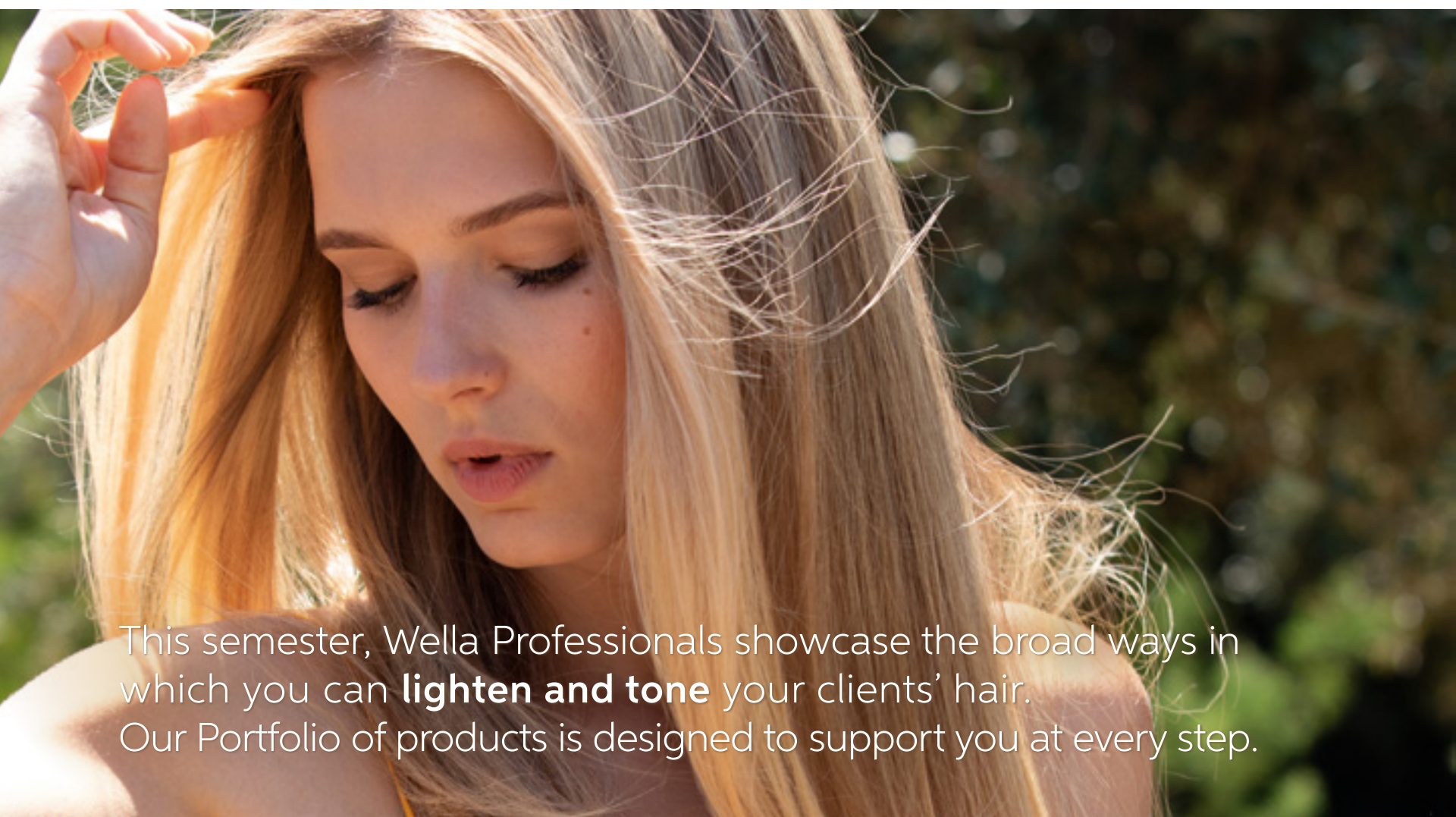




from balayage to
illuminage

Create e-book

from balayage **to illuminage**



This semester, Wella Professionals showcase the broad ways in which you can **lighten and tone** your clients' hair. Our Portfolio of products is designed to support you at every step.

The popularity of **balayage and blonding services** continues to grow, inspiring this season's movement: from balayage to illuminage.



