



ColorMotion⁺

color + strength now together

- > Up to **8 weeks** color protection*
- > **Stronger hair** from root to tip**

Our Best Color Care Line

ColorMotion+ elevates color care beyond anti-fading. Regular use of ColorMotion+ care regimen improves colored hair quality in three areas that are specifically important for colored hair: Color Protection, Vibrant Shine, Stronger Hair.**

the power of three

The Power Of Three

Uniting the best of our care technologies:



Up to **8 weeks** color protection*

color protector

Free Radicals Protection Technology

Encapsulates metals, reducing the formation of free radicals, responsible for color fading.



Metals encapsulated

Metals

vibrant shine

Hair Surface Polisher

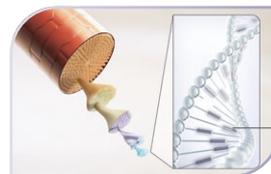
Smoothing the hair cuticles for improved shine and manageability.***



stronger hair

WellaPlex Bonding Agent

Helps to reconstruct inner hair bonds. For stronger hair.**



Reconstructed inner hair bond

In-Salon Products

ColorMotion+ has specialist products for colorists to prepare hair and scalp before applying color.



Colorists' Favorite



Pre-Color Treatment
Structural Surface Enhancer
(185 ml)

- Enhances hair surface smoothness and shine
- Prepares hair for more even color results

Post Color Treatment
30sec Express Post Color Treatment
(500ml)

- Improves color molecules retentions****
- Optimizes pH after color service
- Works in just 30 seconds

At-Home Products

Excellent line to preserve colored hair quality at home



Color Protection Shampoo
(250/1000ml)

- Helps to lock in color while preserving hair's smoothness and shine



Moisturizing Color Reflection Conditioner
(200ml)

- Helps restore hair surface quality for vibrant shine.
- For weekly use



Structure+ Mask
With Wellaplex bonding agent.
For stronger hair***
(150/500ml)

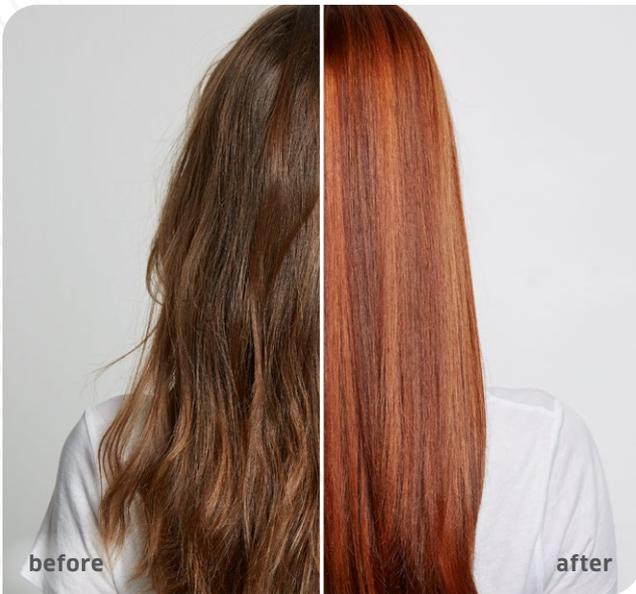
- Restructures and improves the condition of colored hair
- Intensive formula
- For weekly use

ColorMotion⁺ Service

During coloration

Upgrade Your Color Service With ColorMotion⁺ Care

A complete program to deliver color protection, vibrant shine and stronger hair*.



Color formula:

Koleston Perfect, Welloxon Perfect

Roots:	40 g		+20 g		+60 g	
Highlights	30 g		+45 g			
Lengths	50 g		+10 g		+60 g	
Toning	60 g		+120 g			



Pre-Color



For clients with uneven hair porosity, spray **Pre-Color Treatment** on porous parts. It enhances hair surface smoothness and shine and prepares hair for coloration.

When to use Pre-Colour Treatment

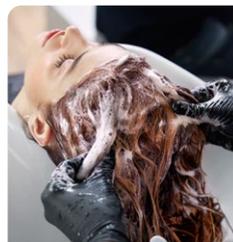
- › **Color application:** when the lengths & ends are significantly more porous
- › **Multitonal color techniques:** change of color or multi-tonal highlights
- › **Double process services:** after lightening and before toning

Tip:

Lightly blow dry after pre-color products to ensure hair is dry (depending of your color choice). Make sure to use only low heat on scalp. When toning hair balancing lengths and ends with Pure Soft Balance service, after the development time of the roots, spray Pre-Color Treatment to the lengths and ends continue with the color application (no need to dry in between).

