



ESSENTIAL CARE & STYLING BOOK

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WELCOME TO WELLA PROFESSIONALS CARE & STYLING.

INSIDE YOU CAN LEARN ALL ABOUT:

- NEW INVIGO: RECHARGE WITH INVIGORATING CARE BLENDS FOR ALL HAIR TYPES.
- FUSIONPLEX: THE ULTIMATE CARE LINE TO CORRECT AND PREVENT DAMAGE.
- OIL REFLECTIONS: OUR PRECIOUS OIL COLLECTION FOR SMOOTHNESS AND LUMINOSITY.
- ELEMENTS: OUR “FREE OF” RANGE, SPECIALLY DESIGNED TO DELIGHT INGREDIENT-CONSCIOUS HAIRDRESSERS AND CLIENTS.
- EIMI: THE VOICE WITH WHICH YOU CAN EXPRESS YOUR STYLING SKILLS AND EACH CLIENT’S INDIVIDUALITY.

CARE SERVICES

GROW YOUR SALON BUSINESS WITH
WELLA PROFESSIONALS CARE SERVICES.

In-salon Care Services have great potential.

- By adding a care treatment as an **additional service to your visiting clients**, you can make the most of your time and increase revenues.
- Clients who receive a **care consultation and service** are more likely to also purchase care products for use at home.

EXPRESS OR INTENSE VERSIONS:

Whether your client prefers a quick express service or more pampering spa experience, Wella Professionals Care Spa Services are easy to use for any client.

EXPRESS:

- Quick care service with shampoo, serum and/or leave-in treatment.

INTENSE:

- With added mask and massage.
- With added heat for an ultimate care experience.

**MAXIMUM CARE EFFECT WITH
WELLA PROFESSIONALS CLIMAZON:**

- Use Wella Professionals Climazon to **intensify the penetration of the care ingredients**, leaving the hair irresistibly soft.

TIP:

You may cover the hair with a plastic cap or warm towel.



5 GOLDEN RULES

HOW TO MAKE THE MOST OF CARE IN YOUR SALON.

1. CONSULTATION

- Welcome your client in the salon with an open conversation and ask your client to describe his/her hair and his/her expectations.

2. ACTIVITIES IN-SALON

- Make sure the products are visible via counter displays and easily accessible to your clients. Communicate prices clearly.
- Delight your clients with regular news and special offers or trials (gifts or minis).
- Set up a staff challenge rewarding Wella Care sell-through of Spa Services and retail sales.

3. SERVICES

- Communicate the new Wella Spa Services in the Salon Menu and add them to price list.
- After a service is the best time to recommend an at-home product. Suggest something that will delight your client and meet their needs and there's a 44% chance they'll buy it.

4. EDUCATION

- Increase your care knowledge of Wella Care products including the Spa Services and the massage techniques.
- Enroll in the Care Discovery Seminar to learn more.
- Download the Wella Professionals Education App.

5. TIPS

- Participate in a play and learn session with your team so you can experiment and optimize the client journey.
- Share care tips among salon staff. What are your favorite products and why? How would you recommend them to your clients?

WELLA PREMIUM CARE BOUTIQUES



FUSIONPLEX
INSTANT, LONG-LASTING
HAIR RECOVERY

- Instantly protects against breakage and recharges results at home for up to 5 weeks.¹
- Silksteel Fusion Program recovers hair fiber on macro and micro levels.
- Elegant and luxurious floral woody fragrance.



OIL REFLECTIONS
THE ESSENCE OF SHINE

- Our newest precious oil collection for up to 3 times smoother hair² and instant luminosity.
- With camellia oil and white tea extract.
- Delicate fragrance that takes your mind to the white sand dunes of Asia.



ELEMENTS
“FREE OF” CARE SYSTEM

- Helps to prevent against keratin degeneration.
- Free of sulfates, parabens and artificial colorants.
- Captivating fragrance inspired by the green woods of the Amazon.

¹With use of conditioner
²Shampoo, mask and oil vs. non-conditioning shampoo

NEW INVIGO BASE CARE COLLECTION

MAKE IT A MOMENT. RECHARGE WITH INVIGORATING CARE BLENDS FOR ALL HAIR TYPES.



INVIGO BRILLIANCE

- Instant color vibrancy. For up to 7 weeks color protection.¹
- With lime caviar.



INVIGO BLONDE RECHARGE

- Helps to fight brass. For blonde brightness.
- With color pigments.



INVIGO VOLUME BOOST

- Lightweight care. For visibly uplifted volume.²
- With cotton extract.

SERVICE: THE SPECIALISTS’ RANGE.



SERVICE
SERVICE SUPPORT

- Salon-exclusive formulas to protect and enhance permanent and demi-permanent color, and protect skin from staining.

¹With regular use of INVIGO Brilliance Shampoo
²Vs. non-conditioning shampoo

INVIGO

OUR STORY

Looking at individuals and their modern hectic lives, we see that as time gets more and more precious we all need to properly breathe and swiftly recharge our batteries – physically and emotionally.

INTRODUCING NEW INVIGO:

INVIGO creates recharging moments in salon and at home with high performance invigorating care treatments.

- IN** Inside blends: Advanced technology. New ingredients. Vitamins – wrapped in delightful fragrances.
- VI** Invigorating your hair and recharging you with unique Acupoint Activation massage services.
- GO** Express caring solutions to recharge on the go.

Little time in – lots out!

WHAT'S NEW

- **NEW TECHNOLOGY & PACKAGING**
 - NEW INGREDIENTS**
Known to be full of benefits in nutrition
 - ADVANCED TECHNOLOGY**
Building on more than 130 years of hair expertise and research
 - VITAMINS**
Life-proven components in hair technologies
- **NEW ASSORTMENT**
A variety of lines to meet your client's needs.
- **NEW CARE TREATMENTS**
Turning basic care services into quick and easy, personalized, enjoyable moments.



