

AmericanLooks

THE NCA'S SOURCE FOR INFORMATION, INNOVATION AND IDEAS



Made in
AMERICA

part one

 **NCA**
www.salonprofessionals.org

Spring/Summer 2002 Collection

THE HOME team

Who will represent the USA at the World Championships of Hairdressing? *American Salon* gets to know the 2002 Ladies Team.



The NCA Spring Summer Design Team, from left: Ben DeCordova (USA Ladies Team), Ron Hawkins (USA Ladies Team trainer), Randy Rick (USA Ladies Team), Bea DeRoss (makeup artist), Michael Della Penna (USA Ladies Team), Joan Dando (nail artist), and Tina Paskalakis (USA Ladies Team).

Picture it: Glittering Las Vegas, end of July. A hush falls over the crowd of thousands in the competition arena as hair teams from 45 countries compete in the World Championships of Hairdressing. Of course, every American will be rooting for the home team, but how many know who they are? To get the skinny, we quizzed the Ladies Team members about their backgrounds, strategies, and plans for the future.



**MICHAEL DELLA PENNA,
St. Petersburg, FL**



Competition history: Began competing in 1983; has 15 first place wins; participated in the 2000 World Championships in Berlin; the first

competitor to win the NCA's America's Cups in both the Ladies and Gents divisions; earned two gold medals and the Sally Cup during the final round of the USA Team competitions at the Chicago Midwest Beauty Show.

Strategy for winning: "I never think that *this* competition will be the last one. There are always many more ahead, so I don't stress out on a single contest."

Supports competition habit by: Working in his salon, Michael Della Penna Hair Salon, with an exclusive clientele 4 to 5 days a week when not competing. Also trains other competitors with several under contract.

Training schedule: 5 to 10 hours a week when not competing; full time when a competition is near.

Investment in competition: At least \$150,000 over time. "Sponsorships, like winning the \$10,000 Sally Cup at the Chicago Midwest Beauty Show, help, but there is not enough support for competitors—or for the art of hairdressing—in the U.S."

Lives: Near the beach in Florida with wife Ellna. "Competition and training are my passion in life. I'd rather help other

people improve themselves than make a lot of money."

Drives: 1972 Mercedes 350SL and 1977 Mercedes 300D

After HairWorld 2002: "I'll train others, but won't compete in the U.S. anymore. Perhaps in Europe, or Asia, or...."



**TINA PASKALAKIS,
Palm Harbor, FL**



Competition history: Introduced to competitions at an early age when she trained with her older sister and with fellow competitor Michael Della Penna; won a place on the USA Team after competing in just two state competitions; a licensed hairdresser for only three years, Paskalakis will be one to watch!

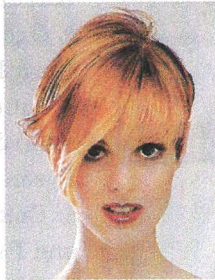
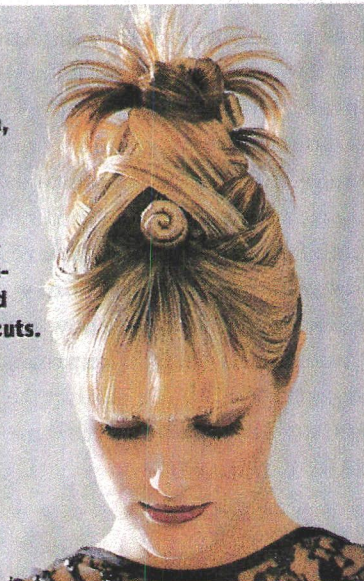
On competing: "It's all so new to me and the more I do, the better I get. There are so many elements in creating the 'perfect head' that getting it together is exciting and intimidating at the same time."

Training schedule: 8 to 10 hours on days off; 2 to 3 hours every day; lots of weekends.

Supports competition habit by: Working five days a week with her sister at Nicholas Michael Salon. "It's a great and supportive environment. My clients know I'll be honest with them about their hair. I love doing teen

(continued on page 172) ►

The NCA Spring Summer Collection, Made in America, featured geometric color techniques and versatile cuts.



THE HOME team

(continued from page 170)

updos, too. My competition training really pays off in the intricate designs I can create. Teens love them!"

Lives: With her parents so she can afford to compete. Has a shoe problem. "I must have 60 pairs. I'm also an accessory fanatic and into belts right now."

Drives: 1998 Chrysler Seabreeze

After HairWorld 2002: "I'll be training to try out for the next team! I want to do everything! I'll go for the Ladies Team again and then try out for the Men's Team."



RANDY RICK, Reading, PA

Competition history:

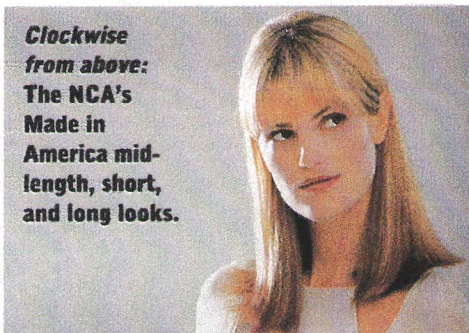
Began competing more than 30 years ago; holds more than 75 national and international medals including a silver from the 1972 World Championships of Hairdressing in Barcelona, and three golds from the 1996 World Championships in Washington D.C.; in 1997 captured the prestigious America's Cup trophy.

On competing again: "When I stopped, I felt like Michael Jordan. I saw the 'players' and their mistakes. It was too hard to just sit on the sidelines and train. Plus, I want to preserve the art of competition hairdressing. I feel my generation has a responsibility to pass down the artistic and competitive spirit that we learned from competing in the 1970s and 1980s."

Supports competition habit by: Licensing his Certified Learning In Cosmetology (CLIC) system, a third-party certification test in the seven arts of hair design he developed that's currently in eight salons and available



**Clockwise
from above:
The NCA's
Made in
America mid-
length, short,
and long looks.**



through the Internet. Also, after merging his school with the Empire Beauty School chain, he will serve as co-creative director of the schools.

Family tradition: "I'm most proud of my daughter Randee. She's my only child and is now a hairdresser and also involved in competitions. I trained her myself and have to admit it's much harder to train than to do!"

Lives: On a hill outside Reading with his wife of 23 years. "Our home is like a crow's nest. You can see for 100 miles around it."

Drives: 2000 Mercedes 500 SL

After HairWorld 2002: "I'll never completely get out of doing hair. I'll train and work with young people to preserve the perfection of hairdressing competition."



BEN DECORDOVA (USA TEAM ALTER- NATE), Tampa, FL

Competition history:

Began competing more than 30 years ago; has won local, national, and international awards including National Hair Stylist of the Year in 1975, Artistic Hair Designer of the Year in 1975, and The Grand Prix Rio De La



Plata, Buenos Aires, Argentina, in 2000.

Strategy for winning: "I apprenticed with my Dad for five years. He brought me up in the European tradition of 'don't give up in anything you do.' I've followed that advice all my life."

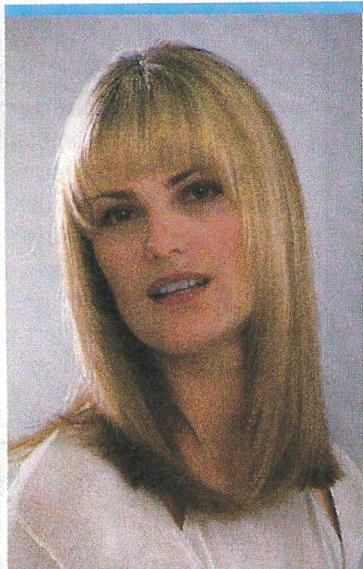
Supports competition habit by: Working five days a week at Salon DeCordova, which he opened with his wife Zondra four months ago. "I began my career as a barber in 1964. Thirty of my family members are in the hair business, so I had little choice!"

Lives: A simple life with Zondra, a colorist, and daughter Portia, 10. "We turned our living room into a videographic studio. I use it to train for competitions, study, or make flowers and other ornaments out of hair. It's just another fiber after all."

Drives: A Nissan Pathfinder. "Cameras and hair are my toys of choice."

