



Are your clients showing inspiration images that look too good to be true? That might be because they are, with AI images flooding the internet learn how you can adapt your technique to create these looks in reality.

ANATOMY OF AN AI IMAGE

1. Lighting

Un-natural lighting that hits very evenly across the hair & face.

2. Definition

The skin appears 'ultra smooth' and the hair can lack definition from strand to strand.

3. Perfect Imperfection

Hair that looks textured and fluffy but still maintains a high shine finish.

HOW TO GET THE LOOK

AI COLOUR

Use a mixture of natural and precision lightening techniques to create surreal light effects

Use multiple shades to create shine lines

Choose a light reflective colour brand



CREATED BY AI



CREATED BY PROFESSIONALS

AI STYLING

Prepare the hair with smoothing care regime

Use a natural bristle brush to encourage shine

Layer your products throughout the styling

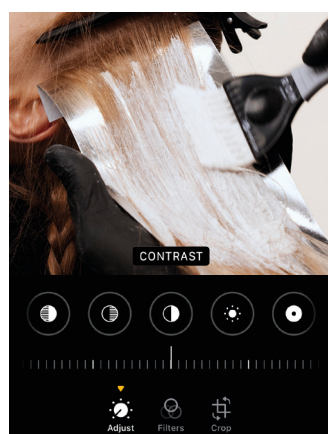
Finish by moulding the hair with your hands and perfecting the edge with a small brush

LEARN THE FULL SERVICE



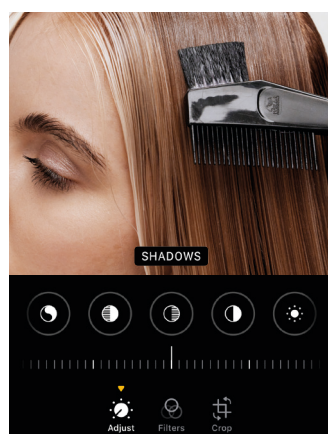
IT'S ALL IN THE PLACEMENT

Create flawless AI inspired colour results, with the SURREAL COLOUR service.



① SURREAL LIGHTENING

LIGHTENING = CONTRAST



② SURREAL SHADOW

DEPTH = SHADOW



③ SURREAL GLAZE + TONE

GLAZING = FILTER

AW COLOUR TRENDS

This season we see a definite shift in trending colour palettes, dramatically moving away from GOLDEN HOUR and moving into a moodier cooler aesthetic. With WGSN forecasting the come back of captivating tinted darks and neutrals with a metallic finish.



LIMITED EDITION

8/98

6/98

Cool cendre for soothing neutral results.



NEW

07/0

NEW

07/97

NEW

09/39

NEW

07/39

Sheer & neutral for the ultimate zero lift root tap.

The perfect iridescent gold to flatter any blonde.



NEW

4/19

NEW

5/19

NEW

7/19

Darker hues with smoky cendre, the perfect base for any tinted dark palette.

AI STYLING MUST HAVES

Miracle Oil Serum is perfect when creating an ultra smooth finish.

Ultimate Repair is the perfect base to prepare damaged hair before applying styling products.

EIMI Mistify Me Light is my favourite hair spray because it brushes out easily.