BRILLIANCE-BLEND

WITH LIME CAVIAR
Rich in potent anti-oxidants
and vitamins



HISTIDINE &
VITAMIN E
Helps to control the oxidation
process after coloration

COPPER
ENCAPSULATING
MOLECULE
Maintains vibrancy

FRAGRANCE

CITRUS FLORAL WOODY FRAGRANCE.
A contrasting scent with a refreshing citrus cocktail and a woody, soft and caring undertone.

TOP
Bergamot
Orange
Tomato leaves



HEART
Jasmine
Muguet
Ginger
Honeysuckle



BASE
Sandalwood
Cedarwood
Musk
Amber



PRODUCTS

INSTANT COLOR VIBRANCY, FOR UP TO 7 WEEKS COLOR PROTECTION.¹



OUR
STYLISTS'
FAVORITES

**COLOR PROTECTION
SHAMPOO**
WITH LIME CAVIAR

pH-optimized shampoo for long-
lasting color protection. With
Anti-Oxidant Shield Technology.

**VIBRANT COLOR
CONDITIONER**
WITH LIME CAVIAR

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

**VIBRANT COLOR
MASK**
WITH LIME CAVIAR

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



MIRACLE BB SPRAY
WITH LIME CAVIAR

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

BRILLIANCE BOOSTER
WITH LIME CAVIAR

Ultra concentrated booster
for extra color vibrancy.

¹With regular use of INVIGO Brilliance Shampoo

VOLUME BOOST-BLEND

WITH COTTON EXTRACT
Perfect softness and stability



SPRING FORCE POLYMERS
Help to bodify hair

LIGHTWEIGHT FORMULAS
Optimal for fuller-looking hair

FRAGRANCE

FLORAL SOFT GREEN MUSKY FRAGRANCE.

A crisp, white linden blossom signature with a sophisticated and sensual base of sandalwood and musks.

TOP
Bamboo
Lotus
Freesia



HEART
Linden blossom
Heliotrope
Cotton blossom



BASE
Cashmere wood
Sandalwood
White musk



PRODUCTS

LIGHTWEIGHT CARE, FOR VISIBLY UPLIFTED VOLUME.¹



BODIFYING SHAMPOO
WITH COTTON EXTRACT

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



CRYSTAL MASK
WITH COTTON EXTRACT

Clear treatment that provides fullness, body and manageability to hair. With Spring Force Blend.



BODIFYING FOAM
WITH COTTON EXTRACT

Provides lush volume and a soft touch to the hair. Supports styling and reduces static. With Spring Force Blend.



UPLIFTING HAIR MIST
WITH COTTON EXTRACT

Gives lightweight care, shine, fullness and light control. With Spring Force Blend.



VOLUME BOOSTER
WITH COTTON EXTRACT

Ultra concentrated booster to turn tired flat hair into voluminous bouncy locks.

¹ Vs. non-conditioning shampoo

BLONDE RECHARGE-BLEND

ORRIS SCENT

Flowery top and heart notes with lily of the valley and rose. Sensual base of sandalwood and vanilla



WITH COLOR PIGMENTS

Effective color-depositing pigments refresh blonde tones and help to eliminate brassiness



CARING FORMULAS

Intense conditioning that leaves hair with a smooth feel

PRODUCTS

HELPS TO FIGHT BRASS, FOR BLONDE BRIGHTNESS.

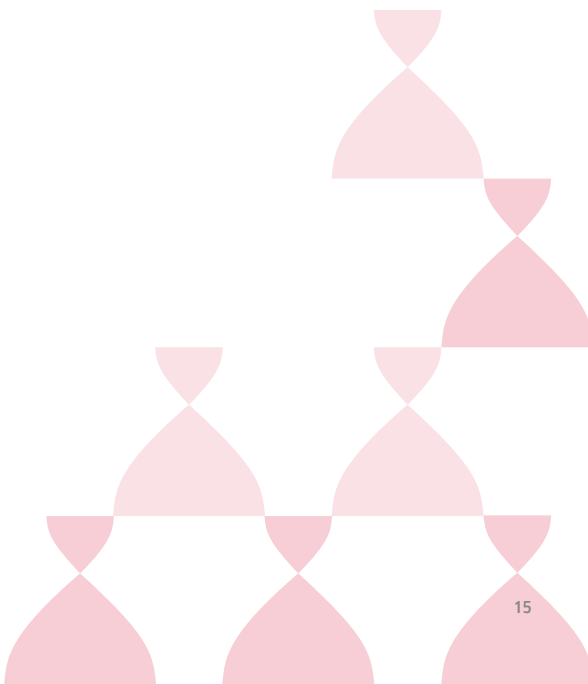


COOL BLONDE COLOR REFRESHING SHAMPOO WITH COLOR PIGMENTS

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

COOL BLONDE / WARM BLONDE COLOR REFRESHING CONDITIONERS WITH COLOR PIGMENTS

Refreshes and maintains the multi-dimensional color of blonde tones, leaving hair intensely conditioned.



INVIGO

BOOSTER SERVICES

Offer your clients in-salon booster treatments, combining INVIGO products with Acupoint Activation massage services, customized to their hair needs. And make personalized product recommendations to meet each client’s individual hair needs by choosing the ideal INVIGO products to provide added color vibrancy and volume.



10 MINS.

BOOST

10 MINS. BOOST: FAST, EFFICIENT, ENJOYABLE
service with conditioner and extra concentrated booster

15 MINS.

RECHARGE

15 MINS. RECHARGE: DEEP, INVIGORATING, INTENSE
service with mask and extra concentrated booster

TIME TO RECHARGE

Offer your clients time to recharge with care services.

HECTIC LIFE AND NO TIME FOR CARE? TIME FOR AN INSTANT CARE BOOST!

A quick boosting moment for your client’s hair with a tailored care booster combined with Acupoint Activation massage. **Express, efficient and enjoyable.** Boost the hair with a perfect balance of vibrancy and volume.



