A close-up, profile photograph of a woman's face. She has long, dark brown hair that is slightly wavy and falls over her shoulders. Her eyes are dark and looking directly at the camera. Her skin is smooth, and she has a neutral expression. The lighting is soft, highlighting the texture of her hair and the contours of her face.

BALMAIN
HAIR

EDUCATIONAL SUPPORT

Système Volume
60% more hair

Système Volume

Welcome

You are looking at a very special book. It was made by hair professionals and offers information on a total concept for you and your clients.

Balmain Hair has a passion for hair. We are always looking for perfection in the area of hair care and additions to hair.

Hair is the crown on a woman's beauty. It demonstrates who she is or would like to be, it reinforces her image of herself and reflects her personality.

Inspired by the French fashion house Balmain and in collaboration with international top stylists, Balmain Hair presents a unique total concept with the client at the centre of attention: **Système Volume, the long lasting Volume Service.**

Système Volume is directed at hair stylists who are true specialists and offer additional value. Additional value means: offering complete Volume service, making the client look as beautiful as she can be and 100% feminine. The most inspired hair stylists can, in turn, help to raise our Système Volume to a higher level.

75% of all women are looking for more volume

Now new: next to your color, cut and style services add the new Volume Service



The Système Volume book & training

This book consists of the following two parts:

Part 1 - Educational support

This module includes the description of the concept. The different hair types, the application of the Volumizers and the two types of aftercare in the Cosmetique hair care line.

Part 2 - Consultation

This module tells you everything about changes in the salon, the consultation, determining the shape of the face and the accompanying advice, and how you can design a hairdo with the help of Volumizers. We describe the Top 6 of the client's wishes and also make room for Questions & Answers.

Training

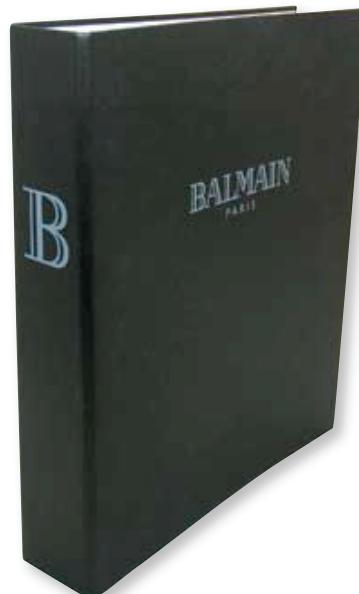
Compared to other bonding systems the application of Système Volume is the most simple and standardized. Therefore it is hardly impossible to make mistakes. This makes it possible for everyone to use. You don't have to be an experienced hairdresser or extension specialist to work with Systeme Volume. Beside this course book where you can read why Système Volume is such a unique system it is always good to see a professional experienced trainer working with the system. The Balmain Trainers are hairdressers who know how to implement this new Volume Service best in your salon.

We offer a demonstration and a one-day training.

Option 1. Système Volume Demonstration. (for new clients or re-motivation)

In 3 hours Balmain Hair will inform the team all about this latest permanent Volume Service. You will learn all about the concept, the hair, the aftercare, a good client consult and the best way to apply permanent volume with the Applicateur. The system is so easy that the team will practice directly on life models.

For those who want to know and practice more we advice to join our one-day course.





Option 2. One-day training

During this day training you see what is expect from every colleague on the workfloor, you practice different designs, practice a cost calculation, discover what your faceshape is and what Volumizers can do for you.

Do attend this training, it will help you master all the different elements and inspire you to give your creativity free rein.

Goal of the training

- Ensuring that the routing of the salon via the consultation counter of Système Volume becomes a matter of routine.
- Ensuring that you can effortlessly convey the concept to your clients.
- Find out everything there is to know about Système Volume as the best, most creative and most up-to-date salon treatment.
- Obtain a diploma

The program

Session 1 - Educational Support

- Introduction Système Volume
- What does it mean for the salon?
- What does it mean for the clients?
- Product information; hair; Silk Tips, Applicateur; Quick Remover; color & structure, etc.
- Cosmetique - care and effects
- Technical application of Volumizers and removal
- Salon routing
- Price fixing

Session 2 - Consultation with clients

- Determining the shape of the face
- Designing with Volumizers
- Executing applications - volume, color and length
- Working with the consultation form
- Most frequently expressed client's wishes
- The clients' top 6 wishes
- Tips & Tricks

What is Balmain Hair International brand?

Balmain Hair is a licensee holder of the French fashion house Balmain Haute Couture, founded in the 1950s by the celebrated French couturier Pierre Balmain. He created haute couture and prêt-à-porter for catwalks all over the world, dressed queens and princesses and became known for his total beauty concept.

This famous Parisian fashion house stands for a unique concept of elegance and style. Since 1975, Balmain Hair is world license holder and supplier of Balmain Hair and Extensions.

Our vision

Balmain Hair wants to acquaint consumers and hair professionals with hair additions and integration. Balmain Hair feels obligated to deliver quality, value and innovation for every woman at any time.

Our mission

- To initiate this profession by stimulating partnerships with hair professionals worldwide.
- To educate and train hair professionals.
- To provide the best products and the best service, by developing and implementing new methods and materials.

Balmain is the name in the fashion & hair industry. Celebrities such as Gwyneth Paltrow, Madonna, Sarah Jessica Parker & Beyoncé have been spotted several times at the red carpet wearing the hot creations of Christophe Decarnin. The fashion house Balmain is situated in the fashion capitol Paris where all trends are born. In the same district also located are Chanel, Dior, Cavalli, Hermès, John Galliano and many others.

The buzz around Christophe Decarini's creations for Balmain is a smashing. With his vintage look of bling bling meets rock and roll; - chick fabolousness- he gave the opening of last Paris fashion week a shot of pure adrenalin. The thing that separates Decarnin's Balmain from others is the execution. His Parisian couture skills are phenomenal and result into super-skinny sleeve jackets with brilliant new shoulders and the most expensive jeans ever.



The art of creation

Where are we heading in the area of developing hair products?
One thing is sure, the end is not in sight.

Hair extensions should be a standard part of the curriculum at
every hairdresser's school. But it is not, unfortunately.

Every hairdressers' organization should be behind this concept
because it generates an income for every hairdresser.
We're only at the beginning!

Richard Guliker
son of Dick Guliker, founder of Balmain Hair and director

The total concept Système Volume

Système Volume is a total concept aimed at optimizing the client's wishes and the condition of her hair. With the application of Volumizers everybody's dream hairdo is within reach. The possibilities are unlimited: from short to long, from fine and thin to voluminous, and from one color to various color accents. And this with a permanent application.

The choice between various hair thicknesses, the extensive color palette and the supporting products from the Cosmetique hair care line complete the concept impressively and sees to it that it can be adapted to the specific needs of every individual client.

The total concept Système Volume transforms the current way of shaping hair into a dream hairdo for every client.

Styling is shaping volume.
Therefore volume is the
essence of creation.



New salon service

The term Beautiful Hair can be interpret differently by different people, beautiful long, beautiful colour; beautiful elastic, a beautiful form or haircut. But almost everybody agrees that these 'beautiful' characteristics are nothing without **volume**.

Volume is not always easy to obtain, during your hairdressing education you are trained and reviewed in obtaining and creating volume by: cutting, blowdrying, washing, perming, colouring, backcombing and updo's.

We can, however, state that hairdressers occupy themselves particularly with obtaining volume. The daily activities of the hairdresser are subdivided globally in 4 head groups; **coloring, cutting, perming and styling**.

Unfortunately these disciplines are of brevity and **not permanent**. The client will try to imitate the creation of the hairdresser but in most cases this will not succeed.

Balmain Hair comes with a permanent service for the conservation of volume!
With a large passion for hair in association with hairdressers they claim to stand in on the volume need of the customer in permanent form.



Time for a change!

If we all remove all time and activities that it is spent on obtaining volume, think of; cutting, perming, backcombing, updo's etc. And take the time to examine what is the real wish of the customer, without thinking in restrictions, and realise this on a permanent base.

Permanent volume with Système Volume,

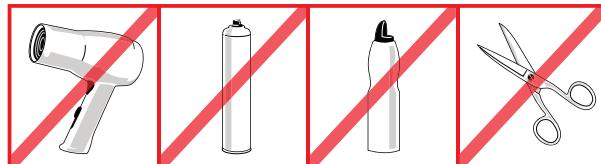
- Ready to create with hair;
- Ready to add color without a chemical treatment;
- Ready to carry out length corrections;
- Ready to do reinforce thin hairends;
- Ready to give fine hair body.

Ready to add volume, and that is nevertheless what the hairdressing profession is about!

The limitations

Every day you are confronted with the limitations of your clients' hair: it is not suitable for the cut she wants, it cannot cope with coloring treatments, it is too short, has no body, or the client cannot style her own hair. How can you prevent disappointment? Your clients are looking for volume and body. It is difficult for them to obtain the same result at home as that which the hairdresser achieves. They spend a lot of time blow drying and styling their hair and a lot of money on volume shampoos and other grooming products, on perms and styling products.

Limitation	Condition	Wish
Not much hair	Dull hair	Longer lock
Thin hair	Dry hair	Full ends
Not enough volume	Hair getting thinner	Color effects
Hairdo	Irritated scalp	More volume
Many things not possible	Limp	Longer hair



BALMAIN
HAIR +



Revolutionary Volume system – 60% more volume

Balmain Hair offers a way of creating volume that lasts forever. Besides the familiar salon services such as cutting, coloring, perming and styling, there now is the Système Volume service.

Système Volume is a success thanks to the application system with which you can add hair quickly and efficiently. The products of the Cosmetique hair care line, which thoroughly combat problems of the hair and the scalp, add considerably to this success.

Système Volume in short

Système Volume has been developed for a line of business in which quality is of utmost importance. It is a completely new service for all your current and future clients.

- The **Volumizers** are what makes the concept. They come in two hair types: Fine and Normal hair. You pick the hair type or combine the two thicknesses depending on the thickness of the hair of the client.
- The **Cosmetique** hair care line supports and completes the Système Volume concept. The products of this line are made from natural materials, making them mild for the hair and gentle for the environment. Their ingredients were chosen for their specific properties and the reinforcing effect they have on each other.
- Volumizers work **5 times as fast** as a traditional singular bonding system. The composition of the colors is such that they easily blend into the client's own hair, but they can also be used for special color effects.
- Volumizers are applied with the help of a **SilkTip**. This SilkTip has a number of special characteristics: constant quality; invisibly and comfortably attached underneath the hair (no streaks/strings effect); makes the hair move naturally; is very tiny.



The advantages

- Provides lasting volume.
- Provides body, enabling any cut you like.
- Makes the hair longer if desired.
- Colors the hair without use of chemicals.
- Gives fine, limp hair more body and firmness.
- Stimulates hair growth by stimulating 'sleeping' follicles.
- Consists of ingredients which maintain the bio-culture of the skin on the scalp.
- Makes the existing hair and Volumizers look more beautiful.
- The Cosmetique products demonstrably give the client's own hair 10% more volume.
- The addition of saw-palmetto extract sees to it that the natural hair's root becomes healthy.
- The effect of styling with curling iron or dry blower lasts longer.
- No more hair with thin, damaged ends.
- Provides at least 10% more volume. Add to this the Volumizers and you have an infinite range of possibilities.



