



No.1
SALON
COLOR
BRAND IN THE
WORLD



ILLUMINA COLOR™

Technical E-book

*Based on Wella Master Brand USD sales on the 2023 Salon Hair Care Study for the hair coloring products category published by Kline.

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01

WHAT IS ILLUMINA COLOR?





IMAGINE A HAIR COLOR THAT ENHANCES HIGHS AND LOWS

A LUXURIOUS PERMANENT
COLOR FOR
100% NATURAL-LOOKING
COLOR RESULTS

Illumina Color is a permanent color powered by **Microlight Technology** which allows light to enter hair and radiate out, giving it a youthful luminosity.

The **built-in Metal Purifier** helps to protect hair from extra damage happening in the presence of metals wherever color is placed.

WELLA PROFESSIONALS' MOST LUMINOUS HAIR COLOR



50+ multi-dimensional, cool, warm and neutral shades with up to **100% grey coverage**.

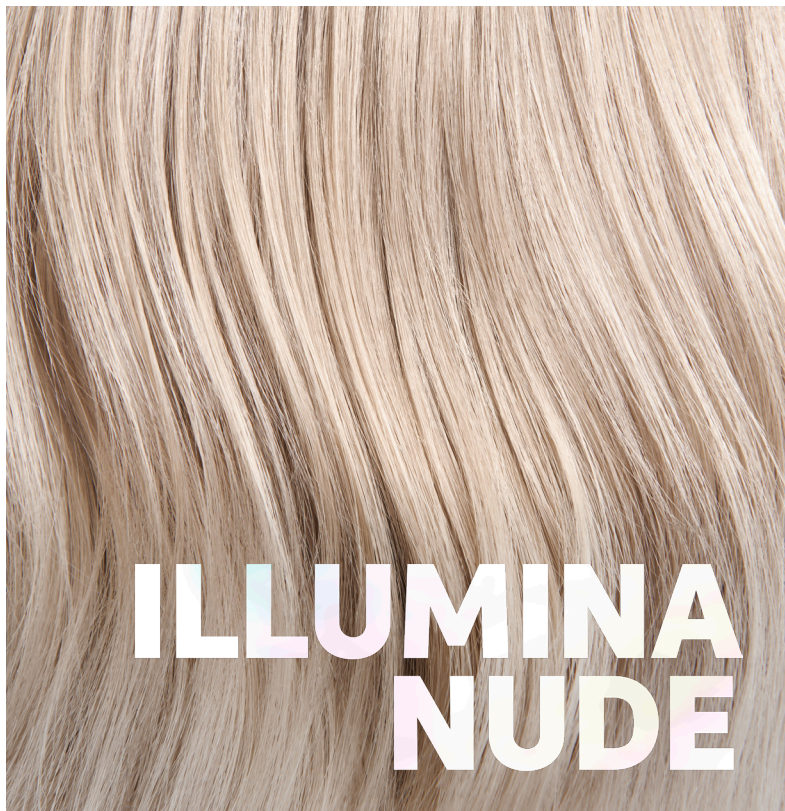


Microlight Technology:
Helps to protect the cuticle clarity and allows light to enter the hair and illuminate from within.



Built-in Metal Purifier
to help prevent hair damage from metals that are present in the hair.

