



VIRTUAL EDUCATION SERIES

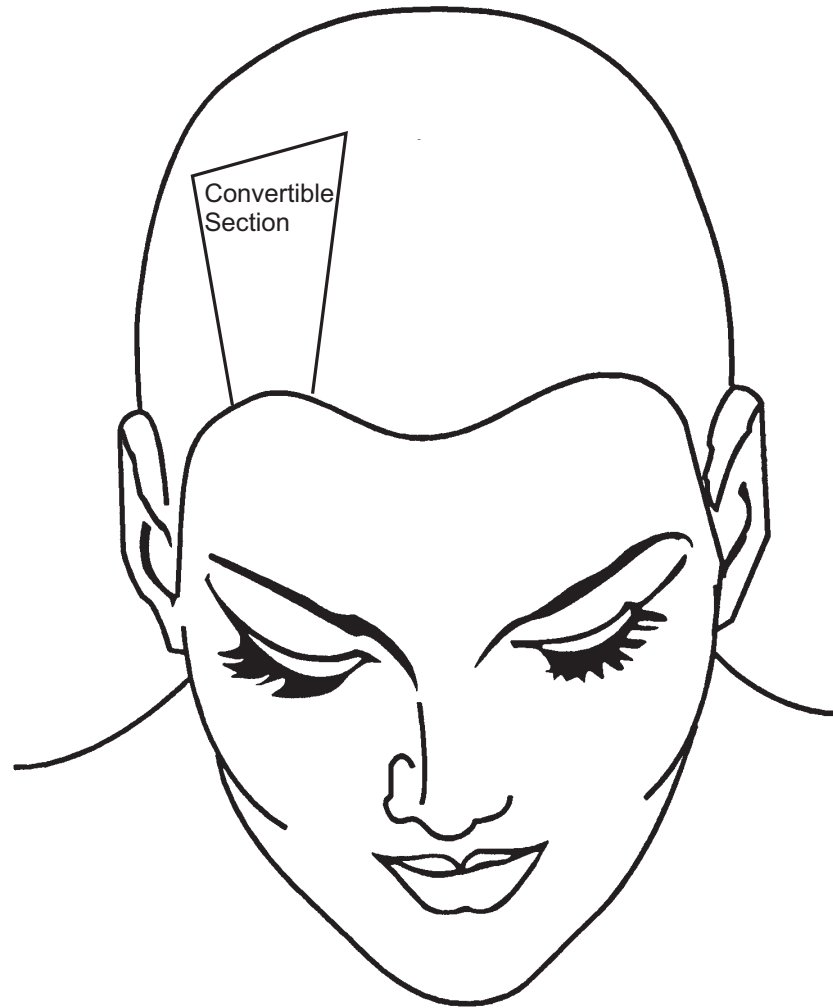
CONVERTIBLE COLOR



CONVERTIBLE COLOR

Create a section from the outside of the eye to just past the center of the eye, widening as it goes back.

This will create your convertible option.

