



WELLA
PROFESSIONALS



WELLA

COLOUR BLOCKING

TECHNICAL GUIDE

CREATE THE PERFECT BLOCK

Explore the golden rule for any colour blocking service. Choose the placement & technique most suited for your client, but they all have the below in common.

01.

LIGHTEN

Add the contrast

Don't forget if hair is lightened or naturally lighter, using KOLESTON PERFECT may be enough.



03.

GLAZE/TONE

Add shine & enhance tone

Be playful or subtle, this is the final touch.



02.

ADD DEPTH

To neutralise or deepen

Refine the base to enhance the colour block.



04.

CARE & MAINTAIN

Create that flawless finish

As crucial as the colour, the right care regime will protect and enhance the colour and prevent damage.



WHAT ABOUT THE PLACEMENT?

Create magic by colours, this is not a law but can help to decide your placement. Be playful and personal, it can be colourful or even asymmetric.

LIGHT VS DARK



Dark colours can shorten and narrow face shape.



Light colours can lengthen and widen the face shape.

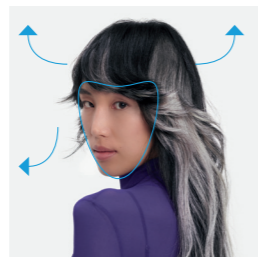
FIRST: identify the face shape.

SPOILER: Not everyone is most suited with a blonde money piece!



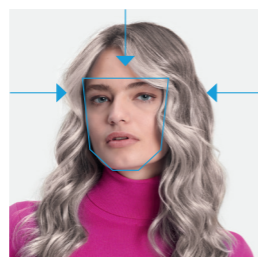
Adding a darker frame closest to the face can have an elongating effect and draw attention to the eye area.

Ideal for wider face shapes.



Adding bold lightness through the lengths will add width and draw attention to the lower part of the face structure.

Great for face shapes that narrow at jawline and are wider around forehead.

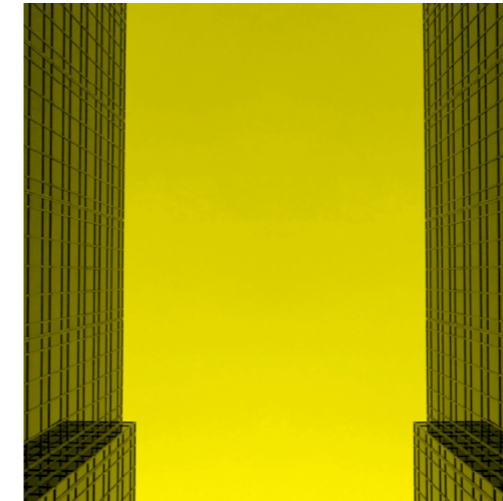


Focusing lightness close around the face, whilst leaving some depth near the neck line will s often angular features.

This placement can be used to create focus within a hair cut with targeted lightening.

WHAT ABOUT THE ANGLE?

Once you know your placement, consider the angle of your sections. This will decide how **SUBTLE** or **BOLD** your effect will be.



VERTICAL

Lines and texture are created with this placement to give an illusion of length. Used to create panels of colour. Creates the **most expressive** effect.

HORIZONTAL

This placement draws the eye from left to right and creates the illusion of weight and width. Used to create **blocks and fields of colour**.



DIAGONAL

Forward and backward diagonals are perfect for working through the curves of the head to the eye area. This creates the most **natural spread** of colour.



EVERYDAY COLOUR BLOCKING

Jordanna's take on the colour blocking technique. Integrating the hottest colour blocking trends into your everyday colour services.



COLOUR BLOCKING HIGHLIGHTS

IDEAL FOR: Existing highlight clients looking to add dimension with semi-permanent results.

