

SURREAL COLOUR

It's not AI. It's Wella Professionals.

CREATE BOOK


WELLA
PROFESSIONALS

TREND ALERT AW25

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WELCOME TO THE AGE OF DIGITAL DUALITY

This season's trend story becomes more than just a seasonal palette as gradually our everyday life becomes infused with digital features.

As we navigate the digital world, with inspiration and knowledge just the click of a button away, ourselves as hairdressers; and our clients have become accustomed to seeing a steady flow of inspiring images, techniques and beauty regimes.

But what happens when these images aren't real? As AI technology advances it becomes increasingly difficult to navigate the world of social media images.

This season allow Wella Professionals to put the pro at the center of AI beauty, while we share with you some easy ways to understand AI imaging and importantly, how to create these looks for your clients. Putting the hairdressing craft at the heart of this exciting digital world.

Enter the world of #surREALCOLOUR

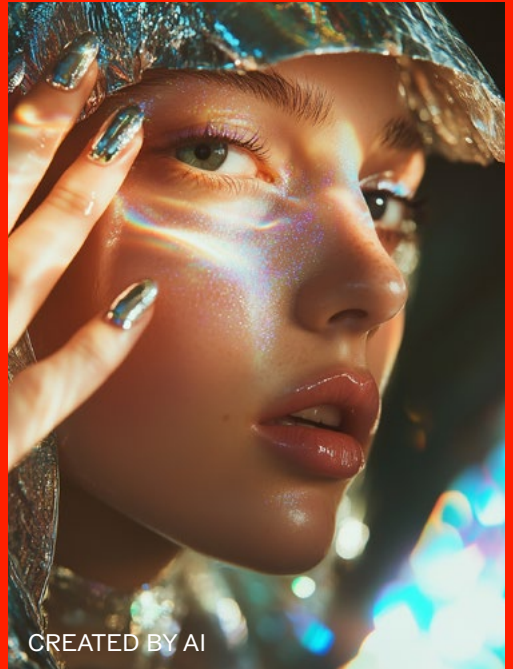
Yours sincerely,
Wella Professionals.

AW25 TRENDS

FASHION & BEAUTY



CREDIT: AI FASHION WEEK



CREATED BY AI

FASHION WEEK

Described as a 'portal to the future of fashion' 2024 saw AI at the forefront of fashion with designers creating digital collections to storm the virtual runways of Paris, New York and Tokyo.

This is just the start of the fusion between the digital age and fashion, with designers able to personalise garments more than ever before. Whilst also reducing waste of materials and energy during production.

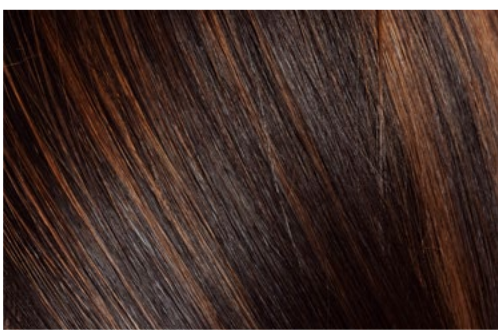
MAKE UP

Virtual try on technology has been popular within the make-up industry with online consumers opting to 'try on' the product before they buy it – this technology is advancing all the time with augmented reality softwares not only showing results but also providing analysis to match skin tones with the correct products and shades.

AW25 TRENDS

FROM DAWN TO DUSK

This season we see a definite shift in trending colour palettes, dramatically moving away from GOLDEN HOUR and moving into a moodier cooler aesthetic. With WGSN forecasting the comeback of captivating tinted darks and metallics and Pantone's colour of the year being the sumptuous Mocha Mousse, showcasing the best of barely there neutrals.



TINTED DARKS

As AI powered creativity blurs the lines between reality and fantasy these shades showcase the blended usage of colours.

DUSK BLONDES

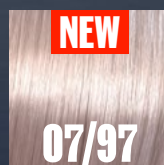
This season blondes navigate from a warmer palette into a neutral to cool palette. Influenced by the AI aesthetic, encompassing both classic and creative hues with a metallic finish for high shine results.

AW25 TRENDS

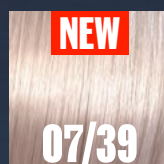
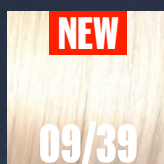
COLOUR FORECAST

/9 CENDRE, THE TONE OF THE MOMENT

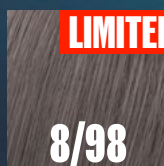
Understated and often over-looked, /9 takes centre stage this season, the ultimate neutral tone that can cool off gold shades or add an iridescent sheen to neutral shades.



Sheer & neutral for the ultimate zero lift root tap.



The perfect iridescent gold to flatter any blonde.



Cool cendre for soothing neutral results.

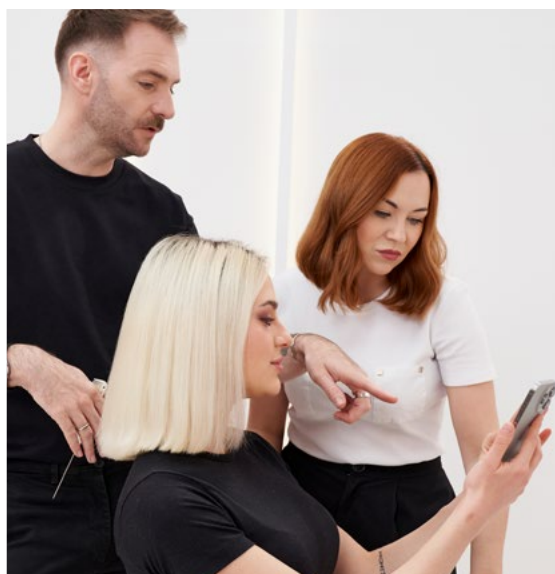


Darker hues with smoky cendre, the perfect base for any tinted dark palette.

AW25 TRENDS

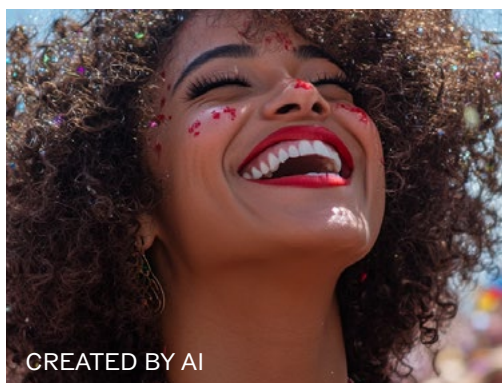
HAIR INDUSTRY TRENDS

With fashion and beauty leading the way, it's inevitable that AI has made its way into salon life – but the good news for hair pro's is that every head of hair is different – our craft and expertise can't be replaced by software!



