

PRORITUALS[®]

Q2 2022 Issue

NEWSLETTER



SPRING 2022 HAIR TRENDS

The Bixie:

Somewhere between The Bob and Pixie enters The Bixie, a heavily layered, texturized, and cropped hair cut that falls just below the ears and above the shoulders. This trending look is reminiscent of a short 80s Shag, and when paired with its trending counterpart, the curtain bang gives a sassy French Girl vibe. A stylist must utilize both razor and scissor cutting techniques to achieve maximum movement to achieve this look.

The Shag Reborn AKA The Octopus Hair Cut:

You know this cut. You probably had this cut in the 90s. Like everything now, what's old is new again and this famous style is now called The Octopus. Due to its cascading choppy layers that resemble an Octopus's tentacles, The Octopus is a spruced-up version of The Shag. With shorter layers throughout the front and concave, short to long layers throughout the back. Finish off the cut with curtain bangs or cheek-level wispy layers; the best part is that this style doesn't call for heat styling. Instead, mix equal parts

PRORITUALS Volume & Texture Foam and PRORITUALS Power Sculpt Active Hold Gel. Then scrunch and let your hair air dry to enhance the natural texture.

Cool in Copper:

If you're looking for a change and not ready for a full vibrant red, welcome the copper-red trend. Copper red is a stunning blend of red and orange-brown and flatters a plethora of complexions. As seen made possible by Kendall Jenner, Doja Cat, Sza, Barbie Ferreira, and more! This sunny shade of red is subtle and glowing and gives a natural 70s flare. It would be beautiful to see cut into The Octopus style. You can achieve this look with our PRORITUALS Copper Blonde series.

Textured and Curly Fringe:

Whether you're going for a blunt fringe or a soft and textured curly bang, a fringe makes a statement. It can drastically change the proportions of your face (Pro Tip: you can use this to your benefit, creating defined features of your face!) A couple of things to keep in mind before taking the curly fringe plunge. Curls

will coil and become shorter, be sure your stylist is aware and familiar with your specific curly hair texture. Grow out will happen, and bang maintenance will be needed so don't jump right in, instead opt for a Shag with connected layered short pieces in the front and be sure you like the look. Keep your curly fringe hydrated and moisturized by mixing 75% PRORITUALS Power Sculpt Active Hold Gel and 25% PRORITUALS Dream Cream and diffusing or finger curling.

The Power Bob:

The Power Bob is a sleek blunt cut with razor-sharp edges. This look evokes power and strength and will always make you stand out from a crowd. The Bob is the perfect in-between look and has an air of confidence about it. Ask your stylist for a blunt Bob cut all at one length. It's a sleek glossy finish you are after, so no layers. Be sure the style is cut to a length that flatters your specific features, no one size fits all. To keep hair looking glossy and fresh, be sure to use a leave-in treatment like PRORITUALS Spray Treat before heat styling and PRORITUALS Glow Shine Spray to give the hair a mirror finish!



