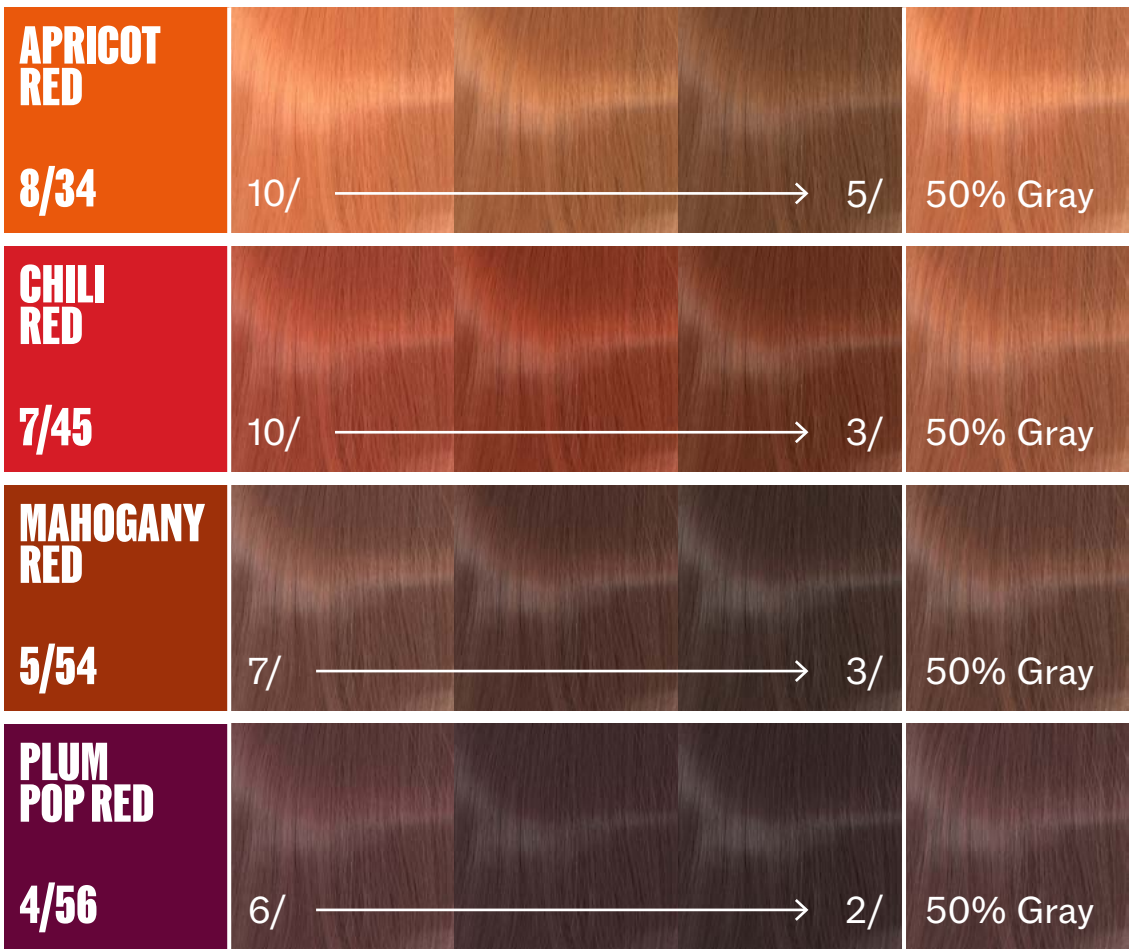


BRUNETTES

**RICH
DIMENSIONAL
TIMELESS**

Brunette hair offers a world of depth and sophistication – from cool, to warm, **GOLDEN CARAMEL** and cool **ESPRESSO SHADES**. Suitable for clients seeking classic elegance or modern edge, brunette shades deliver richness, and refined dimension across all skin tones.





REDS

**BOLD
VIBRANT
UNFORGETTABLE**

Bring vibrancy and warmth to any look, from **APRICOT RED** to rich **MAHOGANY RED** and deep **PLUM POP RED**. These shades are designed to illuminate the complexion and make a statement, offering high-impact color with customizable intensity.

Whether your client craves a natural glow or a dramatic transformation, head-turning results with every shade.





