



COLOR FRESH



mask

TECHNICAL EBOOK

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IT'S WAY MORE THAN JUST
A CONDITIONING **MASK!**

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mask

REFRESH YOUR SALON COLOUR
Zero damage colour depositing masks
to maintain or transform your colour at home.

REVIVE, REFRESH AND HAVE

fun

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

With **AVOCADO OIL & APRICOT KERNEL OIL**

natural



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

With **ARGAN OIL**

bold



EXPERIENCE THE *benefit*

EASY APPLICATION, visible colour results that fade beautifully.

With a conditioning formula leaving the hair **FEELING SMOOTHER AND MORE MOISTURISED.**

NO ANIMAL derived ingredients.

FREE from silicones.



Designed for weekly use



With results visible in 10 minutes

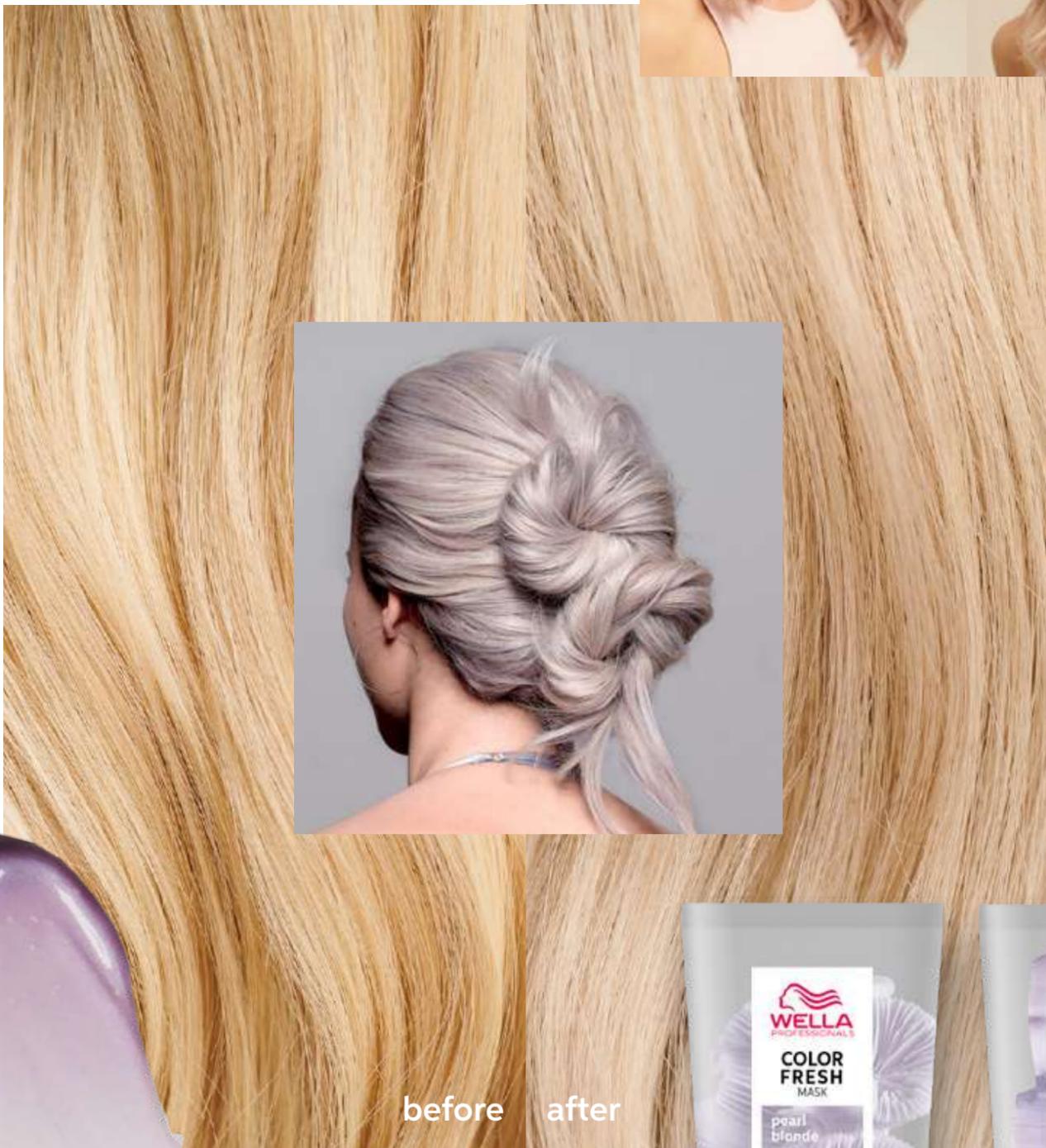


Who's IT FOR?

