

Beauty Is...
United

BETHANY COLOR

Model began with Natural level 2

FORMULA A

Maximum Beauty Bath: 30g Color Cleansing Shampoo + 30g Powder Decolorizer + 20 Volume Developer

FORMULA B

30g Cream Decolorizer + 20 Volume Cream Developer

FORMULA C

25g VIBES Magenta + 5g VIBES Blue

FORMULA D

15g VIBES Magenta



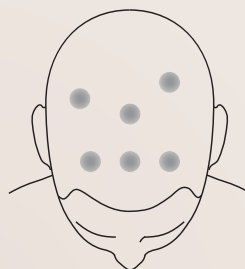
STEP 1. Create a curved parting across the front hairline from ear to ear and isolate this section. Beginning in the nape and working with thin sections through the crown and sides, pre-lighten the mid-strand and ends using **Formula A**. Be sure to stay at least 1-2" away from the scalp.

STEP 2. Drop the isolated section and using flexible perm rods or toe separators, balayage **Formula B** through the mid-lengths and ends in an erratic pattern. Process at room temperature until reaching a level 7. Cleanse and condition with **Healing ColorCare Shampoo** and **Conditioner**, then blow-dry.

STEP 3. Repeat previous sectioning. Place Formula D on hair in isolated top section near front hairline.

STEP 4. Place **Formula C** on the remainder of the hair and process at room temperature for 30 minutes.

STEP 2



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BETHANY STYLE



STEP 1. Start hair in natural curly form and spray entire head with **Noni Fruit Leave-In Conditioner** until hair is 25% damp.

STEP 2. Taking a 1" box section, apply a dime-size of **Design Foam** to each section you are working on, following a brick-lay pattern.

STEP 3. Split sections in two, and twist both sections in the same direction. One twist will be stationary, while other twist wraps opposite of the initial twist. (Ex: twist both to the right, then cross to the left.)

STEP 4. Twist section all the way down, then finish off the section by taking a fine-tooth comb and marrying the ends together, creating one clean, defined curl.

STEP 5. Continue all over the head. Let set until hair is completely dry.

STEP 6. Using **Keratin Healing Oil Hair Treatment**, start to untwist section. Take your time to ensure clean definition. Then expand curls by slightly pulling sections apart, making sure to twirl each end with **Keratin Healing Oil Hair Treatment**, remaining clean and polished.

STEP 7. Finish with a generous mist of **Color Illuminator**.



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NICOLE COLOR

Model began with Natural level 2

FORMULA A

30g Cream Decolorizer + 30g 30 Volume Developer

FORMULA B

25g 4CG + 50g Demi Developer

FORMULA C

20g 6CG + 10g 7CC + 30g 40 Volume



STEP 1. Create a thin, hourglass-shaped section from center front to center back, keeping the wide ends at the hairline. Isolate this section.

STEP 2. Starting on the right side of the head, create opposing triangular sections in a radial pattern around the ear. Isolate each triangle with elastics near the top of the section, dropping 1/4" lower with each triangle. Be sure to alternate the wide end and narrow end of the triangles with each section.

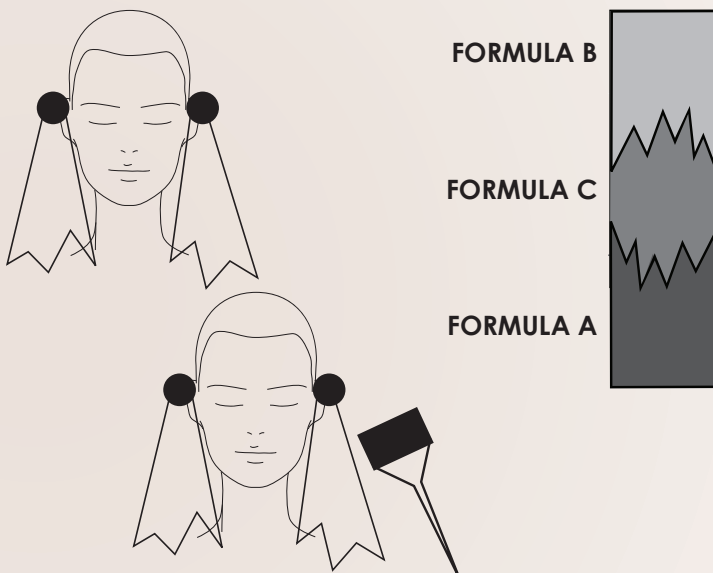
STEP 3. Apply **Formula A** to each ponytail using thin sections and placing foil between. Process at room temperature until hair has reached a level 7.

