



Undone Collection

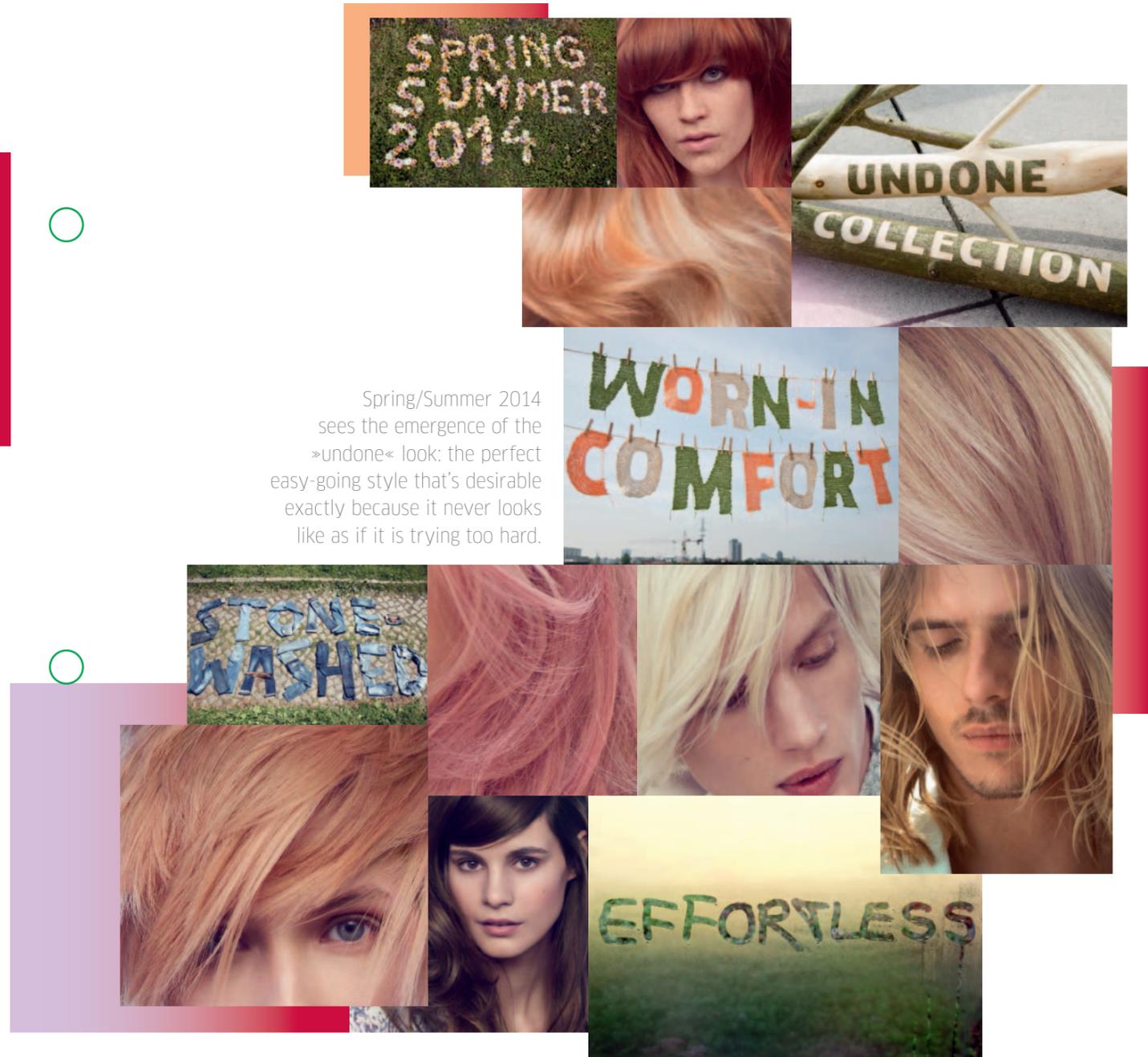
Create Book

Urban Native



A new breed of techno-savvy but nature-connected people have gone urban native. They've decluttered, slowed down and reconnected with life.

Undone Collection



Spring/Summer 2014 sees the emergence of the »undone« look: the perfect easy-going style that's desirable exactly because it never looks like as if it is trying too hard.

Glossary

Color Placement

Triangle		Can create a spread of color of a beam. Multiple triangle create soft blending of colours.
Circle		When following the shape of the head, it will create a soft natural falling color.
Crescent		Used to create shine lines and focal points with color.
V-Section		Feathering the color in a V creates softer worn in blondes.
FreeHand		Natural soft highlights applied where you want them.

Mastery Level

Expert		Essential		Exceed	
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Create milky translucent blondes with FREELIGHTS and a Relights and a gloss or try ILLUMINA COLOR Gloss 10/69

Add some temporary coral with Perfecton /43 color rinse or Color Fresh 7/4

Get a ash cool brunette result with Koleston Perfect /75 and /71

Undone Collection

Style

Create chic-casual naturalness, with undone texture always allowing free-flowing, liquid movement hair.



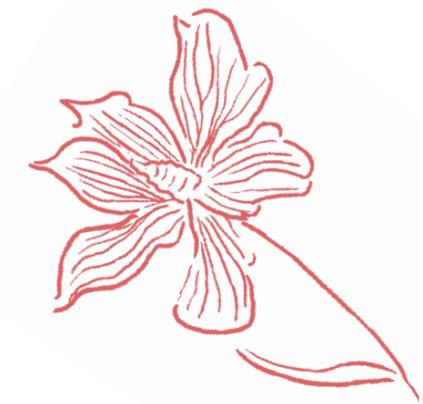
Cut

The hair shapes have a feel of grown-out contours full of lived-in movement. Worn with a natural frothy feel, foamy textures are beautifully undone as if by sun, wind and water.



Stonewashed Color

A palette of creamy nude tones to faded brights, broadened into stone-washed corals and brunettes alive with depth are placed with a geometric shapes, which create a softness in the color. Different degrees and densities of color and high-lights. Hair is dappled with color giving surprising stonewashed accents of color, which results in playful a light hearted transitions of color.



Dmitri & Alexei's Color Tip:
Use combination of color products to achieve surprising accents of color. Dmitri used a combination of Koleston Perfect Special blondes and ILLUMINA COLOR.

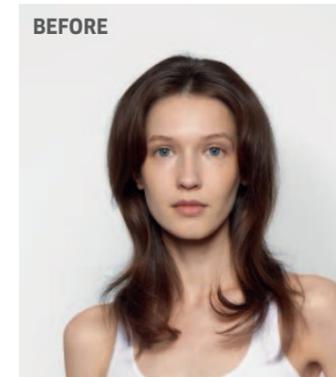


Thomas' and Petra's Tip to create perfect styled movement:
Use multiple brushes and leave in hair to cool a lasting soft movement.



Color

Color Placement Shape



01 After pre-lightening on dry hair apply color to the root area.



03 Apply color A, B, C alternately to mid-lengths and ends.



04 Apply color A to any remaining hair.

02 Take a large triangle section through the top and subdivide into smaller triangles.

Use on that:
Elnor Multi Blonde Shades
1.15 + 1.6%
ILLUMINA COLOR
A. 9/43 + 1.2 pastel + 60ml Color. ID
B. 10/05 + 8/105 (1.1) + 1.2 pastel
+ 60ml Color. ID
C. 9/03 + 9/43 (3.1) + pastel
+ 60ml Color. ID



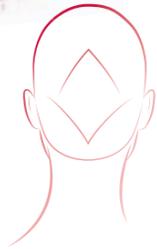
CARE TIP

Maintain your stonewashed strawberry blonde color with Wella Professionals Brilliance Shampoo and Conditioner.

Stonewashed strawberry blonde

Cut

Sectioning pattern for cut:



01 1.2 cm take V section at the back. Create base line.



02

02 Layer the back with vertical sections and a vertical finger angle.



03

03 Move to diagonal sections below crown.



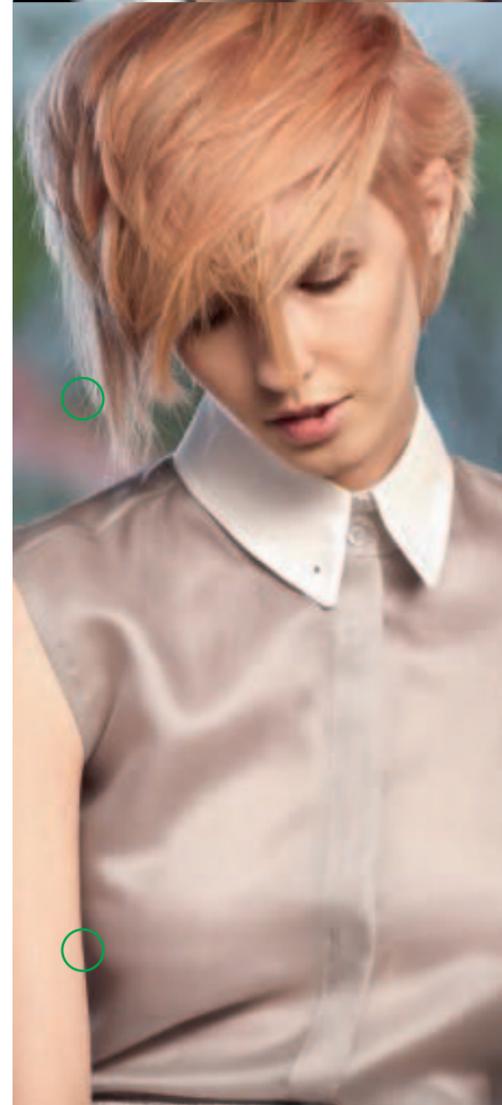
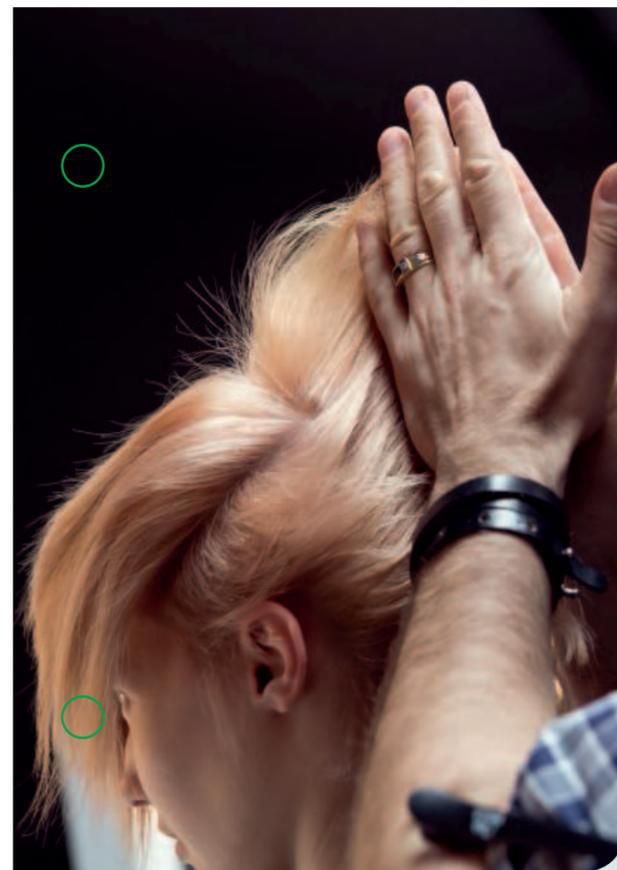
04

04 Continue the layers at the side. Overdirect the front back to create length at the face.

05 Blend the sides and crown to the top sectionpoint cut to create extra texture.



05



STYLING TIP

Apply grip cream throughout the hair and use your fingers to create touchable texture.

