



Marula Oil Blend

SCALP PRIMER

TECHNICAL E-BOOK



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Scalp comfort

FOR ALL

Some clients experience scalp sensitivity during their coloring services, but do not want to compromise their color results.

However, some clients may still experience slight discomfort like tingling or itching during an oxidative or lightening service.

It's mainly caused when the peroxide is freshly mixed with the color cream, and then comes into direct contact with the natural condition of the scalp. This is the case for a small percentage of all permanent color services within the industry.

HOW TO
improve
COLORING EXPERIENCES

Protecting and calming the scalp is priority for consumers across all coloring services. Consumers' expectations are moving towards more gentle and ethical ingredients*



*Wella Professionals entire color portfolio has been tested to enhance scalp comfort during coloring and lightening services, and is offering products to improve coloring experiences.

INTRODUCING NEW
Marula Oil Blend
SCALP PRIMER

To offer an **improved** coloring experience, we, at Wella Professionals have developed our best primer technology with Marula oil blend. Purposefully designed to protect the scalp even under the most demanding color transformations like full head lightening.



Marula Oil Blend Scalp Primer is a pre-treatment and designed to help reduce sensitivity. Always carry out an allergy test prior to coloring services.

OUR
most advance
SCALP PRIMER

FORMULATED WITH 7
ESSENTIAL INGREDIENTS ONLY

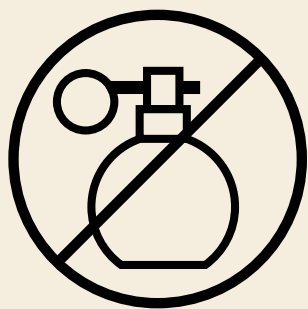
Marula Oil Blend Scalp Primer contains anti-oxidant properties providing a protective layer, whilst helping prevent against moisture loss.



Dermatologically and clinically tested



Free of animal derived ingredients



Fragrance-free



Colorants-free

DUAL
protecting
SHIELD SYSTEM

HOW IT WORKS

Our new Marula Oil Blend Scalp Primer builds a moisturizing protective layer, instantly reducing scalp discomfort during oxidative and lightening services.

Provides protection and helps protect the scalp from external elements by shielding the scalp.

PROVIDES
PROTECTION

HELPS PREVENT LOSS OF
MOISTURE

*Marula Oil Blend Scalp Primer is designed to create an increased protective layer to the scalp**



*vs. water based treatments. Water based treatments are less efficient in creating a barrier to the surface due to their main component water either absorbed by the skin or evaporated.

WITH *Marula oil*

The Marula oil is extracted from the kernels of the African marula fruit tree, **MARULA OIL** is known for advanced moisture protection and is compatible with various skin types. It has been used by ancient tribes to moisturize the skin.

THE MARULA OIL BLEND scalp primer creates a protective layer to the scalp, for increased protection and shielding against oxidative and lightening effects to the scalp.



HOW TO *use*

SENSITIVITY CAN VARY from day to day depending on a huge number of factors for example:

- Washing the hair on the same day as a coloring and lightening services.
- Having a naturally dry or itchy scalp, or other scalp inflammatories such as acne, rosacea, atopic dermatitis psoriasis or even sunburn.
- Monthly cycle, which may have an impact on the natural sebum production on the scalp.



HERE ARE 3 STEPS *to reduce* SCALP SENSITIVITY



Have the Marula Oil Blend Scalp Primer available at your working area so it is accessible to use prior to all oxidative coloring and lightening services.



2

Apply directly to the hair line, followed by horizontal sections through the scalp. Distribute the oil lightly using the thumb or first finger.



Tip

Apply no more than 5 ml to avoid oversaturation and impact on the color performance.



3

Do not rinse out. No need to dry into the hair, proceed with color application, or on scalp lightening.

GREAT COLOR RESULTS
Improved
SCALP COMFORT

Following the recommended usage instruction, and avoid over saturation, to ensure optimal color & lightening results.

Create a pleasant coloring experience



More enjoyable experience during oxidative services



Improving comfort during lightening services



*follow usage instructions to avoid oversaturation

HOW TO IDENTIFY THE *difference* BETWEEN SENSITIVITY AND ALLERGIC REACTION

WHAT IS SENSITIVITY

Sensitive skin is classically a self-perceived condition of the skin that is regarded as (hyper) reactivity to various causes, and can differ day to day person to person, depending of some examples:

**EXTREME TEMPERATURES (HOT & COLD) - STRESS- MENSTRUATION
FOOD - COSMETICS AND OTHER PHYSICAL/ CHEMICAL CAUSES**

The Sensitivity does not involve the immune system and therefore should not be confused with an allergic reaction.



HOW COULD THEY
appear?



Perhaps an unpleasant sensation such as tingling,
burning, slight itching

Can happen at the start or during color application
or directly after rinsing the color off.