BLONDES

Blonde shades range from **PEARL** and **CASHEW** to sun kissed **WALNUT** and **CASHMERE BLONDES**. This palette allows for subtle refinement or bold transformation, these tones offer elegance, and dimension tailored to every client's unique look, on depths 7 medium blonde and lighter.

TIP: incorporate small amounts of **LAVENDER BLONDE** into the formula for additional neutralization. Or combine with the **CLEAR DILUTER**.

**LUMINOUS
VERSATILE
EFFORTLESSLY CHIC**

SUITABLE FOR:

- Enhancing blonde looks
- Natural blonde toning
- Gray enhancing

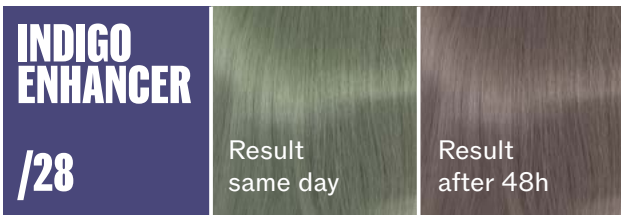


PURE SHADES

A collection of 3 mix tones, to intermix into your color formula for more personalized result.

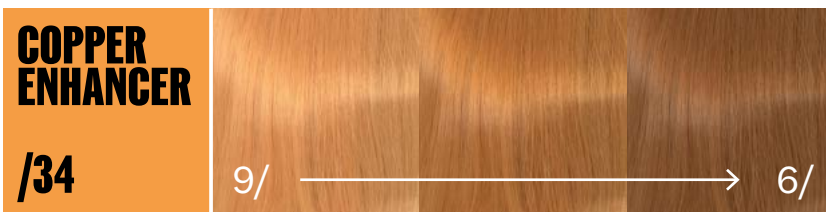


A clear tone, suitable to dilute any shade or used as a colorless strengthening service.



A cool ash tone to neutralize unwanted warmth, and add depth. **Only to be used on depths 5 and below.**

DO NOT USE ALONE. Please be aware – **INDIGO ENHANCER** will start with a cool matte effect and oxidizes naturally over 48h to a cool ash tone.



Enhance warm tones for blondes and brunettes. A small amount will support golden tones and higher quantities for warmer and copper results.

TIP: For golden blonde results, add 5-10g of **COPPER ENHANCER** to **CASHEW BLONDE** for example: Blonde Toning, 5g **COPPER ENHANCER** + 25g **CASHEW BLONDE** + 180-210 ml water 20 min.





SUPERNATURAL COLOR SERVICES

@marco_firriolo



“Supernatural color provides a fully immersive salon experience which is different to a conventional coloring service.

The natural scent and warm mixture gives a soothing feeling on the scalp. The overall spa-like sensation turns a color service into a moment of well-being, increasing client experience and loyalty.

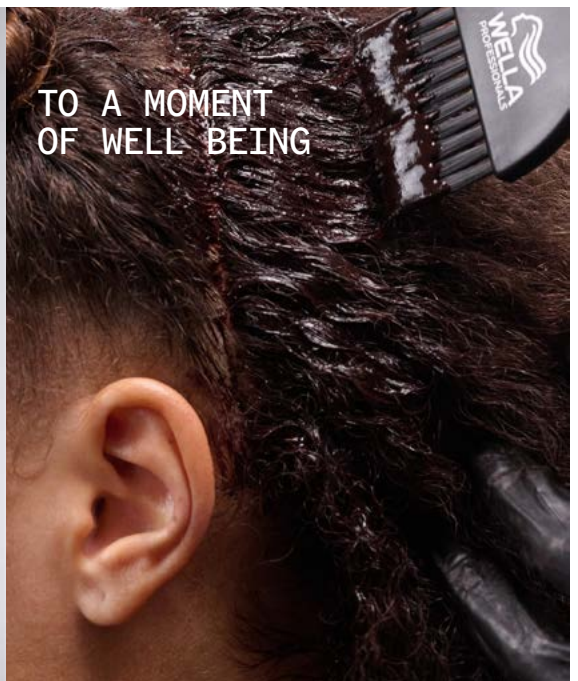
It’s different from start to finish, and my clients feel it and love it.”

