

# Color Therapy

## Like Clockwork

"Time is money" may be an old cliché but it's especially relevant to salons doing business in today's tough economic climate. Enter **Schwarzkopf Professional**, a Southern California-based company that's addressing the need for speed with Igora Color10, the first professional line that delivers stellar permanent color in just 10 minutes.

The 17-hue assortment, featuring sumptuous browns, rich reds and brilliant blondes, harnesses the power

of Amino Acid Carrier Technology with arginine and glycine—the hair-rebuilding amino acids that help drive color pigments deep into the hair. The result is a short

development time and a gentle color service. "To satisfy clients' demands for less-complicated color and high-lift performance, we've also included Igora Color10 Speedlift+ in the line," says Amy J. Garrett, the senior brand manager of color at Schwarzkopf Professional. "The formula boasts a high-speed booster that accelerates the lifting process up to four levels."

In addition to delivering 100-percent gray coverage and predictable color results, Igora Color10 also provides salons with increased profit potential and productivity opportunities. "It's a boon for attracting new clients to the salon with unique, relevant and faster services," Garrett says. "What's more, it allows for flexible appointment planning and frees up more time for consultations, making it one of the smartest 10-minute decisions that beauty pros will ever make for their bottom line." [schwarzkopf-professional.com](http://schwarzkopf-professional.com) —K.D.



## The Bold and the Beautiful

While blondes and redheads often steal the spotlight, brown-haired women don't have to fade into the background, according to **Deborah Gavin**, co-owner of Fresh Hair Studio in Southampton, PA, who created this gorgeous multidimensional chocolate hue. "Brunettes never need to be boring," Gavin says.

"The inspiration for this color technique was to have subtle nuances that come together to create a bold look." To create the effect, Gavin alternated three formulas of Goldwell color in a boarding technique. "There's a whole gambit of color placement outside of the 'touch-up' or 'highlight' worlds," she says. "Alternating the three formulas with three boards, I was able to paint the color on and craft the diffusion you see without any hard lines. The color melts together, creating warm and cool variation." —L.M.



## Bella Brunettes

Colorists now have a new product to turn to when coloring naturally dark, resistant hair: the 10-shade Wonder.Brown line from **Matrix**, which is formulated to provide one-step lightening and toning with brass-free results that fade true to tone. The exclusive CoverBrown technology balances the color contrast between natural and gray hair for reflective brown coverage for up to 50 percent gray hair, while the Inner Lipid Conditioning Complex helps strengthen strands and lock in smoothness and shine during the color process. [matrix.com](http://matrix.com) —L.A.

## CURLY CUES

Perfectly placed highlights or shiny all-over color can really make curls pop, but applying the color requires special consideration, according to curl queen **Ouidad**. "The natural state of curly hair is dryer and more dehydrated, which makes it very susceptible to being damaged," she explains. Here are some of Ouidad's tips for coloring curls:

- 1. Always make sure** the hair is properly conditioned so it can take the color evenly. "I recommend a treatment three days before color to prep the hair and 10 days after color to put the moisture back into the hair," she says.

- 2. Use a gentle color** like a demipermanent or vegetable color. When using a permanent color, cut the activator by half with water and leave it on the hair for an extra 10 minutes. "Regular color is too strong for curly hair because it causes too much breakdown of the structure of the hair in order for the color to absorb," Ouidad explains. "Curly hair is naturally ready to absorb, and needs half of the strength of regular color to take."
- 3. Seal your color** with a clear glaze to protect it from the environment and make it last longer, especially during winter and summer. "I do a clear glaze with a drop of the client's own color pigment in it to bring the hair back to life," she says. —L.M.

