

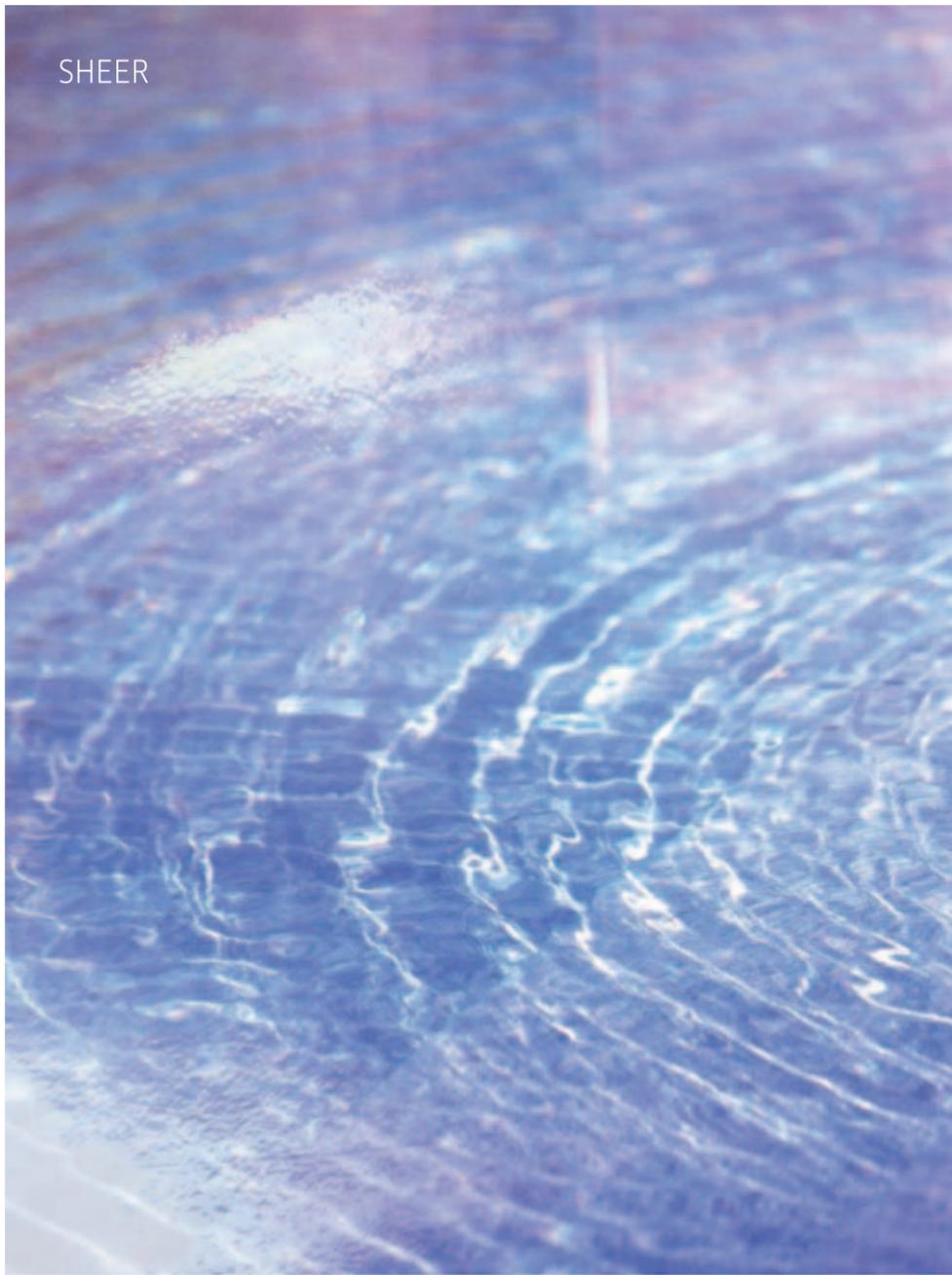
TECHNICAL FOLDER

WELLA · BERLINER ALLEE 65 · 64274 DARMSTADT · GERMANY · WWW.WELLA.COM

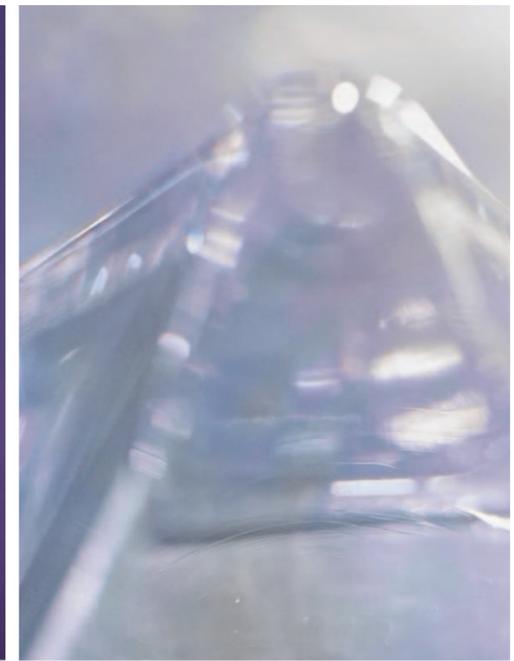


ILLUMINA COLOR

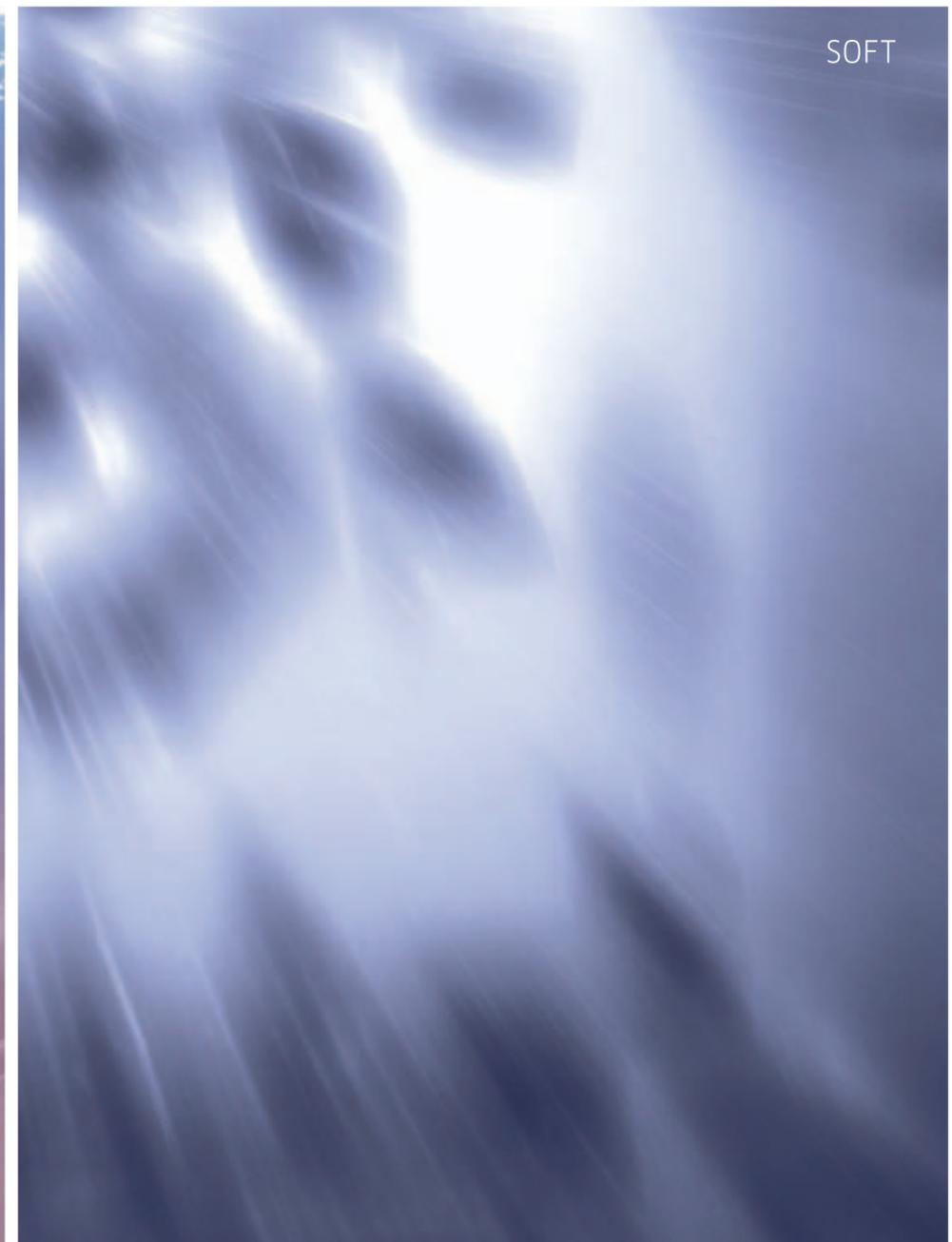
SHEER



NATURAL



FLUID



SOFT



SUBTLE