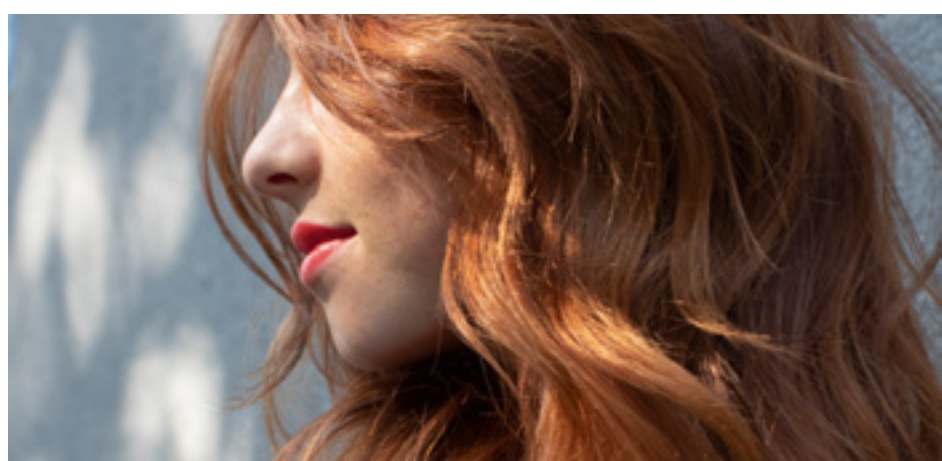
table of content

color **movement**



illuminage and
brazilian illuminage

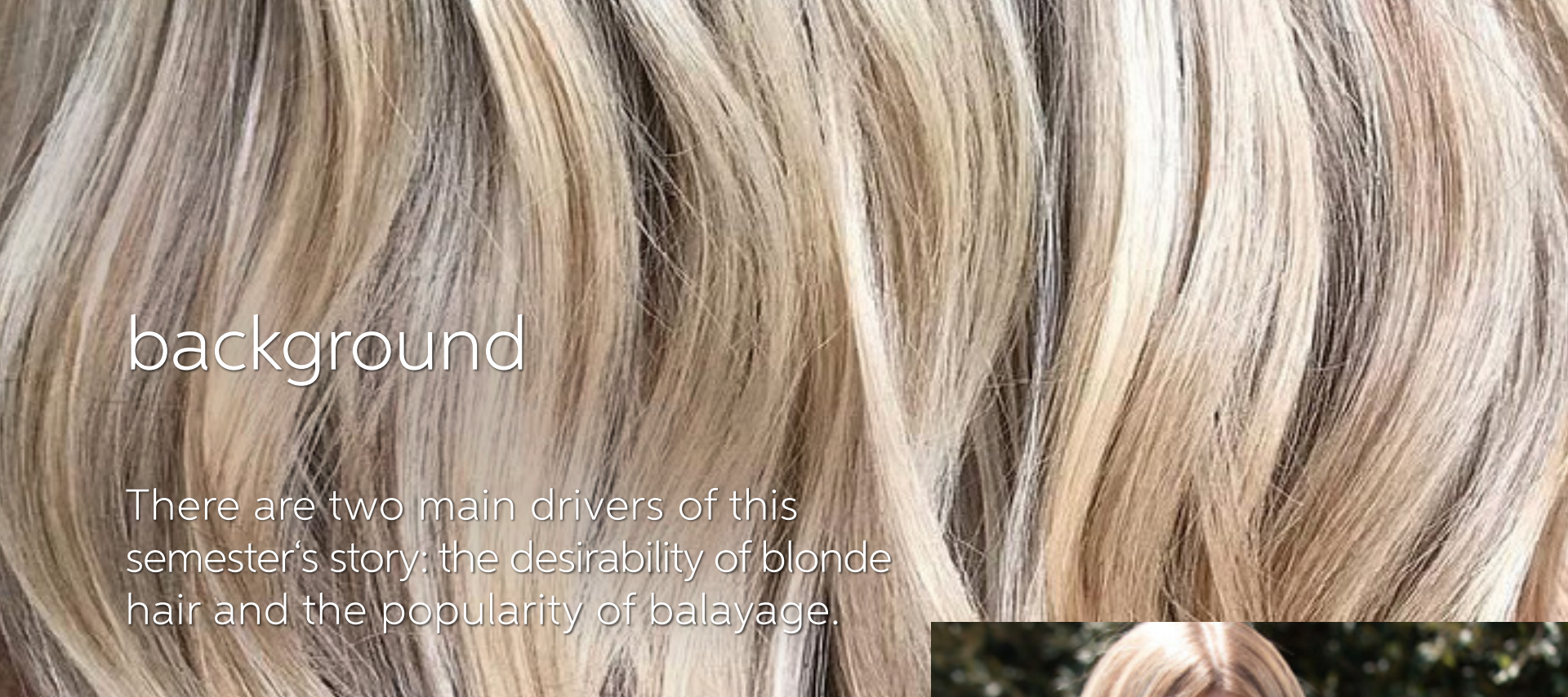
copper **melt**



pearlized **lift**

metallic **melt**





background

There are two main drivers of this semester’s story: the desirability of blonde hair and the popularity of balayage.

blonde

Being blonde has stood the test of time, remaining a **staple** in the world of hair and beauty. Celebrity icons including Marilyn Monroe, David Bowie and Madonna helped to make the world of blonde hugely **attractive and aspirational**. While blonde trends continue to evolve into something new, 2018 saw blonde remain as the most searched for color category*.



balayage

It is evident the desired blonde of today is balayage. The multi-tonal, easy to maintain, color technique allows clients to stay true to their roots while **celebrating lightness**. Results vary from soft and natural to bold sweeping panels. With over 17M hashtags on instagram, balayage is definitely here to stay.

#blonde
60.7 M

#brunettebalayage
495 K

#blondehair
22.1 M

#blondehighlights
924 K

#balayage
19.7 M

#blondebalayage
1.7 M

* according to an analysis of Google keyword data in the US and UK run by Performics.



this season's color movement is

from balayage
to illuminage



#balayage

Inspired by the **world-dominating** trend of balayage and the popularity of blonde looks, this semester's color movement focuses on **lightening and blonding services**.

#blondehair



#dimensionalhair



The color palette of the season focuses on subtle pale shades complimented by natural deeper tones, to allow stylists to explore the opportunities in multi-dimensional color results.



the color palette



From bright blondes and peachy tones, to darker brunettes and fun silvers, the color palette offers a wide range of colors for the stylists to play with and combine in order to achieve looks inspired by this season's color movement.



@nesteapetrova

evolving from balayage

But what exactly does balayage mean?

Balayage is a hugely popular term. However, the color result it represents have become vast and varied.



Wella Professionals are clarifying the different results you can get with the technique of balayage and introducing **2 new premium services** that build on this iconic technique.

Stylists have 3 services to recommend to their clients with specific differences, allowing them to satisfy their clients with the perfect lightening service, adapted to their needs.

balayage



#balayage

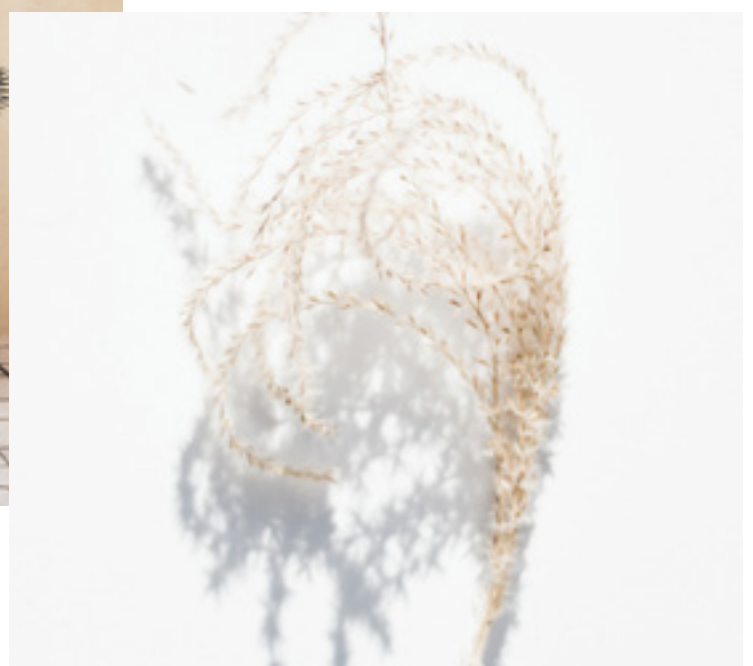
A graduation from dark natural root to brightened ends. Balayage creates a full head lighter feel with a shadowed root. For those who seek a sun kissed look or over all lightness.



#highlights



#blonde





introducing **illuminage**

Now, we are bringing balayage into the light introducing illuminage. A natural and luminous balayage, with a luxe feel. With seamless transitions and sheer reflective results don't just color hair, illuminate it.



Illuminage **details** and accentuates areas within the hair, framing the face and **enhancing the perimeter**. Creating seamless transitions with multi-tonal reflections and a **natural sheer result**.

From balayage to illuminage.

The most luminous, natural-looking, balayage yet. With seamless transitions and sheer reflective results don't just color hair, illuminate it.





introducing brazilian illuminage

premium balayage **services**



Brazilian illuminage is perfect for those who seek clarity and brightness. **Accentuated contrast both frames the face and lengths** of your hair with light, while giving a seamless transitions from a more natural shadowed root with threads of brightness melting into enhanced lightness on the ends.

