

THE CARE BOOK

Give hair something it loves. Give it Wella Professionals Care.

Wella Professionals has shaped the hair industry for over 140 years. We understand that gorgeous, healthy hair helps people around the world look and feel their truest selves.

That's why we have formulas for all hair types and all hair needs. We use quality ingredients and innovative technologies to give your hair the shine, smoothness and color vibrancy it craves.

It's why we have been and always be...

# TRUSTED BY PROFESSIONALS. LOVED BY HAIR.

# TRUSTED BY PROFESSIONALS LOVED BY HAIR

# THREE COLLECTIONS TO DELIVER SALON HAIR FEEL EVERYDAY – FOR ALL HAIR TYPES AND ALL HAIR NEEDS



## **ULTIMATE REPAIR**

Trusted for patented technology.

Loved for legendary hair.



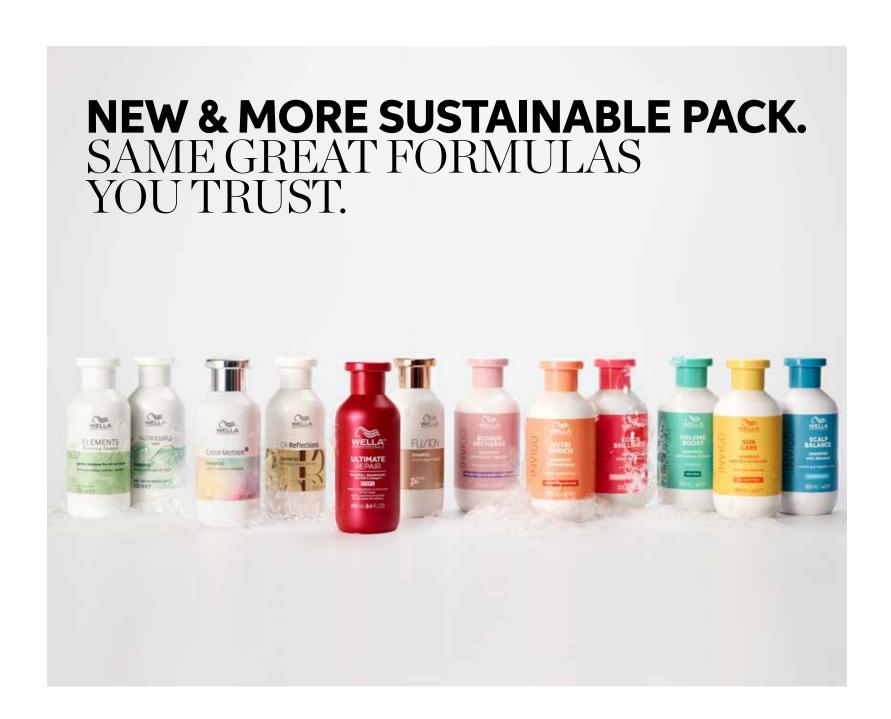
## **SPECIALTY LINES**

Trusted for advanced science. Loved for unique hair rituals.



# **INVIGO**

Trusted for energizing formulas.
Loved for everyday care vitality.





RECYCLED MATERIALS WITH UP TO 80% POST CONSUMER RECYCLED PLASTIC<sup>1</sup>



IMPROVED VOLUME RATIO: LESS PLASTIC PER ML<sup>2</sup> RECYCLABLE<sup>3</sup>



GLOBALLY COMMITTED TO NO ANIMAL TESTING<sup>4</sup>

# **SOLUTIONS FOR**ALL HAIR NEEDS & ALL HAIR TYPES



**ULTIMATE REPAIR** 



## **SPECIALITY LINES**

Fusion, ColorMotion+, Elements, Oil Reflections, Nutricurls



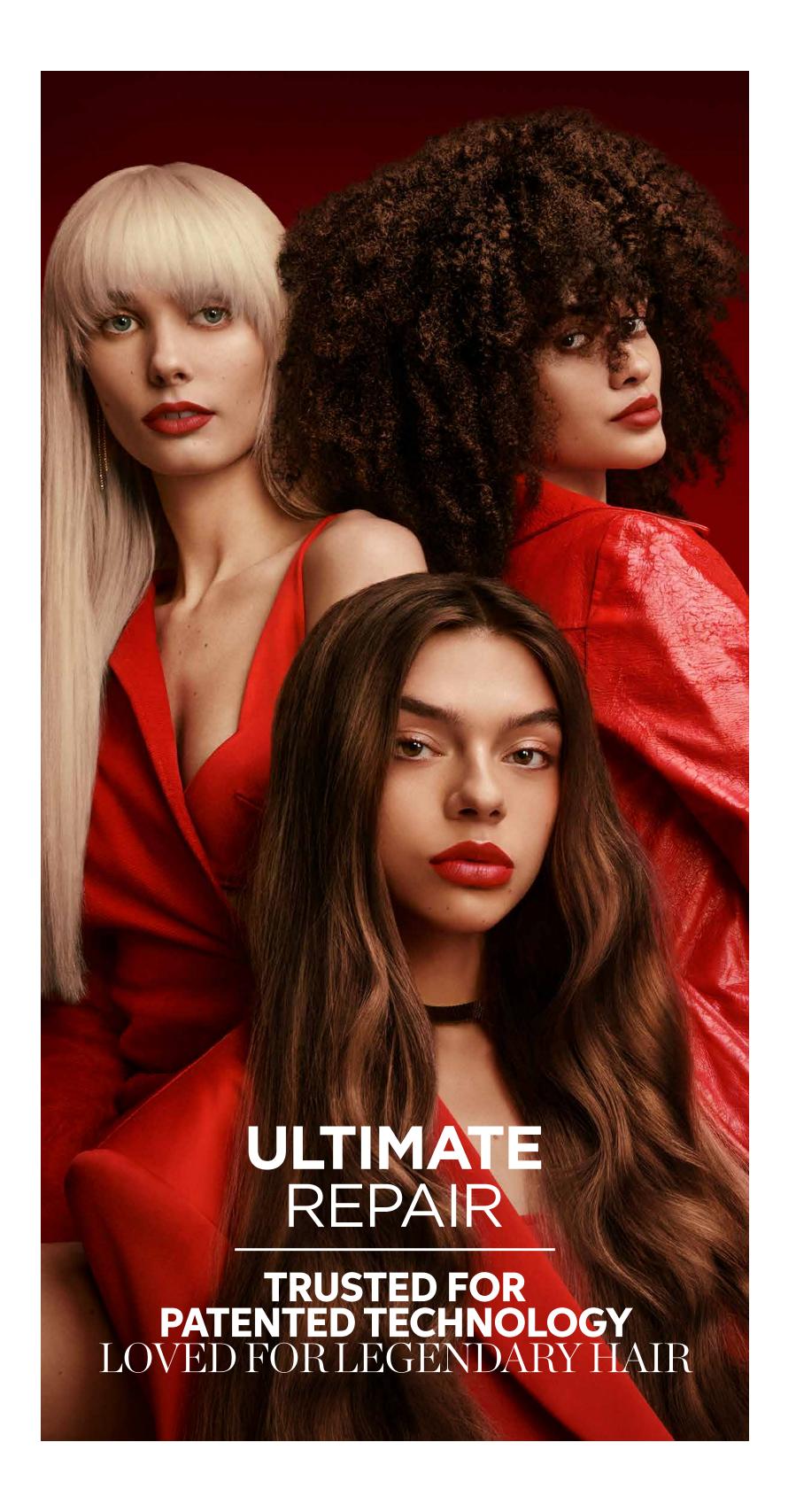
## **INVIGO**

Color Brilliance, Nutri Enrich, Blonde Recharge, Volume Boost, Scalp Balance, Sun Care



## **COLOR SERVICE**

Colorists' Expert Range for in-salon use





# REPAIR HAIR DAMAGE IN 90 SECONDS\*

99% 12X

LESS BREAKAGE\* SMOOTHER HAIR\*

EXTRA SHINE

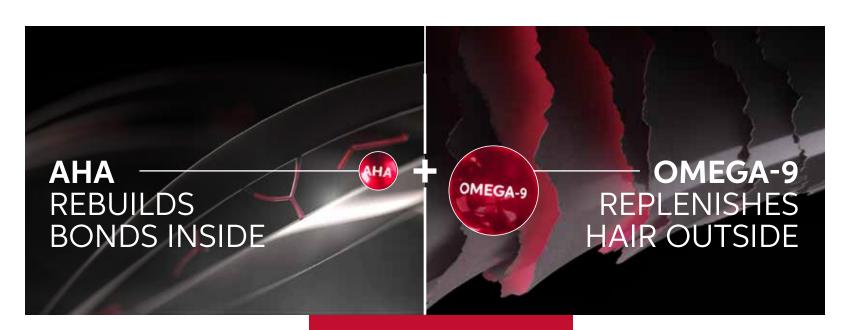






# PATENTED TECHNOLOGY FOR HEALTHY LOOKING HAIR

# HEALTHY LOOKING HAIR NEEDS TO BE STRONG FROM THE INSIDE AND OUT



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. The special combination of AHA & bio-identical Omega-9 delivers the ultimate repair, that you can see and feel.

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.

# HAIR IS REPAIRED INSIDE & OUT

#### **FUN FACT**

In skin care, AHA is commonly known to exfoliate the skin but also promoting the production of collagen, to give strength to the skin.

In hair, AHA also gives strength by rebuilding the hydrogen bonds.



# FOLLOW THE FULL ROUTINE FOR ULTIMATE RESULTS



# 1. CLEANSE & PREPARE

# ULTIMATE REPAIR SHAMPOO

A rich cream shampoo that cleanses gently and effectively with a luxurious lather. Removes all the small impurities that can be harmful to the hair (metals, product build-up, oils, dirt and pollution) and starts to rebuild the hair.



# 2. CONDITION & MAINTAIN

# ULTIMATE REPAIR CONDITIONER

Deep conditioner with a creamy texture for daily usage to detangle, deeply strengthen and repair. Gives intense inner strength without weighing the hair down. Leaving the hair soft to touch, feeling clean and fresh.



