



blonde on blonde

Siobhan McCallum, product development manager with OYA, deconstructs our cover look for you.

It's always a challenge creating those perfect platinum blonde shades without damaging the integrity of the hair, which is why Siobhan McCallum relies on OYA color. "OYA's technology is cutting-edge," she says. "The natural support complex includes green tea, which is an antioxidant 20 times stronger than vitamin E, and sea kelp, which contains amino acids, vitamins and minerals." Because her model's hair was so "mundane," McCallum decided to up the "wow" factor with a head-turning shade that was more in keeping with her age, edgy personality and complexion.

LIGHT BRIGHT

STEP BY STEP

- 1 Begin with your four-quadrant sectioning. Mix 30 grams of OYA 12-0 (N) with 60 grams of OYA 30-volume OYA Lotion. Apply to the re-growth and let it process for 45 minutes. To achieve true to swatch results, OYA 12 series must be used on virgin hair no darker than a natural level 6 only. The model shown has a natural level 7 with a 7-04 on her mid-lengths and ends.
- 2 After 45 minutes, emulsify, shampoo, rinse and rough dry.
- 3 Mix OYA Lightening Powder and 30-volume OYA Lotion in a 1:2 ratio and apply to mid-lengths and ends. For example, use 25g OYA Lightening Powder and 50g 30-volume OYA Lotion. OYA's superior lightening formula includes aloe vera, which leaves the hair in optimum condition.
- 4 Process at room temperature and visually lift to a pale yellow, level 10. When achieved, rinse, shampoo and rough dry again.
- 5 To tone, mix 40 grams of OYA demi-permanent 10-01 (A) with 40 grams of 5-volume OYA Lotion. This is an all over application. OYA color is not progressive, which means it gently deposits color. Although we recommend 20 minutes processing time, be sure to take porosity into consideration and check every five minutes. Emulsify, shampoo, rinse and style accordingly.



Siobhan McCallum,