

PULL DOWN



MIX UP YOUR LOOK

.....
YOUR ULTIMATE
HAIR STYLE
GUIDE



PULL UP

PULL OUT
LOOKBOOK

MATRIX

HIGH PARTY PONYTAIL

STEP 1

Spray hair with Stle Link Heat Buffer, and curl on a medium tong.

STEP 2

Brush your hair up into a ponytail, and once you have it in place, spray with Stle Link Volume Fixer.

STEP 3

Tie the ponytail into place and then work the ponytail slightly higher to get added lift, then cover the elastic tie with hair clasp.

STEP 4

Finish with Total Results High Amplify Hairspray to the tail.

STYLIST TIP:
Smooth up to the ponytail with a fine mist of style fixer and soft brush



COOL UP SIDE WAVE

STEP 1

Section the hair in a deep parting.

STEP 2

On the side with more hair, section the hair forward from in front of the ear.

STEP 3

On the side with less hair, use a soft brush and Style Link Volume Fixer

STEP 4

Spray and brush it tightly away from your face.

STEP 5

Scoop up your hair at the back, and twist and pin into a small chignon.

STEP 6

Take the section clipped up at the front and mist with Style Link Heat Buffer.

STEP 7

Take diagonal sections, tong on a small to medium barrel.

STEP 8

Lightly backcomb roots for extra height and then brush into place and set Style Link Volume Fixer.

STYLIST TIP:
Work with angled partings to give a more soften end result



MESSY LOW KNOT

STEP 1

Mist through Style Link Heat Buffer, and tong hair back on a medium barrel.

STEP 2

Backcomb into the roots, throughout your hair to add structure.

STEP 3

Twist hair at the nape, and bring it up into a textured bun.

STEP 4

Place pins where your fingers are for security

STEP 5

Lightly pull out the front, if it has become too tight.

STEP 6

Spray with Style Link Volume Fixer, and let this set.

STEP 7

Once set, take out the clips and finish with Style Link Style Fixer.

STYLIST TIP:
Don't over think this one let your creativity lead you



BOHO CURL

STEP 1

Blow dry in Total Results High Amplify Foam Volumizer, upside down for mega lift.

STEP 2

Tong hair on a small tong

STEP 3

Start from the hair line, taking small sections roughly an inch in size and pin into place.

STEP 4

Mist over Style Link Volume Fixer to set and leave for 10 - 30 minutes.

STEP 5

Unpin & shake out.

STEP 6

Use a wide tooth comb to brush out and finish with Total Results High Amplify Hairspray.

STEP 7

Allow to set each time.

STYLIST TIP:
Don't over load the hair with product



PARTY WAVE

STEP 1

Blow dry in some Total Results High Amplify Wonder Boost Root Lifter using your fingers to get lift and movement.

STEP 2

Using a large tong, work through the mid section, leaving the roots and ends.

STEP 3

When tonging each section, slightly move the tong up and down as you go to define the texture.

STEP 4

Flip your head upside down.

STEP 5

Mist in some Style Link Volume Fixer in, before flipping back up into place.

STYLIST TIP:

Don't over load the ends with product, place product at root for volume



STYLIST TIP:

Leave curls cool down before working the hair

SMOOTH VOLUME

STEP 1

Start by blow drying Style Link Volume Builder into your hair with a large round brush.

STEP 2

Section away the top of your hair.

STEP 3

Tong the underneath of your hair on a large barrel tong, pinning up as you go.

STEP 4

Let down the top section, and tong going back away from your face, pin to set.

STEP 5

Lightly spray with Style Link Volume Fixer, and leave for 10 minutes.

STEP 6

Let the hair out, spray a soft brush with Style Link Volume Fixer and lightly brush through the curls to create your shape.



PREP - CREATE YOUR
FOUNDATION

smooth SETTER

HOLD
1 2 3 4 5

Smoothing Cream

Lightweight smoothing,
taming and frizz control.



HEAT buffer

HOLD
1 2 3 4 5

Thermal Styling Spray

Heat protection up to 232°C
/450°F for smooth, crunch
free styles.



volume BUILDER

HOLD
1 2 3 4 5

Volume Mousse

Feather light volume
and body.



INTRODUCING OUR NEW AND IMPROVED STYLE LINK DESIGN



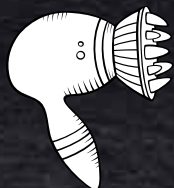
PLAY - TEXTURISE AND
TRANSFORM YOUR HAIR

SHAPE SWITCHER

HOLD
1 2 3 4 5

Molding Paste

Pliable styles
without the
build-up.