Accentuated contrast brings **definition to your curls** with **gentle** toning for condition and shine. A seamless blend from a dark root transitions into threads of lightness and enhanced brightness through your curls.



illuminate featuring **Romeu Felipe**



*“Illuminate shows beauty through
accentuating contrast of light and dark”*

- Romeu Felipe



#loveilluminate



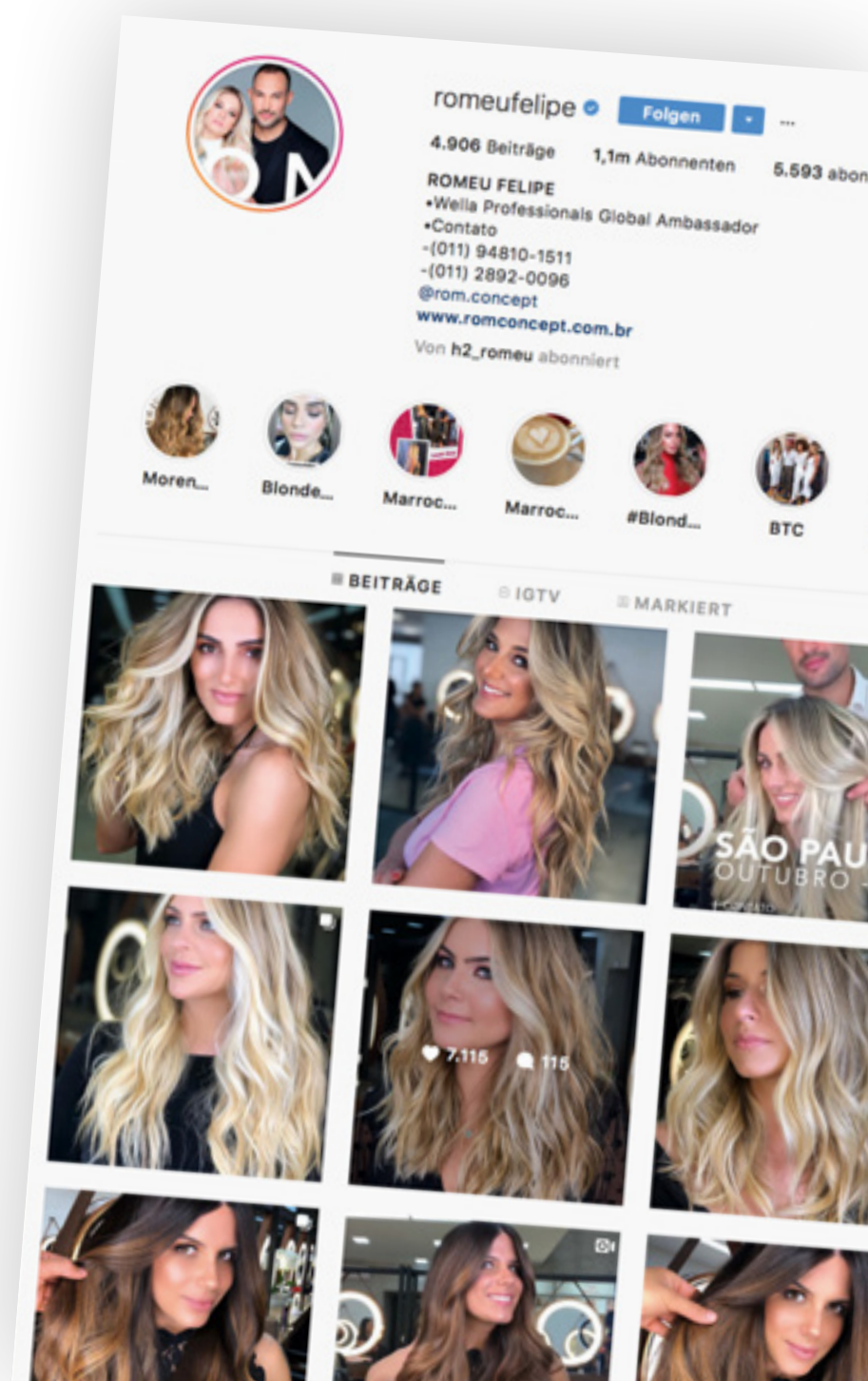
why
brazil?

Brazilian hairdressers have become known for their expertise in lightening. Providing individual services and results no matter what your natural hair color is.



Who better to bring this alive than the Wella Global Color Ambassador **Romeu Felipe**.

Romeu has become one of the world's leading lightening experts with a unique technical approach for each client creating balayage results from seamless natural transitions to accentuating contrast.



Romeu’s expert kit



To bring Illuminage to life Romeu relies on his hero products.

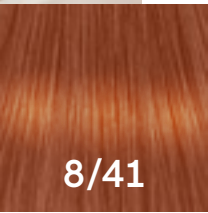
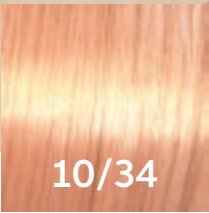
“Brazilian illuminage is a technique that lightens the majority of the hair. So it is very important to use **BlondorPlex** and **WellaPlex No.2** as it provides 97% less breakage.”



“The best quality of **ILLUMINA COLOR** is the sheer color result it gives to the hair and natural tones.”



“Curly hair needs extra care as it is naturally drier and more dull. **Color Touch** is the gentle and caring color option and giving an amazing shiny finish to curly hair.”



brazilian illuminage **services**



technique

- In foil lightening (precision application)
- Toning/glossing for blending

placement

- Face framing
- Contouring halo



difference vs. **illuminate**

- More clarity and lightness
- More highs and lows - Accentuating contrast



service **steps**

Each look has been individually designed by Romeu Felipe to provide a service to achieve the end look. **Each service will require 3 steps:**

step 1 **lightening**

Be it free hand or foiling, the lightening stage follows precision sectioning on key areas of the head. Be it for face framing, perimeter lightening or dark to light transitions.



step 2 **root shadowing**

To create the perfect shadowed root that transitions beautifully into clear lightened ends, this simple step is applied to towel dried hair.



expert **tip:**

“adding a natural or neutral to your target shade will help you shadow at the root with long lasting results.”



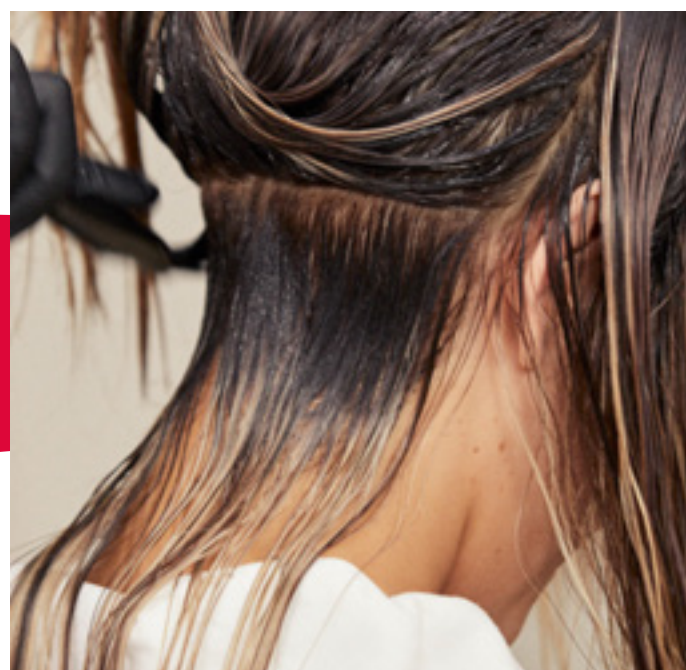
step 3 **blonde toning**

Create an individual finish to lightened hair that is reflective, tonal and expensive.



