

ILLUMINA COLOR



ILLUMINA COLOR IS A PERMANENT COLOR RANGE FOR SHEER, NATURAL LOOKING RESULTS WITH INTERMIXABLE SHADES USED WITH WELLOXON PERFECT DEVELOPER

ILLUMINA COLOR HAS REDEFINED THE PERMANENT COLOR CATEGORY, SETTING A NEW BENCHMARK FOR NATURAL-LOOKING HAIR COLOR.

- **Outstanding results:** Stylists agree that with ILLUMINA COLOR they can immediately see and feel the difference.*
- **Customer loyalty:** Three out of four clients would ask for ILLUMINA COLOR again.*
- **Attract new clients:** One of every 10 ILLUMINA COLOR clients are new to the salon.*
- **Increase your color revenue:** For every two clients who had a permanent color service in salon, one had an ILLUMINA COLOR service.*

WHAT IT IS

ILLUMINA COLOR is a permanent color which can lighten, darken & enhance natural hair color giving a sheer natural looking result.

- You can either blend or achieve up to 100% sheer coverage of grey hair using ILLUMINA COLOR.
- Gives you up to 3 levels of lift
- Use as a unique glossing service. Offering perfect first time experience for color shy clients.
- All shades in the ILLUMINA COLOR range are intermixable to create a palette of colors that suites your clients and allows you to be creative. The shades consist of a warm, neutral and cool color palette.

ILLUMINA COLOR with MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, in any kind of light. Copper is present on the cuticle and interferes with standard color development, leaving a rougher surface. On a rough cuticle, rays of light become diffused, creating less reflection. MICROLIGHT technology surrounds the copper, so it does not interfere with color development and increases cuticle protection. Cuticles are smooth and clear, allowing outstanding light reflection.

HOW TO USE IT

ILLUMINA COLOR & WelloxonPerfect



Mix 60g ILLUMINA COLOR shade + 60g WelloxonPerfect

Not recommended for mixing with Koleston Perfect

INNOVATION

ILLUMINA COLOR's patented MICROLIGHT technology protects 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

USAGE

Full head/Partial/Creative ✓	Lighten/Darken/Tone ✓	Glossing/Blonde/Pastel Toning ✓	Color Correction ✓	Refresh/Color Balance ✓
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OPAL-ESSENCE BY ILLUMINA COLOR

OPAL-ESSENCE, A PERMANENT SHADE FAMILY WITHIN ILLUMINA COLOR. FIVE OPALESCENT SHADES WITHOUT DEPTH, TO GIVE A METALLIC MILKY SHEEN WITH WARM AND COOL LIGHT REFLECTIONS.

Shades are defined with no depth, and without a numbering system, pure creative tools for an opalescent metallic shading without gray coverage.

- **Ultra-premium** color result with a milky metallic sheen
- **Exclusive warm and cool** light reflections that complement every skin tone.
- **Expand your Illumina Color** territories with a captivating palette.



WHAT IT IS

- Opal-Essence by ILLUMINA COLOR offers the possibilities to enhance hair color with an opalescent shine i.e. a metallic milky sheen and becomes your creative tool for enhancing any hair color with fast, effective services, that are easy to integrate into your salon menu or great add ons for any salon services.
- Opal-Essence shades are mainly designed for gentle lift and color deposit.
- For prominent lightening use ILLUMINA COLOR.– OPALESCENT RESULT
- Pure tone, with no depth. Great to mix with ILLUMINA COLOR, level 6 & above.
- Ideal for virgin hair or even surfaces.
- Most effective with lower volume developers i.e 1.9%/6 Vol. or 4%/13 Vol.

TECHNOLOGY

- ONE COLOR WITH WARM AND COOL LIGHT REFLECTIONS,

Extraordinary combination of warm and cool light reflections from one shade: with Opal-Essence, the light hits the hair and is reflected in different ways producing different hues. This is due to the composition of the no-depth shades, the light is less absorbed by the hair and hence travels far through the hair fiber which produces warm and cool hues in various angles.

CO-CREATED BY TOP STYLISTS AND ARTIFICIAL INTELLIGENCE

Shade formulas were created thanks to our proprietary artificial intelligence, Revelation™. Understanding the untapped color desires of our leading hair artists via real-time on-screen simulation, Revelation™ helps to translate their color desires into a shade formula.

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