

# GET YOUR #PASTELICIOUS TRANSFORMATION

2016  
HOTTEST  
TREND  
COLOR  
Techniques

## PASTEL BABYLIGHTS

### hairtrend *how-to*

It recreates the subtle, dimensional colors seen on children's hair. The colorist will weave micro-strands for the micro-highlights to blend naturally with the base color of the hair.

### What's *HOT*?

Cool PASTEL shades complement Asian skin tones and light up the face with a radiant glow. It is no wonder that PASTELS are becoming the preferred hair shades for Asian women!

*Cool colors are gaining momentum!*



**Lavender**  
Violet Browns  
栗色



**Mineral and Mint**  
Matt and Ash Browns  
藏青色



**Rose**  
Pink Browns  
冷棕色

#TRENDING IN KOREAN & JAPAN

### Babylights

\ 'ba-be\ \ 'lits\  
noun informal

**Babylights** are delicate highlights created using a very fine hair color technique to mimic the subtle, dimensional hair color seen on children's hair. Baby-fine strands brighten hair and add dimensions to overall look.

In partnership with

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# SALON VIM

## GARY CHEW

Gary applied Majirel Pastel Rose directly on hair that has not been lightened, creating an extremely soft and subtle look for Eugena. Without pre-lightening, the coolness and translucency of the brown is enhanced.

Gary Chew (@SalonVim)  
L'Oréal Professionnel ID Artist,  
Director of Salon Vim

MODEL:  
Eugena (@ltzeugena)  
Lifestyle and Fashion Blogger

In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# GOES WELL WITH

## POST COLOR TREATMENT

1.

### KÉRASTASE FUSIO-DOSE

Ultra-potent care tailor-made to perfection. Concentrated active ingredients freshly fuse to create a customized in-salon treatment for your specific needs.



2.

### PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)



## STYLING and FINISHING

1.

### VITAMINO COLOR A-OX SOFT CLEANSER

For color radiance protection and enhanced shine.



2.

### VITAMINO COLOR A-OX 10 IN 1

For prolonged color protection, anti-frizz and anti-breakage.



3.

### SIREN WAVES

Perfect to create soft waves on straight hair, or go all out with big curls.



BEST CURL DEFINER

In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS

Hair Studio  
Apujeong

# KYLE SHIN

Kyle went for a uniform shade of Pastel Rose over prelightened hair for Ardina, styling her long hair with the popular Korean S curls. This cotton candy classic pink is a modern look for younger consumers who are fans of the pure pastel trend.

Kyle Shin (@Kyle\_shin\_)  
Director of Apujeong Hair Studio

MODEL:  
Ardina (@Ardinalinley)  
Lifestyle and Fashion Blogger

In partnership with  
**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

WITH

POST COLOR TREATMENT

STYLING and FINISHING



## VITAMINO COLOR A-OX POWERDOSE

A deep treatment to double lock your color molecule to protect the color by leaving it vibrant and supple. Locks colors in for long-lasting result.



## REDKEN FORCEFUL 23 SUPER STRENGTH FINISHING SPRAY

This anti-frizz strong hold hair finishing spray gives hair ultimate strength, lasting lift, shape memory and frizz-free shine.

In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# JASON SIM

Jason used babylights strobing to create a sophisticated and elegant style for Tyen. The babylights technique created a seamless weave of soft pastel colors, while the strobing highlights used lighter colors to emphasize specific areas of the face.

Jason Sim (@Jasons3218)  
L'Oréal Professionnel ID Artist,  
Director of Salon #1

MODEL:  
Tyen (@Tyenstagram)  
Lifestyle and Fitness Blogger

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

WITH

POST COLOR TREATMENT

STYLING and FINISHING



1.

## KÉRASTASE FUSIO-DOSE

Ultra-potent care tailor-made to perfection. Concentrated active ingredients freshly fuse to create a customized in-salon treatment for your specific needs.



1.

## KÉRASTASE COLOR RANGE

A hair care collection designed to maintain and preserve color intensity of colored hair. This regimen is perfect for anyone with color-treated hair who wants to maintain long-lasting color and brilliant shine.



2.

## PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)



2.

## PRO FIBER

Discover our Recover hair care shampoo, perfect for thick, very damaged hair. Prolong the smoothing effect of your Pro Fiber in-salon treatment by following the at-home programme.