expert **tip:**

“to prevent the hair from drying out try using **ColorMotion+ Pre Color Treatment.**”



sectioning

large weave



slice



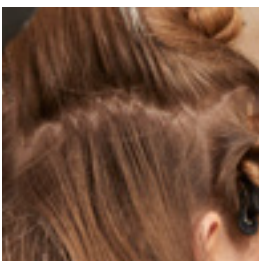
back to back



zigzag



Varying the size of the zigzag helps to create a connection between the interlocking sections. The zigzag can be separated in two – the top being the peaks and the bottom part being the valleys.



triangle



Back combed triangles create a blend from light to dark. The focal point remains seamless while the base of the triangle creates a slice effect from the highest point of application.



inverted triangle



An inverted triangle backcombed will create a seamless blend with the downward focal point creating a thread of lightness from the highest point of application.



acute triangle



This allows you to focused lightening through the mid-lengths and ends.

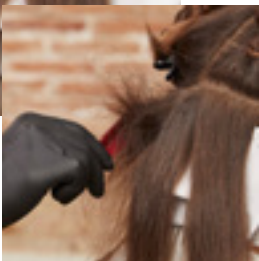
triangle highlight combination



Creates threads of lightness that veil a shadowed root and transition into lighter ends.



expert backcombing **tip:**
for the perfect seamless finish
backcomb with two shallow
strokes and one deep.





illuminage

illuminate

step 1 **lightening**

ILLUMINA COLOR and **Welloxon Perfect Developer**
formula A 30 g Blondor Freelights + 45 g 9 % / 30 vol
Blondor Freelights Developer + 2 ml **WellaPlex**
formula B 20 g 8/93 + 20 g 9/19 + 40 g 9 % / 30 vol

step 2 **root shadowing**

formula C 20 g 7/ + 20 g 7/81 + 80 g 1.9 %

step 3 **blonde toning**

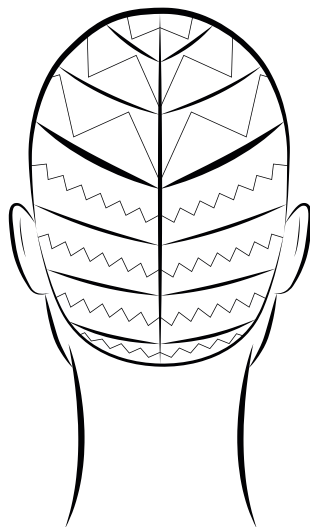
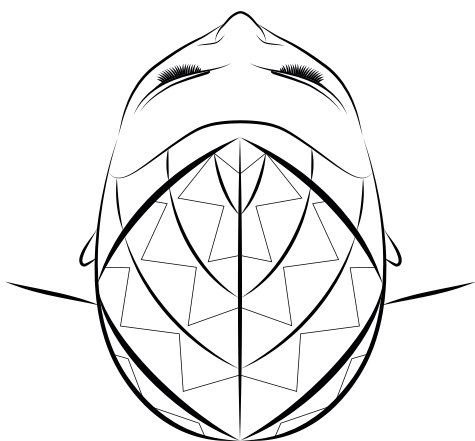
formula D 20 g 8/93 + 40 g 1.9 %
formula E 30 g 10/36 + 60 g 1.9 %



before

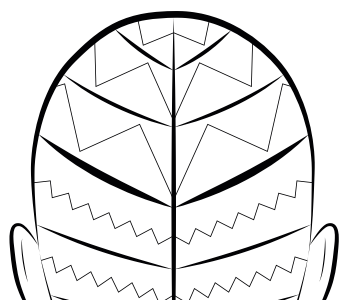


sectioning



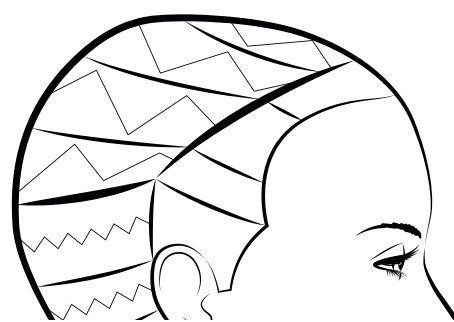
after

step 1 **lightening**



1

Starting at the nape area, take small zigzag sections. Thread formula **A** slightly away from the roots, applying more product to saturate the ends. Apply to every second section, isolating with clear sheets for separation and visible control.



2

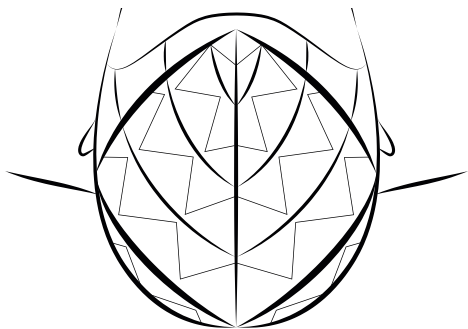
From ear to center forehead, take diagonal slices. Feathering formula **A** lightly towards the roots, whilst building product up at the lengths and ends.



expert **tip:**

when working with large section remember to elevate the hair up and reapply to the under side of the sections. Use clear sheet to isolate in between section and to have visible control.

step 1 **lightening**



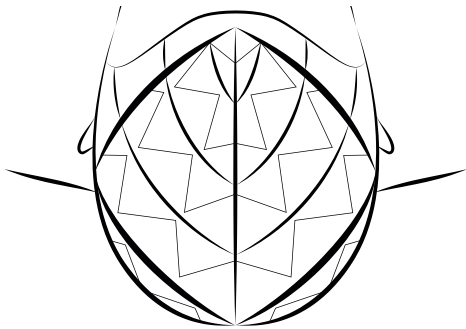
3

Divide the top diamond section into two. Take large zigzag sections starting from the back working towards the front. Gently back comb the peaks of the zigzag, feather formula **B** close to the root area and lengths and ends. Isolate with the clear sheets. Take the vallies from the zigzag and feather formula **A** from the mid-lengths to the ends isolating with clear sheets.



expert **tip:**

for even softer transitions backcomb the hair to where your application will begin.



4

Finish with a small diamond section at the front. Back comb to defuse the lines. Feather formula **A**. Isolate with a clear sheet.

Develop, rinse and apply **WellaPlex No.2** for 10 minutes. Rinse, shampoo with **ColorMotion+** and apply **Blondor Seal and Care**.



step 2 root shadowing

1

On damp hair, begin at the nape applying formula **C** just away from the scalp. Bringing it down to approx. 7 cm to the mid area.



