

RECIPE CARD

ONE PALETTE LIMITLESS LOOKS

The ultimate SURREAL colour palette

This season's trend story becomes more than just a seasonal palette as gradually our everyday life becomes infused with digital features. Use Illumina Color + Shinefinity to give you Hypernatural, Illuminescent colours to enable you to recreate the AI inspo pics your clients bring to you...

① LIGHTENING



② SHADOW



③ GLAZE + TONE



CREATE SURREAL COLOUR POSSIBILITIES WITH A BESPOKE COLOUR PLACEMENT

Clever placement and personalised colour techniques, can allow you to use minimal products but create a wide range of different results for all your individual clients. By considering where you are adding your light + shadow, you can design a bespoke look for your clients that will feel **surREAL**.

ANATOMY OF AI IMAGES

HOW TO SPOT AN AI IMAGE...

Even though AI is advancing the images still lack detail and definition that you see in a real image.



LIGHTING

Un-natural lighting that hits very evenly across the hair & face.



DEFINITION

The skin appears 'ultra smooth' and the hair can lack definition from strand to strand.



PERFECT IMPERFECTION

Hair that looks textured and fluffy but still maintains a high shine finish.

CREATED BY AI

CREATED BY PROFESSIONALS

IT'S ALL IN THE PLACEMENT

MASTER THE TECHNIQUE

① SURREAL LIGHTENING

LIGHTENING = CONTRAST



SURREAL lightening is all about adding contrast into your look. In AI imaging you see a combination of precise and focused lightening alongside blurred less focused lightening. The art of utilising both styles of lightening provides a premium and personalised look.

BLONDORPLEX 9 for precision lightening with finer smaller sections to create maximum lift

FREELIGHTS for more diffused and gentle lightening.

② SURREAL SHADOW

DEPTH = SHADOW

After the contrast has been added to the hair it's time to add a shadow. The shadow is designed to enhance areas of focus and blend background areas. Without adding a shadow, the lightening can look over exposed and lack purpose.

SHADOW SATURATION

Are you looking for an intense or sheer finish?



SHINEFINITY

Sheer and translucent shadowing with ZERO lift



ILLUMINA COLOUR

Sheer and natural shadowing with up to 100% grey coverage



COLOUR TOUCH

Intense shadowing with up to 70% grey blending



KOLESTON PERFECT

Intense shadowing with up to 100% coverage

③ SURREAL GLAZE + TONE

GLAZING = FILTER

In AI imaging you see a combination of precise and focused lightening alongside blurred less focused lightening.

SURREAL GLAZE

Layering with Shinefinity provides silky shine and iridescent results. **Top Tip!** Apply using a bottle for fast reflective results OR use multiple shades to create a metallic finish.

SURREAL TONE

For a more intense and saturated top layer choose Colour Touch. This option is perfect after a creative lightening application.