CONSULTATION

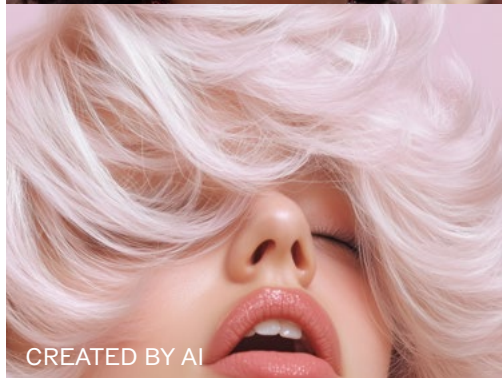
With AI images sweeping Pinterest and Instagram it's inevitable that we see an increase in clients using digital images as a source of inspiration. This can be difficult to navigate especially as they look so real.



DID YOU KNOW?

Although AI images are not real, they are generated by a machine learning software that scans millions of real-life images across the internet along with the text associated with them – this allows the software to build the image.

The good news is that as the images are based on real life images we can take inspiration and re-create these looks for our clients!



ANATOMY OF



CREATED BY AI

AI IMAGES

**What makes an AI image?
And how can you spot them?**

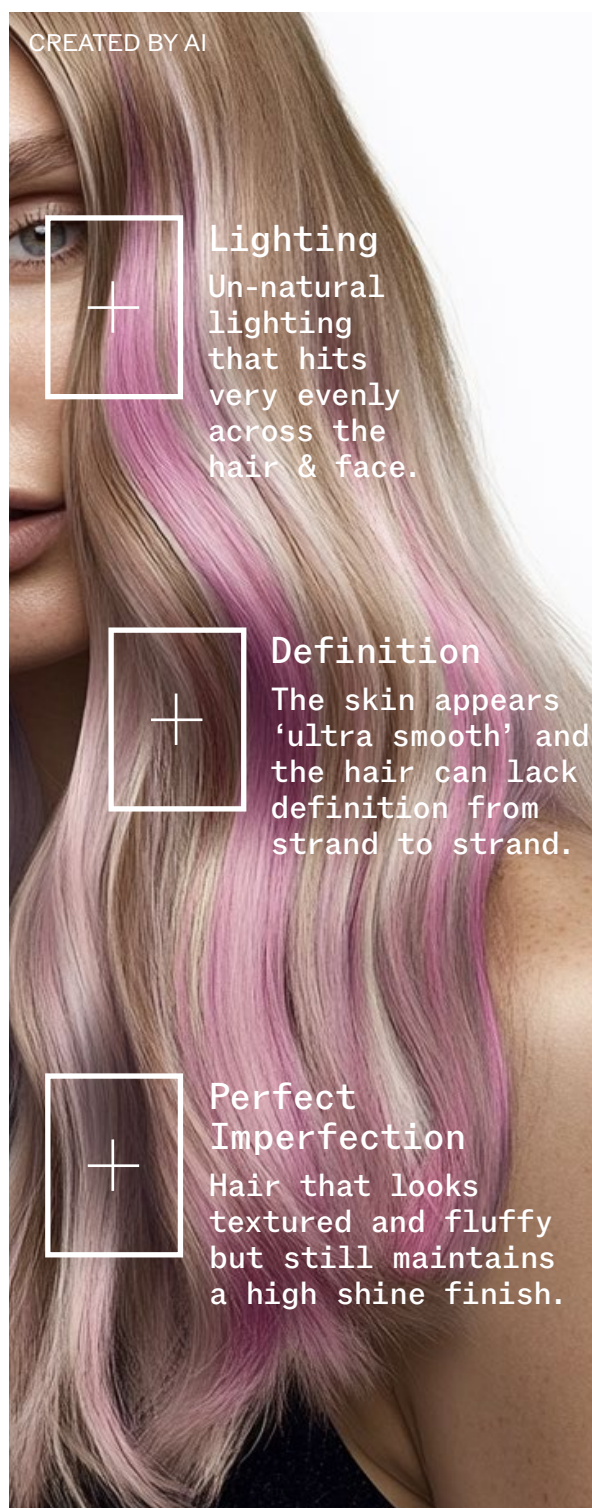
By now you may have been faced with inspiration images that look 'too good to be true' often the textured and tousled hair might look ultra shiny or maybe the blonde tone looks just a little too silvery to be reality, all the things our clients love that can be impossible to re-create.

As AI images advance and no longer look like avatars it can be difficult to spot what is digital from reality so here are a few things to look out for...

ANATOMY OF AI IMAGES

HOW TO SPOT AN AI IMAGE...

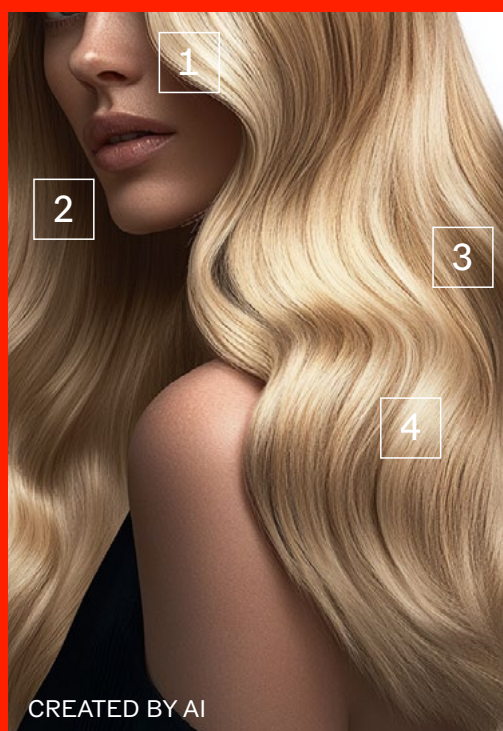
Even though AI is advancing the images still lack detail and definition that you see in a real image.



ANATOMY OF AI IMAGES

AI IN HAIR COLOUR

Now we understand the basics of an AI image lets take a deep dive into the re-occurring themes of AI hair colour technique. AI creates images based on REAL life images. Think of this as picking the best qualities from multiple images. Lets take a look at how we can do this within our colour technique.



