

# GLOW



Nett<sup>®</sup>



## LETTER FROM THE CREATIVE DIRECTOR

Our latest collection, Glow, is a screen shot of modern fashion and beauty that is reflective of the glamorous and celebratory vibe of the late 70s and early 80s. This time period seems so relevant today because there is a palatable desire in society to reclaim a lost sense of amusement and joyfulness in play. Glow embraces this desire and showcases the glamor of the moment with bold modern colors and unbridled individuality. We are fully embracing the power of self-expression and unafraid to do so in style.

I sincerely hope that Glow inspires every artist to push their own boundaries of self-expression and challenges them to seek out the unique beauty and individuality of each client who sits in their chair.

Yours creatively,

**ALLEN RUIZ**

Global Style Director



**AVEDA EDUCATION**  
NORTH AMERICA







AVEDA



“This low maintenance, yet trendy look was achieved using skip slices through the bang and adding a baby-light to create a veil of blended blonde. We color blocked each side of the front hairline below the parietal ridge to create a bold face frame to contrast her soft highlights. This triangular pattern can be used with bold contrasting colors or similar colors for a more natural result.”

**ASHLEY ROSE**  
**JON ALAN SALON**

#### **HONEY CLEO**

Laila is wearing Aveda hair color 40g full spectrum permanent 5N, 6g Dark YO, 30g enlightener™ powder lightener, 60g 20 volume color catalyst™. They were glossed with 40g full spectrum Universal ON, 16g light gold, 4g Deep Light OY, and 40g 10 volume color catalyst™. Serena was cleansed and conditioned with botanical repair™. They are wearing Smashbox Cover Shot Eye Palette in Punked. Halo Cream Cheek + Lip Tint in Pomegranate.



“Polished, voluminous fluffy  
blowout glam is making its  
statement again. A big barrel  
curling iron and a large  
velcro roller set brought the  
volume to this look.”

**MAYA WALKER**  
**PARIS PARKER**

**SUNFLOWER POP**

Abigail is wearing Aveda hair color with 30g enlightener™ powder lightener, 60g 10 volume color catalyst™ crème developer, and 8g botanical repair™ step 1. They were glossed with 20g full spectrum universal ON, 20g Blonde finish ash, and 40g 10 volume color catalyst™ liquid. Abigail was cleansed and conditioned with botanical repair™ and styled with botanical repair™ bond-building styling creme and volumizing tonic. They are wearing Smashbox Halo Cream Cheek + Lip Tint in Sunset and Cover Shot Eye Palette in Minimalist.







“Lines of water cascade over mountains in such an elegant way and I wanted to do the same for this model.

I colored a dark copper root and used two different coppers on her mids to ends and hand painted very thin vertical balayage ribbons around the face for a high impact but subtle waterfall look. I glazed her balayage with Daffodil to make it pop.”

**BRANDI DEVILLIER  
NEILL**

#### **COPPER INFERNO**

Asha is wearing Aveda hair color with 40g full spectrum permanent intense base, 16g Light OR, 10g full spectrum permanent orange Pure Pigment+, 40g 20 volume color catalyst™. 40g full spectrum permanent intense base, 6g Dark RO, 40g 10 volume color catalyst™, 30g enlightener™ powder lightener, and 60g 20 volume color catalyst™. They were toned with 20g full spectrum vibrants™ daffodil and 5g full spectrum vibrants™ tangerine. Asha was cleansed and conditioned with botanical repair™. They are wearing Smashbox Halo Cream Cheek + Lip Tint in Wisteria and Always Sharp Waterproof Kohl Liner in Raven.



#### ATMOSPHERIC KISS

Serena is wearing Aveda hair color, color pressed with 30g enlightener™ powder lightener, 60g 40 volume color catalyst™, and + 8g botanical repair™ step 1. They were glossed with 40g full spectrum universal ON gel and 40g 10 volume color catalyst™. Serena was cleansed and conditioned with botanical repair™ and styled with be curly™ curl enhancer. They are wearing Smashbox Always On Liquid Lipstick in Out Loud.

