



COLORLY 103

PURPOSE: To continue the building blocks of fundamental color. To strengthen the foundation of hair coloring with the introduction of repigmentizing. Learn to recognize when to repigmentize (replace with missing pigments) and when decolorize wrong shades.

GOAL: Color 103 can be intense if the foundation of COLOR 101 and 102 are not attended. After attending COLOR 103 the Stylist will have a solid background in repigmentizing, natural contribution of hair, and the necessary tools for any tint back procedure. The stylist will learn multi-application for all over color, to cap and foil repigmentizing.

REQUIREMENTS: COLORLY 101 and 102
IT&LY HAIRFASHION salon
Strong use of COLORLY A.F.

TOOLS: Done Deal
Three-hour class
One Model

CLASS STRUCTURE

FOUR HOUR CLASS

Venue: In-Salon, or host site (hotel)

Attendees: 4-15

Supplies: Bowls, brushes, flasks
 Product for display
 Swatch charts
 White board, paper tablet, etc.
 Four-pager, and repigmentizing charts (as many as attendees)

Products: Done Deal
 VIVLY
 Gold, Copper, Beige, Mahogany

Model: One

Model arrives 30 minutes after presentation starts

Begin seminar:

- ✍ Introduce yourself (you represent the distributor first, then IT&LY HAIRFASHION)
- ✍ This is the third and final class in the foundation of color.
- ✍ Thank salon, distributor, and any other pertinent figures for hosting.
- ✍ Have salon stylists introduce themselves
- ✍ Ask about their color knowledge, COLORLY A.F. usage etc.
- ✍ Start with something to grab their attention, joke, story etc.

How many in the room have seen this scenario:

Client comes in with blond level 9 hair, you see gold (at least that's what you think is gold), and then you proceed to just tone her a little with 7C COLORLY A.F. After shampooing at the shampoo bowl you see a lovely shade of green, maybe khaki, or even light gray. You figured that two levels of color, and that gold showing would be safe to color. Now what are you going to do?

How about this one: Bleached blond with new growth at level 7, you use EAILY Blond, lift to the correct stage, but when you apply the toner, her ends grab gray!

- ✍ First and foremost, understand that everyone sees colors in a different light. What may be brassy (gold) to you may be natural to another. What may appear ashy (cool) or drab to you may look great to another. Be careful how you present a shade or tonal value to your client, the word ash can conjure up a cigarette butt. How distasteful, yet you want to achieve a cool result, so think of another way to say *ash*. Red and Gold are also tricky areas to contend with.

The consultation before the hair color application is the most important step in hair coloring.

- ✍ Be aware of different application, products and techniques that might have been the perfect color in the previous application.
- ✍ Keep updated on the home coloring market; it is paramount in your application process if your client is using home hair color.
- ✍ Color applications not applied frequently can result in banding.

REPIGMENTIZING:

Restoring a client's hair color to its natural state may be too much of a shock to the client. You may want to suggest gradually darkening. Foiling, cap work, or even all over color lighter than the natural may be a great start after being blond for so long.

We have two methods of repigmentizing one with COLORLY A.F. and one with VIVLY. Both are equally excellent in quality of use.

Review the natural remaining pigment chart. When replacing missing pigments, we refer to this chart. This chart is the foundation of lifting and depositing artificial color.

Level 1	Blue
Level 2	Blue-Violet
Level 3	Violet
Level 4	Red-Violet
Level 5	Red
Level 6	Red-Orange
Level 7	Orange
Level 8	Orange-Yellow
Level 9	Yellow
Level 10	Pale-Yellow

COLORLY ADVANCED FORMULA

- Follow along with the repigmentizing tear sheet. Notice that we repigmentize with one level lighter than our desired target color
- Water is added to the formula to dilute the product, allowing pure color pigment to enter the hair shaft.
- The amount of red can be reduced, but to not eliminate it. There may be waste in using a full 60 cc of color, but the percentage of color to water must not be changed.
- Apply pigment to lightened hair only
- Process for 10mn
- Wipe off, *do not shampoo or wet with water.*
- Apply desired target COLORLY A.F. directly over repigmentized color.
- Process as per developer.

VIVLY

- Follow along with the VIVLY repigmentizing tear sheet. We use five shades of VIVLY for repigmentizing.
- Choose desired level to be achieved
- Choose appropriate shade of VIVLY
- Application:
 - Pour into a misting bottle
 - Apply with bowl and brush
 - Or straight from the bottle
- Apply only to pre-lightened hair
 - ✍ Foiling with VIVLY is possible
- Do not over saturate. (Towel blot if over saturated)
- Mix and apply COLORLY A.F. directly over VIVLY
- Rinse, shampoo and condition with ADVANCED SHAMPOO and REVIVOR
- Finish with ADVANCED COLOR PROTECION Color Loc.
- Wait 24 hour before shampooing.

Retouch:

- Apply target COLORLY shade to new-growth, and proceed with directions above.

DECOLORIZING

What is decolorizing? Decolorizing is the removal of natural and/or artificial color from the hair shaft. Removal of color may be as slight as one level, tonal value change, or as dark as lifting 4-5 levels.

Removing artificial color is the most challenging procedure in the salon today. If you are good at it, your reputation as a colorist will grow.

- The consultation is paramount. Take time to determine what your client has on their hair, your application procedures, and any past color mishaps the client has had the misfortune to receive. ***Cover all your bases.***

- EASILY Soap cap
 - This will remove 1-2 levels of artificial hair color.
 - Mix equal parts:
 - ✍ EASILY Blond
 - ✍ 20 Volume OXILY A.F.
 - ✍ ADVANCED SHAMPOO
 - ✍ Water
 - Apply to darkened ends
 - Process up to 15 minutes
 - ✍ Reapply is necessary
 - ✍ If lifting is not achieved, proceed with standard EASILY Blond and developer.
 - Shampoo with ADVANCED SHAMPOO. Do not condition.

Spray with ADVANCED FORMULA Equalizer to ensure equal porosity through hair shaft.

STRAND TEST

At this time, IT&LY HAIRFASHION highly recommends strand testing your desired color. Color molecules from the previous color are still present in the hair strand and may affect the finished color. Strand testing will save you time and money. Try different products, such as a demi-permanent color and a permanent color.

After strand testing, apply chosen colors and process.

FINISHED RESULTS:

ADVANCED COLOR PROTECTION styling products will ensure the longevity of your color.

CONCLUSION

- Review color models
- Thank salon, models, and any other pertinent people
- Refer to Technical support hot-line for further assistance
 - 1-800-621-4859
 - 1-800-621-ITLY
- Clean up work area, pick up a business card for reference
- Following day, write a quick thank you note. Indicate your pleasure at helping the salon, or any other pleasant thought you could add.

Fill out all paper work for your distributor.