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

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

1. NEUTRALISE AND REDUCE BRASSY TONES



2. REVIVE AND REFRESH DESIRED TONE



Tip: Recommend to your client during their colour service.



3. CREATE PASTEL TO BOLD VIBRANT TRANSFORMATION



How TO USE?



1 Shampoo and towel dry hair.



2 Use protective gloves to avoid staining your hands and nails.



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



4 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).

HELPFUL USAGE

tips

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

Neutralise 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.

neutralise



Revive and refresh:

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

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

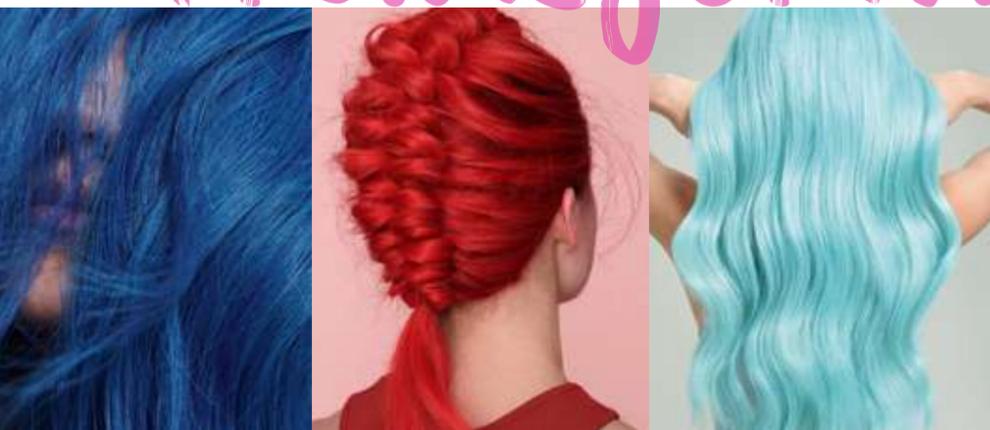
revive



Pastel to bold transformation

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

transform



GETTING FAMILIAR WITH THE FULL

range

The Color Fresh Mask has been formulated for soft to bold transformations. Results can vary depending on the mask used and the starting level and porosity of the hair. Below is a guide to help recommend the most suitable mask for every client.



pearl
blonde

WELLA
PROFESSIONALS

COLOR
FRESH
MASK

pearl
blonde

color & care treatment
mascarilla con color
masque pigmentant
maschera con colori

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

Ideal for levels 8/ and above
Suggested shade directions:
/81, /8

Tip: For more neutralisation try Lilac Frost



RESULTS NOT NOTICEABLE ON DARKER LEVELS

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

Ideal for levels 8/ and above.

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.

Ideal for levels 7/ and above.