2

Apply lightly towards the front hairline, in small sections. Develop for 15 minutes.

Rinse thoroughly.



step 3 blonde toning

Retake the same sectioning by separating the perimeter with the diamond section at the crown. At the perimeter apply formula **E** from mid-lengths to ends. On the diamond section apply formula **D** to the mid area and formula **E** to the ends. Develop for up to 20 minutes, rinse shampoo with **Color Motion+** and apply **Color Motion+ Express Post Color Treatment**.



expert **tip:**

why not try combining root shadowing and toning into a one step color melt. This is perfect when softer transition are required.



brazilian
illuminage

brazilian **illuminate**

step 1 **lightening**

BlondorPlex and **Welloxon Perfect**
formula A 60g **BlondorPlex**+90g 6%

expert **tip:**

use **Illuminate Highlighting Papers** for faster application and optimal lift.

step 2 **root shadowing**

ILLUMINA COLOR and **Welloxon Perfect**
formula B 20g 6/19+20g 6/+80g 1.9%

step 3 **blonde toning**

ILLUMINA COLOR and **Welloxon Perfect**
formula C 20g 10/38+40g 1.9%

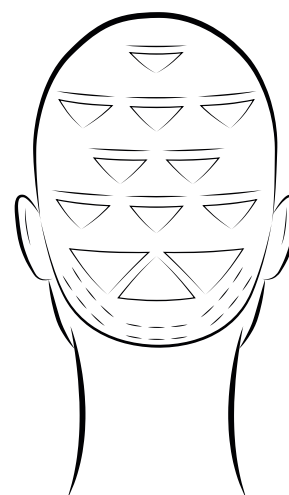
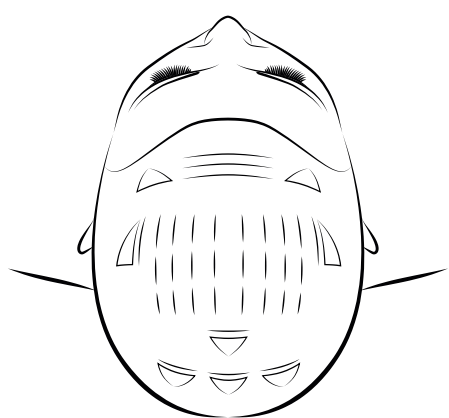


before

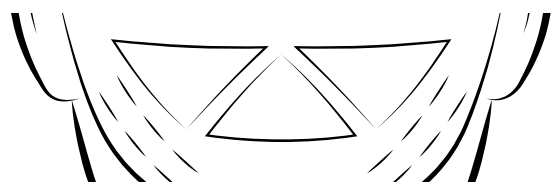


after

sectioning

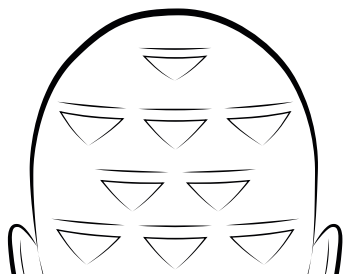


step 1 **lightening**



1

Begin with back to back large weaves at the nape of the neck. Then work up to the occipital bone with three backcombed triangle sections.



2

In a brick work pattern continue through the back with a triangle slice combination.



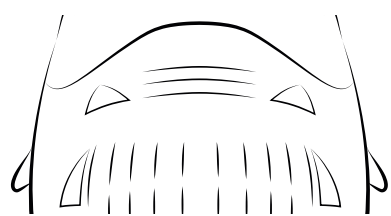
3

Repeat this method above the ear but this time use an acute triangle.



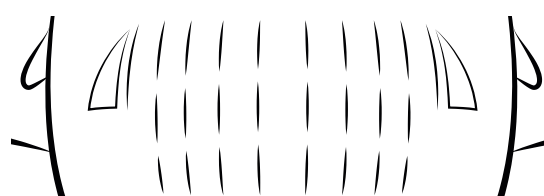
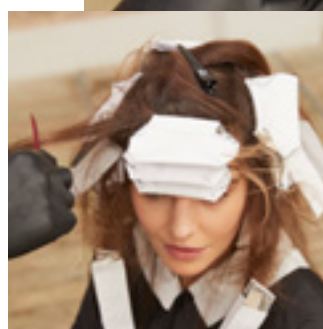
expert **tip:**
for maximum lightness around the face
add an extra foil to the remaining ends.

step 1 **lightening**



4

Work through the fringe with slices to create the face frame.
One final triangle each side ensures brightness through the lengths and ends.



5

Work across the top section of the head in backcombed large weaves or slices.

6

Develop, rinse and apply **WellaPlex No. 2** for 10 minutes.
Rinse, shampoo and apply **Blondor Seal and Care**.



step 2 root **shadowing**

1

Beginning at the nape of the neck, apply formula **B** to the root area. Work in horizontal sections finishing at the front hairline. Develop for 10 minutes.



2

Start to comb formula **B** further down the hair. Develop for further 10 minutes.



3

Comb further down the hair for a final 10 minutes.

Rinse.

step 3 blonde toning

1

Tone the mid lengths and ends with formula **C**.



2

Rinse, shampoo with **ColorMotion+** and apply **Express Post Color Treatment**.





brazilian
illuminage

brazilian **illuminate**

step 1 **lightening**

BlondorPlex and **Welloxon Perfect**

formula A 30g **BlondorPlex**+45g 6%

step 2 **root shadowing**

Color Touch and **Color Touch Emulsion**

formula B 10g 6/0+10g 6/7+20g 8/41+1.9%

step 3 **blonde toning**

Color Touch and **Color Touch Emulsion**

formula C 20g 8/41+40g 1.9%

formula D 20g 10/34+40g 1.9%

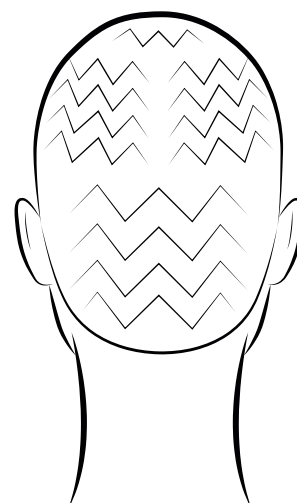
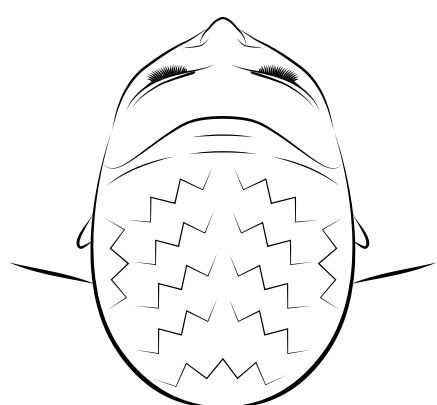


before



after

sectioning

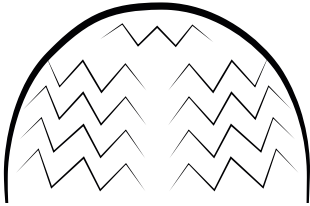


step 1 **lightening**



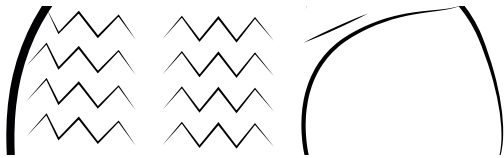
1

Smoothing out the curls before sectioning can help for easy backcoming. Beginning at the nape of the neck working in zigzag sections, backcomb and apply formula **A** to every second section.



