

What a Bunch of Lunatics!

Models bare it all for the *Goddess Collection*.

Bald can be beautiful, but what were they thinking? "Plenty," assures Paul Mitchell colorist Steven Robertson, a leading member of the merry Lunatic Fringe Artistic Team and learning leader for Paul Mitchell the School

in Salt Lake City, Utah. "For this shoot, our goals were to create movement, texture and color that brought spectacular—make that outrageous—images to life."

Robertson and his fellow Lunatic stylist, Janae Johnson, create sane 'dos by day at Lunatic Fringe Salons and plot their next artistic moves by night. To accomplish their latest vision, they drew scores of silhouettes and conferred for days before nailing down the concept for their surreal *Goddess Collection*.

The team is reportedly already planning its next artistic adventure, but we'll have to wait and see what's up these Lunatics' masterful sleeves. In the meantime, here are their outré deities...wearing latex hair coverings, brightly colored hairpieces and zany, wired hairstyles that bring the team's take on the upper world—and the netherworld—to life.

Goddess of Nature and Earth

Displaying a tilted axis and sprouting a shock of grass-like hair, this earthy deity illustrates the beauty of our living planet. "Isn't she gorgeous?" beams Robertson. "We prelightened natural hair extensions to a level 10 prior to applying the DayGlo formulas. And the bald, latex covering was airbrushed with makeup foundation to create a more natural-looking skin color."

[for • mu • la bar]

Haircolor: Paul Mitchell

Paul Mitchell the color, 30 mls 6N (dark natural blonde) + 20-volume cream developer
 Dual-Purpose Lightener + 10-volume cream developer
 INKWORKS, 15 mls Green + 15 mls Yellow
 INKWORKS, 30 mls Green + dot of Black



Photography: Jake Garm; Hair: Steven Robertson and Janae Johnson of Lunatic Fringe Salons; Makeup: Paula J. Dahlberg; Wardrobe stylist: Keith Bryce of Filthy Gorgeous; Haircolor: Paul Mitchell

Goddess of Chaos

Erupting in flames and wrapped in darkness, the Goddess of Chaos reeks of demonic beauty. "It was fun transforming her innocent bob into something rather evil-looking," laughs Robertson. "We deepened dark blonde extensions to a level 1, natural black. For the red color design, we tinted level 6 hair additions an orange red. We then lightened strategic pieces to a level 10 and used electric orange color to turn them a fiery red."



[for • mu • la bar]

Haircolor: Paul Mitchell

Paul Mitchell the color, 30 mls 1N (natural black) + 20-volume cream developer

Paul Mitchell the color, 30 mls 6RO (dark red orange blonde), 30 mls 6RR (red, red) + 20-volume cream developer

Dual-Purpose Lightener + 10-volume cream developer

INKWORKS, 15 mls Red + 15 mls Neon Orange



HIGHLIGHTS



Go for the Middle

P&G Beauty pinpoints color personalities.

Have you ever questioned why some clients, no matter how much you preach professional color, continue to be dyed-in-the-wool home users? Well, wonder no more! New consumer research by P&G Beauty reveals that the psychographic (personality) and demographic (financial and lifestyle) differences between “Salon Color Users” and “Home Color Users” are so clearly delineated that neither party is likely to switch sides! But here’s the really exciting news: Sandwiched in-between these two party lines are what the mega-corp terms “Hair Color Dualists”—the “sometimes do, sometimes don’t” client category.

Dualists happen to be a super-sweet spot for building your books and increasing revenues. They have a higher household income than Home Color Users (71% of Dualists have an annual income exceeding \$50,000). And like loyal color clients, they trust your professional skills and choose in-salon color when they want a dramatic color change or a special process (especially dimensional colorations). They also opt for the salon color experience in order to be pampered, and for the convenience of combining cut-and-color appointments.

The one-of-a-kind study also shows that to create the “Velcro” effect—enticing Dualists to stick with your services—you’ve got to up your color game. Flexing your creative color skills by always customizing Dualists’ formulas *and* applications, and having cool color designs at the ready, are just a few of the approaches to winning over this slice of the beauty pie. You can also encourage Dualists to visit you more often by stressing the lack of at-home mess and worry-free results. Tip! Up the odds of promoting your Dualists to Salon Color Users by offering them special dual-service promotions, never hesitating to make new color recommendations, and always providing information about the latest high-fashion color looks via newsletters and in-salon materials.