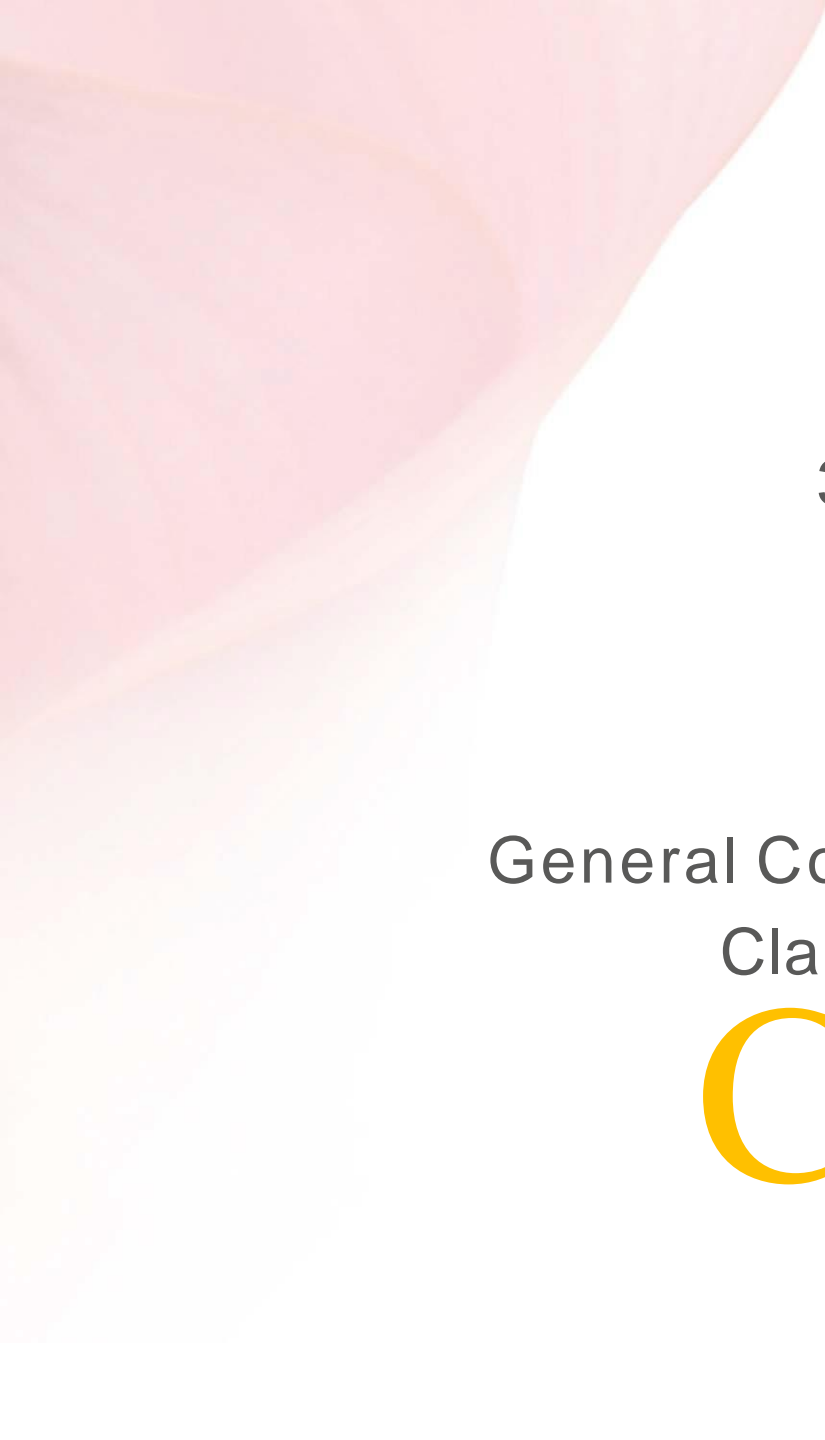




Corrective Colour  
CLAIROL PROFESSIONAL

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What is Colour Correction  
Client Consultation  
Colour Theory: Simply Stated  
3 Things you Can do with Colour  
Lightening  
Darkening  
Changing Tone  
General Corrective Colour Problem Solving  
Clairol Professional Diagnosis Sheet

# Contents

## WHAT IS COLOUR CORRECTION?

- ② Correcting a mistake
- ② Changing Colour
- ② Excessive Colour Fade



# CLIENT CONSULTATION

The first step to achieving a great colour correction results is a thorough consultation.

