
WELLA
PROFESSIONALS
LUXELIGHTS
Create book

Content

Back**ground**





Introducing **Luxelights**

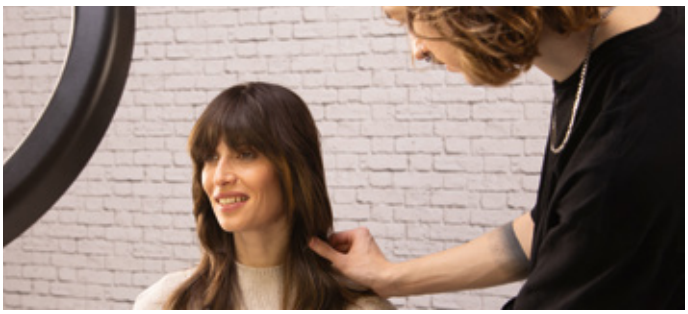
Seasonal **Colour Palette**





The **Looks**

Step by Step **Guide**



LET'S EXPLORE

Background





What do Generation-X and Upper-Millennial clients desire?

Covering grey hair is the number one reason why clients between 35 - 55 visit the salon.

The most desired look for people colouring their grey hair is subtle and natural colour results.





Upper-Millennial and Gen-X clients are open to updating their look.

But fear of commitment, time and damage can be a barrier.



Blonde services are in the top three reasons to colour. Clients want subtle transformations.





INTRODUCING

Luxelights

Moving away from heavy, block colour results or dynamic contrasting shades.

#dimensionalhair
#darkbrownhair
#cooltones



Enrich the root area with a soft shadow effect.



Reveal natural highs and lows within the lengths and ends.

This gives the illusion of natural, sunkissed, youthful hair.

THE THREE STEP

Luxelights Services

1

LUXELIGHTS

Break up over-saturated lengths and ends. Take large weaves and apply **formula A** away from the root.





2

ROOTS

Add a shadowed root or blend/cover the clients grey regrowth.

3

GLOSS

Add tone and perfect shine with a glossing service.



CHOOSING THE RIGHT
Shades



Use warm, light colours in the hair to reflect the light and give the illusion of volume and width.



For a harmonious appearance, use shades which are within three levels of each other.

e.g. if the roots are a level 6/0, the ends should be no lighter that a 9/0.



HOW DO I PLACE THE Luxelights?



Luxelights bring more natural looking dimension to hair which has a dull, uniform colour.

Draw attention to your client's facial features by placing around cheekbones, eyes and jawline. Great for longer hair.



Use **Luxelights** in a horizontal pattern around the head to create a halo effect, this is great for curls.



For finer hair, use medium weaves, for hair which is more coarse use medium slices.



CHOOSING THE RIGHT
Weave / Slice

The intensity of result is determined by the amount of hair left between the foils.

Fine weave gives a beautiful delicately blended result.

FINE WEAVE

¼ cm spacing



FINE WEAVE

½ cm spacing



FINE WEAVE

1 cm spacing



Medium weave is the most commonly used highlighting weave.

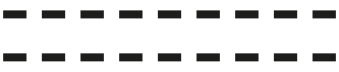
MEDIUM WEAVE

¼ cm spacing



MEDIUM WEAVE

½ cm spacing



MEDIUM WEAVE

1 cm spacing



Large weave gives a more separated looking highlight result – more individual looking.

LARGE WEAVE

¼ cm spacing



LARGE WEAVE

½ cm spacing



LARGE WEAVE

1 cm spacing



Slicing can give a defined, bolder or visible color result. This is why slices work well on curly hair.

SLICE

¼ cm spacing



SLICE

½ cm spacing



SLICE

1 cm spacing



DESIGNING WITH GLOBAL

Ambassadors



Colour team

Matthias Herzberg
@matherzberg
55K followers



Cut and styling

Renya Xydis
@renyaxydis
@valonzhaircutters
110K followers









Colour palette

Use **natural shades** to add subtle root shadows.

Infuse the lengths and ends with playful tones.







#**Cool**Brunette



#**Honey**Blonde

#**Warm**Brunette

INTRODUCING

The looks




#CoolBrunette

#CoolBrunette

COLOUR FORMULAS

Blondorplex + Welloxon Perfect

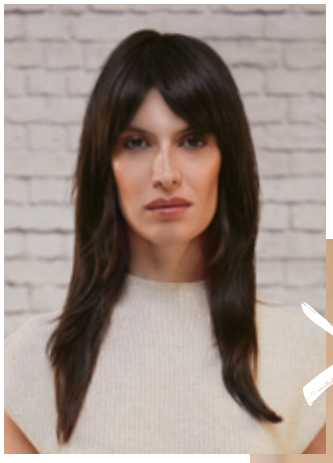
A 30g Blondorplex + 45ml Wellxoxn Perfect 6% Devloper

B 30g 55/02 + 30ml Welloxon Perfect 6%

Koleston Perfect + Welloxon Perfect + INVIGO

C 10g 7/18 + 10g 8/97 + 20ml Welloxon Pefect 1.9% Developer + 20ml INVIGO Post Color Treatment







STEP 1 Colour



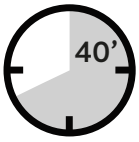
1 Section the hair into 5 sections.



