



*styles on video*

Name \_\_\_\_\_

I think my face shape is: \_\_\_\_\_

I think my facial strength is: \_\_\_\_\_

I think the texture of my hair is: \_\_\_\_\_

I think the form of my hair is: \_\_\_\_\_

I think my coloring is: \_\_\_\_\_

Lifestyles Issues: \_\_\_\_\_

Issues I should be discussing with my hairstylist: \_\_\_\_\_

---

***Styles I would like to see on myself:***

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_ 10. \_\_\_\_\_ 11. \_\_\_\_\_ 12. \_\_\_\_\_

13. \_\_\_\_\_ 14. \_\_\_\_\_ 15. \_\_\_\_\_ 16. \_\_\_\_\_ 17. \_\_\_\_\_ 18. \_\_\_\_\_

19. \_\_\_\_\_ 20. \_\_\_\_\_ 21. \_\_\_\_\_ 22. \_\_\_\_\_ 23. \_\_\_\_\_ 24. \_\_\_\_\_

**PLEASE DOUBLE CHECK FOR DUPLICATE STYLES—WEAR YOUR  
GLASSES AND REMOVE YOUR EARRINGS**

*For much more information about hairstyles visit [www.Visual-Makeover.com](http://www.Visual-Makeover.com)*

# THE GEOMETRY OF STYLE

Your stylist can tell you which of these six common face shapes match *your* features; or, slick back your hair, and use a bar of soap to trace your face on the bathroom mirror. Either way, remember that the following style hints are *suggestions* for each face shape—*not* rules!



## OVAL

Only slightly narrower at the jawline than at the temples, with a gently rounded hairline.

### TRY

A variety of styles—most any shape looks great on you! Clean, slicked-back looks; one length cuts.

### AVOID

Covering up your "perfect" features with heavy bangs, or too much forward-directed hair.



## RECTANGULAR

Long and slender, about the same width at forehead and just below cheekbones. May have a very narrow chin or a very high forehead.

### TRY

Short to medium lengths. Fullness at the sides of your face; not on top. Soft, wispy bangs.

### AVOID

Too much length—your face will look even longer! Height or teased styles that lengthen your face. Center parts. Try side parts or pulling hair straight back.



## ROUND

Full-looking face with a round chin and hairline. Widest points are at the cheeks and ears.

### TRY

Short styles with a swept-back direction; or longer-than-chin-length hair. Off-center part. Styles with fullness and height at the crown.

### AVOID

Chin-length hair with a rounded line that mirrors face's circular shape. Center parts. Short-short crops, straight "chopped" bangs; fullness at side or ears.



## SQUARE

A strong, square jawline and usually an equally square hairline.

### TRY

Short-to-medium length hair, especially with wave or roundness around face. Wispy bangs; off-center parts; height at the crown.

### AVOID

Long straight styles that accentuate square jawline. "Linear" straight bangs or center parts.



## HEART-SHAPED

Face is wide at the temples and hairline, narrowing to a small delicate chin.

### TRY

Chin-length or longer styles. Side-parted styles. Swept-forward layers around the upper face; gently wispy bangs.

### AVOID

Short, full styles that emphasize upper face. Height at the crown. Severe, slicked back looks.



## TRIANGULAR

Reverse of the heart-shape—a dominant jawline with narrowing at the cheekbones and temples.

### TRY

Shorter hair that balances prominent jawline. Styles that are full at the temples, taper at the jaw.

### AVOID

Long, full styles that draw attention to jawline. Center parts. Off-center is more flattering. Too much height at the crown.

# GETTING TO KNOW YOU

Club New Image Magazine is packed with hairstyles...over 300 in this issue alone! Obviously, trying on all the styles you like could be a little baffling and time consuming—like trying on 50 different perfumes. So we've come up with some simple guidelines to help you reinforce your knowledge about your looks and lifestyle, and enable you to target the most successful New Image styles.

