

# **50+ and Fabulous**

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**I'm an expert on  
women over 50.**

Know why?

**I'm 70.**

Know why else?

# Why else am I an expert?

Because I've been working with women over 50 for more than 30 years.

Because I've been dating a woman, who happens to be a psychologist, who is over 50 for more than 10 years.

Because I really like women over 50.

Because I've learned to agree.

**Competition for a  
woman is tough.**

# Competition

In the Work Place is probably the most difficult.

On a dating site is brutal.

Dating itself is difficult.

# Work Place

As men age they become more distinguished, more experienced, smarter, more worldly, better able to cope with problems.

Graying hair is a plus for men.

Men can shave their balding head and look younger.

Men can have a 24 or 48 hour beard shadow and look fashionable.

# Looking in a Mirror

You have never seen your face the way others see you.

Mirrors are one dimensional.

Your brain compensates.



# Hair

Psychologists tells us your hair is a secondary sexual characteristic.

Male animals attract mates with their colors.

Human females attract males with their hair, the way they dress and by the amount of their body they show.

# Hair

Length

Style

Color

# Length

Hair length is extremely personal.

Longer is not always better.

Sometimes short is too short.

# Style

I don't know what to say about style.

I like change ... sometimes.

# Color

I have lots to say about color.

# Color

It's a lot more than just depth and tone.

It's also the product to use and the technique.

# Technique

Gray coverage = match the natural.

Gray blending = white is kept lighter but toned.

Color enhancement = natural + a little tone.

Color change = completely new color.

Color and highlighting.

Color and special effects.

# Color Tones

Neutral

Gold

Ash

Beige

Red-Orange

Red-Violet

Silver/Platinum/Gray



# Neutral

**You can't go wrong with Neutral,  
but you can with all other tones.**

**Worldwide, 80% of natural hair color  
is neutral or soft ash neutral.**

**All other hair color falls into the 20% remaining.**

# Gold

Neutral + Gold = Rich Neutral

Gold + Neutral = Natural Gold

Gold + Red-Orange = Warm Gold

Red-Orange + Gold = Strawberry Blondes

Red-Orange + Gold = Warm Auburn

Red-Violet + Gold = Cool Auburn

# Ash

Neutral + Green = Soft Ash

Neutral + Blue-Green = Ash

Neutral + Blue = Smokey

Neutral + Blue-Violet = Warm Ash

# Beige

Gold + Blue-Violet = Beige

Gold + Green = Cool Beige

Gold + Blue-Violet + Red-Orange = Warm Beige

# Red-Orange & Red-Violet

Red-Orange reacts better when mixed with Gold instead of Neutral.

You can mix it with neutral providing there is 3 times as much red as neutral.

Auburn formulas should contain 3 parts of Red and 1 part of gold

# Silver/Platinum/Gray

Incredibly popular with young stylists and clients.

To increase the depth of your gray, add black

# SuperGlaze

It's function is to blend or completely cover gray.

Permanent and Deposit-Only are combined in equal parts to create a SuperGlaze

The color is mixed with 20-volume developer and processed 20 to 30 minutes.

# Here's why it works

When you mix a permanent color with a deposit-only color (that does not contain MEA) you create a hybrid color that has a lower pH (9.25) than permanent color (10.5) and 1/2 of 1% ammonia.

Because it's mixed with 20-volume developer you get full dye development but because it has less than half the ammonia of permanent color you can only get 1 level of lightening.



# Here's why it works

Because it only gives 1 level of lift,  
you never see brassiness.

This allows you to use a much lighter shade than  
you normally could on salt & pepper hair.

You can now blend the white into the dark using a  
blonde shade.

Permanent results with no brassiness.

# Base Breaking & Blending

To transform chromastics Liquid *Shades*  
to a soft, 1/2 level base-breaker and blender:

In an applicator bottle,

Mix 2oz of chromastics shades and 2oz of 10-volume  
developer, Add 1/2 ounce XL-Cream,  
Rapidly apply to the new growth,  
Process 10 to 15 minutes.

For a full level of lift replace XL-Cream with 1/2  
ounce of XL-Super.

For larger regrowth add 1/2 ounce of extra developer.