AI COLOUR

1. Precision lightening framing the face
2. Blurred lightening
3. Shadows & background colour
4. Intense shine



REAL COLOUR

Tips for re-creating AI inspired colour:

1. Use a mixture of natural and precision lightening techniques to create surreal light effects
2. Use multiple shades to create shine lines.
3. Choose a light reflective colour brand

ANATOMY OF AI IMAGES

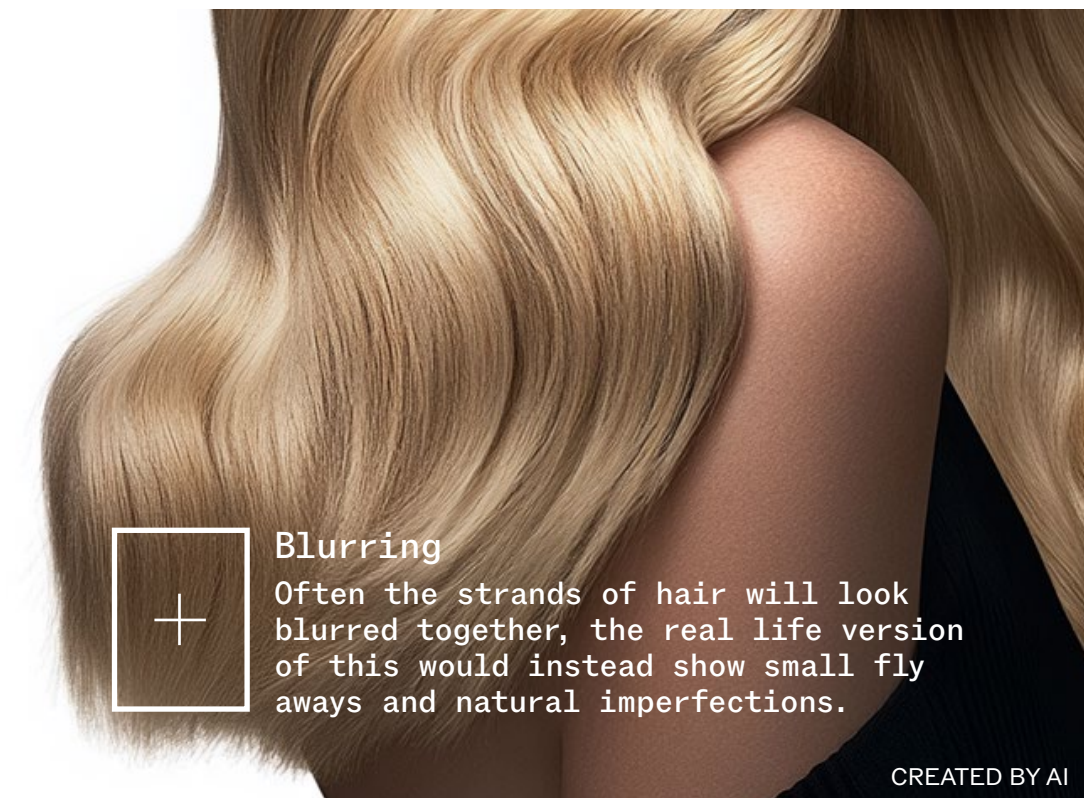
AI IN HAIR STYLING



Sketched Effect

In some AI imaging, often the styling in the hair can appear sketched, this means that every strand of hair appears uniform showing no natural formation.

CREATED BY AI



Blurring

Often the strands of hair will look blurred together, the real life version of this would instead show small fly aways and natural imperfections.

CREATED BY AI

SURREAL



COLOUR GUIDE

Inspired by AI. Created by Professionals.

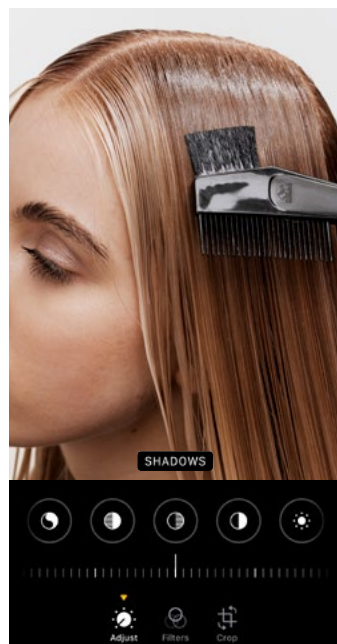
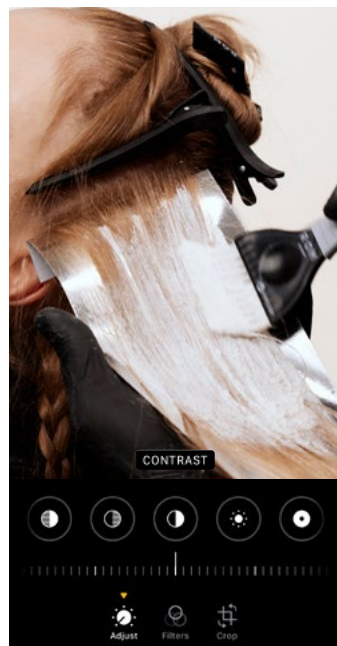
The surreal colour service is inspired by the digital effects we see added to images. But this time you can apply these effects in reality. Here we explore the reality of how to add contrast, integrate shadows and apply a filter to achieve that ultra perfect AI inspired look.

IT'S ALL IN THE PLACEMENT

MASTER THE TECHNIQUE

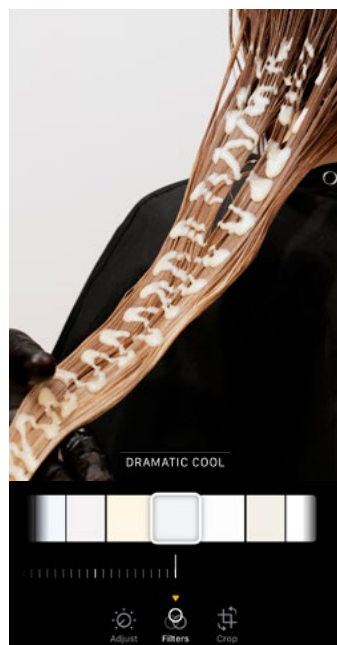
① SURREAL LIGHTENING

LIGHTENING = CONTRAST



② SURREAL SHADOW

DEPTH = SHADOW



③ SURREAL GLAZE + TONE

GLAZING = FILTER

① SURREAL LIGHTENING

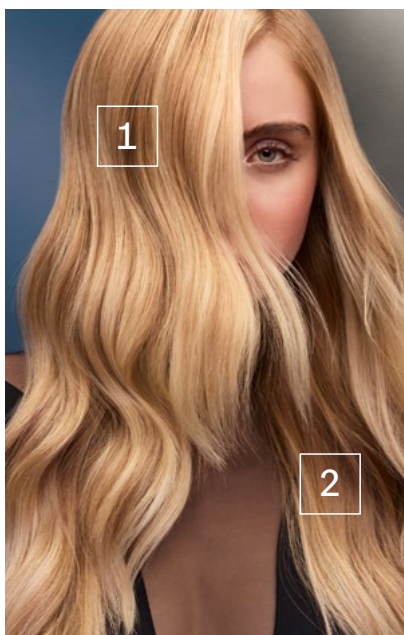
SURREAL lightening is all about adding contrast into your look. In AI imaging you see a combination of precise and focused lightening alongside blurred less focused lightening. The art of utilising both styles of lightening provides a premium and personalised look.