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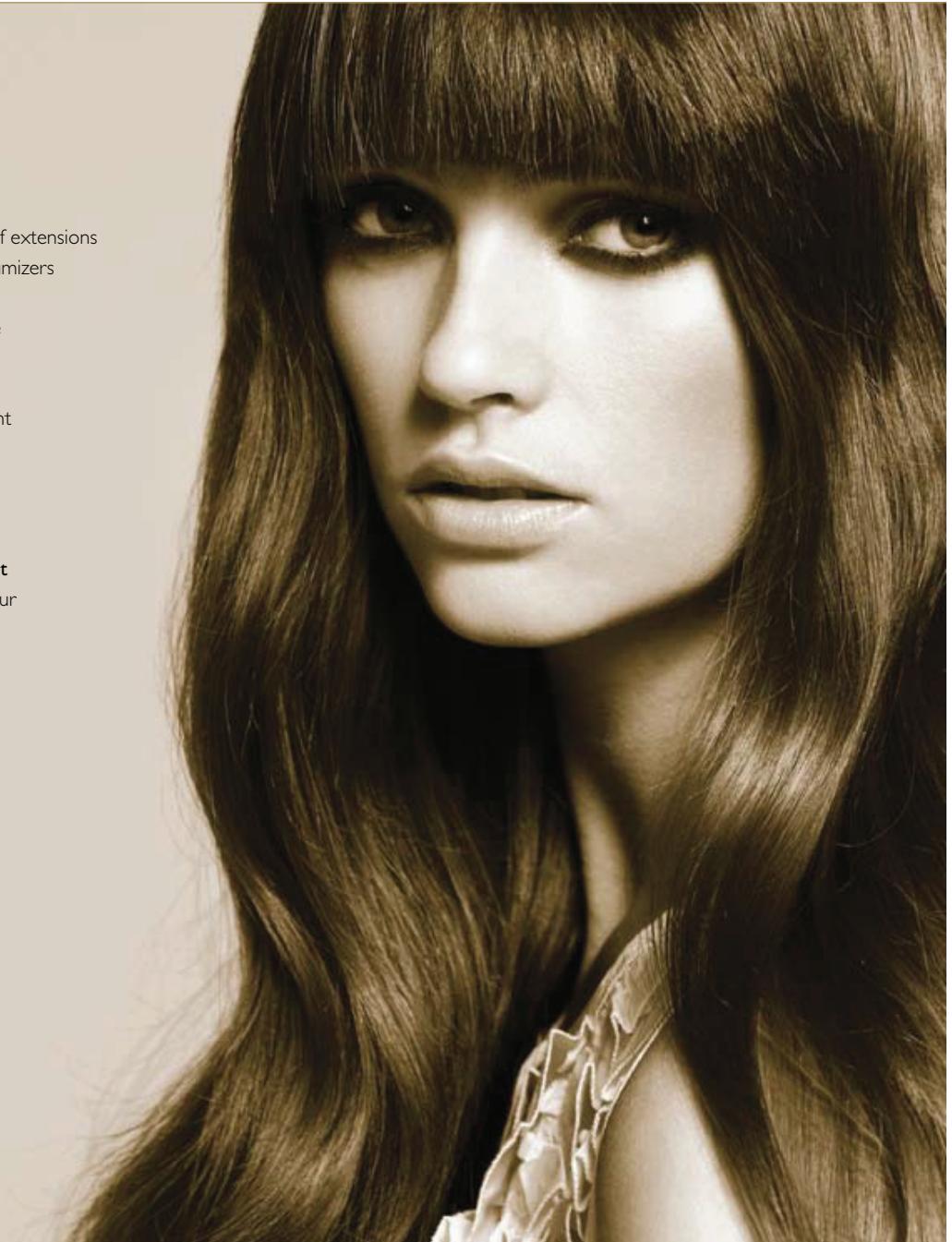
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Chapter I

The hair

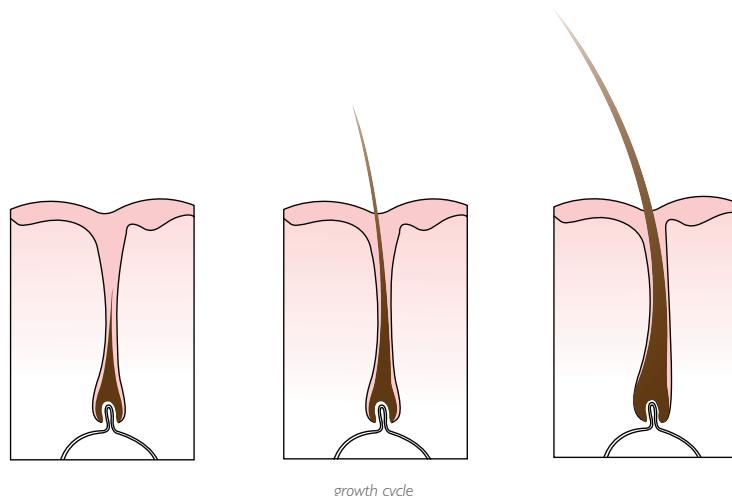
Our hair provides the scalp with an insulating layer, offering protection against cold, rain and sunshine.

Much more is demanded from our hair and our hairdo than ever before. We want the hair to be shiny, in good condition and of a beautiful color. It should have a good cut, a style according to the latest fashion and trends and which suits the shape of the face and the personality. Last but not least, the hairdo should be easy to adapt to different occasions.

The growth cycle

Hair does not grow continuously, but in three phases of varying duration. During these three phases, the hair papilla and follicle do not undergo any changes.

- **Anagen or growth phase** - 5 to 7 years; the hair root is firmly connected to the papilla or matrix.
- **Catagen**, the involuting or regressing phase, a short transition phase signaling the end of the active growth of the hair - circa 4 weeks.
- **Telogen**, the resting or quiescent phase - circa 12 weeks; the newly developed hair pushes the old one out.



The structure of the hair

A hair consists of a shaft and a root. The root is imbedded in the skin, reaching to the boundary of the epidermis and the subcutaneous connective tissue; the shaft projects above the skin.

The hair root is imbedded in the follicle, an indentation of the dermis consisting of glass membrane, an outer hair root sheath and an inner hair root sheath.

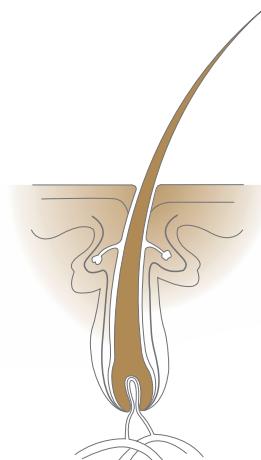
The root of human hair is commonly club-shaped, with at the base a swelling, which can be observed when the hair is pulled out. We call this the root bulb. Inside the bulb is a slight excavation, a tiny piece of dermis with a tiny blood-vessel, resting on the hair papilla. Its function is to nourish the hair. The different layers of the hair consist of tissues created through cell division in the hair bulb. These tissue layers are, from the outside in: the scale layer, fibre layer and marrow.

The hair papilla

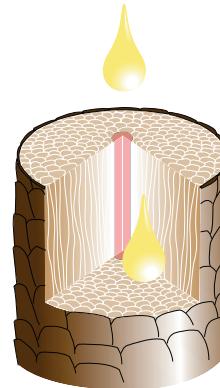
The papilla is usually ovoid or pear shaped, with the matrix wrapped completely around it except for a short stalk-like connection to the surrounding tissue that provides access to the capillary. It is located underneath the skin, at the junction of the subcutaneous connective tissue and the dermis. This is where the hair acquires its shape and pigment. The hair cells are formed on top of the hair papilla. Compare this to the forming of the cells of the epidermis. Underneath the papilla are the tiny blood-vessels that supply nutritious matters and oxygen for the forming of new hair cells.

Scale layer

Because the hair moves upward, the scale layer and the outer membrane move alongside of each other. As the hair cells approach the end of the hair at the base of the shaft, they grow older, lighter in color (from oxidation in the air), harder and thinner (through dehydration). In contrast to the upper cells of the skin, the outer cells of a hair (scale layer) are not sealed, but kept together by a kit substance.



Structure of the hair



cross section

Hair density

Hair density has to do with the number of hairs on a certain part of the scalp. Density is what gives the hair fullness. Density does not only determine the weight of the hair, but also how much volume it can achieve.



Hair diameter

Hair can be thick, normal or fine, depending on its diameter. Hair with a diameter of less than 0,04 mm we call fine hair; normal hair has a diameter of between 0,05 and 0,07 mm and thick hair has a diameter of more than 0,07 mm.

Hair texture

There are different hair textures. A person's hair texture, thickness and quality depend on what part of the world he or she comes from. Difference in hair texture has to do with the shape of the hair follicle in the skin. Frizzy hair is characterized by strongly curved hair follicles; the follicles of straight hair are more or less straight.

Difference of quality in hair extensions

In the making of extensions, many different kinds of hair are used. A first selection focuses on length, structure, thickness and density.

Generally speaking there are two main types of extensions:

1. Human hair
2. Synthetic hair.



Hairtypes

1. Human hair

Natural hair extensions are available in various qualities. Badly prepared hair is dry, dull and tends to tangle.

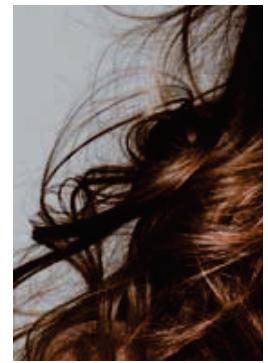
- *Fine hair structure:* Fine hair structure stands for a category of hair with almost the same hair structure and thickness. Fine hair is relatively thin, has an oval diameter, and is easy to integrate with hair from Europe.
- *Normal hair structure:* This is the type of hair used most frequently for hair extensions. It is thicker and has a round diameter; usually it is black. Before use it is immersed into enzymes; this makes it light and softer.
- *Remi hair:* Remi hair is a name used to denote a hair quality in Real hair Extensions. For Remi hair in good condition and with the hair scales overlapping in the same direction is used exclusively.

Tip: Use the color tester of Systeme Volume to discover your hairstructure.



2. Synthetic hair

Synthetic looks like natural hair: The newest fibers have been developed in such a way that the hair can withstand the heat of styling equipment and adapt better to the 'behaviour' of the own hair. Synthetic hair is available in various colors and structures. Sometimes natural hair is mixed with fibers to lend the fibers a natural look or so that less natural hair needs to be used.



Lot number

How does the lot nr. work, where do you find it?

A lot number is the number that corresponds with production process in the factory. With this number it is possible to trace and check every step during production, for this reason it is very important this of noting and of keeping the number. The lot number is at the bottom of each packing.

Tip: See chapter tips & tricks to avoid technical complaints

Balmain Hair quality

Balmain Hair boasts over 40 years of experience. The company is known as a pioneer in the field of developing and producing hair products of high quality.

After years of research and innovating the processes which natural hair go through, the company's experience has resulted in continuous and lasting quality.

Among others, Balmain Hair supplies the splendid 'blond' series characterized by a sparkling shine and vitality, making this hair perfect for integration into the client's own hair.

Balmain Hair uses hair from various areas in Asia. Each area is characterized by specific hair properties such as thickness and structure.

A great deal of experience is needed to be able to select the proper hair quality, and Balmain Hair happily has this experience.

The selected hair is subjected to various phases before it is suitable for selling.

1. Selection
2. Enzymes bath and hair improvement
3. Quality check regarding buoyancy and vitality
4. Color and structure procedure
5. Quality control
6. After-care regime at home



Your own hair

Different thicknesses

When we look at our hair under a microscope, we see various tints and thicknesses. Even though we may not see these differences with the naked eye, they definitely do have an effect.

To imitate this natural effect in hair extensions as well as we can, we need to work with different hair thicknesses and colors.

Every hair strand is made by hand at Balmain Hair. Various hair structures are mixed to get as close as is possible to the natural hair of the client. It is also possible to work with different hair thicknesses – a normal thickness in the hair at the neck, for example, and a finer structure for on top of the head.

Nobody is the same

As mentioned above, Système Volume is attuned to the individual needs of the client. To be able to make the extensions look like the client's own hair as much as is possible, Système Volume is available in two different thicknesses of hair: fine and normal hair. It is possible to combine the two types of hair.

This, the fact that it is possible to work with two types of hair, is truly unique in the world of hair integration.

Système Volume looks at the client's type of hair and adapts the product to it.

The hair structure of Volumizers

The Fine and Normal hair types are available in the Natural straight structure. This gives the hair volume/body and is easily adaptable to the client's own hair. One gets the optimum volume effect by gently kneading the hair while blow drying it.

Volumizers Fine hair have a natural wave, which cannot be seen when it is in its wrapping. The natural wave only shows up after washing the hair and taking care of it. In Volumizers Normal hair this natural wave has been created artificially. In both cases, long lasting quality is guaranteed.

Tip: If you have a client with normal hair, do not choose fine hair. If you do, you'll need more hair and this raises the price. Also it will be more difficult to blend the fine hair into the normal hair.

Tip: It will be easy to choose the right thickness – or determine a combination of hair thicknesses - with the help of the hair samples.

Tip: Use the hair selector of Systeme Volume to discover your hairstructure.

Chapter 2

Hair Cosmetique

The perfect care for natural hair with Volumizers

There is a big difference between the client's own hair and that of Volumizers. Because Volumizers do not possess any roots, it is not nourished, and especially when the extensions are long, the hair has been exposed to harmful influences from the outside, such as U.V. light, oxygen, heat from curling-tongs and blow driers, chlorine and sea water. Thus, the lengths and ends need a lot of care.

