



ILLUMINA COLOR

Technical E-book

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01

WHAT IS ILLUMINA COLOR?





IMAGINE A HAIR COLOUR THAT ENHANCES HIGHS AND LOWS

Illumina color is a permanent colour that is powered by the ultra-sophisticated Microlight Technology, which allows light to enter hair and then radiate out, giving it an almost ethereal luminosity & built in metal purifier that helps to prevent hair damage when metals are present in the hair.

WELLA PROFESSIONALS' MOST LUMINOUS HAIR COLOUR



50+ sheer, luminescent, cool, warm and neutral shades with up to **100% grey coverage**

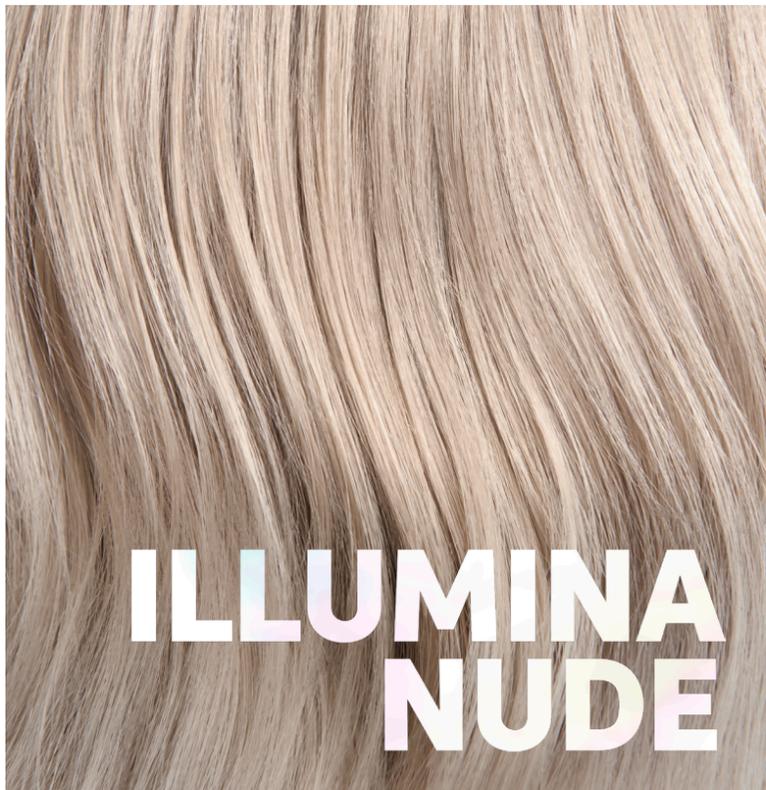


Microlight Technology:
Helps to protect the cuticle clarity and allows light to enter the hair and illuminate from within



Built in **Metal Purifier** to help prevent hair damage when metals are present in the hair.

100% NATURAL LOOKING COLOUR

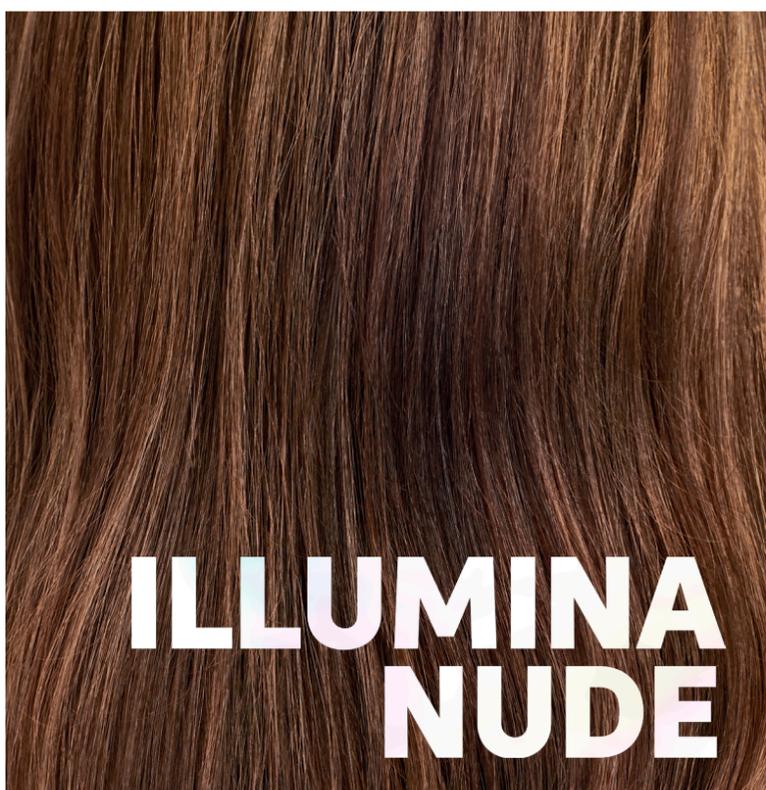


Clients are looking for

Results which enhance their natural beauty and complement their natural hair colour with sheer **natural luminosity**



