



No.1
SALON
COLOR
BRAND IN THE
WORLD

HOT DEALS

MARCH / APRIL 2024

SHEAR

KOLESTON XPRESS^{ME+}

**UP TO 100%
GRAY COVERAGE
IN JUST
10 MINUTES**

**NON-PROGRESSIVE COLOR
WITH CONTROL-X TECHNOLOGY**

Everything you need to achieve a quick and beautiful root touch-up.

Featuring Control-X Technology to help prevent over-processing, Koleston Xpress provides the speed you value and the results you rely on from the Koleston Perfect you have always trusted.



13 NEW SHADES

- **Non-progressive color** that develops in only 10 minutes
- **Control-X Technology** helps prevent over-processing
- Use with **Welloxon Perfect 6%** developer in a 1:1 mixing ratio



NEUTRAL / - / N	10/ - 10/N	9/ - 9/N	8/ - 8/N	7/ - 7/N	6/ - 6/N	5/ - 5/N	4/ - 4/N	3/ - 3/N	2/ - 2/N
WARM / 37 - / GW			7/37 - 7/GW			5/37 - 5/GW			
COOL / 1 - / A			7/1 - 7/A			5/1 - 5/A			
TONE	10/	9/	8/	7/	6/	5/	4/	3/	2/
DEPTH									

LAUNCH OFFERS

BUY ANY 20 KOLESTON XPRESS SHADES **FOR \$199**

PLUS Receive OVER \$85* of FREE WELLA products & accessories, including swatch ring

Free Product Includes:

Welloxon Perfect Developer 20V 1L, Wella Black Bowl, Wella Colour Brush, Ultimate Repair Spray 95ml, KP Xpress Swatch Ring, 1-Pager, Shade Poster.

LIMIT 1 PER SALON

SPECIAL SALON PRICE: \$199.00

TOTAL SALON VALUE: \$311.10

REGULAR SALON PRICE: \$10.95 per tube



BUY 6 KOLESTON XPRESS SHADES & 1 WELLOXON DEVELOPER LITRE GET **20% OFF**

SPECIAL SALON PRICE: \$61.32

REGULAR SALON PRICE: \$76.65



XPRESS TOUCH-UP KITS **SAVE 15%**

AVAILABLE IN LIGHT AND DARK KITS

Kit Contains:

- 3x Welloxon Perfect Developer 60ml, 20 vol.
- Light Kit Shades: 9/-9/N, 6/-6/N, 8/-8/N
- Dark Kit Shades: 7/1-7/A, 5/37-5/GW, 6/-6/N

SPECIAL SALON PRICE: \$34.30

REGULAR SALON PRICE: \$40.35



NEW



ILLUMINA COLOR™

FALL IN LOVE WITH ILLUMINA ALL OVER AGAIN!

100% Natural-Looking Color Results

- NEW** Packaging
- NEW** Services
- NEW** Shades
- SAME** Incredible Formula



Introducing 4 **NEW** Warm Shimmer Shades

WARM

Very Light Blonde
Gold Brown



9/37

Light Blonde
Gold Violet



8/36

Medium Blonde
Brown Mahogany



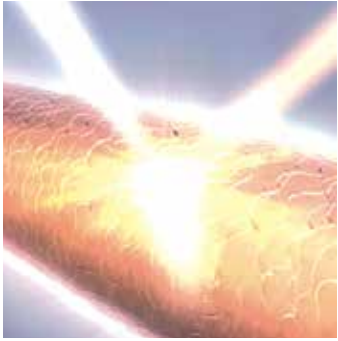
7/75

Medium Blonde
Red Matte



7/42

ILLUMINA COLOR DEDICATED TECHNOLOGY



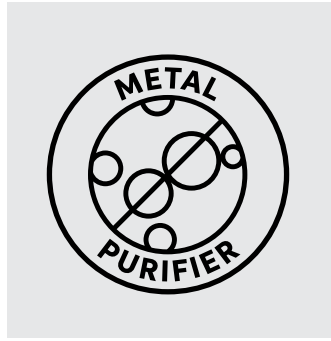
MICROLIGHT TECHNOLOGY

Helps protect cuticle clarity and allows light to enter the hair and illuminate from within.