“Piecey curly bangs lay just above the brow bone to turn your focus to the eyes just before noticing the strongest part of the cut. The freehanded bottom weight-line creates a strong, bold look unique as the woman wearing it.”

SHERIDAN JOBE  
IHLOFF SALON AND DAY SPA







#### **DANDELION WISH**

Lugina is wearing Aveda hair color with 40g Universal ON gel and 40g 5 volume color catalyst™. Lugina was cleansed and conditioned with botanical repair™ and styled with nutriplenish™ curl gelée and brilliant™ medium hold hairspray. They are wearing Smashbox Always Sharp Waterproof Kohl Liner in Raven and Halo Cream Cheek + Lip Tint in Pomegranate.



“Classic shape and beautifully worn. Focusing the width of the afro around the model’s eyes causes them to be the main focal point of the image.”

**LIZ SACCI**  
**JON ALAN SALON**



“The idea for this cut was something  
on the edge of funky and beautiful.  
The try too hard for your hair  
trend has up and gone.

We are looking at the days when natural  
textures are overtaking, and everyone  
wants to look messy chic like  
the Olsen twins.”

**SHERIDAN JOBE**  
**IHLOFF SALON AND DAY SPA**

#### **THE RED WOLF**

Josie is wearing Aveda hair color with 40g full spectrum universal On, 8g full spectrum demi+™ light copper, and 2g full spectrum permanent pink pure tone. Josie was cleansed and conditioned with botanical repair™ and styled with botanical repair™ bond-building styling creme. They are wearing Smashbox Cover Shot Eye Palette in Punked, Always On Gel Eye Liner in Fishnet, and Always Sharp Waterproof Kohl Liner in Violetta.







NEW TO THE NEILL NETWORK

# smashbox

Neill's collaboration with Smashbox brings forth an extraordinary range of high-quality, cruelty-free make-up, where creativity knows no bounds. Every guest that walks into your salon can Glow with the vast selection of shades, catering to every skin tone. The makeup line, designed to empower you, offers products to effortlessly craft anything from minimalistic elegance to daring and bold expressions. Unlock your full potential.

## HEAVENLY STORM

Ashley is wearing Smashbox Halo Cream Cheek + Lip Tint in Blush and Cover Shot Eye Palette in Minimalist.





“Using the model’s natural texture  
each coil is individually set to  
give maximum definition.

Adding subtle golden highlights using  
Vomor extensions, curled to match her  
natural pattern, makes this hair glow.  
Once dry this hair is stretched  
and shaken out to show the  
power of big hair.”

**BEN PRAGER**  
**NATURAL ALTERNATIVES SALON AND SPA**

#### **MOTION WHISPER**

Arabella is wearing Aveda hair color with 30g  
enlightener™ powder lightener, 60g 20 volume  
color catalyst™. They were glossed with full  
spectrum demi+™ 7N, 40g full spectrum demi+™  
16g light gold, and 40g 10 volume color catalyst™.  
Amara was cleansed and conditioned with  
botanical repair™ and styled with be curly™ style-  
prep™, confixor™ liquid gel, and nutriplenish™ styling  
treatment foam. They are wearing Smashbox  
Always On Liquid Lipstick in Stepping Out and  
The Cali Contour Palette.



## VIBRANT VIXEN

Charlee is wearing Aveda hair color with 40g full spectrum vibrants™ semi-permanent poppy and 40g full spectrum vibrants™ semi-permanent tangerine. Charlee was cleansed and conditioned with botanical repair™ and styled with color control leave-in treatment: light. They are wearing Smashbox Always Sharp Waterproof Kohl Liner in Raven, Always On Liquid Liner, and Halo Cream Cheek + Lip Tint in Sunset.

“A strong red formula needs an equally strong haircut! Beautifully done one length with a matching fringe. Watching this style move in-person is a sight to see. The way it dances as it moves leaves no room for error in this cut.”

LIZ SACCI  
JON ALAN SALON







“A middle part paired with polished waves creates balance while showcasing length. To maintain movement, each piece was gently sprayed and separated with a tail comb.”