SURREAL LIGHTENING



1. Precision lightening with small sections and foil around facial features



2. Diffused and gentle lightening in background areas

BLONDOR provides the perfect line up of products to achieve this look. From precision, high level lightening with Blondorplex 9 to soft diffused lightening with Blondor Freelights.

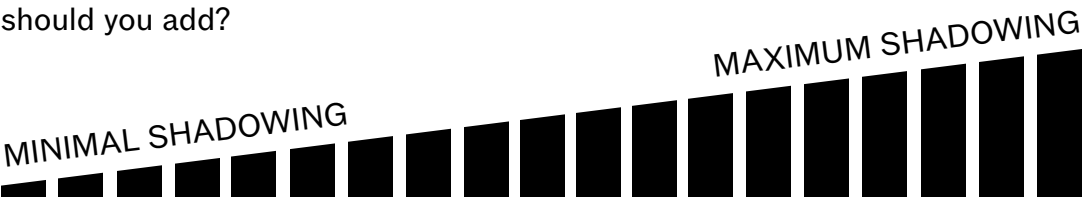


2 SURREAL SHADOW

After the contrast has been added to the hair it's time to add a shadow. The shadow is designed to enhance areas of focus and blend background areas. Without adding a shadow the lightening can look over exposed and lack purpose.

SHADOW SCALE

How much shadow should you add?



Without shadowing the hair can look one dimensional and lack in volume.



With added shadowing the lighter areas stand out framing the face.



SHADOW SATURATION

Are you looking for an intense or sheer finish?



SHINEFINITY

Sheer and translucent shadowing with ZERO lift



ILLUMINA COLOUR

Sheer and natural shadowing with up to 100% grey coverage



COLOUR TOUCH

Intense shadowing with up to 70% grey blending



KOLESTON PERFECT

Intense shadowing with up to 100% coverage

③ SURREAL GLAZE + TONE

The Ultimate Hair Filter

The final step in the service is to add the SURREAL GLAZE OR TONE. Think of this as adding a filter, designed to perfect and balance the tonality in the hair, whilst adding an extra layer of lipids for a silky hair feel.

SURREAL GLAZE

Layering with Shinefinity provides silky shine and iridescent results. **TOP TIP!** Apply using a bottle for fast reflective results OR use multiple shades to create a metallic finish.



SURREAL TONE

For a more intense and saturated top layer choose Colour Touch. This option is perfect after a creative lightening application.





JAMES EARNSHAW'S AI HAIR MUST HAVES

BlondorPlex is my go to for the best lift and damage protection.

“ You guys know I love demi-permanent colour. Colour Touch is my go-to for bold creative colour and Shinefinity for a softer premium finish. ”



Miracle Oil Serum is perfect when creating an ultra smooth finish.

Ultimate Repair is the perfect base to prepare damaged hair before applying styling products.

EIMI Mistify Me Light is my favourite hair sprays because they brush out easily.



Hot Tools. I love having a selection of stylers and curling irons I choose to use a styler to seal and control and a tong to build volume and texture.

Brushes Recommendation. It's important to have a range of brush sizes smaller for detail and larger for movement, natural bristles are great for smoothing!





07/0
07/39



09/39

SURREAL BLONDE

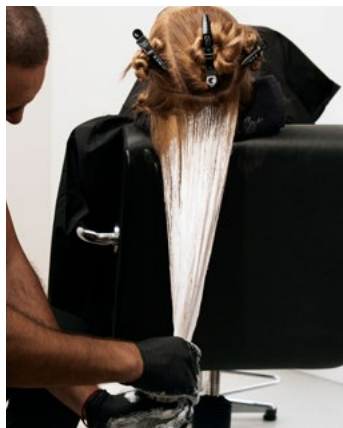


07/39

SURREAL BLONDE

① SURREAL LIGHTENING

Blondor Freelights
+ 9% 1:1



1. Using your hands to create a blurred light effect spread the freelights through the hair, blending using upwards strokes.

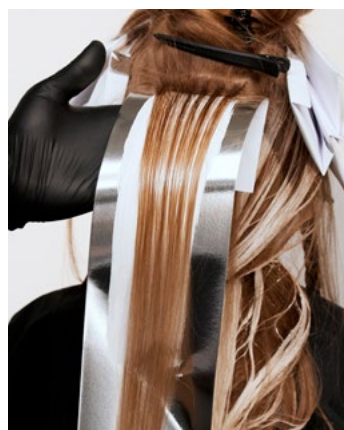
2. Moving to the sides take a diagonal section and paint the freelights onto the hair, saturating the ends.



