



MONOCHROMATIC COLOR AW26

CREATE BOOK

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TREND INTRODUCTION

WELCOME TO THE ERA OF MONOCHROMATIC ELEGANCE

This season's trend story goes far beyond a fresh palette. Clients are embracing elevated naturals and tone-on-tone color that feels effortlessly luxurious yet deeply personal. A movement towards "Refined beauty".

As the appetite for intentional dimension grows, curated color combinations emerge as the new language of modern sophistication.

Welcome to the world of Monochromatic Color. Tone-on-tone artistry, subtle transitions, and beautifully elevated simplicity.

Wella Professionals places the pro at the heart of this monochromatic movement with smart, salon-ready techniques, designed to deliver refined, dimensional color that fits seamlessly into real life. Minimal effort, maximum impact.

Yours sincerely,
Wella Professionals



AW26 TRENDS

MONOCHROMATIC

FASHION & LIFESTYLE

Rooted in the broader movement towards minimalism, the monochromatic trend expresses elegance and sophistication. The monochromatic look is a style built from variations of a single color family for an effortless expensive result.



Monochrome is fashion's boldest statement. One impactful color palette. From Max Mara's creamy neutrals to Saint Laurent's muted purples, and Bottega Veneta's blacks, designers proved that simplicity now defines sophistication.

+98.8%

Growth in searches for Monochromatic on TikTok

AW26 TRENDS

MONOCHROMATIC

INTERIORS & TECH

The movement of restrained minimalism gives way to bolder palettes and rich color schemes. Interior design experts note that spaces using tone-on-tone palettes and harmonized textures are a key trend predicted for 2026 interiors.

COLOR DRENCHING

The technique of coating a space in a single palette, creating a bold, monochromatic, and maximalist effect.

Architectural Digest



WARMTH & COMFORT

Homeowners are shifting towards interiors that look and feel lived-in. “Anything that provides comfort is trending; earth tones, wood, antiques, and rugs.”

Molly O’Neil



COLOR CAPPING

“Painting a room in multiple tones from one color family, typically transitioning from light to dark. Typically, lighter walls and a darker ceiling.”

Elle Decor



EARTH TONES WITH DEPTH

Palettes in 2026 lean toward warm, grounding shades. Creamy neutrals, warm taupe, soft greige, deep olive, moss green, warm cocoa, clay, sandstone and muted terracotta.

Alhinfratech



ADVANCED SMART LIVING SOLUTIONS

Smart systems enhance comfort while remaining visually discreet. AI-enabled lighting, climate control, automated curtains, occupancy sensors, voice-activated home systems and integrated security.





AW26 TRENDS

MONOCHROMATIC BEAUTY

Monochromatic makeup is where eyes, lips, and cheeks share the same hue. Loved by celebrities and amplified by TikTok creators. Praised for simplicity, cohesion, and it's flattering effect across skin.

Monochrome make up is the seriously wearable autumn beauty trend that's about to be huge.

GLAMOUR

Monochromatic make-up meets color, courtesy of Chanel.

HARPERS BAZAAR

Celebrities are keeping the "matchy-matchy-make-up" trend alive.

TZR



“The make-up tones complement the shades used in the hair color. This creates a harmonious and sophisticated effect which flatters the models skin color and natural undertones.”

EYES

Blush rose tones sweep across the eyes, deepening at the inner corner and diffusing towards the brow.

A touch of shimmer adds subtle 3D lift.

SKIN

Satin skin foundation for a “barely-there” radiance.

Blush tones swept upward, diffusing above the cheekbones for a fresh, lit-from-within glow.

LIPS

Layers of deep cerise, rose, and earthy coral melt across the lips for a seamless color-wash.

AW26 TRENDS

COLOR

FORECAST

ELEVATED

NATURALS

This season signals a sophisticated evolution of natural tones. Autumn-winter palettes blend grounded, minimalist neutrals with subtle, playful undertones, creating a refined, highly wearable, and deeply personalized color story that feels elevated, modern, and effortlessly fresh for every client.



