



ILLUMINA COLOR

EXTREMELY NATURAL...
REALLY SOFTER. AMAZING!

SILVIA FRAU, VOGUE ITALY



SEE COLOR IN A NEW LIGHT.

THIS IS THE COLOR
THE INDUSTRY HAS BEEN
CRYING OUT FOR.

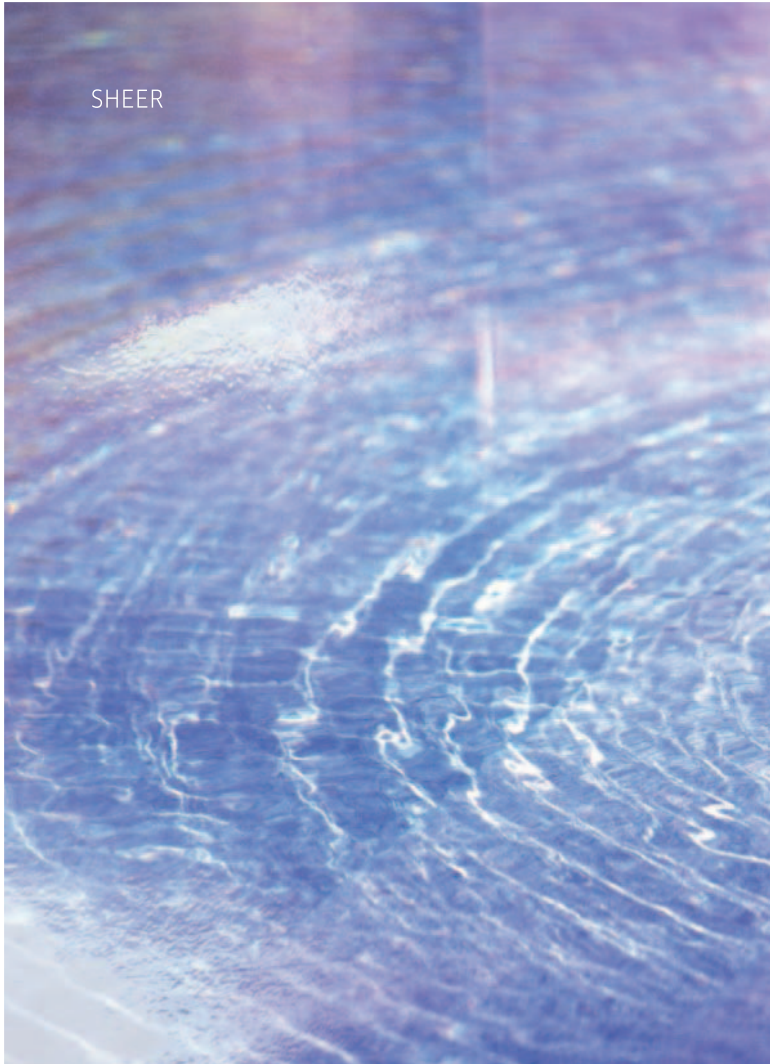


**JOSH WOOD GLOBAL CREATIVE
DIRECTOR, COLOR, WELLA PROFESSIONALS**

Celebrity stylist Josh wood, said his dream was for a natural-looking color that could capture the personality and luminescence of hair that you see in the most beautiful light in the world: in Los Angeles. Wella Professionals achieved this with ILLUMINA COLOR - lighting the catwalks, beauty media and salons all around the world with superior light reflection and hair protection*.

* Color after color vs. next biggest leading permanent color brand with 100% grey coverage.

ILLUMINA COLOR 3



SHEER



NATURAL



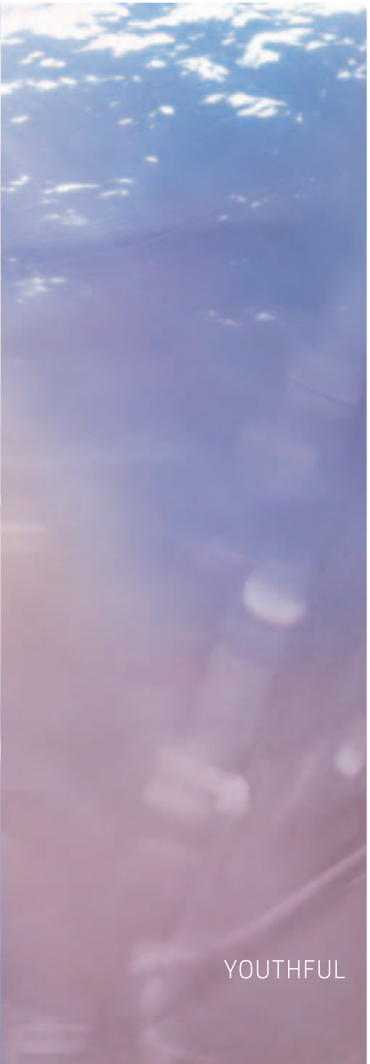
SUBTLE



INTUITIVE



FLUID



YOUTHFUL



SOFT



SHEER COLOR – LUMINOUS IN EVERY KIND OF LIGHT

STYLISTS AGREE:

