



INSPIRE.CREATE.CHANGE.





**MAYBE IT'S A MOVEMENT, MAYBE IT JUST STRIKES A CHORD, BUT IN THE AUTUMN OF 2004—CUT, COLOR AND MAKEUP ARE EXPERIENCING AN EXPANDED REMIX. WE SEE THE DISCONNECTED, SHARP-EDGED FORMS OF THE '70s—REBELLION-INSPIRED, PUNK-POPULARIZED—NOW SOFTENED, LOOSENEED, LEFT TO PLAY OUT IN VARIOUS WAYS, WORN FOR VARIOUS MOODS. OR THE HARD, CONTROLLED TECHNO OF THE EARLY '80s, EXPANDING INTO LOOSER, FREE-FORM RHYTHMS. A RETURN TO NATURE FROM THE ROOTS OF ROCK. A NEW BLENDING OF STYLES FOR A MULTIMEDIA, MULTI-SENSORY TIME. ABOVE ALL, AN EMPHASIS ON FEELING—BOTH A MOOD, AND A FINGERS-DEEP EXPERIENCE. TRANSPORTING THE AUDIENCE, UNTIL YOU HAVE THEM ALL ASKING:
HAVE YOU EXPERIENCED?**





NICOLE

COLOR BY LUPE VOSS/REDLANDS, CA

Foxy: laying down a deep groove—then turning up the heat. Swirling lights, a full, round mix, moved by the mood.

COLOR FORMULA

Enlightener™ Powder Lightener + 10 volume
Color Catalyst™ Creme Developer

CUSTOM COLOR FORMULAS

Full Spectrum™ Protective Permanent Creme Hair Color—

1. 40 g 5N Natural Lightest Brown
3 g Light Blue/Blue Pure Tone
1 g Dark Red/Violet Pure Tone
+ 20 volume Color Catalyst™

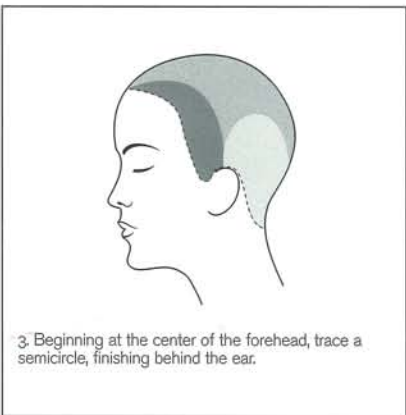
2. 40 g 7N Natural Medium Blonde
5 g Light Violet/Blue Pure Tone
2 g Light Red/Violet Pure Tone
+ 30 volume Color Catalyst™



1. Before.



2. Separate hair into quadrants and apply custom formula #1 as a standard new growth application.



3. Beginning at the center of the forehead, trace a semicircle, finishing behind the ear.



4. Once the design pattern is in place, twist hair and secure into a ponytail.



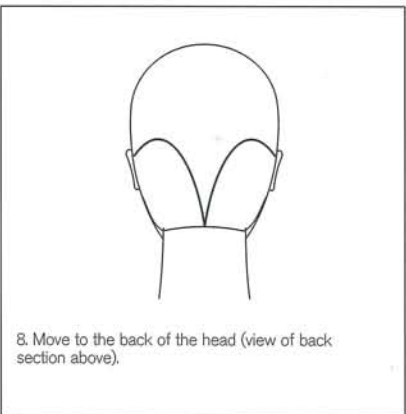
5. Apply the new growth formula to the hair at the base of the ponytail.



6. Apply formula just beyond the band securing the ponytail.



7. Repeat steps 3, 4, 5 and 6 on the opposite side.



8. Move to the back of the head (view of back section above).



9. Form two more curves, from the top of the ear over the top of the occipital and down the center back. Repeat the same parting on the opposite side.



10. Secure the top section by creating a fifth ponytail. After applying color at the base, secure the ponytail.



11. Apply custom formula #2 to the mid-lengths and ends of each ponytail. Place a foil under each section for cleanliness.



12. Remember to melt the colors together.



13. Apply Enlightener™ and 10 volume Color Catalyst™ over previously applied color.



14. Vary the placement of Enlightener™ throughout the mid-lengths and ends of each ponytail.



15. Completed color application.





NICOLE

CUT BY PETER GRAY/LONDON

Summer of love: loose, free and expressive, at one with nature, believing in the power of touch.



STYLING PRODUCTS
Phomollient™ Styling Foam
Air Control™ Hair Spray



1. After coloring, blow hair dry in preparation for the hair cut.



2. Section the fringe from one area of recession to the other, approximately 1/2" to 1" deep, depending on the density of the hair.



