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# New You

Advertising feature of The Markham Economist & Sun/Stouffville Tribune

## Svengali Salon and Spa did 'terrific job' on newspaper's makeover winner!

Anne Bishop was nervously excited about a recent makeover at Svengali Salon and Spa in Markham. The Markham resident had never experienced a makeover before, nor coloured her hair, and she had mixed emotions about altering her appearance.

After consulting with Anne, the Svengali staff decided to create a modern, contemporary appearance. "The editorial look is very popular right now, and that's what we were aiming for with Anne," says Dyson, a professional hairstylist since 1987 who teaches hairdressing in England, Europe and Canada. "We wanted to give her hair a slightly ruffled, youthful look."

Prior to the makeover, Anne had dark, shapeless hair that was difficult to maintain and which dragged her face down. Colour expert, Stacey, began the makeover by bleaching the hair before applying streaks of red colouring throughout. "The application of red gave her hair more depth and movement and it worked well with the haircut," says Stacey.



During the Makeover of Anne Bishop.

At first, Anne wasn't totally comfortable with the red hair colour, and so Stacey toned it down using a red mahogany rinse. "The red was too

prominent on the crown of my head," she says. "The deeper red tint throughout looks much better. This new colour  
**(Continued page 15)**

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