



# COLOR.ID

## LOOKBOOK



Color.id

## I AM THE LEFT BRAIN.

Analytics and calculation are my understanding of the world.  
For example: It requires no more than one hundred seventy-nine steps to reach the bus stop from my front door, and no fewer than one hundred seventy-three steps.

ORDER + DIRECTION = EXECUTION

Without punctuality is purposeless disarray.

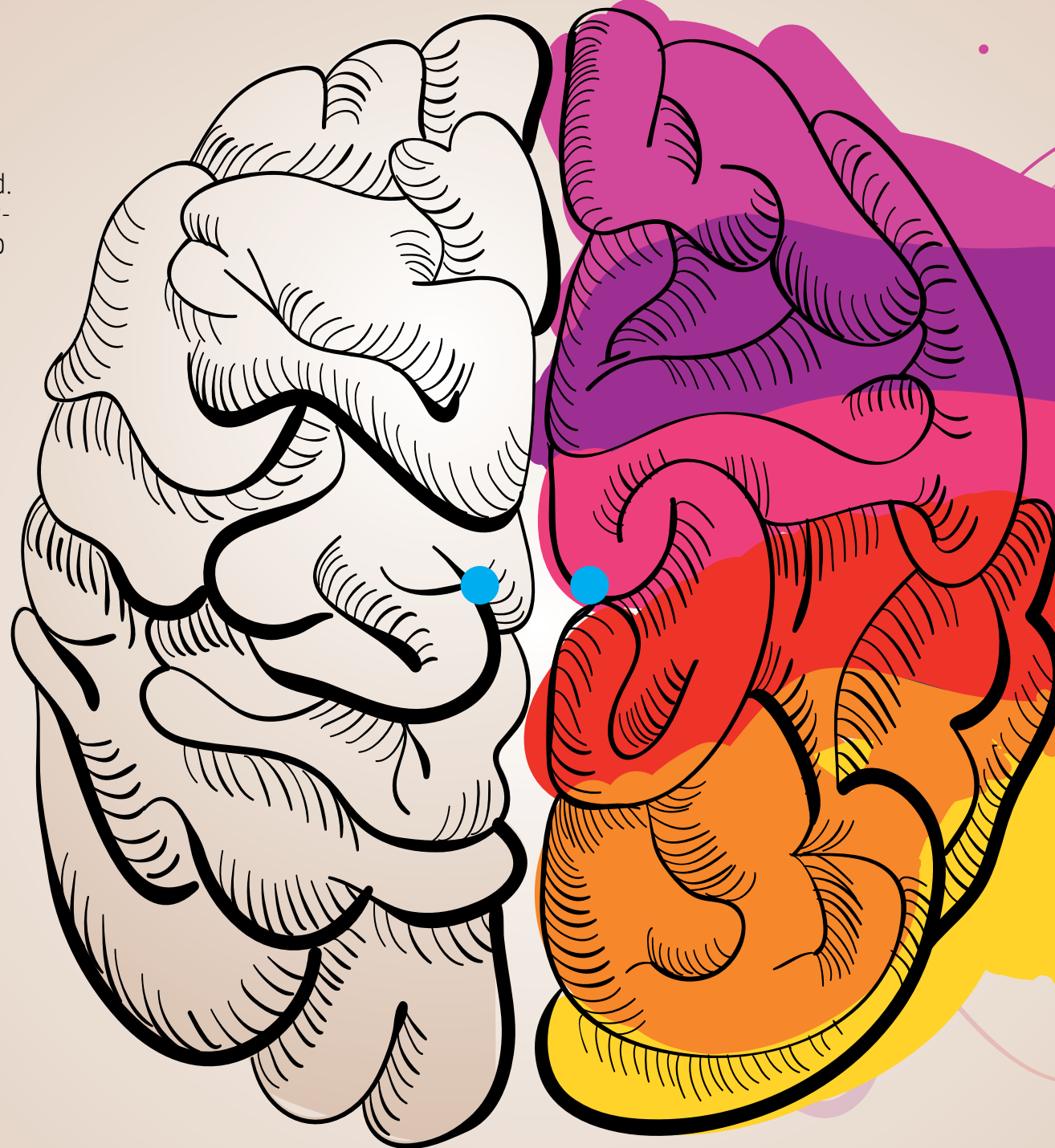
I work with data. I play with numbers. Logic is comfort.

Everything has a beginning, a middle, and an end.

Except for infinity, of course.

I know exactly why I am here.

I know precisely where I AM GOING.



## I AM THE RIGHT BRAIN.

I am the right brain.  
Right-brained. The right of the brain.  
Anyway...I don't always fit right in.  
I'm comfortable somewhere in between.  
That's been fitting enough for me.  
The right way gets me lost sometimes.  
I would rather be alive than dead certain.  
The world is bigger than you and I, after all.  
There is an endless sky blanketing sacred scenery.  
Wild color. Euphoric sound. Hypnotic texture.  
The world asks nothing in return, but I will repay it with all that I have.  
What I have is a pen, a paintbrush, and a voice. Let's create.



# UP CLOSE WITH CREATIVITY



**JOSH WOOD**

WELLA PROFESSIONALS  
GLOBAL CREATIVE  
DIRECTOR, COLOR

As a colorist, I'm always looking around for inspiration. On the subway in New York, at leading fashion shows or even going for a stroll in a London park: the pursuit of new ways to interpret ideas through color is a compelling force that drives and thrills me every day. For me, there's a joy in exploration. When I see great fabrics, it's not enough to simply appreciate the colors; I want to feel the texture and get closer to the whole composition. I believe, with all hairdressers, it is as though we see with our hands.

The ability to analyze the many facets of art, objects or ideas – with an open mind – is fundamental to finding game-changing ideas and the solutions to bring them forward. This is exactly what I experienced working alongside many others to develop Wella Professionals Color.id: An amazing project that brought together creatives, not just from the hairdressing world, but also artists, designers, scientists and trendsetters.

What we accomplished together is truly outstanding, revolutionizing the way color is applied in salons and defining the hottest looks that are ripping runways, boulevards and high streets all over the world.