DESCRIPTIVE TECHNIQUE NAMES:

90's Lights
Temporary Blocking

HOW TO:

1. Start by pre-lightening with highlights & slices, applying heavier around the hairline.

30g **BlondorPlex**
+ 45ml **6% Welloxon Perfect Developer.**

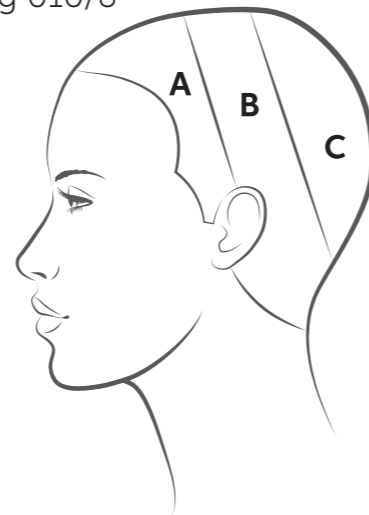
2. Divide the head into 3 sections starting at the front hairline and working on a diagonal back and paint on each toner in the order of where you'd like to see each shade.

SHINEFINITY FOR ZERO LIFT

Mix A 20g 09/65 + 2g 00/66

Mix B 10g 010/6 + 10g 010/8

Mix C 07/81



COLOUR BLOCKING HIGHLIGHTS

IDEAL FOR: Clients looking to maximise on the trend with permanent results and maximum visibility.

DESCRIPTIVE TECHNIQUE NAMES:

Alice Band Blocking
Chunky Highlights

HOW TO:

1. Start by sectioning large triangle sections spanning across the parting, depending on your desired result you can apply your foils back-to-back or leave out a slice between.

30g **BlondorPlex**
+ 45ml **6% Welloxon Perfect Developer.**

2. After lightening apply the darker mixture to the unlightened areas and lighter shade to the pre-lightened areas.

KOLESTON PERFECT FOR ULTRA COOL RESULTS

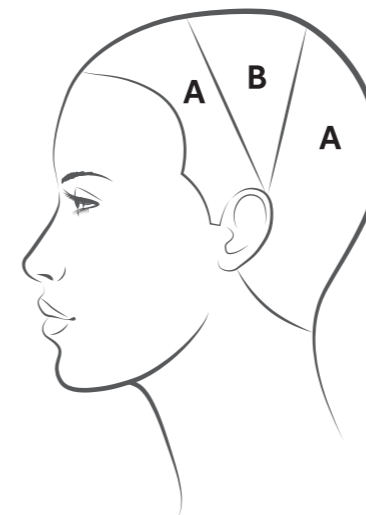
Mix A

5/82 +
4% Welloxon Perfect Developer

SHINEFINITY

Mix B

10g 07/75
+ 10g 08/0
+ 10g 08/98



EVERYDAY COLOUR BLOCKING

A quick guide to integrating the hottest colour blocking trends into your everyday colour services.



COLOUR BLOCKING PANELS

IDEAL FOR: For clients who would like to experiment with blocking with the ability to wear the panel more visible or hidden depending on styling.

DESCRIPTIVE TECHNIQUE NAMES:

Peek-a-Boo Panels
Hidden Panels

HOW TO:

1. Start by completing a bleach regrowth application.

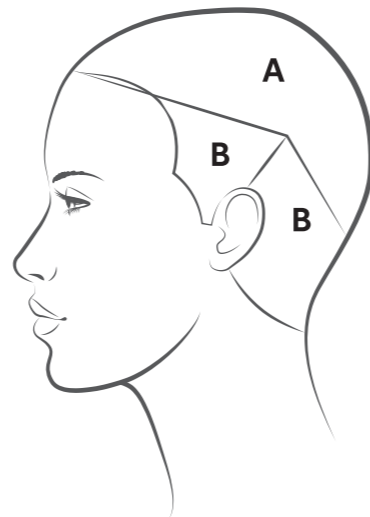
30g **BlondorPlex**
+ 45ml **6% Welloxon Perfect Developer**

2. Once lightened, section out a diagonal back section from the front hairline to behind the ear, you can make this section smaller or larger depending on the desired result. Apply Mix B to the underneath panel from root to tip and Mix A to the top panel.

SHINEFINITY FOR ZERO LIFT

Mix A
010/0

Mix B
10g 08/8 + 1g 00/89



COLOUR BLOCKING PANELS

IDEAL FOR: Clients that want to see a bold multi-tonal blocking result.

