

100% NATURAL LOOKING PERMANENT HAIR COLOUR

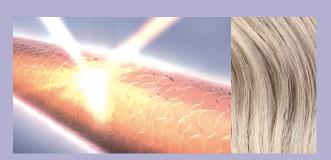
#ICONICWITHILLUMINA

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.



ARE ALL ILLUMINA COLOR SHADES COOL?

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

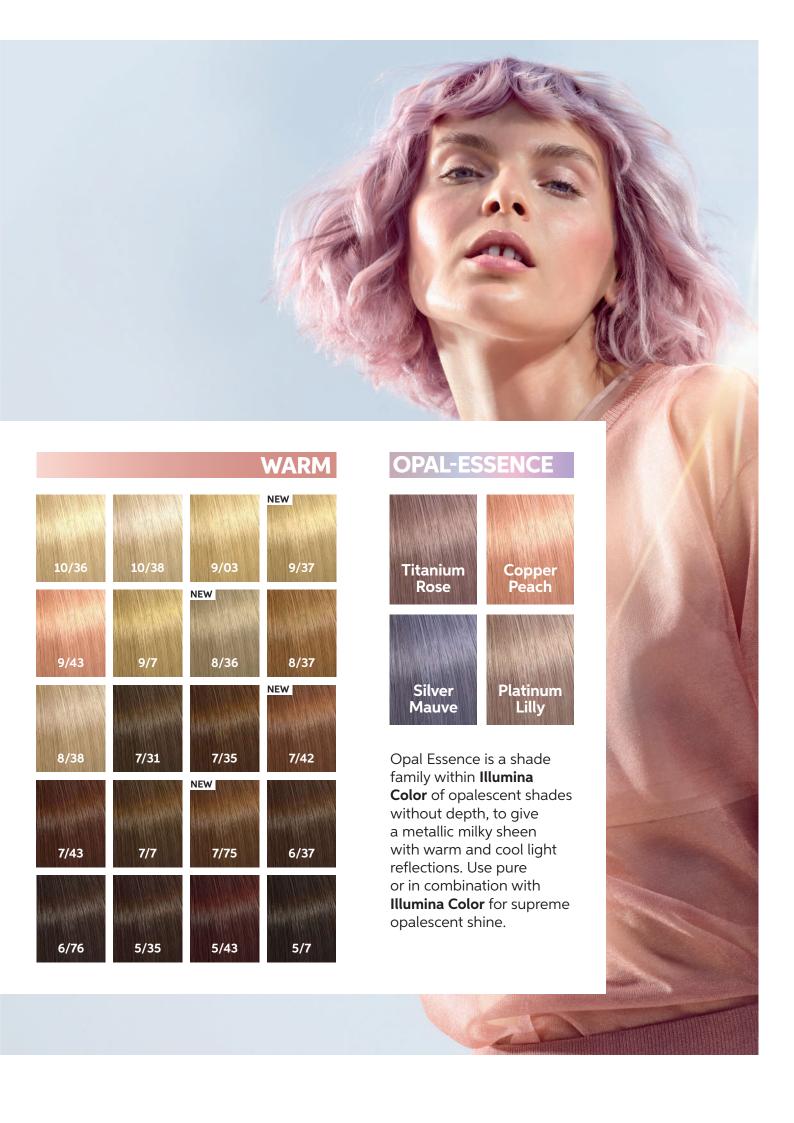
CAN YOU GET FULL COVERAGE WITH A SHEER FINISH?

