

Energizing Summit Class Outline

MASTERING RED HAIRCOLORING

Aura Mae ABCH



1. Why we all have trouble with red hair:

- a) Red hair and the natural haircolor categories.
- b) Why does red hair fade?
- c) Red hair and the stages of lightness.
- d) Who can wear what?

2. Red colors on gray hair:

- a) What you see is what you get.
- b) The color chart fallacy.
- c) Red colors to avoid on gray hair.
- d) The big molecule little molecule bunk.

3. Porosity and red hair:

- a) How porosity occurs.
- b) Compensating for porosity.
- c) Fillers, do they work?
- d) Deposit only haircolor and permanent haircolor.

4. Making unnatural looking reds, look natural:

- a) Classy reds vs. brash reds.
- b) What to do if your client does not like it.
- c) Correcting a bad red haircolor.
- d) Fast, easy fixes.

5. Long red hair:

- a) What color red for long hair?
- b) What color red for long hair with gray?
- c) What to do as they get older?

Aura is a veteran of 15 years of haircolor experience and the author of the book, "Get Some Hairapy".

She owns a salon in Tacoma, Washington and travels extensively for the Goldwell company — educating and setting up workshops. She is currently serving as one of the distinguished Board of Directors for the American Board of Certified Haircolorists.

Aura has a keen sense of what it takes to operate a successful haircolor salon. With her extensive travels, she is able to define exactly how to build the type of clientele you need to make you happy. Life is about loving what you do, and your clients determine your happiness.