



GOLDEN HOUR GLOW

DISCOVER THE TREND AND SERVICES

STEP INTO THE GOLDEN HOUR WITH WELLA COLOUR GRADIENCE

Immerse yourself in this season's hottest trend, **Golden Hour Glow**, inspired by the gradience of tones seen at Golden Hour sunset, this technique is designed to blend a feeling of wellness with chic, on trend colour results.



GOLDEN HOUR

“The period of time just after sunrise or just before sunset when the light is infused with red and gold tones.”

THE
TREND

MEET THE
EXPERTS

TECHNICAL
SKILLS

CARE &
MAINTAIN

THE TREND

Originating as a photography trend Golden Hour refers to the brief window of time around sunrise and sunset, the sun is lower and casts a softer light providing fusions of colour and veils of light and shade, during this time everything will glow.



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GOLDEN HOUR INFLUENCE

FASHION

Golden Hour, with its impressive aesthetic has been used as the backdrop for many high profile fashion shows. Reflected in the fabric with gentle gradient patterns or metallic accents.

Evoking feelings of warm summer nights and casting a golden glow to all that it touches.



MAKE UP

Evolving from the no make up make up trend, Golden Hour make up is about enhancing glow and layering textures for a look that exudes health and radiance.



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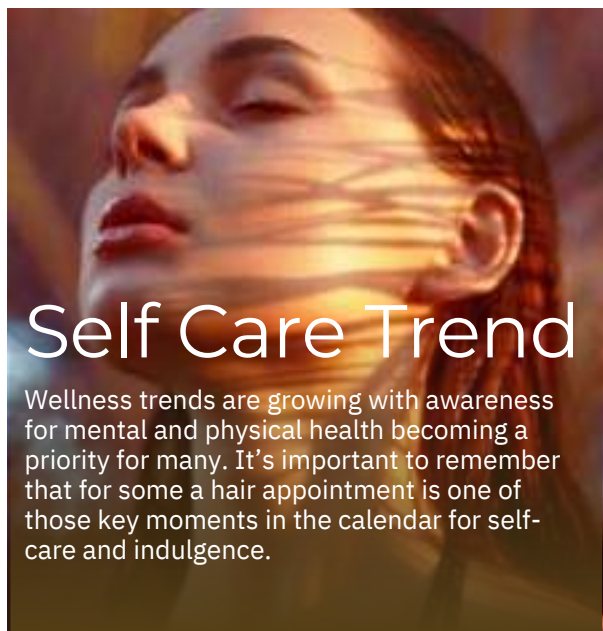
CARE &
MAINTAIN

THE GOLDEN HOUR

CLIENT EXPERIENCE

Golden Hour is more than just aesthetic, it creates a feeling of warmth and peace often leaving you feeling relaxed and content.

IN 2024 CLIENTS EXPECT MORE..



Use a holistic approach during consultation and make sure to consider your clients day to day and time restrictions when recommending a service. Is there something you could do as part of the salon service that would save them time at home? Is there a product you could recommend to make their regime easier?



At the Backwash

For most, the time at the basin is the most sacred salon ritual. This is your golden opportunity to create a moment of serenity with a relaxing head massage, and great smelling products.



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Jordanna Cobella

Wella Professionals

Colour & Trends Ambassador UK&I

London Hairdresser of the year 2022 - 2023



@jordannacobella



58.4K
FOLLOWERS

JORDANNA'S TAKE ON THE TREND

“Colour Gradiance is all about pairing the right shades together to create the perfect harmony of light and dark in a warm palette for illuminations that resemble a warm sunset. From a hairdresser perspective, this involves introducing a root shadow that could potentially increase client frequency”

HOW TO TALK TO YOUR CLIENT:

“I would sell this technique as a seamless blend between two colours to create dimension in the hair, mimicking the shadow from a Golden Hour glow. Using words like fused, blended, soft, melted and gradiance or blended will really help bring this to life to a client during the consultation process.”

