

**JOICO**  
the **joi** of healthy hair

Strategic Blending

Mastery:

*Low-Maintenance Looks  
with High Impact Results*

# CHAD DEMCHUK

[@ChadDOfficial](#)

## Joico Master Artist

Chad has been a licensed stylist since 2001 and proudly serves as a Joico Educator and Master Artist, a role he's held since 2003.

Based at his salon suite, *Honey & Ginger Hair Salon* in Dallas, TX, he specializes in grey hair coverage and redhead services. When he's not behind the chair, Chad enjoys international traveling, bowling tournaments across the USA, and his 4 fur-babies.





**LOW MAINTENANCE**

**LUXURY**

**JOICO**  
the **joi** of healthy hair

# WORKSHOP OVERVIEW

- Master seamless blending techniques for a polished, seamless finish
- Learn the strategic use of teasing—where, when and why
- Create personalized color placements based on each client's desired outcome

# HIGH IMPACT - LOW TEASE



# MID IMPACT - HIGH TEASE



# LOW IMPACT - LEFT OUT DEPTH



# Formulas



## Lightening Formula:

BlondeLife Powder Lightener  
+ 10 – 40 Volume LumiShine  
Developer

## Lowlight Formula:

LumiShine Demi Liquid 6NWB  
+ 5 Volume LumiShine Developer

## Gloss Formula:

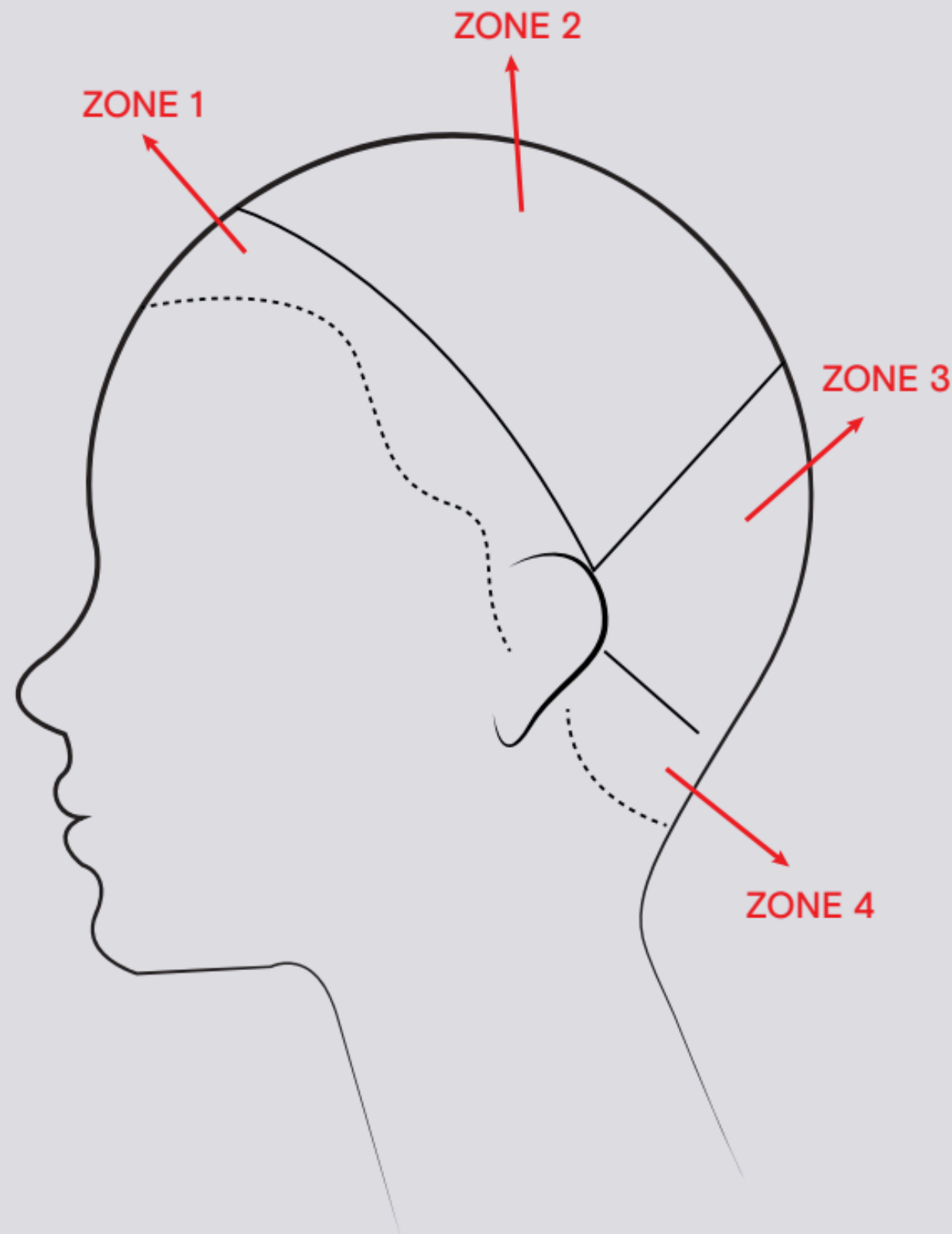
BlondeLife 9G + 9V + Clear + 5 Vol-  
ume BlondeLife Coconut Oil De-  
veloper

