

BEAUTY LAUNCHPAD

February 2019

@beautylaunchpad
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THE OFFICIAL PUBLICATION OF INTERCOIFFURE

**TAKE
THE HEAT**
Top thermal tools
and protectors

ONCE AND FUTURE

Today's biggest
artists share picks
for tomorrow's
industry leaders

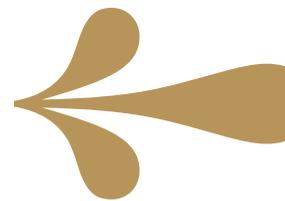
COLLECTION!

Schwarzkopf
Professional
unveils its latest
trend forecast



tip sheet

WHAT'S NEW.
WHAT'S HOT.
WHAT WORKS.
—KLF



STRONGER TOGETHER

This three-part brass-kicking system helps keep towheads on-tone and nourished between bleaching visits. Shampoo cleanses, detangles and neutralizes yellow via direct dyes; Conditioner reinforces toning and thwarts moisture loss while fighting dulling oxidation; and Miracle Filler Treatment daily reparative blow-dry lotion fills cuticle crevices for smoother, more resilient hair.

Pureology Strength Cure Best Blonde System @pureologyus

COURTESY OF MANUFACTURERS; MODEL: COURTESY OF PUREOLOGY



IN AN INSTANT

Touted as three-in-one cocktails (color, care and shine), 11 of these nourishing semipermanent hues offer an instant refresh to waning existing color while six new fantasy shades can vividly transform lifted locks in a flash. (Shown: Intense Platinum) **Revlon Professional Nutri Color Creme**

@revlonprona



ME FIRST

In the quest to make Kolestion Perfect, well, more *perfect*, the reformulated permanent color line minimizes free-radical formation during processing to allow for more even, true color results as well as swaps out allergy-inducing PPD and PTD for sensitivity-reducing ME+ dye molecules. **Wella Professionals Kolestion Perfect with ME+** @wellahair

NUDE AWAKENING

Think of this like “no-makeup” makeup: This neutral, warm palette of permanent cream, demipermanent cream, and demipermanent liquid colors enhances what Mother Nature bestowed clients with beyond-glossy (up to two times the shine!), healthy-looking, tone-on-tone results. **Joico LumiShine Natural Warm Nude Glow Color Collection** @joico



WASTE NOT

With just one click of a button, this computer-controlled color dispensing system measures, mixes and dispenses any combination you desire of its 28 color and additive dye canisters to create endless pigment possibilities—all with zero waste. Bonus: You’ll never run out of dye thanks to an auto-replenishment feature. **CLICS Color Ecosystem** @clicscolors



COLOR CONTROL

If color placement or bleeding is an issue, this powder and liquid duo can solve it—stat. Add liquid to permanent color to thicken it to an elastic, gel-like texture that simplifies smudging, root stretches or balayage—sans foil or meche. Powder thickens both permanent and semipermanent color into a clay-like consistency that grants you total control over placement. **Affinage Colour Your Way Liquid and Powder** @affinageamerica



TWO-PRONGED

Use the shampoo pre-chemical service to remove buildup and make way for seamless color depositing, then follow with the conditioner, which packs in hydrolyzed quinoa, barley and soy proteins to restore pH balance, shine and strength. **ABBA Detox Shampoo and Recovery Treatment Conditioner** @pureabbaproducts



STAR QUALITY

Built expressly to accentuate what color maestro Guy Tang calls “shine bands” in photos, this lightweight, ultrafine mist delivers watermelon extract for brilliant reflection and tames pesky frizz without collapsing the style. **@Guy_Tang #myidentity #MyStardust Spray Intense Shine Spray** @guytang_myidentity

COURTESY OF MANUFACTURERS. MODEL: COURTESY OF JOICO

MADE IN THE SHADES

Every artist has one—a tried-and-true formula that ensures gorgeous color results for any client, any time. We asked top colorists to reveal their all-time favorite shade techniques that are as trending as they are timeless. Read on for the full details.

by ALYSON OSTERMAN-KERR





HOT CHOCOLATES

TAP THESE MOCHA HUES FOR BRUNETTE BEAUTIES.