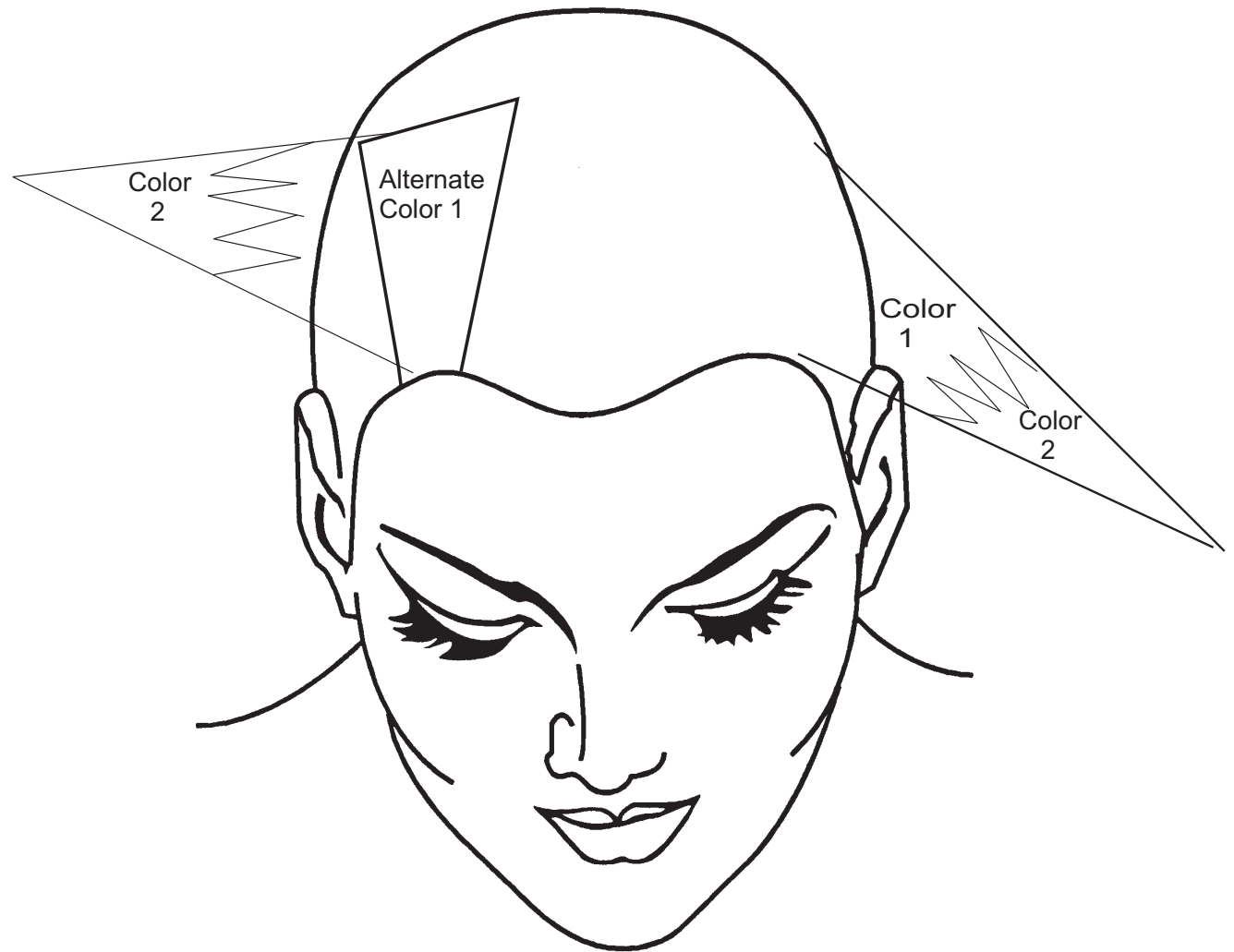


CONVERTIBLE COLOR

Apply color #1 at the first several inches from the scalp, excluding convertible section. Distance is determined by total hair length.

Apply color #2 from this point out to the ends, combing to blend, for a gradient effect, or can also be left as a solid transition.

Repeat process in convertible section using same color #2 and ALTERNATE color #1 to create the convertible effect.



CONVERTIBLE COLOR



LEFT SIDE PART

Violet shadow root color service achieved with DelyGLOW's Lavender series.



RIGHT SIDE PART

Violet shadow root color service with addition of a beautiful Blue Denim color from Oh My Blonde for this CONVERTIBLE accent.

CONVERTIBLE COLOR



LEFT SIDE PART

Create a gradient with 5V, 6V



RIGHT SIDE PART

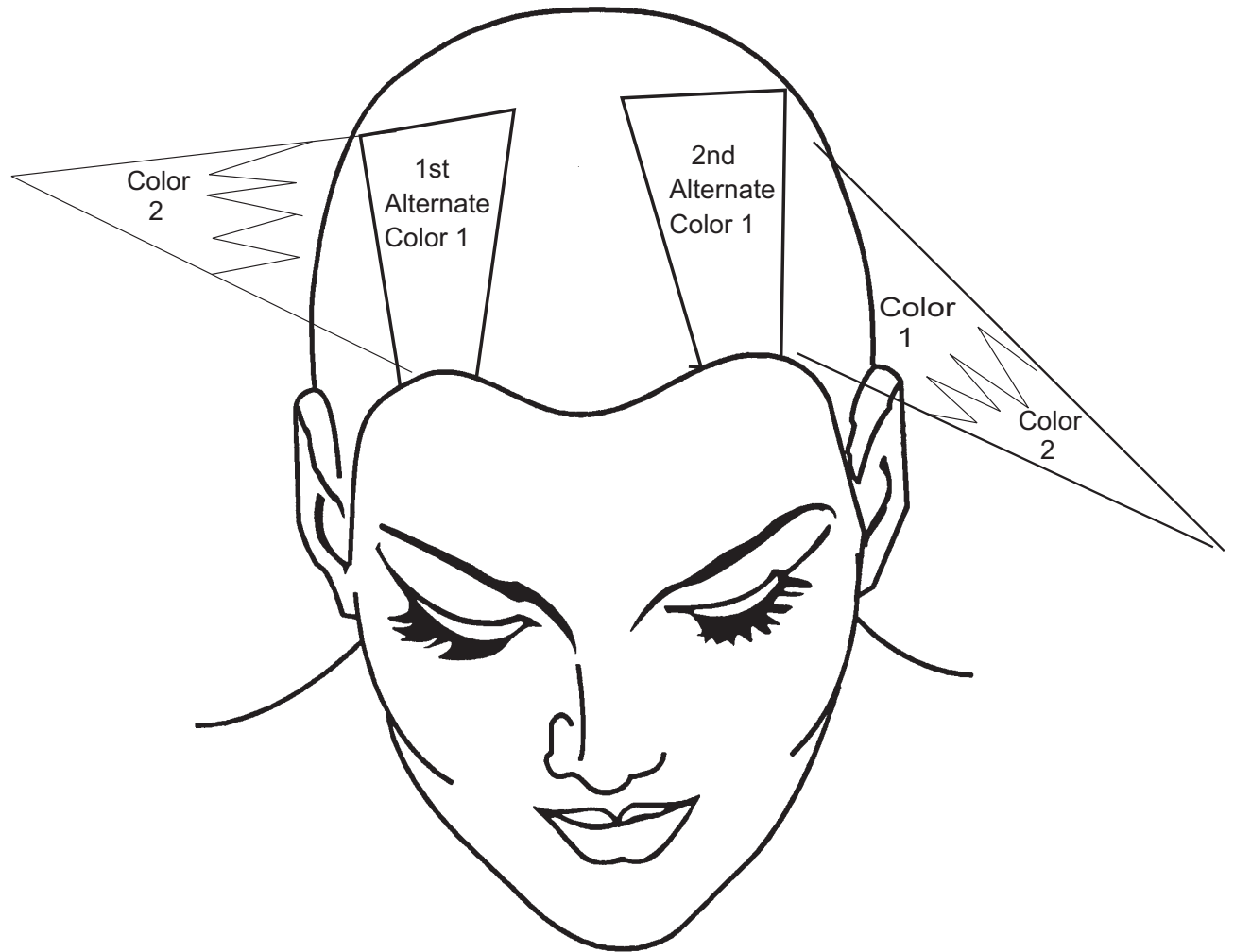
Add a stunning red
CONVERTIBLE accent using
6RF and 7RF for this
dynamic look.