JOICO

# Spring Formula



# Zones



## **Zone 1:**

Start at the top frontal center, taking a 1" diagonal section from ear to ear.

## **Zone 2:**

Take your comb laying flat at the top of the crown and pivot comb to lower crown, sectioning from ear to ear.

## **Zone 3:**

Below the crown on the occipital bone and right above the nape.

## **Zone 4:**

Take a 1" diagonal back section from below the ear towards the center nape.

**JOICO**  
the **joi** of healthy hair

**Strategic Blending Mastery:**  
*Lightening Demonstration &  
Hands-In*

# JOICO

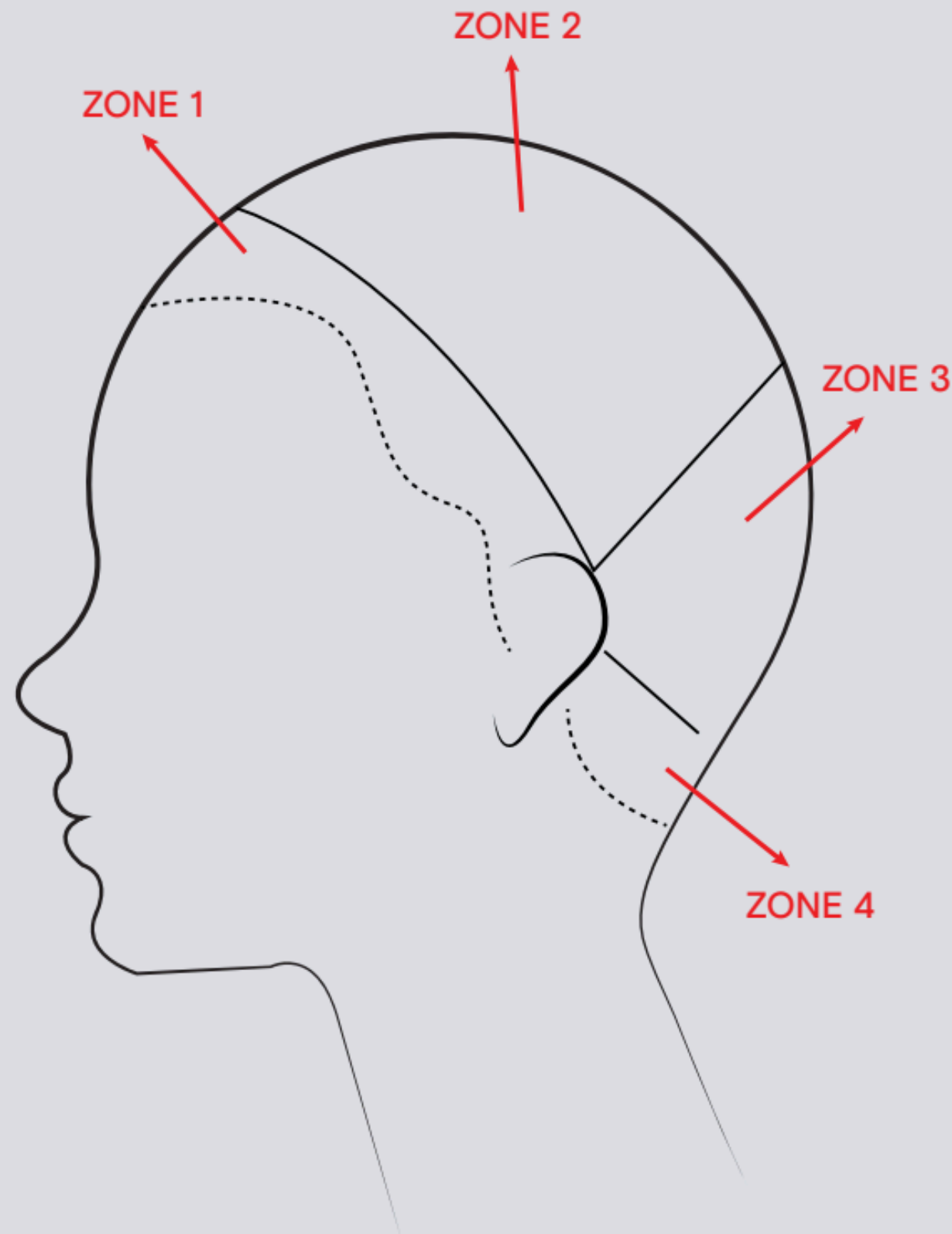
the **joi** of healthy hair

Strategic Blending Mastery:  
*Dimensional Glossing*  
*Demonstration*

**JOICO**  
the **joi** of healthy hair

**Strategic Blending Mastery:**  
***Recap & Seasonal Inspiration***

# Zones



## **Zone 1:**

Start at the top frontal center, taking a 1" diagonal section from ear to ear.

## **Zone 2:**

Take your comb laying flat at the top of the crown and pivot comb to lower crown, sectioning from ear to ear.

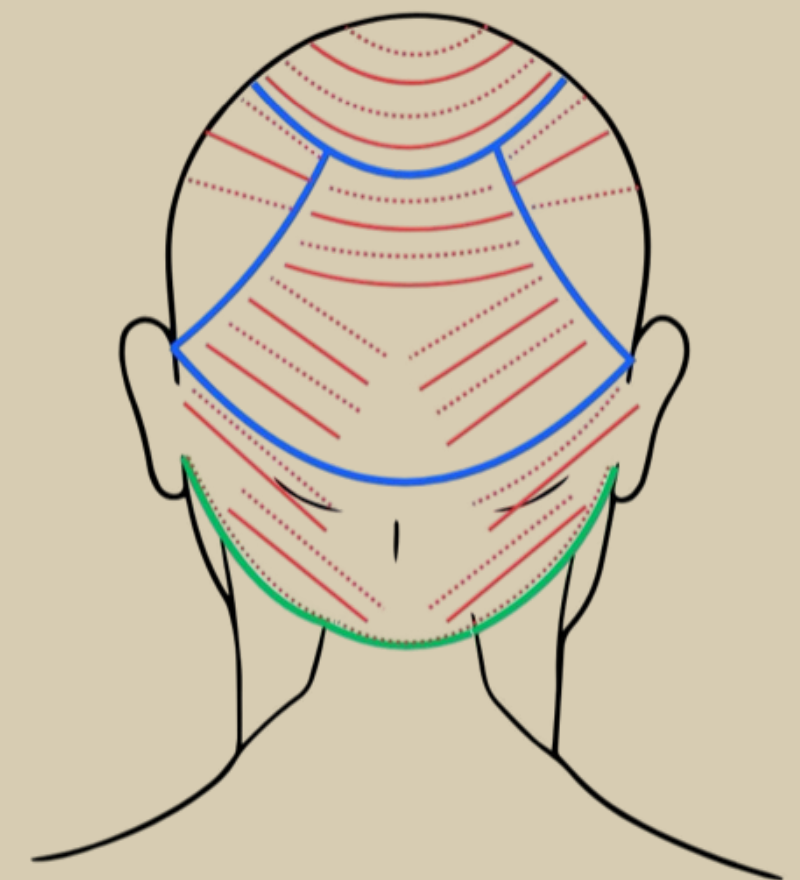
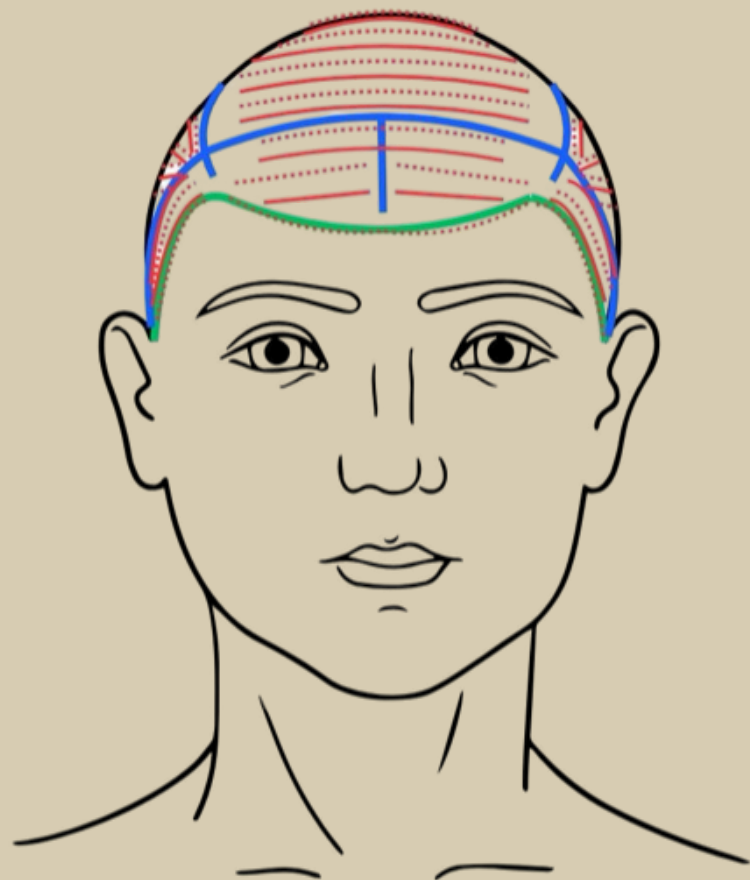
## **Zone 3:**

