

# Art of the Blow Dry Class

NEXT GEN HAIR@PHILIP PELUSI

## ART OF THE BLOW DRY CLASS AGENDA

### Introduction to Class:

- Purpose of the class
- Consistency of training through the company
- Better quality services and equipment
- 3 Types of Blowdry Scenarios: Straight; Curly; and Overly Curly Hair
- Haircut & Blow Dry versus Exclusive Blow Dry Service (30' Haircut/15' BD vs. 30' Blow Dry Only Service)
- Mindset: Not Just a Blow Dry \*Make the Guest feel special

### Blow Dry Consultation:

- Age appropriate style
- Customize for the individual
- Desired Lifespan of the service
- Product selection is key to the perfect blow dry
- Select shampoo and conditioner
- Select styling products based on style and hair texture
- Determine when to put the product in the hair

### Discussion of Tools:

- Professional tools: What is professional and not so professional
- Round brush - for straightening, and creating body and lift at the roots
- Paddle brush - for straightening and changing root direction
- Vent brush - for fast drying and natural looks, helps give lift at the roots
- Fingers - for straightening and flattening natural growth direction of the hairline
- Equipment checklist (see attached)

### Demo's and Hands-On Practice:

- Straight Hair Demo by Trainer, followed by Hands-On Practice
- Curly Hair Demo by Trainer, followed by Hands-On Practice
- Overly-Curly Hair Demo by Trainer, followed by Hands-On Practice

### Class Wrap Up:

- Fill out Training Feed Back surveys

# Art of the Blow Dry

## Training Notes

NEXT GEN HAIR@PHILIP PELUSI

### Blow Drying Basics”

- Volu-drying - most effective on hair with natural body Utilize the low air setting on dryer and fingers. Fingers are first worked at the root of the hair, pulling and lifting to get body at the base.
- Start with fingers to get 60-80% of moisture out of hair
- Wet hair - for straightening curly hair. Damp hair - for building body
- Heating - dries and changes hair structure
- Cooling - sets and smoothes hair structure
- High air setting - for straightening and hard drying
- Low air setting - for body and volume, easier control
- Air flow direction - dryer follows brush, helps smooth and flatten cuticle
- Bottom to top - start at nape working toward the crown
- Roots to ends - dry from scalp out
- Opposite directing - changes natural fall line and achieves greatest volume

### Using Heat Tools:

Use to support blow dry only, not be the service

- Flat iron
- Curling iron
- Velcro rollers
- Hot rollers
- Product support w/hot tools

### The Total Finish:

- Product selection
- Check balance
- Smoothing
- Teasing
- Separation

### Equipment Needed Checklist:

Blow dryer, assortment of brushes including the following: Boar Bristle Brush ;7 Row Denman Brush; Paddle Brush;

Vent Brush; Clips; Flat iron

# Art of the Blow Dry Best Practices

NEXT GEN HAIR@PHILIP PELUSI

## ART OF THE BLOW DRY BEST PRACTICES

### Straight Hair:

- Consult to determine desired finished style and volume/no volume requirements on curly hair: (Straight with root lift and curvature vs. flat and straight with no curve)
- Determine proper product, level of dampness, and tools to use based on desired style result.
- If adding curvature to the style is curvature to be placed on-base to create lift/volume or off-base to create less lift/volume
- Determine if directional drying is necessary in areas based on length of hair and desired style (shorter areas)
- Do not keep adding product with water may be needed

### Curly Hair:

- Consult to determine desired finished style and volume/no volume requirements on curly hair: Straight; Curly with volume; Curly with no volume.
- Determine proper product, level of dampness, and tools to use based on desired style result
- Start blow drying with the hair in a “damp” state
- Use Volu-drying with Fingers for directional curly volume
- Use Diffuser for non-directional curly volume or flatter curl pattern

### Overly Curly Hair:

- Consult to determine desired finished style and volume/no volume requirements
- Determine proper product, level of dampness, and tools to use based on desired style result
- Start blow drying with the hair in a “wet” state
- Use proper amounts of product (no too little/too much product)
- Use Controlled Directional Drying Techniques
- Control Tension throughout the blow dry
- Use Nozzle Concentrator for accuracy of air flow direction

# Art of the Blow Dry

## Training Notes

NEXT GEN HAIR@PHILIP PELUSI

### ELEMENTS TO UNDERSTAND

#### Conversion Point:

The conversion point is the point where the hair is ready to accept the brush after the power dry. It's not too wet, it's not too dry. The conversion point will vary depending on the type, texture and thickness of the hair.

#### Examples of conversion points:

Straight hair 0-50%

Thick hair 0-80%

Long hair 0-80%

Fine hair 0-20%

Short hair 0-20%

Curly hair 0-10%

#### Volume:

No one likes flat hair, but too much volume can look strange as well. While styling hair, ask yourself this question:

#### Where do I want to see more volume in the style?

- Power dry the roots first, lifting with your fingers.
- Lift the hair with your brush
- If using a round brush, be sure to over-direct that section and set it on-base to get maximum volume.
- Allow the hair to cool on the brush for more volume.
- Always use a styling product at the roots to ensure lots of body.

#### Elevation:

The higher you go up on the head, the more elevation you can have. Once you get to the crown area you may want to increase your elevation for some height.

#### Tension:

The more tension you have on your brush the straighter or the curlier the hair will be, subject to the kind of brush you are using. For instance, if you are using a round brush the tighter the curl will be or the more body the hair will have. This technique is also great for straightening hair. You want to put a lot of tension on curly hair with a round brush to smooth it out.

