

WELCOME TO THE WORLD OF DIMENSIONAL HAIR COLORING WITH HI-LITE WRAPS

The Exciting Alternative to Cap & Foil Highlighting

Now for the first time, Dimensional highlighting is as fast and easy as many of the other services you already provide in your salon.

IF YOU ARE STILL PULLING HAIR THROUGH A CAP, the placement of your color is, for the most part, based on guesswork. In addition, caps are awkward and uncomfortable for your client, and since you are limited to the application of only one color with caps, they greatly hinder your ability to be creative.

IF YOU HAVE MOVED UP TO FOIL HIGHLIGHTING, then you are folding and creasing sections of hair into heavy little packages that sometimes cause distortion of the color. In addition, unlike Hi-Lite Wraps, foil is not translucent. Therefore, you must open each foiled section in order to view the hair as it is processing. With foil you also need an assistant for the **TIMELY** and **COSTLY** task of cutting the foil to size. What's more, **FOIL IS MUCH MORE EXPENSIVE** than Hi-Lite Wraps.

Hi-Lite Wraps can be used with any color product. They are lightweight, comfortable for your client, cost and time effective, and available in four convenient, pre-cut sizes.

Hi-Lite Wraps, the easiest, most effective method available today for achieving quick, professional highlighting results! Another quality product from W.R. Rayson Co., the beauty industry's leader in innovative sundry products, is **BLOCK-IT**, the plastic coated end wrap for **TOUCH-UP PERMS**.

For further information about Hi-Lite Wraps and all the other exciting Rayson products for manicures, pedicures, and facial services, please contact your local distributor, or call our toll free number: **1-800-526-1526**.

For more helpful hints on using Hi-Lite Wraps, we invite you to view our exciting Hi-Lite Wrap Video.

∞ **HELPFUL HINTS** ∞

Know your color product! Since some tints and bleaches expand, knowledge of your color product is most important. With some products, you may need to start your color placement $\frac{1}{4}$ " below the root area to allow for "creeping".

If desired, in order to accelerate your processing time, Hi-Lite Wraps may be placed under a dryer or heat lamp.

Hi-Lite Wraps may be used in a variety of ways: (A) For short hair, fold in half; (B) for longer hair, place on top of the other; or (C) for extra long hair, build a chain using a dab of color product on the ends to seal one wrap to another.

For subtle "underlighting", apply color directly onto the wrap, and place the wave section on top of the already coated wrap. Place a clean Hi-Lite Wrap directly on top of this section and pat down. With this procedure, the color will only process the hair on the bottom side of each section, creating a subtle, natural look.

In certain areas of the head where natural color is very deep, apply your color product directly to the Hi-Lite Wrap. Then, lay the woven section on top of the already coated wrap and apply more color directly to the top side of the hair, thus creating an even deeper penetration of color.

To avoid applying bleach and tint to over-processed or damaged ends, color may be brushed on from the root area to where the damaged ends begin. A clean Hi-Lite Wrap is then placed directly on top of this section and patted down. With this procedure, you can now provide your clients with color touch-ups even if their ends are damaged from previous color or perm procedure.

www.wrrayson.com

1-800-526-1526



12 EASY STEPS FOR USING HI-LITE WRAPS

▶ Read instructions carefully before beginning any highlighting process. ◀

- 1.** Decide on the highlighting design you want to create. If you wish, you may section the entire head before you begin your highlighting. Usually 6 to 9 sections are adequate.
- 2.** Based on the design you have selected, determine the approximate width and thickness necessary for each of your partings and, depending on the length of the hair and its location, (nape, forehead, etc.) choose the size Hi-Lite Wrap and Helper Board that will work best in each area.
- 3.** Prepare your bleach mixture.
- 4.** Using a weaving or slicing technique begin your partings at the back of the head. This will enable you to rinse this section easily if it processes before you have finished wrapping the hair at the front of the head. **REMEMBER:** the size of your weave or slice will determine the end result you will achieve, i.e., 1/8" strands for a more natural look, or 1/4" strands for a bolder, more dramatic look. *Illus. A*
- 5.** Place a Hi-Lite Wrap on the Helper Board, dull side up. If you have difficulty telling the shiny side from the dull side, lay the wrap on a flat surface. The wrap will naturally curl in towards the dull side. (When using bleach, it is also suggested that you press down lightly on the entire length of the wrap in order to keep air out).
- 6.** Place the board and wrap against the scalp, beneath the strands to be highlighted, and center this woven section on top of the wrap. Hold the ends of the hair taut so that they lay flat on the board. *Illus. B*
- 7.** Apply your color mixture liberally, working your brush down from the roots to the ends of the hair. (Make sure to dab a small amount of product at the top corners of the wrap. This will insure a tight seal with no curling or lifting at the corners) *Illus. C*
- 8.** If doing short hair, bring the bottom edge of the wrap up to meet the top edge and press down lightly at the root area to seal. (With Hi-Lite Wraps, there is no need to make a crease at the bottom of the wrap or to fold it in at the sides. Since Hi-Lite Wraps hold the color in place and do not slip, the color stays where it is applied). For longer hair, place one wrap on top of the other to avoid creasing the hair. Remove the Helper Board and continue on to your next parting. *Illus. D & E*
- 9.** Leaving an unprocessed section in-between each processed parting, proceed as described in steps #5 through #8 until the entire head has been highlighted. **NOTE:** If you have begun your partings at the forehead (instead of the nape) clip each unprocessed section you have just completed as you work your way down the head.
- 10.** You may now return to the unprocessed sections, and depending upon the highlighting design you have chosen, continue with the application of a different color medium to these partings. Since Hi-Lite Wraps do not allow the color to bleed through, you can easily use bleach and tint at the same time!

- 11.** Process the hair for the required amount of time. We suggest checking between 5 and 10 minutes after the product has been applied to see how quickly you are achieving the desired level of color right through the wrap. However, if you wish, you may open and check the wraps without fear that they will slip or not reseal again.
- 12.** When the desired level of color has been achieved, simply remove the wraps and shampoo thoroughly. (If certain areas of the head finish processing before you have completed your highlighting, simply remove the wraps from those partings, spray them with water, and wipe them with a towel. You may now finish highlighting the rest of the head without fear of over-processing these sections).

