



GOLDWELL

ELUMEN
ELUMENATE 2015



John Simpson

GOLDWELL
GLOBAL MASTER,
NORTH AMERICA

“I BELIEVE EVERY CLIENT
DESERVES BEAUTIFUL HAIR THAT
LOOKS HEALTHY!”

DID YOU KNOW?

Elumen is more than loud Pure shades. Eluminate your clients with natural looking results and boost your Elumen business.

1

SERVICES

2 quick and easy service ideas on how to **grow your business.**

2

ASSORTMENT

Compact assortment **with color opportunities** - from expressive to subtle.

3

MARKETING AND EDUCATION

Maximize the potential of Elumen services in your salon.



CHANGE THE IMPACT – NOT THE COLOR

DISCOVER TWO ADDITIONAL SERVICE IDEAS TO GROW YOUR BUSINESS.

THE ELUMEN **GLOSS** SERVICE

CLIENT WISH

"I love my color but I'm looking for that certain something – a touch of glossy color and shine."

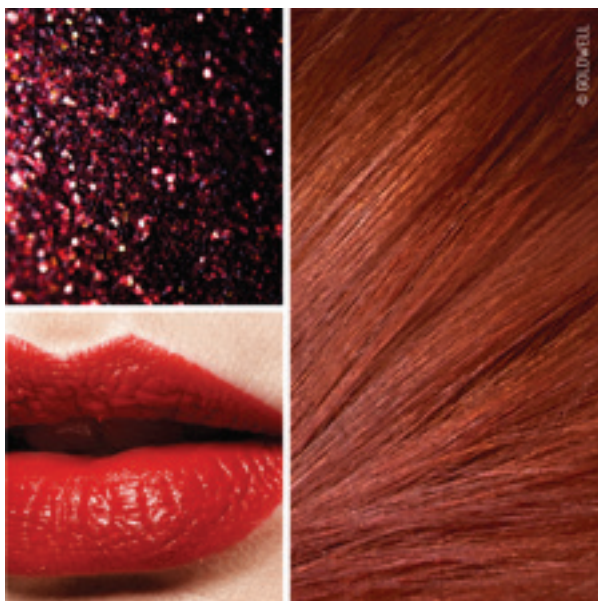


MAKE HER
COLOR LOOK
SPECIAL BY
ADDING SUBTLE
FACETS AND
OUTSTANDING
SHINE.

THE ELUMEN **INTENSITY** SERVICE

CLIENT WISH

"I'm ready to discover an intensive and brilliant color – but without changing my type."



TAKE HER COLOR
TO A NEW LEVEL.

RED IMPACT

EXISTING
SHADE

LEVEL 8



—
*"I'm ready to discover my
color but without changing
my type."*
—

MAKE HER SHINE!

RED
GLOSS

60 ml SV@10
30 ml KB@7
30 ml BK@6



OR INTENSIFY HER COLOR.

RED
INTENSITY

70 ml KB@7
30 ml RR@all
20 ml KK@all



BRUNETTE IMPACT



—
*"My color is full of
facets and I want to show
them all."*
—

ADD SOME EXTRA GLOSS.

BROWN
GLOSS

50 ml NG@6
30 ml BG@7



OR DEEPEN HER COLOR.

BROWN
INTENSITY

50 ml BM@6
20 ml AN@5
10 ml Bl@all



BLONDE IMPACT

EXISTING
SHADE

LEVEL 10
BLEACHED



*"I love my color but I'm
looking for that certain
something."*

GO FOR GLOSS!

BLONDE
GLOSS

30 ml NB@10
15 ml GB@9
15 ml Clear



OR INTENSIFY TO GIVE HER COLOR MORE EDGE.

BLONDE
INTENSITY

50 ml SV@10
10 ml AB@9



THE ELUMEN PORTFOLIO

FROM SUBTLE, NATURAL-LOOKING SHINY COLORS TO EXPRESSIVE PURE COLORS.



WITH ELUMEN CARE YOU CAN HELP YOUR SALON CLIENTS TO MAINTAIN THE STUNNING RESULTS OF THE ELUMEN SERVICE.