ILLUMINA COLOR GIVES THEM THE
MOST NATURAL-LOOKING COLOR
RESULTS THEY'VE EVER SEEN.*

UP TO 100% GREY COVERAGE
WITH A SHEER RESULT.



THIS IS THE
FUTURE OF COLOR.

JAYSON GRAY
GLOBAL ILLUMINISTA, UK

INCREDIBLE. SHE DOESN'T
THINK IT'S A COLOR;
SHE THINKS IT'S "HER" COLOR!

NICOLAS BIOT
GLOBAL ILLUMINISTA, FRANCE

* Based on survey with 218 hairdressers using ILLUMINA COLOR in Europe, fielded in January 2013.

ILLUMINA COLOR 7



DISCOVER THE NEW
NATURALS COLLECTION
BY ILLUMINA COLOR

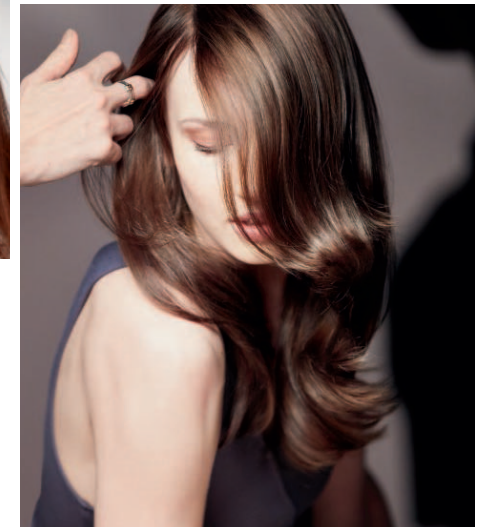
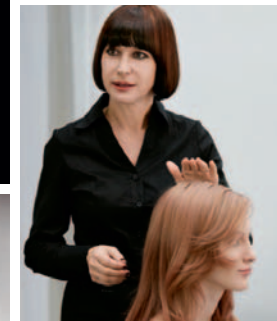
AT WWW.WELLA.GR

ILLUMINA COLOR 9



ILLUMINA COLOR IS A BUSINESS SUCCESS AROUND THE WORLD

ACCORDING TO STYLISTS
**ILLUMINA COLOR BRINGS
NEW CLIENTS** TO COLOR
SERVICES IN THEIR SALONS.*



STYLISTS SAY THAT **OUT
OF 2** CLIENTS WHO HAD A
PERMANENT COLOR SERVICE
IN THEIR SALON, **1 HAD AN
ILLUMINA COLOR SERVICE.***

* Based on survey with 218 hairdressers using ILLUMINA COLOR in Europe, fielded in January 2013.

ILLUMINA COLOR 11

A PREMIUM COLOR SERVICE FOR YOUR SALON

TO MDOS:
PLEASE CHECK WITH
LOCAL LEGAL WHETHER
CLAIM AND PREMIUM
PRICING RECOMMENDATION
COULD BE AN
ANTI-TRUST CONCERN.

8 OUT OF 10 STYLISTS ARE **CHARGING A PRICE PREMIUM ON THEIR ILLUMINA COLOR SERVICES VS. THE SERVICES WITH THE MAIN PERMANENT COLOR BRAND IN THEIR SALON.***



Implement ILLUMINA COLOR premium service in-salon:
We recommend to price ILLUMINA COLOR service approx. 20% higher than your regular color service.*
Add ILLUMINA COLOR premium price to your service menu or price list.

* All pricing is at the sole discretion of the retailer/salon.



STYLISTS SAY THAT **3 OUT OF 4 CLIENTS WHO TRIED ILLUMINA COLOR CAME BACK ASKING FOR IT AGAIN.****

** Based on survey with 218 hairdressers using ILLUMINA COLOR in Europe, fielded in January 2013.

WHO ARE ILLUMINA COLOR CLIENTS?