3. On the next section towards the face take a wide weave, tease towards the roots.



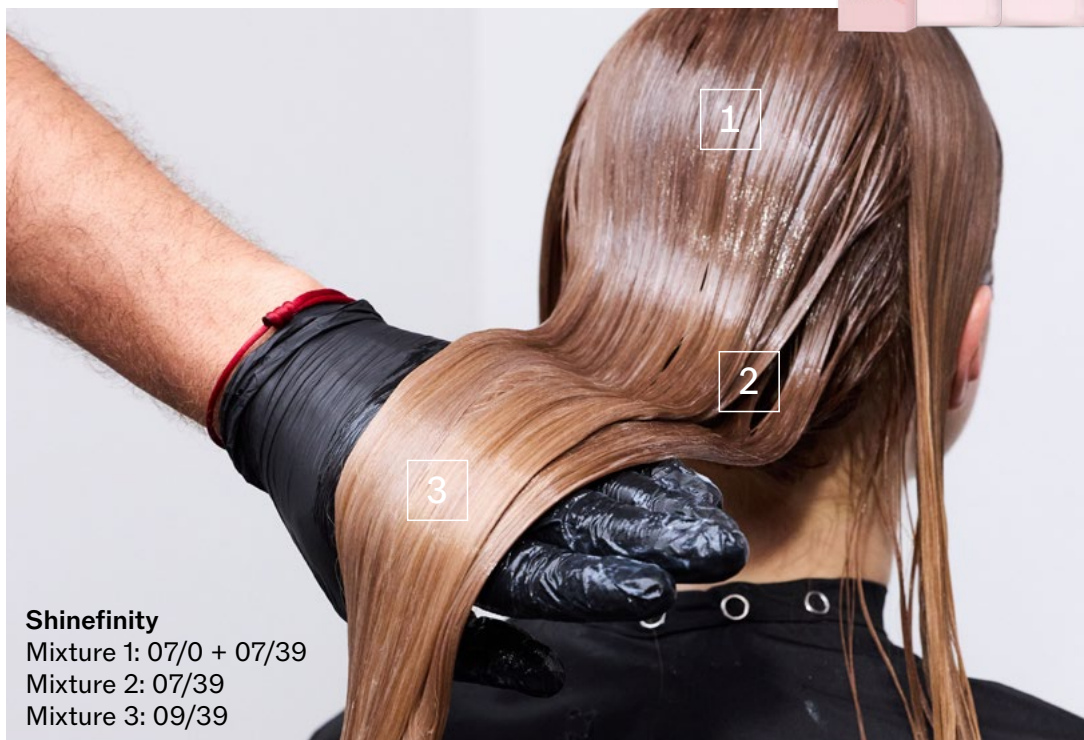
4. Paint heavily within highlight papers for more defined lightening. Repeat this on both sides.



5. Next move the crown and repeat the weaving process moving forward until you reach the front hairline.

SURREAL BLONDE

Shinefinity is the ideal brand to choose for this look due to the zero lift result on the natural hair left between the lightened.



Shinefinity

Mixture 1: 07/0 + 07/39

Mixture 2: 07/39

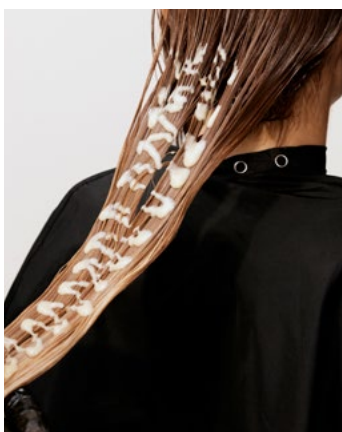
Mixture 3: 09/39

② SURREAL SHADOW



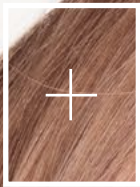
6. Apply mixture 1 to the root, then mixture 2 to the mid band for a shine effect.

③ SURREAL GLAZE



7. Finally, using a bottle apply mixture 3 from root to tip.

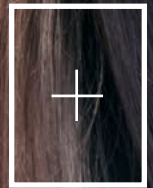




07/97



09/61



08/8
00/89

SURREAL PASTELS



09/36
00/56



06/6
00/00
00/89

SURREAL PASTELS

Illumina Colour

Mixture 1: 10g 7/81 + 10g 7/ + 20g 4%

Shinefinity

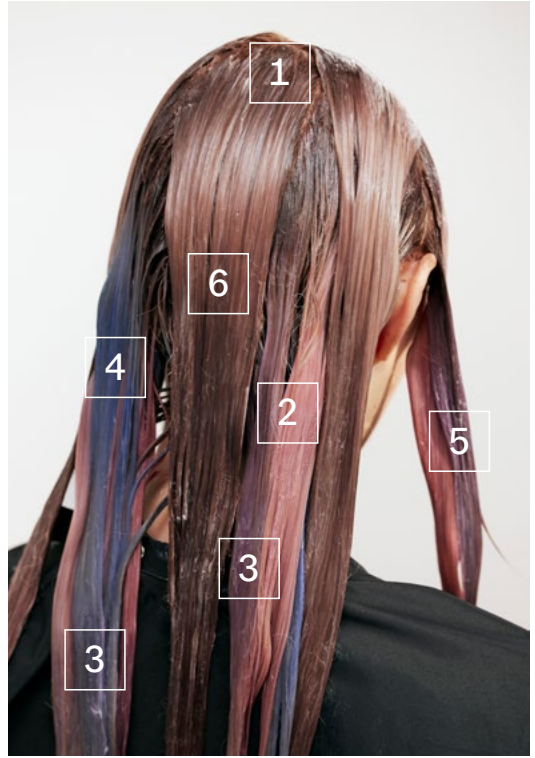
Mixture 2: Pink 10g 09/36 + 30g 00/56

Mixture 3: Violet 10g 06/6 + 10g 00/00 + 10g 00/89

Mixture 4: Blue 10g 08/8 + 10g 00/89

Mixture 5: Iced Blonde 09/61

Mixture 6: Mocha Beige 07/97

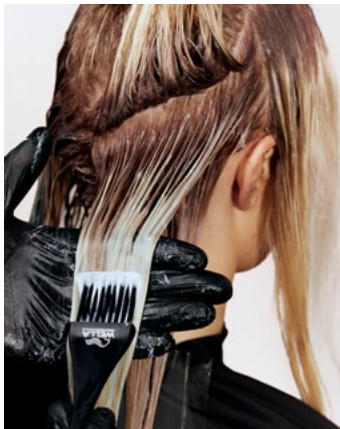


① SURREAL SHADOW

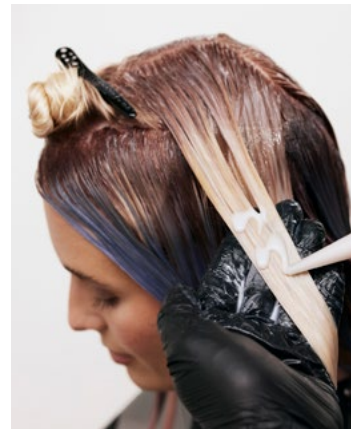


1. Paint mixture 1 on to the roots using downward brushstrokes to ensure blend.

② SURREAL GLAZE



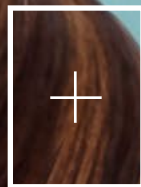
2. Apply in large diagonal sections, applying one shade at the root and another to the ends. Alternate the shades throughout for a surreal effect.