ELUMEN WASH

Conditioning shampoo, especially formulated for Elumen hair color, for up to 2x longer color durability.¹

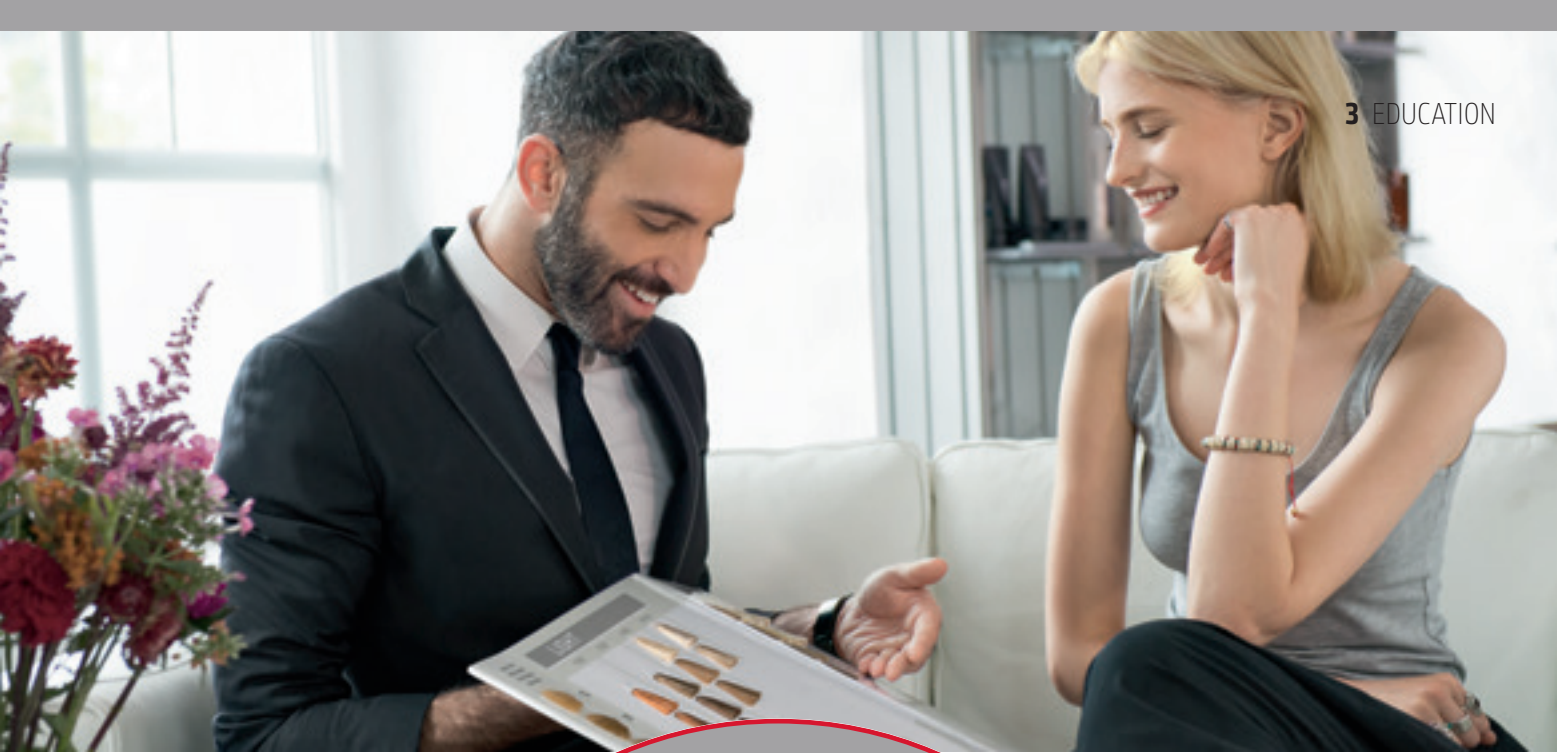
ELUMEN CARE

Care spray for the special needs of Elumen colored hair – improves combability.

ELUMEN TREAT

Intensive care that supports the repairing effect of Elumen hair color and maintains color brilliance.

¹Compared to shampoos by competitive salon-exclusive suppliers (on Elumen colored hair). Standard lab wash test with colorimetric measurement.



ELUMENATE YOUR CLIENTS' HAIR



START THE ELUMEN EFFECT
IN YOUR SALON.

Explore the full portfolio and discover endless possibilities. | goldwell.com



Goldwell is part of Kao Salon Division.

Kao
SALON DIVISION

Enriching the lives of stylists, salon owners and their clients through trusted partnership, salon business growth and our salon exclusive portfolio of advanced services, innovative products and inspiring education.