3. Create a curved fringe. This will establish the guide for the rest of the cut.



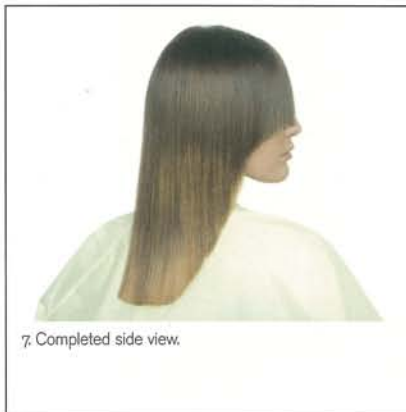
4. The angle of the comb determines the angle to be cut. Angle comb further downward to retain length.



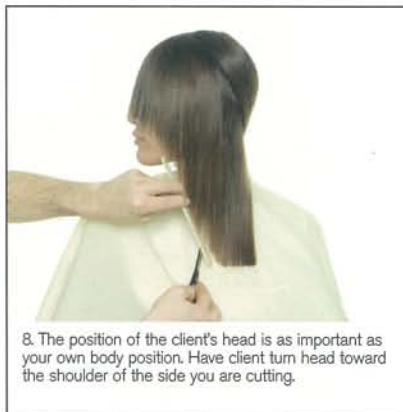
5. Continue further down the section using the angle of the comb as your guide.



6. Determine the perimeter length. Use the comb as a guide for the cut.



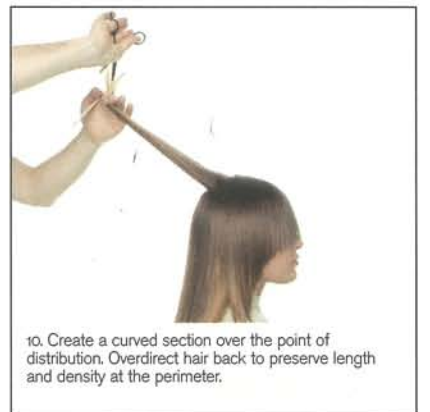
7. Completed side view.



8. The position of the client's head is as important as your own body position. Have client turn head toward the shoulder of the side you are cutting.



9. To connect the two sides at the back, face the head forward and hold scissors vertically.



10. Create a curved section over the point of distribution. Overdirect hair back to preserve length and density at the perimeter.



11. Take descending sections until the occipital is reached. Point-cut the ends to remove length.



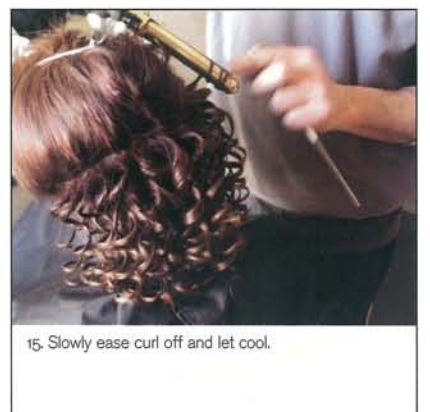
12. Continue overdirecting into the sides, maintaining the roundness of the shape. Have your client maintain an upright body position with chin down. Hold scissors vertically while chipping into the ends.



13. Completed hair cut.



14. Working from the nape to the front hairline, take small sections of hair about 1/2" wide. Twist, then wrap around the barrel of a curling iron, being sure to catch the ends.



15. Slowly ease curl off and let cool.





GLORIA

COLOR BY NATALIE GURLEY/ATLANTA

New wave: from the dark roots of punk it emerges—eclectic, electric, causing a stir—exploding onto the scene.

COLOR FORMULAS

Full Spectrum™ Protective Permanent Creme Hair Color—

4N Natural Light Brown + 20 volume Color Catalyst™ Creme Developer

5B/V Lightest Ash Brown + 20 volume Color Catalyst™

6N Natural Dark Blonde + 20 volume Color Catalyst™

5N Natural Lightest Brown + 20 volume Color Catalyst™

Eclipse Extra Light Intense Ash Blonde + 40 volume Color Catalyst™

7V/B Medium Ash Blonde + 30 volume Color Catalyst™

Enlightener™ Powder Lightener + Enlightener™ Creme Booster
+ 20 volume Color Catalyst™

TONING FORMULA

Full Spectrum™ Deposit-Only Color Treatment—

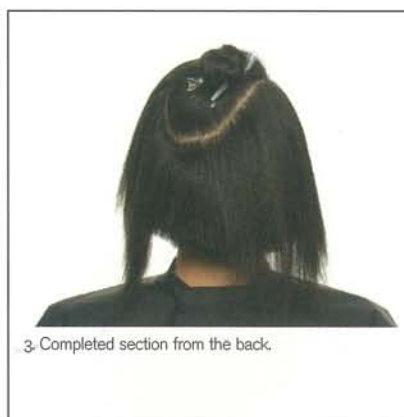
10V/B Lightest Ash Blonde



1. Before.



2. Create a large oval section, beginning at the front of one side of the hairline. Extend the section diagonally over the point of distribution and end above the occipital on the opposite side.



3. Completed section from the back.



4. Clip disconnected hair at the sides away. This will create two new sections and expose the back where the application will begin.



5. Use Deep Penetrating Hair Revitalizer to protect the hairline. Apply 4N and 20 volume Color Catalyst™ from new growth to ends of the underneath section.



