
WELLA™
PROFESSIONALS
NEW
WELLA PLEX + FUSION PLEX
STEP-BY-STEP GUIDE

INTRODUCING WELLAPLEX

OWN YOUR STRENGTH

With Wella Professionals, going blonde and staying blonde has never been better. Whether coloring with our iconic shades or experiencing ultimate quality with our range of lighteners, Wella Professionals has enabled stylists to lighten and color with confidence. Now, we introduce the next wave in lightening: WELLAPLEX.

From coloring or lightening in salon, to take home hair care, this complete line designed by Wella Professionals strengthens hair and reduces breakage by up to 97%.*

WELLA•PLEX

OPTIMIZED PH SYSTEM TO DELIVER THE PERFECT COLOR DEVELOPMENT AND STRONGER HAIR EVERY TIME YOU COLOR OR LIGHTEN.

IN-SALON PRODUCTS

N°1 BOND MAKER
Helps to create bonds within the hair during lightening or color service. To be mixed with lightening or color.



N°2 BOND STABILIZER
Further strengthens the bonds, re-balances pH and strengthens the hair structure after chemical treatments.



AT-HOME CARE PRODUCT

N°3 HAIR STABILIZER
Helps to keep the hair strong, smooth and soft, until the next in-salon WELLAPLEX treatment. To be used at home following a WELLAPLEX in-salon service.



*vs lightening without Wellaplex.

INTRODUCING
FUSIONPLEX

Wella Professionals' 1st instant and long-lasting hair care recovery regimen from salon to home.
FOR UP TO 95% MORE RESILIENCE AGAINST BREAKAGE**

1. INTENSE REPAIR SHAMPOO
2. INTENSE REPAIR CONDITIONER
3. INTENSE REPAIR MASK
4. AMINO REFILLER–SALON EXCLUSIVE



FUSIONPLEX INTENSE REPAIR SERVICE

PREPARE:

Shampoo the hair with Intense Repair Shampoo to prepare hair for the treatment. Shampoo, lather and rinse. Repeat if needed. Towel-dry hair.







REFILL:

Take client back to styling chair. Divide the hair into 4 sections and apply Amino Refiller Treatment specifically on most damaged areas, lengths and ends. Apply heat for 5-10 min.



Climazon

REPAIR, SMOOTH & SEAL:

CONDITIONER
Recommended for fine hair.
Leave on for 30 seconds.

MASK
Recommended for normal to coarse hair.
Leave on for 5 minutes.





**with use of conditioner

SOPHIE TURNER'S COVER LOOK

LIGHTEN AND COLOR

COLOR FORMULAS

A 30 g Blondor Multi Blonde Powder +
45 g Color Touch 1.9% Emulsion +
6 g WELLAPLEX No.1

B 30 g Koleston Perfect 10/86 +
60 g Koleston Perfect Pastel Developer



STEP 01



Begin by highlighting the hair in a fine weave pattern. Apply Formula A in foils from the new growth to the pre-existing lightened areas to blend and unify blonde throughout.

STEP 02



After processing to desired level of lift, rinse, towel-dry and apply WELLAPLEX N°2 Bond Stabilizer. Develop for 10 minutes.

STEP 03



Thoroughly rinse, cleanse with FUSIONPLEX Shampoo, and apply Blondor Seal & Care. Rinse before toning.

STEP 04



Apply Color B and process for 10 minutes or until the desired tone is achieved. Rinse and finish with Color Post Treatment.

STYLE

STYLING PRODUCTS

EIMI Shape Me
EIMI Stay Essential
EIMI Glam Mist



STEP 01



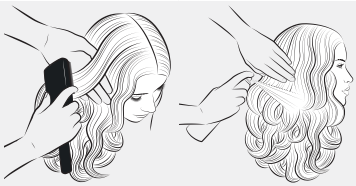
Apply EIMI Shape Me from roots to ends on damp hair and blow-dry with a round brush for smoothness, body, and shine.

STEP 02



Once dry, spray EIMI Stay Essential on each section, brush to spread evenly, then set waves with a 1-inch curling iron with a flat wrapping technique. Start a few inches away from the scalp all the way to the ends to create a glamorous wave.

STEP 03



Once completely cool - brush thoroughly and use a tail comb to place waves. Finish with EIMI Glam Mist for added shine and dimension.

AT-HOME CARE RECOMMENDATION

- Use FUSIONPLEX Shampoo & Intense Repair Mask.
- Treat hair weekly with WELLAPLEX N°3 Hair Stabilizer.



