

get the light of a new color

▶ **ELUMEN** HAIR COLOR

Superior Technology. Illuminating Hair.

GOLDWELL 

PROFESSIONAL HAIRCARE

ELUMEN:

A Revolutionary New Hair Color

▶ Experience:



▶ Breakthrough patented technology, developed exclusively for professional stylists worldwide



▶ The first high-performance, oxidant-free hair color without ammonia, without peroxide, without mixing



▶ No damage - a color as gentle as the best semi/demi hair color available



▶ Outstanding vibrancy, shine and durability

▶ 105 effects without mixing - quick and easy to apply with 21 shades + clear

Elumen - seeing is believing.





ELUMEN:

Elumen at a Glance

- ▶ Brilliant shine
- ▶ Vibrant shades
- ▶ Long lasting durability
- ▶ No damage

Be a part of the revolution of hair color.

▶ **ELUMEN** HAIR COLOR
Superior Technology. Illuminating Hair.



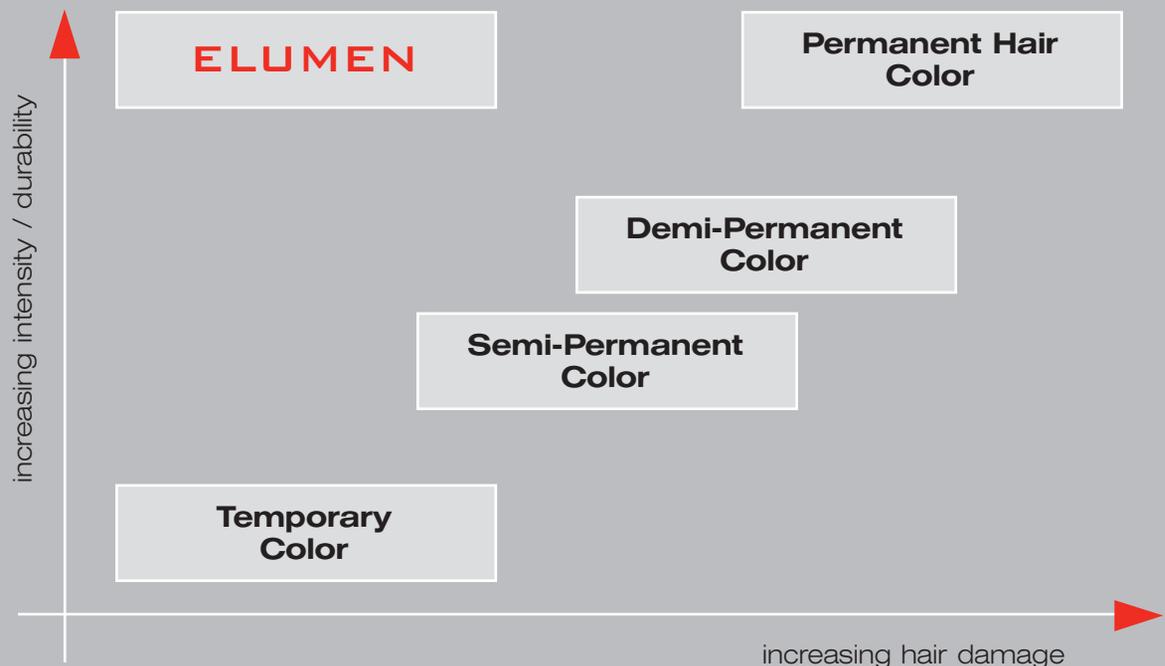
A New Hair Color Category On Its Own

Expand Your Opportunities:

- ▶ Offer a unique service and stand out from the crowd
- ▶ Give your clients reds that stay red, blondes that stay true and coppers that stay intense - address these and the many other wishes of your color clientele
- ▶ Address your non-color clients with the benefits of Elumen
- ▶ Gain new clientele as your existing clients become walking billboards for your salon
- ▶ Raise your revenue by increasing your color service price - join salons worldwide who are enjoying success



... welcome to the world of Elumen.



► Elumen - Brilliant for Business

Different customers - different benefits.

A look at the service options with Elumen.



