

DEPRESSION CHIC

ECHO

WELLA TRENDVISION 2013



COLOR | CUT | STYLING  
**MINYOUNG**

BEFORE



**COLOR**

- A - Base - Color Touch 2/8 & 1.9%
- B - Blondor Extra Cool & 6%
- C - Blondor Extra Cool & 1.9%
- D - Blondor Extra Cool & 4%
- E - Tone with ILLUMINA COLOR 7/81 & 6%

**WELLA PROFESSIONALS CARE**  
 Brilliance

**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Shape Shift

**SYSTEM PROFESSIONAL STYLE**  
 Satin Polish



**COLOR**



**STEP 1**

Starting from the crown area, take slices in a 360° rotation around the curve of the head.



**STEP 2**

Using colors B, C & D, lighten the slices between 6/0 and 9/0, and then rinse and shampoo the Blondor.



**STEP 3**

Use color E to tone. The different depths achieved in the previous steps will give a multitone effect to the end color.

**CUT**



**STEP 4**

For the cut, start at the occipital area and section off the hair like a graduation, but cut without any over direction.



**STEP 5**

Move to the back of the ear and continue to cut without over direction. Then secure the top section with clips.



**STEP 6**

Switch from vertical to horizontal sections and use scissors over comb to create layering close to the skin.



**STEP 7**

Repeat the same method on the opposite side to get the same layering effect.



**STEP 8**

Let the top section fall down onto the side of the face. Cut the line to below the layered section to create an overhang. Repeat on the opposite side.



**STEP 9**

Finish the section above the occipital area by taking vertical sections and blending the layer into the section below.



**STEP 10**

To create the fringe, start from the center and work out towards the temple, cutting the hair against the skin.



**STEP 11**

Finish the haircut by adding to the fringe and creating different lengths through the front.

**STYLING**



**STEP 12**

Once dry, look for balance and movement. Then apply your chosen finishing product.

DEPRESSION CHIC

ECHO

WELLA TRENDVISION 2013



  
WELLA  
PROFESSIONALS

COLOR | CUT | STYLING  
**TINE**

BEFORE



**COLOR**

- A - Blondor Extra Cool & 1.9%
- B - ILLUMINA COLOR 10/1 + 9/60 & 1.9%
- C - Koleston Perfect 10/8 + 0/65 & 1.9%
- D - Koleston Perfect 12/1 + 12/11 & 12%

**WELLA PROFESSIONALS CARE**  
Color Recharge (Cool)

**SYSTEM PROFESSIONAL CARE**  
Color Save

**WELLA PROFESSIONALS STYLE**  
Flowing Form

**SYSTEM PROFESSIONAL STYLE**  
Exquisite Gloss



**COLOR**



**STEP 1**  
Starting at the front temple, take slices and place them in foils. Work back and upwards towards the crown.



**STEP 2**  
Alternate colors A, B, C & D. When you reach about the halfway point, move to the opposite side.



**STEP 3**  
Start on the opposite side and repeat the same method.



**STEP 4**  
Move to below the crown and apply Blondor to create flashes of light through the back.

**CUT**



**STEP 5**  
For the cut, start at the back section and create a long layered guideline.



**STEP 6**  
Bring the rest of the hair from the back section to the guideline and cut a long layered shape.



**STEP 7**  
Take a small section from the back as a guideline and cut a channel through the front section.



**STEP 8**  
Lift the rest of the hair up to that same guideline to create a layered effect at the front.



**STEP 9**  
For the fringe, start with a fine section at the desired width and establish the fringe length.



**STEP 10**  
Dry the hair and then cross-check the layers. Point-cut any weight lines through the layers.



**STEP 11**  
Apply your chosen finishing product to the hair by running your hands through from roots to ends.

**STYLING**

DEPRESSION CHIC

ECHO

WELLA TRENDVISION 2013



COLOR | CUT | STYLING  
**SHARAN**

BEFORE



**COLOR**

- A - Base color - Color Touch 4/77 + 5/4 & 1.9%
- B - Koleston Perfect 8/41 & 9%
- C - Koleston Perfect 7/17, 6/75 + 0/65 & 9%
- D - Koleston Perfect 7/17 + 7/34 & 9%
- E - Koleston Perfect 10/0 + 0/11 & 6%

**WELLA PROFESSIONALS CARE**  
 Brilliance

**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Bold Move

**SYSTEM PROFESSIONAL STYLE**  
 Refined Texture



**COLOR**



**STEP 1**  
 Using Blondor, lighten 1 slice in front of the ear on both sides.



**STEP 2**  
 Using colors B, C & D, start at the temple and take slices and place them in foils. Work back and upwards towards the crown.



