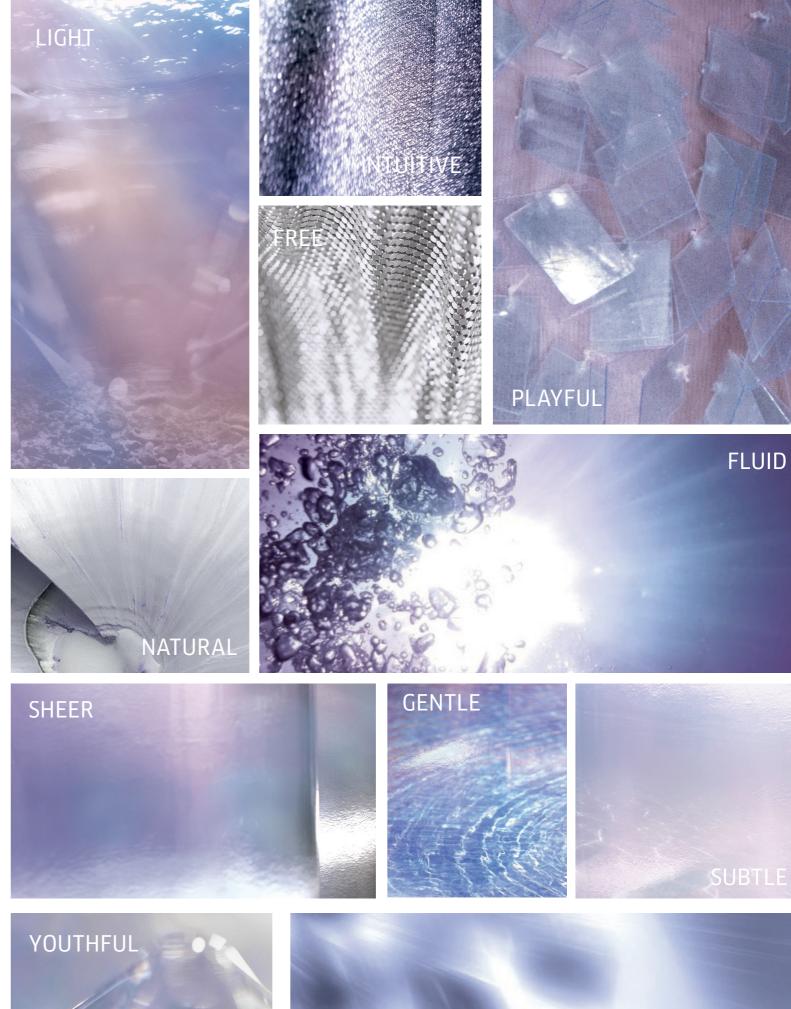


INTRODUCING A NEW COLOUR BY WELLA PROFESSIONALS:

MORE THAN A COLOUR A WONDER OF LIGHT.

OUR BIGGEST COLOUR INNOVATION IN 20 YEARS









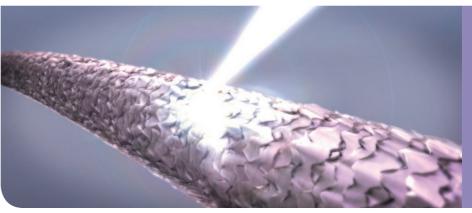




OUR MOST ADVANCED COLOUR SCIENCE

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.

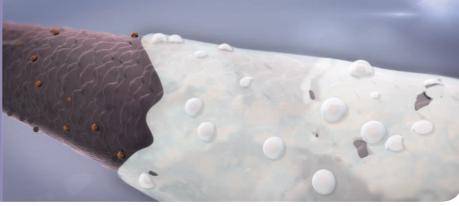


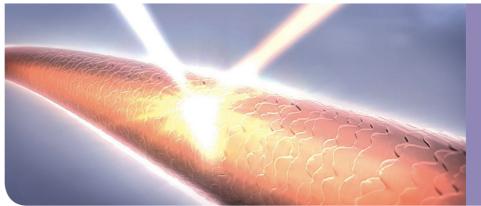


creating less reflection.

protection.







standing light reflection.

