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NEW!

**CONFETTI**  
**COLLECTION**

# READY TO PARTY WITH THE PRETTIEST HUES ON THE PLANET?

Grab a brush, Color Intensity's NEW Confetti Collection...  
**NOW LET'S HAVE FUN!**



**SUE PEMBERTON**, two-time NAHA winner and Joico Color International Artistic Director, takes us step by step through a sweet yet edgy look that's bursting with candy-colored vibrancy and unbelievably easy to recreate on all hair types and lengths.



**BEFORE:** Model has bleached Level 11-12 Very Light Pale Blonde hair.

**FORMULA 1:** Color Intensity Rose (pink foil)

**FORMULA 2:** Color Intensity Lilac (purple foil)

**FORMULA 3:** Color Intensity Sky (blue foil)

**FORMULA 4:** Color Intensity Mint (green foil)



**1** Working off the center parting, take a horizontal slice parting and apply Formula 1 approximately 2 ½ inches from the scalp to the ends. Turn brush vertically and feather formula upward toward the scalp to avoid a harsh line of demarcation.

**SUE SAYS:** "I love a softer pastel moving into a stronger pastel, so I use a feathering technique to blend the colors and ensure I don't end up with a solid line where one color stops and another begins."



**2** Take a second slice parting and apply Formula 1 in the same manner. Take a third back-to-back slice parting: apply Formula 1 approximately 2 ½ inches from the scalp to approximately 3 inches down the parting (feathering the formula toward the scalp as before), then apply Formula 2 to the remainder.

**SUE SAYS:** "This technique can be done freehand or with longer foils. I prefer to foil because I like to see how the hair will fall, plus I also don't want clients to realize how easy this technique is and attempt to do it themselves at home."



**3** Repeat the process for approximately two additional back-to-back slice partings. Continue with horizontal slice partings: apply Formula 2 feathered 2 inches from the scalp and Formula 3 from the midshaft to the ends.

**SUE SAYS:** “I personally like to work from the top area down to the bottom (perimeter), because it helps me visualize how the hair will fall and where the different colors will transition into each other.”



**4** Start to pivot around the head; take one additional diagonal slice parting with Formula 2 feathered 2 inches from the scalp and Formula 3 applied from the midshaft to the ends. Note that when pivoting through the side section, the hairline should be in the foil. Take two diagonal slice partings and apply Formula 3, 2 inches from scalp to the ends (feathering the formula toward the scalp as before). Take three additional diagonal back-to-back slice partings with Formula 4.



**5** Proceed to the opposite side and repeat the process.



**6** Proceed to the back section. Working horizontally, take slice partings in the following order: two single partings with Formula 1; two staggered partings with Formula 1 feathered at the scalp and Formula 2 on the ends; four staggered partings with Formula 2 feathered through the midshaft and ends; two partings with Formula 2 feathered at the scalp and Formula 3 on the ends; and two staggered partings with Formula 3 through the midshaft and ends. Foil remaining hair with Formula 4 (approximately 3-4 foils).



**7** Completed foiling procedure. Crosscheck all foils for even application and saturation. Process for 20 minutes, rinse. Shampoo with K-PAK, rinse. Apply K-PAK Cuticle Sealer, leave in 5 minutes, rinse. Apply K-PAK Intense Hydrator, leave in 5 minutes, rinse. Dry and style hair using the appropriate Joico styling products.



**SUE SAYS:** “For this particular technique, I crosscheck starting at the bottom and work my way up toward the top of the head to ensure the colors don’t touch and bleed into each other.”

