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# Back to business

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## HAIR COLOUR & BALAYAGE CORRECTION



Hair colour

Balayage



The professional skills you need whether it is for colour refresh or for colour reset.



# POST LOCK-DOWN HAIR SITUATION

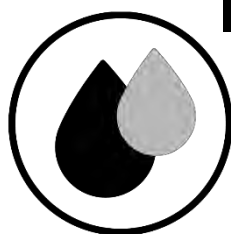


1 “I didn't do anything,  
I waited for my hairdresser”

## COLOUR



THE SOLUTION



COLOUR REFRESH  
SERVICE

## BALAYAGE



THE SOLUTION



BALAYAGE  
REFRESH SERVICE

2 “I tried at home,  
& it's not what I expected”

## HAIR COLOUR



THE SOLUTION



COLOUR RESET SERVICE

## BALAYAGE



THE SOLUTION



BALAYAGE  
REFRESH  
SERVICE

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# Back to business

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## **HAIR COLOUR & BALAYAGE CORRECTION**



**POST LOCK-DOWN  
HAIR SITUATION**



**COLOUR REFRESH**



**BALAYAGE REFRESH**



**COLOUR RESET**



**BALAYAGE RESET**

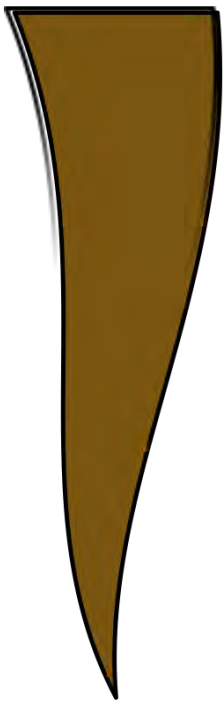


# COLOUR REFRESH



## COLOUR REFRESH

Before lockdown



### THE SITUATION:

- Washed out colour
- Long regrowths

## THE SOLUTION

### 1 Regrowth Colour Touch Up



After lockdown

### 2 Immediate Take Through



## CRYSTAL BROWN'S TECHNIQUE



1. Apply Majirel retouch from 1cm off scalp to demarcation of previous colour.
2. Apply Majirel retouch (fresh mix) to a 1cm at scalp. Start timing 35 minutes.
3. After 5 - 15 minutes, gloss length with Dia Light.



# BALAYAGE REFRESH



## THE SITUATION:

It's a classical grown out balayage with a more or less brassy undercoat.

## THE SOLUTION

### 1 Regrowth Balayage Touch up

COMING SOON



FASTER SERVICE

Blond Studio 8 – Bonder inside  
Save 10 minutes per service



### 2 Gloss with Dia Light



## TIPS & TRICKS

**N°1.** : if really large regrowth, maybe the client is used now to her slightly darker colour, don't do much highlights/ balayage on day 1. especially at regrowth area.

**N°2.** TIPS LA FRENCH: take advantage of lengths and ends being warm to use 2 different toning shades (ex beige / ash).



## CRYSTAL BROWN'S PRO TIP



If there is a large new regrowth and the dark contrast might be too much, consider adding Glow Lights with Majirel Glow. Alternate balayage sections and Majirel Glow lights.



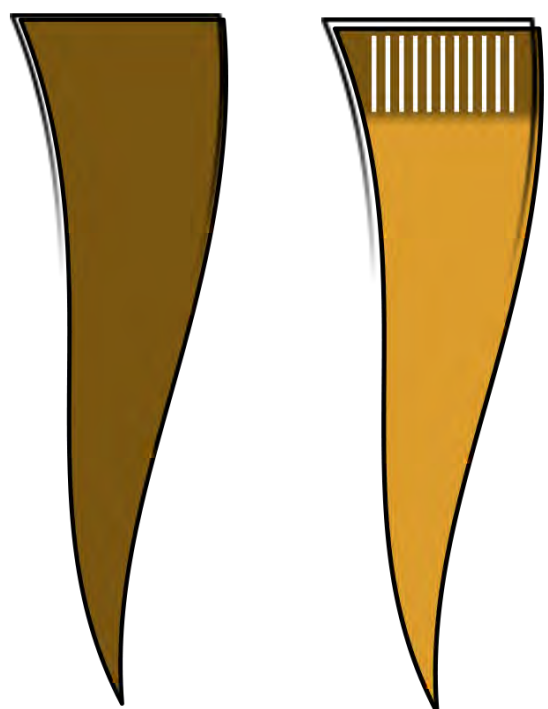
# COLOUR RESET



## COLOUR RESET

Before  
lockdown

After  
lockdown



### THE SITUATION

She did something at home

- She has unwanted reflects
- She turned slightly darker
- She lost multi-dimensionality