100% NATURAL-LOOKING COLOR

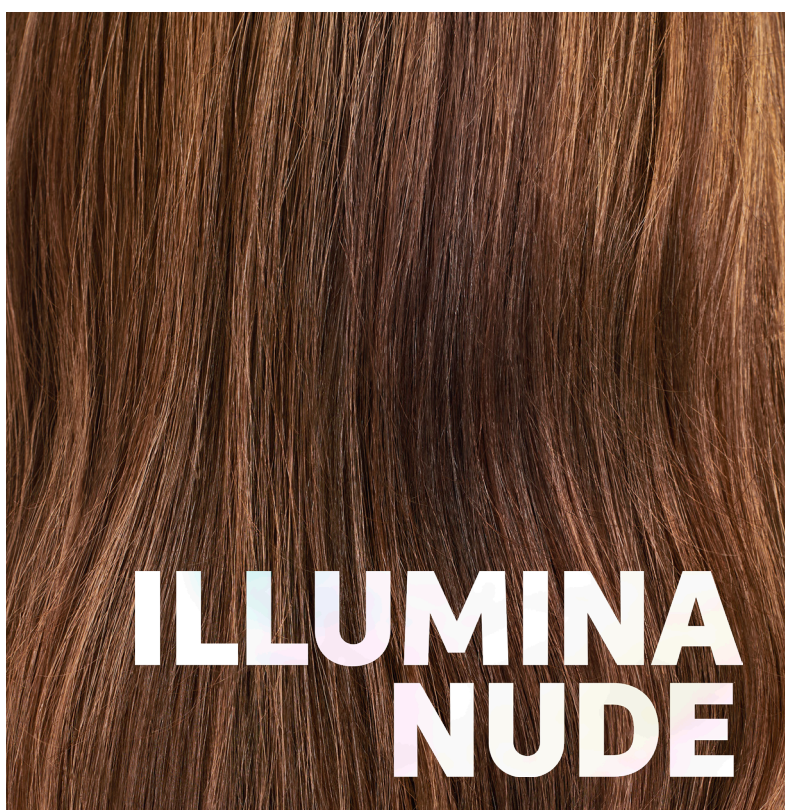


Clients are looking for

Results that enhance their natural beauty and complement their natural hair color with **natural luminosity.**



Up to **100% grey coverage** with a youthful, multi-dimensional result.



Delicate and carefully curated color **spectrum.**

02

MEET THE
SHADE RANGE



SHADE NUMBERING SYSTEM

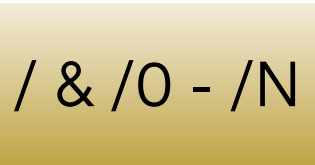


Depth of color

Minor tone of color
Major tone of color



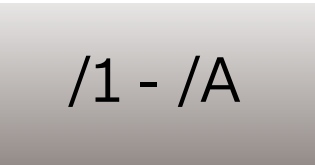
Lightest Blonde



Pure/Neutral & Natural



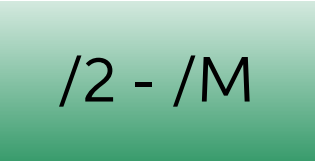
Very Light Blonde



Ash (blue/grey)



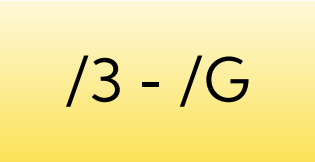
Light Blonde



Matte (green)



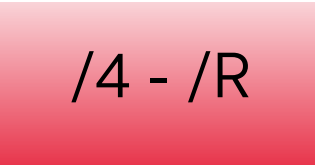
Medium Blonde



Gold (yellow)



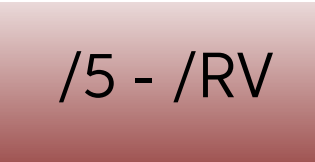
Dark Blonde



Red (warm)



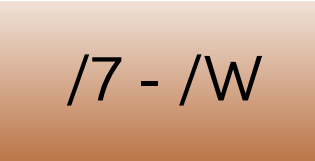
Light Brown



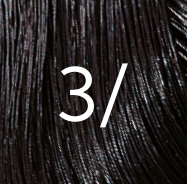
Mahogany (red/violet)



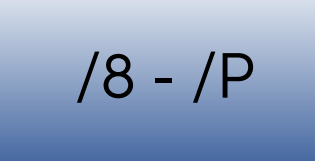
Medium Brown



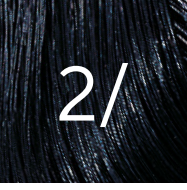
Brown (warm)



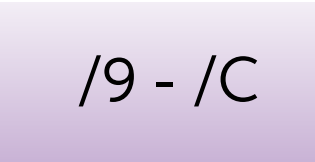
Dark Brown



Pearl (blue)



Darkest Brown



Cendre (soft violet)

A palette of cool shades ideal for reducing warmth and creating iridescent blondes and delicate brunettes.



WARM

A palette of natural-looking warm shades including luminous blondes, soft coppers and irresistible brunettes.

NEW

10/34

10/36

10/38

NEW

10/53

9/03

9/37

9/43

8/36

8/37

8/38

7/31

7/35

7/42

7/43

NEW

7/53

7/7

7/75

6/37

6/76

5/43

5/7

NEUTRAL

A palette of neutral shades from light blonde to dark brunette to use alone or with any other **Illumina Color** shade.

Provides up to 100% grey coverage and natural-looking, luminous results.



