

FRENCH BALAYAGE *FOR ALL*



*THE ORIGINAL 2-STEP BLENDED BALAYAGE SERVICE
FOR A NEUTRALIZED & GLOSSY FINISH*



« Touch »
where you want to go

STEP 1
BALAYAGE

STEP 2
GLOSS

NEW LOOKS &
TECHNIQUES

HAIRCARE

BUSINESS
TRENDS

L'ORÉAL
PROFESSIONNEL
PARIS

STEP 1 BALAYAGE



« Touch »
where you want to go

A STORY
MADE IN FRANCE

BALAYAGE
TO LEARN

BALAYAGE
TO UPSKILL

L'OREAL
PRO TOOL BOX

STEP 1 BALAYAGE : A STORY MADE IN FRANCE



1960s



BALAYAGE did not exist yet.
The story begins with enclosed highlights
& nothing else.

1970s



In 1974, the Carita sisters created Balayage
using delicate cotton to protect their highlights.
Shortly after that, open-air balayage was born.

1980s



FRENCH BALAYAGE was invented.
Hairpainting technique for a seamless
& natural-looking result.

2000s



PALM PAINTING was born
& became an increasingly popular continuity
to brush painting.

BALAYAGE TO LEARN



2 POINTS



THE ONE & ONLY ORIGINAL FRENCH TECHNIQUE

The first shape that, for the first time,
defined what really was
FRENCH BALAYAGE.

It allowed to leave
shadow on the regrowth area
minimizing the regrowth effect.

FRENCH BALAYAGE

sets a new standard and
a new timeless taste of balayage
for years to come.

MASTERY LEVEL



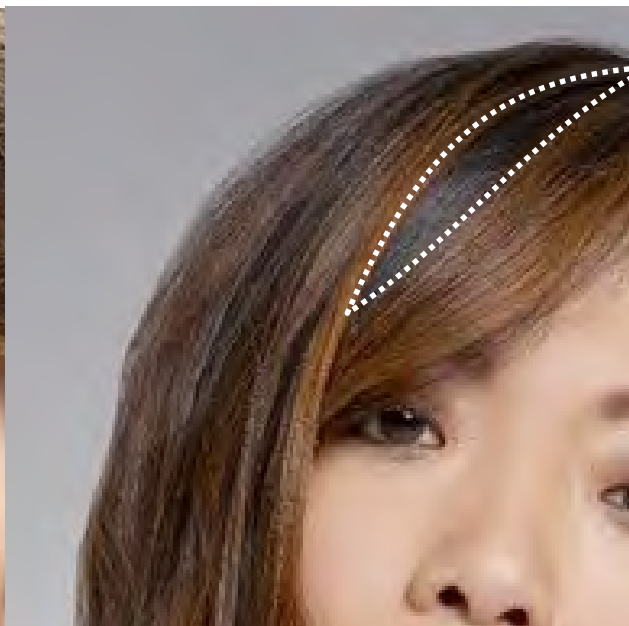
NEGATIVE SPACE

N G A T I V E S P A C E

The space surrounded by the opposite contrast
colour.



Applied to **FRENCH BALAYAGE**,
it refers to the shadow areas
allowing to valorize the lightened areas.



BALAYAGE TO LEARN



1 POINT

INVERTED V



MASTERY LEVEL



ASSYMETRICAL



MASTERY LEVEL



On the hair line
For perfect & fine finish
On the vertex
or where the hair parts
On the middle part
when odd number of light points

MULTI-POINT

3 POINTS



MASTERY LEVEL



When negative space
needs
to be cut down

DIFFUSED



MASTERY LEVEL

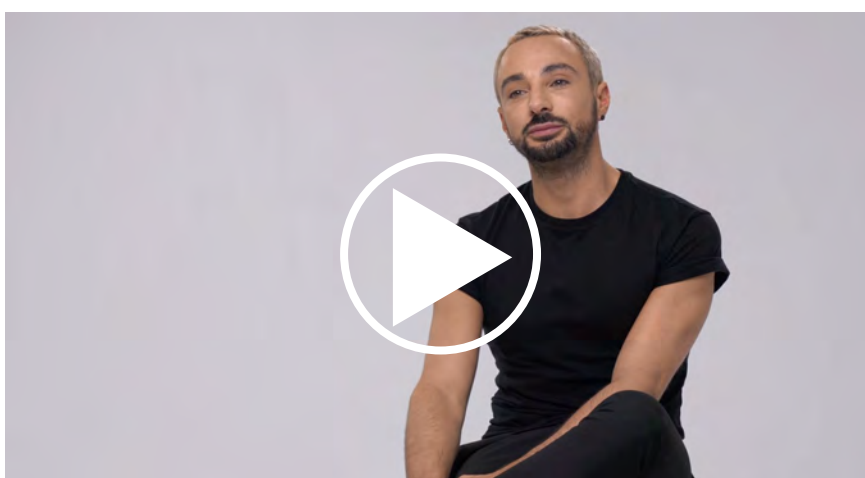


The negative space
becomes
extremely feathered
for the most
seamless effect.