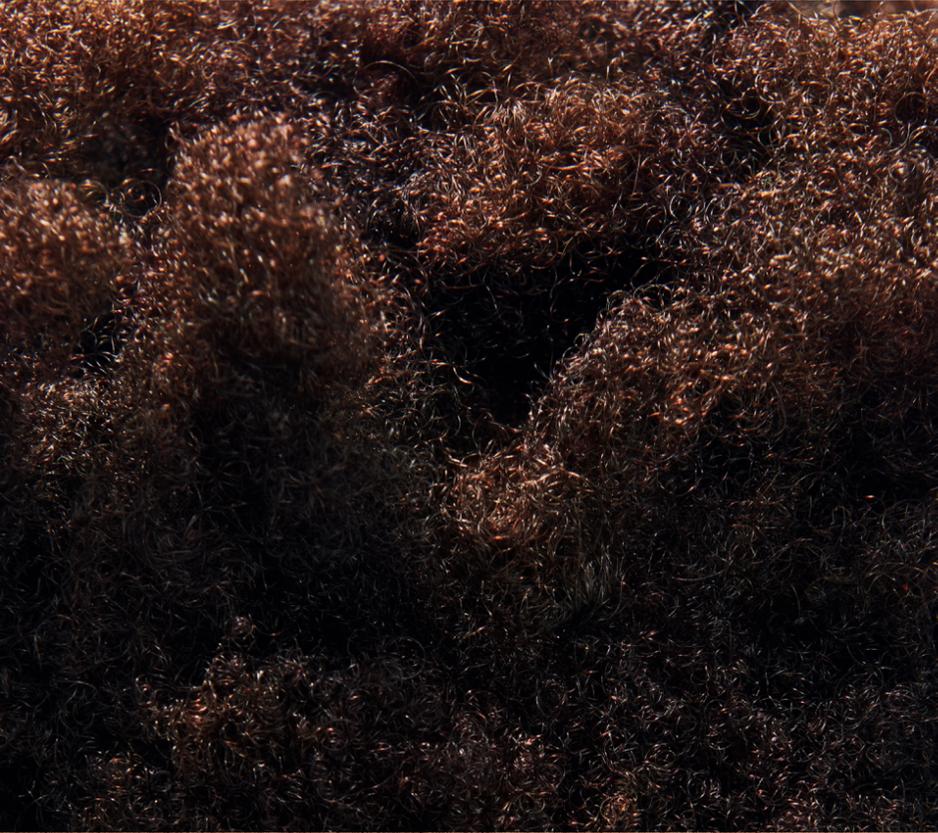
Up to **100% grey coverage** with a sheer result



Delicate and expensive looking colour **spectrum**

02

MEET THE
SHADE RANGE



Illumina Color is known, and loved, for the range of cool shades that are your go-to shades to reduce warmth and create iridescent, sophisticated blondes and delicate brunettes.



WARM

A palette of natural-looking warm shades from luminous blondes, soft coppers and irresistible brunettes.



NEUTRAL

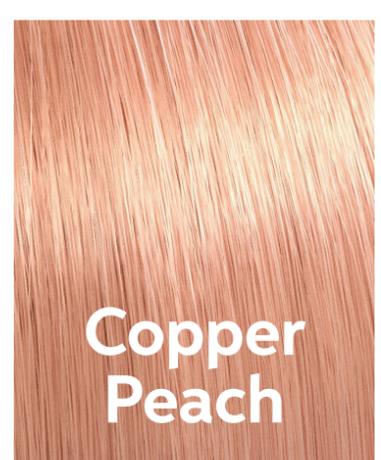
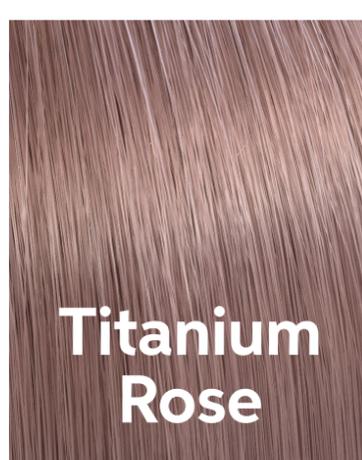
A range of neutral shades from light blondes to dark brunettes to use on it's own, or in combination with any warm or cool Illumina Color shades for up to 100% grey coverage that maintains the natural highs and lows of the hair.



OPAL-ESSENCE

A shade family within **Illumina Color** of opalescent shades without depth, to give a metallic milky sheen with warm and cool light reflections.

Use **Pure** or in combination with **Illumina Color** for supreme opalescent shine.



SHADE NUMBERING SYSTEM



Depth of colour

Minor tone of colour
Major tone of colour



10/

Lightest Blonde



9/

Very Light Blonde



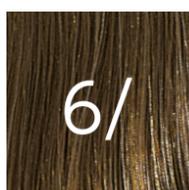
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Light Blonde



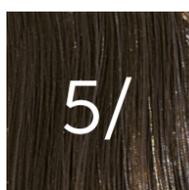
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Medium Blonde



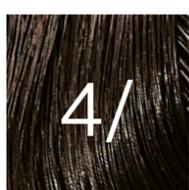
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Dark Blonde



5/

Light Brown



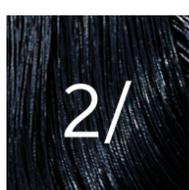
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Medium Brown