CONVERTIBLE COLOR

DOUBLE DIP OPTION

The procedure for the double dip option is based on the the same technique as the CONVERTIBLE color method, although, with this method you will be creating 2 convertible options, each with a different color at the base, for 3 different looks depending on left, right or center part.

In all instances, try to place the color transitions so that when the hair is style in one direction, the alternate base color shows as little as possible.



CONVERTIBLE COLOR

DOUBLE DIP OPTION



CENTER PART

Color #1 is going to be Denim for the Oh My Blonde toner series for it's rich vibrant color.



LEFT SIDE PART

Add a stunning Rose Gold Oh My Blonde toner convertible accent as Color #2 on the left side part.



BACK RIGHT PART

The double dip option in this example shows the stunning sand toner convertible accent for a completely unique effect.

CROSSOVER COLOR



CROSSOVER COLOR TECHNIQUE

Crossover Color Technique

The Crossover Color technique is a way to create dramatic OR subtle changes in color, working especially well on short to medium Bob haircuts.

The technique simply requires 2 colors (similar colors for subtle effects or highly contrasting for dramatic effects).



CROSSOVER COLOR

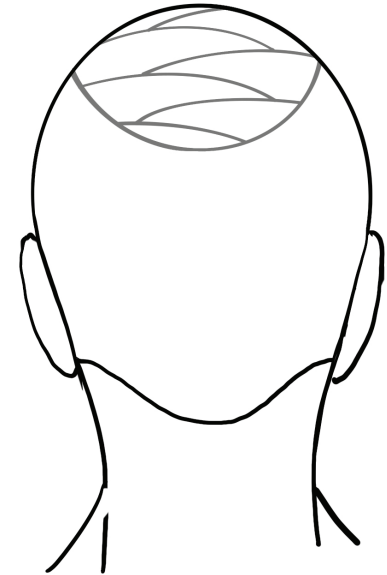
TECHNIQUE



The hair is parted along the parietal ridge and all hair below is clipped out of the way. 1 color is used on each side of the top of the head (above the parietal partings).



Foils are placed diagonally across the top of the head from the parietal ridge to the center of the eye on the opposite side. As you move back from the hairline, move the end point of the foil further across the head until both colors overlap (near the crown).



Depending on the colors you have chosen and the way you part the finished hairstyle, the effect is either subtle or dramatic (or somewhere in-between).

