

Miss Clairol... **reinvented**



Clairol Professional
liquicolor permanente
Same shade results.
Better conditioning.
Guaranteed.*



**CLAIROL
PROFESSIONAL**

*Satisfaction guaranteed or your money back. Sales receipt required as proof of purchase. For details call 1-800-989-1755.

Dear Stylist -

Your favorite liquid color, Miss Clairol, is reinvented with 3 new professional features to make the palette even easier to use.

Bright new packaging that's easier to find on shelf and store in the salon.
Level & Tone shade descriptors, instead of "romantic" names like Sunlit Brown, to help you make precise shade choices.
Improved conditioning with SOY4PLEX, containing the benefits of nature's Soy.

Miss Clairol is now Clairol Professional liquicolor permanente giving you the exact **same shade results** you trust and the same **100% gray coverage. GUARANTEED!** When the formula is first mixed, it may appear slightly darker than you're used to but this does not affect the shade result.

Check out the shade chart in this Stylist Guide and discover **7 new shades** and **36 comparable premium crème shades** to help you expand your creative options. In the comparison charts, you'll easily find substitutes for 10 discontinued Miss Clairol shades.

For questions on the new Clairol Professional liquicolor permanente **call the experts at 1-800-221-4900** or visit **clairolpro.com** for online education and techniques.

Clairol Professional is proud to bring you **liquicolor permanente!**



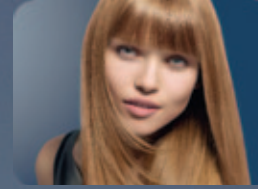
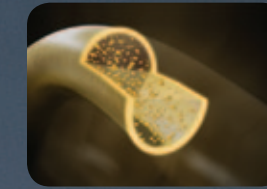
Better Conditioning with SOYPLEX.

Deep conditioning
SOY4PLEX conditions the entire hair inside and out. It smoothes the outer layer and penetrates the cortex to deliver deep conditioning that you can really feel.



Reflective shine
The deeply conditioned outer layer forms a highly reflective surface for noticeable, healthy shine.

Long-lasting color
SOY4PLEX color molecules move to the cortex of the hair, the smooth outer layer helps seal them in for long-lasting color.



Multi-dimensional results
The deeply conditioned hair reflects light in many directions to create a shimmering, multi-dimensional effect for natural-looking haircolor results.



for the 4 signs of healthy looking color

Deep conditioning
As you color for up to 84% more conditioning than the leading professional cream color

Reflective shine
For up to 61% more healthy shine*

Multi-dimensional shades
Rich natural-looking results with 55% more multi-tonality*

Long-lasting results
Rich, true-to-tone color that really lasts

+ 100% gray coverage every time + A complete palette of 59 intermixable shades. Exactly the same shade results as you would expect from your Miss Clairol shades.

*vs. untreated hair

Satisfaction Guaranteed*.
We stand behind our product.
If you are at all dissatisfied with the results, we will refund your purchase.
Call 1-800-989-1755 for details.

*Satisfaction guaranteed or your money back. Sales receipt required as proof of purchase. For details call 1-800-989-1755. Void where prohibited and in Maine.

**Questions on New
Clairol Professional Liquicolor?**

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Gold Leaf

Client
This client has a natural level 7 with pre-lightened areas. She wants a soft rich blonde that enhances her long hair by creating depth and dimension.

Technique Solution
Gold Leaf is ideal for mid to long lengths of hair, and is effective on either straight or curly hair. Gold tones tend to create a feeling of warmth and richness for healthy looking hair.



Alpine Blonde

Client
This client is a natural Level 7. She wants to create a lively blonde with a multi-dimensional effect that looks natural.

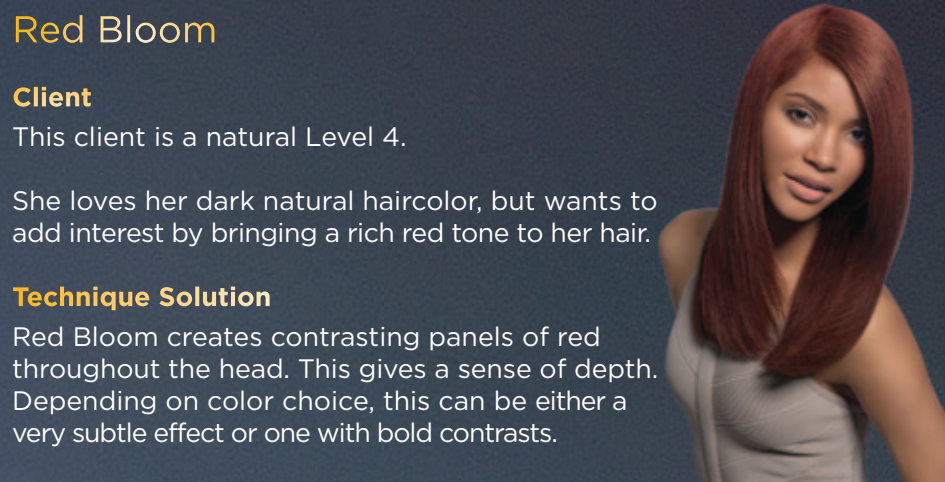
Technique Solution
Applying slices around the head will create a sense of contrast and movement in the hair for an overall blonde look with added interest.