Key points:

1. Reassure your client
2. Assess the hair
3. Identify desired result
4. Set expectations and be realistic



## QUESTIONING TECHNIQUES

To identify your client's expectations you need to ask the right questions.

There are 2 main types of questions that you can ask:

Open questions

Closed questions

## Open questions

- ❏ Open questions are good for encouraging discussion with your client and will help you gain more information from your client.
- ❏ Open questions typically begin with “What, Why, When, How, Who”.
- ❏ An open question cannot normally be answered with a simple yes or no and will encourage your client to provide more detailed responses to your questions.

## Closed questions

- ❏ Closed questions are the opposite of open questions. They are good for confirming information but will not encourage open discussion.
- ❏ Closed questions typically begin with “Do, Would, Can, Shall, Will”
- ❏ These types of questions will normally receive a simple yes or no answer.

# STRUCTURE OF THE HAIR

## Cortex:

The main body of the hair that contains the hair's natural colour pigment, proteins, bonds and moisture.

## Cuticle:

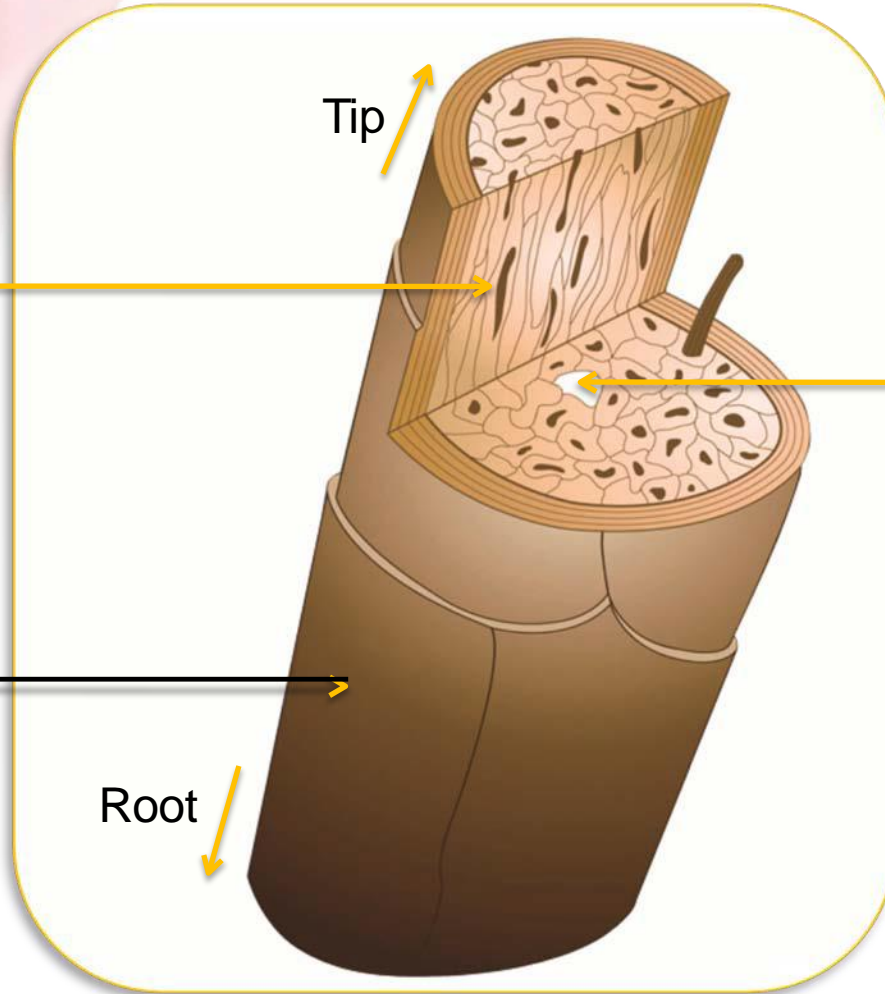
The outer layer of the hair that provides protection.

Tip

## Medulla:

The medulla has no known function and is not always present.

