

TECHNICAL E-BOOK

DISCOVER
**THE PURE FORCE
OF NATURE**
ENRICHED
BY EOS

PLANT BASED HAIR COLOR



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EXPERIENCE THE FORCE OF NATURE

EOS IS BASED ON MORE THAN
89% OF PLANT BASED DYES
DRIVEN FROM THREE PLANTS



LAWSONIA INERMIS: Henna is made out of the dried leaves of the Lawsonia tree. It adds orange, warm gold and red shades.

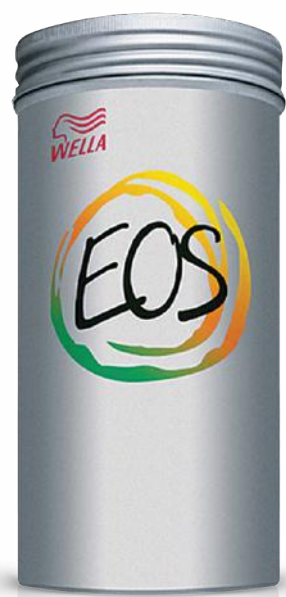
CASSIA OBOVATA: Gives golden blonde hues and is mainly used for lighter shades or in combination with other plants in the darker ones. It is commonly referred to as neutral Henna, but in fact is a different plant.



INDIGOFERA TINCTORIA: A natural plant with a strong blue dye, which is also used for blue denim. Indigo adds depth and cooler tones in EOS shades.



THE PURE FORCE OF NATURE



PLANT BASED HAIR COLOR FOR
NATURALLY FULL AND STRONG HAIR
FEEL WITHOUT COMPROMISING ON
COLOR INTENSITY AND PRECISE SHADING

Plants have been used for centuries to color hair and many consumers today love the gentle and natural way to enhance their hair color. With more than 20 years of experience in plant-based color, Wella has captured the force of plants into EOS, our unique blend of plants and our safest direct dyes and has proven to be the reference for professional plant-based hair color.

Pure natural colors come with a limited choice and coverage and require a lot of experience but also multiple applications to get shades right.

In EOS we are using up to 11% of direct dyes for more intensity*, precise shading of the color palette and the opportunity to offer a natural solution to more clients.



*vs pure plant based colors

EOS THE GOLD STANDARD IN PLANT-BASED HAIR COLOR



DISCOVER THE EOS FORMULA

EOS follows the shades and reflections of your natural color for a natural result. The EOS formula achieves more color intensity vs. pure plant-based colors, up to 50% gray coverage, and even more with regular use on lengths and ends. EOS lasts up to 15 shampoos and increases intensity after multiple services. The natural recipe for a bright color result.





EOS - The formula for easy salon application and endless mixing possibilities for hair that feels strong and shiny, just like the beauty in nature.

The dust-free powder is enriched with oils for a creamy consistency and salon-friendly application.

Zero damage

Free of: Ammonia, PPD/PTD, Peroxide, Parabens



A COMPLETE SHADE PORTFOLIO



With 2 natural and 8 fashion shades, EOS offers a complete intermixable shade palette for salon creative work. The result will vary depending on the natural base level.

Natural Base	9/0	8/0	7/0	6/0	5/0	4/0	3/0
Shade							
II Nutmeg							
III Ginger							
V Golden Curry							
VI Saffron							
VII Chili							
VIII Cinnamon							
XI Cocoa							
X Paprika							
XI Purple Tandoori							
XII Hot Chili							

* framed swatches represent result in the color chart color chart reference



EOS

THE SERVICES

EOS OFFERS MANY SALON SERVICE OPPORTUNITIES AND NATURALLY VIBRANT RESULTS ON VARIOUS HAIR TEXTURES.



NATURAL

Enhances your natural color with a great palette of ten fascinating shades. For gray coverage up to 50% (and more with repeated use).

BALAYAGE

Create dimension after a freehand service or on existing ombre results. EOS add shine and a soft translucent veil blend to the lighter areas of the hair.





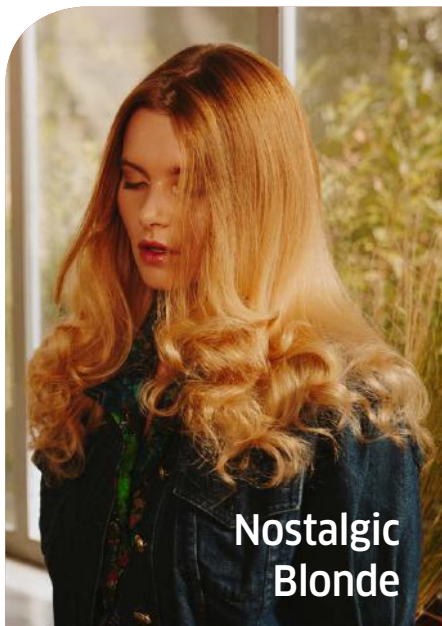
MORE THAN 20 YEARS
 OF EXPERIENCE IN NATURAL
 PLANT BASED COLORS
**CELEBRATED WITH A DEDICATED
 COLLECTION BY
 CHRISTOPHE-NICOLAS BIOT**

