

Technical E-Book

#illuminate





# Index

// [Discover illuminage](#)

// [More from ILLUMINA COLOR](#)

// [Favorite formulas](#)

// [New cool shades](#)

// [Shade Families](#)

// [Mixing Guidelines](#)

// [Glossing & Blonde Toning](#)

// [Step by steps for more luminous looks](#)

// [Allergy alert test](#)



# Don't just color hair, illuminate it

Color is nothing without light, it changes what we see and how we feel. As creatives, as colorists, as people natural light is transformational, we worship it, we fuel our creativity with it. **ILLUMINA COLOR** has always captured light's magic.

Now, we are bringing balayage into the light introducing **illuminate**. A natural and luminous balayage, with a luxe feel.

With **seamless transitions** and **sheer reflective** results don't just color hair, **illuminate it**.





If your clients like balayage,  
**they will love illuminage**

## PLACEMENT

- // Face framing
- // Light perimeter halo
- // Seamless transitions

## TECHNIQUE

- // Freehand lightening with  
Blondor Freelights and  
ILLUMINA COLOR
- // Personalized toning  
and glossing with  
ILLUMINA COLOR
- // Visible and controlled lift  
using clear sheets



# #balayage

Is the most requested look in salon  
and searched for on social media



Since the 1970's more and more stylists have been embracing freehand techniques. It has continuously evolved to be one of the most popular and on trend salon services. Colorists often developed their own techniques to adapt this popular service for their clients.



# #loveilluminate

## By ILLUMINA COLOR

Illuminate details and accentuates areas within the hair, framing the face and enhancing the perimeter.

Creating seamless transitions with multi-tonal reflections with a natural sheer result.



## ILLUMINAGE

- // Contouring the perimeter to accentuate and frame the face.
- // Gradually lighten towards the lengths and ends for a sun kissed effect.
- // Create soft transitions with multiple ILLUMINA COLOR tones to enhance natural highs and lows for a tailored service.



## BALAYAGE

- // All over lighter results starting close to the root area.
- // Lighter result towards the lengths and ends creates more contrast.
- // Finish with a classic toning service.



# Top product tips for the perfect illuminage

- // Use ILLUMINA COLOR for lightening up to 3 levels.
- // When lightening over 3 levels or lightening previously colored treated hair use Blondor Freelights.
- // Personalised by the blonde toning service by intermixing ILLUMINA COLOR.

# Top technique tips for seamless transitions

- // Isolate sections with clear sheets for separation and additional lightness.
- // Keep the crown area more natural by lightening the mid lengths and ends.
- // Accentuate and frame the face by lightening the perimeter – great for when the hair is worn up.







Romeu Felipe is one of the world's leading hair colorists, based in Brazil. He is the creator of the 'ICONIC BLONDE' looks of some of the most famous Brazilian celebrities.

**ROMEU FELIPE** – Creator of illuminage  
WELLA PROFESSIONALS  
GLOBAL AMBASSADOR



“Illuminage allows me to create sophisticated blondes for all my clients”

Romeu is an innovator, an expert in creating unique color techniques that enhance the natural beauty of salon clients. Based on detailed consultation, analyzing the natural tone of hair and skin he creates bespoke effects for each client. His inspiration originates from the delicate hair of children, that perfectly reveals light and shadow effects. A forerunner of the freehand “painting” technique, it allows him to color strands of hair to add detail and accentuate areas creating focal points that give that natural look, as he has done in creating illuminage.



# illumina

By Romeu Felipe



## Color Formulas

### ILLUMINA COLOR + Welloxon Perfect Developer

**A:** 30 g Blondor Freelights Powder + 45 g 9% / 30 vol

**B:** 20 g 6/ + 20 g 6/16 + 40 g 4% / 13 vol

**C:** 10 g 10/81 + 10 g 8/38 + 10 g 8/05 + 60 g 1.9% / 6 vol

New clear sheets for separation, additional lightness and visible control.





# Step

Section the hair by starting from the temple areas. Take two horizontal parallel sections to top crown creating a rectangle on top of the head. Clip and secure the hair in front of the ear. Take two diagonal back sections from 3 cm above the ear to the center occipital bone. Creating 4 sections.



# Step

Taking a large weave, back comb the hair by pushing the hair gently back with a comb, use the comb to secure the finer strands – apply Formula A. **Isolate with the clear sheets for separation and lightness.**





## 3 Step

Continue until back section is complete. Using the clear sheets in between each section for separation, additional lightness and visible control.



## 4 Step

At hair line use a medium weaves for a more natural result. At the remaining top section create large weaves.







