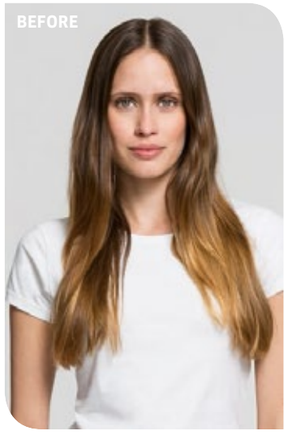
ULTRA **SLEEK**

IT'S CONTOURING-LUXE IN LONG, STRAIGHT HAIR. Working on an overall lightened base featuring darker beige panels placed in creative patterns on the bias around the hat line. This will enhance the sleek movement, narrowing down the shape throughout the mid-length, giving the length diversity, and enhancing the filtered layers of the cut. Straight styling adds to the premium look.

THE CONTOURING COLLECTION TURNS LUXE LONG INTO ULTRA SLEEK.





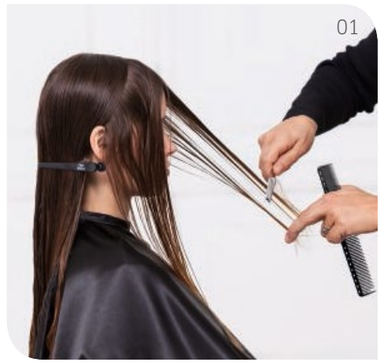
COMPLEXITY: High **COLOR PLACEMENT:** Freehand

COLOR FORMULAS:

- **A** BLONDOR SOFT BLONDE Cream + Welloxon Perfect 6% (1:1.5)
- **B** BLONDOR SOFT BLONDE Cream + COLOR TOUCH Emulsion 1.9% (1:1.5)
- **C** Koleston Perfect 8/97 + 6/97 (1:1) + COLOR TOUCH Emulsion 1.9% or Welloxon Perfect Pastel
- **D** Koleston Perfect 9/96 + 0/43 (5:1) + 2 parts COLOR TOUCH Emulsion 1.9% or Welloxon Perfect Pastel
- **E** Koleston Perfect 6/97 + COLOR TOUCH Emulsion 4%
- **F** Koleston Perfect 10/3 + 2 parts COLOR TOUCH Emulsion 1.9% or Welloxon Perfect Pastel
- **G** Koleston Perfect 10/97 + 8/97 (2:1) + COLOR TOUCH Emulsion 4%



CUT

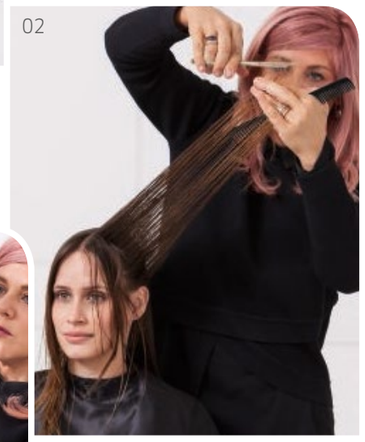


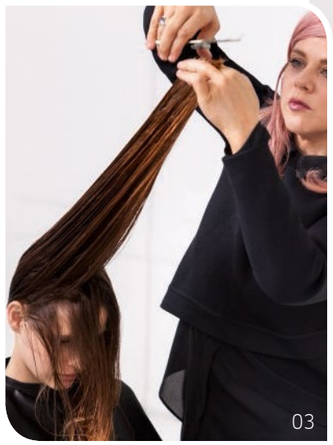
STEP 01

Apply EIMI Perfect Me Hair BB Lotion to wet hair to use as a moisturizing cutting lotion. Razor cut the front layers with a slight forward over-direction, for a subtle result.

STEP 02

Cut concave layers all around the middle parting using texturizing scissors.





STEP 03

Check and texturize the layers by over-directing the hair to the middle parting. Cut with an aggressive forward over-direction to the front fingers at a 45-degree angle. Work this way section by section to create the illusion of length on both sides.

