

new
PRODUCT



NATURAL BEAUTY

For Horst Rechelbacher, who was committed to developing products free of toxic chemicals, beauty was always more than skin deep. So when he created Intelligent Nutrients, a line of beauty products that, as he used to say, were “safe enough to eat,” he made sure that the ingredients were 100 percent food-based, safe, non-toxic and certified organic. Nowadays, his daughter Nicole is co-president of the brand and continues her father’s legacy by inspiring a new consciousness of natural beauty in the industry. Utilizing the latest plant bioactive technology, PURESERVE is the company’s first color-saving shampoo, conditioner and shield. Its natural formula of non-toxic ingredients includes brown algae for protection against pollutants, organic tilia extract to seal in moisture, and certified organic quinoa to extend longevity of hair color.—*K.K.*

CANDY COATED

Experimental hair color isn’t just for young trendsetters anymore. Alix Maya Clymer’s Instagram following, The Unicorn Tribe, is devoted to “candy” or “unicorn” colors, such as icy blue, rose gold, strawberry truffle and vivid violet. And, with 45,000 followers, it’s quite a diverse group. “Because I work in Alexandria, VA, I get a lot of professional clients,” says Clymer. “They want the same unique hair colors, but in a more subtle fashion.” Her color-melt process ensures that the colors still look appropriate for work, even when the brighter shades fade. Clymer’s secret to undercover unicorn color: Start with a solid foundation—she rarely colors at the root—then apply a fusion of bright colors along the length of the hair. For experimental hair color inspiration, check out *#unicorntribe* on Instagram.—*Kelsey Murray*



WHAT’S YOUR EMERGENCY?

Lights Off

Keratin Complex Artistic Director for Color, Deb Gavin explains what to do when hair won’t lighten correctly.

“I love the art and science of coloring hair,” says Deb Gavin, Keratin Complex artistic director for color. “But I don’t like color surprises.” Luckily, after years of coloring hair, Gavin’s developed foolproof methods that fix unexpected shade problems. Here Gavin details her best method for lightening hair, and how to handle hair that won’t lighten properly.

+ First things first

Gavin suggests managing your client’s expectations with this simple phrase: Let’s see what your hair will allow.

+ Turn the light on

Step 1 Using Keratin Complex It’s A Blonde Thing and 20-volume developer, apply to four slices back to back close to the front perimeter. Try to encompass the length of the hair.

Step 2 Warm up with a blow-dryer for speed for three to five minutes.

Step 3 Wipe lightener off and see what type of a journey you’ll have.

+ If the hair lightens unevenly

“You need to use two different volumes of developer to correct the uneven tone,” says Gavin. “Or, lower your level of expectation—knowing some of the hair won’t have the ability to get as light as other areas.”

+ If the hair becomes neon

“You’re working on a canvas that has had direct pigments applied, and it has stained inside the cortex,” says Gavin. “You need to neutralize your palette before lifting or adapt your destination.”

+ If the hair won’t “move”

“You know it has something on it that may not be oxidative color,” Gavin explains. “It may also be a very opaque box color.” Either way, you need to remove color, change the type of reflection and restart the process.

+ If there’s a combination of surprise shades

“Treat them in zones,” Gavin suggests.

+ And most importantly

“Always keep in mind, you’re the one steering the ship. You have to stay calm and in control,” says Gavin. “Once you master color corrections you’ll realize it’s fun, profitable and gets you tons of referred work.”—*Andrea Dawn Clark*