



natural look
AUSTRALIA
TM

LUMIN★ART™
PROFESSIONAL COLOUR CREAM

natural



natural look

LUMINART PROFESSIONAL COLOUR CREAM PERMANENT COLOUR CREAM



pearl blonde

coloured



chocolate collection



beach tone



red sun



red wine



SPRINGING AND PLACING WITH CARE. FOLLOW INSTRUCTIONS FOR USE. COLOUR CREAM

Volare



LUMIN★ART™

PROFESSIONAL COLOUR CREAM

**BRILLIANT COLOUR CREAM DEVELOPED WITH A PASSION FOR A PURPOSE.
PROUDLY AUSTRALIAN OWNED AND DEVELOPED.**

Over 65 years of hair and beauty industry knowledge and experience has come together to bring you LuminArt Professional Colour Cream. Exclusively developed and formulated by Artav Australia's hair care experts to suit Australian and New Zealand hair colour requirements.

The extensive LuminArt palette includes 102 Permanent and 48 ecologically formulated -Ammonia Free- long lasting, age-resistant colours all developed to achieve optimum grey coverage while reviving youthful lustre and vibrancy.

LuminArt Professional Permanent Colouring System is **Vegan Friendly, Cruelty Free** and is formulated using unique **Micro Pigment Technology (MPT)** which allows for maximum colour pigment absorption.

Enriched with the finest ingredients and Australian extracts, LuminArt - Colour Cream brings the colours of Australia's vast palette to life! LuminArt Professional Colour Cream ingredients protect and moisturise the hair creating vibrant, long-lasting colours, maintaining and building healthy and strong hair. Includes: **Wheat Amino Acid, Active Botanical Extracts, Kakadu Plum Extract, Bamboo Leaf Extract, Coconut Oil, UV Filter Active EHM.**

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Guaranteed Performance



Proudly Australian Owned

Natural Look Australia is Artav Australia's most influential brand and represents the best of our mission: to deliver the purest, high quality standard products, to be environmentally safe and cruelty free, at competitive prices, globally.

Started in the 1950s by qualified hairdresser and beautician Arturo Taverna with market-leading salons in the city of Adelaide, South Australia, the business has grown to what it is today and is still family owned and run.



Organic Ingredients

Natural Look products are formulated using only the finest, natural, organic plant -based ingredients including Pro-Vitamins, Quality Herbal Extracts and Essential Oils, making them not only a sheer pleasure to use but also sure to give results that will delight.



Cruelty Free

Artav Australia believes that all life is precious. That's why we are against any form of animal testing and all Natural Look products are totally cruelty free, because innocent animals should never pay the price for our beauty and feeling good.



Environmentally Sustainable

Natural Look products contain no ingredients that may harm or deplete the planet's natural resources. All products are 100% environmentally friendly and are made with natural; organic plant-based ingredients in recyclable packaging.

Our manufacturing practices are environmentally responsible and our goal is to deliver the purest product that is good for both the environment and for you.

Guaranteed Performance

LuminArt Professional Colour Creams



48

**AMMONIA
FREE**

COLOURS



102

**TRADITIONALLY
FORMULATED**

COLOURS



100 G TUBE



Micro Pigment Technology (MPT)

Micro Pigment Technology (MPT) allows for maximum colour pigment absorption without altering the hair structure. The micro pigments sink deeper into the hair's cortex resulting in perfect coverage and intensity.



Active Botanical Extracts

Natural Look Australia's exclusive herbal complex of leaves, flowers, fruit, herbs and roots: Balm Mint, Juniper, Pine Leaf, Gentian, St John Wart, Arnica Montana, Red clover, Alfalfa.



UV Filter

Active EHM (ethylhexylmethoxycinnamate) absorbs UV rays for longer lasting protection and shine.

LuminArt Professional Permanent Colouring System

Formulated with the highest quality ingredients to provide long-lasting colour while also building and maintaining natural, healthy hair.