# FOLLOW THE FULL ROUTINE FOR ULTIMATE RESULTS



# 3. TREAT & RESERVE

## ULTIMATE REPAIR MIRACLE HAIR RESCUE

A treatment to repair hair damage in 90 seconds. Intensively strengthens and smooths hair thanks to AHA & Omega-9.

**Fun Fact** By using the MIRACLE HAIR RESCUE at home, your client, could save 15 liters of water each time.<sup>1</sup>



# 4. PROTECT & PREVENT

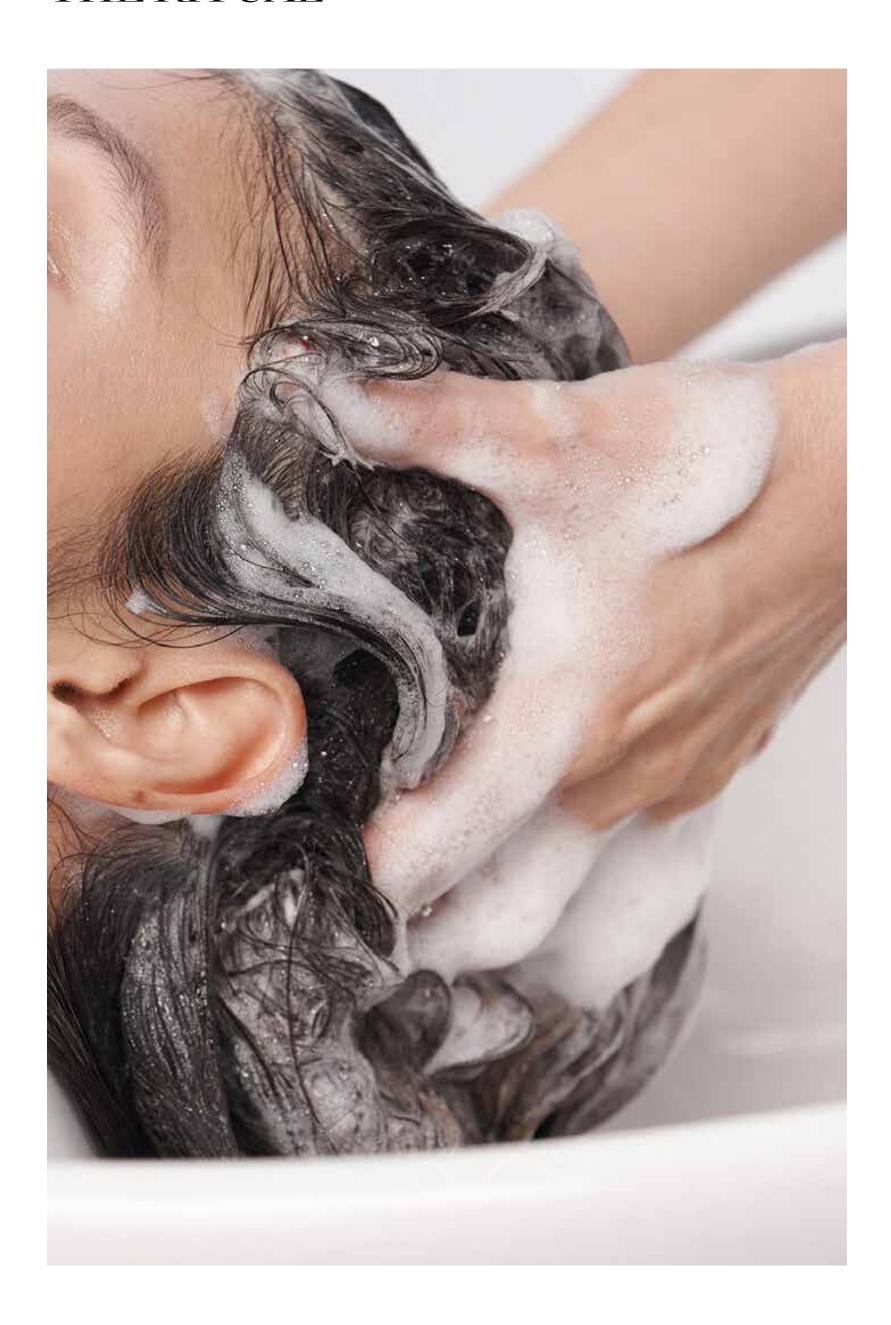
# ULTIMATE REPAIR PROTECTIVE LEAVE-IN

Delicate cream serum that protects, repairs and smooths all hair types. Gives instant frizz control and easier styling.

## **PROTECTS FROM 5 KEY CONCERNS:**

BREAKAGE | UV | 230°C HEAT | MECHANICAL DAMAGE | FRIZZ

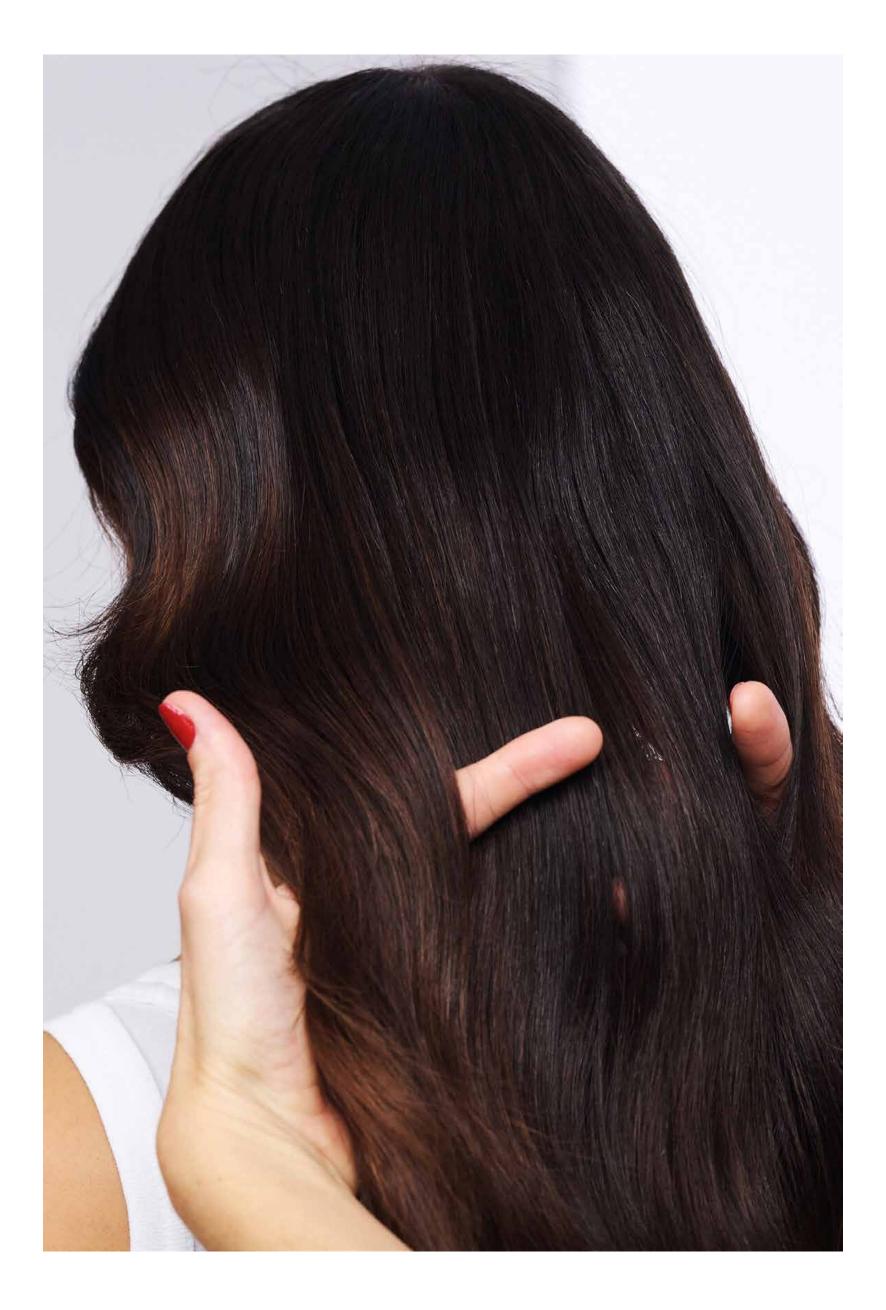
# ULTIMATE REPAIR THE RITUAL



## GIVE OUR CLIENTS THEIR HAIR LIKE THEY HAVE NEVER SEEN IT BEFORE.

No need For longer appointment time or added rinsing steps.

# PROFESSIONAL HAIR FEEL IN SALON



A truly luxurious experience of our most powerful repair. Intense strength from within and replenished outside with Metal Purifier technology to detox the hair.