CROSSOVER COLOR

TECHNIQUE



RIGHT SIDE PART

AQUARELY Blond Compact



LEFT SIDE PART

8RD

CROSSOVER COLOR TECHNIQUE



CENTER PART

5DR



LEFT SIDE PART

8DR



RIGHT SIDE PART

5DR

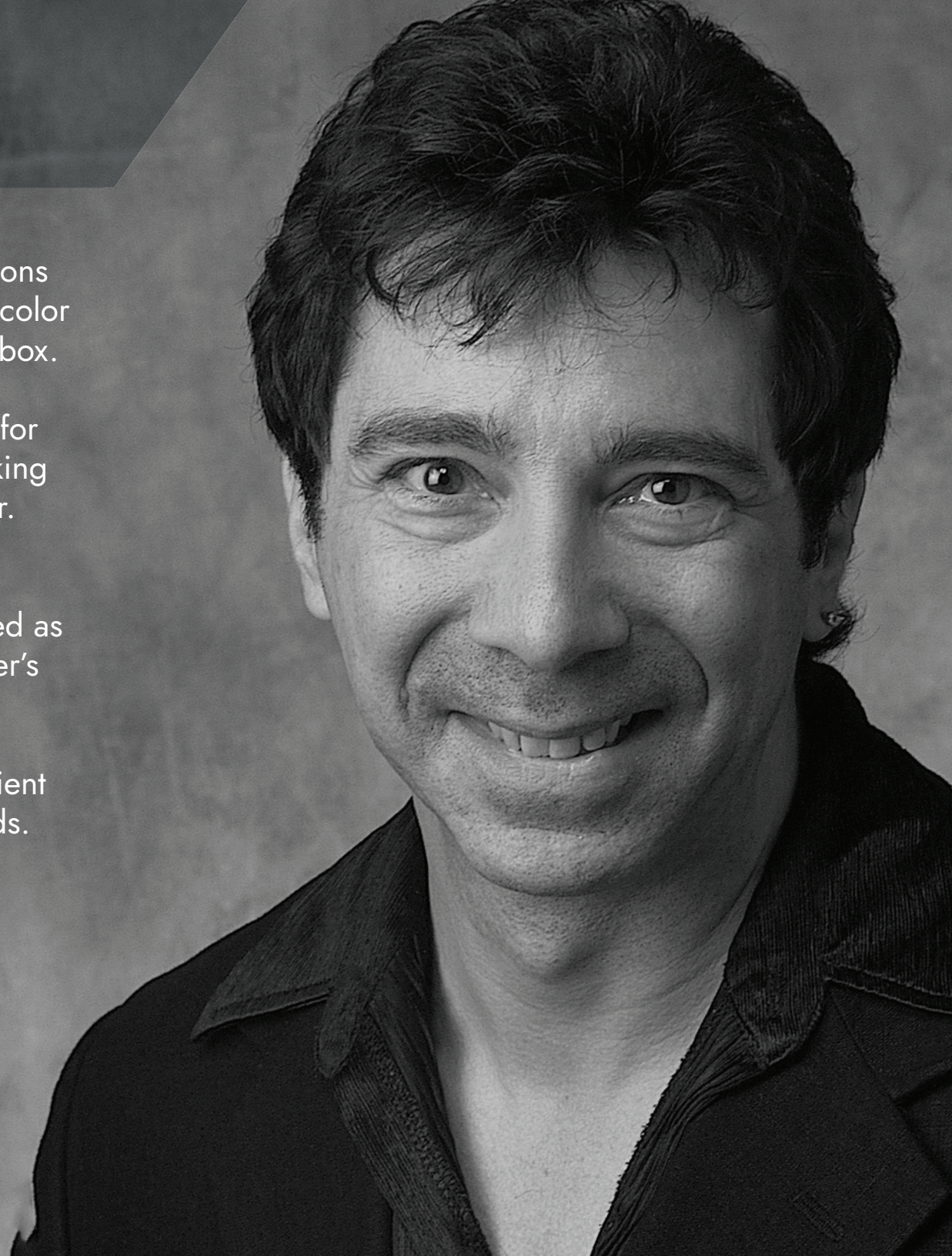
STEPHE STURMAN

Stephe Sturman is co-owner of Transformations in Middletown, NY and loves creating with color and texture and thinking a little outside the box.

He is an educator and past artistic director for Itely HairFashion, N.A. He is currently working as a North American Haircolor Ambassador.

He is certified by the American Board of Certified Master Haircolorists and has served as director of the New York State Hair Designer's Guild and Hair America.

In his spare time, he likes working with ancient artifacts stringing jewelry from ancient beads.



DANIEL KEANE

Daniel Keane is an internationally celebrated colorist, stylist, platform artist, and teacher. He opened Market Place Salon in Seattle's famous Pike Place Market in 1983, turning it into one of the most popular and innovative salons in the city. Following a reorganization in 2003, he renamed the company Serenza Salon and Day Spa and moved it to a beautifully remodeled and more spacious location in Burien where it continues to grow and thrive.

In addition to being a successful business owner, Daniel is a founding and current member of the H.O.T. Style Council for Helen of Troy and an Academy Director for Itely Hair Fashion, a global manufacturer of hair color and other hair care products.

Daniel has developed a reputation for his highly original and ground-breaking cut and coloring techniques and continues develop masterful work as an Itely Hairfashion Ambassador.





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