THE EXTENSIVE PALETTE BY LUMINART COLOURS INCLUDES:

- Stunning Beach Blondes
- High Lift - Super Lift
- Cool Ash and Double Ash Collection
- Chocolate Collection
- Rich Mahoganies and Coppers
- Brilliant Contrast Red + Copper Candy
- Concentrates to be used to intensify or neutralise unwanted reflects

LUMINART COLOUR CREAM CONTAINS:

- Wheat Amino Acids
- Active Botanical Extracts
- Kakadu Plum Extract
- Bamboo Leaf Extract
- UV Filter active EHM(ethylhexyl methoxycinnamate)
- Coconut Oil
- Micro Pigment Technology (MPT)

INTENSIVE FORMULA

with kakadu plum & bamboo extract



100 mL Tube

INTENSIVE FORMULA

- Mixing Ratio: 1+1½
- Processing time: 30-45 min
- LuminArt colour selection determine the following:

Hair porosity and natural colour, percentage of white hair, depth and tone required, if the hair has had any chemical services, level of developer to use for the amount of lift required.

GREY / WHITE COVERAGE

- Mixing Ratio: 1+1
- Processing time: up to 45 min

To achieve grey coverage, use 3% (10 Vol), 4.5% (15 Vol) or 6% (20 Vol)

HIGH LIFT MIXING RATIO 11 & 12 SERIES

- Mixing Ratio: 1+2
- Processing time: 45-50 min

LUMINART CLEAR GLOSS MIXER 000

- Conditioning Treatment
- Mixing ratio: 1+1
- Processing time: 20 min
- Create Stunning pastel tones
- Use to avoid build up on mid lengths and ends
- Best used with the following LuminArt Oxidising Creams:

5 Vol · 1.5 %

10 Vol · 3%

15 Vol · 4.5%

20 Vol · 6%

30 Vol · 9%

40 vol . 12%

LuminArt Professional Ammonia Free Colouring System

The LuminArt Ammonia Free colouring system is ecologically formulated using a unique illuminating cream with protective and conditioning ingredients to create long lasting colour while also maintaining and building healthy strong hair.

AMMONIA FREE IS A HYBRID COLOUR:

- Includes stunning Beach Blondes
- High Lift
- Cool Ash
- Chocolate Colours
- Rich Mahoganies and Coppers
- Concentrates to be used to intensify or neutralise unwanted reflects

LUMINART AMMONIA FREE COLOUR CREAM CONTAINS:

- Wheat Amino Acids
- Active Botanical Extracts
- Sunflower Extract
- Olive Extract
- UV Filter active EHM(ethylhexyl methoxycinnamate)
- Coconut Oil
- Micro Pigment Technology (MPT)

CONDITIONING FORMULA

wheat amino acids
active botanical extracts



100 mL Tube

CONDITIONING FORMULA

- Mixing Ratio: 1+1½
- Processing time: 30-45 min
- LuminArt colour selection determine the following:

Hair porosity and natural colour, percentage of white hair, depth and tone required, if the hair has had any chemical services, level of developer to use for the amount of lift required.

GREY / WHITE COVERAGE

- Mixing Ratio: 1+1
- Processing time: up to 45 min

To achieve grey coverage, use 3% (10 Vol), 4.5% (15 Vol) or 6% (20 Vol)

HIGH LIFT MIXING RATIO (10,11 & 12) SERIES

- Mixing Ratio: 1+2
- Processing time: 45-50 min

LUMINART CLEAR GLOSS MIXER 000

- Conditioning Treatment
- Mixing ratio 1+1
- Processing time: 20 min
- Create stunning pastel tones
- Use to avoid build up on mid lengths and ends
- Best used with the following LuminArt Oxidising Creams:

5 Vol · 1.5 %

10 Vol · 3%

15 Vol · 4.5%

20 Vol · 6%

30 Vol · 9%

40 vol · 12%

LuminArt *Essentials*

A support range designed to use in conjunction with the LuminArt Professional Colour Creams for optimal results.

LuminArt Oxidising Cream's benefits:

- Compliments the mixing viscosity of LuminArt colour (7,000mPa-s).
- Highly conditioning on hair and skin (Coconut Oil).
- High active content (polyquaternium #7).
- Improves combing ease.
- Strengthens hair.
- No Ammonia.





LUMINART OXIDISING CREAM

NO AMMONIA AND HIGHLY CONDITIONING

LuminArt Oxidising Cream is a creamy emulsion formulation that adheres in to the hair without dripping and is specifically formulated to work in conjunction with the LuminArt colours for direct penetration into the hair's cortex.

Enriched with Coconut and Sunflower Oils, rich in vitamins and essential fatty acids, to nourish the scalp and protect hair follicles, reducing hair breakage.

