

"I fell in love with Grace the moment I saw her, and everything kind of sparked from there," says Lucie Doughty, Paul Mitchell Editorial Director, of her model in her latest collection, *Amazing Grace*. "I knew if we could transform her rich, dark chocolate Asian locks to a cool blonde, we had something special."  
[paulmitchell.com](http://paulmitchell.com)

➔ Visit [beautylaunchpad.com/amazing-grace](http://beautylaunchpad.com/amazing-grace) for the formula and how-to!



# color my world

THE BEST AND BRIGHTEST HUES—AND EVERYTHING ELSE YOU NEED—MAKE THE PIGMENTS OF YOUR IMAGINATION A REALITY.

BY AMY DODDS

## blonde moments

From the runway (Chanel! Tom Ford!) to the red carpet (Kim Kardashian! Rita Ora!), blondes are having their moment in the sun.



↑ “We continue to see Hollywood trends defy the common misconception that highlights are just for blondes. In reality, highlights are flattering on all clients whether they are a platinum blonde or a dark brunette,” says Tracey Cunningham, **Redken** Celebrity Colorist. “The new Blonde Idol Professional Haircolor Collection is one of the most consistent and easy-to-apply color formulas I have ever worked with. It allows for so much versatility and customization on all looks, from balayage to babylights to ombré to allover color!” [redken.com](http://redken.com)

→ “The best blondes showcase more than one dimension via highlights and lowlights,” says Trent Day, an **All-Nutrient** educator at Salon Roxy in Valrico, Florida. In *Be Luxe*, color blocking, end tipping, a new base between foils and the natural hair all come into play. “It takes a natural level 8 with boring blonde into a shimmering, high-end look!” he exclaims. [all-nutrient.com](http://all-nutrient.com)

→ **OYA** Designer Joseph Bogart refers to this coloring method as the Color Shading Technique. Three different formulas are used and precisely placed to enhance the playfulness of opposing tones and contrasts—a huge hit this season. [oyabeauty.com](http://oyabeauty.com)



◀ Scan here for a step-by-step video on how to replicate the look!



Get the step-by-step by visiting [beautylaunchpad.com/be-luxe!](http://beautylaunchpad.com/be-luxe!)



↑ “Aloxxi’s new **DIMENSIONS** colors are the perfect tool to get strong pops of reds, coppers and blondes all in one step,” explains Erin Nelson, **Aloxxi** Artistic Advisor. “**DIMENSIONS** even lifts through previously colored hair. With strong, vibrant color and fun, funky braids, you’re sure to be on trend for spring and summer.” [aloxxi.com](http://aloxxi.com)



## expensive tastes

*Diamond, rose gold, amethyst—when it comes to haircolor this season, it's all about the gems!*



↑ Diamonds are a girl's best haircolor friend, thanks to **Kenra Professional**. In the Diamond Color Technique, pivotal- and skip-slices create depth and dimension within a heart-shaped section at the crown. For the full technique, visit [beautylaunchpad.com/diamond-technique](http://beautylaunchpad.com/diamond-technique). [kenracolor.com](http://kenracolor.com)



← Summer is all about soft, smoky sapphires, citrine, topaz and amethyst jewel tones that give a vintage feel, says **Keune** Studio Team Colorist George Alderete. "These colors are deeper in tone at the base with stronger, lighter pieces layering throughout the hair," he explains, as seen in this image from Keune's 2015 Trend Collection, *Tactile Rituals*. "When creating jewel tones you want a pure-tone result, so be gentle when adding your natural shade. When creating vintage/smoky versions, add more clear and silver." [keune.com](http://keune.com)



↑ Rachel Lynn Carr of Austin, Texas' Jose Luis Salon created this stunning rose-gold look using **Wella Professionals** Illumina and Color.id. "What I love about these tones is the complexity," says Carr. "Everyone is muting out bright colors and cooling down warm colors. The play between warm and cool is entrancing to me, and the violet rosé base in Illumina color helps create this effect like no other." [wellausa.com](http://wellausa.com)