MARCO FIRRIOLO, ITALY

HAIR COLOR THAT BRINGS THE COLOR EXPERIENCE TO LIFE



FROM
DUTY



TO A MOMENT
OF WELL BEING

**TURN A
COLOR
SERVICE
INTO A
MOMENT OF
WELL-BEING**





SMELL IT

Supernatural Color is prepared in front of the client mixed with water with a natural scent.



FEEL IT

Application offers a moment of well-being, delivering a soothing, warm sensation to the scalp.



SEE IT

Colored, strengthened* and repaired hair.

* Strengthens chemically treated hair.



**SIGNATURE
SERVICE**

SUPERNATURAL COLOR

Haircolor with tannins
strengthens* and repairs
hair as it colors.

*Strengthens chemically treated hair.



SUPERNATURAL GRAY BLENDING

Up to 100%
gray blending
in 2 steps.



SUPERNATURAL BLONDE TONING

Compatible for use after
a lightening service to
complete the look, toning and
strengthening in one step!

USAGE INSTRUCTIONS

1 PREPARATION GUIDELINES

TO PRE-SHAMPOOED DAMP/TOWEL DRIED HAIR

- All curly to tightly coiled hair
- Toning services
- Hair with excess products or oily scalps

TO CLEAN DRY HAIR

- Gray blending
- Easy to comb hair

2 MIXING 1 : 4-7 RATIO



Increase water to granules for different hair types and texture for ease of application.

Mix in a bowl with a whisk until a smooth creamy consistency.

Allow to cool to a skin comfortable temperature.

3 APPLICATION

Check the temperature before application by applying a small amount to the wrist.

Divide the hair into 3 or 4 sections (like traditional color application)

Apply to the roots, if gray hair is present begin application here.

Apply immediately to lengths and ends. Comb through for improved evenness.

Wrap with Wella's perforated foil wrap.

DEVELOPMENT TIME:

| | | |
|------------------|-----------------|------------------|
| 20 | 30 | 30-40 |
| BLONDE TONING | TONE ON TONE | GRAY BLENDING |

TIP: For intense tone/coverage leave for an additional 10 minutes.

Use Climazon, set to vegetable color. Or wrap with a towel to maintain warmth.

4 POST-TREATMENT

Rinse well and emulsify the hair thoroughly with warm water. Use dedicated shampoo for hair type. Shampoo and optionally conditioner if necessary. Style as usual.

ESSENTIAL EQUIPMENT



A kettle is required to bring water to minimum 70°C, the temperature of 70°C is essential for product performance and results.



Large stainless steel bowl allows for ease of mixing and ease of application.



Wella Professionals perforated foil wrap is essential to maintain moisture and prevent the product from drying out.



The use of the climazon maintains even temperature. Alternatively a towel can be secured around the head to maintain warmth.

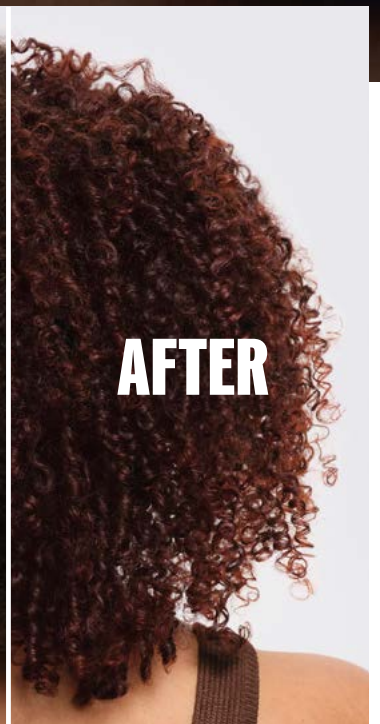


SUPERNATURAL COLOR

SIGNATURE
SERVICE



BEFORE



AFTER

Haircolor with tannins colors,
strengthens* and repairs.
Subtly blends away grays.

*Strengthens chemically treated hair.

THE SUPERNATURAL FORMULA

A: ROOTS

1:4 RATIO



50g

+ 120ml

**MAHOGANY
RED**

WATER 70°C

5/54

B: LENGTHS & ENDS

1:6 RATIO



30g

+ 20g

+ 300ml

**MAHOGANY
RED**

**CHILI
RED**

WATER 70°C

5/54

7/45



THE STEPS

Carry out the 3 step consultation. Pre-shampoo curly/coily or thick density hair types for ease of application.



