

HAIR BY CASSY

THE LATEST TECHNIQUE

Ivy League for the
iconic hairstylist

@HAIRBY_CASSY

SEVEN LIVE VEGAS

EFFORTLESS DIMENSION

Tips on how to get
the softest diffused
blends

OLD MONEY BLONDE

A universal technique for any
blonde, bronde or brunette

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A woman with long, wavy, light-colored hair is sitting in a salon chair, viewed from behind. She is wearing a black top and light-colored pants. The background shows a salon setting with a mirror and some equipment.

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to tailor and
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CONSULTATION

under promise
over deliver

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WHEN DOING A CONSULTATION

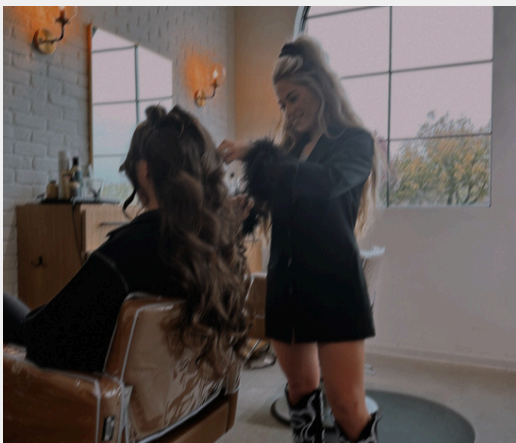
Key questions to ask your client that provide clarity

Ideally, how often do you prefer to get your hair done?

What are you not liking about your current look?

What's your typical lifestyle? How do you wear or style your hair?

Do you have inspo photos? What are you drawn to?



Understanding goals and expectations

Under promise, over deliver. Educate your client on realistic expectations & the process of sessions.

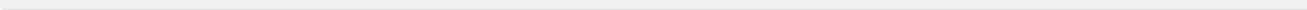
Understand the tones your client sees, we are professionals trained in seeing placements, tones & dimensions where your client is not. Ask plenty of questions — do you see warmth? (Gold, bronze, champagne) etc.



BLONDING

Effortless
Dimension

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CREATING EFFORTLESS DIMENSION



Maximum blending for the ultimate soft blonde is going to come from four core foundations.

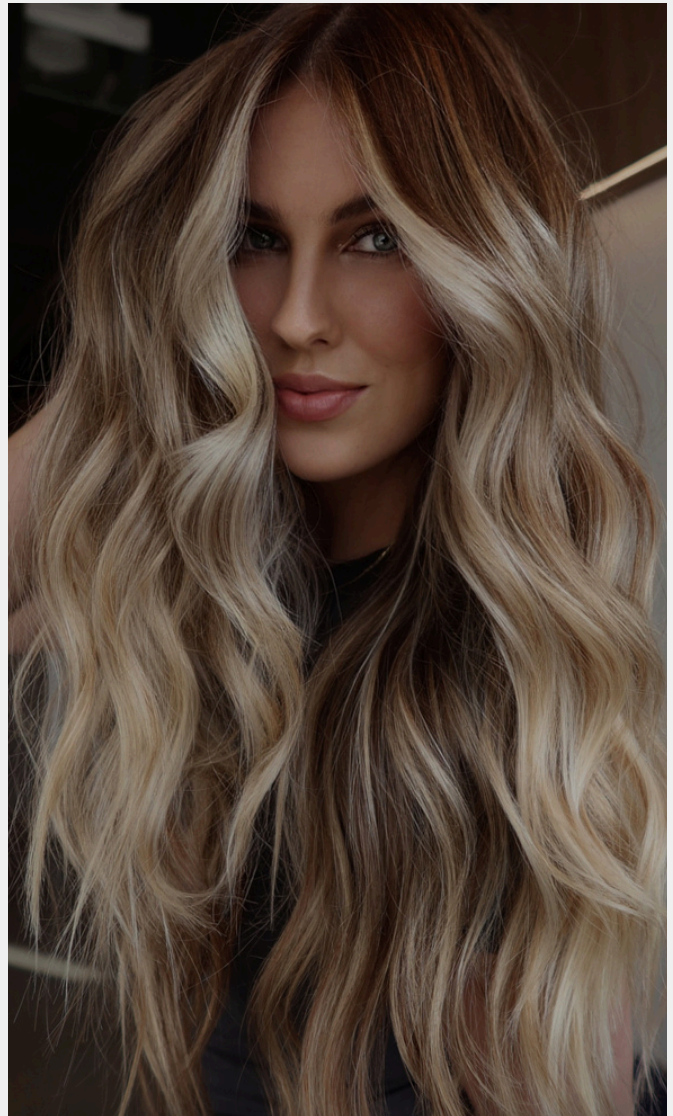
Even Saturation

Clean Sectioning + Density

Seamless Blending

Back Combing + Feathering

Keeping or adding subtle depth will result in a more natural and diffused look. Pockets of depth + ribbons of blonde create a seamless soft grow out.