Admires: Picasso. "He always had lots of artistic projects going at one time. I like to tinker, just like he did. I love to work with my hands—building engines, making clothes, creating elaborate hairstyles."

After HairWorld 2002: "I figure I have an opportunity to win as many as seven championships in the open competitions in Las Vegas. I'm going to try to win them all. After that, I want to teach, helping people get to the next level in their professional lives."



NATIONAL COSMETOLOGY ASSOCIATION

401 North Michigan Ave.
Chicago, IL 60611-4267

Membership Services:

312.527.6765

Fax: 312.464.6118

E-mail: NCA1@sba.com

Executive Director

Gordon Miller x15868

Office Manager

Kimberlee Schmahl x16759

Membership Services

Shahida Razvi x15924

Americas/CIDESCO

Lisa Szukala x15910

Look Good... Feel Better

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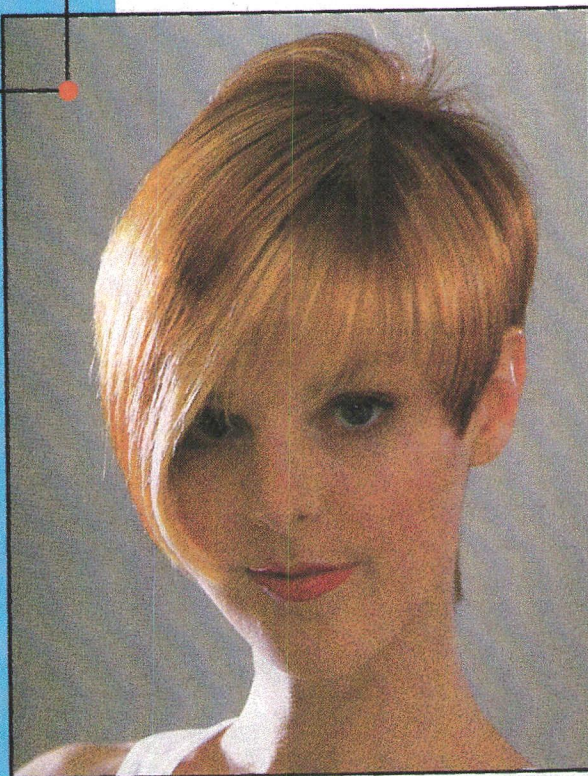
*Made in America part
two will be featured
in the March 2002
American Salon.*

Short

1. Section the hair, using a diagonal side part from the crown to the outside corner of the eye. In the back, use an oval part to the bottom of the crown.
2. Elevate that hair at 90 degrees and cut uniform layers. Use the razor to cut, following the contour of the head. Leave length at the nape of the neck for softness.
3. Using shears to create a smooth line, begin at the back of the ear and cut forward along a diagonal.
4. Connect side to back. Comb forward over ear, then cut from the nape following the contour of the ear and blend to side length. On opposite side, repeat steps.
5. Drop half inch sub panel from the crown. Pull down at 0° elevation, leave overhanging length approximately 3-3.5", and cut parallel to the base parting. Cut from side to center back using the same technique. Repeat same process through the remainder of the back (pulling down at zero degrees and cutting parallel to the base parting).
6. Through the side panel, cut on a diagonal leaving a quarter inch overhanging length, connecting back to side. Use this technique up to the side part. Repeat same procedures over the ear on opposite side. Hair will appear longer because of the distance the hair is traveling, thus creating an asymmetrical look.
7. Take remaining hair and comb down over the face at the natural fall. Come in on shallow/short side starting in front of the ear. Cut to brow creating an arc over the shallow side.
8. Cut on a strong diagonal from the inside corner of the eye down to the longer length on this side. Note the overlap.
9. Elevate lengths out from a 2" diamond section at the crown. Using a razor, cut to the length that will optimize volume. Bring all lengths to this crown guideline.

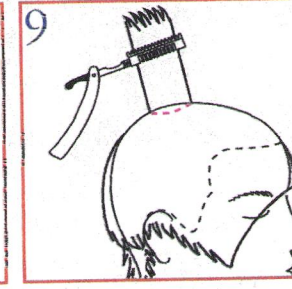
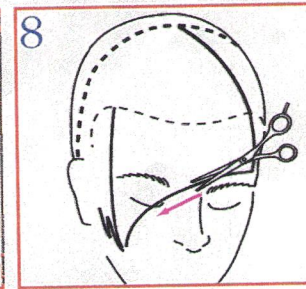
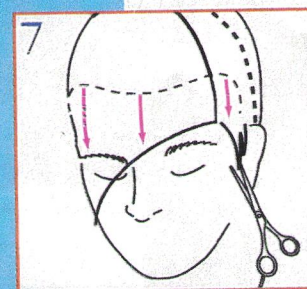
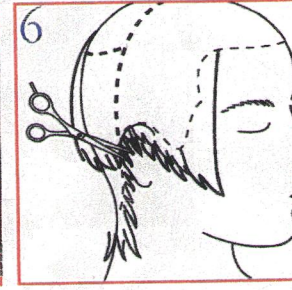
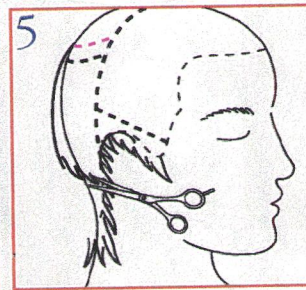
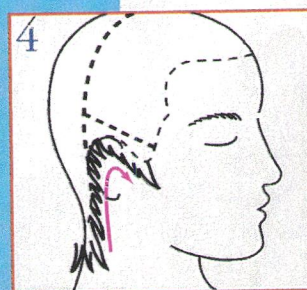
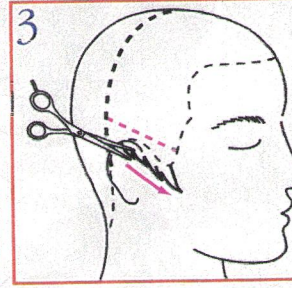
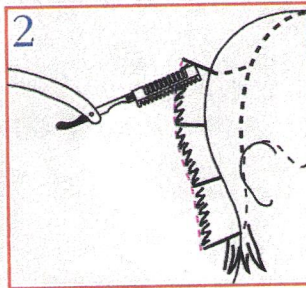
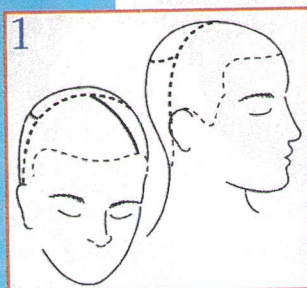
COLOR

1. Apply COLOR CHARM 607 Cyclamer (Level 6 Red Violet) to the top of the crown.
2. Along the hairline apply WELLITE Powder Lightener and 20 Volume.
3. For Highlights, use foils throughout the top of the head.
 - a. Apply WELLITE Powder and 20 Volume to the ends of the hair only
 - b. Apply 6/45 (Fiery Red, Level 6 Red Violet) COLOR CHARM Semi-Permanent on alternating ends and weaved sections only.
 - c. Apply 7/43 Medium Red Copper (Level 7 Red Gold) to weaved sections.
 - d. Use 2 ounces of 7/43 in between all foils with 4 ounces of Activation lotion.



Throw away over complicated cuts and opt for this sassy, asymmetrical showstopper. Cutting the hair with a razor achieves a softer edge by texturizing and shortening at the same time.

before



Mid-length

Take a hue cue and try this multi-dimensional color combination that brings out the best of this sassy and sophisticated All-American Bob. Feel the freedom of a versatile cut that is easily transformed from day to evening.

