

WE YOU

YELLOW IS EXCITED TO PRESENT

“THE EMMA TECHNIQUE BY AMY LOPEZ”

WHAT IS IT?

A NEW CLEVER AND DYNAMIC FORMAT THAT CONVEYS YELLOW'S SPIRIT, AND ALLOWS YOU TO DISCOVER NEW COLOR TECHNIQUES CREATED BY OUR *ambassadors*, REAL HAIRDRESSERS, JUST LIKE YOU, FROM ALL OVER THE WORLD.

This technique creates **natural depth** enhanced by a **face frame highlight**.

This time Amy has chosen to play with the **YELLOW COLOR family of cold browns** which features a color palette with a vintage and sophisticated soul.

THE EMMA TECHNIQUE

STARTING BASE: 7 NATURAL

PRODUCTS: YELLOW PERMANENT COLOR: 5 - 410 - 7.32 - 8.21



YELLOW PEROXIDE: 5 VOL - 10 VOL - 20 VOL YELLOW TONE-ON-TONE CREATOR - YELLOW BLEACH 7 LEVELS

FORMULA 1: 60g 5 + 5g 410. Mixing ratio with Yellow Peroxide 10 vol. 1:1.5.




FORMULA 2: Yellow Bleach 7 levels + Yellow Peroxide 20 vol. Mixing ratio 1:2.

FORMULA 3: Yellow Permanent Color 50g 7.32 + 10g 8.21 + Yellow Peroxide 5 vol. + Tone-on-Tone Creator 12 g = 12 pumps. Mixing ratio 1:2.

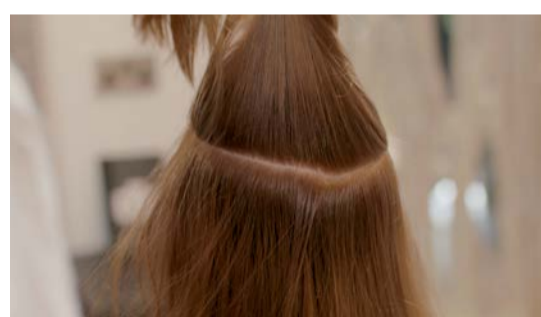
OBJECTIVE

OBJECTIVE		
Tone-on-tone coloring, toning and coverage with Tone-On-Tone Creator	5 Vol. - 1.5%	10 - 20'
Grey coverage and tone-on-tone colour	10 Vol. - 3%	25 - 35'
Grey coverage and 1 level of lift	20 Vol. - 6%	35 - 40'
Grey coverage and 2 levels of lift	30 Vol. - 9%	40 - 45'
Grey coverage and 3 levels of lift	40 Vol. - 12%	45 - 50'
4 levels of lift with Energy Series	40 Vol. - 12%	50 - 55'
4-5 levels of lift with Energy Series + OSS	40 Vol. - 12%	50 - 55'

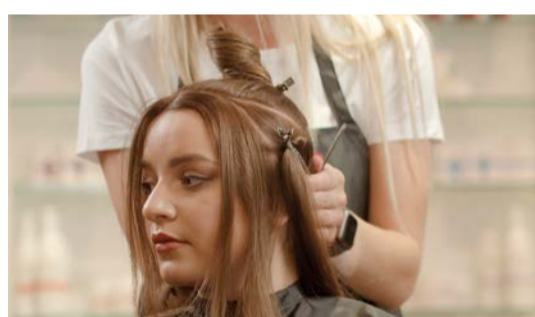
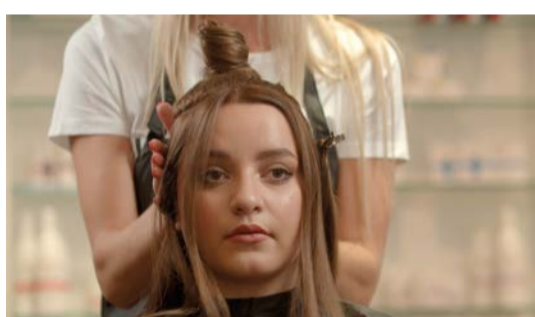
MIXING RATIO