MICROTONES

The most sophisticated dye combination in Wella Professionals that mimics natural hair tones.



METAL PURIFIER

Built-in Metal Purifier helps to protect hair from extra damage happening in the presence of metals wherever color is placed.



VEGAN

Illumina Color is also a Vegan formula.

NEW SERVICES TO OFFER CLIENTS NATURAL LOOKING, PREMIUM RESULTS

ULTIMATE ILLUMINAGE

For multi-tonal color placement with a new subtle take on face frame with Illumina Color and Blondorplex

ILLUMINATURAL

For multi-tonal color placement without pre-lightening. Create pockets of lightness without contrast

14% OFF ILLUMINA COLOR LAUNCH OFFER

Buy any 6 Illumina Color tubes, get 1 of the NEW Shades FREE

Salon Buys (Open Stock):

Any 6 Illumina Shades

Get 1 Free, Choose from:

- Illumina Color 8/36
- Illumina Color 7/75
- Illumina Color 7/42
- Illumina Color 9/37

SPECIAL SALON PRICE: \$63.00

REGULAR SALON PRICE: \$73.50



NEW



NEW! BLONDORPLEX CREAM TONERS

Our first dedicated express toning solution to complement all lightening services.

- Pre-mixed with Plex technology, it offers up to 90% less breakage* resulting in shiny and healthy-looking blonde results.
- Express blonde toning services in just 5 minutes.
- Neutralize unwanted warmth and brassiness.
- Available in 4 shades + /86 Booster



/86
Ultra Cool Booster
can be used to intensify neutralization of brassiness and unwanted warmth.



BUY 4 NEW BLONDORPLEX CREAM TONERS RECEIVE ULTRA COOL BOOSTER TONER **FREE!**

SPECIAL SALON PRICE: \$35.80
REGULAR SALON PRICE: \$44.75

BUY BLONDORPLEX 400 g RECEIVE A NEW BLONDORPLEX CREAM TONER **FREE!**







SPECIAL SALON PRICE: \$34.95
REGULAR SALON PRICE: \$43.90



*Instrumental testing measuring combing resistance of BlondorPlex Bleach + BlondorPlex Permanent Cream Toner vs. BlondorPlex Bleach alone.

BLONDOR GETS A GLOW UP!

The same amazing BLONDOR family of products, now with improved packaging

Blondor	Product Benefits	Techniques	How To Use
<p>BlondorPlex</p>  <p>Up to 9 levels of lift</p>	<ul style="list-style-type: none"> • Our most advanced lightener for maximum lift. • Anit-Brass Complex • Built-in Plex Technology for up to 97% less breakage.* • Vegan formula. <p><small>*When using WellaPlex N 2 with BlondorPlex, versus BlondorPlex alone.</small></p>	<p>Multiple techniques on all hair types and textures for even blonde results.</p>	 <p>1:1.5 OR 1:2</p>
<p>Multi Blonde</p>  <p>Up to 7 levels of lift</p>	<ul style="list-style-type: none"> • Controlled, reliable and clean lift. • Anit-Brass Complex. • Creamy consistency. 	<p>All hair types and textures, for multiple techniques for clear blonde results.</p>	 <p>1:1.5 OR 1:2</p>
<p>Soft Cream</p>  <p>Up to 7 levels of lift</p>	<ul style="list-style-type: none"> • Oil-infused white cream lightener. • Anti-Brass Complex • Scalp protecting lipids • Creamy consistency. 	<p>On and off-scalp applications on all hair types and textures. Ideal for color corrections.</p>	 <p>1:1.5 OR 1:2</p>

25% OFF
BLONDORPLEX 800g

SPECIAL SALON PRICE: **\$42.71**

REGULAR SALON PRICE: \$56.95



NEW



ULTIMATE REPAIR

WHAT IF YOU COULD REPAIR HAIR DAMAGE IN 90 SECONDS

AND KEEP IT PROTECTED FROM FURTHER DAMAGE?