APPLICATION GUIDE

WELLA PLEX

THE PERFECT MATCH TO WELLA PROFESSIONALS LIGHTENERS AND COLOR

WELLAPLEX WITH LIGHTENING OR COLOR SERVICE

WELLAPLEX IS RECOMMENDED TO BE USED

- With all lightening services
- With color when coloring sensitized or damaged hair

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06	STEP 07
						
Mix lightening or color mixture as usual. Add WELLAPLEX N°1 Bond Maker.	Apply on hair. Develop as usual.	Rinse, towel-dry – do not shampoo.	Apply WELLAPLEX N°2 Bond Stabilizer. Develop 10 minutes.	Rinse.	Shampoo, rinse and towel-dry.	Apply post-treatment. Rinse.[1]

N°1 BOND MAKER

Mix WELLAPLEX N°1 Bond Maker in lightener or color mixture in relation to lightener powder or color cream amount (the peroxide amount may vary).



FULL HEAD OR FOIL HIGHLIGHTS 5:1

(Lightener : WELLAPLEX N°1)

BLONDOR POWDER/ CREAM	PEROXIDE (mixing ratio may vary)	WELLAPLEX N°1 BOND MAKER (g)
		
30 g	45 g[2]	3 g

SOFT BLONDE CREAM, PAINTING OR FREEHAND TECHNIQUE 10:1

(Lightener : WELLAPLEX N°1)

SOFT BLONDE CREAM, BLONDOR FREELIGHTS, MAGMA POWDER	PEROXIDE (mixing ratio may vary)	WELLAPLEX N°1 BOND MAKER (g)
		
30 g	45 g[2]	3 g

COLORING ALL TECHNIQUES 15:1

(Color Cream : WELLAPLEX N°1)

COLOR	PEROXIDE (mixing ratio may vary)	WELLAPLEX N°1 BOND MAKER (g)
		
30 g	30 g (60 g with Special Blondes and COLOR TOUCH)	2 g
60 g	60 g (120 g with Special Blondes and COLOR TOUCH)	4 g

N°2 BOND STABILIZER

With lightening or color services, N°2 Bond Stabilizer is applied after rinsing out the lightener or color. Use approximately double the amount of N°1 Bond Maker. Comb through and add more if needed.



N°1 BOND MAKER	4 g or less	6 g	8 g 
N°2 BOND STABILIZER	1-2 pumps (4-8 g)	3 pumps (~12 g)	4 pumps (~16 g) 

[1] with lighteners, the Post Treatment recommended is Blondor Seal & Care
[2] with lightening products the peroxide amount may vary

WITH OPTI pH SYSTEM

- Reconstruct hair bonds for stronger hair
- Perfect color & lift development
- Hair feels healthier, more manageable



WELLAPLEX STRENGTHENING TREATMENT

RECOMMEND WELLAPLEX AS A STAND-ALONE TREATMENT FOR ALL YOUR CLIENTS WITH DAMAGED HAIR WHO…

- Want to grow their hair longer
- Have weakened, stressed hair

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05	STEP 06	STEP 07
						
Pre-shampoo and towel-dry.	Mix WELLAPLEX N°1 Bond Maker with water in an applicator bottle.	Apply mixture on hair. Develop 5 minutes. **Do not rinse.**	Apply WELLAPLEX N°2 Bond Stabilizer. Develop 10 minutes.	Rinse.	Shampoo, rinse and towel-dry.	Condition and rinse.

STRENGTHENING TREATMENT **6:1**
(Water : WELLAPLEX N°1)

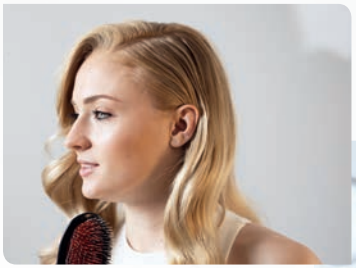
	WATER	WELLAPLEX N°1 BOND MAKER	N°2 BOND STABILIZER	SPECIAL NOTE
				During stand-alone treatment, N°2 Bond Stabilizer is applied. Use approximately same amount of N°2 Bond Stabilizer and N°1 Bond Maker.
Short hair	60 g	10 g	2-3 pumps (~10 g)	
Mid-length to long hair	90 g	15 g	4 pumps (~15 g)	

N°3 HAIR STABILIZER

To fully benefit from the WELLAPLEX in-salon service, recommend the N°3 Hair Stabilizer to your client. It helps to keep the hair strong, smooth and soft until the next WELLAPLEX in-salon service.



- WELLAPLEX N°3 Hair Stabilizer should be used once a week in addition to normal hair care regimen after the WELLAPLEX in-salon service.
- How to use: Shampoo hair as usual, towel-dry and apply from roots to ends; leave on for 5-10 minutes and rinse thoroughly. Style hair as usual.







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