WHO Colin Caruso for Paul Mitchell Professional Hair Color

THE FORMULA

Paul Mitchell the Demi 3A (3/1) 2oz. (60g./ml.) + Paul Mitchell Processing Liquid 2oz. (60g./ml.)
@paulmitchellus



WHO Mike Petrizzi for AGEbeautiful

THE FORMULA

Formula 1: 1½oz. 5NN Permanent Hair Color + ¼oz. 5G Permanent Hair Color + ¼oz. 6A Permanent Hair Color + 2oz. 20-vol. Developer

Formula 2: 2oz. TintShine Bronze + 2oz. Demi Developer

THE TECHNIQUE

Step 1: Apply Formula 1 to the base and regrowth areas only.

Step 2: Process for 45 minutes, rinse, shampoo, and lightly condition.

Step 3: Apply Formula 2 all over towel-dried hair and process for 15 minutes.

Step 4: Rinse, lightly shampoo and deep-condition.
@zotosprofessional



WHO Jacqueline Cefalu of Jensen & Co. Salon, Reno, NV, for CLiCS

THE FORMULA

Formula 1: 40g. CLiCS Creme Lightener + 2.2g. CoBonder + 40g. 40-vol. Developer

Formula 2: 35g. 6N + 14g. each Orange, Blue and Green + 15.7g. Yellow + 7g. Red + 6.2g. CoBonder + 99.7g. 20-vol. Developer

THE TECHNIQUE

Step 1: To create dimension, pre-lighten clean hair with CLiCS Creme Lightener.

Step 2: Using a balayage technique, work Formula 1 from the nape to the top of the occipital area.

Step 3: Next, weave and slice sections diagonally forward and backward at the crown of the head.

Step 4: Process for 45 minutes or until level 8 is reached.

Step 5: Wash hair thoroughly.

Step 6: Apply Formula 2 from scalp to ends.

Step 7: Process with cap for 35 minutes.

Step 8: Wash hair thoroughly, then style. *@clicscolors*



WHO Amanda Evans for Scruples

THE FORMULA

Natural Level: 4

Pre-lighten Formula 1: Blazing Highlights Toner Infused Gel Color Chestnut

Pre-lighten Formula 2: Blazing Highlights Toner Infused Gel Color Cool Almond Blonde

Base Color Stretched Root: High Definition Custom Mixing Gel Color (Artistic Blends) Chocolate Brown

Toner Formula: High Definition Custom Mixing Gel Color (Artistic Toner Formula) Golden + Platinum

THE TECHNIQUE

Step 1: Using the Scruples 30-foil technique, apply Pre-lighten Formula 1 in babylights, feathering close—but not right next—to the scalp.

Step 2: Use an ombré teasing technique between foils. Tease the hair close to the scalp and apply Pre-lighten Formula 2 on the ends, feathering up close to the teased area.

Step 3: Process for 20 minutes under a dryer.

Step 4: Shampoo and towel-dry hair.

Step 5: Apply the Base Color Stretched Root Formula on the scalp, and stretch out 2 to 3 inches. Apply the Toner Formula to the ends.

Step 6: Process for 20 minutes.

@scrupleshair

PAUL MITCHELL: HAIR: COLIN CARUSO, ARTISTIC DIRECTOR FOR PAUL MITCHELL PROFESSIONAL HAIR COLOR; SCRUPLES: MODEL: MADDIE HAIRCOLOR: AMANDA EVANS, SCRUPLES ARTIST; SESSION STYLING AND HAIRCUT: KATIE NIELSEN; SCRUPLES GLOBAL DESIGN TEAM: DIRECTOR, ZOTOS: COURTESY OF AGEBEAUTIFUL; ARTISTIC DIRECTOR MIKE PETRIZZI; CLiCS: HAIR: JACQUELINE CEFALU; PHOTOGRAPHER: JERAMIE LU