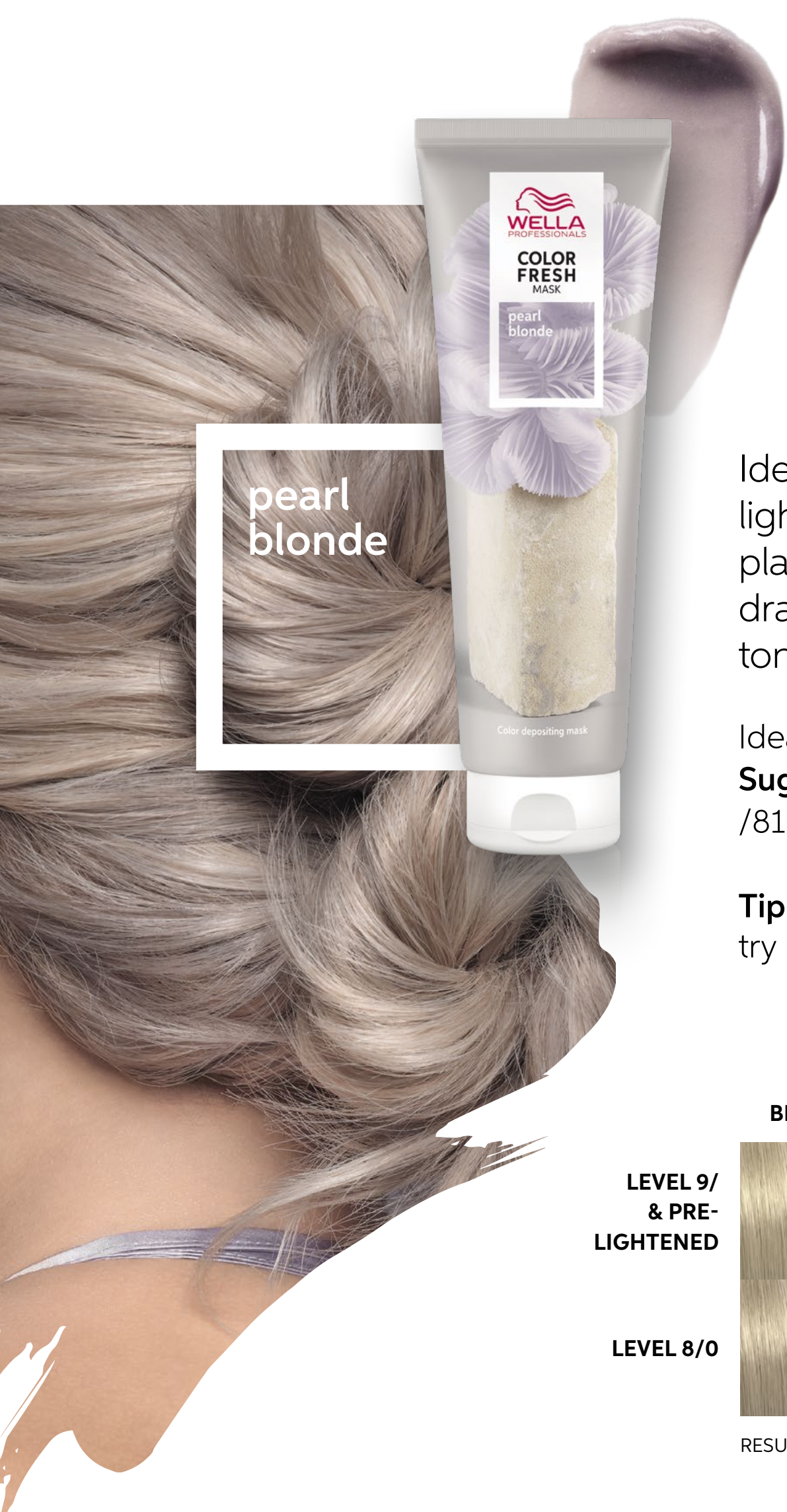


GETTING FAMILIAR WITH THE FULL *range*

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.



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 neutralization try Lilac Frost

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS







GET TO KNOW THE *new* NATURALS

The already loved range is getting even broader with two new shades Let us introduce Peach Blush and Cool Espresso.



Brings glowing warmth to blonde hair. Ideal for pre-lightened and lighter tones.



Suggested shade directions:
/04, /43

| | BEFORE | AFTER |
|---------------|---|---|
| PRE-LIGHTENED |  |  |
| LEVEL 9/0 |  |  |
| LEVEL 8/0 |  |  |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Eliminates warm tones for cooler results with added shine, on brown and black hair.

