



Color Charm® Hair Technique

To achieve this look: Using Color Charm Permanent Haircolor and Color Charm clear or creme developers.

Starting Level: Natural Level 4. *On Levels 4 and darker, bump base first!!!**

Step 1: Starting at nape, create an inverted "V", point at center of occipital bone. Apply **Formula 1** to free hair beneath inverted "V".

Step 2: From point at occipital, slice two narrow horizontal triangular panels through each side of head. Apply **Formula 2** to each section.

Step 3: Working upwards, repeat the same pattern as in steps 1 and 2. Apply **Formula 2** to inverted back section. On side panels, apply **Formula 3**.

Step 4: Repeat the same pattern this time off-setting the inverted "V" slightly to the right or left to deconstruct pattern. Use **Formula 1** on side and back panels. Process 30 minutes.

Formulas:

***Bump the base:** Mix an emulsion of equal parts Wellite Powder Lightener with Color Charm Demi Color Activator Lotion. Watch carefully to lift one Level. Shampoo and condition.

Formula 1: 1 part 5WV Cinnamon/2 parts 20 volume.

Formula 2: 1 part 7W Caramel/2 parts 30 volume.

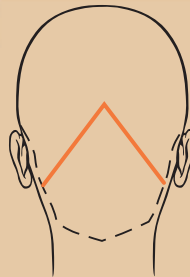
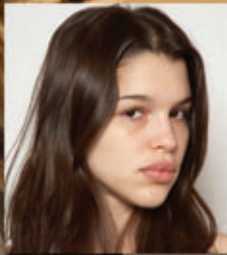
Formula 3: 1 part 5WR Allspice/2 parts 20 volume.



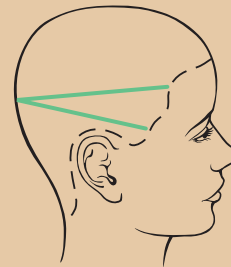
Sugar & Spice
collection



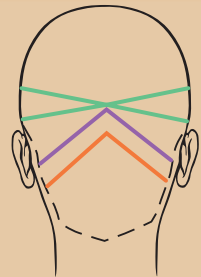
American Classics



Step 1:



Step 2:



Step 3:

America's best tube haircolor value!™



Color Charm® Hair Technique

To achieve this look: Using Color Charm Permanent Haircolor and Color Charm clear or creme developers.

Starting Level: Natural Level 6 all-over prelightened to a brassy Level 7.

Step 1: Section 1" around frontal area following natural hairline. Follow behind each ear through the nape, angled downward into a "V", with the point slightly off center. Apply **Formula 1** to this bottom section.

Step 2: Working above first section, create a 1/2" panel around the head in same pattern. Apply **Formula 2**.

Step 3: Starting at the top of head, slice vertical crescent panels directed towards the front, following along the curve of the head. Apply **Formula 2**.

Step 4: Foil remaining top section with conditioner. Process 30 minutes.

Note: isolate each panel of color by laying foil in between each shade.

Formula 1: 1 part 6W Praline/2 parts 10 volume.

Formula 2: 1 part 7W Caramel/2 parts 20 volume.



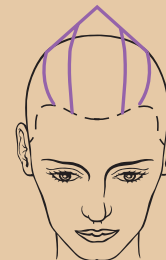
Sugar & Spice
collection



American
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Step 1 and Step 2:

Step 3: