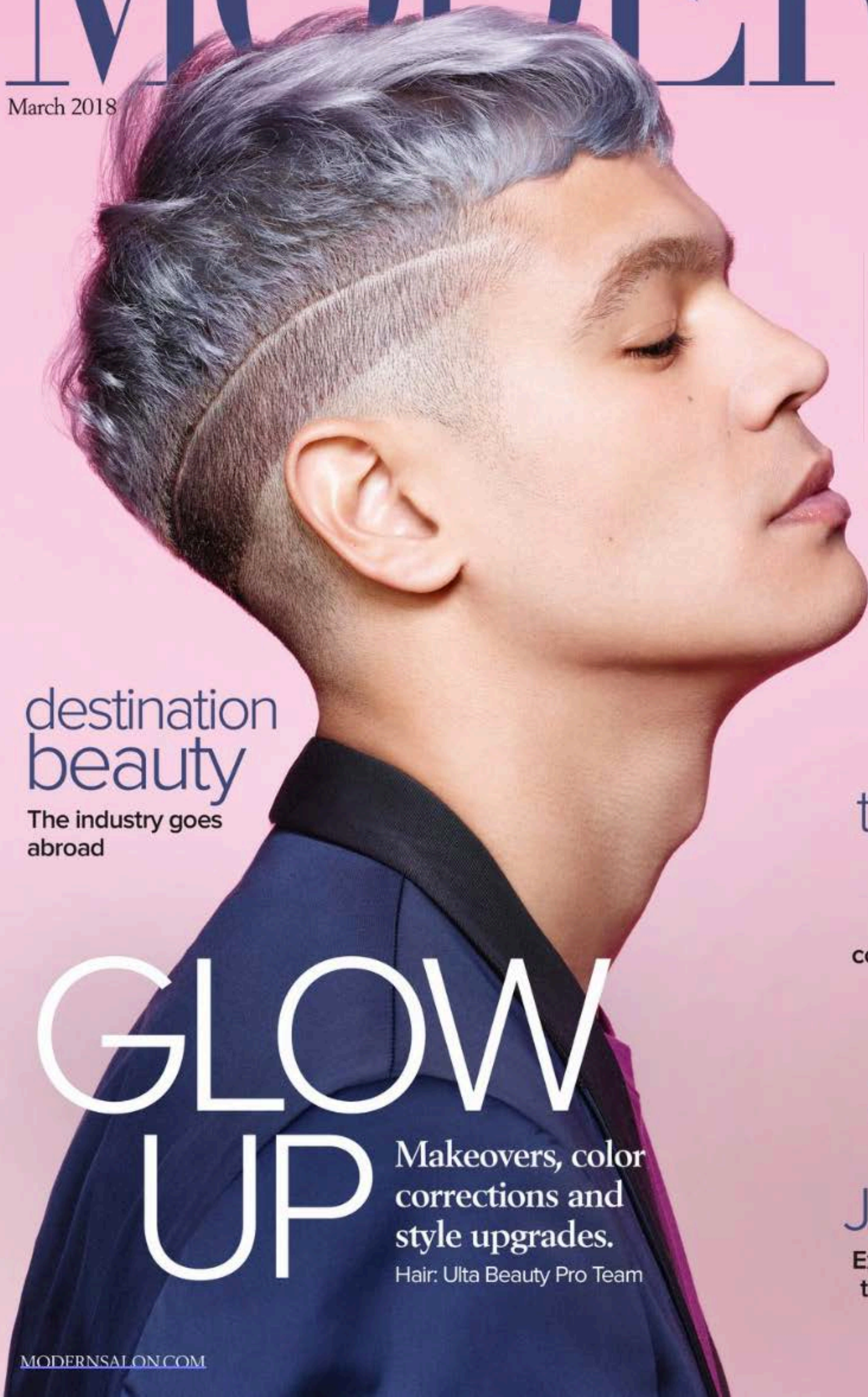


MODERN

March 2018

SALON



mixed
metals
Icy-cool pastels
for spring

fit for
a king
The famed Spa at
Ashford Castle

tabatha's
tips
Tabatha Coffey's
consultation advice

+
keeping
up with
Jen Atkin
Exclusive Q&A with
the celebrity stylist

destination
beauty
The industry goes
abroad

GLOW
UP
Makeovers, color
corrections and
style upgrades.
Hair: Ulta Beauty Pro Team

Coordinated Beauty

By MAGGIE MULHERN

COORDINATION IS ALWAYS the toughest part of just about any shoot, so you can imagine the behind the scenes challenges of wrangling six in-demand hairdressers, three models and a busy photoshoot team.

