



ILLUMINA COLOR™
PRODUCT USAGE GUIDE

ILLUMINA COLOR MIXING GUIDELINES

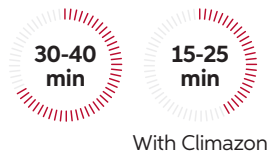
100% NATURAL-LOOKING COLOR. UP TO 100% GREY COVERAGE.



Full-head Application

Same depth/darker

Apply the color from roots to ends, on dry hair.



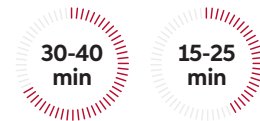
First-time Lightening

Virgin hair

01 Apply the color mixture to the lengths and ends only. Leave approximately 1 inch free from the scalp.



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



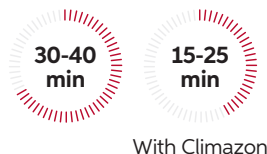
Welloxon Perfect - The Ultimate Partner



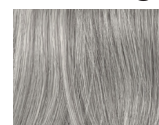
Regrowth Application

Including gray coverage root application

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



Coloring Grey Hair



Up to 70% Gray Hair
Use any shade from **Illumina Color**.



70-100% Grey Hair Mix
1:1 with corresponding **Illumina Color** neutral shade + **Welloxon Perfect 6%**

e.g. 30g 7/ + 30g 7/35 + 60g 6%/20 vol



Grey Blending

Grey hair is blended enhancing natural highs and lows.

Recommended shade levels 5/ to 10/.





30g
Illumina Color

60g
**Welloxon Perfect
Pastel 1.9%**

Intense Balance

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



10-15
min

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 hair with water and emulsify the color through the lengths and ends.



5-10
min



30g
Shinefinity

30g
**Shinefinity Activator
Bowl & Brush or Bottle**

Refresh with Shinefinity

Shinefinity is the perfect partner to balance faded lengths and ends with an ultra-natural finish. Apply **Illumina Color** to the regrowth area first. For the last 20 minutes of development time, apply **Shinefinity** directly onto lengths and ends. Develop simultaneously and then rinse.



20
min



30g
Illumina Color

60g
**Welloxon Perfect
Pastel 1.9%**

Blonde Toning

Achieve a beautiful luminous finish after pre-lightening services. Apply to the lightened areas needing optimal neutralization first. Comb through for even results. Visually check, until desired result achieved.



5-15
min

IMPORTANT! In order to achieve an even color result comb the hair every 5 minutes during development time until the desired color result is achieved.

Glossing

Gently infuse the hair with a subtle color and a 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 directions from blondes, brunettes, and coppers.



30g
**Illumina
Color**

30g
**Welloxon Perfect
Pastel 1.9%**

30g
Color Post Treatment



5-10
min

Pre & Post Treatments



Color-treated hair requires special care and **ColorMotion+** will provide up to 8 weeks color protection* with **WellaPlex** bonding agent for stronger hair.** The **Pre-Treatment Spray** balances the pH of hair to best prepare the hair for any color service. The **Express Post Treatment** neutralizes the hair in only 30 seconds. Your clients can maintain their luminous color at home with **ColorMotion+** shampoo, conditioner, and mask.

*when using *Structure+ Mask*.

**When using *Structure+ Mask* vs. no treatment.

Numbering System

Depth or Level indicates dark or light and ranges from 10/ Lightest Blonde to 4/ Medium Brown.

Tone indicates the tonal character of the shade.



10/81

Depth of color | Minor tone of color
Major tone of color

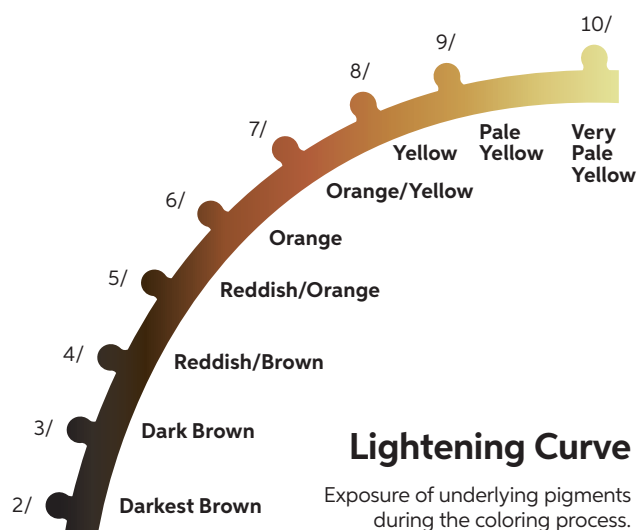
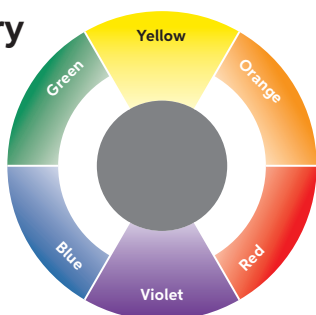
10/	Lightest Blonde	/0	Natural
9/	Very Light Blonde	/1	Ash (grey)
8/	Light Blonde	/2	Matte (green)
7/	Medium Blonde	/3	Gold (yellow)
6/	Dark Blonde	/4	Red (warm)
5/	Light Brown	/5	Mahogany (red-violet)
4/	Medium Brown	/6	Violet (cool)
3/	Dark Brown	/7	Brown (warm)
2/	Darkest Brown	/8	Pearl (blue)
		/9	Cendre (soft violet)

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

Complementary Color

Opposite colors neutralize one another.



Allergy Alert Test

Although the risk of developing a new allergy is reduced, there remains a risk of an allergic reaction that can be severe.

Always perform an allergy test 48 hours before any color service.



Step 01

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



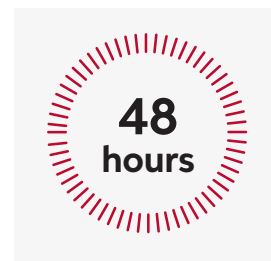
Step 02

Apply the color as a 1-inch square on the inner forearm.



Step 03

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



Step 04

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 color.