Violet collection
The Violet Collection is based on our new Violet Colors from the CHI Ionic Shine Shades Liquid Color line.

It is based on the following Violet tones, Deep Plum (4V), Eggplant (6V) and Cranberry (8V).

These beautiful tones combine perfectly together. The liquids are easy to blend and perfect to combine with other CHI Color products. We used the latest color painting and blending techniques in this Collection. This Color Collection is suitable for every type of hair.
HOUSTON, TX -- Farouk Systems Inc. presents the CHI Ionic Shines Liquid Violet Color Collection. Created by Farouk Systems Global Artistic Director, Creative Design Director Maurice den Exter and Color Director Richard Jordan.

The Violet Color Collection is a mixture of several violet tones inspired on Plums, Eggplants and Cranberries. Pure Violet tones combined with sleek, wavy and curly looks suitable for all clients.

The Color Techniques are based on the latest blending and painting techniques. Created to boosts each Stylist creativity. Next to the new Violet Tones in the CHI Shine Shades Liquid Color line we added also some new Color additives, like pure Violet, Blue and Double ash.

The combination of CHI Color, products and tools will give the stylists the ability to create the latest trendy looks for their clients.

For your INSPIRATION

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

- Pablo Picasso -
This look is designed for fine and straight hair. The precise cutting techniques create a feminine look.

You can style this haircut straight or more textured with CHI Styling products and tools.
**Formula 1**
1 part CHI Blondest Blonde Cream
1 part CHI Color Generator 20 Volume.

**SECTIONING**
Isolate the hair in 4 curved sections

**STEP 1** - Isolate a section from the highest point of the head to the highest point of the ear.

**STEP 2** - Isolate a rounded triangle shape with a curved section in the front.

**STEP 3** - Release the front hair line parallel to the fringe area and start the application of the Formula 1, leaving out 1 inch of the root.
STEP 4 - Proceed with the same technique in the rounded triangles.

STEP 5 - Proceed with the same technique in the rounded triangles staying 1 inch away from the root area. Do not apply on the ends and do not overlap previous lightened hair.

STEP 6 - Proceed with the same technique in the rounded triangles staying 1 inch away from the root area. Do not apply on the ends and do not overlap previous lightened hair.

STEP 7 - Process Following CHI Blondest Blonde manual to achieve a level 8. Rinse, shampoo, condition, and blow dry.
FORMULATIONS

Formula 2
1 part CHI Ionic Shine Shades Liquid Color 8V
1 part CHI Color generator 10 Volume

Formula 3
1 part CHI Ionic Shine Shades Liquid Color 6V
1 part CHI Color generator 10 Volume

STEP 1 - Apply Formula 2 at the crown from the roots to the mid shaft.

STEP 2 - Apply Formula 3 on the mid shaft.

STEP 3 - Finish the application on the ends with Formula 2.

STEP 4 - Apply formula 2 in the nape area from roots to midshaft.

STEP 5 - Apply Formula 1 in the nape area on the ends.
SECTIONS

STEP 1 - Section a triangle at the fringe from the highest point of the head and between the temples.

STEP 2 - Section two triangles on each side from the highest point of the head to the highest point of the ear.

STEP 3 - Section the back of the head in two sections from the highest point of the head to the nape area.
CUTTING TECHNIQUE

STEP 1 - Release small horizontal sections at the fringe and cut in a horizontal line, keeping the length over the eyebrows.

STEP 2 - Release the back contour lines in small section and cut sharp from right to left. (Comb the hair at the nape area in small horizontal sections. Comb the hair in natural fall distribution and cut the hair in a horizontal line with comb control) Use the first section as your guide line. Last section, cut with finger control from right to left sharp and straight. (Cut the last section with finger control in a horizontal line)

STEP 3 - Release the perimeter line, comb and release the pressure from the ear with the comb and cut inside your fingers. Connecting the side section to the back sections. (Release the triangles on the side, divide in horizontal sections. Comb the hair with natural fall distribution and release the pressure from the ear with the comb) (Cut the hair in a horizontal line connected to the length in the nape area)

STEP 4 - Repeat same technique on the other side of the head. (Connect the fringe with the sides with comb control and natural distribution)

VIOLOCIOUS cut
**STEP 1** - After blow-drying, spray CHI Shine Infusion on the hair.