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Briana Cisneros

Wella Professionals
North America Ambassador

@brianacisneros



359K
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“A beautiful colour palette full of tonalities that you would see in a sunset or sunrise that are gradient and blend seamlessly.”

BRIANA'S TOP TIPS

“For the most seamless blend, applying colour to damp hair can aid in the melting process. After applying the multiple shades I like to go over the line of demarcation using a finger melting technique multiple times as it processes.”

HOW TO TALK TO YOUR CLIENT:

“This trend is super flattering and soft. The effect can be done with a range of shades to complement your clients skin tone. The warmer glow is right on trend and will bring them right up to date.

I like to visually show them with a colour swatch and enquire about what tones make them feel confident and comfortable.”

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GET THE LOOK

COLOUR GRADIENCE

Master the technique with **4 easy principles!**

01.

GRADIENCE

PLACEMENT

Full head for impact or partial for express.



02.

SHADES

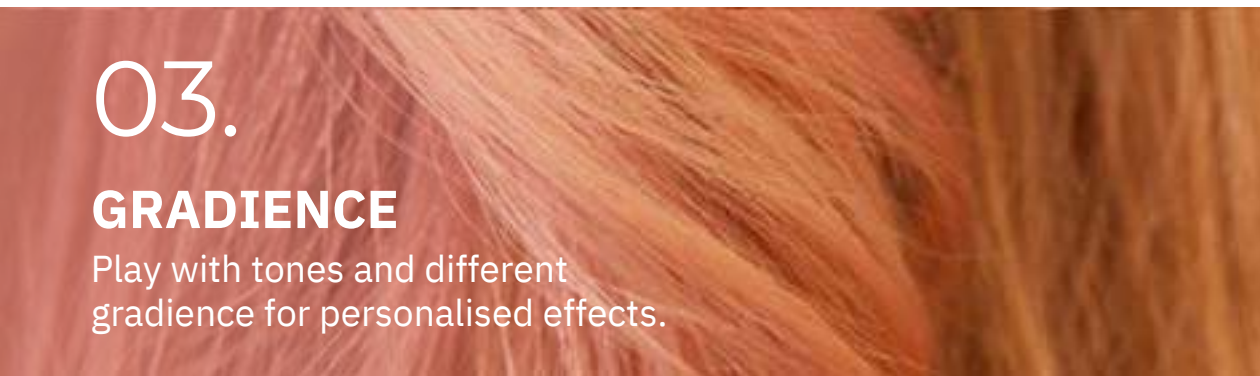
Create your blended palette of 2-4 shades.



03.

GRADIENCE

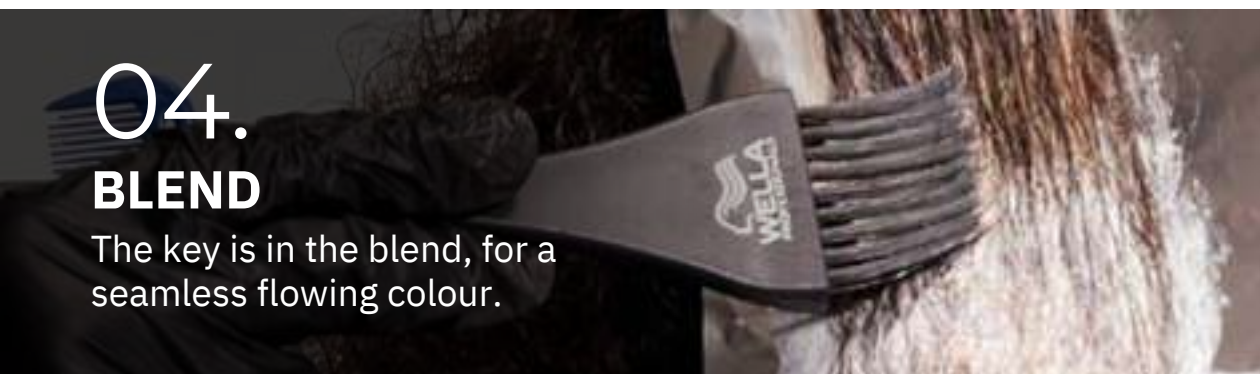
Play with tones and different gradient for personalised effects.