EXPOSED UNDERLYING PIGMENT

Depth	Underlying Tone	Neutralizing Tone
10/ Lightest Blonde	Very Pale Yellow	Light Violet
9/ Very Light Blonde	Pale Yellow	Violet
8/ Light Blonde	Yellow	Violet
7/ Medium Blonde	Orange Yellow	Blue Violet
6/ Dark Blonde	Orange	Blue
5/ Light Brown	Red Orange	Green Blue
4/ Medium Brown	Red	Green
3/ Dark Brown	Red	Green
2/ Darkest Brown	Red	Green

For best results when toning: Refer to underlying pigment and tone to level achieved- for example, lighten to a yellow, tone with level 8/.



03

**USAGE &
MIXING**



MIXING GUIDELINES



VIRGIN APPLICATION

Full-head application, same depth and darker

On dry hair, apply the color mixture to the lengths and ends only. Leave approximately 2cm free from the scalp. Then follow with regrowth application.

Regrowth application

Apply to root area.

Development time



with Heat

GREY COVERAGE

**Up to 100% coverage with
natural-looking color results.**



GREY COVERAGE

root application

Apply to root area, applying to the area with the highest percentage of grey hair first.



with Heat

On hair up to 70% grey

Use any shade from
Illumina Color
+ Welloxon Perfect 6%.

For 70-100% grey hair

Mix 1:1 with corresponding
Illumina Color neutral shade
+ Welloxon Perfect 6%.



For optimal grey coverage apply to the highest percentage of grey first



UP TO 3 LEVELS OF LUMINOUS LIGHTENING



FIRST TIME LIGHTENING

01: Apply the color mixture to the lengths and ends only. Leave approximately 2cm free from the scalp. Develop for 15-20 minutes, and do not rinse.

02: Mix fresh color and apply to the roots. Develop for full development time.

Development time



with Heat

Begin application where the strongest degree of lightening is required first

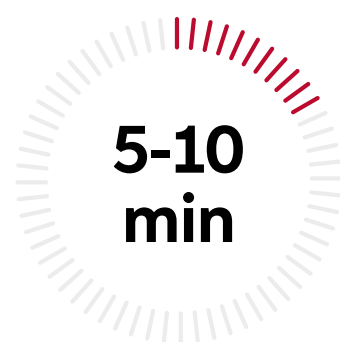


COLOR BALANCING

Soft Balance

To add a hint of color and shine and achieve a freshly colored feel on every visit.

After completion of development time dampen the mid-lengths and ends with water and emulsify the remaining color, combing it through the mid-lengths and ends.





60g
Illumina Color

120g
Welloxon Perfect
Pastel 1.9%

Intense Balance

Rejuvenate the color on faded lengths and ends for even results and healthy hair thanks to Metal Purifier Technology.



30g
Shinefinity

30g
Shinefinity Bowl
& Brush or Bottle
Activator

Refresh with Shinefinity

While Illumina Color is processing on the roots, balance faded lengths and ends with Shinefinity for an ultra-natural finish.

Apply root color first. For the last 20 min of the development time, apply directly onto lengths and ends. Develop together, then rinse.





BLONDE TONING

Achieve a beautiful luminous finish after pre-lightening services.

1:2

30g
Illumina Color



60g
Welloxon Perfect
Pastel 1.9%

Application

Apply to the lightened areas needing optimal neutralization first. Comb through for even results. Visually watch, until desired result achieved.

Development time



TIP: To achieve soft lift to natural hair during toning, apply to roots to ends, comb through for a base breaking effect.

GLOSSING

Gently infuse the hair with a subtle color and an luminous shine.

Glossing services are ideal for clients wishing to try Illumina Color for the first time or to revive the color and shine in-between appointments.

Suitable for all depths, hair types and color direction from blondes, brunettes and coppers.

1



60g
Illumina Color

• 1 •



60g
Welloxon Perfect
Pastel 1.9%

• 1 •



60g
Color Post
Treatment

Development time





WELLOXON PERFECT DEVELOPERS

The ultimate partner.

Specifically designed to provide accurate color results. Precise application. Great foil adhesion. Easy rinsing.

ILLUMINA COLOR

**12 %
40 vol.**



Up to 100% grey coverage with a sheer result.

3 levels of lift.

**9 %
30 vol.**



2 levels of lift.

**6 %
20 vol.**



1 level of lift, same depth or darker. Grey coverage.

**3 %
10 vol.**



Deeper results on natural hair.

**1.9 %
6 vol.**



For glossing and toning services, mix 1:2.

ROOT SHADOWING

Root shadowing maintains slight depth at the root when transitioning into blonde ends with a low Welloxon Perfect Developer. Suitable for Illuminage services.



Tip. Tap to the root, leave for 5 minutes, gently comb and leave for an additional 5 minutes.