3/

Dark Brown



2/

Black



/0

Natural



/1

Ash (grey)



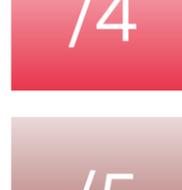
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Matte (green)



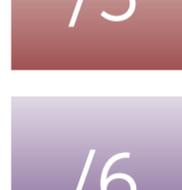
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Gold (yellow)



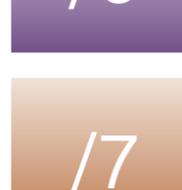
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Red (warm)



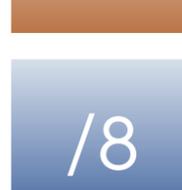
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Mahogany



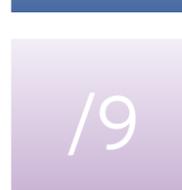
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Violet (cool)



/7

Brunette (warm)



/8

Pearl (blue)



/9

Cendre (soft violet)

EXPOSED UNDERLYING PIGMENT

Depth	Underlying Tone	Neutralizing Tone
10/ Lightest Blonde	Very Pale Yellow	Light Violet
9/ Very Light Blonde	Pale Yellow	Violet
8/ Light Blonde	Yellow	Violet
7/ Medium Blonde	Orange Yellow	Blue Violet
6/ Dark Blonde	Orange	Blue
5/ Light Brown	Red Orange	Green Blue
4/ Medium Brown	Red	Green
3/ Dark Brown	Red	Green
2/ Darkest Brown	Red	Green

For best results when toning: Refer to underlying pigment and tone to level achieved- for example, lighten to a yellow, tone with level 8/.

03

USAGE & MIXING

Illumina Color offers much more than a permanent hair colour. Discover the multiple service opportunities.





MIXING GUIDELINES



**Full-head application,
same depth and darker**
Apply the colour from
roots to ends, on dry hair.

Regrowth application
Apply to root area.

Development time



with Climazon

GREY COVERAGE

Up to 100% coverage with
sheer natural colour results.



Grey coverage root application

Apply to root area, applying
to the area with the highest
percentage of grey hair first.



with Climazon

On hair up to 70% grey

Use any shade from
Illumina Color.

For 70-100% grey hair

Mix 1:1 with corresponding
Illumina Color neutral shade
+ Welloxon Perfect 6%



For optimal grey coverage apply to the highest percentage of grey first



UP TO 3 LEVELS OF LUMINOUS LIGHTENING



First time lightening

01: Apply the colour mixture to the lengths and ends only. Leave approximately 2cm free from the scalp. Develop for 15-20min, and do not rinse.

02: Mix fresh colour and apply to the roots. Develop for full development time.

Development time



with Climazon

Begin application where the strongest degree of lightening is required first



COLOUR BALANCING

Soft Balance

To add a hint of colour and shine and achieve a freshly colored feel on every visit.

After completion of development time dampen the hair with water and emulsify the colour through the lengths and ends.





60g
Illumina Color

60g
Welloxon Perfect
Pastel 1.9%

Intense Balance

Rejuvenate the colour on the ends for even results and healthy hair thanks to Metal Purifier Technology on faded lengths and ends.



30g
Shinefinity

30g
Shinefinity Activator
Bowl & Brush
or Bottle

Refresh with Shinefinity

Pair Shinefinity with Illumina Color on the roots and balance faded lengths and ends with Shinefinity for an ultra-natural finish.

Apply root colour first. For the last 20 min of the development time, apply directly onto lengths and ends. Develop together, then rinse.





BLONDE TONING

Achieve beautiful a luminous finish after pre-lightening services .



30g
Illumina Color

60g
Welloxon Perfect
Pastel 1.9%

Application

Apply to the lightened areas needing optimal neutralisation first. Comb through for even results. Visually watch, until desired result achieved.

Development time



**5-15
min**

With Opal-Essence

To achieve beautiful opalescent metallic milky sheen after pre-lightening services, use Opal-Essence alone or mixed together with Illumina Color + Welloxon Perfect Pastel 1.9%/6vol.



30g
Opal-Essence

30g
Welloxon Perfect
Pastel 1.9%

Application

Apply to pre-shampooed towel-dried hair.

Development time



**15-30
min**

without heat

TIP: To achieve soft lift to natural hair during toning. Apply to roots to ends, comb through for a base breaking effect.

GLOSSING

Gently infuse the hair with a subtle colour and a luminous shine.

Glossing services are ideal for clients wishing to try Illumina Color for the first time or to revive the colour and shine in-between appointments.

Suitable for all depths, hair types and colour direction from blondes, brunettes and coppers.

1  **:** **1**  **:** **1** 

60g Illumina Color 60g Welloxon Perfect Pastel 1.9% 60g Colour Service

Development time





OPAL-ESSENCE

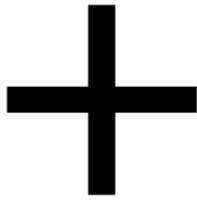
Opal-Essence shades will **gently** lighten natural hair as **no depth** is present. Take into consideration the natural underlying tone, **combine with Illumina Color when depth is required.**



60g Illumina Color

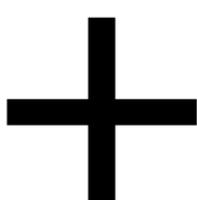
60g Welloxon Perfect

Combination examples



20g 8/05 Illumina Color

40g Platinum Lily Opal-Essence



10g 10/05 Illumina Color

30g Copper Peach Opal-Essence

Development time



without heat

WELLOXON PERFECT

The ultimate partner.