# **TAILORED ROUTINE**FOR EACH HAIR NEEDS

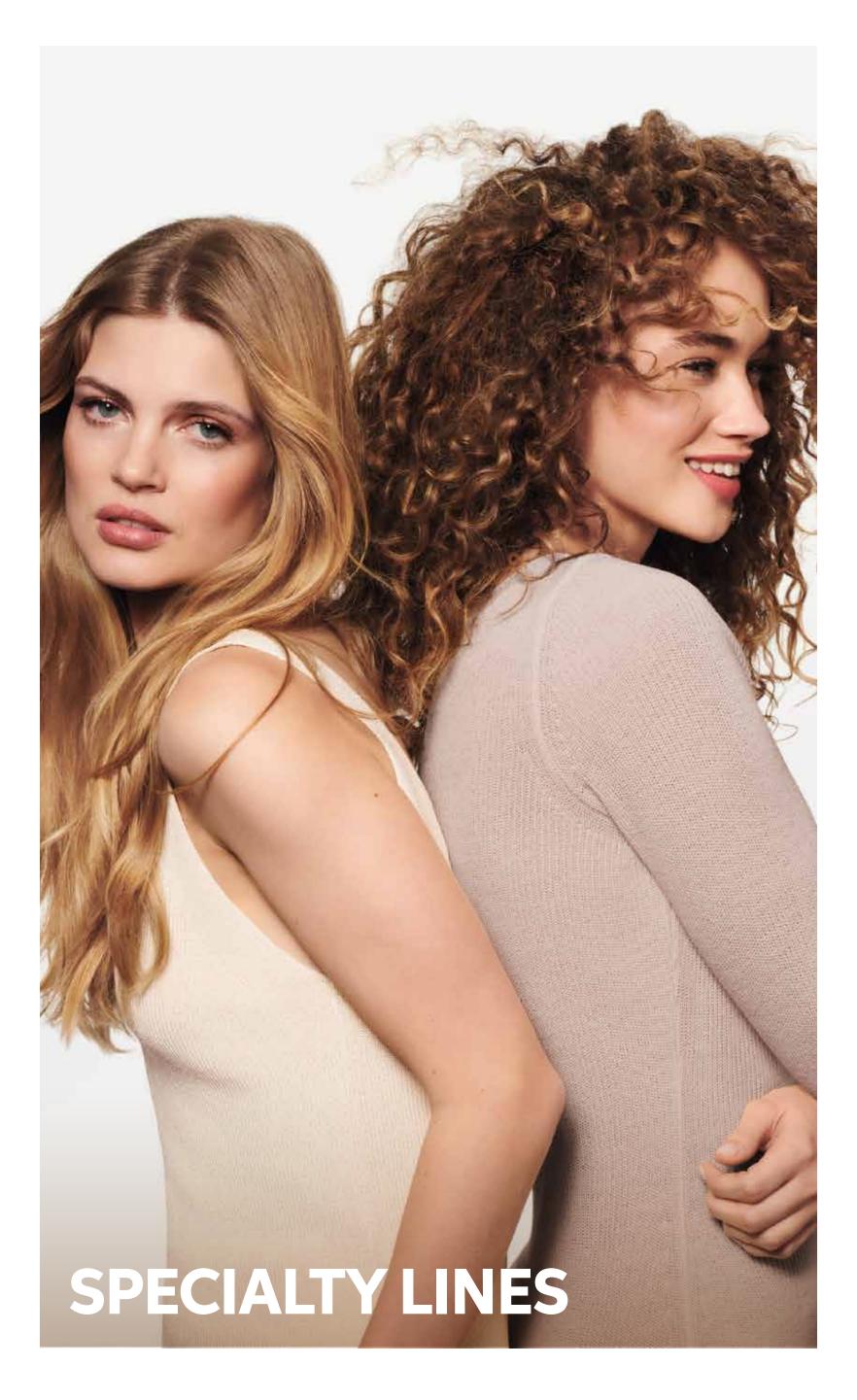
# LET THE HAIR TYPE GUIDE THE PRODUCT AMOUNT AND THE DAMAGE LEVEL TO GUIDE THE TIME



# USE MIRACLE HAIR RESCUE EVERY THIRD WASH OR MORE OFTEN ON DAMAGED HAIR



1st Wash 2nd Wash 3rd Wash



# TRUSTED FOR ADVANCED SCIENCE LOVED FOR UNIQUE HAIR RITUALS

#### **SPECIALTY LINES**

# TRUSTED FOR ADVANCED SCIENCE. LOVED FOR UNIQUE HAIR RITUALS.



## **FUSION**

Intense repair & smoothness For damaged hair



## **COLORMOTION+**

Colour protection & strength\*
For damaged colour-treated hair



## **OIL REFLECTIONS**

Smoothness & shine For dry or dull hair



## **ELEMENTS**

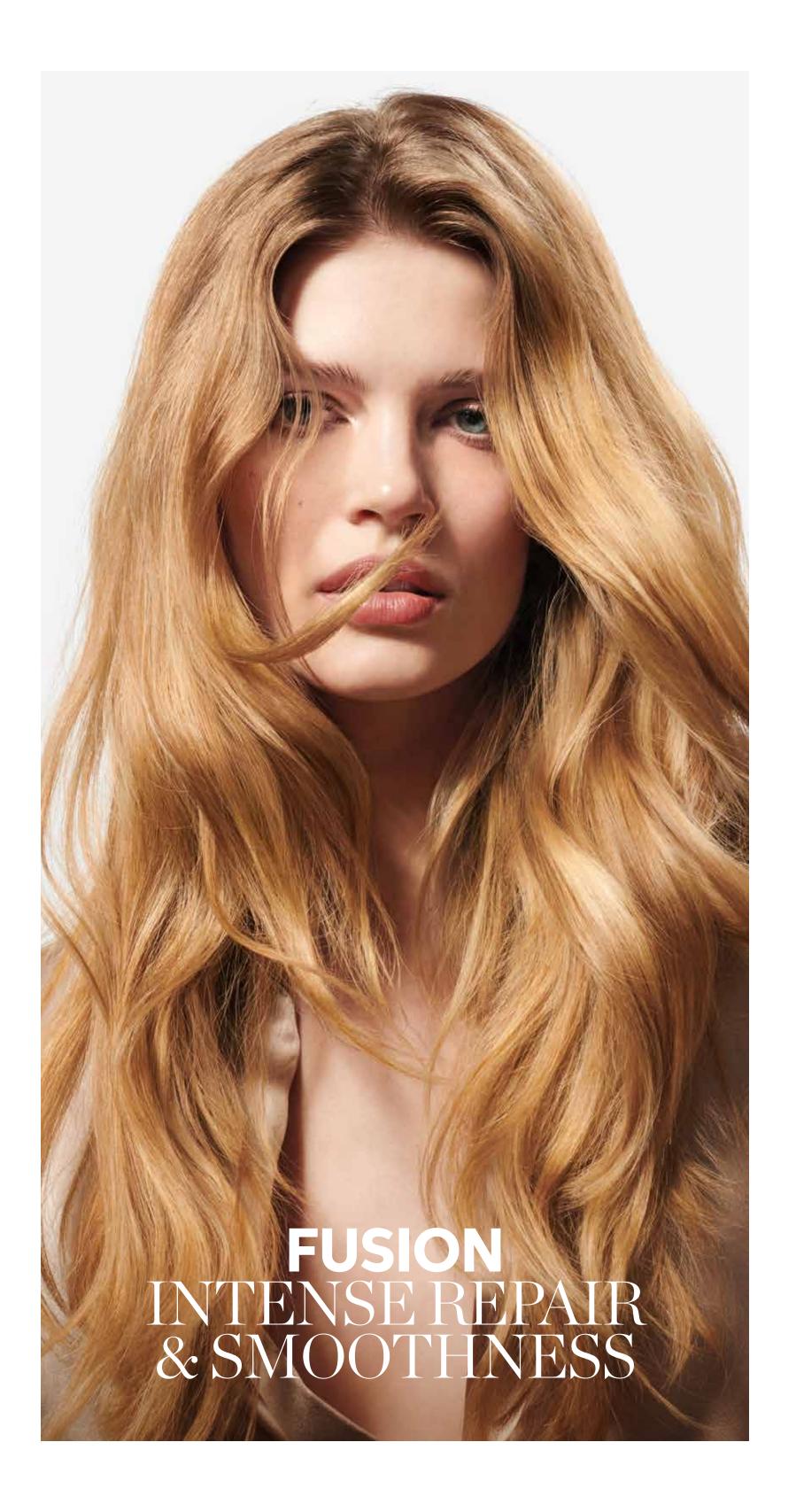
Healthy feeling hair & scalp For all hair types.



## **NUTRICURLS**

Nourishment & definition For all types of curls & waves

<sup>\*</sup>When using Structure+ Mask





# 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 resiliant against breakage.\*

# ADVANCED SCIENCE WHAT'S INSIDE



## SILKSTEEL FUSION PROGRAM

Inspired by spider silk, one of the strongest fibers in nature. Our technology is a fusion of silk amino acids and micronized lipids. Instantly helps to repair the hair fiber: Even the most damaged hair feels renewed, smooth and more resilient against breakage.<sup>2</sup>



- 1. visit www.wella.com/metalpurifier to learn more about Metal Purifer
- 2. Fusion shampoo and conditioner vs. non conditioning shampoo





#### **INTENSE REPAIR SHAMPOO**

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



#### **INTENSE REPAIR CONDITIONER**

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



#### **INTENSE REPAIR MASK**

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



## **AMINO REFILLER**

Penetrates down to the cortex, refilling the hair with amino acids. With silk amino acids and metal purifier.

**IN-SALON EXCLUSIVE** 

# REFILLER SERVICE WITH AMINO REFILLER



# 1. CLEANSE

# INTENSE REPAIR SHAMPOO

Shampoo (twice if needed), rinse and towel-dry.



