

THE PLAYBOOK

PRO EDUCATION

AirTouch Color Technique

Hands-In

Learn the salon service that 3 million consumers are searching for online, AirTouch. The AirTouch technique is a haircolor method that uses air, rather than teasing or backcombing, to create a seamless blend of color, resulting in natural-looking highlights and a soft, dimensional effect.

KEY TAKEAWAYS:

- Master the AirTouch method for seamless, dimensional color.
- Formulate precisely to create perfectly diffused, natural-looking blends.
- Achieve vibrant, healthy hair using L'Oreal Professionnel haircolor

What to bring:

Notebook & pen, hair dryer, (6) hair clips, (2) tint bowls, (2) color whisks, gloves, color apron, wet brush, medium round brush, foil/pin comb, towels, foils and color scale.

Key Product Focus:

Total Brand Color

Mon. May 4
10:00am-12:30pm

\$55 investment

State Code: EDU191

OR USE YOUR



Educator: Jacob Rau

REGISTER TODAY:

Store | Salon Consultant | LEVEL

SALON CONSULTANT info:

Chad Parkhurst 816-916-4314

Vonna Occhipinto 816-456-5772

Shelby Bowden 660-819-4123

For more information & events

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(314) 423-9599 corporate office

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class location:

STATE BEAUTY SUPPLY

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