#### Placement:

The placement of the brush is usually on-base or off-base. This generally relates more to a round brush than any other brush. On-base creates more volume and is typically used above the round. Off-base creates less volume.

# Art of the Blow Dry

## Training Notes

NEXT GEN HAIR@PHILIP PELUSI

### TECHNIQUES

#### Volu- Dry:

Power drying uses the fingers to dry the roots and sometimes mids of the hair to give it more volume and body. It also allows you to dry the hair faster. Thicker hair requires more power dry. Fine hair requires less power dry.

#### Beveling:

With the hair at the end of the brush, rotate the brush around and around, allowing the hair to cool for a slight bend to the ends of the hair.

#### Flat wrapping:

Great for focusing on the roots to the mid shaft. Flat wrapping adds body, dries the hair fast and gets rid of any kinks, bends or cowlicks. It's especially good for hairlines. In some cases, you can flat wrap up to 75% of the haircut. This is a great technique to smooth, from and polish just about any kind of haircut for which shine and straight hair are required.

#### Brush Back:

Adds volume to short or mid-length hair. It's best to use the vent brush for this technique. Slices are taken, pushed back on the head with a brush and then moved forward, causing the hair to bend at the roots. Air is applied to the roots, therefore causing the bend to hold, creating body. Start at the crown and work to the front or anywhere more body is desired. This is a great technique for men and women with short hair.

# Art of the Blow Dry Training Notes

NEXT GEN HAIR@PHILIP PELUSI

## BRUSHES AND USAGE

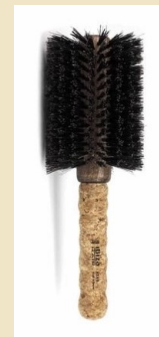
### Ceramic Round Brush

- Extremely Versatile
- Ceramic base heats up to add body or curl
- Typically comes in large, medium, and small sizes
- The more times the hair wraps around the brush, the more volume will be achieved
- Mature women with short layers can benefit from using a small ceramic round brush for volume



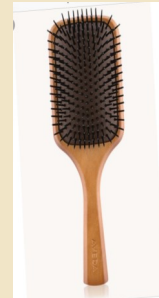
### Boar Bristle Round Brush

- Extremely versatile
- Great for adding volume, creating curl and straightening any length or style
- Typically comes in large, medium, and small sizes
- Polishes and smoothes the cuticle for lots of shine
- The boar bristles make it easy to get even tension on the hair



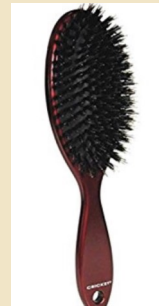
### Paddle Brush

- Ideal for long hair (shoulder to mid-back)
- Best for creating smooth, sleek and shiny styles
- Does not add a lot of volume
- Helps dry long hair quickly



### Smoothing Brush

- Boar bristle brush, typically reinforced with nylon bristles
- Best to straighten curly, frizzy hair, especially around hair lines where flat irons won't fit
- Makes hair feel like glass
- Not meant for volume
- Ideal for short hair, bobs, and is a go-to brush for updos



# Art of the Blow Dry Training Notes

NEXT GEN HAIR@PHILIP PELUSI

## BRUSHES AND USAGE

### Vent Brush

- Like having an extra pair of fingers
- Wide bristles allow air to flow through
- Adds body and texture to short hair
- Use with brush back technique
- Great for men and women with short hair



### Denman Brush

- A rubber based brush with 5,7, or 9 rows of bristles
- Invented back in the 60s for geometric haircuts
- The best brush to blow dry bobs or short, geometric styles
- Great for flat wrapping, leafing and beveling hair
- Half round shape adds body
- Switch between right and left hand when using this or any brush



# Haircrafting Techniques Class

NEXT GEN HAIR@PHILIP PELUSI

## **Hair Crafting:**

Hair crafting can be one of the most important styles of your guest's life. It can be in pictures for your guest to share for generations (no pressure). Your consultation is key. We do not always have the opportunity to prep the guest or have a trial run before their special day. If you do have that opportunity, here are some important tips:

- Have your guest wash their hair the night before using the correct Philip Pelusi shampoo and conditioner followed by the P2 styling products.
- Make sure your guest's hair is completely dry when they arrive.
- Determine if you need to set the hair with rollers prior. Setting the hair will give the hair more texture which will make it easier for you to work with and longer lasting for your guest.

Most guests bring a picture of the back of the style. Be sure to determine how they want their hair to look from the front as well. This will help you to determine how many sections to pull the hair into and how much to leave out.

**Sectioning and Securing** - Section the hair into desired sections based upon the style you wish to create. Make sure the hair is secure but moveable until the finished product is achieved. Hide all bobby/hair pins and ponytail holders.

**Blending** - Keep in mind that you should be blending the sections together as you go using a workable spray (fluid or Rivet) or Tela dry shampoo to give the hair some texture and light hold. Apply a small amount of the Hair Honey to smooth down any unwanted flyways for a smooth finish.

**Curls** - Determine the size of curls before hand and use the appropriate curling iron, wand or rollers.

**Teasing** - If you need to add some extra volume or fullness you can also add teasing into the root area and softly smooth over to disguise.

**Braids** - Add a braid into any crafting for a more intricate lacy feel or Do a braid alone for a simple style.

**Twists and Knots** - Give the appearance of movement and texture for a more vintage look.

**Loops** - Give height and a formal appearance

**Rolls** - Add a sleek elegant style.