

MODERN

SALON

February
2017

sweeping
beauty

Soft braids, waves
and side-swept updos

blades
of glory

Comfort, precision
and control

buzz
word

Clippers: not
just for guys

LoveAffair

Fall for this season's romantic silhouettes
and inspired techniques in cut, color,
makeup and nail care.

Hair: Danielle Keasling for Matrix

MODERNSALON.COM

Department of Corrections

By MAGGIE MULHERN

ONE OF THE GREATEST FEARS on any MODERN shoot is that the model changes her hair between the time of booking and the day of the shoot. We've learned to hold the casting within five days of the session to minimize this—but a lot can happen in a few days.

The MODERN photo team (photographer **Roberto Ligresti**, makeup artist **David Maderich** and fashion stylist **Rod Novoa**) was curious to see what **Matrix** Artistic Director **Danielle Keasling** had up her sleeve when her model walked in with her now-silver new growth on a full head of neutral blonde highlights.

MODERN first met Keasling when she attended Artist Session, our bi-annual photoshoot workshop where we guide aspiring session artists on creating cover-worthy photos. Part of that training involves preparing a session artist for the unexpected—like a no-show team member, no running water, limited space, no air-conditioning, not enough (or the right) products. Dealing with a model who has changed her hair since the casting—or is coming from another job and needs more attention—is at the top of that list.

"Right off the bat, this is a color correction," Keasling said. "I'm not going to use the word disaster, but we are going to be here for a while."

Fortunately, Keasling brought two of her favorite team members to assist and admits it would have been almost impossible to achieve these results without the help of Matrix educators **Viktoriya Yeremchuk** and **Jen Miaczynski**.

The artists came armed with multiple shades within the Matrix SoColor line designed to address any concern. Keasling, a **HairUWear** consultant, had the foresight to bring multiple wefts from the brand to deal with other situations like creating temporary fashion shades that can be clipped in in a moment.

Then, of course, there was the DIY model (mentioned above,) who needed a total correction. Keasling added the Matrix Bond Ultim8 Repair System to allow for maximum lift while maintaining the integrity of the hair.

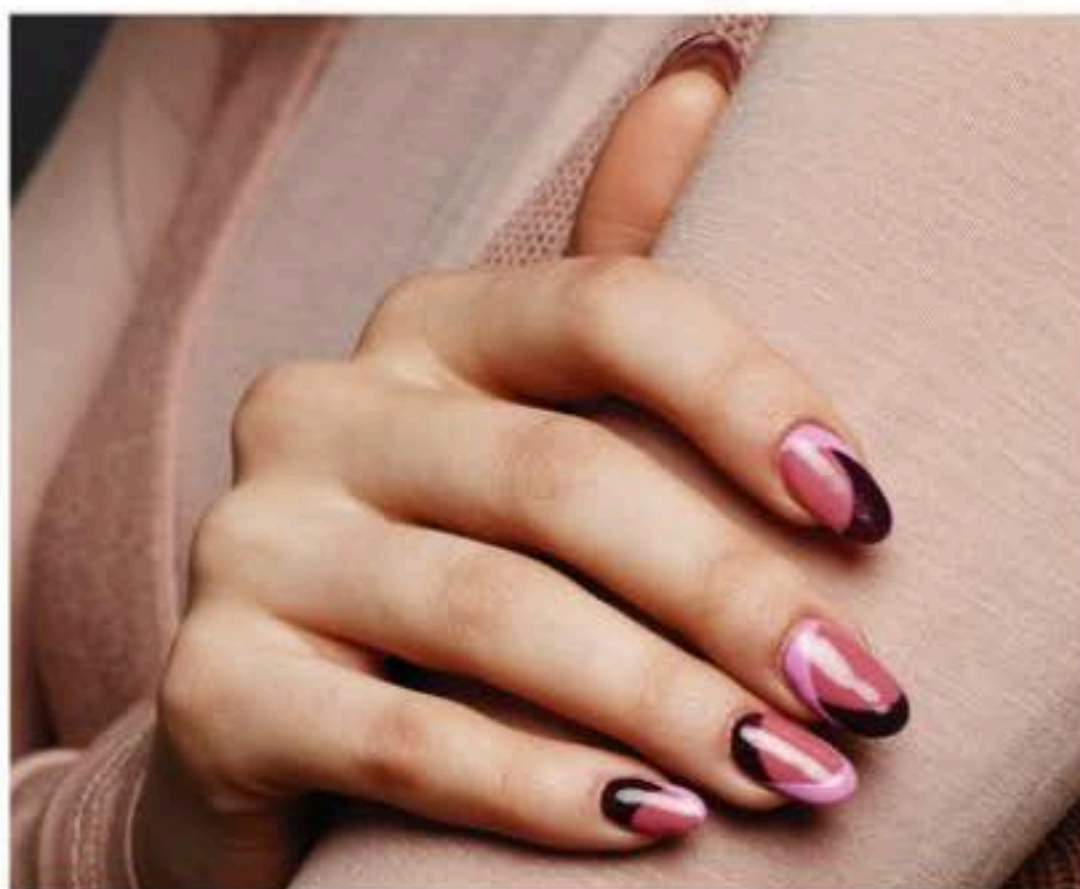
The artists barely had a moment to break for a cup of coffee after running from the set to the shampoo bowl to the prep table to the color area to the cutting chair. It was a full day.