Luminart Cream Developer Guide:

5 Vol - 1.5% - Tone on tone. Deposit colour.

10 Vol - 3% - Coverage. Increase colour depth darkening and intensifying.

15 Vol - 4.5% - Coverage white / resistant hair. Tone on tone with ½ level of lightening.

20 Vol - 6% - Normal colour. Coverage and reflects. Lift 1-2 levels.

30 Vol - 9% - Lift 2-3 levels.

40 Vol - 12% - Lifts up to 4 levels.

950mL



LUMINART COLOUR REMOVER

FOR PROFESSIONAL USE ONLY.

LuminArt Colour Remover is designed to remove artificial oxidised colour pigments by shrinking them to their original size. It will safely remove colour build-up from the hair and is perfect for use prior to a complete colour change.

Re-Colouring

Colour can be applied directly after the Colour Remover application. When the hair is dried apply ColourArt Detangler Porosity Equalizer. Select 1-2 level lighter than desired result. For restoring optimum condition use ColourArt Deep Mask.

2 X 100mL

LuminArt Lightening Powders

ADVANCED PROFESSIONAL LIGHTENING POWDER TECHNOLOGY

Create strong colour contrast highlights
and current fashion techniques.

- Lightens pre-coloured and natural hair.
- Lightens up to 6-7 shades.
- Creamy paste consistency makes it easy to distribute on to the hair.
- No Ammonia
- Dust free
- Delicately fragranced.

Available in Art White pure blonde mint, Art Blue super blonde lavender and Art Violet premium blonde. Anti-yellowing Blue + Violet pigments give an additional boost to toning performance. All are dust free and formulated to achieve best results when used with LUMINART oxidising and colour creams.

LUMINART's amazing formulation achieves the cleanest crispest blondes without any odorous ingredients allowing the use of delicate fragrances such as lavender and mint.



ART VIOLET PREMIUM BLONDE

PROTECTIVE GUAR GUM AND STRENGTHENING SILICA / DUST FREE

- Formulated with Ultra Marine Violet Pigment Technology to neutralise yellow and orange tones, providing a natural looking blonde.
- Made with Guar Gum and Silica to protect and strengthen hair.
- Fragrance free.

500g + Measuring Cup



ART WHITE PURE BLONDE

PROTECTIVE AND STRENGTHENING SILICA / DUST FREE

- Made with a rich and creamy consistency, formulated with protective Silica to strengthen your hair and avoid swelling or flaking.
- Rich and creamy consistency.
- Formulated with protective and strengthening silica.
- Mint fragrance.

500g + Measuring Cup

LuminArt Lightening Cream

ADVANCED PROFESSIONAL LIGHTENING CREAM TECHNOLOGY

LuminArt's amazing formulation achieves the cleanest, crispest blondes without any odorous ingredients.

Achieve beautiful lightening results safely while ensuring optimal care for the hair. Fabulous results you can see and feel!

A hydrating formula infused with moisturising oils and plant derived protein, deeply nourishes the hair adding elasticity and softness. Lightens up to 8 levels and keeps hair protected, conditioned and healthy.

- **New wider opening for convenient dispensing**
- **Deeply nourishes the hair adding elasticity and softness**
- **With Moisturising Oils and Plant Derived Protein**
- **Protective Hydrating Formula**
- **Cruelty Free**



ART BLUE SUPER BLONDE

PROTECTIVE AND STRENGTHENING GUAR GUM / DUST FREE

- Contains anti-yellowing and anti-red blue pigments.
- Formulated with the protective and strengthening properties of Guar Gum, which help to protect the hair and avoid swelling and flaking.
- Lavender fragrance.

500g + Measuring Cup



LUMINART SUPER LIFT LIGHTENING CREAM

LIGHTENS UP TO 8 LEVELS

- Lifts up to 8 levels and keeps the hair protected, conditioned and healthy.
- Protective and hydrating formula.
- With moisturising oils and plant derived protein, deeply nourishes the hair adding elasticity and softness.

250g

LuminArt Colour Charts & Support

LUMINART PROVIDES EXTENSIVE TECHNICAL SUPPORT AND MARKETING MATERIAL TO ENSURE YOUR SALON FULFILS EVERY CLIENTS NEEDS.

Whether you're looking for on trend or natural colours in Permanent Colour Cream, or Ammonia Free or some Technical Support, LuminArt has you covered.



LUMINART PERMANENT COLOUR CHART

The entire range of LuminArt's Permanent colours displayed in a foldable chart allowing you to give your clients the best possible indication of their chosen hair colour.

