

SHEAR

HOT DEALS

MARCH/APRIL 2020

NEW!
ColorMotion 
color  strength
now together

NEW! INTENSIVE COOL COLLECTION
FROM KOLESTON PERFECT

STOCK UP ON SHAPER EVENT

BEAUTY ENVISION AWARDS 2020


WELLA

NEW



color + strength
now together

NEW!
Please call or come in to visit us for
prices
ColorMotion⁺

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



* when using Structure+ Mask

**when using Structure+ Mask vs. no treatment



Scalp Protect

- Helps to protect from potential discomfort.
- Easy and quick to use before color application.
- Does not impact the color development.

150 mL



Color Protection Shampoo

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

250 mL 1 L



Pre-Color Treatment

- Improves hair surface, smoothness and shine.
- Prepares hair for more even color results.

185 mL



Moisturizing Color Reflection Conditioner

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

200 mL 1 L



Post-Color Treatment

- Improves color retention.
- Optimises pH after color service.
- Works in just 30 seconds!

500 mL



Structure Mask

- 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.

150 mL 500 mL

*when using Structure+ Mask vs. no treatment

LARGE OPENER

Buy any 36 tubes of Koleston Perfect, Illumina, and/or Color Touch shades, receive NEW ColorMotion+ backbar products FREE!

SPECIAL

Promotion ships open stock and pre-packed.

PRODUCTS	SIZE	QTY	PART #
SALON BUYS (OPEN STOCK):			
ANY 36 TUBES OF KP, ILLUMINA, OR COLOR TOUCH SHADES	VARIOUS	36	VARIOUS
SALON RECEIVES (PREPACKED):			
COLORMOTION+ PRE COLOR TREATMENT	288G	1	99350068424
COLORMOTION+ SCALP PROTECT LOTION	150 ML	1	
COLORMOTION+ STRUCTURE+ MASK	150 ML	1	
COLORMOTION+ POST COLOR TREATMENT	500 ML	1	
WELLOXON PERF 20V 6,0% 1L	1 L	1	

RETAIL OFFER

Buy any 10 ColorMotion+ retail skus, get 1L ColorMotion+ Shampoo & Conditioner FREE!

SPECIAL SALON PRICE:

Promotion ships open stock.



Please call or come in to visit us for

prices

INTRODUCING THE NEW

Intensive Cool Collection

FROM KOLESTON PERFECT



4 NEW shades specifically designed for opaque cool coverage

- A cooler natural tone to combat underlying warmth at every level.
- Great for neutralization
- Designed for normal to resistant gray hair

55/02

Intense Light Brown/
Natural Matte



66/02

Intense Dark Blonde/
Natural Matte



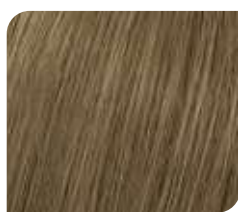
77/02

Intense Medium
Blonde /Natural Matte



88/02

Intense Light Blonde/
Natural Matte



LAUNCH OFFER

BUY 2 EACH OF THE NEW KOLESTON PERFECT COOL INTENSE SHADES, RECEIVE 1 20VOL DEVELOPER AND SWATCH INSERT FREE

SPECIAL

SAVE 12%



prices



WELLAPLEX LARGE KIT @ 15% OFF

SAVE 15%

BUY FREELIGHTS 800G, GET 40VOL DEVELOPER FREE



SAVE 18%

GET 20% OFF DEVELOPERS

Welloxon Perfect Developers

SAVE 20%



Color Touch Emulsions
SPECIAL SALON PRICE:

SAVE 20%

BUY 3 EIMI, TRY EXTRA VOLUME MOUSSE FOR FREE



SAVE 25% - 28%

BUY 2 GET 1 FREE!
BLONDOR MULTI BLONDE POWDER 800G

APRIL ONLY



SAVE 33%

Please call or come in to visit us for

prices SAVE ON YOUR FAVOURITE BLACK CAN HAIRSPRAYS

LOVE RE-SHAPER AND SHAPER ID? GET MORE OF YOUR FAVORITE HAIRSPRAYS AT **15% OFF!**

15% OFF



SPECIAL

SAVE 15%

STOCK UP ON SHAPER/SHAPER PLUS AT 20% OFF!

LOWEST PRICE OF THE YEAR GUARANTEED!