CLIENT STRESSED – AND THEIR HAIR, TOO? HELP THEM RELAX AND RECHARGE!

A deep recharge that goes way beyond just your client's hair. The tailored haircare treatment with an intensely invigorating Acupoint Activation massage. **Deep, invigorating, intense care for your client's hair.** Recharge the hair with a perfect balance of vibrancy and volume.



INVIGO SERVICES

ACUPOINT ACTIVATION

INVIGO activation massage techniques are based on effective acupoints on the head and neck. Developed with an acupoint specialist, these points have traditionally been used in Eastern medicine **to relax, recharge and revitalize.**

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

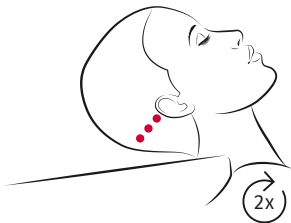
- ▶ The Acupoint Activation massage is done while the treatment is absorbing into the hair.
- ▶ Apply firm, circular movements with your fingers.
- ▶ Use your middle fingers on head, thumb on shoulders and back.
- ▶ One “circle” should last approx. 0.5 seconds. The pace is based on heartbeat – it seems fast but is relaxing for your client.
- ▶ Make four circles on each acupoint. Repeat once.

 **WATCH TUTORIAL VIDEOS FOR MORE INFORMATION AND EDUCATION AT [EDUCATION.WELLA.COM](https://www.wellabrand.com/education)**



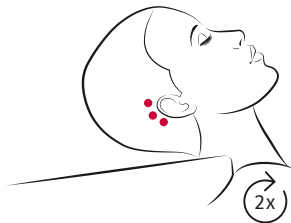
BOOST

ACUPOINT ACTIVATION



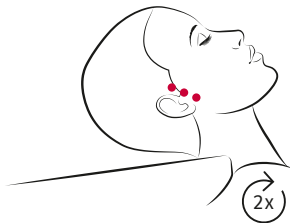
1. MASTOID PROCESS

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



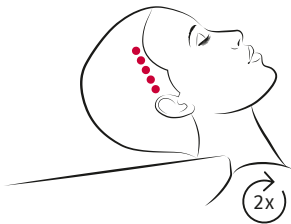
2. BEHIND THE EAR

Three points behind the ear from below to upwards.



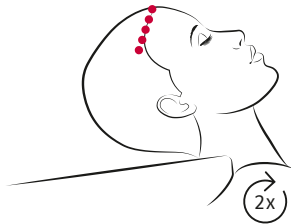
3. IN FRONT OF EAR

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



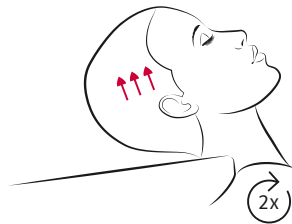
4. TEMPLES

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



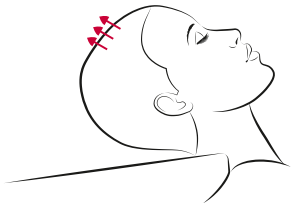
5. FRONT HAIRLINE

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.



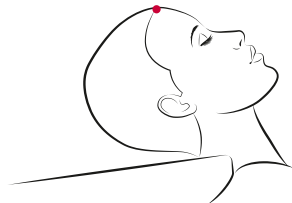
7. “HAIR SHAKE”

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



8. RAINDROPS

Lightly tap the forehead area with all fingers.



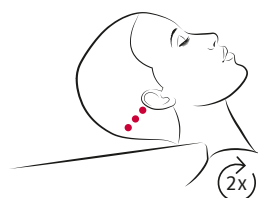
9. JING-TANG PRESSURE POINT

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

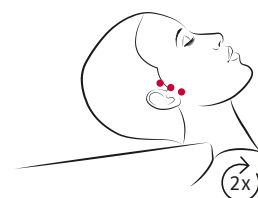
In the Recharge Acupoint Activation massage, the first seven and last two steps are the same as with the Boost Acupoint Activation massage.



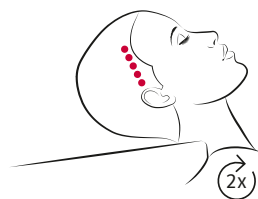
1. MASTOID PROCESS
Three points (on both sides) from back below occipital bone to the sides.



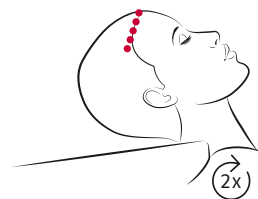
2. BEHIND THE EAR
Three points behind the ear from below to upwards.



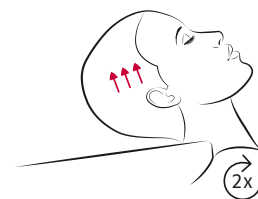
3. IN FRONT OF EAR
Three points in the very front of ear. Use your ring finger.



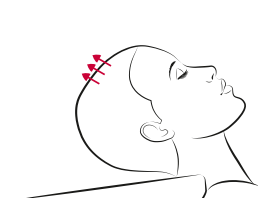
4. TEMPLES
Five points from top of the ear near to hair line.



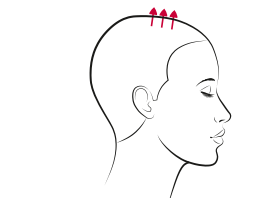
5. FRONT HAIRLINE
Five points (on both sides) from middle to corner of hairline.



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



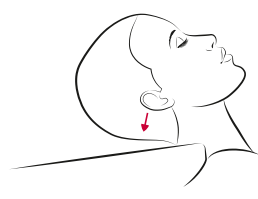
7. "HAIR SHAKE"
Gather the hair in a ponytail around the crown area. Hold the hair and gently swing the head lightly by the ponytail. In case of short hair, grasp the hair between the fingers and gently shake the head from side to side. This feels very relaxing.



8. FAST GRASPS
Lift your client into normal seating position. Stand to the side of your client. Run your fingers on the top of the head, lightly squeezing the roots simultaneously.