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

Hair Atelier by  
**shunji matsuo**

# S SHUHEI SUZUKI

Shuheï designed this for consumers who prefer a trendy look that is not overly dramatic. He went for an ombré with balayage elements, which resulted in a gradual ashy brown that seamlessly transformed into an intense ash towards the ends.

Shuheï Suzuki (@Shunjimatsuo)  
International Director of Hair Atelier  
@ ION Orchard

MODEL:  
Aylna (@Aylna)  
Lifestyle and Fashion Blogger

In partnership with  
**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

## WITH

POST COLOR TREATMENT

STYLING and FINISHING



1.

### VITAMINO COLOR AOX POWERDOSE

A deep treatment to double lock your color molecule to protect the color by leaving it vibrant and supple. Locks colors in for long-lasting result.



1.

### PRO FIBER

Discover our Recover hair care shampoo, perfect for thick, very damaged hair. Prolong the smoothing effect of your Pro Fiber in-salon treatment by following the at-home programme.



2.

### PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.



2.

### MYTHIC OIL

For brilliant shine provides legendary shine and frizz.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)

In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS

f o r m u l a c u t  
H A I R D R E S S I N G



# WILLIAM CHANG

William gave Kyla a short bob that is softened with curls at the ends, exposing a part of her neck while also flattering her jaw line. This is paired with a curved fringe for a doll-like look. Next, he used the babylights technique over Kyla's crown area to create volume and depth with micro-highlights.

William Chang (@Williamformulacut)  
L'Oréal Professionnel ID Artist,  
Director of Formula Cut

MODEL:  
Kyla (@\_Kylatan)  
Finalist of Asian Next Top Model

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

## WITH

POST COLOR TREATMENT

STYLING and FINISHING

1.

### VITAMINO COLOR A-OX POWERDOSE

A deep treatment to double lock your color molecule to protect the color by leaving it vibrant and supple. Locks colors in for long-lasting result.



2.

### PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)



1.

### VITAMINO COLOR A-OX SOFT CLEANSER

For color radiance protection and enhanced shine.



2.

### VITAMINO COLOR A-OX 10 IN 1

For prolonged color protection, anti-frizz and anti-breakage.



3.

### MYTHIC OIL

For brilliant shine provides legendary shine and frizz.



In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

STYLE  
NA

hair korea

PRO TRIM  
Hair Studio

ALEX  
LEE

Alex went for a feminine look that complements the translucent pastel lavender selected for the model. The babylights technique brightens the hair color and has a softening effect on Evan's angular face, while the wavy lob and long bangs perfected the effortless look.

Alex Lee (@Alexleehair)  
Manager of Pro Trim and Style Na

MODEL:  
Evan (@levangel)  
Artistic Director of Pro Trim and Style Na

In partnership with

L'ORÉAL  
PROFESSIONNEL  
PARIS

# GOES WELL

## WITH

POST COLOR TREATMENT

STYLING and FINISHING

1.

### KÉRASTASE FUSIO-DOSE

Ultra-potent care tailor-made to perfection. Concentrated active ingredients freshly fuse to create a customized in-salon treatment for your specific needs.



2.

### PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)



1.

### KÉRASTASE RÉFLECTION

BAIN CHROMA CAPTIVE: Color protecting shampoo for dry, highlighted or color-treated hair.

MASQUE CHROMA CAPTIVE: Shine intensifying masque for color-treated hair.



2.

### KERASTASE ELIXIR ULTIME

Versatile nourishing oil that provides ultimate softness and nourishment.



In partnership with  
**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS



# Irene Chai

Color-blocking through the use of Pastel Mineral and Rose, Irene picked a contemporary look for Chloe as a deliberate decision to break away from Chloe's usual safe brown.

Irene Chai (@Irene\_chai\_)  
L'Oréal Professionnel ID Artist  
General Manager of NK Hairworks

MODEL:  
Chloe (@Chloetw1)  
Lifestyle and Fashion Blogger

In partnership with  
**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL WITH

## POST COLOR TREATMENT

1.

### STILL CAP

Absolute scalp protection and comfort – Reduce scalp sensitivity.



2.

