

INSPIRE. CREATE. SHARE  
**#COLORCREATORS**

TECHNICAL E-BOOK



# COLOR IS AN ATTITUDE

BE PART OF THE WORLD'S COLOR  
MOVEMENT WITH WELLA PROFESSIONALS!



#PASTELHAIR



Infinite Orange



Nu-Dist Pink



High Magenta



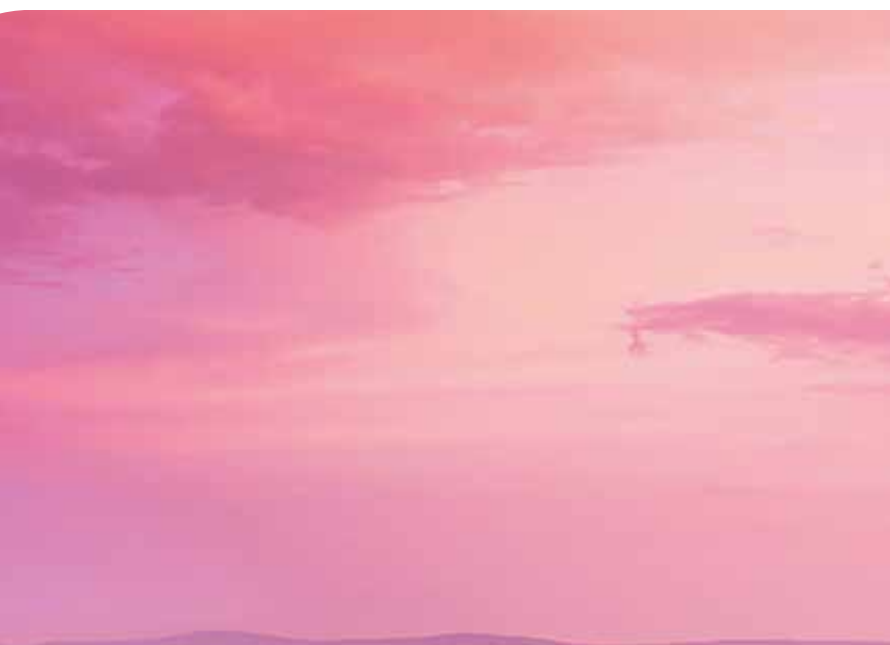


## CHECK THE TRENDS!

- Creative hair colors have been increasing dramatically
- Celebrities are showing off their expressive hair color – boosting salon visits
- Clients are increasingly going to salons for high-quality color and lightening



#LAVENDERHAIR



Pure Violet



Tomorrow Clear





WELLA PROFESSIONALS INTRODUCES

# COLOR FRESH CREATE

LIMITLESS COLOR CREATIVITY

Transform any inspiration into hair color creations and make your clients feel as unique as your creation, with expressive, sophisticated semi-permanent colors full of shine.



#BLUEHAIR



Pure Violet



Super Petrol



New Blue





# CONSULTATION IS **KEY**

## UNDERSTAND YOUR CLIENT'S PERSONALITY

You share creative coloring ideas in the salon every day. With the Wella Professionals 6 Steps of Consultation, you can communicate these ideas while building up your coloring services.

### 01 ATMOSPHERE

- Pleasant mood and approach
- Be aware of the salon decor

### 02 PERSONALIZATION

- Gather information to build a picture of your client
- Know your client's type and emphasize it

### 03 ADVISE

- Act as a Beauty Coach, use the True Color Equation

### 04 OBJECTIONS

- Understand your client's potential and work with it
- Avoid closed questions

### 05 IDEAS

- Create a future plan for your client by acting as a designer

### 06 SUMMARY

- Check for understanding
- Encourage questions from your client



HERE ARE 3 ESSENTIAL CONSULTATION STEPS TO IDENTIFY A COLOR FRESH CREATE LOOK WITH YOUR CLIENT:

- 01 Personalize** every client's color, with mixing opportunities offered by Color Fresh CREATE together with targeted color placement.
- 02** Allow your clients the freedom of sophisticated colors - from bright and bold to soft, whispering pastel tones.
- 03 Advise** your clients on their home care & styling regime with Wella Professionals Fusion & EIMI.





# OFFER WHAT YOUR CLIENT **DESIRES**

## AND DRIVE YOUR SALON BUSINESS

### YOUNG AND EXPRESSIVE CLIENTS:

have long hair and use lightening services often, so they want strong care for deep conditioning.

### SECRETLY BOLD CLIENTS:

over the age of 30 don't feel free to have a drastic change, but they want something professional and yet fun.