FOLLOW THE FULL REGIMEN FOR ULTIMATE RESULTS



CLEANSE & PREPARE



CONDITION & MAINTAIN



SMOOTH & DETANGLE



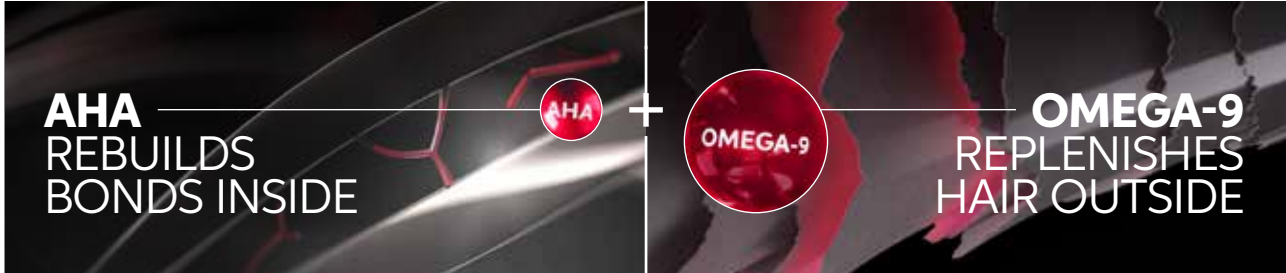
TREAT & REVERSE



PROTECT & PREVENT

PATENTED TECHNOLOGY FOR HEALTHY LOOKING HAIR

HEALTHY LOOKING HAIR NEEDS TO BE
STRONG FROM THE INSIDE AND OUT.



Alpha-Hydroxy Acid is an organic acid, small enough to penetrate the hair fiber at the deepest level. Rebuilding hydrogen bonds in the cortex, for a strong hair core.

The special combination of AHA & bio-identical Omega-9 delivers the ultimate repair, that you can see and feel.

A bio-identical lipid, targeting the outside of the hair fiber. Coating the surface and filling in the cuticle to re-create a protective barrier.



FUN FACT

In skin care, AHA is commonly known to exfoliate the skin but also promoting the production of collagen, to give strength to the skin. In hair, AHA also gives strength by rebuilding the hydrogen bonds.

BUY 2 OF EACH RETAIL SIZE ULTIMATE REPAIR, RECEIVE 1 ULTIMATE REPAIR MIRACLE HAIR RESCUE 95 ML **FREE!**
SAVE \$55

Salon Buys 2 of each (Open Stock):

- ULTIMATE REPAIR Shampoo, 250 mL
- ULTIMATE REPAIR Conditioner, 200 mL
- ULTIMATE REPAIR Mask, 150 mL
- ULTIMATE REPAIR Miracle Booster, 30 mL
- ULTIMATE REPAIR Leave-in Spray, 140 mL

Salon Receives (open stock):

- ULTIMATE REPAIR Miracle Booster ATB, 95 mL

SPECIAL SALON PRICE: \$200.00
REGULAR SALON PRICE: \$255.00



**NEW
LOOK!**



**VISIBLE RESULTS IN
JUST 30 DAYS***

85%

Noticed a thickening effect.

80%


Noticed an increase in hair density.

80%


Noticed an increase in hair fullness.

TARGETS LIGHT THINNING

NEW SYSTEM 1



OLD SYSTEM 1




FOR NATURAL & UNTREATED HAIR

- THICKEN
- STRENGTHEN

COMBATS PROGRESSED THINNING

NEW SYSTEM 2



OLD SYSTEM 2



FOR NATURAL & UNTREATED HAIR

- THICKEN
- ▨ BOOST DENSITY

TARGETS LIGHT THINNING

NEW SYSTEM 3



OLD SYSTEM 3 & 5




FOR COLORED/DRY/DAMAGED HAIR


- THICKEN
- STRENGTHEN
- 💧 NOURISH

COMBATS PROGRESSED THINNING

NEW SYSTEM 4



OLD SYSTEM 4 & 6



FOR COLORED/DRY/DAMAGED HAIR

- THICKEN
- ▨ BOOST DENSITY
- 💧 NOURISH

NIOXIN LAUNCH OPENER 2024

Buy any 5 NIOXIN System Kits open stock, Get NIOXIN Thickening Mousse, Volumizing Dry Shampoo and Diamax Advanced™ FREE!