# 2. REFILL AMINO REFILLER SALON TREATMENT

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



# 3. REPAIR, SMOOTH & SEAL

# INTENSE REPAIR MASK OR CONDITIONER

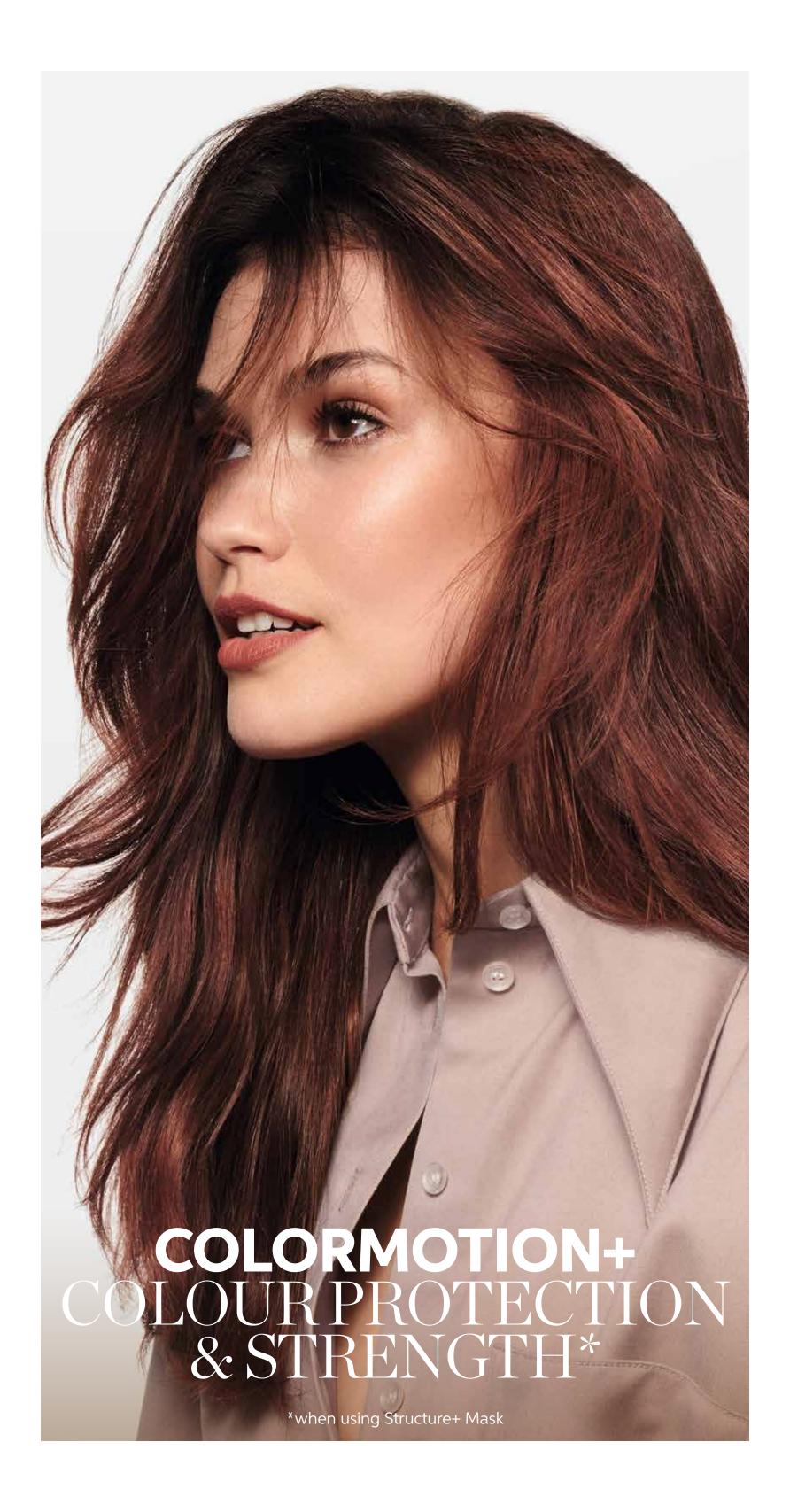
Apply over full length, leave on for 30 sec for Conditioner or 5 min for the Mask. Rinse well. Dry as usual.



# 4. EXTEND AT HOME

# INTENSE REPAIR SHAMPOO, CONDITIONER & MASK

Shampoo & Conditioner for daily use, mask for weekly use.



#### **COLORMOTION+**



# UP TO 8 WEEKS COLOUR PROTECTION\*



# WITH METAL PURIFIER TECHNOLOGY AND WELLAPLEX BONDING AGENT. FOR STRONGER HAIR.<sup>2</sup>

Colour Care Power of 3: Colour Protection, Vibrant Shine & Stronger Hair\*

### **COLORMOTION+**

# ADVANCED SCIENCE WHAT'S INSIDE

# METAL PURIFIER¹ Protects from harmful metals in water WELLAPLEX BONDING AGENT Helps to reconstruct inner hair bonds. For stronger hair² HAIR SURFACE POLISHER

## COLOUR CARE POWER OF 3

Smoothing cuticles for improved

shine and manageability<sup>3</sup>

Regular use of ColorMotion+ care regimen improves coloured hair quality in three areas that are specifically important for coloured hair: colour protection, vibrant shine and stronger hair.



- 1. visit www.wella.com/metalpurifier to learn more about Metal Purifer
- 2. when using Structure+ Mask vs. no treatment. 3. vs no treatment

### **COLORMOTION+**









# COLOUR PROTECTION SHAMPOO

Helps to lock in colour while preserving hair's smoothness and shine. With Metal Purifying Technology to protect hair from harmfull metals present in water.

# MOISTURISING COLOUR REFLECTION CONDITIONER

Helps restore hair surface quality for vibrant shine. For frequent use. With Metal Purifying Technology.

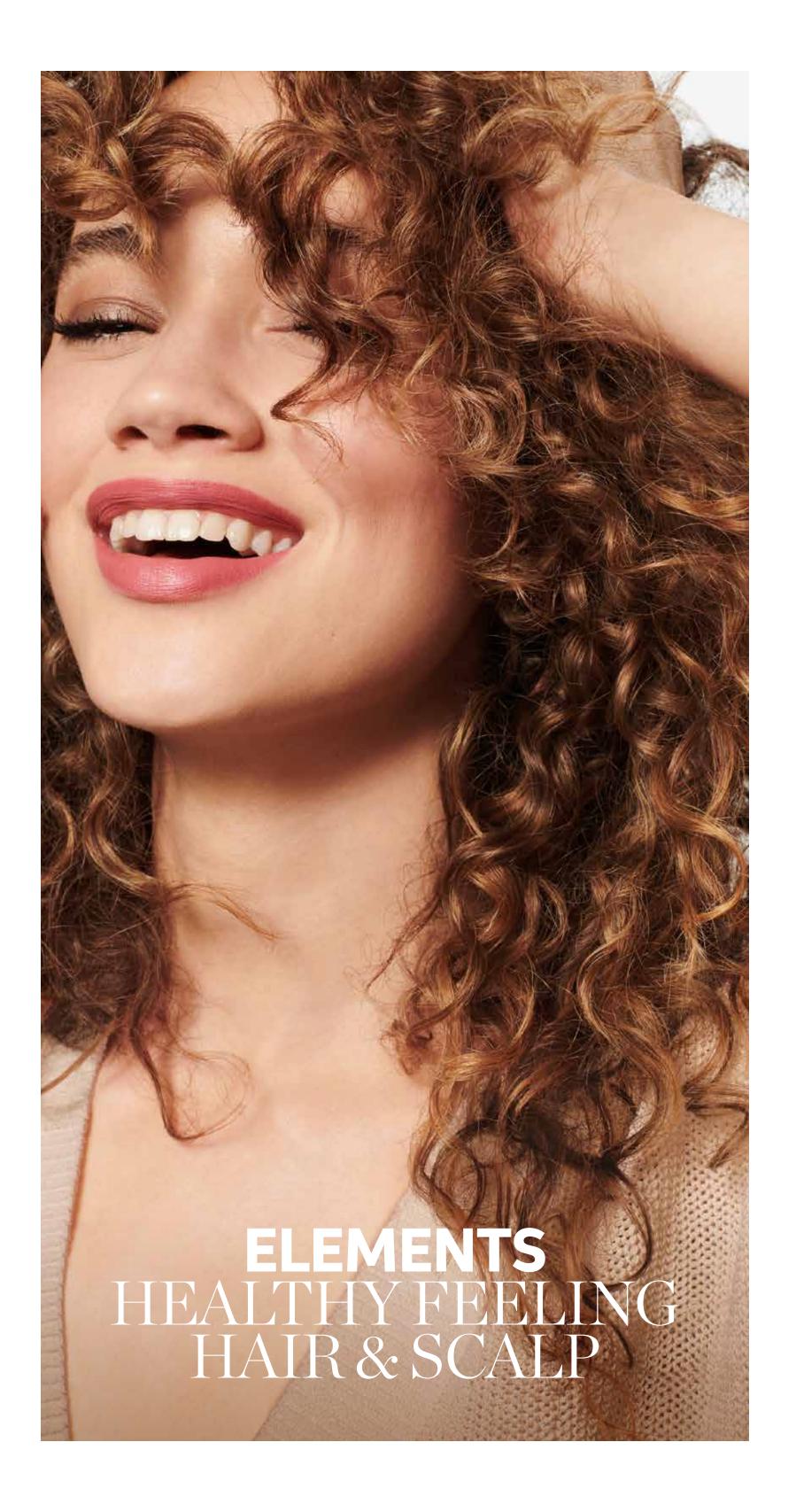


# STRUCTURE+ MASK WITH WELLAPLEX BONDING AGENT

Helps to reconstruct hair bonds. Adds smoothness and shine. With Metal Purifying Technology. Intensive formula, to be used every 1-2 weeks.



# COLOUR AND CARE SOLUTIONS BOTH PROTECTING HAIR FROM HARMFUL METALS FOR IRRESISTIBLE HAIR QUALITY<sup>2</sup>



#### **ELEMENTS**



# UP TO 99% NATURAL ORIGIN INGREDIENTS\*

VEGAN - FREE OF ANIMAL-DERIVED INGREDIENTS. DERMATOLOGICALLY TESTED. FORMULATED WITHOUT SILICONES, SULFATES.

Our most gentle hair care line for healthy feeling hair and scalp. With a Clean Label fragrance, extremely low level of allergens.









## **ELEMENTS RENEWING - FOR ALL HAIR TYPES**

# ADVANCED SCIENCE WHAT'S INSIDE





#### **ELEMENTS RENEWING**









#### **RENEWING SHAMPOO**

Gently cleanse hair with a luxurious foaming experience. Revives hair smoothness and shine for a healthy look & feel. 91% natural origin ingredients.



#### **RENEWING CONDITIONER**

Instantly detangling conditioner renews hair manageability and shine. 95% natural origin ingredients.