Root





Q. What is texture and how do we assess it?

A. Texture is the diameter of each individual strand of hair.



FINE



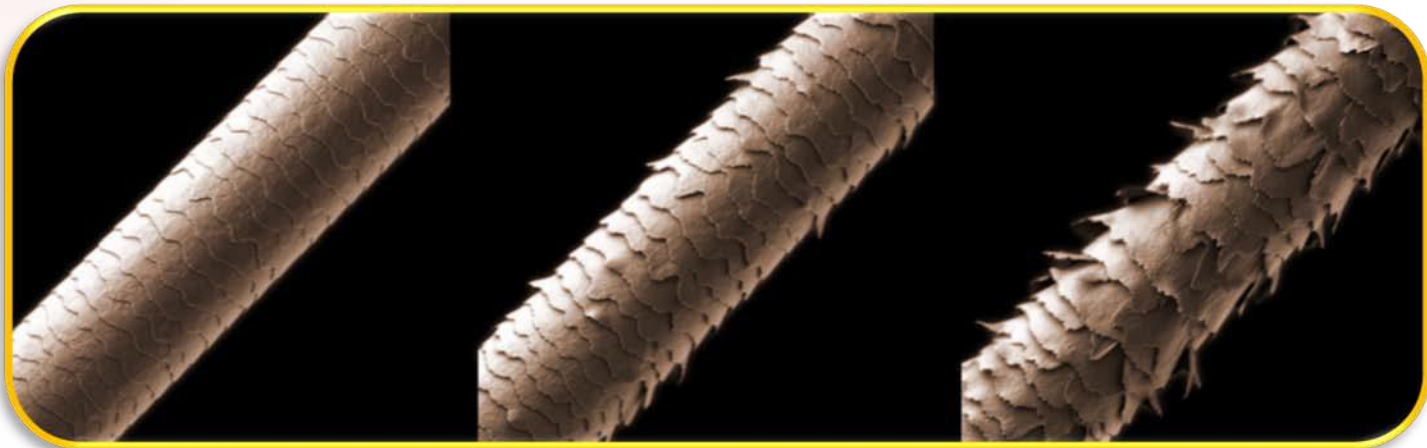
MEDIUM



COARSE

Q. What is porosity and how do we assess it?

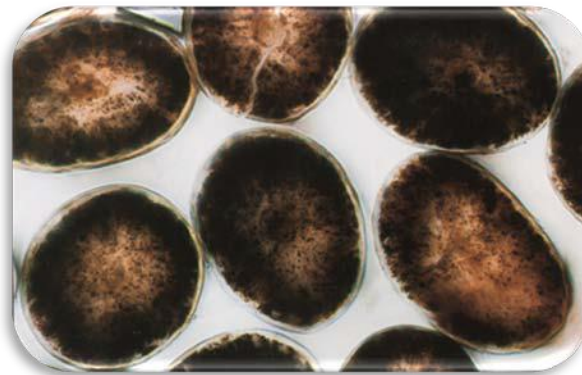
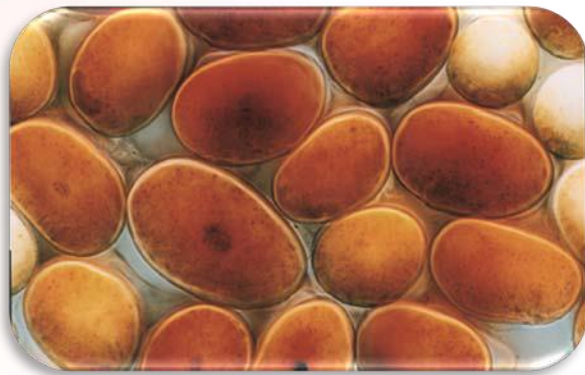
A. Porosity is the hairs ability to absorb moisture.  
More porous hair will normally experience greater colour fade.



# COLOUR THEORY: SIMPLY STATED

## The Lightening Process

Lightening removes the natural colour pigment in the hair. As the hair lightens, the natural undertones are revealed.



# COLOUR THEORY: SIMPLY STATED

## The Lightening Process



# COLOUR THEORY: SIMPLY STATED

WHAT ARE PRIMARY COLOURS?

**YELLOW, BLUE & RED**

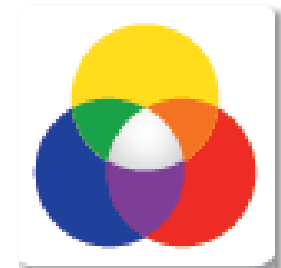
These are colours which cannot be created by any combination of other colours.



