



PAUL MITCHELL **the color**



Permanent Cream Hair Color

COLLECTION **COLOR**



AGENDA

- **the color XG®**
- Model Application
- Victories and Q&A



PAUL MITCHELL **the color**



Permanent Cream Hair Color

ELENA

COLOR: MARY CUOMO

CUT: ANGUS MITCHELL



BEFORE

PRE-LIGHTEN:

– Starting level 7. Pre-lighten to a level 10: SynchroLift® + 20 volume Paul Mitchell® Cream Developer

FORMULA 1

– 1 oz. the color XG® 6RO (6/43) + 3" Orange Intensifier + 1½ oz. 20 volume Paul Mitchell® Cream Developer

FORMULA 2

– 1 oz. the color XG® 8C (8/34) + ¼" or pea-size Gold Intensifier + 1½ oz. 20 volume Paul Mitchell® Cream Developer

FORMULA 3

– 1 oz. the color XG® 10N (10/0) + 1½ oz. 20 volume Paul Mitchell® Cream Developer with 1" Orange Intensifier

SECTIONING:

1. Isolate out a triangle on the top from recession to the high point and clip away.
2. Section out the side to just behind the ears.

APPLICATION:

1. Using ¼" partings apply formula 1, starting in the left-back quadrant. Begin at the nape and work your way to the top.
2. Repeat on the opposite sides. Be sure to completely saturate every section from the roots to the ends.
3. Once the back has been applied, continue to the right side and apply the same formula 1 until you reach the front hairline.
4. Repeat on the opposite side using the same formula 1.
5. Once the back and the sides have been applied, comb through the color for even saturation. Cover with foil.
6. Take the top triangle and divide it into five smaller triangular panels. Clip each to secure.
7. Start application in the farthest right triangular panel and apply formula 3 from roots to ends. Cover with foil.
8. Apply formula 3 to the next panel from the roots to the ends and cover with foil.
9. Apply formula 1 on the next panel and cover with foil.
10. Apply formula 2 on the next panel and cover with foil.
11. Apply formula 3 on the last panel and cover with foil.
12. Process for 35 minutes.
13. Shampoo with Paul Mitchell® Color Protect® Post Color Shampoo.

the color XG® shades used to achieve this look:





PAUL MITCHELL **the color**

XG

Permanent Cream Hair Color

OLGA

COLOR: LUCIE DOUGHTY

CUT: LUCIE DOUGHTY



BEFORE



FORMULA 1

– 1 oz. the color XG™ HLA (12/1)
+ 1½ oz. 40 volume Paul Mitchell® Cream Developer

FORMULA 2

– SynchroLift® + 30 volume Paul Mitchell® Cream Developer

SECTIONING:

1. Section the hair into 4 standard segments.
2. Begin in the back left segment and take a horizontal diagonal back section.
3. Use a board to thoroughly saturate the ends with formula 2. Place a mesh paper sheet over the painted section.
4. Continue up the back segment using the same technique. As the sections get wider, divide into more 2" sections.

APPLICATION:

1. Take your first 2" section and pull out the center. Drop out the sides of that section. Using the side of the brush, hand paint formula 1 at the base and mid-shaft leaving out the ends.
2. Pick up the sections that you dropped out and hold them together with the just-painted section. Pinch the ends and hand paint the outside edges with formula 2 through the ends. Use your finger to blend formula 1 and 2 together.
5. Apply formula 3 on the wider panels and on any panel where you would like to see more separation between the light pieces.
6. Continue this technique on the opposite side in the back using diagonal back sections (foils should create a "V" shape in the back).

7. Continue the same technique into the front two segments. Begin with using vertical diagonal back sections by the ears and temple areas, slowly transitioning into a more horizontal diagonal back sectioning above the parietal ridge.
8. Process for 45-55 minutes, using the lightest color as the desired target level. Rinse and shampoo with Color Protect® Post Color Shampoo and condition with your selected Paul Mitchell® conditioner or treatment. Rinse and style as desired.

the color XG™ shades used to achieve this look:





PAUL MITCHELL the color

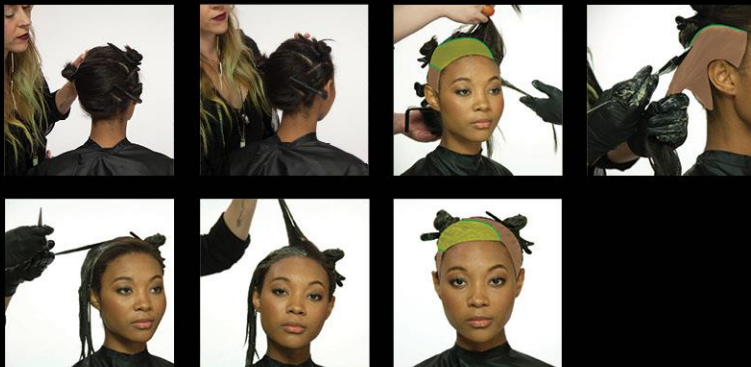


Permanent Cream Hair Color

RAYCHAE

COLOR: ANYA SEGERS

CUT: OLESIA VABISHCHEVICH



BEFORE

FORMULA 1

– 1 oz. **the color XG**® 7G (7/3)
+ 1½ oz. 30 volume Paul Mitchell®
Cream Developer

FORMULA 2

– 1 oz. **the color XG**® 7G (7/3)
+ 1½ oz. 20 volume Paul Mitchell®
Cream Developer

FORMULA 3

– 1 oz. **the color XG**® 6WB (6/03)
+ 1½ oz. 30 volume Paul Mitchell®
Cream Developer

NATURAL LEVEL:

Base: Natural 5
Mid-shaft: 5
Ends: 5

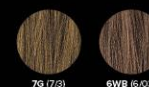
SECTIONING:

1. Starting at the front hairline, create a zigzag parting over the natural side part. Zigzag to the far right corner of the back hairline. Make the zigzag deep enough to reach the round of the head and clip away.
2. Make a horizontal parting from the front recession to meet the zigzag parting.