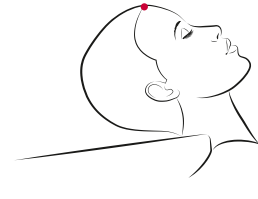
9. NECK RELIEF
Using your thumb and middle finger, massage the points on the neck, on both sides. Repeat. Once done, press firmly on the third point for five seconds and release.



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.



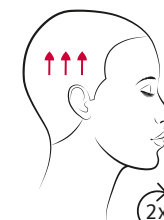
12. JING-TANG PRESSURE POINT
To finish, press the point in the middle of the hairline firmly for five seconds. Use one middle finger on top of other to get firm pressure.

EXTRA RECHARGE

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



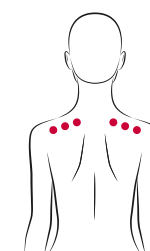
1. HOLD AND RELEASE
Slowly hold the hairline area while lightly pulling back and relax after ten seconds. Change the position of the fingers, moving slightly backward for 2 cm and repeat the same movement for three rows.



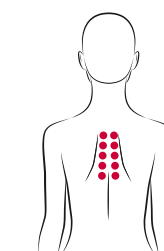
2. STRETCHING THE SIDES
Take a firm grip with your palms, stretching the scalp upwards for five seconds.



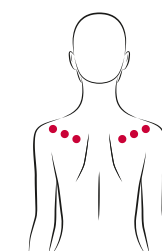
3. LIGHT TAPPING
Keep your hands relaxed and open. Tap the top of the head with the sides of your little fingers.



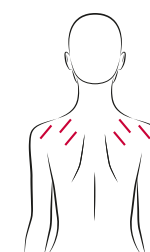
4. ACUPOINTS ON BACK
Using your thumbs, activate three points on each side of the shoulder, from inside out.



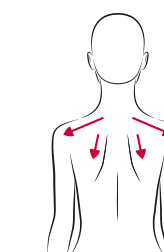
5. SHOULDER BLADES
Five points next to both sides of spine (from above downwards).



6. SHOULDER PRESSURE
Three points from inside out, lower shoulders.

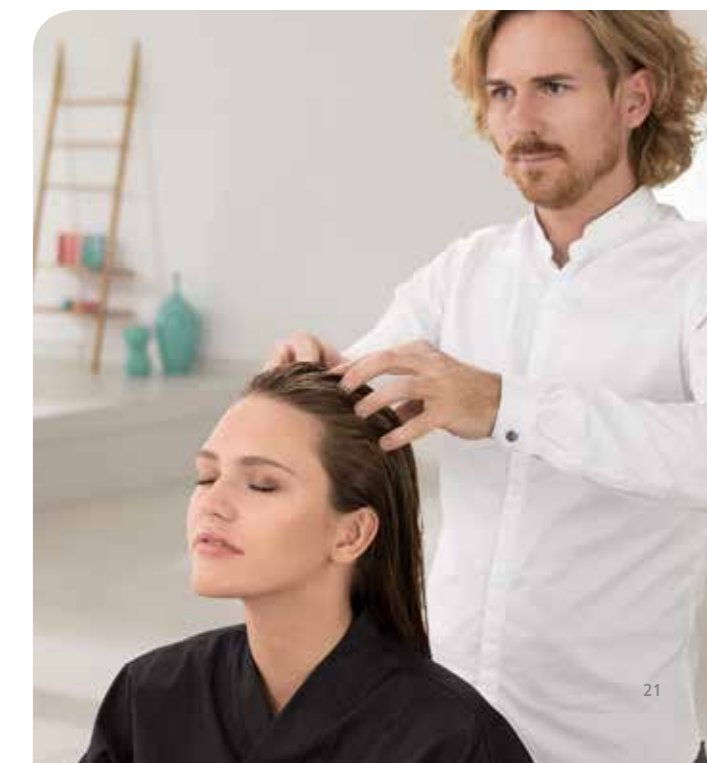


7. SHOULDER TAPS
Tap the shoulders with the sides of your little fingers.



8. FINISHING STROKE
Brush down the arms and back to finish.

WATCH TUTORIAL VIDEOS FOR MORE
INFORMATION AND EDUCATION
AT [EDUCATION.WELLA.COM](https://www.wella.com/education)



SERVICE

THE SPECIALISTS' RANGE

IN-SALON
EXCLUSIVE

EXCLUSIVE FOR SALON USE.

- Gentle formulas to protect skin or remove skin stains.
- Post-treatment for oxidative color services.



SERVICE SKIN PROTECTION CREAM

- A formula that is easy to both apply and remove, and that helps to protect the skin from color absorption.
- With Panthenol, Vitamin E and Orchid Extract.



SERVICE COLOR POST TREATMENT

- Lightweight after-color treatment that protects and enhances demi- and permanent color results. Optimized to work best with all Wella Professionals colors.
- Can be followed by a Wella Professionals conditioner or treatment.
- With Vitamin E and Orchid Extract.



SERVICE COLOR STAIN REMOVER

- Helps to remove demi- and permanent hair color stains.





FUSION PLEX

THE NEXT DIMENSION IN HAIR RECOVERY

FOR UP TO 95% MORE RESILIENCE AGAINST BREAKAGE¹
With Silksteel, the fusion of silk amino acids and micronized lipids.

WELLA PROFESSIONALS' 1ST INSTANT AND LONG-LASTING HAIR CARE RECOVERY REGIMEN FROM SALON TO HOME.

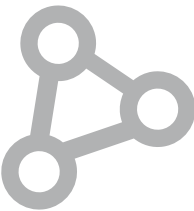
- Helps to repair damaged hair and protect against breakage.
- Instantly recovers hair fiber at micro and macro levels.
Even the most damaged hair feels renewed, smooth, elastic and resilient against breakage.
- Elegant and luxurious floriental woody fragrance.