Notes

Alternative Formulas

KOLESTON PERFECT.

A. 10/16 + 7/47 (1:1) + 6%

B. 10/03 + 8/43 (2:1) + 6%

C. 8/43 + 9/03 (1:4) + 6%

COLOR TOUCH:

A. 8/43 + 10/3 (1:1)

B. 10/6 + 5/5 (4:1)

C. 8/43 + 10/3 (1:3)

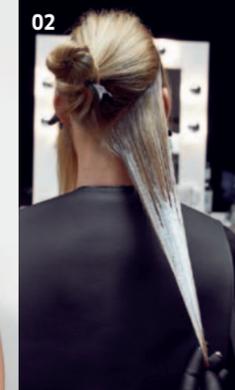




Creamy nudes

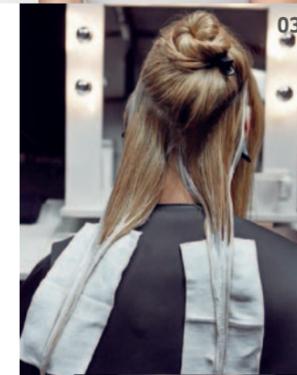
Color

Color Placement Shape:



01 Take backward diagonal section from behind the ear to nape to form a V shaped section.

02 Starting at the nape take 2 cm sections and apply BLONDOR FREELIGHTS starting away from the roots.



03 Sweep the BLONDOR FREELIGHTS feathering from the roots on both sides of the section in a V shape applying the product more heavily to the last 4 cm of the hair.

04 Continue working in this pattern varying how much of the ends are colored. After removing BLONDOR FREELIGHTS gloss with Formula B.



*Used on shoot:
A. Blondor FREELIGHTS 12+6%
B. COLOR TOUCH Relights 106+19%*

CARE TIP

Use Enrich shampoo and BLONDOR Seal And Care to maintain your creamy nude Balayage look.

Cut

Sectioning pattern for cut:



01 Create the base length.



03 Work around the head cutting all the hair in the back both sides and front.



TIP: Using texturising scissors will give a softer result.



02 Take a triangular sections from the crown to the occipital. Hold the hair with no tension. Flip the hair at mid-lengths and cut from shortest to longest point.



04 To create shorter layers and the sweeping fringe at the front, flip the sections up and cut from shortest to longest point.

TIP: The hair is cut dry to follow the natural movement.



STYLING TIP

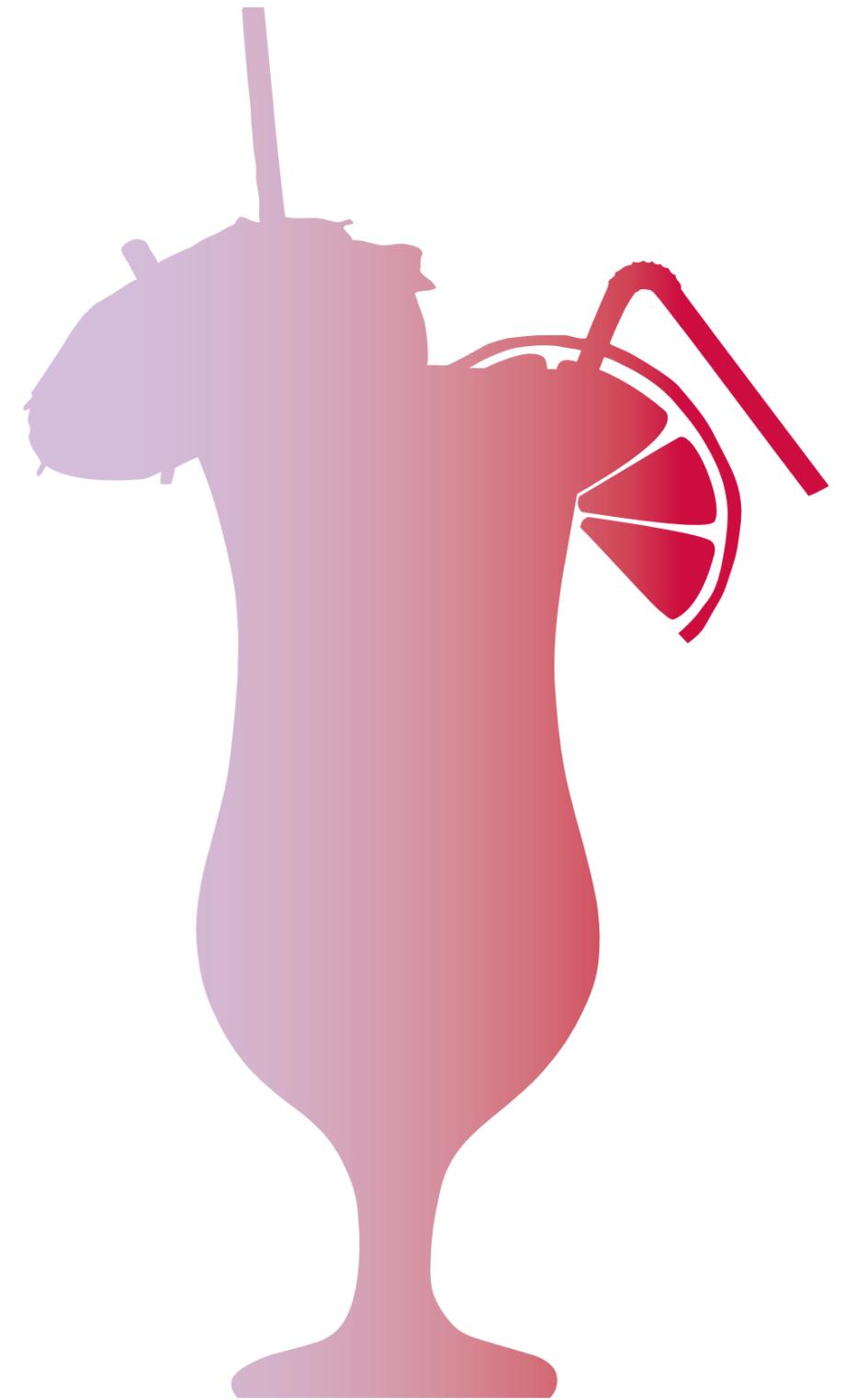
- > Apply Body Crafter evenly across the hair to create a volume. Then texturise with fingers.
- > As the last step before finishing the style, apply Distinct Dynamic Fix Crafting Spray and use your creativity to sculpt, finger-style, or shape a distinctive undone design.



Notes



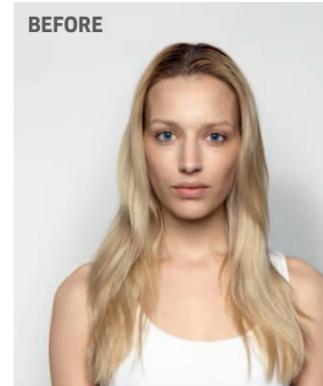
Alternative Formulas
ILLUMINA COLOR 10/
Blondor Multi Blonde Powder
Color Fresh 10/39



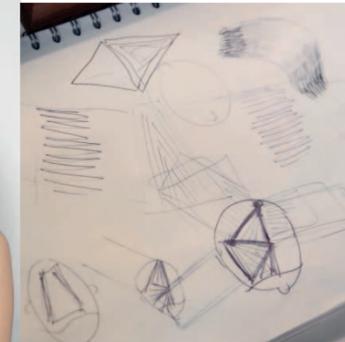
Unexpected color combinations

Color

BEFORE



01 Apply A to roots.



Color Placement Shape



02 Section into 2 triangles at the front.

03 Take a fine horizontal slice in triangle. Apply B to mid lengths and C to ends. Repeat on next sections with B and D continue alternating B, C, D until triangle is filled.



CARE TIP

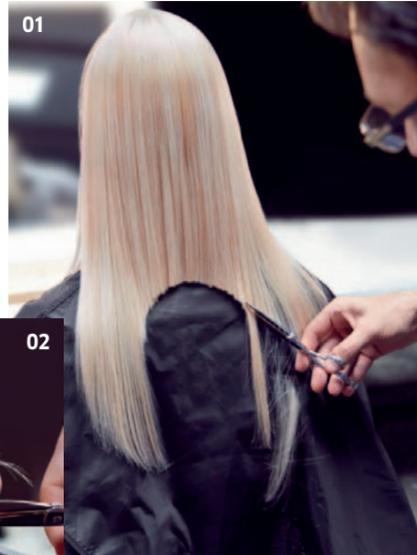
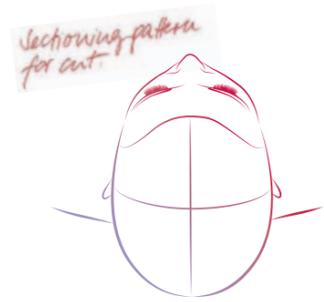
Protect and maintain the cascading stonewashed color with Brilliance Shampoo and Conditioner.



