

# DELIGHTS

## WELLA DELIGHTS STUDENTS & LECTURERS

Wella's industry leading colour and retail products are used in salons nationwide. There is no other product portfolio better placed to ensure your students are ready for the workplace.

Simple, effective and established brands within the Wella portfolio should give you the confidence in your student's success in the workplace as a result of their training with our loved and trusted brands.

### WELLA COLOUR PORTFOLIO:

Colour is in our blood – our passion for colour has led to industry innovations such as Koleston Perfect, the world's first cream colour. The heart of our innovation has always been to give colourists the most creative and reliable colours so they can delight their clients each and every time.

INDUSTRY  
LEADING  
COLOUR



#### KOLESTON PERFECT<sup>ME+</sup>

KOLESTON PERFECT WITH ME+ IS THE FIRST AND ONLY PROFESSIONAL HAIR COLOUR BRAND TO FEATURE BREAKTHROUGH TECHNOLOGIES.

Pure Balance Technology™ and ME+™ both proven to deliver vibrant rich colour with less damage colour after colour\*\*, while ME+™ reduces the risk of developing a new allergy to hair colour\*.



#### ILLUMINA COLOR

WELLA'S MOST ADVANCED COLOUR SCIENCE. ILLUMINA COLOR'S PATENTED MICROLIGHT TECHNOLOGY PROTECTS THE CUTICLES SO THEY MAINTAIN THEIR CLARITY.

This allows light to pass through, illuminating natural highs and lows from within, in any kind of light.



#### COLOR TOUCH

DEMI-PERMANENT COLOUR THAT REDEFINES THE PROFESSIONAL STANDARD IN COLOUR AND SERVICE.

A stunning portfolio of over 100 shades of beautiful ammonia-free, multifaceted colour.



#### MAGMA BY BLONDOR

EFFECTIVE AND RELIABLE LIGHTENING WITH UP TO 7 LEVELS OF LIFT FOR BOTH NATURAL AND ALREADY COLOURED HAIR.

There are 11 intermixable shades for maximum creativity, from soft to intense results.



#### BLONDOR

WELLA'S PREMIUM RANGE OF LIGHTENING PRODUCTS FOR VARIED BLONDE EFFECTS.

With anti-yellow molecules, Blondor offers clear, blonde results with up to 7 levels of lift.



#### COLOR FRESH

AN EFFICIENT PRODUCT FOR ENHANCING NATURAL COLOUR, in-between colouring, toning blondes and grey/white enhancement through lively colours, intense shine and strengthening care.



#### PERFECTON

BY COLOR FRESH

PERFECTON IS A CONDITIONING RINSE FORMULATED TO ADD VIBRANT COLOUR AND UP TO 25% MORE INTENSIVE SHINE TO A PROFESSIONAL COLOUR TREATMENT.

An extremely versatile product, ideal as both a colour refresher and for levelling out uneven tones.



#### COLOR FRESH CREATE

SEMI-PERMANENT EXPRESSIVE COLOUR. AMMONIA, FRAGRANCE & PEROXIDE FREE.

Release your creativity with bright vivid or soft pastel colour results.

### WELLA RETAIL PORTFOLIO:

Our retail portfolio has been designed in partnership with stylists and consumers alike to bring you the very best performance care and style.

\* FOR PEOPLE NOT ALLERGIC TO HAIR COLOURANTS - Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an allergy alert test 48h before each colouration. Strictly follow safety instructions and consult [www.wella.com](http://www.wella.com). If your client has ever experienced an allergic reaction to hair colourants, you should not colour. ME+ is present in specific shades of Pure Naturals, Rich Naturals, Vibrant Reds, Special Blonde and Deep Browns of the Koleston Perfect brand.

\*\* Versus previous Koleston Perfect. Valid for Koleston Perfect with Pure Balance Technology.

\*\*\* Versus non-conditioning shampoo.



#### INVIGO

INVIGO CREATES RECHARGING MOMENTS IN SALON AND AT HOME WITH HIGH-PERFORMANCE INVIGORATING CARE TREATS.

Advanced technology, new ingredients and vitamins wrapped in a delightful fragrance.



#### ELEMENTS

WELLA'S FIRST EVER SULPHATE, PARABEN AND ARTIFICIAL COLOURANT FREE HAIR CARE RANGE.

Containing shampoo, conditioner, mask and hair strengthening serum.



#### EIMI

EXPRESS YOUR STYLING SKILLS AND EACH CLIENT'S INDIVIDUALITY.

With EIMI you can truly be yourself. EIMI moulds and empowers, shapes and inspires: In a word, individuality.



#### NIOXIN

DISCOVER NIOXIN, THE HAIR CARE RANGE OFFERING CUSTOMISED SOLUTIONS FOR THINNING HAIR.

Thicker fuller looking hair starts here.



#### PROFESSIONAL SEBASTIAN

Since the beginning, Sebastian has enabled stylists and the stylish with new products, tools, and techniques. Innovative, versatile products create superior styles, transforming hair from day to night, professional to provocative at will, and creating new possibilities for self-expression.



#### SYSTEM PROFESSIONAL

System Professional products combine cutting edge science with dedicated hairdressing mastery to push the limits of hair quality and beauty.



#### Oil Reflections

THIS MULTI-SENSORIAL OIL INSTANTLY REVEALS THE BEAUTIFUL, NATURAL REFLECTIONS OF HAIR COLOUR.

With a very lightweight technology that makes hair feel incredibly light and supple.



#### FUSION

THE NEXT DIMENSION IN HAIR RECOVERY.

For up to 95% more resilience against breakage\*\*\* With Silksteel, the fusion of silk amino acids and micronised lipids.



#### ColorMotion<sup>+</sup>

COLORMOTION+ ELEVATES COLOUR CARE BEYOND ANTI-FADING.

Regular use of ColorMotion+ care regime improves coloured hair quality in three areas that are specifically important for coloured hair: Colour Protection, Vibrant Shine, Stronger Hair.



#### NUTRICURLS

THE NUTRICURLS COLLECTION PROVIDES WAVES AND CURLS WITH THE RIGHT LEVEL OF NOURISHMENT FOR BEAUTIFUL BOUNCY LOCKS.

The NOURISH-IN Complex with wheat bran extract and jojoba oil helps to make the curls defined, soft and manageable, while reducing frizz.