Continue with color application & development.

Post-Color



Use **Color Protection Shampoo**. It helps lock in color while preserving hair's smoothness and shine.

Unique performance:

- › Additional anti-oxidant to improve protection against free radicals.
- › Clear consistency with luxurious foam is leaving hair smooth and with vibrant shine.



30 SEC.



Apply **Express Post Color Treatment** evenly on damp hair, comb through, and rinse thoroughly.

Unique performance:

- › Improves color retention.*
- › Optimizes pH molecule after color service.
- › Works in just 30 seconds.



Finally apply **Structure⁺ Mask** on towel-dried hair. Leave in for 5 minutes and rinse thoroughly.



5 MIN.

Unique performance:

- › WellaPlex bonding agent helps to reconstruct inner hair bonds. For stronger hair* that is easy to manage.
- › Hair surface polisher adds smoothness and shine for excellent color reflections.

Tip: Structure⁺ Mask is intensive - only use a small amount per service. Apply on sensitised areas only (lengths and ends).

In-between color services:

You can also use ColorMotion⁺ Shampoo & Mask on your clients when not applying color, to preserve the hair quality



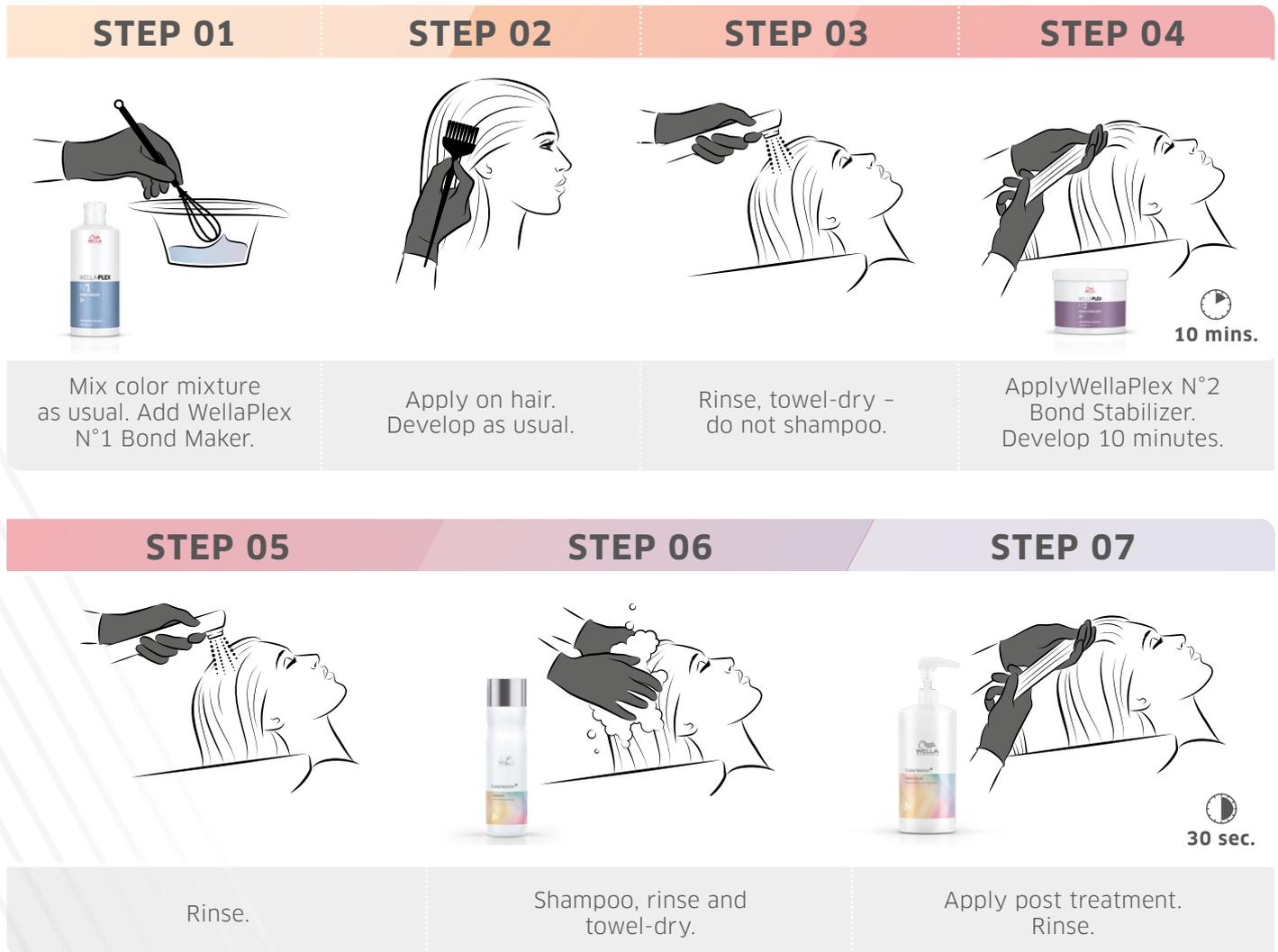
*when using Structure⁺ Mask vs. no treatment **vs no Post Color Treatment