INTUITIVE



YOUTHFUL

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

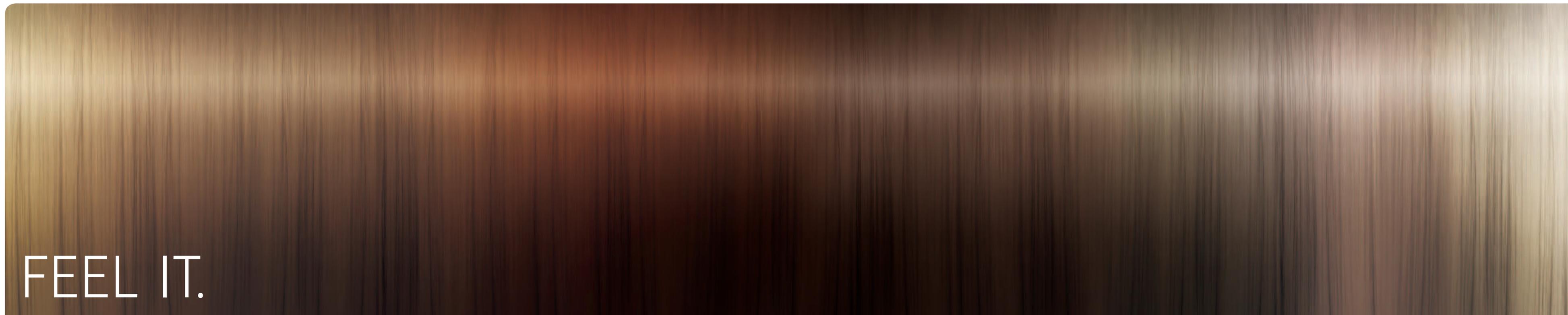


SEE IT.

INTERMIXABLE FOR UNLIMITED CREATIVE COLOR RESULTS.

· Simple 1:1 mixing ratio

· ILLUMINA COLOR gives complete creative freedom
(1.9% - 12% Wella developers recommended)



FEEL IT.



BELIEVE IT.

OUR MOST ADVANCED COLOR 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.

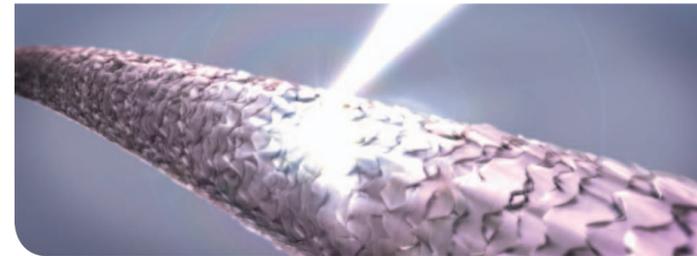
Copper is present on the cuticle and interferes with standard color development, leaving a rougher surface.