Below the crown on the occipital bone and right above the nape.

## **Zone 4:**

Take a 1" diagonal back section from below the ear towards the center nape.

# HEAD SHEET



— SLICE  
..... BABY LITE

**HIGH IMPACT**  
**SPRING**  
**ROSE CHAMPAGNE**

**9G + DROP 8RR**  
**GLOBAL TONE**

**7NB + 7G**  
**LOW LIGHT**

**WITH 5 VOLUME**  
**BLONDE LIFE**  
**COCONUT OIL**  
**DEVELOPER**

**JOICO**  
the **joi** of healthy hair



**HIGH/ MID IMPACT**

**SUMMER**

**ROSE BRONDE**

**LUMISHINE**

**DEMI GLOSSES**

**9VG+ DROP 8RR**

**GLOBAL**

**8NB**

**LOW LIGHT**

**WITH 5 VOLUME BLONDE**

**LIFE COCONUT OIL**

**DEVELOPER**

**JOICO**  
the **joi** of healthy hair



**LOW IMPACT**  
**WINTER**  
**SMOKEY MAUVE**

LUMISHINE  
DEMI GLOSSES

7V + 8NA GLOBAL

6NB LOW LIGHT

WITH 5 VOLUME BLONDE  
LIFE COCONUT OIL  
DEVELOPER

BLONDE LIFE  
COLOR ENHANCING  
ROSE GOLD MASK

**JOICO**  
the **joi** of healthy hair



# Pro Pick

**\$10**

## HEAT HERO® GLOSSING THERMAL PROTECTOR

- PROTECTS UP TO 450°F
- MENDS SPLIT ENDS
- BOOSTS SHINE

020129



“Heat Hero is an *absolute must* for every stylist. It’s the product I use more than any other!”

—Ricardo Santiago

Joico Global Artistic Director of Education

**Pro tip:** Finish your services with Heat Hero and a little extra iron or blow-dryer work—its heat-activated formula mends split ends, boosts shine, and helps block pollutants.

