DEEP CHERRY RED

MONOCHROME AT FIRST SIGHT THIS MULTI-DIMENSIONAL COLOR CELEBRATES THE COOL RED PALETTE. FROM A DEEP CHERRY TO RAISIN BLACK. THE SHOULDER LONG SHAG SOFTLY FRAMES THE FACE ALLOWING THE COLOR TO TAKE CENTRE STAGE.



BEFORE



CUT

EXPERT TIP:
By twisting the hair to the opposite side the length automatically increases resulting in a very soft bevel.



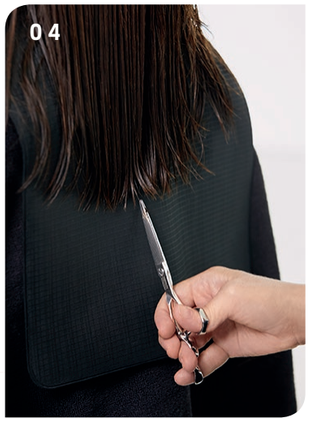
STEP 01
Cut a fringe covering the eyebrows.



STEP 02
Open up the face shape by layering the front from short to long.



STEP 03
Over direct the remaining hair up and layer increasing in length towards the back.



STEP 04
Finally point cut into the perimeter to promote softness.



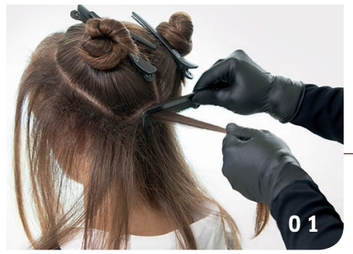
COMPLEXITY: High **COLOR PLACEMENT:** Crescent

COLOR FORMULAS:

A BLONDOR FREELIGHTS POWDER 30 g
+ FREELIGHTS DEVELOPER 6 % 45 g
+ WELLAPLEX N°1 3 ml

KOLESTON PERFECT + WELLOXON PERFECT
B 55 g 33/55 + 5 g 2/8 + 60 g 6 %
C 45 g 33/55 + 15 g 55/65 + 60 g 6 %
D 27 g 10/0 + 7 g 33/55 + 60 g 1.9 %

COLOR

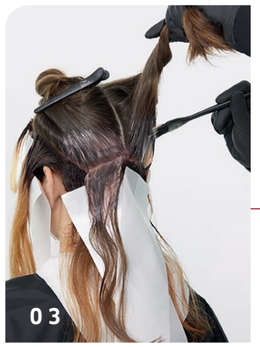


STEP 01
Section of the hair as shown and backcomb the roots for a soft color transition.



STEP 02
Lighten the perimeter with formula **A** avoiding the root area. Once sufficient lift is achieved, rinse, neutralize and dry.

STEP 03
Deepen the roots with formula **B**.





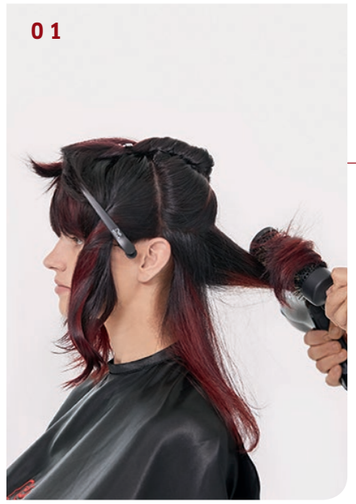
STEP 04
For a Deep Cherry Red apply formula **C** to the mid-lengths and ends. Develop for 10 minutes.

STEP 05
The most vibrant shade is formula **D** as a toner applied to the pre-lightened areas. Develop for 20 minutes and remove as recommended.



EXPERT TIP:
For optimal longevity of the toner pre-lighten the hair only to an orange/yellow undertone.

STYLE



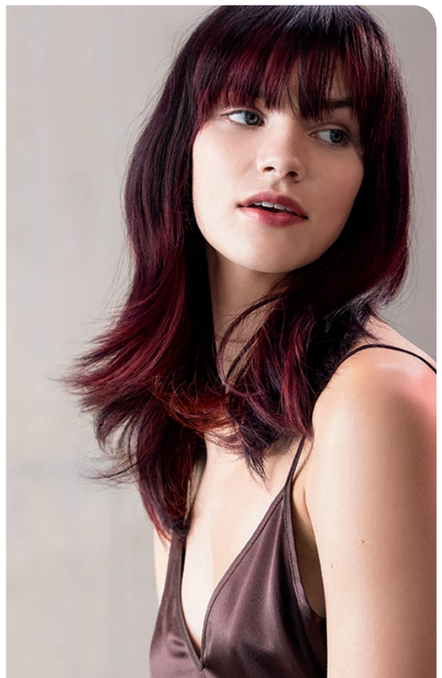
STEP 01
After applying EIMI Root Shoot dry the hair using a round brush.



STEP 02
Spray EIMI Thermal Image and create movement with the Wella Pro Curl.



STEP 03
For a matte and disheveled finish apply EIMI Rugged Texture.





CARE RECOMMENDATION:
INVIGO Color Brilliance Shampoo
INVIGO Color Brilliance Conditioner
INVIGO Color Brilliance Miracle BB Spray



STYLING PRODUCTS:
EIMI Thermal Image
EIMI Rugged Texture