MODERN's Alison Alhamed and Maggie Mulhern broadcast a Facebook Live from the set.



HairUWear Professional clip-in extensions are hand-painted.



Nail tech Narina Chan created beauty on set using Essie polish.

»Danielle Keasling, Viktoriya Yeremchuk & Jen Miaczynski

ON THE COVER

Matrix Artistic Director, Matrix Global Design Team member, HairUWear consultant, member of the Chrystofer Benson CBC Education Team and Intercoiffure "Artists Team" member, Danielle Keasling has worked in the salon industry for almost two decades. Owner of Salon Karma in Bluffton, South Carolina, Keasling has perfected her session skills (she has attended MODERN's Artist Session program three times) and her silhouettes have made it to the finals of the North American Hairstylist Awards (NAHA) in 2014 (Texture) and 2015 (Editorial). With such a busy schedule, it's a miracle that Keasling has time to volunteer with the Survivor Glam Squad with the mission to provide female cancer survivors with esteem-building opportunities, such as professional makeovers, education and motivation. She is now creative director for the organization. Keasling called in two powerful artists to assist her for this session. Viktoriya Yeremchuk has been a Matrix educator for the last eight of her 23 years of hairdressing. Based at Hair Solutions in Brooklyn, New York, Yeremchuk's work has been seen in several Matrix ad campaigns, collections and on the runway during NYFW. Joining the team for this shoot was Jen Miaczynski, a Matrix Educator and artist based at Studio 16 Salon in Mokena, Illinois.



Keasling (center) with Yeremchuk and Miaczynski.



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Karen Gordon and Sal Misseri.

»Karen Gordon, Sal Misseri & the CC Photo Trend Team

Cosmetologists Chicago united salon professionals from the Chicagoland area to participate in its annual photo trend collection.

- **Karen Gordon**, co-director of the CC photo shoot, J. Gordon Designs
- **Sal Misseri**, Ladies & Gentlemen Salon; photographer and co-director of the CC photo shoot
- **Rico D'Alessandro** and **John Gialluisi**, Mario Tricoci Salons & Day Spas
- **Brittany Gustafson**, J. Gordon Designs
- **Cecilia Jimenez**, Megan Meinke and Daniel Rubin, Trio Salon
- **Jeffrey LaMorte**, Jeffrey LaMorte Salon & Day Spa
- **Sydney Malizia**, Ladies & Gentlemen Salon
- **Eli Mancha**, Bang! Salon
- **Marni Seabright**, makeup artist
- **Kerra Coticchia**, fashion stylist, creative content and image for the brand.

»Lupe Voss

Lupe Voss' enthusiasm and technical abilities are responsible for her successful rise as one of the most desirable color educators within the Aveda Network. As an educator, mentor and training consultant for Aveda distribution, her reputation for excellence spans the globe. Along with her husband, Manuel, Voss is a co-owner of Julian August salon in Redlands, California.