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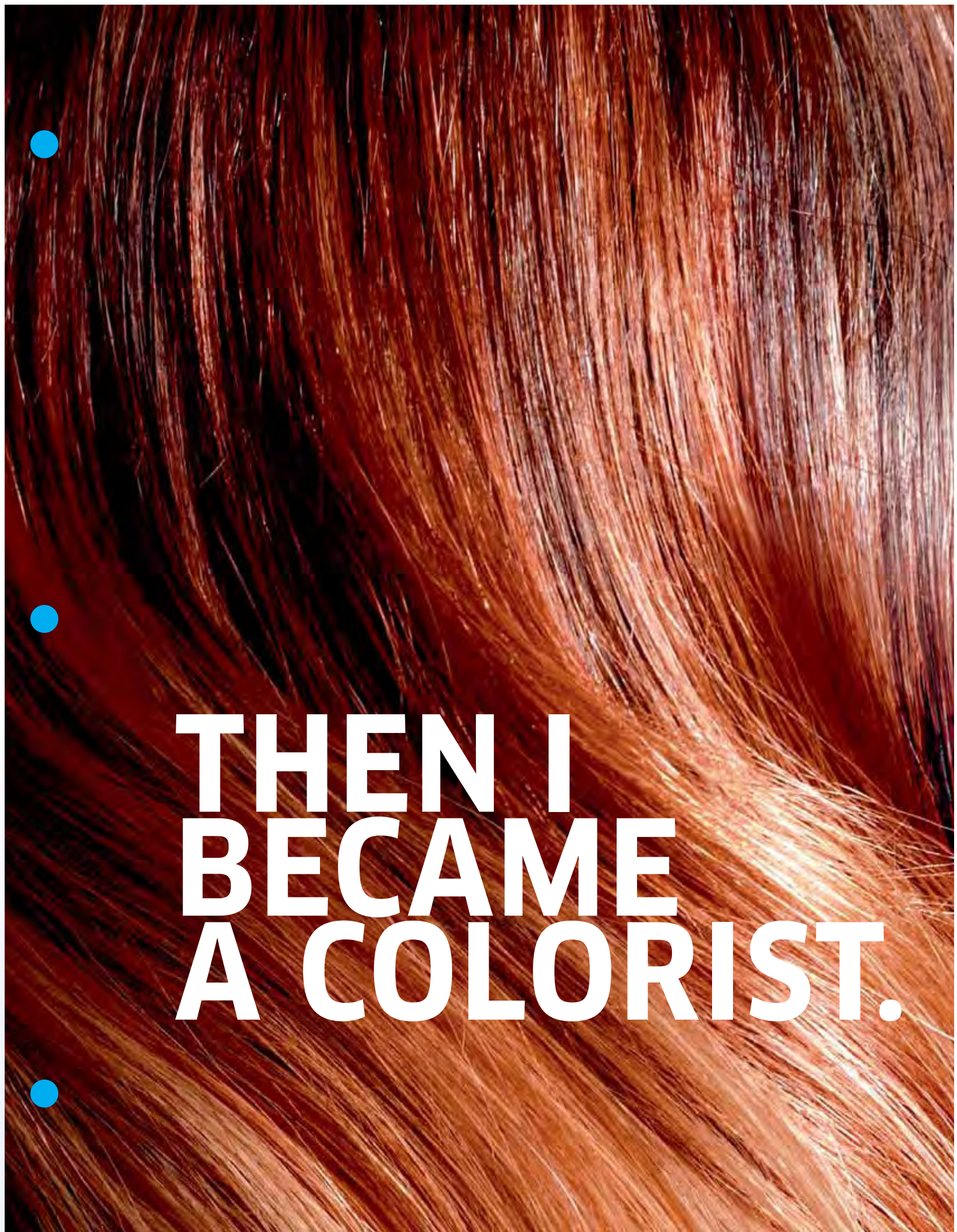
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**FIRST  
I WAS AN  
ARTIST,**



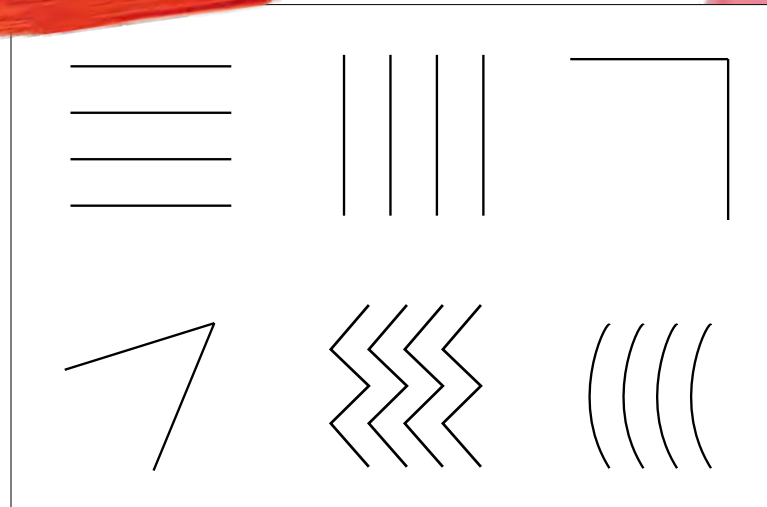
**THEN I  
BECAME  
A COLORIST.**



# THE ELEMENTS OF DESIGN

The Elements of Design are the building blocks of any composition. These can be arranged to constitute the overall composition and allow your creation to stand out from others. There are five elements of design—**LINE, SHAPE, MASS, TEXTURE, AND COLOR.**

## LINE



**Line** directs the eye, telling it where to go and what to do. It creates movement by connecting or accenting a point, or multiple points. A line is capable of many behaviors, communicating emotion or state of mind, for example, through character, direction and weight.

**Horizontal Lines** feel calm, still, and create weight, offering a parallel relation to gravity.

**Vertical Lines** appear skyward, universally pointing upwards.

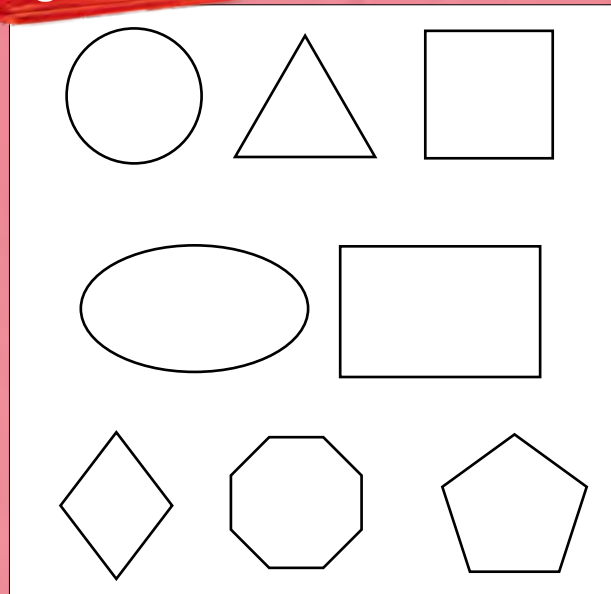
**Horizontal and Vertical Lines** combine to communicate strength and fortitude.

**Diagonal Lines** suggest motion and have direction. As a hybrid of horizontal and vertical lines, their positioning is unstable to gravity, appearing as though they are already in motion or about to fall.