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







THE"IT"KIT

WIDE FOIL

TO SPEED UP YOUR LIGHTENING APPLICATIONS

NEW SHADES

9/37 Blonde Glow 8/36 Luminescent Clay 7/42 Copper Blush 7/75 Brunette Shimmer

ILLUMINAGE HIGHLIGHT PAPERS

IDEAL FOR EASY SEPERATION DURING HIGHLIGHT AND BALAYAGE SERVICES





LIMITED EDITION YS.PARK COMB

FOR COLOUR APPLICATION & CUTTING

SPARKLE ILLUMINAGE BRUSH

FOR ILLUMINA GLOW 8

ILLUMINAGE PADDLE

FOR FREEHAND PAINTING & FOIL SUPPORT

GET THE 'NO MAKE UP' MAKE UP LOOK

ILLUMINATURAL

Inspired by the "No makeup makeup" trend, Illuminatural is the art of applying permanent hair colour that mimics and beautifys the natural shade, while providing all the benefits of a permanent colour.

You can see this trend as an opportunity to upgrade your regular services to feel more premium and earn more.



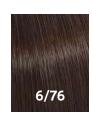


NUDE COVER

Think full coverage with a dewy finish

Up to 100% Coverage. Sheer Finish. Cool, neutral & warm palettes to suit any skin tone.







HIGHLIGHTED GLOW

A touch of highlighter can brighten your complexion. By adding a touch of glow to your colour formula, you can brighten and define your end look.

Up three levels of lift Shiny & luminous results Cool shades for neutralisation Champagne shades for expensive looking blondes











SHEER BLUSH

The finishing touch – polish your look with a touch of blush!

Toning services
Glossing services for minima

Glossing services for minimal tone and maximum shine Expansive palette for neutralisation and tonal enhancement







ILLUMINATURAL

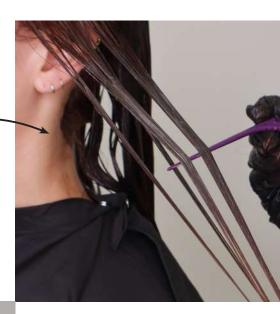
YOUR COLOUR BUT BETTER

NUDE COVER



Starting point

Application involves a root application of 6/ + 5/35. Followed by 7/75 woven through the midlengths and ends for a multifaceted feel.



This is mirrored in makeup application, a full coverage with a dewy finish enhanced with some darker details for a contoured result.



Finished result



Adding darker swipes to make

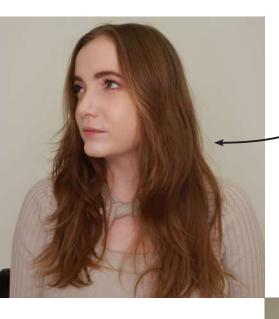
the lighter pieces 'POP'

Subtle highs and lows



The art of creating a 'No makeup, makeup look' is really about crafting a 'natural look' by enhancing the individuals natural features. Multiple shades are used to avoid a 'blanket coverage effect for a premium feel.

HIGHLIGHTED GLOW



Starting point

Application involves a combination of triangle panels & wide weaves 10/69 + 10/81 + 12% added around the face followed by an overall colour application of 8/36 + 7/81 + 4%



