

BLONDE AMBITIONS

How to Build and Maintain Bodacious Blond

Do blondes really have more fun? Most of us can find out the answer pretty quickly by making a trip to our colorist. And, there's no better time to take a chance on a lighter, brighter shade for your hair than the summer. If you're considering a hair transformation, or simply want to learn best practices for blondes, take note of this advice and become the next Sarah Jessica Parker, Lady Gaga or Jessica Simpson.

True Colors: Just about anyone can be a blonde, but not all are alike. For example, if your skin has more pink undertones then it can be nicely complimented by a platinum blond. Warm, yellow toned skin needs more golden blond hues. Keep in mind that becoming a blonde is a commitment.

A Kiss of Color: If you're a natural red head or a deep brunette, it doesn't mean that blond is out of your league. Try a strawberry blond kiss to lighten your red or opt for honey highlights to brighten your browns.

Matchy, Matchy: Beware of going too far with coloring your eyebrows to match your hair. Instead, keep them well maintained and work with a brow powder or other filler to achieve the desired look.

Protect and Defend: Just like our skin, the sun can change the color of our hair. To maintain your hair color investment, commit to protecting it by wearing a scarf or hat when in the sun for a lengthy period of time.

Soak It Up: Blond hair needs moisture so invest in hydrating products like Tricoci MATCH moisture shampoo or Color Preserve hydrating shampoo by Wella. Before jumping into the pool, rinse hair in fresh water, run a conditioning treatment through it then pull it back. That way your hair won't soak up water from a chemical-laden pool or harsh, salty ocean.

Keep Your Color: Being a blonde means making a commitment to maintenance. Don't let inches of outgrowth creep up on you! Deep blondes need to visit a colorist every eight weeks, medium blond 10 weeks and a light blond just every 12 weeks. In between - every four, six or eight weeks - a service like Relights at Mario Tricoci will refresh your blond. This acid-based treatment only impacts the colored hair and is a fast, inexpensive solution to maintain the health and look of your locks.

Mario Tricoci source:

- Dan Johnson, Hair Color Director

For more information on this topic or to get in touch with a Mario Tricoci expert, contact Katie Feltz at kfeltz@cushmanamberg.com or 312-263-2500.