



GRAY COVERAGE

PURPOSE:

To help define the complexities of gray coverage in hair coloring. Learn to recognize the differences in types, structures, and percentages gray hair. How depositing and lifting of hair color can affect gray hair. All information and tools pertinent to gray coverage, from A to Z will be covered

GOAL:

Stylist will feel confident in recognizing all aspects of gray coverage. The definition of percentages in all over coverage, gray blending, recognizing non-pigmented areas, and resistant gray coverage will be covered. The use of IT&LY HAIRFASHION products from semi-permanent to permanent colors will be addressed.

Requirements: COLORLY 101

Tools: Done Deal
Two-hour class
1-2 Models (gray coverage only)



CLASS STRUCTURE

TWO 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 (as many as attendees)

Products: Done Deal

Models: 1-2 (simple applications, no color correction)

Models arrive 30 minutes after presentation starts

Begin seminar:

- Introduce yourself
- 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.

Ask the stylists if they have ever had a client like Ms Brillo, in which they applied everything including the kitchen sink to cover her resistant gray hair! Every stylist has a horror story. Don't let it become a grunge session, stop it before it gets out of hand, but understand the complexities of resistant gray hair.



Gray hair is caused by the gradual reduction of melanin production over time within the affected hair follicle. The melanocytes in the hair follicles produce less and less melanin, and the result is a loss of hair fiber color strength. What we call gray hair is not gray at all if you look at the individual hair fibers. Some hair fibers will contain some color while others are virtually white. What we describe as gray comes about from our perception of the overall scalp hair color. The contrast between the hair with more color and the white hair causes the appearance we call gray hair. Thus two people with gray hair, standing side by side, may have different shades of gray. The cuticle may also harden unevenly resulting in dull, frizzy resistant hair.

REVIEW:

Purpose of Ammonia: opens the cuticle

Purpose of Hydrogen Peroxide: Reduce natural melanin, and make hair color permanent.

- OXILY ADVANCED FORMULA

Available in 10, 20, 30, 40 Volumes

Buffered with Coconut oils

Cationic conditioners

Stabilized at a pH 2.5 for insured long shelf life

As ammonia opens the cuticle (COLORLY A.F. has a low ammonia percentage of 0.6-1.8 in levels 1-10), OXILY A.F. reduces the natural melanin and mixes natural keratin and COLORLY A.F. to create the new desired shade. Phyto- wheat proteins and our natural raw ingredients implement the process creating a long lasting shade. UV inhibitors built right into the color will reduce fade from the inside out.



CONSULTATION:

- o Analyze client's hair:
 - Texture
 - Previous color (possible color of youth)
 - Thick or thin
 - Porosity
 - Gray coverage (percentage)
- o Clients desires
- o Stylists objectives
- o Formulation

How do you determine gray percentage?

1. Look at over all color, do you see natural color or gray. If you see more color than gray, the coverage is less than 50 %, if you see more gray than color, than the percentage is more than 50 %
2. Block the hair into sections, maybe the temple is 100% gray, but no gray appears elsewhere, here we have a scenario that might involve two types of processing.
3. KEEP IT SIMPLE!



COVERAGE:

- o First time coverage
- o Gray blending
- o Gray toning
- o Total coverage
- o Resistant coverage
- o Lifting and gray coverage

First time coverage:

- o Is this the first few gray peeking through?
- o Is the client color shy?
- o Client doesn't want re-growth or commitment.
 - o VIVLY may be your answer

VIVLY/VIVLY PLUS	NO AMMONIA / PEROXIDE	NO LIFT, LINE OF DEMARCATION	GENTLE FOR ALL HAIR TYPES
SEMI-PERMANENT	VIBRANT SHINE	GLOSSY, HEALTHY LOOKING HAIR	WHO DOESN'T WANT SHINY HAIR?
	NON-COMMITTAL	4-6 SHAMPOO COLOR	INTRODUCTORY, TRY ME COLOR
	REPIGMENTIZING AGENT	LOW COST, EASY TO USE	PERFECT DELIVERY
	NO FORMULATION	EASE OF USE, EVERYONE CAN USE	EASE OF APPLICATION
	RETAIL	COLOR REFRESHER, GRAY BLENDER	KEEP RETAIL IN SALON, NOT DRUG STORE



Gray Blending:

- o Some coverage
- o Want grays covered a shade lighter or warmer
- o Not completely committed to repeat coloring
 - o Try a demi with lighter coverage.
 - o delyTON and lyCOLOR have no ammonia, no lift can be achieved hence, less line of demarcation.