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 LOW POROSITY
LEVEL 9/ TO PRE-LIGHTENED		
LEVEL 8/0		
LEVEL 7/0		

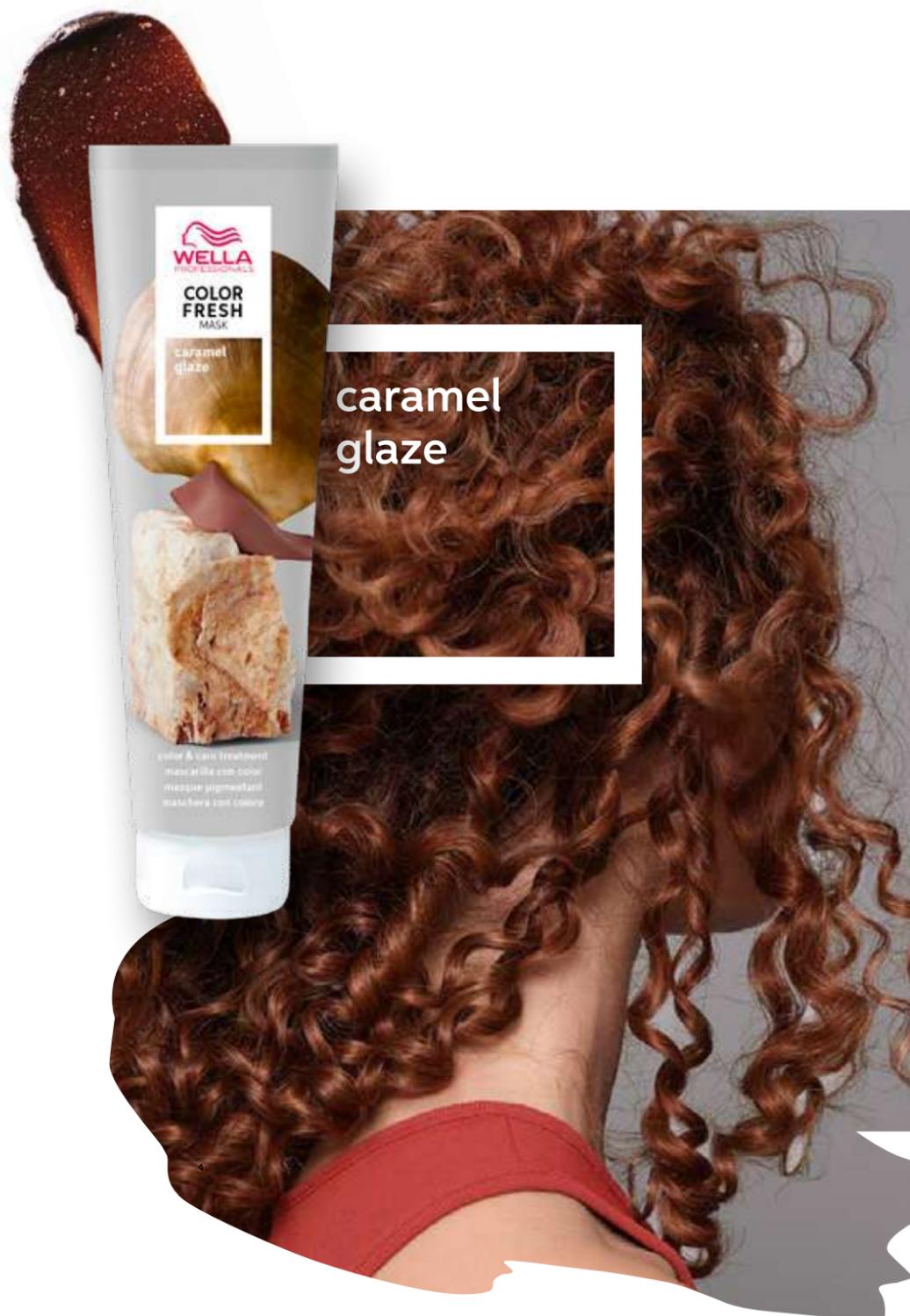
RESULTS NOT NOTICEABLE ON DARKER LEVELS