6. On the left side, apply 5B/V and 20 volume Color Catalyst™ to the new growth only.



7. Beginning at the back of the section, take a 1/2" wide diagonal slice. Apply 6N and 20 volume Color Catalyst™ to the mid-lengths and ends. Remember to melt the two colors together.



8. Alternate with 5N and 20 volume Color Catalyst™ mid-lengths to ends, working with back-to-back slices until section is complete.



9. Repeat steps 6, 7 and 8 on the opposite side. Section oval shape into three equal sections.



10. Begin at the back section by taking your first slice and applying Eclipse and 40 volume Color Catalyst™.



11. Take your second slice, this time applying Enlightener™ formula. Leave hair between each slice. Alternate formulas until you reach the end of the back section.



12. Change foil placement to vertical partings for the middle section. Alternate the same formulas used in the back section.



13. In the front section, return to horizontal partings. Continue to alternate color formulas.



14. Apply 5B/V and 20 volume Color Catalyst™ to the new growth. Then apply 7V/B and 30 volume Color Catalyst™ to mid-lengths and ends of all remaining hair.



15. Completed color application. Wash with Color Conserve™ Shampoo, then apply toning formula.





GLORIA

CUT BY TRISTIN MORRISON/TORONTO

All that jazz: riffing on classic structures, exploring a theme—expanded and textured, soulful and strong.



STYLING PRODUCTS

Deep Penetrating Hair Revitalizer
Witch Hazel Hair Spray
Air Control™ Hair Spray

ALTERNATE STYLING PRODUCTS

Deep Penetrating Hair Revitalizer
Confixor™ Liquid Gel



1. Before.



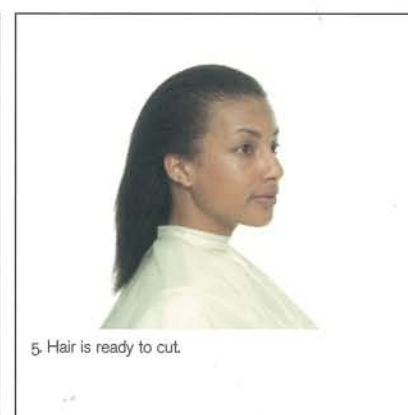
2. Place a few drops of Light Elements™ Smoothing Fluid in your hands, emulsify and apply to hair.



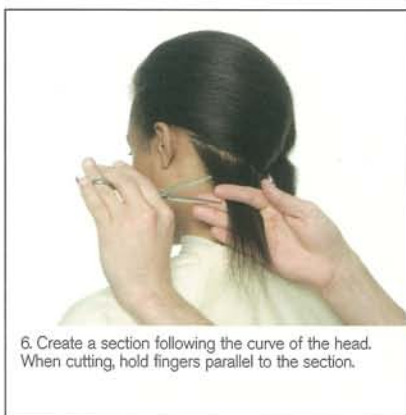
3. Use an Aveda Ceramic Thermal Round Brush to smooth out texture. When blow-drying, concentrate heat at the scalp to smooth hair.



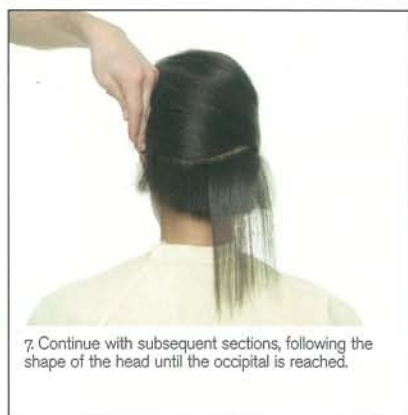
4. Use a flat iron for extra softening and smoothing of the ends.



5. Hair is ready to cut.



6. Create a section following the curve of the head. When cutting, hold fingers parallel to the section.



7. Continue with subsequent sections, following the shape of the head until the occipital is reached.



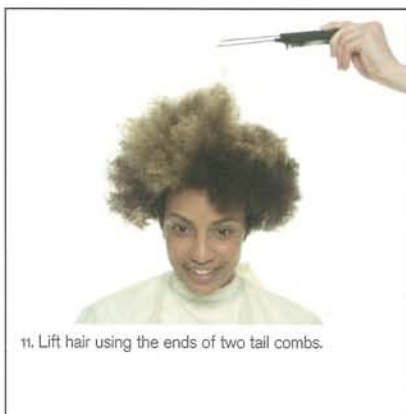
8. At the occipital, change elevation slightly. This will create a build-up of weight that will support the finished shape.



9. Carry section through to the front hairline. Connect the sides to the back, again holding hair parallel to the section. Repeat on the opposite side. Hair is now ready to be colored.



10. After coloring, dry hair with a diffuser.



11. Lift hair using the ends of two tail combs.



12. Remove unwanted weight (determined visually) using a freehand technique.



13. Put scissors vertically into the hair with blades open.



14. Rotate your hand. This will wind hair around the open blades. Close scissors and remove from hair.



15. Completed hair cut.





ERIN

COLOR BY NATALIE GURLEY/ATLANTA.