Apply **formula A** to damp hair and create a large root area. Apply **formula B** to the lengths and ends making it slightly more vibrant.



Wrap the hair with the Wella's perforated foil wrap and use a towel to maintain the warmth (if climazon not available). Develop for 40 minutes for maximum vibrancy.



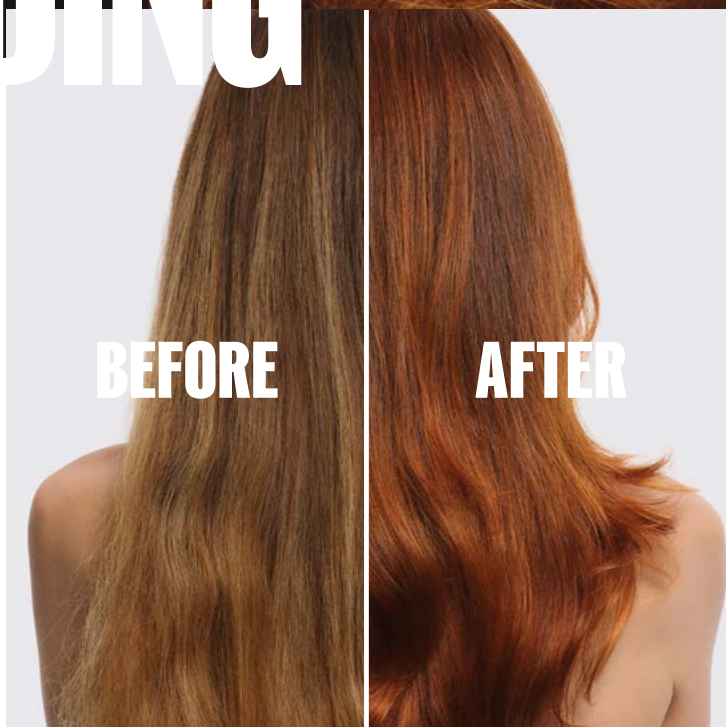
After developing, rinse, emulsify and shampoo and condition the hair with a dedicated shampoo for the hair type.

Use styling products to support the curls from Nutricurl range.





SUPERNATURAL GRAY BLENDING



BEFORE

AFTER

THE SUPERNATURAL FORMULA

A: ROOTS

1:4 RATIO



20g

+ 10g



+ 120ml



**APRICOT
RED**

8/34

**CARAMEL
BRUNETTE**

6/37

WATER 70°C

B: LENGTHS & ENDS

1:4 RATIO



30g

+ 120ml



**APRICOT
RED**

8/34

WATER 70°C



THE STEPS

Carry out the 3 step consultation. Blend grays within the same tonal family.



Mix and apply **formula A** to clean dry hair at the roots, starting at the higher distribution of grays.



Apply **formula B** to the lengths and ends. Twist and secure then wrap with Wella's perforated foil wrap to maintain moisture.



Allow to develop for 30 minutes with the use of a Climazon to maintain warmth.



SUPERNATURAL COLOR GRAY BLENDING

UP TO 100% GRAY BLENDING IN 2 STEPS



BEFORE

High amount of gray at the front. For clients are seeking maximum blending carry out the 2 – step application to give up to 100% gray blending.



RESULT AFTER

1. PRE-PIGMENTATION

The pre-pigmentation creates a canvas for any target shade warm or cool suitable for depths 8 and below.

Use Velvet Brunette 6/01 1:4 to clean dry hair for 20 min.



RESULT AFTER

2. TARGET SHADE

Result up to 100% gray blending. After development time, emulsify, rinse and shampoo-rough dry the hair before applying the target shade.

THE SUPERNATURAL FORMULA

STEP 1: PRE-PIGMENTATION

1:4 RATIO



20g

+ 80ml

**VELVET
BRUNETTE**

6/01

WATER

70°C

Apply to areas with distribution of gray. Wrap the hair with the Wella's perforated foil wrap and develop for 20 minutes. Emulsify, rinse, shampoo and dry.