Specifically designed to provide accurate colour results. Precise application. Great foil adhesion. Easy rinsing.

12%
40 vol.



ILLUMINA COLOR

Up to 100% grey coverage with a sheer result.

3 levels of lift.

OPAL-ESSENCE BY ILLUMINA COLOR

Opalescent finish, no grey coverage.

Not recommended!

9%
30 vol.



2 levels of lift.

Not recommended!

6%
20 vol.



1 level of lift, same depth or darker. Grey coverage.

Pure use or combination with Illumina Color, for subtle opalescent shine.

4%
13 vol.



Deeper results on natural hair.

Pure use or combination with Illumina Color with supreme opalescent shine.

1.9%
6 vol.



For glossing and toning services, mix 1:2.

For maximum opalescent shine.

ROOT SHADOWING

Root shadowing maintains slight depth at the root when transitioning into blonde ends with a low Welloxon Perfect Developer. Suitable for Illuminage services.



Tip. Tap to the root, leave for 5 min, gently comb and leave for an additional 5 minutes.

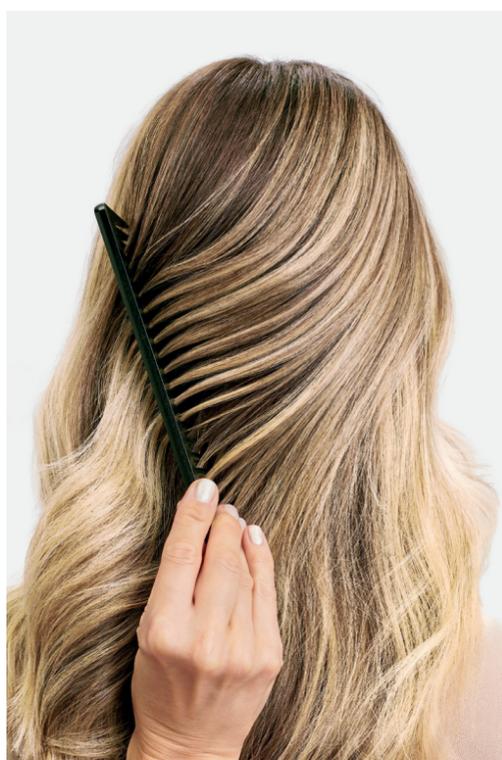
BLONDE TONING

During lightening services, natural underlying pigments are achieved. To neutralise or add tone, a blonde toning service is needed to create a beautiful luminous finish after pre-lightening services.



Tip. The use of golden tones maintains brightness & lightness within blonde hair.

For example: Incorporate 9/03 or 9/73 into formula.