04.

BLEND

The key is in the blend, for a seamless flowing colour.



01. GRADIENCE PLACEMENT

FULL HEAD

This will create a bigger impact of colour. The colour pallet can be natural or expressive to find a look suitable for every individual.



**EXPRESSIVE
COLOUR GRADIENT**



**NATURAL
COLOUR GRADIENT**

01. GRADIENCE PLACEMENT

PARTIAL

Express technique focusing around the face. A great way to introduce a gradience or create a faster service for your clients.

For a colour shy client, try a hidden panel.



**HIDDEN
GRADIENT**



**GRADIENT
PANEL**

02. SHADES

PERSONALISED PALETTE:

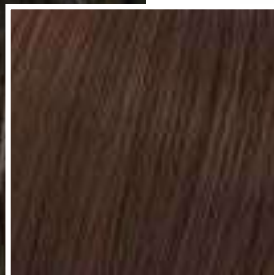
2-4 shades are needed for this technique to create seamless blends.

Ensure your shades are no more than 2 depths apart, this allows for smoother transitions.

TIP: every time you blend a shade a new shade is created.



PALETTE EXAMPLE



Level 5 at the roots

Blended colour created



Level 7 at the mid area

Blended colour created

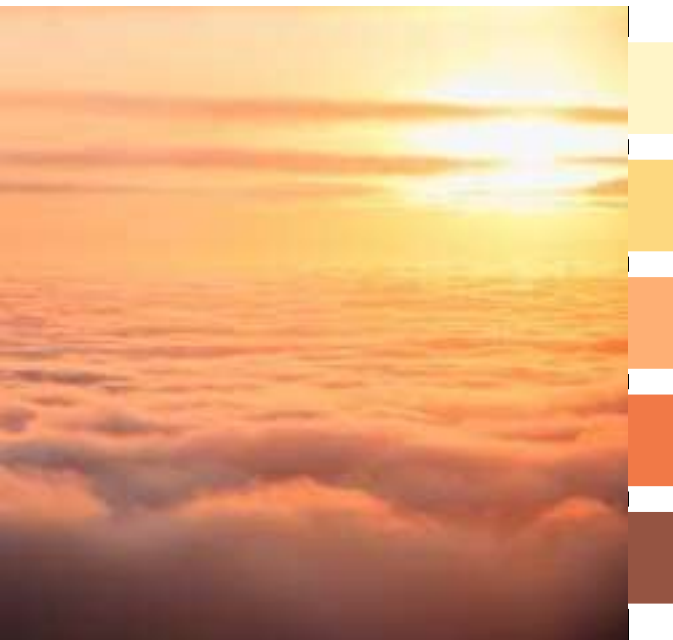


Level 9 at the ends

03. GRADIENCE

Once you have decided about the placement and shades it's time to think about the gradience.

DARK TO LIGHT



Personalise the colour gradience technique by transitioning from darker, more tonal roots into lighter, pastelised ends.

DARK TO LIGHT TO DARK



Introducing a darker or more tonal shade after the lighter shade maximises creativity within your gradience look and helps create the illusion of a sunkissed glow.

04. MASTER THE BLEND

Now this is what takes the service from ordinary to outstanding putting the skills of the hairdresser in the centre.

With a few simple tips every colour savvy hairdresser can master the blend.

BLEND WITH BRUSH

Once the colour is applied angle your brush and slightly push your colour into the next colour.



BLEND WITH COMB

For straight hair a comb can be used in the transition area.