¹ Vs.. non-conditioning shampoo



Silksteel FUSION program:
Empowered by advanced amino acids.



HOW IT WORKS

SILKSTEEL FUSION PROGRAM

Inspired by spider silk, one of the strongest fibers in nature, our innovative formula is designed with Silksteel FUSION program, a fusion of silk amino acids and micronized lipids. It penetrates the hair deep down the cortex and instantly recovers hair fiber at micro and macro levels and helps to prevent future hair breakage. Even the most damaged hair feels renewed, smooth, elastic and resilient against breakage.



DAMAGED HAIR

Damaged hair has imperfect cuticles and weakened protein structure. Metallic impurities and free radicals harm the hair surface. Hair feels dry, rough and the hair structure is weakened.

SILKSTEEL FUSION PROGRAM RECOVERS HAIR FIBER ON MICRO AND MACRO LEVELS



INSIDE HAIR: Two amino acids penetrate deep into hair cortex, refilling the hair.



OUTSIDE HAIR: FUSIONPLEX Shampoo's EDDS technology removes metallic impurities via antioxidant action. Micronized lipids provide instant wet conditioning. Silksteel FUSION program protects the hair from further damage.

-  Amino acids and silk amino acids
-  Micronized lipids
-  EDDS



FUSIONPLEX INTENSE REPAIR SHAMPOO

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



FUSIONPLEX INTENSE REPAIR MASK

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



FUSIONPLEX INTENSE REPAIR CONDITIONER

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



IN-SALON EXCLUSIVE

FUSIONPLEX AMINO REFILLER – SALON SERVICE SPECIFIC

- Penetrates down to the cortex, refilling the hair with amino acids.

FUSIONPLEX SERVICE

WITH AMINO REFILLER

LEAVES HAIR RENEWED, SMOOTH, ELASTIC, AND RESILIENT AGAINST BREAKAGE

- For up to 95% more resilience against breakage¹



IN-SALON EXCLUSIVE



Silksteel FUSION program:
Empowered by advanced amino acids.



INTENSE REPAIR SERVICE (15 MINS.)

01 PREPARE



INTENSE REPAIR SHAMPOO

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

02 REFILL



Climazon



AMINO REFILLER TREATMENT

Take client back to styling chair. Apply on lengths and ends specifically on the most damaged areas. Apply heat for 5-10 mins.

03 REPAIR SMOOTH & SEAL



INTENSE REPAIR MASK & CONDITIONER

Apply over full lengths, leave on for 30 sec. (conditioner) to 5 mins. (mask). Rinse well, towel-dry.

04 EXTEND at home



TIP: Use Oil Reflections as a finishing product to protect from heat.

¹ Vs. non-conditioning shampoo

For quick express service use Intense Repair Shampoo and Mask.



UP TO 3 TIMES SMOOTHER HAIR¹ AND INSTANT LUMINOSITY

OIL REFLECTIONS, THE ESSENCE OF SHINE.

- With Camellia oil and white tea extract.
- Delicate fragrance that takes your mind to the white sand dunes of Asia.
- Perfectly suited for colored hair.



¹ Shampoo, mask and oil vs. non-conditioning shampoo

OUR OLEOLOGY PROGRAM helps to protect and prevent against natural lipid degeneration for a smooth and reflective surface.

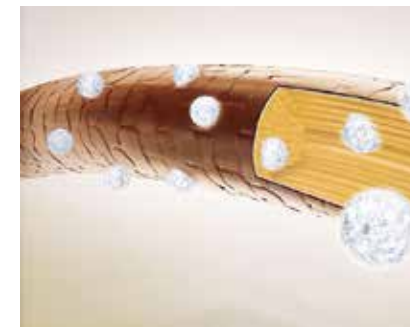


HOW IT WORKS:



01 LUMINOUS REVEAL SHAMPOO – WITH EDDS

- Helps to protect hair cuticles from free radicals.
- Hair surface is cleansed from impurities and protected from minerals.



02 LUMINOUS REBOOST MASK – WITH PANTHENOL

- Replenishes for the right moisture balance.
- Hair is left soft and nourished.



03 LUMINOUS SMOOTHING OIL & LIGHT LUMINOUS REFLECTIVE OIL

- Enhances reflection and smoothness.
- Protects natural lipid layer against degeneration, for a smooth and reflective hair surface.



OIL REFLECTIONS LUMINOUS REVEAL SHAMPOO

- Light moisturizing shampoo leaves the hair deeply cleansed and luminous.



OIL REFLECTIONS LUMINOUS INSTANT CONDITIONER

- 30-second smoothing conditioner that locks moisture in, leaving the hair luminous and smooth.



OIL REFLECTIONS LUMINOUS REBOOST MASK

- Nourishes and replenishes the hair structure leaving the hair smooth and luminous.



OIL REFLECTIONS LUMINOUS SMOOTHING OIL

- Versatile perfecting oil for hair smoothness and glossy effect, with macadamia and avocado oils.
- For all hair types.



OIL REFLECTIONS LIGHT LUMINOUS REFLECTIVE OIL

- Light, versatile perfecting oil for pearlescent reflections. With Camellia seed oil.
- For fine to normal hair.



OIL REFLECTIONS LUMINOUS MAGNIFYING ELIXIR

- Rinse-off serum that gives hair extra gloss and smoothness for long-lasting frizz control.



LUMINESSENCE SPA OIL REFLECTIONS

INSTANT LUMINOUS REFLECTIONS AND LONG-LASTING SMOOTH EFFECT.

- Unveil the secret of beautiful and natural reflections.
- Our in-salon service for lasting smoothness and instant luminosity.



LUMINOUS MAGNIFYING ELIXIR

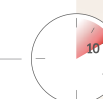
- Up to 72 hours of anti-frizz effect.¹
- Boost any care service with an added smoothness and anti-frizz effect.
- Can be used as a stand-alone treatment, applied on hair before a mask, or mixed with a mask.



EXPRESS SERVICE (10 MINS.)

