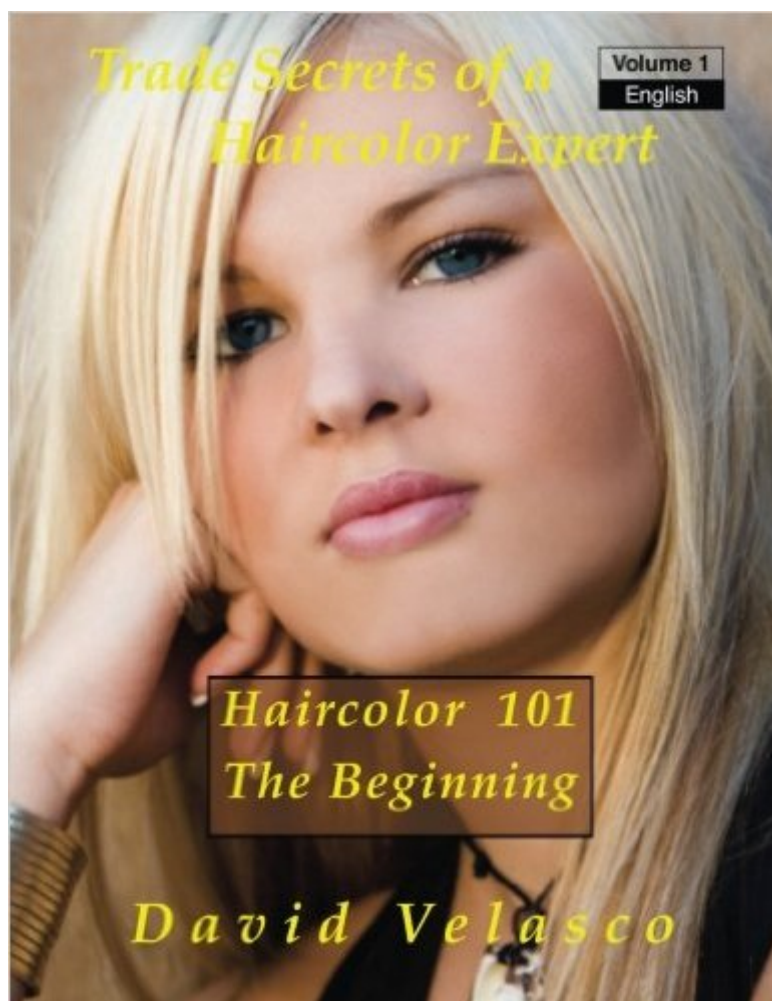


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# Haircolor 101 - The Beginning (Trade Secrets Of A Haircolor Expert) (Volume 1)



## Synopsis

Haircolor 101 â€” The Beginning, is the First Volume in the â€œTrade Secrets of a Haircolor Expertâ€• haircolor education program. In this book you will learn all of the basic fundamentals of haircolor formulation and it will prepare you for the rest of the program. Topics include: Key #1 -- The Secrets of the Hair â€” The Secrets of Texture â€” Understanding Texture â€” Understanding Porosity â€” The Natural Level â€” Understanding Natural Pigment â€” Understanding the Decolorization of Natural Pigment â€” Contributing Color Pigment Chart Key #2 -- Secret of the Products â€” 4 Main Types of Haircolor â€” Where Haircolor Lives â€” Temporary Haircolor â€” Semi-Permanent Haircolor â€” Demi-Haircolor â€” Permanent Haircolor Key #3 -- The Secret of Formulation â€” The 2 Variables of Timing and Developer Strength â€” Understanding Levels and Tones â€” 2 Different Tonal Systems â€” Color Identification â€” Understanding Developers â€” When to Use Which Developer â€” Secrets of the Color Wheel Key #4 â€” Secrets of Application & Timing â€” It All Starts With the Consultation â€” Mary's Makeover â€” Valerie's Makeover â€” Ann's Makeover

## Book Information

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## Customer Reviews

The day this book was delivered I returned it. The reason I did this was because I found a better value in a three book e-bundle on the authors website. Now that I have read the e-book bundle I can tell you some of the tips are completely invaluable. The books are a little lean; I completed each book in the three book series I purchased in less than half an hour and I am not a quick reader. With that said it's hard for me to say whether or not I would spend the money again. The author teaches tips and tricks in this book that I have never seen elsewhere in my years of reading and research. I

guess I just wish there was a little more in the way of content in the books.