WHAT ARE SECONDARY COLOURS?

**GREEN, ORANGE & VIOLET**

These are created by combining two primary colours.



# COLOUR THEORY: SIMPLY STATED

## WHAT ARE TERTIARY COLOURS?

These are created by mixing one primary and one adjacent secondary colour.

Example: **RED + VIOLET = FUSCHIA**



# 3 THINGS YOU CAN DO WITH COLOUR

	NATURAL HAIR	PREVIOUSLY COLOURED HAIR
<b>LIGHTEN</b> 	Permanent Colour Blonding Powder	Blonding Powder
<b>DARKEN</b> 	Permanent Colour, Demi Permanent Colour	Permanent Colour, Demi Permanent Colour
<b>CHANGE TONE</b> 	Permanent Colour, Demi Permanent Colour	Permanent Colour, Demi Permanent Colour

# LIGHTENING

## LIGHTENING PREVIOUSLY COLOURED HAIR

Previously coloured hair must first be lightened with a mild lightening formula. Once adequate lift is achieved the hair can then be coloured to its target shade.

### EXAMPLE



Our client's hair is currently coloured to a light golden brown (5.3)



She would like to go slightly lighter with our target shade being 7.7.



## TECHNIQUE AND FORMULA

### ULTRA SOFT LIGHTENING FORMULA

1 level of lift

Mix 1 part Clairol Blonding powder with 4 parts 1.9% Extra Rich Creme Emulsion

For example, 20g Clairol Blonding powder + 80mls 1.9% Extra Rich Creme Emulsion

2 levels of lift

Mix 1 part Clairol Blonding powder with 4 parts 4% Extra Rich Creme Emulsion

For example, 20g Clairol Blonding powder + 80mls 4% Extra Rich Creme Emulsion

# LIGHTENING

## TECHNIQUE AND FORMULA

### **Clairol Blonding Powder**



Provides premium quality pure blond results  
with up to 7 levels of lift

# LIGHTENING

## STEP BY STEP

- Mix the Ultra Soft lightening formula for the level of lift required
- Carefully apply to the areas of the hair to be lightened
- Check frequently and visually develop until the desired level of lift is achieved up to a maximum of 40 minutes
- Shampoo the hair and use Clairol Color Radiance Stabilizer Mask
- Dry the hair and assess colour result. If necessary apply your target shade from roots to ends. Develop as normal.



PROFES



## STYLIST TIP

Be careful not to apply the Ultra Soft lightener directly to the scalp or on uncoloured areas of the hair to ensure a more even result. When applying your target shade to the lengths and ends of very damaged or porous hair it is advisable to use a matching Demi Permanent Shade.

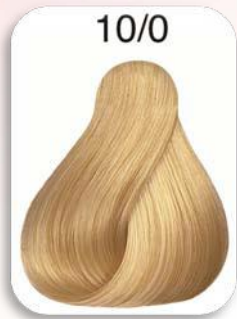


# DARKENING

## DARKENING PREVIOUSLY LIGHTENED HAIR

When hair is lightened, the natural colour pigment is removed. This pigment must firstly be replaced with the process of pre pigmentation, before the hair can be effectively coloured to a darker shade.

### EXAMPLE



Our client's hair is heavily highlighted to a very light blonde.

#### Stylist Tip

When selecting your target shade be careful about using cool tones as these will often appear flat and dull on previously lightened hair.



Our goal is to return the hair to our clients natural hair colour of a Dark Blond (6.0)

When applying your target shade to the lengths and ends of very damaged or porous hair it is advisable to use a matching Demi permanent shade.

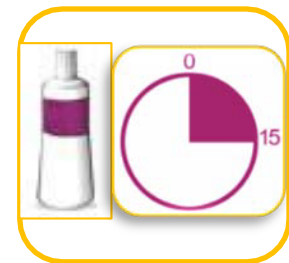
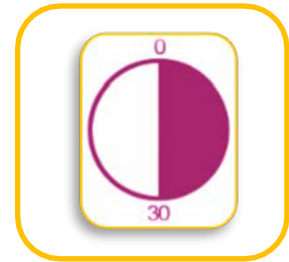
# DARKENING

## TECHNIQUE AND FORMULA






### Pre-pigmenting Step by Step

Before re-colouring the hair to a darker shade it must first be pre-pigmented with the right undertone.