Root Shadow

15g 6/19 + 15g 6/
+ 60g 1.9%

Blonde Toning

10g 10/ + 10g 10/38
+ 10g 9/37
+ 60g 1.9%



Root Shadow

15g 6/19 + 15g 5/
+ 60g 1.9%

Blonde Toning

20g 10/38
+ 40g 1.9%



Root Shadow

15g 7/81 + 15g 7/
+ 60g 1.9%

Blonde Toning

10g 10/ + 10g 10/36
+ 40g 1.9%

04

MICROLIGHT TECHNOLOGY

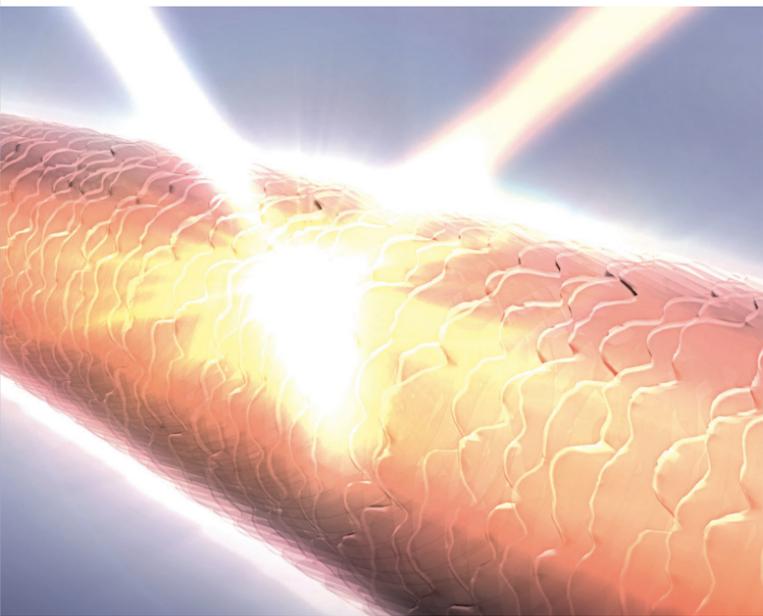




MICROLIGHT TECHNOLOGY+ METAL PURIFIER

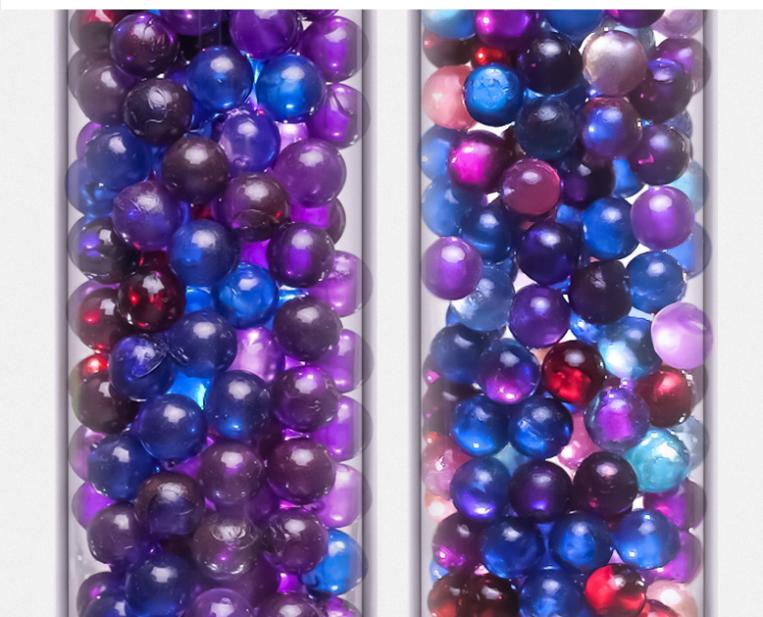
Illumina Color microlight technology helps protect the cuticles so they maintain their clarity. This allows light to pass through, illuminating natural highs and lows from within – in any kind of light.

ILLUMINA COLOR DEDICATED TECHNOLOGY



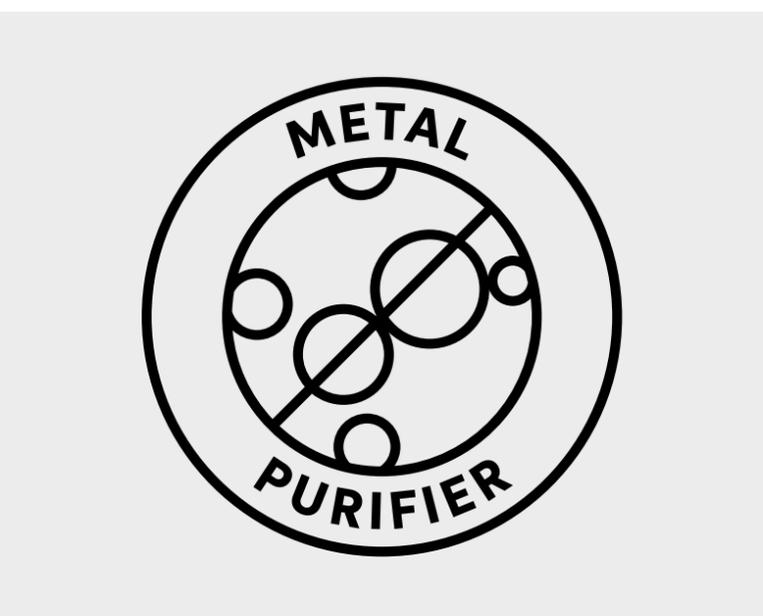
MICROLIGHT TECHNOLOGY

Helps to protect the cuticle clarity and allows light to enter the hair and illuminate from within.



MICROTONES

The most sophisticated dye combination in Wella Professionals that mimics the natural hair tones.



METAL PURIFIER

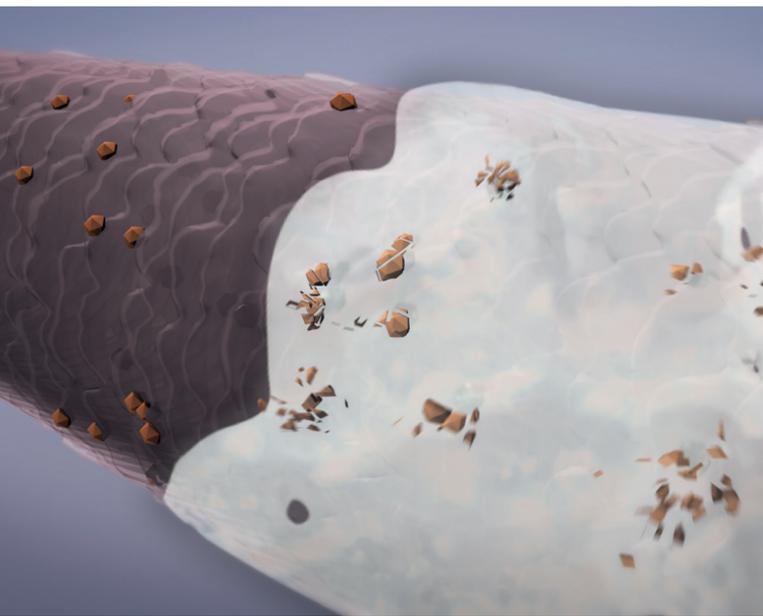
Built in Metal Purifier that helps to prevent hair damage when metals are present in the hair.



