

Wella Professional's New & Innovative SILK-TREAT Straight Service Silk Protein which repairs as it straightens



10 years ago, Wella started the straightening revolution with Wellastrate, which was designed to deliver perfect straightening while taking care of specific hair needs.

Wella Professionals has once again created a revolutionary breakthrough in the world of hair care and style and have carved the way out for future of Hair Straightening Industry.

The latest addition to the Wella family is called Silk Treat Straight Service which smoothens, repairs & protects hair all at once; transforming hair into silk.

As the name suggests the new & innovative variant emphasizes on repairing hair damage while it straightens. With this unique service, Wella Professionals has made sure that your straight hair remains as smooth as silk for a longer period of time.

The new and improved Silk Treat Straight Service works along with Wella's Enrich Hair Care Range that caters to *needs of straightened hair* and **repairs the damage along with straightening**.



The advanced futuristic technology of Wella Treat Service comprises of:

- **Silk Protein:** Restores hair smoothness, infuses with instantly noticeable softness.
- **Flexi-Protect:** Removes static, repairs, protects
- **Triple Blend Technology:** Leaves hair elastic and full of movement

Gone are the ages when Straightening was a tedious process, Wella's New & Improved Silk Treat Straight Service is faster* by one hour and helps you save more time than before.

Silk Treat Service comes in two variants:

Naturally Straight Hair

**For hair that looks straight yet natural
with an unmistakable silk-like softness
and sheen**

Ultimate Straight Hair

**For hair that's uncompromisingly straight
and silky smooth, with not a strand out of
place**



The service also gives a better value for money with its 400 ml tubs, taking care of Salon needs by offering bulk size Product SKU's for Stylists

Available in all Wella salons from July onwards

Service Cost: Rs 6,000-10,000 at exclusive Wella Salon

About Wella India

Wella India, a division of P & G professional care, is the premier name in professional hair cosmetics & pioneer of innovation and trend spotting. High-Quality, High-Performance and High-Fashion are three of the key reasons why Wella Professionals and its products are preferred by the world's most renowned hairdressers.

Wella contributes to enhancing the hairstyling profession and building a strong relationship with hairdressers with cutting edge technology, new initiatives and by offering comprehensive training programmes for salon owners and their employees.

For further information please contact:

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**compared to the Nutristrate/Hydrostrate service by Wellastrate*