New clear sheets for separation, additional lightness and visible control.

## 5 Step

Once complete leave to develop for up to 50 min without heat. Shampoo and condition with ColorMotion<sup>+</sup>. Follow with Blonde Toning Service using Formula B at the root area and leave for 10 min before applying Formula C to the mid lengths and ends for further 10 min.



Home Care Regimen



# Step by step into illuminage

Illuminage is all about where to place color and how to you tone the lightning to achieve soft seamless transitions.



## Color Formulas

**ILLUMINA COLOR + Welloxon Perfect Developer**

**A:** 30g Blondor Freeligths + 45 g 9% / 30vol + 3 ml Wellaplex

**B:** Glossing 20 g 6/19 + 20 g 7/81

+ 40 g INVIGO Post Service Treatment + 40 g 1.9% / 6vol

**C:** Blonde Toning 40 g 10/36 + 20 g 9/19 + 120 g 1.9% / 6vol

New clear sheets for separation, additional lightness and visible control.



Before



## 1 Step

7 cm back from hairline part the hair at natural fall. At temple hairline take a horseshoe parting to central occipital bone and repeat on the other side.

## 2 Step

Starting at the perimeter hair line, feathering Formula A to the root areas and building up to more lightness towards the lengths and ends.







### Step 3

At the top crown section, continue with the same feathering method but away from the root and blend further down the hair to create a more natural result.



### Step 4

Clear sheets can be used for separation, additional lift and visible control. Allow to develop up to 50 min or until desired lightening, followed by Wellaplex Step 2, and ColorMotion+ Shampoo and Express Post Color Treatment.



### Step 5

Create a personalized toning formula, section the hair the same as the previous section and apply Formula B to the first 7 cm at the root area, followed by Formula C to the lengths and ends. At the perimeter apply Formula C from roots to ends to maintain lightness. Once complete, develop for 15 min, before shampooing and applying Express Post Color Treatment from ColorMotion+.



Home Care Regimen



# Application tricks for seamless results



## 1 Trick

Build pre-lightener up by feathers and layering the color – start lightly and reapply.

## 2 Trick

At hair line, maintain even tension whilst elevating the hair away and slightly up, sweep the color in fine motions.



## 3 Trick

Work slightly away from roots at the crown area for extra softness.





# Tips for color shy clients

## #naturalbalayage

For low commitment clients that are new to color use ILLUMINA COLOR to lighten and tone the hair in one step, achieving up to 3 levels of lift.



Before

## Color Formulas

ILLUMINA COLOR + Welloxon Perfect Developer

**A:** 30 g 8/93 + 30 g 6 % / 20 vol

**B:** 30 g 9/60 + 30 g 9 % / 30 vol

**C:** 20 g 10/81 + 20 g 10/69 + 40 g 12 % / 40 vol

New clear sheets for separation, additional lightness and visible control.







# Step 1

Create a tear drop section from natural fall to occipital bone, divide horizontally for ease of working the top section. Leave the perimeter area out for face framing effects.



# Step 2

Starting at the perimeter, take a medium zig zag. Feather Formula B to roots using vertical motions from roots to ends. Take a slice along the top of the zig zag and apply vertically Formula C from roots to ends.





Use clear sheets for visible control and separation.

### Step 3

Moving to the back top crown section, continue with zig zag and slice technique, but introduce Formula A at the root area for soft contrast and natural results.



Use clear sheets for visible control and separation.

### Step 4

Continuing working the same way alternating all 3 formulas. At the last front section utilize more of Formula C to create more lightness to the front.





## 5 Step

Allow to develop for 30 min, shampoo the hair followed with the Express Post Color Treatment from ColorMotion<sup>+</sup>.



### Home Care Regimen

## Application tricks for sun-kissed results

- Elevate the tint brush for precision.
- Product on the tips of the tint brush for extra precision.
- Alternate between 2-3 shades to create highs and lows in the hair.



# Tips for over lightened hair

## #reversethebalayage

ILLUMINA COLOR can be used to add dimension into the hair by creating soft highs and lows again with subtle transitions of color, this revitalizes previously lightened hair, making it look sophisticated and premium again.

### Color Formulas

#### ILLUMINA COLOR + Welloxon Perfect Developer

**A:** Glossing 20 g 6/19 + 20 g INVIGO Post Color Treatment  
+ 20 g 1.9% / 6 vol

**B:** 15 g 9/7 + 15 g 9/03 + 30 g 4% / 13 vol

**C:** 20 g 9/59 + 10 g Copper Peach  
+ 30 g 4% / 13 vol

**D:** 30 g 7/7 + 15 g 7/35 + 45 g 4% / 13 vol



New clear sheets for separation, additional lightness and visible control.