*The only way to do Balayage painting right
is to do it your own way.*

PRECISION



Click to watch

@pierrickberinger share his tips
on reaching
a good level of precision.

CHOOSE YOUR SUPPORT

BOARD SUPPORT



Click to watch

@minkimcolorist share her tips
on using a board as reservoir.

HAND SUPPORT



Click to watch

@charlotte_catherin share why she
loves using her hand to pre-work the
product when doing a balayage.



PALM PAINTING 100% HAND MADE



Click to watch
@charlotte_catherin &
@pierrickberinger discuss
how hand made
can provide the ultimate
bespoke finish.

UNIQUE NATURAL RESULT



Click to watch
@charlotte_catherin & @pierrickberinger
their consideration
around how natural the result can be.



CHOOSE YOUR ORDER



An easy technique
ideal for **beginners**.



An expert technique
ideal for **advanced** hair artists.

Practice!
Develop your gestures!
Define what are your preferences!
Find your preferred balayage brush!

Define your comfort zone then, step out of it.
That's where the magic happens.



Your Balayage painting technique
is **your fingerprint**:
one of a kind & impossible to match.



BLOND STUDIO



POWDERS

Up to
50
MFI

Up to level **8**

BLOND STUDIO 9 POWDER INSIDE

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
ON-SCALP	✓	✓	✗				
OFF-SCALP	✓	✓	✓				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Citric Acid and Glycine bonding complex

BENEFITS

- Up to 8 levels of lift
- High concentration of bonding agents inside
- Protects bonds to keep the hair strong
- Multi-technique lightening powder
- Ideal for natural or coloured hair
- Low volatility texture
- High adherence

Up to
50
MFI

Up to level **8**

MULTI-TECHNIQUES 9

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
GLOBAL	✓	✓	✗				
ENCLOSED	✓	✓	✗				
OPEN AIR	✓	✓	✓				
FREEHAND	✓	✓	✓				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Enriched with Pro-Keston

BENEFITS

- Up to 8 levels of lift
- Multi-technique lightening powder
- Excellent for open air techniques
- Low odor technology
- Low volatility texture
- High adherence

Up to
50
MFI

Up to level **6**

FREEHAND TECHNIQUES 9

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
OPEN AIR	✓	✓	✓				
FREEHAND	✓	✓	✓				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Enriched with Pro-Keston

BENEFITS

- Up to 6 levels of lift
- Ultra compact lightening powder
- Excellent for open air techniques
- Allows to precisely draw the highlights
- Low volatility texture
- Extreme adherence

PASTES

NUTRI-DEVELOPERS

Up to
50
MFI

Up to level **7 & 6**

PLATINUM PLUS Full color lightening paste
PLATINUM PLUS Advanced color lightening paste

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
GLOBAL	✓	✓	✗				
ENCLOSED	✓	✓	✗				
OPEN AIR	✓	✓	✓				
FREEHAND	✓	✓	✓				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Enriched with Nutrioxide + Beeswax

BENEFITS

- Up to 6-7 levels of lift
- Lightening paste
- Balm texture

CREAM

Up to
35
MFI

Up to level **5**

HATCHING CREAM

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
GLOBAL	✗	✗	✗				
ENCLOSED	✓	✓	✓				
OPEN AIR	✓	✓	✓				
FREEHAND	✗	✗	✗				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Enriched with Inceal-beeswax system**

BENEFITS

- Up to 5 levels of lift
- Cream + sachet + developer
- High precision lightening
- Luminous, clean blonde results
- Ammonia free for a pleasant smell
- Advanced conditioning agents

** COMBINATION OF THE ENRICHED CREAM (1) AND THE CREAMS (2) & (3)

OIL

Up to
30
MFI

Up to level **2**

SUN-KISSED OIL ammonia free for a pleasant smell

	20 VOL	30 VOL	40 VOL		1:1	1:2	1:3
DEVELOPER	✓	✓	✗				
MIXING RATIO				✓	✓	✓	✓
GLOBAL	✓	✓	✗				
ENCLOSED	✓	✓	✗				
OPEN AIR	✗	✗	✗				
FREEHAND	✗	✗	✗				

⚠️ DO NOT USE ON COLOR TREATED HAIR. DO NOT USE ON HAIR WITH PERMANENT DYES. DO NOT USE ON HAIR WITH PERMANENT CURLS. DO NOT USE ON HAIR WITH PERMANENT DAMAGE.

