

110 on AYR

FOR HAIR AMAZINGNESS

ALWAYS 110%

GET GORGEOUS HAIR AT HOME

WITH A 110 ON AYR MULTI-USE WELLA &
SYSTEM PROFESSIONAL HAIR COLOUR KIT

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☎ 0750 000 6300

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CHOOSE YOUR MULTI-USE CONDITIONING
WELLA COLOUR FRESH MASK SHADE

COLOR *mask* FRESH

REVIVE, REFRESH AND HAVE

fun

natural



Revive and refresh
blondes to reds for
natural looking
enhancements, with
a pleasant fragrance.

With **AVOCADO OIL** &
APRICOT KERNEL OIL

Bold and vibrant
results, let your color
do the talking with
these playful masks.

With **ARGAN OIL**

bold



+ SYSTEM PROFESSIONAL COLOUR SAVE SHAMPOO

- Maintains colour, and makes it last even longer
- Nourishes hair
- Protects keratin structure by reducing free-radicals
- Prevents colour shifting
- Contains UV filter
- Keeps the result fresh for longer



+ 2 PAIRS OF
DISPOSABLE
GLOVES

+ 2 HOME
COMPOSTABLE
HAIR CAPES



GETTING FAMILIAR WITH THE FULL *range*

Color Fresh mask have been formulated for soft to bold transformation. Results can vary depending on the mask used and the starting level and porosity of the hair.



pearl blonde

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Pearl blonde

Ideal for pre-lightened and lighter levels to maintain platinum finish without dramatically changing the tone.

Suggested shade directions:
/81, /8

Tip: For more neutralization try Lilac Frost

Lilac frost
Anti-yellow formula to revive blonde hair, ideal for pre-lightened and lighter tones.

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



lilac frost



golden gloss

| | BEFORE | AFTER LOW POROSITY |
|------------------------------|--------|-----------------------|
| LEVEL 9/ TO PRE-LIGHTENED | | |
| LEVEL 8/0 | | |
| LEVEL 7/0 | | |

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Golden gloss

Revive light blonde and highlighted hair with sophisticated golden tones.

Suggested shade directions:
/03, /3, /31, /38

Tip: For darker or when more warmth is needed try Caramel Glaze.

Note: This mask appears deeper than the end result.

Caramel glaze

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

Suggested shade directions:
/7, /35, /73

| | BEFORE | AFTER LOW POROSITY |
|-------------------------|--------|-----------------------|
| BALAYAGE/ HIGHLIGHTS | | |
| LEVEL 8/0 | | |
| LEVEL 7/0 | | |
| LEVEL 6/0 | | |

RESULTS NOT NOTICEABLE ON DARKER LEVELS



caramel glaze



chocolate touch



**BALAYAGE/
HIGHLIGHTS**

LEVEL 6/0

LEVEL 5/0

LEVEL 4/0

BEFORE **AFTER**
LOW POROSITY



RESULTS NOT NOTICEABLE ON DARKER LEVELS

Chocolate touch

Revive brunette hair with an elegant rich chocolate tone.

Suggested shade directions:
/7, /75, /76, /77

Rose blaze

Create deep rose tones on medium blonde and pre-lightened hair. The lighter the hair the brighter the rose.

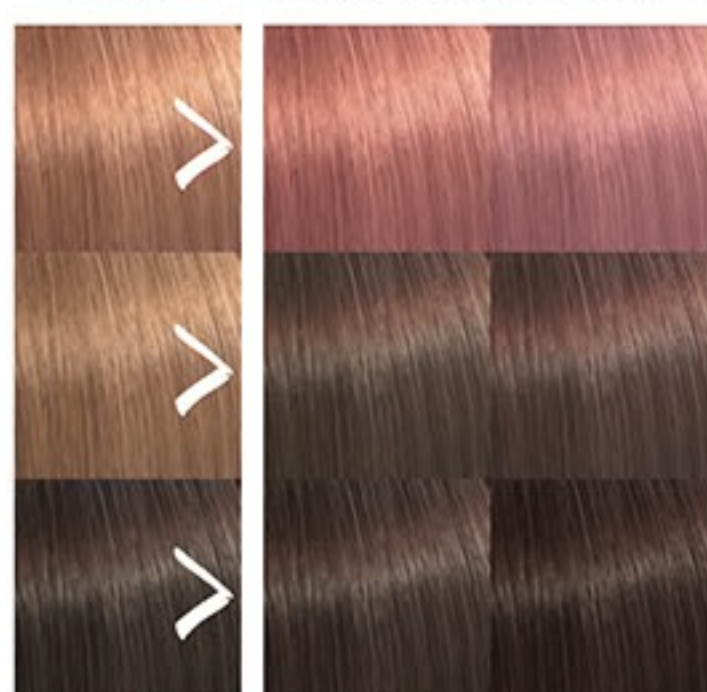
Suggested shade directions:
/5, /65, /75