01 **CLEANSE**

02 **TREAT**



ADD-ON INTENSE (+ 10 MINS.)

03 **SEAL**

04 **FINISH**

05 **EXTEND**
at home



OIL REFLECTIONS SHAMPOO

Shampoo the hair using Luminous Reveal Shampoo. Rinse and repeat. Towel-dry.



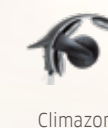
OIL REFLECTIONS ELIXIR

Take the customer back to the styling chair. Divide hair into 4 sections. Apply Luminous Magnifying Elixir on lengths and ends.



OIL REFLECTIONS MASK

Apply Luminous Reboost Mask on hair with a brush or spatula. Leave on for 5-10 mins. under heat. Take the client back to the basin, massage and rinse well. Towel-dry.



Climazon



OIL REFLECTIONS FINISHING

Apply Luminous Smoothing Oil or Light Luminous Reflective Oil into lengths and ends before blow-drying and styling.

TIP: Oil Reflections Luminous Magnifying Elixir can be used with any other care products to add smoothness and shine.





ELEMENTS

OUR FIRST “FREE OF” CARE SYSTEM THAT HELPS TO PROTECT AND PREVENT AGAINST KERATIN DEGENERATION.

- With NuTREE complex, enriched with natural tree extract.
- Free of sulfates, parabens and artificial colorants.
- Captivating fragrance inspired by the green woods of the Amazon.



NATURAL TREE EXTRACT
Helps protect against keratin degeneration.



PANTHENOL
Penetrates deeply into the hair to repair the inner cell structure and binds moisture in the hair.



EDDS
Protects hair keratin against the loss of key building blocks by keeping the moisture inside and strengthening the hair.

HOW IT WORKS:



01 IT ACTS ON THE ROOTS

Providing anti-irritant properties.



02 IT ACTS ON THE INSIDE

Preserving moisture balance of the hair and nourishing it from the roots to the tips.



03 IT ACTS ON THE OUTSIDE

Protecting hair keratin and preventing it from long-term degeneration.



04 RESULT

Protected hair and renewed vitality.



ELEMENTS RENEWING SHAMPOO

- Renews the moisture of the hair, preserving and nourishing it from root to tip.
- Luxurious foaming experience.
- Sulfate-free.



ELEMENTS DAILY RENEWING CONDITIONER

- Strengthens each hair fiber from within. Helps to repair and preserve hair's natural vitality.
- Fine-textured cream.
- Paraben-free.



ELEMENTS RECONSTRUCTING MASK

- Intensively restores and preserves the natural inner structure and strength of the hair.
- Extra lightweight cream.
- Paraben-free.



ELEMENTS LEAVE IN CONDITIONING SPRAY

- Dual-phase spray that cares for and protects hair from day-to-day stress and gives a gentle hold.
- Lightweight detangling mist.
- Paraben-free.



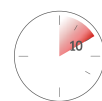
ELEMENTS HAIR STRENGTHENING SERUM

- Strengthens each existing hair fiber to give more volume and helps to maintain a balanced scalp.
- Refreshing gel mist.
- Paraben-free.

ELEMENTS RENEWAL SPA

HELPS TO PREVENT AGAINST KERATIN DEGENERATION.

- Free of sulfates, parabens and artificial colorant.
- A well-being experience for ingredient-conscious clients with no compromise on performance.



EXPRESS SERVICE (10 MINS.)

01 CLEANSE



ELEMENTS SHAMPOO

Shampoo the hair using ELEMENTS Renewing Shampoo. Rinse and repeat. Towel-dry.



ADD-ON INTENSE (+ 10 MINS.)

02 SEAL



Climazon



ELEMENTS MASK

Apply ELEMENTS Reconstructing Mask on hair with a brush or spatula. Leave on for 5-10 mins. under heat. Take the client back to the basin, massage and rinse well. Towel-dry.

03 FINISH



ELEMENTS SERUM AND/OR LEAVE IN BALM

Apply ELEMENTS Strengthening Serum and/or Leave In Conditioning Spray into lengths and ends before blow-drying and styling.

04 EXTEND at home



COLOR REFRESHING SERVICES

Today, beauty and health go hand in hand. The treatment options to the right perfectly complement ELEMENTS as a post-color service treatment. Expand and enhance your client's beauty and well-being choices.



COLOR BOOST SERVICE

WITH KOLESTON PERFECT & ELEMENTS CONDITIONER

Refresh faded mid-lengths and ends with a boost of color. The recommended color-refreshing service for ingredient-conscious clients.

MIX:

- 1 part Koleston Perfect.
- 1 part ELEMENTS Conditioner.
- 1 part Welloxon Perfect Pastel Developer.



- Apply evenly on shampooed, towel-dried hair.
- Development time: up to 10 mins.
- Only ELEMENTS Conditioner MUST be used.

COLOR RENEWAL SERVICE

WITH WELLA PROFESSIONALS ELEMENTS

Our most recommended care system after a Koleston Perfect color service for your ingredient-conscious clients.



couture
COLOR

TIP: Treatments should always be applied on damp hair. After rinsing shampoo and prior to applying treatments, remove excess water from hair by gently pressing the scalp with a towel.

EIMI PERFECT PARTNERS FOR STYLING



START WITH :

PERFECT ME: Shout out for smoothness and natural style. This lightweight beauty balm lotion—inspired by skincare benefits—adds shine, repairs, moisturizes, tames flyaways, and protects from heat.

PAIR WITH :

SHAPE ME: Lock your perfect look in place. Shape or blow-dry to get your desired look. Shape Me with Shape Memory will secure your style and texture for up to 48 hours.

DRY ME: Create head-turning volume and manageable matte texture for any individual style. Absorb oil and refresh the hair with Dry Me's outstanding tapioca starch formula.

ROOT SHOOT: You're only ever one shot away from high-precision root lift with this always-on-target mousse.

