

L'ORÉAL
PROFESSIONNEL
PARIS

lorealprofessionnel.co.uk

follow us on:



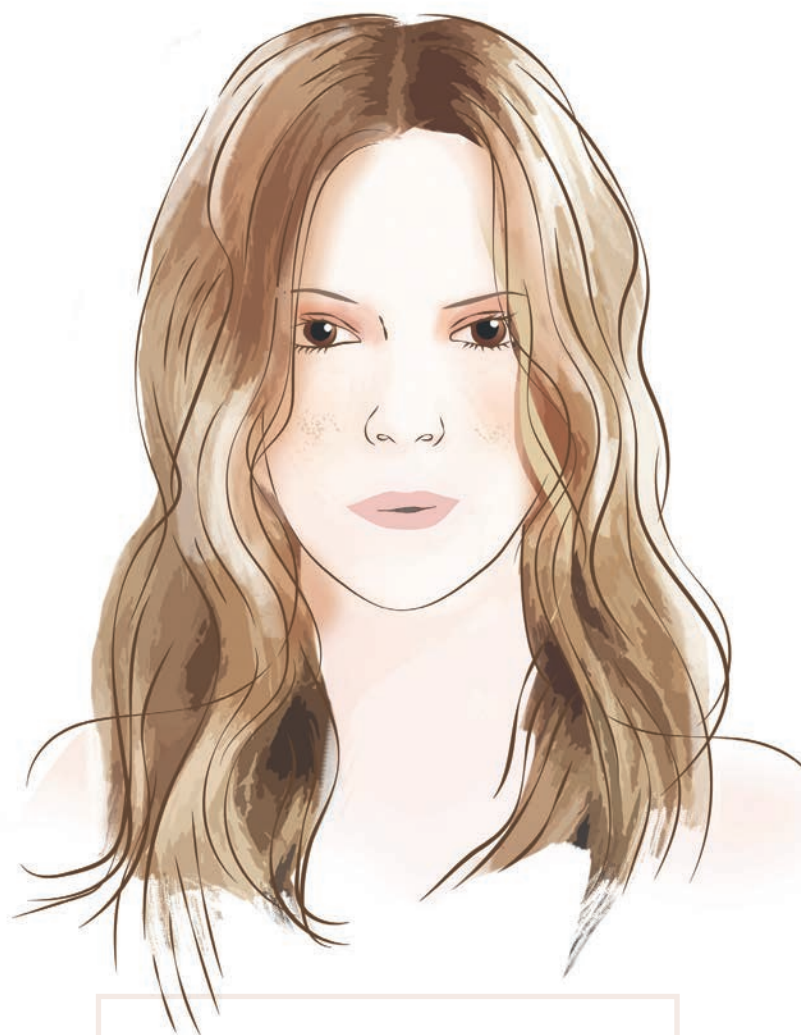
SPRING / SUMMER IT LOOKS 2017
COPPER FOILYAGE
& NUDE BEIGE

inO A

IN COLLABORATION WITH FASHION DESIGNER
vanessabruno

TECHNICAL
GUIDE

L'ORÉAL
PROFESSIONNEL
PARIS



Nude Beige

worn by Hailey Baldwin

Inspired by the 'barely there' nude make-up look, this trend uses the beige hair palette. Perfect for spring and so easy to wear.

STEP 1

- In a 1:1 ratio, mix **INOA 7.13 + INOA ODS Rich Oxydant 20 vol.** Add **Smartbond** Step 1. Apply globally to the roots.
- Create a section dividing from ear to ear through the crown, the back section becomes **section A** and the top section, **section B**. Apply **INOA 7.13** to the mid lengths and ends of **section A** then isolate with **Easi Meche**.



STEP 2

- Divide the hair in section B into **4** triangle sections on the top of the head (see fig.1). This is **section C**.
- In a 1:1 ratio, mix **INOA 8.13 + INOA ODS Rich Oxydant 20 vol.** Add **Smartbond** Step 1. Apply this mix to the remaining lengths and ends of section B.
- Develop for up to **35 minutes** and then shampoo with **INOA Post Shampoo** and rough dry.