MONOCHROMATIC TONAL LIGHT



8/38



8/97



9/17



7/0



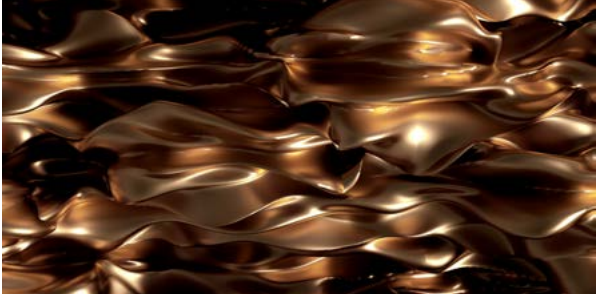
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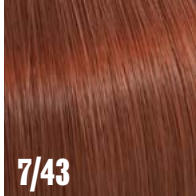
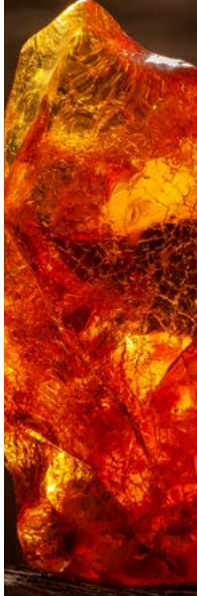
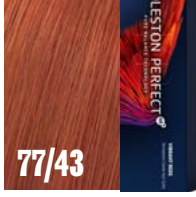
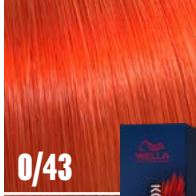
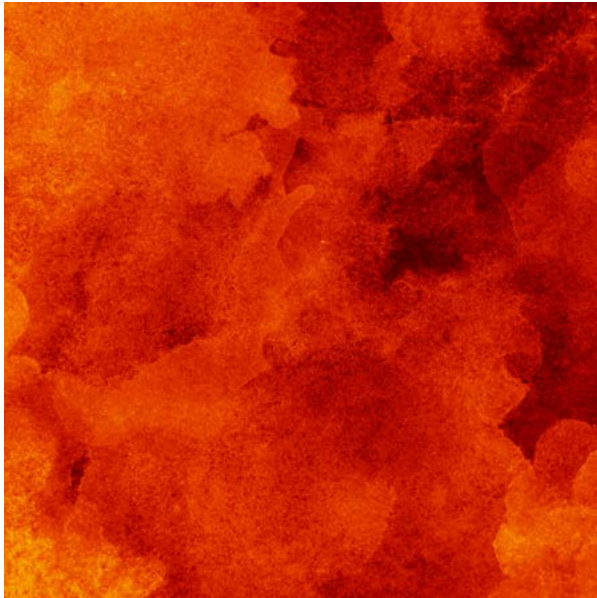
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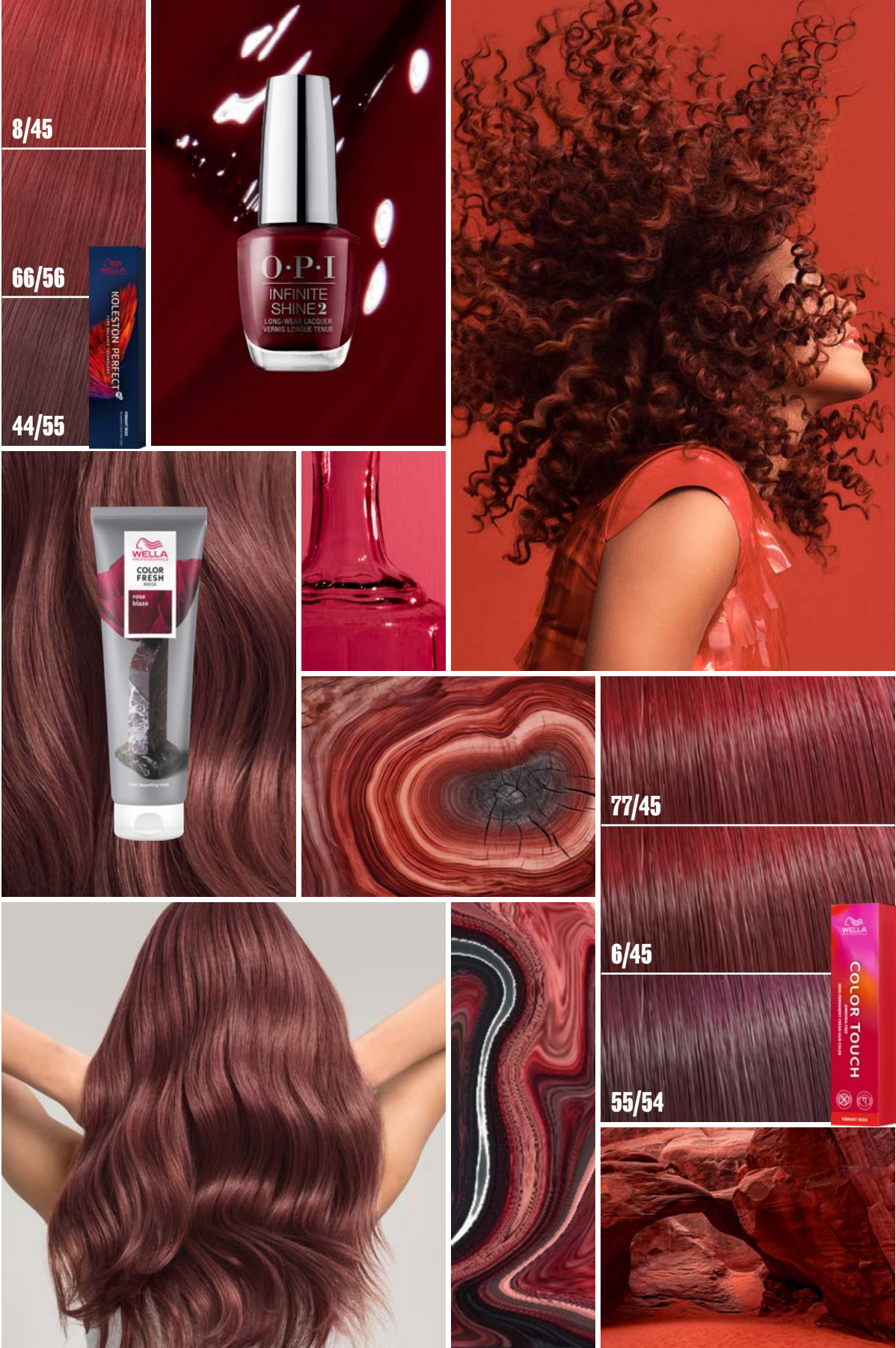
MONOCHROMATIC TONAL DARKS



