Over 25 years ago Farouk Shami had a vision to create a healthier working environment for the hairdresser and salon atmosphere. This led him to invent and patent the first ammonia-free lightening system known as SunGlitz. This revolutionary lightening system was the beginning of Farouk Systems and the launch of other successful brands such as BioSilk and CHI.

The CHI brand is one of the fastest growing brands in the professional beauty business today. It all started when Farouk Systems invented and launched the very first ceramic hairstyling iron, the original CHI Iron, which has grown to become a leader in the tool industry.

CHI embodies the Farouk Systems philosophy of Advanced American Technology. Today, CHI has grown to encompass not only tools but also accessories and hair care products. Hair colors and lighteners include CHI Ionic Lighteners, CHI Ionic Permanent Shine Hair Color, and CHI Infra Environmental High Lift. Our mission of Environment, Education and Ethics still holds true today, with Education being the cornerstone of the company.

Patrick Kalle
Farouk Systems Artistic Director
The Fall 2017 Enlighten Collection is a collection with a mixture of textures and colors. The combination of precise cutting techniques gives texture to the hair, making the hairstyles easy to style in various looks. This Collection has a luxurious feel and will attract all types of women around the globe. Let this new collection inspire you for continued education and knowledge.

Maurice den Exter
Farouk Systems Creative Design Director
The Fall 2017 Enlighten Collection is a combination of easy to style to more glamorous looks. The cutting techniques will give more texture to the hair if needed.

This is a very versatile Collection suitable for every type of hair.

Richard Jordan
Farouk Systems Color Director
For the Fall 2017 Enlighten Collection, we worked with the CHI Shine Shades Liquid Color in combination with CHI Infra High Lift. The liquids are easy to blend to create the latest techniques in hair color. As a Color Artist, I love that you can combine several CHI color products together to create the perfect complete look for every style.

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HOUSTON, TX -- July 2017. Farouk Systems, Inc. presents the Enlighten Collection, created by Farouk Systems Global Artistic Director, Patrick Kalle and Creative Design Director Maurice den Exter, along with Color Director Richard Jordan. Launching during the fall 2017 season. The Enlighten Collection is the true colorful art of professional hairdressing combined with international trend and vision. Light makes us to see form and texture and the reflection of light the color. Therefore we add silk to all our color lines to reflect light a better way.

The Enlighten collection is inspired by the rock and feel of the modern individual. The hairstyles reflect a natural and organic flow of hair. Shorter layers created more texture and freedom in styling. Color painting and foil placement are the key to success for a perfect blend between CHI Ionic Shine Shades Liquid Color and CHI Chromashine Color. It’s the new Enlighten color vibration which creates power to the beauty.

Perimeter lines are left longer and fringes are back, switching layering techniques in the top layers create texture and movement.

Combining the innovation and technology of Farouk Systems color, products and tools with the necessities of fashion-forward hair. The Enlighten Collection is the merging of differences creating harmony and balance.

For your INSPIRATION

“Learn the rules like a pro, so you can break them like an artist.”

- Pablo Picasso -
Strong sharp and powerful is the definition of this beautiful look. Interesting disconnections but at the same time harmony in cut and color. Inspirational color combination fades from warm to cool tones.
FORMULATIONS

Formula 1
1 part CHI Ionic Shine Shades Liquid Color 111
1 part CHI Color Generator 10 Volume
2 caps CHI Ionic Shine Shades Liquid Color 8RV

Formula 2
CHI Chromashine pastel Yellow

Pre light the hair from the mid shaft to the end with 1 part CHI Blondest Blonde and 1 part CHI Color generator 20 Volume.

STEP 1 - Section the interior from the exterior by creating a horseshoe section around the head.
Start applying the base color at the temple area and color the whole exterior area
Color roots to ends with Formula 1.

STEP 2 - Protect the exterior with a foil, Color the roots of the interior with Formula 1.

STEP 3 - Isolate a curved section diagonal backwards and color the whole section with Chromashine Pastel yellow.
SECTIONS

STEP 1 - Divide the interior from the exterior with a horse show section around the head.

STEP 2 - Isolate the fringe between the temples in a diagonal section.

STEP 3 - Isolate the crown area in a diagonal section, isolate the middle section on the highest point of the head, the end result is 3 diagonal sections in the interior part of the head.
**STEP 1** - Cut the sides using scissors over comb technique with a graduation following the curve of the head.

**STEP 2** - Split the crown area in 2 sections. Comb the first section in natural fall distribution and point cut parallel to your fingers.

**STEP 3** - Comb the next section 90 degrees out of the scalp and point cut parallel to your fingers.

**STEP 4** - Repeat step 2 and step 3 on the middle section.

**STEP 5** - Split the fringe area in 2 sections. Comb the first section in natural fall distribution and point cut parallel to your fingers.