2

Halving the area above the occipital bone continue this method in two channel sections through the back of the head.



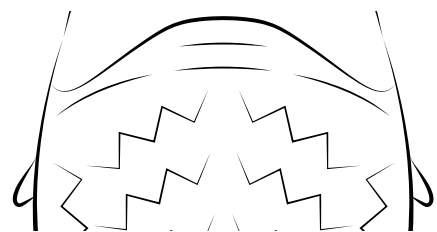
3

Continue through the side area with zigzag sections.



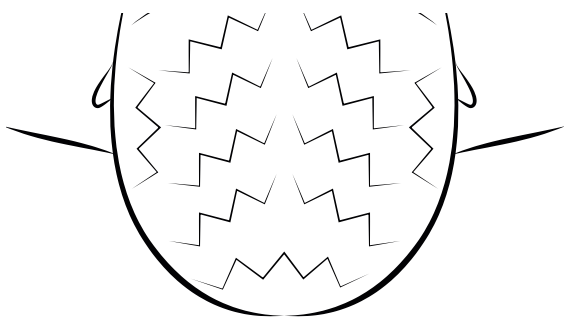
expert tip:
for more defined curls
weave additional sections.

step 1 **lightening**



4

On the front hair line apply back comb slices back to back outlining the hair line.



5

Complete the top section in a herring bone sectioning pattern. Work through with backcombed zigzag sections.

Develop, rinse and apply **WellaPlex No.2** for 10 minutes. Rinse, shampoo and apply **Blondor Seal and Care**.

6



step 2 root shadowing

1

Beginning at the nape of the neck apply formula **B** to the root area. Work in horizontal sections finishing at the front hairline. Develop for 10 minutes.



2

Start to comb formula **B** further down the hair. Develop for 5 minutes.



expert **tip:**

curly hair can be very porous. Keep an eye during development time to avoid losing your highlights completely.



step 3 blonde toning

Tone the mid lengths and ends melting formula **C** into formula **D**.

Rinse shampoo with ColorMotion+ and apply Express Post Color Treatment.





creative
color

creative **color**

This season, hair color experts Ryan and Kai share their favorite looks.



@Ryan.Weeden

Wella Professionals, North American Color Ambassador

Ryan comes to us straight from the US, where he's built an empire around teaching balayage.



Ryan's top tip:

„I love working with **Base Breaker** because it gives my client a seamless color result.”



@Kai.Sohn

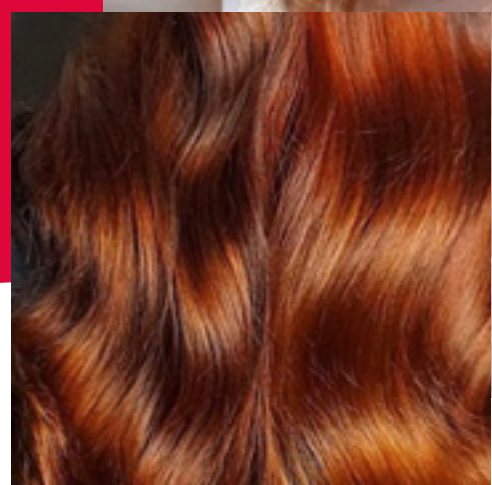
Wella Professionals Educator

Kai has been an Educator in Germany for 5 years and is a member of the Wella Creative Team. He specializes in multi-tonal looks like color melts.



Kai's top tip:

“blending is key for a seamless color melt. Use your fingers to create a soft transition from deeper roots to lighter ends.”





copper
melt

copper melt

Introducing two NEW shades from **Color Touch**, in a look that perfectly complements this semester's color palette.

NEW



10/34

NEW



8/41

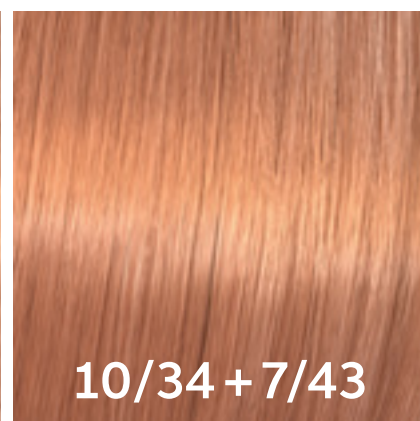
Combine and cocktail together with other shades in the **Color Touch** range to create modern red color effects for your clients.

Here are Kai's favorite formulations for achieving the look:

Burnished Copper

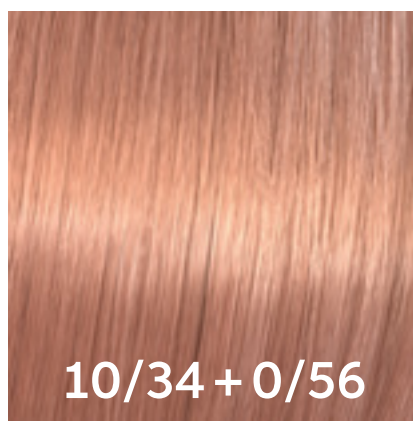


10/34 + 9/03

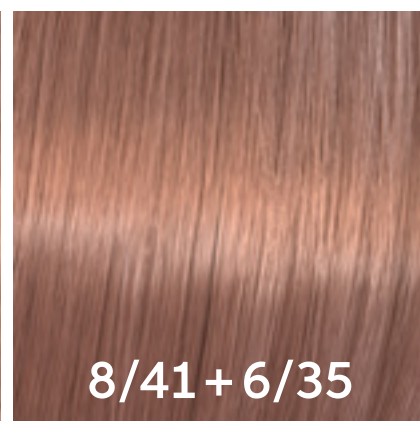


10/34 + 7/43

Copper Rose

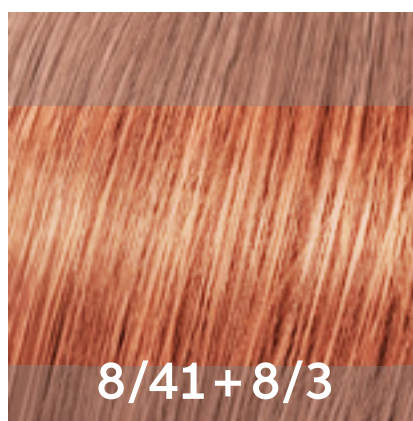


10/34 + 0/56

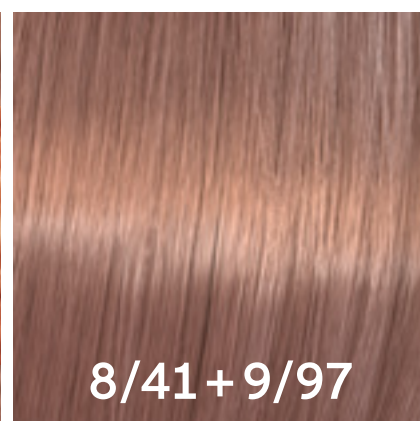


8/41 + 6/35

Oxidized Copper



8/41 + 8/3



8/41 + 9/97

step 1 **color**

color formulas

Color Touch and Color Touch Emulsion

A: 10 g 7/43 + 10 g 8/41 + 40 g 1.9 %

B: 10 g 8/41 + 10 g 9/16 + 40 g 1.9 %

C: 10 g 10/34 + 20 g 4 %

D: 20 g 10/34 + 5 g 8/43 + 50 g 1.9 %



before



after



expert **tip:**
the **Color Motion+ Pre-Treatment** is amazing when working on porous hair for a more even finish.