#### **RENEWING MASK**

Moisturising mask with intense conditioning renews hair smoothness & shine. Protects hair from frizz & breakage.

95% natural origin ingredients.



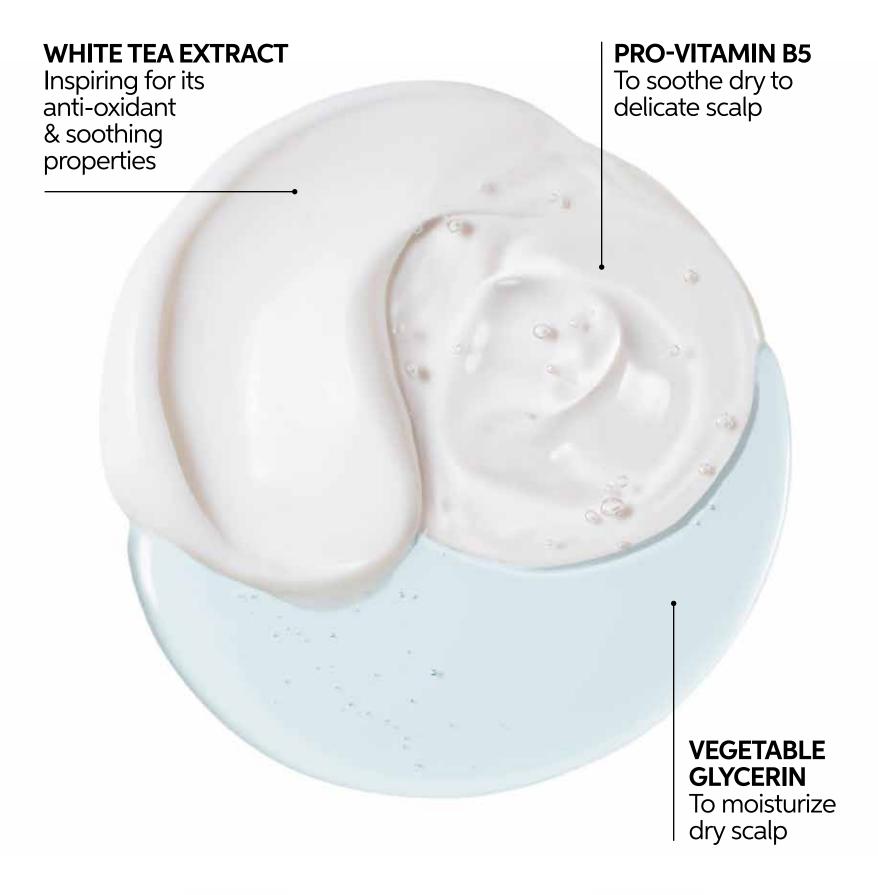
#### **LEAVE-IN SPRAY**

De-stressing and detangling spray that protects hair from daily mechanical stress & breakage, while hydrating & taming static or frizzy hair. 99% natural origin ingredients.

**UP TO 99% LESS BREAKAGE AFTER ONE USE!**\*

## **ELEMENTS CALMING - FOR DRY OR DELICATE SCALP**

# ADVANCED SCIENCE WHAT'S INSIDE







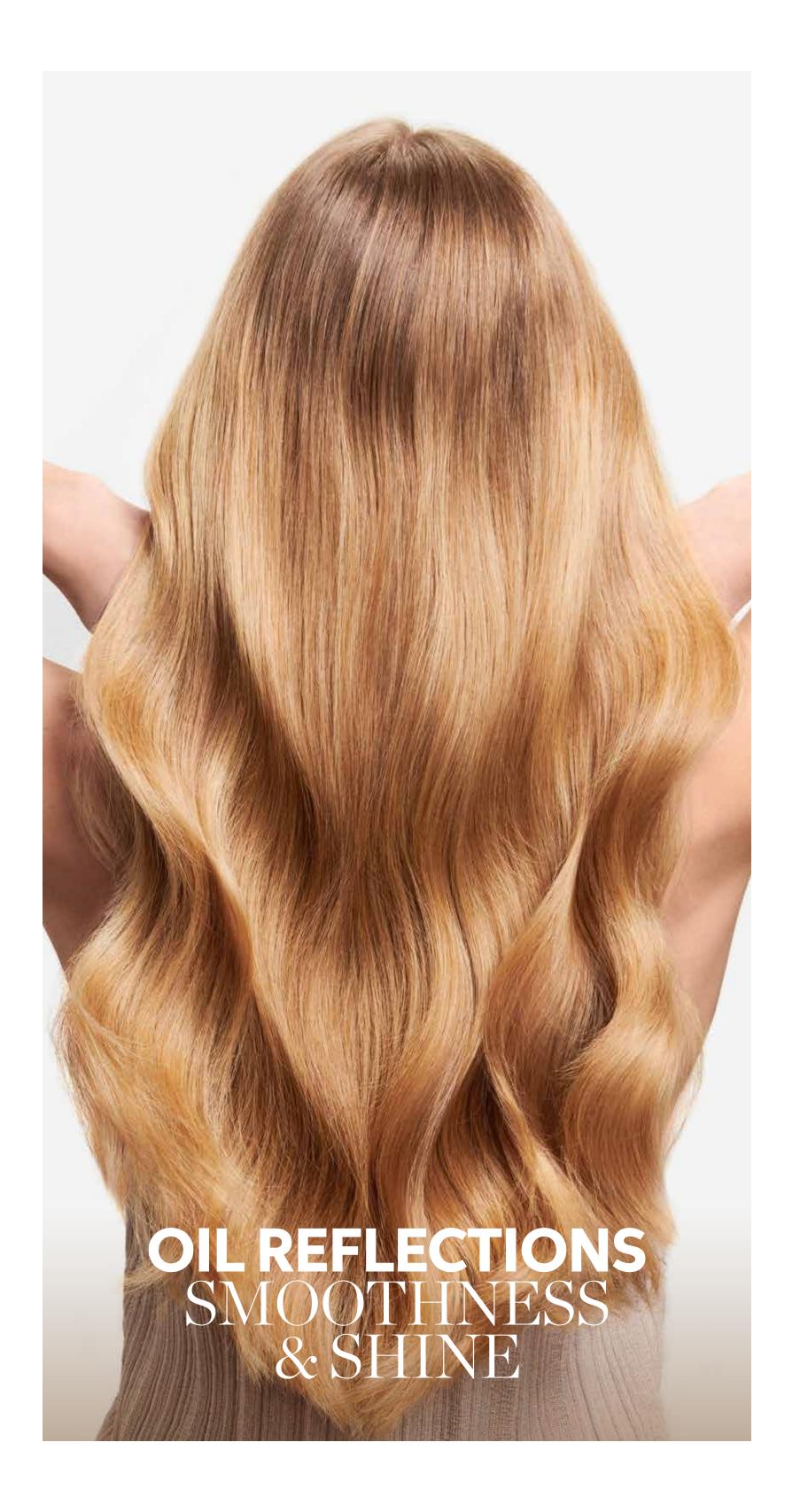
#### **CALMING SHAMPOO**

Mild shampoo with natural origin surfactants that gently cleanse hair and scalp. Helps to restore scalp comfort, with Vegetable Glycerin. 92% natural origin ingredients.

#### **CALMING SERUM**

Moisturiing leave-in serum with vegetable Glycerin hydrates & soothes a dry or delicate scalp Helps restore scalp comfort, without impacting hair volume. 99% natural origin ingredients. 100% recycled plastic bottle.

MILD FORMULA - WASH TWICE IF NEEDED





# 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.

# ADVANCED SCIENCE WHAT'S INSIDE





Helps to protect and prevent against natural lipid degeneration for a smooth and reflective suface.







## LUMINOUS REVEAL SHAMPOO

Light moisturising shampoo leaves the hair deeply cleansed and luminous. With metal purifier.



# 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 harmonius movement, with camellia seed oil. For fine to normal hair.

## 3 WAYS TO USE OILS

Apply 1-3 pumps on damp clean hair lengths and ends for smoothness, shine and manageability.

Mix it with a mask for a pampering shine boosting service.

Add a small amount on dry hair as a finishing touch.



# LUMINESSENCE SERVICE LUMINOUS SHINE & SMOOTHNESS



# 1. CLEANSE OIL REFLECTIONS SHAMPOO

Apply to wet hair. Lather & rinse thoroughly.



# 2. MIX & TREAT OIL REFLECTIONS MASK & SMOOTHENING OIL

25ml of Oil Reflections Mask & six pumps of smoothening oil. Mix together & apply on damp hair for 5 minutes. Rinse out well.