The LuminArt Permanent Colour Chart features the popular Contrast Candy, the Chocolate Collection, Beach Blondes, Mahoganies Coppers and Concentrates, including the Ammonia Free colours, specially indicated for convenient use.

Includes removable swatches.



LUMINART AMMONIA FREE COLOUR CHART

An exclusive chart with the entire range of LuminArt's Ammonia Free colours displayed in foldable chart. Includes removable swatches allowing you to give your clients the best possible indication of their chosen hair colour.



LUMINART COOL COLLECTION

LuminArt's Cool Collection is all about versatility and creativity, delivering cool bases to achieve maximum coverage, great tones, intensity and beautiful soft blondes. All colours in the Cool Collection are displayed in this mini colour chart.



LUMINART POSTERS & BANNERS

Brighten up your shop or salon with LuminArt Posters and Banners.



LUMINART COLOUR PALETTE BROCHURE

The LuminArt Colour Palette Brochure features the entire range of LuminArt's exclusive colours displayed in a high quality printed brochure to give your clients an excellent indication of their chosen hair colour.



LUMINART TECHNICAL SUPPORT

The LuminArt Technical Manual contains everything you need to know about LuminArt Professional Colour Creams and associated products. Training Modules specifically written for colouring with LuminArt products to provide in-depth knowledge of each step for the required process. Facilitator versions have all information while the Test Modules have space for answers.

LUMINART EASY GUIDE

LuminArt's easy guide is the perfect accompaniment to LuminArt's colours, containing important information from LuminArt's Technical Guide displayed in a simple double page A4 brochure perfect for an easy go to, in your salon.



LUMINART FORMULATION PALETTE

LuminArt's Formulation Palette is your go to guide for creating a range of formulations exclusive to LuminArt's Permanent Colour Collection.

LuminArt Professional Support Tools & Accessories

LuminArt has a range of accessories to help your salon make the most of LuminArt's extensive Colour Cream's Range.

Whether you're in need of brushes or mixing bowls our wide range of LuminArt accessories will help you to maximise your results. to achieve each client's individual needs.



LUMINART MIXING BOWLS

Made from high grade materials, with a non-slip rubber base for ergonomic use. Available in Black, Orange & Purple



LUMINART APPLICATOR BRUSHES

Specially designed to achieve the best possible colour coverage.

The non-slip rubber grip maximises control while the pointed handle makes light work of separating the hair evenly. Available in Black, Orange & Purple.



LUMINART MINI APPLICATOR BRUSHES

For precise application of LuminArt Colour Cream formulas. Available in Black, Orange & Purple.

LUMINART WHISK

An essential tool for colour mixing, enabling smooth, even formulation for optimal results.



LUMINART TUBE KEY

Helps you get the most product out of each tube.



LUMINART SHAKER

Shake and mix colour creams with this high quality shaker. Excellent for creating perfect blends.



LUMINART MEASURING CUP

This precision measuring cup is a salon necessity for accurately measuring Oxidising Cream levels.



LUMINART DIGITAL TIMER



An easy to use timer is a must when applying colour to ensure perfect results every time.

LUMINART RUBBER SPRAY BOTTLE



Soft touch unbreakable spray bottle with a rubber finish. Perfect for everyday salon use.



LUMINART PROFESSIONAL HAIR FOILS 30m,100m & 200m ROLLS

These high quality foils have a thickness of 18 micron, are flexible and chemical resistant.



LUMINART COLOURIST CARBON COMB

Super Strength Carbon Comb designed to distribute colour evenly for a perfect finish.



LUMINART STRONG GRIP CROCODILE SECTIONING CLIPS

Strong grip, gloss finish sectioning clips, with dual tension springs. Large slip resistance expanding clip.



LUMINART APRON 640mm x 750mm

Durable and rubber backed with an adjustable neck strap and back tie, one size fits all. Two pockets on the front for storing clips etc...



LUMINART BALAYAGE BOARD 347mm x 108mm

Ideal for Balayage freehand painting effects on the hair. Made of high quality materials, perfect for everyday use in the salon.



LUMINART DIGITAL SCALES

Getting an accurate measurement is extremely important for perfect results when creating LuminArt Colour Cream formulas.



LUMINART CLIENT GOWN 1360mm x 1500mm

A large lightweight and breathable gown, designed to keep the client comfortable and protected from hair and product. Stud closure for easy adjustment behind the neck and stitched loop for hanging.

