



ELUMEN  
SHADE CHART

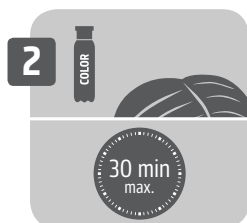
**GOLDWELL.**

# UNLIMITED CREATIVITY. 3 EASY STEPS.



## 1. PREP & DRY

- » Apply Elumen Prepare after a lightening service.
- » Spray evenly on towel-dried or dry hair until moist, then dry completely.



## 2. MIX, APPLY & TIME

- » Saturate the hair completely to ensure even color uptake.
- » Use the Elumen tools for the best application possible.
- » Add the Thickener to customize the gel consistency to your liking.
- » 30 min. – no heat or 20 min. – with heat.
- » When time's up, rinse completely – without emulsifying. Follow immediately with Elumen Shampoo.



## 3. LOCK & CONDITION

- » Use Elumen Lock to reduce fading for a longer lasting result.
- » Apply 40 ml onto towel-dried hair, distribute evenly and process 5 min. Rinse thoroughly. Proceed with Elumen Conditioner.



# ELUMEN SHADE DIRECTION



<b>N</b>	Natural	<b>V</b>	Violet
<b>NN</b>	Natural Natural	<b>R</b>	Red
<b>A</b>	Ash	<b>S</b>	Silver
<b>Gy</b>	Grey	<b>YY</b>	Yellow Yellow
<b>G</b>	Gold	<b>Pk</b>	Pink
<b>P</b>	Pearl	<b>Bl</b>	Blue
<b>K</b>	Copper	<b>Tq</b>	Turquoise
<b>B</b>	Brown (6 and below)	<b>Gn</b>	Green
<b>B</b>	Beige (7 and above)	<b>Pl</b>	Pastel
		<b>Clear</b>	No pigment

## ELUMEN SUPPORT PRODUCTS

Prepare the hair. Thicken textures. Lock in colors. Clean stains. Reduce color.



### Elumen Thickener

- » Add to any Elumen formula to create the perfect viscosity.
- » Will not bleed even when placing contrasting tones next to each other.

### Elumen Prepare

- » Pre-color treatment that improves the durability and optimizes the deposit of Elumen hair color on highlifted and highlighted hair.

### Elumen Lock

- » Use after the Elumen hair color service to reduce color fading during shampoo to prolong durability and remove excess color pigments from the surface of the hair.

### Elumen Return

- » Softens the color result.

### Elumen Clean

- » Gentle skin stain remover and cleansing lotion specifically designed for use with Elumen and Elumen Play.

### Elumen Tool Kit

- » Applicator Bottle, Nozzle and Comb specifically designed for Elumen.
- » Bottle allows for a multi-shade formula to be measured, mixed, and applied either with the comb or nozzle attachments.
- » Comb attachment is ideal for avoiding scalp staining; Nozzle attachment is ideal for applying Elumen to mid-lengths and ends or toning blondes.

# WARMS

Base shade

NB@10

BB@10

GB@9

BG@7

KB@7

NG@6

BG@6

BK@6



10



9



8



7



6



5



4



3



2

# COOLS

BR@6    NB@5    NB@4    SB@10    SV@10    PB@10    AB@9    AS@9    NA@8    PlRose@10



PlMint@10

PlBlue@10

Gy@9

Gy@6

AN@5

NA@2

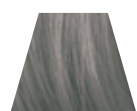
NN@8

GREY COVERAGE

NN@6

GREY COVERAGE

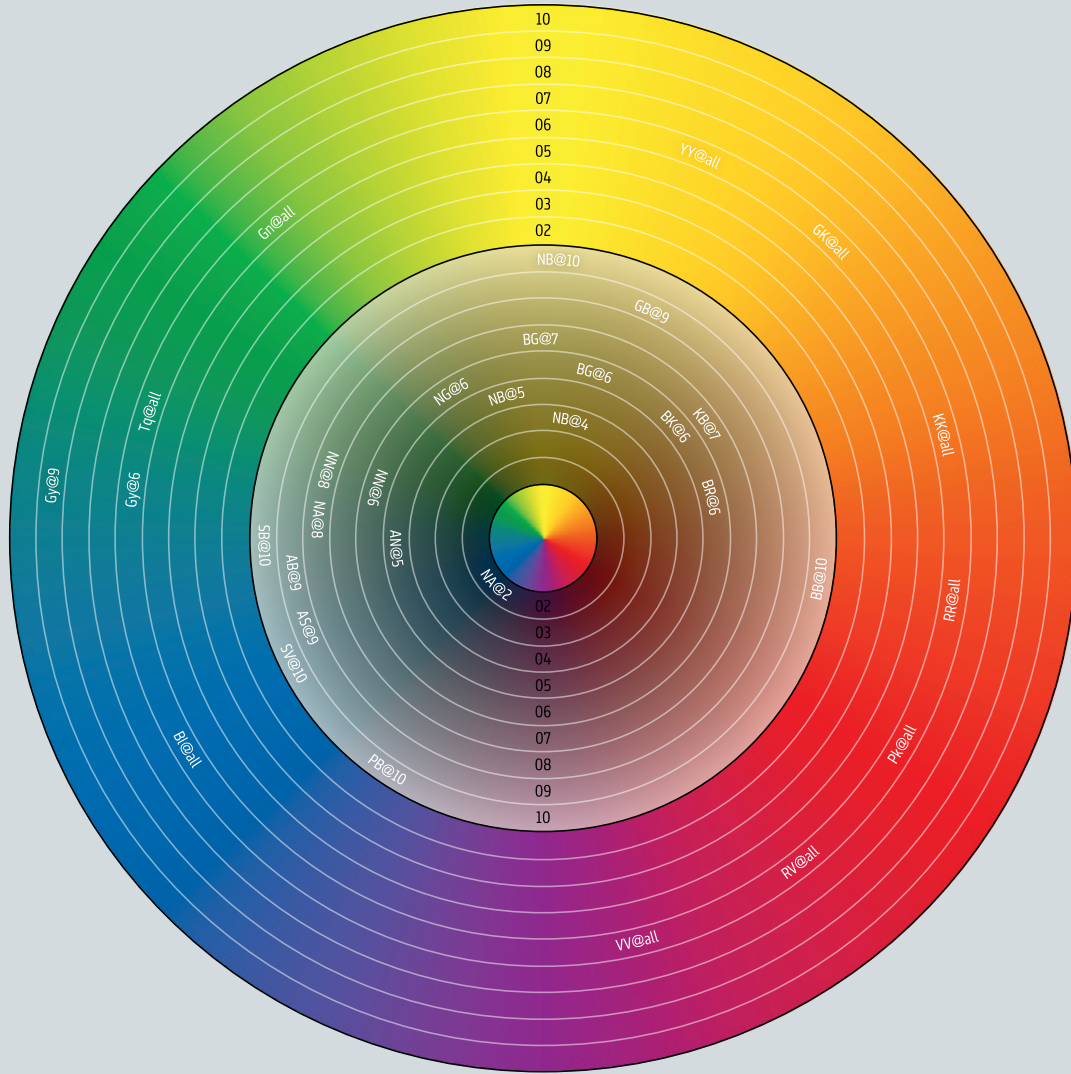
YY@all



# RES

GK@all KK@all RR@all Pk@all RV@all VV@all Bl@all Tq@all Gn@all CLEAR





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