Expressive Fashion Clients

Client's Desire:

- "I want my fashion shade to last longer!"

Benefits with Elumen:

- Offer intense fashion shades with long durability, extreme shine and vibrancy

Your Service Options:

- Permanent "Power Color"



Blonde Clients

Client's Desire:

- "My hair is stressed from highlifting and highlighting. I want my toner to last and not go brassy."

Benefits with Elumen:

- Offer beautiful and durable blonde tones
- No additional damage or stress from oxidation
- Brilliant long-lasting shine and improved hair structure

Your Service Options:

- Permanent "blonde toning" / color refreshing
- Gloss treatment



Semi/Demi Permanent Clients

Client's Desire:

- "I want more durability and color performance but don't want to damage my hair."

Benefits with Elumen:

- Longer durability and color depth
- No damage from oxidation
- More intense, but still natural grey blending

Your Service Options:

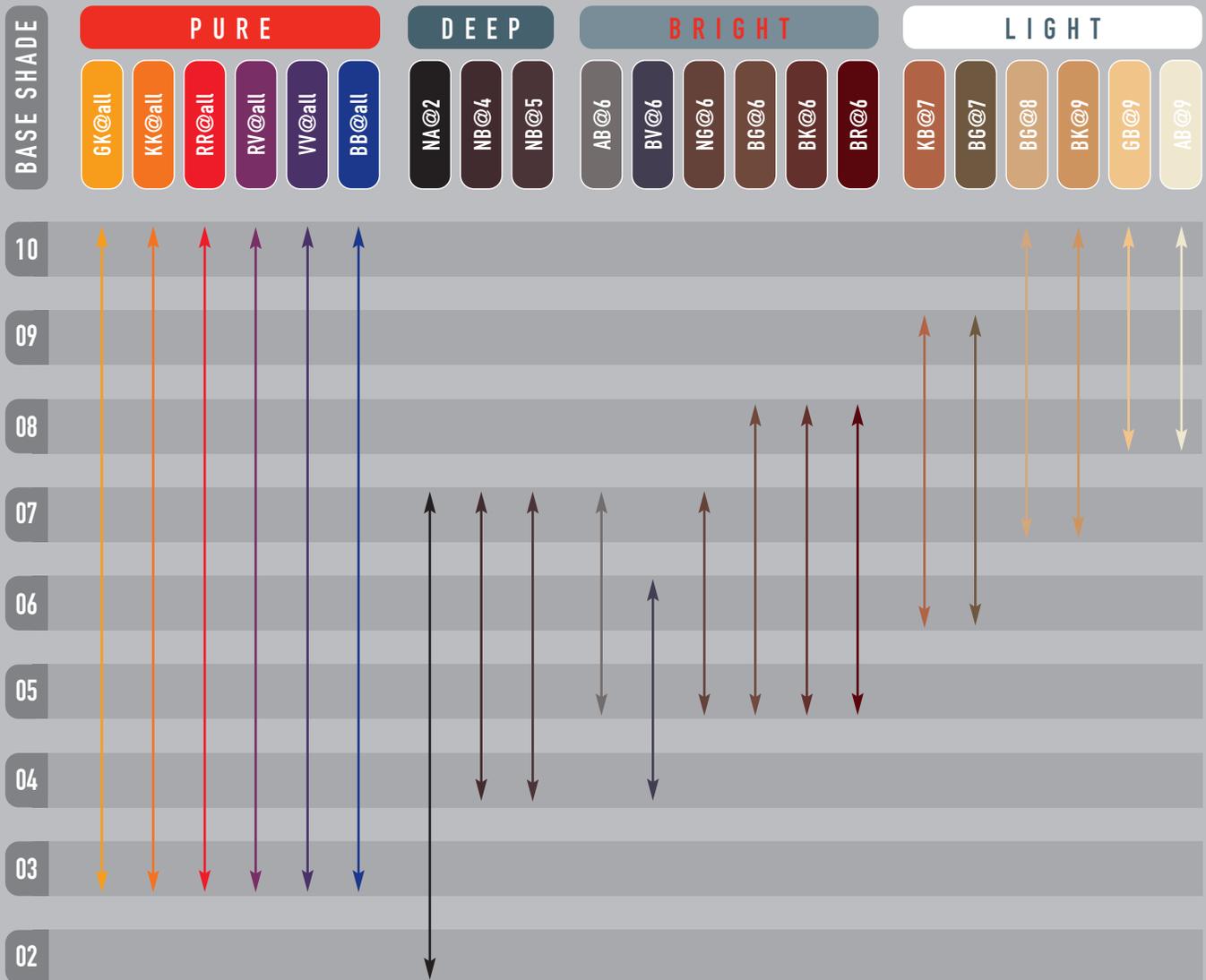
- Damage-free permanent hair color





Versatility

- ▶ Each Elumen shade can achieve striking results on a variety of levels
- ▶ Without mixing, Elumen offers 105 opportunities to illuminate hair color
- ▶ With mixing, the versatility is endless



ELUMEN:

A Compact Assortment with Unlimited Shade Possibilities

- ▶ 21 shades plus Clear
- ▶ Every shade is suitable for use on several levels = 105 target colors
- ▶ All shades are intermixable = unlimited possibilities

Pure: Intense Fashion Shades



Deep: Deep Dark Shades

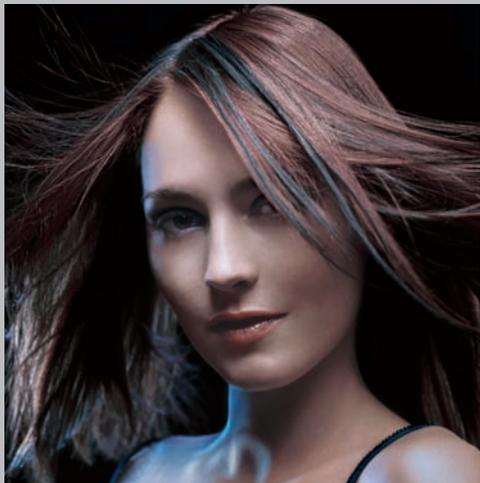


Bright: Brown Shades with Fashion Character



Light: Beautiful Beige Base Color with Iridescent Effects





Color Shy Clients

Client's Desire:

