

Platinum Plus Companion Sheets

Color inspiration ignites our creative passion and challenges us to grow our color skills, enabling us to offer customized looks to our clients that fit their lifestyle and desired image. Moroccanoil has reached out our Global Color Ambassadors to share their inspiration for our new Color Calypso Ash Gold shades, plus tips on how they build client loyalty.

Platinum Plus is a transformational blonde by @greg_Gilmore. Known for his transformations, Greg shares how to formulate and apply Color Calypso Ash Gold shades to create a dramatic look.

Before & After



The Products

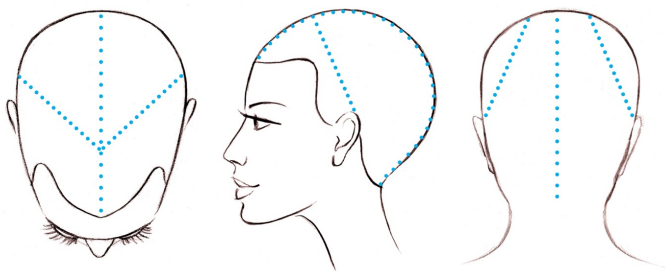
Blonde Voyage Powder Lightener
BondCare + ArganID™ System

Color Calypso Demi-Permanent Gloss¹ or
Color Calypso Demi-Permanent Cream Color²
ProArginine + ArganID™ System



Application Techniques

- Full-head application on mid-length and ends.
- Full-head application on roots.
- Creative toning.



Hair Sectioning

Divide the hair into small, manageable sections.

- The hair is worked throughout the back and crown.
- The sides and front are applied last.

¹Available in North America

²Available in international markets

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FULL-HEAD LIGHTENING

Individual Sectioning

Thin sections are used throughout. A balayage board is used for better control on the mid-lengths and ends.



Mixing

Blonde Voyage Powder Lightener
Oxidative Cream Developer
Mixing ratio 1:1.5 up to 1:2

Greg's Tip: Even on light hair, it is not easy to tell how fast it will lift. Before I started, I tested two strands of the model's hair, one with and one without foil. The foil accelerated the lifting too much, so I opted to work without foil to allow enough time for the full-head application.

Lightener Application

Lightening services require more product than normal coloring services, so be generous.

Lightener is applied close to the root, approximately $\frac{5}{8}$ inch (1.5cm) away from the scalp.



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FULL-HEAD LIGHTENING

Lightener Application

Working from the nape toward the crown, alternate between the left and right sides to ensure a balanced lift across the back of the head.

Between sections, place a weft of cotton to separate the untreated root area from the treated sections.

Apply lightener last to the finer hair around the front hairline.

Development Time

Check regularly until the desired lift has been achieved.



Greg's Tip: I like to work low and slow. That means I mix Blonde Voyage Powder Lightener with low developer strengths. This not only gives me enough time to apply all the product, but it also helps the lift result, leaving a clean blonde result even on the darkest hair.

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FULL-HEAD LIGHTENING

Lightener Application

Working from the crown down through the back of the head, apply lightener to the roots, removing the cotton wefts as you section through the hair.



Returning to the crown, work towards the front of the head, applying last to the front hairline.



Development Time

Check regularly until the desired lift has been achieved. Do not exceed 50 minutes.



Removing Lightener

Rinse gently and thoroughly with warm water to remove the lightener from the hair.



Lightly shampoo and condition with MoroccanOil Moisture Repair Shampoo and Conditioner.



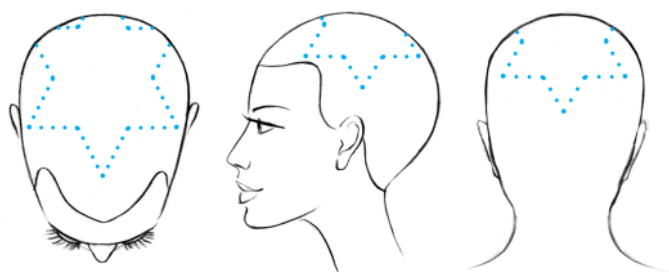
Greg's Tip: Gently does it. Most clients will experience some sensitivity after an on-the-scalp lightening service. Keep the water lukewarm, use a gentle touch, and let the water do the work, avoiding any scrubbing action on the scalp.

