

latest innovations



The new **Wella Professionals Care** hair care line introduces salon products with advanced innovative technology, premium multi-sensorial ingredients and invigorating fragrances that delight consumers with exceptional color vibrancy, brilliance and a complete sensorial experience.

With the launch of Wella Professionals Care, Wella Professionals builds on its role as a global leader in salon hair color by bringing to salons a hair care line that works in tandem with its color products:

- Called Wella Care3, this three-dimensional care experience provides results you can see, touch and smell. Our new lineup offers options for:
 - High-performance ingredients and technologies that enhance how hair interacts with the light.
 - A multiple caring polymer that provides irresistible softness, giving hair a ‘must touch’ quality.
 - An invigorating blend of fruity floral notes with a creamy base that helps enhance an overall sense of well-being.
- Four different product lines are each formulated for particular hair needs: colored hair, dry hair, scalp needs and mature hair. An easy-to-use coding system guides hairdressers and consumers toward the shampoo, conditioner and treatment regime most suited toward their individual hair types.

About Wella Professionals Care Technology:

Four different product lines, each formulated for individual hair types, provide the ultimate salon experience with advanced technology and premium multi-sensorial ingredients:

- **Brilliance**
 - Specially designed to enhance the brilliance of Wella Professionals color
 - Helps enhance brilliance for colored hair while providing alluring softness
- **Enrich**
 - Repairs and protects dry and damaged hair, leaving it full of vitality
 - Helps to moisturize dry or damaged hair while providing incredible smoothness and premium fragrances
- **Balance**
 - Fragrance-free formulas soothe, calm and refresh the scalp
 - Calms and cleans the hair and scalp in a purifying, sensitive way
- **Age Restore**
 - Restores beauty and shine to coarse, mature hair
 - Helps revive and restore suppleness to mature, coarse hair

Availability:

Wella Care Professionals first launched in Europe, Middle East & Africa in October 2010, with a global rollout beginning in April 2011.



Contact

Srebrenka Hanak
Hair Care
+41-58-004-6389
hanak.s@pg.com