DESCRIPTIVE TECHNIQUE NAMES:

Bold Blocking
Panel Popping

HOW TO:

1. Start by sectioning two large triangular panels, apply four panels in total, with two being positioned towards the hairline and the others being placed further back towards the crown.

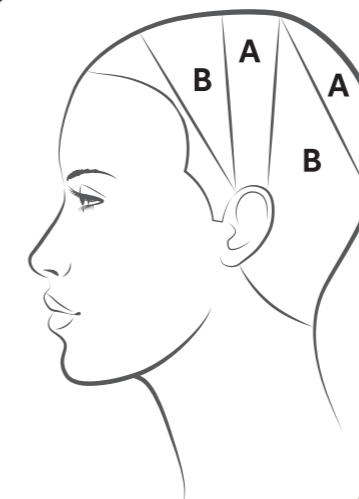
30g **BlondorPlex**
+ 45ml **6% Welloxon Perfect Developer**

2. After lightening, apply the darker mixture to the unlightened areas, and vibrant shade to pre-lightened areas.

KOLESTON PERFECT FOR ULTRA COOL RESULTS

Mix A
30g 44/02 + 5g 0/28
+ 35g 4% Welloxon Perfect Developer

Mix B
30g 0/30 + 5g 0/28
+ 35g 1.9% Welloxon Perfect Developer



COLOUR BLOCKING FACE FRAME



BEFORE

AFTER

Transform your blondes with this express technique by concentrating lights around the face whilst adding a cool depth for contrast, this will make that face frame POP and create a blocked effect.



COLOUR FORMULAS

01.



LIGHTENING

Blondor MultiBlonde
+ 6% Welloxon Perfect
Developer

02.



DEPTH & SHADOW

10g 06/0
+ 20g 07/12
+ 30g Bottle Activator

03.



FLASH GLAZE

SHINEFINITY
40g 010/6 & 20g 010/8
+ 30g Bottle Activator



Focus lightening around the face and add freehand lightness through the back.



Add depth & shadow to the root and through the ends between the lightness.



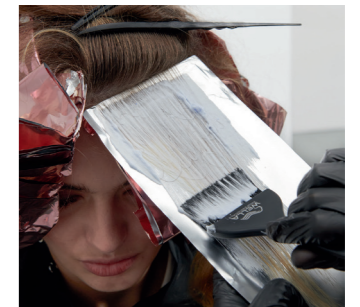
Use the **NEW** flash glaze shades to add fast tone and shine on the lightened areas.

STEP BY STEP

01. Lightening

Section a wide face frame. Work in diagonal slices, as you move up alternate with weaves.

Create a framing around the nape for a stronger effect. Add some tip outs to clean up ends of the blonde throughout the back area.



TIP

As you move close to the parting, backcomb each section of the lightening to create a soft transition.

02. Add depth & shadow

Once rinsed and removed add your darker glaze through the root area and on ends in between the light areas.
Develop for 15 min.



03. FLASH Glaze

Apply the **NEW** flash glaze shades on the lightened areas for 5 min, to add shine and give a cool platinum tone.



COLOUR BLOCKING FACE FRAME



The creative side of colour blocking playing with pastels, from seafoam blues to mauve platinum. All set against a neutral blonde creates the coolest of looks.



BEFORE

AFTER

COLOUR FORMULAS

01.

LIGHTENING
Blondor Freights
+ 6% Freights Developer



02.

DEPTH
SHINEFINITY
10g 08/8 + 10g 00/00
+ 5g 00/89
25g Brush & Bowl Activator

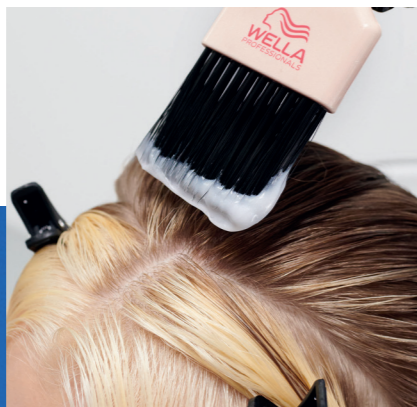


03.

FLASH GLAZE
SHINEFINITY
20g 010/6 + 1g 00/66
+ 21g Bottle Activator



Lighten the full face frame to the root and diagonal weaves throughout the hair.