SHEER, NATURAL LOOKING COLORS FOR INCREDIBLE LUMINOSITY FROM WITHIN

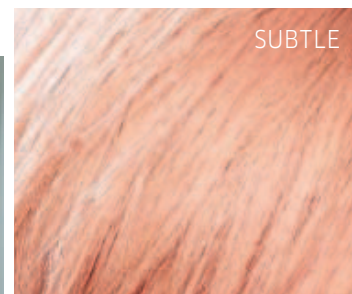
ARE YOU LOOKING FOR **100% GREY COVERAGE** WITH HIGHS AND LOWS AND A SHEER RESULT? **1**

DO YOU WANT AN **ULTIMATE NATURAL** LOOKING AND TACTILE COLOR? **2**

ARE YOU LOOKING FOR **SOFT, DIFFUSED** COLOR RESULTS? **3**

IF A **GLOSSY GLOW** IS THE LOOK YOU ROCK, THEN ILLUMINA COLOR IS FOR YOU. **4**

ONCE YOU HAVE TRIED **ILLUMINA COLOR**, THERE IS NO TURNING BACK: YOU SIMPLY WON'T FEEL DRESSED WITHOUT IT. **5**



SUBTLE



INTUITIVE



NATURAL



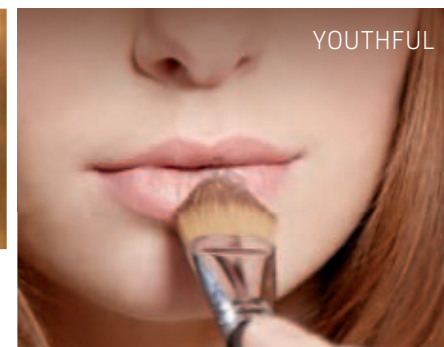
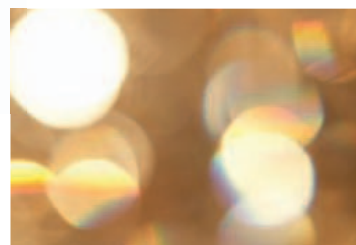
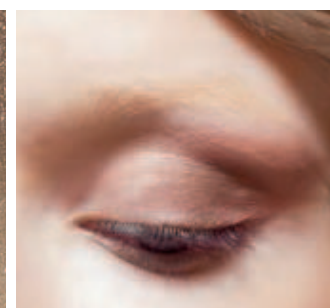
SOFT



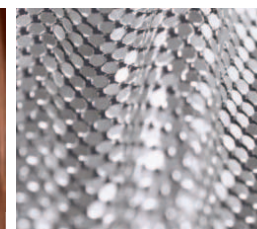
LIGHT



SHEER



YOUTHFUL



ILLUMINA COLOR 15

ILLUMINA COLOR SHADES PALETTE

34 INTERMIXABLE SHADES · SIMPLE, NO ADDITIONAL COMPLEXITY ·
1 : 1 MIXING RATIO · EASY TO GET STARTED · CLIMAZON-FRIENDLY

WARM				NEUTRAL	COOL						
							NEW			10/	
10/36				10/	10/05	10/38	10/93	10/1	10/69		
9/43	9/7			9/03	9/				9/60	9/	
				8/	8/05	8/38			8/1	8/69	8/
7/43	7/7	7/3	7/35	7/			7/31	7/81			7/
				NEW	6/				6/16	6/19	6/
6/76											
5/43	5/7			5/35	5/				5/81		5/
				4/							4/

SHADE NAMES

- 10/69 : Lightest Violet Cendre Blonde
- 10/1 : Lightest Ash Blonde
- 10/93 : Lightest Cendre Gold Blonde
- 10/38 : Lightest Gold Pearl Blonde
- 10/05 : Lightest Natural Mahogany Blonde
- 10/ : Lightest Blonde
- 10/36 : Lightest Gold Violet Blonde
- 9/60 : Very Light Violet Natural Blonde
- 9/ : Very Light Blonde
- 9/03 : Very Light Natural Gold Blonde
- 9/7 : Very Light Brown Blonde
- 9/43 : Very Light Red Gold Blonde
- 8/69 : Light Violet Cendre Blonde
- 8/1 : Light Ash Blonde
- 8/38 : Light Gold Pearl Blonde
- 8/05 : Light Natural Mahogany Blonde
- 8/ : Light Blonde
- 7/81 : Medium Pearl Ash Blonde
- 7/31 : Medium Gold Ash Blonde
- 7/ : Medium Blonde
- 7/35 : Medium Gold Mahogany Blonde
- 7/3 : Medium Gold Blonde
- 7/7 : Medium Brown Blonde
- 7/43 : Medium Red Gold Blonde
- 6/19 : Dark Ash Cendre Blonde
- 6/16 : Dark Ash Violet Blonde
- 6/ : Dark Blonde
- 6/76 : Dark Brown Violet Blonde
- 5/81 : Light Pearl Ash Brown
- 5/ : Light Brown
- 5/35 : Light Gold Mahogany Brown
- 5/7 : Light Brown Brown
- 5/43 : Light Red Gold Brown
- 4/ : Medium Brown



NOTE: All swatches are for illustration purposes only and are not to be taken as accurate shading.