OVER ACHIEVER

HOLD
1 2 3 4 5

3-in-1
Cream +
Paste + Wax
A revolutionary
texture!



MATTE DEFINER

HOLD
1 2 3 4 5

Beach Clay
Choppy texture
and definition.



SUPER fixer

HOLD
1 2 3 4 5

Strong Hold Gel
Maximum hold with
zero stiffness or flaking.



PERFECT - LOCK IN
YOUR STYLE

fixer VOLUME

HOLD
1 2 3 4 5

Volumizing Hairspray

Locks in full body and
voluminous styles.



HEIGHT RISER

HOLD
1 2 3 4 5

Volumizing Powder
Your link to instant volume
and separation with shine.
This lightweight hair volume
powder adds grip and targets
roots, without dulling hair.



style FIXER

HOLD
1 2 3 4 5

Finishing Hairspray

Lasting hold and shine
with an ultra-dry finish.



STYLE
LINK

SLICK BACK CHIC

STEP 1

Wave ends of hair randomly, to add texture.

STEP 2

Spray roots of your hair with water.

STEP 3

Make sure the roots and nice and wet and that the ends are just damp.

STEP 4

With a wide tooth comb, bring everything back over the face.

STEP 5

Apply the Style Link Super Fixer through the roots and drag it into the ends.

STEP 6

Apply the Style Link Super Fixer and Style Link Volume Fixer layered as many times as needed.

STEP 7

Allow to set each time.

STYLIST TIP:
Use a smoothing product combined with a gel hold product to create wet look



SHARP EDGE

STEP 1

Blow dry in Style Link Smooth Setter, and Total Results Mega Sleek Iron Smoother with a large round brush, nice and flat.

STEP 2

Take small sections, no thicker than 1 inch, and smooth with the straightener.

STEP 3

Spray a soft brush with Style Link Volume Fixer and smooth over the bob.

STYLIST TIP:
Use a nozzle on your dryer to control air flow to achieve smooth result



CATWALK PONYTAIL

STEP 1

Apply Syle Link Smooth Setter and Total Results High Amplify Wonder Boost Root Lifter to the hair, and then blow dry your hair back off the face to give some lift.

STEP 2

Section the top of your hair away, and straighten all of the hair underneath.

STEP 3

Smooth the sides of your hair back with Total Results High Amplify Hairspray.

STEP 4

Then tie it into a small ponytail underneath your sectioned hair.

STEP 5

Straighten the top of your hair, keeping the direction of it off the face and then smooth back.

STEP 6

Place two pins facing vertically up, half inserted into the hair on either side of the small ponytail.

STYLIST TIP:
Work with clean sections to give the end result a polished look.



STYLIST TIP:
Don't over work the hair



NATURAL TEXTURE

STEP 1

Twist in Heat Buffer, to give heat protection and added texture, then diffuse dry.

STEP 2

Using a small tong, go through your hair starting from the crown and work out.

STEP 3

Finish with some Shape Switcher to define.

SLICKED BACK CURL

STEP 1

On wet hair, apply gel mix throughout.

STEP 2

With a pin tail comb, create a parting on the preferred side.

STEP 3

Comb the smaller side back off your face.

STEP 4

On the side with more hair comb the hair back and down.

STEP 5

When doing this at the very front comb down, creating an S shape to add movement.

STYLIST TIP:

Used a reasonable amount of tension when shaping the look with a medium to fine tooth comb



TAMED CURL TO WAVE

STEP 1

Apply Smooth Setter and blow dry back with your fingers.

STEP 2

Mist in some Heat Buffer, to give heat protection and added texture and give one last blow dry.

STEP 3

Apply Matte Definer running your hands back through your hair to define and hold.

STYLIST TIP:

Use your fingers to keep some texture in the look



DO YOUR HAIRDRESSERS WANT ALL THE TOOLS TO LEARN HOW TO CONSTRUCT THE LATEST TRENDS?

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- Fundamental Up styling
- Barbering Fundamentals powered by CRAFT
- Progressive Cutting
- Cutting Inspiration
- Progressive up styling Modern Man
- Master Cutting with Industry Icons
- Master Male Grooming with industry icons
- Cutting Mastery 3 day



MATRIX