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Hair: Danielle Keasling
Assistants: Jen Miaczynski, Viktoriya Yeremchuk
Photographer: Roberto Ligresti
Makeup artist: David Maderich
Fashion stylist: Rod Novoa
Manicurist: Narina Chan for Essie

Polished Pretty

Luxury comes in all shapes and sizes. Even the most commercial client can be tweaked for a fun finish, and your fashion client can be styled for a more traditional look. The salon pro, armed with the perfect products, tools and techniques, can make inspiring beauty a reality for any client.

"SoColor is sometimes looked to as a conservative hair color," says Danielle Keasling, Matrix U.S. artistic director, Matrix global design team, "But it can be progressive and full of creative options."

Keasling set out to show how progressive the line can be, demonstrating multiple finishes on two very different models—one with a more classic and luxe finish, and one with a fun, fashionable look.

"We created something more on-trend with the very popular technique, strobing," Keasling says. "By adding a fashion-forward touch to a conservative look we were able to bring interest to model Skye's beautiful features."

This technique, used on pale blonde wefts, offers a fresh opportunity to a conservative client. "The placement can be bold or soft depending on color choice and the number of panels you create," Keasling adds.

Once the hair color is perfected, the hair is prepped with a classic luxe cut for a polished finish. "To achieve a look that is fresh on mid-length hair, I love to use dry-cutting techniques," she says. "This allows me to see the layers where they live—giving the guest instant satisfaction with her new layers and cut."

Model Skye has fine, dense hair and is growing out her hair, so Keasling created a cut that was friendly to that situation yet helped her achieve a look that would still hold strong for the next couple months until her length catches up.

Keasling gave movement to the hair by creating disconnected layers using different cutting techniques.

"This actually makes the hair look thicker overall." Point cutting, texturizing and blending are key techniques used for this more traditional finish.



Polished Pretty



WEFT COLORING

Alternate formulas A, B, C and D to create a patchwork design within the panels. Apply in small squares in a random pattern. Process 30 minutes.

Formula A: SoColor SoBoost 1 oz Copper + ½ oz Clear with 1½ oz 10 volume

Formula B: SoColor SoBoost 1 oz Yellow + ¼ oz Clear + ¼ oz 10N with 1½ oz 10 volume

Formula C: SoColor 1 oz Clear + ¼ oz SoBoost yellow + 1" line SoBoost Copper with 1¼ oz 10 volume

Formula D: SoColor 1 oz 7N with 1 oz 10 volume

1. Cutting wefts: Point cut the bottom to create a fluid transition from the hair extensions to the guest's hair. "You want to remove the weight so they flow with the hair."
2. Slide cut with shears to release more weight in specific areas as needed.
3. For hair that is medium to fine and is straight, use a razor and in a C motion blend layers. "When using a razor on dry hair or extensions make sure it is a new razor and replace between every guest."
4. Cutting the ends with a razor is another way to blend and remove length.



BLONDE EXPRESSION

Keasling played with warm and cool tones to create an interesting balance. "While the cool tones compliment her skin tone, the strobing panels, clip-in extensions, reflect copper, coral and yellow to offer an interesting creative expression and draw your eye right to her beautiful cheekbones."

Model: Natural level 7

Formula A: SoColor ½ oz UL-P + ½ oz UL-VV with 2 oz 40 volume

Formula B: SoColor 1 oz 7N with 1 oz 10 volume

1. Create a diamond section extending the front hairline to below the crown and dipping to just above the top of each ear. Divide in half and secure into two sections.
2. Micro-weave from fine horizontal sections and place on foil.
3. Using Formula A, apply color at the bottom of the diamond before switching to the top of the diamond. Feather the color to the base for a softer line of demarcation and fluid transition to the highlights.
4. Draw color to the pre-lightened ends, saturating thoroughly.
5. Foils are placed as shown within the triangles. Process 40 minutes and then rinse and shampoo.
6. Gloss with Formula B to shift the base slightly and soften all tones. Apply color first to the base and then draw to the ends.
7. Process for 15 minutes. Rinse with cool water and then shampoo and condition.
8. Begin the cut at the back. Comb all the hair back and cut to the desired length at zero elevation. Use comb to establish perimeter.
9. Point cut into the ends to soften the line. Use a comb to control cutting.
10. Slide cut along the face frame to blend the existing long fringe into the lengths.
11. Take ½ inch vertical sections and lift up. Point cut into the ends to blend and create a soft layer.
12. Cross check the cut. Divide hair in four quadrants and with precision combing, over direct the entire quadrant over the head and to the opposite side, point cut for a soft line. (Example: the front right quadrant is over directed to the back left quadrant.) Repeat this in all four quadrants. The length at which you point cut will establish the shortest layer. Lift the lengths slightly and point cut to soften the ends and blend into the hair beneath the occipital bone for more lightness and movement without getting rid of too much weight.