← Talk about the cream of the crop! New from **GKhair** comes Juvexin Cream Colors, which offer complete gray coverage in 81 rich, vibrant shades and are fortified with Juvexin, a patented blend of strengthening keratin. [gkhair.com](http://gkhair.com)



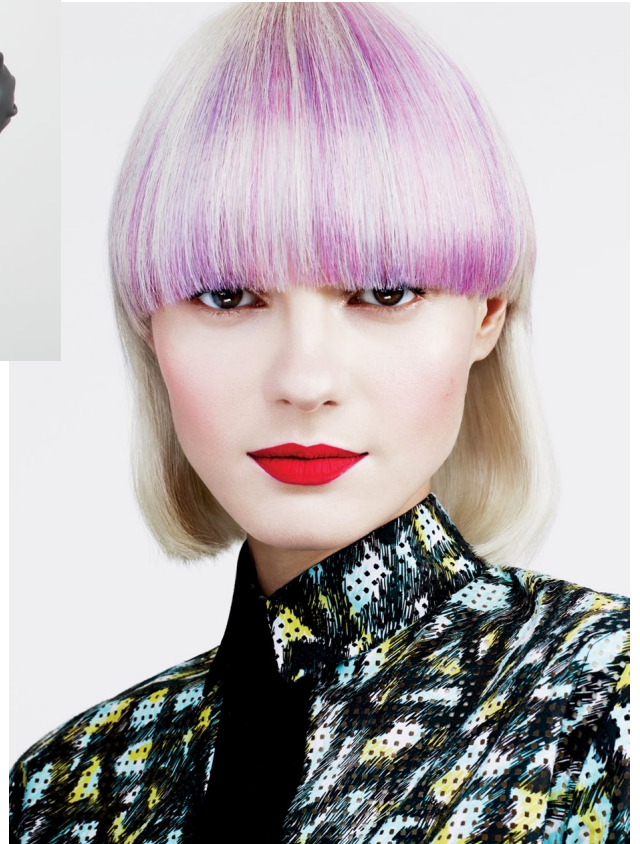
## pastels & purples

*This season's softer pigments and purple hues really pack a punch.*



↑ “Heavy on texture and embracing the French feeling of ‘je ne sais quoi,’ this season’s hair promises to be soft yet bold, feminine yet strong,” avers Adam Federico, **arteasecolors** Guest Artist. [arteasecolors.com](http://arteasecolors.com)

➔ Give your clients a boost—a **Matrix SOBOOST**, that is! Available in Blue, Red, Copper and Yellow shades, the color additives can be mixed with most **SOCOLOR** and **Color Sync** formulas to intensify or neutralize haircolor, mixed with **Clear** formulas to create soft pastel tones, or applied full strength to pre-lightened hair for bold, vivid effects. [mymatrixfamily.com](http://mymatrixfamily.com)



➔ The first step in creating pastel hues? Lightening. That’s where **Wella Professionals Blondor Freights** comes into play. This new lightening system helps you create personalized balayage looks—or Hairpainting, as the folks at Wella call it—and is the perfect base for adding a hint of whimsy with **iSTAMIT!C** by Color Touch, six new temporary pastel shades with a matte gloss finish. [wellausa.com](http://wellausa.com)

↑ It’s no wonder that purple was the color of royalty—the hue exudes power, beauty and extravagance. **TIGI** Global Creative Director Christel Lundqvist worked to create four new intense violet shades in the **TIGI Copyright Colour** palette, each of which is available in permanent and demipermanent. [tigicopyrightcolour.com](http://tigicopyrightcolour.com)





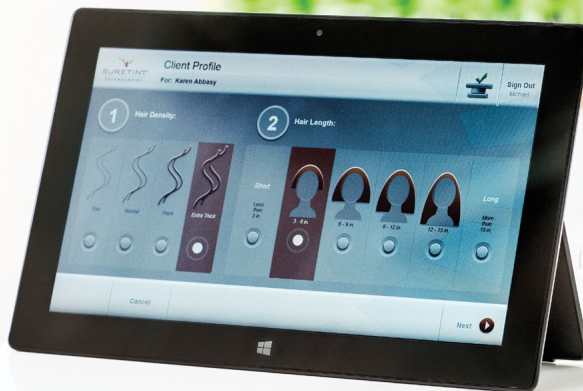
## amazing assistants

The perfect color service demands the perfect support system—here are a few of our favorites.