Before





## Step 1

Create a tear drop section from natural fall to occipital bone, divide horizontally for ease of working the top section.



## Step 2

Starting at the back perimeter, take a medium zig zag and feather Formula A to the roots using vertical motions. Take a slice along the top of the zig zag and work vertically using Formula C.





### Step 3

Maintain Formula A at the root area for consistency. Alternate between Formulas B and D on lengths and ends adding dimension to the hair.



### Step 4

Pivot at the top crown area, maintain Formula A at root area, alternate between Formulas B, C and D on the lengths and ends. At the last front section keep Formula A minimal at the root area and alternate Formulas B and C on the lengths and ends to maintain lightness.





## 5 Step

Allow to develop for 30 min, shampoo the hair followed with the Express Post Color Treatment from ColorMotion<sup>+</sup>.



### Home Care Regimen

## Application tips for over lightened hair

- Use clear sheets for separation.
- Work the tint brush vertically to penetrate the color through the hair.
- If needed, incorporate a pre-lightener for additional lightness.



More from  
**ILLUMINA COLOR**





# Sandstone Blonde

Discover our favorite formulas and add sparkles of gold to your blonde





# Hazy Iridescent

Discover these radiant cool shades  
for subtle bronze tones







# Amber Illuminations

Choose delicate amber tones for a color that glows



8/50 + 9/59 + 7/35



7/43 + 6/37



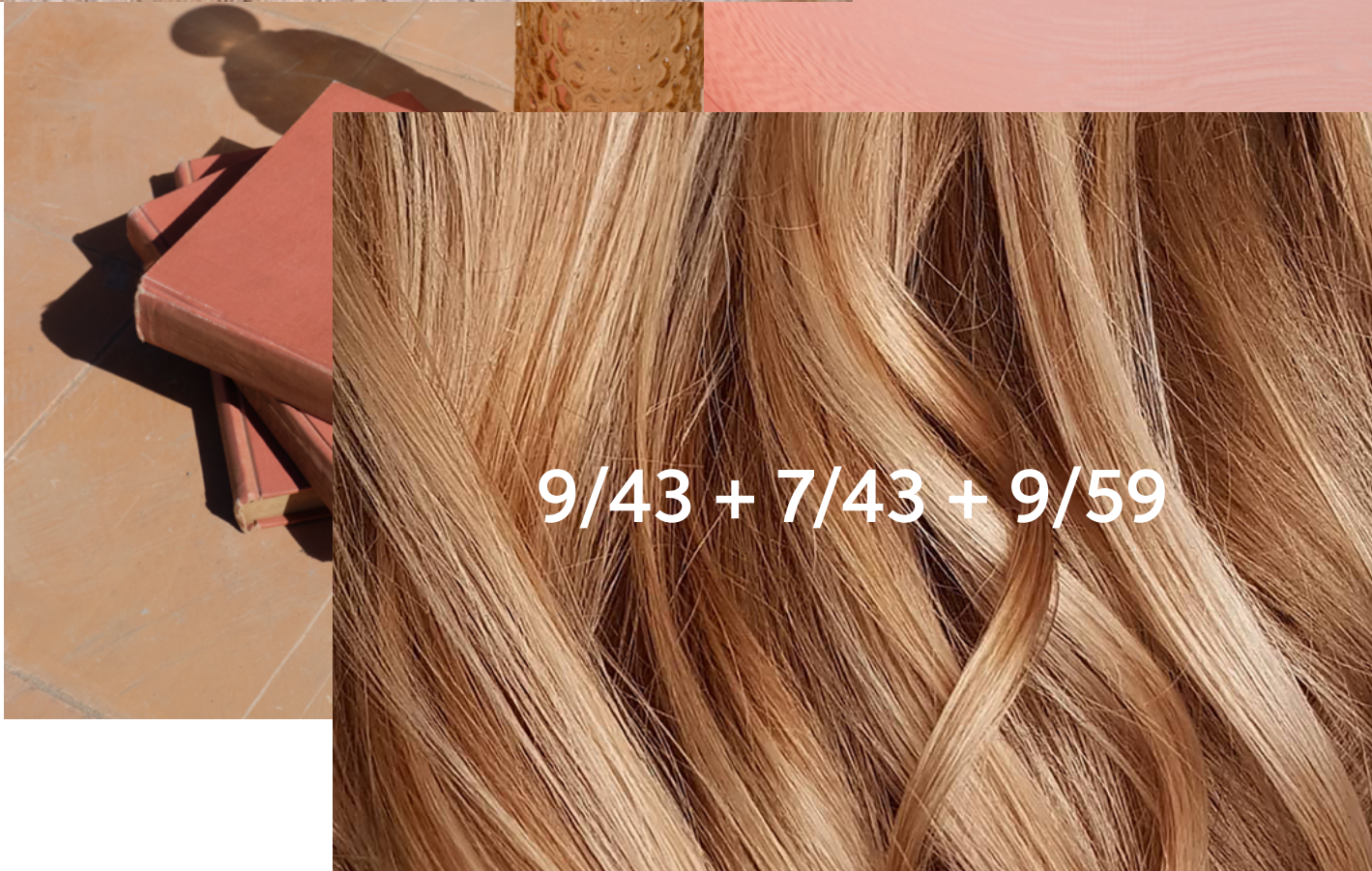
5/35 + 6/16





# Rose Gold

Pick a rose gold to add a playful twist





# 4 new shades with a new look

To expand your cool blondes

NEW

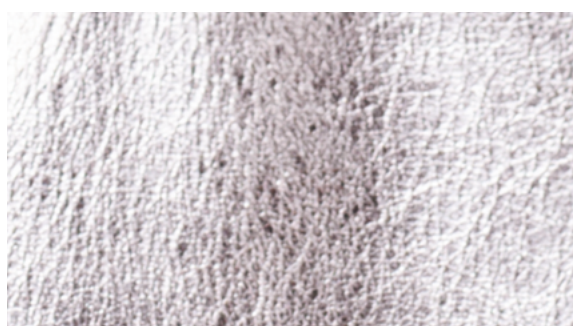


