

Red Velvet Step-by-Step Technique

Bold panels of color will create vibrant contrasts that will enhance your haircut and create interest in your client's total look. Ideal for one-length hair of all lengths.



HAIR CONDITION: GOOD CONDITION / **STARTING LEVEL:** 5 /
PREVIOUS HAIRCOLOR: DEMI PERMANENT / **HAIR LENGTH:** CHIN LENGTH /
TARGET RESULT: CONTRASTING PANELS OF RED / **TECHNIQUE:** RED VELVET

STEP BY STEP



Step 1 Take a teardrop-shaped section from the front hairline to the crown. The section should come into a point on the crown.



Step 2 Subdivide this teardrop section diagonally, taking a curved section that follows the head shape.



Step 3 Apply formula A to the perimeter section from roots to ends.



Step 4 Apply formula B to one-half of the teardrop section, applying from roots to ends, and apply formula C to the opposite half in the same way.

Stylist Tip: Place foil between each section to maintain separation of each color.

PRODUCT	FORMULA	SHADE	MIXING RATIO
WELLA COLOR CHARM	A	7R / 810	1+2 20 VOL
WELLA COLOR CHARM	B	6RV /607	1+2 20 VOL
WELLA COLOR CHARM	C	6RG / 544	1+2 20 VOL