→ It's time to get organized with the **Colortrak** Color Station. With dedicated spaces for your bowls, timer and color brushes, the space-saver also features a chrome-finished towel bar and five wheels that rotate 360 degrees. What's more, the set comes with two bowls, brushes, a standard timer and tool cup to store combs and other necessities. [colortrak.com](http://colortrak.com)



→ Say good-bye to wayward dye and hello to **Product Club** Color Stain Remover, which features 100 extra-large pads that contain conditioning aloe, calendula and glycerin. [productclub.com](http://productclub.com)



↑ For anyone who's irked at having too much (or too little) color in the mixing bowl, **SureTint** comes to the rescue. The system includes tablet computers with LCD touch screen monitors, USB SmartScale and SureTint's proprietary Color Management Software to guide you through the color preparation process. [suretint.com](http://suretint.com)



↑ Prior to every color service, be sure to prep your client's hair with **Malibu C** Color Prepare. The vegan treatment removes minerals to help ensure better coverage and extend color longevity. [malibuc.com](http://malibuc.com)



→ Add a touch of sparkle to your wardrobe with the **Fromm** Stylist Apron, whose Teflon-treated fabric makes it resistant to errant stains. [frommbeauty.com](http://frommbeauty.com)

## new debuts!

We've rounded up some of the latest haircoloring products to hit the market.



→ Utilizing 99-percent pure pigments and enriched with karité butter and jojoba oil for deep conditioning, **Mycolor** offers 112 low-ammonia shades, including super-lighteners, intensifiers and special effects colors. [retrohair.com/mycolor](http://retrohair.com/mycolor)

← Protect skin prior to coloring with **Lakmé Master Care Scalp Protector**, which is imbued with vitamin F to comfort irritated skin, while gamma-linoleic acid and natural antioxidants protect against free radicals and keep skin soft. [lakmeusa.com](http://lakmeusa.com)



↓ Mix three drops of **ColorpHlex** to any haircolor brand to protect while lifting and depositing color for shinier, stronger tresses. Bonus! Take-home kits provide lasting benefits until her next color service. [colorphlex.com](http://colorphlex.com)



→ **Schwarzkopf Professional** recently relaunched its iconic **BLONDME** color and care collection, now imbued with KeraLamination Technology: Silk and keratin offer care and protection for optimal color performance while smoothing for outstanding blonde vibrancy. [schwarzkopf-professionalusa.com](http://schwarzkopf-professionalusa.com)

"It's a 'blonde' new world! Asian, Persian and Latin American women are starting to tiptoe in the blonde fountain."  
—Schwarzkopf Professional Blonding Ambassador Kim Vö



## in between days

Clients can't commit to monthly touch-ups? We found a bunch of products to cure what ails them—temporarily, at least.



↑ **Orbè Airbrush Root Touch-Up Spray** uses microfine pigments that blend seamlessly to instantly cover grays and roots between salon visits. What's more, the quick-drying powder sprays can be used to revive highlights as well as absorb oil and refresh tresses. Available in Blonde, Red, Light Brown, Dark Brown and Black. [oribe.com](http://oribe.com)

↓ For ladies who are blessed with only a few silver strands, there's **Rashell Masc-A-Gray**, which uses a mascara-like wand to conceal stray grays. [rashellcosmetics.com](http://rashellcosmetics.com)



→ **Spray JKS International Touch Up Color Spray** to conceal regrowth or create fashionable hues, available in myriad shades—including several on-trend hues like blue, magenta and green. [jksusa.com](http://jksusa.com)



← Choose from four flavors of **Keratherapy Perfect Match Gray Root Concealers** to not only camouflage regrowth and errant grays, but also to nourish hair with keratin. [keratherapy.com](http://keratherapy.com)



→ Available in four hues that instantly match her color, **Style Edit Root Concealer** features a unique, pinpoint applicator to truly target areas where a temporary color boost are needed. [styleedit.com](http://styleedit.com)