

Artego
Tips



artègo Tip of the Week!

EXTRA BLONDING CREAM



- Extra Blonding Cream Mixed with High Lift Series (Levels 12's and 13's)
- Extra Blonding Creams increase highlift power, they add another level of lift. Mix 2 parts highlift Blonde and 1 part Extra Blonding Cream 2 part 40 volume. Process 45 minutes.
- Neutral Blonding Cream- Use for extra lift when there is no need to counteract warmth
- Light Blue Blonding Cream- Adds extra lift and counteracts warm tones.

5/21/18



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Color Test artègo Tip of the Week!

Strand

Take all the guess work out of formulations!

Curve 2 Flat Iron

Avoid Redo's

- Do a simple test strand in a few minutes.
- Apply formula to an area in the back underneath, and wrap in foil.
- Heat flat iron to 300°, tap foil slowly 3 times, let cool for 2 minutes.
- Repeat 3 times total.
- Rinse or wipe off excess Artègo color, Blow dry to see result.

You can do multiple formulas in foil to choose the best!

Test Strand.....Better safe than sorry,
NO REDOS!



3/2/18



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artègo Tip of the Week!

“SEAL IN FASHION COLORS”

USING MY COLOR REFLEX

TIP FROM
TRISHIA JENSEN
BURLINGTON, NC

- Rinse out your My Color Reflex color, **Do Not Shampoo!**
- Mix equal parts It's Color Neutro with 0 volume developer.
- Apply mix, and let it process for 10 minutes.
- Then Rinse, Shampoo and Condition.



8/10/18



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artègo Tip of the Week!

EXTRA BLONDING CREAM-TIP #3

“BREAK THE BASE”

- Dilute Extra Blonding Cream with Double 5 volume developer to give slight lift (up to just 1 level).
- It will not deposit any pigment.
- It will change the color slightly.
- No warmth!



Hairstylist: Lizzi Spiteri

6/19/18



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artègo Tip of the Week!

"ELIMINATE GOLD TONES"

TIP FROM
BRANDON STEPHENS
DALLAS, TX



- You Up2 Semi/Demi Hair Color
- 25% Slate LVL 6 + 75% 10.01 with 1.8 Energizer
- You Up2 is mixed:
- 1 Part Color + 2 Parts Energizer

8/24/18



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TONE & REFRESH WITH MY COLOR REFLEX



- 1/2 oz. It's Color Neutro
- 1/2 oz. Zero Volume Developer
- 10 drops MCR (of desired shade)
- Process 5-10 minutes (watch)
- Conditions like Color Shine Mask but provides more color choices & lasts longer.

9/27/18



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artègo Tip of the Week!

"AVION"

TIP FROM
SEBASTIAN STEELE
BURLINGTON, NC



- Use to lift & it controls warmth.
- Apply to pre-lightened hair. End result is a violet with a silvery edge.
- Use as an Intensifier in blonde formulas to create cool blondes. Provides a pearl blonde with out warmth.
- Mix with Level 10 Pearl for a cooler Blonde.

9/12/18



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artègo Tip of the Week!

"AVION"

TIP FROM
SEBASTIAN STEELE
BURLINGTON, NC



Natural Level 5/6 wants to be a
Level 10 No Yellow.



1/2 Avion

1/2 Blonding Cream

Equal Parts 40 Volume Developer

9/4/18



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Touch Magic Product Mix

Opaque Unruly Waves



THE PRODUCTS

- BEAUTY PRIMER
- CONTROL FREAK
- SHINE BRIGHT
- STONG BOLD

THE STEPS

1. Apply BEAUTY PRIMER to hydrate the hair.
2. Apply a blend with a small amount of BEAUTY PRIMER and CONTROL FREAK gel to give the hair texture and thickness.
3. Blow Dry naturally, using a blow-dryer and shaping with your hands.
4. Vaporize SHINE BRIGHT on the desired areas to get a 3D effect.
5. Fix the style with STRONG BOND.



Touch Magic Product Mix

Soft Silky Threads



THE PRODUCTS

- RAIN DANCE HYDRA SHAMPOO
- RAIN DANCE HYDRA CONDITIONER
- FOREVER SMOOTH
- SHINE BRIGHT
- PURE WAVES

THE STEPS

1. Wash twice with Rain Dance Hydra Shampoo
2. Apply FOREVER SMOOTH treatment on damp hair. Massage on the lengths for perfect absorption.
3. Rinse accurately and condition with Rain Dance Hydra Conditioner. Rinse.
4. Apply two knobs of PURE WAVES mousse.
5. Blow Dry with a flat brush.
6. Create small natural waves on lengths with a flat iron.
7. Vaporize SHINE BRIGHT.





