

ADVERTISING FEATURE

NEW YOU

Computer helped November's makeover winner discover the perfect haircut

LISA CARTWRIGHT
FEATURES WRITER

For Natasha Andrade, November's New You makeover winner, her new look took getting use to.

"It's different," said Andrade, 25, a Markham resident and an employee at ING Direct in North York.

Andrade has never had short hair. She always wears it long and at one length.

But when she went to Liz 'n' Paul's Hair Salon in Unionville for the makeover, stylist Menka Kostoff chopped off several inches of hair and layered it.

Liz 'n' Paul's is the only hair salon in Markham that offers a computer system that helps people find the perfect hairstyle.

There are two parts to the system. The first is the computer analysis, where numerous questions are asked including height, weight, age and hair texture. Face measurements are also imputed into the computer.

The computer takes the information and tells the stylist what the face shape is and how to achieve the style that would flatter it the most.

The second part of the program is com-

puter imaging. A digital photograph is taken and downloaded into the computer.

Liz 'n' Paul's is able to download hundreds of styles depending on the look a person is trying to achieve.

Andrade chose a sophisticated style and the computer recommended a shorter length and layers.

"With her round face, the computer recommended lots of height on top and layered. (The style) lengthens her face. It is also easy to maintain."

Menka said the advantage of the computer system is that it helps people visualize a style before choosing one.

"It takes the risk out of getting a hair cut. People aren't scared any more."

Andrade usually adds a blond highlight to her hair, but Menka decided on cooper instead.

"I highlighted her hair with foil, then put a toner through the whole thing. It gave her a two-tone look that is very popular right now."



PHOTO/LEX ABERNETHY

Above: Natasha Andrade before her makeover and (below) after

SUBTLE MAKEOVER

Andrade doesn't wear makeup. Menka applied a tinted moisturizer to Andrade's face and then chose natural shades to finish her eyes.

Charcoal-gray was applied to her eyebrows and berry shades to her eye lids. A subtle sheen was placed on top to bring out her eyes.

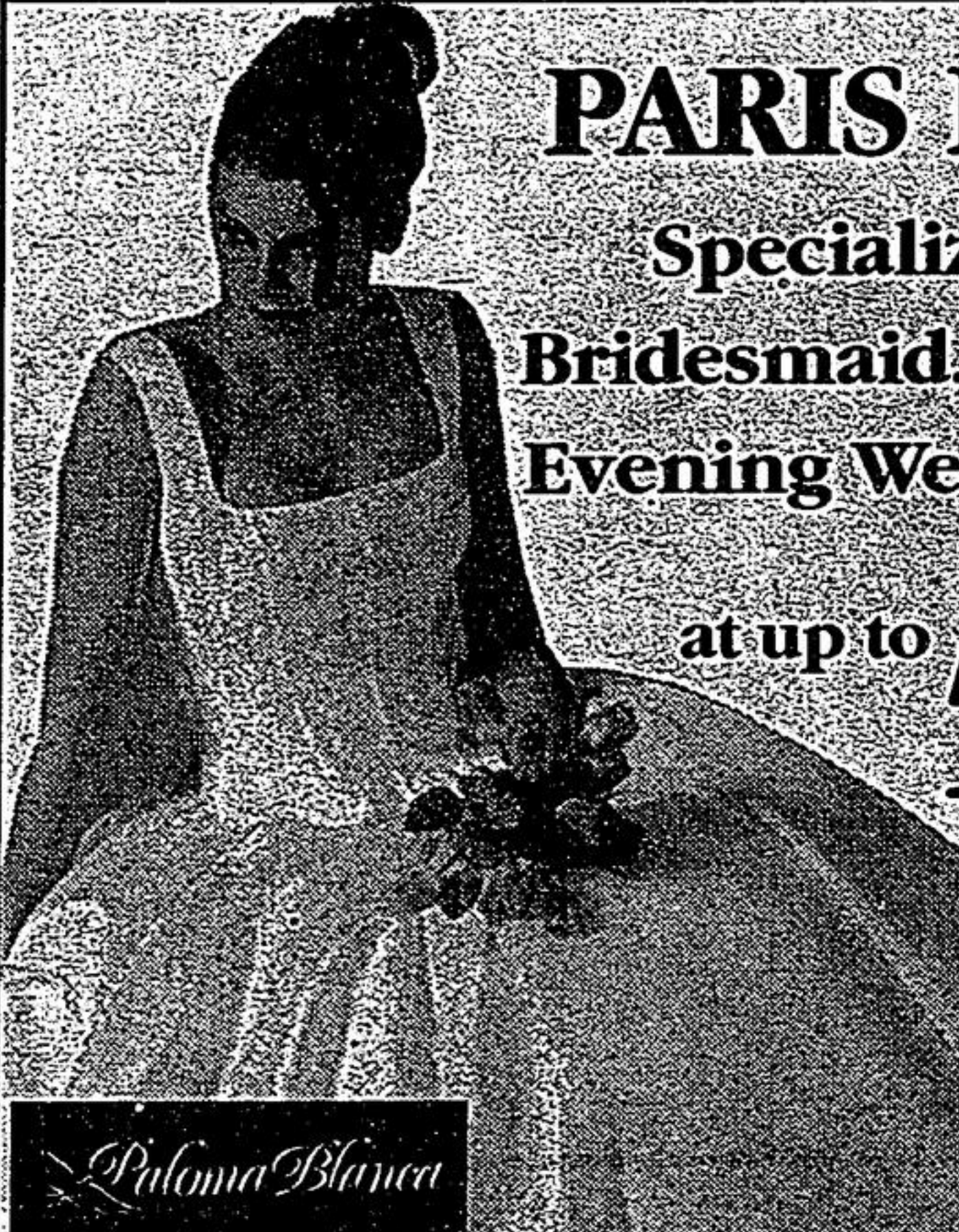
"It's very subtle," Andrade said.