And please bear in mind, these are just suggestions—your stylist is of key importance in helping you fine-tune and design your own special look. Depend upon your stylist's professional finesse and skill for your final selection!

## F A C E S H A P E

Take a look at the foldout section in the front of Club New Image Magazine to determine the shape of your face.

## T I P S O N T E X T U R E

Evaluating your hair's weight, texture and form will enable you to make the best choices from the Club New Image styles.

### THICK OR THIN?

THIN



THICK



MEDIUM



To determine the *quantity* of hair you have, pull your hair back into a ponytail. If it's very slim—about the diameter of a dime—you have *thin* hair. Another clue: Can you see your scalp when your hair is wet? If so, your hair is probably thin.

If your ponytail is "two-fisted"—and looks almost like a true horse's tail—your hair is

*thick*. When your hair is wet, it covers your scalp very well, without a bit showing through.

If you fall between these extremes, you have *medium* hair—the most common amount.

Thin hair can be maximized with blunt cuts that capitalize on its often silky texture. Products that reinforce hair—proteinized conditioners, light gels, and mousses—can also boost thin hair's "wimpy" looks.

Thick hair is often very strong and hard to manage. Layering can give it more shape and direction. And silkening products—pomades, "surfacers," and even strong gels—can add control.

Medium hair has the widest range of possibilities, depending upon hair's true *texture* and *form* (see below).

**TEXTURE** is a matter of each hair's width.

**Fine** hair is very very small in diameter, and tends to be weightless and flyaway. Frequently, it's quite straight and won't hold a curl easily.

**Coarse** hair has a thick diameter and, frequently, a rough feeling.

**Medium** hair, again, falls between these two categories and it's the most common and the most manageable.

## FORM:

**Straight Hair** ranges from the fine blond hair of the Scandinavians to the thick, sometimes coarse hair of Asians and Indians. It can be texturized with perms, setting, and products. Fine straight hair often benefits from being colored, which adds some texture and fullness to each strand. Very coarse or thick straight hair may be difficult to perm, requiring extra time and additional perming rods for the proper final look. Simple, geometric cuts, like bobs, are natural for straight hair of any texture.



and soft fixatives can boost hair's shine and calm down too much curl. For very coarse, curly hair (like that of many African Americans), chemical retexturizing via coloring or relaxing is a good choice, giving hair a smoother and more manageable feeling. Deep, heat-activated conditioners are also important for curly hair which sometimes has a tendency towards breakage. We're incredibly fortunate to be living at a time when altering hair's texture and color is simple, safe, and yields better-than-natural results!



## A WORD ABOUT PERMING, COLORING, AND RELAXING

**PERMING** is a fantastic way to add everything from body to true curls to straight hair. A perm can also give you truly "wash and wear" hair, freeing you from the hassles of setting, blow-drying, and curling irons. It also requires a bit of extra care: keeping hair well-conditioned and moisturized is crucial, so if you live in a desert-like climate, anticipate extra "spritzing" and moistening of hair to maintain curls. *Very fine or thin* hair has to be permed with extreme care to prevent damage. *Very straight, coarse* hair is often resistant to perms—stubborn about taking a curl and likely to need frequent perming to maintain hair's new texture.

The word for ultra-curly, coarse or ethnic hair—**RELAX!** Hair relaxers are actually a very diluted form of depilatories, meaning that they soften hair to the point where it can be reformed into a straighter form. The result is that curly, coarse and kinky hair looks smoother, shinier, and is more manageable.

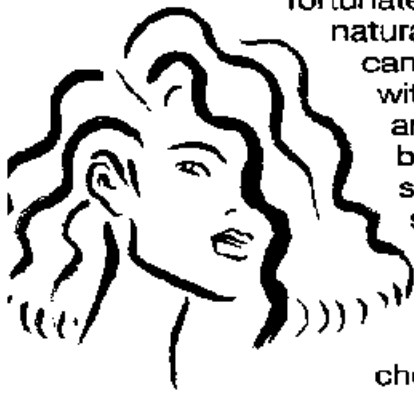
**Wavy Hair** is often considered the most fortunate form. It has lots of natural movement that

can be maximized with styling products, and it can also be blown dry into a straight look or scrunched for a curly effect.