“With EOS I can achieve
 an immediate color
 result and a better
 coverage of white hair”

Christophe-Nicolas Biot
 Wella Professionals International Ambassador



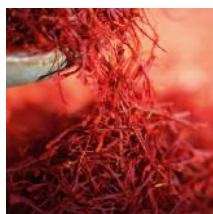
**Nude
 Brunette**



**Nostalgic
 Blonde**



Spicy Red



PHOTOGRAPHY BY
 DANILO FALÀ FOR **SoGlam!**
 COIFFEUR

STEP BY STEP

SPICY RED



To maintain the vibrant red tone, use Invigo color Brilliance line as home care solution.

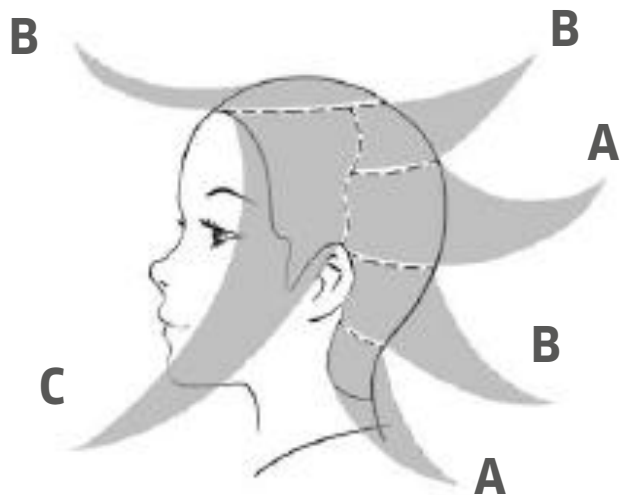


COLOR FORMULA EOS

A: 15g Cacao + 75g water

B: 15g Cinnamon + 75g water

C: 15g Saffron + 75g water



1 Apply formulas to large sections shown above.



2 Place sections side by side, optionally separating with foil.



3 Wrap and develop for 50 minutes under Climazon or Hair Spa. Rinse, shampoo, condition if necessary.

STEP BY STEP NUDIST BRUNETTE



Recommend Elements for more strength and resilience thanks to the NuTree complex.



A perfect pair for your ingredient-conscious client. Free of sulfates and parabens.

EOS

30g Cacao + 150g water



1 For this look some existing lights on lengths and ends are used to create multi-tonal results.



2 Apply EOS from roots to ends, saturating the lighter lengths thoroughly with the cream.



3 Develop for 50 min under the Hair Spa or Climazon. In this case wrap with foil.
Rinse well, shampoo and condition. Style as usual.

STEP BY STEP NOSTALGIC BLONDE



Nutri enrich is a great care partner for instant nourishment, smoothness and hair full of vitality.



COLOR FORMULA

B: 30g Ginger + 5 g Golden Curry
+ 175g hot water

PRE-LIGHTENING STEP

optional if needed

A: Blondor Freelights + 6% Freelights Developer



1
On darker bases work with a balayage technique placing lights where you feel you need them. Develop until desired lightness is achieved, up to 50 min.

Rinse, Shampoo, neutralize with Blondor Seal and Care, then rinse.



2
Apply EOS formula B from roots to ends. The color will leave the dimensional highlights visible.

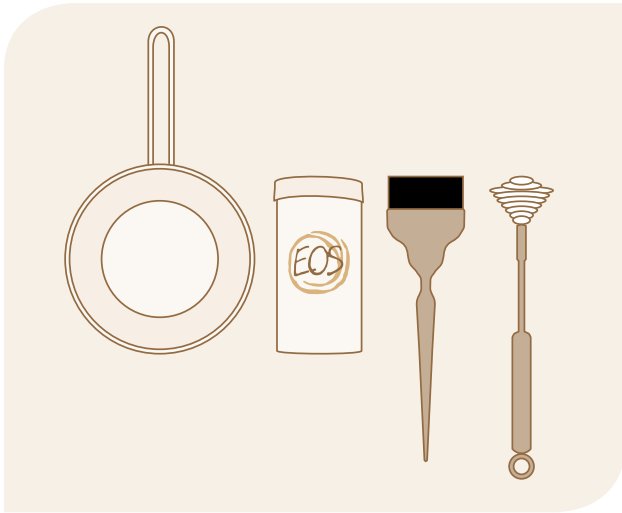


3
Leave for 50 min under Hair Spa or Climazon.

Rinse, shampoo and style as usual.



INSTRUCTIONS FOR USE



STEP 1: PRE-TREATMENT

Wear suitable gloves. Shampoo the hair with a non-conditioning shampoo. Apply EOS onto damp, towel-dried hair.



STEP 2: PREPARATION

Mixing ratio 1:5. For example, mix 30g powder with 150ml hot water (70°C) with a whisk until the cream reaches a smooth consistency.