STEP 2: TARGET COLOR

1:4 RATIO



30g

+ 120ml

**ESPRESSO
BRUNETTE**

4/08

WATER

70°C

30 MIN

Apply target shade from roots to ends to dry hair.

THE STEPS



Carry out the 3 step consultation. For up to 100% gray blending carry out the pre-pigmentation step - this is ideal for maximum blending for those clients seeking additional blending or for resistant hair types.



Apply **formula A** to clean dry hair to areas with higher distribution of gray.

Wrap the hair with the Wella's perforated foil wrap. Develop for 20 minutes. Emulsify, rinse, shampoo and dry.



Apply **formula B** to all the roots and the lengths and ends.

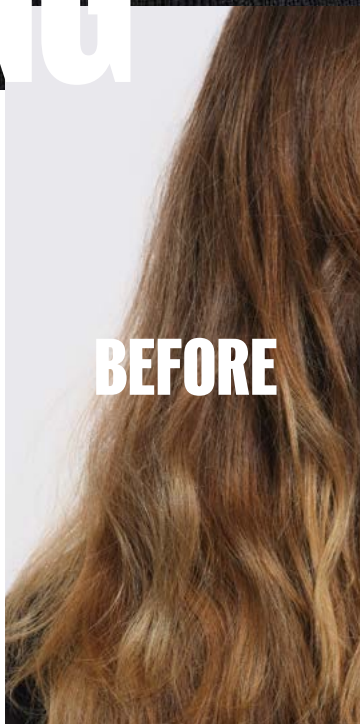
Wrap the hair with the Wella's perforated foil wrap. Develop for 30 minutes.



After development time, emulsify rinse, shampoo and condition if required. Style and finish as desired.



SUPERNATURAL BLONDE TONING



BEFORE



AFTER

Compatible for use after a lightening service, for example balayage, and highlighting services to complete the look, toning and strengthening in one step!

THE SUPERNATURAL FORMULA

FREEHAND LIGHTENING 1:1.5 RATIO



30g



BLONDOR
FREELIGHTS

+ 45g



BLONDOR
FREELIGHTS
DEVELOPER 9%

A: ROOTS TO ENDS 1:6 RATIO



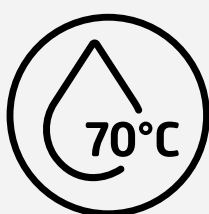
40g



**CASHEW
BLONDE**

9/36

+ 240ml



WATER 70°C



THE STEPS

Carry out the 3 step consultation to plan the color direction and suitable technique.



Create a seamless blonde by using a freehand painting technique, leaving out a slight regrowth. Develop for up to 50 minutes or until the desired lift has been achieved.



Shampoo and apply Blondor Seal&Care. Towel dry the hair and apply Supernatural Color from roots to ends. Secure, wrap and develop for up to 20 minutes.



The color mass will look dark and matte, make sure to tell your client.

After developing, emulsify, rinse and cleanse with a shampoo and conditioner for the hair type.





