



**REBOOT  
& REFRESH**  
Seven ways to reset  
your mind & body

**JOSH  
WOOD**  
on creating  
a well-being  
philosophy in  
your salon

**GLOBALLY  
AWARDED  
BY BEAUTY &  
SCIENCE**

The molecule that is  
revolutionizing hair color

# LIFE IN HARMONY

YOUR 360° GUIDE TO WELL-BEING

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## THE PANEL

### LIBBY LIMON

Libby Limon is a degree certified nutritional therapist and yoga teacher and a whole-hearted advocate for a balanced lifestyle. As well as having two London-based nutrition clinics, she is the in-house nutritionist for Shoreditch's hippest fitness, yoga and dance studio - Frame, and the alkaline cookery guru, Honestly Healthy. Her signature holistic bootcamp - REBOOTCAMP has been running for 2 years with rave reviews, sustained results and happy customers.



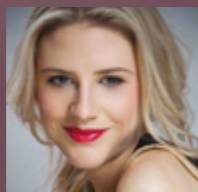
### MARIA CASTAN

As a Wella Scientific Communications Manager, Maria develops materials which bring the science behind Wella's color, care and styling to life. A regular presence at conferences and events, including the World Congress of Dermatology in June '15, Maria takes the science of haircare from the laboratories into the outside world and is passionate about exploring the 'hidden science' that is all around us.



### BELLA BLISSETT

With nearly a decade of lifestyle journalism under her belt, Bella Blissett has covered everything from international Fashion Week trends to cosmetic surgery, haircare, spas, fitness, nutrition and why certain scents choose us not the other way around. Here she taps into a forecast for the future, using her overarching sense of health and well-being to paint a picture of the newly emerging consumer world and explain how salons can tap into the mindful mindset of tomorrow.



### JOSH WOOD

From London to Shanghai, Manhattan to Milan, Josh Wood's unique creative vision has led him to become one of the most influential figures in the global beauty industry. 'Power blondes', 'hyper real' and 'making grey OK' are just some of the trends he has signed, all the while jet-setting between catwalk shows for Jean-Paul Gaultier, Louis Vuitton and Alexander McQueen - and performing his role as color confidant to Elle Macpherson, Laura Bailey and Dasha Zhukova. As Wella Professionals' Global Creative Director, Color, he explains why Koleston Perfect Innosense signals a new era in color technology.



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# THE AGE OF INNOSENSE:

## THE 'INNER SENSE' OF LIVING LIFE IN TOTAL HARMONY.

If an enlightened focus upon diet, exercise and the attainment of physical health has captured the recent news agenda, now there's a new chapter in the story of wellness – and one Wella is fully embracing. Since the launch of the revolutionary ME+ molecule in the award-winning Koleston Perfect Innosense range, Wella has continued their quest to set a new, truly holistic standard in professional hair color – balancing color results that never compromise with harmonious well-being.

Welcome to the era of mindfulness: An age that triumphs in a multifaceted approach to well-being and beauty. Where the savvy, dynamic modern woman respects what she puts into and onto her body. A woman who recognizes how the space around her shapes her own sense of self – and makes intuitive choices that optimise her mind and body.

What differentiates 2015 from previous well-being movements is science and technology. In a post-recessionary, post-digital revolution era, women have emerged stronger. Refusing to succumb the stresses of today's on-the-go lifestyle, they're harnessing the capabilities of futuristic science and technology to regain control of their time.

The Koleston Perfect Innosense woman is the early adopter of latest technologies. Relishing the dynamic challenges of life, she nevertheless recognizes that sometimes she needs to 'disconnect' to 'reconnect'. And thereby attain her ultimate goals.

So how can salons tune into her desires? As Wella Professionals Global Creative Director for Color, Josh Wood explains, she may practice yoga, build meditation into her daily routine, nourish her body with foods that

enliven her senses and seek out 'best for her' beauty products to complete the well-being circle. If modern day technology has empowered this 'ingredient conscious' consumer, advancements in science mean she no longer has to compromise between products, services and experiences that tick both 'high performance' and 'good for me' boxes.

