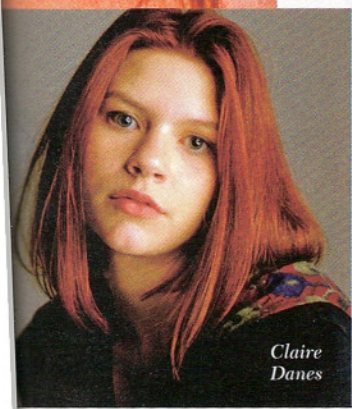




the inspirations



Claire Danes



TREATMENT
PUREOLOGY HYDRATE
HYDRAWHIP, \$45,
PUREOLOGY.COM FOR
SALONS



COLOR CARE
Color Shampoo

SHAMPOO
PAUL MITCHELL
COLOR SHAMPOO, \$8,
PAULMITCHELL.COM
FOR SALONS

Lucky breaks
page 134



AT-HOME COLOR
REVLON COLOR SILK
BEAUTIFUL COLOR,
\$4, DRUGSTORES

vibrant red

- **Use your actual hair shade** to pick the right color: Blondes should go for strawberry blonde or light copper, whereas someone with medium brown hair looks best in auburn or a deeper copper.
- **Be especially careful** if the hair you're working with already has color in it. "Doing red at home on previously colored hair is very tricky," says colorist Beth Minardi of New York's Minardi Salon. "If your hair has been bleached, go to a salon."
- **Always do a color test.** "The back of the box is not enough to go by," says Minardi. "Depending on your hair, results vary wildly."
- **Retouch roots** every four to five weeks, applying color only to virgin hair.
- **Since reds are most prone to fading in the sun**, styling products that contain UV protection make an enormous difference.

platinum blonde

Platinum blonde is a lot of work, the experts—and work that, in most cases, is best done by a professional. "Platinum is the one truly high-risk shade," Sharon Dorram-Krause of New York's Sharon Dorram Salon at Sally Hershberger/color director for Nexxus. "If you do it wrong, it can cause serious damage and even scalp irritation—not to mention terrible color."

Platinum works best on shorter hair, since it's cut more often and thus in inherently better shape. Longer hair is more damaged hair.

You won't be able to take much in the way of other treatments (say, keratin treatments or even hot curling irons).

Roots really show; if they bother you, you'll need them touched up in about every four to five weeks.

Shampoo less often, and use the gentlest products you can.

Purple-toned shampoos and conditioners, as well as those infused with vitamin E, help brighten blonde shades.



the inspirations

Gwen Stefani

Agyness Deyn



HAIR GLOSS
ALTERNA HEMP
COLOR HOLD
REPAIR GLOSS,
\$19, BEAUTY.COM



TREATMENT
LUSH MARILYN HAIR
MOISTURIZER, \$20,
LUSHUSA.COM

SHAMPOO
JOHN FRIEDA SHEER
BLONDE SHAMPOO,
\$9, DRUGSTORES



Erin Fetherston



CONDITIONER
NEXXUS DUALISTE
VOLUME CONDITIONER,
\$16, DRUGSTORES



Perfect haircolor—at the drugstore! Watch our how-to video by downloading the free app at gettag.mobi and scanning over (or snapping a photo of) this bar code.