MONOCHROMATIC TONAL COPPERS



MONOCHROMATIC TONAL REDS





MONOCHROMATIC SCIENCE

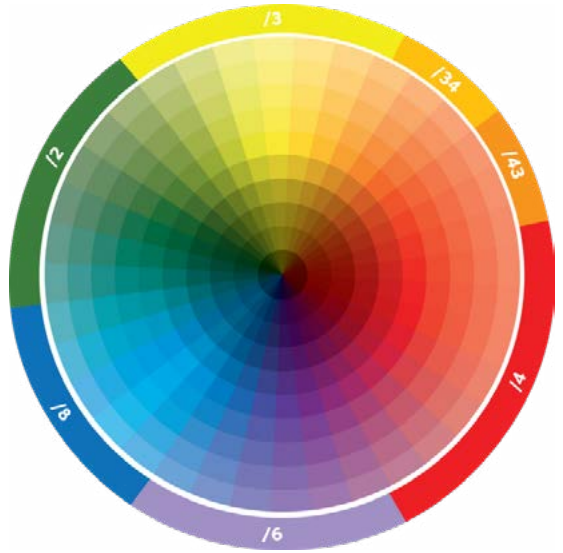
MONOCHROMATIC COLOR THEORY

Three essential elements hold the key to describing colors which we can use on a client's hair.

HUE

The color circle is an essential tool to understand the relationship between primary, secondary & tertiary color hues.

Colors with the same hue belongs to the same color family in the color circle.



DEPTH

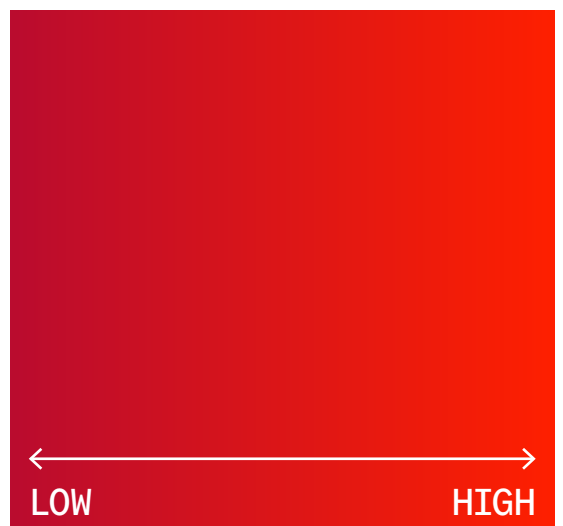
When selecting your shades, explore how light or dark you need them to be. In color theory, this is sometimes referred to a “blackness” or “whiteness”.



CHROMA

This is the vibrancy or dullness of a color. High-chroma colors are bright, pure and vibrant. Low-chroma colors are muted and grayish. E.G.

- Bright red pencil:
High chromaticness.
- Muted, brownish-red:
Low chromaticness.



MONOCHROMATIC PALETTE



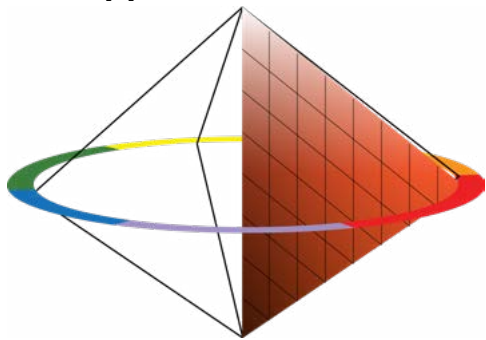
A monochromatic palette is more than just one color. It is a collection of shades which form a personalized palette.

First decide your client's desired color direction.
E.G. Copper.