ILLUMINA COLOR is our most premium hair color, and a tribute to the power of light which transforms not only how your clients looks but also how they feel.

Now introducing 4 new cool blonde shades, which can be used alone or mixed with ILLUMINA COLOR including Opal-Essence.



# Discover the new cool shade collection



**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.

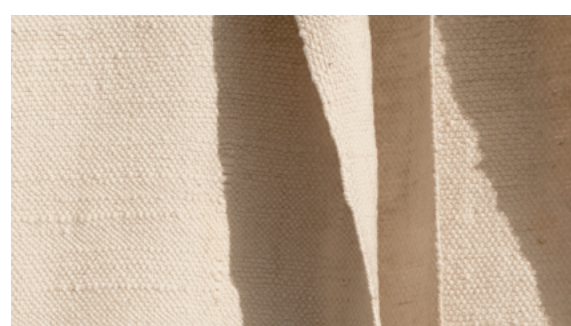
**Tip:** 10/81 offers more neutralisation than 10/69, our favourite Blonde Toner.

 [#ArticBlonde](#)

**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 on natural gray hair or combine with 8/ for optimal coverage with a cooler finish.

 [#IcyBeige](#)



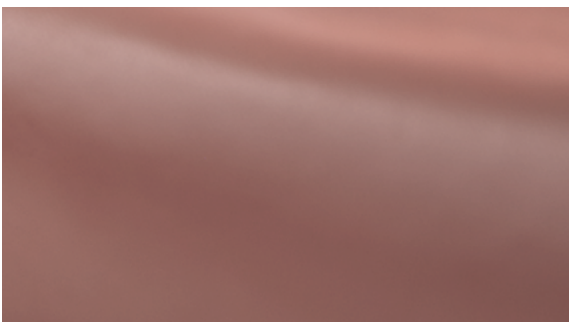


# Discover the new cool shade collection

**Great for:** Toning natural hair levels 7 and above 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 and even cooler results combine with 8/69 or 10/69.

 #RaspberryBlush



**Great for:** Lightening natural hair on levels 5 and above. Beautiful for toning brunette illuminage to maintain soft and natural highs in the hair.

**Tip:** For clients with gray hair combined with 8/ for coverage.

 #BohoBlonde



# ILLUMINA COLOR

## shade families



DEPTH	WARM								NEUTRAL	COOL											
10			10/38			10/36			10/			10/05		10/93	NEW 10/81	10/1				10/69	
9	9/43	9/7						9/03	9/		NEW 9/59						NEW 9/19				9/60
8			8/38			8/37			8/			8/05		NEW 8/93		8/1			8/13	8/69	
7	7/43	7/7			7/35			7/31	7/						7/81						
6					6/37			6/76	6/								6/16	6/19			
5	5/43	5/7			5/35				5/				5/02		5/81						
4									4/												

OPAL-ESSENCE

SILVER MAUVECHROME OLIVEPLATINUM LILYTITANIUM ROSECOPPER PEACH

COMBINE WITH OPAL-ESSENCE SHADES

MICROLIGHT TECHNOLOGY – Our most advanced technology against hair damage.