- Mix the correct pre-pigmentation formula depending on your target level.
- Apply to the lightened areas of the hair and leave on for 30 minutes.
- After 30 minutes, apply 60ml of 1.9% Extra Rich Creme Emulsion directly on top of the product already on the hair. Comb product through the hair with a wide tooth comb to ensure the hair is well saturated and develop for a further 15 minutes.



## DARKENING

Target Depth	Pre-pigmentation Formula
 <p>8/0</p>	20g 7.07 + 5g 0.43 + 75 mls Warm water
 <p>7/0</p>	20g 6.07 + 5g 0.43 + 75 mls Warm water
 <p>6/0</p>	20g 5.07 + 5g 0.43 + 75 mls Warm water
 <p>5/0</p>	20g 4.07 + 5g 0.43 + 75 mls Warm water
 <p>4/0</p>	20g 3.0 + 5g 0.43 + 20mls Warm water

# DARKENING

## TECHNIQUE AND FORMULA

### Pre-pigmenting Step by Step

- ❶ Shampoo the hair with Clairol Professional Color Radiance Shampoo and treat with Color Radiance StabilizerMask.
- ❷ Dry the hair and assess colour result. If necessary apply your target shade from roots to ends.
- ❸ Develop as normal.





## CHANGING TONE

It is possible to change the tone of the hair without lightening or darkening. There are 2 fundamental approaches to this.

1. Removing tone
2. Adding tone

## EXAMPLE



Our client has applied a red shade to her hair but it is too vibrant. Our goal is to reduce the intensity of the red.

# CHANGE TONE

## REMOVING TONE

It is possible to remove tone without lightening or darkening the hair by using a very mild lightening formula.

### Technique and Formula

To remove tone we use our mildest Ultra Soft lightening formula.

This will remove the tone with only minimal lightening effect.



# CHANGE TONE

## REMOVING TONE

### Step by Step

- Mix the Ultra Soft Lightening formula
- Mix 1part Clairol Professional Blonding Powder with 4 parts 1.9% Extra Rich Creme Emulsion

20g



+ 80mls 1.9%



- Carefully apply to the areas of the hair that need the tone removing

# CHANGE TONE

## REMOVING TONE

### Step by Step

- ❏ Check frequently and visually develop until the desired result is achieved up to a maximum of 40 minutes.
- ❏ Shampoo the hair and use Clairol Professional Colour Radiance Stabilizer Mask.
- ❏ Dry the hair and assess colour result. If necessary apply your target shade from roots to ends.
- ❏ Develop as normal.



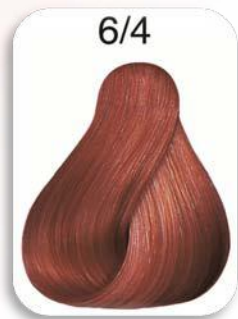


## COLOUR REFRESHING TECHNIQUES

Hair colour will always fade to a certain extent, especially on more porous hair.

There are a number of techniques that can be used to reduce this problem.

### EXAMPLE



Our client's hair is coloured to a 6/4. She spends a lot of time outdoors and often uses heated styling appliances on her hair. The result of this is that her hair colour often fades to a lighter and less vibrant result.

# COLOUR REFRESHING TECHNIQUES

Colour Correction

## TECHNIQUE AND FORMULA

### OPTION 1

- Select the matching Clairol Professional Demi Permanent shade. Apply to the hair and develop as normal.

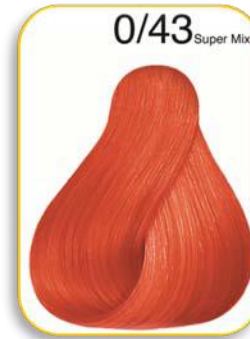
### OPTION 2

- For Red and Copper shades:  
Mix 1 part 0.43 with 10 parts warm water.  
For example 5g 0.43 + 50g warm water.

- Apply to dry hair using an applicator flask and comb through to ensure even distribution.

- Dry product in to the hair using a blow-dryer.

- Assess the hair and apply target shade.



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GENERAL CORRECTIVE COLOUR  
PROBLEM SOLOVING



## Find the perfect cover

Hair Colour has uneven or insufficient coverage. What are the possible reasons?