BLONDE TONING

During lightening services, natural underlying pigments are achieved. To neutralize or add tone, a blonde toning service is needed to create a beautiful luminous finish after pre-lightening services.



Tip. The use of golden tones maintains brightness & lightness within blonde hair.

For example: Incorporate 9/03 into formula.



Root Shadow

15g 6/19 + 15g 6/
+ 60g 1.9%

Blonde Toning

10g 10/ + 10g 10/38
+ 10g 9/03
+ 60g 1.9%



Root Shadow

15g 6/19 + 15g 5/
+ 60g 1.9%

Blonde Toning

20g 10/38
+ 40g 1.9%



Root Shadow

15g 7/81 + 15g 7/
+ 60g 1.9%

Blonde Toning

10g 10/ + 10g 10/36
+ 40g 1.9%

04

MICROLIGHT TECHNOLOGY

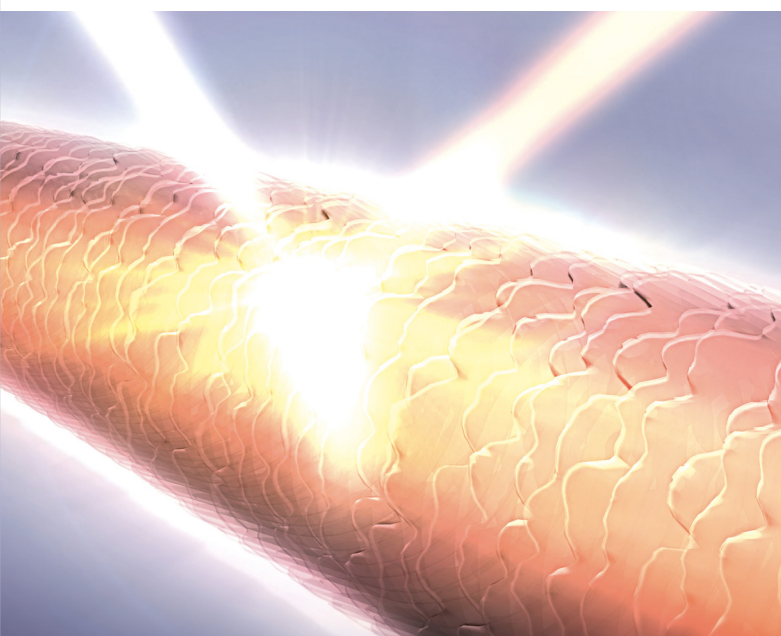




MICROLIGHT TECHNOLOGY AND METAL PURIFIER

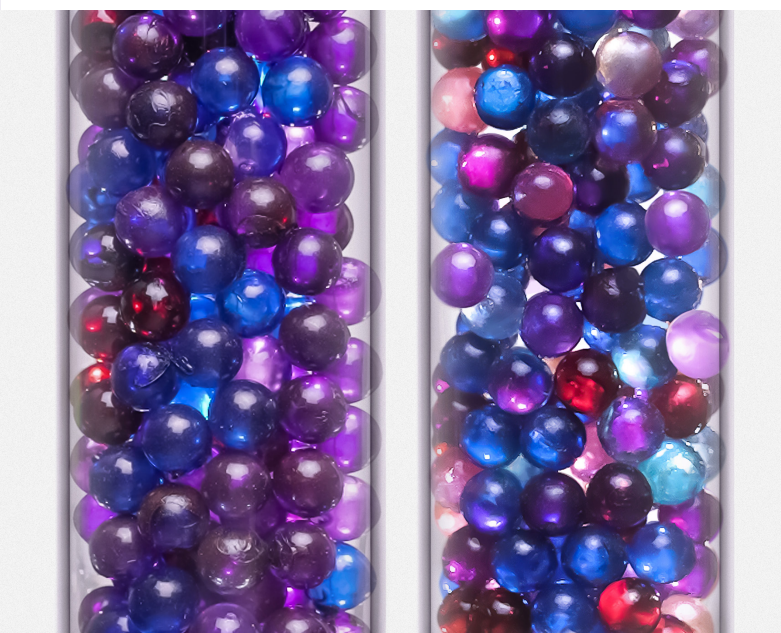
Illumina Color Microlight Technology
helps protect the cuticles so they
maintain their clarity. This allows light to
pass through, illuminating natural highs
and lows from within – in any kind of light.

