



WELLA
PROFESSIONALS



Wella Professionals is ...

COLOR

first & foremost, where ...

CRAFTSMANSHIP

in hair gives freedom in ...

CREATIVITY

...for

CLOSENESS

with clients and colleagues alike.

WE
BELIEVE..

IN THE **MAGIC** OF HAIRDRESSERS

THAT IT'S THE **HEART** THAT MATTERS MOST IN DEVELOPING

FAMILY-LIKE RELATIONSHIPS THAT ONLY THE **DARING PIONEERS**

WILL WIN THE FUTURE OF BEAUTY THAT BEAUTY IS **HANDMADE**

THAT DREAMS ARE MADE IN **COLOR**

NEW WELLA PLEX

WITH THE OPTI pH SYSTEM



OPTIMAL pH FOR PERFECT COLOR DEVELOPMENT AND STRONGER HAIR
EVERYTIME YOU COLOR OR LIGHTEN.



NO 1 BOND MAKER

Helps to create bonds within hair



NO 2 BOND STABILIZER

Re-balance pH and strengthen the
hair structure after chemical
treatments.



NO 3 HAIR STABILIZER

Helps to keep the hair strong,
smooth and soft, till the next
WELLAPLEX treatment in-salon. To
be used at-home following a
WELLAPLEX in-salon service.

CARE

Shampoo

COLOR
BRILLIANCE



250ml/1L

NUTRI ENRICH



250ml/1L

BALANCE



250ml/1L

FUSION



250ml/1L

OIL
REFLECTIONS



250ml/1L

ELEMENTS



250ml/1L

Conditioner



200ml/1L



200ml/1L



200ml/1L



200ml



200ml/1L

In-salons only
Serums and
Treatment



100ml



100ml 500ml



75ml 500ml



500ml



150ml 500ml



8x10ml

Leave-In



150ml



100ml

COLOR BRILLIANCE- BLEND™

ENHANCE BRILLIANCE OF COLORED HAIR,
LEAVING IT SMOOTH AND SOFT TO TOUCH.

NEW
FORMULA



COLOR PROTECTION
SHAMPOO

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



VIBRANT COLOR
CONDITIONER

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



VIBRANT COLOR
MASK

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



BRILLIANT BOOSTER

Ultra concentrated booster for extra color vibrancy.

NEW
FORMULA

NUTRI- ENRICH- BLEND™

INSTANT NOURISHMENT
FOR SMOOTH HAIR FULL OF VITALITY



DEEP NOURISHING SHAMPOO

Nourishes dry or stressed hair leaving it full of vitality. With Nutri-Enrich complex.



DEEP NOURISHING CONDITIONER

Instantly moisturizes dry or stressed hair for nourished hair full of vitality. With Nutri-Enrich complex.



DEEP NOURISHING MASK

Deeply replenishes and moisturizes dry and stressed hair. With Nutri-Enrich complex.



NUTRI BOOSTER

Ultra concentrated booster to revive and dull hair into nourished and luscious locks..

NUTRI- ENRICH- BLEND™

INSTANT NOURISHMENT
FOR SMOOTH HAIR FULL OF VITALITY

NEW
FORMULA



WONDER BALM

Instant deep nourishment. For smoothness, manageability and movement. With Nutri-Enrich complex.



ENRICH REPAIR
SERUM

A nourishing leave-in boost that helps to instantly repair distressed hair, leaving it soft to the touch and full of vitality

BALANCE- BLEND™

FRESH AND CLEAN.
FOR HEALTHY LOOKING HAIR.

NEW
FORMULA



AQUA PURE PURIFYING
SHAMPOO



SENSO CALM
SENSITIVE SHAMPOO



BALANCE CLEAN
SHAMPOO



BALANCE REFRESH
SHAMPOO

Fresh and clean. For purified hair free of residual impurities and pollutants.

Fragrance free shampoo that soothes and calms sensitive scalps.

Soothing shampoo that removes visible flakes and leaves the hair feeling cleaner, moisturised, and relieved

Cools and energizes the scalp, leaving hair refreshed and full of vitality.

BALANCE- BLEND™

FRESH AND CLEAN.
FOR HEALTHY LOOKING HAIR.

NEW
FORMULA



ANTI HAIR LOSS SERUM

Refreshing serum that helps to reduce non-congenital hair loss, leaving hair strengthened and thickened.

WELLA PROFESSIONALS
FUSION

FOR UP TO 95% RESILIENCE AGAINST BREAKAGE

With Silksteel, the fusion of Silk Aminoacids and Micronized Lipids



FUSION INTENSE
REPAIR SHAMPOO

Refreshing serum that helps to reduce non-congenital hair loss, leaving hair strengthened and thickened.



FUSION INTENSE
REPAIR CONDITIONER

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



FUSION INTENSE
REPAIR MASK

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



FUSION AMINO
REFILLER

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

NEW WELLA PROFESSIONALS

ELEMENTS

Our first free of Care system that instantly repairs and prevents against keratin degeneration.

New Wella Professionals Elements:

- With NuTREE complex enriched with natural tree extract, to provide up to 10 times more keratin protection* for renewed hair vitality
- Free of sulfates, parabens and artificial colorants
- Captivating fragrance inspired by the green woods of the Amazon



RENEWING SHAMPOO

Sulfate free shampoo that renews the moisture of the hair, preserving and nourishing it from root to tip.



LIGHTWEIGHT RENEWING
CONDITIONER

Lightweight paraben free conditioner that strengthens each hair fiber from within, helping repair and preserve hair's natural vitality.