I own the entire book set, and it might be super helpful to those that have been doing hair for 25-30 years (which is who most of the positive reviews are from) however for someone who went to school in the last 10-15 years, this is basic beauty school knowledge on coloring, example, one tip during blonding, if it turns green use a mixture of lightener and developer to remove the green hue after color. That's basics! I'm 98% sure he wrote this series on his computer at home and took it to the local copy place, it's homemade, and it shows. I didn't find it worth my time or money for that matter. The pictures used in the books are weird and look as though they were copied from websites, and honestly the way it was written makes my eyes want to bleed. During a section on blonding he states that he's already gone into why this particular thing happens to hair in a previous section of the book, so he will not repeat himself during this section. If this is supposed to be a learning tool, you should go into that detail so people can connect the two if that situation comes up! Again, not worth the time and definitely not worth the money

This book is definitely a 5-Star rating. I've purchased each and every book David Valasco has published. I'm now a certified master hair colorist and teach young minds throughout the country. David is truly one of the best in the industry as a leader, educator, and a master at simplifying the understanding of the science of hair color. I recently purchased Haircolor 101 as a core reference for when I building up new curriculums. This book is a must for all beginners. You'll learn the most important things to consider before you even begin a color service, such as: The importance of determining hair textures, levels of porosity, and how to work with the hairs natural underlying undertones during a color or lightening service. You also learn really cool formulation secrets that David has honed and fine tuned through his tenure as a colorist. I can't say enough good about David Valasco's work and dedication to passing on his amazing knowledge of How Hair Color Works and how to be the master in your game when it comes to doing it. Just buy one book and you'll see what I mean!

Haircolor has been a challenge for me since beauty school. While not doing more beyond single process all over color & highlights, I dared not experiment. While some info was a refresh I wanted to be sure I started at the very beginning. I'm so glad I did! Having a different perspective and simpler explanations has helped tremendously. My confidence has increased, learning has occurred and book two is awaiting download. I feel if you can explain tones, in which cases to use each

volume, Demi vs permanent Haircolor and the basics you can probably start with book two. This is the start of a colorful relationship (pun intended).

Easy to read and understand. Highly recommend. I am a recent beauty graduate working in a salon part time. I know the basics of haircolor but it's completely different in a salon. The master hairstylists have laughed and made fun of me for messing up two colors instead of helping me improve. They have told the receptionist to not book me any color appointments. I have been seeking a mentor to help me reach my potential but it's hard. After reading many great reviews I got the first 3 volumes of David's books...it's a game changer, I'm actually understanding color and can't wait to go to my beauty supply store and buy color to experiment with( I have never felt that way!) I'm so glad for this book. I'm a real person with real hair color challenges and if you are having problems with understanding how it works...these are the books for you.

I just have to say that after attending a seminar at Premiere Orlando several years ago, I am convinced that Dave is a legend in his own world. He has input and shares his knowledge of haircolor in a way that makes so much sense. I have never absorbed so much information from any stylist before, and I have been doing hair for over 25 years! You can always learn and I have attended every class of Dave's and have purchased every book he comes out with. He is my biggest mentor in the color world. I can't wait to share his knowledge with my team members when I purchase my salon. Thanks Dave for sharing your Knowledge Christine Frank

As a 10 year cosmetology teacher this book is an absolute must for anyone who is just beginning haircoloring or for anyone who needs a more through understanding of the different haircolor catagories and their chemistry and proper uses. Even though you are using color now as a professional, stop and ask yourself, "Do I really know what in the products that I'm using? Am I using these products properly? Am I using these products to their full advantage? If your answer is, "I don't know or I'm not sure", then no matter how many years you've been doing hair(over 30 for me). You can always learn something new. I know I have. Thank you David from me and all my future students (our industries future).

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