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

Ideal for levels 6/ and above.
Suggested shade directions:
/35, /7, /73

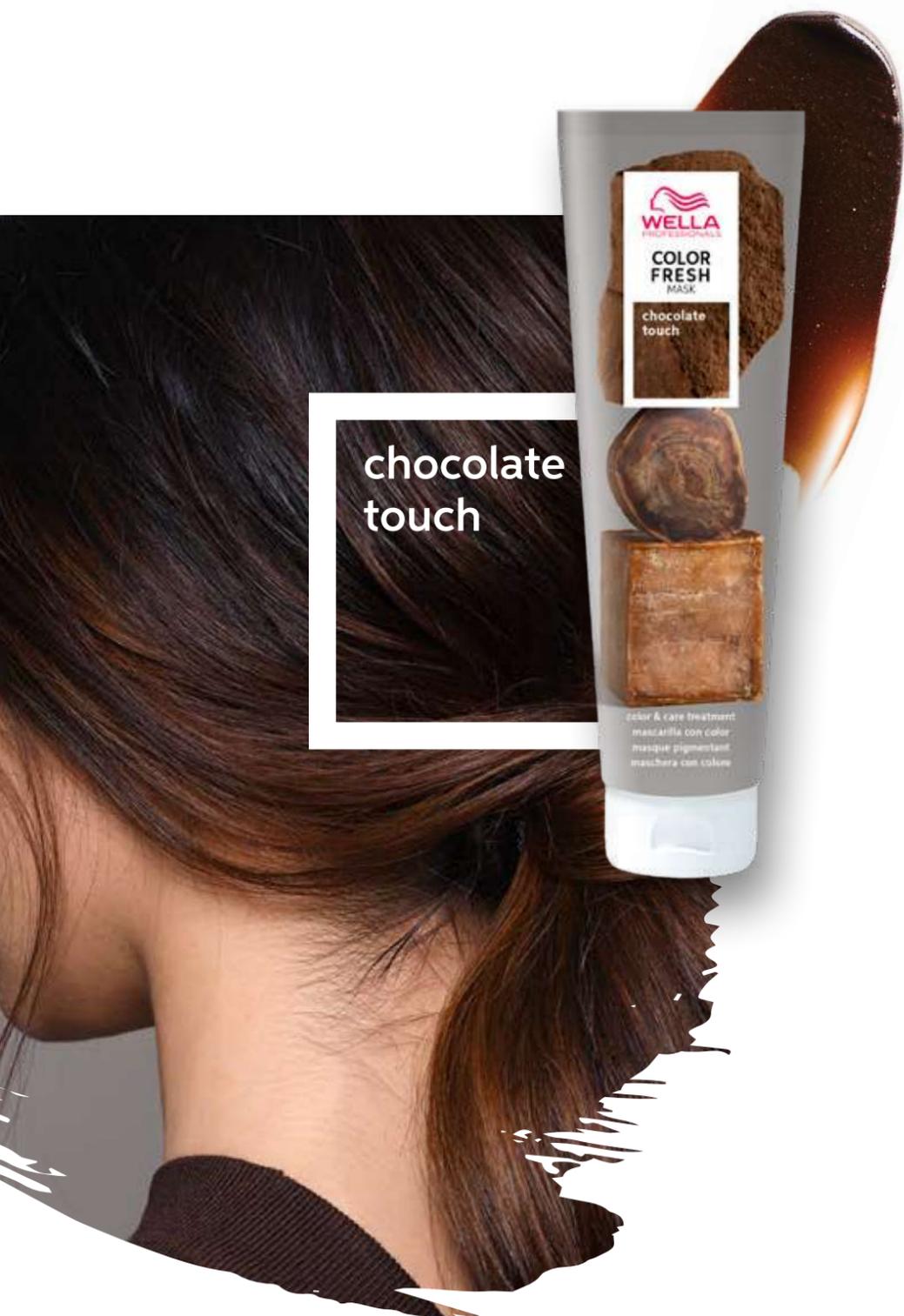
	BEFORE	AFTER LOW POROSITY
BALAYAGE/ HIGHLIGHTS		
LEVEL 8/0		
LEVEL 7/0		
LEVEL 6/0		