"The ME+ Molecule is the perfect embodiment of this new consumer desire for dedicated 'me time'. Salons that incorporate the essence of Koleston Perfect Innosense into a Couture, holistic client experience that taps into her need for 360° well-being have been – and will continue to be – the greatest success stories in the global beauty industry," says Wella Scientific Communications Manager, Maria Castan.

Globally renowned for their pioneering breakthroughs over the past 135 years, Wella are once again three steps ahead of this trend. With the additional shades in the acclaimed Koleston Perfect Innosense palette, Wella are throwing down the gauntlet to the hair industry as a whole. Trend-led, high performance color, balanced with the well-being ME+ science for the truly holistic Couture hair experience today's color clients desire.

This woman has the wisdom to know that she no longer needs to strive hopelessly to 'have it all'. Instead, she can experience it all. Harmoniously. Mindfully. Intuitively. Which is, after all, the very meaning of 'inner sense'.

WELCOME TO THE ERA OF MINDFULNESS: AN AGE WHERE HOLISTIC WELL-BEING AND COUTURE BEAUTY COME HAND IN HAND.

# REBOOT & REFRESH

SEVEN IDEAS TO RESET YOUR MIND + BODY

WITH LIBBY LIMON



**1 'Press' refresh:** "The savvy, health-conscious woman knows that a green juice is a great way to kick start the day. For the ultimate blend of energy, nourishing omega 3 fatty acids and healthy hair micro-nutrients, make a super blend for your clients using my favourite morning recipe," says Libby.

**Libby's Rise and Shine Superblend**

- 50g spinach - a great source of vitamin C for skin, hair and nails
- 25g hemp seed - rich in essential fatty acids for DNA repair
- ¼ avocado - full of vitamin E for resilient skin
- ½ banana - for a kick of energy and sweetness
- 10 almonds - provide protein to balance blood sugar levels

As a nutritional therapist and yoga teacher, Libby Limon is the pioneer of the Reboot Camp: An inspirational guide for the intuitive, modern day women, designed to help her hit 'refresh' on her lifestyle by embracing positive, attainable changes that make for a happier and healthier state of being overall. Koleston Perfect Innosense is one of the ways in which today's ingredient-conscious client can begin to make these changes. And it all starts in the salon...



**2 Tune out to tune in:** "Stop checking those emails, Instagram can wait! Help your client capitalise on the holistic experience of Wella's in-salon offering with a moment of mindfulness to enjoy the moment - and re-energise for the day ahead," says Libby.

**Libby's 5-minute breathing exercise**

Take a moment to focus on your breathing, inhaling in for a count of two and out for four seconds. Gradually try and increase the length of your exhale to re-set your body, physically and emotionally.

**3 Snack smart:** Just as they're increasingly conscious of what they put on their bodies via their beauty regimen, women are nourishing themselves with foods that make for a healthy present - and a healthy future. "Swap sugar-laden snacks in your salon for those that feed the mind and body - yet still feel like a treat," says Libby.

**Libby's Cashew Bites (Better than cookies any day...)**

Blend the following in a food processor and form into balls.

- 1 cup cashews
- ½ cup gluten-free oats
- ½ cup coconut manna (a blend of the flesh and oil in a delicious butter)
- 1 teaspoon vanilla extract

**Cheesy Kale Chips**

Sprinkle kale with Nutritional Yeast and bake for a cheesy flavour without the calories.



**4 Milk it:** "In the same way that the ingredient-aware consumer might choose Koleston Perfect Innosense, she's increasingly selecting dairy alternatives to add variety to her diet - and stop sensitivities developing," says Libby. "Healthier milk choices such as almond, hazelnut, oat or rice varieties can now be on tap in most progressive salons too."