ILLUMINA COLOR DEDICATED TECHNOLOGY



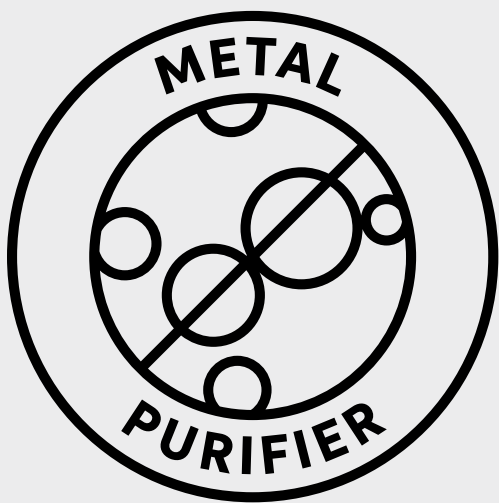
MICROLIGHT TECHNOLOGY

Helps to protect the cuticle clarity and allows light to enter the hair and illuminate from within.



MICROTONES

The most sophisticated dye combination in Wella Professionals that mimics the natural hair tones.



METAL PURIFIER

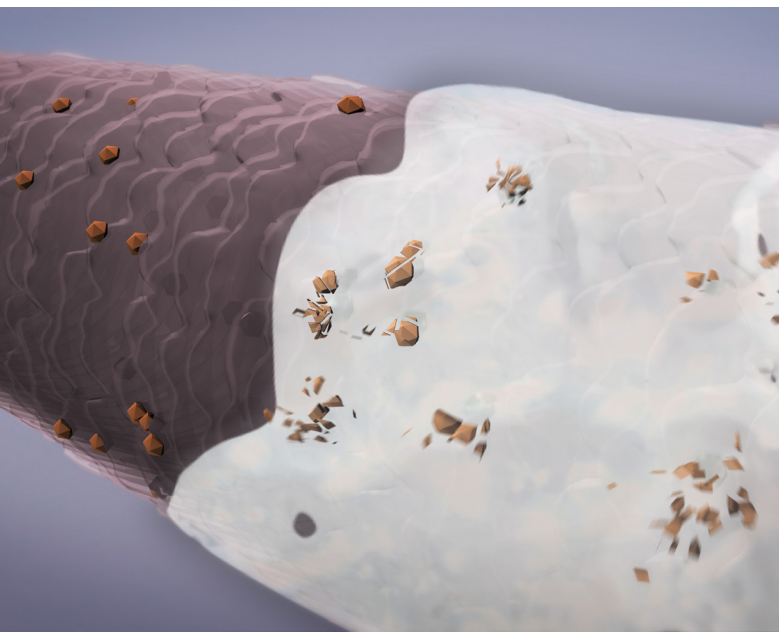
Built-in Metal Purifier that helps to protect hair from extra damage happening in the presence of metals wherever color is placed.



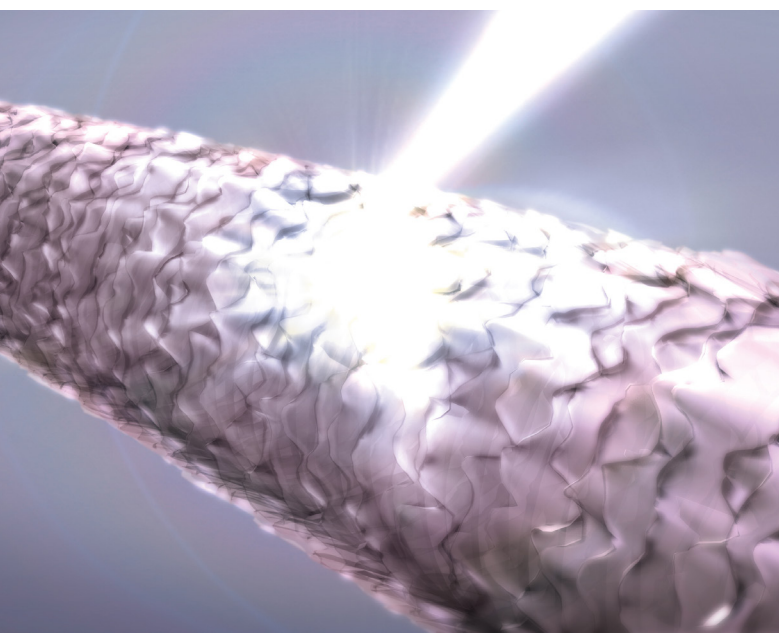
VEGAN

Illumina Color is also a vegan formula.