3. Finally, to the top sections use a bottle to apply mixture 6 for a natural veil of colour.



5/19



8/98

SURREAL BRUNETTE

SURREAL BRUNETTE

① SURREAL LIGHTENING

BlondorPlex
+ 6% 1:1.5



1. Slice the hair and paint upwards towards the root to blend, leaving out the tips of the hair.

2. In the next section take a. wide weave and tease, then fully saturate your blondor on the ends.

② SURREAL SHADOW

Koleston Perfect
Mixture 1: 8/98 + 1.9%
Colour Touch
Mixture 2: 5/19 + 1.9%



③ SURREAL GLAZE

Shinefinity
Mixture 3:
00/00



3. To the roots apply mixture 1 for a lighter feel.

4. To the ends apply mixture 2 for a deeper result.

5. From root to tip layer a Shinefinity clear glaze, for a silky shine.



6/98



7/19
7/75
9/16



7/19

SURREAL BRONDE

SURREAL BRONDE

① SURREAL LIGHTENING

BlondorPlex
+ 6% 1:1.5



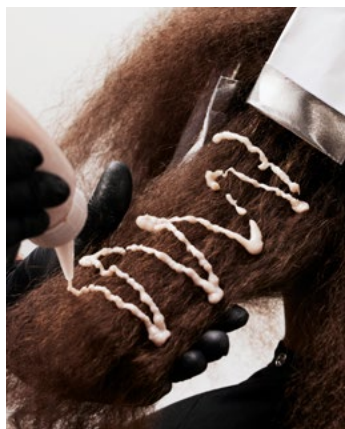
1. Working diagonally take large slices and tease towards the roots, saturate the blondor on the ends.



2. Moving to the sides take a diagonal section and paint the freights onto the hair, saturating the ends.

② SURREAL SHADOW

Colour Touch
Mixture 1: 7/19 + 1.9%



3. In between the lightened areas apply mixture 1 from root to tip.

③ SURREAL TONE

Koleston Perfect
Mixture 2: 6/98 + 1.9%

Colour Touch

Mixture 3: 10g 7/19 + 10g 7/75 + 10g 9/16 + 60g 1.9%



4. After removal apply mixture 2 onto the roots.



5. Finally apply mixture 3 using a bottle application. Using your hands blend into the root mixture.



4/19



10/81
0/68
55/65
2/8



55/65
0/88

SURREAL DUSK

SURREAL DUSK

① SURREAL LIGHTENING

BlondorPlex
+ 6% 1:1.5



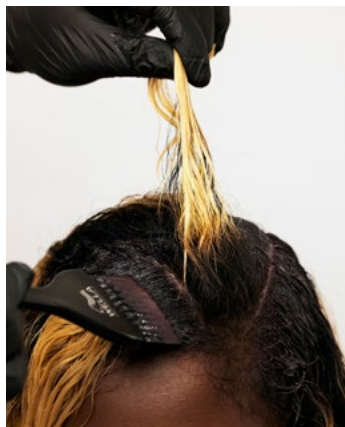
1. Start by taking medium size slices and applying the Blondor onto the tips of the hair and blending upwards for a soft finish.



2. On the next section follow a similar process, but this time apply closer to the root, blending on both sides to avoid harsh lines.

② SURREAL SHADOW

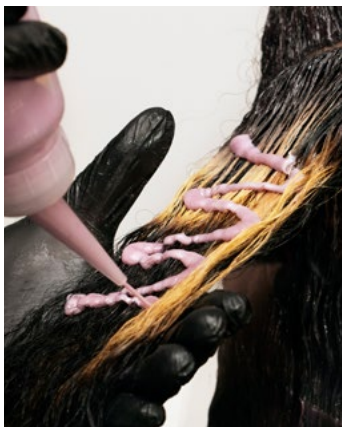
Colour Touch
Mixture 1: 7/19 + 1.9%



3. Begin by applying mixture 1 to the root area.

③ SURREAL TONE

Colour Touch
Mixture 2:
20g 10/81 + 10g 0/68 + 10g 55/65 + 4g 2/8 + 88g 1.9%
Mixture 3: 20g 55/65 + 5g 0/88 + 50g 1.9%



4. Next apply mixture 2 to the ends and blend well.



5. Finally apply mixture 3 to the next section and alternate.



7/81



09/61
00/00

SURREAL PLATINUM



08/98
07/0

SURREAL PLATINUM

1 SURREAL LIGHTENING

BlondorPlex
+ 6% 1:1.5



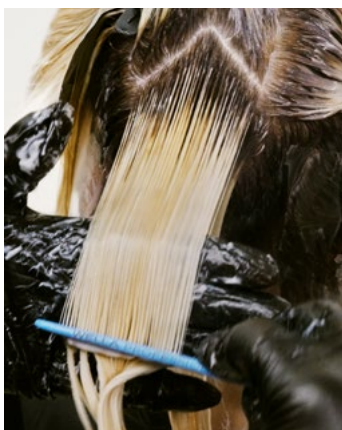
1. Start by taking babylight weaves, working in a full head formation, lightening close to the root for precision lightening.

2. Take the hair left out between the foils and saturate the lightener on the ends blending upwards towards the root for a diffused result.