**STEP 3**  
 Smudge colors together in the foils, starting with deeper colors at the roots and lighter/brighter ones at the ends.



**STEP 4**  
 Once all the foils are in place, apply color A to the rest of the hair. At the end, apply Color E over the lightened slices in front of each ear.

**CUT**



**STEP 5**  
 For the cut, take an all-around channel section just underneath the curve of the head.



**STEP 6**  
 Cut this channel to form the guide for the length of the hair below it.



**STEP 7**  
 Use the guide to establish the length of the layers around the sides and back of the head.



**STEP 8**  
 Continue the layering down into the nape of the neck at the back, and shape the hair around the ears at the sides.



**STEP 9**  
 On the top section, lift the hair in channels from the back to the front and cut, disconnecting from the layers already cut.



**STEP 10**  
 Freehand-cut the side section to create the start of the fringe.

**STYLING**



**STEP 11**  
 Using a Denman brush, wrap-dry the hair with your chosen styling product to smooth out the texture.



**STEP 12**  
 Continue wrap-drying until all the hair is dry and then manipulate into shape with your fingers and some finishing product.

GOLDEN OPULENCE

ALLEGRA

WELLA TRENDVISION 2013



  
**WELLA**  
PROFESSIONALS

COLOR | CUT | STYLING  
**MARIANA**

BEFORE



**COLOR**

- A - ILLUMINA COLOR 10/36 + 9/60 & 9%
- B - ILLUMINA COLOR 9/7 + 7/43 & 9% 10:1
- C - ILLUMINA COLOR 7/81 + 7/3 & 9% 1:2

**WELLA PROFESSIONALS CARE**  
 Color Recharge (Warm)

**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Glamour Recharge

**SYSTEM PROFESSIONAL STYLE**  
 Polished Waves & Weightless Finish



**COLOR**



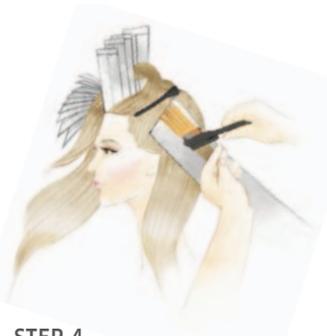
**STEP 1**  
 Starting at the temple area, take diagonal slices and place them in foils. Follow the same method using a herringbone technique.



**STEP 2**  
 Alternating colors A, B & C, continue on the opposite side until you reach the halfway point.



**STEP 3**  
 Starting at the top of the ear, take diagonal slices and work up to meet the foils at the temple area.



**STEP 4**  
 Repeat on the opposite side of the head.

**CUT**



**STEP 5**  
 For the cut, start with a teardrop-shaped section at the crown area to form the guide for the length of the layers.



**STEP 6**  
 Cut the back section by curving your scissors around the edge of the section so it has a beveled edge.



**STEP 7**  
 For the sides, take the whole section and pull it towards the face; twist the ends and slice through, letting the twist unwrap as you slice.

