



No.1
SALON
COLOR
BRAND IN THE
WORLD

ILLUMINA COLOR

**100% NATURAL LOOKING COLOUR
UP TO 100% GREY COVERAGE**



**COLOUR
CHART**

* Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair colouring products category published by Kline.

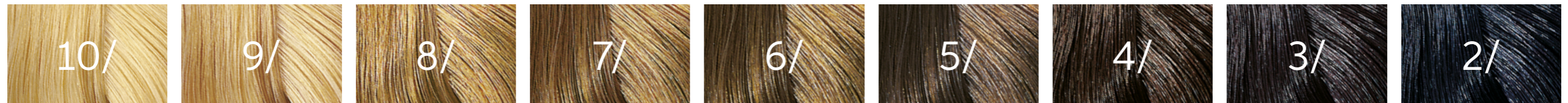
SHADE NUMBERING SYSTEM



Depth of colour

Minor tone of colour

Major tone of colour

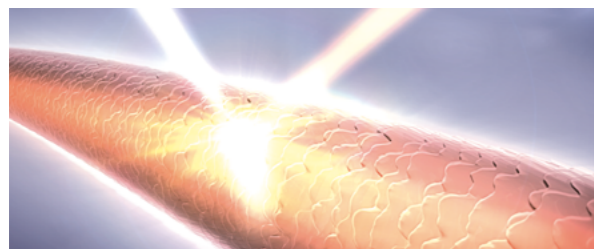


Lightest Blonde Very Light Blonde Light Blonde Medium Blonde Dark Blonde Light Brown Medium Brown Dark Brown Black



Natural Ash (grey) Matte (green) Gold (yellow) Red (warm) Mahogany Violet (cool) Brown (warm) Pearl (blue) Cendre (soft violet)

ILLUMINA COLOR DEDICATED TECHNOLOGY



MICROLIGHT TECHNOLOGY

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



TRADITIONAL PERMANENT COLOUR

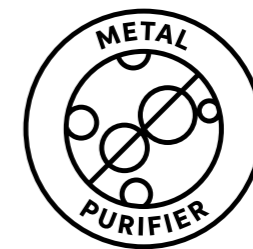
Creates a uniform rich and intense colour result.



ILLUMINA COLOR

Contains 20% more variety of dyes,* with a great variety of dyes which enhances the natural highs and lows, this is Wella Professionals most sophisticated dye combination and what we call Microtones.

* vs Koleston Perfect.



METAL PURIFIER

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



VEGAN

Illumina Color is a Vegan formula.

WARM

ILLUMINA COLOR

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



COOL

ILLUMINA COLOR

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.



NEUTRAL

ILLUMINA COLOR

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

ILLUMINA COLOR

A shade family 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.



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



UP TO 3 LEVELS OF LUMINOUS LIGHTENING



First time lightening

01: Apply the colour mixture to the lengths and ends only. Leave approximately 2 cm 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



GREY COVERAGE

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%

COLOUR BALANCING



30g
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.



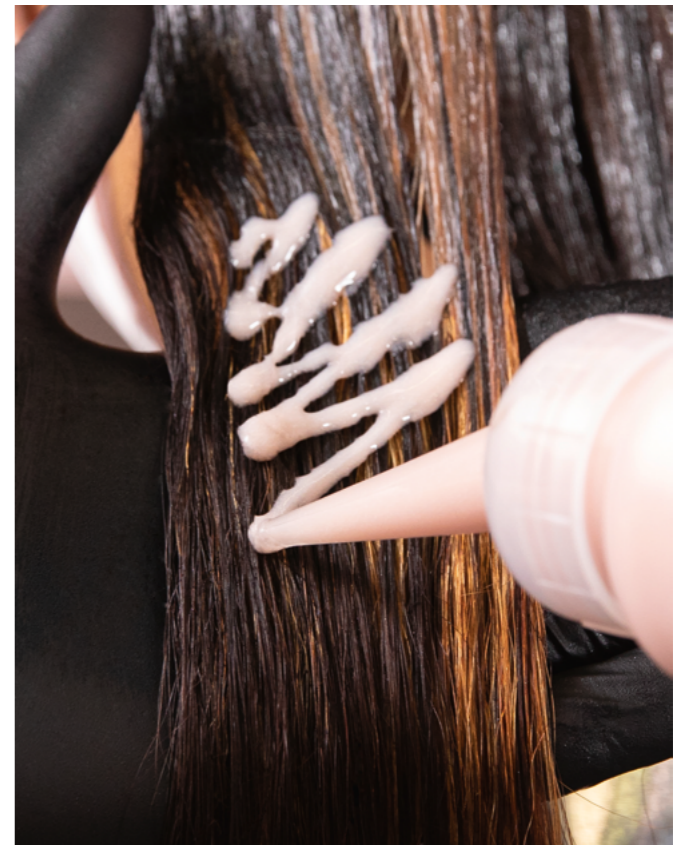
30g
Shinefinity

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



30g
Illumina
Color

60g
Welloxon Perfect
Pastel 1.9%



Achieve a beautiful luminous finish after pre-lightening services.

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



GLOSSING



60g
Illumina
Color

60g
Welloxon Perfect
Pastel 1.9%

60g
Post Color
Service



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

A glossing service is ideal for clients trying Illumina Color for the first time or for reviving colour and shine between appointments. Suitable for all depths, hair types and colour direction, from blondes to coppers.



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.

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



Tip. The use of golden tones maintains brightness & lightness within blonde hair. **For example:** Incorporate 9/03 into formula.