FULL HEAD APPLICATION

Apply EOS from the roots to the ends. Development time 30-50 min depending on the intensity required.





REGROWTH APPLICATION

STEP 1

First apply to the roots.
Development time:
20-35 min, depending on
coverage required.



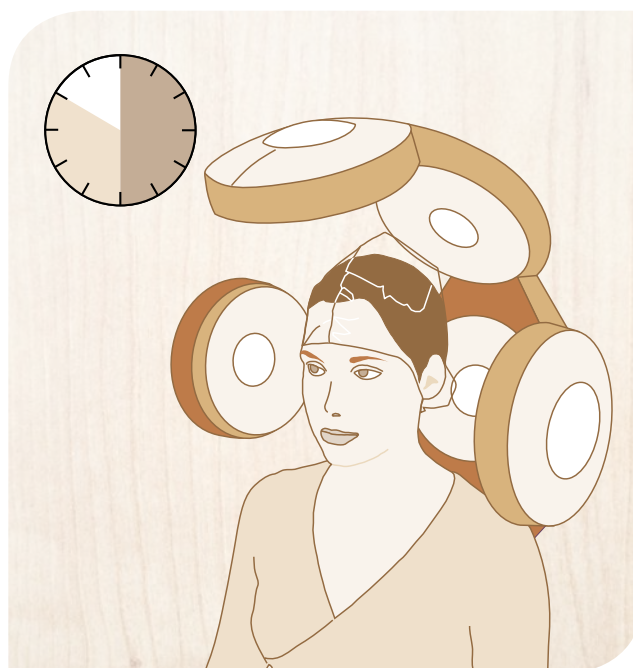
STEP 2

Prepare a fresh EOS mixture
and apply to the lengths and
ends of the hair. If you use
natural shade in the mix for
gray coverage, do not add
this to the lengths mixture.
Development time: 10-15 min.



DEVELOPMENT

Always leave EOS to
develop under heat. The
development time depends
on the application. If using a
Climazon, cover the hair with
a plastic cap. Do not cover the
hair if using the Hairspa Ion.





POST-TREATMENT

Once the development time is complete, emulsify the hair thoroughly with warm water until the water runs clear.



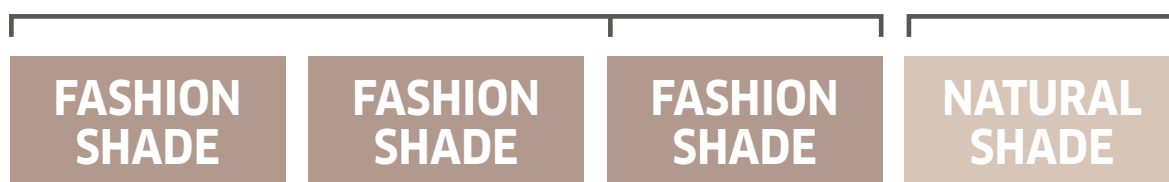
Shampoo and use a conditioner if necessary. Style as usual.



EOS achieves up to 50% gray coverage. Coverage and intensity can increase with repeated use, which is typical for plant-based colors.

2-3 PARTS

+ 1 PART



For better gray coverage when using fashion shades, add natural shades to a fashion shade in the ratio of 1:2 or 1:3.

For regrowth coloring, apply this mixture to the roots only. On the lengths and ends, use only the fashion shade.



EXPERT TIP

Intensify with Color Fresh

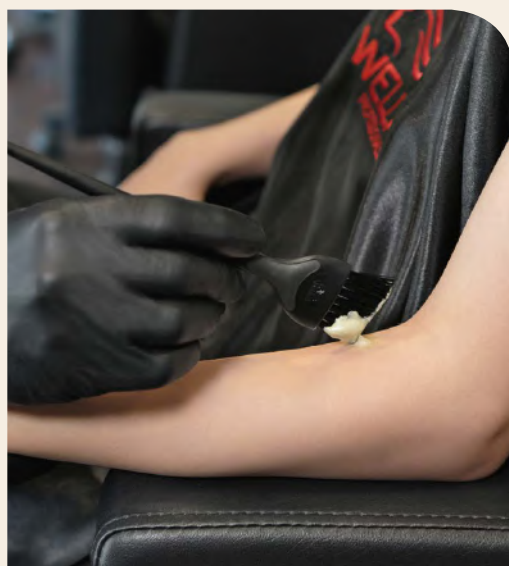
For improved gray coverage on darker shades, or more color intensity, Color Fresh can be a great additive to EOS.

Mix up to 30% of Color Fresh into your EOS cream, for example 30g EOS powder with 150g water, let cool slightly and add up to 10g Color Fresh into the mix. Apply and develop as usual.



ALLERGY ALERT TEST

You may need to carry out an allergy alert test before proceeding with a color service.



CLICK **HERE** TO LEARN HOW TO DO THIS.



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wella.com/education