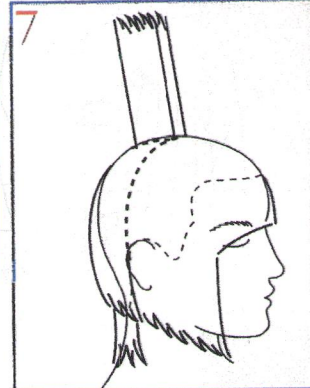
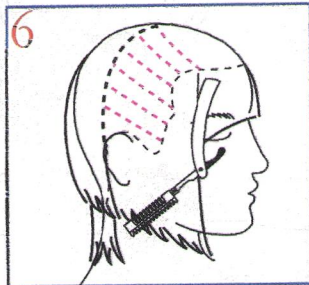
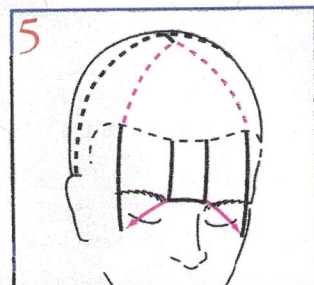
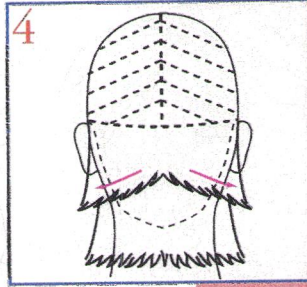
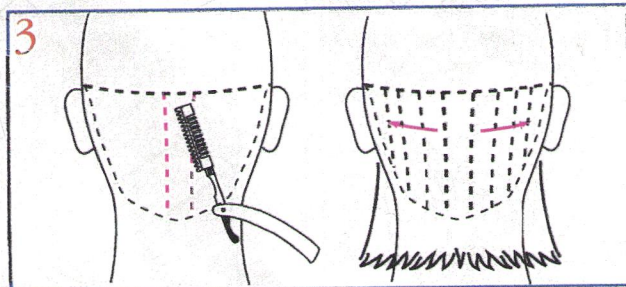
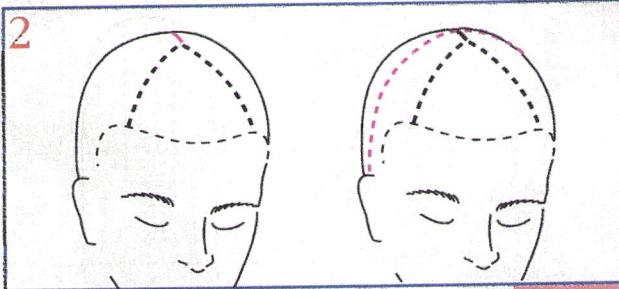
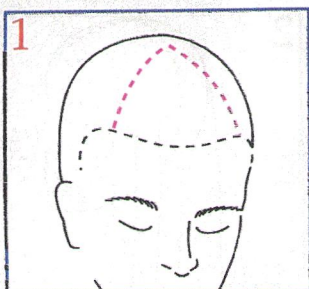
before



1. Section for control. For the fringe, part out a triangular section from the corner of the eye on either side to the apex.
2. Behind the triangle, create a small center part going to the crown area. Part out to the back of the ear on either side. Subdivide the nape area from the crown.
3. At the center back, with vertical panels, cut with razor following the same procedure from center of the head to back of ears. The razor gives a softer edge by thinning and shortening the line being cut at the same time.
4. Release the next base parting. The lengths are cut to overhang the nape lengths. Project the hair out at 45° and cut on a diagonal from the center back to the back of the ear. Repeat on the opposite side, center to back of ear on opposite angle.
5. **Fringe:** Starting with brow, begin with short panel at center of forehead. Once panel is cut to desired length, diagonally cut downward on either side.
6. Etch a diagonal forward line over the ear with the razor. Use a low elevation and repeat up to the center part line.
7. In top crown pull approximately 2" panel cutting to approximately 3-3 1/2" in length. Bring all lengths to this guideline. This achieves more volume in the back of the head. Work throughout the shape and texturize as needed. Be guided by the texture, density, and desired results.

COLOR

1. Slice with lightener from temple to temple.
2. Slices from the crown are in a "pinwheel" pattern.
3. Pre-lightened with WELLITE (on or off the scalp lightener) and 30 Volume (to Gold Stage)
4. Color glossing over lightened slices:
 - a. 6/45, 2 ounces of COLOR CHARM Semi-Permanent Fiery Red with 4 ounces of Activating lotion.
 - b. 2/0, 2 ounces of COLOR CHARM Semi-Permanent on remaining hair with 4 ounces of Activating lotion.



Long

Section off a center part. Section the front of hair to behind the ears. Begin cutting at the back with shears. Leave approximately 1" below shoulder or to client's taste.

Blend the sides with the back length.

Part out a section for the fringe using a triangle extending to the outer edge of the eyebrow on either side. Cut the fringe below the eyebrow in the center using a 1" panel.

Using center section as guide, cut the sides angling around the eyes making it a blunt cut.

Part vertical sections on the sides over-directing the hair toward the face using the nose as the guideline where to begin cutting the hair straight down toward the perimeter length.

Note the weight corner that remains. This accentuates a blunt shape around the perimeter frame of the cut. Repeat these steps on the opposite side.

Work through the interior with horizontal sections. Direct hair straight up and blend the ends for symmetry. If desired, you can texturize the angled lengths around the face with blending shears or by point cutting. This shape is quite versatile and can be styled natural or blown out smooth.

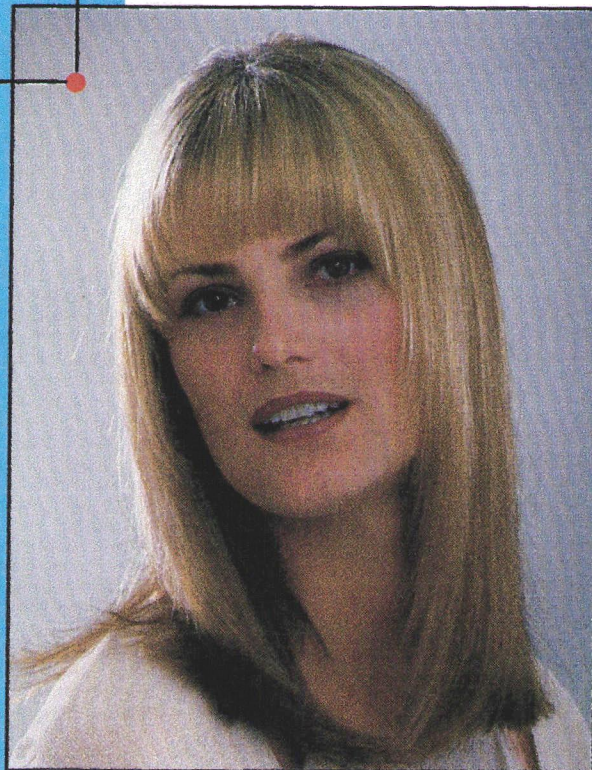
COLOR

Apply 2 ounces of 7/73 COLOR CHARM Semi-Permanent in Medium Sandy Gold with 4 ounces of Activating lotion to the top of the crown.

For the bangs, use foils and apply WELLITE Powder Lightener and 30 Volume Developer. Work foils into a "fine weave" pattern.