Underground: raw, electric riffs build over a velvet, brooding bass line. Radical, intense, inspired.

COLOR CLEANSING FORMULA

Equal parts Shampoo™ Shampoo, Enlightener™ Powder Lightener and 20 volume Color Catalyst™ Creme Developer

CUSTOM COLOR FORMULA

Full Spectrum™ Protective Permanent Creme Hair Color—
40 g Light Pure Base
2 g Dark Red/Red Pure Tone
+ 30 volume Color Catalyst™

COLOR FORMULAS

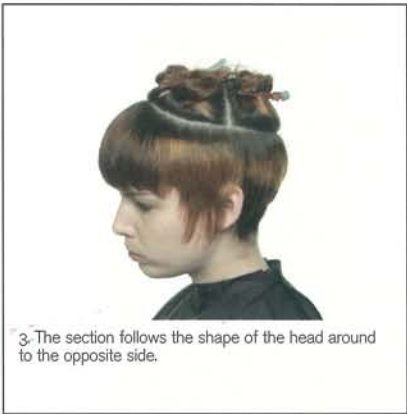
Full Spectrum™ Protective Permanent Creme Hair Color—
Intense 80/R Light Intense Copper Blonde +
20 volume Color Catalyst™
Intense 80/R Light Intense Copper Blonde +
30 volume Color Catalyst™
Intense 5R/O Lightest Intense Copper Brown +
20 volume Color Catalyst™
Intense 6R/V Lightest Intense Red/Violet +
20 volume Color Catalyst™
Enlightener™ Powder Lightener + 10 volume
Color Catalyst™



1. Before. (Hair was cleansed of previous color.)



2. Create a circular section, the size of which is based on the density of hair. Begin approximately 3" behind the front hairline, moving over the parietal ridge to the top of the occipital.



3. The section follows the shape of the head around to the opposite side.



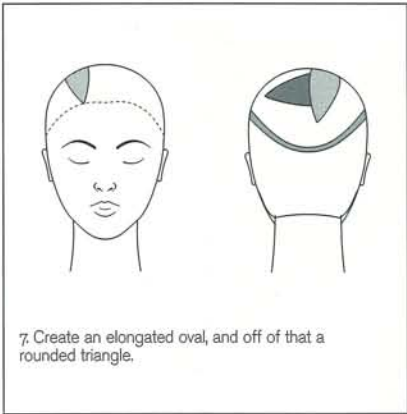
4. Apply Intense 80/R and 20 volume Color Catalyst™ to new growth of the perimeter section.



5. Apply Intense 80/R and 30 volume Color Catalyst™ to the mid-lengths and ends (this is the alternate virgin application).



6. Protect the hairline with Deep Penetrating Hair Revitalizer. Isolate section with foil. The perimeter is now complete.



7. Create an elongated oval, and off of that a rounded triangle.



8. Create a diagonal slice at the back of the oval approximately 1/4" wide. Apply Enlightener™ and 10 volume Color Catalyst™.



9. Take the next back-to-back slice, approximately 1/2" wide, this time applying Intense 80/R and 30 volume Color Catalyst™.



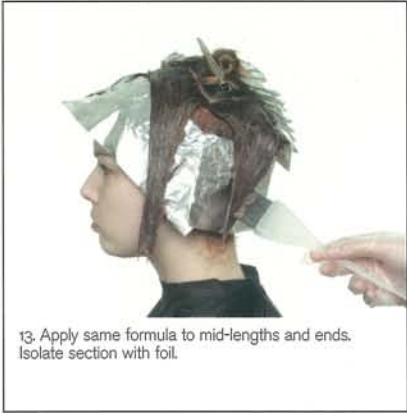
10. In the third back-to-back slice, approximately 1/4" wide, apply the custom color formula.



11. Continue alternating color formulas with slices of varying widths until the section is complete.



12. Leave rounded triangle section clipped away. Apply Intense 5R/O and 20 volume Color Catalyst™ to the new growth of all remaining hair.



13. Apply same formula to mid-lengths and ends. Isolate section with foil.



14. In the remaining rounded triangle section, apply Intense 6R/V and 20 volume Color Catalyst™ from new growth to ends.



15. Completed color application.





ERIN

CUT BY TRISTIN MORRISON/TORONTO

London calling: in fractured rhythms—broken-in, breaking out, a bit thrashed, an intentional clash of knowing and innocent chords.



