



highlights, says leading colourist Jack Howard. 'I remove the foils around the hairline, then comb through the hair, leave the colour for a couple of minutes and rinse. The effect is super-natural – like a child's hair when sunlight hits it – and means softer regrowth at the roots, too.'

Aveda colourists have gone one step further and turned the traditional concept of strobing and contouring on its head (literally) by extending these make-up techniques to hair. 'Eclipting' is a new way of colouring that's designed to illuminate facial features with strategic placements of light and shadow – but in a very subtle way. 'For more prominent cheekbones, I'd concentrate a darker blonde hue around the eyes and add platinum pieces from the mid-lengths to ends,' says Aveda's advanced creative director, Bruno Elorrioroz. 'This helps to lengthen the face and creates the illusion of pushing the cheeks in a bit. If you want to distract from a prominent jaw, I'd place the darker hue next to the jawline to break it up and platinum near the eyes and top of the head.'

And diehard balayage lovers, take note: 'lacing' is now a thing. According to #teamblonde at Schwarzkopf Professional, this involves backcombing wide sections of hair, before a platinum dye is applied to the mid-lengths and ends to ensure a subtle gradient from darker roots to lighter tips.

LIGHT FANTASTIC

These techniques, coupled with a new crop of kinder colour-boosting products, mean it's now possible for even bottle blondes to avoid that flat, processed look. Take, for instance, John Frieda's new Sheer Blonde Brilliantly Brighter Blonde Perfecting Treatment, £9.99 (06). The brand's scientists have teamed up with a leading photography and film manufacturer to find out why blonde hair lights up so well on screen – and then create the same effect IRL.

'We took our inspiration from the lighting techniques used on camera, as well as dye technology that creates bright, high-definition images,' says Christine Sarosy, R&D research leader at John Frieda. 'Instead of relying only on silicones to provide shine, we discovered that the best way to reflect light is from inside the hair. A specially formulated blonde dye molecule penetrates the strand, where it forms a ring around the cuticle – so you'll see the same multi-tonal pearlescent shine as an opal when in direct light.' Apply it as you would a mask once a week and leave on for five minutes to allow the molecule to be fully absorbed.

Blondes also have a new ally in the battle against

brassiness. Bleached hair is more porous, so it soaks up unwanted minerals and metals in your tap water, and acquires a yellow tinge over time. Restore the Midas touch with Charles Worthington Colour Enhancer Ultra Violet Shampoo, £7.99 (01), the most deeply pigmented of its kind on the high street. As yellow and purple are opposites on the colour wheel, it counteracts warm tones and extends the life of your platinum hue between appointments.

HAIR NECESSITIES

Don't side-step maintenance – to keep platinum hair looking fresh, you need to put in the work as soon as you leave the salon. Depending on how close your colourist gets to your roots, bleach may touch the skin on your head, which can irritate and lead to a dry scalp. To keep redness and flakes at bay, apply Aveda Pramasana Protective Scalp Concentrate, £27.50 (02), Fabled.com, after your first shampoo, as it contains lactobacillus – 'friendly' bacteria that calm and restore the scalp's natural protective barrier.

Shine is also key, because blonde hair reflects more light – something you can maximise with a daily lather of Herbal Essences Bio:Renew Cucumber & Green Tea Lightweight Shine Shampoo, £5.99 (03), which is packed with the antioxidant histidine to help revive 'meh' hair. If you have a love-hate relationship with peroxide (love the shade; hate the fried ends), mist on Schwarzkopf Professional Blondme Tone Enhancing Spray Conditioner For Cool Blondes, £14, after every wash. The formula contains similar bonding technology to in-salon treatments to rebuild the disulfide bonds that keep hair strong.

And for the final steps to your summer beauty routine, protect your locks from sun, sea and chlorine. If you're going swimming, apply Umberto Giannini Pool Proof Leave-In Hair Protection Cream, £8 (04), for a water-resistant barrier between strands and harmful pool or salt water. Meanwhile, Philip Kingsley Sun Shield, £22 (05), Johnlewis.com, is like a SPF for hair. It protects against colour fade and dryness with sunflower-seed extract, leaving your California-inspired locks looking as groovy as a Beach Boys tune.