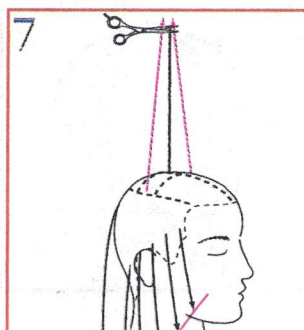
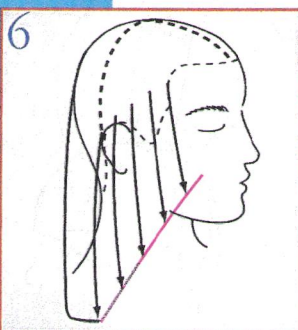
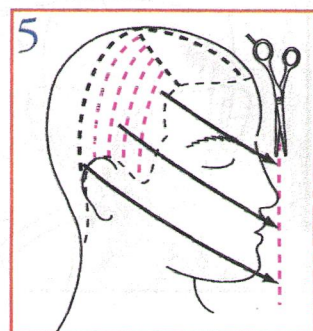
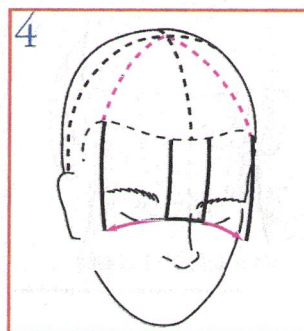
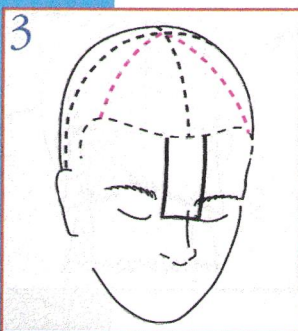
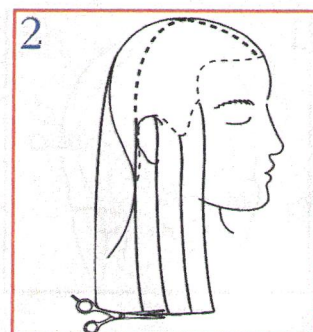
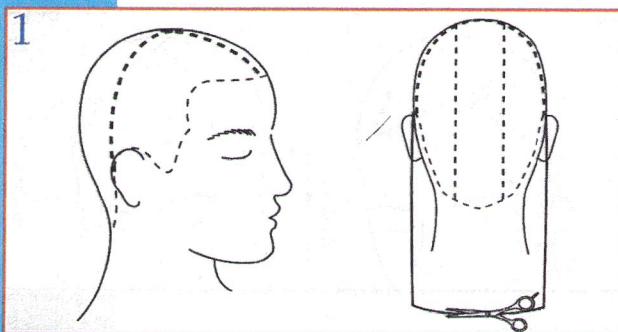
Weave to the left after lightener and slice panels into the hair.

Apply 9/73 COLOR CHARM Semi-Permanent in Very Light Sandy Gold using fine slices in between foils.

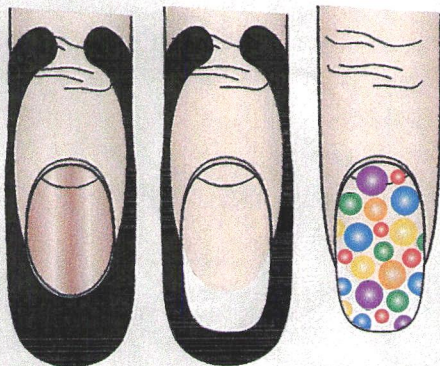
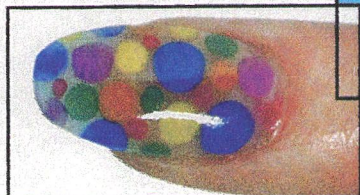


Bangs are back to frame the face! This look is long and lush with fringe cut to below the brow. Sides angle gently around the eyes for the fullest flattery. Long hair also takes well to up-do's that make an elegant statement, yet are uncomplicated and wearable.

before



This design is fun, versatile and can be worn throughout the season.

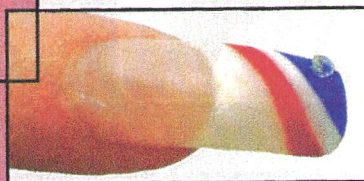


Circle Circus

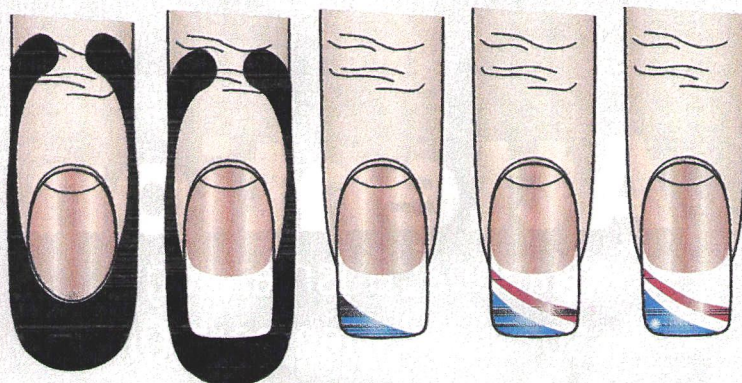
1. Prepare nail with tip or form.
2. Create permanent French Acrylic.
3. File and shape nail.
4. Use mosaic polymers and monomer. Using 'dotter', randomly place acrylic dots on nail.
5. Buff to even out the height of the dots.
6. Using blush or pink polymer and monomer, place a thin coat of acrylic over dots.
7. Buff nail to a high shine.

Salute to the Flag

1. Buff nail surface to even out the height of the stripes.
2. Extend the natural nail with a permanent French acrylic.
3. Working from the sidewall to the center of the nail, add a blue stripe using a blue polymer and monomer.
4. Using the white of the french acrylic as your white stripe, next use red polymer and monomer to create the red stripe.
5. Buff nail surface to even out the height of the stripes.
6. Using blush or pink polymer and monomer, place a thin coat over the entire nail surface.
7. Buff nail to a high shine.
8. Apply topcoat and rhinestone to the nail.



A patriotic inspired and elegant addition to our Spring/Summer Collection!

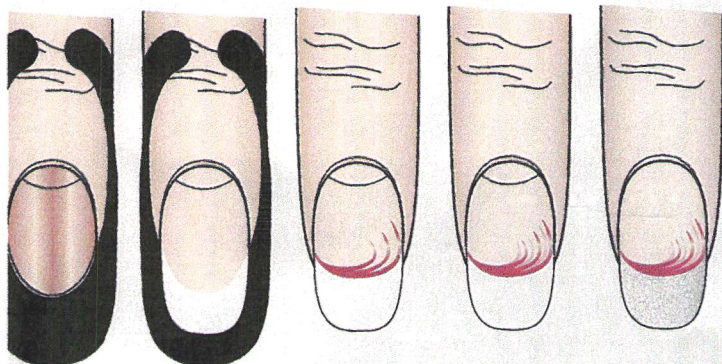


A playful look inspired by strawberry ice cream and lemon gelati!



Summertime Swirl

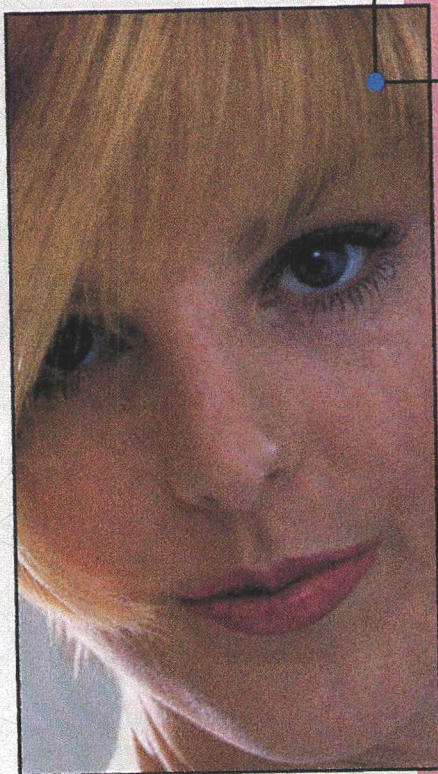
1. Prepare nail with tip or form.
2. Create permanent French Acrylic.
3. File, shape and buff the nail to a high shine.
4. With striper brush and pink paint, start from the inner corner of sidewall and drag pink paint into a swirl. Repeat three times, making swirl lower.
5. In between pink swirls, use iridescent white and follow pink swirls.
6. Apply topcoat.



Day Makeup

For a beautifully natural day look this Spring/Summer try a lighter foundation with tinted powder. Wear darker shadow (watch for blue shades to come on strong) along the lash line to just above the crease of the eye and blend. Use a highlight color from the crease to the brow in a matte or satin texture for day.

