

COLOR + CARE

# technology

The new Color Fresh Mask is formulated with Wella Professionals' carefully selected dyes for professional results and care ingredients that leave the hair feeling healthy. And all this with zero damage to the hair! Color Fresh Masks not only refresh the professional color service but also reduce hair breakage during combing.

damage prevention

A smoother cuticle enables the comb to glide through the hair reducing stress resulting in less tangles and increased manageability.

color deposit

The direct acting dyes gently attach to the outer layer of the hair. Depending on the hair structure and porosity, the intensity of the color result is varying.

Rich care ingredients give your hair visible shine and leave your hair feeling fantastic.

visible shine

GETTING FAMILIAR WITH THE FULL

## range

Revive and refresh blondes to reds for natural looking enhancements, with a pleasant fragrance.

With **AVOCADO OIL & APRICOT KERNEL OIL**



Bold and vibrant results, let your color do the talking with these playful masks.

With **ARGAN OIL**

bold



HELPFUL USAGE

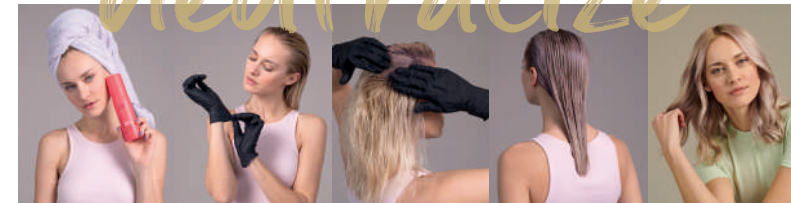
## tips

Wear a pre-loved t-shirt that you don't mind adding a few colorful marks to. Masks may stain!

**Neutralize and reduce brassy tones:**

- Try applying to golden and brassy areas first
- Apply to lightest areas last
- The lighter and more porous the hair is the more visible the tone will be

neutralize

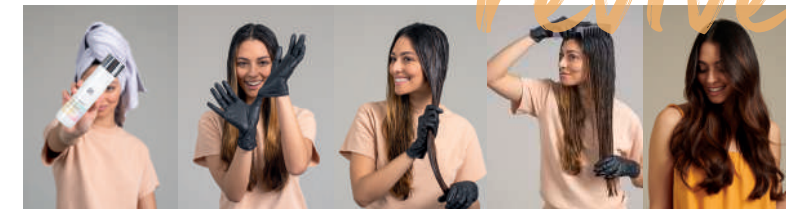


**Revive and refresh:**

- Apply generously to the lengths and ends
- Comb through for even results

**Note:** some masks appear darker than the actual color result, so don't be nervous!

revive



**Pastel to bold transformation**

- Work in small sections
- Apply generously to each section
- Leave on for up to 20 minutes for additional intensity

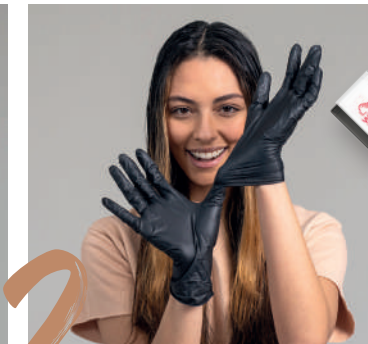
transform



## How TO USE?



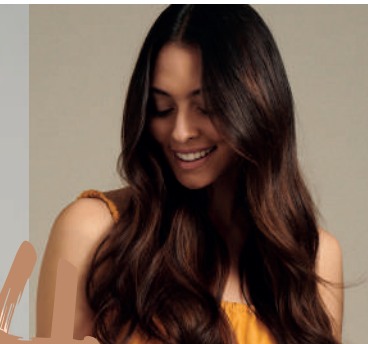
Shampoo and towel dry hair.



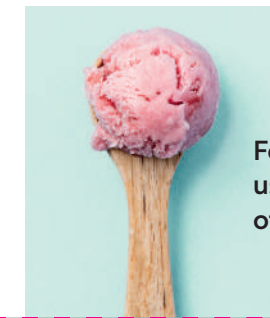
Use protective gloves to avoid staining your hands and nails.



Apply generously, section by section- leave for up to 10 minutes.



Rinse well, style and go no need for conditioner!



For medium length and textures, use approximately 30g (the size of a small scoop of ice cream)

## Who's IT FOR?

There isn't just one type of client for the Color Fresh Mask. There is a mask for everyone.

Often clients want to maintain their professional coloring, and many would like to transform from their everyday look or to just create a playful twist with their tones!