Waves make lightly layered looks a natural choice. Adding

highlights, via color or

shine-enhancing products, can maximize the appearance of wavy hair's gentle undulation. This type of hair can also be combed into retro, 20's looks—very romantic!



**Curly Hair** has great natural body, but may look dull or unruly. To maximize this hair's potential, choose a layered look (long or short) that cuts *shape* into curly hair. Brilliantines, pomades, surface silkners,

Did you check mostly C's? If so, your natural tones are in the cool spectrum. Mostly W's? Then you're naturally "warm."

Naturally **COOL** people should avoid gold, yellow, red and bronze tones, which have a tendency to make you look sallow and drawn. The best shades, depending on your skin tone, are shiny raven-wing blacks, cool ash browns, cool blondes in shades ranging from mink to platinum, and icy white. You're also fortunate enough to be able to wear many exciting "unnatural" colors—lipstick reds, burgundies, and

orchids—for a more daring look.

Naturally **WARM** people should avoid blue, violet, white and jet-black hair, which will seem to "wash out" your natural high color. Depending on your skin tone and your preference, you'll find deep chocolate, rich golden browns and auburns, warm gold and red highlights, and golden blond shades enhance your "sunny" look. Weaving and highlighting are a great way to add warm tones to your hair...and natural-looking corals, oranges and reds are dazzling on you!

## L I F E S T Y L E : T H E U L T I M A T E K E Y

Now that you've determined your face shape, hair type and texture, and most flattering range of colors, it's time to talk about the *most* important element in choosing a hairstyle. Lifestyle is the ultimate key to the type of hairstyle you choose.

	A	B	C
DO YOU WORK OUT OR PARTICIPATE IN SPORTS?	Less than once per week	1-3 times per week	Daily or almost daily
DO YOU HAVE SMALL CHILDREN?	No	No—they're older	Yes
WOULD YOU DESCRIBE YOUR LIFE'S PAGE AS:	Relaxed	Moderately active	Very active
IS YOUR FAVORITE OR MOST FREQUENTLY WORN CLOTHING:	Avant garde and dramatic, trendy	Classic, professional	Comfortable, easy-to-wear
IS YOUR PROFESSION IN A FIELD THAT IS:	Very fashion-conscious	Business-oriented	Work at home
ARE YOUR FAVORITE PERIODICALS:	Fashion/ Personality/ Pop Culture	Professional/ Financial/ Newspapers	Home/ Ladies/ Childrens'
DO YOU LIKE TO WORK WITH YOUR HAIR—EXPERIMENTING WITH NEW STYLES, SETS, ETC. AT HOME?	Frequently	Occasionally	Rarely
HOW MUCH TIME ARE YOU WILLING TO SPEND ON YOUR HAIR EACH DAY (INCLUDING SHAMPOOING, SETTING, STYLING, BLOW DRYING)?	An hour or more—till it looks great!	20-60 minutes	The less. The better!
HOW OFTEN DO YOU VISIT THE SALON?	Once a week	4-6 weeks	2-3 months

### RATING YOUR RESPONSES:

**If You Answered Mainly "A":** Your good looks are like a "hobby" for you—something you have fun with and are willing to spend time on. Your friends and co-workers probably look to you as a fashion plate, bravely blazing a trail with your avant-garde appearance. Wearing the latest, most daring trends in haircuts and coloring techniques gives you a thrill! Be noticeable!

**If You Answered Mainly "B":** You might be described as a "classicist"—someone who likes to find a basic style or color and stay with it. To avoid boredom, go after slight—not jarring—"variations on a theme": add bangs, update your color, get a slightly asymmetric cut that keeps you "classic"—not boring! You want a simple style that will allow you some variations—a medium-length cut that can be pulled up into a french twist, for example. Your professional stature is important to you; you won't undermine it with looks that are too "wild" or artsy.