Turn your salon into **THE** destination for color expertise!

Color Fresh CREATE expressive semi-permanent color palette fades true-to-tone and lasts up to 20 washes\* – helping get your clients more interested in coloring services.

They have the freedom to change and play – inspiring them to come back more and more often.



● I WANT EYE-CATCHING COLOR EFFECT – SOPHISTICATED & DIFFERENT. ●

#vividhair

melt unicorn hair

iting hair violet hair

ary hair color

oth #greenhairdontcare

U

re

a

la

pink highlight

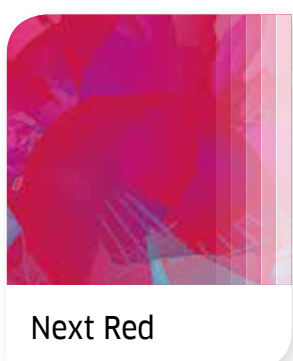
#turquoisehair

#mermaid

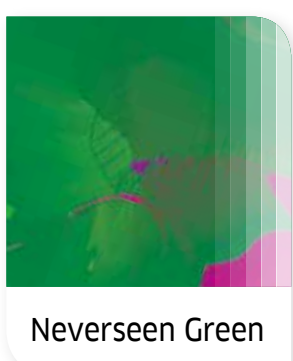
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● I WANT TO BE FREE TO CHANGE COLOR WHENEVER I LIKE. ●



Next Red



Neverseen Green



## **YOUR DIGITAL SEMINAR** **#COLORCREATORS SEMINAR NOW @YOUR WELLA STUDIO**

Come and discover new ways to express your creativity with Color Fresh CREATE. Learn about the limitless color creativity you can achieve and how to grow your social media presence.

Your clients are online, digital savvy, sharing and actively getting inspired.

Learn how to capture the right photo and how to share your transformations through social media. Now is the time to enhance your profile, build your clientele, and express your creativity!

Find out more on [education.wella.com/colorfreshcreate](https://education.wella.com/colorfreshcreate)





# COLOR KNOWS NO AGE

## CREATIVITY AND THE COLOR EQUATION

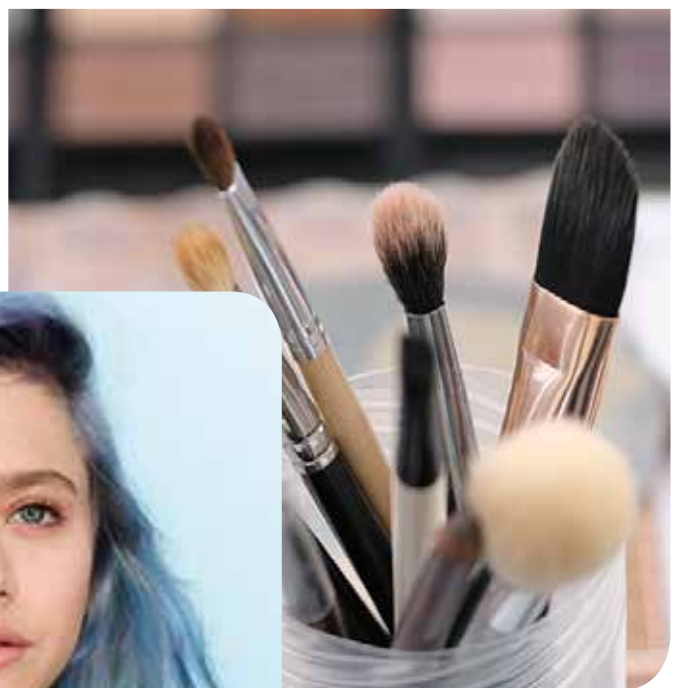
Celebrities are daring to show off their expressive hair color - leading this trend into your salon. Clients are now also asking for looks that are bold and daring. So offer low-commitment, sophisticated shades to all clients, whatever their age. But at the same time, keep the renowned Wella Professionals Color Equation in mind.

When considering the best Color Fresh CREATE shades for your client during consultation, take these 3 aspects into account: skin tone, eye color and hair color. According to Wella Professionals scientific research, the most attractive beauty results are when 1 of these 3 aspects stands out.

But remember: If your client would like a different color that has inspired her, follow her wishes and give her the best Color Fresh CREATE beauty results to bring out her attractiveness as best as possible.

**COOL + COOL + WARM**  
**WARM + WARM + COOL**

— | = TRUE COLOR EQUATION | —





# THE PERFECT CANVAS

## A CARTE BLANCHE FOR YOUR CREATIVITY

Especially for the bold or pastel tones of Color Fresh CREATE, it's important to take into consideration the starting point of the hair.



