COLOR

Model began with a Natural Level 2

FORMULA A 30g 100V + 60g Demi Color Developer

FORMULA B 15g 8G + 5g C Mix + 5g G Mix + 50g Demi Color Developer



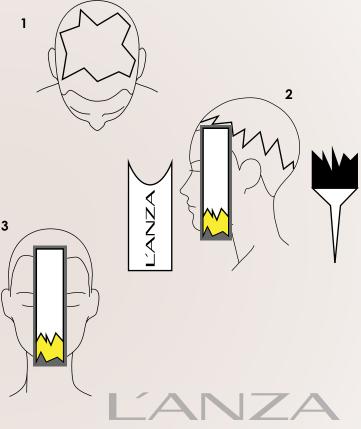
STEP 1. Pre-lighten the hair, processing until it reaches a Level 9/Lightest blonde. Then rinse, shampoo, and condition.

STEP 2. On slightly damp or towel-dried hair, apply **Formula A** over the entire head. Process for 20 minutes. Then cleanse, condition, and blow-dry.

STEP 3. Take an erratic parting on the top and crown sections of the head, leaving out a 2-3" parting at the front hairline.

STEP 4. Lightly back-combing each sub-section, Balayage **Formula B** through the ends only.

STEP 5. Process for 20 minutes. Shampoo, condition, and blow-dry.



CUT





STEP 1. Separate hair into 3 sections. A top section along the parietal ridge, a middle section that includes the sides and back above the occipital, and a lower section that is below the occipital bone.

STEP 2. Staring in the lower section, begin by cutting a perimeter line at zero-degree elevation. Make sure to isolate a 1/4" diagonal section on the right side, if an accent piece is desired. Next, take vertical subsections, pulled at 45 degrees and cut following the round of the head. Complete lower section using a traveling guide.

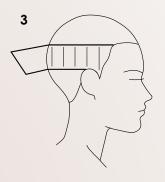
STEP 3. Release the middle section, and take vertical subsections elevating at 90 degrees from the head. Using the guide from the lower section, cut a 45-degree line. Using a traveling guide, work your way to the front hairline on either side.

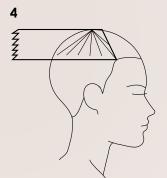
STEP 4. Release the top section and blow-dry the entire head with a cushion brush. Isolate a triangle-shaped fringe section at the front. Then, take pie-shaped sections pivoting from the crown, and point-cut, following the 45-degree line created in the middle section. Work the entire top section in this manner, until you reach the triangle section.

STEP 5. Cut a heavy fringe using comb control and blunt cutting. Length of fringe should be at the eye lashes and softly round into shape at the cheekbone. Point-cut to create a clean, shaped perimeter all the way around the head. (Accent piece and length is your choice.)

STEP 6. Soften and personalize using texturizing scissors in an arc cutting pattern.











5

STYLE



STEP 1. On freshly washed hair, apply a small amount of **Foundation Mousse**. Blow-dry with a cushion brush, using a wrap-drying technique.

STEP 2. At the crown, apply a small amount of **Foundation Mousse** to dry hair, using a comb. Use the same comb to immediately lift the hair as you blow-dry, for expansive volume at the crown.

STEP 3. Mix a small amount of **Brilliant Texture** with **Keratin Healing Oil Hair Treatment** by rubbing together in your hands. Then apply to the areas that need control and flexible shine.

Finish with Keratin Healing Oil Lustrous Finishing Spray.



COLOR

MEDIUM BEAUTY BATH

30g Healing Color-Cleansing Shampoo + 30g Powder Decolorizer + 30g 10 Volume Developer

FORMULA A

40g 7CC + 10g C Mix + 50g 30 Volume Developer

FORMULA B 15g G mix + 15g 30 Volume Developer

FORMULA C

30g 7CC + 60g Demi Color Developer

STEP 1. Apply a **Medium Beauty Bath** in thin sections throughout the head, staying away from the re-growth area. Process until hair has reached a Level 8/Light blonde. Then rinse, shampoo, condition and blow-dry the hair.

