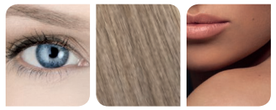




BEFORE

TRUE COLOR EQUATION

COOL + COOL + WARM



FACE SHAPE
Rectangle



Use the guide on page 10/11

TECHNIQUE
Freehand and triangle technique



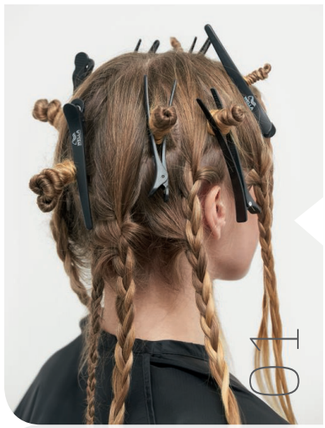
V-stroke



COLOR

COLOR FORMULAS
- **A** ILLUMINA COLOR 8/ + COLOR TOUCH Emulsion 4 %
- **B** BLONDOR FREELIGHTS + BLONDOR FREELIGHTS Developer 6 %
- **C** ILLUMINA COLOR 10/93 + COLOR TOUCH Emulsion 1.9 %, Wella Professionals Care Post Service Conditioner (1:1:1) glossing





STEP 01
Section hair as shown into 7 small triangles around the hat line, 3 either side of the head and 1 below the back section. Remaining hair was braided to isolate.

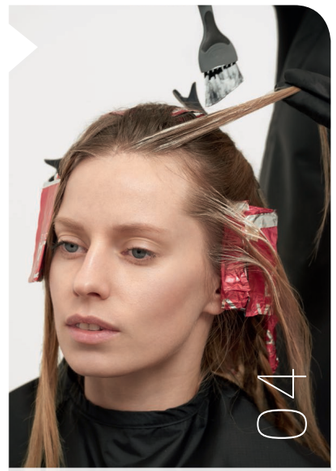


STEP 02
Apply formula **A** in the triangle sections 5 cm away from the roots with a triangle shape brush stroke. Isolate with foil.



STEP 03
Release the 2 braids in the fringe and hairline/ temple areas. Apply formula **B** using freehand V brush stroke, repeat other side.

STEP 04
Develop freelights until pale yellow, rinse, shampoo, towel dry & apply formula **C** for 5 mins. Rinse hair well.



ASK YOUR CLIENT TO TAKE A SELFIE AND TAG:

#STYLISTSDOITBETTER

CUT



STEP 01
Elevate the top section and point cut to the desired length.



STEP 02
Use a razor to create the fringe length and to blend the side and back length together softly.



STEP 03
Take vertical sections working around the head, point cut and connect the top layers to the back and sides. Finally slice cut through the ends to add light texture.

> STYLING WORKS HAND-IN-HAND WITH COLOR TO REALLY SHOWCASE CONTOURING.

CYRILL BRUNE,
GLOBAL CREATIVE ARTIST

STYLE

STEP 01
Apply EIMI Perfect Me Hair BB Lotion for smoothness and delicate shine, follow with Boost Bounce on towel dried hair to add extra bounce to the hair.





STEP 02
Blow-dry the hair using several medium round brushes in different directions to create disrupted bouncy movement.

STEP 03
Finish the look with a small amount of EIMI Grip Cream Brazilian Carnauba wax for a modern and flexible finish. Hold the look with EIMI Stay Styled.



AT HOME CARE
Oil Reflections regime
> Luminous Reveal Shampoo
> Luminous Reboost Mask
> Light Luminous Reflective Oil



AT HOME CARE
> SP LuxeOil Shampoo
> SP LuxeOil Mask
> SP LuxeOil Reconstructive Elixir



STYLING PRODUCTS
> EIMI Boost Bounce
> EIMI Grip Cream
> EIMI Stay Styled
> EIMI Perfect Me