**Libby's Recipe for Sustained Energy Release**

This drink has been shown to aide weight management and metabolism as well as being extremely high in antioxidants, for liver detoxification and anti-aging.

Mix half a teaspoon of Matcha Green Tea Powder with hot almond milk. Unlike your regular skinny latte, the Matcha contains calming amino acids that channel your energy - rather than leaving you wired.



**5 Strike a pose:** "It's not possible for busy, on-the-go women to just whip out their yoga mat, any time, any place - encourage them to reap the benefits of the practice from the salon chair in a few simple ways," says Libby.

**Hand yoga**

"To summon strength or energy, put your hands in your lap, one on top of the other, allowing the tips of your thumbs to touch. This resets the body to refresh you inside and out," says Libby.

**6 Hydration harmony:** We all know we need to drink plenty of water - but sometimes it can feel dull compared to sugary alternatives. "Think smart with the drinks you serve in your salon by tailoring them to your clients' specific needs. You can become their personal well-being expert in mind, body and -of course- hair," says Libby.

**Smart salon drinks**

- Aid digestion: Drink fennel tea half an hour after meals.
- Beat bloating: Add potassium-rich parsley to a jug of filtered water.
- Satisfy sweet cravings: Infuse raspberries in cold water for a subtle hint of sweetness.
- To relax: Try a calming cup of Lemon Balm tea.

**7 Consciously De-clutter:** "At the end of the day, free your mind from the concerns of the day and you'll increase the benefits of a good night's rest," says Libby.

Before bed, imagine you're standing on a railway platform. The trains whizzing by represent your thoughts. Throughout the day, we metaphorically board these trains and engage with a barrage of ideas and worries. Now, try and imagine them passing you by, just entering and leaving the station. Gradually, you'll disengage emotionally, gaining objectivity and a sense of calm that'll help you sleep tight all night.

# JOSH WOOD:

## OUR COLOR GURU ON THE IMPORTANCE OF CREATING A WELL-BEING PHILOSOPHY IN SALONS

### WITH JOSH WOOD

In addition to his role as Wella Professional's Global Creative Director for Color, in founding his two London Ateliers, Josh has pioneered a new concept in the in-salon experience – and one that anticipates the modern day Zeitgeist for 360° well-being. He explains how he builds this idea, both in salon – and into his own life.

**“Mindfulness for me...** Means simply a better way of living. It's no longer about punishingly unattainable goals – following a 'perfect' diet or a depleting exercise regimen. It's about making balanced choices that help me find a sense of peace, fun and energy that facilitates my role as a salon owner – and increases my happiness as an individual. It's about harmony – not perfection.”

**“A challenge for me...** Is that as a salon owner, I'm constantly torn between the creativity and commercial acumen needed to move the business forward. I've practiced yoga for about 10 years. It's 60-90 minutes when it's just about me and the mat. I recharge, mentally de-clutter, gain objectivity on the challenges facing me – and leave with renewed impetus to get on with my day. Afterwards, I'm ready to dedicate myself to the needs of the client. I aim to help them leave the salon with this same sense of mental freedom through a combination of hair services, beauty treatments and the design of the space.”

**“The client mindset is changing...** Women are increasingly aware of the need to nurture their mind as well as their bodies these days; they're scheduling 'me time' to take care of themselves. By creating a service menu and environment that meets their hair, beauty, dietary and emotional needs, salons can become a home away from home. A place where women want to spend time.”

**“The need for me time...** Has grown out of the huge rise in technology and communication. While there are some clients whose busy lifestyle means that they preface speed over other concerns, others come to the salon for quality time. This latter group is the one we're targeting with a more holistic Couture salon experience that also includes Wella Professionals Elements range. Backed by scientific study, the future for some will be less

about multitasking and more about doing one thing to your best ability, at any given time. The salon can be a space that inspires this kind of focus.”