COLOR



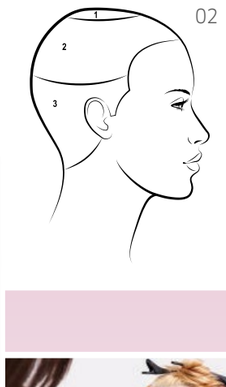
STEP 01

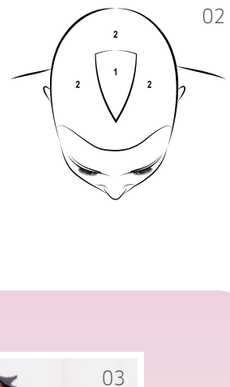
Full-head prelightening using color **A** about 2 cm away from the roots to mid-shaft and 5 cm wide. Apply color **B** through the ends. Develop until the desired level of lift is achieved. Color the roots with color **A.** Develop until the level of lift from mid-lengths and ends is achieved. Rinse, shampoo, and neutralize.



STEP 02

Section the head into 3 parts: from temple to temple below the hat line, separating the nape area, and around the hat line – leaving a triangle section on the top of the head around the middle parting. Apply color **C** to the nape area from roots to ends.

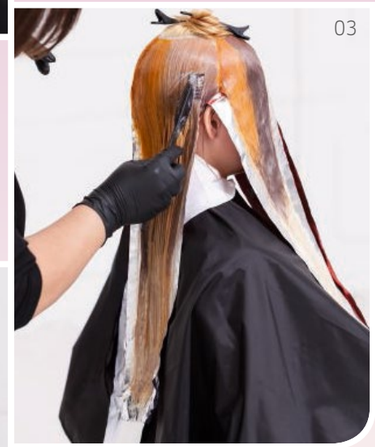


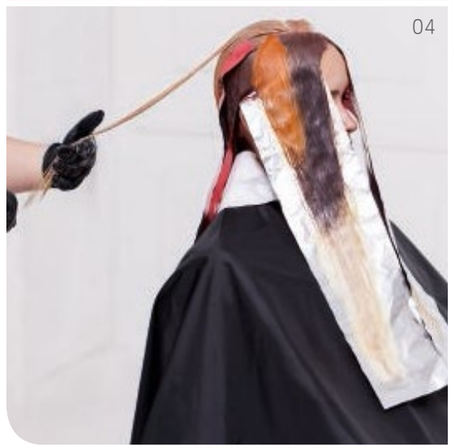




STEP 03

Create a print pattern with colors **C, D, E,** and **F** all around the hat line.





STEP 04

Apply color **G** to the triangle section situated at the top of the head from roots to ends.

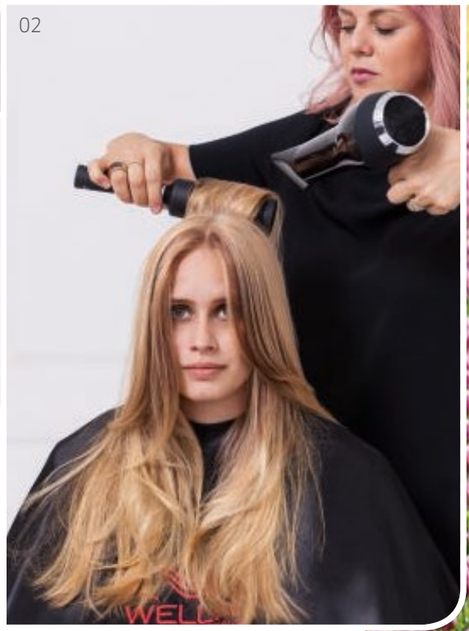
01



STEP 01
Apply EIMI Boost Bounce and Light Luminous Reflective Oil and spray EIMI Glam Mist onto wet hair – to create a premium, moldable texture.

STYLE

02



STEP 02
Create the shape with a large round brush and twist the ends. Finish off with the Wella Pro Style for a shinier effect.





STYLING PRODUCTS:
Use **EIMI Boost Bounce** for bouncy hair and **EIMI Glam Mist** for luxurious shine.



AT-HOME CARE RECOMMENDATION:
Enrich Shampoo and **Enrich Mask** repair and moisturize the hair, leaving it soft and irresistibly smooth to the touch.
Finish with **Luminous Smoothening Oil** for added smoothness and protection.

SHADE ALTERNATIVES:

COLOR TOUCH
Color A: n/a; Color B: n/a
Color C: 7/97
Color D: 10/69 + 8/69 + 9/43 (2:2:1)
Color E: 7/97 + 5/97 (1:1)
Color F: 10/ + 9/03 + 7/3 (2:2:1)
Color G: 9/97

Scan this code to watch video.