## THE SOLUTION

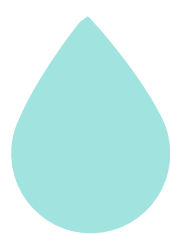
TO ELIMINATE UNWANTED REFLECTS  
TO ELIMINATE SOFT OVERDEPOSIT OF  
COLOUR

### 1 Preparation



1 sachet of Efassor  
powder (28g)

+



60ml of  
water

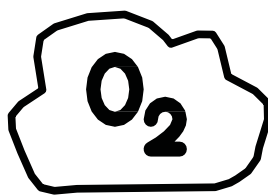


Start by the darkest area.  
Application has to be very quick.

### 2 Activation



**EFASSOR** is activated by  
the heat.  
That's why the water  
needs to be very hot.



**EFASSOR** is also activated by the  
oxygen from the air.

That is why Efassor needs to foam  
to be fully optimized.

Max:



### 3

### Recolouration

with immediate take through

PRO TIP : Use Dia Light on lengths and ends if hair is sensitized.



# COLOUR RESET



## CRYSTAL BROWN'S TIPS

### FOR A WRONG REFLECT

**MILD or SOFT CLEANSE:** with Efassor & hot water **or** Sunkissed Lightening Oil to remove (ash) tone. Retouch highlight/balayage. Tone with Dia Light (take care with formula, when the ends are sensitized, they may take cool tone).

**DEEP CLEANSE:** Efassor & Majicrème. Focus first where it is darker then work to other areas. **Take care as this formula will shift natural hair.** Colour natural hair as appropriate (Majirel, Inoa or Dia Richesse) and then Gloss cleansed hair with Dia Light using slightly lighter formula than used for retouch

### FOR A LIGHTER BAND

*\*Possible pre-step if reflect on lighter band is not compatible with desired end results with Sunkissed Lightening Oil & Nutri-developer for quick removal or Efassor & hot water if required.*

1. Apply Majirel formula for regrowth (adapted for grey hair coverage if required to new regrowth). Start 35 minutes.
2. Apply corresponding Majirel formula to lighter band. If your regrowth formula was adapted for grey coverage, you might consider an adjusted formula for this section.
3. Refresh the lengths with Majirel formula (without white adjustment) & water OR refresh with Dia Light.

## ALTERNATIVE SOLUTION: MODERATE CORRECTION

WHAT YOU HAVE TO ELIMINATE IS REALLY SOFT?

### BLOND STUDIO - LIGHTENING SUNKISSED OIL

can be an interesting alternative  
to eliminate soft build ups or soft reflects



Sunkissed  
lightening oil  
30g



Develop for:



Only apply on coloured zones Do not apply on natural areas.



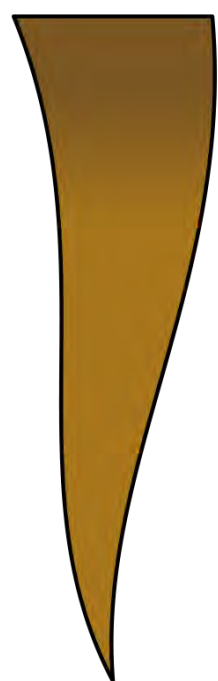
# COLOUR RESET



## COLOUR RESET

Before  
lockdown

After  
lockdown



### THE SITUATION:

She did something at home

- She turned really darker
- She lost multi dimensionality

**She has gone 1 level darker and more**

## THE SOLUTION

### 1 Soft Cleansing



1 Efassor  
powder sachet  
(28g)

+



60 ml  
water

Max:



### 2 Deep Cleansing (optional step)



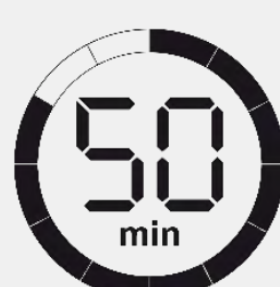
1 Efassor  
powder  
sachet  
(28g)

+



75ml cream  
developer  
20 or 30 vol

Max:



Rinse & Shampoo



Pro\_Classics  
Shampoo

### 3

### Recolouration

with immediate take through

PRO TIP : Use Dia Light on lengths and ends if hair is sensitized.





