

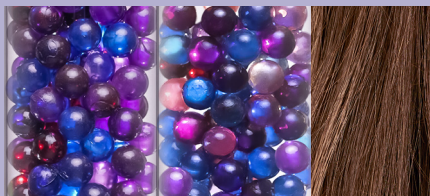


# ILLUMINA COLOR

**100%**  
**NATURAL**  
**LOOKING**  
PERMANENT  
HAIR COLOUR

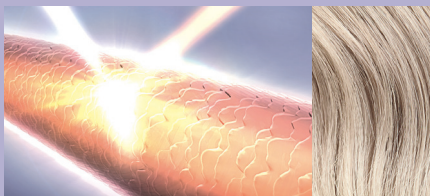
**#ICONICWITHILLUMINA**

# MICROLIGHT TECHNOLOGY



## MICROTONES

Premium dye load for highs and lows providing a natural finish.



## METAL PURIFIER

Beautiful feeling hair, protected from damage.

## WITH **VIOLET** UNDERTONES

Illumina Color's sheer and natural looking finish stems from its violet undertones, which provide a sheer base for ultimate light reflection. The violet tone allows the colour to form without feeling too intense, resulting in a muted natural tonality.

Q&A

### ARE ALL ILLUMINA COLOR SHADES COOL?

No, the violet undertone helps to mute the tones to appear more natural.

### CAN YOU GET FULL COVERAGE WITH A SHEER FINISH?

Yes! Up to 100% coverage can be achieved whilst mimicking the natural highs and lows in the hair for a softer result.

# THE ULTIMATE SHEER PALETTE

## COOL



## WARM



## NEUTRAL



## OPAL-ESSENCE



Opal Essence is a shade family within **Illumina Color** of opalescent shades without depth, to give a metallic milky sheen with warm and cool light reflections.

Use pure or in combination with **Illumina Color** for supreme opalescent shine.



# GET THE MOST FROM ILLUMINA COLOR BRUNETTES

## ROOT SHADOW

Illumina's Color's natural palette and sheer finish is ideal for root tapping when looking for a natural result.

Mix 1:2 with 1.9% Welloxon Perfect for tonal results.

Mix 1:1 with 4% Welloxon Perfect when darkening.

## ROOT SHADOW FOR GREY COVERAGE

1. Choose your target shade
2. Assess the hair, is it more or less than 70% grey?
3. 70% and below, proceed with target shade alone.
4. 70% and above, mix in equal parts with corresponding natural shade.
5. Mix with 6% Welloxon Perfect Developer.

## HERO ROOT STRETCH MIXTURES

6/16 +  
7/81

6/76 +  
6/

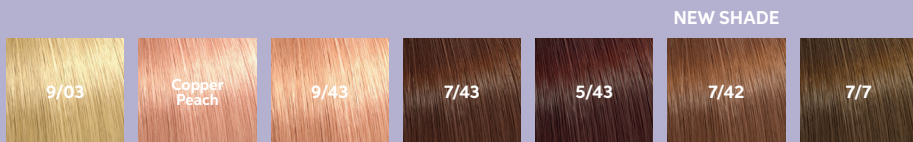
7/7 +  
5/81



# ILLUMINA COLOR COPPERS

## THE SCALE OF COPPER

Not all coppers are rich and vibrant, in fact to achieve a copper that could be your clients natural colour you'll need to decide how warm or cool you want your shade to feel.



BLONDE

For warmer blonde clients looking for a touch of peach.

For clients looking to achieve a true natural looking copper.

For clients looking for a muted copper with a slight brunette feel

BRUNETTE

# NO BLEACH BLONDE WITH ILLUMINA COLOR

**STEP 1.** Assess the natural depth of the hair. This will help you to understand how many levels of lift you will want to achieve.

**STEP 2.** Use this guide to understand the undertones you might expose.

**STEP 3.** Formulate your mixture by choosing a combination of tones that will neutralise unwanted undertones.

**STEP 4.** Choose your developer  
9% For up to 2 levels of lift  
12% For up to 3 levels of lift

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

Development time with Climazon



## TONING AND GLOSSING WITH ILLUMINA COLOR

Development time

**1:2**

30g Illumina Color

60g Welloxon Perfect Pastel 1.9%

**5-10 min**

Development time

**1:1:1**

60g Illumina Color

60g Welloxon Perfect Pastel 1.9%

60g Color Service

**5-15 min**

# CHOOSING THE RIGHT FINISH FOR YOUR CLIENT

During the consultation listen out for these tell tale quotes to help you navigate the right finish to achieve their ideal result.

## What your client says

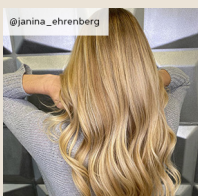
*“I’m looking for a rich full colour”*

*“I’d like my colour to be as vibrant as possible”*

*“I like a blanket coverage, to make sure every strand is the same colour.”*

CHOOSE **KOLESTON PERFECT**

## What your client shows you

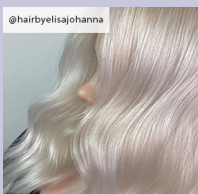
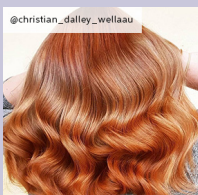


*“I don’t want my colour to feel heavy.”*

*“I want my colour to look like my natural colour.”*

*“I want to see vibrancy but without my colour feeling artificial.”*

CHOOSE **ILLUMINA COLOR**





We are honoured to partner with The Little Princess Trust, a wonderful charity that gives both hair and hope to children and young people facing challenging times.

With your support, we can make a significant impact! By donating client's hair, you can help create precious real hair wigs for those who need them the most. These wigs provide comfort and confidence to children and young individuals battling hair loss due to cancer treatment and other illnesses.

Join us in this heartwarming mission to spread love and positivity to those in need. Together, we can make a real difference and be a part of the incredible journey of giving back and creating wigs of hope. You can find further information on how to donate and fundraise via their website.

[www.littleprincesses.org.uk](http://www.littleprincesses.org.uk)

#### **ANY QUESTIONS**

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