A touch of **blush** for added contour

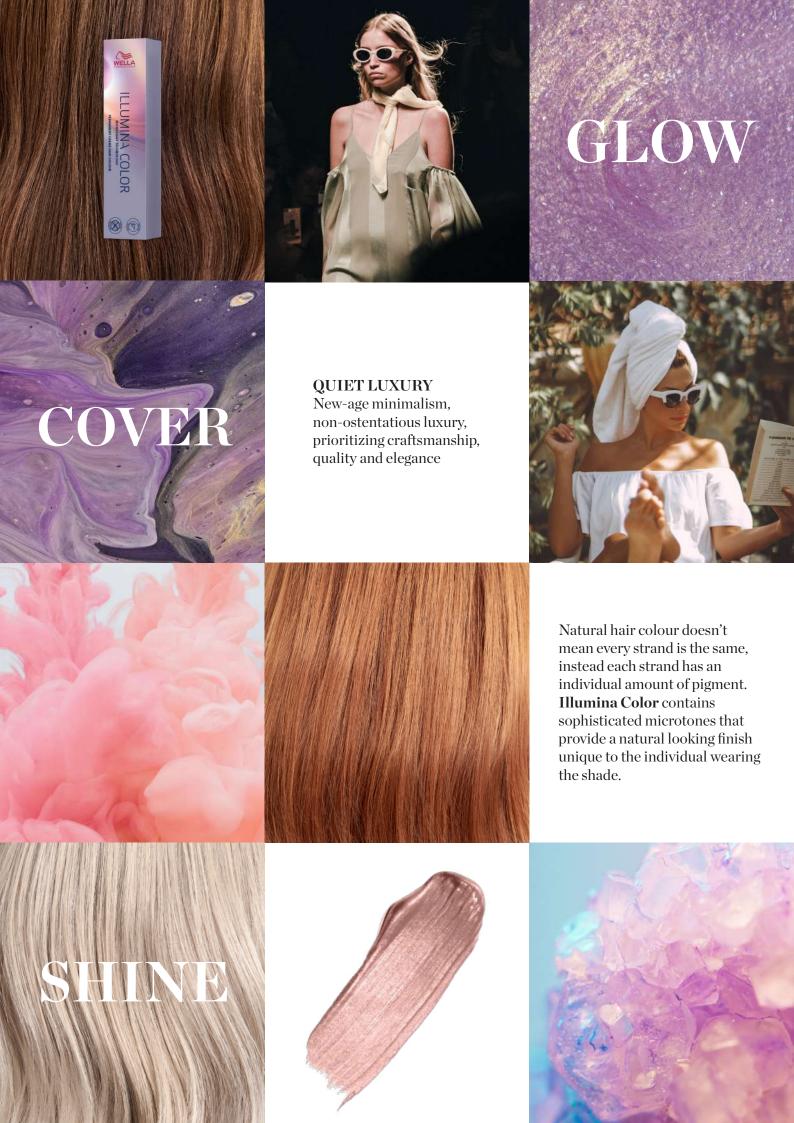
Similar highs & lows are added within the make up application, resulting in an enhanced result with a glowy finish.