STYLING PRODUCTS

Light Elements™ Reviving Mist
Light Elements™ Smoothing Fluid

<p>1. Before.</p>	<p>2. Create a circular section, the size of which is based on the density of hair. Begin approximately 3" behind the front hairline, moving over the parietal ridge to the top of the occipital.</p>	<p>3. The section follows the shape of the head around to the opposite side.</p>	<p>4. Due to the strong growth pattern, a side part has been created.</p>	<p>5. With fingers parallel to the section (to ensure there is no build-up of weight), hold hair straight out from the head.</p>
<p>6. Continue taking sections following the shape of the head.</p>	<p>7. Right side is complete.</p>	<p>8. Begin the left side by taking a diagonal section (following the hairline) from the front parting to the front of the ear.</p>	<p>9. Hold fingers parallel to the section and straight out from the head.</p>	<p>10. Take subsequent sections until the center back is reached. This completes the underneath section; hair is now ready to be colored.</p>
<p>11. After coloring, blow hair dry in order to complete the cut. Begin by taking a vertical section through the center back. Slide scissors upward to remove weight.</p>	<p>12. Continue into the side section. Remove weight (determined visually) by sliding the blades down the section.</p>	<p>13. Cut the top short at the point of distribution, leaving length as you move toward the perimeter.</p>	<p>14. Point-cut the fringe area to remove weight and add texture.</p>	<p>15. Completed hair cut.</p>





REBECCA

COLOR BY LUPE VOSS/REDLANDS, CA

Chanteuse: crafting a mood from rhythmic layered grooves. Lyrical, sultry, textured by subtle tone shifts, light vibrato to deep bass.

COLOR CLEANSING FORMULA

Equal parts Shampure™ Shampoo, Enlightener™ Powder Lightener and 20 volume Color Catalyst™ Creme Developer

COLOR FORMULAS

Full Spectrum™ Protective Permanent Creme Hair Color—
4Y/O Light Golden Brown + 10 volume Color Catalyst™
Enlightener™ Powder Lightener + 10 volume
Color Catalyst™

CUSTOM COLOR FORMULAS

Full Spectrum™ Protective Permanent Creme Hair Color—

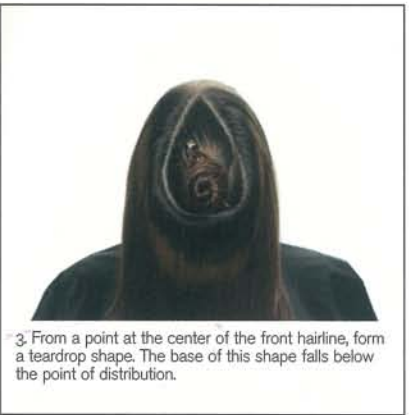
1. 40 g 7N Natural Medium Blonde
4 g Light Yellow/Orange Pure Tone
+ 20 volume Color Catalyst™
2. 40 g 4N Natural Light Brown
4 g Dark Yellow/Orange Pure Tone
2 g Dark Red/Orange Pure Tone
+ 10 volume Color Catalyst™
3. 40 g 4N Natural Light Brown
4 g Dark Yellow/Orange Pure Tone
2 g Dark Red/Orange Pure Tone
+ 20 volume Color Catalyst™



1. Before.



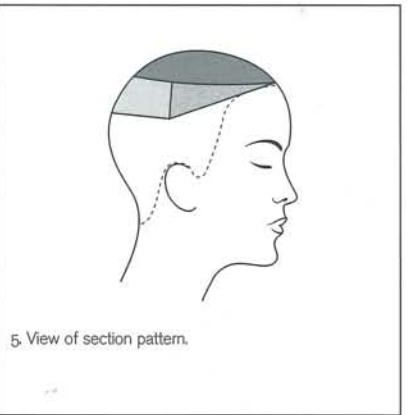
2. Hair was cleansed of previous color.



3. From a point at the center of the front hairline, form a teardrop shape. The base of this shape falls below the point of distribution.



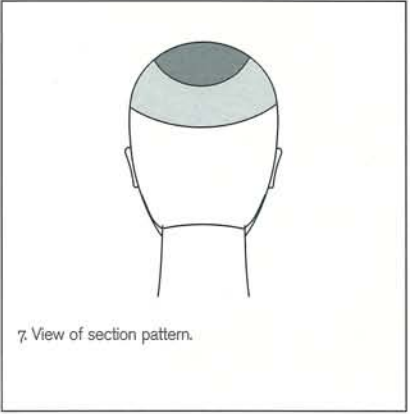
4. Form an elongated triangle section, its point beginning at the front hairline, its base (approximately 2" wide) ending above the top of the ear.



5. View of section pattern.



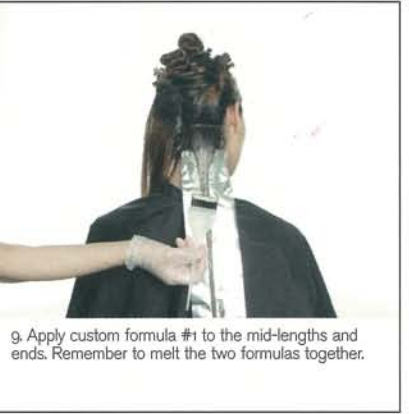
6. Connect the two side sections with an arc-shaped parting (approximately 2" wide) just below the teardrop.