A tip from the NCA pros—powder holds up better during the warm weather than pencil. Apply a lip liner in a neutral color and a lip-gloss or satin lipstick in the coordinating color. Blush should be added to the hollows of the cheekbones.



before



1. Cleanse, tone, and moisturize the face.
2. As needed, apply concealer around the eyes, nostrils, and above the top of the lip line to highlight.
3. Apply a lightened foundation (tinted moisturizer, crème to powder or water based foundation). Powder as needed.
5. Fill in eyebrows to create a balanced look. Follow with brow gel to set.
6. Apply a matte or satin textured highlight color from the crease to the brow bone.
7. Apply color of choice from the lash line to just above the crease and blend. *Optional: add the same color just under the lower lash line.*
8. Apply a darker color shadow along the lash line with an angled brush to create a softer daytime look. *Note: Powder holds up better during the warmer weather than pencil.*
9. Curl lashes and apply two or more coats of mascara. For day, consider brown instead of black mascara.
10. Apply a lip liner in a neutral color (if desired). For the more mature client, a pencil is suggested.
11. Apply a lip-gloss or satin lipstick in a coordinating color.
12. Apply blush only to the hollows of the cheekbones. To create a "summer glow", use a duo blush set and also highlight just above the cheeks.
13. Powder as needed and set makeup with spray.

Evening Makeup

1. Using a deeper color than for daytime, apply to the crease of the eye. Half way over (or all the way depending on the eye shape) blend up and out to the outer brow bone. *Option: You can also add this color to just under the corner of the lash line and blend into the upper corners of the eye.*
2. Apply customized individual lashes to create the desired look (Example: natural, glamorous, club look or bridal). *Option: Use a full lash and cut down to add where desired.*
3. Apply a liquid or crème liner to the lash line to deepen or wet the shadow used during the day. Consider the eye shape as you apply. Add mascara as needed (Do not be afraid to put mascara on the lashes). *Option: Add a little glitter, dusting powder or colored mascara to the tips.*
4. Apply a lip liner a shade darker than your day look to create darker eyes with light lips, the opposite or both, depending on the desired look.
5. Blush can go one shade darker and highlight the top of the cheek. *Optional: an all over powder bronzer or powder glow can be added for a fun or club look.*
6. Powder and set with face spray.

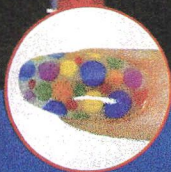


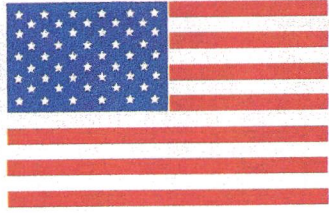
For glamorous evenings this Spring/Summer, just go with a deeper color than your daytime hue. Apply dark liner to the top lash line and blend up and out to the outer brow bone. Add this color under the corner of the bottom lash line and blend into the upper corner of the eye.

And, don't be afraid to add mascara to the lashes! Try a little glitter or dusting powder to the lashes or colored mascara to the tip. Apply a lip liner a shade darker than your day look blush one shade darker and highlight the top of the cheek as well as an all over powder bronzer or powder glow for an evening vixen look!

AmericanLooks

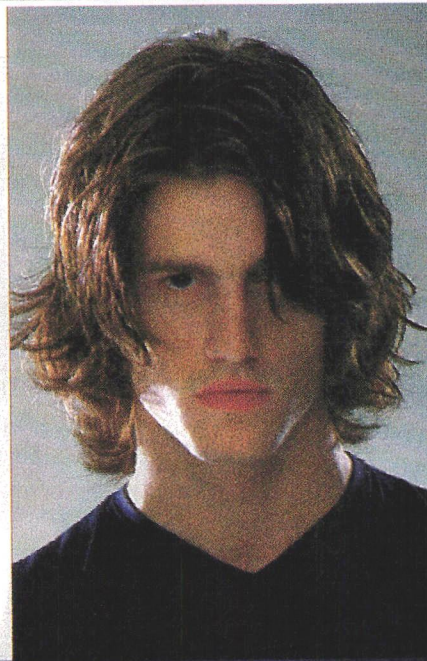
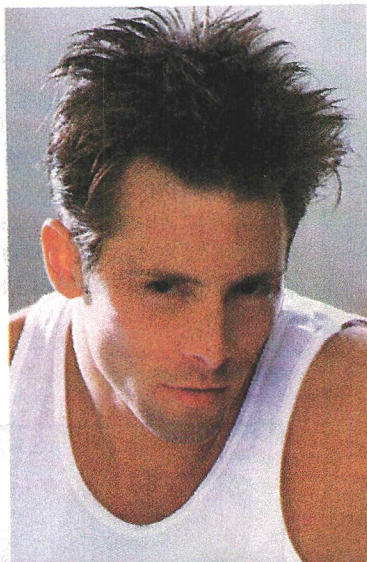
THE NCA'S SOURCE FOR INFORMATION, INNOVATION AND IDEAS



Made in
AMERICA 
part two

 **NCA**
www.salonprofessionals.org

Spring/Summer 2002 Collection



NATIONAL COSMETOLOGY ASSOCIATION

401 North Michigan Ave.
Chicago, IL 60611-4267

Membership Services:

312.527.6765

Fax: 312.464.6118

E-mail: NCA1@sba.com

Executive Director

Gordon Miller x15868

Office Manager

Kimberlee Schmahl x16759

Membership Services

Shahida Razvi x15924

Americas/CIDESCO

Lisa Szukala x15910

Look Good... Feel Better

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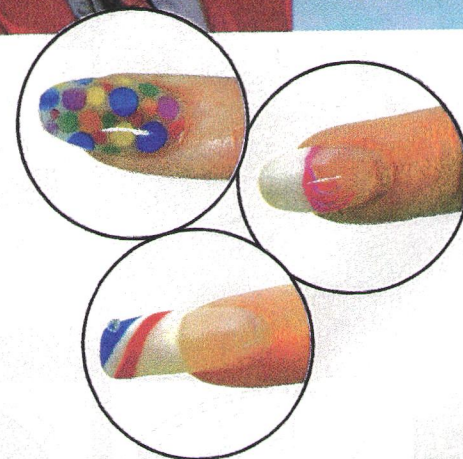
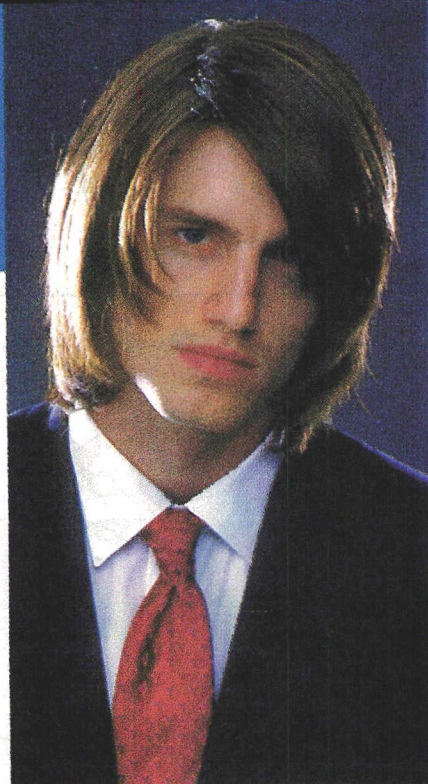
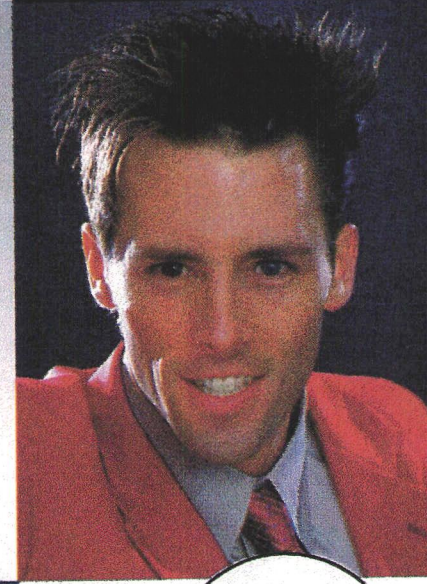
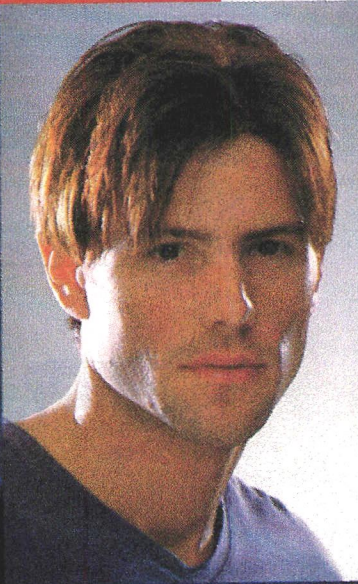
Pat Adams, Columbia, SC

Marlene Bridge, Pittsburgh, PA

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Joseph L. Weir Trust

The NCA Spring/Summer Collection is brought to NCA members thanks, in part, to the generosity of the Joseph L. Weir Trust. NCA would like to thank Trustees James Viar, William Scott and William Ware for their ongoing support and tireless efforts on behalf of the Joseph L. Weir Trust.