**Deep, Acute Curves** provoke feelings of unrest and confusion. They look edgy and are meaningful, yet unpredictable.

**Curved Lines** lack corners and although widely interpreted, are synonymous with femininity, security, pleasure, and familiarity.

## SHAPE



**Shape** is a two-dimensional closed line. Closing a line means distinguishing inside from outside.

Classifications of shapes:

### Geometric Shapes

**Circle** - evident in every culture, representing eternity.

**Triangle** - communicates stability and purpose.

**Square** - characterizing the orderly and methodical.

**Organic Shapes** - found in nature and are fluid and irregular. They do not possess straight lines.

**Positive Shapes** - solid form.

**Negative Shapes** - empty space around the solid form.

**Static Shapes** - still or at rest.

**Dynamic Shapes** - seemingly in motion or in action.

## MASS



**Mass** is the solidified form of a shape. It is seen through or solid, with a sense of weight.

**Physical Mass** - the actual volume of an object.

**Visual Mass** - how the object occupies space relative to other objects. This can often trick the brain into seeing a 3-dimensional object when in reality it is a 2-dimensional.

## TEXTURE



**Texture** is the degree of roughness or smoothness of an object. All surfaces have texture and the two types of texture are:

**Visual Texture** is the illusion or interpretation of texture. It describes to the eye what the surface of the object could feel like.

**Tactile Texture** is the actual feeling of the object.

## COLOR



**Color** is the most vital element in creative design as it can emphasize line, increase or decrease mass, highlight a shape or create texture. This is accomplished from the reflection of different qualities of light off of a surface. There are 3 main components of color: **Hue, Value** and **Saturation.**



# THE ELEMENTS OF COLOR

Color is the visual key to our emotions. It can live within or without a framework. Color is character, and a pulse for provoking feeling and creativity. In every hue is a unique personality that steers the emotions of the beholder.



Often referred to as Tone, **Hue** defines pure color or the combination of pure colors, within a 0° to 359° spectrum. It is simply identified by the position on the color wheel.



**Value** describes the lightness or darkness of a color, and how close to black or white a given color is. The range is defined from fully illuminated (100%) to dark (0%) and original hues having an average lightness of 50%.



**Saturation** defines the range of pure color (100% saturation) to gray (0%) under light that is constant. The level of chroma or intensity of a color is determined by the amount of gray a color has in it.



# THE PRINCIPLES OF DESIGN

The Principles of Design are **BALANCE, UNITY, CONTRAST, EMPHASIS, MOVEMENT, PATTERN,** and **RHYTHM**. All creations will contain many if not all of these laws and how we apply these principles determines the quality of our final product.

## BALANCE



**Balance** is the sense of visual equilibrium. Balance can be symmetrical or asymmetrical. The elements of design can be used to create balance in a composition. Note: Keeping your design symmetrical is a good technique for balance, but not necessarily appropriate for all designs.

## UNITY



**Unity** means keeping your design in a certain harmony, where all sections complement each other and create a sense of completeness. Harmony brings together a composition with like units. Unity helps the composition to be seen as one design, instead of random or disconnected.

## CONTRAST



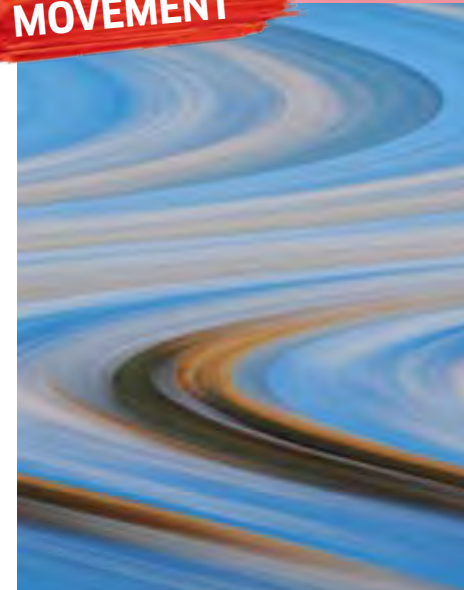
Visual discrepancy within a composition is called **contrast**. Contrast shows the difference between shapes and can be used as a background to bring objects forward in a design, creating a desired emphasis.

## EMPHASIS



**Emphasis** represents an area of a composition that first attracts attention. This particular area is more important when compared to other compositional elements, as contrast is affected by values, colors, and placement.

## MOVEMENT



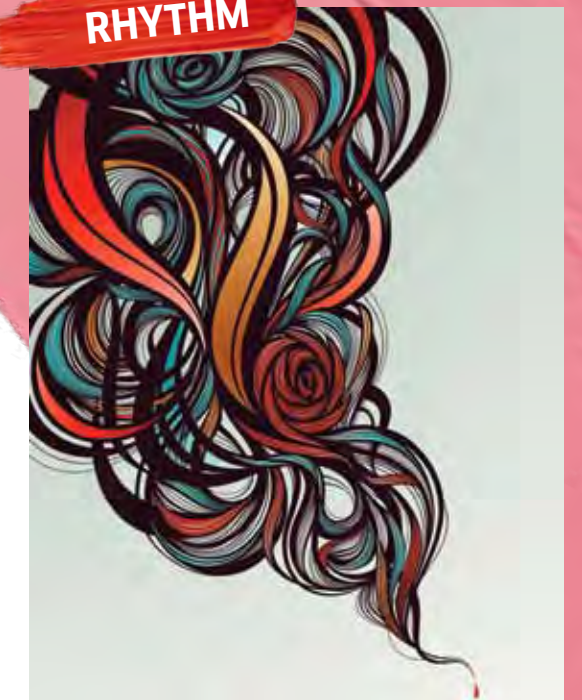
**Movement** is the suggested visual path through a composition, facilitated by placement and position. Directional movement can be created with a value pattern. Placement of dark and light areas works to move your attention through design.

## PATTERN



**Pattern** means keeping your design consistent. For example, you could plan to have dots in your design as a pattern but there must be a continuation of dots throughout the composition for a sound pattern.

## RHYTHM



Movement, as created by patterns, is called **Rhythm**. Rhythm sets the pace of a design.





