



## Market

The Central European countries have witnessed a high level of hair colorant consumption, according to a study conducted by MEMRB (Market Research Company). Hair colorant consumption in Romania represents 0.3% of the global market, a relatively small figure compared to the potential of the market. The same source reveals that hair colorants consumption is 2.7% higher in Bulgaria, 2.5% higher in Poland, 3.5% higher in the Czech Republic, and six times higher in Germany. However, in the coming years



the potential for this segment in Romania is expected to grow, reaching at least the level of the other European countries.

The most important sector of this market in Romania is for permanent colorants, followed by semi-permanent colorants and products that offer temporary coloration (less than 1% of the market). The styling market is relatively small, but is following an upward trend. The biggest growth opportunity comes from innovative products (spray gels, waxes, creams to straighten curls).

There are five main players on the Romanian hair colorants market, which hold together 77.2% of the market in terms of volume and 73.6% in value. On the wider hair care products market, colorants rank second in terms of volume after shampoos, followed by styling products.

## Achievements

Before the P&G takeover in 2003, Wella was the second largest producer of hair products in the world. Today, Wella is a leading global manufacturer of Professional & Consumer hair care products. The Wella brand enjoys extremely high awareness and is associated with innovation and high quality.

Soon after being launched on the Romanian market, Wella Safira was voted winner of the hair colorant products category by the Romanian readers of Avantaje magazine.

Moreover, soon after its introduction on the Romanian market, Wellaton hair colorant won

leadership in the high tier segment of the market.

## History

In 1880, the German hairdresser Frantz Ströher laid the foundations for Wella. The business developed over the years into one of the world's most important hair cosmetic companies, now represented in over 150 countries. The company's story involves 125 years of global presence and professional market experience in hair cosmetics. Wella distributes, manufactures

and carries out research around the globe, across all borders and regions. The company's considerable experience has revolutionised the world of hair styling products, as well as advisory and training services. For example, Wella was the first company to introduce a hair perming device and also the first cream-based hair colorant.

Wella's cosmetic products have been present on the Romanian market since the 1970s, enjoying considerable popularity.

Thanks to Wella, hair stylists all over the world have been able to transform women into real goddesses.

In order to preserve the leadership position that the company achieved over the years, three international Wella research facilities work closely together. The company actively pursues partnerships with innovators working in institutes and companies around the world. Connecting ideas, talents and technologies from a pool much wider than its own, Wella is collaborative in creating new products and continuously improving existing brands. Research is conducted in Europe and the US in collaboration with famous universities and institutes in the fields of basic and raw material development. Before being tested in practice by experienced hairdressers, new formulas are checked for quality in the Applications Technology division, and for user compatibility in the Product Safety division. Only then, the new products are released to take the market by storm.

In 2003, Procter & Gamble acquired a majority stake in Wella, which resulted in increased product innovation for consumers, growth opportunities for the company's brands and developmental synergies. In 2005, Wella, the hair care expert, celebrated 125 years dedicated to continuous innovation in the consumer and professional fields,

now one of the elite brands in the P&G portfolio.

Wella Professional has been present on the Romanian Hairdressing Market since 1993 and has become one of the key players through its full-service provision of high-quality professional hair-care products, technical equipment and salon accessories.

## Product

A strong customer focus, high quality products and user-friendliness are central to Wella. The company's brands are built not only on strong science, but also, and importantly, on deep consumer understanding. Wella seeks to listen, to understand and to anticipate, keeping in touch with the needs and aspirations of its boss - the consumer.

The hair colour segment is a key target area on which Wella offers innovative and original product concepts, such as Wella Safira, Viva, Decore, Wellaton. This is complemented by styling and complete care products, such as Wellaflex and Design. In terms of hair-care, Wella boasts the Wella Vivality product range.

Wella Safira is the newest Wella retail hair colorant in the Balkans. Combining oriental beauty care with the latest hair-care knowledge from Wella, Safira offers rich, fascinating colours.

Wella Viva offers seventeen pure, irresistible shades of colour, well protected against external factors such as exposure to sun or frequent washing.

