



DISCOVER YOUR
COLOUR GRADIENCE
COLOUR PALETTE

This booklet will help you to discover the perfect colour palette for the GOLDEN HOUR GLOW trend, as well as as the best products to use. See below.

Enabling you to create personalised Colour Gradiance services for your clientele.

01. BLONDOR



Choose the right BLONDOR product to achieve the best lightening for your clients hair.

02. KOLESTON PERFECT



Is your client looking for grey coverage,vibrancy and colour saturation? then Koleston Perfect is for you!

03. SHINEFINITY

If your client looking for a sheer colour result, zero lift of their natural hair and zero damage to the lengths and ends? if yes then SHINEFINITY is for you!



04. ICONIC DUO



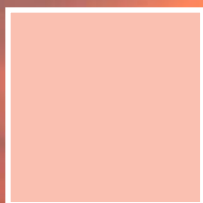
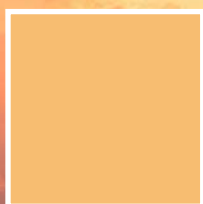
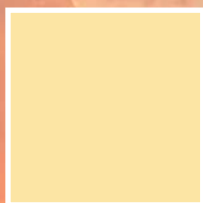
Not your obvious pairing.... well it should be. Combine saturation, intensity and coverage on the root area, paired with a sheer zero damage colour result on the lengths and ends.

THE COLOUR PALETTE

The palette is inspired by the time shortly after sunrise or just before sunset, when the daylight is warmer and softer. Nature's soft lighting makes your skin look dewy and sun kissed.

With major trend forecasting agencies all announcing warm shades as the “colour of the year”, tones of gold, peach, bronze and hints of pink have never been more relevant.

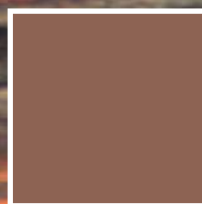
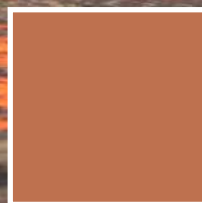
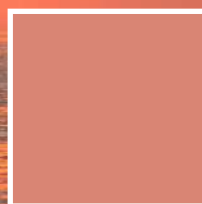
GOLDEN GLOW



COLOUR TIP

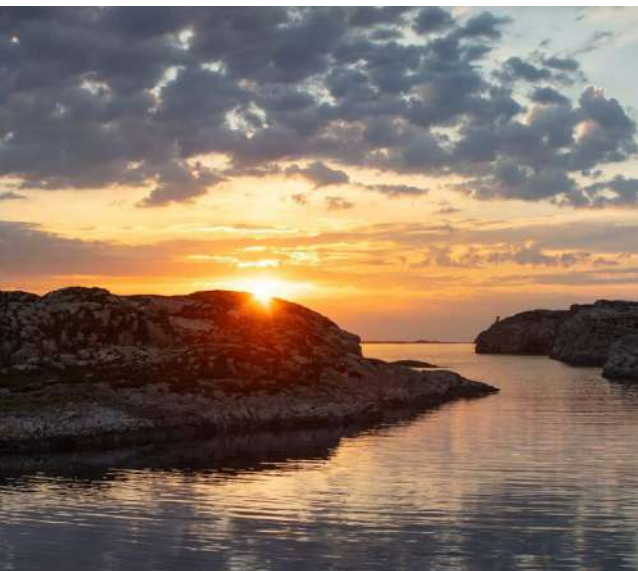
Adding a hint of rose / blush will make the palette suitable for even cooler skin tones.

BRONZE RADIANCE



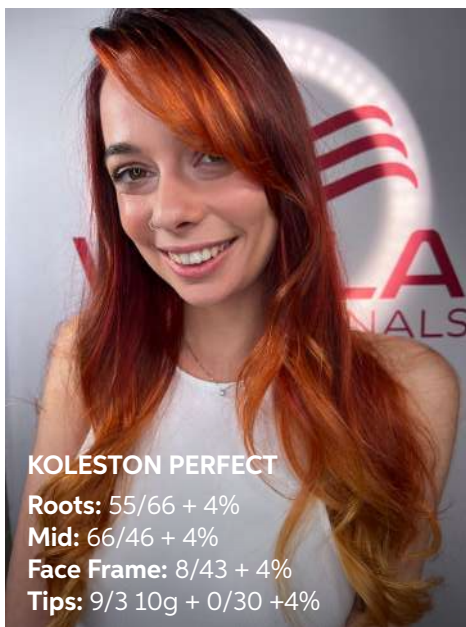
GOLDEN HOUR AROUND THE WORLD

**BECAUSE NO SUNSET
IS EVER THE SAME**





“The good fortune of living in a city like Rome has always granted me the opportunity to see the infinite variation of its sunset colours intersect moving from purples to yellows giving way to purple reds and cobalt blues In a concert of infinite vibrations”



KOLESTON PERFECT

Roots: 55/66 + 4%

Mid: 66/46 + 4%

Face Frame: 8/43 + 4%

Tips: 9/3 10g + 0/30 +4%



CREATED BY

Vincenzo Panico

@vickyhairfusion

Wella Professionals
Style Director ITALY



“Inspired by the colours of the Oslo sunset, the enchanting allure of auburn tones captures the nuances of light and shadow of a warm and embracing sunset.”