1



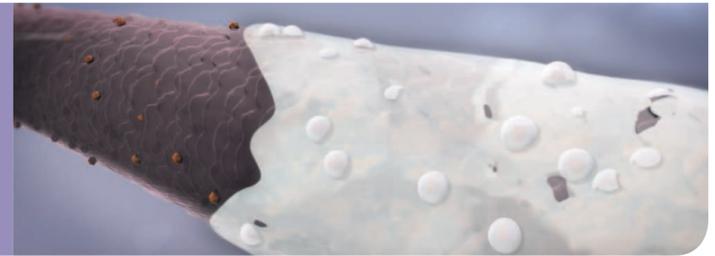
On a rough cuticle, rays of light become diffused, creating less reflection.

2



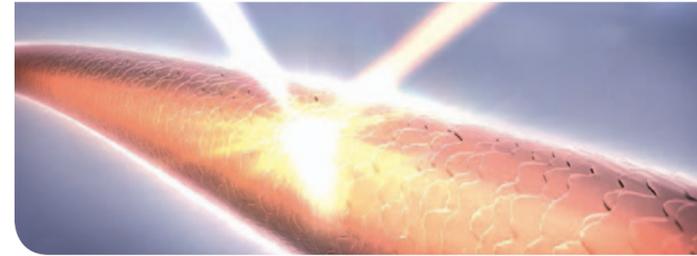
MICROLIGHT technology surrounds the copper, so it does not interfere with color development, and increases cuticle protection.

3



Cuticles are smooth and clear, resulting in outstanding light reflection.

4



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

SAME DEPTH OR DARKENING

FULL-HEAD COLOR	DEVELOPMENT TIME
Apply the coloring mixture immediately from roots to ends.	- HEAT: 30 - 40 min + HEAT*: 15 - 25 min

TIP!
If needed, allow an additional 5 - 10 min development time.



ROOT APPLICATION



MID-LENGTHS & ENDS

LIGHTENING

MID-LENGTHS & ENDS	DEVELOPMENT TIME
Apply the coloring mixture to mid-lengths and ends only. Leave approximately 2 cm free from the scalp.	- HEAT: 20 min + HEAT*: 10 min
ROOT AREA	DEVELOPMENT TIME
Apply the coloring mixture to the roots.	- HEAT: 30 - 40 min + HEAT*: 15 - 25 min

MIXING RATIO

12%
Welloxon Perfect 40 Vol.
3 levels of lift

9%
Welloxon Perfect 30 Vol.
2 levels of lift

6%
Welloxon Perfect 20 Vol.
1 level of lift
Coverage of gray/white
Same depth or darker

+1 part
ILLUMINA COLOR

*Climazon



REGROWTH APPLICATION

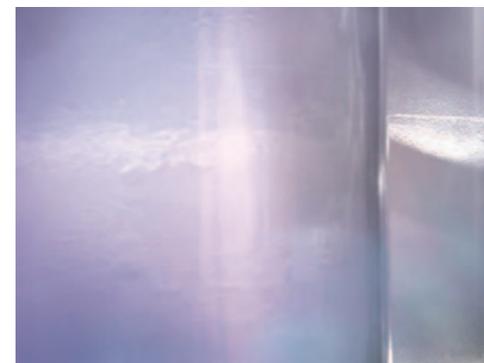
- Start the coloring process at the root area.
- Apply first to the areas with the highest percentage of gray/white.
- If lightening, begin at the area where the strongest degree of lightening is required.

TIP! When lightening, ensure you apply sufficient product. 30 - 40 minutes without heat, 15 - 25 minutes with heat*



GRAY COVERAGE

- Up to 70% gray/white, we recommend using ILLUMINA COLOR alone.
- Gray/white above 70%, mix 1:1 with neutral base shade.



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.