And it's the same as with the client's own hair: the quality depends on the care. Natural shine and buoyancy result from the kind of care that is adjusted to both the own hair and the extensions.

Created by hairdressers for hairdressers

In this chapter we focus on the perfect attuning of Volumizers and hair care.

We also pay attention to the communication with your client in relation to optimal after-care for hair with Volumizers.

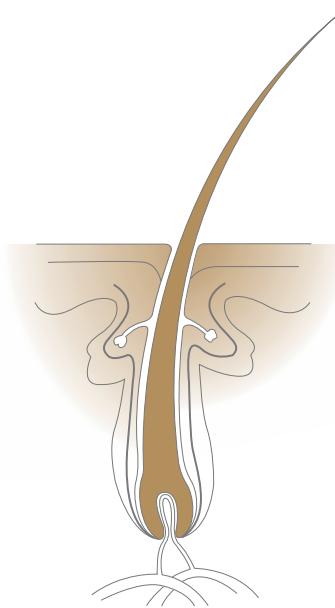
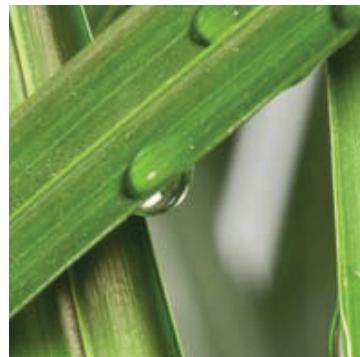
Created by hairdressers
for hairdressers



Natural care

The Cosmetique hair care line has been specifically developed for hair with Volumizers. The laboratory in which this line was developed in collaboration with Balmain, boasts over 15 years of experience and over 500 publications with its name on it. The researchers' aim was a natural hair care line meeting the specific needs of Volumizers extensions as well as the own hair. A care line with respect for hair, nature and the environment. All the ingredients were chosen carefully and much attention was given to their individual effect as well as the reinforcing effect on each other.

Cosmetique has removed everything without a specific function from the products.



I. Nourishment and care

Underneath the hair papilla are tiny blood-vessels which supply nutritious matters and oxygen for the forming of new hair cells. Wrapped around the papilla are a few more layers that make up the hair follicle. To produce a strong healthy hair, this hair follicle needs sufficient nourishment. Biotin, sage extract and elderberry extract provide this nourishment and promote a constant flow of the blood through the hair-vessels. Saw-palmetto is a special ingredient which restores the balance between the hormone DHT and the testosterone in the body. This stimulates the hair follicle to transform itself from the resting phase into the growth phase and thus produce new hairs.

The above-mentioned ingredients can mainly be found in the line for fine hair, because this type of hair needs extra stimulation to produce new hairs.

2. The scalp

The Cosmetique hair care line contains mild cleansing materials and exclusively natural or from nature derived working materials. To test for skin irritants the RBC test was used. The test protocol and the testing system resulted in absolute values instead of subjective evaluations.

For Cosmetique, the RBC value turned out to be between 0 and 2 (*the average shampoo has a RBC value of between 15 and 25*). Thanks to the combination of these elements the micro-biological flora on the scalp is kept intact, providing a healthy, tranquil and balanced medium for the hair. Comfrey and vitamins C, E en B promote an optimum condition of the scalp. Most shampoos contain more aggressive cleansing materials which disturb the afore-mentioned micro-biological flora. The scalp reacts to this by making new fat-cells and the sebaceous gland is activated excessively. This can cause the hair to turn greasy rapidly. Irritants can also cause the scalp to itch or have red spots. Dandruff is another symptom.

RBC values

Cosmetique	<2
Very Slightly irritant	5-10
Slightly irritant	10-20 <i>baby shampoo = 15</i>
Irritant	20-30 <i>regular shampoo</i>
Severely irritant	30-40
Very severely irritant	>40

3. Optimizing the hair

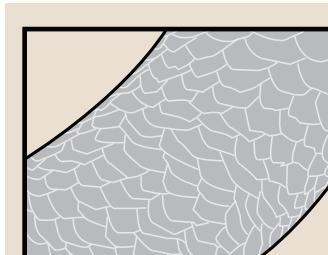
The Cosmetique hair care line boasts several special properties which help to keep both the own hair and the added Volumizers in optimum condition. For example, silk proteins have been added to all the products of the line, and they have an extremely effective moisture-retaining effect. The protein is gathered from the fibers of the silk cocoon and is built up out of several singular amino-acids. The latter penetrate the hair completely and promote lasting repair.

Hair, too, is built up out of amino-acids. The silk protein attaches itself to these amino-acids in several areas, absorbs moisture and retains it well. Thanks to this the hair not only becomes thicker by 10%, it will also become more buoyant and shine brilliantly. When silicones are used, it works differently. Silicones attach themselves to the hair in a different way and build themselves up. They cannot absorb water nor retain it. What silicones do, is to seal the hair so that the absorbed moisture cannot get out easily.

The moisture-retaining effect of the Cosmetique products is supported by glycerin. The silk proteins which attach themselves to the hair form a protective moisture-retaining layer. Collagen and the combination of camomile, stinging nettle and green tea support this process.

Each time the hair is washed, the old layer is removed and a new one takes its place. In other words, the working materials do not build up as they do with silicones.

Note: Cosmetique needs some time to bring the skin and hair in the correct condition. The skin and hair must get used to it. It can occur that the hair feels more greasy faster than before faster to before. This phenomenon decreases in time.



Healthy hair with natural cuticle



Bad hair with damaged cuticle

Retaining the hair color

The active cleansing materials in shampoo usually are light yellow in color. In many cases, shampoo is made to look transparent by using bleaching techniques, but the bleaching materials used in this process also have a decolorizing effect on the hair. In the products of the Cosmetique line, however, no bleached cleansing materials are used in order not to affect the color of the hair.

Degradation of the pigment in the hair is caused, among others, by light and oxygen. The silk proteins in the Cosmetique products produce a protective layer around the hair. Aggression from the outside, for example heat and sunlight, are neutralized thanks to the addition of anti-oxidants such as green tea, stinging nettle, camomile and rooibos ('red') tea, thus protecting the color of the hair. Shellac and collagen provide extra protection for the individual hairs and prevent U.V. rays from penetrating deeply into the hair. Thus, the hair color remains intact.

Fly away formula

Cosmetique's conditioning products all have a fly-away formula, this to ensure that there is no static electricity of the hair after washing. In other words, no more tangled, frizzed hair.

--	+	++	=	+ -
After washing		care		after care

4. Responsible Care

The Cosmetique line has been composed with much attention to the environment. According to the directives of the OECD (Organization for Economic Co-operation and Development), the ingredients of environmentally friendly cosmetics should be 90% biodegradable within 28 days. Since all the products of the line are composed of natural or from nature derived materials, they meet the demands. The majority of the products satisfy the standards of the Nordic Swan.

Cosmetique Hydratant - Fine hair

The Cosmetique hair care line for Volumizers consists of two lines:

Hydratant for fine hair and **Nutrition** for normal hair.

Fine hair

After washing and styling, fine hair rapidly loses volume and looks limp, this because the diameter of fine hairs is about one third less than that of normal hairs. Needless to say, fine hair requires care products which make the hair firmer and stabilize its structure.



Cosmetique Hydratant

The hair care line for Volumizers fine hair consists of three products.

1. **Shampoing Hydratant**, Intensive revitalizing shampoo for fine hair with Volumizers.
2. **Spray Vitaminé Hydratant**, Ultra-light and hydrating for fine hair with Volumizers.
3. **Crème Hydratante**, Conditioner for fine hair with Volumizers.

Does not make the hair heavier.



1. Shampoing hydratant

Intensive, revitalizing shampoo with a mildly cleansing effect. Glycerin promotes the moisture balance and camomile, stinging nettle and green tea promote the moisture-retaining capacity of the hair. Silk proteins make the hair soft and shiny.

Application: Divide evenly over the hair. Massage the shampoo into the scalp without tangling it too much. Rinse the hair carefully and repeat the treatment if necessary.



2. Crème hydratante

Ultra-light, hydrating conditioner. Sage and hop extract stimulate the growth of hair and give volume. Jojoba oil and silk proteins make the hair softer and provide it with a beautiful shine.

Application: Take a small portion of the cream and spread it over the length and the ends of the wet hair. Let it do its work for circa 2 minutes. Then emulsify it lightly with a little bit of water and rinse well with lukewarm water.



3. Spray vitaminé hydratant

A unique, light vitamin spray with strongly hydrating and osmosis regulating properties for the perfect moisture balance. Vitamins C, E and B promote healthy hair and healthy scalp. Saw-wort and elderberry stimulate the growth of hair and biotin has a fortifying effect.

Application: Spray the contents of 2 to 4 pumps (depending on the length of the hair) all over the towel-dry hair. Do not rinse out.

Cosmetique Nutrition - Normal hair

Treated, normal hair

Various factors can cause an unbalanced condition of the hair: blow drying, perming, coloring or stress. When hair does not get the necessary nourishment, it loses volume, color and shine. Therefore, normal, treated hair needs extra nourishment and protection.

Cosmetique Nutrition

The Cosmetique hair care line for Volumizers normal hair consists of four products.

1. **Shampoing Nutrition Intense**, Mild shampoo for damaged, normal hair with Volumizers.
2. **Crème Nutrition Intense**, Concentrated conditioner for damaged, normal hair with Volumizers.
3. **Masque Nutrition Intense**, Maximum care for damaged, normal hair with Volumizers.
4. **Spray Protecteur Nourissant**, Optimum shine and daily protection for damaged, normal hair with Volumizers.



Tip: After having washed it, blow dry the hair and let it cool to room temperature. Do not polish the hair afterwards (with brush, straightening tongs or curling iron) to make sure the hair retains its natural volume.



1. Shampoing Nutrition Intense

A softening and thoroughly cleansing shampoo with rooibos extract, stinging nettle and collagen to nourish the hair and protect it. No static electricity, easy to comb hair. Silk proteins make it smooth and shiny.

Application: Divide evenly over wet hair and massage it in without tangling the hair too much. Rinse carefully and repeat if necessary.



2. Crème Nutrition Intense

The mild and rich texture revitalizes the hair. With camomile to protect the color of the hair and comfrey for a healthy scalp. Glycerin improves the condition of the hair and silk proteins make it soft and shiny.

Application: Work a small amount into the length and the ends of the wet hair. Leave it for circa 2 minutes, then loosely emulsify with a bit of water and rinse well with lukewarm water.



3. Masque Nutrition Intense

A rich, nourishing treatment. Green tea and hop extract protect the hair and the scalp; glycerin improves the moisture balance and silk proteins make the hair soft and shiny.

Application: Divide over towel-dry hair and let it do its work for about 5 minutes. Emulsify lightly with a little bit of water; then rinse thoroughly.



4. Spray protecteur nourissant

Protecting, nourishing spray. Jojoba oil makes the hair shiny, shellac protects the outer scale layer of the hair.

Application: Depending on the length of the hair; use 2 to 4 of the sprays, dividing the contents over the length of towel-dry hair. Do not rinse out.

Shampoing Nettoyant en Profondeur (pré-shampoo)

A thoroughly cleansing shampoo used before the application of Volumizers. It removes the residue of styling products and oil and thus optimizes the grip of the Silk Tips.

Application: Divide the shampoo evenly over the wet hair. Massage it in and rinse thoroughly afterwards. Repeat if necessary.

The Cosmetique shampoos are very concentrated. Wash the hair twice with a tiny bit of shampoo. An amount the size of a 1 euro coin is sufficient; for long hair you can double this amount.

As far as the conditioner and the hair mask are concerned, do take the emotional experience of the client into account. That is why we use a bit more of those products.

Foam has no influence on the cleansing of the hair. When washing it for the first time, you will see very little foam, the second time a bit more foam will be created.



