

START NOW. COLOR DIFFERENT.

Get creative with Elumen! With its unique non-oxidative, ammonia-free and gentle formula that delivers incredible shine.



- » The **Elumen HD^{max} Technology repairs** the hair **while coloring** for an improved hair quality
 - » **Up to 76% more color intensity** compared to oxidative permanent hair colors*
 - » **Up to 37% more shine** compared to intensive demi-permanent hair colors
 - » Up to **20% longer durability** compared to oxidative color**
 - » **Up to 100% grey coverage**



Learn more

INCREDIBLE SHINE MEETS GENTLENESS.

- » Alternative **for clients with allergic reactions** to oxidative colors***
- » Alternative **for clients with scalp sensitivity** to conventional oxidative colors***
- » Significantly **reduces the risk of developing an allergy** to hair dyes



LET IT STAY.
OR LET IT GO.
FULL FLEXIBILITY
IS YOURS.

Explore the full portfolio.

*Based on a chroma measurement compared to representative shades of competitor's oxidative colors.

**Tested vs oxidative hair color without @Pure Pigments.

***Only direct dyes are used. A patch test performed by a dermatologist is still recommended.

GOLDWELL.

ELUMEN

NATURAL SHADES.

Incredible shine meets brilliant coverage.

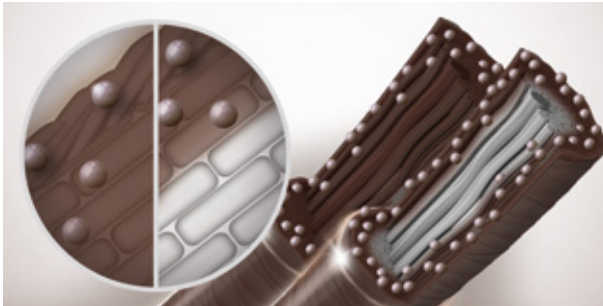


COLOR DIFFERENT. NATURALLY.

- » **Non-oxidative** solution for up to **100% grey coverage**, now in **six shades**
- » **Dimensional coverage** that keeps the highs and lows from within
- » Thanks to gel consistency **even color application** and coverage for all hair types including coarse hair structures
- » **Shiny result** on natural hair



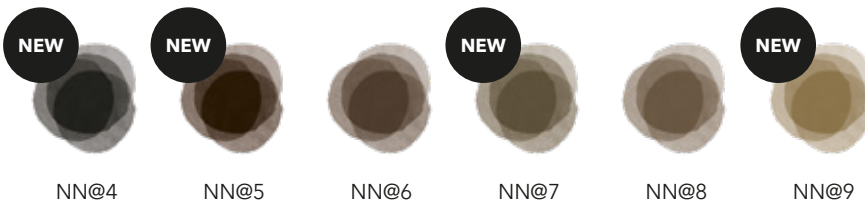
Get inspired



ELUMEN HD^{max} TECHNOLOGY.

Elumen's specially selected, non-oxidative dyes penetrate through the cuticle to the outer layers of the cortex. This creates coverage, exceptional brilliance and a healthy hair feel. The results are shown on naturally pigmented and naturally grey hair.

ELUMEN NATURAL SHADES



USAGE INSTRUCTIONS



For further information, please contact your Goldwell representative. | goldwell.com

Goldwell is part of Kao Salon Division.

kaO
SALON DIVISION

Making life beautiful for salons, stylists and their clients.

