



# Haircolor 101 - The Beginning (Trade Secrets of a Haircolor Expert)

*David Velasco*

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Haircolor 101 – The Beginning, is the First Volume in the “Trade Secrets of a Haircolor Expert” haircolor education program.

In this book you will learn all of the basic fundamentals of haircolor formulation and it will prepare you for the rest of the program.

Topics include:

Key #1 -- The Secrets of the Hair

- The Secrets of Texture
- Understanding Texture
- Understanding Porosity
- The Natural Level
- Understanding Natural Pigment
- Understanding the Decolorization of Natural Pigment
- Contributing Color Pigment Chart

Key #2 -- Secret of the Products

- 4 Main Types of Haircolor
- Where Haircolor Lives
- Temporary Haircolor
- Semi-Permanent Haircolor
- Demi-Haircolor
- Permanent Haircolor

Key #3 -- The Secret of Formulation

- The 2 Variables of Timing and Developer Strength
- Understanding Levels and Tones
- 2 Different Tonal Systems
- Color Identification
- Understanding Developers
- When to Use Which Developer
- Secrets of the Color Wheel

Key #4 – Secrets of Application & Timing

- It All Starts With the Consultation
- Mary's Makeover

- Valerie's Makeover
- Ann's Makeover

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