

# LET'S GET PERSONAL

Head to a Wella salon and experience a personal touch

Bespoke fragrances, customised Louis Vuitton luggage ... it's hard not to be seduced by the personalisation craze. And why not? Customisation is the ultimate luxury.

Ready to step things up a notch? After five years of intensive research and consultation with thousands of hairdressers around the globe, the Wella Professionals Team have created SP Hair Alchemy Treatments that deliver advanced personalised haircare like never before.

Firstly, your hairstylist will provide a consultation to determine your unique haircare needs, and will then tailor a treatment to those needs.

Want superior shine and lustrous volume? Done. Or perhaps nurturing repair with ultimate smoothness? Equally achievable. And we're coming into winter ... why not hydrate with some colour protection?

The secret is the state-of-the-art formulations that make up the new SP Infusions — five highly concentrated formulas — along with the intensive SP Treatment Mask. These two products work alongside each other in one unique treatment to give your hair dual benefits. There's nothing like a personal touch.



Find your nearest SP Salon visit [www.spsalonfinder.com](http://www.spsalonfinder.com)

  
**WELLA**  
PROFESSIONALS