

FLASH-FORWARD

HI-TECH HAIR



Versace
A/W 11-12

The very latest keratin technology means no three-day wait without shampooing or styling

Fancy a bed-tousled digital perm? A 2011 technicolour? Kick your style cred up a notch with the season's next-gen-now hair treatments

THE NEW AND IMPROVED 120-DAY BLOW-OUT

STYLE PROFILE Your hot iron's practically crossbred with your arm and annual anti-frizz spend deserves a shout-out on your tax return. You daydream of glass-glossy, Versace-style straightness. Sigh...

NEW TECH Hyperventilation! Meet HydroSpa, the all-new express smoothing treatment with no downtime. "The three-day wait without shampooing or styling is old keratin technology," says hairdresser and trichologist John Cook, who imports the new, chemical-safe straightening process from overseas. "After the treatment, we shampoo the hair in-salon, a low-pH mask closes the

cuticle and we'll dry it off, then you can style away as you like." Saturday night on! Exact ratios of wheat protein, keratin protein and the super-strengthening cystine amino acid take 90 per cent of the kink and curl out of hair, turn on megawatt shine and lock out frizz for up to four months. "Just avoid sea-salt sprays and swimming without pre-soaking in serum," says John. Our own keratin veteran, beauty assistant Julia Teen, reports, "My hair feels really conditioned, so straight and soft. It hasn't gone all flat and lifeless, either."
GET IT We checked into the new private suite at YM Salon in Paddington, Sydney (www.ymsalon.com.au) for the HydroSpa Keratin Smoothing Treatment, \$269. Click on www.trichovedic.com.au for more locations around Australia.

THE DIP DYE

STYLE PROFILE You're an experimentalist at heart. You took notes on Agnete Hegelund's pastel panels at Giambattista Valli S/S 11 and now model-to-watch Charlotte Free (who rocked pink for Charlotte Ronson) is pasted in your mental look book.

NEW TECH Pastel tips are a specialty for Diane Gorgievski at Valonz, Sydney. Now the fash packers are queuing up. You just blend pink, purple or blue tones through your ends. It's a really smart way to key into an edgy trend without going too nuts. Another upside – place the colour carefully and you can hide it in a bun at work.

TRY IT OUT On a recent shoot with the Grazia fashion team, makeup artist Linda Jefferyes faked the two-tone effect with blue face paint. Easier still: no-commitment Headlines Hairpieces Splice Curls clip-in colours, \$22 for 40cm (03 9584 9153). ▶



Agnete's pink ombre pony at Giambattista Valli S/S 11

Blending colour through the ends is a smart way to key into a trend without going too nuts



THE DIGI-PERM

STYLE PROFILE Always coveted just-tumbled, wavy, don't-care hair but you just weren't built for body? Well, prepare for your prayer hair – the digital perm from Japan injects enviable oomph into any texture or type.

NEW TECH We know what you're thinking: corkscrew poodle perms circa 1984 and gel-set definition. That was then. The 2011 incarnation is a smoother, looser, altogether luxer take. A fusion of tress-friendly chemicals and thermal-controlled, adjustable rollers, this perm heat-matches to your hair condition and styling ambition, custom-curling you into Georgia May Jagger-style bed head, the tidier Art Deco waves from Zac Posen A/W 11-12 or that full-bodied and bouncy 70s feel. London-based thermal expert Christian Toth says, "With all the different styles that can be created, the potential with this treatment is endless. Any hair type can benefit."

GET IT Salons around Australia are importing the know-how from Tokyo. Try RevoStudio (www.revohairstpa.com/sydney) and Planet Hair (www.planethair.com.au).



The 2011 perm is smoother, looser, altogether luxer

THE CHERRY BOMB

STYLE PROFILE You're a natural redhead ready to turn it all the way up, or need to bust right out of a colour rut.

NEW TECH All hail RiRi for flame-throwing technicolour to the top of the trend charts. "High-impact red is definitely what's happening right now," says Brisbane stellar colourist Justin Pace. "The new salon colours are really shiny and have the depth to back them up, so even though they're bright and out-there, they don't look tacky." Shock-factor has never been so chic – or kind. "New technology works on physics rather than chemistry," Justin explains. "New colours – I love Elumen by Goldwell – apply positive and negative charges to bond colour to the surface. They don't change the hair underneath at all." Rihanna's race-car red? "It's called RR@all." Not every girl can pull this off – but isn't that kind of the point?

GET IT Find Justin at Papas + Pace (www.papasandpace.com) or call 1800 506 060 for Goldwell salons nationally.

AT HOME A-listers can keep colourists on the payroll; the rest of us commit to monthly touch-ups. "In between, I'd use colour-infused care like Goldwell Colourglow Shampoo and Conditioners in warm or cool red [\$25.95 each, 1800 506 060] to keep it vibrant." ■



High-impact red is definitely what's happening right now

