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### salon today

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## WORK IN PROCESS

**H**igh-ticket color services used to mean uniformly even, perfectly platinum blonde, hours worth of micro-fine, whole-head highlights and secret formulations no one else had. Today, much of the magic is in high-tech products, created to make a Level 2 an ash without brass, to bleach and tone simultaneously or to produce a fade-resistant red with its ruby molecules anchored firmly in place.

Maybe that's why there's been a Renaissance in the art of the application.

To prove the point, we invited four on-the-edge educators and their teams to celebrate the gilded art of application and design.

Our first colorist worthy of a patron is Teri Guardino who, along with husband Damiano, co-owns Moda International Color and Design Studio in Forest Hills, New York, and shares a new title, Design Team Leader for Matrix. An experienced platform artist, Teri uses her newest approach—harmonious shapes to create disconnected color—which she demonstrates on page 40. Julio Rodriguez, a Master Educator for Matrix who designs the cut to enhance Teri's color, co-owns Jules Cooper Color and Design in Montclair, New Jersey.

A 15-year veteran Tressa designer and owner of NV Salon in Greenville, South Carolina, Debi Beelow believes contemporary color is all about placement and formulation. This season, she's adding time-saving techniques to the mix with blocks of color that require fewer foils. "Think the addition rather than the elimination of color," she says. Debi frequently tours the country, sharing her newest color predictions and techniques, which appear on page 44.

Pat Grant Williams is the Technical and Artistic Director for Colomer USA's Multicultural Division. The former owner of Hair and Beyond in Maryland, Pat joined Colomer in 1994 and has been touring the country ever since, teaching the latest in cut, color and design. Wanda Mercado owns BVIP Salon in Brooklyn, New York, and has been a bilingual platform artist for Colomer since 1998.

Together, the duo prove that not only can you color dark hair and avoid brass—even if the hair is relaxed—but that novel application techniques let clients change their color in minutes, by simply doing the "flip." See what they mean on page 42.

As a bonus this month, we bring you two high-ticket transformations based on double processes. "Double Dipping," page 32, is color performed safely and efficiently on chemically relaxed hair. Bobby J of Bobby J's Hair Fashions Studio in Pittsburgh, and now Multicultural Director for It's My Hair Fashion, joined Atlanta-based Romeo Crews in the salon-practical technique. And our own Beth Minardi blends classic and contemporary lightening methods for a stunning double process blonde in "A Lighter Shade of Pale" on page 30. Don't miss it.



TERI GUARDINO AND JULIO RODRIGUEZ



DEBI BEELOW



PAT GRANT WILLIAMS AND WANDA MERCADO



BOBBY J AND ROMEO CREWS

## SHAPE

*of things to come*



**BEFORE** the safest approach for someone like Jessica, who has grown-out, overly highlighted hair, is to use the natural color and enhance the tone for brightness. But to add light and put back the richness without overworking the hair requires one smart application technique. Debi Beelow delivers by outlining four diamond shapes with powder lightener and filling in the centers with either copper red or golden brown. The edging technique minimizes biting time and less stress, while adding beautiful, face-framing dimension.



1 Beginning of the top, Beelow places foils along diagonal lines to create a diamond shape around the top. At the diamond's perimeter, she slices off a fine section and applies powder lightener with 20-volume developer, both by Tressa, from roots to ends.



2 She continues applying lightener to all the edges of the diamond, taking fine, 2-in wide slices.



3 Notice the amount of hair left in the center top once the perimeter lines of the diamond are filled in pockets with lightener.



4 Next, Beelow creates these more diamond shapes—on both sides and at the back—and applies lightener to all their edges in the same manner as before.



5 Beelow colors the hair in the center of the top diamond with a copper-red shade, here Tressa Colourage 79C with 10-volume developer. The color is drawn of the way through to the ends.



6 The same color is applied to the center of the back diamond.



7 To color the center of the diamonds on both sides, Beelow chooses a golden-brown shade, here 1-oz Colourage 6G and 1-oz yellow primary with 10-volume developer.



8 She applies the same golden-brown formula to the front perimeter pieces that frame the face. The color is processed for 30 minutes of room temperature, then the hair is shampooed and conditioned.

Photography by Mark Robinson; make-up by Marlene White; hairstyling by Gustavo Rodriguez; hairpieces courtesy of Dolly's; eye color by Beth Reed.

Additional products: Tressa Watercolor Golden-Mid Shampoo, Quenching conditioner and Transforming gel, given by Glensville-Gloves; foil by Chromacolor; shades by Wanda; Salon by NYC; blow dryer by Salora.

## MINING diamonds