**STEP 6** - Comb the next section 90 degrees out of the head and point cut parallel to your fingers.

**STEP 7** - Distribute the hair in Natural fall and clean the diagonal forward form line with a point cut technique.

**STEP 8** - Comb the top layers 90 degrees out of the head, over project and deep cut the ends with a point cutting technique to create texture.

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**EDGY cut**

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**Enlighten collection**
**STEP 1** - Apply CHI Silk Infusion and CHI Volume Booster in the hair before styling. Style the hair with a CHI Ceramic Round brush and the CHI Euro Shine Hair Dryer and create maximum volume in the top layers.

**STEP 2** - Finish the hair with CHI Style Finish products.
Alternation in color and cut creates this cool hairstyle. Short layers at the crown create a total new shape in this medium/long hairstyle. Vertical color placement with a variety of blond tones are blended to perfection. It's funky, cool and elegant.
Formula 1
1 part CHI Ionic Shine Shades Color 7I
1 cap CHI Ionic Shine Shades Color 1N
1 part CHI Color Generator 10 Volume

Formula 2
1 part CHI Ionic Shine Shades Liquid Color 8C
1 part CHI Ionic Shine Shades Liquid Color Clear
2 parts CHI Color Generator 10 Volume

Formula 3
1 part CHI Ionic Shine Shades Liquid Color 9CG
1 part CHI Color Generator 10 Volume

Formula 4
½ part CHI Ionic Shine Shades Color 8C
¼ part CHI Ionic Shine Shades Color 8RB
½ part CHI Ionic Shine Shades Color Clear
1 1/4 part CHI Color Generator 10 Volume
2 caps CHI Ionic Shine Shades Color Violet Additive.

STEP 1 - Apply Formula 1 on the roots area.

STEP 2 - Section a Diamond shape on top the of the head and color this with Formula 2.
STEP 3 - Alternate Formula 2, 3 and 4 taking 1 inch diagonal sections following the diamond shape. Use foil to separate the colors.
**SECTIONS**

**STEP 1** - Divide the hair into 5 sections

**STEP 2** - **Section 1**: Section a Diamond shape on top of the crown.

**STEP 3** - **Section 2 & 3**: Section from the sides of the diamond shape to the top of the ear, then divide the nape area in the middle, this is section 2 & 3.

**STEP 4** - **Section 4 & 5**: Make a middle parting on the top of the head, divide the hair in two. This is section 4 & 5.
**STEP 1** - Comb the middle section 90 degrees out of the head, cut the hair parallel to the fingers. This is your stationary guideline.

**STEP 2** - Project the other two sections to your stationary guideline, over project and point cut parallel to the fingers.

**STEP 3** - Point cut the whole diamond shape from mid length to ends for more texture.

**STEP 4** - Comb diagonal backwards sections, project to the stationary guideline on the crown, over project and cut with the point cutting technique.

**STEP 5** - Repeat the same on the other side.
STEP 6 - Release the section on the side. Comb diagonal backwards sections, project to the stationary guideline on the crown, over project and cut with the point cutting technique. Mirror this technique on the other side.

STEP 7 - Comb the hair in natural fall distribution. Start in the fringe area, pinch the hair, slice cut the fringe section and slice cut the fringe on the desired length.

STEP 8 - Repeat this technique on the sides to connect to the length in the back.
STEP 1 - Apply CHI Silk Infusion through the hair before styling.

STEP 2 - Use a medium CHI Ceramic Round Brush and the CHI Euro Shine blow dryer to create maximum volume.
The strong geometric shape creates balance in this medium length hairstyle. The powerful combination between cool and warm tones attracts the attention. Classic shape meet modern technology.
FORMULATIONS

Formula 1
1 part CHI Blondest Blonde powder
1 part CHI Color Generator 20 Volume

Formula 2
1 part CHI Ionic Shine Shades Color 3N
1 part CHI Ionic Shine Shades Color 4V mix with
2 parts CHI Color Generator 10 Volume.

Formula 3
1 part CHI Ionic Shine Shades Color 10S and
1 part CHI Color Generator 10 Volume
½ cap CHI Ionic Shine Shades Color 1N.

Formula 4
1 part CHI Chromashine True Teal
1 part Chromashine Pastel Yellow.

First pre light 3 diagonal backwards sections around the contour line in the fringe and at both sides and behind the ear with Formula 1: CHI Blondest Blonde and CHI Color generator 20 Volume.

STEP 1 - Color the roots and the midshaft and the ends of the areas that are not pre-lightened with Formula 2.

STEP 2 - Color the pre-lightened areas with diagonal forward sections with Formula 3 and 4. Alternate the two formulas and use foil to separate the colors.

STEP 3 - End result with foils.
SECTIONS

STEP 1 - Divide the head into 8 pivotal partings from the highest point of the head.