**LEVEL 8/ TO
PRE-LIGHTENED**

LEVEL 6/0

LEVEL 5/0

BEFORE **AFTER** **AFTER**
LOW POROSITY HIGH POROSITY



RESULTS NOT NOTICEABLE ON DARKER LEVELS



rose blaze



copper glow



**FADED
WARM GOLDEN
& COPPER TONES**

**LEVEL 8 TO
PRE-LIGHTENED**

LEVEL 6/0

LEVEL 5/0

BEFORE **AFTER** **AFTER**
LOW POROSITY HIGH POROSITY



RESULTS NOT NOTICEABLE ON DARKER LEVELS

Copper glow

Revive and maintain vibrant copper tones.

Suggested shade directions:
/43, /34, /47

Pink

Transform blonde hair or maintain Color FRESH Create High Magenta.

PRE-LIGHTENED

LEVEL 8/0

LEVEL 5/0

BEFORE **AFTER** **AFTER**
LOW POROSITY HIGH POROSITY



RESULTS NOT NOTICEABLE ON DARKER LEVELS



pink

Red
Transform blonde hair or maintain Color FRESH Create Next Red.

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS










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

RESULTS NOT NOTICEABLE ON DARKER LEVELS

Blue
Transform pre-lightened hair or maintain Color FRESH Create New Blue.

Mint
Make a statement with fresh mint.

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

RESULTS NOT NOTICEABLE ON DARKER LEVELS



HOW TO GET GORGEOUS HAIR AT HOME

SHAMPOO YOUR HAIR WITH
SYSTEM PROFESSIONAL COLOUR SAVE
SHAMPOO AND TOWEL DRY.



USE THE DISPOSABLE GLOVES*
INCLUDED TO AVOID STAINING
YOUR HANDS AND NAILS.

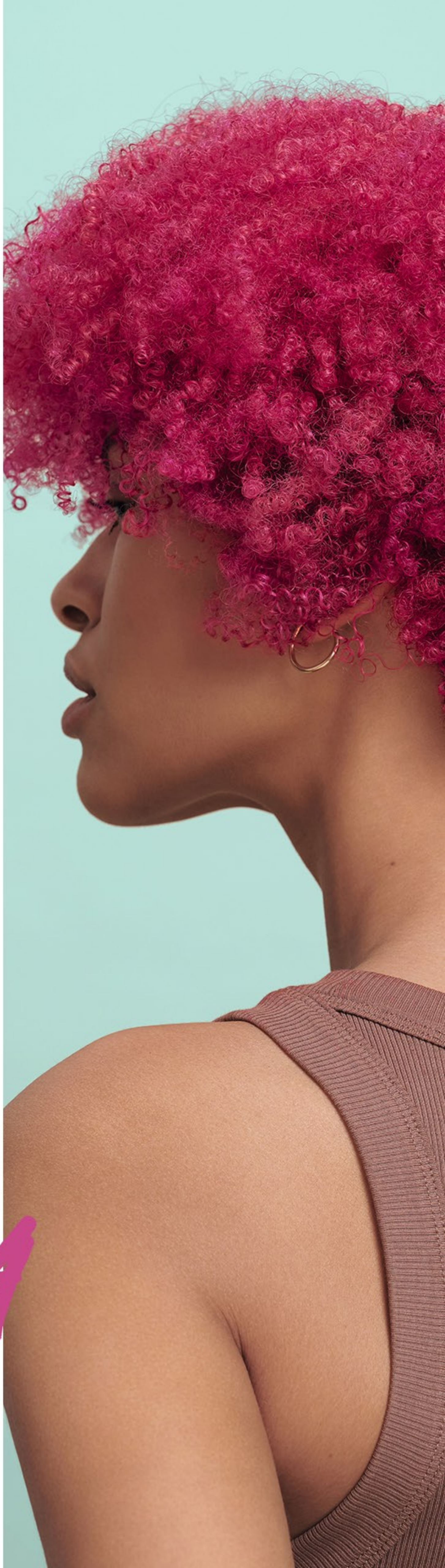


APPLY WELLA COLOUR MASK
GENEROUSLY, SECTION BY SECTION.
LEAVE UP TO 10 MINUTES.



RINSE WELL, STYLE AND GO.
NO NEED FOR CONDITIONER.

*DISPOSABLE GLOVES MAY DIFFER IN COLOUR



WE'LL COURIER TO YOUR DOOR*
DURING LOCKDOWN 3.0 TO KEEP YOUR
HAIR & COLOUR IN GREAT CONDITION.

*WITHIN THE UK ONLY.



ONLY
£40

+ £5 NATIONWIDE DELIVERY

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