**DANA LYSENG**  
COLOR.ID GLOBAL  
AMBASSADOR



**MARK DEBOLT**  
COLOR.ID GLOBAL  
AMBASSADOR



**COLOR ID LOOKBOOK TEAM:**  
COLOR MASTER - DANA LYSENG  
COLOR ELITE - MARK DEBOLT  
COLOR DESIGNER - LINDSEY WASHBOURNE  
STYLING ELITE - BRENTON LEE



**LINDSEY WASHBOURNE**  
WELLA TECHNICAL  
SPECIALIST

**“COLOR.ID MEANS ARTISTIC FREEDOM, IT OFFERS ME THE OPPORTUNITY TO PAINT COLOR ON THE HAIR LIKE AN ARTIST. BEING ABLE TO VISUALLY SEE WHERE I HAVE PLACED COLOR INSPIRES ME THROUGHOUT THE COLORING PROCESS. I LOVE BEING ABLE TO COLOR HAIR IN NEW WAYS. WITH NO FEAR OF COLORS CREATING UNWANTED TONES, I CAN BE FREE TO LET MY CREATIVITY SOAR!”**

**DANA LYSENG**

**“COLOR.ID EXCITES ME AS A COLORIST BECAUSE IT ENHANCES OUR PHILOSOPHIES OF COLOR. COLORISTS WILL NATURALLY DESIGN WITH THEIR HANDS AND HEARTS AND TURN THEIR ARTISTIC INSPIRATIONS INTO EXPRESSIONS OF BEAUTY.”**

**MARK DEBOLT**

**“BEHIND THE CHAIR, WE NO LONGER LIVE IN THE WORLD OF SIMPLY A “TOUCH UP”. MAINSTREAM IS LOOKING FOR MORE, AND THIS IS THE TOOL THAT WILL ALLOW OUR CLIENTELE TO SEE US FOR THE ARTISTS THAT WE TRULY ARE. IT’S TIME TO BREAK THE BOUNDARIES OF COLOR. ZERO LIMITATIONS AND ENDLESS POSSIBILITIES WITH COLOR.ID!”**

**LINDSEY WASHBOURNE**



**BE OPEN TO  
WHATEVER  
COMES NEXT.**







**THE INSPIRATION**

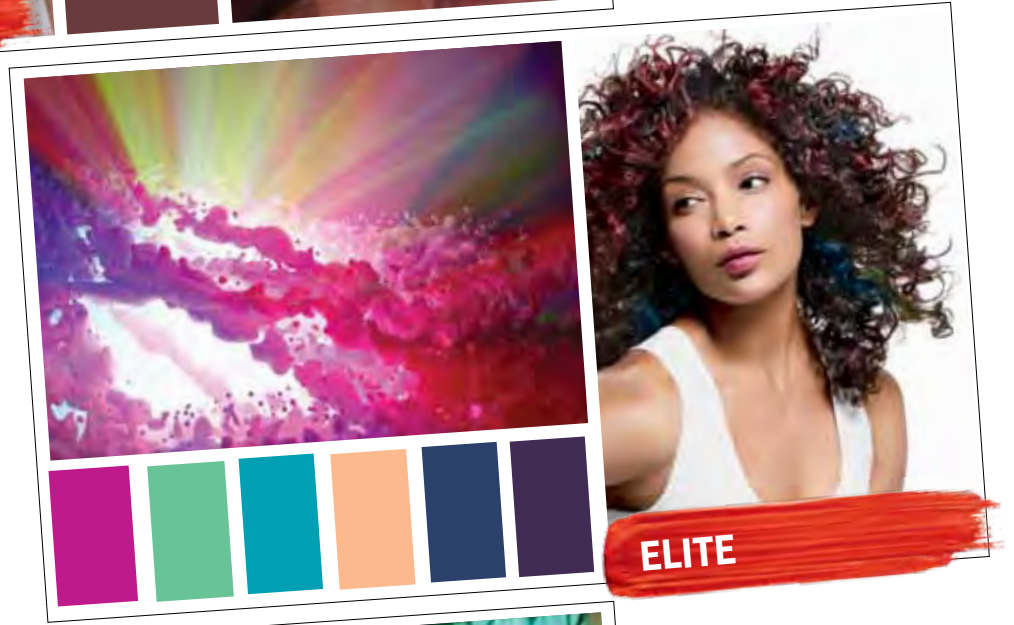
**GRADATION**

Gradation describes a process of changes taking place in a series of steps or gradual degrees. In art, it can be the gradual blending of one tint or tone with another. When painting, gradation can be most easily and effectively achieved by thinning down the medium or by adding progressively more white to lighten a tone. Darker tones can be created by the addition of blues, reds, or greens. Pastels and chinks lend themselves particularly well to gradation because they blend so well.

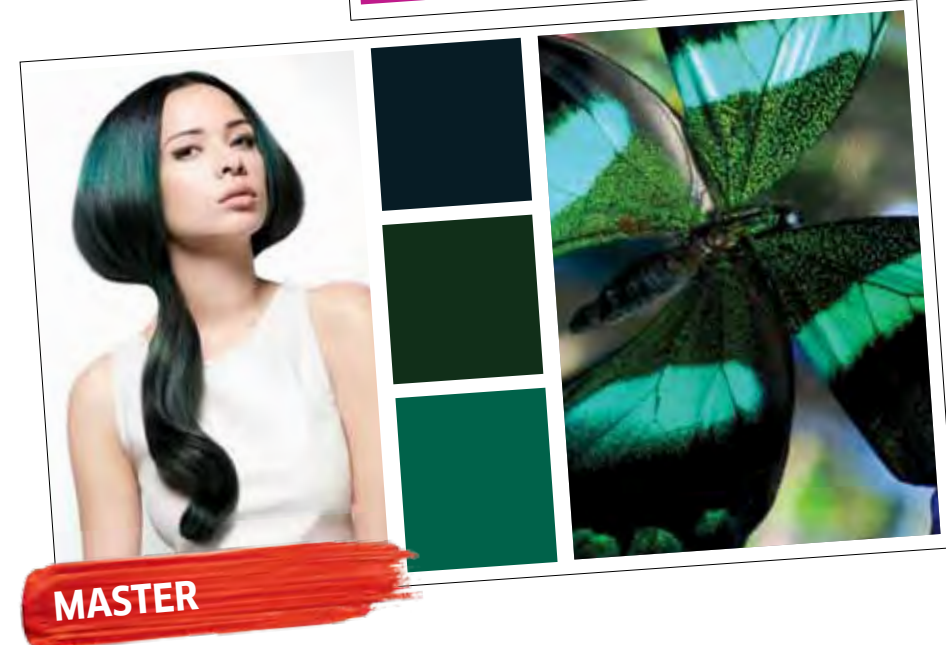
**THE LOOKS**



**DESIGNER**



**ELITE**



**MASTER**





# GRADATION DESIGNER

**“A SOFT CASCADE OF RICH REDS WITH  
A BURST OF SUN-DRENCHED COPPER.”**  
- LINDSEY WASHBOURNE



# GRADATION DESIGNER

"This curvaceous red is anchored by the bold beams of sunlight. The combination of all shades of red, ranging from soft copper to deep golden red violet, allows for a soft flow of gradient tone. It's bouncy, weightless, feminine!"