04 Repeat color application on front triangle but with vertical slices.

Used on shoot
 A. Special blonde 12/7 + 12/1, 1.2 + 2 parts 12%
 ILLUMINA COLOR:
 B. 7/35 + 4% + 3 ml Color.id
 C. 10/36 + 9/43 1-1 + 4% + 3ml Color.id
 KOLESTON PERFECT
 D. 10/04 + 8/43 1-1 + 6% + 3ml Color.id

Cut



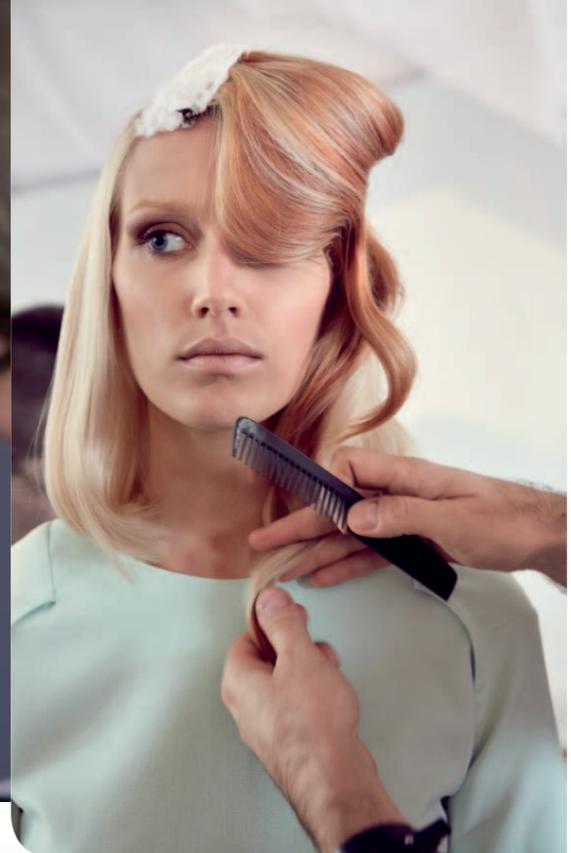
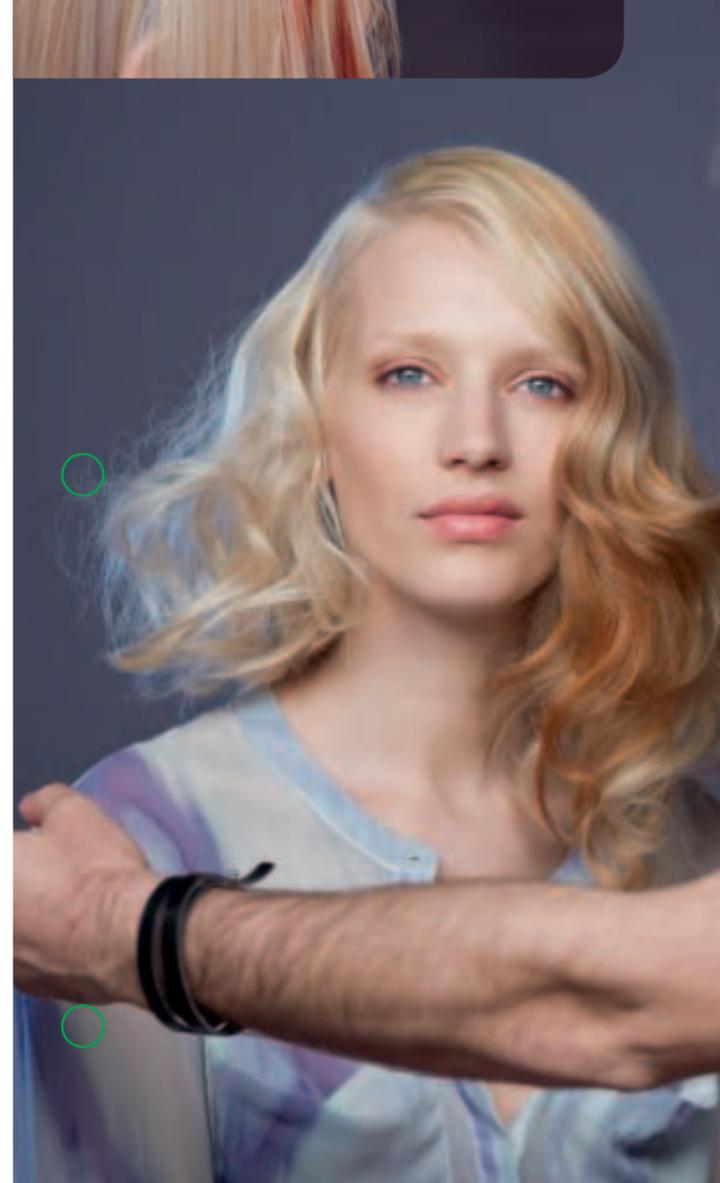
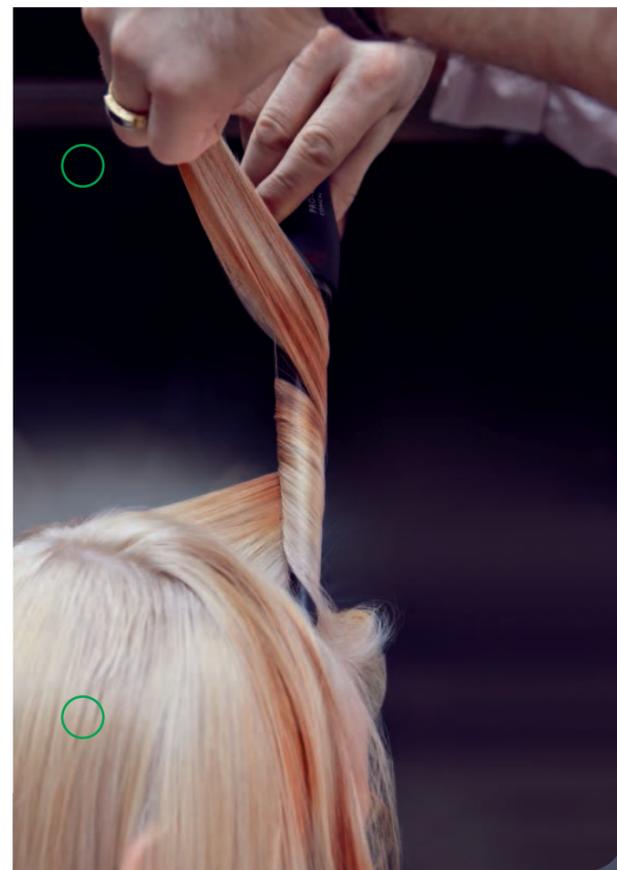
01 Create a strong base line through back and sides creating extra length at front.



