

New You

Advertising feature of The Markham Economist & Sun/Stouffville Tribune

Makeover at Back Stage Hair Design Ltd. provides a sensational new look

Long-time Markham resident Joyce Johnson admits to feeling a little nervous before her recent makeover at Back Stage Hair Design. Never having experienced a full-fledged makeover before, she was apprehensive about changing her appearance too drastically.

When she arrived at Back Stage, Joyce discussed the makeover with staff members. She indicated that she

preferred a look that was easy to maintain, and natural.

"We noted that Joyce's hair colour was too bright for her skin tones," says Joe Fuina, owner of Back Stage Hair Design. "So we darkened her hair with a mahogany colour to give it more depth and warmth. It was a refreshing change."

After deepening Joyce's hair, Joe applied some

strawberry blond highlights which gave the hair a sunkist effect on top and added dimension.

Next, Joe gave Joyce a shag haircut with plenty of texture on top.

Experienced make-up artist Daiana Fallico set to work on the final stage of Joyce's makeover. "Since Joyce doesn't usually wear make-up, I wanted to apply something simple that could be worn by day or by night," says Daiana. "I applied a neutral tone foundation, eye shadow, blush and lipstick to accentuate Joyce's beautiful blue eyes, and without overpowering them."

When her makeover was finished, Joyce's reaction was, "Wow!" She admits to feeling a bit overwhelmed, but in a good way. "I felt like I was on Oprah! The staff was friendly and easygoing. They did a wonderful job."

Back Stage Hair Design has four full-time hair

stylists plus a full-time aesthetician on staff. They specialize in all aspects of hair styling and aesthetics. In February, the company placed 2nd in the North America Hair Styling Awards held in Los Angeles.

To achieve the best results for its clients, Back Stage Hair Design uses Aveda hair care and cosmetic products. Aveda is a world leader in pure plant and flower essence products.

Hours of operation are Tuesday and Wednesday (9AM-6PM), Thursday and Friday (9AM-8PM) and Saturday (8:30-5PM).

Back Stage Hair Design is located at 137 Main Street in Markham (north of Highway 7). They can be reached at (905) 294-8392.

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Before



After



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