PRO TIP

"To create the S wave, alternate setting the hair in vertical sections parallel to the part," Keasling says. "Start in the sections closest to the part and roll hair forward. In the next vertical section, roll the hair away from the face and alternate this pattern working down your vertical sections."



Polished Pretty

Although a hot hot hot shade in 2016, pink and variations of rose are still an artist and client favorite. How to make it modern? Keep it shiny and healthy.



PINK HAPPY THOUGHTS

Pink is still important, and Keasling has tweaked the formula to make it fresh, icy and more elegant.

"To achieve the desired final results you can expect from this shade, it's important to maintain the condition of the hair with bond building," she says.

In this step-by-step, Keasling used Matrix Bond Repair system, Bond Ultim8, to preserve the integrity of the hair and achieve maximum lifting power without the damage that may occur when testing the lifting limits. "This is what makes the hair glisten and reflective," adds Keasling, "making it still an important shade for spring, 2017."

Formula A: 2 scoops Matrix LightMaster Powder Lightener with 2 oz 20 volume + Bond Ultim8 Step 1

Formula B: SoColor 1½ oz 10AV with 10 volume + Bond Ultim8 Step 1

Formula C: SoColor 1 oz 7P with 10 volume + Bond Ultim8 Step 1

Formula D: SoColor 1 oz 9P+ 1 oz Clear + ¼ oz Red SoBoost + pearl size drop Copper SoBoost with 10 volume + Bond Ultim8 Step 1

Formula E: SoColor 1 oz 9CG + ½ oz 9P + 1" line Red SoBoost + Bond Ultim8 Step 1

Formula F: SoColor ¼ oz 5VR + 1 oz Clear with ¼ oz 10 volume + Bond Ultim8 Step 1

1. Section in four quadrants and apply Formula A off-scalp using a balayage board for saturation through each section.
2. Side brush and feather to the base for a soft line.
3. Use the pressure of the board and full saturation to penetrate the hair and provide maximum lift. Process to gold.
4. Apply a freshly mixed Formula A to base area and process until base through mid-lengths and ends are yellow. Rinse thoroughly, shampoo lightly with Biolage RAW shampoo. Blow dry with little tension and resection to four quadrants. Apply Formula B for 10 minutes as a pre-toner.
5. Apply Formula C from scalp out ½ inch to create a shadow root.
6. Alternate Formulas D, E and F from mid-lengths to ends, in ¼-inch subsections.
7. Draw through to ends and process 10 minutes.
8. At bowl, rinse thoroughly and apply Bond Ultim8 Step 2 for 15 minutes to repair and reseal bonds.



PRODUCTS AND TOOLS

Color: Matrix SoColor and ColorSync
Shampoo and conditioner: Matrix Biolage RAW Recover
Bond Builder: Matrix Bond Ultim8
Hair extensions: HairUWear Professional Clip-Ins
Styling products: StyleLink Volume Builder, StyleLink Airy Builder, StyleLink Gloss Booster, StyleLink Volume Fixer Hairspray, all by Matrix
Blow dryer: Sam Villa
Round brush: YS Park
Finishing brush: Nicholas French Polishing Brush
Curling iron: Hot Tools Pro
Razor and shears: CBC Chrystofer Benson Collective
Makeup: GrandeBROW, GrandeLASH, GrandeLIPS

Styling Hack

Use a conventional donut to support your top knot and also to thicken up the knot on fine hair. Use StyleLink Texture Builder to build in foundation and create an on-trend matte finish.