- Lindsey Washbourne

BEFORE



LINDSEY'S INSPIRATION



COLOR FORMULAS + COLOR.ID

A - ILLUMINA Color 5/35

B - Koleston Perfect 7/75 + 5/5

C - Koleston Perfect 77/43

D - Koleston Perfect 8/34

E - Koleston Perfect 12/07 + /33 +/43



\*ALL FORMULAS INCLUDE COLOR.ID

## COLOR

1. To soften the base, apply formula A at regrowth area.
2. Section a 1-2" wave-shaped ring around the hairline clipping the crown area up out of the way. Alternate formulas D & E through mid-lengths and ends completely saturating each 1" section.
3. Twist and rope sections out of the way.
4. Create a second wave-shaped ring approximately 2-3" wide using crown area and paint formula C through ends.
5. A third and final wave ring is created using remaining hair from crown area. Using 2" sections alternate formula A & B through to the ends. After processing is complete, shampoo with **Wella Professionals Brilliance Shampoo** and follow with **Wella Professionals Post Color Treatment**.

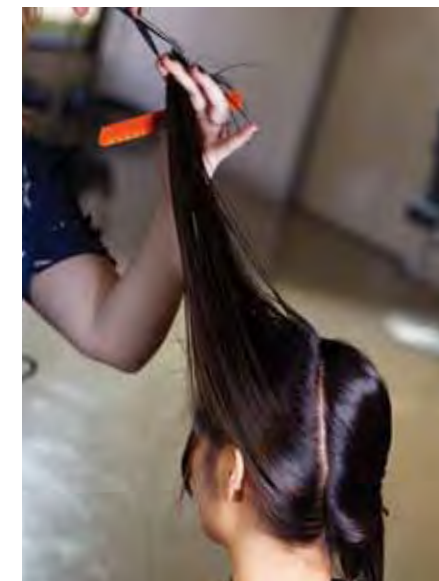


ILLUMINA Color



Koleston Perfect

## CUT



1. Section hair down center from front hairline to nape.
2. Starting in the front, take vertical diagonal back subsections, cutting hair shorter internally and longer externally. Repeat on both sides.
3. Overdirect hair to a stationary guide at the front hairline, so hair falls shortest in the front and longest in the back.
4. Repeat on opposite side.

## STYLE



1. Apply **Wella Professionals Velvet Amplifier** and **Wella Professionals Extra Volume Mousse** to damp hair, roots.
2. Use a large, boar bristle round brush, elevating hair for maximum volume and movement.
3. Use a 1½" curling iron to create a curling iron set. Once cool, shake out curls and finish with **Wella Professionals Stay Essential Hairspray** for a natural, bouncy feel.



Wella Professionals Velvet Amplifier



Wella Professionals Extra Volume Mousse



Wella Professionals Stay Essential Hairspray





# GRADATION ELITE

**“THIS COLOR GRADATION REVEALS  
UNEXPECTED POPS OF COLOR,  
ENHANCING HER BEAUTIFUL CURLS.”**  
- MARK DEBOLT

**“FULLNESS AND TEXTURE WAS THE  
STYLE INSPIRATION – ENHANCING  
DEFINITION TO THE NATURAL TEXTURE  
FOR A DYNAMIC, FINISHED LOOK.”**  
- BRENTON LEE



# GRADATION ELITE

"The energy of the sunburst was most inspiring, with pops of vivid red, fuchsia and emerald green creating an inspiring celebration of color."  
- Mark Debolt

"The Gradation picture has a lot of definition and texture, which we wanted to reflect from the hair's natural texture. The colors and the textures in the picture complement and play with each other."  
- Brenton Lee

BEFORE



MARK AND BRENTON'S INSPIRATION



COLOR FORMULAS + COLOR.ID

A - Koleston Perfect /65
B - Koleston Perfect /33 + /28
C - Koleston Perfect /33 + /28
D - ILLUMINA Color 9/43 + 10/05
E - ILLUMINA Color 7/81
F - ILLUMINA Color 6/16



\*ALL FORMULAS INCLUDE COLOR.ID



5. Once processing is complete, shampoo using **Wella Professionals Enrich Shampoo** and service using **Wella Professionals Post Color Treatment**

## COLOR

1. Section a horseshoe parting from ear to ear. For the front area, take triangle sections starting above the round of the head to 1" above hairline on each side of the of the center part.
2. For the back area, use the same triangle section behind each ear, and a third sideways triangle in the center back.
3. Pre-lighten mid-strand (2" from scalp to 2" from ends) in triangle sections only, using **Blondor Multi Blonde Powder**.
4. Work around the head in vertical sections to hand-paint formulas A-D throughout. Create gradation, using a smudging technique, to transition one shade to another.



Blondor Multi Blonde Powder



ILLUMINA Color



Koleston Perfect

## STYLE



1. Apply **Wella Professionals Enrich Moisturizing Leave In Balm** to damp hair.
2. Define natural curl pattern by mixing **Wella Professionals Volume Mousse** with **Wella Professionals Flowing Form** and applying from roots to ends.
3. Wrap 2" sections around finger, and pin in place to create a wet set.
4. Place under dryer until dry, and let cool. Finish by separating and expanding curls with **Wella Professionals Smooth Brilliance** for a soft, shiny, volumous separation.