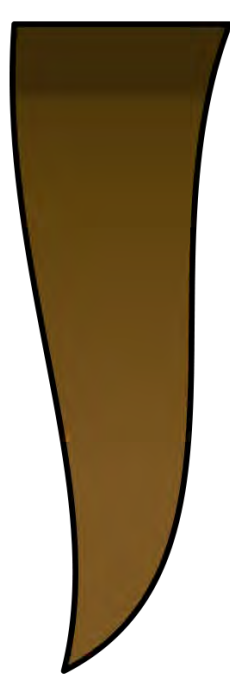
## THE SOLUTION

### CORRECTIVE BALAYAGE

# 1

## Use a Soft Lift

Lift of max 2 levels (soft contrast)



1

COLOUR  
REGROWTH

2

BALAYAGE

3

DIA LIGHT  
TONING

# 2

## Use a Strong Lift

Lift of min 2 levels (stronger contrast)

1

COLOUR  
REGROWTH



2

BALAYAGE



3

DIA LIGHT  
TONING





# BALAYAGE RESET



## BALAYAGE RESET



Before lockdown

After lockdown



### THE SITUATION:

She did something at home

- Regrowth area: she has a stripped & brassy yellow balayage
- She oversensitized her hair

## THE SOLUTION

### BALAYAGE RESET : SHADOW ROOTS & GLOSS

#### 1 Shadow roots

Ex  
Dia Richesse 5



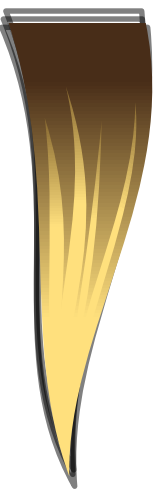
Max:



Rinse & Shampoo

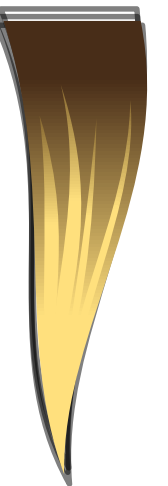


Pro\_Classics  
Shampoo



#### 2 Gloss

Ex  
Dia Light 9.13



### TIPS & TRICKS

Use a deep fundamental or a neutralizing shade with Inoa 10VOL or Majirel 12.5VOL ,or Dia Richesse 9VOL. Otherwise, after a few shampoos, you may bring undesired tone.



# BALAYAGE RESET



## BALAYAGE RESET

Before  
lockdown



### THE SITUATION:

- She has a brassy yellow balayage
- She lost multi-dimensionality
- Maybe oversensitized lengths & ends

## THE SOLUTION

### CRYSTAL BROWN'S TECHNIQUE



#### OPTION ONE – NEUTRALIZE BRASS & ERASE HIGHLIGHTS WITH DIA LIGHT

1. Apply like a root shadow using vertical or diagonal sections up to the line of previously salon highlights.
2. Process, rinse and dry.
3. Highlights or balayage on new regrowth.
4. Gloss with Dia Light

OPTIONAL EXTRA STEP: Add depth to break up over lightened ends with Dia Light lowlight panels at the same time as balayage.

PRO TIP: add Clear to the desired formula to prevent results that are too dark.

#### OPTION TWO – HIGHLIGHT IN AN ENCLOSED APPLICATION.

Highlighting in an enclosed application will allow you to address the other hair while highlights process. After placing highlights:

1. Apply Dia Light in between foils in a root shadow application up to the line of previously salon highlights.
2. Process, rinse and dry.
3. Gloss with Dia Light

OPTIONAL EXTRA STEP: Add depth to break up over lightened ends with Dia Light lowlight panels after applying root shadow

PRO TIP: Add clear to the desired formula to prevent results that are too dark.