Special thanks to co-sponsors Sally Beauty Supply and Wella.

Made in AMERICA

NCA's Spring/Summer 2002 Collection (Part 2) Showcases Nails and Men's Hair

The NCA's Design Team's eye-catching hair fashions include men sporting classic lines that easily transform into edgy urban styles. The 2002 USA Teams give us all a collection that allows us the freedom and choice to be an individual.

Nails for ladies are whimsical and full of color to cater to an open-minded individual. Patriotic red, white and blue patterns will be popular this season, with added glitter to give a boost to creativity and personal expression. Clients may go for softer shades of pastels that express a bit of frivolity with layers of fun color dots.

NCA Offers Something for Every American Man & Woman

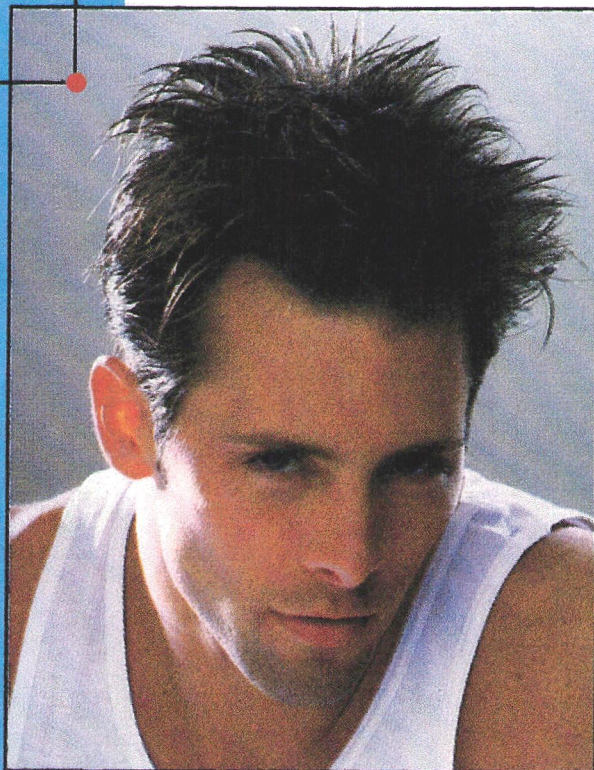


*Pictured from
L to R: Gianni Di
Domenico, Gianni
Fodera, Ben De
Cordova, Randy
Rick, Bea DeRoss,
Michael Della
Penna, Joan
Dando, Tina
Paskalakis*

The Design Team members include 2002 USA Ladies' Hairdressing Team members Randy Rick (PA), Michael Della Penna (FL), Tina Paskalakis (FL), and Ben De Cordova (FL), USA Gents Hairdressing Team members Gianni Di Domenico (CT), Salvatore Lauretta (NY) and Gianni Fodera (NY), make-up artist Bea De Ross (NY) and nail artist, Joan Dando (PA). Ronnie Hawkins (NC) is the Trainer of TEAM USA - Ladies Professionals, and served as a Design Consultant for the Collection.

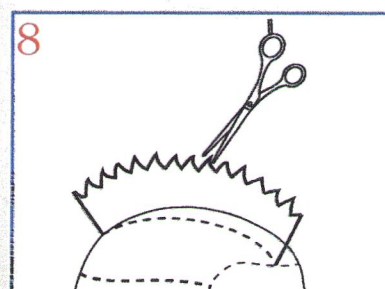
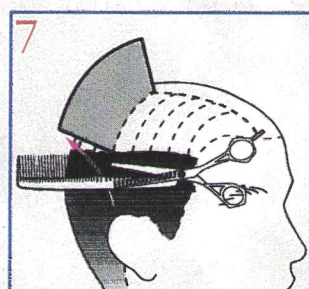
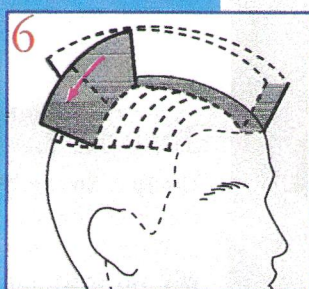
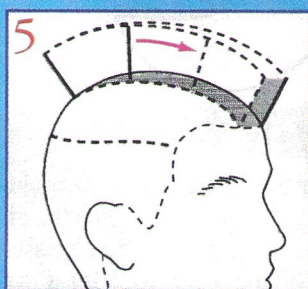
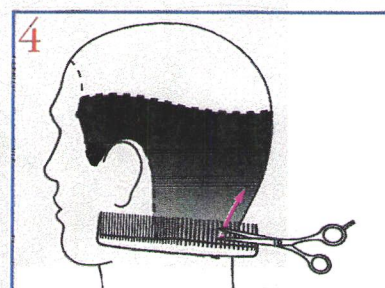
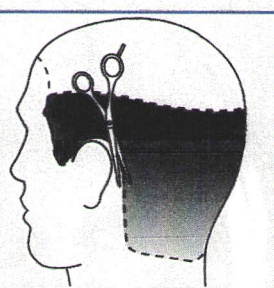
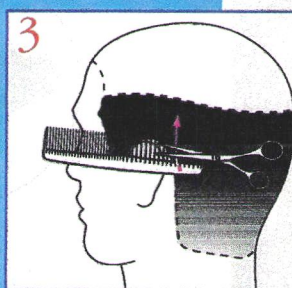
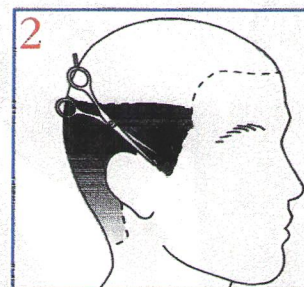
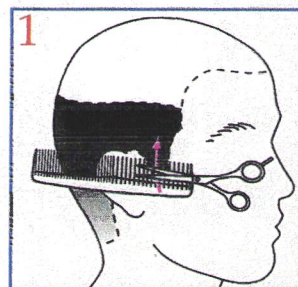
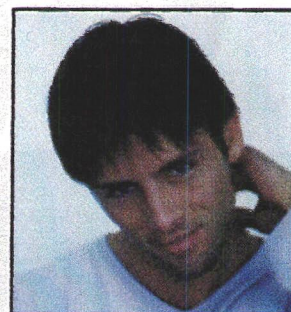
Short

1. Begin at sideburn area, using shear-over-comb technique.
2. Refine around the ear. Create a pointed sideburn.
3. Shear-over-comb behind the ear to blend with area above ear; then refine perimeter line.
4. Work with shear-over-comb technique through the back area.. Work horizontally graduating upward at a 45 degree angle. Refine the perimeter hairline.
5. Starting at the crown area, and bringing the hair straight up at 90 degrees, cut to desired length (approximately 2" recommended). Use this as a guide to work forward toward the front hairline.
6. Blend from this center top guide into the sides and down the back.
7. Using a taper shear-over-comb technique, texturize and blend through the crest area.
8. Using the point of the shears, notch into the entire form line throughout the interior lengths.
9. Finish using pomade or wax to style, modify or texturize the look.



Mmmm, what a guy! A cool pointed sideburn is where this style starts. Let his wild side show with this hint of Elvis-retro. He begs for pomade or wax to texturize the look to keep everything in place while he dances the night away!