Wella Decore is based on powerful colour pigments that produce more intense, expressive, long lasting colours.

Wellaton, the best known brand in Wella portfolio, offers long-lasting shades, total grey-hair coverage and uniform colour to give users full confidence in their hair.



Wellaflex is a breakthrough solution, the dilemma between choosing long-lasting hold and natural-feeling hair, offering long-lasting hold and flexible hair that's full of life.

By inspiring consumers to get the most out of life, Wella Design is the styling range that opens the door to a range of unconventional hairstyles, allowing young people to sculpt exactly the look they want.

Wella Vivality is a complex and advanced hair-care range. Thanks to its revolutionary Tri-complex formula, Vivality offers a complete hair care treatment, suitable for every hair type.

In the professional sector, Wella is the market trendsetter. It is one of the leading suppliers of colouring, styling, perm and care products exclusively available to hairdressers, as well as one of the leading providers of comprehensive service programs for salon owners and their employees.

## Recent Developments

Wella's team of stylists pursues excellence by following the philosophy of the brand, defined by innovation and top quality. The group's tremendous growth is primarily attributed to the



continual development and maintenance of its outstanding products. Keeping pace with changes, Wella introduced Wella Safira, offering a range of sensual colours, reminiscent of the fascinating world of "1001 nights". Safira introduced a brand new development - a Color Refresher that enhances the colour intensity and shine of the hair.

The latest addition to the styling range is the Wellaflex Shiny Hold Collection, which delivers high levels of hold as well as shine.

Being one of the leading players in fashion and



hairstyling in the world, Wella recognises trends and influences and develops them. Working together with Trend Union, one of the best-known trend agencies in the world, each year Wella presents Trend Vision, the brand's hair trends report.

Wella's hair stylists improve their skills in the most cutting-edge Wella studios in the world, participating in European and international hair styling contests, events and seminars held by members of the Vidal Sassoon, Patrick Cameron and Tony & Guy academies. In an era of services and communication, when information travels at the speed of light, trends come and go faster than ever, continually being reinvented, whilst the expectations of clients are higher and higher.

## Promotion

All over the world, Wella wields powerful publicity and PR budgets.

The brand makes use of print and TV media, outdoor promotion and the internet, as well as events and sponsorship. The promotional campaign entitled "Wellaton

rewards your fidelity: Win your dream holiday in Palma de Mallorca" is one of the latest well-known promotions targeting Wella customers.

As for its professional division, every year Wella has the pleasure of inviting famous hair stylists to Romania, where they put on a professional demonstration at the Wella Gala hair fantasy show. As part of an original seminar, the hair stylists present new trends in terms of colours and hairstyles, new dyeing techniques and new make-up ideas.

## Brand Values

Throughout the world, Wella is synonymous with hair care expertise. Wella's 125 years of history add up to dedication in creating new hair care products and devices, as well as the best salon services. By promoting innovation, Wella is always one step ahead, developing and influencing hair care trends. Wella is the symbol of beauty and first class quality. A strong customer focus, high quality products and user-friendliness are all central to the products aimed at consumers.

Wella's standing in the hair care world is well established in hair salons and studios, where its range of dyes and perm products is considered one of the best in the business.

[www.wella.ro](http://www.wella.ro)

## THINGS YOU DIDN'T KNOW ABOUT

### WELLA

- The original perming device was developed by Wella in the 1930s
- In the 1950s, Wella's cream-based hair colorant "Koleston" was the first to combine colorant with hair care and was followed by many further innovations, such as the new colour molecules developed to provide Wella's intense red shades
- Wella researchers discovered the revitalising properties of natural substances like Chitosan and fruit waxes, and adapted them into the brand's hair care range
- Wella's first hair care product with liquid Keratin molecules led to a whole new direction in hair care. Wella introduced the "Twist and Color" packaging for its colorant brands, employing a special two-component technology to enable quick and easy product application
- Wella was chosen as the first official supplier of the Olympic Games (Mexico, 1968)