

4 NEW SHADES

TO EXPAND YOUR COOL BLONDE PORTFOLIO



NEW

ILLUMINA COLOR

Wella Professionals' most advanced colour range to protect against hair damage.

WHAT IS UNIQUE?

Microlight Technology

This trademarked technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, for sheer, natural and subtle results.

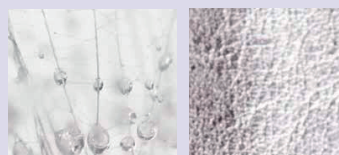
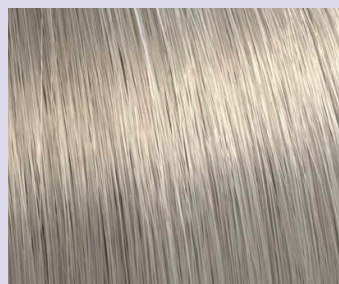
Neutralisation

The ultimate colour palette to fight unwanted brassiness thanks to its cooler undertones.

Ease

Easy mixing ratio 1:2 for perfect toning applications, across all ILLUMINA COLOR, including Opal Essence.

10/81



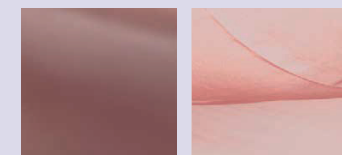
Great for: Lightening natural hair up to 3 levels, offers neutralisation on warm yellow and orange undertones to achieve clean sophisticated blondes. Also ideal for toning over pre-lightened hair to achieve those extra cool icy results.

Tip: 10/81 offers more neutralisation than 10/69, our favourite Blonde Toner.

Great for: Toning natural hair depth 7/0 and lighter for a delicate and slightly warmer raspberry hue. Try over previously pre-lightened hair for delicate blonde with slight blush cendre hue.

Tip: For rose effects try combining with Titanium Rose from Opal-Essence, or to achieve an even cooler result combine with 8/69 or 10/69.

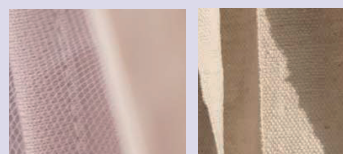
9/59



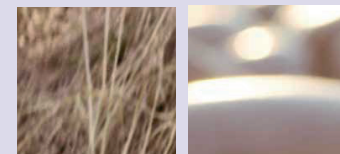
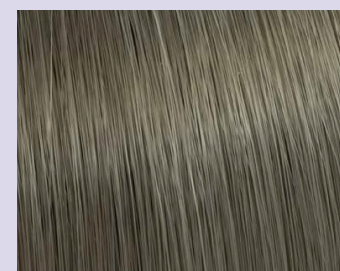
Great for: Gently neutralising golden hues when lightening or to create a soft icy beige when toning pre-lightened hair. Use on natural hair to achieve natural beige blondes.

Tip: Combine with 9/60 for additional neutralisation. Avoid use on natural grey hair or combine with 8/ for optimal coverage with a cooler finish.

9/19



8/93



Great for: Lightening natural hair on depth 5/0 and lighter. Beautiful for toning Brunette Illuminage to maintain soft and natural highs in the hair.

Tip: For clients with grey hair combination with 8/ for coverage.

Share your looks for a chance to be featured. Don't forget to tag us @WellahairUK #Wellacolour #makechange

Why Welloxon Perfect Developers?

Welloxon Perfect Developers are specifically designed to provide accurate colour results, with Wella Professionals colour.

Service flexibility: Offers a full line up of developer strengths for all hair and service types. With low developers that are great for toning and glossing.

Salon operations: Optimising salon operations and can help to reduce stock levels and operation costs.

We cannot guarantee accurate results with the use of any other developers!



Glossing & Blonde Toning

GLOSSING

A quick service to infuse colour, gently lift and add luminosity on the day or as a colour top-up in-between visits to keep that luxurious colourful result.



MIX 1:1:1

1 part ILLUMINA COLOR, 1 part Welloxon Perfect Pastel Developer 1.9 % and 1 part INVIGO Post Color Treatment

DEVELOPMENT TIME: 5 – 10 min

BLONDE TONING

Create beautiful pastel blonde results to enhance or correct unwanted tones.



MIX 1:2

1 part ILLUMINA COLOR, 2 parts of Welloxon Perfect Pastel Developer 1.9 %. Apply evenly to pre-lightened or natural hair, here's a tip – use a shade 1/2 a level lighter than required final result.

DEVELOPMENT TIME: 5–15 min

Allergy Alert Test

We recommend that a skin allergy test is done 48 hours before colouring as it is needed due to the formulation for the new shades.

1 Step

Mix 5 g of the colour you decided on during consultation with 5ml developer.



2 Step

Apply the colour on to 1 cm² directly below the crook of the elbow.



3 Step

Leave the colour uncovered for 45 min. Then rinse the area with lukewarm water and pat dry with a clean towel.



4 Step

Ask the client to either come back to the salon after 48h or call you to inform you of the result.



Share your looks for a chance to be featured. Don't forget to tag us @WellahairUK #Wellacolour #makechange