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CREATIVE TONING

Haircut

The haircut is an important part of the transformation. To allow the toner to be correctly placed to complement the finished look, the hair was cut before Color Calypso was applied.



Hair Sectioning

- Divide the hair into small, manageable sections.
- The main haircolor is applied outside the star shape using a soft Ash Gold tone.
- The upper multi-pointed star is applied using a soft ash tone.

1) Mixing – Main Color

Color Calypso Gloss¹

10N/10.0 + 10BG/10.13 + CLEAR

Color Calypso Demi-Permanent Gloss
Activator

Mixing ratio 1:1

Color Calypso Cream²

10N/10.0 + 10AG/10.13 + CLEAR

Oxidative Cream Developer 5 vol. (1.5%) or
15 vol. (4.5%)

Mixing ratio 1:2

2) Mixing – Star Shape

Color Calypso Gloss¹

10BV/10.12 + CLEAR

Color Calypso Demi-Permanent Gloss
Activator

Mixing ratio 1:1

Color Calypso Cream²

10BV/10.12 + CLEAR

Oxidative Cream Developer 5 vol. (1.5%) or
15 vol. (4.5%)

Mixing ratio 1:2

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CREATIVE TONING

Toner Application

Apply the first Color Calypso Ash Gold mixture to the roots only. Starting at the nape, work in vertical sections around the back of the head towards the front. The vertical sections will make it easier to navigate the points of the star.

When the roots have been applied, follow the same sectioning pattern, and continue applying the Ash Gold mixture to the mid-lengths and ends.

Once the lower sections have been applied, place some foils at angles into the points of the star to keep the two colors separate.

Without a development time, immediately begin working across the star and apply the second mixture to the roots. Allowing the roots a little more time to develop than the mid-lengths and ends will help to create a uniform color from roots to ends.

Finally, following a similar sectioning pattern to the roots, apply the second mixture to the mid-lengths and ends across the star.



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CREATIVE TONING

Development Time

Visually check until you have reached the desired tone and saturation. Develop for up to 15 minutes.



Removing Color Calypso

Add water and emulsify, removing any stains from around the face. Rinse thoroughly with warm water to remove the haircolor products from the hair.



If needed, lightly shampoo and condition with Moroccanoil Moisture Repair Shampoo and Conditioner.

Greg's Tip: Highly lightened hair will need additional care on the day of the service and also at home. In addition to using Moisture Repair Shampoo and Conditioner, I like to finish off at the basin with All-in-One Leave-in Conditioner. The hair will lovingly soak it all up.

Finishing Touches

Style and care for colored hair with Moroccanoil.

- Moisture Repair Shampoo & Conditioner
- Moroccanoil Treatment
- All-in-One Leave-in Conditioner
- Perfect Defense
- Mending Infusion
- Luminous Hairspray Medium
- Dry Texture Spray



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Managing Client Expectations

On social media, I post a lot of transformational haircolor, texture, and cuts, but they all have one thing in common: they are my clients, and I talked to them about their transformation and the upkeep of the new look. These looks are high-maintenance, and if they are not well cared for, they will start to look—I only have one word for it: bad!—within a short period of time. Managing our clients' expectations is an important part of that initial transformation consultation.

Before I start to discuss the changes in the hair, I must pull in my excitement, because I love doing big transformations. I need to talk about commitment, yes, commitment to their hair. Full-head lightener as applied to my model today is a big responsibility. You need to engage with your clients, naturally using your own personality. My way is to enter into an agreement with my clients: that I will be responsible for taking great care of their hair while they are in my chair, and they need to meet me halfway by committing to take responsibly for their hair between services.

In these conversations, I have learned that it is just as important to list all the things they must NOT do with their hair, as well as the things they must do, to keep their hair looking and feeling great. There are the obvious don'ts, such as low heat on the hair dryer and avoiding heated irons and tongs. Less obvious is wearing a hat to prevent UV rays from yellowing the hair, or even using a silk or satin pillowcase to reduce breakage (don't knock it 'til you try it). And don't shy away from limitations either, such as the client not being able to grow their hair long.

There is no big secret to managing client expectations. Tell them the truth about their hair and whether there will be damage. In addition, tell them about all the products, tips, and tricks that can mitigate any damage. After all, with great hair comes great responsibility.

Greg