DISCOVER MAXIMUM COLOUR POSSIBILITIES

20 INTERMIXABLE SHADES / SIMPLE, NO ADDITIONAL COMPLEXITY
1:1: MIXING RATIO / EASY TO GET STARTED / SAME DEVELOPER, WELLOXON PERFECT



SHADE NAMES

5/43 - Light Red Gold Brown

5/7 - Light Brunette Brown

5/35 - Light Gold Mahogany Brown

5/ - Light Brown

6/ - Dark Blonde

7/43 - Medium Red Gold Blonde

7/7 - Medium Brunette Blonde

7/3 - Medium Gold Blonde

7/35 - Medium Gold Mahagony 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 Brunette 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.



MIXING GUIDELINES



ILLUMINA COLOR & WELLOXON PERFECT

- Not recommended to be mixed with Koleston Perfect
- Mix 60 ml ILLUMINA COLOR shade + 60 ml Welloxon Perfect
- · Up to 100% grey/white coverage with a sheer result

FULL-HEAD FIRST-TIME APPLICATION

SAME DEPTH OR DARKENING

FULL-HEAD COLOUR

Apply the colouring mixture immediately from roots to ends. DEVELOPMENT TIME

- HEAT: 30 - 40 min

+ HEAT*: 15 - 25 min

TIPI

If needed give an additional 5-10min development time



ROOT APPLICATION

LIGHTENING



MID-LENGTHS & ENDS

DEVELOPMENT TIME

Apply the colouring mixture to

mid-lengths and ends only. Leave approximately 2 cm free from the scalp.

MID-LENGTHS & ENDS

ROOT AREA

Apply the colouring mixture to the roots.

- HEAT: 20 min

DEVELOPMENT TIME

- HEAT: 30 - 40 min

+ HEAT*: 15 - 25 min

- + HEAT*: 10 min

ILLUMINA COLOR

MIXING RATIO

12%

Welloxon Perfect 40 Vol. 3 levels of lift

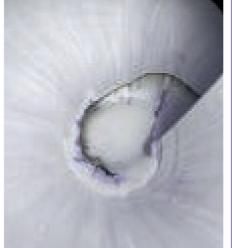
Welloxon Perfect 30 Vol. 2 levels of lift

6%

Welloxon Perfect 20 Vol. 1 level of lift Coverage of grey/white Same depth or darker

+1 part





REGROWTH APPLICATION

- Start the colouring process at the root area.
- of grev/white.
- degree of lightening is required.





GREY/WHITE COVERAGE





PASTEL TONING

- To achieve beautiful soft pastel shades, we recommend ILLUMINA COLOR shades from levels 9/ and 10/.
- Always mix with Welloxon Perfect Pastel.



BLENDING · COLOURATION



GLOSSING

- To achieve a shine luminous in every light, we
- and 1 part Wella Care Post Treatment Service Conditioner or System Professional Color Save Conditioner.

AFTER TREATMENT











STEP 2 Then apply Formula B throughout the mid-lengths and ends, blending with Formula A to ensure no demarcation line.



STEP 3 Next, drop the slice, then repeat using Formula A on the root area, then apply Formula C throughout the mid-length and ends, blending to ensure no demarcation line.



STEP 4 Continue in this way until the whole section has been covered.



Repeat for the remaining three sections.



STEP 6 Finally, apply Formula D to the root area and Formula E throughout the mid-lengths and ends throughout the remainder of the hair.

WELLA PROFESSIONALS STYLING

Velvet Amplifier Flowing Form Balm Stay Essential Spray

SYSTEM PROFESSIONAL **COLOUR EXPRESS ALCHEMY SERVICE**

Volumize Infusion Color Save Emulsion

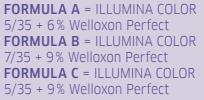
SYSTEM PROFESSIONAL STYLING

Perfect Hair Delicate Volume





LUNAR LIGHT



WELLA PROFESSIONALS CARE

Brilliance Shampoo Brilliance Conditioner Brilliance Colour Protection Serum

WELLA PROFESSIONALS STYLING

Velvet Amplifier Stay Brilliant Mirror Polish

SYSTEM PROFESSIONAL COLOUR EXPRESS ALCHEMY SERVICE

Smoothen Infusion Color Save Emulsion

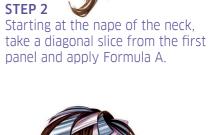
SYSTEM PROFESSIONAL STYLING

Refined Texture Perfect Ends





STEP 1
Divide the hair into five lunar panels as shown.



