



SWEIS, INC.

Aloxxi.
EDUCATION
CREATIVITY. DEFINED.

26 SHADES OF GREY

Grey coverage is the most requested color service in a salon and yet it's not so black and white! Knowing how to formulate for, and address any and all types of grey coverage, is the key to long-term success. At the completion of this seminar you will be an expert in grey coverage and able to offer individualized services for each and every client's Color Personality.

What will be covered:

- The power of a thorough consultation to determine a client's desired Color Personality
- How to analyze the physical properties of the hair to yield predictable results
- The difference between grey coverage and grey blending, how to formulate for resistant grey and product selection tips to deliver desired coverage or blending results
- Customizing formulations to achieve warm, cool or natural coverage by intermixing with the 26 grey covering shades
- Creative color placement techniques for the fashion forward client

**SIGN UP
NOW!**

SPACE IS LIMITED

DATE: Monday, February 4, 2019
TIME: 10:00 am - 1:00 pm
LOCATION: Red Salon
1220 Fruitvale Ave
Oakland, CA 94601

RSVP

Elena Maes at (510) 301-6736

INVESTMENT: \$40