

Face slimming – the most common desire for many women. The V-LOOK salon exclusive service is a combination of targeted hair cut techniques and strategic placement of colours on various parts of the hair with the objective to redefine and frame your customers' face.

THE CUT METHOD Creates form to optically lengthen and outline face to create desired V-Shape



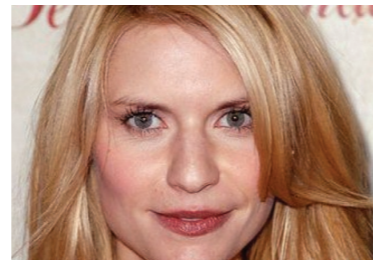
1 Top Volume

Create soft, bouncy texture on top of the head to alter face shape and optically lengthen the face, so that it looks longer and narrower



2 Airy Fringe

A see through fringe hides a section of the face, making it look smaller



3 Face Framing Layers

Soften Jawline to optically reduce size of lower part of the face

THE COLOUR METHOD Uses the power of contrast by varying between light and dark colours to create visual dimension



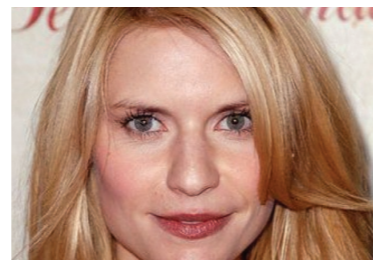
A Lighter Top Section

Serves to 'lengthen' face shape because a lighter colour puts more focus on the top part of the hair, resulting in a more elongated face shape



B Darker Shade Around Face

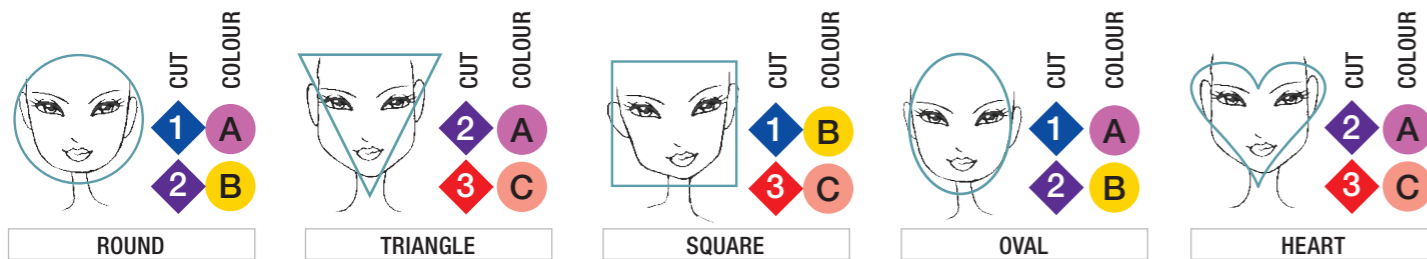
Face looks 'smaller' when depth and 'shadows' are introduced to the total hair look.



C Ombré Highlights

Diagonal colour placements on strategic parts of the hair creates movement and dimension for colour contrast to help achieve the illusion of a smaller face shape.

THE V-LOOK METHOD



HOW TO SELL THE V-LOOK SERVICE REVEAL THE HAIR SECRET OF YOON EUN HYE

- 1 Ask
- 2 Explain
- 3 Diagnose
- 4 Prescribe
- 5 Reiterate



your customer if they will want to achieve the perfect V-LOOK

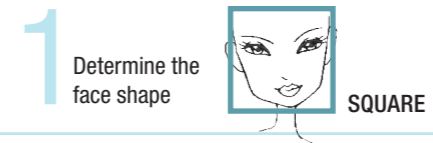
to customer that you have a new service which is the perfect to meet their wants - a comprehensive consult, cut, colour and styling V-LOOK service inspired by L'Oréal Professionnel's new spokesperson, Yoon Eun Hye and show her the V-LOOK box

customer's face shape and explain how a V-LOOK service helps to 'redefine' and 'contour' her face shape

her 'face slimming' cut and 'face contouring' colours based on face shape

that V-LOOK service is a comprehensive service which includes pre colour and post colour treatment besides cut, colour & styling. Furthermore, they will be gifted a face essence from L'Oréal Paris to complement their V-Shape 'Face Slimming Cut' & 'Face Contouring' Colour

THE DIAGNOSIS

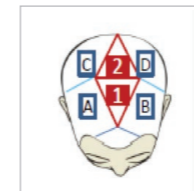


'FACE SLIMMING' CUTTING TECHNIQUE – YOON'S LOOK CUT – Step-by-Step



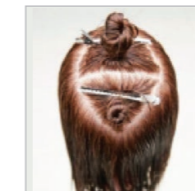
Série Expert Inner Logic Reconstructive Treatment From Within

- Protects & strengthens hair before colouration
- Softer and shinier hair



1. Section the top area into a dual – V-shape. 1 V-shape on the top area & 2 V-shape at the back area.

* Head position straight



2. Cut straight on the base line with A, B, C, D quadrants coming to the centre creating the A shape.

* Head position straight



3. Elevate the hair behind the ear C & D quadrants by 45 degree towards the back. Cut the ends straight.

* Head position forward



4. Elevate the hair front of the ear A & B quadrants by 120 degree forward. Cut the ends straight.

* Head position straight



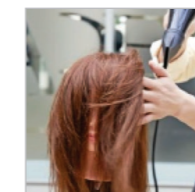
5. Elevate the hair in 2 V-shape at the back area by 90 degree. Cut disconnected with the baseline.

* Head position straight



6. Elevate the hair in 1 V-shape on the top area by 90 degree to connect the back & create top volume.

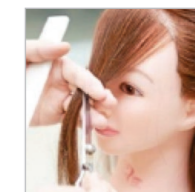
* Head position straight



7. Blow dry.

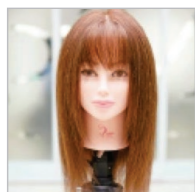


8. Textures the hair from ends till 1/3 of the length to create face-framing layers.



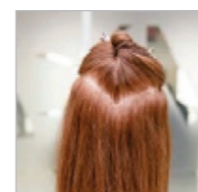
9. Section the fringe area into V-shape; Comb all the hair together in the centre and point-cut to create airy fringe.

* Head position chin upward slightly



10. Finish.

'FACE CONTOURING' COLOURING TECHNIQUE – Step-by-Step

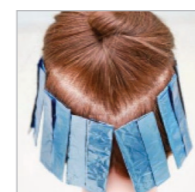


1. Section the top area into a V-shape from the temples to the occipital.



2. Start the first foil, take 1cm thick hair strand, apply global colour 5.5 + 20 vol (2cm from hairline) to 2/3 mid-length, apply highlight colour 12.5 + 20 vol from 1/3 mid-length to ends.

Natural dark base 4/5 Global • Colour : Majilift 12.62 + 20 vol • Highlight : Platinum



3. Continue the same application, finish total 12 foils in 2 row, 6 foils in each row. Apply global colour 5.5 + 20vol for the rest of hair

Natural medium base 6/7 • Global Colour : Majirel 5.5 + 20 vol • Highlight : Majilift 12.5 + 20 vol

POST COLOUR Treatment



Série Expert Powerdose Colour Double Colour Locking

- Locks colour in for long-lasting result
- Reinforce hair fibre



Elnett Get smooth and manageable tresses



Mythic Oil

- Avocado & Grapeseed oil gives deep nourishment
- Incredible shine