SPECIAL

SAVE 20%

20% OFF STYLING

SOFT BOUNCY CURLS WITH TWISTED CURL CREAM AND WHIPPED CRÈME, SMOOTH SHINE WITH DARK OIL AND TRILLIANT, AND/OR ULTIMATE VOLUME WITH THICKEYFY FOAM.



SPECIAL

SAVE 20%

Offer ships open stock

prices

NIOXIN

SAVE ON NIOSPRAY STRONG OR REGULAR HOLD!

SPECIAL
SAVE 20%

20%
OFF



NIOXIN

STOCK UP ON YOUR NIOXIN FAVOURITES!

INSTANT FULLNESS 120ML, DIAMAX ADVANCED 100ML, HAIR BOOSTER 50ML

SPECIAL

SAVE 25%



25%
OFF

CLAIROL
PROFESSIONAL

20% OFF SHIMMER LIGHTS SHAMPOO AND/OR CONDITIONER, 473 ML

SPECIAL

SAVE 20%



Please call or come in to visit us for prices

SHAMPOO LITRE SALE



- Brilliance
- Nutri-Enrich
- Volume
- Senso Calm
- Aqua Pure
- Blonde Recharge

SPECIAL

SAVE 25%

PROFESSIONAL
SEBASTIAN.

- Drench
- Volupt
- Penetraitt
- Reset

SPECIAL

SAVE 25%

Twisted & Dark Oil

SPECIAL

SAVE 25%

NIOXIN

System 1-6 Cleansers

SPECIAL

SAVE 25%

Clarifying Cleanser

SPECIAL

SAVE 25%



NEW!
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for prices

HELIOS ATTACHMENTS FOR EVERY HAIR STYLE

- DIFFUSER
- COMB NOZZLE
- WIDE STYLING NOZZLE



good hair day

LONG LIVE GOOD HAIR DAYS



Diffuser

Comb
Nozzle

Wide
Styling
Nozzle

Spring Sale!

Learning is more fun when done together



Visit
wellabooking.com/Canada
for our calendar of events
Or contact us at
to_studioreg@cotyinc.com
for more info



* not applicable to Master Color expert program or photo seminars
** Seminar must be paid for in full in the same transaction between March 1 - April 30, 2020
discounts are applicable for seminars occurring from March 1 - June 30, 2020

BEA BEAUTY ENVISION AWARDS

CATEGORIES.

- COLOR ARTIST OF THE YEAR
- EDITORIAL ARTIST
- CREATIVE ARTIST
- TOTAL TRANSFORMATION
- MEN'S ARTIST
- BRIDAL HAIR ARTIST
- NAIL ARTIST
- FUTURE STAR ARTIST
- **NATURAL TEXTURE ARTIST**
- ELITE ARTIST
- SALON TEAM



PROGRESS.

ENTRIES OPEN

- FEBRUARY 15 2020
- Close MAY 1 2020

SEMI FINALS ANNOUNCED

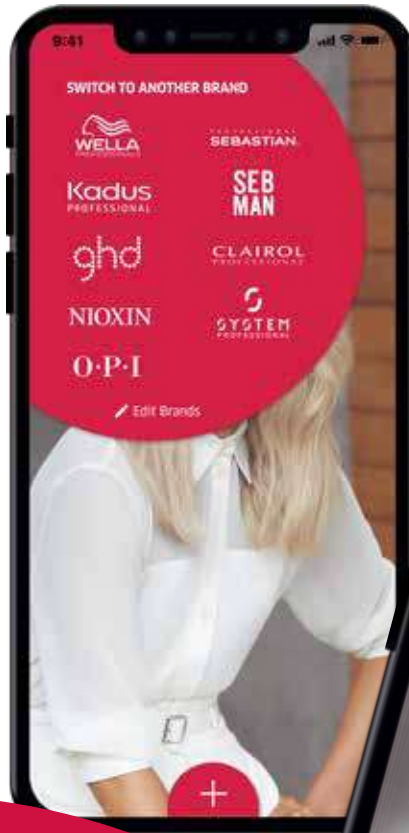
- ON LINE MAY 24 2020

FINALS ANNOUNCED

- ON LINE JUNE 1 2020

FINALS will take place **August 9, 2020** in Las Vegas

NEW Look for All Brand Apps!



Check out our enhanced Wella App on your mobile device. You can now access all brands from one app!

#ASK FOR WELLA

Pricing, promotion, distribution and shelving are at the sole discretion of the retailer.

*All pricing/configurations and part numbers are subject to change without notice. All promotions available while supplies last. Typographic, photographic, and printing errors are unintentional and subject to correction.