CARING FOR YOUR SUPERNATURAL COLOR



ULTIMATE COLOR

**COLOR VIBRANCY
FOR UP TO 10 WEEKS¹
REVITALIZED HAIR
FROM 1ST WASH**

Patented technology with
Metal Purifier, Glycine & B5

Up to 4x more resistance to
breakage²

Protection & moisture³ for
healthy-looking color

87% consumers agree scalp
comfort is improved in one use⁴

Intense shine



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



ULTIMATE SMOOTH

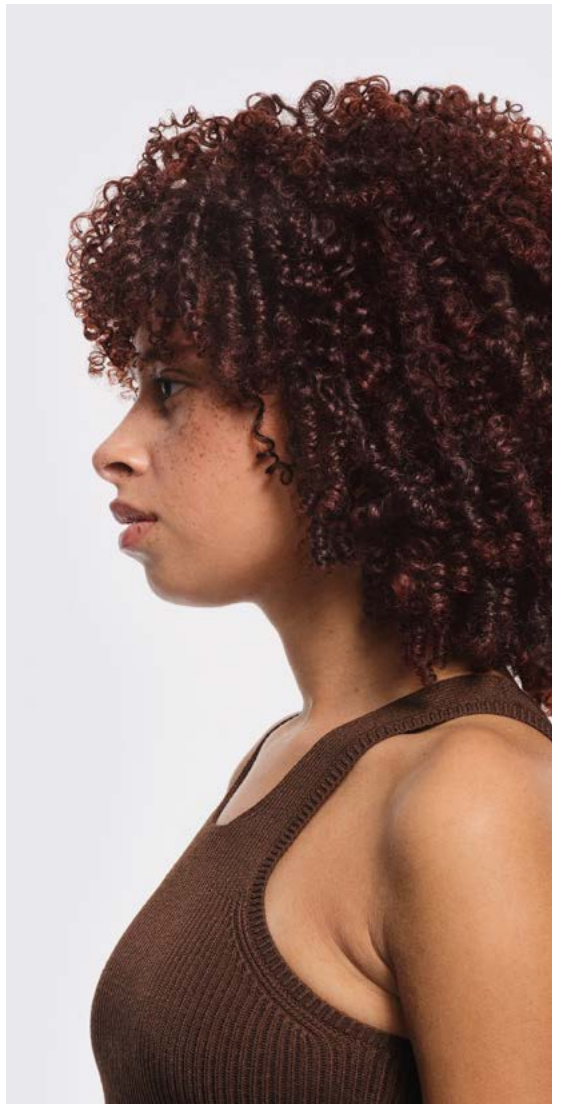
**NOURISHMENT
IN 30 SECONDS
SMOOTHNESS THAT
LASTS UP TO 3 DAYS¹**

Patented technology with
Squalane + Omega 9

96 Hours Frizz Control**

Up to 85% smoother hair***

Silky shine



1. If unwashed for 3 days vs. Untreated.
2. When using miracle oil serum.
3. Vs. Non-conditioning shampoo.



ULTIMATE REPAIR

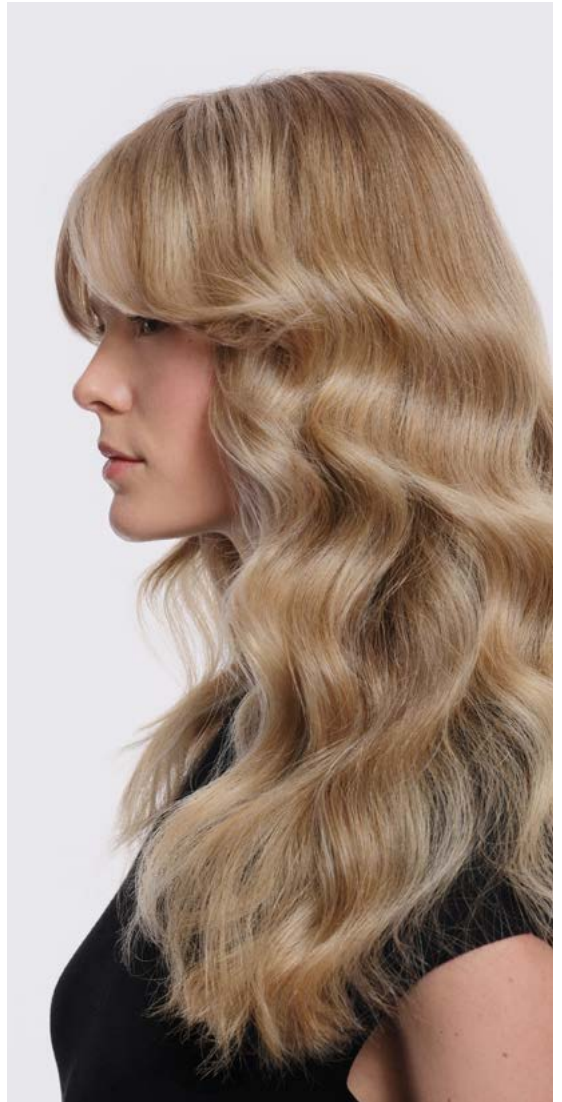
REPAIR HAIR DAMAGE IN 90 SECONDS

Patented technology with
AHA + Omega 9

Repair hair damage in 90
seconds¹

99% less breakage²

12x smoother hair³



1. When using ULTIMATE REPAIR step 3.
2. When using Ultimate Repair step 3. Instrumental test versus non-conditioning shampoo.
3. Vs. Non-conditioning shampoo.

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)

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