Formulated with our trademarked Microlight Technology for irresistible hair quality color after color.



# Mixing guidelines

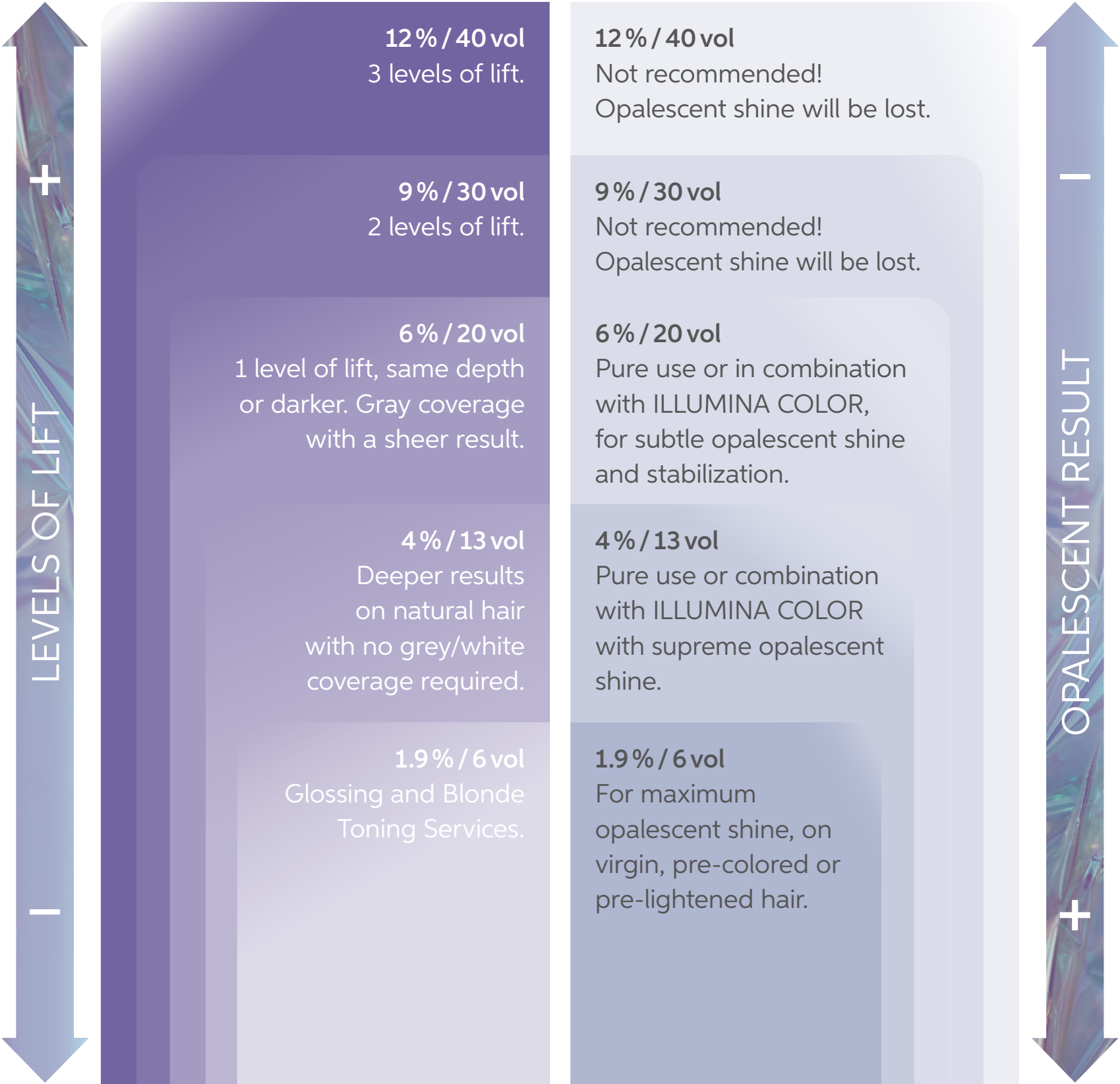


**ILLUMINA COLOR**  
Up to 100 % gray coverage with a sheer result, and up to 3 level of lightening.



**OPAL-ESSENCE**  
Zero gray coverage, opalescent finish

Opal-Essence shades are mainly designed for gentle lift and color deposit. For prominent lightening use ILLUMINA COLOR.