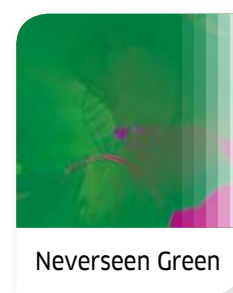
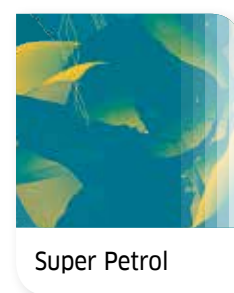
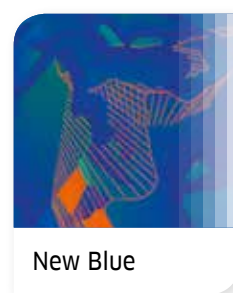
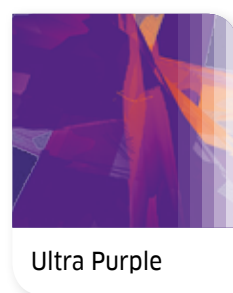
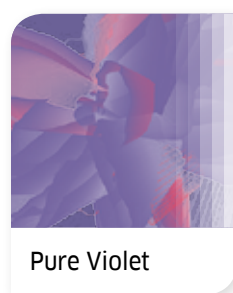
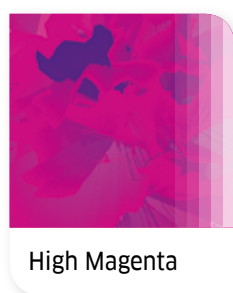
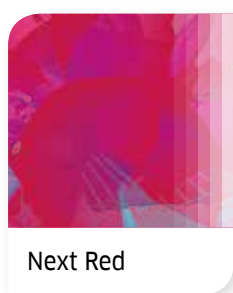
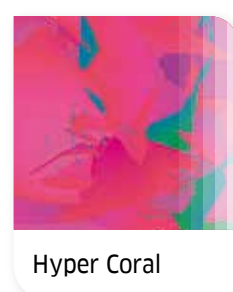
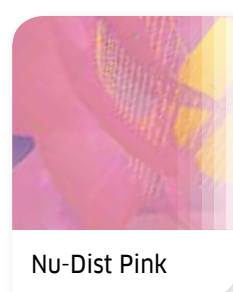
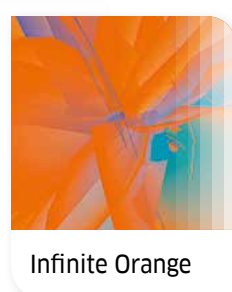
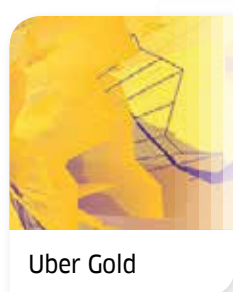
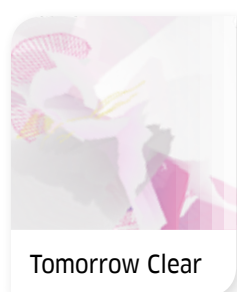
- When pre-lightening the hair, consider the underlying pigment and how it can impact the end result.
- The lighter the hair, the brighter and truer to the tone the shade will be.
- Tip for pre-lightening: use WellaPlex for stronger hair structure with no compromise on lightening result.



# COLOR FRESH CREATE

## LIMITLESS COLOR CREATIVITY

- 01 A complete semi-permanent expressive color palette
- 02 12 specially-crafted pure vibrant shades and 1 clear shade
- 03 Full intermixability, beautiful pastelization and bespoke coloring results
- 04 Fading true-to-tone & lasting up to 20 washes\*





# TRUE-TO-TONE FADING

## BEAUTIFUL PASTELIZATION

Color Fresh CREATE fades true-to-tone over time and pastelizes during each wash - gradually fading into beautiful, soft pastel hues. This is due to carefully selected dyes that avoid an off tone fade.

To achieve soft pastelization from the beginning, combine an expressive Color Fresh CREATE shade with Color Fresh CREATE Tomorrow Clear.