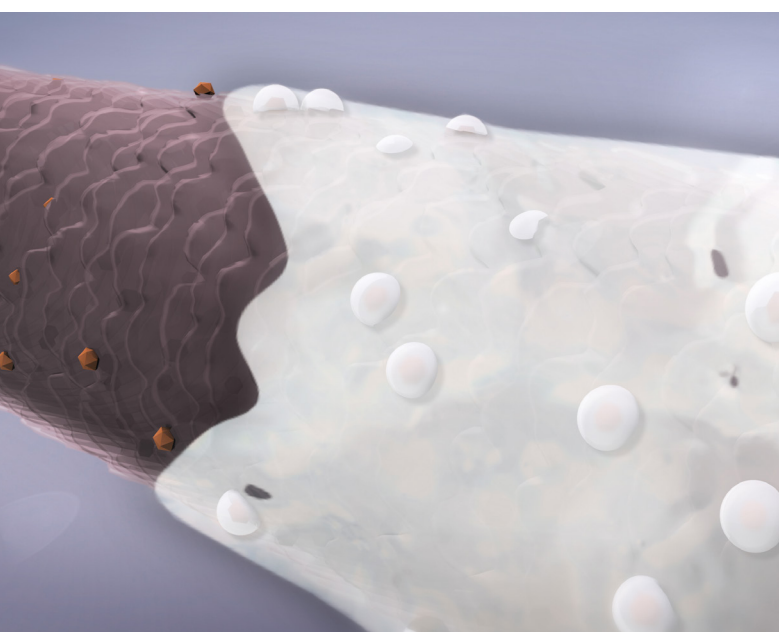
MICROLIGHT TECHNOLOGY AND METAL PURIFIER



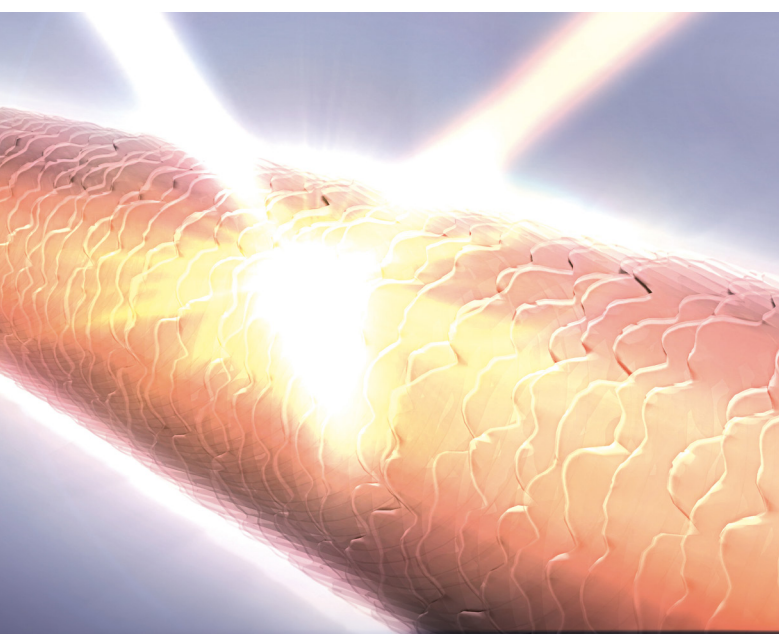
Copper is present on the cuticle and interferes with standard color development, leaving a **rougher** surface.



A **rough cuticle**, means rays of light become diffused, creating less reflection.

