



WINTER WAVES

DIAL I G H T **TECNI
ART.**

Gloss and Styling looks created by L'Oréal Professionnel Artists

L'ORÉAL
PROFESSIONNEL
PARIS



PRO TIP

Vary the amount of color you pull-through the mid-lengths to create peaks and valleys of color!

POLISHED COPPER

BY: BRANDON CURTIS

@brandoncurtis

Alex Emilio Salon, Royal Oak, MI

FORMULAS

1

DIA Richesse 1/3 7N + 1/3 7.40 + 1/3 .24 + 9-Volume DIActivateur Developer

2

DIA Richesse 3/4 .24 + 1/4 7.35 + 15-Volume DIActivateur Developer

3

DIA Light 3/4 10.32 + 1/4 7.4 + 6-Volume DIActivateur Developer



BASE:

DIA Richesse 1/3 7N + 1/3 7.40 + 1/3 .24 + 9-vol. DIActivateur Developer

MID LENGTHS:

DIA Richesse 3/4 .24 + 1/4 7.35 + 15-vol. DIActivateur Developer

GLOSS:

DIA Light 3/4 10.32 + 1/4 7.4 + 6-vol. DIActivateur Developer

STYLING PREP:
Transformer Gel

STYLING FINISH:
Infinium 4



BEFORE

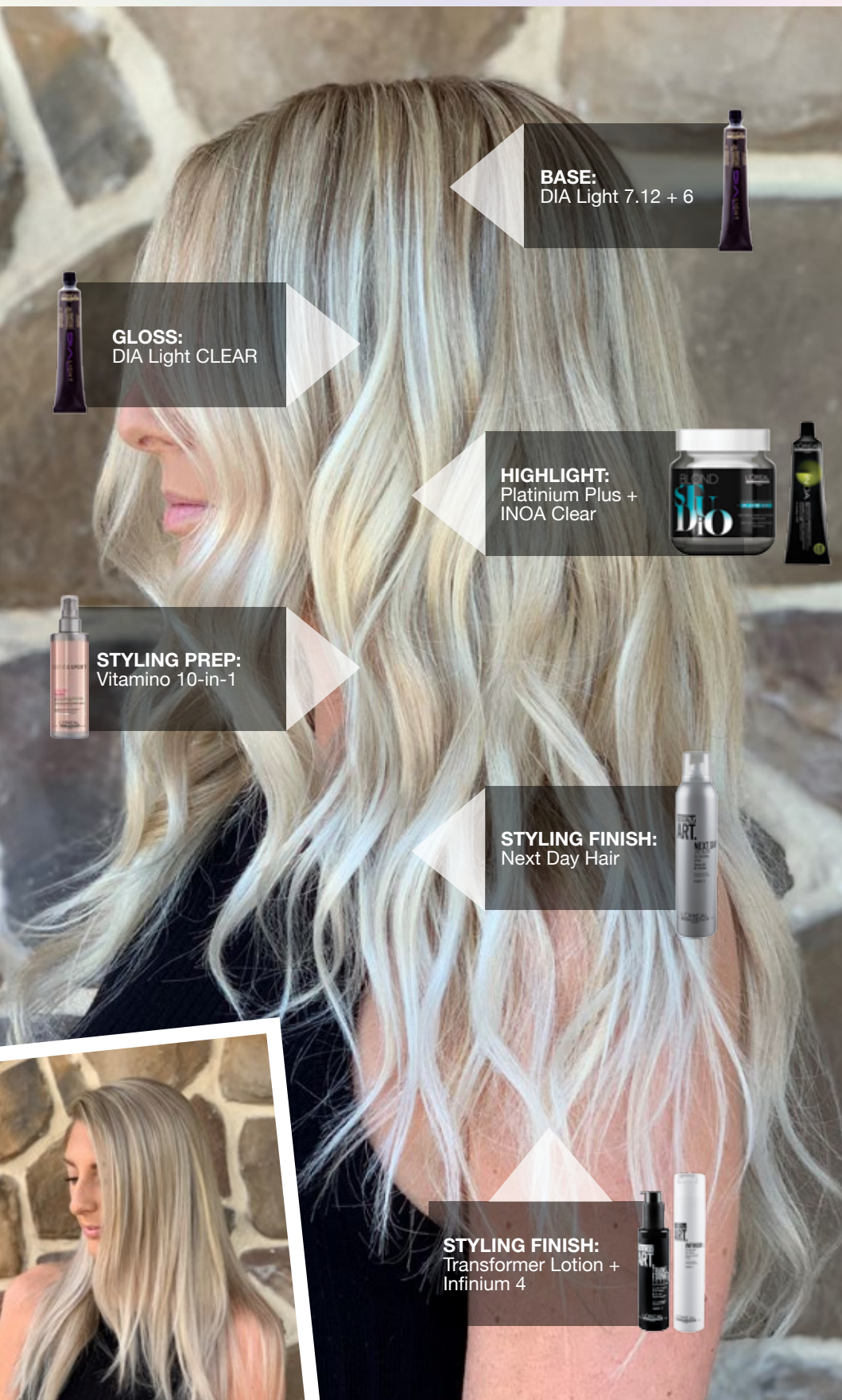
HOW-TO

COLOR

- 1 Apply **Formula 1** globally to the new growth. At the hairline, create a zig-zag sectioning that follows the parietal ridge. Create large zig-zags to resemble a “star” shape. Repeat on the other side, and section the top of the hair away.
- 2 Apply **Formula 2** to the mid-lengths of the hair. Gently meld the color down the hair and use your hands to create a soft diffusion into the ends. Let down the top of the zig-zag section and continue applying **Formula 2** in the same style. Process for 20 minutes then wet, emulsify and rinse.
- 3 Towel dry hair 80%. Apply **Formula 3** globally and process for 10 minutes or until desired tone is reached.

STYLING

- 1 Apply **Serie Expert Vitamino 10-in-1** from mid-lengths to ends UV protection.
- 2 Apply **Transformer Gel** to the hair, beginning at the roots and working through to the mid-lengths and ends.
- 3 Power-dry the hair with your hands in the opposite direction of which it will lay to build volume. Use a round brush to smooth out ends if needed.
- 4 Using a 1½ inch barrel curling iron, take 2” by 2” sections and rope curl away from the face. Spray with **Infinium 4** for flexible, touchable hold. Use fingers to gently rake through the rope curls, allowing them to form into soft “S” Waves. Finish with a mist of **Infinium 4**.