MODERN was thrilled when **Ulta Beauty** leader **Nick Stenson** said he was able to get the whole team, all six top artists, together for a shoot to be held at our favorite location—the Water Street Studio in NYC.

That was the good news.

The bad news was we couldn't get them together until February 6. We knew this would make it a close call—giving us just a few days to turn everything around for our March issue. We also knew it would be worth it.

Because most of the artists were traveling beforehand (**Redken** NRAC show in Austin, Texas, see [page 46](#); **Matrix** Destination in Orlando, Florida, see [page 52](#); and international travel and domestic workshops), model selection and mood board arrangements had to be done remotely. Ulta Beauty Pro Team member **Ammon Carver** was able to free up one day to hold a casting at his New York City salon, but because the shoot was to be held just two days before New York Fashion Week, not one model was willing to do anything dramatic to her hair. Fortunately, Carver was able to secure a male model interested in color and reshaping. This left a big gap: No women.

Photographer Roberto Ligresti pulled out all the stops, holding multiple castings and poring over hundreds of cards he had been collecting during the past several months. Eventually he found two models looking for something fresh and model-friendly.

After all the complicated organizing, Carmody Homan had to cancel at the last minute, but even bigger news was on the horizon that required Stenson be at the Ulta Beauty headquarters as he was gearing up for his exciting promotion to vice president, salon services and trend, announcing that Ammon Carver will take on Stenson's previous role as chief artistic director.


Carver, **Danielle Keasling**, **Sonya Dove** and **Sean Godard** arrived excited and eager. The artists dove in to work seamlessly while tag-teaming on each model so all hands touched each head.

It was a fun and successful day and turned out to be cover-worthy!



Ulta Beauty Pro Team members Sean Godard, Sonya Dove and Danielle Keasling with newly named Chief Artistic Director Ammon Carver.





REAL APPEAL

MODERN invited the Ulta Beauty Pro Team to the Water Street Studio in New York City to share three fresh looks designed to inspire and excite both professionals and clients.

"Fun, fresh and real," the Ulta Beauty motto, offers an easy guide for the 7,000 stylists creating new looks in any of the 1,200 Salons at Ulta Beauty locations throughout the United States.

In this MODERN collection, the Ulta Beauty Pro Team shares their take on three classic clients.

Each look required all hands on deck, as the team (minus Carmody Homan) collaborated on each finish with one artist coloring, another cutting and another styling. There was seamless interaction—the team members worked together to get the best end result.

"We speak about artists supporting artists and we mean that; it starts with us," says Ulta Beauty's Nick Stenson, who was recently promoted to vice president, salon services and trend. "I never have to worry if I can't be there because, as a team, we always have each others' back."

Ammon Carver, who was recently promoted to Ulta Beauty's chief artistic director, agrees.

"The first day of hair school was one of those pivotal life-changing moments for me," Carver says. "Everyone was so unique, but unified in this place of celebrating individuality and being awesome. I fell in love with the spirit of hairdressers and their ability to change lives. I didn't know if I'd ever be able to blow dry or cut hair, but I knew I wanted to be around these people. So, every time I have the opportunity to stand on a stage or reach a stylist, I want to do the best I can to create that moment for someone in the audience."

Hair: Ulta Beauty Pro Team members Ammon Carver, Sanjo Dove, Sean Godard, Danielle Keasting
Photographer: Roberto Ligresti
Makeup: David Moderich
Fashion stylist: Rod Novoa
Fashions: Top Shop and Zara



"We speak about artists supporting artists and we mean that. It starts with us."