FUTURE  
YELLOW



UBER  
GOLD



#SWEETORANGE



INFINITE  
ORANGE



NU-DIST  
PINK



#MARSHMALLOWS





**NEW  
BLUE**



**SUPER  
PETROL**

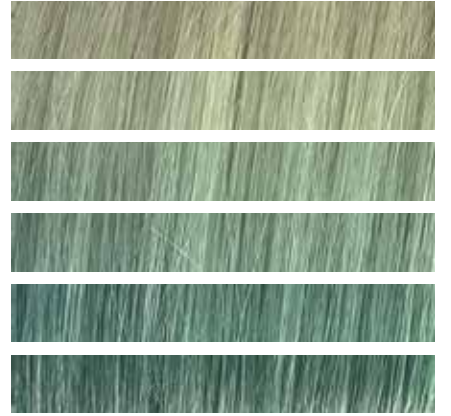
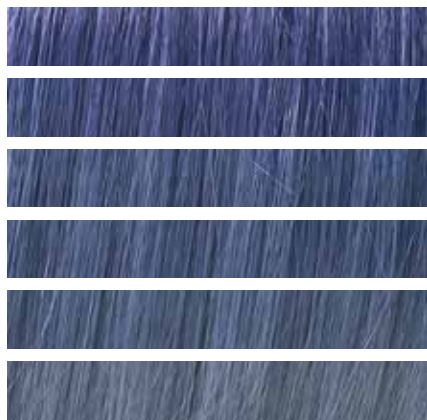