RESULTS NOT NOTICEABLE ON DARKER LEVELS



Revive brunette hair with an elegant rich chocolate tone.

Ideal for level 7/ and below.
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.

Ideal for levels 5/ and above.

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

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

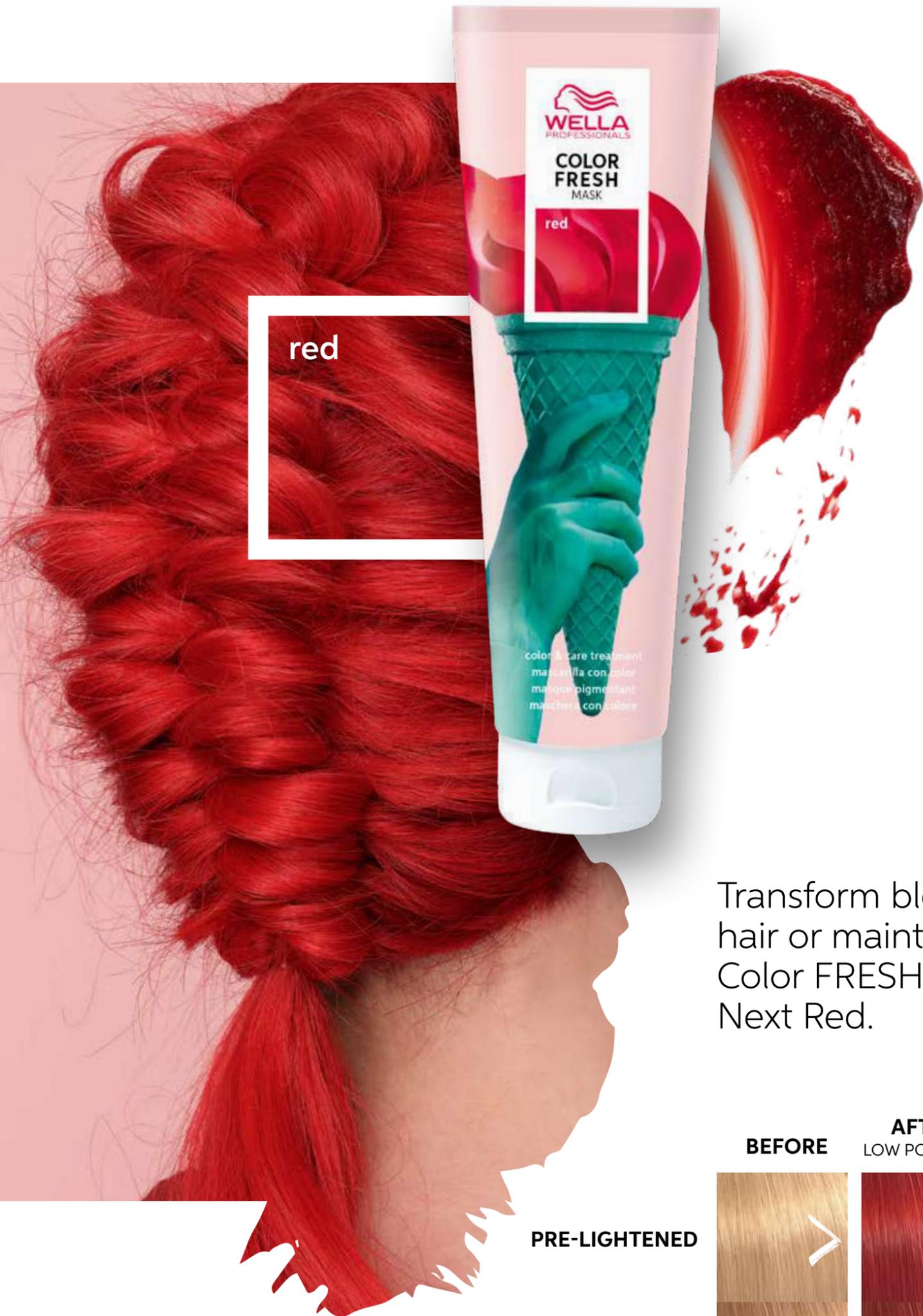


	BEFORE	AFTER LOW POROSITY	AFTER HIGH POROSITY
FADED WARM GOLDEN & COPPER TONES			
LEVEL 8 TO PRE-LIGHTENED			
LEVEL 6/0			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS

FOR VIBRANT
TRANSFORMATIONS

be bold



Transform blonde
hair or maintain
Color FRESH Create
Next Red.

PRE-LIGHTENED

PRE-LIGHTENED
LEVEL 8/0

LEVEL 5/0

BEFORE

AFTER LOW POROSITY AFTER HIGH POROSITY



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			
PRE-LIGHTENED LEVEL 8/0 LIGHT BLONDE			
LEVEL 5/0			

RESULTS NOT NOTICEABLE ON DARKER LEVELS



Make a statement with fresh mint.

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS

FERGAL DOYLE

tips



@fergalwella

13k followers

I'm a Wella Educator and social media fanatic, you can find me hanging out with the #WellaPassionistas at hair events around the world.

My absolute favorite thing to do is pre-lightening the hair and creative colouring. I love that the Color Fresh Mask can extend the colour treatments I give to my clients so they can get that freshly coloured look and feel between salon visits.

HERE ARE SOME TIPS I'D LOVE TO SHARE WITH YOU

DID YOU *know?*

- Damaged & well-conditioned hair have different behaviors! The more damaged and sensitised the hair, the heavier the tone. Natural and well-conditioned hair will absorb less colour and results will be softer.
- Towel dry the hair after shampooing to reduce excess moisture and allow full penetration of the colour mask.
- Avoid using light coloured towels (or your favorite towels) as masks may stain!



WHAT MAKES COLOR FRESH MASKS

SO UNIQUE?

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 colour 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.

colour 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 colour result is varying.

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



visible shine

HOMECARE

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 colour vibrancy.
Up to 7 weeks of colour protection.*

*with regular use of INVIGO
Color Brilliance Shampoo



Color Motion+

For stronger, shinier coloured hair.
Up to 8 weeks of colour 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



HOMECARE

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

SYSTEM PROFESSIONAL

Color Save

Color Save prolongs, luminates colour and protects the keratin structure of the hair. reducing free radicals present in tap water preventing colour fade, shifting and keeps the result fresh for longer.



SEBASTIAN PROFESSIONAL

Color Ignite & Hyde

Color Ignite shampoo cleanses the hair thanks to colour-seal complex, locks in colour, whilst Hyde conditioner provides additional shine, hydration and nourishment to the hair.

NIOXIN

Color Safe Kits

Helps to remove follicle-clogging, environmental residues from scalp & hair giving you fuller thicker results, while providing hydration and long lasting colour protection.



1X A WEEK



SATURDAY

SUNDAY

MONDAY

Weekly routine



FRIDAY

TUESDAY

THURSDAY

WEDNESDAY



BE THE BEST PARTNER FOR YOUR CLIENTS,
FROM YOUR SALON TO THEIR HOME



WELLA
PROFESSIONALS

#

mask

SHARE YOUR COLOUR WITH
#COLORFRESHMASK
AND **#COLORREFRESHED**

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