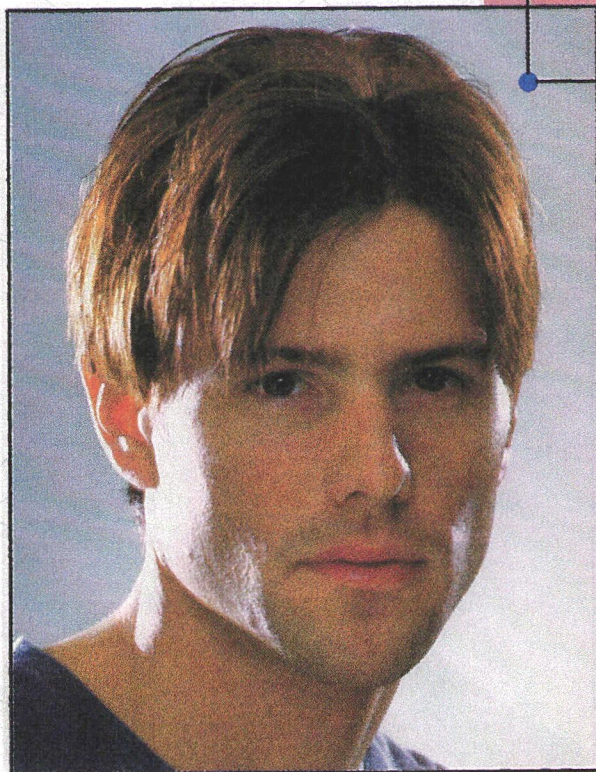
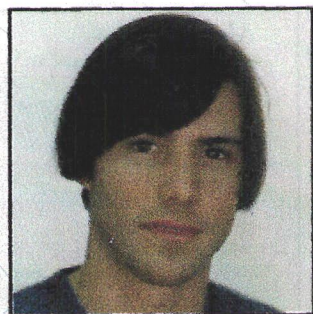
before



Mid-length

For the more serious man of any age or profession, this look is based on diagonals-in the cut and in the color application. Etched with a razor for extra texture, the result is additional graduation at the edge.

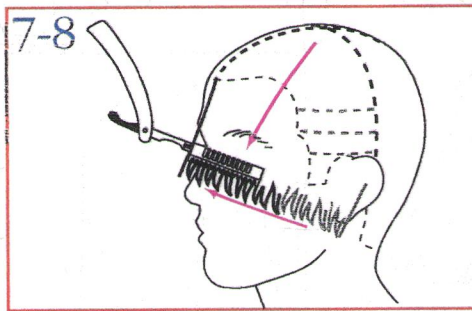
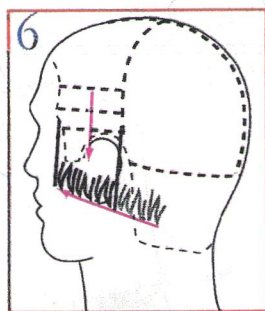
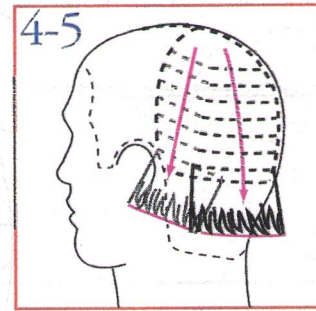
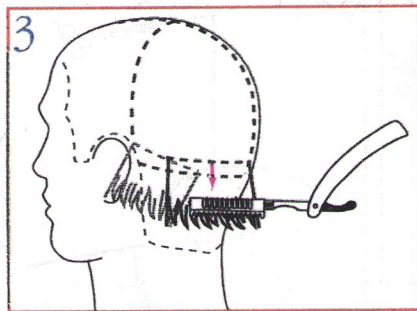
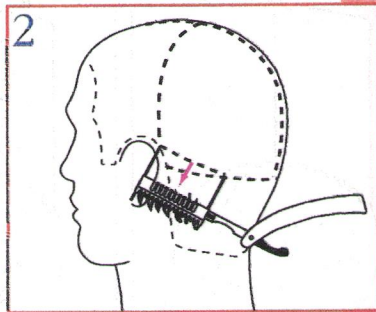
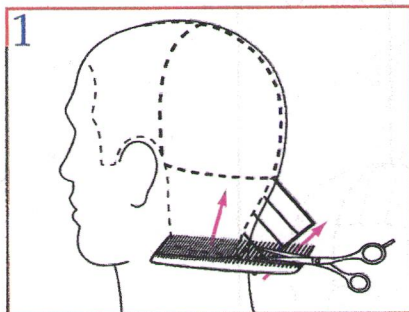
before



1. Begin in the nape area using scissors-over-comb technique and 45 degree angle to graduate up to the occipital.
2. Release a diagonal part behind the ear and etch with a razor along a diagonal line blending into the long graduation from the upper nape. Use low elevation.
3. Connect this diagonal line to a horizontal line at the back area, still using low elevation.
4. Continue to use this same technique, working to the top back area. Etch with a razor diagonally behind the ear.
5. Blend into the horizontal line at the back area, using a low elevation.
6. Etch a diagonal line at the side area to continue the diagonal from behind the ear.
7. Continue working through the side area. The hair through the top front is shifted toward the front and cut. This shifting will create more graduation along the edge.
8. Work to the part, using this shifting technique while etching diagonally.
9. Finish to achieve desired results.

COLOR

1. For Highlights, use WELLITE Powder Lightener and 30 Volume Developer.
2. Apply COLOR CHARM Semi-permanent. Two formulas are mixed (equal parts):
 - a. 6/4 Mahogany
 - b. 4/6 Claret

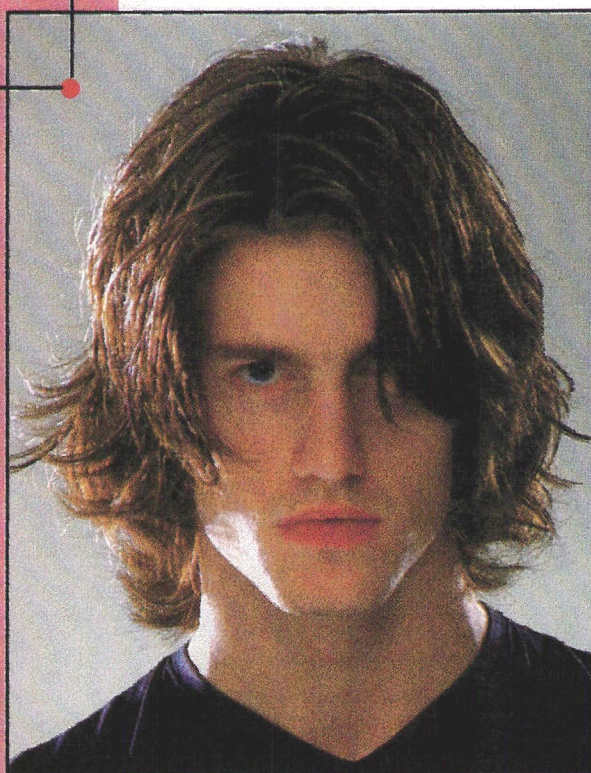


Long

1. Section into four sections; behind the ear to behind the ear, front of forehead to center nape. Part out a horizontal section, distribute lengths straight up from the curve of the head and cut to six inches.
2. All lengths are brought to this center top guideline. Work to the crest area bringing all lengths that will reach up to this center top guideline.
3. At the crest, establish a new guide 90 degrees out from crest.
4. The remainder of these lengths through the sides are brought up to the guideline and out.
5. Repeat this same procedure thru the back and replicate on the other side of the head.
6. Point into the form line thru the area framing the face.
7. The back area is a horizontal blunt cut.
8. Optional. The razor may be used to etch around the perimeter form line to add more mobility and lessen a definite weight line.
9. Finish the style as desired.

