



Michelle Williams

SHADE ENVY Ask your colourist for “medium-to-light natural-ash blond,” says Kim. “Words like “no brassiness” and “no blorange” [blond-orange] are important.” Adjectives that describe ashy tones – think, wheat, sandy blond and cool ice – also fit the bill.

TECHNIQUE TO KNOW Window foils. “These are your traditional foils with a strip of transparent film so the stylist can see as the hair processes,” says Kim. “This will guarantee a perfect lift of colour and avoid any yellow levels.”

MODERN MANE “Over 50 per cent of our clients are going lighter and they want dimension,” says Conor, who recommends adding low lights to create depth in cooler shades as Michelle Williams has. Kim agrees and advises colourists to artistically paint light-to-medium blond throughout. “This will not only show off the cut but put a fresh twist on the one-tone wonder of platinum.”

AT THE SALON TRY L’Oréal Professionnel Infinie Platine. This fast-acting powder lightens strands up to eight levels in one process plus its keratin-enriched formula means the hair isn’t comprised.



L’Oréal Professionnel Infinie Platine, from \$15/highlight, exclusive to L’Oréal salons, lorealprofessionnel.com



Kate Hudson

SHADE ENVY Ask your colourist for “peaches and cream,” says Conor of Kate’s warmer hues. “I always use ‘embrassée par le soleil’ – kissed by the sun – highlights,” says Kim.

TECHNIQUES TO KNOW Smudge or breaking the base is a method Kim uses on Kate before highlights. “We sparkle her roots with a smudge, a 30-second base bump that caramelizes Kate’s roots,” says Kim and keeps any red or orange at bay. Next, balayage highlights – a French practice of applying colour freehand rather than foil or cap highlights – are applied in two shades of blond. “Balayage results in more refined highlights; there are much more highlights near the ends of strands than there are on the top,” says Conor.

MODERN MANE A touch of natural regrowth is a must. “Sun-kissing is typically off-scalp, which means that it doesn’t go right to the regrowth because no ones hair grows with natural highlights,” says Conor. “It’s more living on the mid-shaft and ends, just giving you that kind of lived-in naturalness.” Since there isn’t a harsh line as your roots grow in, trips to the salon for touch-ups are less frequent. “Maybe it will look different at day 60 than it did at day 1, but hair will look good on both days,” says Conor.

AT THE SALON TRY Schwarzkopf Professional BlondMe Crystal Bleach. “Its gel-like consistency makes it the perfect product for balayage,” says Kim. “It becomes transparent on the hair and allows the hairdresser to achieve that perfect colour.”



Schwarzkopf Professional BlondMe Crystal Bleach, prices vary by salon, exclusive to Schwarzkopf salons, schwarzkopf-professional.com

BEAUTY

BLOND Ambition

On the verge of taking the peroxide plunge? Read our tips to ensure you find your perfect hue

The urge to experiment with flaxen strands goes with summer like Popsicles and SPF – and would-be blonds have more options than ever. “We are seeing 50 shades of blond!” says Schwarzkopf Professional BlondMe ambassador Kim Vo, the colourist behind bombshells Kate Hudson and Goldie Hawn.

But stepping out of the salon with your dream shade isn’t always simple. “Miscommunication

happens all the time,” says Conor M. Cafiso, artistic educator for Matrix Canada. “My definition of a colour and your definition aren’t the same thing.” Using the right vocabulary is paramount so you don’t spend your summer hiding your locks under a sun hat. Here, *Hello!* breaks down the salon lingo you need to know to replicate the hottest hues in Hollywood. **H**

REPORT: JULIA SEIDL

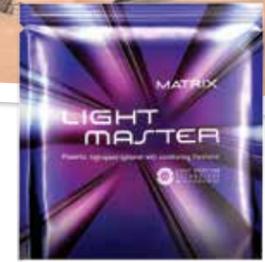
Jennifer Lopez

SHADE ENVY Ask your colourist for “brond,” says Kim. “Usually this is a brunette who wants to tippy toe into the blond family.” Caramel or a golden brown base with gold-blond highlights are also good descriptors.

TECHNIQUES TO KNOW “As a stylist, I have to think like a brunette but colour like a blond,” says Kim. “Roots should be warmed up slightly but not too warm. Think of Goldilocks: not too dark, not too light, just right!”

MODERN MANE Ombre has dominated colour requests for a few years but the new hue evolution is “sombre.” “It’s the softer side of ombre with less contrast and severity,” says Kim. If J. Lo or Jessica Alba’s latest shade of brond is what you’re after, sombre should be the word on your lips.

AT THE SALON TRY Matrix Light Master. It lifts strands up to eight shades – from a medium-dark brown to blond in a single service – while the addition of panthenol, a form of vitamin B₅, protects hair from environmental elements and minimizes the pull of yellow. “Because the hair is in a better state, it’s less porous, so it actually stays true to the colour longer,” says Conor.



Matrix Light Master, prices vary by salon, exclusive to Matrix salons, matrixcanada.ca

AFTER THE SALON

Keep your new blond looking bright, not brassy, with targeted at-home care



Violet shampoos and conditioners that tone down brassiness are a must for any blond. Kevin Murphy Blonde Angel Colour Enhancing Treatment for Blonde Hair, \$35, salons, kevinmurphy.au

A shampoo with glycerin will save colour from washing down the drain.

John Frieda Everlasting Blonde Colour Preserving Shampoo, \$13, drugstores, johnfrieda.ca



A no-rinse conditioner with a UV complex means blond strands won’t fade in the sun. Dove Colour Care Leave-On Conditioner, \$10, drugstores, dove.ca

This gold mica-infused gel illuminates highlights and reduces porosity. Pureology Highlight Stylist Gold Definer Contour Shine Gel, \$30, salons, pureology.com



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