FEATURES

- Gel technology

BENEFITS

- Up to 2 levels of lift
- Natural sun-kissed effect in less than 30 minutes
- Ammonia free for a pleasant smell
- Lightening oil



NEW
Discover & download on ACCESS
the new product
with the BLOND STUDIO technical sheet



www.lorealaccess.com



BLOND STUDIO 8 BONDER INSIDE



Up to



	DEVELOPER			MIXING RATIO		
	20 VOL	30 VOL	40 VOL	1+1	1+2	1+3
ON-SCALP	✓	✓	✗		●	
OFF-SCALP	✓	✓	✓	●		

FEATURES

- Citric acid & glycine bonding complex

BENEFITS

- Up to 8 levels of lift
- High concentration of bonding agents inside
- Protects bonds to keep the hair strong
- Multi-techniques lightening powder
- Ideal for natural or colored hair
- Low volatility texture
- High adherence

• DO NOT USE HEAT • DO NOT EXCEED 50 MINUTES
DEVELOPMENT TIME • DO NOT TIE HAIR UP
*USE ONLY WITH SWEET MECHEs, QUICK MECHEs,
EASI MECHEs OR ALUMINIUM FOIL BY L'ORÉAL
PROFESSIONNEL.



STEP 2: GLOSS



Click
where you want to go

GLOSS

L'ORÉAL PRO
GLOSSING BOX

GLOSS



WHY GLOSS ?



Click to watch [@charlotte_catherin](#) sharing the unique characteristics of DIALIGHT & the GLOSS SERVICE as part of FRENCH BALAYAGE

HOW TO GLOSS ?

3 VIDEOS

GLOBAL
GLOSS

DOUBLE
TONING

[SHADOW](#) ROOTS
STRETCH ROOTS
MELT ROOTS

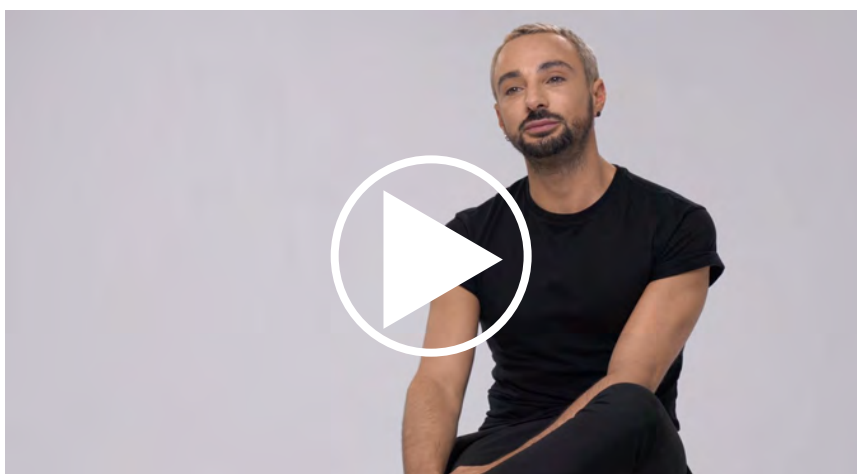
GLOBAL GLOSS



Click to watch [@pierrickberinger](#) on **global toning** turning into **colour zoning**

