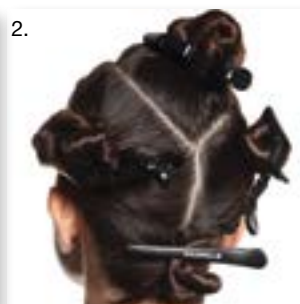


Silky, smooth, controlled texture. Rich, luscious color. Today's client wants it all—they want it fast and they want it safe. Well, thanks to the new **Goldwell Kerasilk Keratin** smoothing service, it's check, check and check. In this makeover by **Dimitrios Tsioumas** and **John Simpson**, Goldwell Artists and NAHA champions, a client's texture and color are transformed in one salon visit.

tamed texture and pearly brunette



smooth

Before—Model has a frizzy, wavy texture with a medium curl pattern. Her primary concern is to control frizz, but maintain her curls.

1. Conduct the consultation to determine the desired shaping and smoothing effect. In this case, equal parts of **Goldwell Kerasilk Keratin Shape Medium** and **Goldwell Kerasilk Smooth Intense** are combined to elongate, yet maintain curl and control frizz. Mix the formula, shampoo with **Goldwell Kerasilk Purifying Shampoo** and blow-dry to 80 percent dry.
2. Divide the head into quadrants and apply the mixture to ¼-inch sections. Process for 15 minutes, then blow-dry with a paddle or round brush, depending on the desired result.
3. Resection the hair as before. Begin at the nape and flat iron the ¼-inch sections. Consult the manufacturer's instructions for the correct temperature setting.
4. Shampoo with **Goldwell Kerasilk Rich** or **Goldwell Ultra Rich Keratin Care** and seal with **Goldwell Kerasilk Sealing Serum**.

color

1. Create a diamond section that extends from the center point of the front hairline to mid-parietal, to the round of the crown.
2. Divide the head in the center back and horizontally at the nape. Clip away each section.
3. Create a front hairline diagonal section. Apply Formula A to midlengths and ends and Formula B to the top portion of the section, tapping Formula A into the meche.
4. The next section is a macro-weave. Apply the formulas in the same manner. Continue this technique on both sides.
5. Apply Formula A from scalp to ends, occipital to nape and in the top diamond section. Process for 30 minutes, rinse, shampoo, condition and style the hair.

Model is a Natural Level 5

Goldwell COLOR FORMULAS

formula a: Goldwell Topchic 40ml 20-volume developer (6%) + 30ml 6BP + 10ml 6GB

formula b: Goldwell Nectaya 30ml 30-volume developer (9%) + 30ml 9BN



get the product!

Goldwell Kerasilk Keratin smoothing service

Offer your clients customized, smooth-as-silk hair that lasts for up to five months. And thanks to the fact that it's formulated with safe, non-toxic ingredients, it's possible to incorporate a same-day color service into any smoothing treatment.

who did it

hair smoothing and styling: Dimitrios Tsioumas, Goldwell Global Master and Director, North American Artistic Team

haircolor: John Simpson, Goldwell Global Master and Lead Artistic Director, North American Artistic Team

photography: Greg Swales

makeup: Adam Fleischhauer

wardrobe stylist: Rod Novoa

website: goldwell-northamerica.com



Don't miss your chance to see
Dimitrios & John live on BTC's COLOR,
Cut & Style Stage, New Orleans,
September 14-16, 2014!

Get your tickets now!

 **behindthechair.com/theshow**

behindthechair.com