2 Weave out large sections of hair and paint **formula A** away from the roots. 4 foils per quarter.

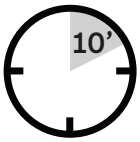


3 Deepen the root area with **formula B**. Apply just over the line of the regrowth. Develop, rinse, use **Wellaplex No2** for 10 minutes. Shampoo and apply **Blondor Seal&Care** for 5 minutes.





4 For a luxury high shine finish with a soft tone, apply **formula C** root to tip.



Develop and rinse until the water runs clear.

STEP 2 Styling



1 For volume and natural shine, mix **Natural Volume** and **Cocktail Me** together.
Apply root to tip.





2 Blow-dry using your hands to create moveable texture and body.



3 Finish the look, use the **GHD Styler** to create a bend in the hair around the face.



"Layering volumising and texturizing products enables your style to last longer."

Renya Xydis


#HoneyBlonde

#HoneyBlonde

COLOUR FORMULAS

Blondorplex + Welloxon Perfect

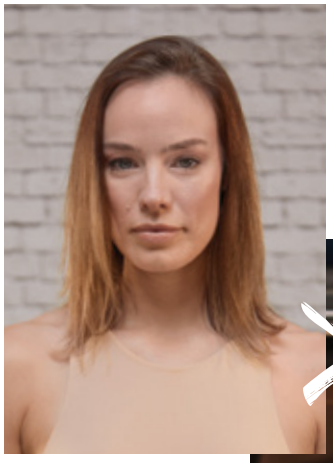
A 30g Blondorplex + 45ml Welloxon Perfect 1.9% Pastel

B 30g 88/02 + 30ml Welloxon Perfect 6% Developer

Koleston Perfect + Welloxon Perfect + INVIGO

C 20g 9/31 + 20ml Welloxon Perfect 1.9% Pastel Developer + 20ml INVIGO Post Color Treatment







STEP 1 Colour



1 Divide the hair into four Sections. Work from the front hairline towards the crown, take fine slices and apply **formula A** root to tip.

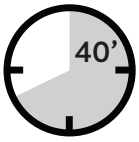


2 Repeat on the other four quadrants of the head. Working from bottom to top.

For a softer effect you can back-comb the root area.

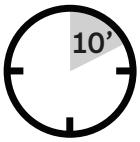


3 Apply **formula B** to the root area. Develop, rinse, use **Wellaplex No2** for 10 minutes. Shampoo and apply **Blondor Seal&Care**.





4 For a luxury high shine finish with a soft tone, apply **Formula C** root to tip.



Develop and rinse until the water runs clear.

STEP 2 Styling



1 Spray **Root Shoot** into the hair and blow-dry in the opposite direction to natural fall.





2 Wind each section in a different direction. Spray with **Mistify Me Light** for hold.



3 Finish the look, use the **GHD Styler** to create softer waves.



"Get a summer shine on the lengths and ends with Glam Mist. Amazing for Blondes."

Renya Xydis

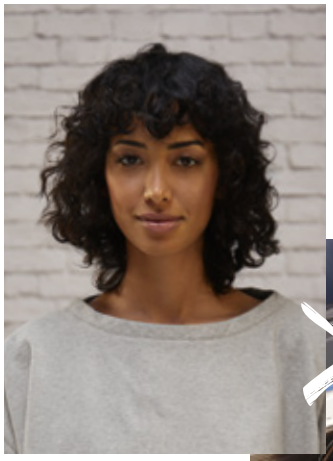

#WarmBrunette

#WarmBrunette

COLOR FORMULAS

Blondorplex + Welloxon Perfect
A 30g Blondorplex + 45ml Welloxon Perfect 6%
B 20g 6/71 + 20g 5/0 + 40ml 6%
Koleston Perfect + Welloxon Perfect + INVIGO
C 20g 7/75 + 20ml 1.9% + 20ml INVIGO
Post Color Treatment







STEP 1 Colour



1 Divide the hair into five sections.



2 Take large horizontal weaves and apply **formula A** root to tip.



Uneven weaves give a more natural effect on curly hair.



3 Repeat the technique through all perimeter sections. Leaving the top section.

STEP 2 Colour



4 Deepen the root area with **Formula B**. Develop until orange/ yellow. Rinse, apply **Wellaplex No2** for 10 minutes, Shampoo and Neutralise with **Blondor Seal&Care**.





5 For a luxury high shine finish with a soft tone, apply **Formula C** root

Develop and rinse until the water runs clear.

STEP 2 Styling



1 **EIMI Flowing Form** is perfect for giving definition to the lengths and ends of curly hair. Apply before you dry.



2 Allow to dry naturally, or use Wella Professionals Climazone to help dry curly hair to perfection.
Mix **EIMI Oil Spritz** and **EIMI Fresh Up** into your hands and tease the hair.



WELLA
PROFESSIONALS

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#wellafamily

#makechange

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