**#BUTTERFLY**



**#BLUEBERRYNIGHTS**

**ULTRA  
PURPLE**



**NEVERSEEN  
GREEN**

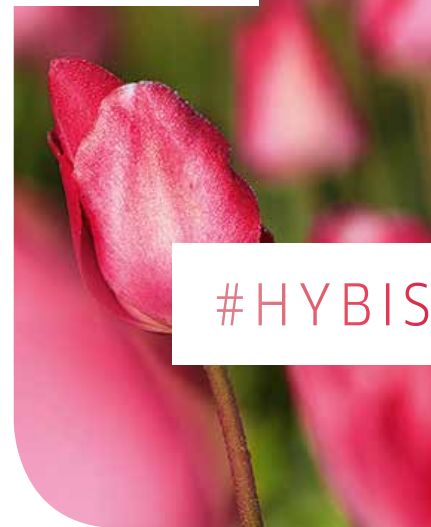


**#PASTELCANDY**

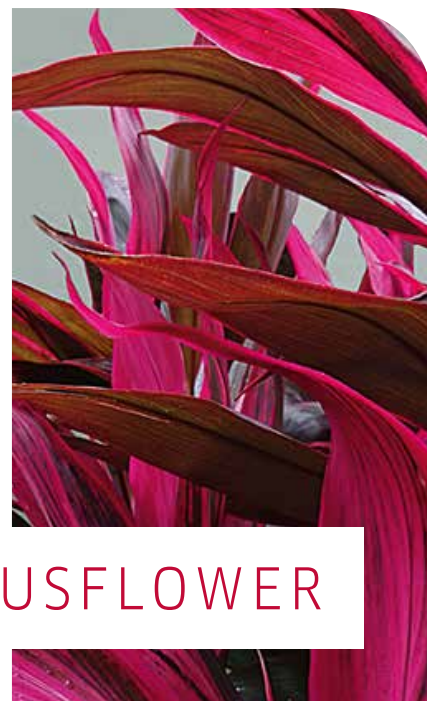
**HYPER  
CORAL**



**NEXT  
RED**



**#HYBISCUSFLOWER**



**HIGH  
MAGENTA**



**PURE  
VIOLET**



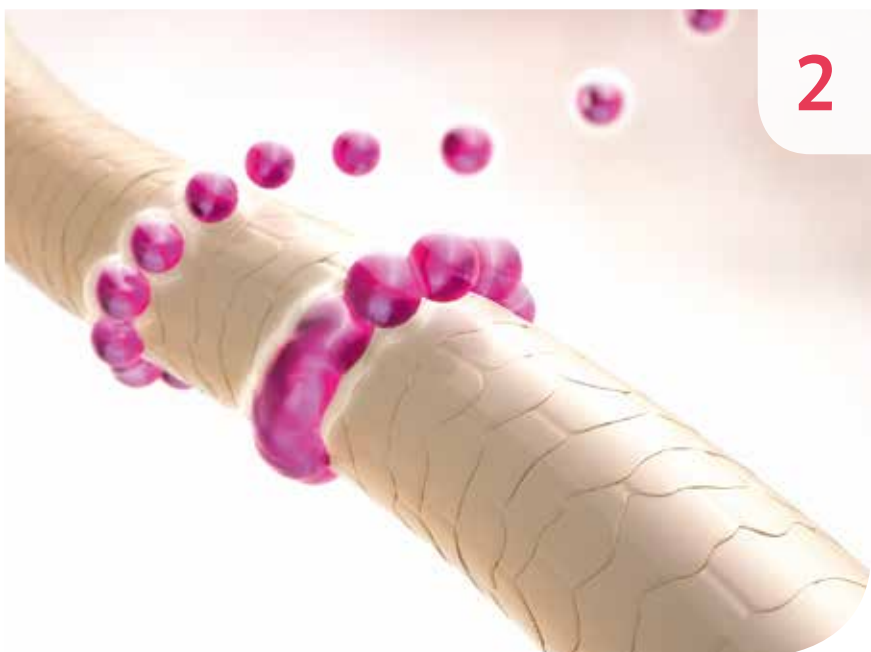


# HOW IT WORKS



## PRE-LIGHTENED HAIR

For best results, apply to pre-lightened hair.



## VIBRANT DIRECT ACTING DYES

Color Fresh CREATE penetrates the cuticle giving a ring of tone to each single hair strand. Each shade is saturated with minimum number of dye types. This gives maximum purity and ensures true to tone fading.



## PRECISION CREAM FORMULA

For controlled application and unlimited coloring techniques. The formula is ammonia-free, fragrance-free, peroxide-free.



## TRUE-TO-TONE PASTELIZATION

Color Fresh CREATE fades true to tone over time and pastelizes during each wash, gradually fading into beautiful soft pastel hues due to the carefully selected dyes that avoid an off tone fade.





# HOW TO USE

## THE DETAILS OF COLORING WITH COLOR FRESH CREATE



### DIRECT APPLICATION

Apply directly on naturally light blonde, white or pre-lightened hair. Wear gloves and stay off the skin. Intense shades may stain skin.



### PASTELIZATION

For bold result use pure or dilute with **Color Fresh CREATE Tomorrow Clear** to desired intensity e.g. 1:1 - 1:30, then apply evenly to clean, dry or pre-shampooed, towel-dried hair. Comb color evenly through the hair to achieve an even color result.



### MIXING

Mix desired amount into a bowl and apply directly to the hair. Avoid direct contact to the scalp area.

NO DEVELOPER NEEDED! FULLY INTERMIXABLE!



### DEVELOPMENT TIME

Develop for 20 minutes.

For more pastelization or softer hues, develop for 5-10 minutes. For more vibrancy and intensity extend the development time to max. 30 minutes.



### REMOVAL

Rinse thoroughly until water runs clear. For optimum color results, do not shampoo the hair after coloring.



### LASTINGNESS

True-to-tone fading, lasts up to 20 washes\*.



### COVERAGE

Zero coverage, pure tone.

\*Depending on shade used and hair condition

### IMPORTANT SAFETY INSTRUCTIONS

Perform an Allergy Alert Test 48 hours before each product use. For further information, go to [wella.com/education](http://wella.com/education)







#MERMAIDBLUE



Future Yellow



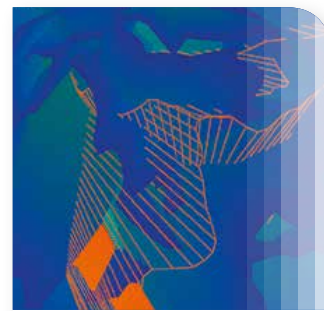
Pure Violet



Super Petrol



Tomorrow Clear



New Blue

## COLOR FORMULAS

**A** 60 g BLONDOR SOFT BLONDE CREAM +  
90 g 9% Welloxon Perfect Developer

**B** 60 g BLONDOR SOFT BLONDE CREAM +  
90 g 6% Welloxon Perfect Developer

Plus Wellaplex N°1 Bond Maker 6 ml per 30 g of BLONDOR

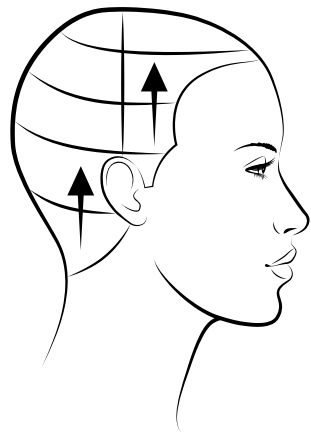


BEFORE





# COLOR



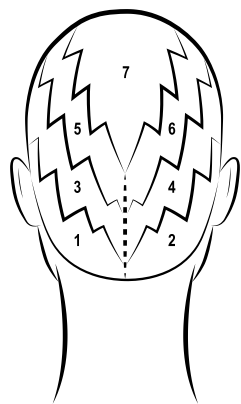
## STEP 01

Apply Formula A to the mid-lengths and ends, leaving 1 inch of natural hair at the roots. Use Wella Professionals Wraps to isolate the nape and ear areas.