STEP 2. Section the hair from ear-to-ear, and across the front hairline in an erratic pattern. **Apply Formula A** to this section only, from scalp to ends.

STEP 3. Working with horizontal sections on the sides and opposing diagonal sections on the top, apply **Formula A** to the regrowth area, **Formula B** to the mid-lengths, and **Formula C** through the ends. Blend the formulas together and isolate with foil. Continue moving through each section until all hair has been colored.

STEP 4. Process at room temperature for 35 minutes. Then shampoo, condition, and blow-dry.





7CC

3

2

7CC G Mix 30 Vol

STYLE 1



STEP 1. Apply **Foundation Mousse** to towel-dried hair. Blow-dry using a cushion brush, directing the sides back, creating smooth volume at the front and crown areas.

STEP 2. Back-comb sections at the front and crown for expansive volume, locking in the shape with **Keratin Healing Oil Lustrous Finishing Spray**.

STEP 3. On fingertips, use a small amount of **Brilliant Texture**, and apply to the sides of the head, while directing the hair back and tucking behind the ear. Follow up with **Keratin Healing Oil Lustrous Finishing Spray** to secure in place and detail.

STEP 4. Finish with a generous mist of **Color Illuminator** all over the hair, to enhance shine and color vibrancy.



STYLE 2



STEP 1. Apply **Foundation Mousse** to towel-dried hair and blow-dry using a large round brush.

STEP 2. Isolate a U-shaped section that begins at the hair recession on either side at the front, and follows the parietal ridge, connecting in the back just below the crown. Gently clip out of the way.

STEP 3. Take all hair below the parietal and direct back into a tight French twist, and secure in place with hair pins. Ends of the twisted section should be right below the crown. Use **Keratin Healing Oil Lustrous Finishing Spray** to secure.

STEP 4. Release U-shaped section and gently backcomb for volume near the crown. Then use your fingers or the tail-end of a comb to place the hair in a balanced shape (The majority of the section should fall forward towards the face). Use **Dry Texture Spray** to enhance fullness and separation.

STEP 5. Lock in the shape with an all-over misting of **Keratin Healing Oil Lustrous Finishing Spray**, then finalize with a spritz of **Color Illuminator**.



shayla COLOR

MODEL BEGAN WITH A NATURAL LEVEL 5

FORMULA A

30g 5CG + 30g Translucent Color Catalyst + Demi Color Developer

FORMULA B 30g Powder Decolorizer + 60g 10 Volume Developer

FORMULA C 30g Cream Decolorizer + 30g 30 Volume Developer

FORMULA D 15g 7NV + 15g Translucent Color Catalyst + 30g Demi Color Developer

FORMULA E 30g 10NN + 60g Demi Color Developer

STEP 1. Apply **Formula A** from base to ends, and process at room temperature for up to 20 minutes. Shampoo, condition, and blow-dry the hair.

STEP 2. Divide the hair into the areas of the head: Nape, Back, Sides, Crown, and Top.

STEP 3. Using **Formula B**, starting in the nape and working toward the top, take 1/2" diagonal sections and finely weave hair, placing in foils. Continue working in this manner until all sections of the head are completely foiled.

STEP 4. Using **Formula C**, Balayage the hair between the foils. Process at room temperature until highlights have reached a Level 9/Lightest blonde.

STEP 5. Then shampoo, condition, and blow-dry.

STEP 6. Apply **Formula D** from scalp to mid-shaft and **Formula E** from mid-shaft to ends, blending together. Process for 20 minutes. Then shampoo, condition and blow-dry.





2

In between foils, free-form paint ends and mid lengths and all hair left out

3





shayla CUT







STEP 1. Create a parting from ear-to-ear, and comb hair to natural fall. Cut a face frame going short-to-long (The short side is the hair that falls from each side of the part, at the front of the head.) This will create a triangle when both sides are combed forward.

