

Color Therapy



Fade Fighter

Clients with locks prone to fading will love Série Expert Delicate Color shampoo, L'Oréal Professionnel's first sulfate-free shampoo specifically formulated for maintaining color-treated hair, especially deep brown and bright red hues. The shampoo gently cleanses and preserves color with taurine, an amino acid derived from coconut that protects the lipid film of the hair surface to keep water out and color in. The result is radiant, lasting haircolor.

lorealprofessionnel.com —J.B.



LIGHT THE WAY

Deborah Gavin, a Goldwell international artist and owner of Fresh Hair Studio in Southampton, PA, played with the properties of light for her new Optics collection. "I used a lot of surprises to create signature cuts and color looks that transform like a light shifting on the canvas," she says. "The inspiration for the color choices was to create strength with a melting effect." Gavin used Goldwell Elumen, SilkLift and Topchic Max Reds, placing the shades in microfine slices that filled in panels of organic sections. "I varied the diffusion in each panel to create a shadowing effect," she explains. "Color is what you compare it to, and each shade gives the next shade new life. The play of reflection gives interest and proves that subtle variation can produce high impact." —L.M.



Golden Girls

Even your grayest clients can go for the gold with Redken's new Color Gels Gold Beige Collection, three rich shades—Champagne, Praline Cream and Truffle—that create delicate golden hues that are never too warm. "The Color Gels Gold Beige family gives you champagne tones that open up interesting mixing options to blend gray and add soft, natural highlights into your blondes," says David Stanko, a haircolor consultant for Redken. The Gold Beige Collection features Redken's exclusive Select Dye System for fade-resistant color, along with nourishing wheat proteins and avocado oil. redken.com —L.M.



FOREVER YOUNG

The new Age Beautiful anti-aging haircolor from Zotos International is designed to fight all five signs of aging hair—thinning, dullness, dryness, wiry texture and loss of pigment—while providing 100 percent gray coverage for up to eight weeks. The formula features melanin and special dyes to add color back into the hair; keratin peptide, which provides volume and makes hair look noticeably thicker; and a patented conditioning technology with silk protein to make hair softer, healthier and shinier. The Age Beautiful line includes 28 intermixable shades in five tonal families and a gentle developer with a soft floral fragrance. For additional versatility, the color can be applied using a bowl and brush or an applicator bottle. agebeautiful.com —L.M.

MAKE IT LAST

Designed to increase salons' revenues while providing clients with shiny, lasting color results and scalp protection, Pureology's new Colourists' Solution is a three-part backbar service that can be used with any haircolor line. The first step is the AntiDryingPreTreatment, which contains willow herb to protect the scalp prior to haircolor application; step two is the FiberIntegritySpray, a light mist with soy protein containing cystine that strengthens hair while the color processes; and step three is the NeutralizingColourSealer, a sulfate-free cleanser with naturally derived citric acid to seal the cuticle at the end of the color process.

"Colourists' Solution offers clients a unique, salon-only Pureology experience to achieve brilliant haircolor in three easy steps," says Natasha Sunshine, Pureology colour ambassador and owner of Byu-ti Hair Therapy in Santa Monica, CA. "Our clients love how shiny and vibrant their hair looks when they have a haircolor service with Colourists' Solution." pureology.com —L.A.