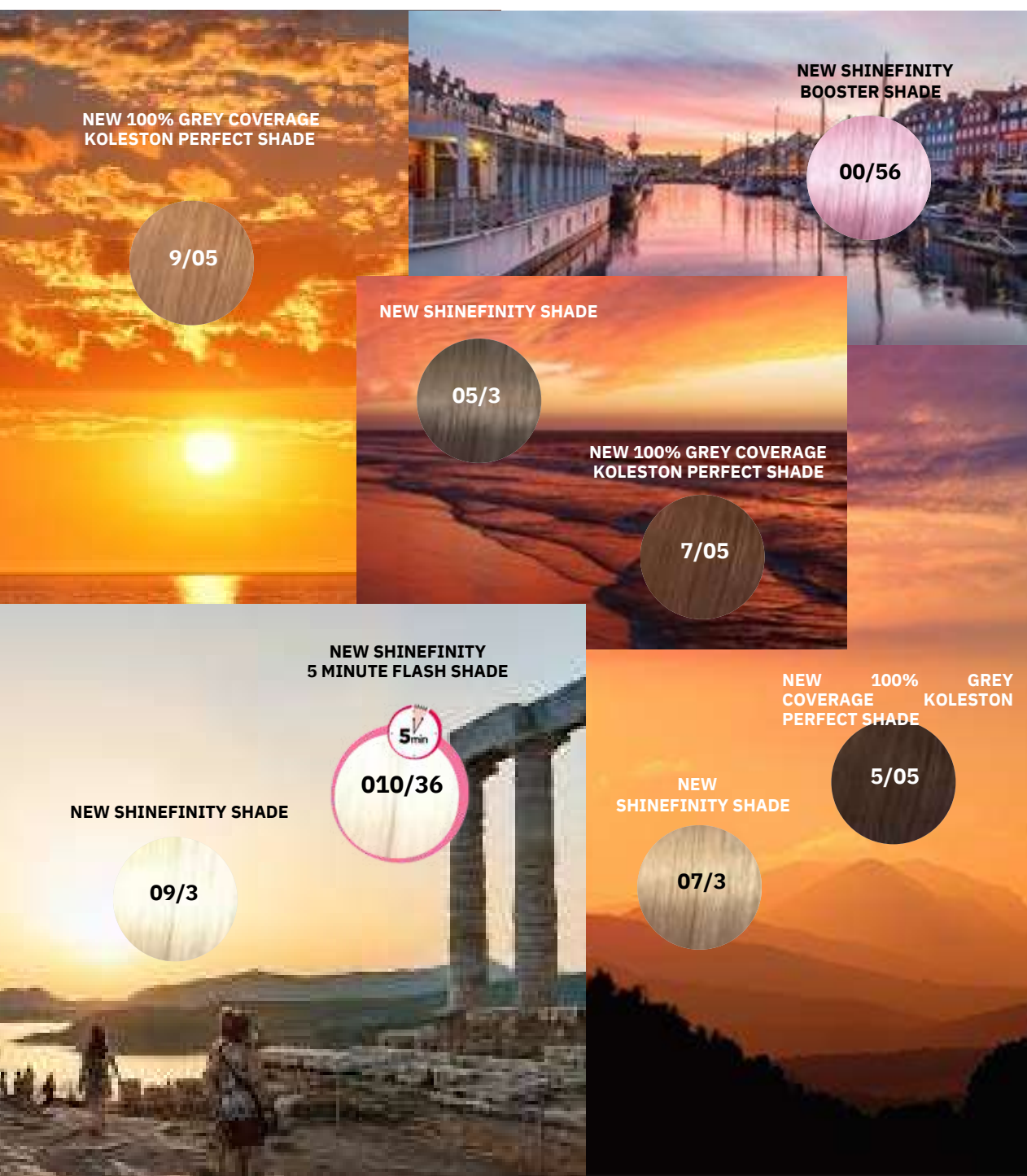
BLEND WITH HAND

Blending using the palm of your hand or fingers can be great for curly hair or if you have big tone differences between shades.



DISCOVER THE NEW SHADES FROM SHINEFINITY & KOLESTON PERFECT

The NEW SHINEFINITY + KOLESTON PERFECT shades are a great way to celebrate the Golden Hour trend and colour gradience service. Make sure to tag @wellaprofessionalsUKI to showcase your colour looks.



