TECHNICAL FOLDER

ILLUMINA COLOR
DISCOVER NEW SHADE POSSIBILITIES

Premium color that's luminous in every kind of light
Outstanding hair protection
Up to 100% gray coverage with a sheer result

SEE IT.
INTERMIXABLE FOR UNLIMITED CREATIVE COLOR RESULTS.

- Simple 1:1 mixing ratio
- AutoMBI Color gives complete creative freedom
- 1.9% - 12% Wella developers recommended

FEEL IT.
Believe it.

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.

Our Most Advanced Color Science

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

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

2. On a rough cuticle, rays of light become diffused, creating less reflection.

3. MICROLIGHT technology surrounds the copper so it does not interfere with color development, and incorporates cuticle protection.

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

**Illumina Color & Welloxon Perfect**
- Not recommended for mixing with Koleston Perfect.
- For example: 60 ml Illumina Color shade + 60 ml Welloxon Perfect.
- Up to 100% gray coverage with a sheer result.

**Full-Head First-Time Application**

<table>
<thead>
<tr>
<th>Lightening</th>
<th>Development Time</th>
<th>HEAT: 30 - 40 min + HEAT*: 15 - 25 min</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Head Color</td>
<td>Apply the coloring mixture immediately from roots to ends.</td>
<td></td>
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</tbody>
</table>

**Tips**
- If needed, allow an additional 5 - 10 min development time.

**Pastel Toning**
- To achieve beautiful soft pastel shades, we recommend Illumina Color shades from levels 9/ and 10/.
- Always mix with Color Touch Emulsion 1.9% or Welloxon Perfect Pastel.
- Mixing ratio: 1:2.
- Development time: 5 - 15 minutes.
- Tip! Comb evenly through the hair in order to achieve an even result.

**Deep Results**
- Tip! To achieve deeper results on natural hair with no gray, we recommend Illumina Color.
- Mixing ratio: 1:1 with Color Touch Emulsion 4%.
- Tip! Great for creating deeper color moods at the root area.

**Blending Coloration**
- Gray/white hair is blended away, keeping natural highs and lows. Recommended shade levels 5/ to 8/.
- Mixing ratio: 1:2 with Color Touch Emulsion 1.9%. Development time: 10 minutes.
- Coloration to refresh mid-lengths and ends.
- Mixing ratio: 1:2 with Color Touch Emulsion 1.9%. Development time: 10 – 15 minutes.

**Glossing**
- To achieve a shine that’s luminous in every light, we recommend Illumina Color in a mixing ratio of 1:1:1.
- 1 part Illumina Color, 1 part 1.9% Color Touch Emulsion and 1 part Wella Care Post Treatment Service Conditioner or System Professional Color Save Conditioner.
- Development time: 5 – 10 minutes.

**Gray Coverage**
- Up to 70% gray/white, we recommend using Illumina Color alone.
- Gray/white above 70%, mix 1:1 with neutral base shade.

**Regrowth Application**
- Start the coloring process at the root area.
- Apply first to the areas with the highest percentage of gray/white.
- If lightening, begin at the area where the strongest degree of lightening is required.
- Tip! When lightening, ensure you apply sufficient product 30 – 40 minutes without heat; 15 – 25 minutes with heat*

**Mixing Ratio**

<table>
<thead>
<tr>
<th>Mixing Ratio</th>
<th>Development Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>12% Illumina Color 40 Vol. 3 levels of lift</td>
<td>HEAT: 30 - 40 min + HEAT*: 15 - 25 min</td>
</tr>
<tr>
<td>9% Illumina Color 30 Vol. 2 levels of lift</td>
<td>HEAT: 20 min + HEAT*: 10 min</td>
</tr>
<tr>
<td>6% Illumina Color 20 Vol. 1 level of lift</td>
<td>HEAT: 30 - 40 min + HEAT*: 15 - 25 min</td>
</tr>
</tbody>
</table>

*Clariizon

**After Treatment**
- When the development time is complete, add a little warm water and gently emulsify. Rinse thoroughly and use System Professional Color Save Shampoo or Wella Professionals Care Color Brilliance Shampoo.
- To fix the color, use either System Professional Color Save Emulsion or Wella Professionals Care Post Treatment.
DISCOVER MAXIMUM COLOR POSSIBILITIES

20 INTERMIXABLE SHADES - SIMPLE, NO ADDITIONAL COMPLEXITY
1:1 MIXING RATIO - EASY TO GET STARTED - CLIMA-ZON-FRIENDLY

<table>
<thead>
<tr>
<th>WARM</th>
<th>NEUTRAL</th>
<th>COOL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**SHADE NAMES**

- 5/43 = Light red gold brown
- 5/7 = Light brown brown
- 5/36 = Light gold mahogany brown
- 5/ = Light brown
- 6/ = Dark blonde
- 7/43 = Medium red gold blonde
- 7/7 = Medium brown blonde
- 7/3 = Medium gold blonde
- 7/35 = Medium gold mahogany blonde
- 7/ = Medium blonde
- 7/31 = Medium gold ash blonde
- 7/81 = Medium pearl ash blonde
- 8/ = Light blonde
- 8/1 = Light ash blonde
- 9/ = Very light blonde
- 9/7 = Very light brown blonde
- 9/60 = Very light violet natural blonde
- 10/ = Lightest blonde
- 10/36 = Lightest gold violet blonde
- 10/1 = Lightest ash blonde

**NOTE:** All swatches are for illustration purposes only and are not to be taken as accurate shading.
SHADE NUMBERING SYSTEM

7 / 35

MEDIUM BLONDE
Depth of color

GOLD
Major tone of color

MAHOGANY
Minor tone of color

TONES NUMBERING SYSTEM

/1 Ash (blue/green)
/2 Matt (green)
/3 Gold (yellow)
/4 Red (warm)
/5 Mahogany (red/violet)
/6 Violet (cool)
/7 Brown (red, yellow, blue)
/8 Pearl (blue)
/9 Cendre (blue/violet)
PRODUCT PORTFOLIO

- **LEVEL 1**: Semi-permanent (non-oxidative)
- **LEVEL 2**: Semi-permanent (mildly oxidizing)
- **LEVEL 3**: Permanent
- **LEVEL 4**: Lightening (and tone)