COLOUR★ART™

MAXIMUM COLOUR LIFE

LOCK IN YOUR PROFESSIONAL COLOUR FOR BRILLIANT, LONG-LASTING RESULTS.

Are you looking for the best treatment for your coloured hair? Natural Look's ColourArt range contains the highest quality natural ingredients to keep your hair radiant and healthy.

ColourArt range is specially designed with biodegradable formulas and naturally derived ingredients - including Papaya Extract, Coconut Oil and Kakadu Plum- to help maintain the vibrancy of your professional colour and reduce colour fade caused by the sun, thermal styling and environmental influences, keeping your hair beautiful for longer.

Formulated with AUSTRALIAN BLEND 5 NATIVES*, Natural Look's exclusive selection of our five favourite vitamin rich and antioxidant Australian Native Ingredients: Quandong, Kakadu Plum, Desert Lime, Lilly Pilly & Wattleseed. AUSTRALIAN BLEND 5 NATIVES contains a high content of Vitamin C & Natural Antioxidants to guard against colour fade, extending the life of your colour and leaving the hair in exceptional condition.

*AUSTRALIAN BLEND 5 NATIVES

is Natural Look's exclusive selection of our five favourite vitamin rich and antioxidant Australian Native Ingredients: Quandong, Kakadu Plum, Desert Lime, Lilly Pilly & Wattleseed.





SHAMPOO COLOUR LOCK STRENGTHEN

A detoxifying shampoo designed to gently cleanse devitalised, colour treated, dry and damaged hair, regaining strength and vitality .

60mL, 375mL, 1L



CONDITIONER COLOUR LOCK SHINE + UV FILTER

Formulated with Native Australian Plant and Flower Extracts to protect and restore the moisture content in coloured, stressed, dry or damaged hair.

60mL, 300mL, 1L



DEEP MASK COLOUR LOCK RESTORATION + UV FILTER

A replenishing, penetrating treatment infused with Native Australian Plant and Flower Extracts to deeply revive and rescue colour treated, dry and damaged hair.

20mL, 60mL, 400mL, 1L



DETANGLER COLOUR LOCK POROSITY EQUALISER

Provides ongoing protection and improved manageability of colour treated, dry or damaged hair by restoring moisture and the natural pH balance.

250ml



ENDS THERAPY COLOUR SEALER THERMAL PROTECTION + UV FILTER

Seals split ends from root to tip. Light reflecting technology (Mica) enhances the hair's colour pigments creating multi-dimensional, long lasting shine.

125mL



KAKADU OIL COLOUR LOCK TREATMENT

Boosts nutrition, enhances the true depth of colour and improves hair quality. Australian Kakadu Plum Extract + Certified Organic Argan Oil.

120mL



SHINE SPRITZ COLOUR LOCK ANTIOXIDANT VITAMIN NECTAR

The perfect balance between an instant shine lightweight spray and a protector against heat and UV damage.

125mL

HERITAGE

ARTAV AUSTRALIA'S STORY STARTED IN ADELAIDE, SOUTH AUSTRALIA, IN THE 1950s.

Started in the 1950s by qualified hairdresser and beautician Arturo Taverna with a salon in the city of Adelaide - developing into a group of 30 salons throughout South Australia - Artav Australia is now firmly established as a respected manufacturer and supplier of professional hair care and beauty products developed to a consistently high standard, following a natural approach and a strong sustainability commitment.

From its inception as market-leading salons in the city of Adelaide to the successful business it is today, Artav Australia has continued to remain a proudly Australian, family owned and run company, continuing to expand its Adelaide-based business with a emphasis on protecting the environment.

Artav Australia's sustainability commitment

Artav Australia is committed to being aware of our effect on the environment and is continually looking to find ways to reduce any impact. As members of the Australian Packaging Covenant (APC) we are united with governments and industry to the sustainable design, use and recovery of packaging.

Artav Australia uses natural, organic, plant based and Certified Organic ingredients that are sustainably farmed and sourced. Our goal is to always deliver the purest product that is good for both the environment and consumer alike.



A R T A V
A U S T R A L I A

ARTAV AUSTRALIA

575 South Road, Regency Park, 5010 South Australia
Free call (Aust) 1800 805 276 · Tel (Int): +61 8 8300 1999

LUMINART.COM.AU

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