7. View of section pattern.



8. Apply 4Y/O and 10 volume Color Catalyst™ to the new growth of the entire perimeter section.



9. Apply custom formula #1 to the mid-lengths and ends. Remember to melt the two formulas together.



10. Continue application until the entire perimeter section is complete. Isolate section with foil.



11. Unclip the triangle- and arc-shaped sections. Apply custom formula #2 to the new growth area. Vary application, between 1/2" and 2" long, decreasing to 1/2" as you move to the front hairline.



12. Apply Enlightener™ and 10 volume Color Catalyst™ to the mid-lengths and ends of the entire section. Melt the two colors together. Isolate with foil, then unclip the teardrop section.



13. Apply custom formula #2 to the new growth of the entire teardrop section.



14. Apply custom formula #3 to mid-lengths and ends of the entire section.



15. Completed color application.





REBECCA

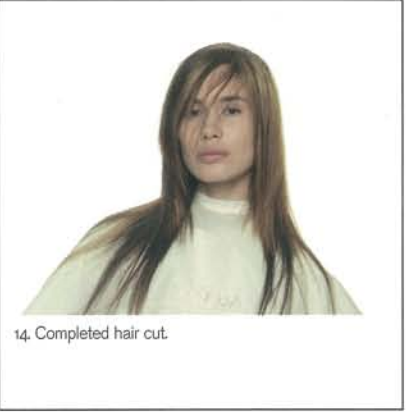
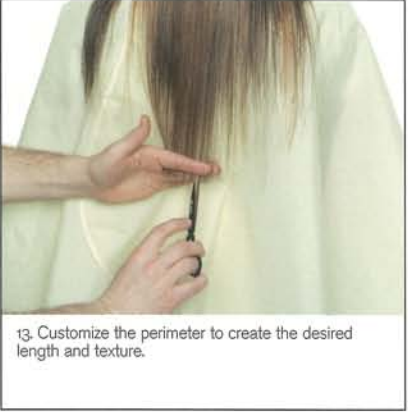
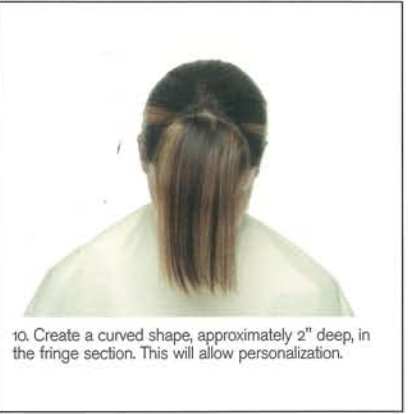
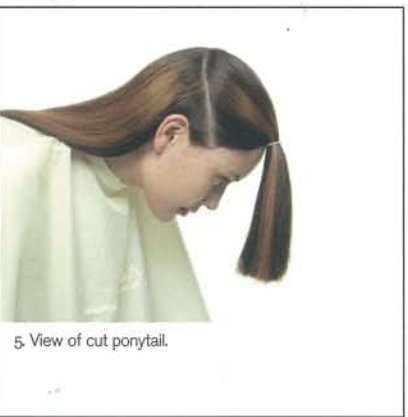
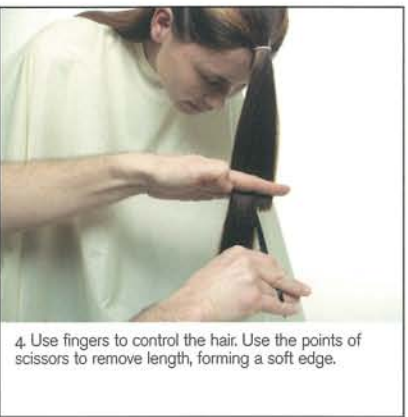
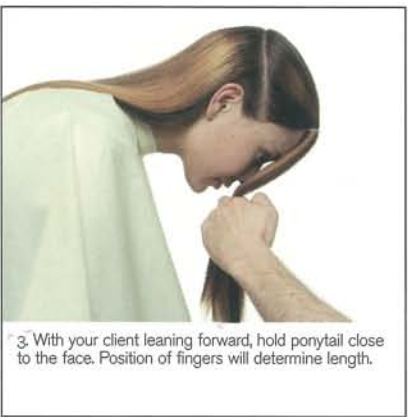
CUT BY PETER GRAY/LONDON

Alternative: rough-hewn technique, delivered with tension, vulnerability, weaves a soft-edged anthem.



