
INTOXICATING INDIGO TECHNIQUE



FORMULA 1

- 2oz AGEbeautiful Crème Lightener
- 2oz 20-volume AGEbeautiful developer (1:1 mixing ratio)



FORMULA 2

- 2oz AGEbeautiful 3B Demi Permanent Haircolor
- 2oz Demi AGEbeautiful developer (1:1 mixing ratio)

Joseann has deep, dark brown, verging on black hair and wanted to transform her hue into a bold, blue black.

A great way to achieve bold, dramatic results on previously colored or darker hair is to do a “color cleanse” prior to coloring. By lightening the base color you set the perfect base for a dramatic blue black final tone.

STEP 1

Begin applying Formula 1 to the hair, avoiding the immediate root area (about an inch away from the scalp).

STEP 2

Take fine sections throughout the hair and be sure to thoroughly saturate these sections.

STEP 3

After completing your last section, watch the hair and monitor it’s lightening process.

STEP 4

When the hair has lightened to a red stage or a level 5 (medium brown), apply to the remaining root area.

STEP 5

Once the roots have also lightened to the red stage (medium brown), rinse the hair completely, then shampoo and condition.

STEP 6

Apply Formula 2 to towel dried hair and allow to process for 25 minutes.

STEP 7

Rinse until the water runs completely clear, then shampoo and condition.

These arctic blue blacks work well on all hair types, but will be even more brilliant when applied to lighter browns, previously lightened hair and/or hair that has a good population of grays.