



CRISS-CROSS COLORMELT™



RICARDO SANTIAGO

Joico Global Guest Artist

In 10 years, colorist Ricardo Santiago has made a major name for himself, both in the salon and social media worlds. His signatures: vibrant colors, rich naturals, perfectly blended balayage, and a special emphasis on styling accentuate his cuts and color.

 @stylistricardosantiago

PRELIGHTENING

Prelighten hair to a Level 9, then tone to a neutral pale blonde.

PRELIGHTENING FORMULA

Vero K-PAK® VeroLight® Lightening Powder with 10 Volume Veroxide®

TONER FORMULA

LumiShine Demi-Permanent Liquid Color 9NV



TECHNIQUE FORMULAS



FORMULA 1
Violet



FORMULA 2
Rose



FORMULA 3
Mauve Quartz



FORMULA 4
Pewter



FORMULA 5
Bronze



SECTIONING Section hair into 4 quadrants as shown above in the image.



STEP 1 Begin technique at the bottom left. Starting at the nape, work upwards in vertical slices, shadowing the root with Formula 1. Repeat on right section.



STEP 2 Create a shadow root using Formula 1 that is 1-inch in the front and 3-inches longer in the back; this helps create a base for the brighter end color that contours the curve of the head. Repeat on top left and right sections.

TIP: Create peaks and valleys with the brush to prevent harsh and unnatural lines between colors.



STEP 3 Move to the two top front sections. Take vertical slices and melt Formula 2 from the Formula 1 shadow root through to the ends. Use your fingers to blend the two colors together and create the color melt effect. Continue using Formula 2 until you reach the area just in front of the ear.



STEP 4 In the area in front of the ear, transition to Formula 3. For a seamless transition from Formula 2 to Formula 3, and all the colors in between, take a section between the two sections and overlay the two colors to create the Cross-Cross ColorMelt™.



STEP 5 As you reach the back, follow the natural curve of the head by switching slices from vertical to diagonal. This will crisscross the colors and allow for a seamless gradient transition into Formula 4 on the ends.



STEP 6 Continue with the Formula 3 section to just past the ear, then transition into Formula 4 using the same overlaying technique as before. Leave out the section below the occipital bone.



STEP 7 For the bottom section: melt Formula 5 into Formula 1, followed by Formula 2 on the ends for a beautiful pop of color.



STEP 8 Repeat the process on the opposite side, melting Formula 5 into Formula 1. Process color for 25 to 30 minutes. Shampoo with K-PAK® Color Therapy, then follow with K-PAK Color Therapy Luster Lock. Style hair as desired.



FOR 3X MORE COLOR PROTECTION Send client home with Joico's Color Co+Wash *whipped cleansing conditioner* to help maintain color vibrancy.



METALLIC POP ART



PHILIP RING

Creative Director For Salon Embellish

Stylist Philip Ring is a social media sensation with a rapidly growing Instagram and YouTube following. He credits his success to his top-notch education, so when he's not in his salon, he travels to hair academies throughout the nation to inspire other stylists.

 @phildoeshair

PRELIGHTENING

Prelighten hair to a Level 10, then tone to a platinum blonde.

ROOT

Vero K-PAK® VeroLight® Lightening Powder with 10 Volume Veroxide®

ENDS

Vero K-PAK® VeroLight® Lightening Powder with 20 Volume Veroxide®

TONER

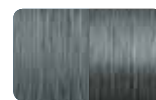
Vero K-PAK® Color TSB (Toner Silver Blonde) with VeroGlaze® No-Lift Crème Developer



TECHNIQUE FORMULAS



FORMULA 1
Equal parts
Violet & Pewter



FORMULA 2
Equal parts
Titanium &
Pewter



FORMULA 3
Equal parts
Mermaid Blue &
Pewter



FORMULA 4
Equal parts
Mauve Quartz &
Hot Pink



FORMULA 5
Equal parts
Sky & Yellow



FORMULA 6
Equal parts
Violet & Light
Purple



SECTIONING Section hair as shown.



STEP 1 Start on the bottom section; take a horizontal section from the nape and apply Formula 1 to the root area and melt Formula 2 through to the ends.



STEP 2 Work upwards in horizontal sections until section is complete. Fully and evenly saturate hair with color to ensure an even deposit from roots to ends. Finish with a foil on the top and bottom to prevent color bleeding.



STEP 3 Proceed to the middle left and right sections. Take diagonal forward slices through the whole section. Apply Formula 1 to the root area, Formula 2 to the midshaft, and alternate between Formulas 3, 4, 5 and 6 on the ends. Finish sliced layers with foil.



STEP 4 When you reach the sections that frame the face (where the hair is shorter), melt Formulas 1 and 2.



STEP 5 Move to Mohawk section; build on the technique from the last section by adding Formula 2 to the ends. Working from the back forward, apply Formula 1 to the root area, Formula 2 to the midshaft, alternate the third melt between Formulas 3-6, then finish with Formula 2 on the ends.

TIP: Elevate your sections as you color to create a softer, more natural effect and avoid hard lines.



STEP 6 Completed foiling technique. Process color for 25 minutes. Shampoo with K-PAK® Color Therapy, then follow with K-PAK Color Therapy Luster Lock *instant shine & repair treatment*. Style hair as desired.



FOR 3X MORE COLOR PROTECTION

Send client home with Joico's Color Co+Wash *whipped cleansing conditioner* to help maintain color vibrancy.