



WORKING WITH SALONS,  
**SHAPING THE FUTURE  
OF HAIRDRESSING.**



# WHY PARTNER WITH WELLA?



## THE WHY

Our Vision  
& Values

## THE WHAT

Our Key  
Objectives

## THE HOW

Our  
Action Plan



# OUR VISION

Our Vision is to maintain our status as the No. 1 salon colour brand in the world\*, enabling individuals to look, feel and be their true selves. Working closely with your salons to **grow your business**.

We provide life changing education, bring disruptive innovation and set the trends with colour mastery; enabling continued growth for our salon partners for over 140 years.

\* Based on Wella Master Brand USD sales on the 2022 Salon Hair Care Study for the hair coloring products category published by Kline.



# OUR VALUES

We share many values, putting our customers and consumers at the heart. Thinking digital to create value.



## **WE ARE COLLABORATIVE**

### **ACT AS ONE TEAM**

WE work together to create the extraordinary

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## **WE ARE CONNECTED**

### **OWN CUSTOMER & CONSUMER JOURNEY**

WE stay connected and ensure we are always consumer first

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## **WE ARE CREATIVE**

### **INNOVATE TO CREATE VALUE**

WE foster creativity and excellence to create value for our brands and business

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## **WE ARE COMMITTED**

### **CHAMPION DIVERSITY, INCLUSION & SUSTAINABILITY**

WE are responsible for our impact on others & the planet

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## **WE ARE COURAGEOUS**

### **DRIVE FOR RESULTS**

WE are agile, entrepreneurial and we own our future





# JOINT BUSINESS PLANS TO DRIVE GROWTH

360° Support for your salon

## YOUR SALON OBJECTIVES

Joint business plans to drive growth

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## YOUR EDUCATION TOUCH POINTS

Training plans linked to your business goals; in-salon, studio and always on digital

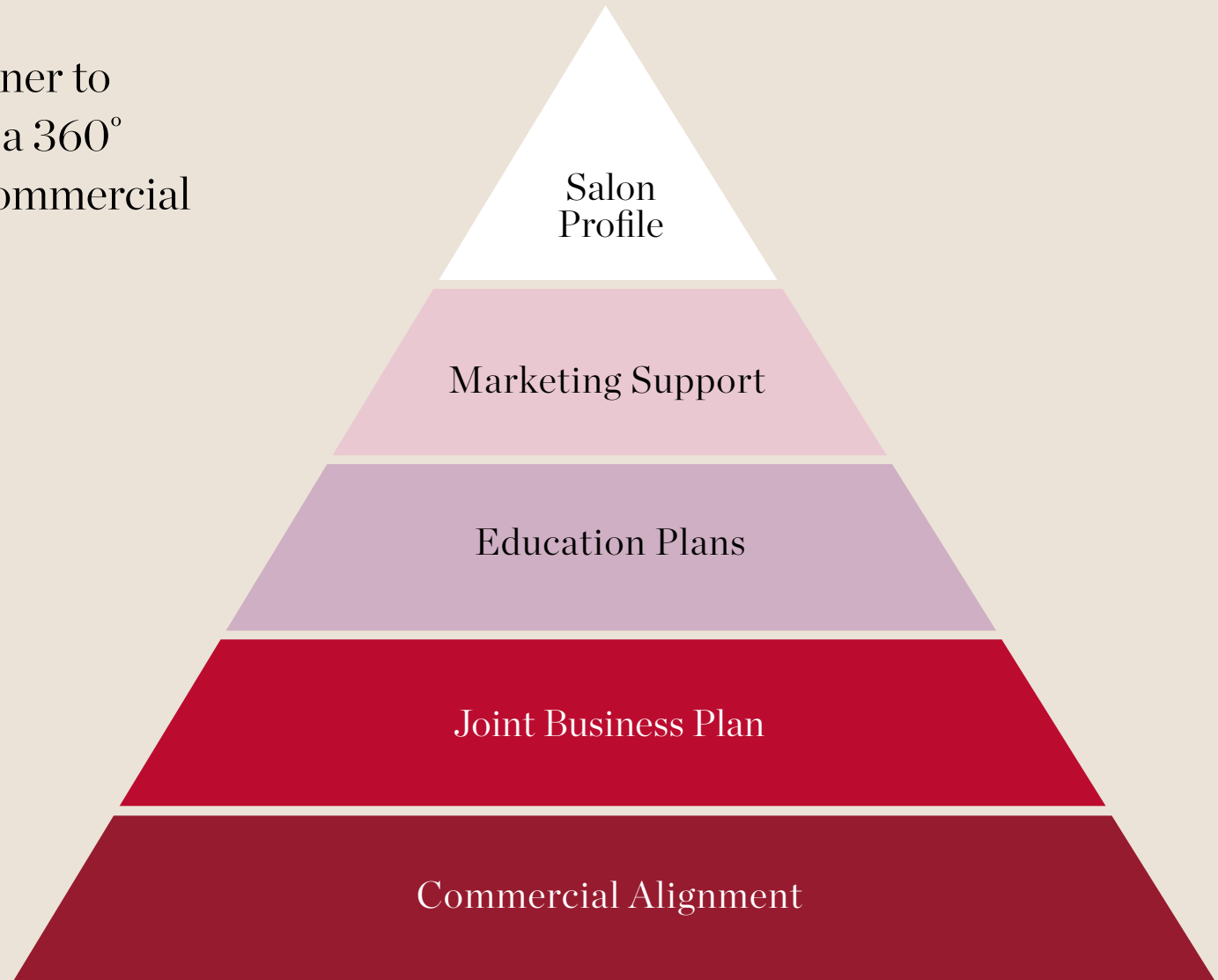
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## YOUR MARKETING TOOLS

Support with digital  
& in-salon activation

# YOUR PERFECT PARTNER

We believe that Wella is the perfect partner to accelerate growth of your business with a 360° support plan underpinned by a strong commercial proposal.





# OUR ACTION PLAN

In order to deliver our aligned joint vision, we have **3 key opportunities** to help drive growth through your business.

## MORE CLIENTS

**WITH:** Colour Menus, Salon Spy, product innovation and breakthrough trends

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## SPENDING MORE

**WITH:** Service innovation, consultation training, retail and treatment menus

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## VISITING MORE OFTEN

**WITH:** Innovative techniques, ongoing training and trends, rebooking incentives and CRM activation

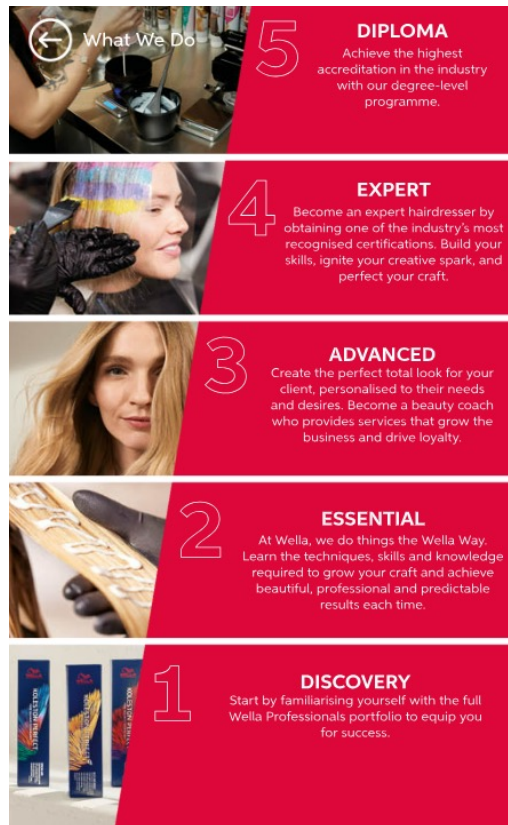


# EDUCATION SUPPORT

How important is education to you?

Educated Stylists Grow YOUR Business Faster!

It's what we do best.



