



L'Oréal Professionnel Brand Ambassador & Hollywood Star Eva Green wears the On-trend Mocha Balayage look

MOCHA-LLICIOUS

L'Oréal Professionnel's Mocha shades are all you need to know about

With the new year, it is time to start afresh. New resolutions, spruced up fashion and of course a head-turning makeover. This year, it's time for you to be part of the most fashionable hair colour trend of 2016 – **MOCHA MANIA**. Spotted by fashionistas in the industry with an exhausting lists of the likes of Selena Golmes, Mila Kunis, Anne Hathway, Kristen Stewart, Emma Watson, Kendell Jenner, Alexa Chung and many more, it is time that you know how big a statement the mocha shades are making this season.

Be it the warm tones of honey, or rich chocolate, shades of hazel to nut brown, mocha shades seem to be the perfect fit

for Indian hair which not only lends a natural shade and shine to hair but also a sense of auctourant to your client's personality. Mocha is undeniably the go-to colour for hair right now.

And if you were wondering which hair colour brand to choose from, fret not! At the forefront of setting this trend is L'Oréal Professionnel. The brand has introduced 4 new shades of Mocha under its no-ammonia portfolio – INOA!

Bringing the most on-trend Mocha looks to your salons You can get your favourite Mocha looks - MOCHA BALAYAGE & MOCHA OMBRÉ only at a nearest L'oréal Professionel salon.

STEP BY STEP

MOCHA BALAYAGE

Balayage allows for a sun-kissed natural looking hair colour.

Colour

For a ravishing sun-kissed hair color, start off by dividing the head in 4 parts and then spread Blond Studio Multi Techniques on surface, only on the roots & mid-lengths. Take 1 spoon of Multi Technique Powder (20g) + 40ml of 30 vol oxydant) and then apply INOA 8.8 + 30 Vol Rich Oxydant on the mid length and ends, leaving 1 cm from the roots. Now you need to leave the same for 15 minutes and then apply INOA 5.18 + 20 Vol Rich Oxydant on the roots for 35 minutes. Emulsify & shampoo the hair with INOA Post color shampoo – twice. After that you should smooth dry the hair.

The Inoa Edge INOA, is a unique technology called the Oil Delivery System (ODS2) - a revolutionary

formula that harnesses the power of oil to treat hair as it colours. The colour options are limitless with 60 shades. With the expertise of a L'Oréal Professionnel hairdresser and an in-depth colour consultation one can achieve the perfect shade. The new shades include 4,8/ 5,18/ 7,18/8,8.

Styling

Style it sassy! Firstly, take a halo section 5cm from the front hairline, divide this halo into 9 triangular sections and then twist each triangle & cut the ends using scooping / sliding technique. After that, connect the paremeter of your hair cut using point-cutting technique.

Apply L'Oréal Professionnel Wild Stylers Scruff Me by Tecni.ART on damp hair and set to blow dry your hair. Then, create stunning curls with your fingers and secure them flat with small pins to let them cool down. Finish the style with L'Oréal Professionnel Wild Stylers Next Day Hair by Tecni.ART.



MOCHA OMBRÉ

Ombre is a look that creates a beautiful color transition from dark to light from the midshaft down.

Colour

Get the stunning, ombre hair color! Start off by dividing the head in 4 parts. Then apply Majirel Cool Cover 6.8 + 30 Vol Oxydant on the mid length, leaving 1 cm from the roots. Apply Blond Studio Multi Technique to the end; then work the ends being more intrusive with your brush holding it vertically (Graduated Technique). Apply Majirel Cool Cover 6.8 + 20 Vol Rich Oxydant on the roots and leave it for 35 minutes and then emulsify (only roots & mid length). Rinse & shampoo with PRO-CLASSICS COLOR shampoo. On towel dried hair, apply Majirel Cool Cover 8.8 + 20 Vol Oxydant + 5-10 ml Warm Water only to the pre lightened area – leave for 10 mins.

and then,emulsify & shampoo with PRO-CLASSICS COLOR shampoo.

THE 'COOL' Colour TREND by Majirel Cool Cover L'Oréal Professionnel's Majirel Cool Cover palette of 17 shades of hair colour with cooler reflects, deeper tones and ultra-neutralising abilities. Ranging from Mochas to Golds, Ashes to Double & Metallic Ashes; you can let you wear your hair in today's most on-trend cool hue!

Styling

Pre-dry hair 100% dry and spray L'Oréal Professionnel Tecni.ART CONSTRUCTOR on each section. Use a large curling iron and include the ends for each strand.

Deconstruct your setting with your hands by using L'Oréal Professionnel Wild Stylers Next Day Hair by Tecni.ART. SS



Only available exclusively at your nearest L'Oréal Professionnel salon