**HERE ARE THREE REASONS WHY THE COLOR FRESH MASK CAN BE IDEAL FOR YOUR CLIENTS**

**1. NEUTRALIZE AND REDUCE BRASSY TONES**



**2. REVIVE AND REFRESH DESIRED TONE**

**3. CREATE PASTEL TO BOLD VIBRANT TRANSFORMATION**



HOME CARE

## regime

Hairdressers are the best hair therapists for clients. Every hair product used at-home should start at the salon! Begin the regime by recommending a shampoo and conditioner

**INVIGO**

**Color Brilliance**

For Instant color vibrancy. Up to 7 weeks of color protection.\*

\*with regular use of INVIGO Color Brilliance Shampoo



**Color Motion**

For stronger, shinier colored hair. Up to 8 weeks of color protection.\* Contains WellaPlex Bonding Agent for stronger hair\*\*

\*when using Structure+ Mask \*\*with Structure+ Mask vs. no treatment

**Fusion**

For deep hair repair. Up to 95% more resilience against breakage\*

\* vs. non-conditioning shampoo



COLOR FRESH mask

WELLA PROFESSIONALS

makechange

mask

**REFRESH YOUR SALON COLOR**

Zero damage color depositing masks to maintain or transform your color at home.



pearl blonde

Ideal for pre-lightened and lighter levels to maintain platinum finish without dramatically changing the tone.

**Suggested shade directions:**  
/81, /8

**Tip:** For more neutralization try Lilac Frost

|                          | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|--------------------------|--------|--------------------|---------------------|
| LEVEL 9/ & PRE-LIGHTENED |        |                    |                     |
| LEVEL 8/0                |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

lilac frost

Anti-yellow formula to revive blonde hair, ideal for pre-lightened and lighter tones.

**Suggested shade directions:**  
/69, /96, /16

|               | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------|--------|--------------------|---------------------|
| PRE-LIGHTENED |        |                    |                     |
| LEVEL 9/0     |        |                    |                     |
| LEVEL 8/0     |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Revive light blonde and highlighted hair with sophisticated golden tones.

**Suggested shade directions:**  
/03, /3, /7, /31, /38

**Tip:** For darker or when more warmth is needed try Caramel Glaze.

**Note:** This mask appears deeper than the end result.

|                           | BEFORE | AFTER HIGH POROSITY |
|---------------------------|--------|---------------------|
| LEVEL 9/ TO PRE-LIGHTENED |        |                     |
| LEVEL 8/0                 |        |                     |
| LEVEL 7/0                 |        |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

caramel glaze

Revive medium blonde and brunette balayage hair types with a caramel finish.

**Suggested shade directions:**  
/35, /7, /73

|                     | BEFORE | AFTER LOW POROSITY |
|---------------------|--------|--------------------|
| BALAYAGE/HIGHLIGHTS |        |                    |
| LEVEL 8/0           |        |                    |
| LEVEL 7/0           |        |                    |
| LEVEL 6/0           |        |                    |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

chocolate touch

Revive brunette hair with an elegant rich chocolate tone.

**Suggested shade directions:**  
/7, /75, /76, /77

|                     | BEFORE | AFTER LOW POROSITY |
|---------------------|--------|--------------------|
| BALAYAGE/HIGHLIGHTS |        |                    |
| LEVEL 6/0           |        |                    |
| LEVEL 5/0           |        |                    |
| LEVEL 4/0           |        |                    |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Create deep rose tones on medium blonde and pre-lightened hair. The lighter the hair the brighter the rose.

**Suggested shade directions:**  
/5, /65, /75

|                           | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------------------|--------|--------------------|---------------------|
| LEVEL 8/ TO PRE-LIGHTENED |        |                    |                     |
| LEVEL 6/0                 |        |                    |                     |
| LEVEL 5/0                 |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

pink

Transform blonde hair or maintain Color FRESH Create High Magenta.

|               | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------|--------|--------------------|---------------------|
| PRE-LIGHTENED |        |                    |                     |
| LEVEL 8/0     |        |                    |                     |
| LEVEL 5/0     |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

copper glow

Revive and maintain vibrant copper tones.

Ideal for levels 5/ and above. The lighter the hair the brighter the result.

**Suggested shade directions:**  
/43, /34, /47

|                                  | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|----------------------------------|--------|--------------------|---------------------|
| FADED WARM GOLDEN & COPPER TONES |        |                    |                     |
| LEVEL 8                          |        |                    |                     |
| LEVEL 6/0                        |        |                    |                     |
| LEVEL 5/0                        |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

red

Transform blonde hair or maintain Color FRESH Create Next Red.

|               | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------|--------|--------------------|---------------------|
| PRE-LIGHTENED |        |                    |                     |
| LEVEL 8/0     |        |                    |                     |
| LEVEL 5/0     |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Transform pre-lightened hair or maintain Color FRESH Create New Blue.

|               | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------|--------|--------------------|---------------------|
| PRE-LIGHTENED |        |                    |                     |
| LEVEL 8/0     |        |                    |                     |
| LEVEL 5/0     |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

mint

Make a statement with fresh mint.

|               | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|---------------|--------|--------------------|---------------------|
| PRE-LIGHTENED |        |                    |                     |
| LEVEL 8/0     |        |                    |                     |
| LEVEL 5/0     |        |                    |                     |

RESULTS NOT NOTICEABLE ON DARKER LEVELS