Touch Magic Product Mix

Wispy Soft Waves



THE PRODUCTS

- BEAUTY PRIMER
- PURE WAVES
- CONTROL FREAK
- UP & DOWN
- BE MATT

THE STEPS

1. Apply BEAUTY PRIMER to hydrate and give structure to the hair.
2. Apply PURE WAVES on damp hair and blend with CONTROL FREAK to give the hair body and definition.
3. Blow dry and create waves using an iron.
4. Move the hair and fix the waves by applying a small amount of BE MATT on the lengths.
5. Vaporize UP & DOWN to fix the look naturally.

Tip of the Week: Question Asked by Stylist

- How to remove 6F that bled onto overly porous bleached highlights.

-Salon Scenario-

The client always calls the day after her appointment to change something. This time it wasn't blonde enough! Added more blonde. Then it wasn't red enough! Added red...then it wasn't red enough still! Added a brighter red then it was too red! Then foiled in 6.1 over the red now its all red & pink! HELP!!!

-Gary Phillips to the Rescue!!-

Option 1: Neutro & 30 vol. DO NOT use bleach- it will push the red pigment deeper into the hair. To get the pink overlay off, shampoo with New Hair System Pre-Shampoo to slightly open the cuticle. Then go over with Neutro & 30 vol. The pink/red should slide right off.

Option 2: If you do not have Neutro use X-light bleach & hot water NO DEVELOPER!

Option 3: Fire the Client!!!



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Tip of the Week

Rain Dance

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Reconstructive Treatment



5 minutes



Accompany the customer to the shampoo area, Apply Hydra Shampoo 5 points (upper area, sides, nape, and rear area). Distribute the shampoo and start the upwards circular massage: repeat it 3 times and rinse starting from the nape and moving upwards. Repeat if necessary. Towel dry with cotton towel.



6 minutes



Divide the hair into 5 sections and spray (always bottom-up) THERMO-ACTIVE REPAIR FLUID, applying more product on the most damaged or porous areas. Massage gently and carefully to ease the products absorption, then comb to keep the hair tidy. Apply all over the hair. Do not rinse. Blow-dry using a brush. On medium-thick and/or overly damaged hair finish the application with a few flat iron strokes (Max 300°F).



12 minutes



Moisten the hair, spraying water first and HYDRATING MILK SPRAY afterwards, so to ease the next DEEP REPAIR MASK APPLICATION. Distribute the product strand by strand, being generous on the most damaged or porous areas, then comb to keep the hair tidy. Once the application is over, wrap the hair in a dampen hair turban (towel), being careful of leaving the hair tips facing downwards; leave 5/10 minutes under a heat source at medium temperature.



3 minutes



Once exposure time is up, remove the turban (towel) and leave the hair at room temperature for a few minutes. On thin, sparse hair, it is possible to avoid the heat source. Rinse with abundant water, gently. Towel-dry the hair afterwards to eliminate the excess water. Accompany the customer to the chair and spray HYDRATING MILK SPRAY onto the hair. Style as desired.

Total Treatment Time: 26 minutes

1x Per Month



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Treatment Tip#1

Rain Dance Hair Growth Shock Treatment

Use Rain Dance Blooming Elixir 1 application everyday for 30 days.

Repeat once every 6 months.

Shampoo with Rain Dance Hydra Shampoo.
Condition with Rain Dance Hydra Conditioner.
Leave Conditioner on for 3 minutes, comb through & Rinse off.

Apply 1-2 full Dropper Applications of Blooming Elixir. Do a vigorous Massage of the entire scalp in a circular motion.

Apply Rain Dance Replenishing Cream- Leave in.

Blow Dry and Style

Documented Results:

- 120% improved hair follicle strength & elasticity
- 170% increase in hair growth & new growth.

