



LET'S  
TALK  
COLOR.

whether  
coloring  
your hair  
has become  
second nature,  
or you're  
embarking on  
your maiden  
voyage into  
unchartered  
hair-color  
territory, it's  
good to know  
your options.  
and boy, are  
there options.

everything you need  
to know to get exactly  
what you want.

## In Salon Color Treatments

### DEPOSIT-ONLY COLOR TREATMENT

A comfortable baby step into the world of hair color. This process takes your existing hair color by its hand and takes it darker, changes its tone, or blends in those pesky natural highlights (we never say grey).

### HIGHLIGHTS

Want to lighten up, but not completely? In this process, your colorist weaves sections of hair out and wraps them in foil with a lighter color. The end result can be soft and subtle, blending closely with your existing color, or strong and distinct, with head-turning, wow-inducing contrasts.

### LOW LIGHTS

The “yin” to the highlight’s “yang.” In this process, your colorist also weaves sections of hair out and wraps them in foil, but this time it’s to the dark side. Low lights can be used to tone down blondes, add depth to a style, and even cover up those natural highlights (again, we never say grey).

### SLICES

If highlights and low lights give you the yawns, get a bolder effect with this process. Slices are not shy, and will proudly display their color definition. For the thick-haired or the curly-haired, this is a surefire winner.

### BACK-TO-BACK SLICES

This process does exactly what it says. Takes two or more slices and puts them smack-dab next to each other, with no hair left untouched as a buffer. Definitely for the more adventurous, this bold dimensional effect demands, and will get, plenty of attention.

### TIPS

So, maybe root-to-tip isn’t your speed. Then tips might be right up your alley. This process is a more contemporary approach—coloring just the ends of the hair. Either “tip” your whole head, or use it sparingly to accentuate the line of your cut. Works like a charm, whether you’re straight or curly.

### SINGLES

Don’t be fooled by the name; married people can do this, too. This process places individual highlights or low lights in the appropriate place to emphasize movement in the hair. The perfect punctuation for every head turn, hair toss, or head bang.

### FULL HEAD COLOR

For those who want to jump in feet first and commit to being a full-fledged blonde, redhead, or brunette, this is for you. It’s also for those who want to deny their commitment to natural salt-and-pepper highlights.

### LIGHTEN AND TONE

Everyone knows there’s a difference between blonde and BLONDE/blonde. This one’s for the latter. You want to be über blonde, and you want everyone to know it. This process lightens the hair and then tones it for the ultimate bomb-shell-ification. Just be prepared to start having more fun!

### CIRCLES

Take any notion of crop circles and toss them out the window. This process first divides the hair into two or three circles, and then applies either complementary or contrasting colors to each layer. The end result is a layered, cascading effect that can be as soft or as strong as your appetite dictates.

### COLOR MELTING

When just one color won’t do, this process melts two or more colors together by overlapping them and blending them together. Blondes will look fresh off the beach, reds will rival a tequila sunrise, and browns will resemble a mouthwatering toffee-and-caramel dessert. Stunning—any way you go at it.

### COLOR CORRECTION

Not in love with a previous color job? Not even in “like” with it? Have no fear—color correction is here. This process usually takes two or more services on the same day, and is the best way to shift your shade or tweak your tone.

### COLOR CLEANSE

Sometimes it’s best to erase the hair-color history and start with a clean slate. This process removes the artificial color from your hair and leaves it fresh as a spring daisy. And that’s really fresh.

### PRE-COLORATION

Thinking of laying down a darker shade? Consider this the all-important primer. This process is the essential first step in going dark.

### SHOE SHINE

Short hair doesn’t mean short on color options. This process is made just for shorter hair, and it’s perfect for those of the male persuasion. Color is applied to foil, and the hair is simply “polished.” Kind of like a pair of shoes—just a little more hairy.

### FLYING COLORS

Yet another process for short hair that’s also popular with the menfolk, Flying Colors applies the color freehand with a comb. On the “fly,” if you will. A completely creative technique that always results in a unique look.

## In Salon Conditioning Treatments

### ILLUMINATE YOUR TRESSES WITH A GLOSSING TREATMENT.

**Need some shine?** Are you suffering from the dulls? Then perhaps it’s time to kick that shine up a notch or two with a gloss. Sunglasses optional.

### PAMPER YOUR HEAD WITH BOTANICAL HAIR AND SCALP THERAPY.

**Need to be soothed?** Is your scalp itchy, dry, or oily? Is it driving you nuts? Treat your scalp, and yourself, to a soothing essential oils treatment and calming scalp massage. And heck, why not add a relaxing hand massage while you’re at it?

**Need a little TLC?** Your hair may be suffering from neglect. Or perhaps outright styling abuse. If it’s feeling dry and brittle, weak and damaged, or coarse and porous, it’s time for a little love. Indulge your hair with a Strength Infusion or Moisture Infusion treatment. It will thank you later.

**Need to be quick about it?** We know that sometimes beauty is sacrificed in the name of too-few hours in the day. That’s why Express Botanical Hair and Scalp Therapy exists. It’s an express version of the treatments described above that shows equal respect to your look and your life.

It doesn’t stop here. Your colorist can customize any of these techniques to create a style and color that is undeniably and unequivocally “you.”