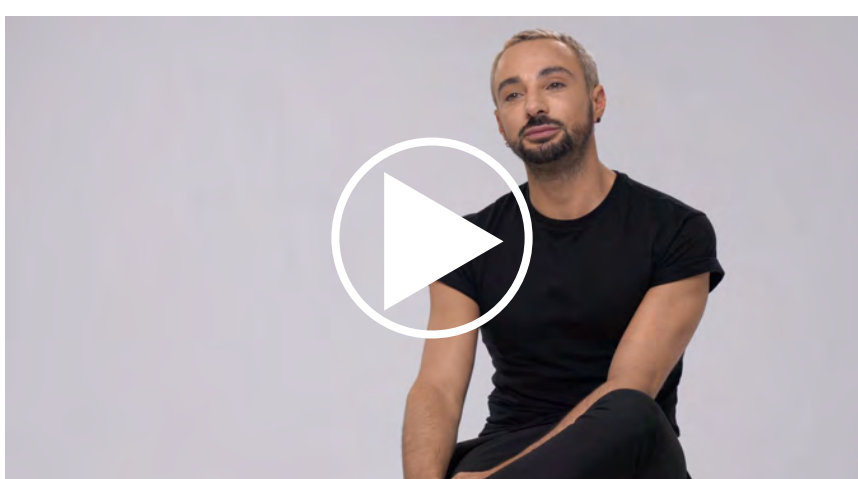


DOUBLE TONING



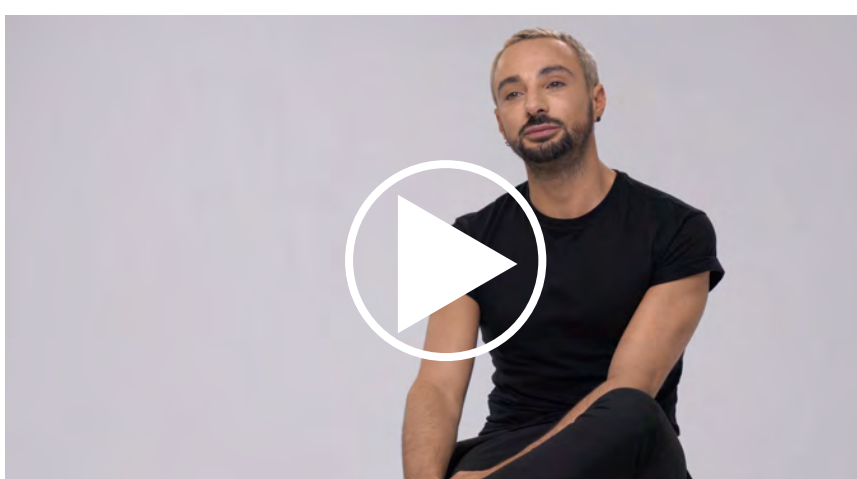
Click to watch @pierrickberinger explaining how DOUBLE TONING can be both a life saver & a visual solution

SHADOW ROOTS STRETCH ROOTS & MELT ROOTS



Click to watch
@pierrickberinger explaining how glossing can be an opportunity to sharpen your creativity

WHICH GLOSS ?



Click to watch
@pierrickberinger sharing different options whether you want to emphasize, attenuate or neutralize your balayage.

L'ORÉAL PRO GLOSSING BOX DIALIGHT



The only* acidic-gel cream technology to neutralize & gloss any lightened hair the French way.

Low pH gel cream technology

Balances the hair after any lightening with an ultra glossy result & 30% conditioned hair**.

Neutralizing gloss for all bases
Customize the result thanks to our now complete palette of shades.

*By L'Oréal Professionnel

**Instrumental test

Discover more about DIA LIGHT on this technical sheet.
DOWNLOAD THE FRENCH BALAYAGE MODULE ON ACCESS



ACCESS
L'ORÉAL

www.lorealaccess.com

FROM L'ORÉAL PROFESSIONNEL

PERFECT TO NEUTRALIZE & GLOSS ANY LIGHTENED HAIR THE FRENCH WAY
PERFECT TO COLOUR MATCH ANY COLOURED HAIR



DIA LIGHT

INTRO DIALIGHT

CHARACTERISTICS

- Gel-cream ammonia-free tone on tone hair colour with acidic pH
- No sensitization
- No lift
- Evenness and lastingness of the result

- Vinyl shine
- Intense care result
- Darkens up to 2 levels
- Made in Canada



ACIDIC PH TECHNOLOGY

- Close to optimum pH for hair comfort and to colour
- Without sensitizing hair
- Resurfacing effect of the fiber

PERFECT FOR BALAYAGE

THE ORIGINAL 2-STEP BLENDED BALAYAGE FOR A NEUTRALIZED & GLOSSY FINISH CREATED BY L'ORÉAL PROFESSIONNEL

STEP 1

THE FRENCH SEAMLESS NATURAL BALAYAGE PAINTING WITH BLOND STUDIO
Complete lightening toolbox to achieve any level of lift

STEP 2

THE ONLY* NEUTRALIZING GLOSS EVEN FOR BRUNETTES WITH DIA LIGHT
New toning palette, from the lightest blondes to the darkest brunettes, to neutralize, gloss & customize every balayage

*By L'Oréal Professionnel

PERFECT FOR GLOSS

RELSHAKES
CORE RANGE

EMPHASIZE

WARM

SOFTENING

COOL BEIGE

NEUTRALIZING

IRIDESCENT COOL

ASH COOL

10

9

8

7

6

5

4

(Only selected shades are displayed on this chart. Please consult the Dialight chart for an overview of the complete palette.)

PERFECT FOR COLOUR MATCHING TAKE THROUGH WITH ACIDIC TONE ON TONE

ON REGROWTHS
LIGHTENING OXIDATIVE COLOUR
(Ex : Inoa or Majirel)
10, 20 or 30 volume

THE MISSION?
Everything has to be done!