**If You Answered Mainly "C":** Time is of the essence for you...and spending lots of time on your hair is a bore and a chore! You're the ideal candidate for simple "wash and wear" hair—perms, bobs, and all-one-length looks that take the minimum of daily and in-salon maintenance. When you do visit your salon, make the time count with professional deep conditioning treatments and easy "how to" styling tips from your hairdresser.

Because relaxing utilizes strong chemicals, it's very important to deep-condition hair on a weekly basis—keeping hair not only *straight*, but *strong and glossy*! Perming also with large rods can soften very curly hair.

Nothing can lift your looks—and your spirit—like **COLOR**! A wonderful new haircolor lets you look at yourself in a whole new way. There are many, many ways to add color to your hair:

**Tinting** utilizes peroxide to let the new color penetrate into your hair. It requires touch-ups at the roots as the hair grows out—certainly every 4-6 weeks for maintenance. This is the method of choice for those who want to cover gray, or who want an overall new color.

**Platinum and pale blond** looks have had a resurgence in popularity. Usually, this is a two-step process: first, the hair is bleached and then a toner is applied. This glamorous look is time-consuming, however: expect to spend at least an hour in the salon every 2-3 weeks for touch-ups. And very dark hair is going to be virtually impossible to bleach effectively—streaking and weaving are a better way to add a blond look to very dark hair.

**Streaking, weaving and highlighting** are basically synonymous terms for adding lighter, brighter strands of hair overall or in certain areas. This process is easy and natural to grow out—great for the timid, or for “first-time” blondes. “Low lighting”—adding darker blondes or warmer browns.

**Semi-permanent colors** (sometimes called glazing, color stains or washes), boost hair's shine and texture with a transparent, non-peroxide overlay of color that washes out of hair over a period of four to six weeks. It's great for people who want a gentle boost of color with no “roots.”

Whatever type of color you opt for, choosing the proper *range* of shades—warm or cool—is key. The right shade can brighten up your looks—and your life!

## THE PERFECT COLOR FOR YOU:

### W A R M O R C O O L ?

The most basic principle of color theory applied to haircolor? It's choosing between *warm* and *cool* shades...and, with the dizzying variety of colors available, choosing can sometimes be confusing. The best way to make happy haircolor choices is to determine whether your own natural coloring—hair, eye, and skin tones—is primarily in the warm or cool range of colors. Answer these questions:

#### MY EYES ARE:

Deep Brown or Black-Brown (c)  
 Golden Brown (w)  
 Gray Blue or Dark Blue (c)  
 Green, Green Blue or Turquoise (w)  
 Hazel with gold or brown flecks (w)  
 Hazel with white, grey or blue flecks (c)

#### MY SKIN IS:

Very Dark Brown (c)  
 Brown with Pink Undertone (c)  
 Brown with Golden Undertone (w)  
 True Olive (most Asians and Latinos) (c)  
 Medium with no color in cheeks (c)  
 Medium with faint pink cheeks (c)  
 Medium with Golden Undertones (c)  
 Pale with no color in cheeks (c)  
 Pale with Pink Undertones (c)  
 Pale with Peach or Gold Undertones (w)  
 Freckled (w)  
 Ruddy (w)  
 Brown or Bronze, when I tan (c)  
 Golden Brown, when I tan (w)

#### MY HAIR IS:

Blue Black (c)  
 Deepest Coffee Brown (c)  
 Medium Ash Brown (c)  
 Deep Brown with Gold or Red Highlights (w)  
 Medium Golden Brown (w)  
 Auburn (w)  
 Red (w)  
 Strawberry Blond (w)  
 “Dishwater” Blond (c)  
 Golden Blond (w)  
 Very Pale White Blond (c)  
 Salt and Pepper (c)  
 White (c)  
 Gray with a Yellow Cast (w)