2 SURREAL SHADOW

Illumina Colour
Mixture 1: 7/81 + 4%

Shinefinity
Mixture 2: 10g 08/98 + 10g 07/0



3 SURREAL GLAZE

Shinefinity
Mixture3:
20g 09/61
+ 10g 00/00

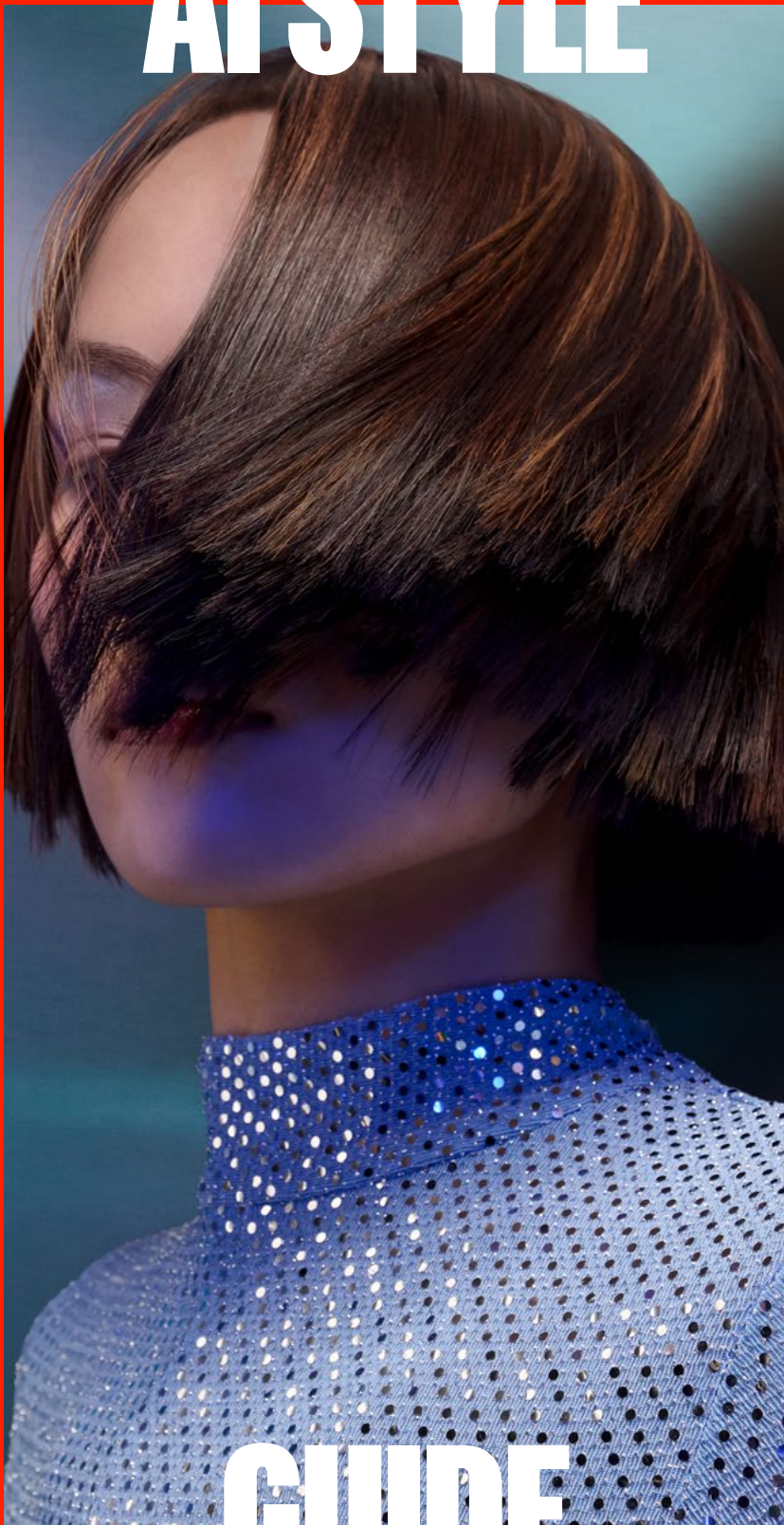


3. After removal, paint mixture 1 onto the roots, blending downwards to avoid harsh lines.

4. Apply mixture 2 to the ends, in alternating sections.

5. After removal apply Mixture 3 from root to tip.

AI STYLE



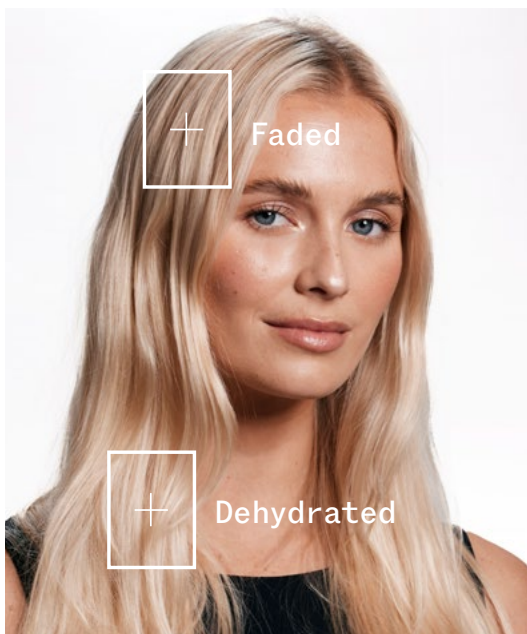
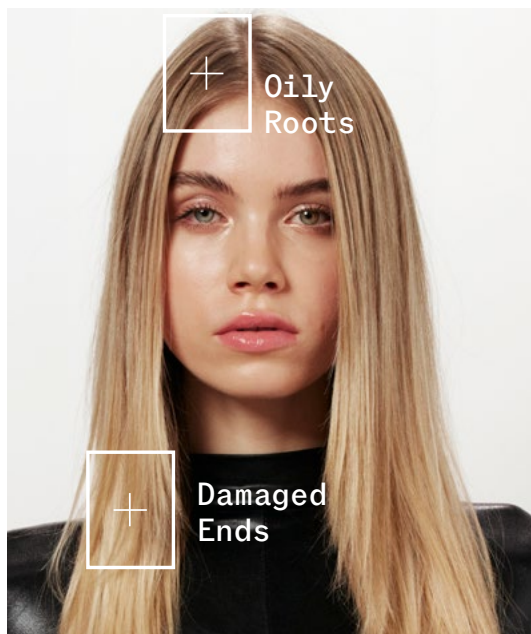
GUIDE

Create AI inspired styling for your clients

AI STYLE GUIDE

SET THE FOUNDATION

The starting point of any AI style begins with choosing the correct care regime for the hair type, start by assessing what the hair needs and then prescribe accordingly.



Shampoo

Cleanses gently but effectively.



Conditioner

For lightweight hair feel.



Mask

For heavily damaged hair or for intense repair.



Miracle Hair Rescue

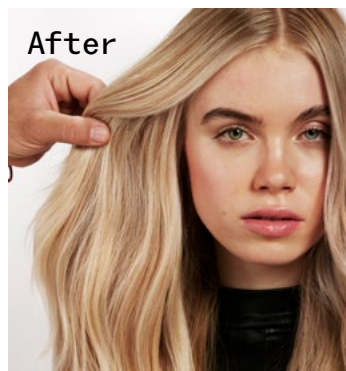
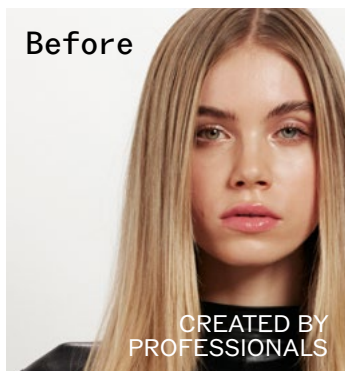
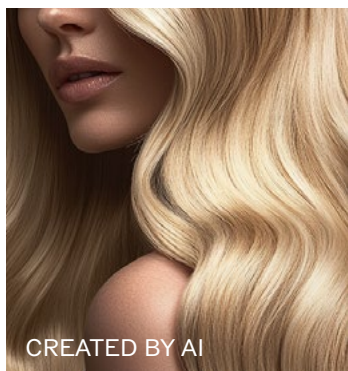
Repairs hair damage in 90 seconds. Intensively strengthens and smooths hair thanks to AHA & Omega-9.