BASE:
DIA Light 7.12 + 6

GLOSS:
DIA Light CLEAR

HIGHLIGHT:
Platinum Plus +
INOA Clear

STYLING PREP:
Vitamino 10-in-1

STYLING FINISH:
Next Day Hair

STYLING FINISH:
Transformer Lotion +
Infinium 4



BEFORE

HOW-TO

COLOR

- 1 Beginning along the part, apply **Formula 1** as babylights using foils.
- 2 On the remaining hair that's left outside of the foils (avoiding the base), apply **Formula 2**. **NOTE:** if applied to the base color, it will lift without control of underlying tones. INOA Clear is used to cleanse the ends of buildup, unwanted tones, all while adding shine.
- 3 Apply a Microscopic Base Tap (1/4-3/4") with **Formula 3** and process for 20 minutes.
- 4 Rinse out and towel dry then apply **Formula 4**. Avoid applying the base tap and ends gloss together to keep the base tap from dragging down too far.
- 5 Apply **Blondifier Shampoo**, then with **Serie Expert Silver Shampoo**. Finish the hair with a **Nutrifier Powermix Treatment**.

STYLING

- 1 Apply **Serie Expert Vitamino Color 10-in-1** from mid-lengths to ends for heat protection. Rough blow dry.
- 2 Apply **Transformer Lotion** to the mid-lengths and ends of the hair for moldable control and hold.
- 3 Use a 1 ½ inch barrel curling iron to add soft waves. Once cool, separate the curls using **Transformer Lotion**—applying to the palm and then raking through the hair. Finish with **Infinium 4** for flexible, touchable hold and **Next Day Hair** for subtle texture.

PRO TIP

To maintain their #blondegoals, I recommend that all of my blonde clients take home Serie Expert Silver shampoo!



SOFT, GLACÉE

BY: CASSI PINDER

@cassipinder

Lords & Ladies, Philadelphia, PA

FORMULAS

1

Platinum Plus + (base retouch in foil 30-Volume Nutri-Developer, ends in foil 20-Volume Nutri-Developer)

2

INOA Clear + 20-Volume INOA Rich Developer

3

DIA Light ½ 7.12 + ½ 6N + 9-Volume DIActivateur Developer

4

DIA Light Clear + 6-Volume DIActivateur Developer



PRO TIP

When finishing the style, vary between a curling iron and flat iron. The objective is to create variation between the waves and curls.