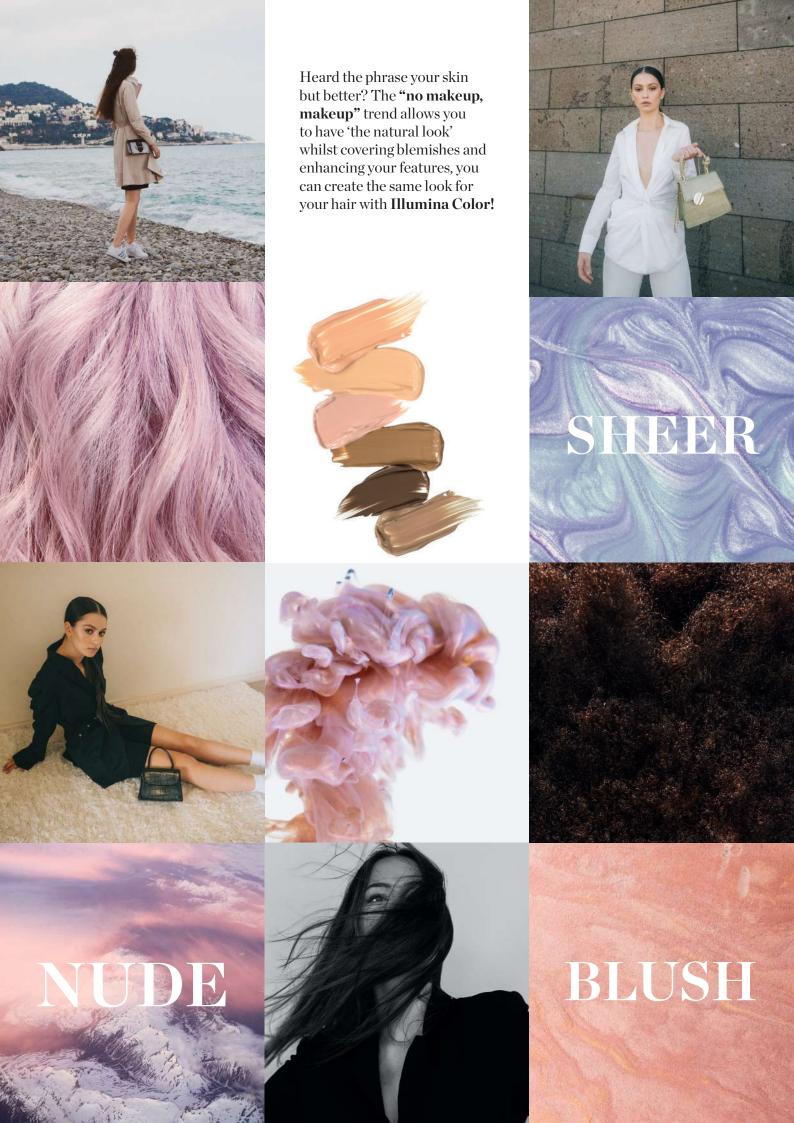


Light sitting on top of dark













BUTIDON'T WANT MYHAIR TO FEEL COLOURED"

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











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 acheive.

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

Development time		with Climazon
15-20	30-40	15-25
min	min 🦣	min
MINIMI	W. W	· · · · · · · · · · · · · · · · · · ·

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



ILLUMINA COLOR COPPERS

THE SCALE OF COPPER















→ BRUNETTE

BLONDE



FOR THE CLIENT THAT SAYS...



JAMES FARNSHAW'S

HERO COLOUR MIXTURES



Wella Professionals Global Ambassador

WARM

COOL

BLONDE TONERS

CHAMPAGNE 9/03 + 10/36

ICY BLONDE 9/19 + 10/81

All mixed on a 1:2 mixing ratio with 1.9%

NO BLEACH BLONDE

SAND

10/38 + 9/19

SAND

10/69 + 2g 7/81

All mixed on a 1:1 mixing ratio with 9% or 12%

ROOT SHADOW COOL CHOCOLATE 6/76 + 5/7 SMOKY BRUNETTE 6/19 + 7/81

Mixed on a 1:1 mixing ratio with 4% or 6% depending on coverage needed

COPPER

NATURAL STRAWBERRY AUBURN COPPER

7/43 + 9/43

7/42 + 3g 7/43

Mixed on a 1:1 mixing ratio with 6% or 9% depending on level of lift needed

COLOUR BLOCKING

WITH ILLUMINA COLOR

Whilst natural looking colour results are super on trend the placement of these shades can be **BOLD**. Colour Blocking is a trend we've had our eye on for a while and will continue to make it's mark throughout 2024.

When you choose **ILLUMINA COLOR** for your colour blocking look, you instantly transform the look into premium chic.

90's LIGHTS WITH NIKKI CLIFFORD





Pre Lightener: Blondorplex + Welloxon Perfect 6%

Silver: Illumina Color 10/69 + 10/1 + Welloxon Perfect 1.9%

Grey: Illumina Color 8/69 + 6/16 + Welloxon Perfect 1.9%

REVERSE FACE FRAME WITH SARAH MASON





Pre Lightener: Blondorplex + Welloxon Perfect 6%

Brunette: Illumina Color 6/76 + Welloxon Perfect 4%

Nude: Illumina Color 9/59 + 9/60 + Welloxon Perfect 1.9%

Pearl: Illumina Color 9/60 + Titanium Rose + Welloxon Perfect 1.9%

BOLD BLOCKINGWITH FERGAL DOYLE

Pre Lightener: Blondor Multi Blonde 7 + Welloxon Perfect 6%

Copper: Illumina Color 7/43 + 7/35 + Welloxon Perfect 6%

Sheer pink: Illumina Color 9/59 + 8/05 + Welloxon Perfect 1.9%





ILLUMINA COLOR & KOLESTON PERFECT

TWO ICONIC BRANDS FOR DIFFERENT RESULTS



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

ANY QUESTIONS

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