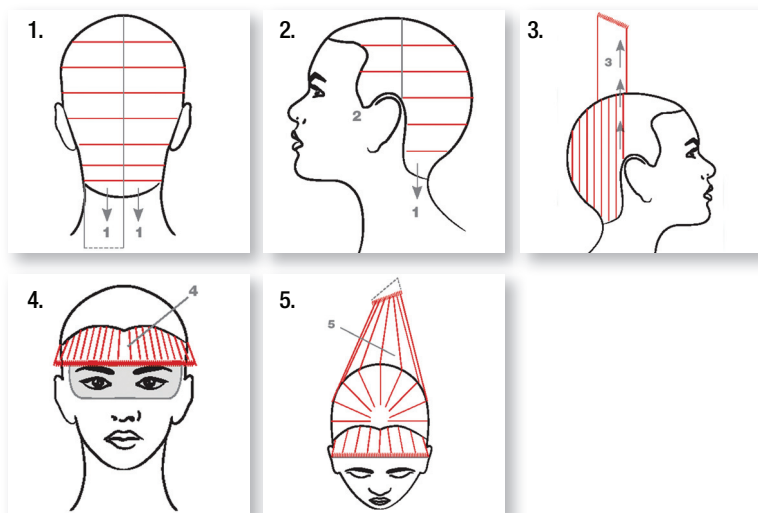




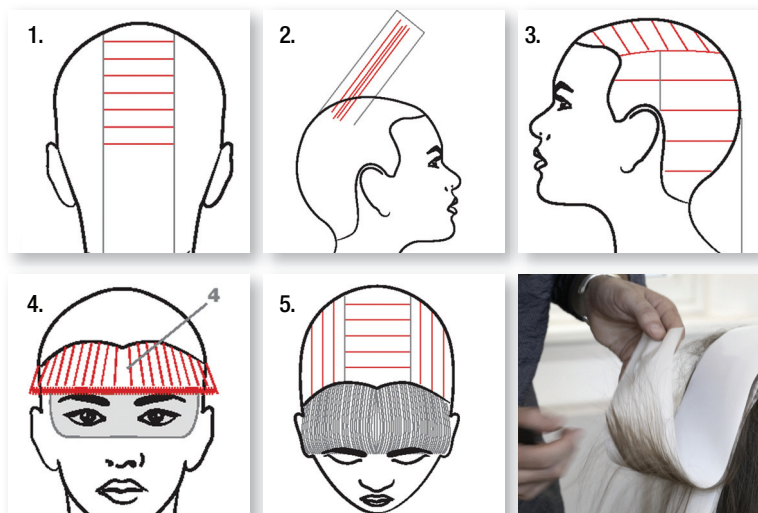
This revolutionary color service—created by Davines Artistic Director Angelo Seminara—is a new spin on balayage performed using special meche strips that offer the colorist unprecedented creative freedom. It spontaneously enhances reflects by creating unique blends of bright and natural tones.

flamboyage



cut

1. Blow-dry the hair straight using a Denman brush. Create a horizontal section and point cut the lengths. Hold the hair in a comb for a softer line.
2. Direct the front section to the back and connect.
3. Create a vertical section, parting from the crown to the nape. Project this section straight up and point cut to create square layers. Cut into the hair with shears to create an internal, jagged, square layer. Continue working in vertical sections using the same method.
4. In the fringe area, create small square partings. Lift the hair out with a comb and point cut the lengths roughly. Take vertical sections, elevate each parting and use a slicing technique to remove weight. Check the fringe, then finish by point cutting through the entire section to blend the fringe with the rest of the cut.
5. Finish by creating radial sections, lifting and overdirecting. Remove the corners with point cutting to reduce weight.



These are the meche strips used.

color

1. Create horizontal sections and place a small meche strip close to the ends of the hair to secure the section. Place a long meche strip on the surface of the section, press lightly and then gently lift the strip to separate the hair. Turn the strips over and apply Formula A from mid-lengths to ends, diffusing the product gently towards the re-growth area to avoid creating harsh lines.
2. Proceed to the next section, below the first, and repeat. Process for 5-20 minutes, checking visually until color lifts to Level 9. Remove the meche strips by rinsing them with warm water.
3. Shampoo and towel dry the hair, apply Formula B and process for 20 minutes.
4. Isolate the fringe area then place a protective visor underneath the fringe to protect the forehead. Comb the fringe down and over the protective visor.
5. Lighten the ends of the fringe to Level 9 by applying Formula C section by section. Complete the application by fading the color upward with the brush towards the re-growth area. Process for 5-20 minutes, checking visually.

To learn more and to watch the video on this technique, go to davines.com/flamboyage

DAVINES color formulas

Formula a: 40g L'Art Decolor Bleaching Paste
+ 60g Activation Source 30 vol

Formula b: 120g L'Art Decolor Yellow Toner
+ 1g L'Art Decolor Red Toner + 30g Finest Pigment
Golden

Formula c: 20g L'Art Decolor Bleaching Paste
+ 30g Activation Source 40 vol



get the product!

Davines Mask Permanent Haircolor

Formulated with Hydrolyzed Milk Proteins and conditioning ingredients, Mask creates brilliant, long-lasting color while preserving the integrity of the hair.



who did it

hair: Angelo Seminara, Davines Artistic Director

color: Edoardo Paludo, Davines International Creative Color Ambassador

photography: Andrew O'Toole

products: Davines Styling and Color

website: davines.com/flamboyage

learn this
technique on video!

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