

DISCOVER OUR **NEW** PERMANENT COLOR

FORMULATED IN JAPAN,
DESIGNED FOR **ASIAN HAIR**



SUPERIOR LUMINOSITY

Luminous shine from within, with light reflection like virgin hair¹

SUPERIOR HAIR PROTECTION

Keeps hair condition for longer, up to 40% less cuticle damage²

BEAUTIFUL NATURAL SOFT TRANSLUCENT COLOR RESULTS

Controlled color formation & root to tip evenness for natural color results

¹ Hair with 5 color cycles vs. Japanese virgin hair

² Vs. leading Japanese competitor on high lift shade (level 12)



SHARE YOUR NEW TRENDY LOOK

#stylistsdoitbetter #alwaysontrend

 @wellapro.sg.my

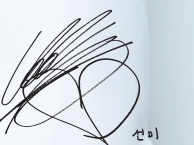
FOLLOW ALL THE LATEST NEWS & COMPETITIONS

 @wellapro.sea



ILLUMINA COLOR JAPAN

SERVICE MENU



Sunmi
Illumina Color Japan
Ambassador

LUMI
COLOR

BESPOKE COLOR SERVICE WITH
ADDED PROTECTION DURING
ALL STAGES OF SERVICE



1h30*

1 CONSULTATION

2 PRE-COLORATION

Protection of scalp during coloring



Balance Scalp
Lotion

3 COLOR

Soft natural luminous hair color with superior damage
protection, designed for Asian hair



Illumina Color
Japan

4 COLOR REMOVAL

Cleanse the hair and renews its moisture, preserving
and nourishing it from root to tip



Elements
Renewing
Shampoo

5 POST COLOR TREATMENT

Neutralise the pH of the hair, stops the oxidation process,
locks the color pigments and conditions the hair.



Color Save
Emulsion

6 SMOOTHING CARE TREATMENT

Cares and protects the hair from day to day stress



Elements
Conditioning
Leave In Spray

OR

STRENGTHENING CARE TREATMENT

Strengthens each existing hair fiber, to give
more volume and helps to maintain a balanced scalp



Elements Hair
Strengthening
Serum

LUMI
PRO

KERATIN PROTECTION
COLOR SERVICE WITH
MOISTURE BALANCE



1h45*

1 CONSULTATION

2 PRE-COLORATION

Protection of scalp during coloring



Balance Scalp
Lotion

3 COLOR

Soft natural luminous hair color with superior damage
protection, designed for Asian hair



Illumina Color
Japan

4 COLOR REMOVAL

Cleanse the hair and renews its moisture, preserving and
nourishing it from root to tip



Elements
Renewing
Shampoo

5 POST COLOR TREATMENT

Neutralise the pH of the hair, stops the oxidation process,
locks the color pigments and conditions the hair



Color Save
Emulsion

6 INTENSIVE KERATIN PROTECTION

Intensively restores and preserves the natural inner
structure and strength of the hair



Elements
Renewing
Mask

7 SMOOTHING CARE TREATMENT

Cares and protects the hair from day to day stress



Elements
Conditioning
Leave In Spray

OR

STRENGTHENING CARE TREATMENT

Strengthens each existing hair fiber, to give more
volume and helps to maintain a balanced scalp



Elements Hair
Strengthening
Serum

LUMI
GLOW

IN BETWEEN COLOR
SERVICES TO **REFRESH**
AND **CONDITION**



45mn*

1 CLEANSING

Cleanse the hair and renews its moisture, preserving and
nourishing it from root to tip



Elements
Renewing
Shampoo

2 COLOR

To achieve a shine that is luminous in every light, the color
is mixed with a lightweight paraben free conditioner that
strengthens each hair fiber from within, helping repair
and preserve hair's natural vitality



Illumina
Color Japan
& Elements
Renewing
Conditioner

3 RINSING



*Average time indication. Actual time may vary depending on the hair length and density, and coloring process.

YOUR RECOMMENDED
HOME REGIMEN

ELEMENTS

'FREE OF' CARE SYSTEM

- Helps to prevent against keratin degeneration
- Free of sulfates, parabens and artificial colorants
- Captivating fragrance inspired by the green woods of the Amazon
- Instantly makes the hair fiber up to 85% stronger**

** Against breakage vs. non conditioning shampoo