MIXING GUIDELINES

SO EASY TO USE, NO HABITS CHANGES



ILLUMINA COLOR & WELLOXON PERFECT

- Not recommended for mixing with Koleston Perfect
- For example: 60 ml ILLUMINA COLOR shade + 60 ml Welloxon Perfect
- Up to 100% gray coverage with a sheer result

FULL-HEAD FIRST-TIME APPLICATION

SAME DEPTH OR DARKENING

FULL-HEAD COLOR

Apply the coloring mixture immediately from roots to ends.

DEVELOPMENT TIME

- HEAT: 30 - 40 min
+ HEAT*: 15 - 25 min

TIP!

If needed, allow an additional 5 - 10 min development time.



ROOT APPLICATION



MID-LENGTHS & ENDS

LIGHTENING

MID-LENGTHS & ENDS

Apply the coloring mixture to mid-lengths and ends only. Leave approximately 2 cm free from the scalp.

DEVELOPMENT TIME

- HEAT: 20 min
+ HEAT*: 10 min

ROOT AREA

Apply the coloring mixture to the roots.

DEVELOPMENT TIME

- HEAT: 30 - 40 min
+ HEAT*: 15 - 25 min

MIXING RATIO

12%

Welloxon Perfect 40 Vol.
3 levels of lift

9%

Welloxon Perfect 30 Vol.
2 levels of lift

6%

Welloxon Perfect 20 Vol.
1 level of lift
Coverage of gray/white. Same depth or darker

+1 part
ILLUMINA COLOR

GLOSSING

- To achieve a shine that's luminous in every light, we recommend ILLUMINA COLOR in a mixing ratio of 1:1:1.
- 1 part ILLUMINA COLOR, 1 part 1.9% Color Touch Emulsion and 1 part Wella Care Post Treatment Service Conditioner or System Professional Color Save Conditioner.
- Development time: 5 - 10 minutes.

DEEPER RESULTS

- TIP!** To achieve deeper results on natural hair with no gray, we recommend ILLUMINA COLOR.
- Mixing ratio: 1:1 with Color Touch Emulsion 4%.

TIP! Great for creating deeper color moods at the root area.



PASTEL TONING

- To achieve beautiful soft pastel shades, we recommend ILLUMINA COLOR shades from levels 9/ and 10/.
- Always mix with Color Touch Emulsion 1.9% or Welloxon Perfect Pastel.
- Mixing ratio: 1:2.
- Development time: 5 - 15 minutes.

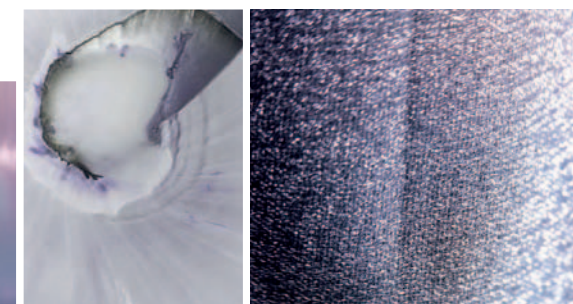
TIP! Comb evenly through the hair in order to achieve an even result.

AFTER TREATMENT

- When the development time is complete, add a little warm water and gently emulsify. Rinse thoroughly and use System Professional Color Save Shampoo or Wella Professionals Care Color Brilliance Shampoo.
- To fix the color, use either System Professional Color Save Emulsion or Wella Professionals Care Color Post Treatment.

GRAY COVERAGE

- Up to 70% gray/white, we recommend using ILLUMINA COLOR alone.
- Gray/white above 70%, mix 1:1 with neutral-base shade.



REGROWTH APPLICATION

- Start the coloring process at the root area.
- Apply first to the areas with the highest percentage of gray/white.
- If lightening, begin at the area where the strongest degree of lightening is required.

TIP! When lightening, ensure you apply sufficient product. 30 - 40 minutes without heat, 15 - 25 minutes with heat*

BLENDING - COLORATION

- Gray/white hair is blended away, keeping natural highs and lows. Recommended shade levels: 5/ to 8/.
- Mixing ratio: 1:2 with Color Touch Emulsion 1.9%.
- Development time: 10 minutes.
- Coloration to refresh mid-lengths and ends.
- Mixing ratio: 1:2 with Color Touch Emulsion 1.9%.
- Development time: 10 - 15 minutes.