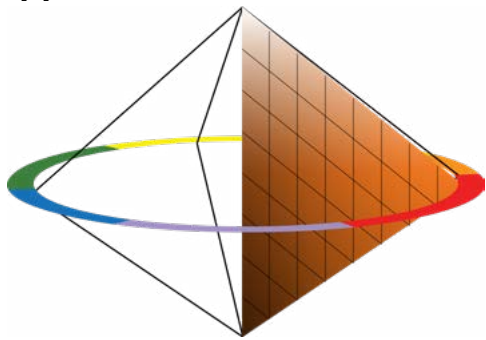
There are a full spectrum of copper possibilities, from Red-Copper to Gold-Copper.

Consider your hues, depths and chroma when selecting your shades and formulas.

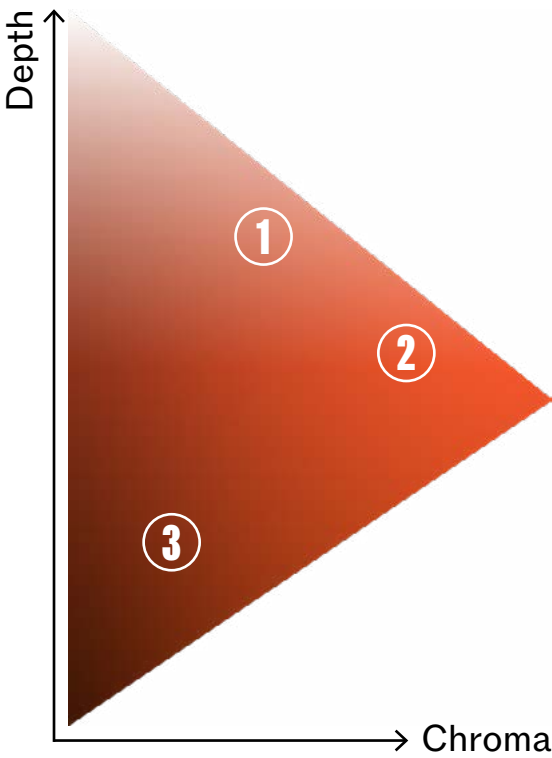
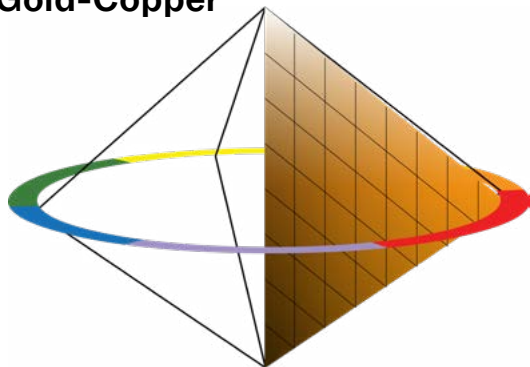
Red-Copper



Copper



Gold-Copper



- 1 Hue: Red-Copper
Depth: light
Chroma: medium
- 2 Hue: Red-Copper
Depth: medium
Chroma: high
- 3 Hue: Red-Copper
Depth: dark
Chroma: low



MONOCHROMATIC SERVICE

THE SERVICE MONOCHROMATIC COLOR

① 3-STEP CONSULTATION

POWERED BY AI

Use INSPOLAB to identify your client's skin color & undertone suitability & desired color direction.

② BUILD YOUR PALLET

DEFINE SHADES

Using Monochromatic color theory. Select your shades to build your color palette: Base, accent & gloss/ tone.

③ COLOR PLACEMENT

MONOCHROMATIC TECHNIQUE

Map-out where you and your client want to see the depth, accents & highlights. For the most flattering effects.

④ CARE ROUTINE

MAINTAIN THE COLOR

Discuss with your client the ideal in-salon & home care products and rituals to maintain healthy color finish.



BASE: 60%

ACCENT: 30%

GLOSS/ TONE: 10%



3-STEP CONSULTATION INSPOLAB CONSULTATION

ELEVATE YOUR
CONSULTATIONS
WITH INSPOLAB
POWERED BY AI

Wow your guests and
create the perfect
bespoke color in 3
simple steps.

① IDENTITY

WHO IS YOUR
CLIENT?