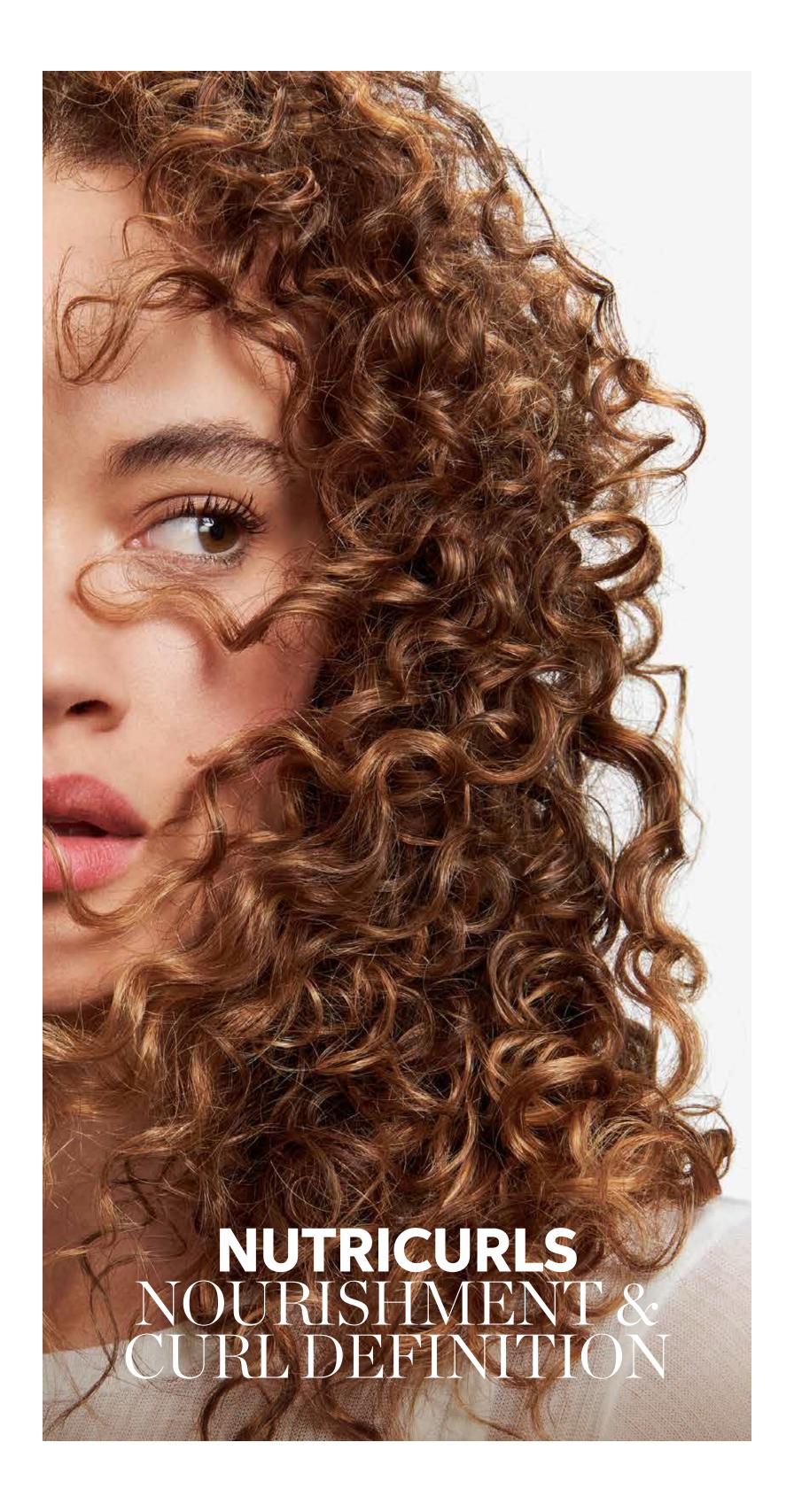


# 3. FINISH OIL REFLECTIONS OIL

Distribute 1-2 pumps of oil evenly thoughout mid-lenghts and ends.



# 4. EXTEND AT HOME





# **24H CURL** DEFINITION\*

### WITH NOURISH-IN COMPLEX. THE RIGHT LEVEL OF NOURISHMENT FOR WAVES & CURLS.

Making curls defined, bouncy and manageable, while reducing frizz. Our best range for long-lasting curl definition.

### THE RIGHT LEVEL OF NOURISHMENT

Each curl is unique and therefore needs a right level of care to reveal its beauty. Too much nourishment might be heavy & overload the hair, so the right level is essential to keep the curls defined, yet bouncy.

### **WAVY AND CURLY HAIR TYPES**



LOOSE WAVES

DEFINED WAVES

LOOSE CURLS TIGHT CURLS LOOSE COILS

TIGHT COILS

Lightweight to medium nourishment

Medium to intense nourishment





### **LEVELS OF NOURISHMENT**

♦ ♦ ♦ Lightweight

♦ ♦ ♦ Medium

♦ ♦ Intense

Wavy hair needs products that provide lightweight to medium care and nourishment level, while curly hair generally needs more intense care; from medium to intense levels. **NUTRICURLS** products have specific levels of NOURISH-IN Complex to ensure the right level of nourishment for each type of curls and waves.

# ADVANCED SCIENCE WHAT'S INSIDE



NOURISH-IN COMPLEX is included in each product at specific levels, providing lightweight to intense nourishment.

### RESULT

Curls are defined, bouncy and manageable, with reduced frizz. Curl definition holds better thanks to the right level of nourishment.





### SHAMPOO FOR WAVES

Lightweight nourishing shampoo that helps to define waves while removing impurities. No sulfates added.



### MICELLAR SHAMPOO FOR CURLS

Nourishing shampoo for curls and coils that provides definition and anti-frizz. The micellar technology gently removes impurities without drying out scalp and hair.



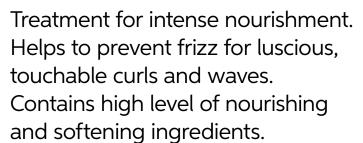
#### **CONDITIONER**

Instantly provides lightweight nourishment and definition for waves & curls. Soft detangling formula.



 $\bullet \Diamond \Diamond$ 

**MASK** 





### CURLIXIR BALM

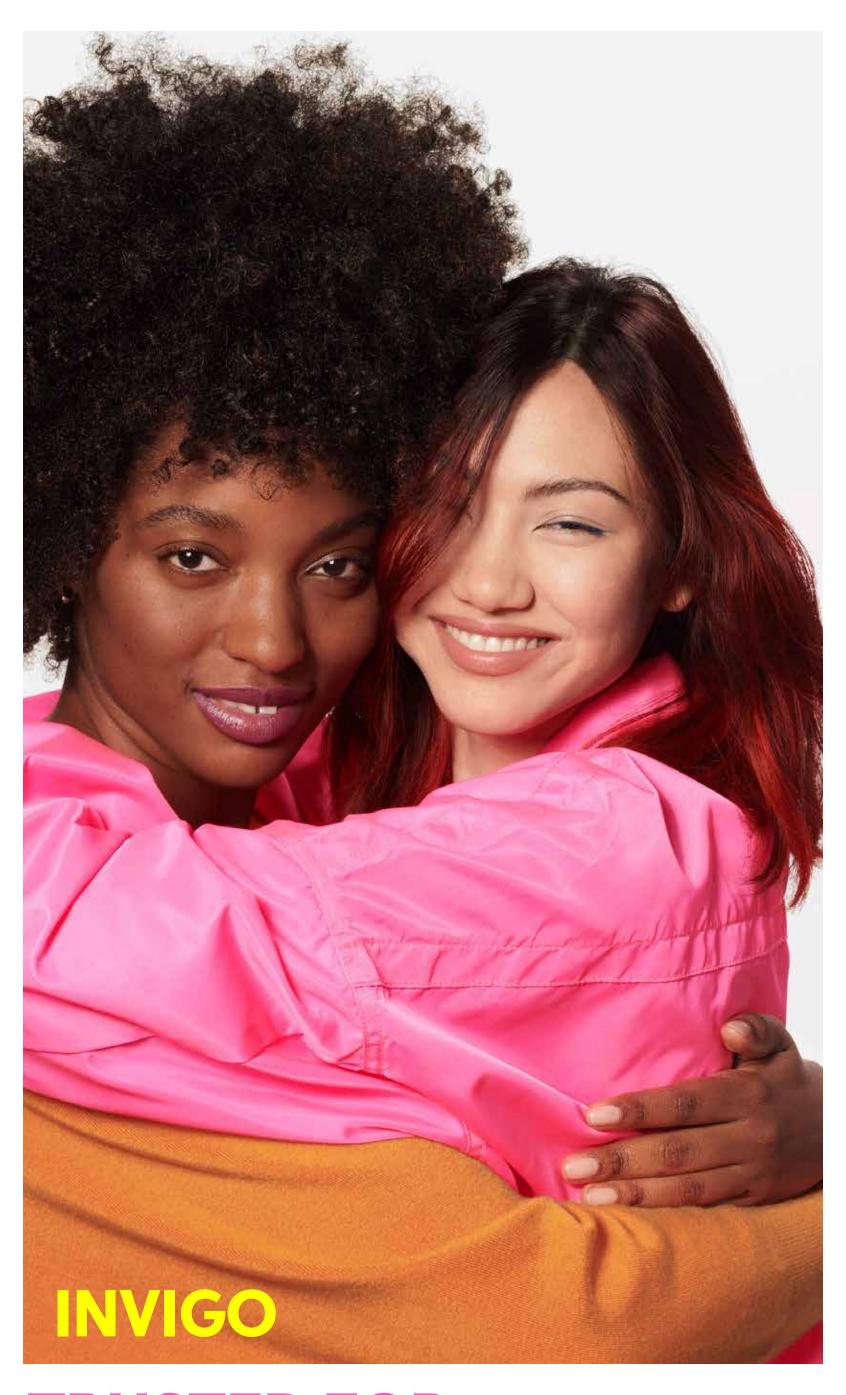
Nourishing leave-in curl balm for soft hold, definition and bounce. Perfect primer to reveal stunning curls. Apply uniformly to damp hair. Can be also used on dry hair for extra definition.



### CCLEANSING CONDITIONER

Gentle cleanser for waves and curls that helps to get more definition. Replaces shampoo with cleansing conditioner for every other wash or even more often. Great for coarse & very dry hair. With nourishing low-foam formula. Formulated without silicones.





# TRUSTED FOR ENERGIZING FORMULAS LOVED FOR HAIR VITALITY

#### **INVIGO**

# TRUSTED FOR ENERGIZING FORMULAS LOVED FOR HAIR VITALITY



**COLOR BRILLIANCE** 

Instant colour vibrancy For coloured hair



**NUTRI ENRICH** 

Instant deep nourishment For dry or stressed hair



**BLONDE RECHARGE** 

Helps to fight brassiness For highlighted, cool blonde or silver hair



**VOLUME BOOST** 

Bodifying lightweight care For fine hair



**SCALP BALANCE** 

Fresh and clean Healthy-looking and cared scalp For imbalanced scalp



#### **SUN CARE**

UV color protection and repair\*
For before, during and after sun
exposure
For all hair types

#### **INVIGO COLOR BRILLIANCE**



# INSTANT COLOUR VIBRANCY & PROTECTION



### ENERGISING FORMULAS WITH LIME CAVIAR, VITAMIN E & METAL PURIFIER<sup>1</sup>

Color Brilliance products contain a powerful combination of ingredients to maintain colour vibrancy and protect coloured hair. **Metal Purifier** protects hair from harmfull metals present in water and helps to maintain vibrancy. **Histidine & Vitamin E**<sup>2</sup> (Anti-Oxidant Shield Technology) help to control the oxidation process after colouration and to protect colour.