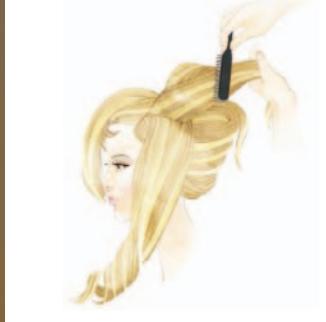


**STEP 8**  
 Repeat on the opposite side and then check the overall outline of the hair.

**STYLING**



**STEP 9**  
 Start to sweep the hair from the back into the roll, starting from the nape area and building from there.



**STEP 10**  
 Bring the front section over the top and use it to feed into the roll to give it shape and support.



**STEP 11**  
 You should now have all of the hair apart from the fringe in place.



**STEP 12**  
 Bring the fringe section around to the back to create a soft draped effect and finish the shape.

GOLDEN OPULENCE

ALLEGRA

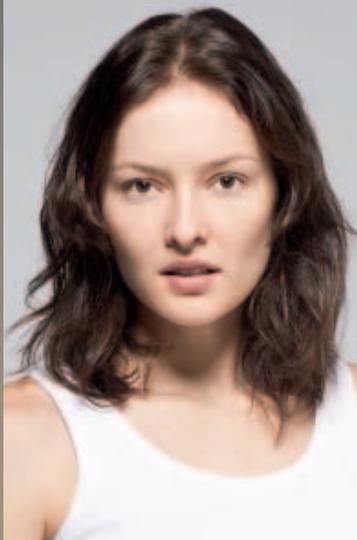
WELLA TRENDVISION 2013



  
**WELLA**  
PROFESSIONALS

COLOR | CUT | STYLING  
**SOLANGE**

BEFORE



**COLOR**

A - ILLUMINA COLOR 10/36 & 12%  
 B - ILLUMINA COLOR 9/60 & 9%  
 C - ILLUMINA COLOR 8/1 + 9/43 & 9%

**WELLA PROFESSIONALS CARE**  
 Brilliance

**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Glamour Recharge

**SYSTEM PROFESSIONAL STYLE**  
 Polished Waves &  
 Weightless Finish



**COLOR**



**STEP 1**

Take a triangle section, wider towards the crown, on top of the head. Starting on one side, take a weave and place it in foil.



**STEP 2**

After 2 or 3 foils, switch to the other side so the foils can overlap.



**STEP 3**

Gradually build up the foils until all of the hair is colored with alternate sections of colors A, B & C.



**STEP 4**

Once the triangle section is full, start from in front of the ear and work up to the temple area with the same method.



**STEP 5**

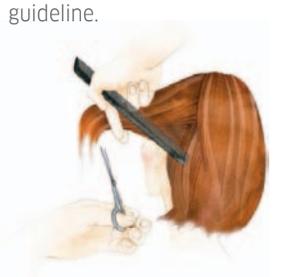
On the other side, leave out the second section of foils and apply color C to the remaining hair, creating an asymmetric color.

**CUT**



**STEP 6**

For the cut, start in the occipital area with a vertical channel of hair held out from the head and point-cut to create a textured guideline.



**STEP 7**

Follow the guideline on either side to the back of the ear, using the same point-cut method.



**STEP 8**

Once all of the back section is complete, use a small channel as a guideline for the top section and create a square layer.

**STYLING**



**STEP 9**

Blend in any corners and weight lines afterwards by point-cutting around the curve of the head.



**STEP 10**

Blow-dry the hair using a large round brush to create volume and wave.



**STEP 11**

Continue drying the front area, maintaining the same movement created at the back.



**STEP 12**

Once dry, set with large Velcro rollers to support the movement.

GOLDEN OPULENCE

ALLEGRA

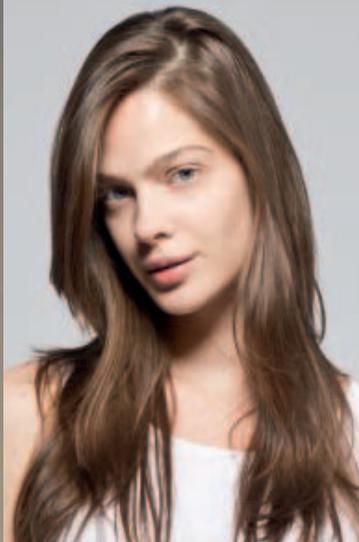
WELLA TRENDVISION 2013



**WELLA**  
PROFESSIONALS

COLOR | CUT | STYLING  
**JUSTYNA**

BEFORE



**COLOR**

- A - Koleston Perfect 5/0 + 6/0 & 6% (Roots)
- B - ILLUMINA COLOR 10/36 & 12%
- C - Koleston Perfect 7/43, 8/1 + 0/33 & 6%
- D - Koleston Perfect 8/38, 10/0, 0/65 + 0/11 & 9%

**WELLA PROFESSIONALS CARE**  
 Brilliance

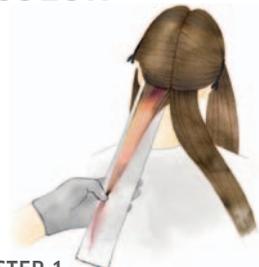
**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Glamour Recharge

**SYSTEM PROFESSIONAL STYLE**  
 Polished Waves &  
 Weightless Finish



**COLOR**



**STEP 1**  
 Starting at the nape, take a section on either side of the natural parting. Blend color A & B from roots to points.



