

COLOUR

20

'Lighten up with 'stretch-lights', or upside-down highlights. Instead of applying bleach to the roots, a combination of baby lights [small amounts of hair in foil] and traditional highlights are diffused from the ends upwards for a softer, naturally bleached look.'

(From £150 at Hare & Bone).
Sam Burnett, creative director
of Hare & Bone salon and KMS
global style council member

21

'There's a new technique called 'permage' that will give you 24/7 sun-kissed beachy waves. It involves simultaneously perming and lightening the hair – first, using curlformers [flexible mesh-like plastic curlers] to create a gentle wave, and then placing highlights in between to frame the face. It should last six to eight weeks.'

(from £275 at Paul Edmonds).
Jack Howard, L'Oréal Professionnel UK
colour spokesperson



22

'TO AVOID PATCHINESS WHEN USING AN ALL-OVER COLOUR, START FROM YOUR GREYEST POINT, EITHER AT THE SIDES OR TOP OF YOUR HEAD. ALWAYS APPLY THE COLOUR THERE FIRST – THAT WAY THE DYE IS SITTING ON THESE AREAS THE LONGEST SO YOU GET MAXIMUM COVERAGE.'

Nicola Clarke, creative colour director
at John Frieda salons



23

'WITH PERMANENT DYE, CHOOSE A SHADE DARKER BECAUSE THE STRONG DEVELOPER WITHIN THE FORMULA WILL LIFT THE COLOUR. BUT WITH SEMI-PERMANENT DYE, GO LIGHTER – IT DOESN'T HAVE A DEVELOPER SO IT GETS DARKER THE LONGER YOU LEAVE IT ON.'

Miguel Perez, Sisley
Hair Rituel UK ambassador
and Amal Clooney's stylist



24

'For the most natural results, choose a similar shade to your current hair colour, but don't brush the dye right to the ends, as these are naturally a little lighter.'

Josh Wood, colourist to Kylie Minogue
and founder of Josh Wood Colour

25

'Sodium in salt water is an astringent and draws dye out of the hair fibre, causing your colour to fade fast. So, next time you go for a dip in the sea, work a mask from your roots to the ends to create a protective barrier.'

(Try Moroccanoil Restorative Hair Mask, £32.85, moroccanoil.com/uk). ■
Kevin Hughes, Moroccanoil global ambassador

