

COLOR GALLERY

The hip, new i.Design Team sets the style tempo with ISO i.Luminate demipermanent color.

She's rock; she's baroque; she's all that jazz. Inspired by the influential styles of heavy metal, classical and bebop blues, the i.Design Team's three-part ISO.Chromatic collection—Rock, Baroque and Jazz—is already getting plenty of chair-play with colorists. "ISO.Chromatic is a wearable color collection that still pushes the envelope in relationship to more natural colors," enthuses Addam Moreno, art director for the i.Design team, and owner of DaDa Contemporary in Tucson, Arizona. "The color designs have a lived-in look, as opposed to appearing fresh out of the salon."

ISO. Chromatic

by Jeryl E. Spear

Playing color like liquid jazz, Moreno cross-rhythms a watery fusion of pink-violet and yellow. "We used chevron ['V' shape] partings to create a diffused color pattern," notes Moreno. "As a result, our Jazz coloration appears to be a shimmering, cool copper when viewed at a distance, and a soft diffusion of pink-violet and yellow when seen up close."

Jazz

[for•mu•la bar]

Haircolor: ISO i.Luminate
Hair Texture: Very fine
Existing Color: Level 5/6
Hair Condition: Good, slightly dry ends

FORMULA

Base: 60 mls 6CR (copper red), 30 mls INCG (intense copper gold) + 120 mls developer
Prelightening: ActiveLIFT + 10-volume developer
Formula #1: 60 mls Clear, 7.5 mls INR (intense red), 2 mls INV (intense violet) + 120 mls Activator
Formula #2: 60 mls Clear, 30 mls INCG + 120 mls Activator

[for•mu•la bar]

Haircolor: ISO i.Luminate
Hair Texture: Fine/medium
Existing Color: Level 8
Hair Condition: Good, dry ends

FORMULA

Prelightening: ActiveLIFT + 10-volume developer

Formula #1: 30 mls Pastel Mixer (silver, blue-violet) + 60 mls Activator

Formula #2: 60 mls Pastel Mixer, 7.5 mls INB (intense royal blue) + 120 mls Activator

Formula #3: 60 mls Pastel Mixer, 7.5 mls INV (intense violet) + 135 mls Activator

Unleashing a torrent of attitude and style, the rebellious ISO. Chromatic Rock girl gets her Slang on thanks to a combo of tattered layers and moody blue strands fading into a solid base. "We used a 'packing' technique for our Rock color by teasing select sections of hair at the base and then painting the loose strands," reveals Moreno. "The result is a diffused fashion design that's very soft and wearable, yet slightly edgy."

Rock



[for•mu•la bar]

Haircolor: ISO i.Luminate
Hair Texture: Coarse, slightly wavy
Existing Color: Level 4
Hair Condition: Good

FORMULA

Base: 60 mls 5M + 120 mls developer

Formula #1: 60 mls Pastel Mixer (silver blue-violet), 7.5 mls INR (intense red), 7.25 INV + 120 mls Activator

Formula #2: 60 mls Pastel Mixer, 22.5 mls INR, 7.25 INV + 120 mls Activator

Inspired by the brilliant crimsons favored by artists Rubens and Rembrandt, Baroque's red-violet haircolor embraces neo-classical color placement and symmetry. Moreno notes, "We definitely went for a more red-violet color with Baroque, but it's still slightly pastel and very much a lived-in look."

Baroque

*Craving more? Check out Launchpad page 68 for additional images from ISO.Chromatic.