Cleanse and condition with Healing ColorCare Shampoo and Conditioner, then blow-dry.

STEP 4. Working with diagonal back sections, apply **Formula B** to the first 4" of the hair, **Formula C** through the mid-lengths, and **Formula B** through the ends. Using a L'ANZA Color Board, blend the formulas together and isolate with foil. Continue moving through each section until all the hair has been colored.

STEP 5. Process at room temperature for 35 minutes. Cleanse and condition with Healing ColorCare Shampoo and Conditioner, then blow-dry.

TIP: The L'ANZA Color Board will help optimize color saturation and control.



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NICOLE CUT



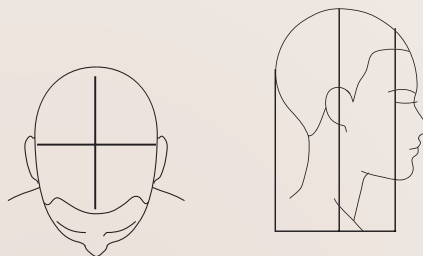
STEP 1. On wet hair, divide the head into four sections or quadrants, with the center point being the high point of the head. Begin in the back on either side, and cut the entire section blunt using zero degree elevation. Use the shoulder blades as an approximate guide length.

STEP 2. Continue cutting the remaining 3 quadrants using the previously cut perimeter as your guide. Make sure that the hair which naturally falls in front of the shoulders is cut in front of the shoulders, so that no over-direction is used when creating the solid perimeter shape.

STEP 3. Using a slide-cutting technique on wet hair, create an angle from chin to collar bone on both sides of the face.

STEP 4. Dry the hair using a cushion brush. Take vertical sections all around the head and create internal texture by carving from mid-lengths to ends. Pivot around the head until desired softness is achieved.

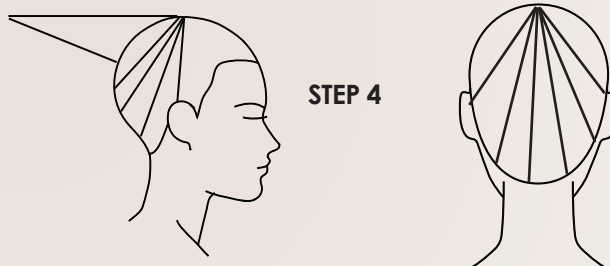
STEP 1 & 2



STEP 3



STEP 4



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NICOLE STYLES



STEP 1. Apply **Zero Weight Gel** to damp hair and blow dry smooth using a cushion brush.

STEP 2. Working off a center part, create two small braids at the front hairline that are attached on one side by a half-French braid technique. Maintain a vertical line with the braids, allowing the hair being added to drape a little so it can be fed into the braid. Secure braids with elastics.

TIP: Keep your braid clean with a dab of **Brilliant Texture**. Apply to the fingertips and smooth as you braid.

STEP 3. Apply **Keratin Healing Oil Lustrous Finishing Spray** to control fly-aways and create the perfect finish.



STEP 1. Spray dry hair with a light mist of **Keratin Healing Oil Hair Plumper**. Then briefly power blow-dry the product into the hair.

STEP 2. Place a donut (or 2) on top of the head, about 1 ½" inches from hairline, and secure donut(s) with bobby pins.

STEP 3. Begin back-combing until hair becomes frothy, then smooth the back-combing before combing a section up into place. After you place the section, spray a light mist of **Keratin Healing Oil Lustrous Finishing Spray**.