AI STYLE GUIDE

SHINY TEXTURE

Everyone loves a textured wave, they amplify colour placement and the volume is flattering on most face shapes, but achieving shine as well as texture and volume can be a challenge.



1. Blowdry, to ensure a smooth foundation. A flat or a round brush can be used with natural bristles being a favourite for a smooth finish.

2. Tong, next take diagonal sections and comb then apply the tong on an angle for a soft wave. As you work down the hair pull the tong away from the hair and twist.



3. Comb, once all sections are tonged allow them to cool and set. Then using a wide tooth anti static comb gently comb allowing the curls to separate.

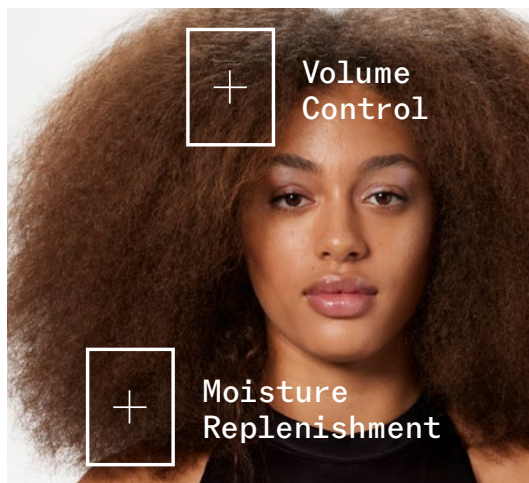


4. Set and place now it's time to mold your waves into place. Top tip here is to ensure you do not tousle the hair but instead pick out areas you want to accentuate and spread the hair to create volume.

AI STYLE GUIDE

SET THE FOUNDATION

The starting point of any AI style begins with choosing the correct care regime for the hair type, start by assessing what the hair needs and then prescribe accordingly.



RECOMMENDATION: ULTIMATE SMOOTH

Use the oil serum as a pre-shampoo on lengths & ends.

It helps to protect the most dry or frizzy areas from over-cleansing.



Shampoo

Nourishing, smoothing formula.



Conditioner

Instantly detangles and nourishes hair, leaving it smoother and shinier while reducing frizz.



Mask

For deep inside out nourishment. Leaves hair visibly smoother & shinier, while reducing frizz.



Miracle Oil Serum

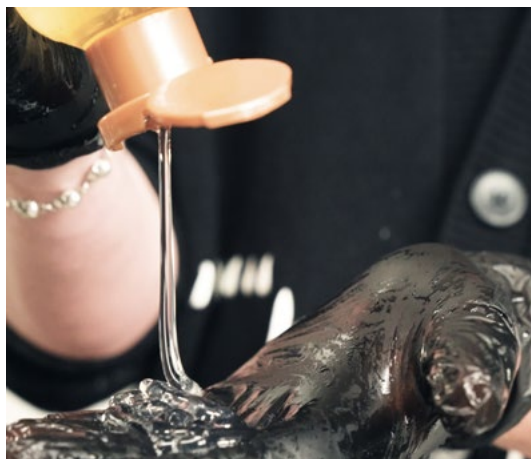
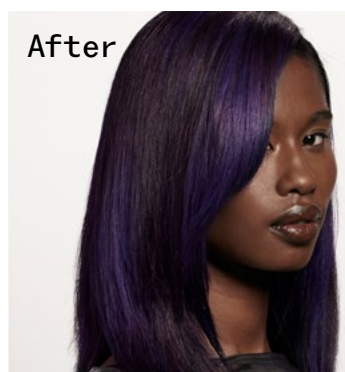
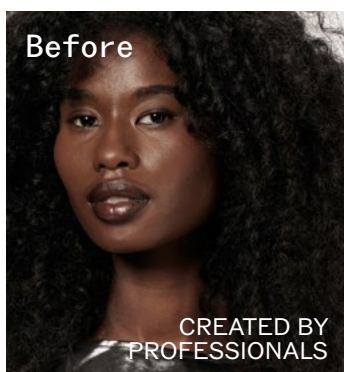
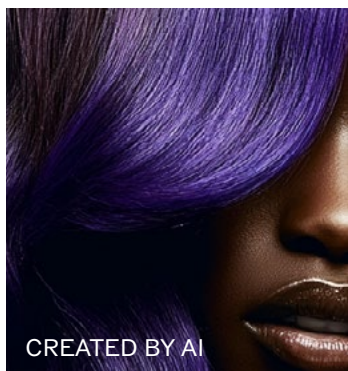
Intense oil serum offers smoothness, frizz control and protection from UV and heat.



AI STYLE GUIDE

SILK PRESS

One of the hottest AI styling trends is creating ultra silky smooth results for all hair types. Transforming curly and coily hair can be a so here is a quick guide to making these AI inspired looks reality.



1. Shampoo using a moisturising shampoo, followed by a deep conditioner or mask. As a **TIP**: you can leave this in the hair for longer than usual before rinsing.

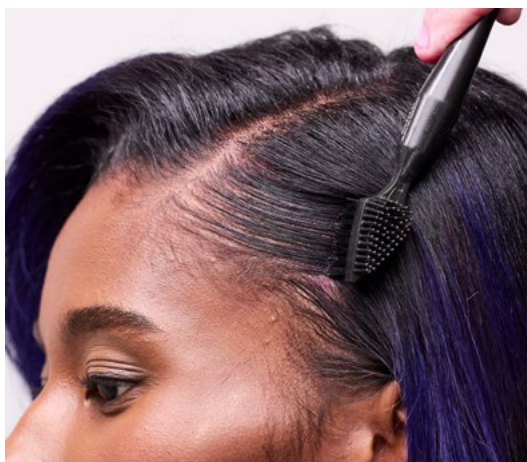
TIP: Use cooler water when rinsing.



2. Blowdry, using a ceramic round brush, focus at the roots to achieve a flatter result before smoothing the ends.



3. Straighten, pass the hair through the straighteners 2-3 times. **TIP:** hold the straighteners gently on the hair, do not force or pull the straighteners.



4. Perfect your edges using a detailing brush smooth any fly away hairs around the hairline for an ultra perfect finish. **TIP:** If you don't have a detailing brush use a clean colour brush.

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