**STEP 2** - Use the CHI Ionic Euro Shine Ceramic hairstyler to create a smooth finish with high sheen.

**STEP 3** - Use a drop of CHI silk Infusion to add some extra shine and protection.

**STEP 4** - Finish the look with CHI Enviro natural hold hairspray.
This feminine look is created in long hair. Use CHI Tools to create these soft waves. The Color Technique gives a beautiful blend with the new CHI Ionic Shine Shades Liquid Color Violet Tones.

Violet collection
Plumicious Color 1

Formulations

Formula 1
1 part CHI Blondest Blonde powder
1 part CHI Color Generator 30 Volume

Sectioning

Section 3 triangles on the top of the head

Richard Jordan • Makeup Alberto Caleb Oz • Styling Esther Hopstaken • Photography Richard Monsieurs
STEP 1 - Isolate a small curved section behind the ear and apply Formula 1.

STEP 2 - Isolate a horizontal section above the ear and apply Formula 1.

STEP 3 - Take diagonal forward slices in the first triangle at the top of the head.

STEP 4 - Apply Formula 1 from roots to ends. Isolate in foils.

STEP 5 - Repeat this color application in the other 2 triangles.

STEP 6 - Process until the hair has an achieved a level 9.
FORMULATIONS

Formula 2
1 part CHI Ionic Shine Shades Liquid Color 4V
1 part CHI Color generator 10 Volume

Formula 3
1 part CHI Ionic Shine Shades Liquid Color 8V
1 part CHI Color generator 10 volume

Formula 4
1 part CHI Ionic Shine Shades Liquid Color 6V
1 part CHI Color generator 10 volume

STEP 1 - Apply Formula 2 from roots to ends on all the non-pre-lightened sections.

STEP 2 - On the pre lightened sections, blend per section Formula 3 on the roots to mid shaft. On the mid shaft apply Formula 4 and mid shaft to ends the mixture Formula 3. Continue this technique on the pre-lightened triangles.
**PLUMICIOUS styling**

**STEP 1** - Apply a rich amount of CHI Silk Infusion through the hair for shine and protection.

**STEP 2** - Spray CHI Enviro natural Hold Hairspray on the hair before using the CHI styling tools.

**STEP 3** - Use the Dura CHI 1 inch Ceramic Curling iron from the roots to mid shaft. Starting in the nape area, take horizontal sections.

**STEP 4** - Use the CHI Ellipse wand from mid shaft to ends. Let the curls cool down in natural fall. Follow the same technique on the rest of the head working to the middle part.

**STEP 5** - Apply a rich amount of CHI Silk Infusion on the hands and massage it through the hair.

**STEP 6** - Comb the hair with a large toothcomb for a smooth and wavy end result.

**STEP 7** - Finish the look with CHI Shine Infusion.

**Violet collection**
This mid-length is a versatile look that can have multiple styling techniques. The long fringe gives a feminine look.
**FORMULATIONS**

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

**Formula 2**
1 part CHI Ionic Shine Shades Liquid Color 6V
1 part CHI Color Generator 10 Volume

**Formula 3**
1 part CHI Ionic Shine Shades Liquid Color 8V
1 part CHI Color Generator 10 Volume

*Prelighten the hair with Formula 1 before applying the color*

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**STEP 1** - Isolate the interior from the exterior
Section 4 triangles on top
1 - off center in the fringe area
2 - crown area
3 - side area left
4 - side area right

**STEP 2** - Apply base color Formula 2 on the exterior part.

**STEP 3** - Isolate small diagonal backward sections in the first side triangle.
Apply 1 section with Formula 2. Apply the next section on the roots Formula 3 on the midshaft and ends.
Alternate these colors
STEP 1 - Spray CHI Volume Booster on the hair before the Blow drying.

STEP 2 - Blow dry the hair with the CHI Onyx Euro Shine Blow dryer and the medium CHI Ceramic round brush. Create Volume on the roots and polish the ends with the Ion generator.

STEP 3 - Use the Cool shot button to cool the hair down.

STEP 4 - Finish the hair with CHI Enviro Natural Hold Hairspray.
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 SunGlotz manuals. Or contact: Farouk Systems Education Department 1-800-237-9175 www.farouk.com