

**BE BOLD. BE FIERCE. BE PROUD.**

# **MAKE IT LEGENDARY**



**WELLA**  
PROFESSIONALS

**ULTIMATE  
REPAIR**

**NEW**



**NEW**

# ULTIMATE REPAIR

# REPAIR HAIR DAMAGE IN 90 SECONDS\*

**140 YEARS OF  
HAIR EXPERTISE  
IN A BOTTLE**

\* When using Ultimate Repair Step 3.  
Instrumental test versus non conditioning shampoo.

## NEW PATENTED TECHNOLOGY

**AHA**  
REBUILDS  
BONDS INSIDE



**OMEGA-9**  
REPLENISHES  
HAIR OUTSIDE

A full list of relevant patents is available at [www.wella.com/patents](http://www.wella.com/patents)

Alpha-Hydroxy Acid is an organic acid, small enough to penetrate the hair fibre at the deepest level. Rebuilding hydrogen bonds in the cortex, for a strong hair core.

**The special  
combination of  
AHA & bio-identical  
Omega-9 delivers  
the ultimate repair,  
that you can see  
and feel.**

A bio-identical lipid, targeting the outside of the hair fibre. Coating the surface and filling in the cuticle to re-create a protective barrier.



Cleanse  
& Prepare



Condition  
& Maintain



Treat  
& Reverse



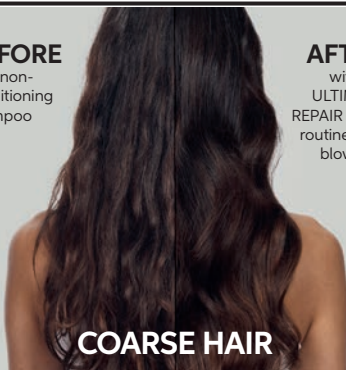
Protect  
& Prevent

## FOR ALL TYPES OF DAMAGE

Chemical  
Mechanical  
Thermal  
Environmental

**BEFORE**  
with non-  
conditioning  
shampoo

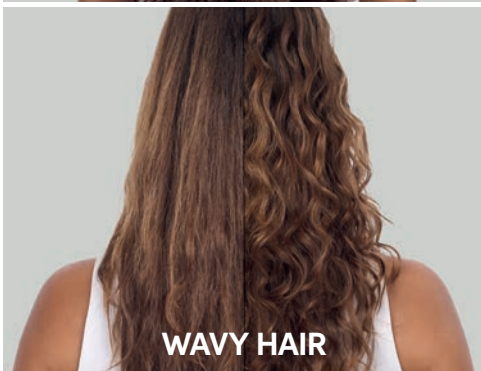
**AFTER**  
with full  
ULTIMATE  
REPAIR 1, 2, 3  
routine\* and  
blow-dry



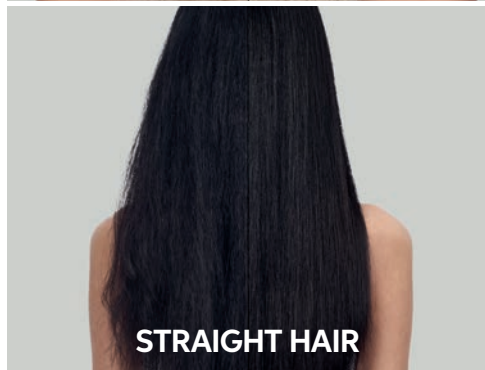
**COARSE HAIR**



**BLEACHED HAIR**



**WAVY HAIR**



**STRAIGHT HAIR**



**COILY HAIR**

\*Shampoo, Mask, Miracle Hair Rescue, Protective leave-in

**99%**  
**LESS**  
**BREAKAGE\***

**12X**  
**SMOOTHER**  
**HAIR\***

**SHINIER**  
**HAIR AFTER**  
**EACH USE\***



\* When using Ultimate Repair Step 3. Instrumental test versus non conditioning shampoo.



# ULTIMATE REPAIR

NEW



## REPAIR HAIR DAMAGE IN 90 SECONDS\*

with PATENTED TECHNOLOGY



wellaprofessionals\_sa  [www.mhbonline.com](http://www.mhbonline.com)

\* When using ULTIMATE REPAIR Miracle Hair Rescue.

\*\*Based on Wella Master Brand USD sales on the 2022 Salon Hair Care Study for the hair colouring products category published by Kline.

# TRUSTED BY PROFESSIONALS. LOVED BY HAIR.

## FUSION

Intense repair and smoothness. For damaged hair.



## SAME TRANSFORMATIVE POWER. MORE SUSTAINABLE PACK.



1. visit [www.wella.com/metalpurifier](http://www.wella.com/metalpurifier) to learn more about our products with Metal Purifier.
2. Wella Company is a member in the International Collaboration on Cosmetics Safety.
3. From 30% to 80% recycled plastic depending on the pack.

## ELEMENTS

Gentle hair and scalp care. Healthy looking hair for or all hair types.



## COLORMOTION+

Colour protection and strength.\* For damaged colour-treated hair.



\*When using the Mask

## NEW LOOK CARE!

## OIL REFLECTIONS

Smoothness and shine. For dry or dull hair.



## COLOR BRILLIANCE

Instant colour vibrancy. For coarse to fine coloured hair.



## BLONDE RECHARGE

Neutralising brassiness. For highlighted, cool blonde or silver hair.



## NUTRI ENRICH

Instant deep nourishment. For dry or stressed hair.



## VOLUME BOOST

Bodifying lightweight care. For fine hair.



## SCALP BALANCE

Fresh and clean. Healthy-looking scalp. For imbalanced scalps.



**WELLA**  
PROFESSIONALS