Wella Professionals Enrich Moisturizing Leave-In Balm



Wella Professionals Extra Volume Mousse



Wella Professionals Flowing Form



Wella Professionals Smooth Brilliance

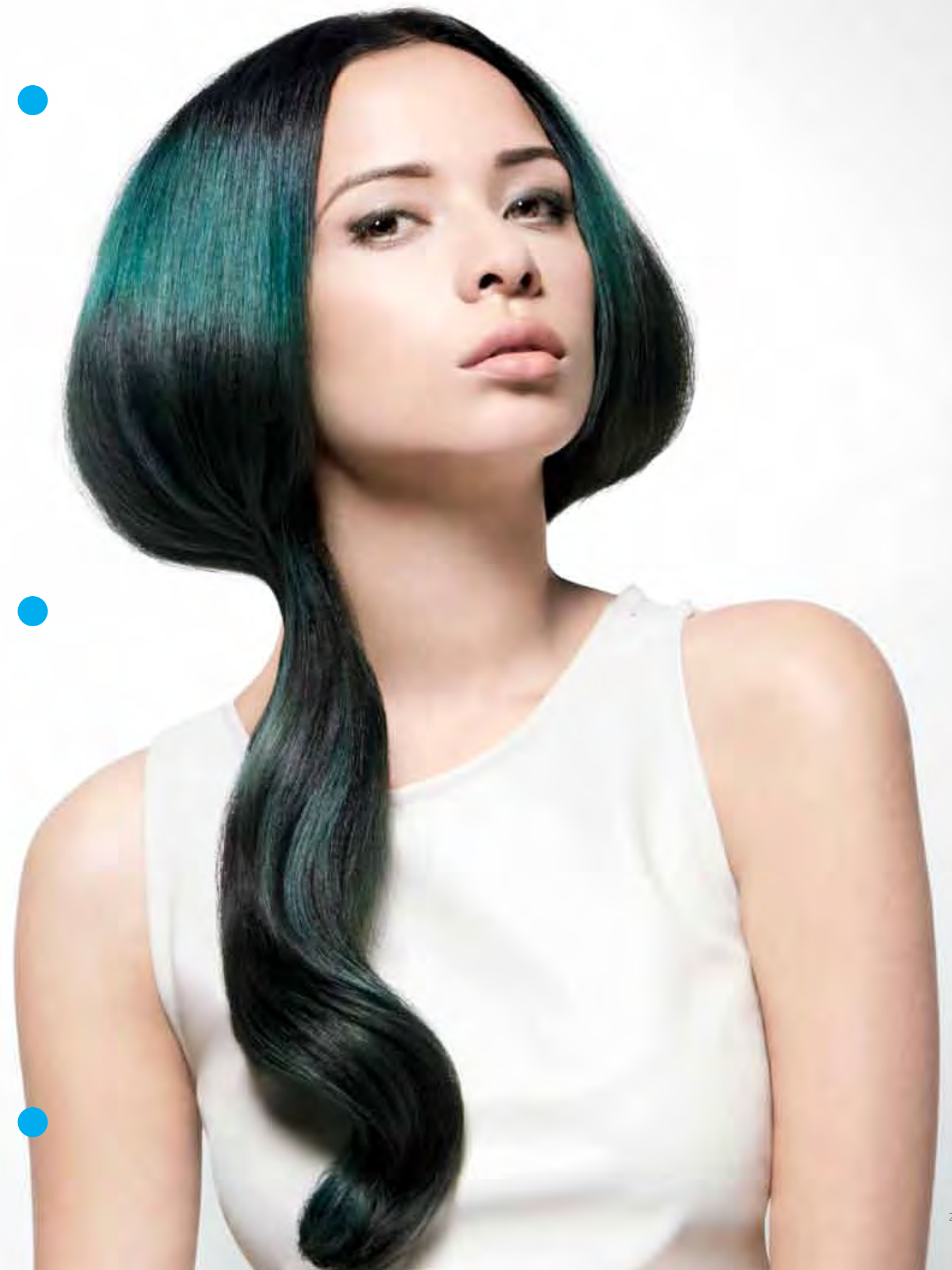


**GRADATION**

**MASTER**

**“THIS LOOK WAS INSPIRED FROM NATURE  
WITH RICH TONES AND EMERALD  
CREATIVITY. THERE IS STRENGTH IN THE  
STRUCTURE OF THE SHAPE BUT IT IS  
SOFT AND SOPHISTICATED.”**

- DANA LYSENG





# GRADATION MASTER

"I was inspired from the natural beauty of the butterfly. The gorgeous organic gradation of the rich greens, teals and darkest emeralds were brought into the structured shape."

- Dana Lyseng

BEFORE



DANA'S INSPIRATION



COLOR FORMULAS + COLOR.ID

- A - Koleston Perfect 4/0
- B - Koleston Perfect /33 + /28
- C - Koleston Perfect /28



\*ALL FORMULAS INCLUDE COLOR.ID

## COLOR



1. Create a horseshoe shape around the head and pre-lighten a shine band at mid-shaft using **Blondor Multi Blonde Powder**. Once lifted to desired level, rinse and shampoo with **Wella Professionals Enrich Shampoo** and follow with **Wella Professionals Post Color Treatment**.

2. Color regrowth and ends with formula A.

3. Paint on pre-lightened shine band with formulas B & C. Once processing is complete, shampoo using **Wella Professionals Brilliance Shampoo**, and service using **Wella Professionals Post Color Treatment**.



Blondor Multi Blonde Powder

Koleston Perfect

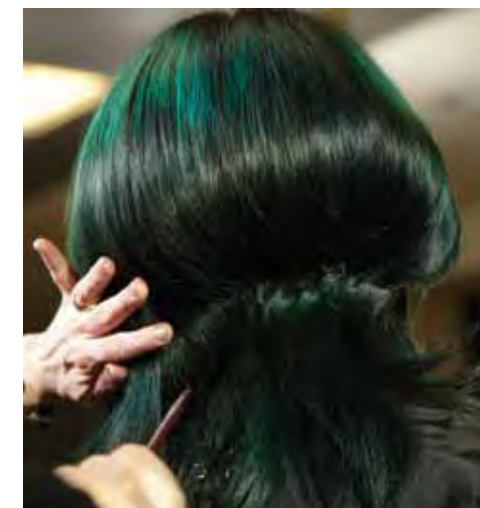


## EXTENSIONS



1. Select extensions similar in length to client's hair.
2. Pre-lighten extensions with **Blondor Multi Blonde Powder** creating a diagonal back and forth pattern. Once lifted to desired level, rinse and shampoo with **Wella Professionals Enrich Shampoo** and follow with **Wella Professionals Post Color Treatment**.
3. Apply formula B & C to dried extensions.

## STYLING



1. Apply **Wella Professionals Extra Volume Mousse** to roots and **Wella Professionals Oil Reflections** mid-shaft to ends.
2. Blow dry with medium size round brush to create volume at the root.
3. Micro-crimp the back area three inches from the regrowth area. Backcomb the crimped sections.
4. Curl extensions and pin behind right ear, brushing into natural hair.
5. Tuck and pin hair at the nape of the neck with pins. Repeat around the head to create a volumized bob.
6. Style hair into a dry finger wave over right shoulder with pins and hairspray. Set for 15-20 minutes, removing pins once finished.



Wella Professionals Extra Volume Mousse



Wella Professionals Oil Reflections





**NO MATTER WHAT  
THEY TELL YOU,  
YOU DON'T HAVE  
TO STAY WITHIN  
THE LINES.**





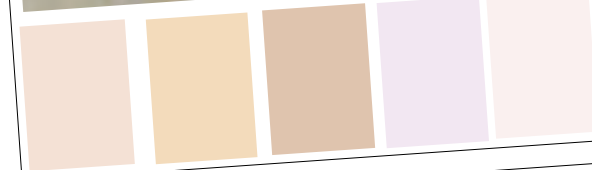
# MARBLING

There are various techniques to marbling. Colors can be arranged on the surface of a liquid, and to this the surface to be colored is applied. Marbleizing, also called faux marbling, is the art of painting walls or furniture to look like real marble. Paper marbling is a method of aqueous surface design, in which paper or fabric is decorated with a spotted pattern similar to stone, as well as other swirled and combed patterns.