**STEPHANIE CRAIG  
TANGERINE SALON**

#### **ETHEREAL GLAM**

Nirvana is wearing Aveda hair color with 40g Universal ON gel and 40g 5 volume color catalyst™. Nirvana was cleansed and conditioned with botanical repair™ and styled with invati advanced™ thickening foam and be curly™ style-prep™. They are wearing Smashbox Always Sharp Waterproof Kohl Liner in Raven and Halo Cream Cheek + Lip Tint in Pomegranate.



“I really wanted to work with her  
natural red hair but bring it to  
life using semi-permanent—  
an amazing enhancer.

Red hair is a fiery masterpiece, a rare and  
captivating blend of passion and luxury  
that turns heads with its vibrant allure.”

**ALBERTO SWANSON  
NEILL**

**SOLAR SPECTRUM**

Serena is wearing Aveda hair color with 40g full  
spectrum vibrants™ poppy and 40g full spectrum  
vibrants™ tangerine. Amara was cleansed and  
conditioned with botanical repair™. They are  
wearing Smashbox Always On Liquid Lipstick  
in Bang Bang.





“The look of  
a Greek statue  
in a modern cut.

The graduation of the sides leads to a waterfall effect on the curly fringe. Curls were then expertly hand styled with Botanical Repair bond-building styling cream.”

**LIZ SACCI**  
**JON ALAN SALON**



**SACRED SILHOUETTE**

Genevieve is wearing Aveda hair color 30g enlightener™ powder lightener, 60g 20 volume color catalyst™, and 8g botanical repair™ step 1. They were glossed with full spectrum vibrants™ iris, 10g full spectrum vibrants™ charcoal, and 5g full spectrum vibrants™ azalea. Genevieve was cleansed and conditioned with botanical repair™. They are wearing Smashbox Halo Cream Cheek + Lip Tint in Blush and Cover Shot Eye Palette in Minimalist.





“Inspired by the Bixie, this look was razor cut and finger styled. Highlighting the pieciness of her layers we finished with a generous amount of pomade for maximum shine and bit of edginess.”

**STEPHANIE CRAIG**  
**TANGERINE SALON**

#### **STARDUST**

Amara is wearing Aveda hair color with 30g enlightener™ powder lightener, 60g 10 volume color catalyst™ Glossed with 20g full spectrum demi+™ dark copper, 20g light copper, and 40g 10 volume color catalyst™. Amara was cleansed and conditioned with botanical repair™ and styled with invati advanced™ thickening foam and confixor™ liquid gel. They are wearing Smashbox Cover Shot Eye Palette in Punked and Halo Cream Cheek + Lip Tint in Mai Tai.





# GLOW

## 2023 NEILL COLLECTION

### CREATIVE DIRECTOR

Allen Ruiz • @allenruizstyle • Ruiz Salon

### CREATIVE DIRECTOR ASSISTANT

Vanessa Whitmarsh • @vwhitmarshhair  
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### HAIR COLOR TEAM

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Jon Alan Salon

Dicie Putman • @dicie\_hair  
Ihloff Salon and Day Spa

Alberto Swanson  
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Brandie Devillier  
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### HAIR CUTTING TEAM

Liz Sacci • @liz\_sacci • Jon Alan Salon

Sheridan Jobe • @sheridanstarrbeauty  
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### HAIR STYLING TEAM

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Natural Alternatives Salon and Spa

Elvia Haw • @jonalanhairbyelvvia  
Jon Alan Salon

Maya Walker • @slayyedbymy • Paris Parker

### MAKEUP

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Natural Alternatives Salon and Spa

### PHOTOGRAPHY

Cameron Fontenot - Lead • @cameron.blake

Jared LaReau - BTS • @is\_somethinghuman

### WARDROBE

Ali McNally • @itsalimcnally

### GRAPHIC DESIGN

Chris Larson • @pinstrype





#### **CHERRY DISCO**

Zuri is wearing Aveda hair color with 30g full spectrum universal ON, 10g 5N full spectrum demi+™, 20g full spectrum demi+™ dark copper, and 6g full spectrum demi+™ red tone. Zuri was cleansed and conditioned with botanical repair™ and styled with invati advanced™ thickening foam and control force™ firm hold hair spray. They are wearing Smashbox Halo Cream Cheek + Lip Tint in Pomegranate.

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