- Personality & lifestyle
- Commitment & budget
- Technical analysis

② DESTINATION

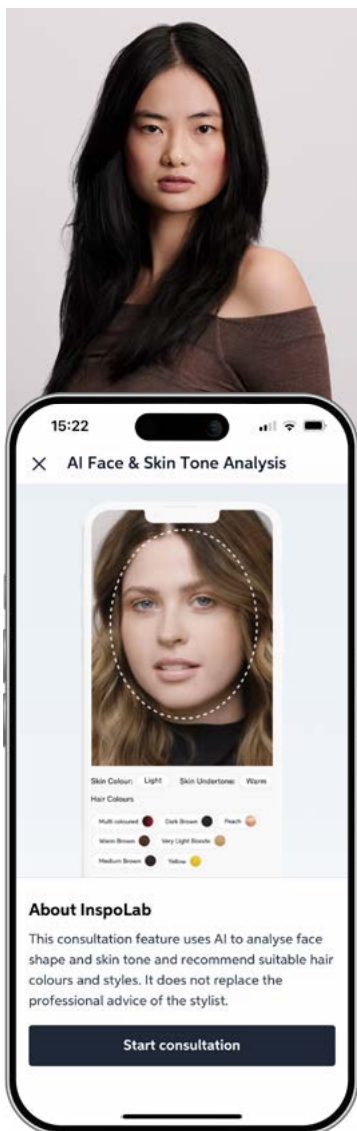
WHAT DOES YOUR
CLIENT WANT?

- Cut color & style directions
- Subtle or drastic change?
- Hair & scalp condition

③ SERVICE

HOW WILL YOU
GET THERE?

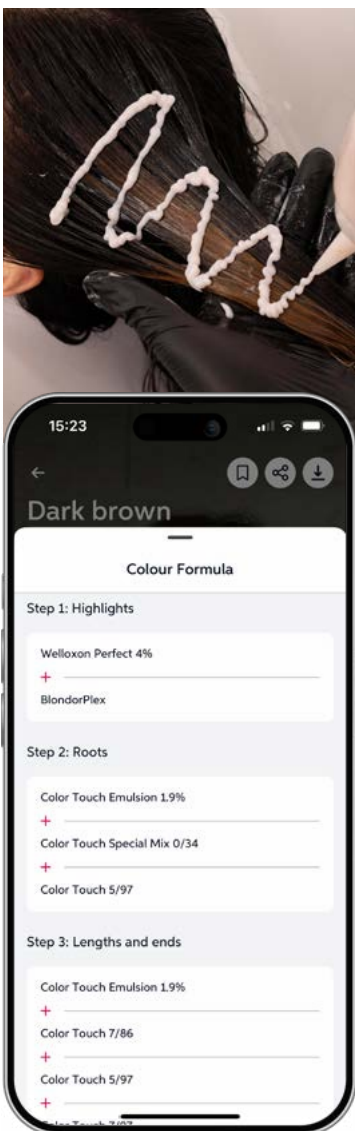
- Techniques & services
- Brands & shades choice
- Cost, duration, care / styling



- AI Skin color & face shape analysis



- Explore inspiration
- Create mood boards



- Expert color formulas
- Care recommendations

MONOCHROMATIC COLOR BUILDING YOUR COLOR PALETTE

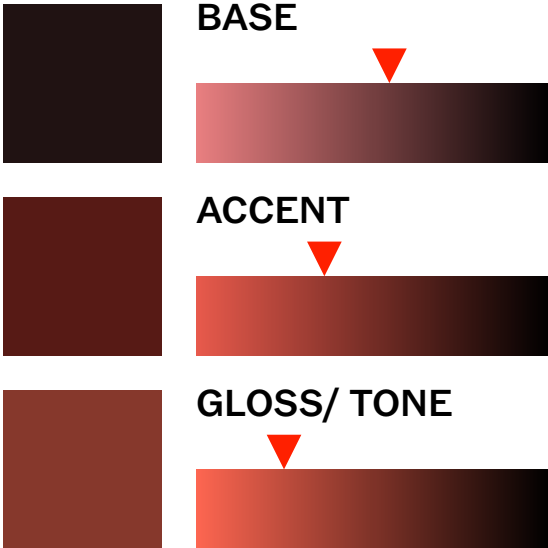
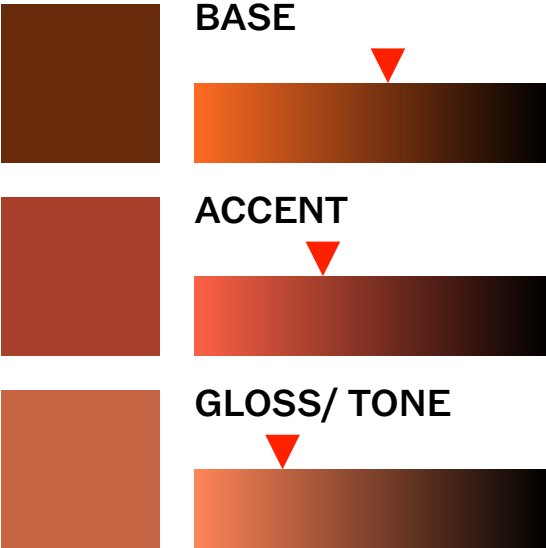
Just like a monochromatic outfit combines different shades of the same color for a sophisticated, harmonious, and minimal look, tone-on-tone hair color blends similar hues of varying intensities to create enhanced natural dimension.