ColorMotion+ for color protection for up to 8 weeks* & stronger hair from root to tip.**

* when using **Structure+ Mask**

** when using **Structure+ Mask** vs. no treatment

step 1 **color**



1

Prepare the hair with **ColorMotion+ Pre-Treatment**.
Apply formula **A** to the root area.
Apply over the line of regrowth.



2

Starting at the nape, take a diagonal section apply formula **B** to the lengths and ends.



3

As you work up towards the crown, continue to take 1cm slices.

Alternate formulas **B, C, D** until you reach the top.
Repeat on the other side.



expert tip:
seamlessly transition the roots into the ends using a comb or fingers.

4

Develop for 20 minutes, remove and neutralize with **ColorMotion+ Express Post Color Treatment** in just 30 seconds!



step 2 **styling**

expert **tip:**

give your color result maximum impact! I've used a soft wave to reveal the different shade mixes in the hair.



1

For smoothness and natural shine, mix **ELMI Oil Spritz** and **Velvet Amplifier** in your hands and then work through hair.

2

For a soft wave, take vertical sections and wrap the hair around the GHD Curve Classic.





pearlized
lift

pearlized lift

Base breaking is a service that lightens the natural hair in between or on the same day as highlighting or balayage techniques. It helps to soften the regrowth for long lasting results while blending the natural hair with the previously lightened areas.

Blondor Base Breakers are specifically designed for an express base breaking service while gently depositing tone in up to 10 minutes. This allows you to lighten the natural hair up to 1 level while neutralizing unwanted warmth on both the natural hair and the pre-lightened areas. Aiding in softening the contrast of the light and dark areas of the hair for a more natural and bright look and feel. All while being gentle on the hair.



Two cool shades for all your blonding services:

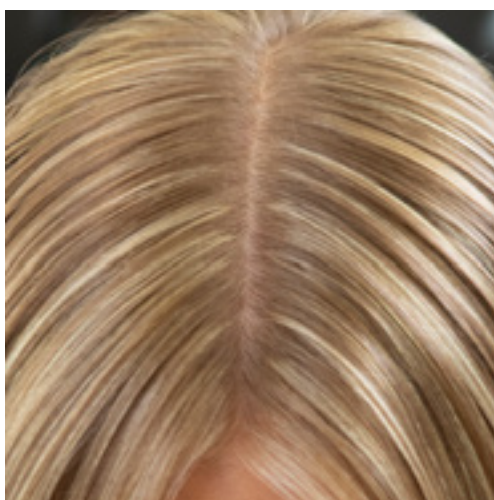
Cool /19 - A soft ash cendre tone ideal for natural hair from 6/0 to 8/0 and to neutralize yellow tones.

Extra Cool / 86 – An intense pearl violet tone ideal for natural hair from 6/0 to 8/0 and to neutralize yellow orange tones.

Natural hair



Highlighted hair



**Base broken
and toned hair**



step 1 **color**

formula

BlondorPlex and **Welloxon Perfect**

A: 30 g **BlondorPlex** + 45 g 6 %

Blondor Base Breaker and **Welloxon Perfect**

B: 30 g Cool /19 + 30 g 1.9 %



before



after

MIXING				DEVELOPMENT TIME
				 Up to 10 minutes
(1:) 30 g	(:1) 30 g	(1:) 30 g	(:1) 30 g	
Mix 1:1 with 1.9% for 1 level lift and a soft deposit of tone		Mix 1:1 with 3% for 1 level lift and a more intense deposit of tone		

step 1 **color**

1

Divide the hair into 5 sections.



2

Use a fine weave, apply formula **A** root to tip until a full head of highlights is achieved.



Develop until very pale yellow. Remove and apply **WellaPlex No.2**. Rinse, shampoo and neutralize with **Blondor Seal and Care**.



3

To break the base, apply formula **B** on towel dried hair using applicator bottle. Begin around the face for more brightness.



4

Immediately comb through the lengths and ends. Develop for up to 10 minutes.



step 2 **styling**

styling products

EIMI Thermal Image

EIMI Extra-Volume

EIMI Cocktail Me



expert **tip:**

for bounce, heat protection and smoothness, combine **Extra Volume, Thermal Image** and **Cocktail Me**.

A beach wave will reveal dimensions of color. Hold the GHD Curve Classic horizontally and work up the head.



Allow to cool, shake out and finish with **Dynamic Fix**.





metallic
melt

the perfect canvas a **carte blanche for your creativity**

formula

Blondor, Welloxon Perfect, WellaPlex

A: 60 g **Soft Blond Cream** + 90 g 4%
+ 12 g **WellaPlex**



before



after



expert **tip:**

when lightening the hair, start at the back, where the hair is thicker and darker.

step 1

pre-lightening

1

Apply formula **A** using a classic full head application to lighten the roots.

tip: use very fine sections for better lift control.