delyTON	SILK PROTEINS	RESTRUCTURES AND RECONDITIONS	ULTIMATE SHINE, REFLECTION AND MANAGEABILITY
DEMI-PERMANENT	COLOR REFRESHER	PERFECT FOR COLOR BALANCING WITH COLORLY AF, NON-PROGRESSIVE RESULTS	LEVELS AND SERIES MATCH EASE OF CHOICE
	CREAM CONSISTENCY	BOWL AND BRUSH APPLICATION	TERRIFIC FOR LOW LIGHTS, COLOR PLACEMENT CONSISTENT
	ALL TYPES OF HAIR	NON-COMMITTAL RESULTS, FADES ON TONE FADING LINE OF DEMARCATION	IDEAL FOR EVERYONE
	GRAY BLENDING	INTRODUCTORY COLOR WITH NO COMMITMENT	FIRST TIME COLOR CLIENT

lyCOLOR	NO AMMONIA	DOESN'T OPEN CUTICLE	GENTLE TO HAIR
DEMI-PERMANENT	NO LIFT	LESS COMMITMENT	GREAT FOR INTRODUCTORY COLOR
	EASY AND QUICK	TERRIFIC FOR CORRECTIVE	FAST AND EASY
	IDEAL FOR MEN	SLIGHTLY COOL BASE FADING LINE OF DEMARCATION	DOESN'T HAVE THE JUST COLORED LOOK
	COLOR CORRECTION	FAST, ONE STEP TINT BACKS COLOR BALANCING	COST EFFECTIVE FOR CORRECTIVE WORK
	EQUATT 22	INCORPORATED IN EMULSIFIED ACTIVATOR, REPAIRS HAIR	IMPROVES HAIR STRENGTH AND SHINE
	LIQUID APPLICATION	DOUBLE THE ACTIVATOR MIX WHEN READY	FASTEST APPLICATION AVAILABLE



Gray toning:

- o Gray toning is the subtle tonal change of gray, possibly to a blond, or another shade of gray.
- o COLORLY A.F. covers gray at all levels. At levels 8-9-10, you will see more toning. The coverage will be there, just more subtle. Using cooler shades of color will result in cooler tonal values. Adding warmth to your desired shade will give your finished color more depth.

Total coverage:

- o For less than 50% gray, you may choose any COLORLY A.F. formula you desire.
- o You may choose to use the N or TN series all alone for gray coverage. Both create their own special uniqueness to gray hair. The N series used alone will create a cool result and the TN will give gray hair a slightly warmer result.
- o For more than 50 % gray, we recommend half your formula be a neutral series. We are unique in the hair color business as we carry two neutrals. One is the Natural (N) series and the other is the Mediterranean (TN) series. N tends to be slightly cool while the TN series gives natural warmth.
- o Using a warm color and a neutral color will result in excellent coverage. When a warm result is desired, use the TN series, as it is a warm neutral. Think of the TN series when browning out a color.
- o At IT&LY HAIRFASHION we want you to think out of the box. You don't have to go back to the Natural series for gray coverage; you will get great coverage with both Neutrals.



Resistant gray:

- o COLORLY A.F.'s low ammonia content may need the boost of another known cuticle opener. Heat. We offer a solution to the most resistant hair.
- o Bag method:
 1. Apply color to new growth (or full shaft for first time color)
 2. Bag hair color
 3. Place under pre-heated warm dryer
 4. Process for 5 minutes
 5. Un bag color and remove from heat
 6. Process as per developer
- o Colors mixed with OXILY developer up to 30 Volume may be placed under dryer for resistant gray hair. Do not place 40 Volume OXILY under the dryer.
- o Using a lower volume hydrogen peroxide can result in a darker appearing color; less lift was involved in the coloring process, yet coverage will still be there.

Lifting and gray coverage:

- o When the client is less than 50% gray, follow your formulation chart on the 4-pager. Treat the color as a normal color formulation. The closer to 50% gray your client is, the cooler the finished result will be.
- o If your client is more than 50% gray you may not be doing as much lifting as depositing. You will have to be the final judge in determining how much lift you need. Over 70% total gray coverage will be depositing. Follow the guidelines for coverage.
- o The SS's series are not designed for gray coverage as their ammonia content of 2.5% is geared for lifting. Their tonal values may not give you the gray coverage.

At IT&LY HAIRFASHION, we like to give you the guidelines to create "Simple by Design" color. But, ultimately, you are the artist. You will find that by mixing fashion shades with warm shades you will get terrific gray coverage, without adding a neutral. Play and mix remembering the guidelines, but let your creative juices flow!



Application and Process:

- o Consult with stylist on color choice
- o You do application to any client you feel is resistant.
(Most poor gray coverage is do to poor application)
- o Process
- o Have some fun, show how to mix and match colors:
 - Two colors:
 - Add B R Y and divide by 2

	B	R	Y
N	45	30	25
R	0	80	20
=	45	110	45
	22.5	55	22.5

On 80% gray hair, this may result in two strong a violet base; you may choose to use the TN series, which will create a more balanced red.

	B	R	Y
TN	20	40	40
R	0	80	20
=	20	120	60
	10	60	30

The TN series will protect the new-growth from vibrant colors. By adding as little as ¼ of a tube into your formula, will help you to avoid “hot roots”.

When mixing three colors together, add and then divide by three.

While color processes review **ADVANCED COLOR PROTECTION**.



CONCLUSION

- o Review color models
- o Thank salon, models, and any other pertinent people
- o Refer to Technical support hot-line for further assistance
1-800-621-4859
1-800-621-ITLY
- o Clean up work area, pick up a business card for reference
- o 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.

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