YELLOW COLOR	YELLOW COLOR ENERGY SERIES	YELLOW TONE-ON-TONE CREATOR
1:1.5 	1:2 	1:2 
		30 ml H ₂ O ₂ + 3 ml
		60 ml H ₂ O ₂ + 15 ml
		10:1*

* Mixing ratio 10:5 for toning partial lightening techniques to avoid lifting the natural base. Example: 30 ml Permanent Color + 60 ml Peroxide + 15 ml Tone-on-Tone Creator

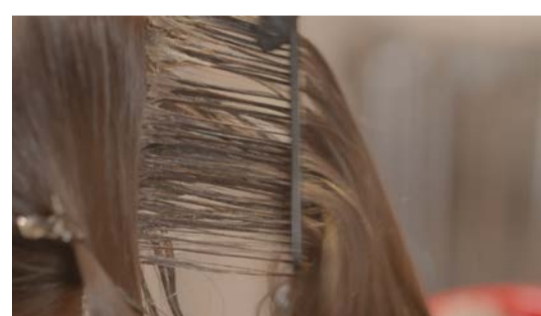


1) Start by creating a circular section on the top of the head which extends to below the crown. The section should be about 2 cm away from the hairline.

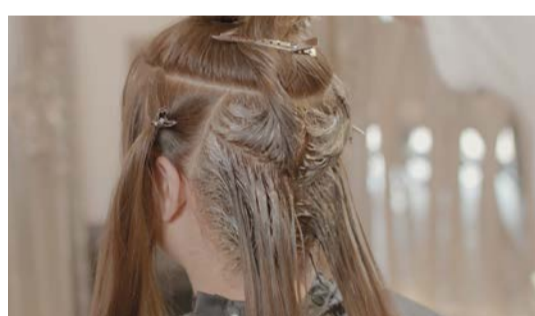


2) Create a triangle on each side of the head. Each triangle sits on the circular section and extends to behind the ear on both the right and left sides.

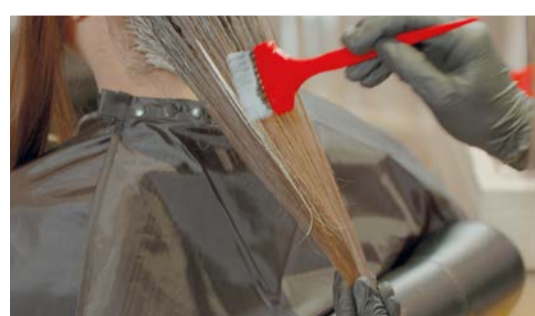
3) At the back of the head take a vertical central parting, to divide the back section into two large sections.



Apply **FORMULA 1** to the roots and with a wide-tooth comb, slightly comb the color through the lengths. Proceed in the same way in both sections.



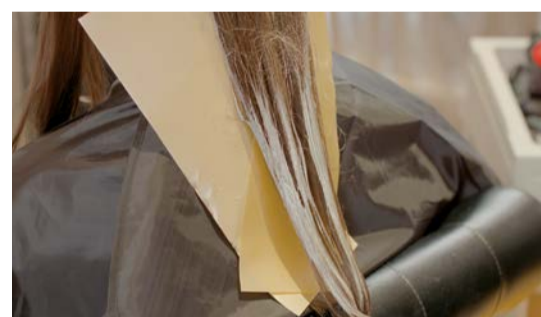
4) In the right section, take a forward diagonal line. Do the same in the left section. In this way you will obtain a V-shaped sub-section and two subsections in the area below.



5) Join the two lower subsections and apply **FORMULA 2** using a free hand technique, first first applying the product from the roots towards the ends, and then back in the opposite direction.