THE BIXIE



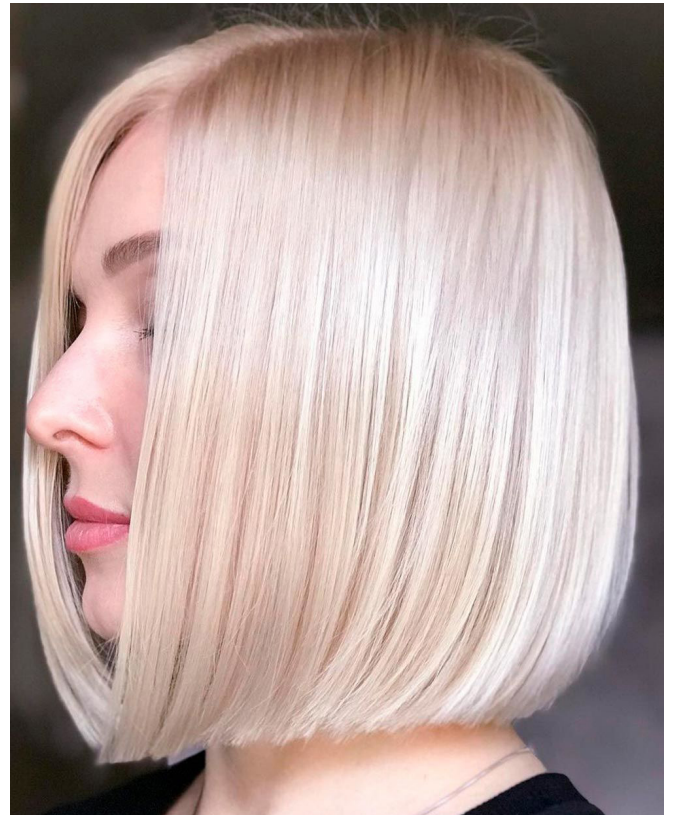
THE OCTOPUS HAIR CUT



COOL IN COPPER



TEXTURED AND CURLY FRINGE



THE POWER BOB

PRORITUALS®

PRO-STYLIST CONTEST

Congratulations to our winners of the first ever PRORITUALS PRO STYLIST CONTEST! We received stunning submissions and cannot wait to showcase more incredible work this year! Give our winners a follow on social media and stay tuned for more opportunities to showcase your work!

1st Place @linhhairartist

2nd Place @jessiesly

3rd Place @dreas_krimpin_n_primpin



AMAZING HAIR TRANSFORMATION



BEFORE



AFTER

1ST

FORMULA:

- Highlights first with PRORITUALS BlueLight Lightening Powder 30 Volume + Dream Oil processed with room temperature for 10 Minutes
- Shampoo, towel dry to damp, apply all over application with 1/2 5I + 1/2 5RV + 5 VOLUME process at shampoo bowl for 20 minutes

2ND

FORMULA:

- PRORITUALS BlueLight Lightening Powder, 30 Volume + Dream Oil heavy foil
- PROPIGMENTS 2.0 Purple



BEFORE



AFTER

3RD

FORMULA:

- 20 grams PRORITUALS 4/FUN + 10 grams PRORITUALS 7/MO+ PRORITUALS Dream Oil + 10 Vol. highlight/balayage opposite of 30 Vol. PRORITUALS Blue Light Lightening Powder + PRORITUALS Dream Oil
- After rinsing, using PRORITUALS Pro Platinum Purple Shampoo, and while still wet apply
- Root: PRORITUALS 3/FUN + PRORITUALS Dream Oil + 10 Vol
- Mids & Ends: 20grams PRORITUALS 10/ABP+ 20grams PRORITUALS 10/PA with PRORITUALS Dream Oil and 5 Vol for 15 minutes



BEFORE



AFTER

SOCIAL MEDIA SPOTLIGHT



BALAYAGE BY @EHM.MURPH.HAIR

MONTHLY COCKTAIL



TURN UP THE VOLUME, TEXTURE, AND SHINE WITH THIS SPRING/SUMMER PRODUCT COCKTAIL!

Mix Volume and Texture Foam with Power Sculpt Active Hold Gel and finish with Glow Shine; this trio is the perfect volume, hold, and shine cocktail.



PRO PLATINUM PURPLE SHAMPOO

KEY INGREDIENTS:

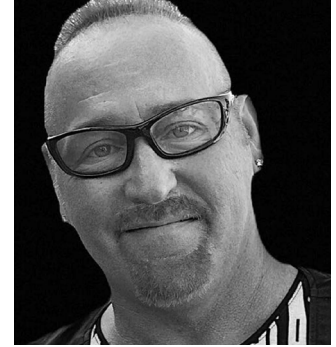
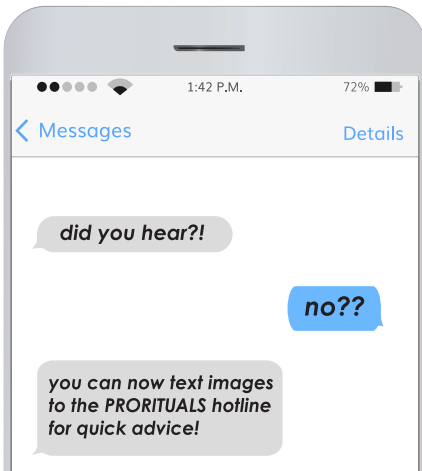
Keratin, Jojoba Oil, Vitamin A
Vitamin B (Panthenol), Vitamin C
Vitamin E, Collagen Amino Acids



NEUTRALIZES UNWANTED BRASSINESS

A Purple Shampoo that utilizes a proprietary blend of pigments to tone and neutralize unwanted yellow and brassiness, and give blonde, grey or silver hair renewed radiance and shine.