### VITAMINO COLOR A-OX POWERDOSE

A deep treatment to double lock your color molecule to protect the color by leaving it vibrant and supple. Locks colors in for long-lasting result.



1.

### VITAMINO COLOR A-OX SOFT CLEANSER

For color radiance protection and enhanced shine.



2.

### VITAMINO COLOR A-OX 10 IN 1

For prolonged color protection, anti-frizz and anti-breakage.



3.

### MYTHIC OIL

For brilliant shine provides legendary shine and frizz.



In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

**TONI & GUY**  
HAIRDRESSING

# E DDIE CHONG

Eddie and Ryan, who created the look together, made use of bold contrasting colors, such as Pastel Mineral, ash and green, and irregular sections to make a dramatic statement.

Eddie Chong (@Edc911)  
Stylist of Toni and Guy

MODEL:  
Sun Lifestyle Model

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

WITH

POST COLOR TREATMENT

STYLING and FINISHING

## KÉRASTASE FUSIO-DOSE

Ultra-potent care tailor-made to perfection. Concentrated active ingredients freshly fuse to create a customized in-salon treatment for your specific needs.



## KÉRASTASE RÉFLECTION

BAIN CHROMA CAPTIVE: Color protecting shampoo for dry, highlighted or color-treated hair.  
MASQUE CHROMA CAPTIVE: Shine intensifying masque for color-treated hair.



In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# BACKSTAGE

# JADEN LEE

With a mix of Ash Violet for lowlights and Ash Blonde for highlights on pre-lightened hair, Jaden designed a girlish look for Shona. To bring depth to the colors, Jaden created a braided crown with a combination of smaller braids.

Jaden Lee (@Sg\_backstage)  
Stylist Of Backstage

MODEL:  
Shona (@Shonashasha)  
Mediacorp Artist

In partnership with  
**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# HAIR INN

## CHESTER CHAN

On pre-lightened hair, Chester mixed Pastel Rose with violet highlights for Alexandra. Only near the top of her hair, Chester used the balayage technique to brighten the color and bring more volume to the crown. The look is then styled with soft waves near the shoulders to frame the face and bring texture.

Chester Chan (@Hairinngroup)  
Senior Manager of Hair Inn

MODEL:  
Alexandra Chua (@Alexandrachua)  
Lifestyle and Fashion Blogger

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

crème hairdressing



# KIM SHIN

Kim used a blend of dark burgundy blonde and light red burgundy brown for Cherylene's base color, before finishing the mid-length to ends with a wash of Pastel Lavender. This gradient effect is complemented with airy loose C curls for a playful look with a childlike beauty to it.

Kim, Stylist of Crème (@Qinraemon)

MODEL:  
Cherylene (@Cherylenechan)  
Lifestyle and Fashion Blogger

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

crescendo  
hairdressing

# JAMES LIM

The pastel trend can also be worn by men. James created a gradient effect for Jun Ming, lightening only the base and mixing subtle purplish grey highlights on the fringe. This is a masculine, rugged look for men who are not afraid of a change.

James Lim (@Jameslim1989)  
Stylist of Crescendo Hairdressing

MODEL:  
Jun Ming (@Junmingjoonmin)  
Managing Director of Crescendo Hairdressing

In partnership with

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS

# GOES WELL

## WITH

### POST COLOR TREATMENT

### STYLING and FINISHING

1.

#### VITAMINO COLOR A-OX POWERDOSE

A deep treatment to double lock your color molecule to protect the color by leaving it vibrant and supple. Locks colors in for long-lasting result.



2.

#### PRO FIBER

Revolutionary long-lasting hair treatment that last up to 6-weeks. True repair is the one that lasts\*.

\*Instrumental tests after salon routine - up to 4 Pro Fiber Shampoos (Rectify / Restore / Reconstruct)



1.

#### VITAMINO COLOR A-OX 10 IN 1

For prolonged color protection, anti-frizz and anti-breakage.



2.

#### ELNETT

Elnett Satin Diamond Hold and Shine hairspray offers your hairstyle an ultimate, long-lasting hold with smooth, diamond shine and is still soft to touch.



3.

#### SIREN WAVES

Perfect to create soft waves on straight hair, or go all out with big curls.



BEST CURL DEFINER

In partnership with  
**L'ORÉAL**  
PROFESSIONNEL  
PARIS