The active substances

Jojoba oil

- Protects the color of the hair
- Prevents static electricity
- Gives a shine

Silk proteins EFLS

- Provide lasting repair
- Give the hair buoyancy
- Make the hair soft as silk
- Promote a brilliant shine

Shellac wax

- Has a strongly insulating effect
- Retains nutritious matters inside the hair
- Protects against heat

Elderberry

- Calms the scalp
- Rich in vitamins
- Promotes blood circulation

Glycerin

- Promotes an optimum moisture balance

Biotin

- Prevents brittle hair and hair loss
- Promotes hair growth
- Retains the shine

Hop extract

- Is rich in vitamins
- Fortifies the hair
- Keeps the volume intact

Saw-palmetto

- Stimulates hair growth
- Prevents hair loss

Antioxidants

- Protect against heat and sun
- Promote a good condition of the hair

Comfrey

- Promotes a healthy scalp

Collagen

- Moisture-retaining

Fragrance

Top note: Lotus, Freesia, Cyclamen, Melon

Middle note: Peony, Carnation, Lily, Lily of the valley

Base note: Cedar, Musk, Amber Sandal



Fragrance

Top note: Ivy Leaves, Mandarin, Orange Leaf

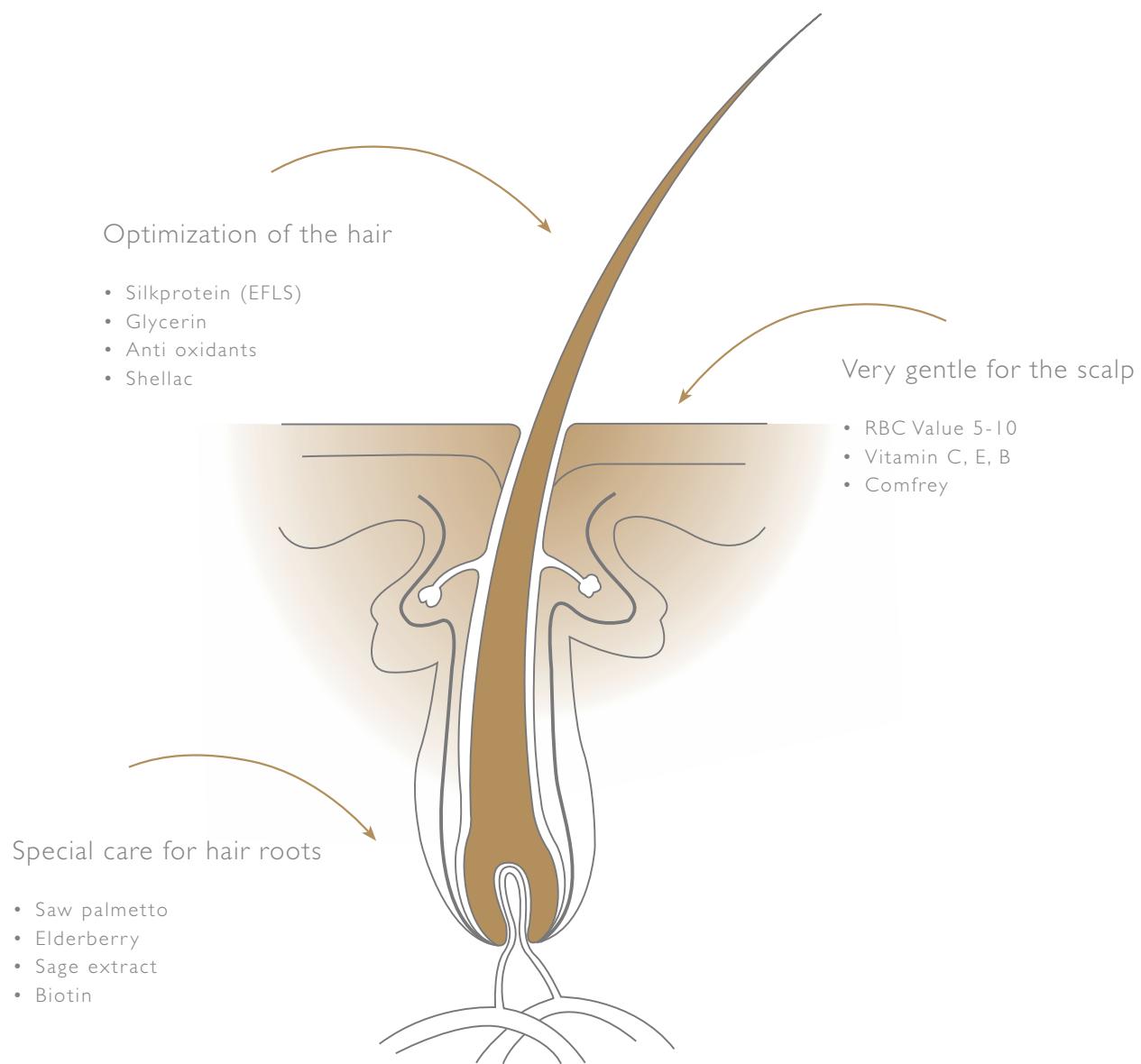
Middle note: Violet, Champaca Blossom, Rose, Orchids

Base note: Damascus Plum, Amaranth wood, Blackberry musk



Did you know that:

- Using styling products based on alcohol can make your hair feels a little oily? It is advisable to use hairspray water based.
- After using the Cosmétique shampoo & care the hair feels a little oily? This will disappear when the hair is dry, the high concentrate of treatment will enter the hair and protect it against the heat of the styling tools.
- It's not possible for your scalp to care the extra add hair. Cosmétique is been developed to take care over this treatment. Volumizers are special selected and processed hair which needs balanced hair care, only than the Balmain Hair assures the hair quality.
- The Volumizer foil will stick if the trigger isn't squeezed hard strongly till the it reaches the handle.
- The Silk Tips transform from shape when silicone pads are not placed correctly.



Chapter 3

Volumizers and equipment

Learning to work with Système Volume is easy, reason why the system can be used by hair stylists as well as junior hairdressers.

What matters most is the consultation and how much insight the hair stylist demonstrates when it comes to realizing the client's wishes.

The Système Volume Applicateur

The Applicateur is an easy tool for applying multiple Volumizers: lightweight, cosmetic and easy to handle.

The head of the Applicateur is interchangeable. This means other heads can be developed, making the machine ready for the future. The Positionneur is the interchangeable part and keeps both the client's own hair and the Volumizers in their place. The Applicateur determines the temperature and duration.



Because it can attach 5 extensions in one single action, the Volumizer Applicateur is the fastest, most beautiful and most reliable system on the market at this moment.

The system contains U-shaped cabins for the 'Onglet touché soyeux' (Silk Tip). The desired amount of hair fits exactly into this U-shape. Thanks to the tiny prongs the hair is transported through the U-shape in the right way; they keep the hairs in their place. And thanks to this application you always achieve the same quality in one single action. Volumizer Applicateur works up to 80 % faster than singular bonding systems.

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Système Volume Applicateur



The Applicateur can be set by hand on various menus. Both the duration and the temperature can be adjusted.

The right setting for the application of Système Volume is:

Hair thickness	Time	Temperature
Fine hair	33 seconds	T1
Normal hair	35 seconds	T1

The temperature

The temperature depends on the material which receives and then rejects the heat. For example, healthy hair can withstand up to 240 degrees without becoming damaged.

The maximum temperature in the rooms is 158 degrees, indirectly on the hair. The hair is protected from this heat by the added hairs and the Silk Tip. In the end, the real temperature is 100 degrees. This is why the system is so gentle for the hair.

Tip: For each client, check if the Applicateur has been set for the right duration.

The sound signal indicates that time is up. The Applicateur works with a memory and remembers the last duration required.

You can find the general safety instructions in the enclosures.



Technical advantages

- Works on low voltage - safer
- Is easy to handle and portable
- Quick processing
- No after-care of the Silk Tips
- Light-weight and ergonomic
- Hygienic thanks to interchangeable silicone pads
- Can be applied close to the scalp (0,5 cm)
- One-sided Volumizer foil
- Cosmetic look, customer friendly
- Hardly any sharp rims
- Cord is 3 meters long
- LCD screen which counts down in seconds
- Sound signals
- Temperature on the hair 160 degrees
- No heat on the side of the scalp, but in the Applicateur itself
- The Applicateur does not get hot on the outside

Positionneur

The Positionneur is the clamp which during the application keeps the Volumizer foil with the Volumizers in the right place. There is a big difference with other, similar equipment: the positionneur has a slightly curved shape to be able to follow the curve of the head. Thanks to this shape, the tension and distance from hair to bond is the same with every Silk Tip.

The tapering positionneur has been developed in such a way that the Volumizers can be placed close to the scalp. Its nice shape fits well and does not wedge in the hair underneath.

When a 'flat' system is used, a 'bump' has to be bridged, which results in a distance of 1.5 cm. With Système Volume the distance is less than one cm. In other words, a difference of five weeks of wearing the extensions!

Made of synthetic material, the positionneur is light-weight. This makes it easy to work with, for the client as well as the hair stylist.

1. rooms
2. bolting
3. hair conductor
4. spherical top
5. locker



Silicone pads

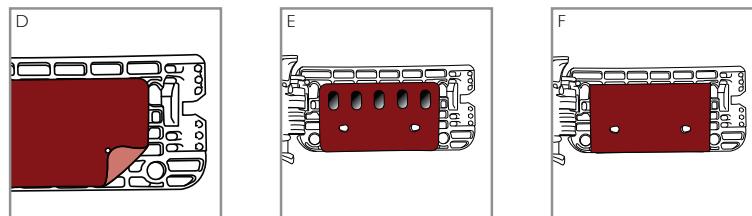
Inside the Applicateur there is a silicone pad; its function is to make sure that during the fluxing the Silk Tips end up in the right place. Together with the Volumizer foils they form the cabins for the Silk Tips. The silicone pads are very flexible and keep the cabins air-tight. By supplying heat pressure is created and the Silk Tips are squeezed through the cabins.

Durability of silicone pads

A silicone pad can be used until tiny tears appear. These tears result in:

- A crackling sound
- Tiny tears in the Silk Tips
- Running of the bond, causing a film over it

These symptoms all lead to diminishing quality of the SilkTip. Therefore we recommend that you check the pad regularly to see if there are any tears. You do this by pulling the pad apart so that you can see the tears if there are any.



- The silicon pads are powder coated on one side. Place the pads with the clean side on top. See illustration D.
- Which silicon pad needs to be placed first. See illustration E/F.



Flux technology

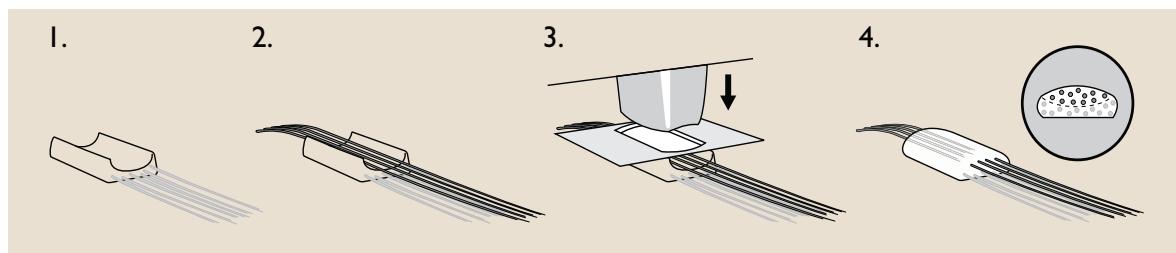
For the past five years, Balmain Hair has been working on a new method of attaching hair. The result is the Flux technology, a system created for the top of the extensions industry. The literal meaning of fluxing is: moving something from A to B.

When Volumizers are used, the Silk Tip is placed underneath the own hair. In the airtight, insulated cabins of the positioneur sub-pressure is created through heat. Due to this pressure, the Silk Tip is sucked through the hairs, resulting in a strong connection of the Silk Tip with the person's own hair. This is what is called fluxing. Thanks to this technique it is possible to make the Silk Tips very tiny and almost invisible.