Suggested buy-in (open stock):

- 1 NIOXIN System 1 Kit
- 1 NIOXIN System 2 Kit
- 1 NIOXIN System 3 Kit
- 1 NIOXIN System 4 Kit
- 1 NIOXIN Scalp Relief Kit

Salon receives (open stock):

- NIOXIN Thickening Mousse, 192 g
- NIOXIN Dry Shampoo, 119 g
- NIOXIN Diamax Advanced™, 100 mL

SPECIAL SALON PRICE:
\$169.80
 REGULAR SALON PRICE: \$234.00



WELLAPLEX LARGE KIT
15% OFF

SPECIAL SALON PRICE:
\$228.65
REGULAR SALON PRICE: \$269.00



DON'T FORGET ABOUT
Nº3
FOR CLIENT MAINTENANCE AT HOME

WELLA DEVELOPERS
LITRE SIZE
10% OFF

Welloxon Perfect Developers
SPECIAL SALON PRICE: **\$9.86**
REGULAR SALON PRICE: \$10.95

Color Touch Emulsions
SPECIAL SALON PRICE: **\$8.78**
REGULAR SALON PRICE: \$9.75

Shinefinity Activators
SPECIAL SALON PRICE: **\$8.27**
REGULAR SALON PRICE: \$9.19





Lowest Price of the year!

15% SAVINGS
SEBASTIAN SHAPER
HAIRSPRAY

Choose from Shaper or Shaper Plus.

SPECIAL SALON PRICE: **\$11.19**

REGULAR SALON PRICE: \$13.17

MSRP \$18.66



SHIMMER
LIGHTS
20% OFF
SHAMPOO OR
CONDITIONER 473 mL

SPECIAL SALON PRICE: **\$8.88**

REGULAR SALON PRICE: \$11.10

MSRP: \$14.80



SHAMPOO

INVIGO

SAVE 20%
WELLA

**Brilliance, Nutri-Enrich, Volume Boost, Senso Calm,
Aqua Pure, Blonde Recharge**

**SPECIAL
SALON PRICE: \$17.52**
REGULAR SALON PRICE: \$21.90
MSRP: \$29.20 ea.



ColorMotion⁺
Oil Reflections
ELEMENTS™

FUSION
NUTRICURLS

SAVE 20%
WELLA

**SPECIAL
SALON PRICE: \$23.52**
REGULAR SALON PRICE: \$29.40
MSRP: \$39.20 ea.



LITRE SALE

PROFESSIONAL
SEBASTIAN

SAVE 20%
Drench, Penetraitt,
Volupt, Dark Oil

SPECIAL
SALON PRICE: **\$22.08**
REGULAR SALON PRICE: \$27.60
MSRP: \$36.80 ea.



nioxin

SAVE 20%
Scalp + Hair Shampoo
Systems 1 -4

SPECIAL
SALON PRICE: **\$21.60**
REGULAR SALON PRICE: \$27.00
MSRP: \$36.00 ea.

nioxin

SAVE 20%
Scalp Relief
Shampoo

SPECIAL
SALON PRICE: **\$28.32**
REGULAR SALON PRICE: \$35.40
MSRP: 47.20 ea.





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Pricing, promotion, distribution and shelving are at the sole discretion of the retailer.

* Based on Wella Master Brand USD sales on the 2022 Salon Hair Care Study for the hair coloring products category published by Kline.

** All pricing/configurations and part numbers are subject to change without notice. All promotions available while supplies last and may be subject to allocations/limits. Typographic, photographic, and printing errors are unintentional and subject to correction.