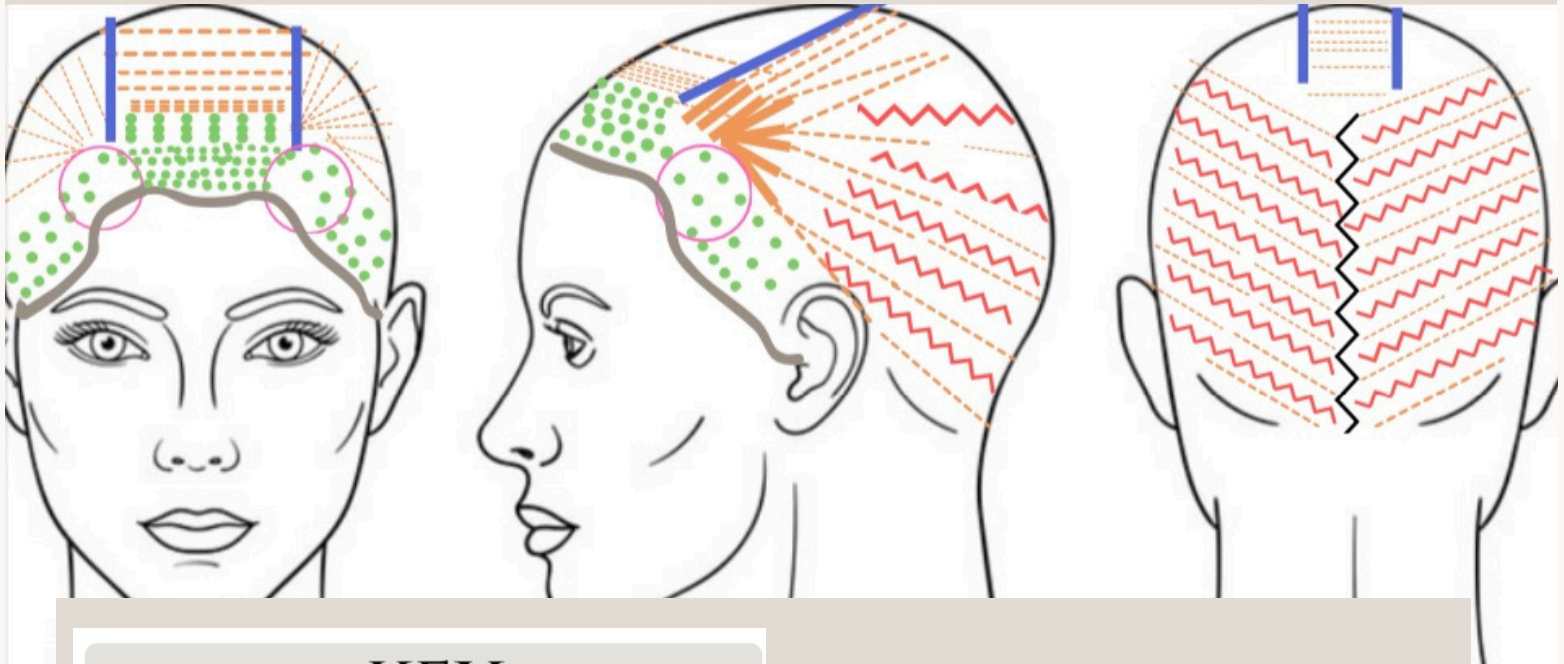


PLACEMENTS

Adding in depth

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PLACEMENT + SECTIONING



KEY

-  TEASYLIGHTS OR BABYLIGHTS
-  BABYLIGHTS
-  LOWLIGHT
-  SECTION
-  ZIG ZAG PARTING
-  PIVOT POINT

The Side

- diagonal back 4 foils for face frame
- Slice | slice hair between | babylight x2
- continue pattern- babylight, teasey light dropdown
- pivot at recession / over ear to horizontal

The Back

- zig zag down middle back
- take sections off of peaks >
- slight diagonal back
- weave out babylighting (set aside)
- take drop down, chunky weave + tease
- repeat pattern

The Dime Piece

- babylight (thin, fine section)
- slice
- babylight
- teasey-light (fine section)

Customizing

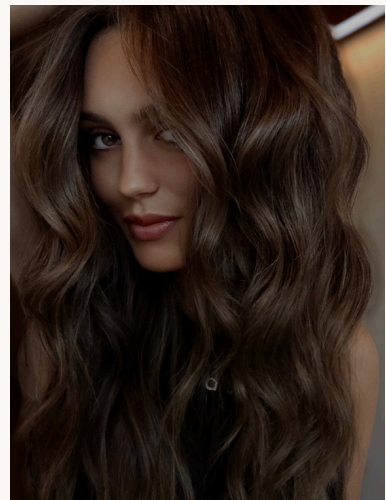
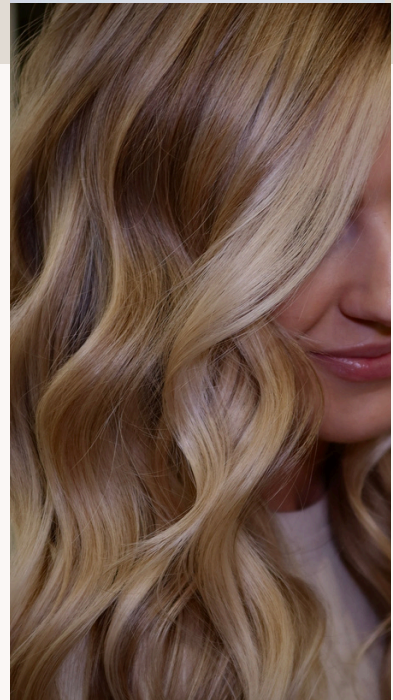
THE UNIVERSAL PLACEMENT

Make it your own. Here's a few tips I like to do to tailor this signature look to each client.

Just as I've demonstrated, To add **subtle soft dimension**, low light on top of teasy light drop down. Using the same pattern...

To add **maximum brightness** use all lightener: Babylight // teasy light

To add **less dimension** just for soft diffusion to add back in natural pockets of depth: babylight // lowlight (alternating) keeping the teasy light drop down as the existing pattern.



Whats Coming Soon?

WORKING ON SOME NEW THINGS!

My favorite formulas are in the works! I'll be releasing a full guide with 50+ formulas along with tips and tricks. YOU, get an exclusive code for being here. Thank you for your support, Let's connect!!

Code: SEVEN at checkout to save

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