When Volumizers are used, the Silk Tip is placed underneath the own hair; illustration 1 and 2. In the airtight, insulated cabins of the positioneur sub-pressure is created through heat, illustration 3. Due to this pressure, the Silk Tip is sucked through the

Did you know that:

The Flux technology of the Applicateur is patented by Balmain Hair

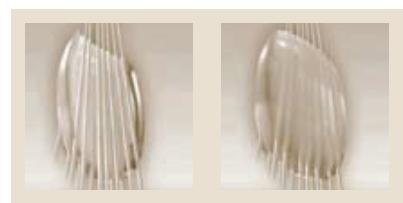


Flux technology

hairs, resulting in a strong connection of the Silk Tip with the person's own hair; illustration 4

The advantages

- Working efficiently
- Consistent quality
- Even distribution of the Silk Tips in the hair
- Small in size and almost invisible
- Infallible application system
- Solid attachment



Fluxing Silk Tips

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Système Volume
Long lasting volume service

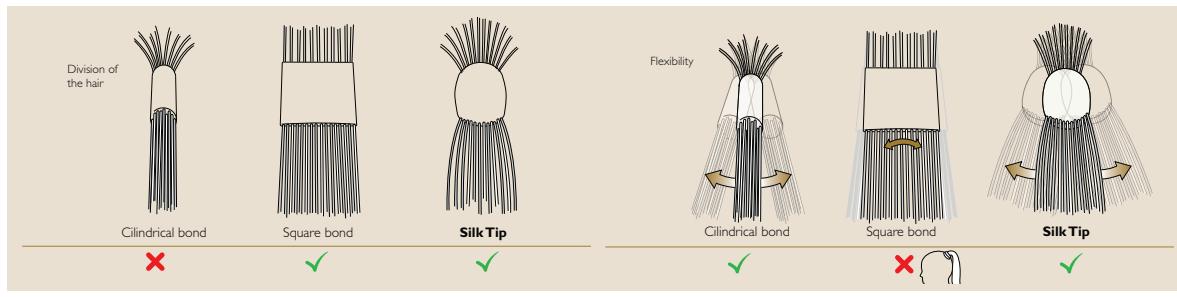
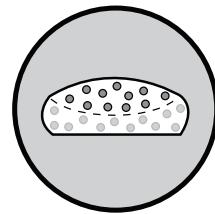
Silk Tips

The Silk Tip (*Onglet Touché Soyeux*) serves as the connection between the Volumizers with the client's own hair. Silk Tips are soft to the touch and make wearing Volumizers very comfortable. Even though they are tiny they are very strong. Silk Tips are transparent in color and therefore almost invisible.

Silk Tips have an oval shape; the base is flat and the top is spherical.

There is a good reason for this. Because the Silk Tip is flat at the bottom, it is flattened against the skull and can hardly be seen through the hair. The spherical top allows the hair to move freely, it slides over it and does not get caught anywhere.

The amount of Silk Tip in the spherical top promotes optimum attachment of the hair and the rounded corners prevent damage to the scalp and the hair.



Square bond

A square bond has pointed corners which can damage the scalp and break the hairs. The hair can only be worn down – for example, a ponytail high at the back of the head would be almost impossible.

Also, a square bond does not last as long as a round or Silk Tip.

Did you know that:

A Silk Tip which falls off the foil can be reapplied by holding the Silk Tip with the flat side to the Applicateur and then placed back at the foil.

Round/cylindrical bond

With a round bond, all the hair is gathered at one single spot. Together, the client's own hair and the extensions form a strip of hair – the so-called spaghetti effect.

When a hair stylist does not apply sufficient extensions, the spaghetti effect is even stronger: The hair simply does not look natural.

With round bonds it is important to burnish top and bottom well so they can withstand moisture and the extensions do not slide all over the place.

The advantage of a round bond is that it moves along with the client's own hair; the hair can easily be put up, in a high ponytail for example.

Advantages of Silk Tips

- Do not harm the own hair and the scalp
- Are not accessible to water and styling products
- Allow the hair to move freely
- Provide a horizontal distribution of the hair. This promotes better integration without the spaghetti effect
- Only half of the product is needed for same strength in application
- Are consumer friendly because they feel so very soft. The client is not likely to fiddle around with the attachments
- 20% better distribution of the hair; (*you need 20% less Volumizers to get the same effect as extensions*)
- You never need to touch Silk Tips with your hands
- Are easy to remove
- The hair can be put up easily
- Also suitable for fine hair
- Applying Silk Tips through fluxing ensures excellent attachment
- The hair is guided to the right place thanks to the U-shape
- The U-shape closes the own hair in, ensuring extra strong attachment
- Thanks to the spherical top of the Silk Tip the client's own hair moves freely over it
- The spherical top of the Silk Tip protects the scalp against irritation
- The spherical top of the Silk Tip feels nice when you touch the hair

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Système Volume
Long lasting Volume service
by FX hair application and
Silk Protein Cosmetics



Volume+

Volume+ treatment

A Volume+ treatment consists of a box with 6 Volumizer foils. Each foil consists of 5 individual Volumizers.

A Volumizer contains a Silk Tip: the part that is attached to the client's own hair.

We name 4 categories:

Fringe volumizer: 1 foil (with total 5 Volumizers)

Basic volume treatment: ½ box (3 foils with total 15 Volumizers)

Complete volume treatment: 1 box (6 foils with total 30 Volumizers)

Luxurious volume treatment: 2 boxes (6 foils with total 60 Volumizers)

Time:

Fringe Volumizer 1 volumizer foil 2 minutes

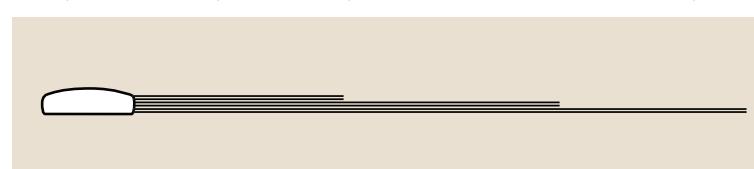
Basic Volume 3 volumizer foils 8 minutes

Complete Volume 6 volumizer foils 12 minutes

Luxurious Volume 12 volumizer foils 24 minutes

Pre-layered

The length of the Volumizers is 40 cm. They are pre-layered, meaning that the hair has already been cut into layers. That is why the hair of the Volumizers falls naturally which



in turn promotes easy integration.



Color range

Volumizers are available in 18 colors, a palette of basic colors and blended tones which are easily integrated with the client's own hair. The blended tones are unique because they were composed by hand – a rare occurrence these days when most extensions are machine-made. Duotones produce an effect of depth, shine and reflection of light on the hair. They also make optimum integration possible.

The color range includes 9 basic colors and 9 blended tones.

Additionally, you can make your own color with the Level colors: 10G, 6 and 8CG.

Basic colors Basic colors can be used for high and low lights and to obtain Volume. They can be placed in the correct color between the own hair without being noticed.

Basic colors:

1 - 3.4 - 5 - 6.7 - 6 - 7A.5A - 8.GC - 10.A - 10.G

Blended colors These colors are mixes of two colors. The advantage of mix colors is that they easily integrate with the own hair.

Blended colors:

4CG.6CG - 5.6CG - 5B.7B - 5C.7C - 5CG.6CG - 7G.8G - 8G.9G - 9.10G - 8G.8GC

Did you know that:

Balmain Hair - Blond specialist

Balmain Hair is the supplier of the most beautiful, constant blond series in the field of hairaddition for years. Especially for Système Volume Balmain Hair has added a new colour to the blondserie. has added serial to these blondserie, 'Ash'. The ash color is available in two colour altitudes, altitude 10 and as a mixcolor in a combination of color altitude 5 and 8. These color altitudes can be combined perfectly and blend easily with the hair of the customer.

Balmain Hair is able to add this color to the color range and guarantee the quality of this product. This is very particular in this branch.

Tip: When applying Volume/Length, pick the color that is closest to the color of the length and ends of the client's own hair.

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The Colorclips

The Système Volume color clip is very consumer friendly. Balmain has developed color clips to help choose the right color or to see what the effect of a certain color combination is.

How does the color clip work

1. Brush the own hair
2. Part the hair (*straight section*)
3. Place the color clip
4. Comb your own hair over.

Tip: place two clips on top of each other to blend colors.

Tip: Use the color clips to find out which color is the closest to the natural hair of the client.

Use several different colors to obtain a natural result.

Maintenance of the colorclips

- Wet the color clips with luke warm water.
- Divide a small quantity of shampoo (*from the Cosmetique hair care range*) over the color clips and gently massage.
- Rinse thoroughly .
- Brush the colordclips and leave them to dry on a towel.

Tip: Color Clips are a risk free tester: stylist and client can quickly visualize both color and volume. Presenting the available color in a clear and beautiful way.



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Coloring and perming

How to color Volumizers

Choose the color that is closest to your own hair color as the basic color. Use several different colors to obtain a natural result. The closer the Volumizers are stacked, the stronger the effect of the color.

It is possible to color Volumizers before applying them in the clients hair. During the coloring & rinse it you have to be sure not to touch the Silk Tips.

More easy is to color the Volumizers after applying them in the clients hair. Make sure you keep the following color rules in mind:

- Use color: 10G, 6 and 8GC for coloring
- Keep the general color theory in mind, think about pre-pigmentation or adding color.
- Use max. 3%H2O2.
- Do not bleach the hair
- When coloring the color 10G, treat the hair like sensitive hair with pre care.
- Never overdue the setting time
- The color might react differently, before you start do a color test
- Color max. 2 shades darker
- Wait 48 hours after the application of the Volmizers before you color the hair
- Avoid touching the pigments on the Silk Tips.
- Use sufficient coloring material.
- After the color treatment, use the Cosmetique products.

Perming Volumizers

Clients who want more wave or curl in their Volumizers can perm them. First apply the Volumizers in the right way. Make sure the Silk Tips harden. This takes 48 hours, the same as when you are going to color Volumizers.

The Volumizers can be permed from color 8G and darker.

Tip: Always run a test with 1 foil of Volumizers to see if the result is satisfied your clients request.

The liquid

Choose a mild liquid for your perm. The hair structure is fine or normal. Since all Volumizers have been color-treated, always pick a liquid that is suitable for colored hair.

Choice of wrapper

It is recommended you use a wrapper that is one size smaller than what the clients wants as a final result. Place 5 Volumizers on 1 wrapper, in the usual way. This does not apply to the client's own hair.

Applying the perm liquid

Moistening: Apply the perm liquid drop by drop. Don't skimp on the liquid – the hair should be saturated through and through.

The pose period

This depends on the type of liquid you use.

Rinse & fixative

Rinse 3 minutes longer than usual.

Use more fixative than usual – after all, there is more hair than usual.

The concept

As support for the concept we have different support and communication materials.
These are all part of the installation.

The concept:

I. The consultation, *The consultation, where the desire of the client and professionalism of the hairdresser meet*

- Desire of the client
- Hair diagnostic
- Analysis of face shape
- Tailor made application plan
- Advice about home care
- Questions and answers

Consultation Table - Service Desk

- [1] Discover the revolutionary silk tips
- [2] Touch & Feel the two different hair types
- [3] Learn more about the Cosmetique line and the application
- [4] Watch the Système Volume DVD
- [5] Smell and feel the Cosmetique products
- [6] Storage consultation forms and color clips



Service desk instructions can be found in the enclosures

2. The treatment, a touch of luxury

- Pre treatment of the hair to improve bonding system
- Application Volumizers for long lasting volume
- Cutting & Styling to obtain the desired hair style

3. Check-up appointment

- Washing massage with the luxury Cosmetique line
- Check-up the silk tips
- Cutting and styling



Trolley

- 1 Personalised storage per customer
- 2 Working tray for Positionneurs
- 3 Storage for Volumizers Applicateur
- 4 Working table for tools
- 5 Prepare the Volumizers
- 6 In height adjustable



Trolley instructions can be found in the enclosures

Display

- 1 Displaying 16 Volume+ treatments
- 2 Storage for 34 Volume+ treatments
- 3 Displaying and storage Cosmetique
- 4 Backside: Communication



Display instructions can be found in the enclosures

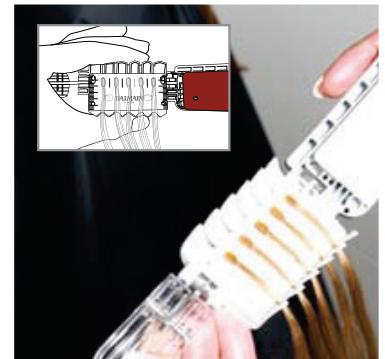
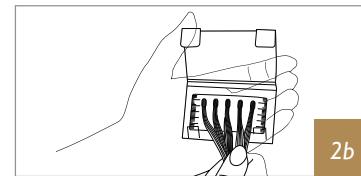
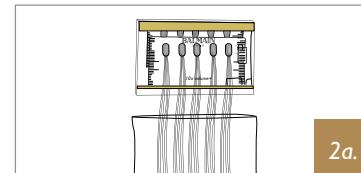
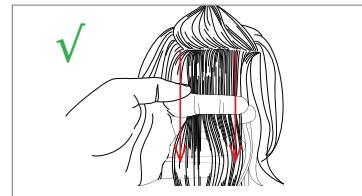
Chapter 4

The technical application

This chapter explains step by step how to apply Volumizers to the hair.

