

New You

Advertising feature of The Markham Economist & Sun/Stouffville Tribune

Headlines made me 'look 15 years younger'

By ROD URQUHART
Advertising Writer

"I look 15 years younger," exclaimed New You Makeover winner Joyce Riettie following a visit to Headlines Hair Studio & Esthetique!

"My daughter-in-law works in cosmetics and she didn't recognize me. She said 'it's taken 15 years off my life,'" added an excited Joyce.

Joyce admitted she'd never had a complete makeover before and "I was excited." Joyce said she's been entering the Markham Economist & Sun/Stouffville Tribune New You Makeover contest each month in the hopes of winning and was overjoyed to learn that Headlines Hair Studio & Esthetique was chosen to perform her "new you."

"We had a ball. It was a lot of fun. They were very down to earth and I've already recommended them to other people," noted an ecstatic Joyce.

Joyce said it was time for a new look. "I hadn't changed my hair style in a number of years and I was kind of bored with it. I needed a new look. I told them (Headlines) they could do anything they wanted. They had free reign to do something a little different."

First Joyce saw Sarah Chewins, an Advanced Stylist, who performed the consultation and cut.

"I could tell she was up for anything and wanted a big change that was something easy and fun."

Sarah did a quick cut to take out the dry ends. Sarah noted that Joyce wanted an updated look and she was not afraid of something "bold and edgy."

Sarah noted that first off she used a deep maroon eggplant colour as a base. "It goes with her skin colour."

Then Sarah did fiery copper colours for highlights to bring out the green in her eyes. Then Joyce's hair was blow-dried and Sarah

then textured it and cut into it when it was dry "to create different lengths and layers."

Then she used some molding putty to finish the look.

When Sarah was done she said Joyce had a "fun and easy tussle summer look that was fresh, and that does wonders for her per-



Joyce Before the Makeover

Aesthetician/Makeup Artist Grace Chiacchia. "I used a foundation close to her skin colour to even out her skin tones."

To give Joyce the illusion of high cheek bones, Grace used amber colour blush to emphasize her eyes. Then she highlighted her browbone with an ivory colour. On the inside corner of her eyes, she used a gold shadow and on the outer corner, she used a bronze.

All this was done "to complement her hair colour."

Her lips were defined with a coppery gold lipstick.

"She looked gorgeous — totally opposite to when she came in," noted Grace, who said the friendly staff at Headlines is like "one big family."

Joyce agrees. "They are very friendly. They make you feel comfortable and relaxed and I had a good time. I do plan to go back (to Headlines). They cut very well and give good service."

Joyce also said Grace "taught me tricks with makeup application which has been useful."

And when the New You Makeover was completed, "I like it — it's quite dramatic. I look like a tiger or a tabby cat."

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sonality and style."

"It brought out her eyes and updated her look," said Sarah.

In fact, "It was a blast to create."

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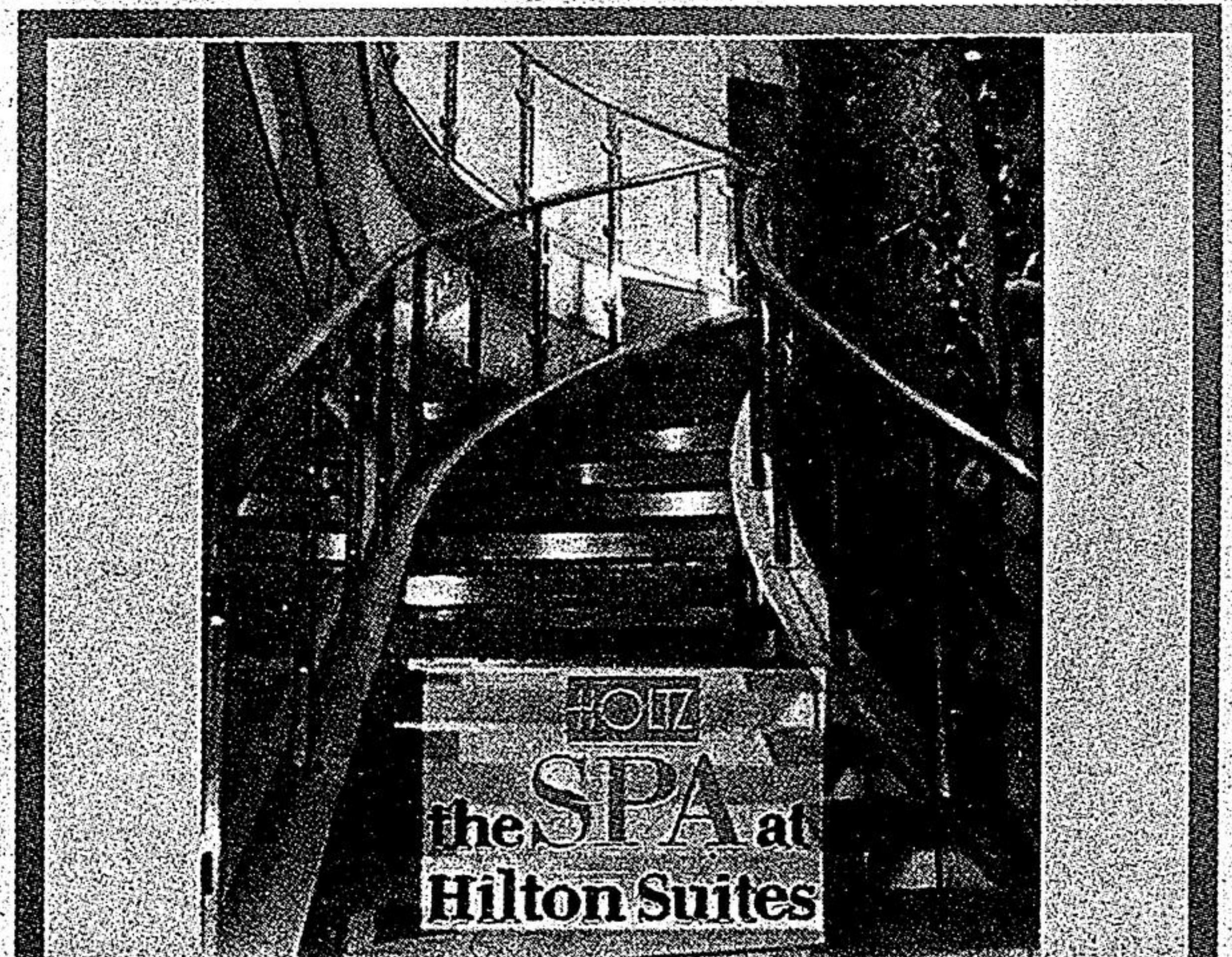
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