- **60%** of the hair should be colored with your base formula
- **30%** of the hair should be colored with your accent formula
- **10%** of the hair should be highlighted and then glossed/ toned



Neutrals and naturals create the foundation of the palette. Subtle accent tones introduce depth and visual interest.

By adjusting hue, depth, and chroma of your base shade, the monochromatic effect becomes elevated, resulting in a seamless, dimensional finish.



BASE FORMULA

- The deepest formula in your palette
- Strategically placed for pockets of depth



ACCENT FORMULA

- 1 – 2 depths lighter than your base formula
- If lightening with permanent color, use a higher developer (9% or 12%)
- You can have 1 or more accent formulas



GLOSS/TONE FORMULA

- The lightest formula in your palette
- Typically demi permanent Shinefinity or Color Touch
- Used to gloss/ tone strategically placed highlights



ULTRA PERSONALIZATION

Talk to your client about their desired color finish, this will help you select your ideal color brand.

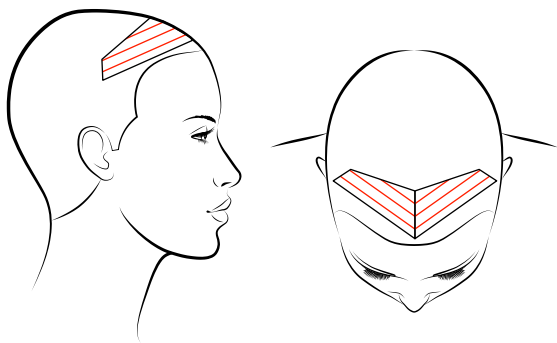


MONOCHROMATIC COLOR HIGHLIGHT PLACEMENT



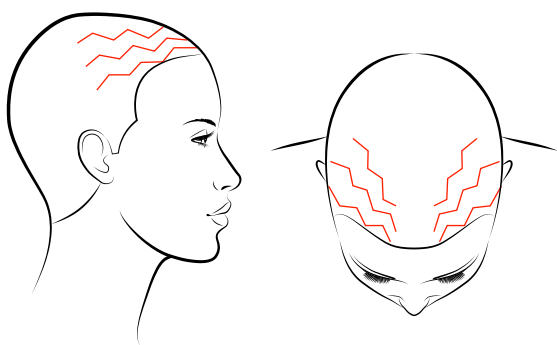
FOR CLIENTS WITH A FRINGE

Highlighting section is set back from the front hairline, allowing for the base color to be painted on the hairline to create depth around the face. Slices are saturated on lengths and ends with Blondorplex.



FOR CLIENTS WITHOUT A FRINGE

Base formula is applied to the roots. Take large zig zag sections and saturate lengths and ends with Blondorplex.



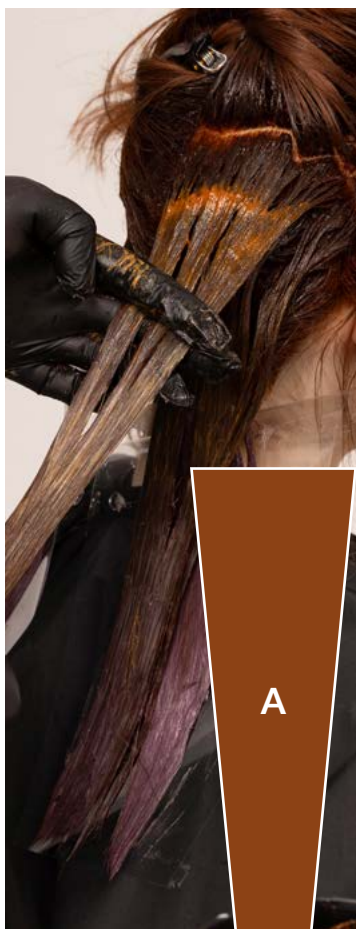
MONOCHROMATIC COLOR COLOR PLACEMENT

MONOCHROMATIC TECHNIQUE

Map-out where you and your client want to see the depth, accents & lights. For a seamless monochromatic color, melt and blend your color through the hair.

Being playful with your base and accent tones.

Always with a zig-zag section.



“A”

Formula A
root-to-tip

Benefit:
Depth and dimension
from root to tip

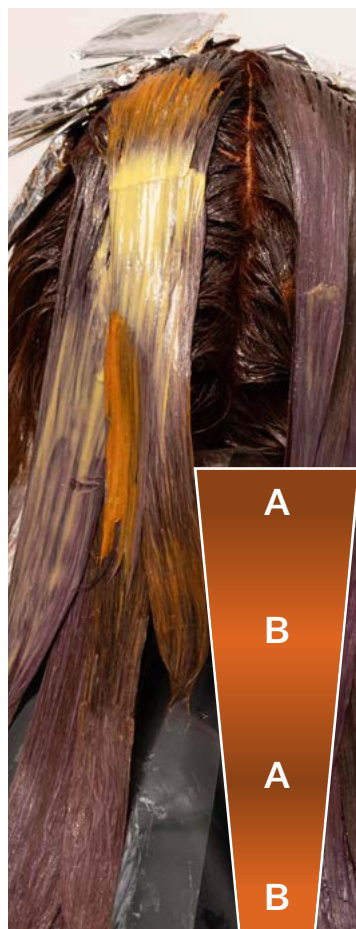


“A-B”

Formula A
roots

Formula B
lengths & ends

Benefit:
Melted ombre-effect



“A-B-A-B”

Alternate
formulas A & B

Benefit:
Pockets of depth
and light. Ideal
for curls.