02 Create soft layers through the back.



03 Create soft layers with texture through the top and sides.

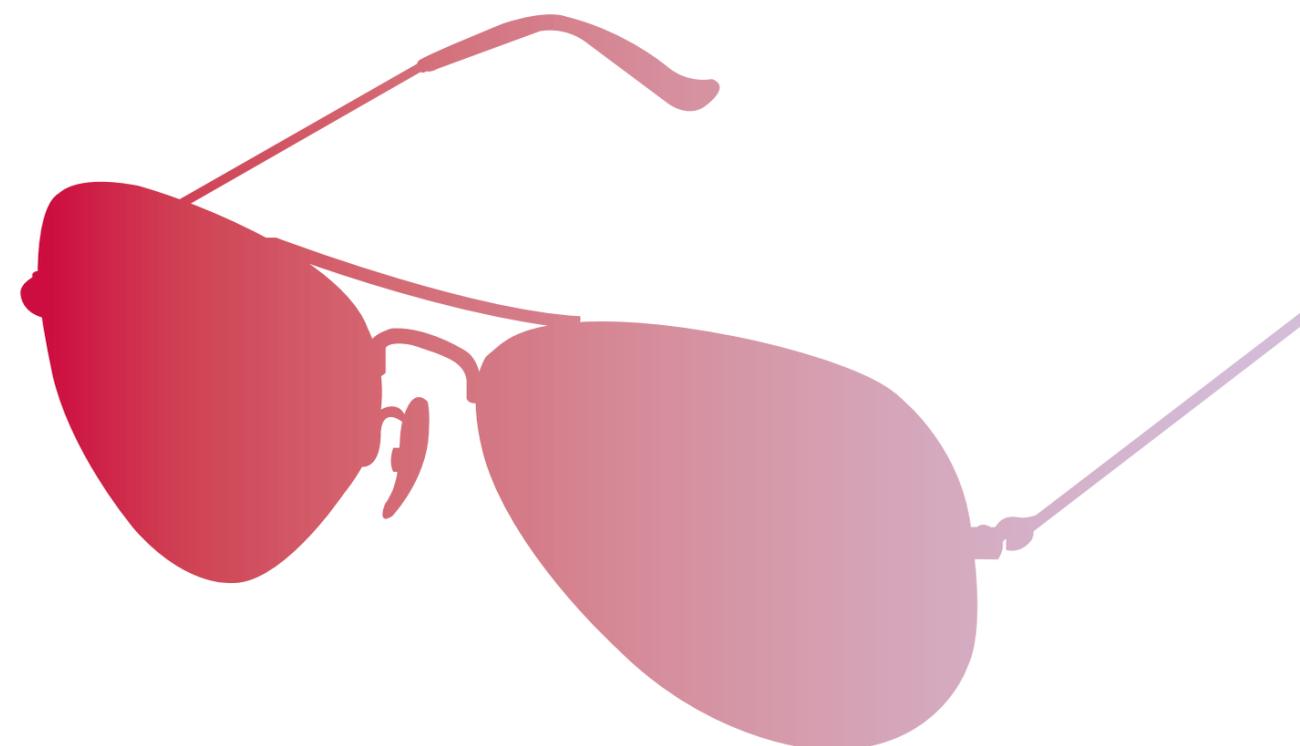


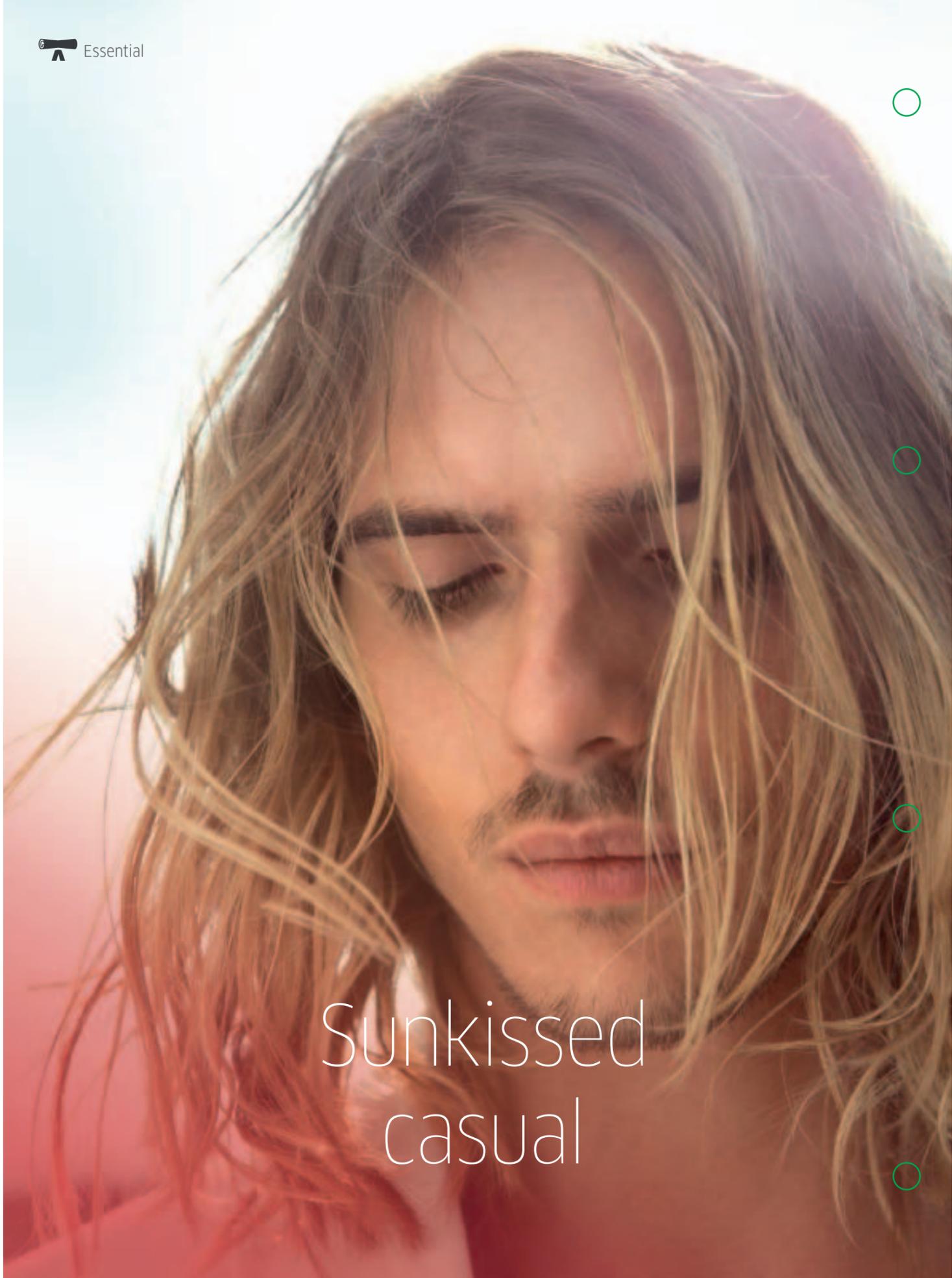
STYLING TIP

Create waves with Conical Styler and use Oil Reflections in the hair ends to enhance the liquid movement.

Notes

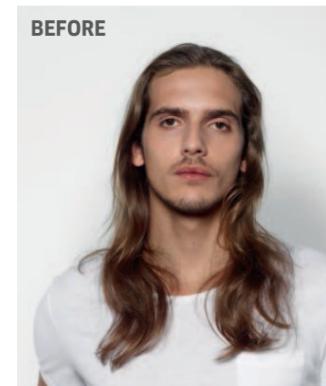
Alternative Formulas
ILLUMINA COLOR:
10/17 can be used
to create a premium
creamy nude base.





Sunkissed casual

Color



Color Placement Shape:



01 Section the hair in 4 and take backward diagonal section from behind the ear to nape to form a V shaped section.

02 Sweep the BLONDOR FREELIGHTS from both sides of the section in a V shape applying the product more heavily to the last 2cm of the hair.



Used on Photo Products:
A. Blondor-FREELIGHTS (1.15) 6%
B. COLOR TOUCH RECHARGE 100 + (1.2) 1.9%

03 Continue working in this pattern varying the distance away from the roots you start and varying how much of the ends are colored.

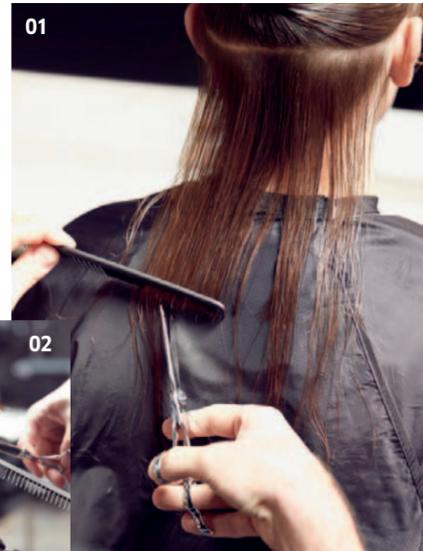
04 Leave some sections of the uncolored at the front apply the FREELIGHTS in single strands from the roots.



CARE TIP

At home to keep blondes fresh use Color Recharge Cool Blonde Shampoo and Color Recharge Cool Blonde Conditioner.

Cut



01 Create the base line at the desired length. Bring the hair from the back down and cut to base length.



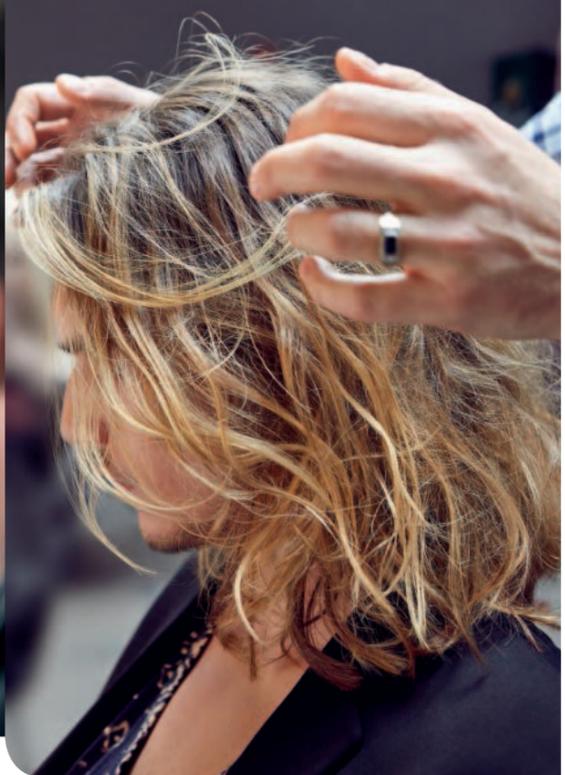
02 Take vertical sections and elevate at 90 degrees a cut with a diagonal finger angle.



03 Take a small section from the back as your guide direct slight forward with no elevation to create soft base line.



04 Blend the front to create softness. Then blend the front to the sides.



STYLING TIP

- > Create the perfect undone beach look by creating a wave with Wella Straight and then adding Texture Touch with fingers.
- > For extra beachy texture apply Ocean Spritz Spray into dry hair near the roots, then scrunch or shape using your fingers and air-dry.



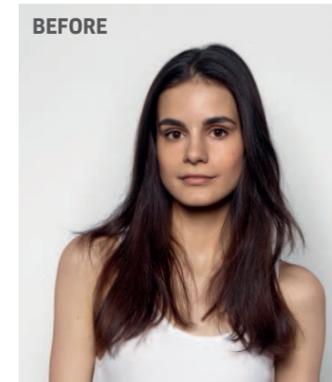
Notes

Alternative Formulas
ILLUMINA gloss Venice
with 10/11
COLOR TOUCH gloss 10/11
Magna 139+9°b

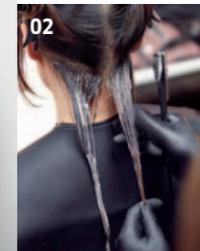


Interplayed highs and lows

Color



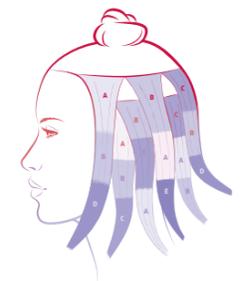
01 Starting at the nape take a fine curved sections subdivide in to 2.



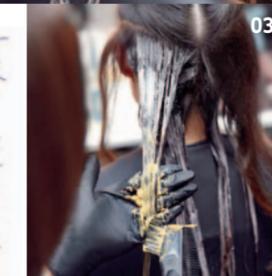
02 Apply a to the roots then apply B to mid lengths and C to the ends.



03 Take the next curved section, apply B at the roots, C mid length and A at the ends, continue alternating the colors until above the occipital.



used on shoot:
ILLUMINA COLOR
A. 5/81 + 7/18 2:1
+ 4% + 3ml Color.id
B. 6/16 + 6% + 3ml Color.id
C. 7/31 + 7/43 1:1 + 6%
+ 3ml Color.id
D. 8/69 + 9% + 3ml color.id
E. 10/05 + 12% + 3ml color.id



04 From above ear use all colors A-E cascade the color but always use the lightest shades on ends.



CARE TIP

- > To keep the multi-dimensional color healthy and vibrant use Brilliance Shampoo and Conditioner.
- > To refresh the multi-dimensional color use Color Recharge Cool Brunette Conditioner.