- First time that we are going to:
- Open the scales
 - Enter the hair
 - Oxidize/lift
 - Inject colorants



ON THE LENGTHS AND ENDS
ACIDIC TONE ON TONE COLOUR
(DIALIGHT)
6 or 9 volume

THE MISSION?
Refresh the shade very respectfully
with colour deposit

TIPS

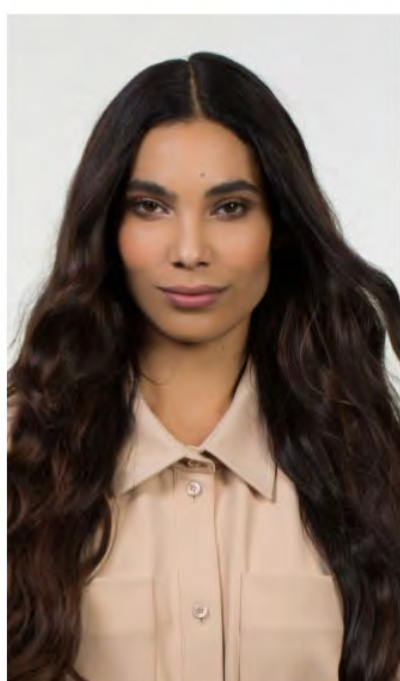
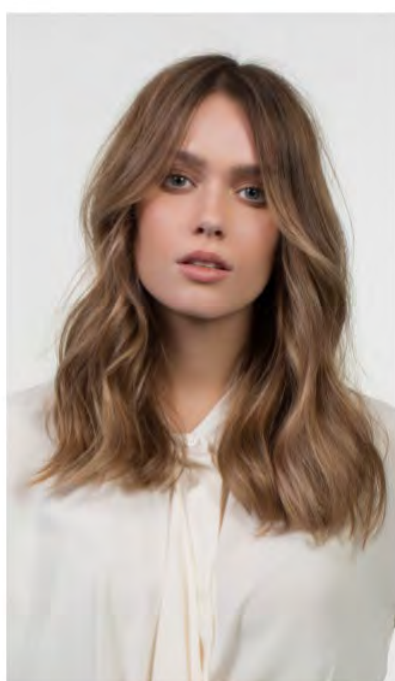
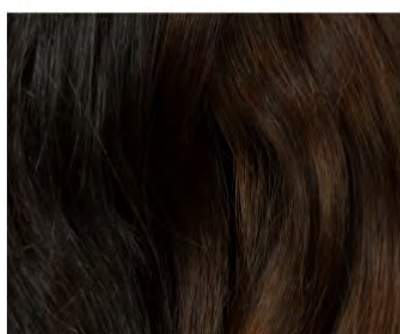
- Ideal to correct warm reflects and darken up to 2 tones, use the 9 VOL.
- Ideal to revive colour and/or add shine between 2 colour services
- Ideal to recolor or add shine on the sustainable form service day.
- To recolor or add shine, use 6 vol.
- For an effect up to 1 darker tone, use 9 vol.

- The Clear reduces the reflect of all DIA LIGHT shades by mixing it with the chosen shade: 1/4 Clear + 3/4 chosen shade.
- 1/2 Clear + 1/2 chosen shade or 3/4 clear + 1/4 chosen shade