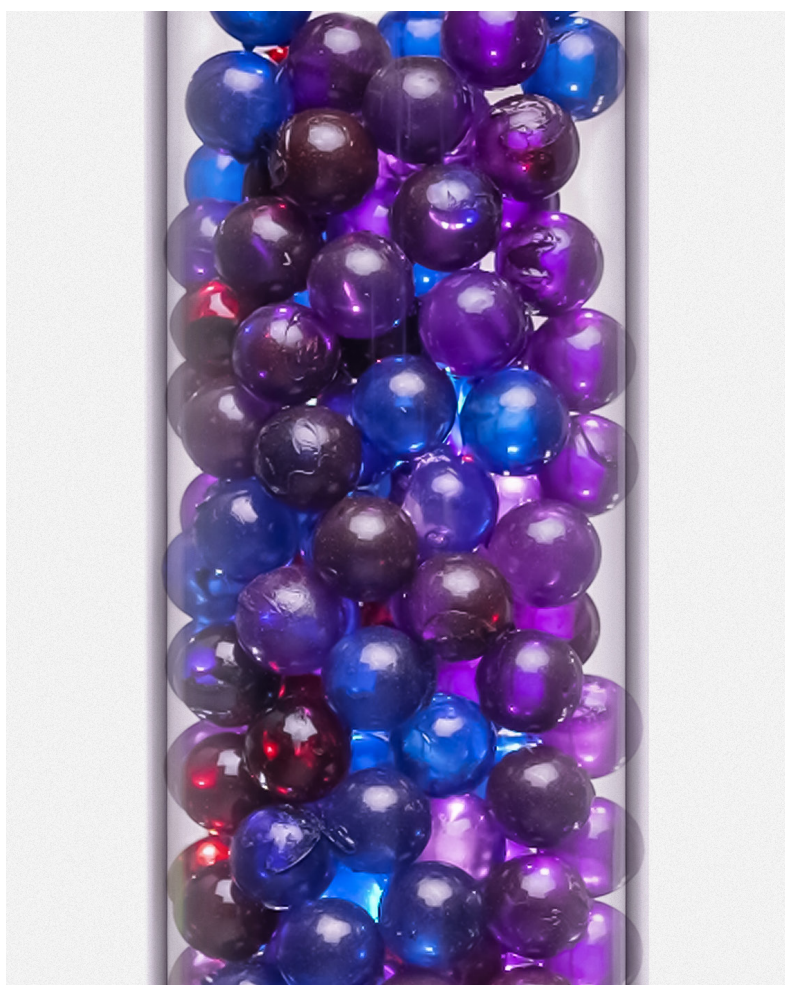


Microlight Technology surrounds the copper, so it does not interfere with color development, and increases **cuticle protection** thanks to the built in metal purifier.



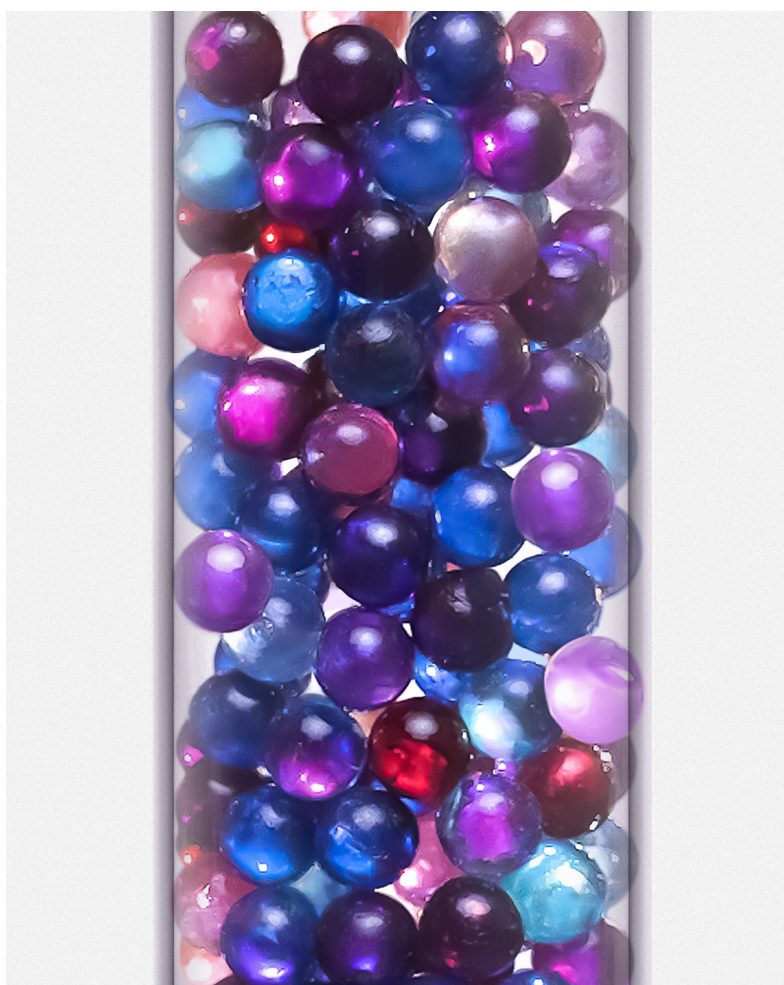
Cuticles are smooth and clear, resulting in outstanding **light reflection**.

MICROTONES FOR NATURAL HIGHS AND LOWS



TRADITIONAL PERMANENT COLOR

A traditional permanent color creates a uniform rich and intense color result.



