

BEAUTY **LAUNCHPAD**

May 2015  
beautylaunchpad.com

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# Dye Another Day

Check out the latest and greatest in the world of color.



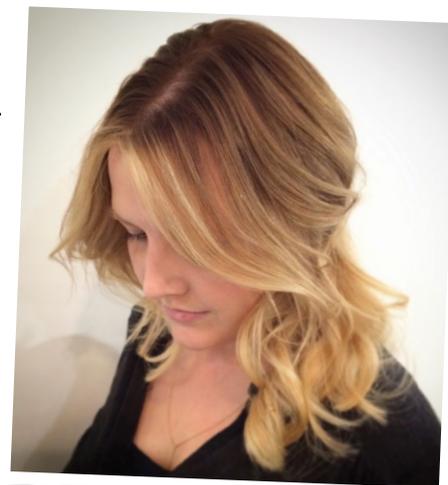
### RINSE AND REPEAT

Semipermanent color rinses—available in nine true shades—offer hue enhancement in an intense conditioning base, lasting four to 10 washes with no demarcation lines. [Affinage Hot Shotz \*affinage.com\*](http://AffinageHotShotz.affinage.com)



### STRENGTH TRAINING

For use during color and lightening processes, the naturally derived treatment delivers vegetable protein molecules into the shaft, protecting strands from breakage. [ColorpHlex \*colorphlex.com\*](http://ColorpHlex.colorphlex.com)



## TECHNICAL QUESTION

When a client uses a buzzword, such as balayage or ombré, it's easy for a stylist to use that technique, believing the client knows what she wants, says Jenny Savage, Kérastase K-Tech Artist and Educator and stylist at Atelier by Square Salon in Las Vegas. "They'll bring in a picture and say they want balayage," Savage points out, "but what they really want is a sun-kissed look that's less maintenance." And sometimes, she explains, that look can best be achieved through a combination of techniques.

Darker shades, for instance, are good candidates for a mix of foils and hairpainting. "I'll do my foiling first—a really soft, fine highlight—over the entire head and a little bit more aggressively through the hairline," Savage describes. "Then I'll balayage, midshaft to ends, depending where clients want that sun-kissed look." She also opts for the dual technique when applying fashion colors, as it allows for more control and dynamic variation. "The beauty of using foils and balayage is that you can use a significantly lower-volume developer with the foils because they'll process longer," she says. "Then balayage with a higher volume, eliminating the need for a double process."

The trick to deciding when to use foils, balayage or both comes down to a blend of intuition and education. "I think it's awesome that clients are interested in learning and using these buzzwords," Savage smiles, "but it definitely forces us as hairdressers to stay educated on the 'what' and 'why' of what we're doing, and be able to translate that back to our clients." Color us enlightened!

COURTESY OF JENNY SAVAGE



### HEAVY LIFTING

For use with or without developer, the creamy, non-drip formula gently removes direct dyes while preserving hair's integrity—and can even be used to create special effects. [Malibu C DDL Direct Dye Lifter \*malibuc.com\*](http://MalibuCDDLDirectDyeLifter.malibuc.com)



### GOING STRONG

The three-part system calls on Nio-Protect technology to penetrate deep into the cortex during any chemical service, ensuring elasticity, strength and suppleness. [Eslabondex \*beautifulhaircolor.net\*](http://Eslabondex.beautifulhaircolor.net)



### SECOND NATURE

Cream formula lifts up to four levels and features proprietary Natural Color Support Complex, an antioxidant-rich blend of protective green tea and restorative sea kelp. [OYA Permanent Haircolor \*oxybeauty.com\*](http://OYAPermanentHaircolor.oxybeauty.com)

### TRUE COLORS

Providing intense 99-percent pure pigments, the high-performance, low-ammonia permanent color moisturizes manes with karité butter and jojoba oil. [Mycolor Professional Cream Hair Dye \*retrohair.com/mycolor\*](http://MycolorProfessionalCreamHairDye.retrohair.com/mycolor)



### BLENDING IN

Available in four shades with color-adaptive pigments to blend seamlessly, the conditioning spray camouflages new growth between visits. [Style Edit Root Concealer \*styleedit.com\*](http://StyleEditRootConcealer.styleedit.com)



### BLONDE AMBITION

Formulated to process at a slower pace, the five aloe- and panthenol-boosted gel toners impart long-lasting color deposit to neutralize, enhance or cancel warm hues, sans ammonia or PPD. [Scruples Power Blonde Conditioning Gel Toner \*scrupleshaircare.com\*](http://ScruplesPowerBlondeConditioningGelToner.scrupleshaircare.com)