STEP 2 - Start at the fringe. Project the hair at 90 degrees and position your fingers in a graduated form.

STEP 3 - The next parting is cut in a decreased layered form. Alternate this technique in the top layers. Always cut from short to long.

STEP 4 - Separate interior from exterior.

HAIR Richard Jordan • MAKE-UP Alberto Caleb Oz • STYLING Esther Hopstaken • PHOTOGRAPHY Richard Monsieurs
STEP 5 - Project the hair horizontal, position your fingers vertical and cut with a razor in increasing length to the existing perimeter line. Follow the curve of the head. It is important to keep the hair wet.

STEP 6 - Mirror this technique on the other side.

STEP 7 - Comb the hair in natural fall, lift the hair with the comb and move the razor in a horizontal motion to soften the ends and connect the exterior with the interior.

STEP 8 - Section the fringe in a triangle. Pinch the fringe and cut with the razor on the desired length in a concave shape.
STEP 1 - Apply some drops of CHI Silk Infusion in the hair before blow drying.

STEP 2 - Spray CHI Volume Booster through the hair for volume and a firm hold.

STEP 3 - Use a CHI paddle brush to style the hair and blow dry.

STEP 4 - Use the CHI Euro Shine blow dryer to evenly distribute the CHI Enviro hairspray through the hair for an easygoing look.
This strong and powerful look is created with strong sectioning partings combined with soft cutting techniques and complimentary harmony in color. This layered textured look gives you a wide variety of styling options.
STEP 1 - Pre-lighten the hair with Formula 1.

STEP 2 - Isolate the interior from the exterior. Color the roots in the interior section with Formula 2.

STEP 3 - Color the midshaft and ends of the interior with Formula 3.

STEP 4 - Color the exterior with Formula 4.

**FORMULATIONS**

**Formula 1**
1 part CHI Blondest Blonde powder
1 part CHI Color Generator 20 Volume

**Formula 2**
\(\frac{1}{4}\) CHI Chromashine True Teal mix with
\(\frac{3}{4}\) CHI Color Lock Treatment

**Formula 3**
3/4 part CHI Ionic Shine Shades Color 9CG
\(\frac{1}{4}\) part CHI Ionic Shine Shades Color Clear
1 part CHI Color Generator 10 Volume
1 cap Orange Additive
2 caps CHI Ionic Shine Shades Color 8C

**Formula 4**
1 part CHI Ionic Shine Shades Color 8S
1 part CHI Color Generator 10 Volume
1 cap CHI Ionic Shine Shades Color 1N
STURDY cut

SECTIONS
Dividing the hair in 3 sections. Isolate the interior form exterior with a Horse shoe section around the head.

STEP 1 - Isolate a half circle at the crown area.

STEP 2 - Use a middle parting to create 2 sections at the top.

CUTTING

STEP 1 - Starting at the temple area, projecting the hair at 90 degrees, cut in uniform layering by following the curve of the head.

STEP 2 - Continue following the curve of the head. Positioning your fingers facing the ceiling and cut with a palm to palm technique.

STEP 3 - Release the first top section. Distribute the hair towards the highest point of the head. Position your fingers diagonal and cut from back to front to create an increasing length towards the perimeter line.
**STEP 4** - Section a large zigzag in the top layers.

**STEP 5** - Start in the second triangle behind the contour line and direct the hair towards the point of the triangle and use a point cut technique to create a soft uneven effect.

**STEP 6** - The next triangle is cut in opposite direction towards the point of the triangle. Continue alternating this technique at the zig zag top layers.

**STEP 7** - Release the crown area and section with vertical partings and follow the curve of the head by using a point cut technique.
**STURDY CUT**

**STEP 8** - Blend the different textures from the interior and the exterior with a razor over comb technique.

**STEP 9** - Comb the hair in the natural fall and blend the top layers in horizontal razor movement to the perimeter line.

**STEP 10** - Comb the top layers in a middle part and use the tip of the razor to create a diagonal forward form line.

**STEP 11** - Comb the hair to the side and blend the fringe with the length on the sides.

**STEP 12** - Pinch the fringe together in the middle of the nose and use the razor to cut the fringe to the desired length.
STEP 1 - Apply some drops CHI Silk Infusion before blow dry the hair.

STEP 2 - Blow dry the hair with the CHI Euro Shine Blowdryer and a medium CHI Ceramic round brush for more volume.

STEP 3 - Finish with CHI Shine Infusion for a soft sleek look. (Look 1)

STEP 4 - work some CHI Reworkable Taffy through the hair to finish the look. (Look 2)
For more information and detailed instructions, refer to CHI Blondest Blonde, CHI Ionic Permanent Shine Hair Color, CHI Infra Environmental High Lift Cream Color and SunGlitz manuals.
Or contact:
Farouk Systems Education Department
1-800-237-9175
www.farouk.com