# Why Welloxon Perfect Developers?

Welloxon Perfect Developer is specifically designed to provide accurate color results, ideal consistency, easy mixing and rinsing. Your salon advantages:

- // **Smart lineup:** The only developer recommended for our permanent brands and Blondor family.\*
- // **Service flexibility:** Offers a full line up of developer strength for all hair and service types. With low developers that are great for toning and glossing.
- // **Salon operations:** Optimizing salon operations and can help to reduce stock levels and operation costs.

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



\*Excluding Blondor Freights



# Glossing and Blonde Toning

## GLOSSING

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

### MIX 1:1:1

1 part ILLUMINA COLOR, 1 part Welloxon Perfect Pastel Developer 1.9% and 1 part INVIGO Post Color Treatment or ColorMotion<sup>+</sup> Express Post 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





# #PeachBlonde



## Color Formulas

### ILLUMINA COLOR + Welloxon Perfect Developer

A: 30 g 9/59 + 30 g 6 % / 20 vol

B: 30 g Copper Peach + 30 g 1.9 % / 6 vol

C: 30 g Blondor Freights + 45 g 6 % / 20 vol

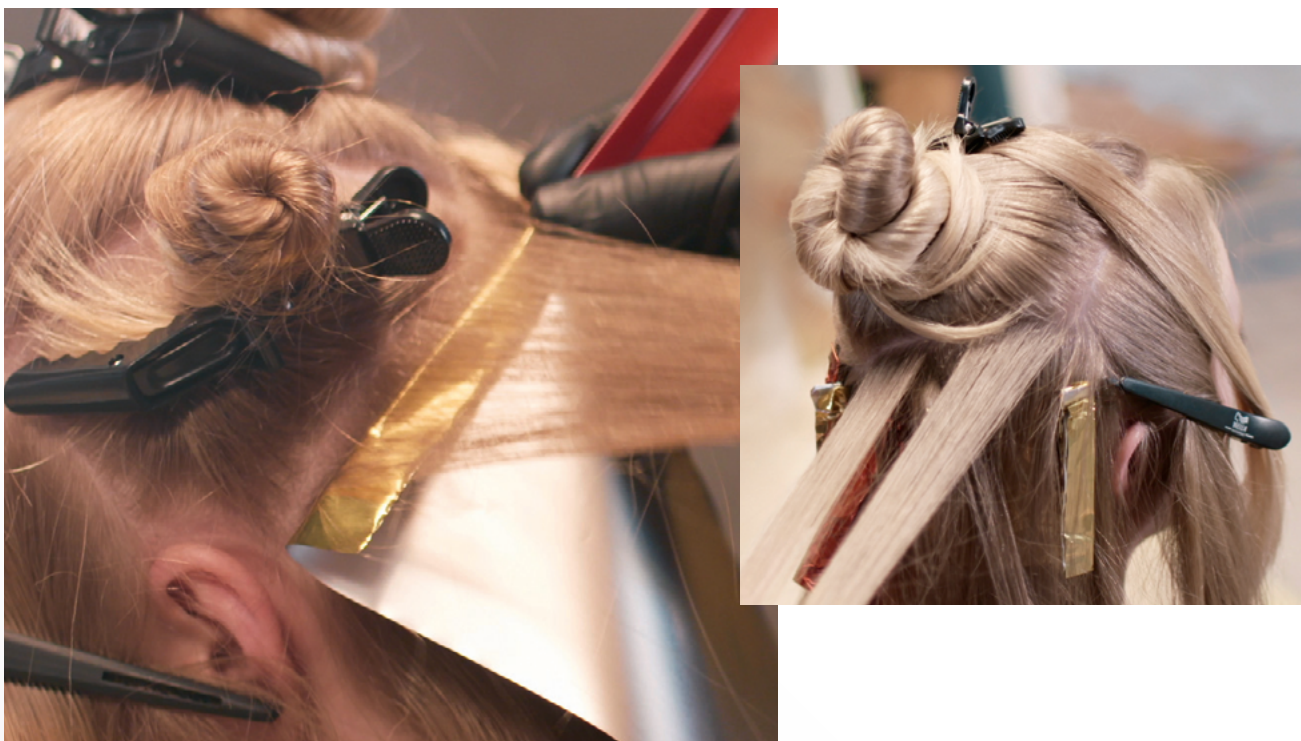
D: 40 g Copper Peach + 10 g Platinum Lilly + 50 g + 1.9 % / 6 vol





## Step 1

Part the hair at natural fall. 2.5 cm back from front hairline create a large diamond section on top of the head, followed by 2 triangle sections from top of the occipital bone to lower ear level. Part the hair at the front of the ear and secure, creating a total of 5 sections.