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

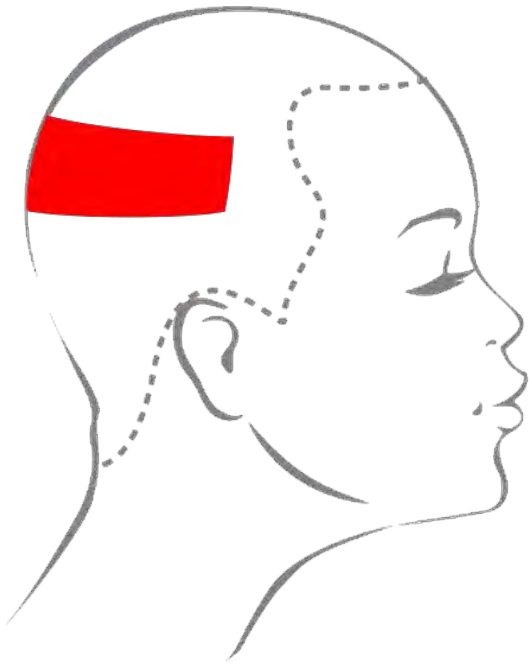


# BALAYAGE RESET



## TIPS & TRICKS

Making COLOUR ZONING during TONING is a very quick & convenient way to work with DIA LIGHT:



1

It combines the same development time.

2

It respects the hair fiber.

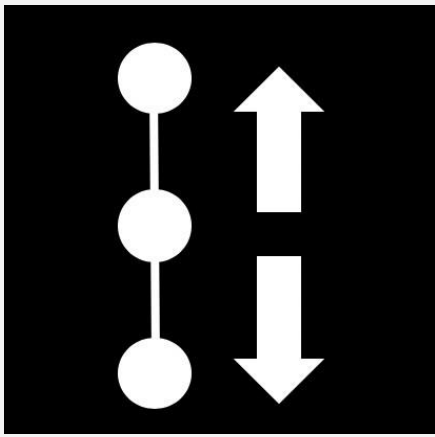
3

It creates additional value to the balayage.

### THE SITUATION:

You have an obligation of quality In this special context.  
Don't take risks with contrast levels.

### THE SOLUTION



You always get the best contrast levels by adding 1 or 2 level darker pieces.

You take an entire colour zone or big chunks?  
Her flat blond is globally 9? Use some 8.

You prefer sprinkling smaller low lights?  
Her flat blond is globally 9? Use some 7.

### THE SITUATION:

Don't take risks with potential unwanted reflects.

### THE SOLUTION



½ Dia Light  
6.23



½Dia Light  
6

When using cool beige & browns  
Use them with half of base to reduce  
the risk of unwanted reflects.



## TIPS & TRICKS

### THE SITUATION:

Ensure to get a natural & diffused result when adding lowlights?



### THE SOLUTION

Take sections vertically to achieve a more natural & diffused effect.

### THE SITUATION:

Need to add a few highlights while refreshing the colour?



### THE SOLUTION

If needed be, in some parts (hair line or on the middle part) do highlights in foils, but protected with aluminum or plastic wrap. It allows you to touch up regrowths & take through during development time.

### THE SITUATION:

Want to stay loyal to LA FRENCH colour taste?

### THE SOLUTION



SHADE



CLEAR

Tone all over with Dia Light using half clear to preserve the maximum of transparency & dimension.



# THE FOLLOW-UP



## AFTER TECHNICAL SERVICE

### HAIRCARE MAINTENANCE



**PROFESSIONAL HAIRCARE ROUTINE FOR 77% LESS  
DAMAGED 7X SHINIER HAIR**

**Expert care for very damaged hair**



**PROFESSIONAL HAIRCARE ROUTINE  
FOR 8 WEEKS OF COLOUR  
PROTECTION**

**Expert care for coloured hair**



**PROFESSIONAL HAIRCARE ROUTINE FOR COLDER, LIGHTER  
BLONDE TONES & MULTIDIMENSIONAL BLONDE SHINE**

**Expert care for blonde hair**