Roots: Koleston Perfect 7/05 + 4%

Lengths: Koleston Perfect 9/05 + 8/43 + 4%

Face frame: Shinefinity 09/3 + Rosé booster

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Alessandro Galetti

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Netherlands

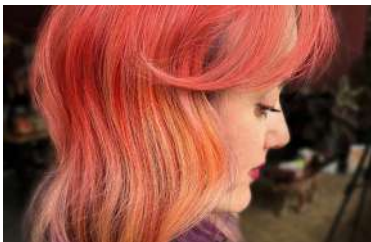


CREATED BY

Alisa van Vaalen

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Wella Passionista Netherlands



COLOR FRESH CREATE

Underneath: ultra purple + high magenta (30:10)

Top Roots: pure violet

Mids: hyper coral + tomorrow clear (10:30)

Small Moneypiece: Koleston Perfect 10/95 + 99/44 (8:1)



Highlights: BlondorPlex + 10 vol

Highlights: Koleston Perfect 9/16 + 9/38 + 30 vol

Root Shadow:

Shinefinity 5g 07/3 + 10g 09/36 + 10g 08/0

All over glaze: Shinefinity 010/36



USA



CREATED BY

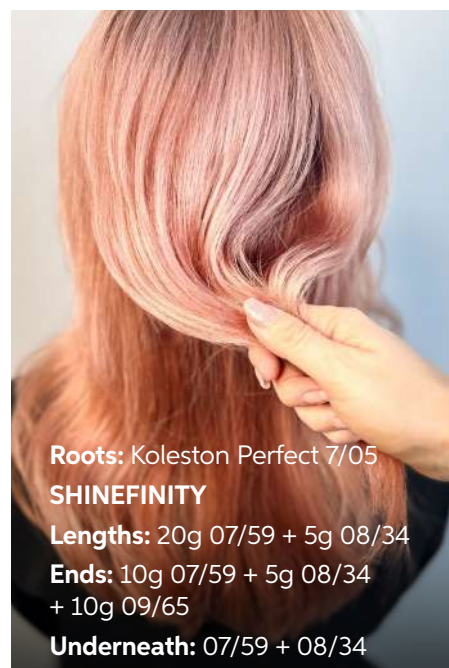
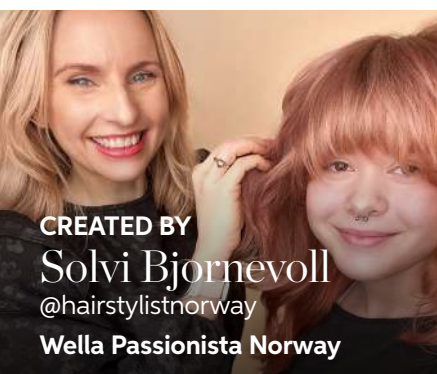
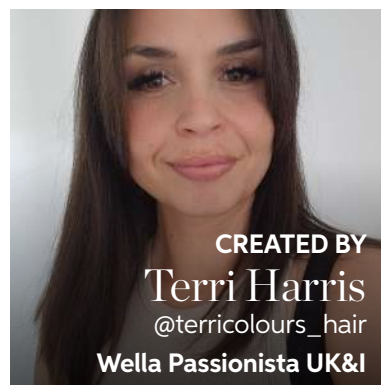
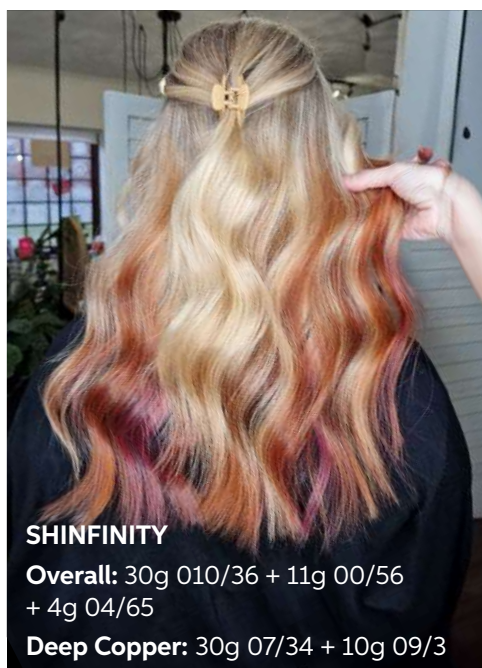
Jamie Pierce Elwell

@mizzj_at_play

Wella Passionista USA



Tease lights: BlondorPlex 6 vol
Roots: Shinefinity 07/3 + 00/56
Ends: 010/36 + 00/56





“Drawing inspiration from the warm hues and gradient transitions observed during these breathtaking sunsets, I carefully formulated a hair colour that captures the essence of Nordic evenings.”

