



# ILLUMINA COLOR

ILLUMINA COLOR IS A PERMANENT COLOR RANGE WITH **34 INTERMIXABLE PERMANENT SHADES** USED WITH WELLOXON PERFECT DEVELOPER. ILLUMINA COLOR HAS REDEFINED THE PERMANENT COLOR CATEGORY, SETTING A NEW BENCHMARK FOR **NATURAL-LOOKING HAIR COLOR**.

- Outstanding results: Stylists agree that with ILLUMINA COLOR they can immediately see and feel the difference.\*
- Customer loyalty: Three out of four clients would ask for ILLUMINA COLOR again.\*
- Attract new clients: One of every 10 ILLUMINA COLOR clients are new to the salon.\*
- Increase your color revenue: For every two clients who had a permanent color service in salon, one had an ILLUMINA COLOR service.\*

DID YOU KNOW? ILLUMINA COLOR is a COUTURE COLOR SERVICE: **we recommend that you charge xx% more for these services** than your standard permanent color service\*\*

## WHAT IT IS:



- ILLUMINA COLOR is a permanent color which can lighten, darken & enhance natural hair color giving a sheer natural looking result.
- You can either blend or achieve up to 100% coverage of grey/white hair using ILLUMINA COLOR.
  - Use as a unique glossing service. Offering perfect first time experience for color shy clients.
  - Gives you up to 3 levels of lift
  - All shades in the ILLUMINA COLOR range are intermixable to create a palette of colors that suites your clients and allows you to be creative. The shades consist of a warm, neutral and cool color palette.

## WHAT IT DOES:

ILLUMINA COLOR with MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows the light to pass through, illuminating natural highs and lows from within, in any kind of light. Copper is present on the cuticle and interferes with standard color development, leaving a rougher surface. On a rough cuticle, rays of light become diffused, creating less reflection. MICROLIGHT technology surrounds the copper, so it does not interfere with color development and increases cuticle protection. Cuticles are smooth and clear, allowing outstanding light reflection.

## HOW DO I USE IT:



- ILLUMINA COLOR & Welloxon Perfect
- Mix 60 ml ILLUMINA COLOR shade + 60 ml Welloxon Perfect
  - Not recommended for mixing with Koleston Perfect
- Use with Color.id
- ILLUMINA COLOR + Welloxon Perfect + Color.id additive  
10:10:1 or 10:20:2 when using Welloxon Perfect Pastel

## PRODUCT INNOVATION:

Our most advanced color science ILLUMINA COLOR 's patented MICROLIGHT technology protects the cuticles so they maintain their clarity. This allows light to pass through, illuminating natural highs and lows from within - in any kind of light

\*Based on survey with 218 hairdressers using ILLUMINA Color in Europe, fielded in January 2013  
\*\*Pricing is at the sole discretion of the salon