- "I would like to slightly change my hair color and cover my first greys but I am afraid of damaging my hair."

Benefits with Elumen:

- Natural results without looking "dyed"
- Extremely gentle - no damage
- Brilliant shine

Your Service Options:

- "Gloss treatment"
- "Tone-on-tone treatment"



Color Refresh Clients

Client's Desire:

- "I want my hair to have better condition and my vibrancy and shine to last longer."

Benefits with Elumen:

- Repair effect for colored hair
- Fuller hair structure
- Brilliant shine and lasting color

Your Service Options:

- Color refresher



Male Clients

Client's Desire:

- "I would like to try something different with my color but, I do not want to look like I dye my hair!"

Benefits with Elumen:

- Natural results that revitalize hair color
- Grey blending

Extra-benefits for men:

- More textured and fuller hair structure
- New, unique application technique

Your Service Options:

- Natural blending
- Tone-on-tone treatment

Used by itself or in combination with oxidative hair color, highlift color and decolorizer
– Elumen offers a variety of new possibilities.

ELUMEN:

Breakthrough Technology For Vibrant and Lasting Results

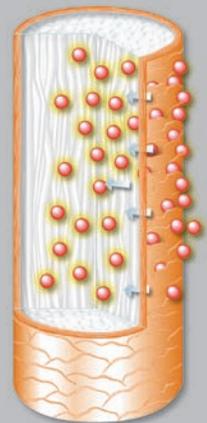
▶ **Direct Color Dyes**

- ▶ Elumen works only with pure, acidic direct dyes
- ▶ Direct dyes are the most vibrant and intense of all dyes
... for outstanding brilliant results.



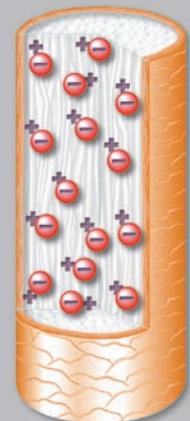
▶ **A Unique Penetration System**

- ▶ Keeps direct dyes separated, allowing them to penetrate the closed cuticle and “glide” inside the hair
- ▶ Dyes are protected deeply inside the hair from external influences
... for extraordinary long lasting and intense colors.