SUGAR LIFT: Get a grip on volume. This rich, flexible spray infused with sugar provides lift, shine, and a touchable, grippy texture.



EIMI: THE FIRST WORD IN STYLING

EIMI is the voice with which you can express your styling skills and each client's individuality. With EIMI you can truly be yourself and shout it out: interpreting the latest global trends, while setting new accents of style and originality. EIMI molds and empowers, shapes and inspires, allowing you to celebrate clients for who they are and everything they want to be – in a phrase: powerfully unique.

WELLA PROFESSIONALS

STYLING

	HOLD LEVEL ○○○○	HOLD LEVEL 1 ●○○○	HOLD LEVEL 2 ●●○○	HOLD LEVEL 3 ●●●○	HOLD LEVEL 4 ●●●●					
VOLUME	 MUST HAVE DRY ME Dry Shampoo		BODY CRAFTER Flexible Volumizing Spray PERFECT SETTING Blow Dry Lotion Hairspray	BOOST BOUNCE Curl Enhancing Mousse  MUST HAVE ROOT SHOOT Precise Root Mousse	 MUST HAVE SUGAR LIFT Sugar Spray for Voluminous Texture EXTRA VOLUME Strong Hold Volumizing Mousse					
SMOOTH	 THERMAL IMAGE Heat Protection Spray	 COMING SOON COCKTAIL ME Cocktailing Gel Oil  MUST HAVE PERFECT ME Lightweight Beauty Balm Lotion	 FLOWING FORM Anti-Frizz Smoothing Balm							
TEXTURE			 OCEAN SPRITZ Salt Hairspray for Beachy Texture	 TEXTURE TOUCH Reworkable Matte Clay	 SHAPE SHIFT Molding Gum with Shine Finish	 SHAPE ME 48H Shape Memory Gel	 GRIP CREAM Flexible Molding Cream	 PEARL STYLER Styling Gel	 RUGGED TEXTURE Matte Texturizing Paste	 SCULPT FORCE Extra Strong Flubber Gel
SHINE		 GLAM MIST Shine Mist  JUST BRILLIANT Shine Pomade	 COMING SOON OIL SPRITZ Sprayable Styling Oil							
FINISHING HAIRSPRAYS			 STAY ESSENTIAL Light Crafting Hairspray		 STAY FIRM Workable Finishing Hairspray					

SHOW ME EIMI: HOW TO SPEAK VOLUME



MUST HAVE









MUST HAVE

DRY ME
Dry Shampoo

Create volume and a manageable matte texture to achieve your look. Refresh your hair and absorb oil with this formula with tapioca starch.

Style it: Shake me, spray me, style me. Apply evenly on dry hair, leave in and brush through.

BODY CRAFTER
Flexible Volumizing Spray

Build volume with a workable texture. Craft your style with smooth, flexible control and natural movement.

Style it: Spray evenly on damp hair with emphasis on the roots. Blow-dry while using fingers or brush to create volume. Use also on dry hair to create extra texture.

PERFECT SETTING
Blow-Dry Lotion Hairspray

Formulated to provide care while blow-drying. Set a voluminous finished shape with perfect shine.

Style it: Spray evenly on damp hair. Roll the hair around in sections and blow-dry. Mist over finished style for control and hold.

BOOST BOUNCE
Curl Enhancing Mousse

Boost your curls with added shine, definition and frizz reduction. Formulated to help protect your hair against dehydration while blow-drying.

Style it: Shake, spray, volumize. Apply evenly on damp hair. Let air-dry or use the diffuser to get creative curls.

ROOT SHOOT
Precise Root Mousse

Perfect root lift is only a shot away with this mousse designed for precision application.

Style it: Shake, shoot, volumize. Apply on damp hair, directly on the roots, and blow-dry as you wish.

HOLD LEVEL
○○○○

HOLD LEVEL 2
●●○○

HOLD LEVEL 2
●●○○

HOLD LEVEL 2
●●○○

HOLD LEVEL 2
●●○○



MUST HAVE



SUGAR LIFT
Sugar Spray for Voluminous Texture

Get a grip on volume: This rich, flexible, sugar-infused spray provides lift, shine, and touchable, grippy texture.

Style it: Spray, scrunch, and manipulate. Apply on damp hair to create great texture and volume, or use on dry hair for a more settled style.

EXTRA VOLUME
Strong Hold Volumizing Mousse

Blow-dry head-turning volume and perfect body with strong hold. Formulated to help protect your hair against dehydration while blow-drying.

Style it: Shake well before use. On damp hair, distribute evenly from root to end. Blow-dry for voluminous support.

HOLD LEVEL 3
●●●○

HOLD LEVEL 3
●●●○

SHOW ME EIMI: HOW TO SPEAK SMOOTHNESS





MUST HAVE



COMING SOON



THERMAL IMAGE
Heat Protection Spray

Help protect your hair while using hot tools with this 2 phase spray. Phase 1 is formulated to nourish the hair and to protect it from heat up to 220°C. Phase 2 conditions your hair for a flawless, shiny result.

Style it: Shake well and spray section by section at arm's length onto dry hair before heat styling.

PERFECT ME
Lightweight Beauty Balm Lotion

Create natural style and smoothness with this delicate lotion that adds shine, repairs, moisturizes, tames flyaways, and protects from the heat of styling tools.

Style it: Pamper, perfect, protect. Caress a small amount of product on mid-lengths and ends on damp or dry hair for a luxurious feel. Style as you wish.

COCKTAIL ME
Cocktailing Gel Oil

Fine tune your styling mixture with Cocktail Me for added shine and an anti-frizz effect.

Style it: Apply 1-2 pumps on its own or mixed with other EIMI products. Run through mid-lengths and ends before blow drying or on dry hair.

FLOWING FORM
Anti-Frizz Smoothing Balm

Create luxurious smoothness with flexible control and natural movement. Formulated to reduce frizz and help protect your hair against dehydration while using hot tools.