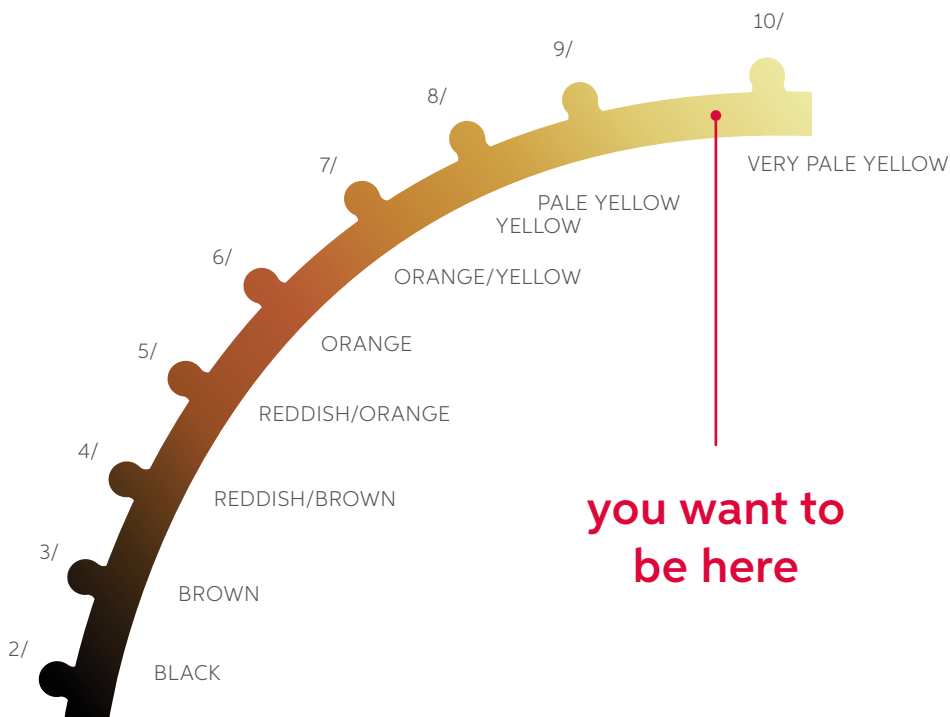


2

Process at room temperature until level 9 or 10 is achieved. Rinse and apply **WellaPlex No. 2** for 10 minutes. Shampoo with **ColorMotion+** and then apply **Blondor Seal and Care**.

expert **tip:**

if regrowth is longer than 2 cm, use a virgin application and apply at the mid-band first.



the complexity of grey

It is key to understand why grey hair color is so subtle and delicate. Below are three expert tips to help you optimize your color understanding and secure the perfect lightening service.

1

Achieving a clear base and consistent lightening from roots to ends is crucial to achieve desired grey tonality. The perfect depth for clean grey & silver is level 9 - 10.



level 7
Orange Yellow

NOT
RECOMMENDED

level 8-9
Yellow to Pale Yellow

Pre-toning with
ILLUMINA COLOR
10/ + 10/81
Pre-toning with
KP ME+ 10/ + 10/16

level 10
Very Pale Yellow

Pre-toning with
Color Touch 10/6 + 10/
OR ILLUMINA COLOR
10/ + 10/69



2

Identifying the exact underlying pigment exposed secures the choice of the right pre-toner formula.

Sheer and luminous **ILLUMINA COLOR** is the perfect product choice to pre-tone your hair. Its Violet based shading is ideal in this case.

Koleston Perfect ME+ and **Color Touch** are two other product choice possibilities.



3

Once your desired grey shade is achieved, maintain your hair color with **INVIGO BLONDE Recharge**.



step 2 **pre-toning**

Pre-Toning neutralizes the remaining warmth left in the hair allowing full reflection of the shades tonality.

formula

ILLUMINA COLOR, Welloxon Perfect

B: 20 g 10/ + 20 g 10/69 + 80 g 1.9%

1

Use the color wheel principle to choose the best shades to neutralize the remaining warmth in the hair.



2

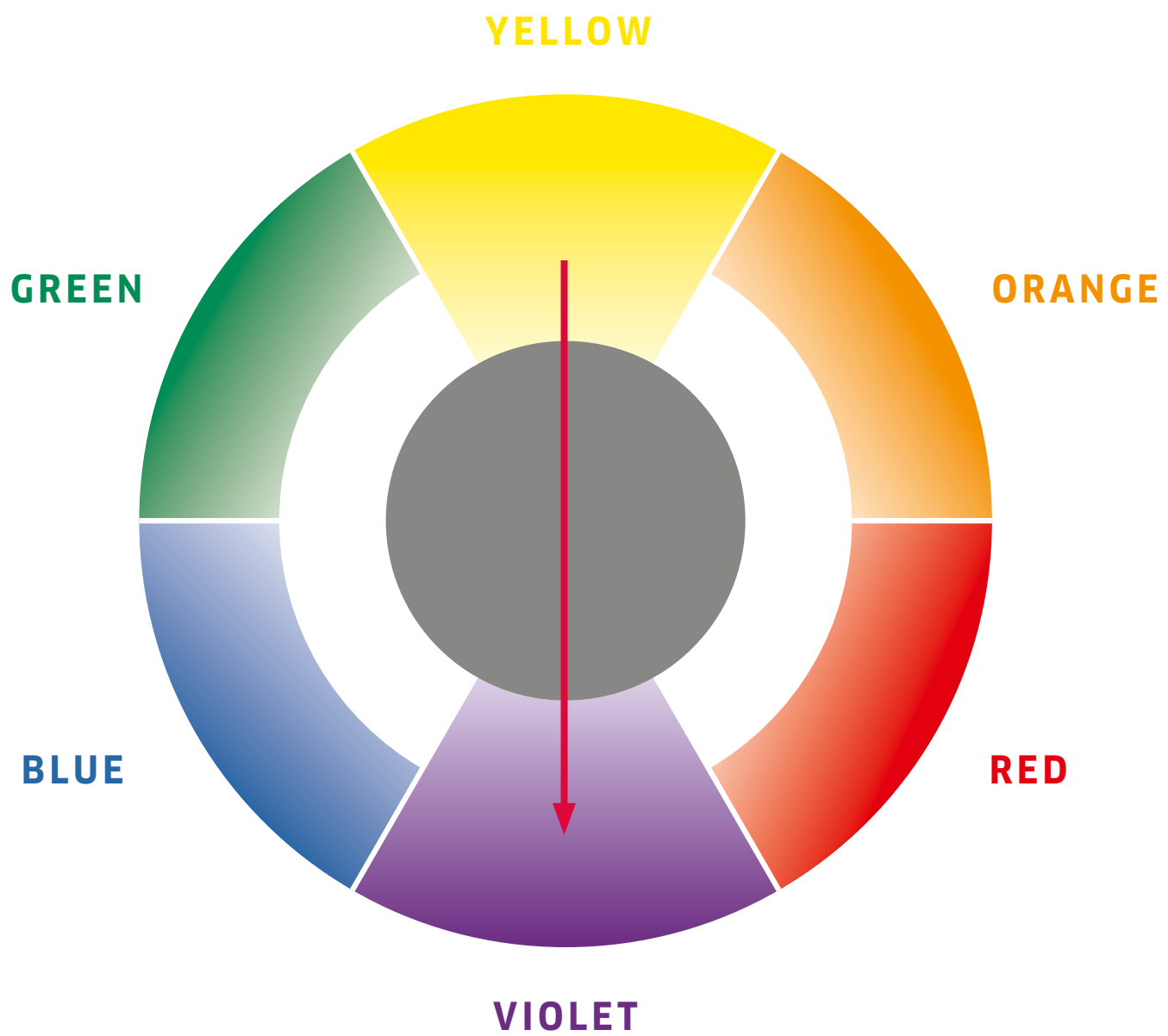
Apply color **B** from root to tip and process 20 minutes. Rinse and neutralize with **Color-Motion+ Post Color Treatment**.



step 2 **pre-toning**

complementary color

Opposite colors neutralize one another



before pre-tone



after pre-tone



expert **tip:**

it is very important to tone the hair before applying the color as the blue & violet based shading will appear weak or inexistant, due to the neutralization process. Think of the color wheel principle.