100% GREY COVERAGE  
IN JUST **10 MINUTES**



**LUMI10  
20% OFF**

**BLONDE LIFE LIGHTENERS 25% OFF**



- 028087 Blonde Life Crème Lightener, 10.5 oz
- 351896 BlondeLife Lightening Powder, 16 oz
- 352529 BlondeLife Lightening Powder, 32 oz
- 036532 Blonde Life SilverLight Lightener, 16 oz
- 040575 Blonde Life SilverLight Lightener, 32 oz

**KPAK COLOR THERAPY 20% OFF**



- 014736 Color Therapy Color Shampoo, 10.1 oz
- 014732 Color Therapy Color Conditioner, 8.5 oz
- 014705 Color Therapy Luster Lock Treatment, 16.9 oz
- 014706 Color Therapy Luster Lock Treatment, 8.5 oz
- 014728 Color Therapy Luster Lock Treatment, 5.1 oz
- 014707 Color Therapy Luster Lock Multi-Perfector Spray, 6.7 oz
- 014727 Color Therapy Luster Lock Glossing Oil, 2.13 oz

**LUMISHINE DEMI LIQUIDS \$6**

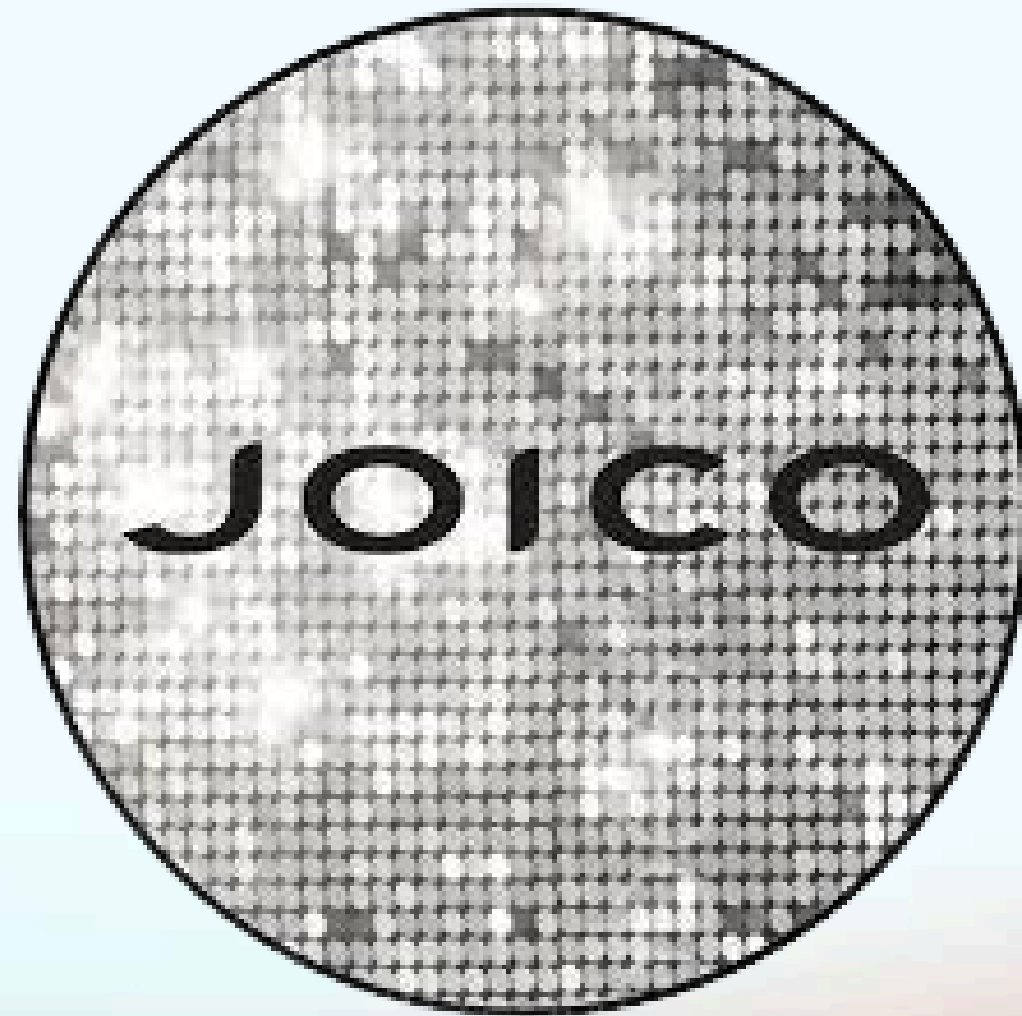


**GOSMO PROF EXCLUSIVE**

# Thank you!



[@ChadDOfficial](#)



[@JoicoPro](#)  
[@Joico.Haircare](#)



[@hairandmakeupbybrookealyssa](#)