WellaPlex Color Service ColorMotion⁺

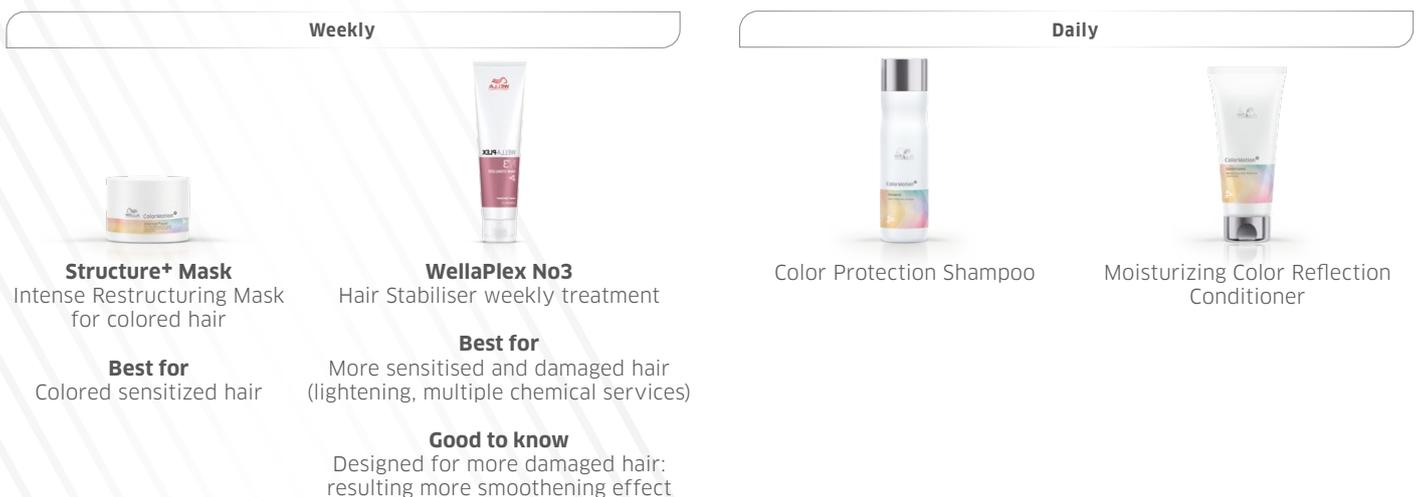
In case of WellaPlex Color Service:

Use WellaPlex No2 as usual. There is no need to use ColorMotion⁺ Mask.

ColorMotion⁺ complements WellaPlex service with Shampoo & Express Post-Color Treatment to finish.



At home care after WellaPlex Color Service



Choose the right care regimen



ColorMotion⁺

FUSION

INVIGO Color Brilliance

<p>What it is?</p>	<p>The damage expert: Strength for colored hair</p>	<p>The damage expert: intense repair line for damaged, stressed or lightened hair</p>	<p>Essential care line for colored hair.</p>
<p>What it does</p>	<p>Up to 8 weeks color protection.* Stronger hair from root to tip.**</p>	<p>For up to 95% more resilience against breakage***.</p>	<p>Instant color vibrancy. Protect colored hair.</p>
<p>For clients with</p>	<p>Clients with colored hair who are concerned about color fading but also hair strength. Clients who are willing to have the best color care products to keep their color and hair in optimal state.</p>	<p>Clients with lightening/ highlights, multi-processed or permed hair. Clients who use heat tools (straighteners, curlers) frequently and clients who want to keep their hair long and prevent damage.</p>	<p>Clients with colored healthy hair.</p>
<p>Must try!</p>	 <p>Structure⁺ Mask</p>	 <p>Intense Repair Shampoo</p>	 <p>Color Protection Shampoo</p>

*when using *Structure⁺ Mask* ** when using *Structure⁺ Mask* vs. no treatment
*** vs. non-conditioning shampoo