#### **INVIGO COLOR BRILLIANCE**

### IDEAL CARE LEVEL FOR DIFFERENT HAIR TYPES

Color Brilliance shampoo, conditioner and mask have versions available for fine-medium and for coarse hair type.

FOR FINE TO MEDIUM COLOURED HAIR

FOR COARSE COLOURED HAIR



### COLOUR PROTECTION SHAMPOO

PH optimized shampoo for colour protection and vibrancy. With Metal Purifier and Anti-Oxidant Shield Technology.





### VIBRANT COLOUR CONDITIONER

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





### VIBRANT COLOUR MASK

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



#### MIRACLE BB SPRAY

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

#### **INVIGO NUTRI ENRICH**



### INSTANT NOURISHMENT FOR SMOOTH HAIR FULL OF VITALITY

ENERGISING FORMULAS WITH GOJI BERRY, VITAMIN E, PANTHENOL<sup>2</sup>

Nutri-Enrich products nourish and smoothen dry or distressed hair to its full vitality. Oleic Acid and Panthenol provide moisturisation and nourishment for hair, while Vitamin E protects hair from further stress (Nutri-Enrich Complex).

#### **INVIGO NUTRI ENRICH**



### DEEP NOURISHING SHAMPOO

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



#### **DEEP NOURISHING MASK**

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



### DEEP NOURISHING CONDITIONER

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



#### FRIZZ CONTROL CREAM

A leave-in cream that instantly helps to prevent frizz by straightening unruly hair while nourishing it. Leaving hair soft, shiny and full of vitality. With Nutri-Enrich Complex.

#### **INVIGO VOLUME BOOST**



# LIGHTWEIGHT CARE FOR VISIBLY UPLIFTED VOLUME\*

### ENERGISING FORMULAS WITH COTTON EXTRACT, SPRING FORCE POLYMERS AND PANTHENOL<sup>1</sup>



Volume Boost products provide care with lightweight formulas, providing bodified yet cared hair. Adds manageability and shine without weighing down even fine hair. Bodifying Spring Force Polymers surround the hair fibers, stabilising them and help to create the most voluminous looks during blow-drying.

### **INVIGO VOLUME BOOST**



### **BODIFYING SHAMPOO**

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



### **UPLIFTING CARE SPRAY**

Leave-in spray that gives lightweight care, shine, fullness & light control. With Spring Force Blend.







#### **INVIGO BLONDE RECHARGE**



### BLONDE BRIGHTNESS FOR HIGHLIGHTED, COOL BLONDE OR SILVER HAIR

### ENERGISING FORMULAS WITH PURPLE PIGMENTS, VITAMIN E<sup>1</sup> & FLORAL SOFT POWDERY FRAGRANCE

Effective colour depositing pigments refresh blonde tones and help to eliminate brassiness. Refreshes and maintains the brightness and vibrancy of natural, coloured or highlighted blondes.



#### **INVIGO BLONDE RECHARGE**



### BLONDE RECHARGE SHAMPOO

With Colour Pigments

Refreshes and maintains the brightness and vibrancy of natural or highlighted blondes. This violet shampoo prevents natural or coloured blonde hair from yellowing and helps to eliminate brassiness, leaving it soft to the touch.



### BLONDE RECHARGE CONDITIONER

With Colour Pigments.

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



#### **INVIGO SCALP BALANCE**



# HEALTHY-FEELING & CARED SCALP

### ENERGISING FORMULAS INFUSED WITH CARING AND REFRESHING INGREDIENTS<sup>1</sup>

Taking care of individual scalp and hair needs.



#### **INVIGO SCALP BALANCE**



### SOOTHING & FRAGRANCE FREE SHAMPOO

Fragrance-free shampoo that soothes and calms sensitive scalps. With allantoin.

FOR SENSITIVE SCALP



### ANTI-DANDRUFF SHAMPOO

Soothing shampoo that combats dandruff and removes visible flakes from the scalp, leaving hair feeling cleaner, moisturised and relieved. With piroctone olamine.

FOR DANDRUFF-PRONE SCALP



### DEEP CLEANSING SHAMPOO

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

FOR OILY SCALP

#### **INVIGO SUN CARE**



# UV COLOUR PROTECTION AND REPAIR\*

### ENERGISING FORMULAS WITH PRO-VITAMIN B5, VITAMIN E & SUMMERTIME CITRUS FRAGRANCE

For before, during and after sun exposure. Pro-Vitamin B5 helps to moisturise hair after sun exposure. Vitamin E helps to protect from hair damage caused by the sun.

### **INVIGO SUN CARE**



### **AFTER SUN SHAMPOO**

Gently cleanses the hair after sand and sea salt exposure. With Pro-Vitamin B5.





soft to touch. With Pro-Vitamin B5.



### **UV HAIR COLOUR PROTECTION SPRAY**

High performance UV hair colour protection leave-in spray. With Pro-Vitamin B5.



#### **COLOR SERVICE**



# **DESIGNED TO PERFECT**COLOUR SERVICES IN SALON

COLOURISTS' EXPERT PRODUCTS FOR PRE AND POST COLOURING AND LIGHTENING

SALON EXCLUSIVE

#### **COLOR SERVICE**









#### **PRE-COLOUR TREATMENT**

Hair structure equaliser to be used before colour service. Adds hair smoothness and shine, helps to protect hair from harmful metals and prepares hair for more even colour results.

**How to use:** Spray onto unwashed, dry hair, concentrating on porous parts. Dry lightly with a hair dryer. Apply colour as usual.

With Metal Purifier Technology.



### POST COLOUR TREATMENT

Lightweight after-colour treatment that optimises pH and stops oxidation process. Helps to protect and enhance Wella Professionals oxidative colour and Blondor lightening results. Formulated without silicones.

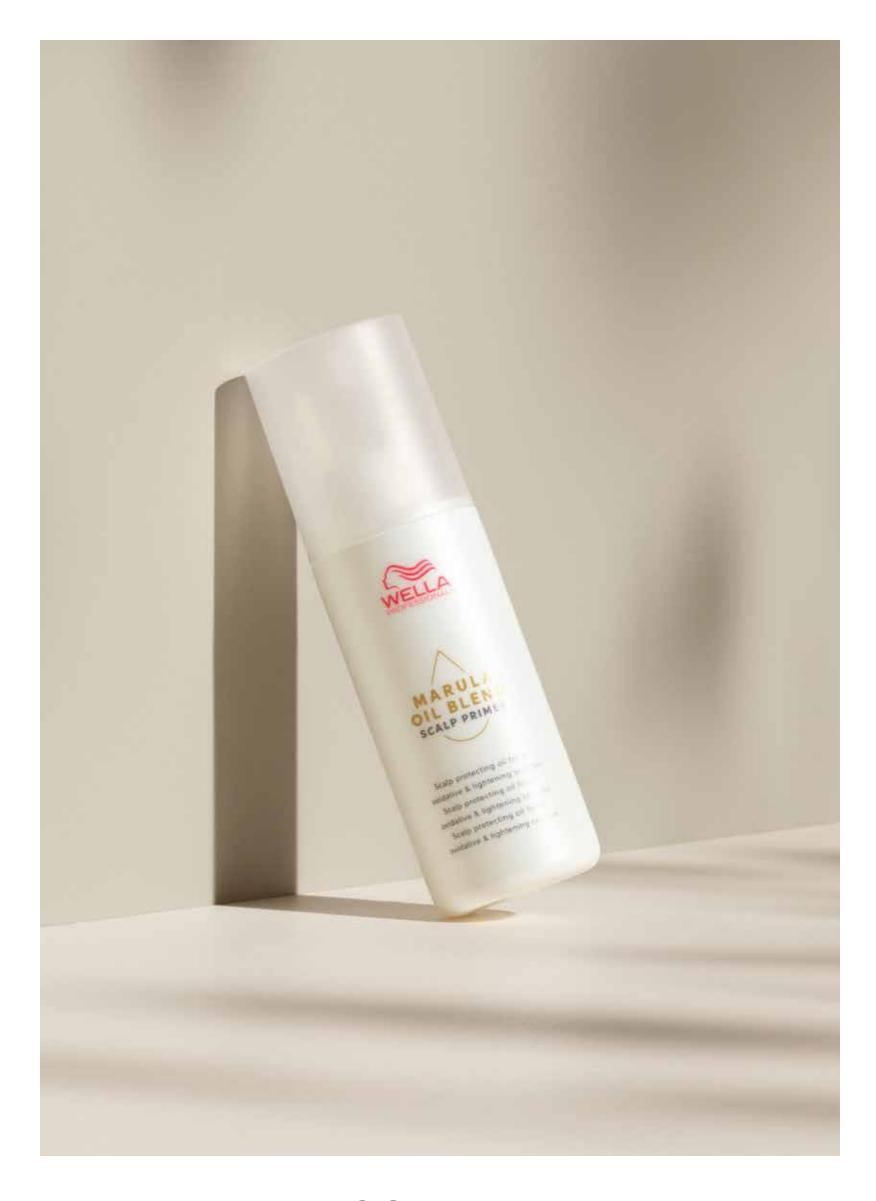
**How to use:** Apply to damp hair. Leave on for 3-5 minutes and rinse thoroughly. Can be followed by a Wella Professionals conditioner or treatment.

With Antioxidant.

### EXPRESS POST COLOUR TREATMENT

Lightweight express treatment after colour or lightening. Stops oxidation process and optimises pH in just 30 seconds. Helps to protect hair from harmful metals and enhances Wella Professionals oxidative colour and Blondor lightening results. Formulated without silicones.