RENEWING MASK

Paraben free repairing mask that intensively restores and preserves the natural inner structure and strength of the hair



CONDITIONING LEAVE
IN

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

STYLING (EIMI)

	●○○○ HOLD LEVEL:1	●●○○ HOLD LEVEL: 2	●●●○ HOLD LEVEL: 3	●●●● HOLD LEVEL: 4				
VOLUME	 <p>DRY ME Dry Shampoo</p>	 <p>BOOST BOUNCE Curl Enhancing Mousse</p>	 <p>ROOT SHOT Precision Root Mousse</p>	 <p>SUGAR LIFT Sugar Spray For voluminous texture</p>	 <p>EXTRA VOLUME Strong Hold Volumizing Mousse</p>	 <p>CURL CRAFT Wax Mousse</p>	 <p>SHAPE CONTROL Extra Firm Styling Mousse</p>	
SMOOTH	 <p>VELVET AMPLIFIER Smoothing Styling Premier</p>	 <p>PERFECT ME Lightweight Beauty Balm Lotion</p>	 <p>THERMAL IMAGE Heat Protecting Spray</p>					
TEXTURE		 <p>OCEAN SPRITZ Salt Spray for beachy texture</p>	 <p>SHAPE ME 48 hours shape memory gel</p>	 <p>SHAPE SHIFT Moulding Gum with shine finish</p>	 <p>GRIP CREAM Flexible Styling Cream</p>	 <p>PEARL STYER Styling Gel</p>	 <p>RUGGED TEXTURE Matte Texturizing Paste</p>	 <p>SCULPT FORCE Extra Strong Flubber Gel</p>
SHINE	 <p>GLAM MIST Shine Mist</p>							
FINISHING HAIRSPRAYS	 <p>FLEXIBLE FINISH Non-Aerosol Working Spray</p>			 <p>STAY STYLED Workable Finishing Spray</p>			 <p>SUPER SET Extra Strong Finishing Spray</p>	 <p>ABSOLUTE SET Rock Solid Finishing Spray</p>

EM Volume



DRY ME
Dry Shampoo

HOLD LEVEL 1
Create volume and a manageable matte texture to achieve your look. Refresh your hair and absorb oil with this formula with Tapioca starch.



ROOT SHOT
Precise Root Mousse

HOLD LEVEL 2
Perfect root lift is only a shot away with this mousse designed for precision application.



BOOST BOUNCE
Curl Enhancing Mousse

HOLD LEVEL 2
Boost your curls with added shine, definition and frizz reduction. Formulated to help protect your hair against dehydration whilst blow drying.

WELLA Volume



SUGAR LIFT

Sugar Spray for
Voluminous Texture

HOLD LEVEL 3

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



EXTRA VOLUME

Strong Hold Styling Mousse

HOLD LEVEL 3

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



CURL CRAFT

Wax Mousse

HOLD LEVEL 2

This unique foaming wax shapes and sculpts curls leaving them beautifully defined and with a velvet soft texture.



SHAPE CONTROL

Extra Firm Styling Mousse

HOLD LEVEL 4

Create any style with your blow dryer with this extra firm styling mousse. Formulated to help protect your hair against dehydration whilst blow drying..

EM Smooth



PERFECT ME

Lightweight BB Lotion

HOLD LEVEL 1

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



THERMAL IMAGE

Heat Protection Spray

HOLD LEVEL 2

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



VELVET AMPLIFIER

Smoothing Styling Primer

HOLD LEVEL 1

Get prepped: this velvety soft primer is the perfect base for any style, improving hair manageability and styling control for smooth, responsive styling..

EM Texture



SHAPE ME

48 Hours Shape
Memory Gel

HOLD LEVEL 2
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 48 hours.



GRIP CREAM

Flexible Styling Cream

HOLD LEVEL 3
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..



OCEAN SPRITZ

Salt Spray for
Beachy Texture

HOLD LEVEL 2
Create undone beachy texture with this natural mineral salt spray that helps protect hair against dehydration and UV damage.



PEARL STYLER

Styling Gel

HOLD LEVEL 3
Create strong flexible hold and teasing texture with pearl gloss shine. Formulated to help protect hair from the effects of UV..

EA Texture



RUGGED TEXTURE
Matte Texturizing Paste

HOLD LEVEL 3
Texturize your look with this matte paste to give your hair a rugged effect with strong definition..



SCULPT FORCE
Extra Strong Flubber Gel

HOLD LEVEL 4
Get creative with expressive shaping on rock solid styles and high definition shine. Formulated to help protect hair against the effects of UV.



SHAPE SHIFT
Moulding Gum

HOLD LEVEL 2
Create defined or disheveled looks with this elastic molding gum that adds shine and UV protection.

SHINE



GLAM MIST

Shine Mist

HOLD LEVEL 1

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.

FIXING HAIRSPRAYS



ABSOLUTE SET

Rock Solid Finish
Spray

HOLD LEVEL 4+
Lock any style with this rock solid finishing spray. Formulated to help protect your hair from the effects of humidity, UV and heat.



SUPER SET

Extra Strong Finishing
Spray

HOLD LEVEL 4
Take full control of any finished look with this extra strong finishing spray. Formulated to help protect your hair from the effects of humidity, UV and heat.



STAY STYLED

Workable Finishing
Spray

HOLD LEVEL 3
Create defined or disheveled looks with this elastic molding gum that adds shine and UV protection.



FLEXIBLE FINISH

Non-Aerosol Working
Spray

HOLD LEVEL 2
Spray and play: craft, move and manipulate then get optimum light fix on flexible styles. Formulated to help protect against UV and heat.