STEP 2. Take a 1" parting from the high point to the bottom hair line, and comb everything forward. Using your face frame as your guide, remove with point-cut.

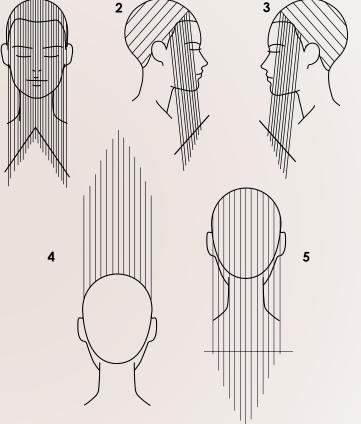
STEP 3. Repeat on the other side. This will make the layer gradually get longer toward the back.

TIP: The more you elevate the section, the softer the layer becomes.

STEP 4. Next, create a parietal parting and comb the hair straight up, and over-direct to the high point of the crown. You will see a point. Remove the point with a point-cut.

STEP 5. Comb all hair down to natural fall, and remove perimeter to desired length.

TIP: If you elevate the section, the perimeter will be softer.





STYLE 1



STEP 1. On wet hair, apply a golf-ball size of **Design Foam** all over, adding a few pumps of **Spray Gel**. Blow-dry using a large round brush.

STEP 2. Once hair is 100% dry, back-comb the entire head, except $\frac{3}{4}$ " inch at the hair line.

STEP 3. After back-combing, you will begin to brush the hair at the nape to one side of the head.

STEP 4. Once you have worked your way to the crown, brushing the hair over, you begin to lay your bobby pins up the head.

TIP: As you work your way up the head, make sure every pin crosses the one before it. Long pins work best with this design.

STEP 5. Once you have a row of pins going up the back, begin to brush the hair in the opposite direction, rolling, and creating a twist. Start at the nape and work your way up to the sides.

STEP 6. The top of the head may be styled in a range of ways. For a modern look, it can be combed back tightly. Or for a more classic flavor, the top can be incorporated directly into the twist.

STEP 7. Set your finished look with Keratin Healing Oil Lustrous Finishing Spray.



STYLE 2



STEP 1. On damp hair apply a golf-ball size portion of **Foundation Mousse** with a pump of **Keratin Healing Oil Hair Treatment**.

STEP 2. Blow-dry the hair with a paddle brush in a more directional way. Backward forward side to side until 100% dry.

TIP: If there is a strong cowlick, start there to control the hair's direction when it lays dry.

STEP 3. Once hair is dry take $1 \frac{1}{2}$ " sections loosely square in shape (doesn't need to be perfect!). Wrap hair around your $1 \frac{1}{2}$ " Marcel iron. All sections around the face should be wrapped away from the face.

STEP 4. After your curls are done, blast dry the hair with your blow-dryer. Lightly mist the hair with **Beach Spray**, and blast dry again, using cold air.

STEP 5. Repeat the curl process again.

TIP: The more times you do this the more bed heady the look becomes.

STEP 6. Finish with Dry Shampoo for that pillow-talk texture.

STEP 7. Set your finished look with Keratin Healing Oil Lustrous Finishing Spray.



STYLE 3



STEP 1. Apply **Foundation Mousse** all over damp hair, and blow-dry using and a large round brush.

STEP 2. Set the hair using a vertical Marcel technique to give loose, full waves. Spray with **Dry Texture Spray** as you work.

STEP 3. Isolate a triangle section along the side of the head that begins at the front part line, and extends to just behind the ear in the back. Using a generous amount **Sculpting Paste**, create a diagonal grid using small elastic bands. Work one row from front to back, one at a time. Continue with the row next to it, keeping work orderly.

TIP: Elastics should sit at the back of each small square section, and should incorporate the ponytail from the previous square section

STEP 4. Once elastics have been set, use your fingers or a wide-toothed comb to open up the waves and apply **Dry Texture Spray** to create sexy tousled texture.

Vertical Marcel