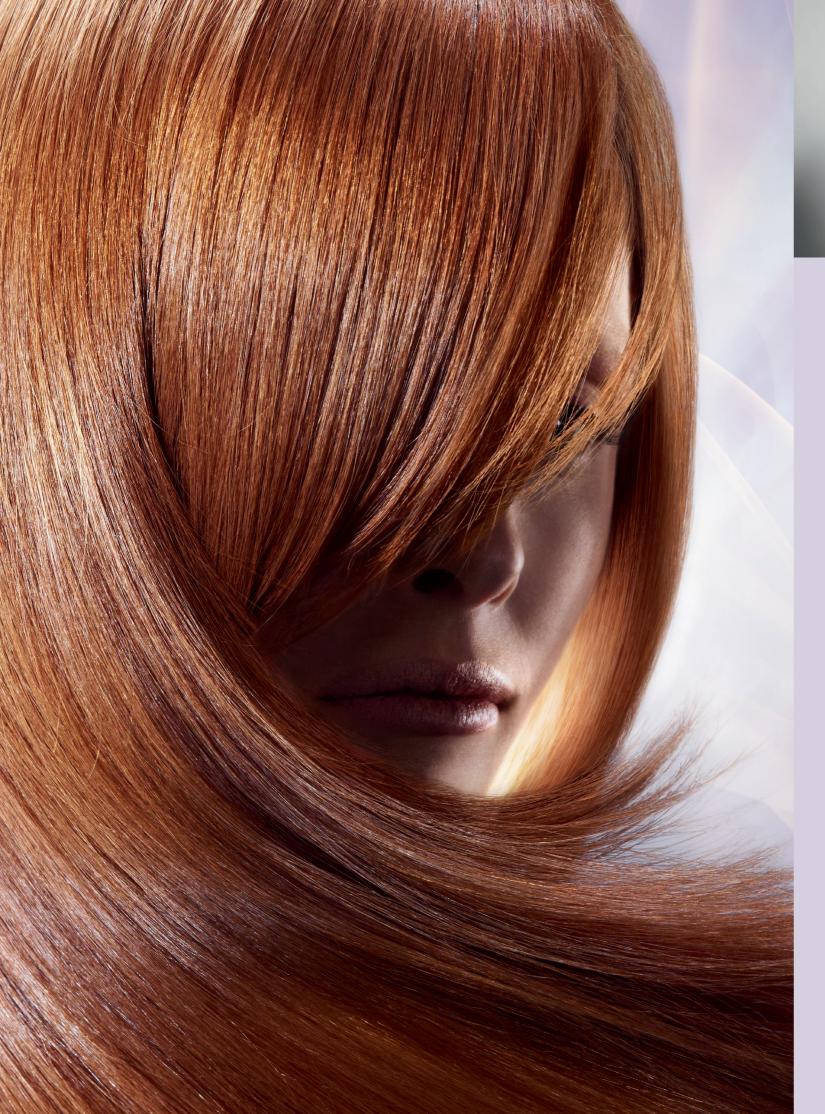
STEP 3
Drop the slice then repeat throughout the lunar panel, alternating Formulas A, A, B and then switching to A, B, B until the panel is complete.



STEP 4
Repeat for the remaining lunar panels.



Finally, apply Formula A to the root area and Formula C throughout the mid-lengths and ends of the rest of the hair.





