

Amazing Color Makeovers: Tips From the Pros

Celebrity colorists create great transformations on a daily basis; they have to--their clients are in the public eye 24/7. Want to give your clients a new look and a new perspective this season? Whether you're going for an "age-defying" makeover, an "age-appropriate" makeover or trying to give the "ever-changing" client something new, follow these case studies and surefire tips from three celebrity colorists.

The "Age-Appropriate" Makeover

Celebrity Color Pro: Mia

Color by Mia, various Bay Area locations

Mia has specialized in color for more than 15 years and works with numerous color lines. She works as a sought-after colorist at premier San Francisco salons. Mia is an expert at Asian and Latino haircolor and her work is regularly featured in and recommended by Allure magazine.

Tip 1: Giving a color-shy client a new look

If your Nervous Nelly client is (finally!) open to changing her color, don't go balls-to-the-wall with a drastic change or you can kiss her goodbye! "Stay within 1 to 2 levels of her natural color," advises Mia. "Some face framing highlights gives a subtle change that can really make a difference."

Tip 2: A client suddenly wants a drastic change

A sudden urge to change her look can be a red flag, notes Mia. One scenario to look out for is if your client confesses she 'hates her haircolor and has never liked it.' You need to conduct a thorough consultation, and often with a few gentle guiding questions you can find out what aspects of her hair she feels is missing, like shine or lightness. If that's the case, try to make her transformation more of a tonal one than a dramatic one,

she says.

Tip 3: Keeping hair healthy during a color change

Protecting the integrity of your client's hair is priority number one. Mia says to pay attention to the different needs all along the hair shaft. "Make sure not to overlap delicate hair with bleach," she advises. "It's possible that you'll have to apply one formula to the healthy roots, another to the previously treated midshaft and yet another, gentler formula for the potentially delicate ends." Sometimes the best care you can give is telling the client 'no' when you're not comfortable, she says.

Case Study

Mia transformed her client Tracy's look from overly-youthful to ultra chic and professional. Here's how she did it.

Formulas:

1. Solaris Balayage bleach + 40-volume peroxide
2. Redken Shades EQ 9GB

Steps:

1. Balayage around the face and down the parting. Place the highlights off the center part, leaving the darker, natural to show through rather than creating lowlights.
2. Process for 20 minutes with a Climazone.
3. Glaze with Shades EQ and process for five minutes.
4. Blow dry with a round brush for volume.
5. Finish by using Kerstase Oleo-relax on the ends of the hair and Kerastase Volume Active on the roots.





The “Ever-Changing” Makeover

Celebrity Color Pro: Marco Pelusi

Marco Pelusi Hair Studio, West Hollywood, CA

Marco is a globally-recognized haircolor trainer and platform artist. His experience began at his family’s upscale chain of more than 15 salons on the east coast before moving to Los Angeles, where he currently caters to many celebrity clients.

Tip 1: Making a client appear younger

Cover or blend the grey! “The only female celeb who made grey hair attractive or unique was Bea Arthur on *Golden Girls!*” Marco says. There are plenty of ways to rid your clients of age-increasing grey hair. He says to blend it with the client’s natural color using highlights or use a demi-permanent color for a highlighted effect. Just remember that a too-youthful look can be just as aging, he notes. “We generally shouldn’t wear the same color we had in our 20s if we’re now in our 40s.”

Tip 2: Ensuring healthy hair during a color change

Some of Marco’s celeb clients like Carol Alt or Stacey Keibler, prefer lighter looks, so he opts for a simple highlight rather than full color. “The trick here is not to over-process the hair,” he says. “And don’t lighten the entire head of hair, which can simply be too much and may lead to damage.” Follow the ‘tortoise and the hair’

(slow and steady) approach instead. Use demi-permanents when possible, since they’re gentler on the hair. That way, if a client does have a “freak-out” moment after a drastic change, you can ensure her that the color will fade away and her natural hair will remain healthy.

Tip 3: A great consultation

“The number one reason clients leave you is because they want change and may feel you can’t provide it for them,” Marco says. Sometimes you’ll see a client of yours in someone else’s chair, or hear about a client of yours at another salon, simply because a new service (like a highlight) was suggested to her. “So be ready, be flexible, and always offer change to your clients on an ongoing basis,” he advises. “That way you’ll constantly be working toward change already. If a client asks for a major change, put her on a six month plan and work towards it gradually. Keep it pretty. Keep it livable. Keep it wearable. Go easy!”

Case Study

Actress Jen O’Dell is constantly looking for a new look to support her acting. Marco recently transformed her from a blonde to a dark, rich brunette. Because she is constantly updating her color, Marco relies on demi-permanent color.

Formula:

Joico VeroChrome Level 4 Natural (demi-permanent color)

Process:

Apply the formula from scalp to ends and process for 20 minutes. Rinse, shampoo and condition with Marco Collagen Color Guard Haircare. Demi is gentler on the hair and fades out gradually on-tone, Marco explains.

“The great benefit here is that Jen just asked me to go back to blonde, so I just recently highlighted her hair!” If he had used a permanent color to go darker, it would be much more difficult to lift while highlighting.





The “Age-Defying” Makeover

Celebrity Color Pro: Marie Ferro

Marie’s Hair Studio, Malibu, CA

Marie Ferro counts celebrities, directors, studio execs and royalty among her impressive list of clientele. She also appears as a regular makeover artist on E! and Oprah. She’s brilliant at creating makeovers using color to make her clients look and feel years younger.

Tip: Making a client look younger

First off, encourage clients to ditch their boxes of home haircolor. “When you’re creating a look to make your client appear years younger, the most dramatic changes occur when you warm sallow skin tones with multidimensional color,” says Ferro.

“The one-process color women buy in drugstores tend to make their hair look like a wig.” Instead, layer clients’ hair with rich, warm tones to liven up their complexion. During the consultation, evaluate your client’s face shape and skin tone to determine what look will



suit her best.

Case Study

Marie created an age-defying makeover for her client Katia. Here’s how she did it.

Formulas:

1. Base Color—Goldwell Topchic 25ml 6K + 25ml 6KG + 50ml 10-volume developer
2. Goldwell Topchic 10ml 7KM + 10ml 7KG + 20ml 20-volume developer
3. Goldwell Topchic 10ml 8K + 10 ml 8KG + 20ml 30-volume developer
4. Goldwell Oxycur Platin Highlights + 20 volume developer

Steps:

1. Foil hair, alternating Formulas 2, 3 and 4, leaving out small amounts of hair in-between.
2. Paint Formula 1 on remaining hair for complete coverage. Process, then rinse, shampoo and condition.
3. After hair is washed, apply a color wash using Colorance 20 ml 7KG + 40-volume developer lotion.
4. Shampoo and condition with Phyto Citrus Shampoo and Mask to prevent color from fading.