Cut

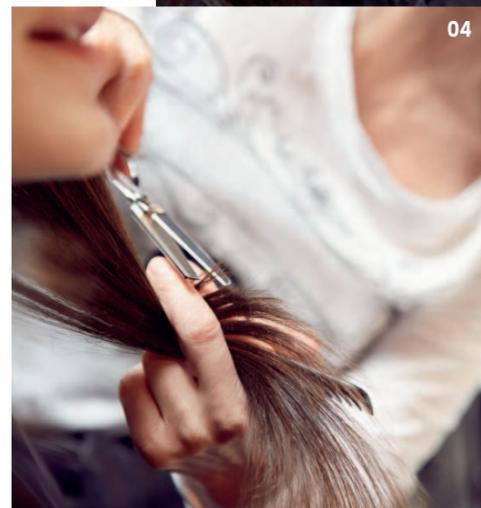
Sectioning pattern for cut



01 Take triangular sections at the crown.



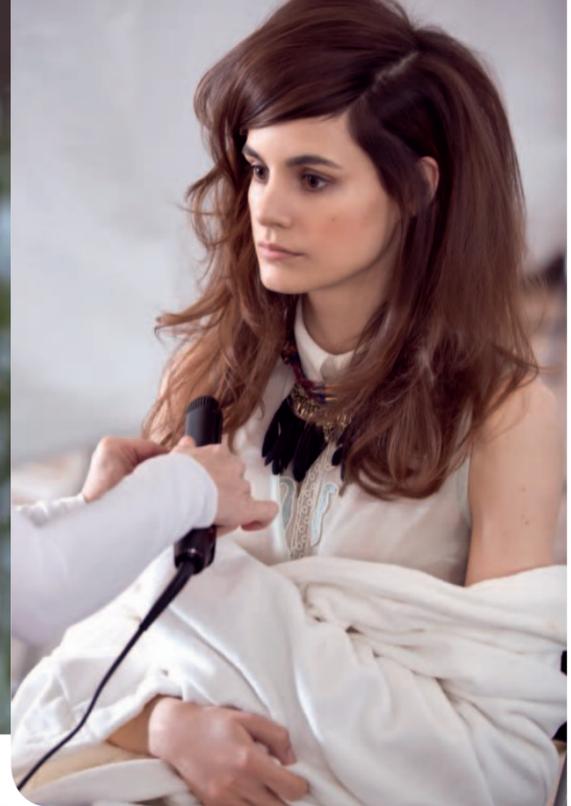
02 Hold the hair with no tension and flip the hair at midlengths, cut from shortest to longest point.



04 Allow the hair to fall naturally and freehand cut the sides to bend at the face.



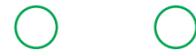
03 Work around the head cutting the back and sides.



STYLING TIP

- > Use Body Crafter on dry hair to create an undone texture.
- > To keep the style touchable finish with Stay Essential Spray.

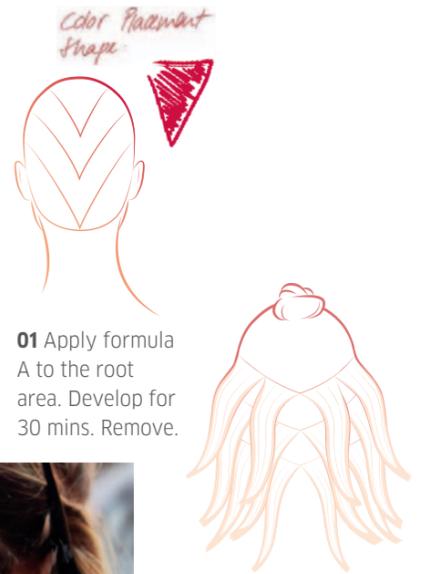
Notes



Alternative Formulas
 KOLESTON PERFECT.
 A. 6/71, B. 6/75, C. 7/43 + 7/3,
 D. 8/73 E. 10/6
 COLOR TOUCH
 A. 6/71, B. 6/75, C. 7/43 + 7/3
 D. 7/75 + 10/73, E. 10/6

Stone-washed pinks and blonde

Color



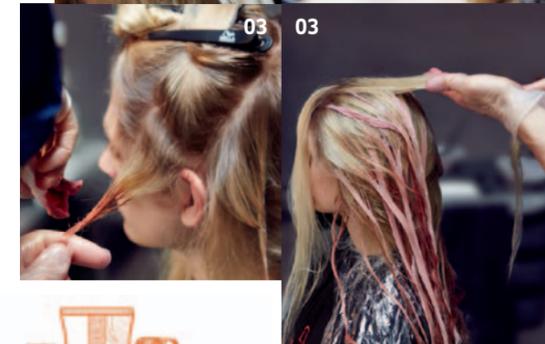
01 Apply formula A to the root area. Develop for 30 mins. Remove.

02 On dry hair start at the nape, take 1cm triangle sections and apply BLONDOR FREELIGHTS on the outer sides of the section. Sweep the BLONDOR FREELIGHTS more heavily onto the ends of the section.



03 Fun Tones: Apply Color Touch Relights and Perfecton to random sections. Develop 20 mins. Rinse.

TIP: To give a more natural result, vary how close to the root you start to apply and apply the color heavier at the end.



TIP: Apply pure Perfecton as hair will be rinse and use with color pads to add pink tones to the end.

Used on shoot:
 A. Color Fresh 7/0
 B. Blondor FREELIGHTS 1.2 + 6%
 C. COLOR TOUCH Relights/06 + 100 (1.1) + (1.2) 1.9%
 D. Perfecton 50 ml/44 + 10 ml/10 Pure



CARE TIP

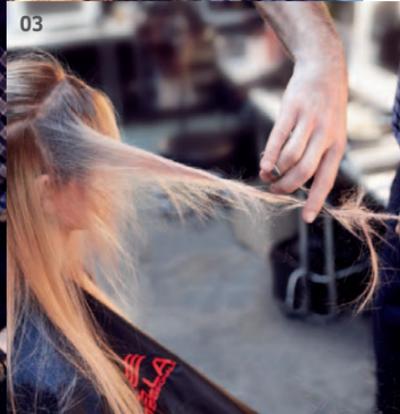
After color use BLONDOR Seal And Care to maintain the beautiful blonde base with Enrich Shampoo and Conditioner.

Cut

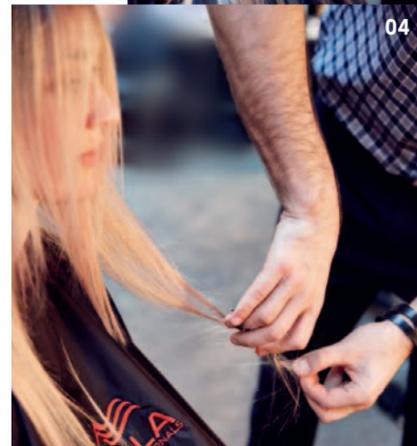


01 Create a circular section from the front to the crown twist all of this section holding the hair vertically, slice to create textured layers.

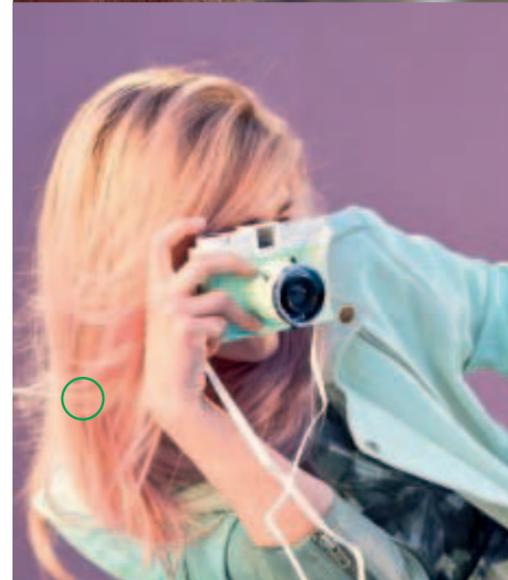
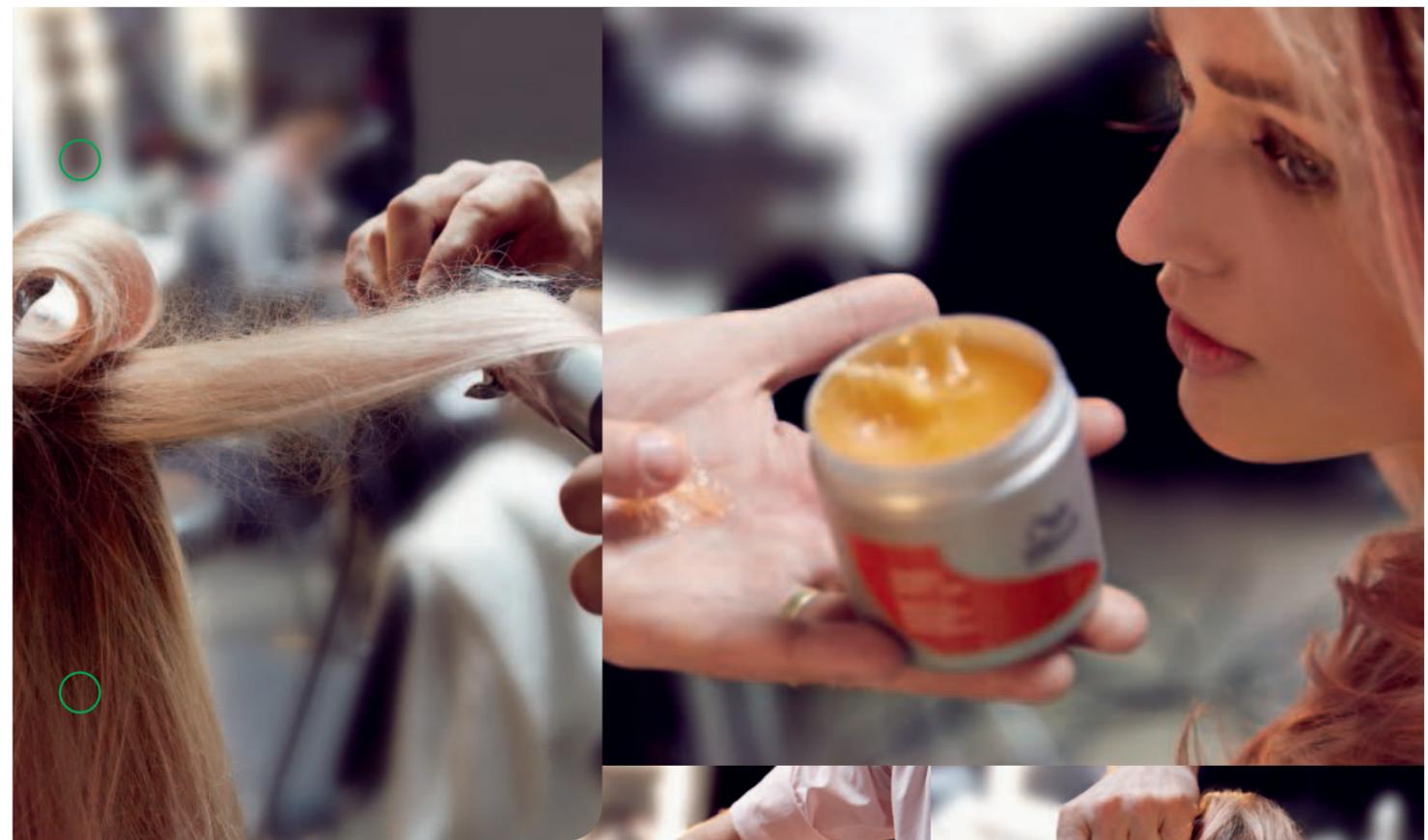
02 Using vertical sections create soft layers through the back and sides.