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Root

07/3 + 09/3 + 00/56
+ Brush & Bowl
Activator

Tips

09/3 + Brush
+ Bowl

Mid-Lengths
and Ends

09/3 + 08/34
+ Brush & Bowl
Activator

GOLDEN HOUR ROSÉ

It's no surprise that the Golden Hour trend is working its way into our feeds, radiant and glowing hair is this seasons must have colour look.

Warming shades of natural golds and subtle peach undertones will dominate the blondes this season. With colours that transition through multiple tones seamlessly.

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GOLDEN HOUR GLOW WITH A NEW SHINEFINITY PALETTE

Glaze the haze! This trend is all about celebrating the highs and lows of tone and a Shinefinity Glaze is the perfect way to get this look. A palette of natural golds plus a rosé booster shade with ZERO lift and ZERO damage creates luminous results.

Natural Golds



09/3

Golden
Honey



07/3

Burnt
Honey



05/3

Honey
Chocolate



up to
20
min



Flash Gold



010/36

Vanilla
Flash



5
min

Rosé Booster



00/56

Rosé
Booster



BLONDES NEED GOLD

Why should you add gold to your blonde formulas? Well, a few reasons.

Using cooler and ashy shades over porous hair can result in a dull looking blonde.

Gold / warmer tones are also often perceived brighter so if you want to keep your blondes bright, add soft golds!

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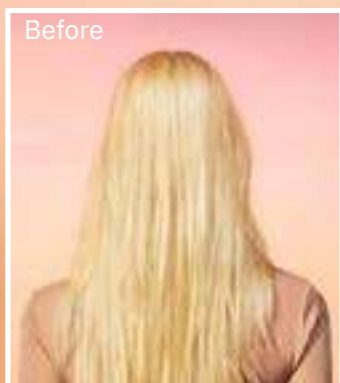
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GOLDEN HOUR

ROSÉ

Warming shades of natural golds and subtle peach undertones creates a warming sunset feel. Bursts of pink shades make the gradience more striking.



IDEAL CLIENT: Previously lightened, looking for an on trend colour result that makes an impact.

COLOUR FORMULAS

01.

Roots + Blush

20g 09/3 +
10g 07/3+
10g 00/56+
40g Activator

02.

Mid lengths + Ends

30g 09/3 +
5g 08/34+
35g Activator

03.

Tips

30g 09/3 +
30g Activator

COLOUR STEPS



Apply your roots throughout, stretching the root lower underneath on both sides.



Apply your mid-lengths and ends leaving some tips out.



Adding the lightest tip colour on selected ends.

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STEP BY STEP

GOLDEN HOUR ROSÉ

01. Roots & Blush

Apply the blush to the roots throughout. Underneath the crown stretch your roots minimum 1/3 down the hair lengths.



02. Mid Lengths – Ends

Apply your ends formula, blending the transition. Select a few tips and apply your lightest shade for a soft gradient finish.



TIP FROM JORDANNA COBELLA

Use your fingers for smooth transitions. Blend downwards, respecting the cuticle layer of the hair shaft rather than blending upwards.



03. Development & After Care

Develop for 20 min, then rinse and remove using ColorMotion+.

Up to
20 min

Finish your service with Ultimate Repair Hair Miracle rescue, a hair repair treatment that helps repair hair damage in 90 seconds. Powered by Alpha-Hydroxy Acid (AHA) and Omega-9 – detangles & strengthens hair.





Base

5/05 +6%

Blend

7/05 +9%

Lighten

9/05 +12%

Shinefinity
Glaze
09/05

GOLDEN HOUR BRONZE

Luminescent hair is back with influences from the early 2000's hues of gold, caramel and honey making a come back, but this time with a modern blended aesthetic.

Sunlit bronze tones with different levels of clarity will add life to any brunette.