Roots: Koleston Perfect 30g 7/05 with 5g 5/05

Lengths: Shinefinity 07/34 (20g) + 07/59 (10g)

Ends: 09/65 + 08/34



CREATED BY

Solvi Bjornevoll

@hairstylistnorway

Wella Passionista Norway



BLONDERPLEX AND 6%

SHINEFINITY

Root stretch:

15g 09/65 + 15g 09/36 + 15g 08/34

Mid Section:

7.5g 09/36 + 5g 08/34 + 47.5g 00/00

Ends: 10g 09/65 + 10g 09/36 + 10g 08/34



CREATED BY

Jess Barrow

@jessbarrow.goldsociety

Wella Passionista AUS





Lightening: Blondor + 4%
CREATIVE TONES
Color Touch 8/34 + 1.9%
Koleston Perfect 9/05 + 1.9%
Shinefinity 00/56



CREATED BY
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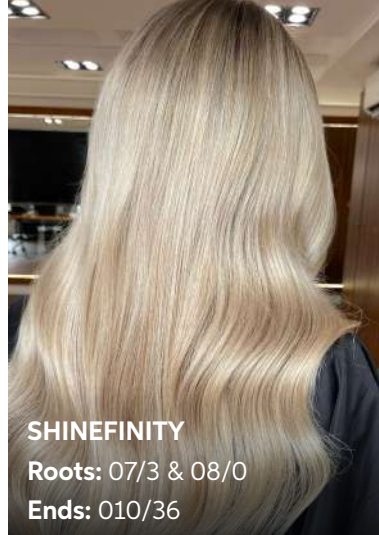


CREATED BY
Hung Tran
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Blondor Soft Blonde
with WellaPLEX 6%
Color Touch
Darker Shade: 7/43 + 1.9%
Lighter Shade: 10/34 + 1.9%





SHINEFINITY

Roots: 07/3 & 08/0

Ends: 010/36



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**Wella Professionals
Technical Educator**



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Root: Colour Touch 6/0 + 7/43

Mid-points: Koleston Perfect 9/05

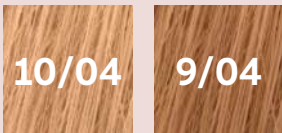
Ends: Shinefinity 09/73 + 08/34

KOLESTON PERFECT

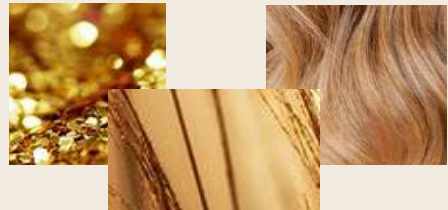
UP TO 100% GREY COVERAGE IN ONE TUBE

SHADE COLLECTIONS

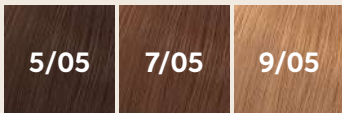
Hue Of Rose



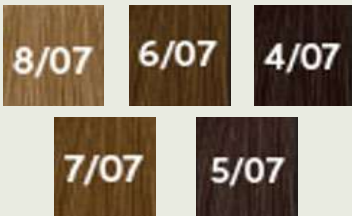
Hue of gold



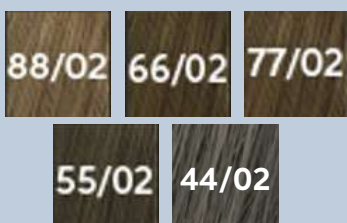
Hue Of Bronze



Hue Of Brunette



Extra Coverage - Cool & Natural



JORDANNA COBELLAS

FAVOURITE MIXTURES

APRICOT CRUSH

SHINEFINITY

08/34
+ 09/13

SHINEFINITY

09/07
+ 07/3
+08/34

SHINEFINITY

07/12
+ 07/3
+ 07/34

SHINEFINITY

07/59
+ 07/34
+ 08/38

SHINEFINITY

10/36
+ 08/34

SHINEFINITY

07/81
+ 07/59
+ 09/73

SHINEFINITY

07/81 + 07/59
+ 09/73



SUMMER ROMANCE SUNSET

SHINEFINITY

10/36
+ 09/3
+ 07/3

SHINEFINITY

07/59
+ 06/6

SHINEFINITY

07/34
+ 07/3
+ 09/07

SHINEFINITY

06/6
+ 00/66

SHINEFINITY

10/36
+ 00/56

SHINEFINITY

07/81
+ 06/6
+ 00/66



JORDANNA'S FAVOURITE MIXTURES

TERRACOTTA ROSE

SHINEFINITY

5/3
+ 07/59

SHINEFINITY

09/65
+ 10/36

SHINEFINITY

00/56
+ 09/13
+ 10/36

SHINEFINITY

06/6
+ 00/56
+ 07/59

SHINEFINITY

08/34
+ 09/3
+ 07/3

ILLUMINA
COLOR 7/42

+ 07/43



GOLDEN HOUR GLOW

SHINEFINITY

5/3
+ 06/73

SHINEFINITY

09/3
+ 07/3

SHINEFINITY

07/34
+ 07/0
+ 07/12

SHINEFINITY

00/56
+ 09/07

SHINEFINITY

08/38
+ 05/3

SHINEFINITY

04/65
+ 05/98
+ 06/0