PARABEN-FREE SULFATE-FREE



NOTE FROM WILLIAM WHATLEY

On the road again!

After approximately two years of everyone not being able to be up close and personal with our industry, this is an exciting year for all of us. I am so excited for myself and the Design Team doing programs again across the country. As hairdressers, we all know that we have unique relationships with our clients and their everyday lives.

I love working in the salon and behind the chair relating to my clients, taking care of their hair and beauty needs, and being part of their families.

My biggest passion for the last 20 years is being able to work with hairdressers from all over the world, with hands-on programs and hair shows.

This year will be particularly incredible as we can finally reconnect with new and old friends while learning and sharing the latest PRORITUALS has to offer. There is no other group of people that I would rather spend my time with.

Looking forward to seeing you all and the inspiration that will come from in-person learning and continued growth.

PRORITUALS HOTLINE

+1-833-4RITUAL | +1-833-474-8825



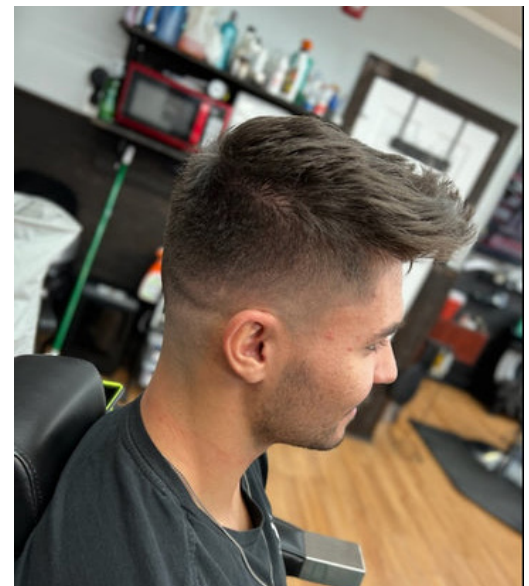
Scan Me



DESIGN TEAM SPOTLIGHT: *RICHIE MUNOZ*

The experience that makes my chair unique is being myself. Motivating my clients and teaching them new ways to make themselves look/feel better. Yes, being professional and extremely courteous also helps, but being able to relate to your clients is key to creating a connection. I live by the saying, "You can't rush perfection." The reason I say that is because life is unpredictable. You have no idea what is walking through that door until they sit in your chair. From my experience, being upbeat and energetic can make a world of difference. Your clients can feel it when you are in a great mood. So, I transfer that into the haircut.

Watching the client go from 0-to 100 always excites me. It never gets old when the client gets that new job or goes on that date and is successful because of you! Words cannot describe how that makes me feel like an artist. Watching your client slay the day because of you is a feeling that can't be described. I tell myself, I'm changing the world one cut at a time, and I can't wait to do it again!



PRORITUALS® NEWS

WE'RE EXPANDING

PRORITUALS would like to welcome our newest partner, EISS.

EISS is a family-owned business with a rich history in the beauty industry dating back to the 1950s. EISS is located in South Carolina and services both North and South Carolina. We are excited to grow this partnership and proudly welcome the EISS team to our PRORITUALS family.



PRORITUALS IS MOVING AWAY FROM AEROSOL PRODUCTS



2022 is a year for new beginnings. In an effort to reduce our carbon footprint we will be launching a newly formulated non-aerosol hairspray and a spring pump powder texturizing styler. Our new products will launch Summer 2022.

DON'T MISS OUT ON OUR NEXT ZOOM SESSIONS!

***SPRING SOLSTICE:
BALAYAGE & BABYLIGHTS***

**MONDAY April 18th 2022 10AM PST
DURATION: 1 Hour
MEETING ID: 884 2675 5021
PASSCODE: 135573**

***HAPPY HOUR:
Cocktails with PRORITUALS***

**MONDAY MAY 9th 2022 10AM PST
DURATION: 1 Hour
MEETING ID: 825 3698 3577
PASSCODE: 337696**