## THE LOOKS



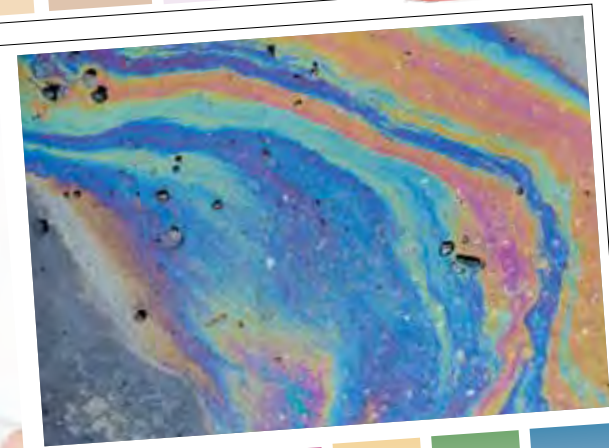
DESIGNER



ELITE



MASTER







# MARBLING DESIGNER

**“THE ULTIMATE CLASH OF WARM VS. COOL WITH  
A SPLASH OF SURPRISE. A POP OF COLOR IS NO  
LONGER LIMITED TO THE EXTROVERT.”**  
- LINDSEY WASHBOURNE



# MARBLING DESIGNER

"This sleek style is all about offset dimension. The random mingling of warm tan, pearl beige and deep jade keep the eye guessing. Every swing of the hair will unveil a new surprise. The girl next door now craves to be heard!"

- Lindsey Washbourne



## COLOR FORMULAS + COLOR.ID

A - Koleston Perfect 9/38
B - ILLUMINA Color 10/69 + 9/43
C - Koleston Perfect 12/11
D - ILLUMINA Color 7/81
E - Koleston Perfect /33 + /28



\*ALL FORMULAS INCLUDE COLOR.ID

## COLOR



1. Section an offset triangle, hugging over parting from front hairline to behind the crown. Pivot off the crown, creating varying sizes of sections stopping at the top of the ear.

2. Beginning with bottom section, apply color A from regrowth to ends.

3. Apply formula C on top middle section, alternating formulas B & D through remaining triangle sections. After processing is complete, shampoo with **Wella Professionals Brilliance Shampoo** and follow with **Wella Professionals Service Color Post Treatment**.



## ACCENT COLOR



4. To create an accent piece, tone lightest pieces with color E for a soft, jade pop.



## CUT



1. Cut a 1 length perimeter using a point cutting technique.
2. Section the fringe from the apex to the front hairline, slide cutting from short to long.
3. Section from top of the ear to top of the ear starting on one side, slightly wrapping the hair towards the face. Slide cut from collar bone down to create soft face framing layers.
4. Slide cut where needed to remove weight and expose color.

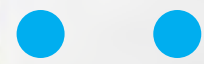
## STYLE



1. Spray **Wella Professionals Thermal Image** at the roots. Round brush using a medium sized brush to create volume.
2. Apply **Wella Professionals Oil Reflections** to mid-lengths and ends, and finish using **Wella Professionals Stay Essential Hairspray**.







# MARBLING ELITE

**“THIS MARBLING TECHNIQUE REVEALS SWIRLING COMBINATIONS OF OYSTER TONES, LUXURIOUS GOLDS AND BUTTERY BLONDES. THE LOOK IS BEAUTIFUL AND INTERESTING”.**  
- MARK DEBOLT

**“THE STYLE WAS INSPIRED BY THE 60s WITH A DEEP PART AND SOFT WAVES.”**  
- BRENTON LEE



# MARBLING ELITE

"I was inspired by the swirling tones, one giving way to another, creating dreamy, swirling natural hues."

- Mark Debolt

"The smoothness of the marbling picture inspired the fluid canvas of hair to really show off the color the best. The picture shows a lot of softness which is reflected in the hairstyle."

- Brenton Lee

BEFORE



MARK AND BRENTON'S INSPIRATION



COLOR FORMULAS + COLOR.ID

A - Koleston Perfect 10/38 + /65

B - ILLUMINA Color 10/05

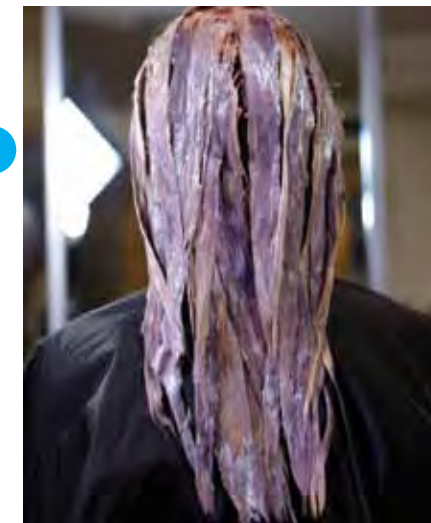
C - ILLUMINA Color 10/36 + 9/7 + 9/60+ 7/43

D - ILLUMINA Color 8/38 + 9/43

E - Koleston Perfect 12/96



\*ALL FORMULAS INCLUDE COLOR.ID



4. Process according to manufacturer's directions. Rinse, shampoo with **Wella Professional Brilliance** and follow with **Wella Professionals Color Post Treatment**.

## COLOR

1. Highlight entire head using slices and **Blondor Multi Blonde Powder**, lifting to a level 10 to create dimension.

2. Apply formula A at regrowth.

3. Starting at nape, take horizontal slices and smudge color onto Artist Palette alternating formulas B, C, D. Between slices leave a ribbon of hair out and use formula E. Continue pattern throughout entire head.



## CUT



1. Divide into 5 sections, beginning from behind the ear to the opposite ear. Divide this section in half, clipping away the quadrants and fringe area. Cut fringe into a V to establish the guideline for sides and back area's length.

2. Take vertical sections in the back and sides and bring the hair up to create layers.

3. After layers are created establish your perimeter length.

## STYLE



1. Apply **Wella Professionals Natural Volume Mousse** and **Wella Professionals Oil Reflections** on damp towel-dried hair. Blow dry smooth with a flat brush.

2. Using 1 3/4" and 2" barrel curling irons and **Wella Professional Stay Essential Finishing Spray**, create a curling iron set by clipping curls with clips to cool.

3. After set has completely cooled, remove clips and brush waves into a soft movement. Finish with **Wella Professionals Stay Essential Finishing Spray**.