APPLICATION:

1. Start the application with formula 3 on the left side and apply from the roots to the ends using ¼" partings. Continue the application of formula 3 to the opposite side until you reach the front hairline. Twist the ends together and section with a clip to keep the application clean and neat.
2. Begin application of formula 1 on the top panel. Take ¼" sections and apply at the mid-shaft through to the ends. Apply throughout the entire top section.
3. Apply formula 2 to the roots of the remaining hair on the top panel. Process for 35 minutes. Shampoo with Color Protect® Post Color Shampoo and condition with your selected Paul Mitchell® conditioner or treatment. Rinse and style as desired.

the color XG®
shades used to
achieve this look:





PAUL MITCHELL the color

XG

Permanent Cream Hair Color

SHARON

COLOR: LINDA YODICE

CUT: DOMINIQUE LIMON



BEFORE



FORMULA 1

– 1 oz. **the color XG**® 8PN (8/80)
+ 1½ oz. 20 volume Paul Mitchell®
Cream Developer

FORMULA 2

– 1 oz. **the color XG**® HLP (12/86)
+ 2 oz. 30 volume Paul Mitchell®
Cream Developer

FORMULA 3

– 1 oz. **the color XG**® 4NB (4/07)
4½" of Violet Intensifier
+ 1½ oz. 30 volume Paul Mitchell®
Cream Developer

NATURAL LEVEL:

Base: 4

Mid-shaft: previous 6

Ends: previous 7

SECTIONING:

1. Start by creating an open-ended "cat eye" section on the top.
2. Starting at the point of the cat eye section at the crown, create diagonal forward parting on each side to behind the ears. Clip away the right side, then the left.
3. In the back, create a horizontal parting from ear to ear just above the occipital and clip away.
4. Clip a piece of foil underneath the panel to create a platform.
5. Start in the back with formula 2 and hold the section with tension at a high elevation. Holding the brush vertical, hand paint 3 separate strokes from the mid-shaft to the base, then join down through the ends.
6. On the same section, alternate with formula 1 in between the spaces that were left out and slightly blend the 2 formulas together in the same panel. Cover with foil and clip.
7. Move to the side segment. Take a 1" horizontal section and place a piece of foil under the panel and clip to secure. Apply formula 3, still using the high elevation.
8. Section out a ½" section and apply the formulas 1 and 2. Continue color blending. Repeat alternations until you reach the top.
9. Repeat on the opposite side.
10. Move to the top cat eye section. Use the previous foil in the back segment as the platform. Take a ½" diagonal back section and with high elevation apply formula 3. Cover with foil and clip to secure.

APPLICATION:

8. Continue with the same alternation of formulas on the top until you reach the front hairline, being sure to hold the sections with a high elevation and tension to hand paint the color organically.
9. For the last section at the hairline, choose between formulas 1 and 2 to bring down through the ends for your desired end result around the face. Place the brush horizontally down through the ends when more color saturation is desired.
10. Process for 45 minutes. Shampoo with Color Protect® Post Color Shampoo and condition with your selected Paul Mitchell® conditioner or treatment. Rinse and style as desired.

the color XG®
shades used to
achieve this look:





PAUL MITCHELL **the color**



Permanent Cream Hair Color

EDIT

COLOR: DONNA MIZELL

CUT: DONNA MIZELL

“To create a conversation with your guest, try asking if they are ready to enrich their color or add depth or dimension.”



– Lucie Doughty, Paul Mitchell Editorial Director and Colorist



BEFORE

FORMULA

– 1 oz. the color XG® 7NN (7/00)
+ 1 oz. 20 volume Paul Mitchell®
Cream Developer (1:1 ratio)

NATURAL LEVEL:

Base: Natural, 95% gray

SECTIONING:

In the fringe area, create a small off-set triangular section. Apply Paul Mitchell® Color Block® to the section and cover with foil. This triangle will remain natural so it is important to clip away to avoid any color.

APPLICATION:

1. Begin the color application by outlining four standard segments with the color XG® formula.
2. Using a retouch application begin in the front left quadrant starting at the high point of the head. Apply color to the roots and lay sections upward. As you move closer to the hairline this will keep the color application off the face.
3. Repeat the same steps on the other side.
4. Move to the back left quadrant and begin application at the high point of the head, laying sections upward. This will keep the color application clean and away from the neck and ears.

the color XG® shades used to achieve this look:



7NN (7/00)



PAUL MITCHELL **the color**
Permanent Hair Color / Coloration permanente
Permanente Haarfarbe / Colorazione permanente
DYE SMART

XG



CLOSING QUESTIONS:

- How will you use this information to build your business?
- What percentage of new color business will you add to your ticket in the next 90 days?
- How will you track your growth?



THANK YOU!

Contact your Paul Mitchell® Distributor or Distributor Sales Consultant to schedule your next Paul Mitchell® in-salon education experience today!