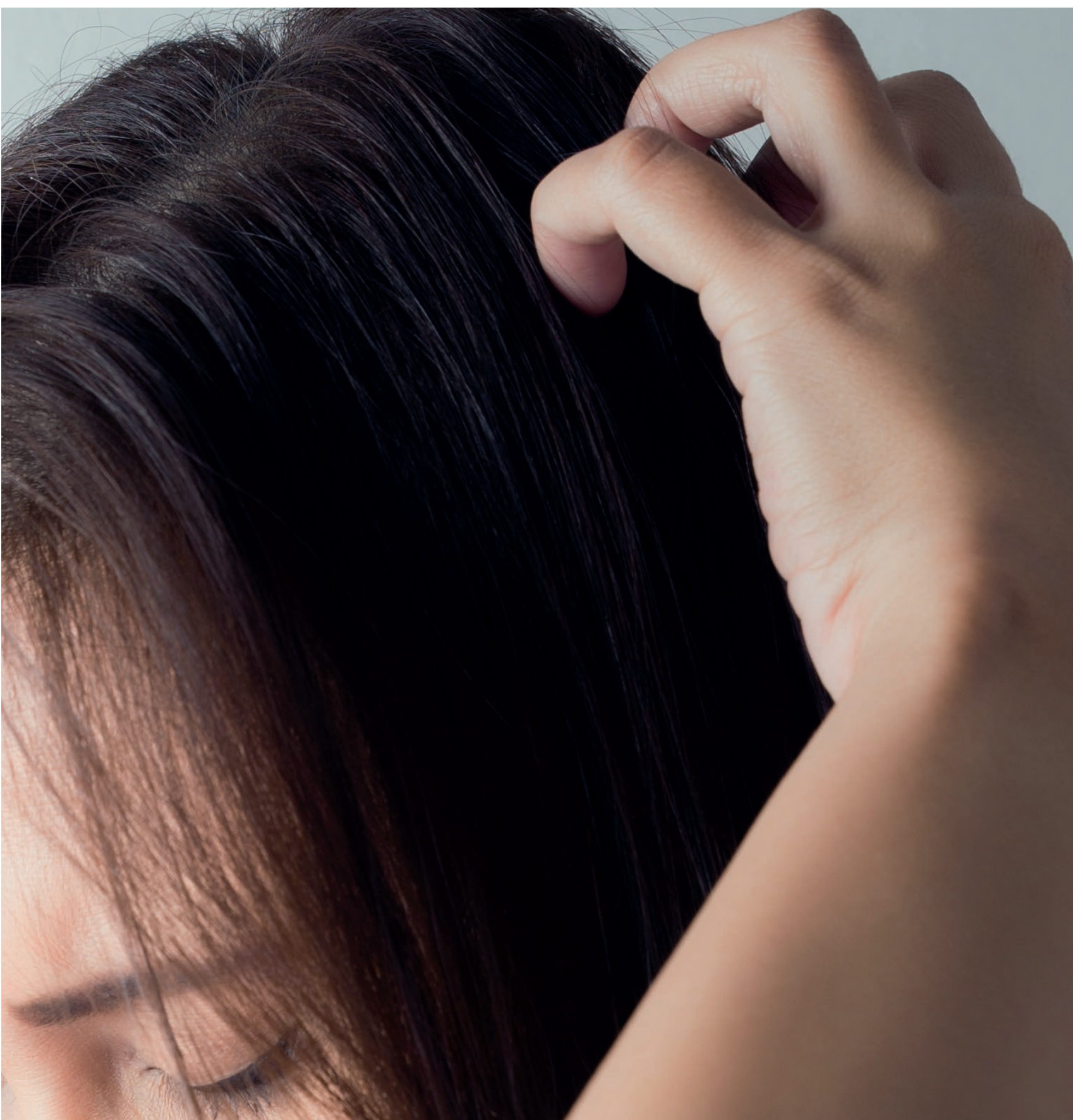
Sensation and/or redness is limited to the area
of contact and clears up rapidly.

WHAT IS AN ALLERGIC REACTION

Allergic reactions are excessive reactions by our bodies to substances in our environment. Unlike sensitivity, allergic reactions involve the body's immune system.

A small percentage of consumers are estimated to be allergic to PPD/PTD hair dyes – skin discomfort and skin burning/redness can be a signal of an allergic reaction.

The first reaction of the immune system is called sensitization. This sensitization phase is without symptoms. Once the allergy has been established, every future contact with this substance will cause an allergic reaction, whether it is a food substance, cosmetic ingredient or haircolor.



WHAT DOES AN ALLERGIC REACTION LOOK AND FEEL LIKE?



- 1 Possible symptoms can start with skin discomfort (burning, itching) and become severe into a rash, swelling and blisters.
- 2 Symptoms would go beyond the application area.
- 3 In very rare cases shortness of breath, faintness or dizziness may occur.

4 Immediate medical attention is required

5 After an allergic reaction never use oxidative hair color and seek medical advice

6 If a client has Henna tattoos and or other known allergies they can be more prone to develop allergy vs. hair colorant. If not sure consult a dermatologist before usage of hair colorants.





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