# MARBLING MASTER

**“THIS LOOK WAS A TECHNIQUE OF  
MARBLING COLORS TOGETHER TO  
CREATE SOFT MOVEMENT AND COLOUR  
POSITIONING THAT IS CREATIVE BUT  
VERY PLEASING TO THE EYE.”**  
- DANA LYSENG



# MARBLING MASTER

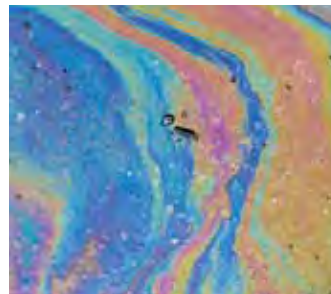
"I was inspired from the beauty and contrast of the petrol colors in the oil slick. The natural marbling of the blues, pinks and golds created on a pastel blonde canvas was very inspiring to me. I love that the colors push together, but yet still having their own space to be seen."

- Dana Lyseng

BEFORE



DANA'S INSPIRATION



COLOR FORMULAS + COLOR.ID

A - ILLUMINA Color 9/60
B - Koleston Perfect /66+/65
C - Koleston Perfect /65
D - Koleston Perfect /33
E - Koleston Perfect /33+ /28
F - Koleston Perfect /28



\*ALL FORMULAS INCLUDE COLOR.ID

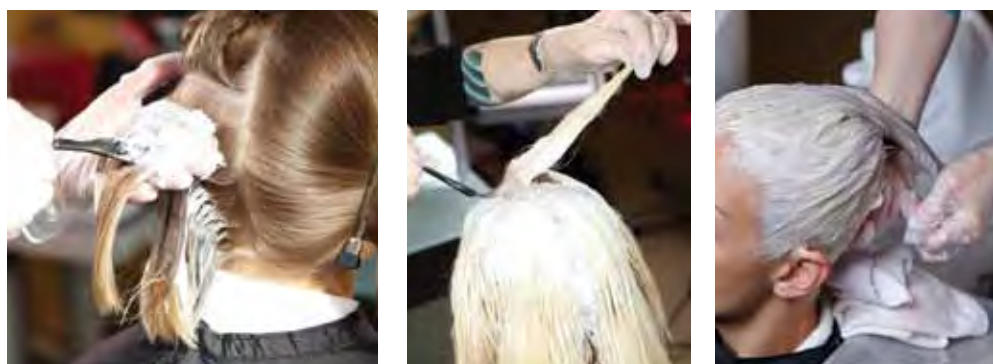
## COLOR

1. Pre-lighten mid-lengths and ends using **Blondor Multi Blonde Powder**. Once complete, apply to re-growth.

2. After processing is complete, shampoo with **Wella Professionals Brilliance Shampoo** and follow with **Wella Professionals Post Color Treatment**.

3. Tone pre-lightened hair with formula A.

4. To create a marble effect, randomly place pastel formulas B-F throughout. Take wave sections in areas where there will be graduation to create the feeling of movement.



Blondor Multi Blonde Powder



ILLUMINA Color



Koleston Perfect

## CUT



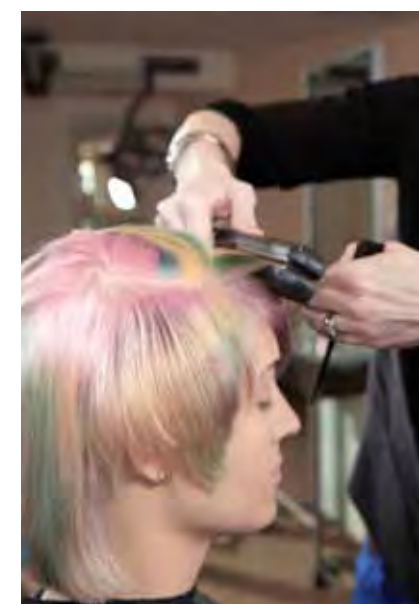
1. Subdivide back in half vertically, taking horizontal sections and cutting a blunt line at mid-neck with no elevation at natural fall, angling slightly longer behind the ear.

2. Section a strong side part, and start at the lighter side to create the disconnected undercut.

3. Take diagonal sections pivoting back towards the ear. Over direct sides forward towards the face; cut from short to long, starting at eyebrow and ending at corner of jaw, elevating hair at a 45-degree angle to open up around the face with soft graduation. On heavy side, connect your perimeter line to back.

4. Take horizontal sections, cutting a diagonal line just past the eyebrow to top of cheekbone.

## STYLE



1. Apply **Wella Professionals Velvet Amplifier** to damp hair and layer **Wella Professionals Extra Volume Mousse**. Blow dry using a medium size metal round brush, and flat iron using **Wella Professionals Thermal Image** to protect the hair against heat.

2. Micro-crimp the root area using **Wella Professionals Stay Essential Hairspray** on one side in the back to create a controlled volume, and to allow the hair to kick out for an asymmetric feeling to the shape.



Wella Professionals Velvet Amplifier



Wella Professionals Extra Volume Mousse



Wella Professionals Thermal Image



Wella Professionals Stay Essential Hairspray



# INTRODUCING THE WORLD OF COLOR.ID

Wella Professionals introduces Color.id, a new premium color service that gives stylists a tool to create seamless, customized, multi-tonal color in a standard appointment time.



**FOR THE FIRST TIME EVER, PLACE COLOR NEXT TO COLOR WITHOUT BLEEDING\*, WITHOUT FOILS, FOR OUR MOST INTUITIVE COLORING APPROACH.**

## INSTRUCTIONS FOR USE

Use ONLY with permanent colors Koleston Perfect or ILLUMINA Color.

Shades from the Koleston Perfect or ILLUMINA Color ranges can be mixed with other shades and/or mix tones as usual.

## MIXING INFORMATION



**STYLIST TIP:** Required mixing ratio of Koleston Perfect Crème Developer to Color.id is always 10 : 1.

**STYLIST TIP:** Mix color mass and developer first - THEN add your Color.id drops for easy mixing.

## DEVELOPMENT TIME

Development time as per usual instructions for Koleston Perfect or ILLUMINA Color, with or without controlled heat.

**NOTE:** Dispose leftover Color.id mixture in the trash, rather than down the drain.

## KOLESTON PERFECT



- Rich, vibrant permanent color for an expressive look
- Triluxiv technology
- Up to 100% gray coverage
- Up to 5 levels of lift (high-lift shades)
- To be mixed with Koleston Perfect Crème Developer

## ILLUMINA COLOR



- Luminous, translucent permanent color for a natural, youthful look
- MICROLIGHT technology
- Up to 100% gray coverage with sheer result
- Up to 3 levels of lift
- Can be mixed with Koleston Perfect Crème Developer or Color Touch Emulsion

\*Shades of up to 3 levels of depth apart exception: not recommended when using extreme tonal differences such as vibrant reds and blondes. Color.id is a specialty product and is highly sensitive to cold temperatures. Please store at room temperature at all times.

# TIPS & TRICKS

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