ILLUMINA COLOR

Contains 20% more variety of dyes vs Koleston Perfect.

Within Illumina Color, you can see that there is a similar number of dyes present, but Illumina Color has a greater variety of dyes **which enhances the natural highs and lows.**

Illumina Color contains the most sophisticated dye combination in Wella Professionals, which mimics the natural hair tones, this is what we call Microtones.

DID YOU KNOW?

In natural hair, a variety of tones can be seen which naturally create subtle highs and lows in the hair.



PERMANENT COLOR OPTIONS

Wella Professionals’ three unique permanent color lines provide different color finishes to meet all your clients’ needs. All include an integrated Metal Purifier to help protect hair from extra damage happening in the presence of metals wherever color is placed.



KOLESTON XPRESS

KOLESTON PERFECT

ILLUMINA COLOR

CATEGORY	Permanent	Permanent	Permanent
SHADES	18	100+	50+
GREY COVERAGE	100% in just 10 minutes.	100% grey coverage for your most resistant clients.	100% grey coverage with a natural-looking result.
TECHNOLOGY	Control X Technology to help prevent over processing for express, yet reliable results.	Ultra-Precision Color Technology for even, balanced color results from root to tip.	Microlight Technology helps protect cuticle clarity and allows light to enter hair and illuminate from within.
TONAL QUALITY	Shades have been designed to blend well with previous permanent color services.	Truly perfect, natural to expressive color results, multi tones and reflective shine.	Natural-looking brunettes and a full blonde palette with a muted or cool finish.
COLOR BASE	Neutral Warm Brown	Warm Brown	Violet Undertone
LIFT	Up to 2 levels lift with 30 Vol.	Special Blondes for 4-5 levels of lift.	Lift up to 3 levels.
SERVICES	Express grey coverage.	Grey coverage, color balancing, creative tones.	Grey coverage, color balancing, glossing, pastel toning.

ONE SMALL TUBE ONE BIG CHANGE

We aim to significantly reduce the amount of waste created by every product we produce.

For our color tubes we are using mainly recycled materials.

Using 85% recycled cardboard,
Wella Professionals¹ avoids using over 950
tons of virgin cardboard per year.²

FSC certified
85%³ recycled
cardboard

100% aluminium
tube⁵

100%⁴ recycled
plastic caps



¹Wella Professionals refers to the whole. Wella brand (incl. Koleston Perfect, Illumina, Color Touch and others) and all regions except ASIA. ²vs sourcing virgin cardboard. ³70% Post-Consumer Recycled cardboard + 15% Post-Industry Recycled cardboard. ⁴96% Post-Consumer Recycled PP (polypropylene) + 4% color. ⁵95% Post-Consumer Recycled aluminum + 5% Post-Industry Recycled aluminum.

ALLERGY ALERT TEST

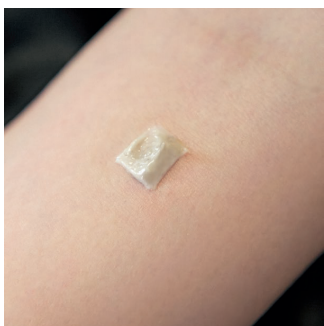
Although the risk of developing a new allergy is reduced, the danger of an allergic reaction – even a severe one – still exists. That’s why you should always perform an allergy alert test 48 hours before any color service.



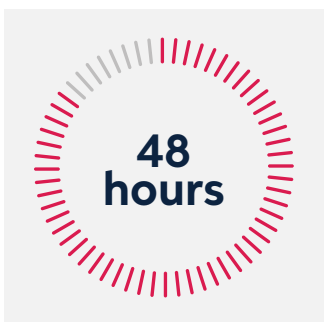
- 1 Mix 5g of the color you decided on during consultation with 5g developer.



- 2 Apply the color in a 1-inch square directly on the inner forearm.



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



- 4 Ask the client to either come back to the salon after 48 hours or call you to inform you of the result

Ask your client to leave the test area undisturbed for 48 hours. **If there are any signs of redness, burning or itching the color product must not be applied.** The client must seek medical advice before coloring their hair again. If your client has ever experienced an allergic reaction to hair colorants you should not proceed with a color service.



W E L L A C O L O R E X P E R T

**TRANSFORM YOUR CAREER AND
EXPLODE YOUR CREATIVE POTENTIAL.**

WANT TO KNOW MORE?

Contact your **Wella Studio**, or visit **WellaEd.com**

Shop our Illumina Color shades
and more **wellastore.com**

JOIN US

@wellahairusa

@wellaed