

alter EGO COLLECTION



MODERN PIXIE



Take your **braiding** and **styling skills** to the next level with this upstyling course focused on how to **create two different looks** for one event.

Learn how to set the hair for a **strong base** and **style** that can be quickly switched to a completely different look. Understand the **different techniques** for how to **construct** and **break down** a look with **speed** and **creativity** using a curated selection of SexyHair products.

- Intermediate Braiding Techniques
- Create Maximum Volume and Height
- Easy and Achievable Transformations
- SexyHair PK & Retailing

UPSTYLING TRENDS & TECHNIQUES

2025

TRENDS & INSPO

We are all many things and cannot be defined by one single word or hairstyle. This collection is all about enabling your client to channel their inner Alter Ego through versatile styling techniques. Whether they're feeling like a boss in a boardroom or like a rockstar at a festival (maybe even in the same day), SexyHair Education has the tools, tips, and techniques to help you achieve it.

This theme for this years' upstyling trend is effortless glam. Clients will want hair and makeup that looks polished yet naturally beautiful, focusing on enhancing their natural features rather than changing or concealing them.

Think of retro inspired looks like Brigitte Bardo's iconic half-up, half-down hairstyle as a great reference point for this trend which features loose, textured waves with an effortless finish.

Curly clients will love wearing their natural curls in a loosely sculpted twist and accessorized with minimalist accents like delicate pearls.





BOW-MANCE & BUBBLE BRAID



Created by
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BEFORE



AFTER

TOOLS NEEDED:

- 1" curling iron
- Crimper
- Boar/ Isinis brush
- Tail Comb
- Teasing comb
- Wide Tooth Comb
- Topsy Tail tool
- Sectioning clips
- 2" bobby pins
- Bobby pins
- Hair pins
- Hair elastics
- Gems/pearls (optional)

PRODUCTS NEEDED:

- Style SexyHair Protect Me
- Big SexyHair Powder Play Lite
- Big SexyHair Powder Play
- Big SexyHair Get Layered
- Big SexyHair Spray & Play
- Big SexyHair Spray & Stay
- Big SexyHair Volume Flex



BOW-MANCE

STEP-BY-STEP STYLE

1. Spray the entire hair with PROTECT ME for heat protection.
 - **CRIMP** all hair with medium tension, focusing, especially on the roots.
 - **SEPARATE** the hair into a front and back section at the highest point of the head.
 - **PART** the front section either in the middle or on the side and clip it away. Choose the parting that feels most natural for the client.
2. At the crown, take small horizontal, brick-lay sections of hair and backcomb using POWDER PLAY LITE (for fine to medium hair) or POWDER PLAY (for coarse hair).
 - **BACKCOMB** up to the occipital bone area.
 - **SMOOTH** only the top part of the backcombed hair using a fine-tooth comb or a pick comb.
 - **PIN** the backcombed hair in smaller sections with bobby pins to create texture under the occipital bone.
4. Leave some face-framing pieces out.
 - **SPRAY** the remaining hair at the roots with POWDER PLAY LITE and bring it towards the back using GET LAYERED hairspray while twisting it slightly.
 - **SECURE** both sides in the middle with a clear elastic to form a ponytail.

1



2



3





BOW-MANCE

STEP-BY-STEP STYLE

(continued)

4. **DIVIDE** the mini ponytail vertically into two sections.
 - Spread both sections away from the ponytail with 2" bobby pins curl each section with a 1" curling iron.
 - **SPRAY** the excess hair with POWDER PLAY LITE to create texture and backcomb.
 - Bring both sides back into the ponytail, flipping the hair to form a bow pedal shape.
 - **SECURE** the bow in place with a duck bill clip in the middle.
 - Take a small section of hair from under the elastic and use the **TOPSY TAIL TOOL** to thread it through the middle of the bow to secure it.
 - **PIN** underneath with bobby pins.
5. **SPRAY** the remaining hair with PROTECT ME.
 - **CURL** all the hair away from the face using a 1" curling iron.
 - **CURL** hair behind the ears in opposite directions, manipulating with fingers and a comb.
 - Apply the same technique to the front hair.
6. **FINISH** the entire hairstyle with SPRAY & STAY for hold.
 - Add gems to the bow part if desired.