—Nick Stenson
Ulta Beauty vice president,
salon services and trend



1. Using a clipper without a guard, cut from the hairline up to the rounds. Blend from ear to ear around the nape.
2. Go to the lengths at the top. Lift up and chip in to the ends.
3. Blend forward, raising elevation to straight up at the fringe.
4. Carve in a design line along the rounds. The existing length creates a separate length around the head.
5. Begin the color along the lengths. Apply Redken Shades EQ Gloss: equal parts 07P, 09P + 09B with equal parts developer.
6. Blend down to the carving. Because this shorter hair is virgin, it will appear as a different shade.
7. Process 20 minutes, rinse and shampoo.

PRODUCTS & TOOLS

Color: Redken Shades EQ
 Stylers: L'anza Brilliant Texture, and Color Illuminator; Wella Oil Reflections
 Clippers and trimmers: Wahl edger; Andis cordless clipper
 Blow dryer: Dyson Supersonic
 Iron: GHD



“I fell in love with the spirit of hairdressers and their ability to change lives. I didn’t know if I’d ever be able to blow dry or cut hair, but I knew I wanted to be around these people.”

—Ammon Carver
 chief artistic director Ulta Beauty

METAL MAN

Model Gabriel has multi-textured hair and is willing to play with shape and color. The team gave him an edgier shape with a design line just below the rounds. Utilizing his existing bleach out, the artists applied a soft silver tone for a cooler hue more complementary to his skin tone. The three different lengths create horizontal dimension.





MODERN BEACH

After a consultation, the artists learned model Masha frequently wears her hair up or in a ponytail. Godard used his unique balayage technique that adds lift to the outside of large sections, leaving internal depth and allowing for a lighter perimeter.

"This is perfect for the client looking for internal contrast but still wants light from the sides and nape," he says. Godard uses a clay-based lightener for control and ease in spreading. For shape, a bend is placed just at midpoint to give movement and width. "This is the modern beach wave," Dove says. "There is a bend in the hair without a strong start or stop line."



1. Begin with balayage. Take a large section and lift up. Paint at midpoint, leaving about 2 inches, using Redken Freehand Lightener with 40-volume developer along the surface.
2. While still holding section up, take edging brush and feather to base.
3. Drop the same section and apply color at midpoint on the top side.
4. Feather to the base with the edging brush.
5. Fully saturate the section from mids to ends by massaging the color into the hair.
6. Apply around the head and process 40 minutes. Rinse and then glaze at the bowl with Shades EQ 09NW with equal parts processing lotion for 10 minutes.
7. Pull out a large triangular section and mist the mids with hairspray.
8. Wrap just the midpoint of the section, leaving the base and ends straight.

PRODUCTS & TOOLS

Color: Redken Freehand Lightener and Shades EQ

Stylers: Wella Eimi Thermal Protection and Wella Eimi Glam Mist; Wella Oil Reflections; Sebastian Shaper spray; Matrix Stylelink Texture Builder and Style Floer

Comb: Denman

Brush: GHD

Irons: GHD Classic Curve; T3 Convertible Iron and Beachwaver



REAL APPEAL

BRASS-FREE BOB

"Kill the brass," is a common request from many clients. A quick solution would be to use a shampoo or conditioner designed for this purpose, but a longer-term resolution is to correct the color with a well-placed and well-formulated glaze.

FORMULA:

NEW GROWTH: Redken Shades EQ 04N with equal parts processing solution

MIDS TO ENDS: Redken Shades EQ 06NA with equal parts processing solution. Massage into the hair. Process for 20 minutes.

Extensions expert Danielle Keasling used tape-ins to add a pop of color and length for an asymmetrical finish.

PRODUCTS & TOOLS

Color: Redken Shades EQ

Brush: GHD

Curling iron: GHD

Shears: BMAC

Razor: Feather

Stylers: Wella Eimi Thermal Protection and Glam Mist; Sebastian Shaper Spray; Wella Oil Reflections