**OUR CULTURAL AND SOCIAL MARKERS ARE CHANGING. SUCCESS IS NO LONGER SOMETHING YOU CAN JUST VALUE IN MONETARY TERMS. IT'S ABOUT BEING IN HARMONY WITH YOURSELF AS A PERSON**

**“360° wellness in salon...** We offer facials, lash treatments, manicures and massages in addition to our hair offering. An in-house chef creates smoothies that enrich hair – just as Libby's creative recipes combine positive health with something that feels like a treat and stimulates our happy sensors. Greenery is also part of the design at my Ateliers. It's both calming and reminds us of the need to mindfully appreciate nature and the world around us.”

**“Koleston Perfect Innosense...** Delivers in a way that no other hair color does. For the ingredient-conscious consumer who appreciates fine details and is looking for a Couture Color experience, it's an essential means of offering her a scientifically backed option that fits seamlessly with her desire to live

better and make smarter choices. The new Koleston Perfect shades allow salons to be three steps ahead of their clients' desires. They embody the sense of 'stealth wealth' – an authentic, yet luxurious Couture look that's the best possible version of themselves. The new shades are on trend, nature-inspired, mindful and authentically beautiful.”

**“The complete salon experience...** Is now available to this knowledgeable, tuned-in client. By extending Wella Professionals Elements 'free from' range into the salon service, we're able to offer her a complete Couture experience that both feels bespoke and resonates with the desire she has for a complete way of great living.”

**“Educate your client...** Our emphasis is on advising clients about what's best for their hair, scalp and well-being as a whole. Consumers now want an experience – not the hard-sell. As professionals we must learn ourselves and educate our clients on best available solutions to remain trusted experts for them.”

**“Wella...** is driving the new era that sees haircare becoming what skincare has been in the past ten years: it simply resets our expectations of the category. Koleston Perfect Innosense is our biggest breakthrough in hair colour technology in over 20 years. It is truly where skill, innovation and beauty meet in perfect harmony and well-being.”

# GLOBALLY AWARDED BY BEAUTY & SCIENCE:

ME+ our color technology certified by the Skin Health Alliance



## MARIA CASTAN, WELLA PROFESSIONALS SCIENTIFIC COMMUNICATIONS MANAGER ON ME+: THE MOLECULE THAT IS REVOLUTIONIZING HAIR COLOR

Whether it's pioneering partnerships with leading science industry organizations, presentation at the World Congress of Dermatology, or winning global beauty awards, Koleston Perfect Innosense has taken the world of hair color by storm since its launch. Our resident science expert, Maria Castan, reveals the secrets behind the brand's success and what's next for ME+, the miracle molecule.



Having been at the forefront of hair innovation for 135 years, Wella have done it again with the pioneering Koleston Perfect Innosense formula. Combining perfect hair color performance with a reduced risk of developing allergy\*, Koleston Perfect has attracted global science and beauty recognition – and is now setting a new industry standard for all dye products. Where Wella leads – others will follow.

### CELEBRATING WELLA'S BIGGEST SALON BREAKTHROUGH: KOLESTON PERFECT INNOSENSE AND ME+

"A year on from launching, Koleston Perfect Innosense has proven to be a worldwide success story for salons, consumers and leading opinion

formers alike," says Wella Scientific Communications Manager, Maria Castan. "Now we have new findings to reveal in this – the next chapter of the hair color revolution".

So here comes the science part...

### WHAT NEW FINDINGS ARE THERE FROM THE SCIENTIFIC WORLD?

The dermatologists we collaborate with are reporting an increasing awareness of skin and scalp sensitivity. This may be indicative of the fact that sensitivities are on the rise – and that the savvy consumer is now more aware of ingredients causing this. Koleston Perfect Innosense provides the simple, tailored solution to all her questions in reducing the risk of developing allergy.\*

### WHY DOES THE SKIN HEALTH ALLIANCE SUPPORT ME+?

ME+ has been globally awarded by a few prestigious scientific bodies in the past two years, including ECARF (European Centre for Allergy Research Foundation) and now the Skin Health Alliance. The Skin Health Alliance works with international dermatologists, researchers and skin scientists to independently review and provide dermatological recognition and support for product research. It is the perfect fit for Wella to build awareness of the new breakthrough technology among experts, and for SHA to review the latest technological advances in the industry. The global recognition from the Skin Health Alliance, ECARF and presentation of our exclusive technology at the World

Congress of Dermatology highlight the scientific and technological success of ME+, exclusively in Koleston Perfect Innosense – our smart choice for both hair salon and their client.