L'ORÉAL
PROFESSIONNEL
PARIS

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PARIS

NEW LOOKS & TECHNIQUES



LOOKS &
TECHNIQUES

HAIRCARE

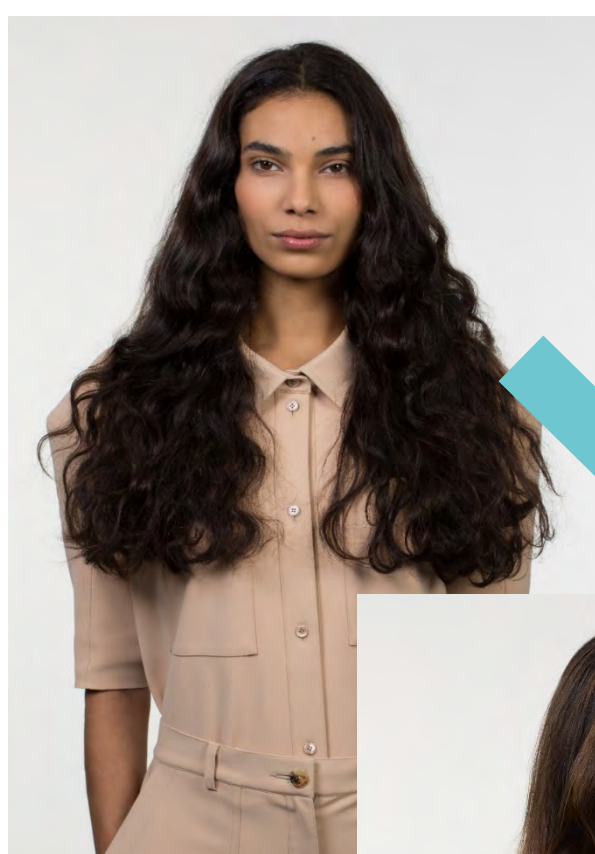
FRENCH BALAYAGE *FOR ALL*



VERY DARK BASES

SEAMLESS TECHNIQUE

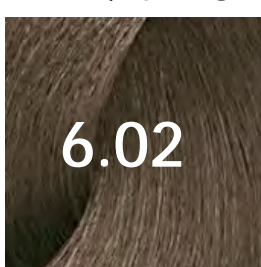
by Nancy Braun



BLOND STUDIO
MULTI TECHNIQUES 8



DIA RICHESSE
 $\frac{1}{2}$ 6 .02 + $\frac{1}{4}$ 7.8



6.02



7.8



SEAMLESS BALAYAGE TUTORIAL

@balayage_bynb



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PARIS

FRENCH BALAYAGE *FOR ALL*



DARK BASES

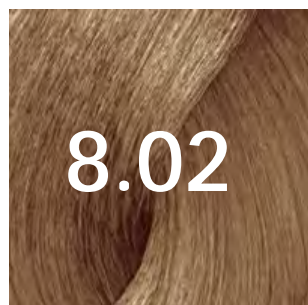
BLACKCOMB SLICING TECHNIQUE *by Rafael Bertolucci*



BLOND STUDIO 8
BONDER INSIDE



DIA RICHESSE
 $\frac{1}{2}$ 8 .02 + $\frac{1}{4}$ 7.8



8.02



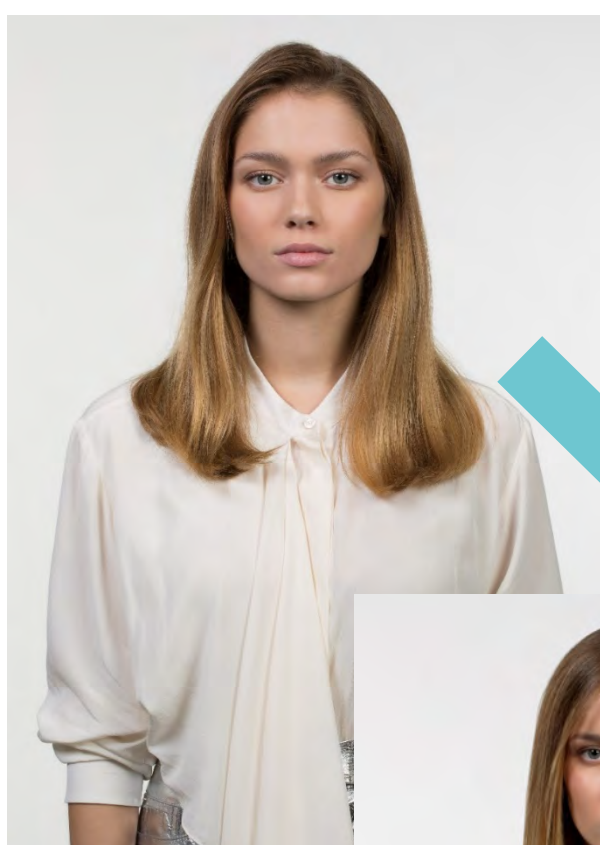
7.8



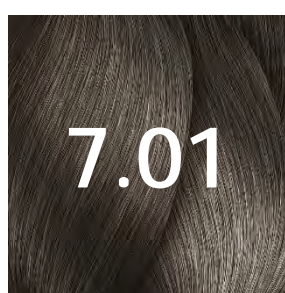
FRENCH BALAYAGE *FOR ALL*

LIGHT BASES

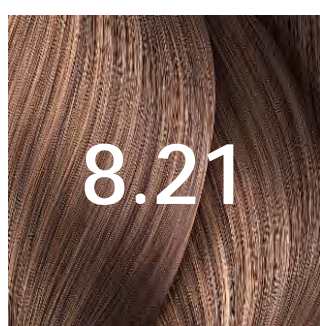
SHADOW BLEND TECHNIQUE *by Peter Thomsen*