03 Blend the top section to the back and sides.



04 Free hand cut the hair to create softness at the face and the base.

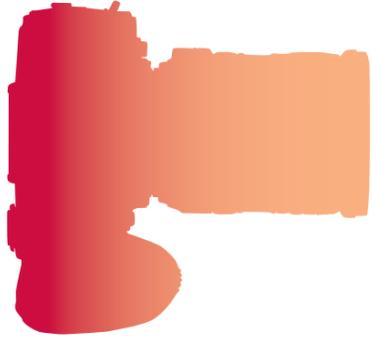


STYLING TIP

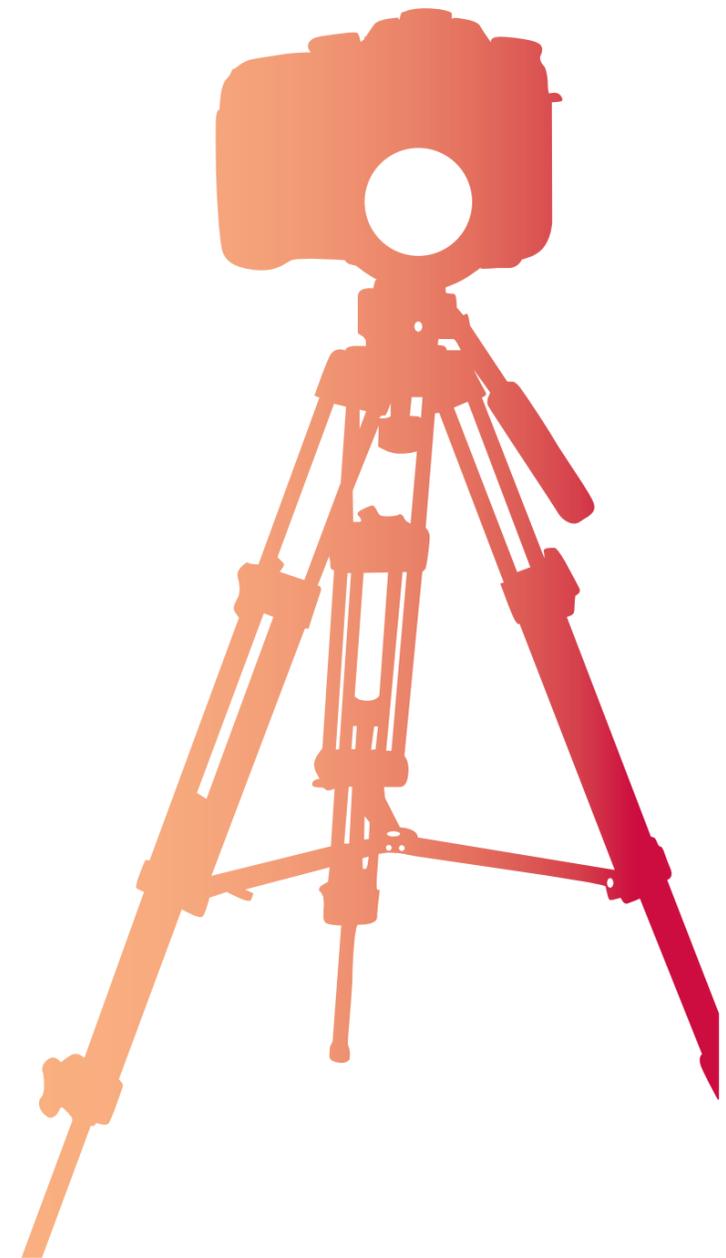
- > Prepare the hair for the ultimate undone style by adding Velvet Amplifier to damp hair to amplify control for maneuverable styling.
- > Apply Thermal Image to the hair use large Wella Curl and then wrap the section around a color pad, clip allow to cool.
- > Work Shape Shift Moulding Gum in your palm before sculpting the front of the look to create an undone style with elastic flexibility.



Notes

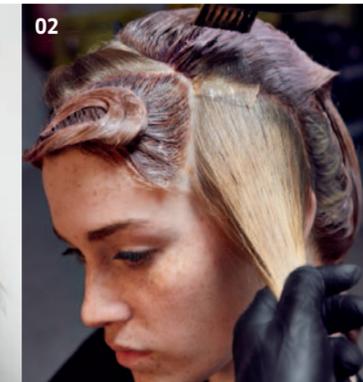
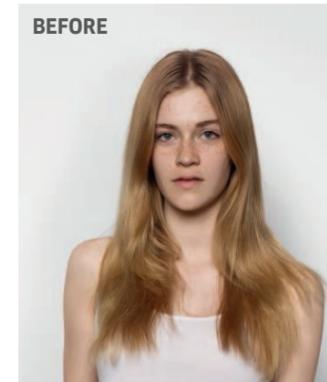


Alternative Formulas
Blondor Multi Blond Granules
Use ILLUMINA COLOR 7/89 3:1
7/10 1:1 4% to create a natural base
For faded bright pink tones use
COLOR TOUCH:
A. 10/10 + 0/56 (10:1)
B. 0/68 + 0/56 (1:20)



Color

Color Placement Shape

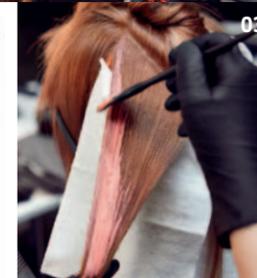


01 Create 2 triangles, one at each side, and apply color A to roots to mid lengths and ends of hair not in the triangle.

02 After 15 mins. take color a through the mid lengths and ends of the hair in the triangles, this will give a washed out feel to the base. Remove color after development time is completed and dry the hair.



03 Paint Magma in triangular sections alternating colors B and C.



03 After removing, gloss with D.

Used on photo:
A. COLOR TOUCH 7/43 + 2 4%
B. Magma 134 + 144
(10.7) + 1.15%
C. Magma 143 + 63
D. COLOR TOUCH Penguine
147 + 100 (3.9) + (1.2) + 9%



CARE TIP

To maintain the delicate stonewashed coral colors use a combination of Magma Color Complete and Brilliance Shampoo and Conditioner.

Washed out corals

Cut



01 Create a strong base line at desired length at back and side.



02 Create a blunt fringe. Graduate the fringe from the inside so the top layers are longer to create extra volume.



TIP: Use thinning scissors for the graduation to create a softer result.

03 Taking a triangle section at crown. Create soft layers through the back and sides.

TIP: Use the natural fall of hair to determine how thick to take the fringe.



STYLING TIP

- > Apply Body Crafter volumizing spray from roots to ends, blow dry with multiple brushes, leaving brushes in place to cool, to create luminous touchable volume with a workable texture.
- > Finish with Glamor Recharge to boost the vibrancy of the stonewashed coral and give the hair a natural but styled hold.



Notes

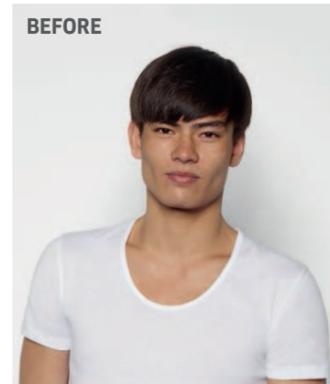
Alternative Formulas
 KOLESTON PERFECT.
 A. 7/4 + 6% B. 88/43 + 6%
 C. 77/44 + 6%
 ILLUMINA COLOR:
 A. 7/43 + 9/60 (1:1) + 1:2 1.9%
 B. 9/43 + 4% C. 7/43 + 4%





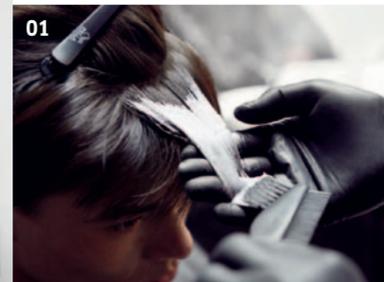
Relaxed groomed

Color



CARE TIP
Maintain the sunkissed color look with Brilliance Shampoo and Conditioner.

01 Take semi circular section through the front. Apply Formula A to the mid-lengths and ends of the semi circle. Smudging to avoid hard lines.



Color Placement Shape



02 Apply Formula A through to the front and sides freehand with comb. Develop to required color.

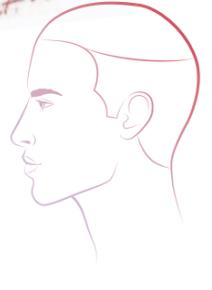


03 On towel dried hair gloss with Formula B.

*Used on photo
A. Magna / 89
B. COLOR TOUCH 7/19
+ 8/21 12 19%*

Cut

Sectioning pattern for cut.