▶ **Hair Color Based on Physical Principles**

- ▶ Elumen dyes are held inside the hair by a kind of magnetic attraction
- ▶ No oxidation, no peroxide, no ammonia is needed
... for extra-mild, damage-free color results.



Elumen Color Care

Specialized Care for Illuminated Hair

▶ **A technologically advanced hair color deserves technologically advanced at-home color maintenance.**

Elumen Color Care Products, Wash, Care and Treat, are pH-adjusted to complement the Elumen technology:

- ▶ Acidic pH-value secures Elumen color pigments within the hair during shampooing and conditioning
- ▶ Care levels complement Elumen colored hair - and hair receives the care it needs
- ▶ Elumen brilliance and shine are maintained longer - bleeding of hair color is reduced



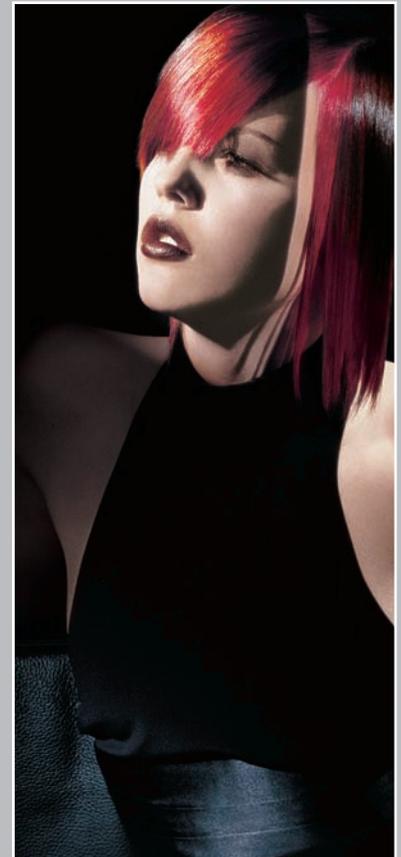
Care Shampoo



Light Leave-In Conditioning Spray



Intensive Rinse-Off Treatment



ELUMEN:

Innovative Tools

New Ways to Professionally Apply Hair Color



Applicator Comb and Nozzle

Applicator Comb

- Quick and simple application
- Fits directly onto Elumen and/or applicator bottle
- Ideal for application close to scalp



Nozzle

- Suitable for off the scalp work for thick and curly hair

Brush and Bowl

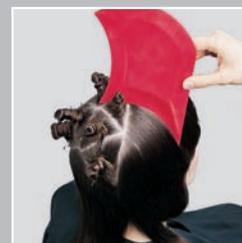
- Ideal for creative techniques



Brush and Bowl

CurvBoard

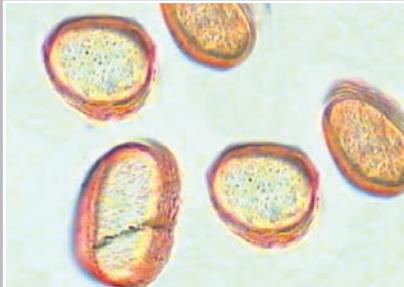
- Multi-functional color board for professional color placements that follow the natural shape of the head



