WELLA
PROFESSIONALS
PERFECT
GROOM

PERFECT GROOM

CASUAL LOOK ON MID-LENGTHS: SMOOTH, SWEPT-BACK LOOSE FINISH.

Frank has fine textured hair with good density and a natural level 6 color with 20% grey coverage.

CUT

CUT 01
Create a horseshoe section and cut from sides to back. Dry this section and texturize.

CUT 02
Use the length of the back as a guide line and cut at a 45 degree angle to create a shape from short to long on the front. Texturize using point cut to create volume and texture.

CUT 03
Define the length of the beard and cut with Wella Xpert.

CUT 04
Create a clean line around the mouth with Wella Contura.

COLOR

TECHNIQUE TIP
Create a V-section down to the occipital and separate the side front section, as a front focal point application.

COLOR TIP
Apply Freelights + 12% Freelights Developer to the sides using a freehand technique. Mix Magma /89+ and Clear Powder 1:1 + 12% Freelights Developer in the V-section.

APPLICATION TIP
Angling the tint brush will enable you to achieve a natural result.

STYLING

STYLING 01
Blow dry the hair with a Wella Sahira hairdryer and a Wella Flat Brush, to create volume at the roots.

STYLING 02
Perfect the shine and the finish of the hair with Wella Style.

STYLING 03
Apply Grip Cream with your fingers and distribute with a comb to give movement to the hair.