BOOST YOUR COLOR BUSINESS

Upgrade your root touch up and full head color clients to a “What’s Hot” Monochromatic Color service.

① THE BASE COLOR

Roots are colored or refreshed with your chosen base formula.



② UPGRADE – LIGHTS

Complement the client's hair cut & frame the face with strategically placed highlights. Can be weaves or slices.



③ UPGRADE – LIFT OR REFRESH ENDS

Create personalized dimension through the lengths and ends. Alternate base formula & accent formula. Zig-zag sections for seamless blend.



④ UPGRADE – GLOSS/TONE

Applied all over the hair to tone the highlighted hair and boost overall color vibrancy and shine.



⑤ UPGRADE – LAYER UP!

COLOR SEALER LIQUID LAYER – Instant acid Post-color leave-in for color seal & protection.

GLASS LIQUID LAYER – Smooth dry, frizzy hair & unlock glass-like finish.





**CREATE
THE LOOKS**



MONOCHROMATIC COPPER GLOW

What's Hot? A personalized palette of vibrant & understated copper shades, melted seamlessly together with a high-gloss finish, for an effortless, sophisticated and wearable interpretation of the A/W26 monochromatic trend.

Before





TONE
Amber Glow



BASE
Burl Wool



ACCENT
Red Earth

MONOCHROMATIC PALETTE

COCOA
POWDER

AMBER
GLOW

RASPBERRY
MAHOGANY

BURL
WOOL

GOLDEN
SHIMMER

RED
EARTH

THE FORMULA

① BASE

FORMULA A

Roots: 10g 8/0 + 10g 0/43 +
10g 0/33 + 40g 6/34 + 70g 6%



② ACCENT

FORMULA B

Ends: 15g 77/43 + 30g 0/33 +
30g 10/0 + 75g 12%



③ LIGHTS

FORMULA C

Highlights: 30g Blondorplex9 +
60g 6%



④ TONER

FORMULA D

60g 7/43 + 5g 0/34 + 130g 4%



⑤ POST COLOR CARE

ULTIMATE COLOR

Shampoo

Color Sealer Liquid Layer

Leave-in Mask

Refresh with Copper Glow
Color Fresh Mask.



COLOR TECHNIQUE

① BASE

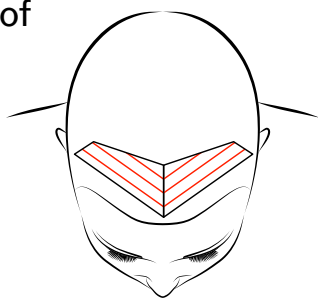
Apply formula **A** to all the roots of the hair.



② LIGHTS

Create a large chevron section in the top and side of the head. Take thick slices and saturate the lengths and ends with formula **C**.

Leave a slice of hair between each foil & apply formula **B**.



③ ACCENT

Starting at the nape, alternate formula **A** & **B** through the lengths and ends.

On some sections, apply formula **A-B-A** for a marbled effect.

Develop up to 40 minutes.



COLOR TECHNIQUE

④ TONER

Apply formula **D** to the hair and comb through. Develop for 20 minutes.



⑤ CARE

To complete the coloring process, the **NEW Ultimate Color, Color Sealer Liquid Layer** is used to re-balance the hair's pH and seal the cuticle layer. This instant, no wait post-color treatment is crucial for finalizing the technical process.



“Layering light and dark panels on curly hair is the best way to enhance the shape of the curl. Koleston Perfect and Color Touch give incredible shine on curls.”

JAMES EARNSHAW





MONOCHROMATIC ESPRESSO BRUNETTE

What's Hot? A curated blend of velvet brunette depth and sheer mahogany hues, seamlessly melted with a soft glossy shine. Offering an effortless, sophisticated take on the A/W26 monochromatic trend.