BLOND STUDIO
MAJIMÈCHES



DIALIGHT 7.01



DIALIGHT 8.21

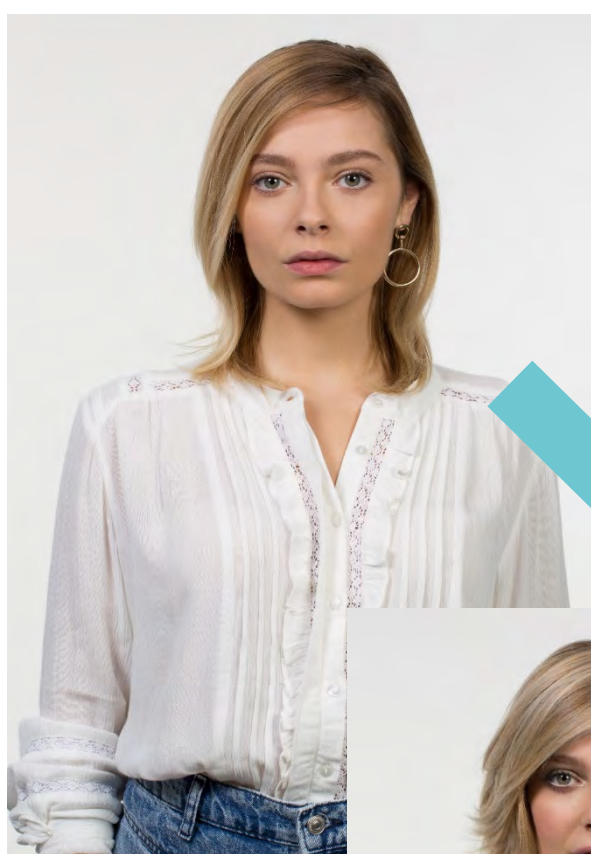
FRENCH BALAYAGE *FOR ALL*



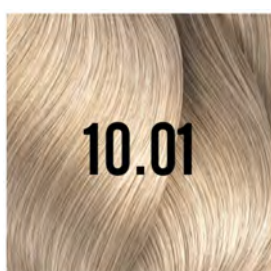
VERY LIGHT BASES

GRADUAL LIGHTENING TECHNIQUE

by Charlotte Catherin



BLOND STUDIO
PLATINIUM



DIALIGHT 10.01

GRADUAL LIGHTENING BALAYAGE TUTORIAL

@charlotte_catherin



FRENCH BALAYAGE *FOR ALL*



VERY VERY LIGHT BASES

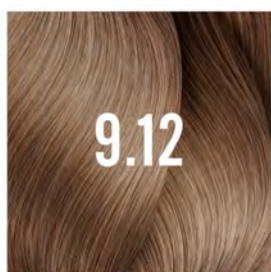
FREE WEAVE TECHNIQUE *by Siobhan Jones*



BLOND STUDIO
MULTI
TECHNIQUES 8



REGROWTHS



DIALIGHT 9.12

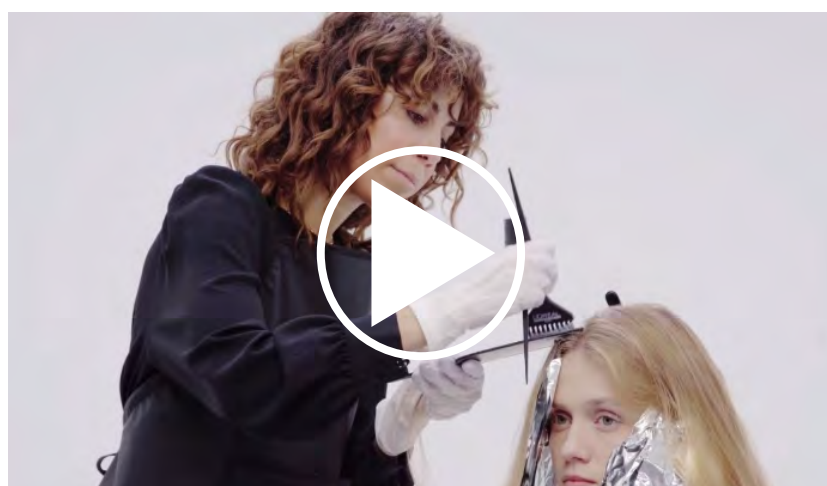
LENGTHS & ENDS



DIALIGHT 10.02

FREE WEAVE BALAYAGE TUTORIAL

@shivvvey



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PARIS



FRENCH BALAYAGE LOOKBOOK



Discover
the FRENCH BALAYAGE LOOKBOOK
with all the expert's colour recipes.

DOWNLOAD IT ON ACCESS
FRENCH BALAYAGE MODULE



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HAIRCARE

FINISH THE ROUTINE WITH HAIRCARE



Discover
SERIE EXPERT BLONDIFIER RANGE

DOWNLOAD IT ON ACCESS
FRENCH BALAYAGE MODULE



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BUSINESS TRENDS



SHARE & TREND

FRENCH BALAYAGE
FOR BUSINESS



WHY SHOULD YOU?