CurvBoard

▶ The Proof

- ▶ Intense, brilliant color with superior durability



Hair colored with a conventional direct dye

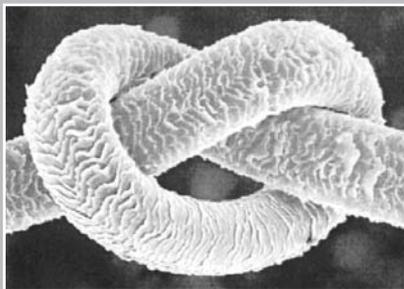


Hair colored with an oxidative hair color

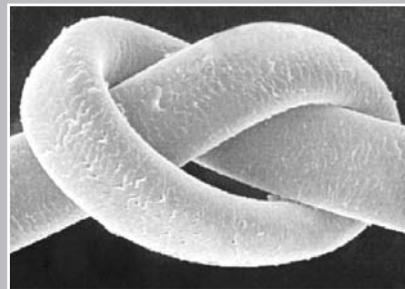


Hair colored with Elumen

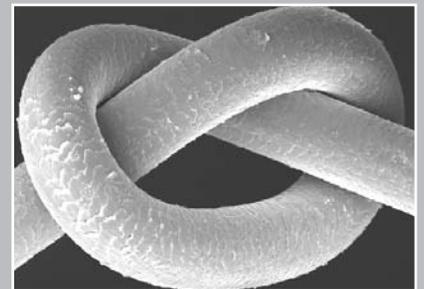
- ▶ Damage-free results – no peroxide – no ammonia



Hair treated with an oxidative hair color



Hair treated with Elumen Hair Color



Virgin hair

▶ Sparkling Shine from a Repair Effect – Another Elumen Benefit

- ▶ Porous areas in the hair reduce shine
- ▶ The astringent effect of **Elumen's acid formula** reduces the porous areas within the hair
- ▶ The result: sparkling shine, brilliant color results and improved hair structure



Porous hair prior to the application of Elumen Clear



Porous hair after the application of Elumen Clear

ELUMEN:

Innovative Products

The Future of Professional Hair Color



High Performance Hair Color



Hair Color Sealer



Hair Color Reducer



Skin Stain Remover



Pre-color Treatment for Highlighted/ Highlighted Hair

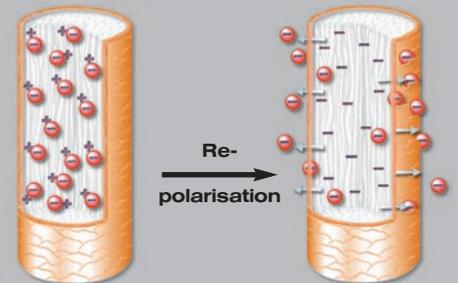


Return - An Intensity Reducing Tool



Elumen Return is an option to gently reduce or remove Elumen hair color in a purely physical process, ideally directly after the application. As with permanent oxidative hair color, the degree of Return depends on the shade used and the hair structure prior to application.

- ▶ Return reverses the polarity within the hair to a negative charge
- ▶ Negative Elumen dyes are repelled from the hair
- ▶ Elumen is removed or reduced gently

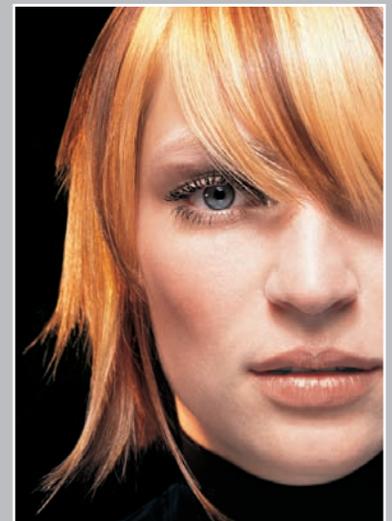


Prepare - Boost Longevity, Brilliance and Color Intensity on Stressed Highlited / Highlighted Hair



Elumen Prepare is a pre-color treatment specifically designed to prepare heavily damaged highlited / highlighted hair for Elumen hair color.

- ▶ Neutralizes the negative charges inside the hair
- ▶ Creates ideal charge condition inside the hair for the Elumen service
- ▶ Improves durability, brilliance and intensity
- ▶ Also an ideal tool for quick acidification after fresh highlights



GOLDWELL COSMETICS

981 Corporate Boulevard
Linthicum Heights, MD 21090
USA

1100 Courtneypark Drive, Unit 1
Mississauga, Ontario, L5T 1L7
Canada

Hotline for Technical Assistance
1-800-333 CHIC (U.S. and Canada)
In Quebec Call: 1-888-246-3670
Mon. 9:00 am - 5:00 pm E.S.T.
Tues. - Fri. 9:00 am - 6:00 pm E.S.T.
Sat. 9:30 am - 3:00 pm E.S.T.

www.elumen-haircolor.com

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