1. Sectioning

- With a thin comb, divide the hair into horizontal sections.
- The width of the passé should not be more than 4 cm.
- The thickness of the passé depends on the thickness of the hair, equivalent to the quantity of the volumizers. (*approx 0,5 cm thick passe*). And should be approx the same quantity as the volumizers. (*it is better to take a little more than less*).
- Hold it with your left hand.
- Keep the hair parallel to the parting, not to a point, never overproject the hair (lift it max 45 degrees). *Illustration 1c*

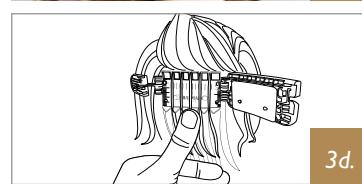
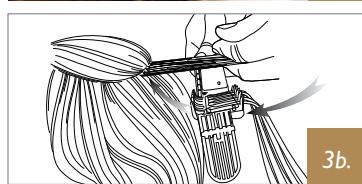


2. Place the cartridge

- Take out the organizer from the package
- Take out the cartridge from the organizer
- Place the cartridge in the Positionneur

3. Working with the Positionneur

- Hold the passé (at an angle of 45 degrees) with your left hand and position it with the right hand.
- With the positionneur make a slight scooping movement underneath the passé against the head. Keep the passé tense and tight. *Illustration 3b*
- Guide the own hair through the prongs of the Positionneur; directly over the Silk Tip.
- With the own hair; clamp the positionneur against the head. *Illustration 3c*
- Close the Positionneur with the right hand. *Illustration 3f*
- Fasten the closing by pulling the closing clips with the left hand.



4. Holding & heating

- Connect the Positionneur to the Applicateur. Hold it still and position at 90 degrees to the head. *Illustration 4a*
- Pull the trigger and wait **35 seconds**. You can see the time in the window and a sound signal indicates when time is up.

5. Unfastening

- Immediately after the sound signal unfasten the applicator.
- Leave the Positionneur in the hair to cool down for at least **2minutes** before you remove it from the hair. During this minute you can use positionneur 2 for the application of a new Volume⁺ foil.

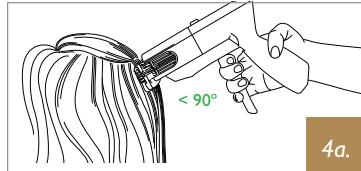
6. Preparing for the next Positionneur

- Open the Positionneur.
- Take the foil out of its wrapping.
- Place the Volumizer foil in the grips.
- Make sure the hairs all point in the same direction.

Did you know that:

When you apply the Volumizers with 40 seconds, the Silk Tip will get so liquid that it can run out of the chambers in of the organizer. Your connection will be strong, but it does not look nice.

If you don't apply maximum pressure: The Silk Tip will not melt through properly, you can feel a hard line at the back side of the Silk Tip and the Silk Tip will start to deteriorate within 3 weeks at the belly side.



4a.



4b.



5a



5b.

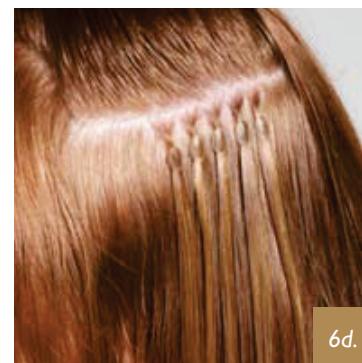
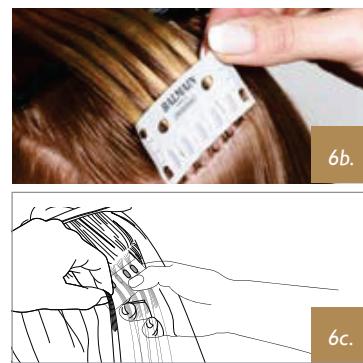


Tip: If the foil doesn't come off;

- Wet the foil;
- Cool down the foil longer;
- Make sure there are no stylingproducts left in the hair.

7. Removal of the foil (after minimum 2 minutes)

- As the step in the total treatment/application, remove all the foils.
- Start at the base, work upward from there.
- Pick up the passé and put it in vertical position.
- The Volume⁺ foil is now lying on top. Remove the SilkTips one by one from the cartridge foil.



Questions & Answers

Where do I start applying it?

The right method is to work from the bottom up.



What is the distance between the passés?

Space between the Volumizer foils:

Fine hair: 2 cm

Normal hair: 1.5 cm

Thick hair: 1 cm

Do not apply Volumizers within a contour of 2 cm all round

When do I unfasten the Positionneur?

Leave the Silk Tip 1.5 to 2 minutes in the Positionneur to cool down. You can continue working with the second and third Positionneur and then remove the first. That saves time.

When can I remove the Volumizer foil?

Remove the Positionneur but leave the foil in for about 10 minutes) until you are completely finished. It gives the Silk Tip time to harden and cool down.

A Silk Tip has dropped from the foil, can I still use it?

Yes, place the foil in the Positionneur; you can see where the Silk Tip should be fastened. Tip the flat side of the Silk Tip against the heating element in the Applicateur, then stick it in the right spot of the foil.

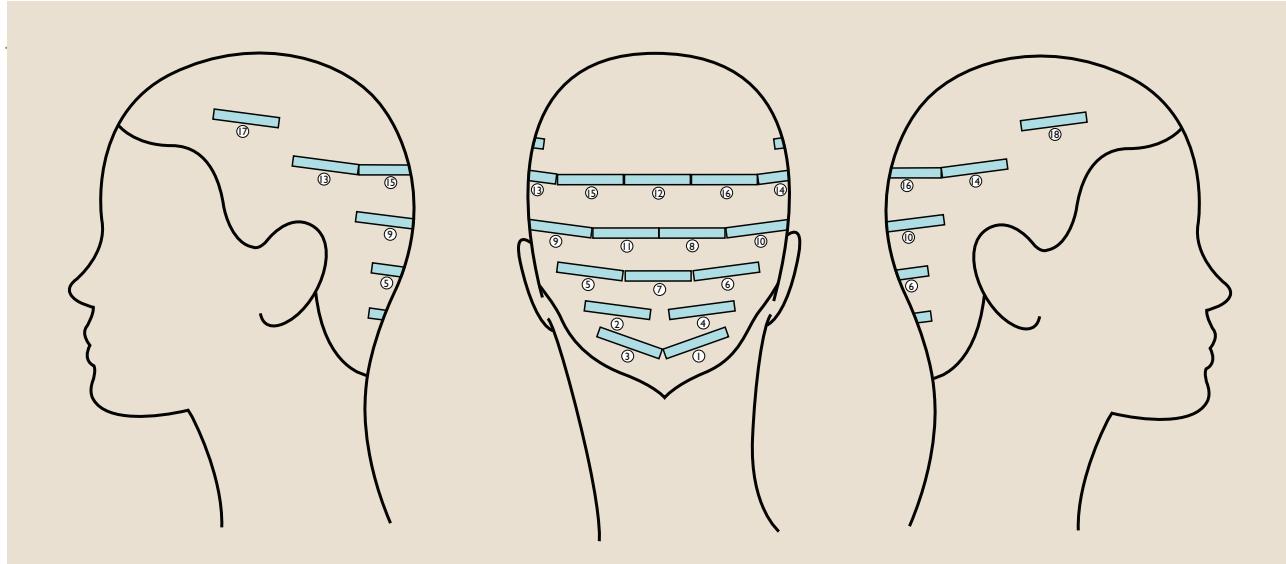
Can I apply one foil, with 3 Volumizers for example?

Yes, use an empty foil, place the Volumizers on the foil and fasten it in the usual way.

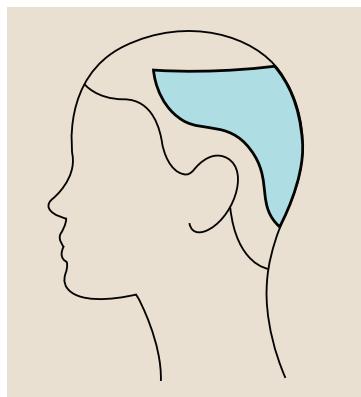
Tip: Remove a few Volumizers from the Volumizer foil if there are just too many for one application, and fasten in the usual manner.