FORMULA A = ILLUMINA COLOR 7/43 + 6% Welloxon Perfect

WELLA PROFESSIONALS CARE

Brilliance Shampoo Brilliance Conditioner Brilliance Leave-In Balm

WELLA PROFESSIONALS STYLING

Velvet Amplifier Smooth Brilliance Shimmer Delight

SYSTEM PROFESSIONAL COLOUR EXPRESS ALCHEMY SERVICE

Smoothen Infusion Color Save Emulsion

SYSTEM PROFESSIONAL STYLING

Resolute Lift finished with Perfect Hold



MICROLIGHTS



STEP 1Divide the hair from ear to ear.



STEP 2
Start the application at the top of the head and apply Formula A from the root area through to the mid-lengths and ends.



STEP 3
Apply Formula A through the back sections first.



STEP 4
Continue from the crown area through the front section, applying Formula A in the same way.



STEP 5Continue through front sections until complete.





SOFT RED

BY JAYSON GRAY, TONI&GUY & WELLA PROFESSIONALS COLOUR CLUB MEMBER

Formula A = ILLUMINA COLOR 7/43 + 6% Welloxon Perfect Formula B = ILLUMINA COLOR 5/43 + 6% Welloxon Perfect Formula C = ILLUMINA COLOR 10/36 + 6% Welloxon Perfect Formula D = ILLUMINA COLOR 7/35 + 6% Welloxon Perfect

WELLA PROFESSIONALS CARE

Brilliance Shampoo Brilliance Conditioner Brilliance Leave-In Balm

WELLA PROFESSIONALS STYLING

Boost Bounds Mousse Smooth Brilliance

SYSTEM PROFESSIONAL **COLOUR EXPRESS ALCHEMY SERVICE**

Smoothen Infusion Color Save Emulsion

SYSTEM PROFESSIONAL STYLING

Polished Waves Sublime reflection





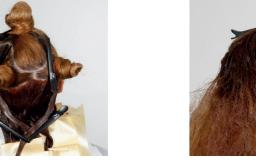
STEP 1 Take a large 'puddle' shaped section on the top of the head. Then take two sub-sections within this section at the back as shown.



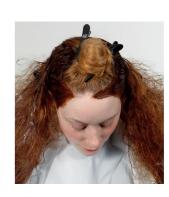
STEP 2 Colour the entire perimeter section with Formula A from roots to mid-lengths.



Colour the mid-lengths and ends, alternating Formulas C and D.



STEP 4 Colour the 2 sub-sections at the back using Formula B from the root area through to the mid-lengths and ends.



STEP 5 Tease out the hair & massage Formulas C & D into the lengths to create seamless blending.



STEP 6 Colour the remaining 'puddle' section on the top of the head using Formula A for the roots and then use Formulas B, C, & D free-hand through the mid-lenghts and ends.





Formula A = ILLUMINA COLOR equal parts of 7/81 + 8/ + 6% Welloxon Perfect Formula B = ILLUMINA COLOR 1 part 10/ + 4 parts 10/1 + 6% Welloxon Perfect Formula C = ILLUMINA COLOR 9/60 + 6% Welloxon Perfect Formula D = ILLUMINA COLOR 2 parts 8/1 + 1 part 9/60 + 6%

WELLA PROFESSIONALS CARE

Brilliance Shampoo Brilliance Conditioner Brilliance Leave-In Balm

Welloxon Perfect

WELLA PROFESSIONALS STYLING

Extra Volume Styling Mousse Smooth Brilliance

SYSTEM PROFESSIONAL **COLOUR EXPRESS ALCHEMY SERVICE**

Volumize Infusion Color Save Emulsion

SYSTEM PROFESSIONAL STYLING

Resolute Lift Perfect Hold



MOONSTONE

BY STUART BANE, D&J AMBROSE & WELLA PROFESSIONALS COLOUR CLUB MEMBER



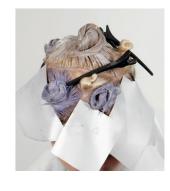
STEP 1 Divide the hair into 5 triangles as shown.



STEP 2 Colour the entire underneath section with formula A.



Colour the large middle triangle with Formula B.



Taking the front two triangles, colour half of the larger triangle and the smaller triangle with Formula C.



STEP 5 Then Colour the triangle on the right Then colour the triangle on the left side at the back with Formula C.