## STEP 02

Once the desired underlying tone has been achieved, mix and apply Formula B to the roots. Develop until a very pale yellow underlying tone appears. Rinse and apply Wellaplex N°2 Bond Stabilizer, followed by FUSION shampoo and BLONDOR Seal & Care.



## STEP 03

From center forehead, take an irregular weaved parting to the center nape, repeat on the opposite side to create 2 sections.

At the center parting, take a 3rd waved parting from the top of the head to the top of the nape. Repeat on the opposite side to create 4 sections. Working parallel to the previous sections, take another parting 1 inch wide, leaving a central crown section to create a total of 7 sections.





# COLOR



4

## STEP 04

Start at the nape, take backward diagonal partings, layering Formula C to the roots\* approx. 7.5 cm down the length, where Formula D merges into Formula C. Formula E is merged at the ends. Repeat on sections 1 and 2 until complete.

\*Avoid direct contact to scalp

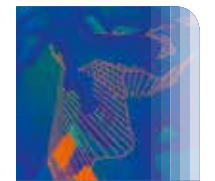


BEFORE



## COLOR FRESH CREATE FORMULAS

- C** 50 g FUTURE YELLOW + 20 g PURE VIOLET (to create a smokey violet)
- D** SUPER PETROL pure
- E** 50 g TOMORROW CLEAR + 10 g NEW BLUE



## STEP 05

On sections 3 and 4 apply Formula C from the roots to the ends. For sections 5 and 6, refer to Step 4.



5



6

## STEP 06

To accentuate the eye area, blend in Formula E using the Freehand technique. Repeat on other side.

## STEP 07

Apply Formula C to the last remaining section.



7



8

## STEP 08

Once all sections are complete, develop for 20 minutes before rinsing and styling.



# STYLE

## STEP 01

Apply EIMI Thermal Image and EIMI Natural Volume, then blow-dry the hair smooth. Divide the hair by taking a center parting at the natural fall. Twist and secure in two top buns.



## STEP 02

Allow the hair to take shape before releasing.



## STEP 03

Apply EIMI Mystify Me Light Hairspray to hold.



## STYLING PRODUCTS

- EIMI Thermal Image
- EIMI Natural Volume
- EIMI Mystify Me Light Hairspray





#CANDYPEACH



Nu-Dist Pink



Infinite Orange



High Magenta

### COLOR FORMULAS

**A** BLONDOR SOFT BLONDE CREAM +  
9% Welloxon Perfect Developer





# COLOR

## STEP 01

Take a crescent shape starting from center front hair line finishing at the ear. Repeat the same on the opposite side creating 2 sections. Clip away the



2

## STEP 02

Take fine, backward diagonal slices and apply Color Formula A using a freehand V-stroke technique, leaving the first 2-3 inches of the hair natural. Continue until both front sections are complete, isolating every 2nd section with Wella Professionals Foil.

## STEP 03

On the 3rd section, begin at nape area and take horizontal slices. Continue with the Freehand V-stroke technique up to the hat line.



3

## STEP 04

At the hat line, continue up towards the top center parting or where the hair falls naturally. Continue with the same coloring technique.



4



5

## STEP 05

Continue up to the center parting and allow to develop. Shampoo and condition with FUSION, followed by blow-drying.



# COLOR

## COLOR FRESH CREATE FORMULAS

**B** 60 g NU-DIST PINK + 15 g INFINITE ORANGE

**C** 60 g NU-DIST PINK + 5 g HIGH MAGENTA

**D** 60 g NU-DIST PINK



6



### STEP 06

Following the previous sectioning pattern. Apply Formula B to the natural hair at the roots\* and mid-lengths, alternating between Formulas C and D on the lengths.

\*Avoid direct contact with scalp.

7



### STEP 07

Gradually merge the colors together using the edge of the tint brush to allow the shades to melt and connect.

8

### STEP 08

Continue until all the hair has been colored. Develop for 20 minutes before rinsing and styling.





# STYLE



## STEP 01

Prepare the hair with EIMI Thermal Image and EIMI Natural Volume. Blow-dry the hair. Use the GHD Curve to create barrel curls and clip to set.



## STEP 02

Allow the hair to cool and then gently release the hair within the curls.



## STEP 03

Gently use the hand and fingers to tease and finish the hair. Follow up with EIMI Mystify Me Light Spray.