Client kit Includes:

- Rain Dance Hydra Shampoo and Conditioner
- Rain Dance Blooming Elixir
- Rain Dance Replenishing Cream

Rain Dance Products are Sulfate & Paraben Free! All Rain Dance products contain Ipstic & 3 Organic Oils that encourage hair Growth & Thickening



YOU|UP²

You Up2 Semi/ Demi Hair Color

10.01-LVL11 Lightest Silver-LEVEL 6

Slate

- These gel colors eliminate warmth.
- Mix Level 11 Lightest Silver and Level 6 Slate to create Silvery tones in levels 8-9

Tip of the Week: Tools for Toning Part 2





COLOR SHINE MASK

- Color Shine Masks are deep conditioners that contain color pigment.
- They detangle, add color, make the hair shiny, and they also tone.
- Apply at the bowl immediately after rinsing color or bleach.
- Comb the mask to distribute it evenly.
- Leave on for 3-5 minutes, depending on hairs porosity.
- Then rinse off.
- Retail Color Shine Mask to your clients to maintain their color.
- Use 1-2 times per week for preserving color.

Blueberry-Eliminates Yellow tones

Pearl-Eliminates warmth in Brunette's. Eliminates Brassy Gold & Orange tones. Great for clients who like the Silvery or Slate Grey looks.

Tip of the Week: Tools for Toning Part 1



Hairstylist: Jen Winters

Formula: 1st session: Lovely Light & 20 vol, applied twice. Toned with You|Up2 1/2 8N, 1/2 7N
2nd session: Lovely Light & 20 vol all over, then highlights with Lovely Light & 10 vol, base It's Color 9NA. Toned with blueberry mask.

Kristel Légaz-Lambert at HAIR by K.
July 20 at 4:02 PM · Wanze, Belgium
balayage + 30 vol
Shampooing 02 + color shine mask PEARL.
Powder Bleach + 30 vol
Shampooing 02 + color shine mask PEARL.





Tip of the Week: Retail Tip: Beauty Primer



Beauty Primer

- Use as a base product. layer styling products over it. Put on & leave in.
- Thickens, repairs, and strengthens.
- Use as a cutting lotion.
- Cuts blow dry time.
- UV thermal protector.
- Reduces frizz & porosity.
- 30-40 applications per bottle.
- Sweet vanilla fragrance.





Tip of the Week: Customer Service, Customer Retention

- Retail Artègo hair care - not products sold at other retail outlets.
- Beecher Group imports Artègo and sells directly to the salon. We eliminate the distribution markup & YOU make more money using and selling Artègo.
- Touch, Rain Dance, Good Society, Color Shine Masks, and New Hair System provide everything a Salon and Client need.
- Fair market value
- Superior quality.
- More Salon Profit.
- Why would you use or sell any other brand???

(In our future tips we will explain how to use & sell Artègo hair care).





Tip of the Week: K Fluid

- To help hair retain trendy hair color, or after bleaching.
 - Replace Keratin in the hair with K-Fluid.
 - DO NOT RINSE OUT
- Dry Hair 70% then color process 5-40 min depending on intensity.





Tip of the Week: Forever Smooth



- Temporarily straightens & de-frizzes hair
- Do as a Salon Treatment
- Retail for home use.
- Shampoo using sulfate free shampoo (ex. Any Rain Dance Shampoo, Good Society Refreshing Sport and Intense Hydration, New Hair System Shampoo.)
- Apply Forever Smooth-Comb to distribute.
- Leave on 5-10 minutes
- Rinse
- Condition & Rinse
- Blow Dry
- Flat Iron
- DO NOT Shampoo for 48 hours
- DO NOT apply same day as Chemical Service
- 10 Applications per bottle.



10/11/19

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Tip of the Week: Tools for Toning Part 3



Matthew Miller ▸ ARTÈGO LIFE
Yesterday at 11:59 PM · 📷
Its fall!!! Balayage toned with 6F and Neutro.



You Up2 Neutro

- Mix with all other You Up2 colors to create toners! You can literally make any shade a toner!
- The more neutro you add the lighter the color becomes. You stay tone on tone.
- Use as a gloss service and mix with 1.8 Energizer!

Tip of the Week: Dream Repair System



- 1.) Shampoo with Dream Repair Shampoo. Rinse.
- 2.) Apply K Fluid, as if applying color. Saturate well! Dry into the hair. (Blow dry or place client under hair dryer) Rinse.
- 3.) Apply Dream Repair Mask, leave on 3-5 minutes. Comb through and rinse.

Optional After Service:

- Dream Repair K Lotion. Apply 1 vial on lengths and ends. Leave on 3 minutes. Rinse.
- Style the hair.
- Send enough K Lotion Vials home with the client to use 1 per week until next appointment.

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