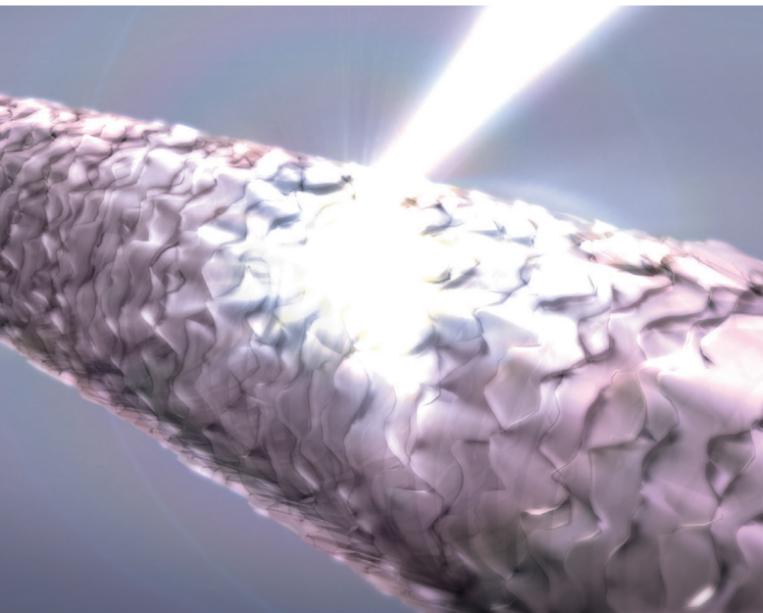
VEGAN

Illumina Color is also a Vegan formula.

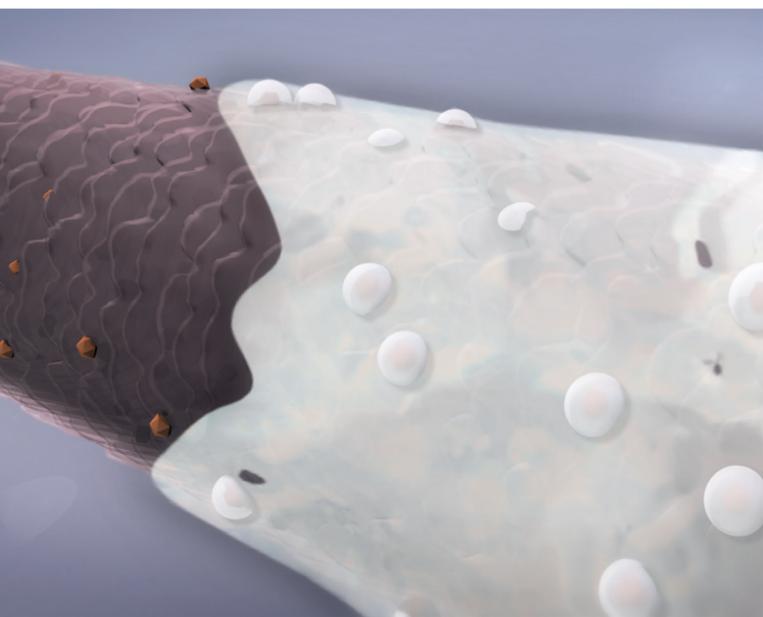
MICROLIGHT TECHNOLOGY+ METAL PURIFIER



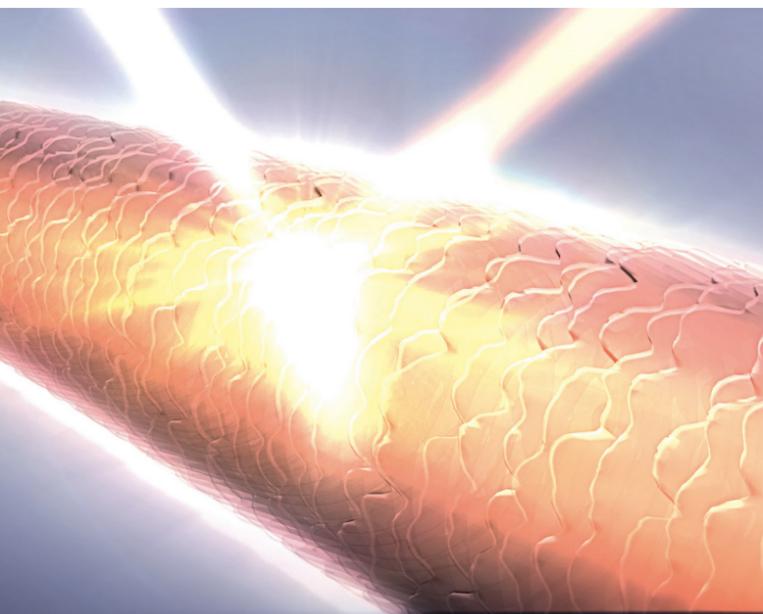
Copper is present on the cuticle and interferes with standard colour development, leaving a **rougher** surface.



A **rough cuticle**, means rays of light become diffused, creating less reflection.