**STEP 2**  
 Repeat on the opposite side with the same colors.



**STEP 3**  
 Continue the method, working up the head and blending color A into B, then C into D from roots to points.



**STEP 4**  
 As you get higher up the head, change the angle of the sections to mirror the curve of the head.



**STEP 5**  
 Around the front area, the sections should get finer so the blend is even more subtle next to the face.



**STEP 6**  
 Finish on the top of the head with the final section.

**CUT**



**STEP 7**  
 For the cut, take a teardrop-shaped section over the crown area and cut the hair by curving your scissors to create a beveled shape.



**STEP 8**  
 Continue this method all around the back of the head until you reach the sides.



**STEP 9**  
 Repeat for the front sections and then freehand-cut the outline to create a soft curve around the jaw line.

**STYLING**



**STEP 10**  
 Blow-dry the hair and then set on large Velcro rollers to create strong waves.



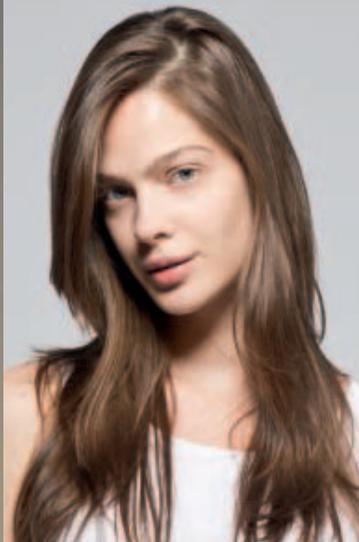
**STEP 11**  
 Continue setting with rollers until all of the hair is in place.



**STEP 12**  
 Gently unwind and then smooth the hair through with a soft-bristled brush and some light serum.

COLOR | CUT | STYLING  
**JUSTYNA**

BEFORE



**COLOR**

All colors mixed with Color.id in a 10:10:1 ratio.

- A – Koleston Perfect 5/0 + 6/0 & 6% (Roots)
- B – ILLUMINA COLOR 10/36 & 12%
- C – Koleston Perfect 7/43, 8/1 + 0/33 & 6%
- D – Koleston Perfect 8/38, 10/0, 0/65 + 0/11 & 9%

**WELLA PROFESSIONALS CARE**  
 Brilliance

**SYSTEM PROFESSIONAL CARE**  
 Color Save

**WELLA PROFESSIONALS STYLE**  
 Glamour Recharge

**SYSTEM PROFESSIONAL STYLE**  
 Polished Waves &  
 Weightless Finish



**COLOR**



**STEP 1**  
 Starting at the nape, take a section on either side of the natural parting. Blend color A & B from roots to points.



**STEP 2**  
 Repeat on the opposite side with the same colors.



**STEP 3**  
 Continue the method, working up the head and blending color A into B, then C into D from roots to points.



**STEP 4**  
 As you get higher up the head, change the angle of the sections to mirror the curve of the head.



**STEP 5**  
 Around the front area, the sections should get finer so the blend is even more subtle next to the face.



**STEP 6**  
 Finish on the top of the head with the final section.



**STEP 7**  
 For the cut, take a teardrop-shaped section over the crown area and cut the hair by curving your scissors to create a beveled shape.



**STEP 8**  
 Continue this method all around the back of the head until you reach the sides.



**STEP 9**  
 Repeat for the front sections and then freehand-cut the outline to create a soft curve around the jaw line.

**STYLING**



**STEP 10**  
 Blow-dry the hair and then set on large Velcro rollers to create strong waves.



**STEP 11**  
 Continue setting with rollers until all of the hair is in place.



**STEP 12**  
 Gently unwind and then smooth the hair through with a soft-bristled brush and some light serum.