Needless to explain the power of social media in boosting business nowadays.

Online presence will help you promote your talent as a hair artist & set a reassuring position for yourself within the Balayage Masters community.

WHAT TO POST?

Content that drives engagement or action from your community & that is easily traceable.



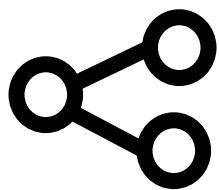
LIKE

The simplest form of engagement you can obtain is a like with content that is relevant, inspiring, aesthetically pleasing.



COMMENT

People will usually comment when an emotional connection happens. This is usually driven by relevant & emotionally driving **captions**.



SHARE

If they're sharing, you're buzzing. A share is the most engaged reaction your community can have.

When your post is emotionally **meaningful** it becomes infectious popular.



TRACE

For all the above to happen, your post needs to be **visible**. Using a relevant hashtag (#) & location will help build your online presence.

#FRENCHBALAYAGE



WHAT IS RELEVANT TO POST?

Depending on you, your business,
&
your community's profile,
you can post either

PHOTOS

SHORT
VIDEOS

GIFS

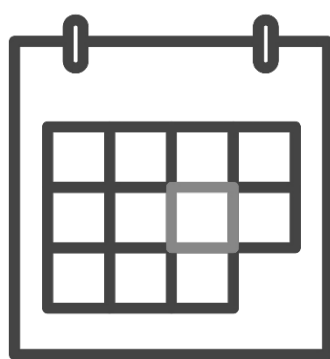
PRODUCT

HAIR
CLOSE UPS

TECHNIQUES

BEFORE &
AFTER

Make an **EDITORIAL PLAN** for yourself.
Organize your upcoming posts
for the month or even, the week.



Why not contract annually
a model or an influencer?



FRENCH BALAYAGE FOR BUSINESS



The most popular colour trend since its inception, **BALAYAGE** is definitely a strategic service to offer in your salon.

BALAYAGE BECAUSE CONVENIENT

*BALAYAGE BECAUSE
QUICK & PROFITABLE*



Click to watch [@charlotte_catherin](#) explaining how FRENCH BALAYAGE is a power house of profitability.

And remember!

It is also a reflection of:

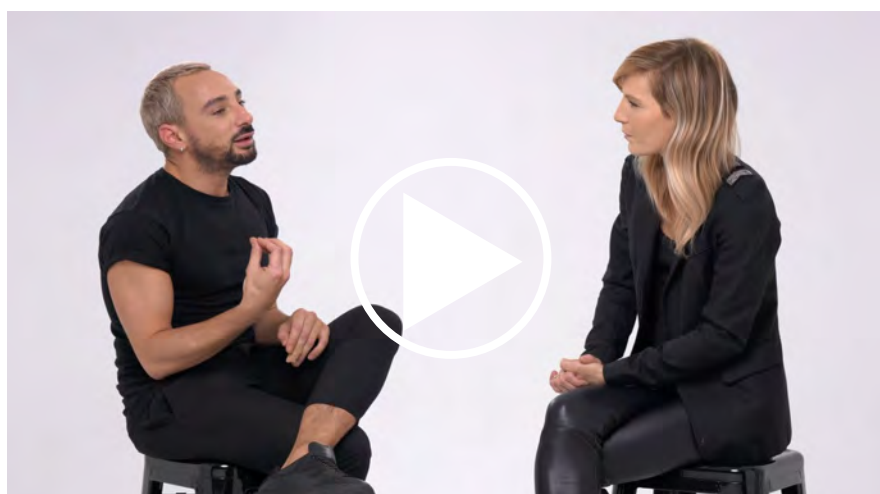
YOUR STYLE

YOUR GRACE

YOUR PROFESSIONAL SAVOIR-FAIRE

MARKET YOUR OFFER

THE MARKETING-COLORIST



Charlotte & Pierrick on how communicating your talent & valorizing your craft is critical when it comes to business.

USE THE POWER OF STORY TELLING



Your ability to tell beautiful stories... **beautiful colour stories...**
will help you shape your clients' perception of
hair colour & get her on board.

Reassuring is one thing, seducing is another.

All this put together
generates a power of conviction
making the client say:
" **YES.** "

We, colourists, during a consultation,
need to do with words
what Picasso did with a brush.

& TIMING IS EVERYTHING

90% of purchase intentions are made
during consultation.

FRENCH BALAYAGE *FOR ALL*



THANK YOU

Now time to practice FRENCH BALAYAGE.