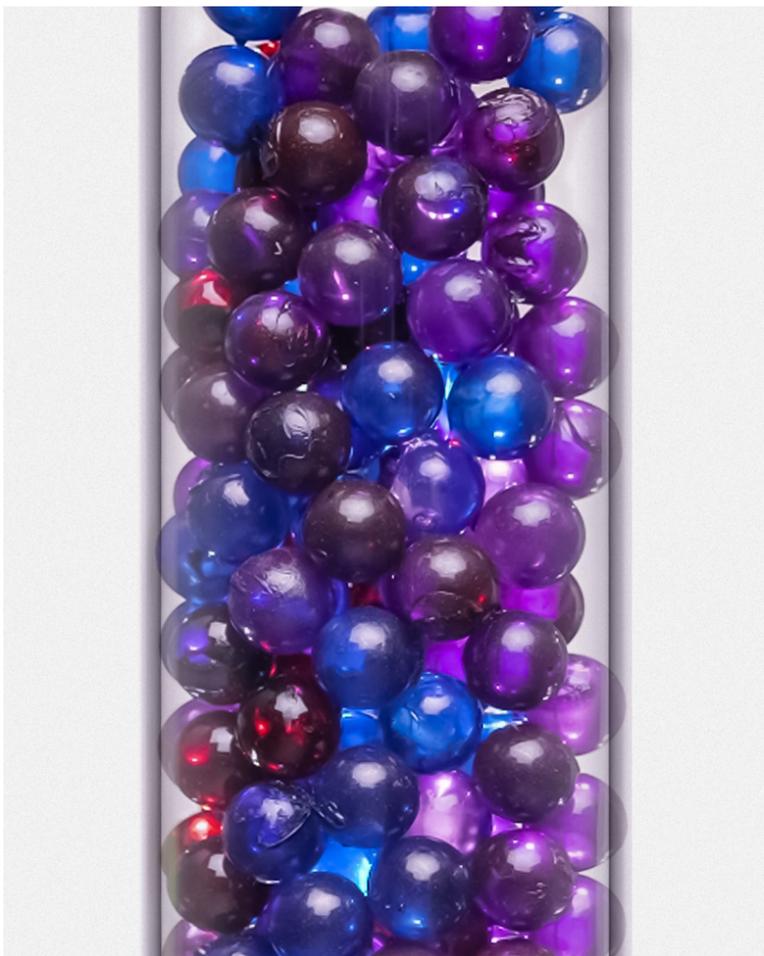


Microlight Technology surrounds the copper, so it does not interfere with colour development, and increases **cuticle protection** thanks to the built in metal purifier.



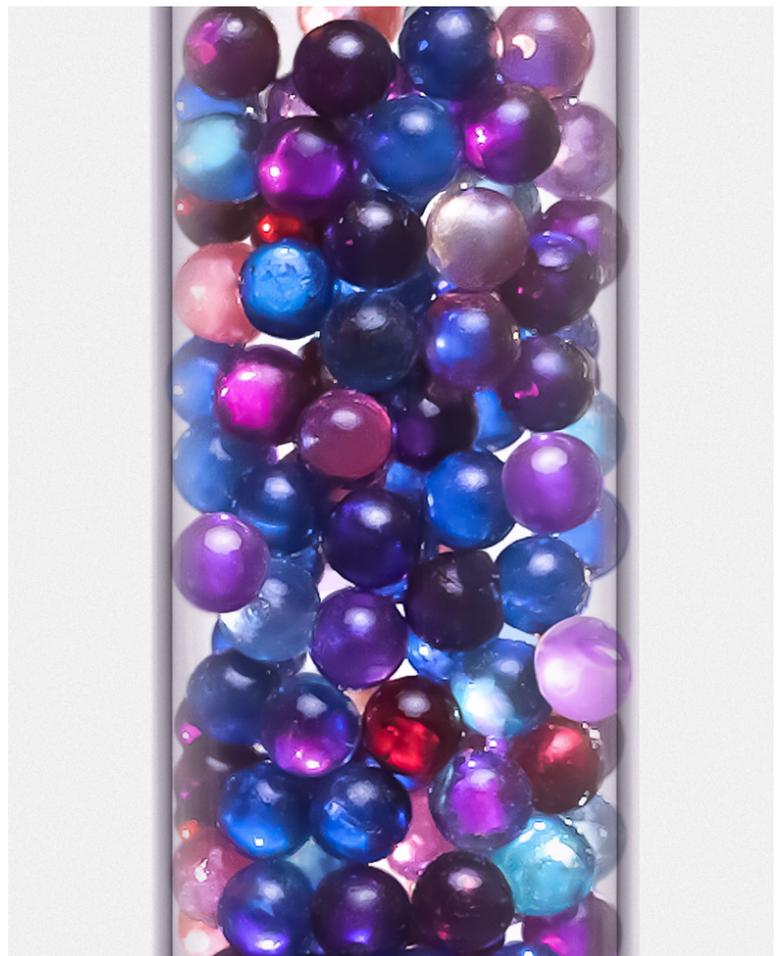
Cuticles are smooth and clear, resulting in outstanding **light reflection**.

MICROTONES FOR NATURAL HIGHS AND LOWS



TRADITIONAL PERMANENT COLOR

A traditional permanent colour creates a uniform rich and intense colour result.