How to use: Apply to damp hair. Leave on for 30 seconds and rinse thoroughly. Can be followed by a Wella Professionals conditioner or treatment. With Metal Purifier Technology.



### REMEMBER ALSO MARULA OIL BLEND SCALP PRIMER

INSTANTLY REDUCES SCALP DISCOMFORT DURING LIGHTENING AND COLOUR SERVICES.

# BOOST YOUR REVENUES WITH GLOSSING SERVICES

## GLOSSING IS A QUICK SERVICE TO INFUSE COLOUR & RADIANT SHINE.



### **MIX 1:1:1**

- 1 part Koleston Perfect or Illumina Color
- 1 part Welloxon Perfect Pastel Developer 1.9%
- 1 part Color Service Post Color Treatment



### MASSAGE TECHNIQUES

Our massage techniques are based on effective acupoints on the head and neck. Developed with an acupoint specialist, these points have traditionally been used in oriental medicine to relax, recharge and revitalise.

Choose a Boost Acupoint Activation for clients in a hurry to make the most out of the care service moment. The Recharge Acupoint Activation is an extended, more intense longer version for a full recharging moment.

The Acupoint Activation is done while the treatment is developing on hair.

Apply firm, circle movements with your fingers.

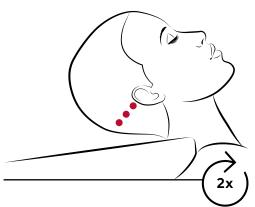
Use your middle fingers on head, thumb on shoulders and back.

One "circle" should last approx. 0,5 seconds. The pace is based on heartbeat – it seems fast but is relaxing for your client.

Make four circles on each acupoint. Repeat once.



### BOOST ACUPOINT ACTIVATION



#### 1. BACK TO EAR

Three points (on both sides) from back below occipital bone to the sides.



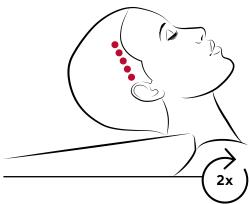
### 2. EAR, EAR

Three points behind the ear from below to upwards.



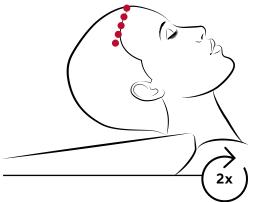
### 3. EAR, FRONT

Three points in the very front of ear. Use your ring finger.



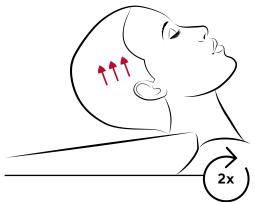
#### 4. TEMPLE HAIRLINE

Five points from top of the ear near to hair line.



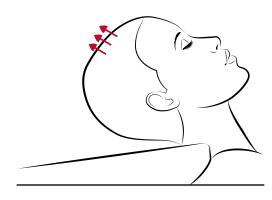
#### 5. FRONT HAIRLINE

Five points (on both sides) from middle to corner of hairline.



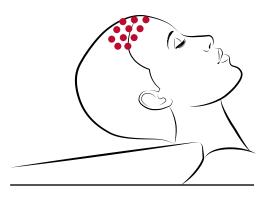
### 6. STRETCHING THE SIDES

Take a firm grip with your palms, hugging the head, "stretching" the scalp upwards for five seconds. Release and repeat.



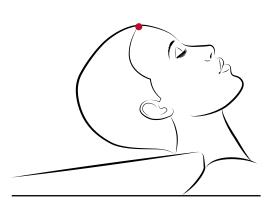
#### 7. "HAIR SHAKE"

Gather the hair in a ponytail around the crown areal. Hold the hair and swing the head lightly by the ponytail. In case of short hair, grasp the hair between the fingers and shake the head from side to side. This feels very relaxing.



#### 8. RAINDROPS

Lightly tap the forehead area with all fingers.



### 9. SHEN-TING PRESSURE POINT

To finish, press the point in the middle of the hairline firmly for five seconds. Use one middle finger on top of other to get firm pressure.

### RECHARGE ACUPOINT ACTIVATION

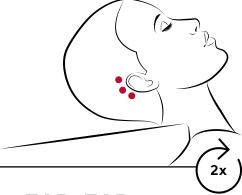


In Recharge Acupoint Activation, the first seven and last two steps are the same as with the Boost Acupoint Activation.



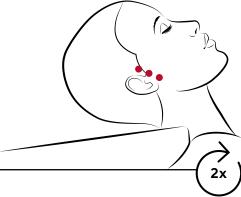
#### 1. BACK TO EAR

Three points (on both sides) from back below occipital bone to the sides.



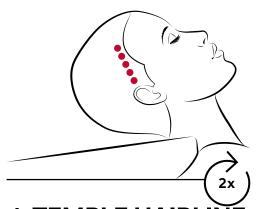
### 2. EAR, EAR

Three points behind the ear from below to upwards.



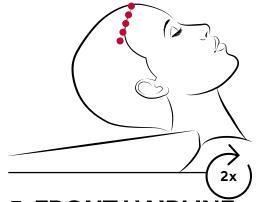
### 3. EAR, FRONT

Three points in the very front of ear. Use your ring finger.



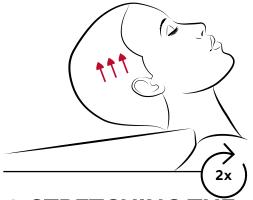
### 4. TEMPLE HAIRLINE

Five points from top of the ear near to hair line.



#### 5. FRONT HAIRLINE

Five points (on both sides) from middle to corner of hairline.



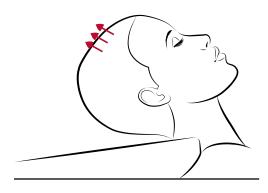
### 6. STRETCHING THE SIDES

Take a firm grip with your palms, hugging the head, "stretching" the scalp upwards for five seconds. Release and repeat.

### RECHARGE ACUPOINT ACTIVATION

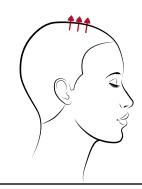


In Recharge Acupoint Activation, the first seven and last two steps are the same as with the Boost Acupoint Activation.



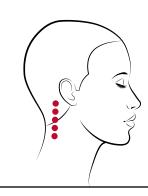
#### 7. "HAIR SHAKE"

Gather the hair in a ponytail around the crown areal. Hold the hair and swing the head lightly by the ponytail. In case of short hair, grasp the hair between the fingers and shake the head from side to side. This feels very relaxing.



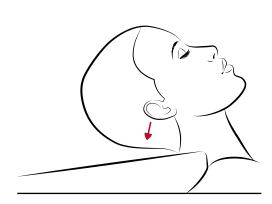
#### 8. FAST GRASPS

Lift your client into normal seating position. Step on the side of your client. Run your fingers on the top of the head, lightly "grabbing" the roots simultaniously.



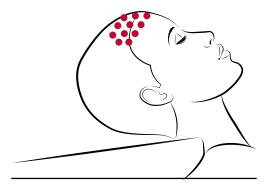
#### 9. NECK RELIEF

Using your thumb and middle finger, massage the points on the neck, on both sides. Repeat. Once done, press firmly the third point for five seconds and release.



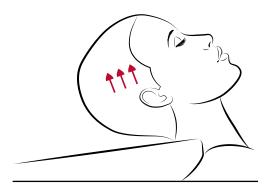
#### **10 EAR DE-STRESS**

Place your client back into wash position.
Cover the ears with your palms and pull gently downwards.



#### 11. RAINDROPS

Lightly tap the forehead area with all fingers.



### 12. SHEN-TING PRESSURE POINT

To finish, press the point in the middle of the hairline firmly for five seconds. Use one middle finger on top of other to get firm pressure.

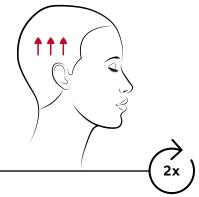
### EXTRA RECHARGE

This ultra-recharging additional treat can be done in addition to the Recharge Acupoint Activation. This part is done in the styling chair.



### 1. HOLD AND RELEASE

Slowly hold while pulling lightly & relax after ten seconds. Change the position of the fingers, moving slightly backward for 2 cm & repeat the same movement for three rows.



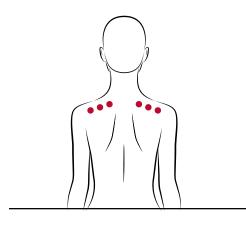
### 2. STRETCHING THE SIDES

Take a firm grip with your palms, stretching the scalp upwards for five seconds.



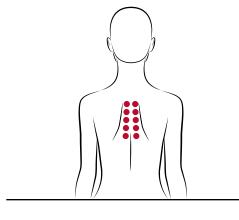
#### 3. LIGHT TAPPING

Keep your hands relaxed and open. Tap the top of the head with the sides of your little fingers.



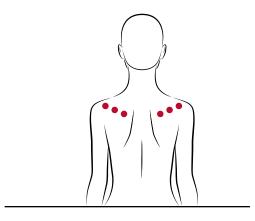
### 4. ACUPOINTS ON BACK

Using your thumbs, activate three points on each side of the shoulder, from inside out.



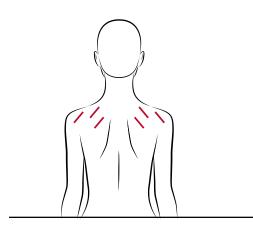
#### 5.

Five points next to both sides of spinal (from above downwards).



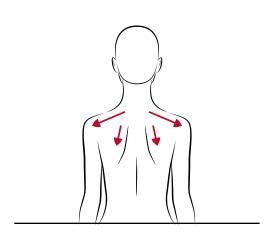
#### 6.

Three points from inside out, lower shoulders.



#### **7.**

Tap the shoulders with the sides of your little fingers.



### 8. FINISHING STROKE

Brush down the arms and back to finish.

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