Suggested shade directions:
/02, /1, /2








| | BEFORE | AFTER |
|------------------|---|---|
| LEVEL 6/0 (WARM) |  |  |
| LEVEL 4/0 |  |  |
| LEVEL 3/0 |  |  |

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 |  |  | |


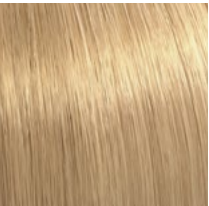




RESULTS NOT NOTICEABLE ON DARKER LEVELS



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

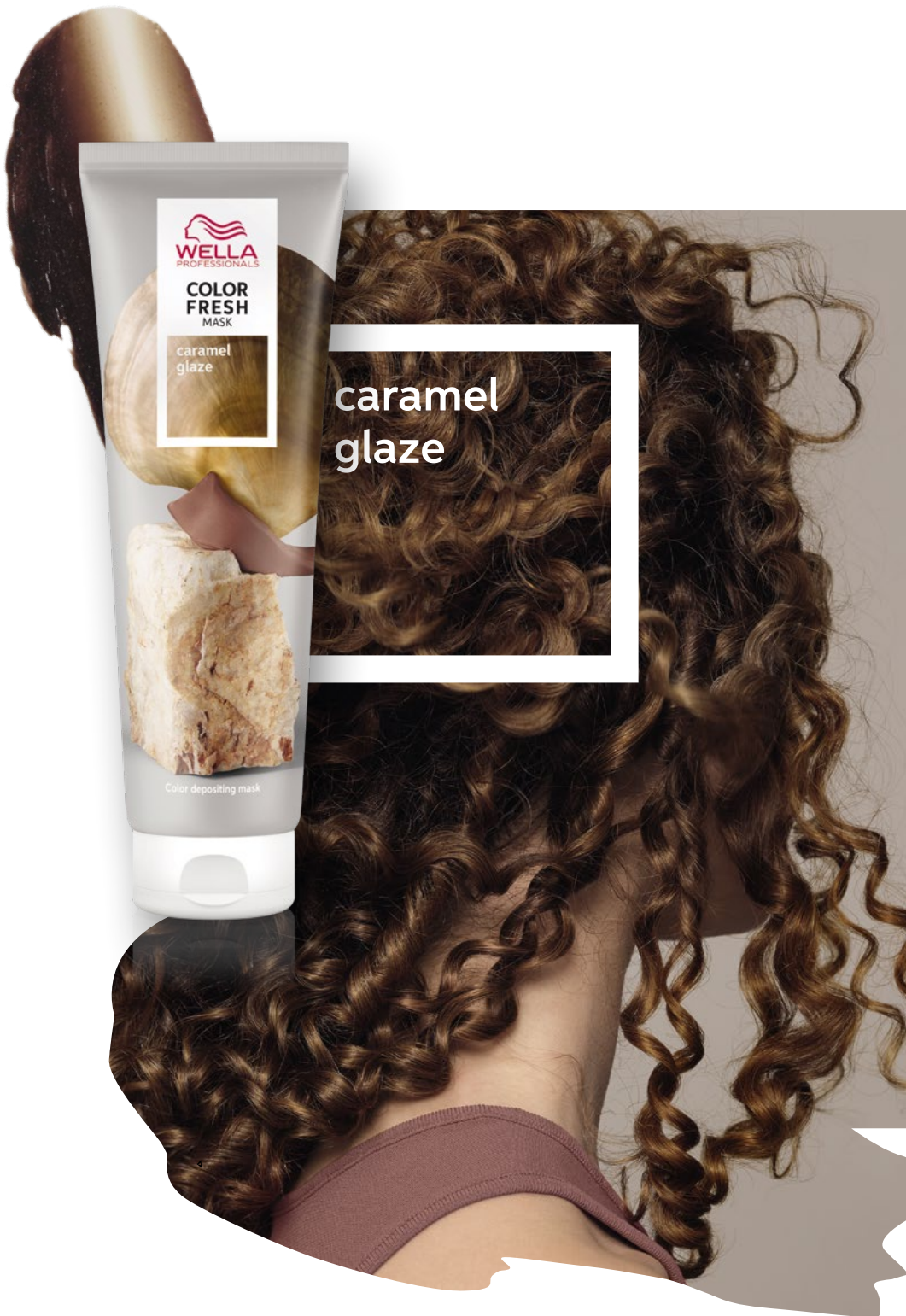


Revive medium blonde and brunette balayage hair types with a caramel finish.

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



Transform blonde hair or maintain with this classic pink shade.

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS



Transform blonde hair to a vibrant red or enhance existing red hair color.



A tube of Wella Color Fresh Mask in red shade is shown next to a woman with vibrant red braided hair. The tube features a hand holding a green ice cream cone and the text 'WELLA PROFESSIONALS COLOR FRESH MASK red Color depositing mask'. An inset shows a close-up of the red hair with the word 'red' written over it.