## Step 2

Starting at the back triangle section alternate between a slice using Formula A and a large weave using Formula B.





## Step 3

Continuing on to the top section and working around alternating between weaves and slices.



## Step 4

Use Formula C to lighten around the face and in between foils using a freehand technique.





## 5 Step

Once complete leave to develop for up to 30 min without heat – shampoo and condition with ColorMotion<sup>+</sup> and follow with Blonde Toning Service using Formula D – apply to the root area and leave for 10 min before applying to the mid lengths and ends.



Home Care Regimen



# #HazyIridescent

## Color Formulas

### ILLUMINA COLOR + Welloxon Perfect Developer

**A:** 30 g 8/93 + 9% / 30 vol

**B:** 20 g 8/38 + 20 g 7/7 + 40 g 6% / 20 vol

**C:** Glossing 10 g 5/35 + 20 g 7/31

+ 30 g INVIGO Post Service Treatment + 30 g 1.9% / 6 vol







## Step 1

Section the hair by leaving out the fringe. Taking a curvature section above the ear, leaving an irregular rectangle at the top of the head.



## Step 2

Take a slice 5 cm in length, back comb gently at the root area. Feather Formula A slightly away from the root areas for a natural and seamless feel. Alternate between Formulas A and B on the lengths and ends.





## Tip

Apply color directly to the foil for additional product penetration.



## 3 Step

At the fringe take horizontal slices working across the head. At the crown area work horizontally across. Work the tint bush vertically to give soft transition at the root area. Continue alternating between Formulas A and B. Develop for 30 min and shampoo and condition with ColorMotion<sup>+</sup>.





# 4 Step

Finish with a Glossing Service to illuminate natural hair. Using Formula C, apply first to the root area and then the lengths and ends. Once complete leave to develop for up to 15 min.



Home Care Regimen



# #AmberIlluminations

## Color Formulas

### ILLUMINA COLOR + Welloxon Perfect Developer

**A:** 30 g 9/19 + 30 g 6 % / 20 vol

**B:** Blondor Multi Blonde Powder + 6 % / 20 vol

**C:** 30 g 10/81 + 30 g 9 % / 30 vol

**D:** Glossing 30 g 5/35

+ 30 g INVIGO Post Color Treatment + 1.9 % / 6 vol







## Step 1

From temple area take a large zig zag to the opposite side. Clip and secure the top section.



## Step 2

Take tringle slices, working around the head – gently back comb the root area and feather Formula A to the lengths and ends. Continue with the same technique working around the head alternating with Formula C.





### Step 3

At the perimeter gently back comb the lengths and ends and feather Formula C.



### Step 4

On the top crown area take large zig zag sections alternating between Formulas A, B and C. Finishing with large weaves at the very top for soft transitions. Develop for up to 50 min, shampoo and condition with ColorMotion+ Express Post Color Treatment.







## 5 Step

Apply Glossing Service using Formula D at the root areas, blending into the length but leaving out the ends. Develop for up to 15 min.



Home Care Regimen



# Allergy alert test

We recommend that a skin allergy test is done 48 hours before coloring.

## 1 Step

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



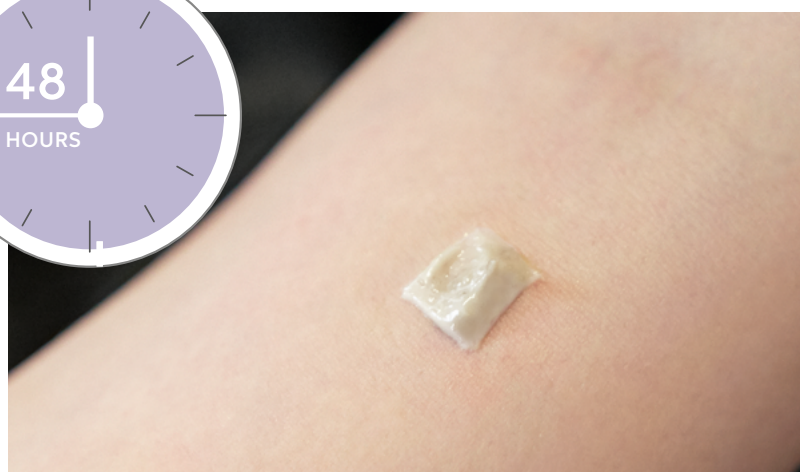
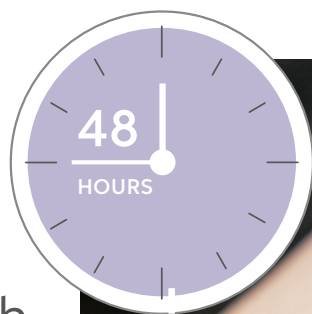
## 2 Step

Apply the color on to 1 cm<sup>2</sup> directly below the crook of the elbow.