- Measurements were incorrect when combining colour cream and extra rich crème emulsion.
- When combining a fashion shade and a natural shade, the fashion shade was too dominant. To correct this problem, add more of the natural shade.

## Find the perfect cover

Hair Colour has uneven or insufficient grey coverage.  
What are the possible reasons?

- The 9% Clairol Professional Extra Rich Crème Emulsion was used instead of the 6% emulsion.
- The shade that was used for the white (pigment-free) roots needs to be darker.

## Find the perfect cover

Hair Colour has uneven or insufficient coverage. What are the possible reasons?

- The H<sub>2</sub>O<sub>2</sub> solution used with the hair colour was not compatible: both need to be perfectly coordinated to one another – stabilization, care factor, etc.
- The colour formula was not weighed and measured correctly.
- The colour formula was applied too sparsely over the hair.

## Find the perfect cover

Hair colour has uneven or insufficient coverage. What are the possible reasons?

- Colour was applied unevenly.
- The colour formula was combed from the roots through lengths and ends before the first development time was complete.
- The colour needed more time for development.
- The position of the heat source was incorrect.

A close-up photograph of a woman with long, straight, vibrant red hair. She is looking slightly to the left of the camera with a soft expression. Her skin is fair, and her lips are painted with a light, natural-looking red lipstick. To her right, a large, dark red flower, possibly a calla lily, is in full bloom, its petals overlapping and creating deep shadows. The background is a solid, dark black, which makes the reds of the hair and flower stand out prominently. The lighting is soft and directional, highlighting the texture of the hair and the smooth curves of the flower.

TIPS FOR RED SHADES

## Tips for Red shades

- Longer development times work better than shorter.
- A larger supply of pigments improves the colour results.
- Use Clairol Professional Color Radiance Shampoo for long-lasting Colour.
- Colour balance the lengths and ends by lather the colour through the hair 5-10mins.



# CORRECTIVE COLOUR AFTER CARE

Colour Correction

## COLOR RADIANCE

With passion fruit extract & orange peel lipids



Coloured hair needs special treatment to keep the colour looking as fresh and vibrant as the day it was done. When coloured hair is left unprotected and exposed to sun, water or heat, it can become porous. This ultimately results in colour fade and loss of shine.

Allowing the hair to reflect light more evenly, resulting in improved shine and longer lasting, more vibrant colour, the Radialux Micro- Ions and our colour protecting polymers not only remove chemical residue but also help to seal and lock in the Vitaflexion Microspheres from our Clairol Professional Color.

The result?

An improved shine and longer lasting, vibrant colour.



### COLOR RADIANCE SHAMPOO

Gently cleanses, protects and instantly conditions coloured hair

Salon-exclusive formula helps protect coloured hair from fading and shifting for long lasting brilliant colour

**Application: Massage on wet hair. Rinse.**



### COLOR RADIANCE INTENSIVE MASK

Protects and instantly conditions coloured hair

Salon-exclusive formula helps prevent coloured hair from fading and shifting for long lasting brilliant colour

**Application: Massage on wet hair. Rinse.**





### COLOR RADIANCE CONDITIONING SPRAY

Protects and instantly conditions coloured hair  
Salon-exclusive formula protects coloured hair against fading, shifting and UV rays, for instantly visible results.

Instant shine with hair stronger and easier to comb

**Application: Spray into towel-dried hair. Do not rinse.**



### COLOR RADIANCE STABILIZER MASK

Instantly protects coloured hair

Salon-exclusive formula removes chemical residue, stabilizes the colour molecule and seals the cuticle to lock-in colour pigments and protect against fading and shifting

Provides conditioning for long lasting, brilliant colour

**Application: Use after colouring process or as an intensive mask. Apply on damp hair. Leave 5-10 minutes, then rinse out well.**



# Clairol PROFESSIONAL DIAGNOSIS SHEET

Desired Result: .....

Natural Colour: .....

% of White Hair: .....

Colour of Lengths + Ends:.....



## HAIR CONDITION

- Normal/Natural
- Coloured
- Strong
- Permed
- Damaged



## HAIR TEXTURE

- Fine
- Normal

Application for roots and lengths and ends.....

Colour Technique.....

# Clairol PROFESSIONAL DIAGNOSIS SHEET



## FORMULATION

Roots:.....

Development times

With Heat:.....

Without Heat:.....

Length + Ends:.....

Development times

With Heat:.....

Without Heat:.....