

latest innovations



With the launch of the **Wella Pro Series**, P&G is introducing the first Wella professionally inspired hair care products available in retail stores. Women now have the opportunity to achieve great hair at home when they can't make it to the salon.

The new Wella Pro Series care and styling products were inspired by stylists, based on their daily experiences, to help women create salon-inspired looks, even under difficult conditions:

- The initial four collections of affordable, everyday care and styling products were developed by the Wella experts to deliver specific hair look benefits, such as Volume, Shine, Color and Repair.
- Wella Pro Series also partnered with stylists to create the online Wella Pro Series Academy, an educational platform that leverages Wella knowledge, heritage and expertise to provide women with easily usable tips for their everyday, at-home hair needs.
- This innovative product line-up leverages three key Wella pillars:
 - Innovation from the experts, communicated by leveraging both the Wella Pro Series experts and the endorsement of trusted external influencers.
 - Inspiration from stylists, communicated by linking Wella Pro Series to global styling trends and distilling them into easy-to-achieve, at-home wearable looks.
 - Education communicated by the Wella Pro Series Academy, a professionally inspired education program that helps consumers become more proficient with at-home hair care.

About Wella Pro Series:

Wella Pro Series is designed by the Wella experts to empower the consumer at home, with a focus on:

- Intuitive self-selection
- Enjoyable experience
- Trusted efficacy
- Relevant education tools
- Wella Pro Series line-up of care and styling products deliver noticeable and immediate results, confirmed by technical testing and professional stylists in our test salons.

Availability:

Wella Pro Series was available in Sweden, Denmark and Finland in September 2010, and will be available in Germany, Austria, Holland, Greece and Central & Eastern Europe beginning January 2011. It will be coming soon to many additional countries worldwide.



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