Style it: Apply 2-5 pumps and work thoroughly through the mid-lengths and ends. Blow-dry with a brush. For extra smooth results, finish with styling iron.

HOLD LEVEL
○○○○

HOLD LEVEL 1
●○○○

HOLD LEVEL 1
●○○○

HOLD LEVEL 2
●●○○

SHOW ME EIMI: HOW TO SPEAK TEXTURE



OCEAN SPRITZ
Salt Hairspray for Beachy Texture

Finish undone beachy texture with this natural mineral salt spray that helps protect hair against dehydration and UV damage.

Style it:
Spray into dry or slightly damp hair, then scrunch or shape your beach style using your fingers. For even more chunky texture, blow-dry after shaping. Mist over finished style for hold and control.

HOLD LEVEL 2
● ● ○ ○



SHAPE ME
48H Shape Memory Hair Gel

Give yourself a long-lasting blow-dry. This heat-activated hair gel formulated with memorizing polymer complex helps to shape or blow-dry hair the way you want and keep the look up to 48h.

Style it:
Take a small amount in your hands and rub them together. Apply evenly on wet or dry hair from roots to ends. Style as you wish.

HOLD LEVEL 2
● ● ○ ○



TEXTURE TOUCH
Reworkable Matte Clay

Rework your style throughout the day with this matte defining clay. Formulated with minerals and beeswax for hold and flexibility.

Style it:
Rub a small amount in your palms until evenly distributed, then sculpt into dry hair. Shape and rework as often as you want.

HOLD LEVEL 2
● ● ○ ○



SHAPE SHIFT
Molding Gum with Shine Finish

Create defined or disheveled looks with this elastic molding gum that adds shine and UV protection.

Style it:
Work between your fingers, then sculpt your hair to shape, define, or dishevel your style.

HOLD LEVEL 2
● ● ○ ○



GRIP CREAM
Flexible Molding Cream

Create and manipulate distinctive styles with definition on long or short hair, with this soft texture cream. Formulated with Brazilian carnauba wax for strong yet flexible support.

Style it:
Rub a small amount in your hands until evenly distributed. Apply on dry hair through the mid-lengths and ends to tame, separate, and shape your style.

HOLD LEVEL 3
● ● ● ○



PEARL STYLER
Styling Gel

Create strong flexible hold and teasing texture with pearl gloss shine. Formulated to help protect hair from the effects of UV.

Style it:
Distribute 1-2 pumps into your palms, then work into dry hair to texturize or tousle your style. For extra lift, work into wet hair and blow-dry.

HOLD LEVEL 3
● ● ● ○



RUGGED TEXTURE
Matte Texturizing Paste

Texturize your look with this matte paste to give your hair a rugged effect with strong definition.

Style it:
Manipulate with your palms into dry hair to shape and texturize rugged looks with a matte finish.

HOLD LEVEL 3
● ● ● ○



SCULPT FORCE
Extra Strong Flubber Gel

Get creative with expressive shaping on rock solid styles and high-definition shine. Formulated to help protect hair against the effects of UV.

Style it:
Squeeze into palms to immediately shape your style, working into dry hair with this fast-dry formula. For piecy definition or wet-look, apply to wet hair and let air-dry.

HOLD LEVEL 4
● ● ● ●

SHOW ME EIMI: HOW TO SPEAK SHINE



GLAM MIST
Shine Mist

Finish your glamorous style with dazzling shine thanks to this luminous shine spray. Formulated to help protect hair from the effects of humidity and UV.

Style it:
Spray lightly and evenly to finish your look with glamorous shine.

HOLD LEVEL 1
● ○ ○ ○



JUST BRILLIANT
Shine Pomade

Smooth your hair and get natural anti-frizz definition. Formulated to help protect hair against humidity.

Style it:
Work a small amount of pomade between your palms. Apply to dry hair and style as desired.

HOLD LEVEL 1
● ○ ○ ○



OIL SPRITZ
Sprayable Styling Oil

Provide natural shine and easier blow-dry with perfect final touch. Designed for anti-static effect and UV protection.

Style it:
Spray it on mid-lengths and ends for instant shine. Can be used on damp or dry hair.

HOLD LEVEL 1
● ○ ○ ○



LIVE EIMI: ALL THE HAIRSPRAY YOU'LL EVER NEED



STAY ESSENTIAL
Light Crafting Spray

Create and maintain touchable styles with this light crafting finishing spray. Formulated to help protect hair from the effects of humidity, UV, and heat.

Style it:
Hold at arm's length to mist over finished style as you work for touchable hold.

STAY FIRM
Workable Finishing Spray

Craft and finish any style with this strong versatile spray. Formulated to help protect hair from the effects of humidity, UV, and heat.

Style it:
Hold at arm's length to mist over finished style as you work for touchable hold.

EIMI'S CAPTIVATING FRAGRANCE



INSPIRED BY INDIVIDUALITY:

Delicately crafted to represent the fascinating mix of cultures and creativity in EIMI's global neighborhood. A fragrance that's fused with airy, transparent floral base notes; contrasted with a clean, luxurious ambery heart; and complemented with exquisite marine top notes.

COMING SOON EIMI STYLING OILS

TWO OILS. OPPOSITE CONSISTENCIES.
MORE STYLING POSSIBILITIES!



COCKTAIL ME

● ○ ○ ○ HOLD LEVEL: 1

Cocktailing Gel Oil

- Designed for **easy mixing** with other products
- Enriched with gum polymers for a thicker consistency
- Increased **shine**, **anti-frizz** effect & superior **smoothness**
- **Non greasy** on hair



OIL SPRITZ

● ○ ○ ○ HOLD LEVEL: 1

Sprayable Lightweight Oil

- Even, lightweight distribution
- Instant **shine**, **anti-static** effect and **UV protection**
- **Easier blow-dry** and perfect finishing product
- Can also be used as a **cutting aid**

UNLIMITED STYLING COCKTAILS
AS UNIQUE AS YOU ARE



#ASKFORWELLA