## 3 Step

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

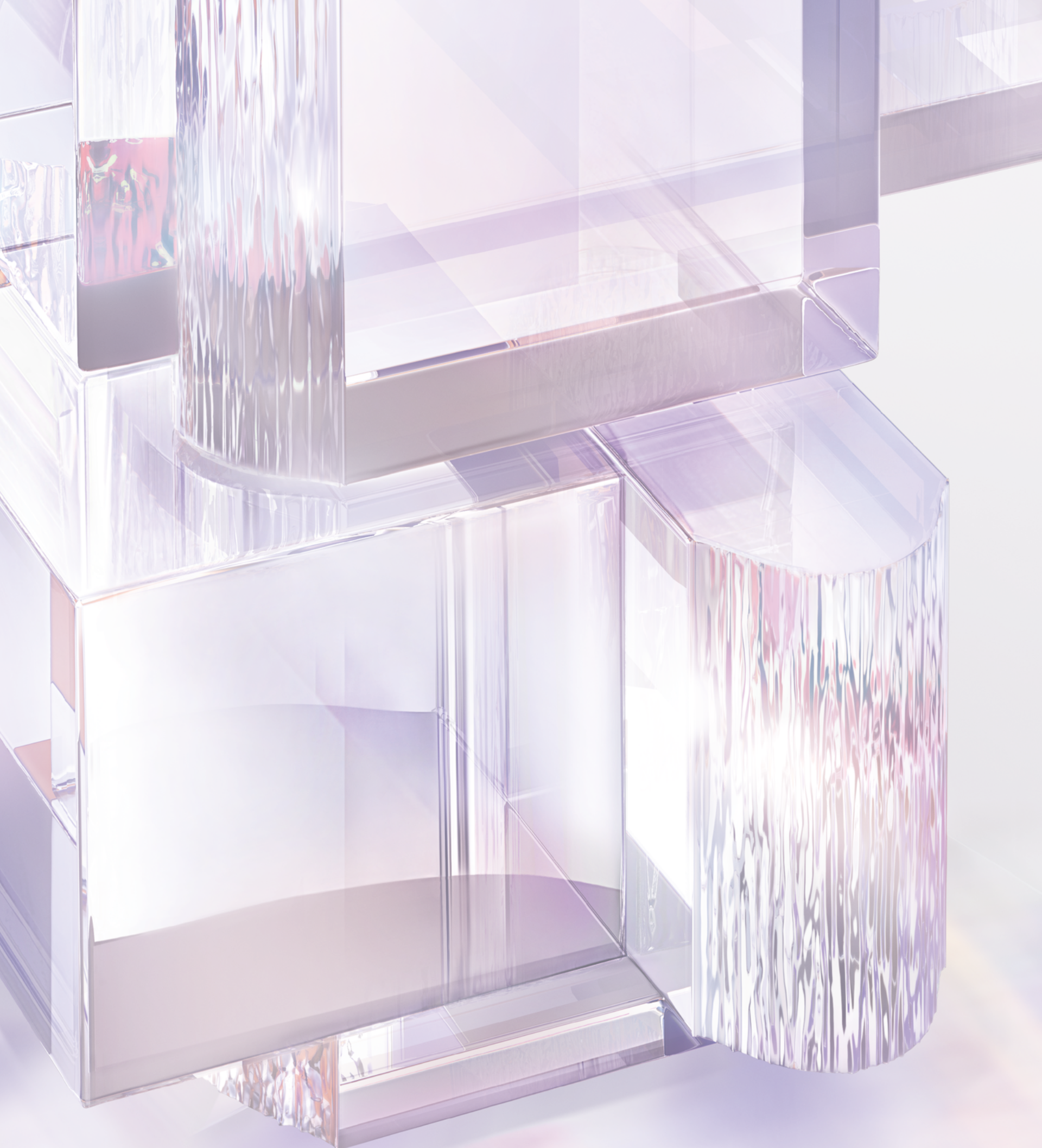


## 4 Step

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







#loveilluminate  
@wellahair

makechange