PARIS FASHIONS

Specializing in Bridal,
Bridesmaid, Formal, Holiday
Evening Wear & Casual Wear

at up to **50% off**

**161 Main St.,
Unionville**
(905) 470-1742



Paloma Blanca

KESTANE JEWELLERY

50% off all in stock
DIAMONDS, GOLD, SILVER

Specializing in Fine Custom Made Jewellery
Come in and receive a great deal
on a large selection of:

- Diamond Engagement Rings •Wedding Bands •Necklaces •Bracelets •Earrings
- And a large selection of Quality Watches and other Fine Jewellery

We also do repairs and appraisals


IN STORE SPECIALS ON ALL WATCHES

MOVADO ESQ CITIZEN

8601 Warden Ave. (at Hwy 7) Markham Town Square
Tel: (905) 940-5353

Hours: Mon-Fri: 10:30-6:00 Sat: 10:30-5:00
Open Sundays in December

FREE DESSERT
with any Extra Value Meal at



Only With The **Subscribers Club**
FOR A FREE INFORMATION PACKAGE CALL:
ECONOMIST & SUN
294-2200
Stouffville Tribune
640-2100

Fall & Winter Specials

with Janet

Hi Lites	reg. \$9.50	→	\$6.50	& up with cut
Colour	reg. \$6.50	→	\$5.50	& up with cut
Perm	reg. \$8.50	→	\$6.50	& up with cut
Women's Cut	reg. \$39.00	→	\$32.00	

Ask about my referral program

JANNQLES
HAIR STYLIST

6861 Hwy. 7, Markham
Call: (905) 471-7676 Other locations 1004 3099

TOMORROW'S GIFT

Whether it's a bequest, a gift of life insurance or a charitable annuity, you can plan today to ensure continuing support for arthritis research. Nearly four million Canadians who have arthritis are counting on you.

For more information about our planned giving program, contact The Arthritis Society.

GIVE ... to give HOPE

Richmond Hill
508-5177

This message brought to you as a community service of The Economist/Tribune

Win a makeover

You can win a makeover win a makeover from the Markham Economist & Sun and Stouffville Tribune.

Remember, one ballot per person please. The winner has to be available during the day and allow the salon to whatever it feels best.

Makeovers take approximately three hours to complete. Simply fill out the ballot below and mail or fax it to either office.

Ballots must be received by Friday, Dec. 3. The ballots are thrown away after each month, so you are encouraged to re-enter each time.

New You makeover contest

Name: _____

Address: _____

Daytime phone number: _____