01

01 Take vertical sections at the back and sides cut with a vertical finger.



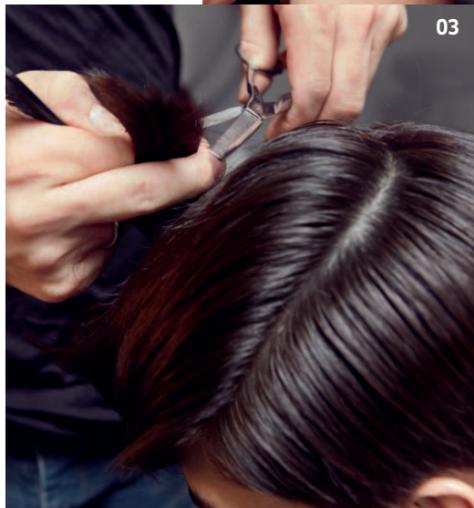
02

02 Create sharp outline at back and sides.

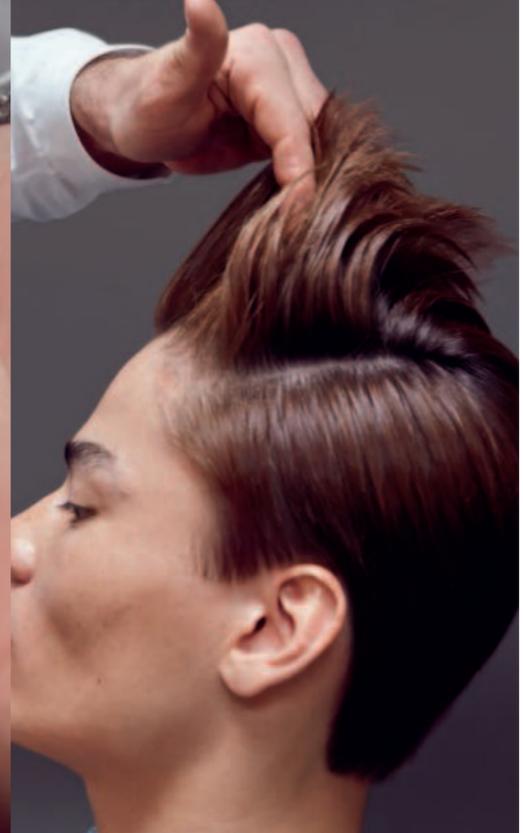


03

03 Blend the sides and back to create weight then texturise through the top.



03



STYLING TIP

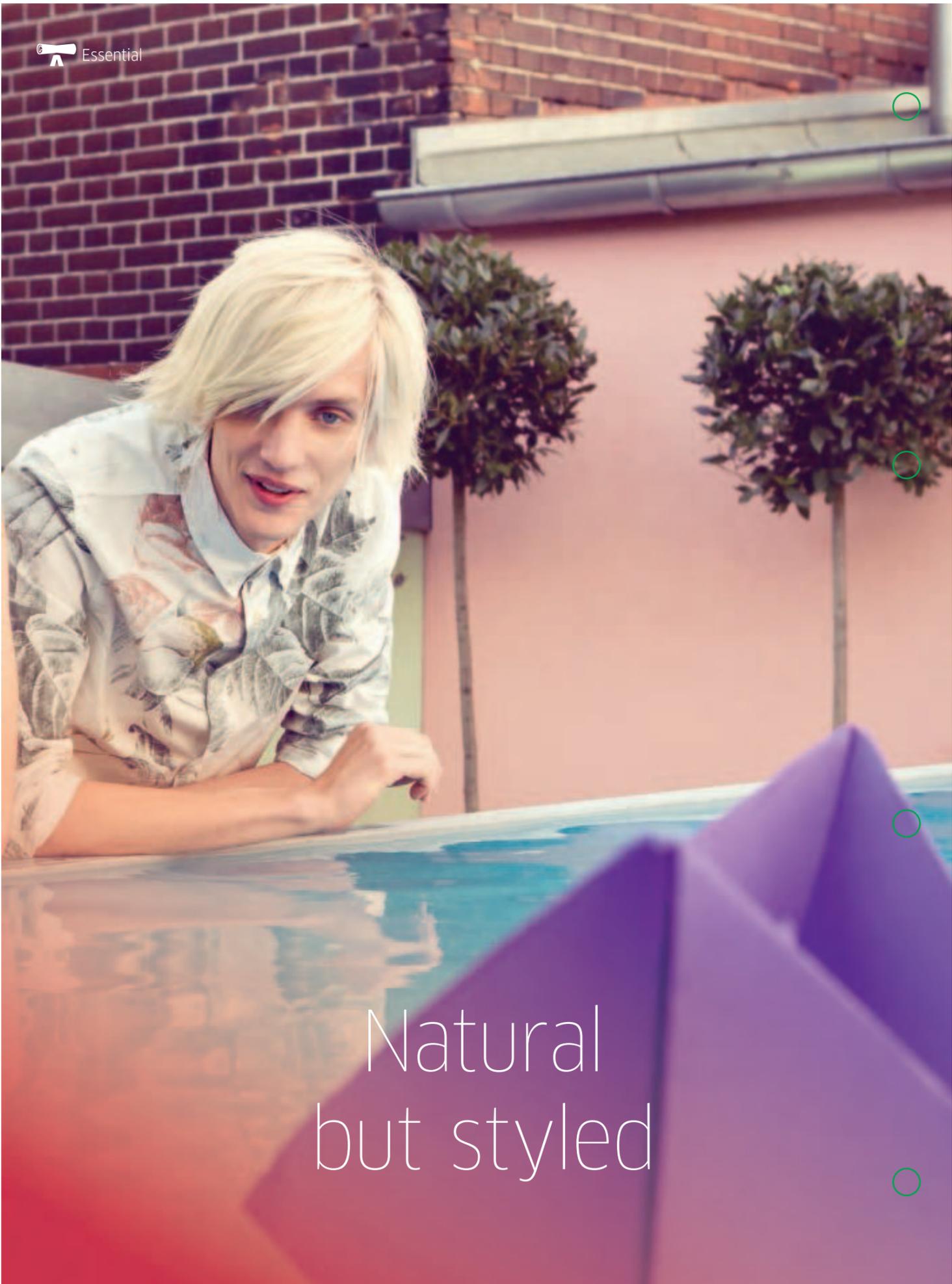
Create a lived-in feel with natural shine to create a traditional yet relaxed look by mixing Smooth Brilliance & Shape Shift together.



Notes

Alternative Formulas
KOLESTON PERFECT.
12/89 1:2 12%
ILLUMINA COLOR:
6/10

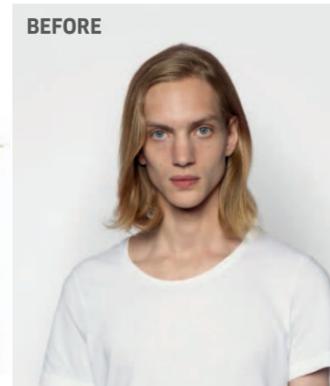




Natural
but styled

Color

*used on shoot:
A Blondor Multi Blonde
Pondit+ (1.15) 6%
B Color Fresh 7/19 on
the roots
C Color Fresh 10/19
through mid length
and ends*



*Color Placement
Shape:*

Classic



Apply BLONDOR to mid lengths and ends develop to palest blonde.



CARE TIP

Apply Formula B on the roots and C on the ends for 10 minutes.

After color use BLONDOR Seal And Care and to maintain the beautiful blonde base with Enrich Shampoo and Conditioner. For extra vibrancy use Color Recharge Cool Blonde color depositing Conditioner.