## STYLING PRODUCTS

- EIMI Thermal Image
- EIMI Natural Volume
- EIMI Mystify Me Light Hairspray





# COLOR INSPIRATION

**INSPIRATION IS EVERYWHERE**

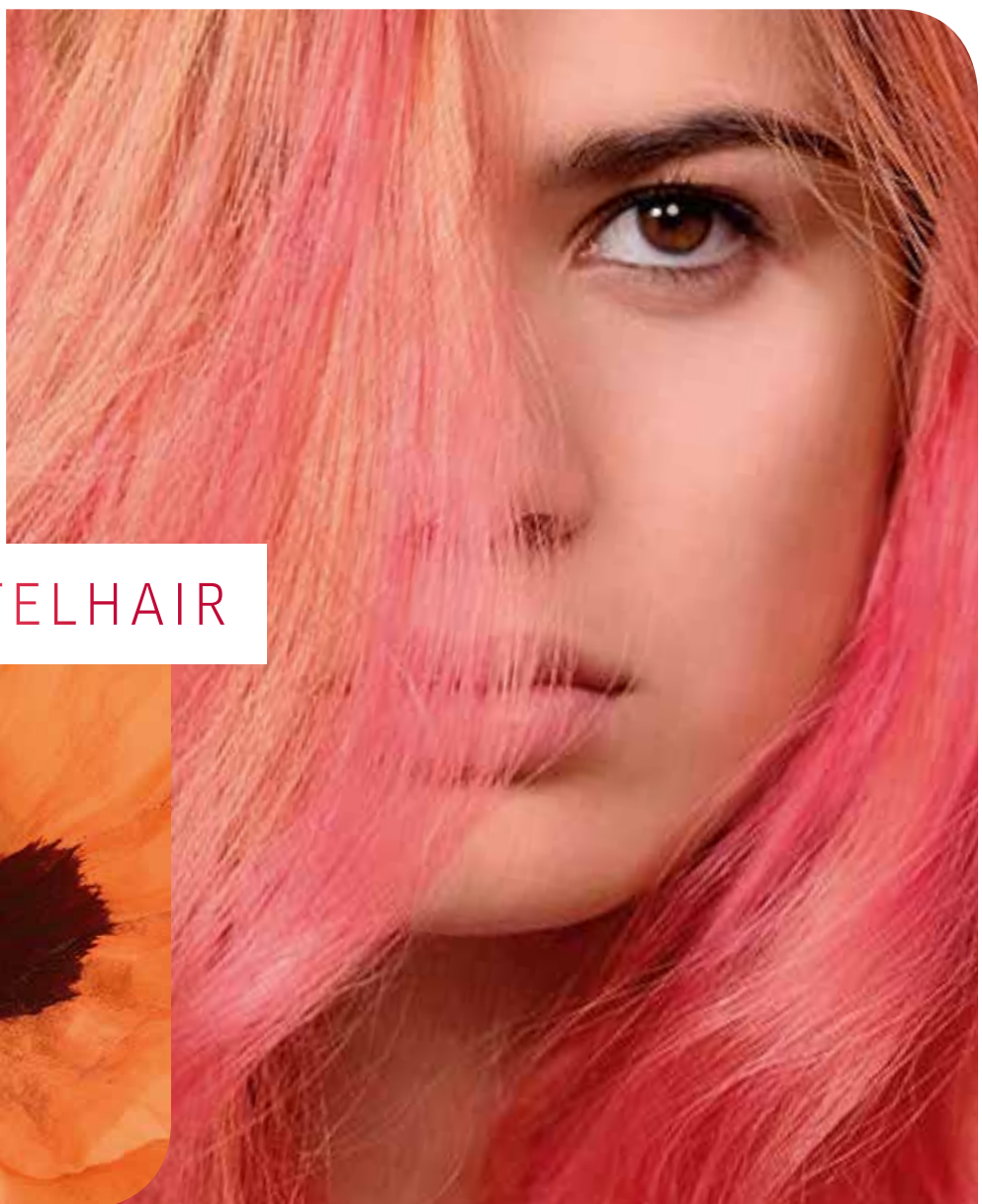
**CREATIVITY IS ABOUT ATTITUDE**

Offer beautiful yet sophisticated colors to all clients, create looks that are daring and bold - or why not add pastel hues over existing highlights or balayage? Color Fresh CREATE is your perfect tool for achieving a bespoke coloring service which fades true-to-tone.