BALMAIN

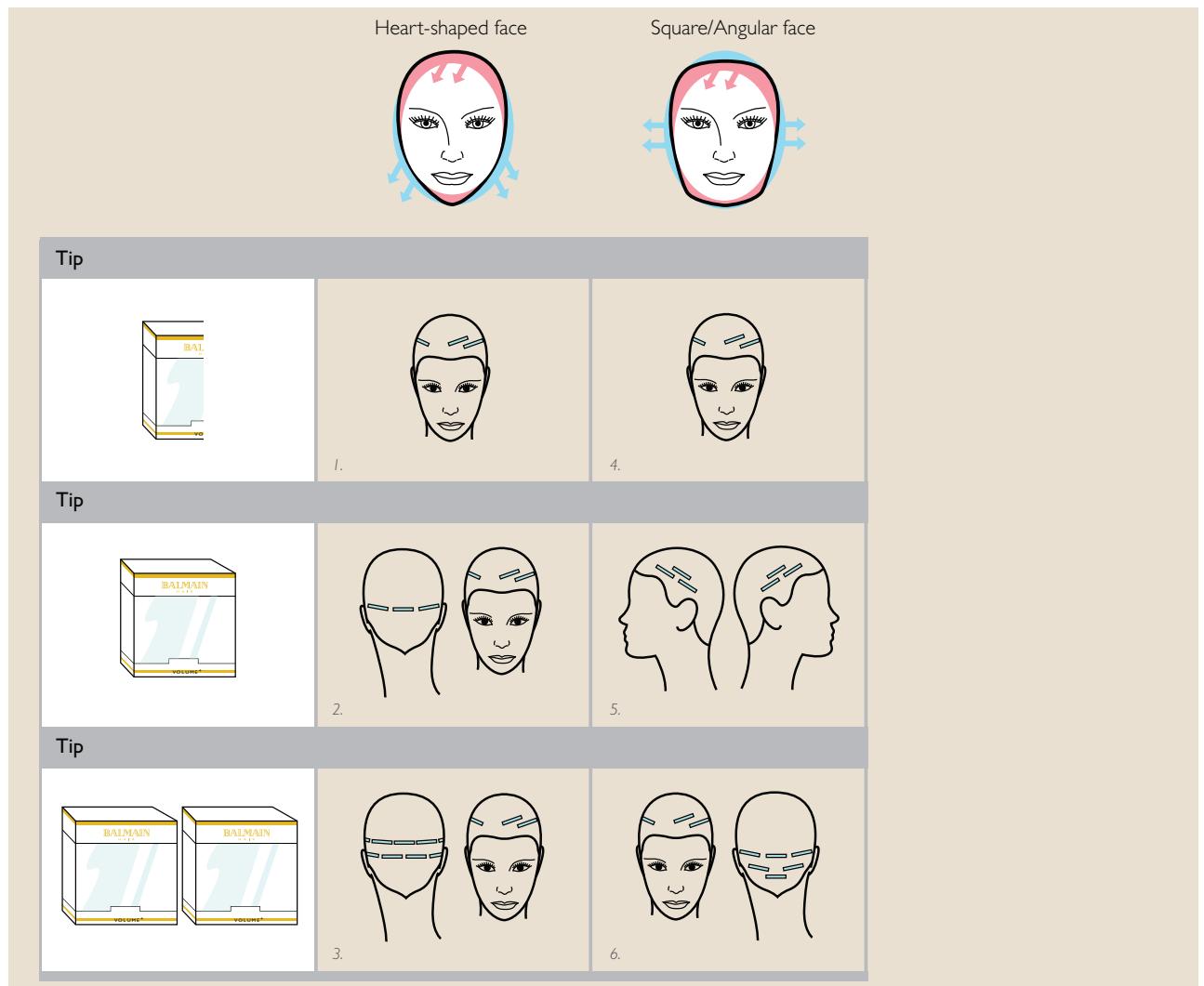
HAIR +



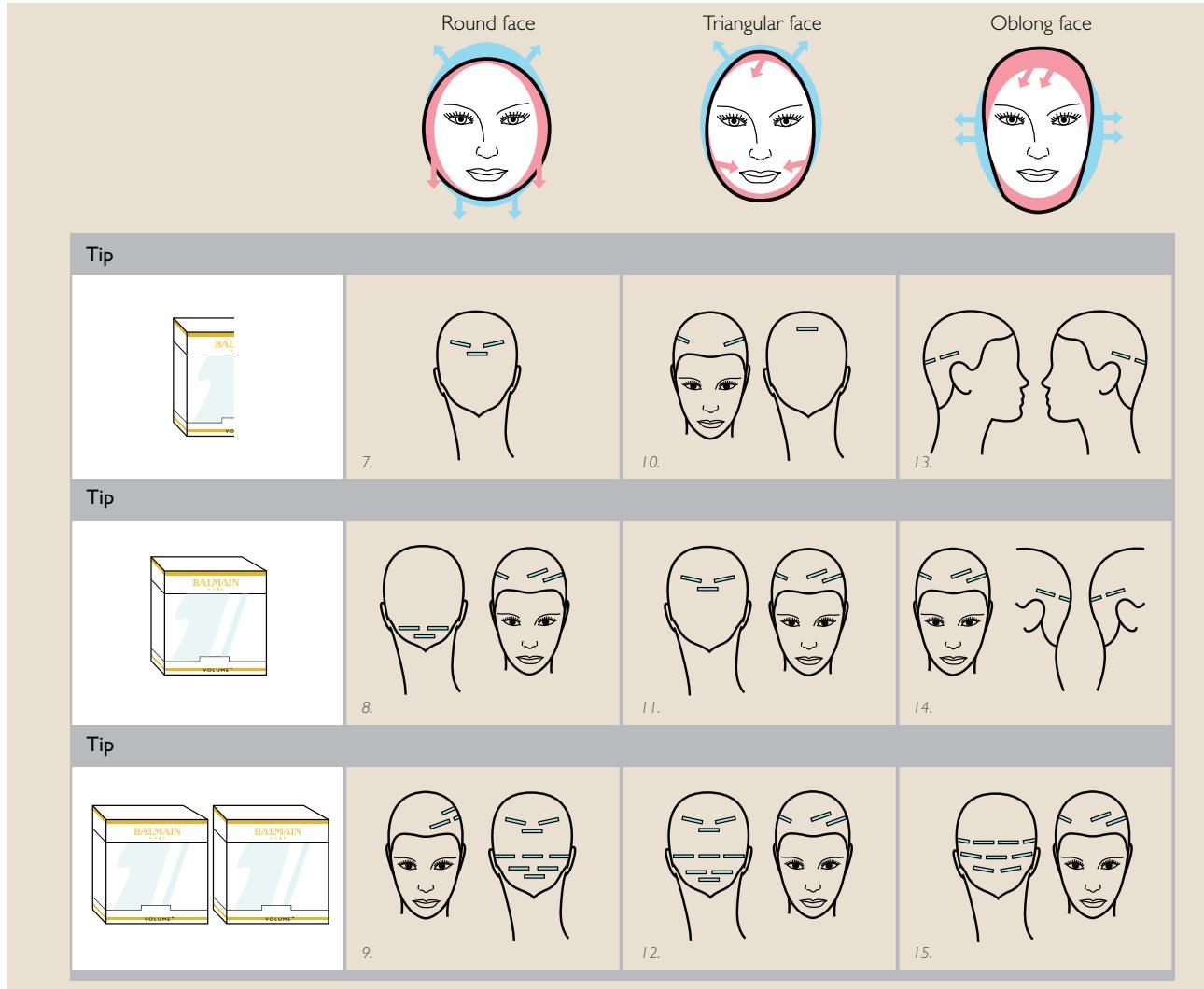
Placement of Volumizers



Contour



1. Use light colors for highlight effects.
2. Use strong colors for a spicy effect
3. **Use dark colors for a deep effect.**
4. Use soft colors
5. Use a lighter shade for a soft color effect.
6. Use colors with a soft look



7. **Use the color of the own, natural hair.**
8. Top: use light colors; Neck: use dark colors
9. **Use contrasting colors.**
10. **Use the color of the own, natural hair,brighter or lighter.**
11. **Use the color of the own, natural hair on the crown,** use light shades in the lock, they make the head look bigger.
12. For a natural effect, use light colors on the scalp and darker colors in the neckarea.
13. **Use the color of the own, natural hair.**
14. Use lighter colors around the face.
15. Mix different colors for a lively effect.

Chapter 5

Color, volume and length

Coloring treatments are done to give the hair on the head a specific color or to make corrections that can render the hair color more beautiful. We are talking about natural colors as well as fashion colors here.

Why does a client want a color treatment with Volumizers?

She wants to color the hair without dyeing, she wants quick results, she does not want to take the risk of getting the wrong tint, she wants more color and more volume at the same time. And she wants to be able to change the color of her hair easily and without it costing too much.

Coloreffects

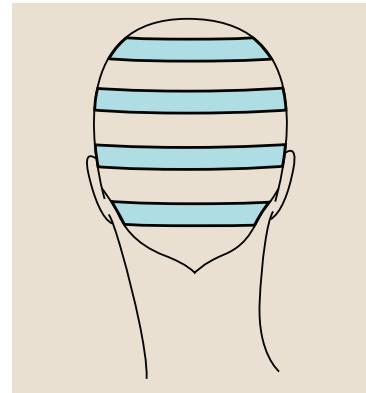
We can apply color in many different ways. In this chapter color is the central theme. What can color do to with Volumizers. Which technique is best suited to the client?

Highlights: light tufts or highlighted parts of the hair

Highlights emphasize the texture of the hair. Highlights make the hair look as if it has been bleached by the sun – a natural effect. With highlights you can make a style less monotonous and create contrast.

With fine highlights the light reflects even better on dark chestnut brown hair.

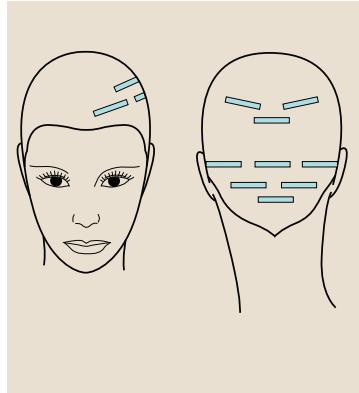
Use a color at least 2 tints lighter than the color of the hair:



Coloreffects

Placement for Volumizers, high-lowlight effect





*Depth
in fringe, hair looks full*

Lowlights: dark tufts or dark parts of the hair

Rust-colored parts of the hair give dark colors a beautiful metallic shine. Lowlights enliven basic colors and give direction to the hair. They reinforce the cut and the color and give depth to the hair; making it look more voluminous.

Use a color at least 2 tints darker or a contrasting tint for a visibly successful result.

Softening a color or add lighter tints

Lighter tints give the hair a natural look and promote a beautiful reflection. Use a color that is not more than 2 tints lighter and from the same color family.

Providing depth

Hair with highlights or lowlights looks more buoyant and fuller. The structure of the hair becomes visible.



Contrasting colors

For those who want to stand out, having the hair tinted in two totally different colors remains popular. Hair in contrasting colors does not look natural, but it is special, recognizable and individual. They can reinforce a good cut and turn a simple hairdo into something creative and trendy.

Do try and experiment with bright colors, make your client look unique. Black and dark brown hair are perfect to add other colors too. Use at least 3 tints lighter or darker and combine colors from different color ranges for striking contrast.

Shades and tinges

Color shades and tinges running into each other bring about a natural effect. Especially when the hair is put up, beautiful shades of color can be seen. If the hair in the neck is dark, the hair looks more voluminous; a lighter shade on top of the head softens the face. To obtain such effects, use colors of the same color families. Nature, copper or gold tints, for example - all together.

Volume

Volume is the basis for the creation of shape. This chapter focuses on volume. What can volume do to a haircut? Which shape is best for this or that client? How can we accentuate the shape of the face, or soften its contours?

Why volume?

- Volume is a compensation for thin hair
- Volume is fashionable
- Volume makes the hair more buoyant
- More hair is considered beautiful hair
- Not everyone has volume
- Volume completes the hairdo
- Volume makes the hair look healthy

Styling is shaping volume.
Therefore volume is the
essence of creation.

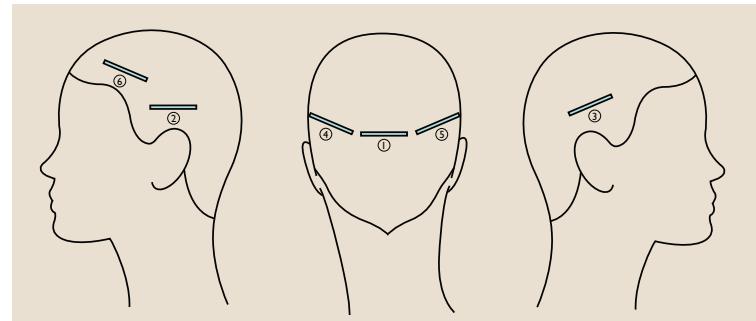
Richard Guliker

Creating with Volumizers

1. Basic Volume treatment for fine hair

- Place 5 Volumizer foils around the head, place foil 6 at the side of the hair lock.
- Avoid the contours.
- Use the fine hair structure of Balmain Hair.

1. Basic Volume treatment



2. Volume in the hair lock

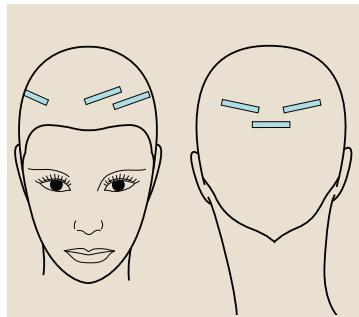
The hair close to the face usually has a finer structure than the rest. Some women also suffer from a light case of (male) baldness. With more volume in the hair lock this can be covered up and by applying highlights the scalp becomes less visible.

3. Volume on top

The crown often pushes the hair in the opposite direction of what is desired. This can seriously disturb the beautiful shape of a hairstyle. By augmenting the hair with Volumizers, the hair on the crown is in harness again.

More length

Many clients dream of having (very) long hair. However, for those with fine hair this is generally impossible. But with the arrival of Système Volume and the possibility of working with fine hair; long hair is within reach for everyone. Système Volume is 40 cm long and pre-layered: an ideal solution for those who want to create length. For example, you can make your own hair longer; make it stronger; make a hair lock longer or lengthen the hair in the neck.



2. Volume in the hairlock

3. Volume on top

Chapter 6

Camouflaging

In this chapter camouflaging is at the center of attention.

What can you accentuate, camouflage or reinforce with Volumizers?

- When there is too little, add to it
- When there is too much, take away from it
- Soften that which is too pointed
- Make more angular that which is too round

1. Thin, fine ends

Volumizers works horizontally. That means it adds volume over the breadth of the head. Place 2 Volume+ treatments for full ends at the base of the hair.

2. High forehead

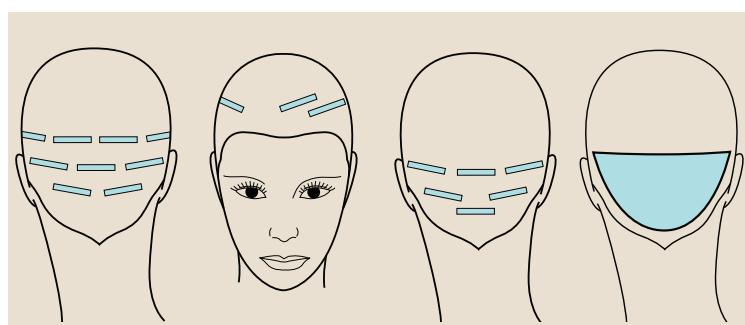
Use Volumizers to max. 2 cm from the top (see illustration).

3. Hair grows only from high up in the neck

Système Volume has the solution for this problem. Remember not to work too closely to the contour line.

4. Longer hair in the neck

Length is easy to create; lengthen the hair by max. 200%. Join the foils, with a vertical distance of 1 to 2 cm.



1. Thin, fine ends

2. High forehead

3. Hair grows only from
high up in the neck

4. Longer hair in the neck

5. Layers in the face

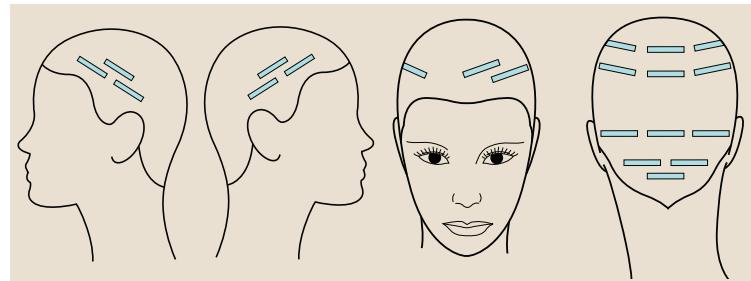
Place the Volumizer foil more diagonally so the hair falls around the face.
Use different tints for an accent in the structure.