Naturally Neutrals

Client
This client is a natural Level 5. She loves her rich dark color, but wants to add interest by creating more dimension while maintaining a natural curly look.

Technique Solution
Naturally Neutrals is ideal for wavy or curly hair. The careful placement of slices will really help to bring the curls to life.



Red Bloom

Client
This client is a natural Level 4. She loves her dark natural haircolor, but wants to add interest by bringing a rich red tone to her hair.

Technique Solution
Red Bloom creates contrasting panels of red throughout the head. This gives a sense of depth. Depending on color choice, this can be either a very subtle effect or one with bold contrasts.



Step 1: Take a circular section on top of the head.
Step 2: Section fringe in semi-circle. Starting at the center point working outward toward each side of the section, slice vertical back-to-back, skip foils alternating Formula 1 and 2.
Step 3: Starting at the temple, divide the head in half horizontally using a three crescent pattern; one crescent over each ear and over the nape. Apply formula 1 to the bottom section.
Step 4: Working through the middle section, slice vertical back-to-back foils throughout the head, alternating Formula 1 and 2. Skip about 1 inch between each set of foils.

Step 5: Apply Formula 2 to all remaining hair in between the foils including the top circle section. Process for 30 minutes. Rinse, shampoo and condition.

Formula 1	6GN/25G + 10 volume
Formula 2	8GN/27G + 20 volume



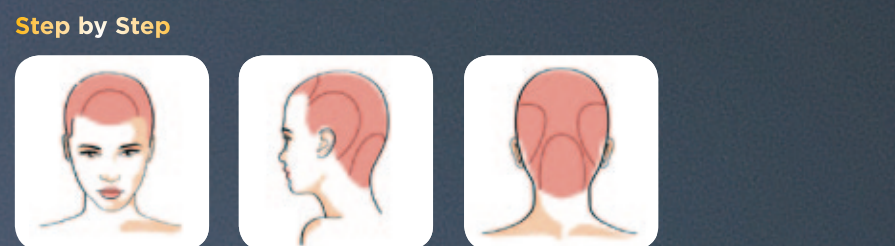
Step 1: Section fringe area in a semi-circle, extending all the way to the top of the head. Within the section, following the curve of the head, slice fine vertical foils using Formula 1. You will have about 4 foils in each section.
Step 2: On each side of the head, starting at the top, slice fine vertical foils following the curve of the head. Use about 4 foils on each side.
Step 3: Apply Formula 2 to all remaining hair between the foils, from scalp to ends. Process for 30 minutes or until highlights are a pale yellow. Create as clear a pale blonde as possible. Rinse, shampoo and condition.

Formula 1	BW2 + 20 volume
Formula 2	9AA/30D + 30 volume



Step 1: Create a triangular section at the fringe area; the point of the triangle should extend to the top of the head.
Step 2: Starting from the center point of the triangle, work towards either side of the section by slicing foils vertically using Formula 1. You should use approximately 6 foils.
Step 3: Create a diagonal semi-circle section over the ears on both sides of the head. Slice 4 diagonal foils within each section using Formula 1. Apply Formula 2 from scalp-to-ends in-between foils. Process foils until you reach the yellow stage. Rinse, shampoo and dry the hair.
Step 4: Overlay Formula 3 on the pre-lightened areas of hair and develop for 15 minutes.

Formula 1	BW2 + 10 volume
Formula 2	5N/85N + 20 volume
Formula 3	7N/87N + 10 volume



Step 1: Section half circles from the temples to behind the ears. Apply Formula 1.
Step 2: Take 2 additional semi-circular sections; one at the front of the head and one at the nape. Apply Formula 1 to each of these sections.
Step 3: Apply Formula 2 to all remaining hair from scalp to ends.
Step 4: Process for 30 minutes. Rinse, shampoo and condition.

Formula 1	3RR/203RR + 10 volume
Formula 2	4RR/204RR + 20 volume