STYLING PRODUCTS
Light Elements™ Detailing Mist-Wax
Control Granules™ Hair Texturizer

ALTERNATE STYLING PRODUCT
Control Tape™ Extreme Style Strips





REBECCA

MAKEUP BY RUDY MILES/NEW YORK

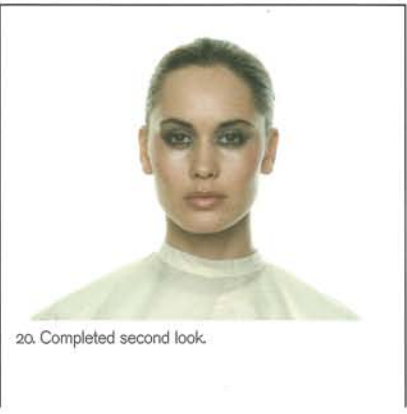
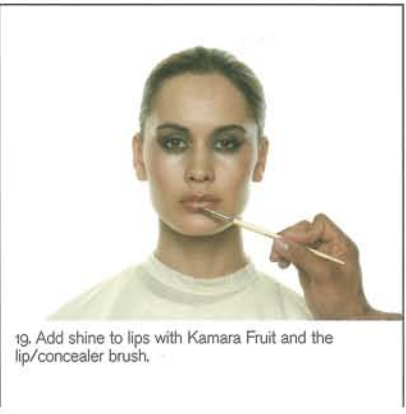
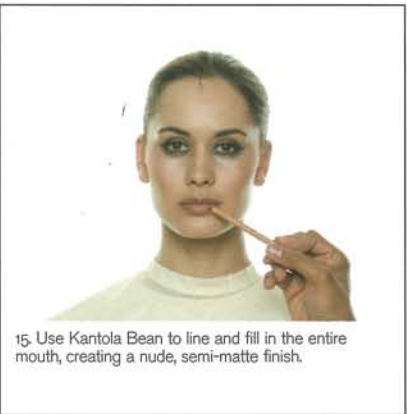
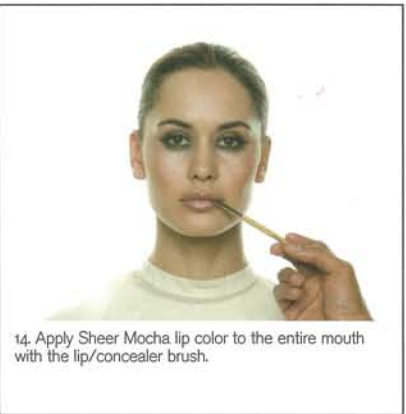
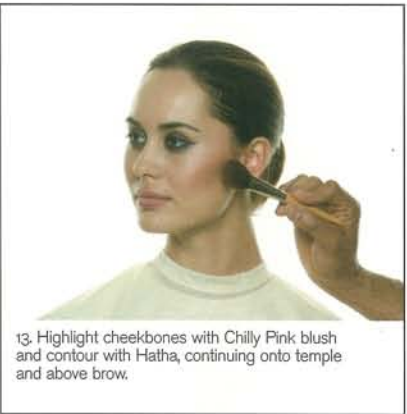
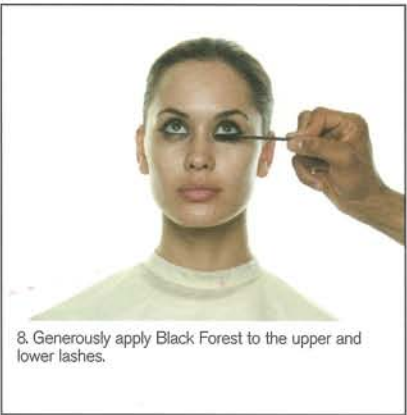
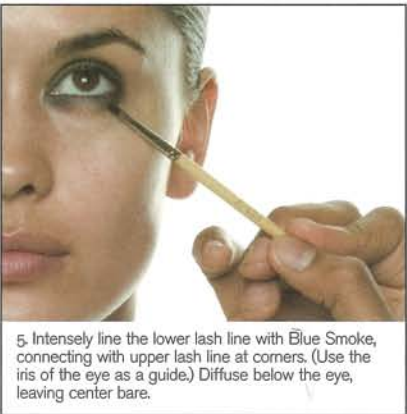
Eurythmic: a haunting reversal of classic rhythms, bold, reimagined, discovering shades of grey.

MAKEUP PRODUCTS

Inner Light™ Liquid Foundation SPF 12—04/Kasha
Shadow Plus Vitamins™—Blue Smoke, Beach Pebble,
Grey Cosmos, Geode, Opal
Mosscara™ Conditioning Formula with Iceland Moss—
Black Forest
Inner Light™ Concealer—02/Balsa
Inner Light™ Loose Powder—01/Translucent
Blush Minus Mineral Oil™—Chilly Pink, Hatha
Lip Color Sheer—500/Sheer Mocha
Lip Liner—880/Kantola Bean
Lip Glaze—860/Kamara Fruit

MAKEUP TOOLS

Aveda Eye Liner Brush
Aveda Small Shadow Brush
Aveda Angle Brush
Aveda Lip and Concealer Brush
Aveda Blush Brush
Aveda Large Shadow Brush
wedge sponge





NICOLE

MAKEUP BY MARY JO WILKINSON/LANSING, MI

Crossover artist: slick into sultry, warm backed by cool, shifting chords, swapping instruments—shattering convention.