Cut

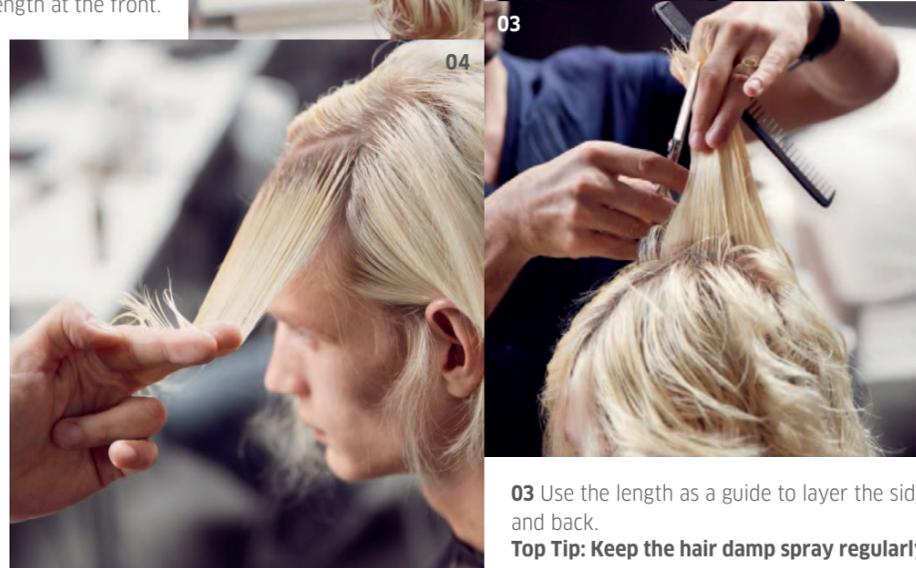
Sectioning pattern for cut



01 Create a short layered base by taking a V section from above ear to nape the hair layer the nape section.

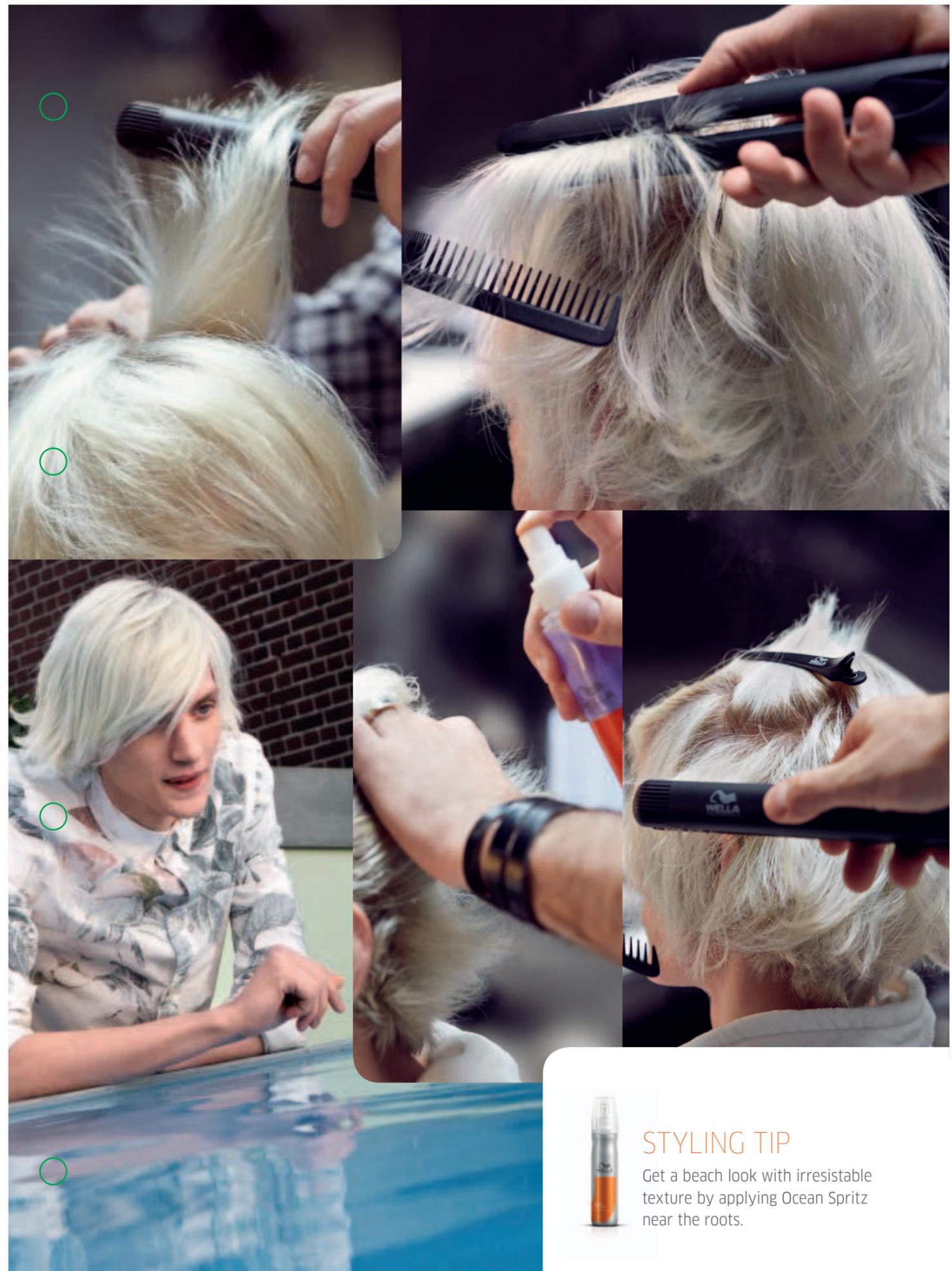


02 On the next section take 1 cm sections, twist the hair and slide the scissors to cut the length. **Tip: This creates texture and volume to the underneath of the hair.** Over direct the side create extra length at the front.



03 Use the length as a guide to layer the sides and back. **Top Tip: Keep the hair damp spray regularly.**

04 Direct the hair frontwards and to the side, cut to length.



STYLING TIP

Get a beach look with irresistible texture by applying Ocean Spritz near the roots.

Notes



Alternative Formulas
KOLESTON PERFECT: 7/07+6%
ILLUMINA COLOR: 7/81+6%

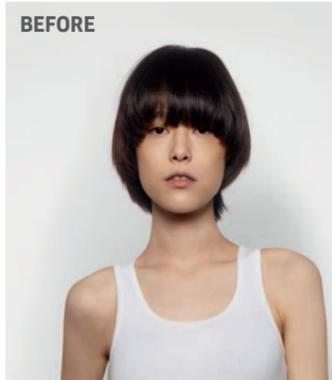
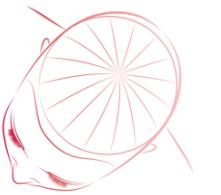




Cool ash brown

Color

Color Placement Shape



01 Pre-lighten sections mid-lengths and ends in the circle section with Formula A.



02 Re-take circle section and divide. Take vertical sections.

03 Work around the head alternate colors B, C, D.



used on shoot
 Blender Freights 12 6%
 KOLESTON PERFECT
 A. 10/16 4% + 4 ml Color. AD
 B. 9/16 + 4% + 3 ml Color. AD
 C. 9/17 + 0/65 3-1 + 6% + 2 ml Color. AD



CARE TIP
 Protect and maintain the multi-tonal color with Brilliance Shampoo and Conditioner.



04 Continue until the circle is complete.

Cut

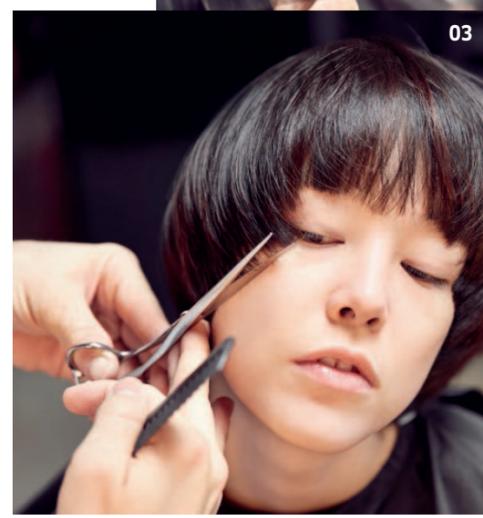
Sectioning pattern for cut



01 Create a straight blunt baseline at nape bring all hair down and cut at baseline base.



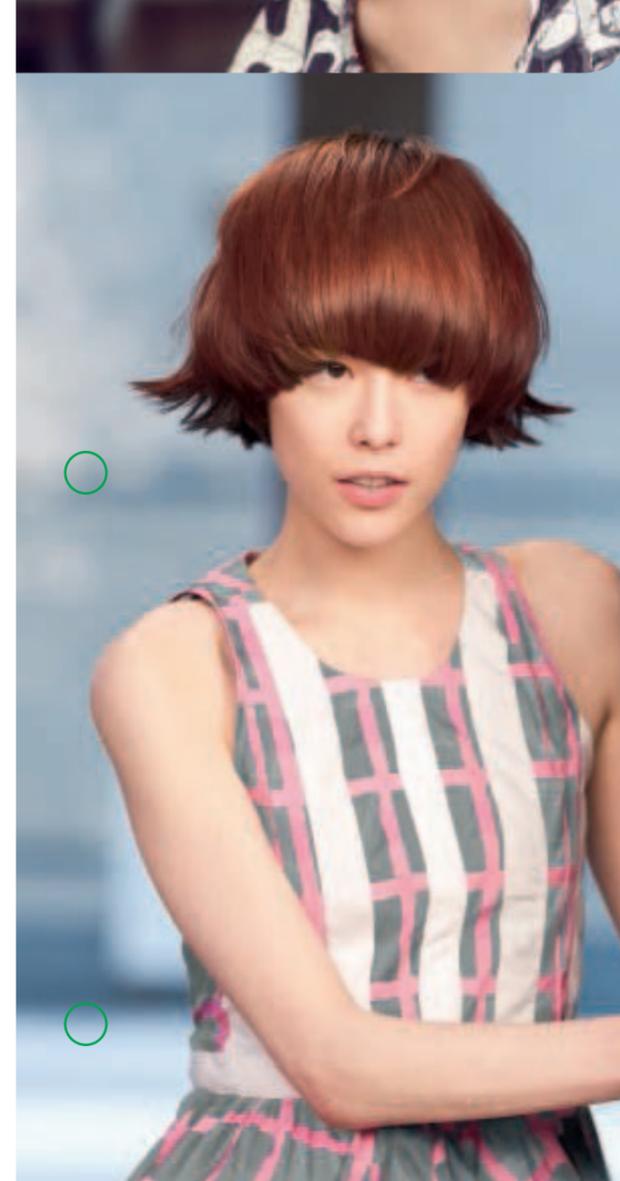
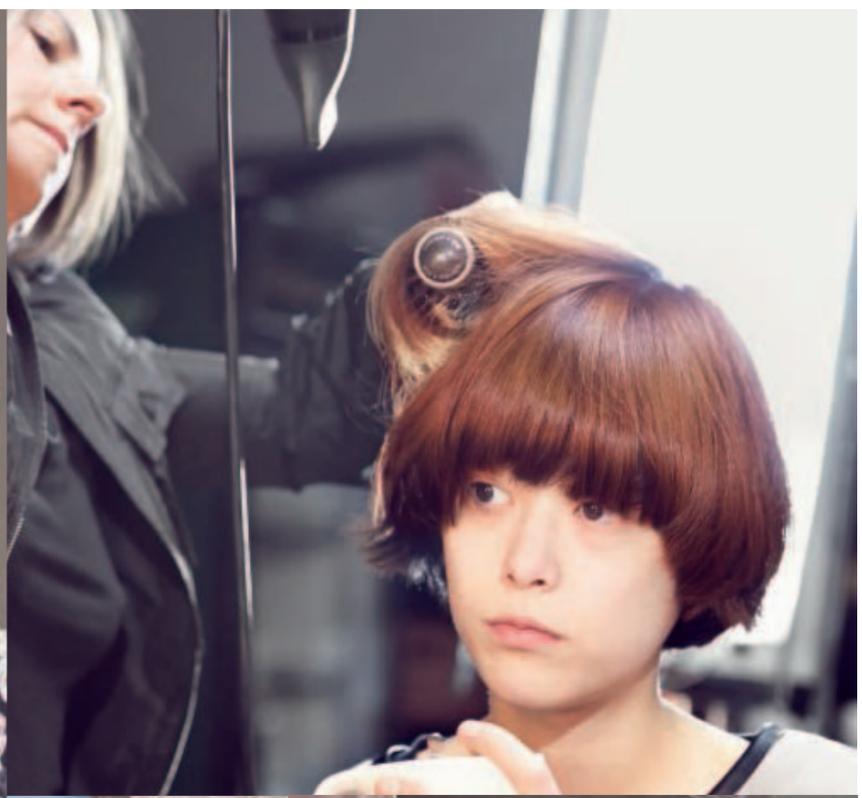
02 Continue the baseline to the sides curving upwards.



03 Create an asymmetric fringe blending with sides.



04 Bring top section down to blend with fringe and sides.



STYLING TIP

Create a texture that looks as though it had been styled by the wind and the sea with Grip Cream: it's soft to apply like a crème, with a strong and flexible support.

Notes

Alternative Formulas
 ILLUMINA COLOR
 A. 10/69 (1:1) 9%,
 B. 9/60 (1:1) 9%, C. 9/69 (1:1) 9%
 COLOR TOUCH:
 Over prelightened hair
 A. 10/6 + 19%, B. 9/16 + 19%
 C. 9/07 + 19%



