

A man in a black turtleneck is styling a woman's long, light-colored hair. The woman's hair is being lifted and styled, creating a large, voluminous shape. The background is dark, and the lighting is focused on the hair and the man's hands.

**clairol
presents
enrico
caruso**

...a unique sound and
picture study of a master
hairstylist at work

This picture story illustrates the techniques Enrico Caruso will describe. Listen carefully as Virginia Graham guides you from photo to photo. Starting with... the haircut



1...hold the hair firmly



2...press through both layers



3...comb away from the neck loosely



4...turns under at a touch



5...I cut straight around



6...test the sides with my hand



10...I like to preview a few wet hairstyles



7...cross check the evenness



8...check the edge all around



9...how will it work?

the roller pattern



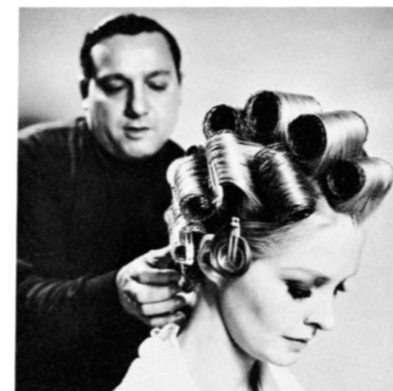
11...comb up from the front line



12...sides are rolled on the bias



13...turn the bottom rollers upward



14...guiche curls framing the face upward

the combout



15...a nice workable fullness



16...crown hair combs down smoothly



17...no separation at the sides



18...blends smoothly together



19...brush out evenly on each side



20...brush around and toward the face for a finished symmetrical style

the variations



21...gather side hair together



22...for an interesting variation



23...by stacking the top hair



24...a bobby pin clamp



25...three tiers of swirls



26...a perfectly uncluttered "dressed hairstyle"



from the color to the combout

Blonde hair like this always looks its best in simple, uncluttered lines. The three coifs shown above are examples of styles I thought would be flattering to the woman's face and show off the soft beauty of her hair. You can always build extra body and firmness by using Kindness or Kindness Plus* Superhold instant protein hair conditioner. And, at the last minute a little Shining Touch* spray-on hairdressing brings blonde hair to its greatest potential of smooth, shining beauty. Every hairstyle is different. It's entirely dependent upon the special things you do to work with the texture, the color, and a woman's special look.*

Erica Caruso

Dear Hairdresser,

How does it feel to have Enrico Caruso in your shop? Just turn on your record player and listen to him as he brings you (and all your operators) up to date on the latest techniques in cutting, setting and styling.

If you look over Caruso's shoulder (as our photographer did) you can see any one of your own patrons taking the place of his model. Because Caruso's techniques are as ageless as any artistic classics, they adapt to every patron's personal styling needs—the shape of her face, her hair type and texture, her coloring—everything that makes her an individual and creates her own special "look."

YOUR CARUSO ALBUM: "Clairol Presents Enrico Caruso"

instruction by Mr. Caruso

with commentary by Virginia Graham

SIDE I

band 1: INTRODUCTION

band 2: PRELIMINARY STEPS

band 3: THE HAIRCUT

SIDE II

band 4: THE ROLLER PATTERN

band 5: THE COMBOUT

band 6: THE VARIATIONS

band 7: THE CONCLUSION

PLAY IT ONCE all the way through to get the total styling concept which Mr. Caruso communicates.

GO THROUGH IT BAND BY BAND, stopping after each for discussion, or re-play a band for more thorough understanding.

PRACTICE ON EACH OTHER, checking against the step-by-step photographs as you work.

Use it in the shop after hours, so all your operators can benefit from this exciting educational aid.


Try it at association meetings as an interesting point of departure for an informal styling debate. (Suggest that your members bring their own Caruso album covers, so that everyone can follow the photographs while Caruso is speaking.)

Keep it on hand so that your new employees can take advantage of Caruso's educational expertise. And you can use it as a refresher—the haircut is basic, the set is fundamental and the combouts are timeless.

We hope you will enjoy the Caruso Album. We think it makes learning a pleasant experience. Let us know how you like our "talking styling book," how you have used it and whether or not you could use more like it. Send your suggestions to:

Salon Division Records
Clairol Inc.
1290 Ave. of the Americas
New York, N.Y. 10019

Happy listening.

 CLAIROL



clairol presents
enrico caruso

side 1

33 $\frac{1}{3}$ r.p.m. longplay


band 1—introduction

band 2—preliminary steps

band 3—the haircut

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Gotham Recording Corporation
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clairol presents
enrico caruso

side 2

33 $\frac{1}{3}$ r.p.m. longplay

band 4—the roller pattern

band 5—the combout

band 6—the variations

band 7—the conclusion

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