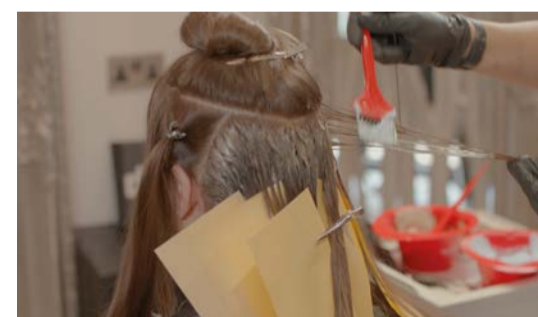
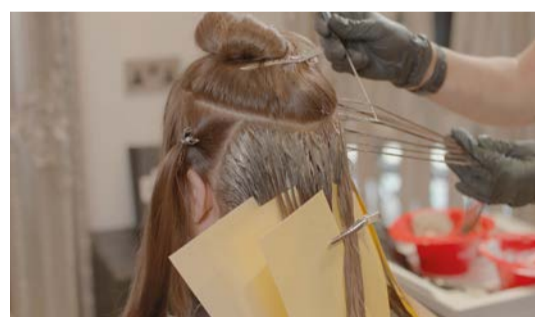
TIPS: Apply the bleach mixture to the surface of the hair, without penetrating the section or over-saturating the hair because the goal is to achieve a soft lightened result.



6) Repeat this method of application in each section at the back.



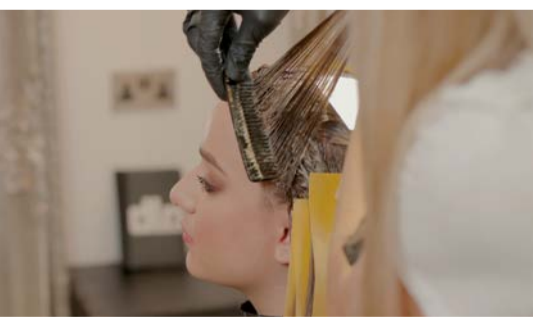
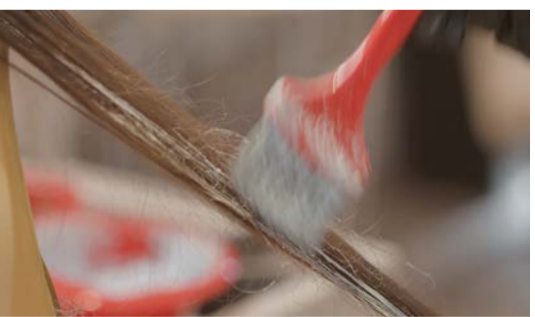
7) Move to the sides. Divide the right side triangle into two equal parts and baby light the section using very fine weaves.



8) Gently backcomb the baby lights and apply **FORMULA 2**. Proceed in the same way on the left side.



9) Now move to the circular section. After applying **FORMULA 1** to the roots, create deep V-shaped subsections. Apply **FORMULA 2** with the same technique as was used in the back sections.



10) To conclude the front section, apply **FORMULA 1** to the roots, combing through as you did in the previous steps. This time do not apply **FORMULA 2** to the lengths.

TIPS: the finer the subsections, the more intense the lightening result.

11) Process according to the recommended processing time, then rinse and tone.



12) Shampoo the hair with Yellow Color Care Shampoo and apply Yellow Color Care mask, then blow dry.



USED PRODUCTS

YELLOW COLOR



TONE-ON-TONE CREATOR
FROM PERMANENT TO
DEMI-PERMANENT COLOR

A smart additive that, when added to Yellow Permanent Color transforms it into a true **tone-on-tone**.



PERMANENT COLOR
PERMANENT COLORING CREAM
PEROXIDE 5/10/20/30/40 VOL.
STABILIZED CREAM PEROXIDE

YELLOW BLEACH



BLEACH 7 LEVELS
BLEACHING POWDER

BLEACH 9 LEVELS
BLEACHING POWDER



THE EMMA TECHNIQUE

STEP BY STEP

WE  YOU

YELLOW

WE  ITALIAN STYLE

YELLOWALFAPARFGROUP.COM



ALFAPARF
GROUP



DISCOVER MORE IN OUR
EDUCATION SECTION!