4



5



6





BUBBLE BRAID

STEP-BY-STEP STYLE

1. Take a **LARGER SECTION** in the mid-back right under the bow.
 - Brush this section well and **DIVIDE** it into two horizontal sections.
2. Take the bottom section and **DIVIDE** it into two, bringing it forward around the top section and securing with a hair elastic.
 - Open the braid after each elastic to ensure a frizz-free finish.
3. Bring the remaining back section around the braid and **REPEAT THE PATTERN** until all hair is braided.
4. Brush through the curls and spray with VOLUME FLEX for added texture.
 - Finish the look with SPRAY AND STAY.





GODDESS LOOK & POWER PONY



Created by
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[@vibranthairgenie](#)



BEFORE



AFTER

TOOLS NEEDED:

- 1" curling iron
- Boar/ Isinis brush
- Tail Comb
- Teasing comb
- Wide Tooth Comb
- Sectioning clips
- 2" bobby pins
- Bobby pins
- Hair pins
- Hair elastics
- Donut (optional)

PRODUCTS NEEDED:

- Style SexyHair Protect Me
- Big SexyHair Powder Play
- Big SexyHair Weatherproof
- Style SexyHair Play Dirty
- Big SexyHair Volume Flex
- Big SexyHair Spray & Play Harder



GODDESS LOOK

STEP-BY-STEP STYLE

1. **SECTION** the fringe to create a 1-inch-deep triangle.
 - Center **PART** from front to back with a slight zig-zag ending at high point of the head.
 - Create a **DIAGONAL** forward parting from the low crown to 1 inch behind ear.
2. **COMBINE** the low crown sections into a high ponytail.
 - Secure with an **ELASTIC**.

STYLIST TIP: Add a small doughnut or crimp at the root and base of the ponytails for even more height and volume on finer hair

3. **APPLY** PLAY DIRTY to the front side sections.
 - Take a horizontal subsection $\frac{1}{4}$ inch back, **DIVIDE** horizontally in two to start a rope braid.
 - **TWIST** each section to the outside, then cross them over towards the inside.
4. **CONTINUE** braiding along the parietal ridge adding hair to the outside piece until you can't add anymore and lightly expand.
 - **COMBINE** both braided sections together under the crown ponytail.

1



2



3



4



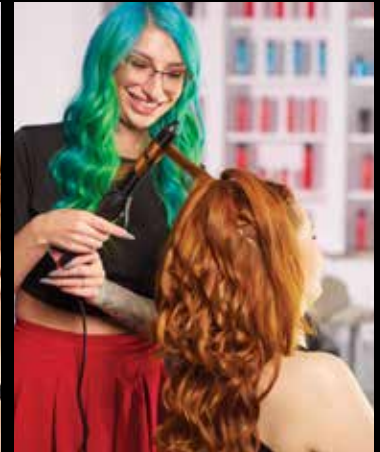
GODDESS LOOK

STEP-BY-STEP STYLE

(continued)

5. **APPLY** PROTECT ME to the remaining hair
 - Use a 1-inch curling iron to create figure 6 alternating curls.
6. **APPLY** BIG SEXYHAIR POWDER PLAY at the root area and back comb
 - **SPRAY** VOLUME FLEX and separate while Layering on SPRAY & PLAY HARDER.
7. **UNCLIP** the fringe section and curl directing the hair away from the face.
8. **FINISH** and set the style with WEATHERPROOF.

1



2



3



4



POWER PONY

STEP-BY-STEP STYLE

1. **SPLIT** the bottom section of hair vertically in half.
2. **DIRECT** each section up and under the combined braid ponytail to the opposite side, smoothing the hair with a boar/Isinis brush.
 - **COMBINE** with crown ponytail. Secure with an elastic. Repeat on remaining back section.
3. **TOUCH UP** curls as necessary.
 - **FINISH** and set the style with WEATHERPROOF.

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