THE
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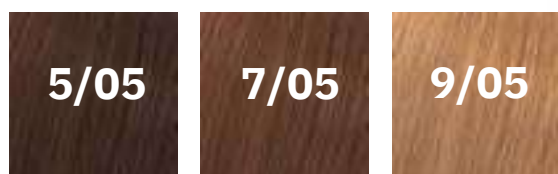
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BRONZE YOUR LOOK WITH NEW KOLESTON PERFECT SHADES

The perfect subtle palette to re-create those dusky Golden Hour moments.



/05

/0 NATURAL

Provides soft results.

/5 MAHOGANY

Mahogany gives a bronzed appearance when combined with the natural tone.



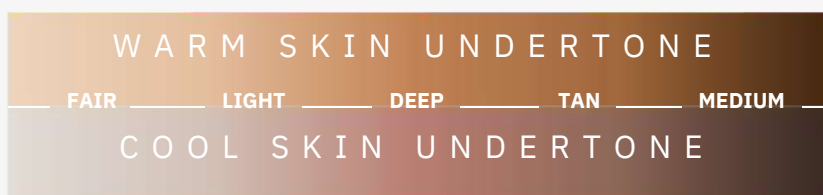
BENEFITS FOR YOU

- Can be used for up to 100% grey coverage on their own.
- Can be used to lighten with for a bronzy appearance.
- Great for toning blondes with a touch of rosé.

FLATTER MOST SKIN TONES

Subtle rose tones are very versatile and will flatter most skin tones.

Mixed with warmer, more golden shades it will be stunning on those with peach-toned olive or deep skin.



Mixed with cooler pink-blond shades will be perfect complement to fair, cool-toned skin.

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BRONZE

Glowing bronze tones with different levels of clarity and depth. Mainly focused around the face with a partial application gives this look a sunlit halo.



COLOUR FORMULAS

01.

Roots

5/05 + 6% Welloxon Perfect.



02.

Mid Lengths

7/05 + 9% Welloxon Perfect.



03.

Ends

9/05 + 12% Welloxon Perfect.



04.

Glaze

09/05 + Bottle Activator



IDEAL CLIENT: Grey coverage client looking to upgrade their look. Full head tint client looking for a new look when short on time.



COLOR STEPS

EXPERT TIP: If you need lightening why not use **12/0** in **KOLESTON PERFECT** Special Blonde + 12% Welloxon Perfect.



Apply your roots.



Blend your end colour to your mid length colour into your root shade section by section.



Glaze with Shinefinity for a top coat shine.

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STEP BY STEP

GOLDEN HOUR BRONZE

01. The Base

Section off your two front triangles and a top triangle.

Work on a diagonal angle.

Apply your root colour and melt into your mid and lighter shade.



02. Master the Blend

Applying your shade with a tint brush and further blending your shade with your fingers will help with a smoother transition.



TIP: For a natural looking gradience stagger the size of your root colour. This will give a gradience with a lived-in feel.

Develop for up to 40 min.
Rinse and remove with
ColorMotion+.



03. Glaze

For a final topcoat shine glaze with Shinefinity. If more vibrancy or balancing is needed use Color Touch for this final step.



04. After Care

Use the Ultimate Repair line to repair the hair from the inside out. With AHA rebuild bonds inside & Omega -9 to replenish hair outside.



TIPS FOR TEXTURED HAIR

An added challenge can be to create a beautiful blend on textured hair, here are some top tips from Richelle.

RICHELLE LIZARRAGA

Associate Director,
Brand Education North America



STAGGER YOUR SECTIONS When colour blocking or creating an ombre effect, use either zig-zag sections or diagonal sections that are slightly offset. By avoiding strong horizontal and vertical lines, you will avoid “chunks” of colour throughout the head.

Curls tend to clump together, making sections of colour appear bolder than intended.



BRUSH & BLEND To create a seamless gradation of colour, use a colour brush to apply the colour, and then follow with your fingers to gently overlap your shades. This creates a subtle blend without creating mechanical damage by frequently combing.