Before





BASE
Espresso



GLOSS
Raspberry
Mahogany



ACCENT
Chocolate
Sauce

MONOCHROMATIC PALETTE

ESPRESSO

RASPBERRY
MAHOGANY

CHOCOLATE
SAUCE

THE FORMULA

① BASE

FORMULA A

Roots: 30g 4/ + 30g 5/02 + 60g 6%



② ACCENT

FORMULA B

Ends: 20g 5/81 + 20g 7/81 +
20g 6/76 + 60g 12%



③ LIGHTS

FORMULA C

Highlights: 30g Blondorplex9 +
60g 6%



④ GLOSS

FORMULA D

20g 07/75 + 5g 05/98 +
5g 00/56 + 30g Activator



⑤ POST COLOR CARE

ULTIMATE COLOR

Shampoo

Color Sealer Liquid Layer

Leave-in Mask

Refresh with Cool Espresso &
Rose Blaze Color Fresh Masks



COLOR TECHNIQUE

① BASE

Apply formula **A** to all the roots of the hair.



② ACCENT

Starting at the nape, alternate formula **A** & **B** through the lengths and ends.

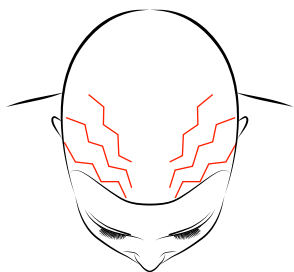


③ LIGHTS

In the side sections, take large zig-zag slices and saturate the lengths and ends with formula **C**.

Leave a slice of hair between each foil & apply formula **B**.

Develop up to 40 minutes.



COLOR TECHNIQUE

④ GLOSS

Apply formula **D** to the hair and comb through. Develop for 20 minutes.



⑤ CARE

To complete the coloring process, the **NEW Ultimate Color, Color Sealer Liquid Layer** is used to re-balance the hair's pH and seal the cuticle layer. This instant, no wait post-color treatment is crucial for finalizing the technical process.



“Illumina Color and Shinefinity deliver a soft, seamless sheen with a perfectly balanced placement which is completely unique to her.”

JAMES EARNSHAW





ULTIMATE COLOR CARE

OFFER A DEDICATED TAKE HOME REGIME

ULTIMATE COLOR

COLOR VIBRANCY
FOR UP TO 10 WEEKS.¹

REVITALIZED HAIR
FROM FIRST WASH

From the #1 color brand², the best color care regimen for lasting color vibrancy¹ and instant revitalized hair.

1. With regular use of Ultimate Color regimen from salon to home.
2. Based on Wella Master Brand USD sales on the 2024 Professional Hair Care Global Serie for the hair coloring products category published by Kline.



ULTIMATE SMOOTH

NOURISHMENT IN 30
SECONDS, SMOOTHNESS
THAT LASTS UP TO 3 DAYS¹

Provides instant smoothness and anti-frizz for unruly, rebellious and frizzy hair in 30 seconds.

1. When using Miracle Oil Serum if unwashed vs. untreated.



ULTIMATE REPAIR

HAIR REPAIR IN 90 SECONDS

Provides instant and deep transformation in 90 seconds by rebuilding bonds on the inside and replenishing hair with Omega-9 on the outside.



MEET THE LIQUID LAYERS

Layering ULTIMATE Liquid Layers enables personalization & multiple benefits combination during the same service.

Designed to fit effortlessly into the salon.

No Booking, no waiting.

Liquid Layers make the service faster* and more efficient – boosting productivity and revenue per hour.

*When using Glass Liquid Layer or Color Sealer vs. standard rinse-off treatments.

PRE-TREATMENT

RECOVERY LIQUID LAYER



A PRE-TREATMENT TO HELP RECOVER EXISTING DAMAGE

- Ideal for stressed, porous, or chemically treated hair
- Helps create an even and clean canvas before for lightening / coloring services
- Reduces breakage after lightening services* and detoxes hair from metals

POST-COLOR

COLOR SEALER LIQUID LAYER



INSTANT ACIDIC POST COLOR LEAVE-IN FOR COLOR SEAL & PROTECTION

- An instant anti-oxidant acidic treatment to replenish and rebalance the hair pH level
- Instantly seals colored hair from 1st use
- Soothes scalp for sensitive consumers, whilst detangling and smoothens cuticles

TREAT & REPAIR

MIRACLE HAIR RESCUE



INSTANT LEAVE IN TREATMENT TO HELP REPAIR HAIR DAMAGE IN 90 SECONDS¹

- Long-lasting inside out repair for all hair types
- Patented technology: AHA rebuilds bonds inside, Omega-9 replenishes hair outside
- Leave-in treatment designed for all types of damage and all hair types
- For in-salon and at home

PRIME

GLASS LIQUID LAYER



SMOOTHNESS AND ANTI-FRIZZ RESULTS THAT LAST LONGER THAN THE NEXT WASH²

- Humidity resistant
- Helps seal and smooths cuticles for up to 3 days³
- Long lasting salon look⁴

1. When using Ultimate Repair Step 3.
2. When washed with Ultimate Smooth Shampoo and Conditioner.
3. If unwashed for 3 days vs. untreated.
4. Shine and anti-frizz.

WANT TO KNOW MORE?

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INSPOLAB