MAKEUP PRODUCTS

Inner Light™ Tinted Moisture SPF 15—04/Sandstone
Inner Light™ Concealer—03/Hazelnut
Inner Light™ Loose Powder—01/Translucent
Uruku Eye-Lip Color Liner—10/Verona
Eye Liner Minus Petro Waxes™—Jet
Shadow Plus Vitamins™—Grey Cosmos, Nijo Orchid, Aura
Mosscara™ Conditioning Formula with Iceland Moss—
Black Forest
Blush Minus Mineral Oil™—Filament
Lip Tint SPF 15—650/Currant
Lip Glaze—760/Cacao Bean

MAKEUP TOOLS

Aveda Lip and Concealer Brush
Aveda Powder Brush
Aveda Eye Liner Brush
Aveda Medium Shadow Brush
Aveda Angle Brush
Aveda Small Shadow Brush
wedge sponge



1. Before. Prepare skin using an Elemental Nature™ consultation to determine skin type (on Nicole, Air).



2. Apply tinted moisture to the entire face with a damp sponge.



3. Apply concealer where more coverage is needed.



4. Use loose powder in areas where concealer is used and to reduce unwanted shine.



5. Apply Verona liner along the lower lash line, extending past the outer and inner corners, creating a band of color the width of the liner.



6. Apply Jet eye liner close to the lower lash line, following, but not covering, Verona. With the eye liner brush, set Jet with Grey Cosmos shadow.



7. Using the width of the medium shadow brush, apply Nijo Orchid over Verona.



8. Using the eye liner brush, apply Black Forest Mosscara™—as a liquid liner—to the outer 1/3 of the contour, extending parallel to the lower lash line application.



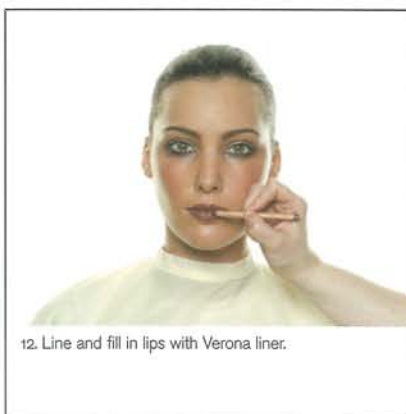
9. Apply two coats of Black Forest to the upper and lower lashes.



10. With the angle brush and Aura shadow, define the brows.



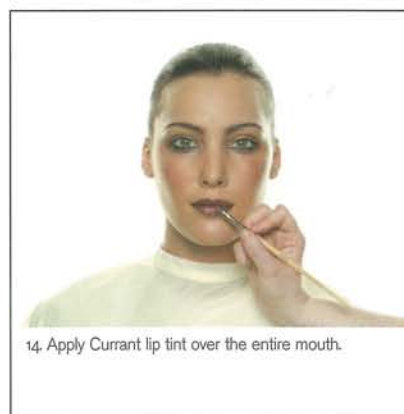
11. Apply Filament blush with a damp sponge, beginning at the apple of the cheek and blending to the temple.



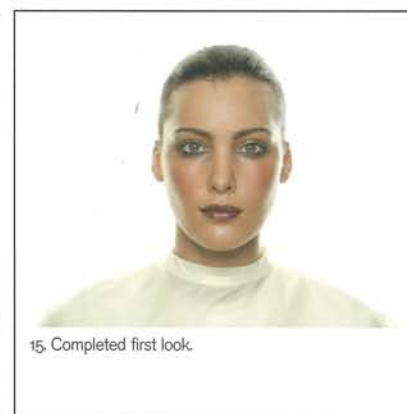
12. Line and fill in lips with Verona liner.



13. Soften and blend the edges of the liner with the lip/concealer brush.



14. Apply Currant lip tint over the entire mouth.



15. Completed first look.



16. Using the eye liner brush, define the entire contour with Grey Cosmos shadow to create intensity, then connect to lower lash line at outer corner.



17. With the small shadow brush, apply Nijo Orchid from lash line to contour; then from contour to brow, fading at the outer corner.



18. Apply Black Forest Mosscara™—again as a liquid liner—at the outer corner of the lower lash line, over Jet and Grey Cosmos.



19. With the lip/concealer brush, apply Cacao Bean over the entire mouth for shine.



20. Completed second look.

SPECIAL THANKS TO:

PETER GRAY CUT **TRISTIN MORRISON** CUT **LUKE VOSS** COLOR **NATALIE GURLEY** COLOR **RUDY MILES** MAKEUP **MARY JO WILKINSON** MAKEUP

MARTIN LIDELL PHOTOGRAPHER **STEFAN WIKLUND** WARDROBE MANAGER **DEBBIE CARLSON** PRODUCER
DAVID ADAMS ARTISTIC DIRECTOR **ENOCH PALMER** CREATIVE DIRECTOR **FREDRIK PETERHOFF** CREATIVE
JOE JACKSON CREATIVE **KATHRYN HAMERNIK** TECHNICAL ADVISOR **GAYLE GADDIS** LINER NOTES



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