ALWAYS ADD SHINE

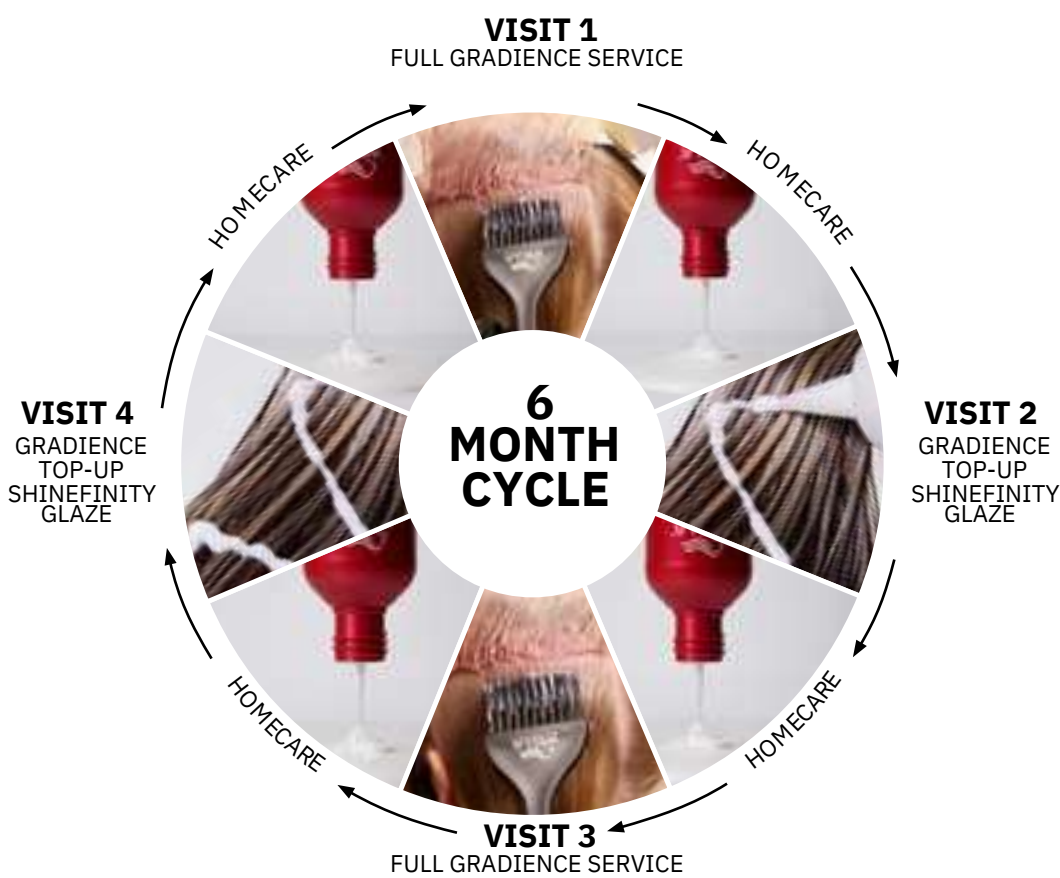
Curly hair absorbs and refracts light due to the peaks and valleys that curls create. By adding a glaze or gloss to the hair, we can add sparkle to restore shine.

MAINTAINING GRADIENCE

Increase your client’s visits and build revenue by offering a gradience glaze in-between full appointments.

This can be great for your clients, offering them an affordable option between big appointments.

INCREASE CLIENTS VISITS FROM 2 TO 4 ACROSS A SIX MONTH PERIOD



AT HOME

Colourful looks require extra care. No need for your clients to look faded in between their colour appointments.

Recommend the correct care based on your clients’ hair need is crucial.