**YOUR PERFECT PARTNER**

WITH COLOR FRESH CREATE, YOU CAN:

- Create gorgeous, tailor-made colors and techniques
- Use a full-head or partial application
- Refresh vibrant colors to the most gentle pastel hues
- Use a pre-lightening application for more expressive color
- Offer conditioning toning services



**#PASTELHAIR**

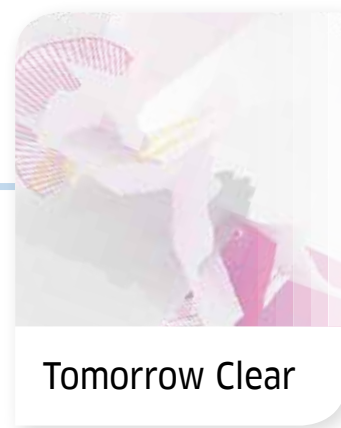




## HELPFUL HINTS

KEEP THESE THINGS IN MIND:

- 01** Due to the shade intensity and direct-acting dyes, keep the product off the skin and scalp to avoid staining.
- 02** A more intensive coloring results may be achieved by adding heat and/or increasing development time.
- 03** Use Color Fresh CREATE Tomorrow Clear to dilute and achieve pastel shades.
- 04** Comb color evenly through the hair to achieve an even color result.
- 05** Treat natural grey/white hair as the lightest blonde color (the lighter the starting point, the bolder the color result).



Tomorrow Clear



Super Petrol



## MEET THE ENTIRE COLOR FRESH FAMILY



### ADDS TONE

Leave-in color  
Great for color correction  
& tonal refreshing



### ADDS DEPTH & TONE

Great for gentle  
coloring effects or  
as a color refresher



### PURE TONE FOR EXPRESSIVE COLOR

Great for creative  
intermixing &  
limitless color creativity  
with true to tone fading



# EXPRESSIVE COLOR CREATIONS

DISCOVER YOUR OWN TREND LOOK



TRY A HUE OF PASTEL












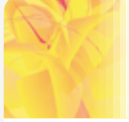






	FUTURE YELLOW	UBER GOLD	INFINITE ORANGE	HYPER CORAL	NU-DIST PINK	NEXT RED	HIGH MAGENTA	PURE VIOLET	ULTRA PURPLE	NEW BLUE	SUPER PETROL	NEVERSEEN GREEN
Pure												
1+1*												
1+5*												
1+10*												
1+20*												
1+30*												

\*Diluted with Tomorrow Clear



# BE A COLOR CREATOR

INSPIRATION FOR YOUR NEXT COLORING SERVICE\*

CREATIVE NAME	COLOR FORMULA	COLOR SHADES
#TEALHAIR	20g Super Petrol 20g Tomorrow Clear	 + 
#TURQUOISEHAIR	2g New Blue 20g Tomorrow Clear	 + 
#LILACHAIR	2g Ultra Purple 40g Tomorrow Clear	 + 
#SMOKEYGREYHAIR	20g Future Yellow 20g Pure Violet	 + 
#PASTELPINKHAIR	40g Tomorrow Clear 3g Pure Violet 2g Hyper Coral	 +  + 
#PINKHAIR	4g High Magenta 8g Future Yellow 16g Nu-Dist Pink	 +  + 
#PASTELPEACHHAIR	30g Tomorrow Clear 3g Nu-Dist Pink 3g Infinite Orange	 +  + 
#CORALHAIR	10g Hyper Coral 30g Tomorrow Clear	 + 

\*Use these formulas as guidance; the starting color and hair condition must be taken into consideration





# DISCOVER OUR RANGE OF TREATMENTS

## RECOMMEND WELAPLEX WITH ALL YOUR LIGHTENING SERVICES

WELAPLEX helps reconstruct inner hair bonds for stronger hair during lightening services whilst ensuring perfect lifting results.

- Reconstructing hair bonds for stronger hair
- OPTI pH SYSTEM enables optimal penetration of lifting & dye molecules for perfect color and lightening development. The perfect match for Wella Professionals lighteners and color.
- No need to change peroxide or development time



Pure Violet



Super Petrol



New Blue

## BECAUSE EVERYONE'S HAIR IS UNIQUE AND DESERVES A TREAT

Offer the right care and style, at-home regimen tailored to your clients' needs and perfectly supporting Wella Professionals colors.

## WELLA PROFESSIONALS FIRST INSTANT, LONG-LASTING HAIR CARE RECOVERY REGIMEN

FOR UP TO 95% MORE RESILIENCE AGAINST BREAKAGE\*  
The perfect complement after a lightening service, helping to protect hair against breakage. With Silksteel FUSION program, a fusion of silk amino acids and micronized lipids.

\*Against breakage vs. non-conditioning shampoo



## EIMI STYLING

A complete portfolio of 32 styling essentials, including the new EIMI Mystify Me hairsprays, to create styles truly unique for individual style-seekers.