STRONG & SHAGGY

BY: TRAVIS PARKER

@travisparkerhair

Travis Parker Salon, Solana Beach, CA

FORMULAS

1

Platinum Plus +
20-Volume Nutri-Developer

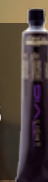
2

DIA Light ½ 6.45 + ½ 7.35 +
9-Volume DIActivateur Developer



HIGHLIGHT:
Platinum Plus

GLOSS:
DIA Light 6.45 + 7.35



STYLING PREP:
Inforcer Strengthening
Cream

STYLING FINISH:
Infinium 3



BEFORE

HOW-TO

COLOR

- 1 Divide the hair into 4 sections, using the natural part as a guide. Apply **Formula 1**, starting in the nape area.
- 2 Subdivide each section, alternate between the highlighting technique & foilage technique to create a dimensional end result. Continue working through all 4 sections until you reach the front hair line and natural part.
- 3 Foilage the final sections around the face and natural part, to enhance texture by creating a soft transition.
- 4 Process to desired lightness, do not exceed 50 minutes.
- 5 Wet, emulsify, rinse and shampoo once with **LUO Post Color Shampoo**
- 6 Gloss with **Formula 2**. Process up to 20 minutes. Condition and preserve color radiance with **Serie Expert Vitamino A-OX Conditioner**.

STYLING

- 1 Prep the hair with a smoothing cream, such as **Inforcer Strengthening Anti-Breakage Smoothing Cream**. Power dry the hair until completely dry.
- 2 Using a boar bristle round brush, smooth the texture of the hair so there's consistency across the strands. This helps in the sustainability of the style.
- 3 Using a flat iron and 1 ¼ barrel round brush, create a variety of different curl patterns—some dragged, some clean, and some built into waves.
- 4 Spray the hair with **Next Day Hair** and **Infinium 4** for subtle texture and touchable hold.



GLOSS:
DIA LIGHT 8.23

STYLING PREP:
Transformer Lotion



STYLING FINISH:
Next Day Hair

STYLING FINISH:
Infinium 4



BONUS HOW-TO

STYLING

- 1 Apply **Tecni.Art Transformer Lotion** from mid-lengths to ends on dry hair for grip.
- 2 Begin twisting from the top down, adding hair as you move your way down the head.
- 3 Use a tail comb to tuck in any fly always and secure with u-pins and elastic at the nape. Cover the elastic by twisting a small strand of hair around the elastic and setting in place with a bobby pin.
- 4 Begin a fishtail braid by dividing the hair into 2 sections and crossing over smaller sub-sections from the outside of the section. Secure with an elastic once you're 1/3 of the way down the ponytail.
- 5 Cover elastic using a small strand of hair and Bobby pin
- 6 Spray braid with **Next Day Hair** and begin pulling apart for texture.
- 7 Back comb the next section, making sure to smooth the outside surface and secure with an elastic another third of the way down the ponytail. Once secured, pull apart.
- 8 Create another fishtail on the last section of hair, repeating the same instructions from the first fishtail section.
- 9 Use your fingers to give texture and height to the crown. Spray with **Infinium 4** for touchable hold.

PRO TIP

Spray **Infinium 4** on braid to add texture to loosen it up before pulling apart and expanding!



TWISTED TAILS

BY: **MADISON SULLIVAN**

@madisonsullivanhair

Dop Dop Salon, New York, NY

FORMULA

1

Gloss with DIA Light 8.23

BEFORE

ARTIST FAVORITES

FROM DIA LIGHT

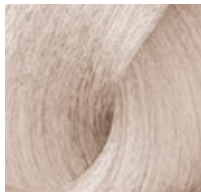
SWATCHES



10.12/10BV



9.01/9NB



10.21/10VB



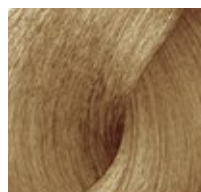
9.12/9BV



7.12/7BV



7/7N



8/8N



8.1/8B

Product Benefits:

2-10 minute processing time

Gentle acid technology

PREP & FINISH

YOUR CLIENTS WITH TRANSFORMERS



TRANSFORMER LOTION

Prep on wet hair:

Apply blow-dry lotion to prep, smooth and protect.

Finish on dry hair:

Work paste through hands and apply for definition and texture.

TRANSFORMER GEL

Prep on wet hair:

Gently emulsify the gel into a foam. Apply from roots to lengths to achieve volume and lift.

Finish on dry hair:

Apply the gel on short cuts for control or on curls for definition without stiffness.



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