TIP: Don't make sections too large, to ensure full coverage of the donut.

STEP 4. Secure and finish your style with an all-over mist of **Keratin Healing Oil Lustrous Finishing Spray**.

TIP: Don't "overdo" the hair. Let it have a slightly lived-in feel.

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NICOLE STYLE



STEP 1. Cocktail a golf-ball size of **Healing Style Foundation Mousse** with a few drops of **Keratin Healing Oil Hair Treatment**, and apply evenly over the hair. Blow-dry with a paddle brush.

STEP 2. Create a ponytail that sits on the crown of the head. Then, take a small section of hair from the bottom of the ponytail and wrap it around your elastic until it wraps no more. Secure with a bobby pin.

STEP 3. Take the ponytail and make a rope twist. Split the ponytail in two smooth, equal sections. Twist both sections one half-twist in the same direction. Then, take the right-hand section over the top of the left-hand section into a rope braid. Repeat this process until there is no hair left, and secure with an elastic.

STEP 4. Fold the tip of the rope braid under, and secure it to the head about 1" back from the front hairline.

STEP 5. Plume braid to desired distress level, then finish with a generous all-over mist of **Keratin Healing Oil Lustrous Finishing Spray**.

TIP: To create a tight, perfectly placed pony, make sure to tilt the head back with the chin up while brushing the ponytail into place. This will ensure the hair is tight in the nape.



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Beauty Is...
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LETECIA COLOR

Model began with Natural level 6

FORMULA A

30g Cream Decolorizer + 30g 30 Volume Developer

FORMULA B

25g 100B + 4g G Mix + 1g R Mix + 60g Demi Developer



STEP 1. Divide the hair into the areas of the head: Nape, Back, Sides, Crown, and Top.

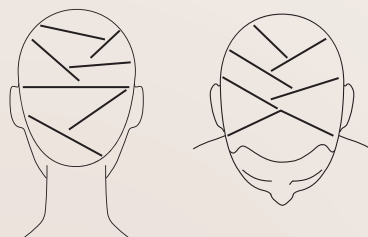
STEP 2. Starting in the nape and working toward the front hairline take 1-2" diagonal sections, splitting each into 2 pieces, a higher and lower piece. Using **Formula A**, balayage the lower piece on the mid-strand and ends and the higher piece on the ends only. Continue working in this manner in all sections until the head is complete.

STEP 3. Process at room temperature until the highlights have reached a level 9. Cleanse and condition with L'ANZA Healing **ColorCare Shampoo & Conditioner**, then blow-dry.

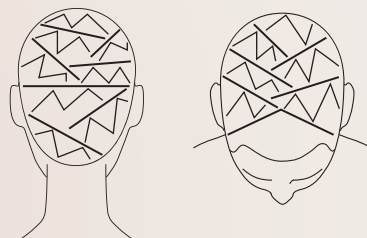
STEP 4. Apply **Formula B** from scalp to mid-lengths, diffusing saturation as you work down each section.

STEP 5. Process for 20 minutes at room temperature. Emulsify **Formula B** into the ends and process for an additional 5 minutes.

Cleanse and condition with L'ANZA **Healing ColorCare Shampoo & Conditioner**.



STEP 1



STEP 2



STEP 4

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LETECIA STYLE



STEP 1. Apply a small amount of **Foundation Mousse** to damp hair, and rough-dry using fingers.

STEP 2. On dry hair, use a ½" Marcel curling iron, and create rope curls in medium-size sections. Keep the curl pattern organic, by alternating the direction of the curls. Allow curls to drop and cool without touching.

STEP 3. Pick up each rope and open up the curl, working from the base of the curls to the ends. Mist each curl with **Dry Texture Spray** after you have expanded it.

STEP 4. Flip the hair over and loosen the curls, misting the hair all over with **Dry Texture Spray**.

B.I.G. TIP: For more modern, less contrived curls, take irregular-shaped sections that overlap one another randomly.



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