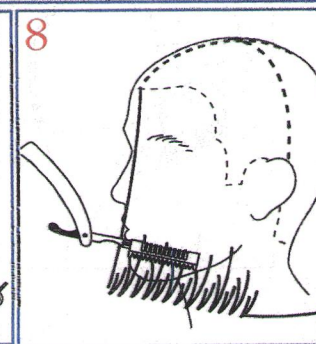
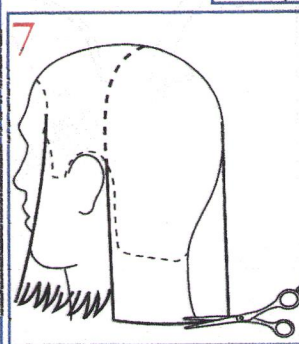
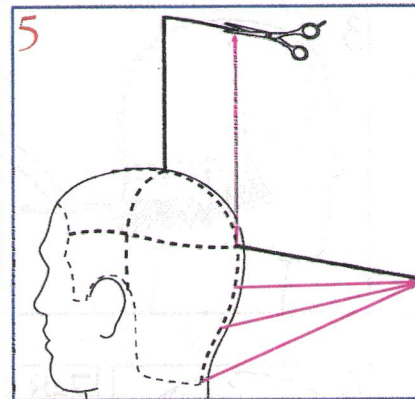
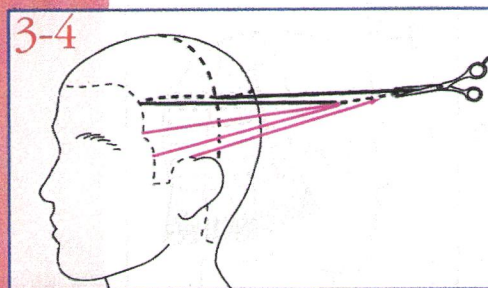
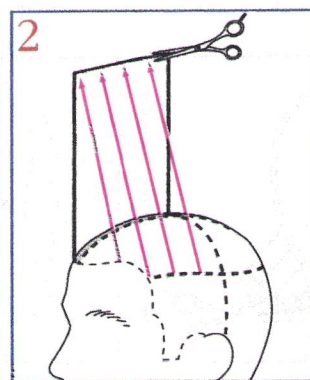
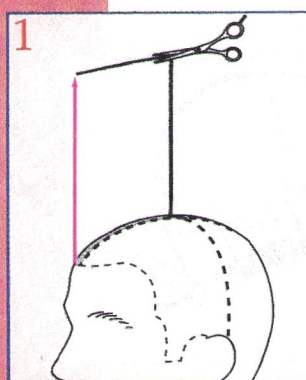
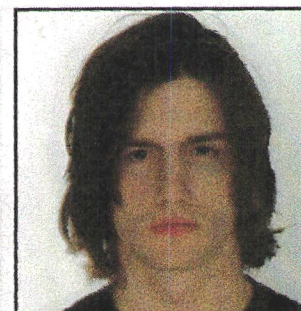
COLOR

1. For Highlights, use WELLITE Powder Lightener and 30 Volume Crème.
2. In between the foils use COLOR CHARM Long Lasting Semi-Permanent.
 - a. 1 ounce of 9/73 Very Light Sandy Gold
 - b. 1 ounce of 7/73 Medium Sandy Gold
 - c. 4 ounces of Activating lotion
3. Pre-lightened with WELLITE (on or off the scalp lightener) and 30 Volume (to Gold Stage)
4. Toner on foils
 - a. 1 ounce of COLOR CHARM Long Lasting Semi-Permanent 10/01 Lightest Ash Blonde.
 - b. 2 ounces of Activating Lotion.



Boys can love their long locks too, and wear it smooth or textured. Blunt cut at the back, and use the razor to create more mobility and less weight in this casual, yet totally he-man long look.

before



HAIRCOLOR CARE

CONGRATULATIONS!

YOU HAVE JUST MADE AN INVESTMENT IN YOUR APPEARANCE AND YOUR SELF-ESTEEM BY HAVING YOUR HAIR PROFESSIONALLY COLORED. YOU MAY HAVE MADE A DRASTIC CHANGE PERHAPS BECOMING A SULTRY RED OR THE LUMINOUS BLOND YOU HAVE ALWAYS WANTED TO BE. YOU MAY HAVE ADDED TONE ON TONE EFFECTS TO ENHANCE YOUR NATURAL COLOR, OR YOU MAY HAVE SIMPLY CHOSEN TO COVER OR BLEND THOSE FEW NAGGING SILVER HAIRS. WHICHEVER PATH YOU HAVE TAKEN, IT WILL BE A FUN AND EXCITING. A FEW HINTS TO HELP YOU TAKE CARE OF YOUR HAIR!

- Do not shampoo your hair for **48** hours. This will allow your hair cuticle to completely close and lock in the color.
- Shampoo your hair in lukewarm water. Heat will cause the hair cuticle to open and allow the color to literally "slide" out. If you take hot showers (even if you don't wash your hair everyday) always cover your hair to protect it from the intense steam. Using a shower cap is preferable, but at least use a towel.
- Condition your hair everytime you shampoo. Always rinse the conditioner out with cool water to close down the cuticle.
- Use only professional products that are specifically formulated for chemically treated hair. You wouldn't buy a Ferrari and paint it with spray paint! Trying to save money by using generic brands sold in grocery and drug stores may cost you more in the long run by stripping your new color. I can assist you in recommending products for your type of hair.
- Hair color will fade—don't let anyone tell you it won't. Even the best permanent color will fade to some degree. But don't panic, because in most cases the fading is so minimal it is hardly noticed. The amount of fading you experience depends on several factors, such as whether we used permanent or semi-permanent color, the products you use
- at home, how often you are in the sun (or tanning beds), the porosity of your hair, and even to some extent the hardness of your city's water.
- There are shampoos and conditioners available that have actual color pigment in them. Using these once or twice per week can help maintain the intensity of your color. Also, using a clarifying shampoo once every one or two weeks will remove the natural build-up of styling products and brighten your color. It will also improve the hair's manageability.
- Make your appointments for your retouch application promptly. Usually, I will need to see you every three to five weeks, depending on the growth rate of your hair (highlights need to be touched up every eight to twelve weeks). I strongly recommend that you make your next appointment before you leave. If you wait until you are desperate to call, it could take as long as two weeks before I can see you. Remember one thing: coloring your hair is an investment. Protect it. Thank you for the pleasure of working on your hair.

THE LINCOLNSHIRE SALON
430 MILWAUKEE AVENUE
LINCOLNSHIRE, IL 60069
847.634.4567

What is Reflexology?

A method for activating the healing powers of the body. Working on feet promotes good health. There's a long established ancient principle that there are energy zones that run throughout the body and reflex areas in the feet that correspond to all major organs, glands and body parts.

- ◆ Reflexology reduces stress and induces deep relaxation.
 - ◆ Reflexology improves circulation.
 - ◆ Reflexology cleans the body of toxins and impurities.
 - ◆ Reflexology balances the whole system.
 - ◆ Reflexology revitalizes your energy.
 - ◆ Reflexology is a preventive health care system.
 - ◆ Reflexology stimulates creativity and productivity.
 - ◆ Reflexology nurtures relationships.
 - ◆ Reflexology rewards the practitioner by helping others obtain better health and feel good.
 - ◆ Reflexology has 10 energy zones that benefit all areas of the body.
-

Basic Information to Remember:

- ◆ Pedicures should be completed before any reflexology is done, and is always done on bare feet that are relaxed.
- ◆ All techniques are done on one foot and then the other.

- ◆ Cream is usually applied on each foot.
 - ◆ Each session may last up to 1 hour.
 - ◆ The client should experience deep relaxation, tranquility and serenity.
 - ◆ If you do not feel the above, usually 2-3 sessions may be necessary.
 - ◆ Drink at least 2-3 glasses of water before, during and after a session.
 - ◆ Medication, drugs and alcohol can reduce sensitivity. Abstain from non-prescription drugs and alcohol before and after a session for the benefits.
-

Organize a foot break during the day and change your shoes frequently. Reflexology is very good for crabby or fidgety children, working or older adults.

A holistic reward system for your body that aids in detoxifying. It has been known to help cure one of excessive bad habits such as smoking.

Speak a daily affirmation internally: I can allow myself to experience the happiness and joy of life.

For more information contact us for hours and charges. Enjoy!

The Lincolnshire Salon
430 Milwaukee Avenue
Suite #EE
Lincolnshire, IL 60069
8847.634.4567

Reflexology

The Benefits of the
Ancient Art of
Reflexology.....