ULTIMATELY, KOLESTON PERFECT INNOSENSE HAS PROVEN TO BE A FORMULA THAT ENABLES SALONS TO EDUCATE THEIR CLIENTS

### WHY ARE SO MANY SALONS CHOOSING KOLESTON PERFECT INNOSENSE?

The concern with allergy reduction dyes in the past has been that they didn't produce the results in terms of color pay-off. Thanks to the ME+ molecule, colorists are attaining outstanding performance and a formula that carries a reduced risk of allergy

development\*, making it Wella's smart choice, especially for first-time permanent color clients.

### WHO IS THE KOLESTON PERFECT WOMAN?

She is intuitive, mindful consumer who makes positive decisions – in terms of her diet, beauty and exercise regimen – to invest in her health for the future. The ritual of beauty for her is a means of problem prevention, rather than quick solution. Taking the time to nurture and nourish her mind and body is a priority for her. With the ME+ molecule and a couture salon experience, she gets her mindful 'me time' and completes the story of this 360° lifestyle trend.

### HOW HAS KOLESTON PERFECT INNOSENSE TRANSFORMED HAIR COLOR INTO A LIFESTYLE MOVEMENT?

Working with dermatologists, hair salons and a number of worldwide organizations such as the Skin Health Alliance, we've discovered a number of new trends that are sparking an increased demand for Koleston Perfect Innosense. Women who might experience allergies have developed a number of 'avoidance strategies'. This may be taking an anti-histamine before having their hair colored – or asking for highlights to be applied

a distance from the root, to reduce contact between the dye and the scalp. Essentially, some women are willing to risk their health for the sake of their color, which is very worrying. After 20 years of research, Koleston Perfect Innosense offers women a way of getting unbelievable color that covers up to 100% of greys – with a reduced risk of developing allergy.\* They get the best the industry has to offer today.

### HOW HAS KOLESTON PERFECT INNOSENSE IMPROVED THE SALON EXPERIENCE OVERALL?

Thanks to the new professional salon concept Couture Color, having your hair colored has now become more luxurious. Perfect for the modern woman who's tuned into her emotional as well as physical needs, Koleston Perfect Innosense has dovetailed seamlessly with Wella Professionals new Elements range. Sitting under the umbrella of 'good for me' formulations, together they add up to this idea of 'me time'. The client gets an experience that feels both decadent and empowering.

## GLOBALLY AWARDED BY BEAUTY & SCIENCE



The world of beauty and science is taking notice. In two years Koleston Perfect Innosense and the breakthrough ME+ molecule has become an incredible success story, with recognition from leading beauty and science experts:

- Winner of the Allure US Beauty Breakthrough Award (2014)
- Winner of the Vogue Spain Best Hair Color Award (2014)
- Exclusive ME+ technology endorsed by ECARF and the Skin Health Alliance

\*Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration. Strictly follow safety instructions and consult [www.wella.com/innosense](http://www.wella.com/innosense). If you have ever experienced an allergic reaction to hair colorants, you should not color. ME+ is present in Pure Naturals, Rich Naturals and Deep Browns of the Koleston Perfect Innosense brand.

WELLA PROFESSIONALS  
ELEMENTS  
THE LIFE FORCE OF TREES

HAIR STRENGTHENING SERUM

NEW



Makes the hair stronger\*  
Free of parabens and artificial colorants

**WELLA THE HEART OF HAIRDRESSING**

\*against breakage vs non conditioning shampoo