

Undercuts and pixies are two of today's hottest trends, and this cut brings both elements to a chic, new level. Add the unique combination of copper and magenta tones, along with a boldly textured and buoyant finished look, and pow! It's dramalicious, courtesy of **Wella Top Stylists Dmitry Vinokurov** and **Aleksey Ladnov**, using select shades from the new **Illumina Color New Naturals Collection**.

# copper plum disconnection



## color

Before. Model has Level 8 virgin hair.

1. Section the hair as shown.
2. Apply Formula A to root area.
3. Apply Formula B to the back section.
4. Alternate Formulas C, D, E and F through the side section as shown.
5. Repeat Step 4 in the remaining sections.
6. Process, rinse and gloss the hair with Formula H.



## cut

1. Section damp hair as shown.
2. Crop the back section, cutting from short to long as shown, creating the outline.
3. Section off a crown section as shown. Create two subsections at the crown and cut using a twist-and-slice-cut technique.
4. Using the previous point as a guide, create pivoting,  $\frac{3}{4}$ -inch sections, extending to the front hairline. Twist-and-slice-cut each one.
5. Comb the hair. Define a point in the crown area and cut from short to long. Continue in this manner, pivoting off of the original section.
6. Create the outline as shown.

## styling

1. Apply **Wella Professionals Velvet Amplifier** and **Wella Professionals Natural Volume Styling Mousse** to damp hair. Distribute evenly from roots to ends and dry the hair.
2. Using a conical styler, curl sections that pivot off of the crown.
3. Finalize the shape and mist with **Wella Professional Stay Essential**.



## Wella COLOR FORMULAS

**formula a:** Illumina Color equal parts 8/05 + 7/35 + Koleston Perfect 10-volume developer

**formula b:** Illumina Color 8/05 + Koleston Perfect 20-volume developer

**formula c:** Koleston Perfect equal parts 12/3 + 12/0 + Koleston Perfect 40-volume developer

**formula d:** Illumina Color 8/43 + Koleston Perfect 40-volume developer

**formula e:** Illumina Color 8/05 + Koleston Perfect 20-volume developer

**formula f:** Illumina Color 10/ + Koleston Perfect 40-volume developer

**formula g:** Illumina Color 10/05 + Koleston Perfect 40-volume developer

**formula h:** Illumina Color 10/05 + Color Touch 1.9% Emulsion Developer



### get the color!

#### Wella Illumina Color

Since its launch, Illumina has been building unprecedented buzz among stylists, whose clients love the results and ask for it again and again. This year, Wella expanded the Illumina palette with the **New Naturals Collection**, which includes golden tones and rich, blushing blondes.



#### who did it

**hair and hairstyling:** Dmitry Vinokurov

**photography:** Tatiana Rudenko

**makeup:** Oksana Beyzags

**website:** wellausa.com



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