ILLUMINA COLOR

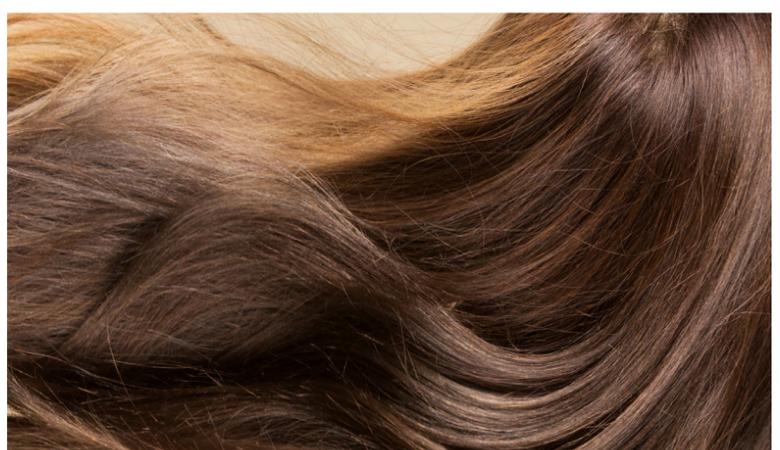
Contains 20% more variety of dyes vs Koleston Perfect.

Within Illumina Color, you can see that there is a similar number of dyes present, but Illumina Color has a greater variety of dyes **which enhances the natural highs and lows.**

Illumina Color contains the most sophisticated dye combination in Wella Professionals, which mimics the natural hair tones, this is what we call Microtones.

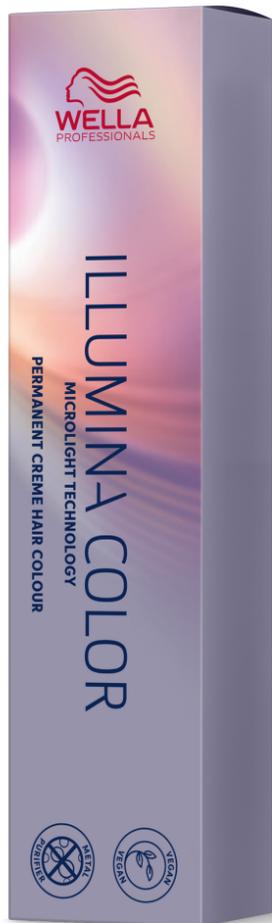
DID YOU KNOW?

In natural hair, a variety of tones can be seen which naturally create subtle highs and lows in the hair.



TWO UNIQUE PERMANENT COLOUR BRANDS

Offering colour results and services for every one of your clients. They both have different technologies and deliver different colour finishes and tonal results.

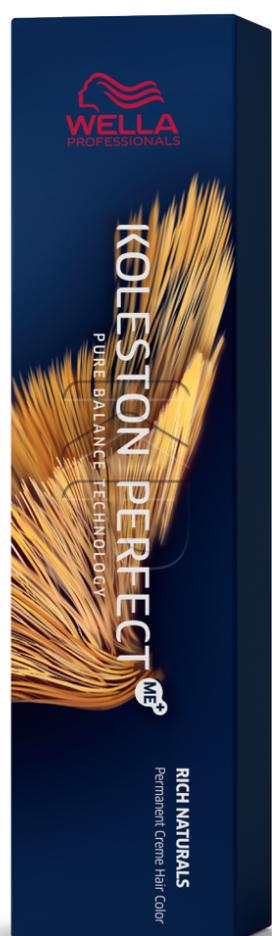


ILLUMINA COLOR SHEER, LUMINOUS, NATURAL LOOKING COLOUR

Luminous in every kind of light.

Up to 100% grey coverage with a sheer result.

Microlight Technology with built in metal purifier.



KOLESTON PERFECT RICH AND HEALTHY LOOKING

Up to 100% grey coverage with healthy looking results.

Ultra Precision Technology, for true to tone precision over time and bond protection over time*.

100+ shades with distinct individual tonality.

* Excluding KP Special Blondes.

ONE SMALL TUBE ONE BIG CHANGE

We aim to significantly reduce the amount of waste created by every product we produce.

For our colour tubes we are using mainly recycled materials.

Using 85% recycled cardboard, Wella Professionals¹ avoids using over 950 tons of virgin cardboard per year.²

FSC certified
85%³ recycled
cardboard

100% aluminium
tube⁵

100%⁴ recycled
plastic caps



¹Wella Professionals refers to the whole. Wella brand (incl. Koleston Perfect, Illumina, Color Touch and others) and all regions except ASIA. ²vs sourcing virgin cardboard. ³70% Post-Consumer Recycled cardboard + 15% Post-Industry Recycled cardboard. ⁴96% Post-Consumer Recycled PP (polypropylene) + 4% color. ⁵95% Post-Consumer Recycled aluminum + 5% Post-Industry Recycled aluminum.



ALLERGY TEST

For instructions please visit:

<https://education.wella.com/course/view.php?id=23>



W E L L A
COLOUR
E X P E R T

**TRANSFORM YOUR CAREER AND
EXPLODE YOUR CREATIVE POTENTIAL.**

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