
GRAY MAN-AGEMENT TECHNIQUE



FORMULA 1

- 2 oz AGEbeautiful Demi Permanent Haircolor, one or two shades lighter than your natural “pepper”
- 2 oz AGEbeautiful Demi Permanent Dedicated Developer

Men over 35 are one of the fastest-growing Haircolor users—so we asked AGEbeautiful Artistic Director Mike Petrizzi for a gray coverage technique that gets leading man results.

In just 25 minutes, this easy technique will help shave 5-10 years off his look.

STEP 1

Begin application along the roots of his hair only, where it’s most gray, typically in the back of the head. Leave out the ends of the hair and the temple areas until the last 10 minutes of the 25-minute application time.

STEP 2

Rinse, shampoo and condition.