Glaze majority of the hair with the seafoam blue shade leaving the hairline out.



Use the **NEW** flash glaze to add fast & soft tone and shine on the lightened areas.

STEP BY STEP

01. Lightening

Take diagonal slices close to the front hair line, space them out, moving to weaves as you move towards the back of the head.

Around the front hairline, paint on the lightener, feather down to the root. Adjust the size of this section depending on how bold you would like this framing to be.



CARE:

Once lightener is rinsed, rinse and remove using ColorMotion+, develop for 10 min. Rinse and remove.



02. Deepen & cool

Glaze all of the back area and a section of the lightened frame, with the seafoam blue mixture.



03. Glaze & tone

Once the first glaze has been left on for 15 min apply the hairline with your flash glaze formula and leave for 5 min.



COLOUR BLOCKING PANELS



BEFORE

AFTER

COLOUR FORMULAS

01.

LIGHTENING

BlondorPlex + 6%



02.

TONING

Koleston Perfect
5g 0/28 + 5g 0/30
+ 5g 0/00 + 30g
1.9%



03.

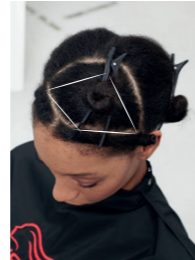
GLOSS

Koleston Perfect
30g 5/82 +
30g Post Colour Service
+ 30g 1.9%



The creative take on colour blocking combining deep cool base with surprising yet fun ocean teal tonality.

Don't be afraid to be bold with the placement of the contrasting colour for maximum impact.



STEP BY STEP

01. Lightening

Lighten a big diamond section, taking back to back slices leaving the root area natural. On the widest area of the diamond leave some natural hair between the sections for more balanced look.

CARE:

Rinse and remove, apply WellaPlex N°2 throughout the hair, develop for 10 min. Shampoo using Fusion.



02. Tone

Tone lightened areas to create an ocean teal tonality.



Develop visually!

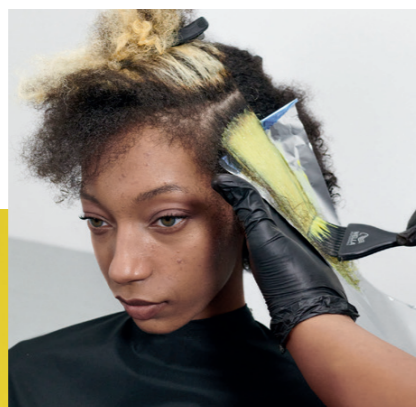


03. Deepen & cool

Gloss the dark areas of the hair to deepen the base for maximum contrast and shine.



Lighten a big diamond section, taking back to back slices leaving the root area natural.



Tone the lightened areas to create an ocean teal tonality.



Gloss the rest of the hair to deepen the base for maximum contrast and shine.

COLOUR BLOCKING HIGHLIGHTS



BEFORE

AFTER

Add wide chunky highlights throughout a cool oak brunette.

With a subtle rose tone this is a sophisticated take on the colour blocking trend.



COLOUR FORMULAS

01.

LIGHTENING
BlondorPlex + 6%



02.

ROOT TAP & NEUTRALISATION
Koleston Perfect
30g 5/82
+ 30g 6/91 + 60g 4%



03.

GLOSS + TONE ROSE BROWN
40g 07/75
+ 10g 09/65
+ 10g 08/98
+ 60g Bottle Activator.



Work in vertical and diagonal sections for high impact lightness.



Add depth and neutralise the surrounding hair. Add root tap to lightened areas.



Tone the lightened areas with this rose brown formula.

STEP BY STEP

01. Lightening

Take vertical sliced sections throughout the side and the back for most impact. Keep in mind the end color direction is not as light so you can go bolder with placement.

On the top, slightly angle your section for less of a vertical look around the parting.



02. Add depth and neutralize

Color the surrounding hair with the **NEW KOLESTON PERFECT** extra cool shades to remove any brassy undertones from the hair.



CARE:

Once colour is rinsed, apply WellaPlex N^o2 throughout the hair, develop for 10 min. Rinse and remove.