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KOLESTON PERFECT

UP TO 100% GREY

COVERAGE IN ONE TUBE

SHADE COLLECTIONS

Hue of gold

10/03

9/03

7/03

8/03



Hue of Rose

10/04

9/04



Hue of Bronze

5/05

7/05

9/05



Hue of Brunette

8/07

7/07

5/07

4/07

6/07



Extra Coverage - Cool and Natural

88/02

66/02

44/02

55/02

77/02



THE
TREND

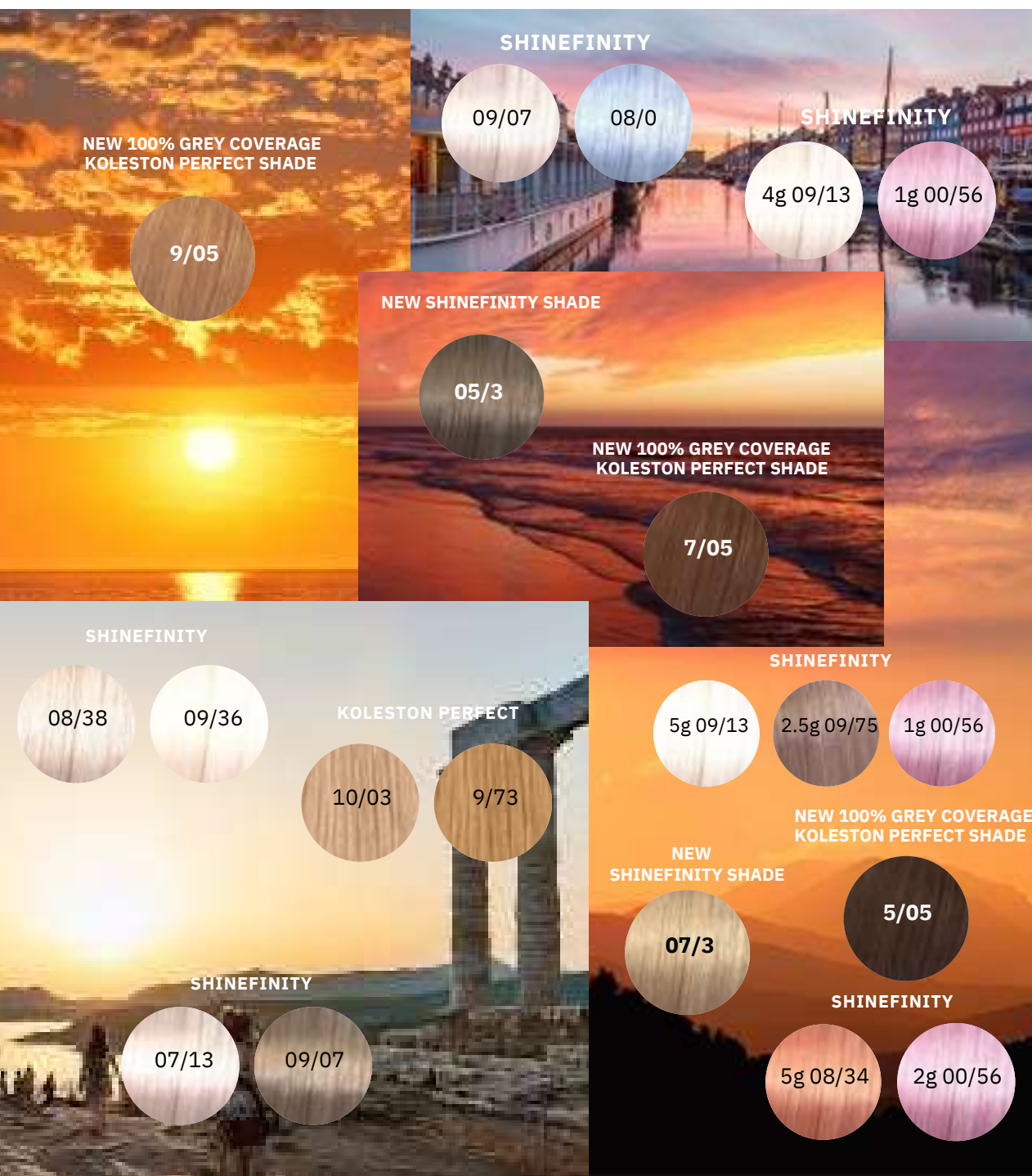
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Create your looks and tag us on
@salonservicesuk