STEP 6 at the back and the front remaining section with Formula D.





Formula A = ILLUMINA COLOR equal parts 5/7 + 5/43 + 6% Welloxon Perfect

Formula B = ILLUMINA COLOR Equal parts 10/36 + 5/43 + 12%

Welloxon Perfect

Formula C = ILLUMINA COLOR 7/3 + 6% Welloxon Perfect

WELLA PROFESSIONALS CARE

Brilliance Shampoo Brilliance Conditioner Brilliance Leave-In Balm

WELLA PROFESSIONALS STYLING Flowing Form Shimmer Delight

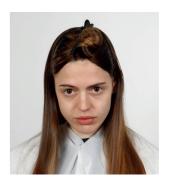
SYESTEM PROFESSIONAL
COLOUR EXPRESS
ALCHEMY SERVICE
Smoothen Infusion
Color Save Emulsion

SYSTEM PROFESSIONAL STYLING Delicate Volume Refined texture



SPUN GOLD

BY STUART BANE, D&J AMBROSE & WELLA PROFESSIONALS COLOUR CLUB MEMBER



STEP 1
Take a triangular section from top of the crown to the front of the hairline.



STEP 2
Colour the entire back section from roots to ends with Formula A.



STEP 3 Clip the hair out of the way.



STEP 4
Take fine diagonal slices from the front and apply Formulas A, B and C alternating fine sections in-between.



STEP 5
Repeat Step 4 throughout the entire front section.

IN SALON ILLUMINATION



MOOD VIDEO

If you have a TV in your salon, play the ILLUMINA COLOR video provided to ensure your clients are aware of your new service.



RECOMMEND A FRIEND CARD

SEE COLOUR IN A **NEW** LIGHT ILLUMINA COLOR TRY IT TODAY



Place these on your window & door to let the world know that you offer the ILLUMINA COLOR Service.

SET 1 - 3x Posters & 1x Door Sticker

SET 2 - 2x Banners & 1x Door Sticker

SET 3 - 14x Assorted Window Clings & 1x Door Sticker



UMINOUS SEE COLOUR ILLUMINA COLOR IN A NEW LIGHT ILLUMINA COLOF



SHEER

3







SHOWCARDS

Display these at your reception and styling stations. Don't let your clients miss out on this essential new colour service.



SEE COLOUR
IN A NEW LIGHT
TRY IT TODAY

ILLUMINA COLOR

MINA COLOR

TRY ILLUMINA COLOR TODAY
and receive a FREE Wella Professionals Care
mini gift pack

ILLUMINA COLOR

CONSULTATION BOARD

Identify what type of colour result your client is looking for - quick and hassle free.



STAFFROOM POSTER & INTRO BROCHURE

Place these in the back room to provide your staff with easy reach instruction on ILLUMINA COLOR.

SHADE CHART







PROMOTE YOUR NEW ILLUMINA COLOR SERVICE

Don't forget to advertise to your clients about your NEW ILLUMINA COLOR service - use your facebook page, twitter, salon website, send out client emailers and print advertisements with your local press.

Personalise your very own Promotional Tools and/or book your own salon Advertising Campaign with our FREE easy-to-use online marketing tool.

Get started today at www.WellaMyMarketing.com

MyMarketing



MEDIA CAMPAIGN

MAXIMISE YOUR NEW ILLUMINA COLOR SERVICE & INCREASE YOUR SALON SALES BY USING OUR EYE-CATCHING SALON MARKETING MATERIAL TO CONNECTING TO OUR NATIONAL MEDIA CAMPAIGN. ENSURE YOU ARE READY FOR CLIENTS ON THE LOOKOUT FOR ILLUMINA COLOR SALONS.



TRADE/CONSUMER ADVERTISING

Reaching over 6 million consumers in 6 months

CREATING THE LATEST FASHION MUST-HAVES

Extensive PR events with top journalists to drive word of mouth

CLIENTS WILL BE ASKING FOR ILLUMINA COLOR...
Will you be ready?





Like 'Wella UK' on Facebook



ILLUMINA COLOR