03. Tone and adjust

Once colour is rinsed and removed with ColorMotion+ , add a small root tap with the same cool shade as surrounding colour. Tone the lightened areas with your rose brown tone.



MONOCHROMATIC BLOCKING



BEFORE

AFTER

High contrast colour blocking combining deep cool charcoal tones with cool alpine blonde. Strategic placement is the key for this high impact look.



COLOUR FORMULAS

01.



LIGHTENING
BlondorPlex + 6%

02.



TONING
Koleston Perfect
30g 4/82
+ 5g 0/88
+ 70g 1.9%

03.



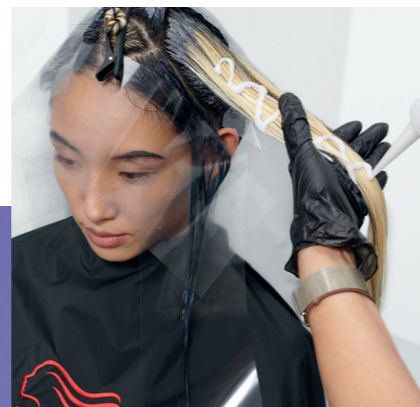
GLAZE
SHINEFINITY
30g 08/98 + 30g
00/00 + 10g 07/81
+ 70g Bottle Activator



Lighten two big diamond sections at the front and back, and a small triangle section at the fringe with back-to-back slices.



Tone all the dark areas including the root area of the lightened areas for a smoky root smudge.



Glaze the lightened areas for an alpine blonde finish.

STEP BY STEP

01. Lightening

Lighten two big diamond sections at the front and back, and a small triangle section at the fringe taking back-to-back diagonal slices.

Feather the lightener towards the root area leaving 1cm of the roots natural.



CARE:

Once lightener is rinsed, apply WellaPlex N°2 throughout the hair, develop for 10 min. Rinse and remove.



02. Deepen & cool

Tone all the dark areas including the root area of the lightened areas for a smoky root smudge. Cover with clear sheets to avoid staining of the lightened areas.



03. Glaze & tone

Glaze the lightened areas for a cool alpine blonde.



CARE:

Finish with Ultimate repair Miracle to repair hair damage in 90 sec.



EXPRESS HIGHLIGHTS



Add contrast and define curls with express chunky highlights.

Ideal for textured hair for a subtle colour block.



BEFORE

AFTER

COLOUR FORMULAS

01.

LIGHTENING
Blondor Freights
+ 6% Freights Developer



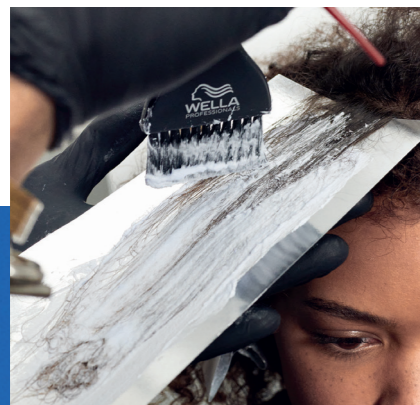
02.

DEPTH
SHINEFINITY
10g 08/8 + 10g 00/00
+ 5g 00/89
25g Brush & Bowl Activator



03.

FLASH GLAZE
SHINEFINITY
20g 010/6 + 1g 00/66
+ 21g Bottle Activator



Take larger triangle sections around the face for contrast.



Add depth and neutralise the surrounding hair.



Use the **NEW** flash glaze to add fast tone and shine on the lightened areas.

STEP BY STEP

01. Lightening

Take triangular sections focusing around the top and front section to enhance individual sections of the curls.

Work visually to identify the correct placement for your sections depending on how subtle or bold you like the end look.



02. Add depth

Colour the surrounding hair with your cooler darker formula to neutralise any existing warmth in the hair. Develop up to 40 min.



03. FLASH Glaze

Once colour is rinsed and removed with ColorMotion+, do a flash glaze with the **NEW SHINEFINITY** shades to add fast shine and subtle tone.



04. CARE

Use **Ultimate Repair** miracle rescue at the station, repair hair damage in 90 seconds for all hair types.





ANY QUESTIONS

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