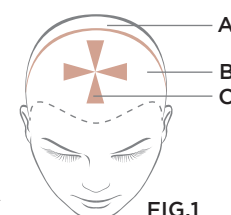


FIG.1



STEP 3

- In a 1:3 ratio, mix **Blond Studio Platinum Plus + Blond Studio Nutri Developer 30 vol.** Add **Smartbond** Step 1. Use a balayage technique to apply this throughout the lengths and ends of **section C**.
- Develop for up to **50 minutes** until desired undercoat has been achieved. Rinse thoroughly and towel dry.



STEP 4

- Add a finishing touch to the lightened triangle sections by mixing in a 1:1.5 ratio, **DIA Light 10.13 + DIActivateur 6 vol.** Add **Smartbond** Step 1.
- Develop for up to **10 minutes**. Once all technical steps are complete, follow with **Smartbond** Step 2.
- Rinse thoroughly with **L'Oréal Professionnel PRO Classics shampoo** and condition with **Série Expert Vitamino conditioner**.

Transform your client's look this spring/summer with Smartbond for **SOFTER, STRONGER & SHINIER** hair.

- Simply use **4ml of Step 1** for every **1 tube** of colour and use **5ml of Step 1** for every **20g** of pre-lightener.
- Apply **Step 2** once all technical steps are complete.



ALTERNATIVE SHADES

To recreate the look with either a permanent or tone on tone result, try these alternative shades:

- Majirel:** 7.8 for the global root colour and 8.21 for section B.
- DIA Richesse:** 8.02 for the global root colour and 8.23 for section B.

Copper Foilyage

worn by Emmy Rappe

Foilyage, like Balayage, is a technique where lighter pieces are painted freehand into the hair and certain sections are wrapped in foil to create defined pieces of light. This creates a beautifully blended natural-looking result.



STEP 1

- In a 1:1 ratio, mix **INOA 5.4 + INOA ODS Rich Oxydant 20 vol.** Add **Smartbond** Step 1. Apply globally to the roots.
- Trace and isolate a section along the front hair line approx. 6cm deep (**section A**).
- Work **INOA 5.4** through the remaining lengths and ends.
- Develop for up to **35 minutes** and then shampoo with **INOA Post shampoo** and rough dry.



STEP 2

Section A: Alternating the 3 mixtures below apply them through this section using woven slices (see fig.1).

- In a 1:1.5 ratio, mix **Blond Studio Freehand Powder + L'Oréal Professionnel Cream Oxydant 20 vol.** Add **Smartbond** Step 1.
- In a 1:1.5 ratio, mix **Blond Studio Multi-Techniques Powder + L'Oréal Professionnel Cream Oxydant 30 vol.** Add **Smartbond** Step 1 - isolate these sections in foil for the multi-dimensional foilyage effect.
- Using your **INOA 5.4** mix.

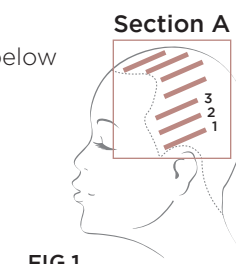


FIG.1

Develop for up to **35 minutes**. Rinse thoroughly and then towel dry.



STEP 3

- In a 1:1.5 ratio, mix **1/2 tube DIA Light 8.34 + 1/2 tube DIA Light Clear + DIActivateur 6 vol** to add a finishing touch to the lightened areas. Add **Smartbond** Step 1.
- Develop for up to **10 minutes**. Once all technical steps are complete, follow with **Smartbond** Step 2.
- Rinse thoroughly and shampoo with **L'Oréal Professionnel PRO Classics shampoo** and follow with **Série Expert Vitamino Colour masque**.



Finish the look with **NEW MYTHIC OIL.**

The ultimate multi-tasker for nourishment and shine. **Now with added heat protection** up to 230°C.



ALTERNATIVE SHADES

To recreate the look with either a permanent or tone on tone result, try these alternative shades:

- Majirel:** 6.45.
- DIA Richesse:** 6.45.