



# URBAN glamour

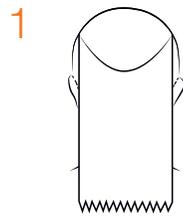
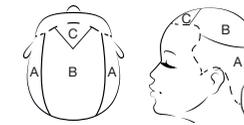
IT LOOKS 2015

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

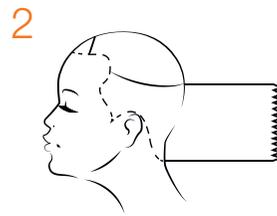
## CUTTING TECHNIQUE

### SECTIONING

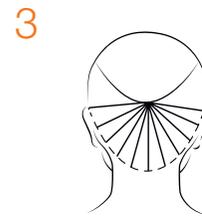
Take a triangular section for the fringe. Take a horseshoe section from the recession area to the top of the occipital bone.



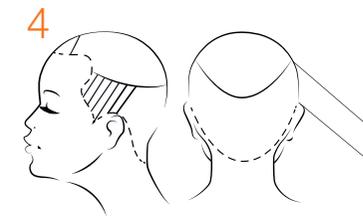
1 Comb the hair of zone A to its natural fall and define the perimeter using point-cutting.



2 Take a central profile parting, comb and elevate to 90° and cut by point-cutting.



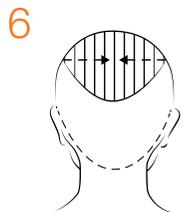
3 Behind the ears, use pivoting sections keeping the same elevation (90°) and using the same technique (point-cutting).



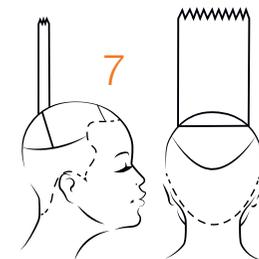
4 In front of the ears, work using diagonal forward sections. Comb and elevate each section to 45° and cut using point-cutting following the baseline.



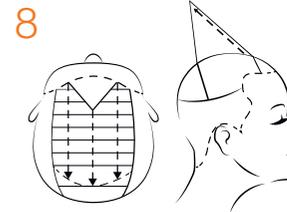
5 In zone B, take a radial division (from ear to ear across the crown).



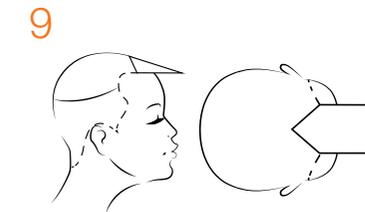
6 Behind the ears, take a central profile parting, comb and elevate to 90° and cut using point-cutting.



7 Continue using vertical sections. Overdirect each section to the center and work using the same elevation (90°) and the same cutting technique (point-cutting).



8 In front of the ears, take horizontal sections (taking a slight back part). Comb and elevate to 90° and cut using point-cutting (following the back guide).



9 Continue using horizontal sections. Overdirect each section to the crown, comb keeping the same elevation (90°) and cut with the same technique (point-cutting).



10 Comb the fringe forward, elevate to 45° and cut using point-cutting.

## COLORING TECHNIQUE

ON NATURAL HAIR  
LEVEL 5 OR 6:

Prepare this mix:

Majiblonde ultra



50ml  
Majiblonde  
901



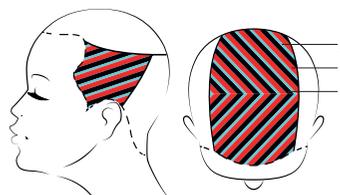
100ml  
30 vol  
Developer

### SECTIONING



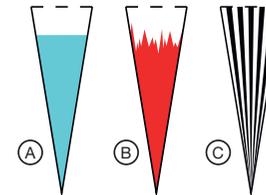
Section the head into 3 sections as shown

### ON ZONE B & C



Always progressing in diagonal, alternate 3 different techniques to mimic a 'grown out' effect

### APPLICATION TECHNIQUES



- (A) Applying 3 or 4 cm away from the scalp by using blunt technique on slice section
- (B) Applying 3 or 4 cm away from the scalp by using feather technique on a slice section
- (C) 5mm weaving

## STYLING



### BODIFYING MOUSSE

Lifts hair at the roots for a volume boosting effect.

**Development Time:** 50 min maximum.

After then, emulsify and rinse. Proceed with vitamino colour shampoo and conditioner.



STREET  
*chic*

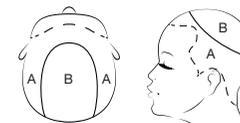
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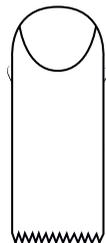
## CUTTING TECHNIQUE

### SECTIONING

Take a halo section at the top of the head from 2 inches from the front to the top of the occipital bone.



1



Behind the ears, comb the hair to its natural fall and define the baseline using point-cutting.

2



Forward the ears, overdirect slightly to the back, without elevation and cut using point-cutting following the back baseline.

3



In the zone B, take a radial section (from ear to ear across the crown).

4



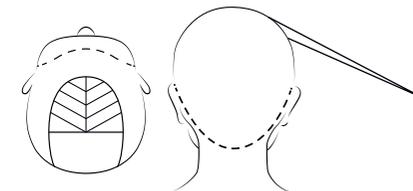
Behind the ears, take a central profile section, comb and elevate to 90° and cut using point-cutting.

5



Continue using vertical sections. Comb and overdirect each section to the central part. Keeping the same elevation (90°), cut using point cutting following the central part guide.

6



Forward the ears, work with diagonal forward sections. Comb each diagonal, elevate to 45° and cut using slicing.

## COLORING TECHNIQUE

ON NATURAL  
HAIR LEVEL  
3 OR 4:



Prepare this mix:

STEP 1



Infinité  
Platine  
+ 20 Vol  
Developer

STEP 2



Majirel Cool  
Cover 4.3  
or INOA 4.0  
+ 20 Vol  
Rich  
Oxydant

STEP 3



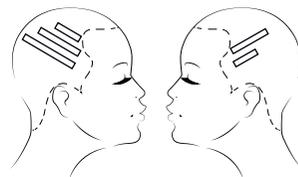
Majirouge  
or INOA  
C6.64  
+ 20 Vol  
Rich  
Oxydant

STEP 4



Majirel  
Cool  
Cover 5.3  
or INOA 5.0  
+ 20 Vol  
Rich  
Oxydant

STEP 1



Apply Infinité Platine on 5 large foils. (3 on the parting side, 2 on the other side). Start at 5 cm from scalp and create a soft start holding the brush vertically. Foil placement subjected to parting side. Enclose for a more graphic result, or let it in open air for a natural effect.

**Development Time:** 5-10 minutes.  
Rinse. Proceed with a Vitamino Color.  
Dry completely.

STEP 2



On each section, apply Cool Cover 4.3 on the first 5 cm.

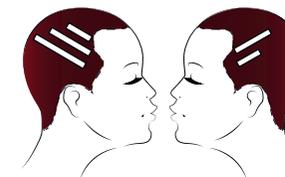
STEP 3



Take through with Majirouge C6.64.

**Development Time:** 35 minutes.  
Rinse. Proceed with a Vitamino Color. Dry completely.  
End up applying a Vitamino Color mask.

STEP 4



Quick apply Cool Cover 5.3 on leftover roots and take through immediately.

## STYLING



WILD STYLERS  
NEXT DAY HAIR

- Instant texture boost and matte effect with no rough touch
- Limitless layering without fear of overdose