DEEPER 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

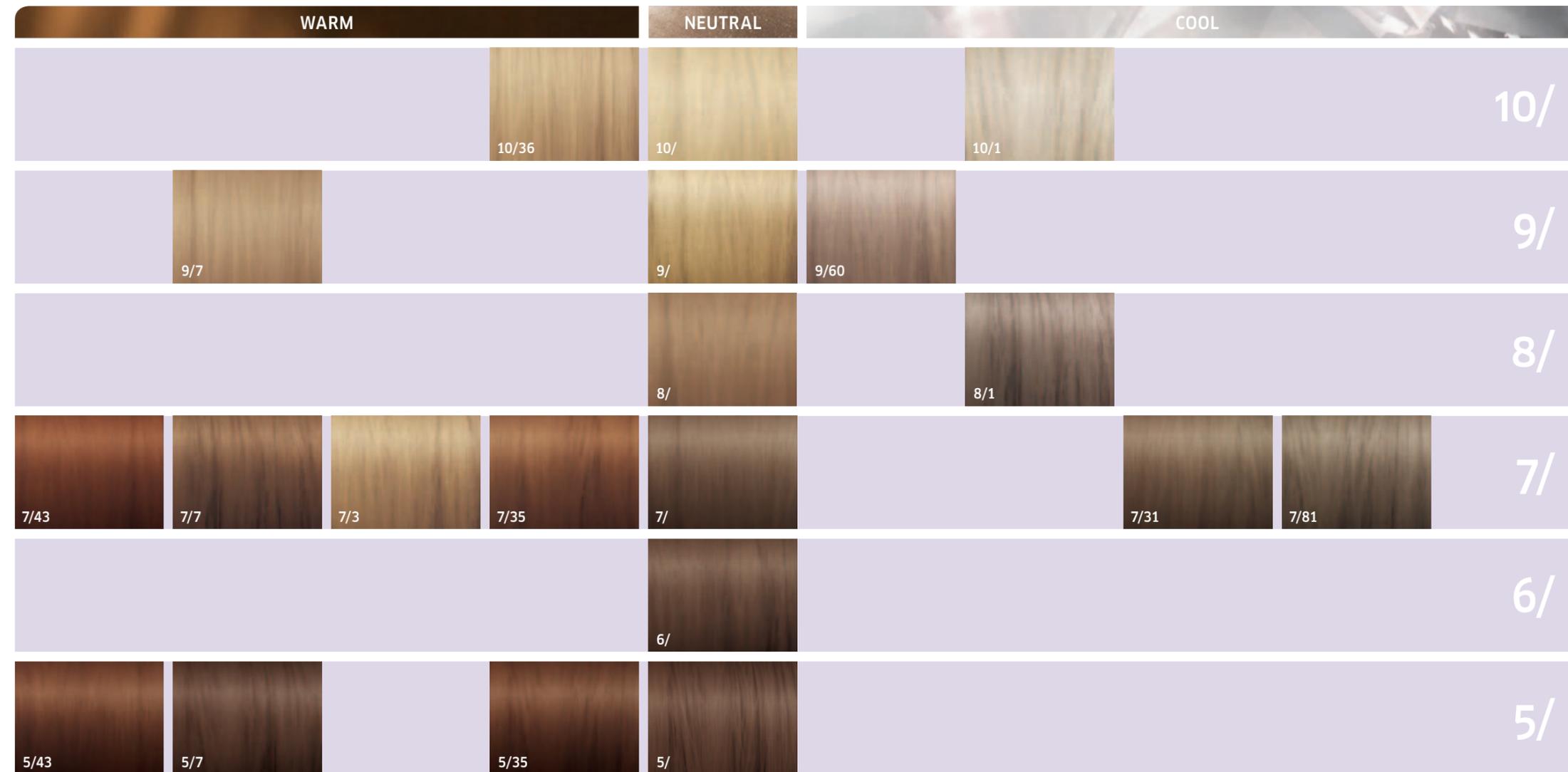
- To achieve a shine that's luminous in every light, we recommend ILLUMINA COLOR in a mixing ratio of 1:1:1.
- 1 part ILLUMINA COLOR, 1 part 1.9% Color Touch Emulsion and 1 part Wella Care Post Treatment Service Conditioner or System Professional Color Save Conditioner.
- Development time: 5 - 10 minutes.

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 Color Post Treatment.

DISCOVER MAXIMUM COLOR POSSIBILITIES

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



SHADE NAMES

- 5/43 = Light red gold brown
- 5/7 = Light brown brown
- 5/35 = 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 naturel 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



TONE 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



