

Energizing Summit Class Outline

THE ART OF DOUBLE PROCESS HAIRCOLOR

Bonnie Ray ABCH



1. Overview of double process haircolor.

- a) History of double process haircolor.
- b) It started with blonding.
- c) The dangers of over bleaching
- d) Types of bleaches to use.
- e) How tones have changed

2. Old versus new:

- a) What's wrong with old methods.
- b) Even if you don't do it, know it.
- c) The "hot root" dynamic.
- d) Ammonia toners obsolete?
- e) Deposit only toners better?

3. A better way:

- a) We call it this because..
- b) Approach with neatness.
- c) Application is important.

4. Reverse highlight:

- a) Who is your audience.
- b) How to formulate.
- c) Ways to isolate.
- d) Make it easy on yourself.

Bonnie Ray is a salon owner in Maine. She finds it especially challenging to stay inspired while working in remote areas of the country. She understands what you have to do to stay motivated. To be successful in promoting and performing creative haircoloring you need new ideas. A natural leader and dedicated haircolor educator, she loves to share information with her peers. To be in her class is to recognize her dedication to the haircoloring profession. If you are looking to ignite your passion for haircoloring, increase your revenue, and become personally and technically grounded, this class is for you.

AMERICAN BOARD OF CERTIFIED HAIRCOLORISTS