6. Deepen the color of the hair

Make the hair livelier by adding a somewhat darker tint to the own hair color. Hair with more color looks more buoyant. Light ends seem thin; perhaps it is a good idea to mix the light tint with a stronger color.

7. More depth of color

Dull hair without much color is not at all inspiring. Use lighter and darker tints in between the own hair. Structure and contrast become more visible and buoyancy and shape ask for attention.



5. Layers in the face

6. Deepen the color of

the hair

7. More depth of color

Chapter 7

Removal

Removing with the Quick Remover

The Balmain Quick Remover uses the latest technological advancements to revolutionize the removal of extensions. Extension removal is now quick, easy and comfortable for the extension professional and their client.

- 75% Time saving.
- Comfortable removal.
- Single hand operation.
- Ergonomic design.
- UV dissolve control.
- Automatic cartridge system.
- Dermatologically tested.
- 1 Year guarantee.
- Preserves effectiveness of dissolvent.



Step by step removal with the Quick Remover

1. Place the SilkTip into pincer.
2. Pull the dissolvent trigger to release a measured amount of dissolvent at the Silk Tip, the UV light is automatically activated.
3. Pull the pincer trigger to crush SilkTip, repeat pincer trigger movement if required.
4. The SilkTip can now be removed.
5. Comb out any SilkTip residue left on natural hair.
6. Wash the hair thoroughly using Balmain Shampoo.

UV active dissolvent gel (cartridge system)

The dissolvent gel neutralizes the adhesive strength of the Silk Tip under the influence of the pressure and UV light. It is clear to see when the Silk Tip is ready to be removed.

Remove 250 Silk Tips with 1 bottle

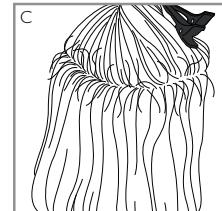
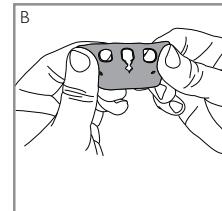
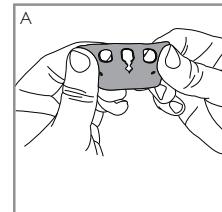
The Quick Remover is not only quick but also protects your nails if acrylic. It is usable for almost all extensions application systems.



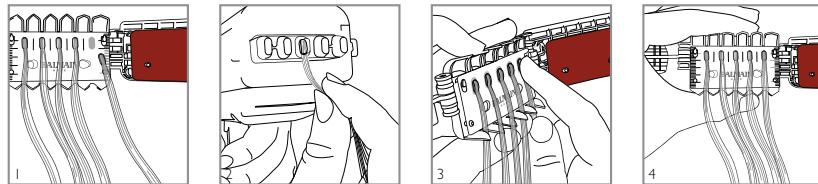
Chapter 8

Tips & tricks

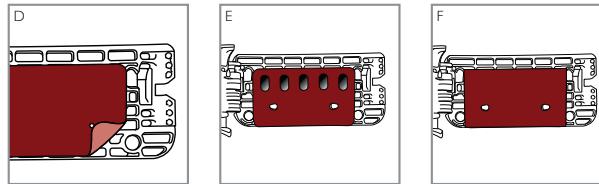
- Own hair must be entirely dry before you start the treatment.
 - Check the correct program on the Applicateur:
Choose H1,T1, **35 seconds** in the menu for Normal Hair and **33 seconds** for Fine Hair
 - Check the silicone pads regularly. It can get small pricks or cracks and as a result of which the Silk Tips will become leak. See *illustration A/B*.
 - A leaking silicone pad can be recognised by a crackling sound.
 - A membrane shape will arise at the Silk tip and gives a crackling sound.
 - Replace silicone pad with every new customer; this is also more hygienic. If you hear a crackling sound when heating the Silk Tips, it is a sign that the silicone pad is broken. Immediately release and replace with a new one.
 - If the Silk Tips show some membrane, this does not influence the durability. They are just a bit less perfect. They can be trimmed with a scissor:
 - Let the foils cool down completely. First place the Volumizers on the whole head and start with the firstly placed to remove.
 - Pay attention to short hairs above the parting, do not heat these. This gives a drawing feeling which is not pleasant. See *illustration C*.
 - Make partings that follow the rounding of the head. This will make the Volumizers look and fall more natural, smoothly.
 - If you end up rather close to the contour and 5 Silk Tips are just too much, you can remove them from the foil and place for example 3 Volumizers.
 - If your customer used styling products as hairspray or foam (and you didn't wash the hair) the foils will stick. You can not remove them without breaking. This causes that there will remain some foil on the Silk Tip, this will fall off when you wash the hair.
 - Do not place the Positionneur to close to the scalp, otherwise you get a snap in the hair.
 - If a Silk Tip falls off the foil before placement, you can place it back by carefully melting it to applicateur and then stick it to exactly the same place on the foil.
- Note: Place the foil in the Positionneur to determine the exact position.*



1. Loose Silk Tip
2. Heat the Silk Tip with the Applicateur
3. Replace the Silk Tip on the cartridge
(correct position visible through
cartridge foil)
4. All 5 Silk Tips on the cartridge



- The silicon pads are powder coated on one side. Place the pads with the clean side on top. See illustration D.
- Which silicon pad needs to be placed first. See illustration E/F.



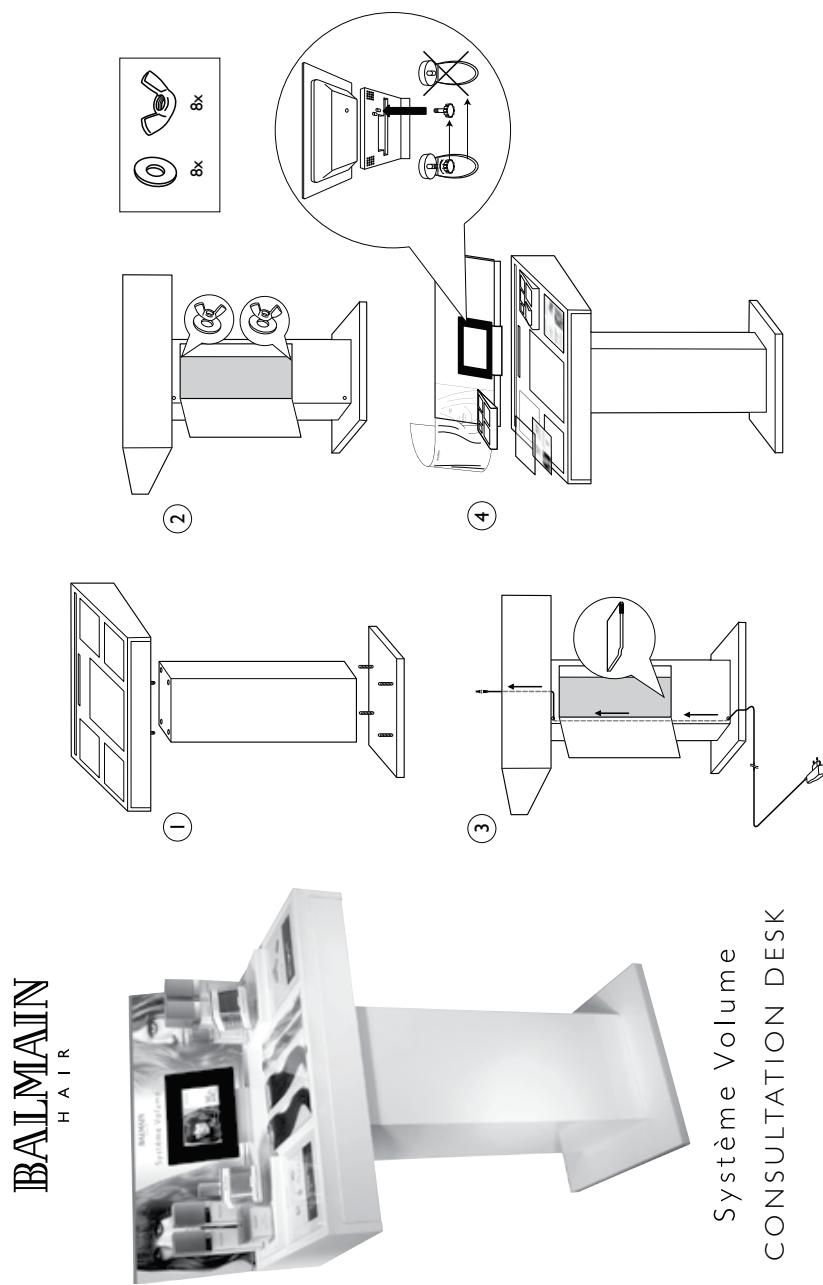
Lot number

A lot number is the number that corresponds with production process in the factory. With this number it is possible to trace and check every step during production, for this reason it is very important to write down and save the number. The lot number is at the bottom of each packing.

BALMAIN

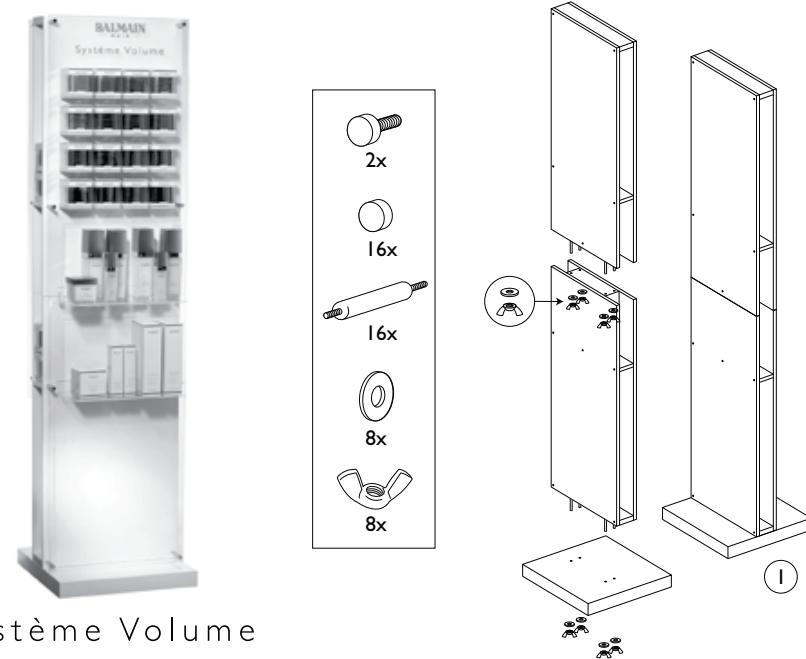
H A I R +

Enclosure

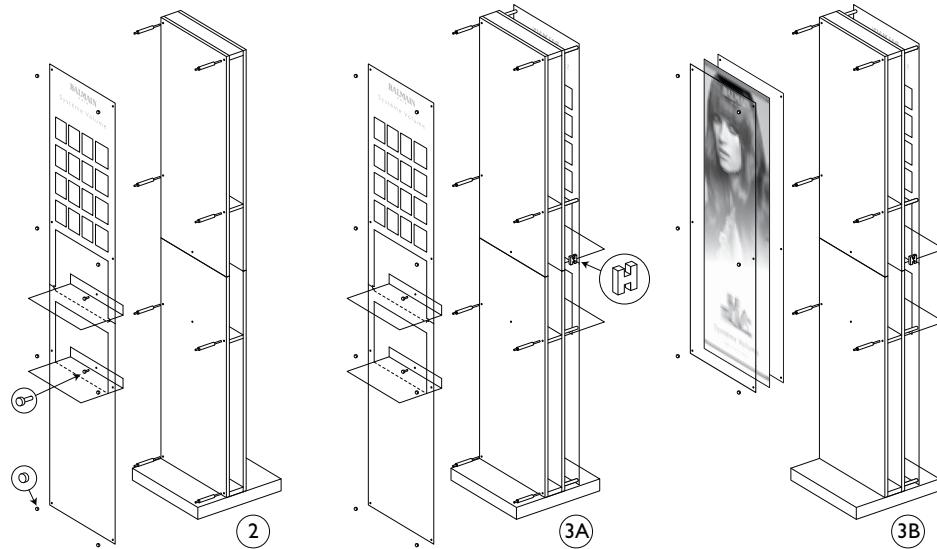


BALMAIN

HAIR +



Système Volume
FLOOR DISPLAY



BALMAIN

H A I R +