Hard work, passion and determination are necessary to achieve your goals! We at Wella are at your side giving you the right support at the right time, in the right way, wherever you are. By your side, everywhere





# UNIQUE COMMUNITY

Our unique community will grow your business faster.



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## WE ARE STRONGER TOGETHER! THE RECENTLY LAUNCHED WELLA RED CLUB OFFERS:

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- Regular networking events
- Exclusive access to new launches
- Priority bookings for Wella events
- Reward points to spend on your business

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## YOUR TALENT REWARDED WITH CAREER DEVELOPMENT AND MENTORSHIPS BY THE INDUSTRY'S GREATEST CREATIVES.

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- **Trend Vision Award** to inspire and profile your team
- Inspire emerging talent
- **Cult Team** to develop artistic, provoking & fearless hairdressers
- Cutting edge looks and techniques
- Endless creativity to inspire and elevate your artistry



FOR MORE INFORMATION GO TO [WELLARED.COM](https://wellared.com)

# INDUSTRY LEADING EVENTS

We believe that staying up-to-date with the latest trends and techniques in the hairdressing industry is critical to your success. That's why we offer a range of exciting and inspirational events that are essential in your hairdressing calendar, including TrendVision Award and Wella RED Business Network Live. Don't miss out on these exciting opportunities to network, learn, and expand your skill set.

## BUSINESS NETWORK LIVE



This one-of-a-kind event brings together a key combination of business experts, creative celebrities and professionals with exciting life experiences, tips and passions to share with their lucky audiences. For over two decades, Wella RED Business Network Live has provided the perfect opportunity for Salon Owners to meet, mingle and multiply key business contacts.

## TRENDVISION



Wella's TrendVision Award Final is the most iconic event in our calendar. Every year it reaches out to thousands of hairdressers across the industry, inspiring the audience with unique mastery, craftsmanship and creativity. It's a night to celebrate the talent and skill of the finalists and to watch stunning, boundary pushing presentations from Wella Artists.



# OUR COMMITMENTS

We take responsibility for our impact on people and our planet.

## ALUMINIUM TUBES



Our aluminium tubes are made of 100% recycled aluminium and are recyclable.

## CARDBOARD PACKAGING



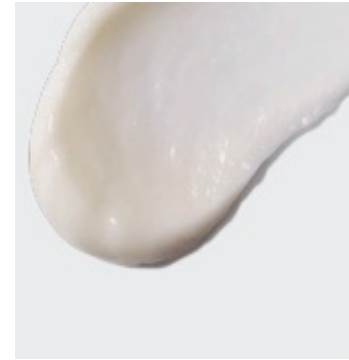
In our colour packaging we use FSC certified cardboard, 85% recycled cardboard and recyclable cardboard.

## PLASTIC CAPS



Our Koleston Perfect, Illumina Color, Color Touch, Shinfinity and Blondorplex Cream Toner caps have been made from 91-100% recycled plastic, and they are also recyclable.

## FORMULAE



Our biggest color brands Koleston Perfect ME+, Illumina Color, Blondorplex Cream Toners and Shinfinity continue to be free of animal derived ingredients.

## MANUFACTURING COLOUR



Our European manufacturing facility Rothenkirchen in Germany producing Wella Professionals color, uses 100% renewable electricity supply (100% Green electricity) and 100% carbon-neutral gas consumption while also producing zero waste to landfill.

# OUR PARTNERSHIPS



Wella have partnered with Green Salon Collective to facilitate stylist sustainability by recycling the unrecyclable! They are providing stylist sustainability training via e-education and in salon, marketing support and material to communicate stylist sustainability to clients and providing a 15% discount rate on the first order with Green Salon Collective available to all Wella Customers.



Our partnership with The Little Princess Trust supports their mission of giving Hair and Hope to children and young people with cancer. This means many of the Wella salons up and down the country will be raising awareness of their free wig provision service by collecting hair donations and encouraging fundraising for LPT! With our Wella Studio's will offering a free haircut to those wishing to donate their hair to the Little Princess Trust.





**JOIN THE WELLA  
FAMILY TODAY!**