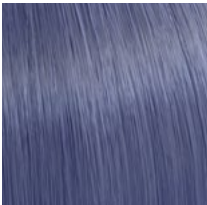

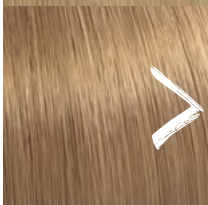


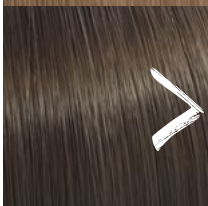
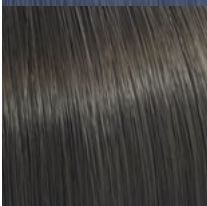
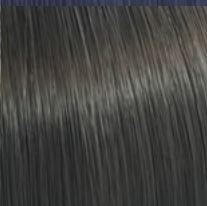
| | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|----------------------------|---|---|---|
| PRE-LIGHTENED |  |  |  |
| PRE-LIGHTENED LEVEL 8/0 |  |  |  |
| LEVEL 5/0 |  |  |  |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

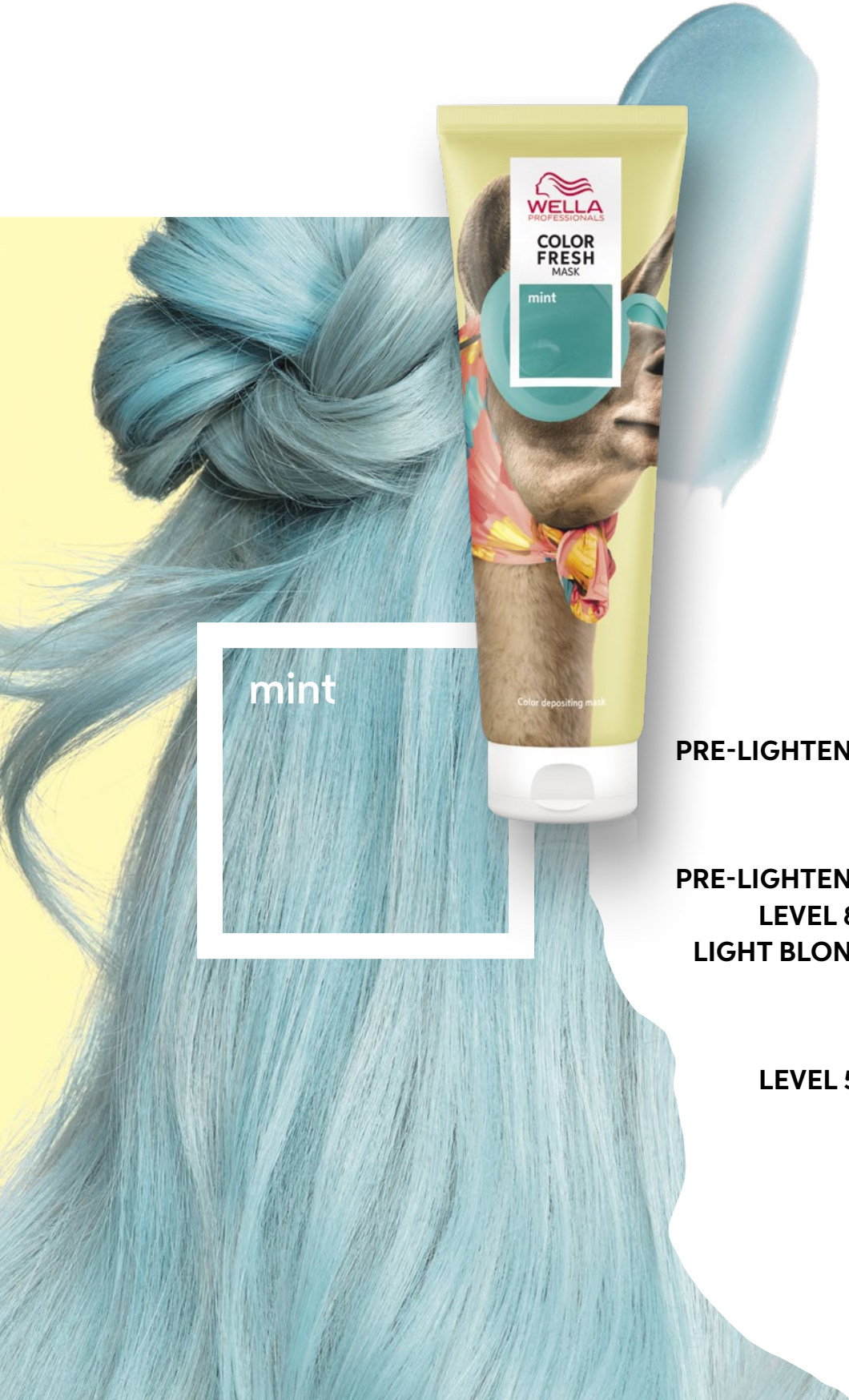
| | BEFORE | AFTER LOW POROSITY | AFTER HIGH POROSITY |
|----------------------------|---|---|---|
| PRE-LIGHTENED |  |  |  |
| PRE-LIGHTENED LEVEL 8/0 |  |  |  |
| LEVEL 5/0 |  |  |  |

RESULTS NOT NOTICEABLE ON DARKER LEVELS







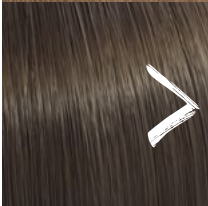

Transform pre-lightened hair with this super cool blue shade.

| | 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